

EXTRA!

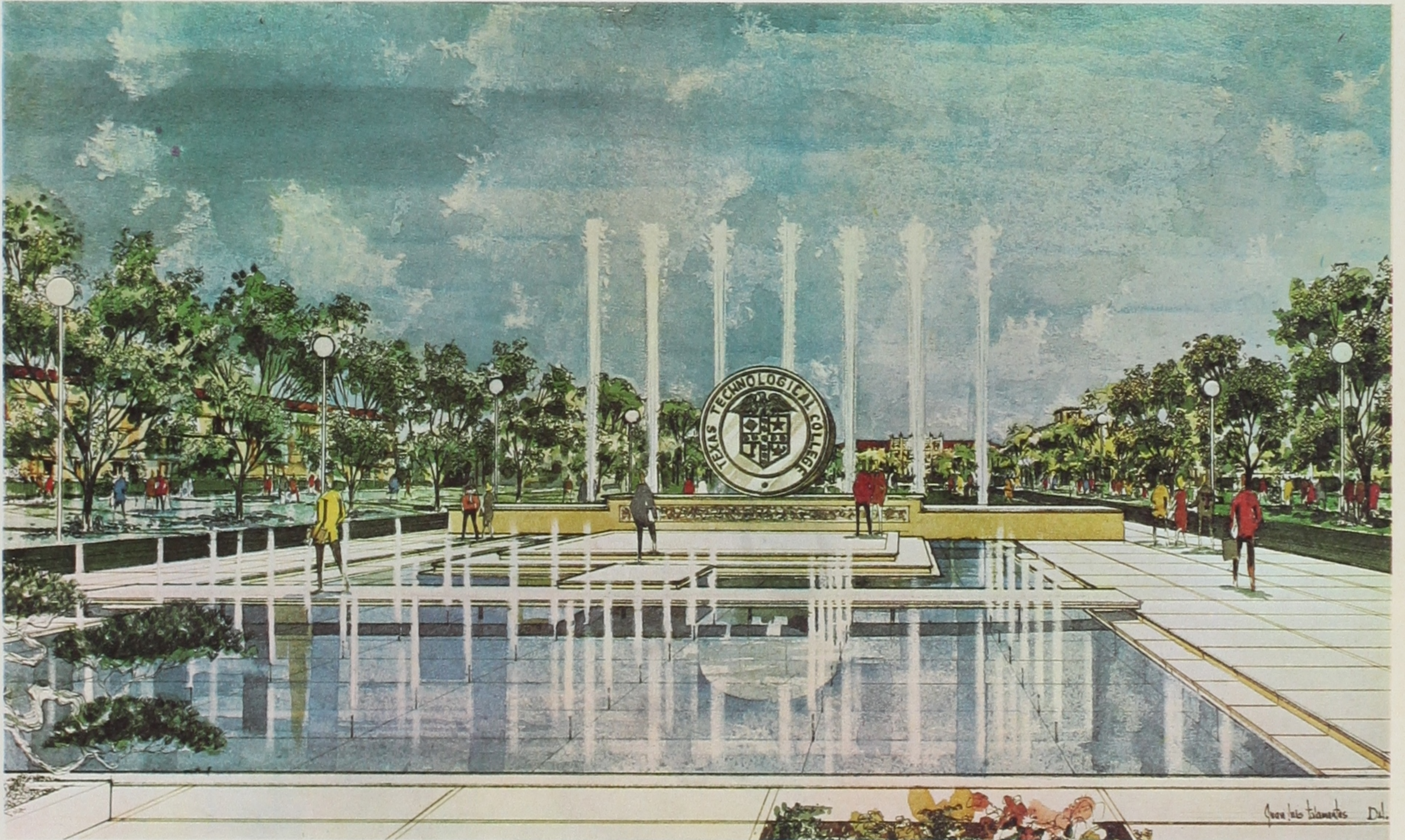
THE DAILY TREADOR TEXAS TECHNOLOGICAL COLLEGE

Vol. 39

Lubbock, Texas, Sunday, February 16, 1964

No. 84

Wouldn't You Give \$1 For This?



