# Record Enrollment Expected

Vol. 40