Board Approves 'Texas Tech U.'

By GAYLE MACHEN
Daily Treador Editor

Texas Tech's four-year name-change controversy is settled.

TECH'S BOARD of Directors voted unanimously Saturday to recommend to the Texas Legislature next year that the name of this school be changed to Texas Tech University.

The Board also okayed the construction of a new \$56,000 entrance marker at Broadway and College Ave.

THE HOTLY-disputed name-change only took about two minutes of the Board's time. The motion was made, directors voted and Manuel DeBusk, Board chairman, made this brief statement:

"This matter has been under Board consideration for several years. It has been under intensive consideration for the past year. The Board has let it be known publicly that a name change was under review and has encouraged expressions of opinion. All opinions have been appreciated.

"THE BOARD knew that any person or group that took the trouble to present its point of view had Texas Tech's best interest at heart.

"The Board decision has now been made. We believe it to be in the best interest of our school. Let us now turn to other matters and work for Texas Tech University."

THE ENTRANCE marker decision came after a recommendation from the Campus Planning Committee. The Sad-

dle Tramps, who worked with the CPC on developing the marker plans, will launch a fund drive for the entrance marker Monday.

Wilmur Smith, Board member who recommended that the marker plan be approved, said he had "never seen such a tremendous job of planning. I've never seen more thorough work than that done on this project by these competent young men (Saddle Tramps)."

IN OTHER action Saturday the Board approved a \$484,548 summer school budget for teaching salaries, plus an additional \$246,664.87 for summer institutes, workshops and short courses.

In a report from William Butterfield, vice president for development, \$784,591.80 was listed as the amount Tech received in 1963 from gifts and grants through the Tech Foundation. This was a 22 per cent increase over the previous year.

BUTTERFIELD LISTED the four main areas of gift support and income at Tech as: (1) scholarships, fellowships and student loans, (2) grants and fellowships for faculty research, (3) funds for construction of physical facilities, and (4) funds for library acquisition.

OTHER BOARD decisions included authorizing the administration to make a study of the possibility of establishing a pharmaceutical school at Tech. A report on the matter will be made at the Board's next meeting, April 11.

Also the Board requested that at its next meeting it be given a report on the

development of Tech's medical technology program, which has been approved by the Texas Commission on Higher Education.

Two members of this state commission will be on campus Feb. 20-21 to review Tech's request to establish a law school.

THE BOARD also voted to resubmit to the Texas education commission its request for approval of a doctorate in business administration. The commission previously turned down the request.

Approval also was given by the Board for a study to be made concerning a new classroom-office building on campus. Recommendations about the building site, time schedule, financing and architects of such a new structure will be made to the Board at its April meeting.

OTHER ITEMS on the Board agenda included approval of adding a minimum of 14 beds to the infirmary at an estimated cost of \$71,000.

DeBusk also asked that a study be made of having co-educational living facilities in Tech's new dormitories.

"I ATE IN the cafeteria of West Hall yesterday and noticed an improvement in personal habits and appearances of both boys and girls. I talked with several students about the co-ed housing... and they seemed to like it," DeBusk said.

West Hall, Tech's first co-ed dorm, has housed both male and female students since last November.

IN A SPECIAL report on current Board policy, Smith said Board policies

can be divided into four categories: definite policies, administrative policies, conflicting Board policies and policies that need to be changed.

There are several policies which need clarification and revision, according to Smith. Smith cited of an example of an out-dated rule prohibiting sororities and fraternities from having intramural games on Sundays.

"THIS RULE is being violated almost every Sunday. It's an old rule and it needs to be changed," Smith said.

Smith also said the Board needs more definite policies on naming campus buildings and on patenting discoveries by faculty members.

SPECIFIC POLICY changes will be discussed at the Board's next meeting, DeBusk said.

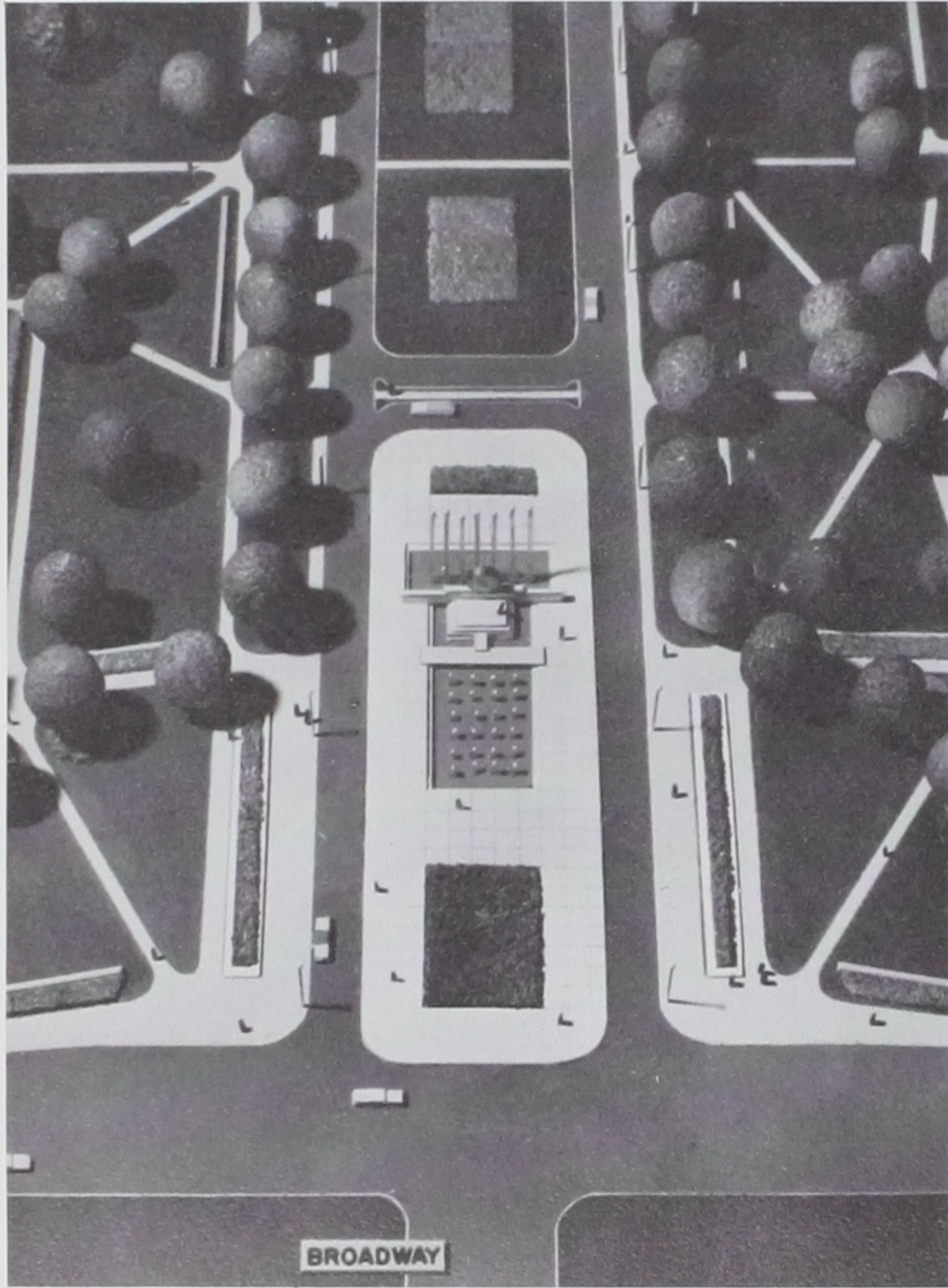
DeBusk recommended that "all academic buildings be named for major function of that building and not for a person... and all dormitories be named for people." The Board approved the suggestion and asked that specific names for the unnamed buildings on campus be considered at the next meeting.

THE BOARD also requested that the CPC decide on a site for the placement of a locomotive, donated by Board member Wright Armstrong.

Other action included approval of Dr. R. C. Goodwin's recommendation that the name of Tech's new theater be named "University Theater."

— 40 Feet Into Air —

Water Columns Shoot Upward



ARCHITECT'S MODEL — This architect's model of the new entrance marker shows where the marker will be located on campus. Walks and benches will be added to the area for the convenience and use of students.

By **PRESTON MAYNARD**
Assistant News Editor

A 12-foot-high granite seal of Texas Tech will be fronted by a 100-foot-long reflecting pool in the new entrance planned for the Broadway drive into the campus.

Seven columns of water will shoot 40 feet into the air, with special lighting focused on each tower of water.

The entire entranceway will be 340 ft. long and 100 ft. wide.

The reflecting pool is to be 30 ft. by 70 ft., with a granite walkway across the front area of the water.

An electronic system will make possible control of the water columns according to the velocity of winds. A filtering system is planned to keep the fountains in operation and clear during sandstorms.

The seal is to be constructed in polished granite approximately one foot thick. The granite would have etched letters on both sides. Bronze letters could be used, however, at a higher cost.

AT COST OF \$55,950

Total estimated cost of construction for the entrance marker is \$55,950. The original plan for a bronze seal would have raised the cost to more than double the present figure. Architects also reported it was almost an impossibility to obtain a cast bronze seal 12 ft. in diameter.

Architects for the fountain have conducted a study of a fountain operated by a firm in Dallas with eight tiers of water.

Included in the plans for the entrance marker are provisions to change the name on the seal if the college name should be changed.

Equipment is available which would reduce the velocity of the water in the sprays according to the wind and keep the velocity of water to acceptable levels.

By controlling the problems of wind, the towers of water can be maintained as clean and straight as possible.

A 50-horsepower motor would power the sprays, costing approximately 50 cents an hour to operate. Provisions will be made in the entrance pool similar to operation of a swimming pool.

An estimated 1,000 gallons a minute of water will be moved through the pool system, which will

be designed for a capacity of 66,000 gallons. Water will remain in the pool during the winter months, providing protection for the walls and bottom of the pool. The maximum cost for the water is estimated at \$48.60 per month.

Space under the platform on which the seal will rest may be utilized for pumping and filtering equipment.

LIGHTING SCHEME PLANNED

Detailed information on the lighting scheme for the entranceway has not yet been formulated, although plans call for highlighting of the towers of water through the lighting system.

The major cost of the project is the fountain and lighting equipment, which is estimated at \$15,000. An \$8,000 total will be needed for the granite seal, with a sandblasted design on two sides.

Terraces and walks will require an additional \$7,000. Masonry fences and retaining walls will cost \$6,000 and pool and bridge construction will require another \$6,000.

Three other construction items are new paving at \$3,000, new curbs and gutters at \$1,950 and removal of existing drives at \$1,500. Installation of fountain and lighting equipment will cost \$2,000.

Additional costs are \$4,000 for architectural and engineering fees, \$500 for pool coping and \$1,000 for the granite base for the seal.

All cost figures are estimates, prepared by the architects.

MAINTENANCE COSTS HIGH

Maintenance estimates have been prepared by the college, but these costs are not expected to be a major part of the total cost. Although the top amount for maintenance could run as high as \$6,000 per year, economies of operation could be utilized to hold down maintenance costs. The college will be responsible for maintenance.

Architects for the entrance design have discussed the construction with equipment manufacturers and fountain suppliers in preparing plans.

Landscaping and sprinklers for the area of the marker may cost an estimated \$5,000. Total maintenance costs are estimated at \$478 per month or \$5,736 per year. This includes costs of draining and cleaning the pool on a weekly basis.

SUPPORT THE SADDLE TRAMPS

IN THEIR CAMPAIGN

FOR THE NEW

Texas Tech Entrance Fountain

COUNTRY INN MOTEL

4105 19th

SW 5-5271

FURR'S CAFETERIA

TOREADOR ROOM

TOWN & COUNTRY

FOLLOW RED RAIDER BASKETBALL ON

KFYO

COLLEGE CLEANERS

2416 14th

PO 5-8444

Tramps Push Idea Of New Fountain

by BRONSON HAVARD
Toreador News Editor

The idea of having a new entrance marker for Texas Tech is not a new one conceived this year.

In the fall of '61, Ralph W. Carpenter, then editor of the thrice weekly Toreador, called public attention to the need for a new marker to replace the small one erected by the 1934 senior class.

Carpenter said the present marker was too obscure to attract the attention of visitors and travelers as they approached the main campus entrance.

Calling on the Freshman Council to study the proposal, the editor urged a new marker be built to enhance the beauty of the campus. The Freshman Council discussed the idea from time to time but failed to take a concrete action.

In the academic year of 1962-63, the Saddle Tramps found they had accumulated a surplus of funds and the members considered ways of using it to benefit the campus.

"We appointed a committee to come up with suggestions, proposals and ideas," James Cole, Tramp co-chairman for the marker campaign, said, "and they came up with everything under the sun."

The committee recommended the Tramps study the possibility of sponsoring a marker. According to Cole, the Tramp who pushed the idea from its very inception was Wendell Newman, January 1964 graduate who is now at Southwestern Seminary in Ft. Worth.

Newman headed a committee to talk with college officials and architects. At first the Tramps suggested a \$15,000-20,000 base figure for the new marker.

Soon the Tramps found themselves working to absolve a controversy between two prevailing philosophies of design for any new marker, Cole said.

One faction of students and college officials favored a large stone monument and an opposing group supported architectural designs which were more specular and unique. Both factions, however, strongly back the new marker idea.

Part of the controversy, Cole pointed out, centered about the use of water fountains. There were many problems with maintenance of fountains.

"However, it became very apparent the students wanted something with water in it that would sell. . . (they) were very insistent upon water," Cole commented.

Finally last fall semester, the Campus Planning Committee gave tentative approval to a design after looking at a large number of proposals.

In January the CPC gave final approval. In secret the Saddle Tramps, the College Solicitations Committee, the Executive Board of the Ex-Students Assn. and the Student Council gave their unanimous approval.

Why was the project kept a secret?

"Because we wanted this to have a tremendous impact on the students and public in order to help the fund raising campaign," Cole replied.

- \$56,000 Needed - Fund Drive Mapped

By GAYLE MACHEN
Toreador Editor

A \$56,000 fund drive for a new entrance marker for Texas Tech will be launched Monday by Saddle Tramps.

The proposed marker area is a 100x350-foot plot surrounding the old marker site at Broadway and College Ave.

All money for the marker will be channeled through the Tech Foundation, but the campaign will be divided into three specific divisions—ex-students, civic Lubbock and the campus, according to James Cole, co-chairman of the drive.

Cole said Saddle Tramps will kick off the drive Monday with a \$1,500 donation plus an additional \$1,200, left by a former senior class. Also the 1964 senior class has indicated it will donate money for lighting in the entrance marker area, according to Cole.

Cole said "several exes also have said they'll give bales of cotton and the Ex-Students Assn. has pledged \$2,500."

Saddle Tramps have spent about \$1,500 on promotion activities already, according to Cole. This includes the printing of 35,000 brochures to be sent to ex-students, faculty members, and local businesses.

Cole says the entrance marker "can be built in phases as the money comes in." Architects and engineers of the project are Schmidt and Stuart of Lubbock.

Tramps hope to get the bulk of the money "from off-campus sources, but want students, staff and administrators to have a part in financing the new marker," Cole said.

Cole says he believes the marker "is going to be the showplace of the Southwest Conference."

Manuel DeBusk, Tech Board chairman, said, "Texas Tech is first class. The proposed entrance marker will contribute greatly toward projecting that image. The Board of Directors of Texas Technological College appreciate the initiative and imagination shown. We are confident of its successful completion."

Slogan for the campus campaign will be ORSD (Ole Red Says Donate). David Beckman is in

charge of this division. Beginning Monday there will be a "drop spot" in Tech Union, where students can contribute.

Also, each student organization will be contacted by letter and "may give collectively or stage stunts, such as a car-wash or set up their own collection booth in a dorm," Cole said. "Each organization will be asked to contribute what they want and how they want."

"We want this campaign to be a united, co-operative effort by people who are students or friends of the college. We hope this will be an out-pouring of people's affection for the college," Cole said. "No one's name will be on the marker. The whole thing will just be a combined effort."

The student organization which donates the most money will be given a special award and each student group that contributes will receive a certificate.

A campaign spokesman will appeal to the Faculty Advisory Committee and brochures will be sent to faculty members, Cole stated.

Also, to boost the campus campaign, Alpha Phi Omega has indicated it will donate all proceeds from the "Beauty and Beast" contest.

The civic Lubbock campaign division will be headed by Bill McCulloch and will consist primarily of mailing brochures to key businessmen and having fund-drive speakers at city organizational meetings.

Lists of contributors will be run in THE DAILY TOREADOR. Cole pointed out that all donations will be "tax deductible."

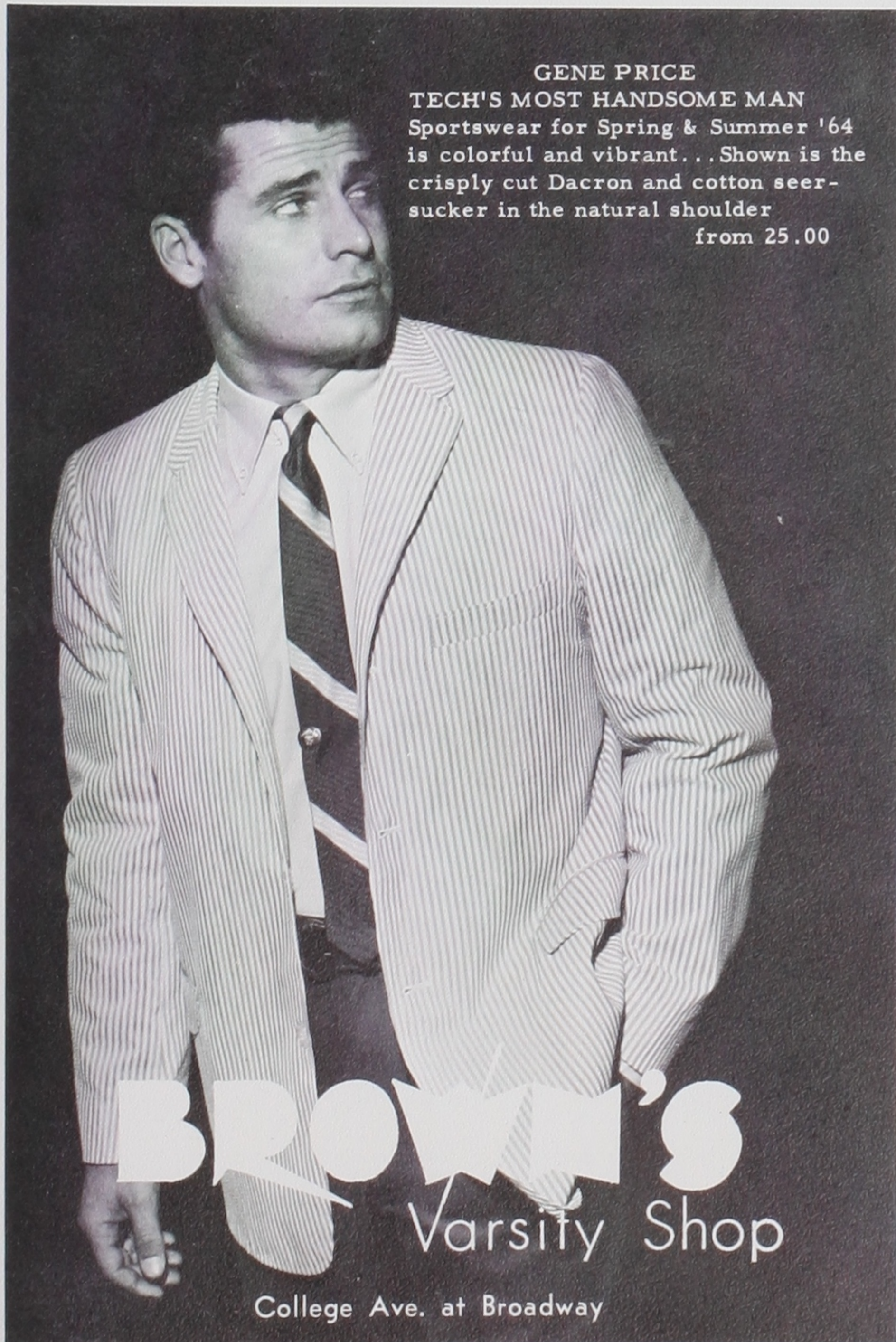
Jerry Blackwell will be chairman of the ex-students' division and kick off his campaign by mailing more than 22,000 brochures to Tech exes.

Cole says after presenting the idea for a new entrance marker, "the reception so far has been fantastic . . . everywhere."

An exhibit in the Union will keep Techsans posted on the campaign's success.

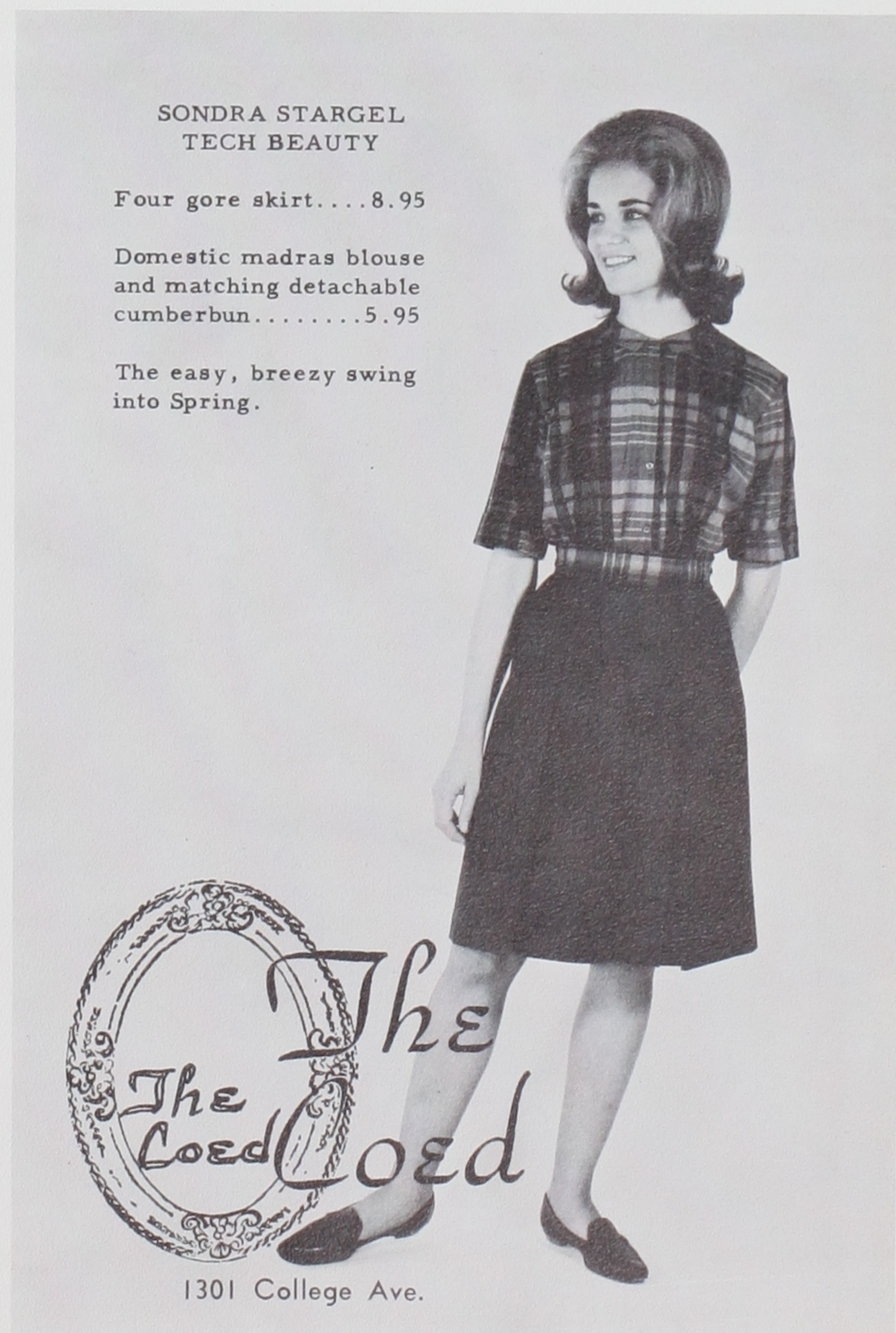
Campaign co-chairman, along with Cole, is Paul Dinsmore, former Saddle Tramp president.

Cole has said Tramps hope the entrance marker campaign will meet quick success and allow completion of the project in time for "a dedication service for the 1964 Homecoming."



GENE PRICE
TECH'S MOST HANDSOME MAN
Sportswear for Spring & Summer '64
is colorful and vibrant. . . Shown is the
crisply cut Dacron and cotton seer-
sucker in the natural shoulder
from 25.00

BROWN'S
Varsity Shop
College Ave. at Broadway



SONDRA STARGEL
TECH BEAUTY

Four gore skirt. . . . 8.95

Domestic madras blouse
and matching detachable
cumberbun. 5.95

The easy, breezy swing
into Spring.

The Coed Coed
1301 College Ave.

THESE LUBBOCK MERCHANTS

Urge You To Support The

NEW FOUNTAIN

ENTRANCE TO TECH

QUEARIES "66"

223 NORTH COLLEGE

PO 2-9685

BOOK and STATIONARY CENTER

1103 COLLEGE

PO 5-5775

SNELL DRUG

1221 COLLEGE

PO 5-5833

BROADWAY DRUG

BROADWAY & COLLEGE

PO 2-0363

TEXAS TECH COLLEGE BOOKSTORE

ON CAMPUS

EXT. 3262

SAM RIBBLE FLORIST

2422 19th

PO 5-8516

GIBSON DISCOUNT CENTER

3117 AVENUE H

SH 7-2568

WHERE YOU ALWAYS BUY FOR LESS

ISABELL POWELL

338 COLLEGE

REDBUD SQUARE

1902 50th

HICKORY INN

MONTEREY CENTER

SW 9-4033

RAFF & HALL DRUG STORES

3404 AVENUE H

50th & BOSTON

3115 34th

SH 4-8477

SW 5-5231

SW 5-6488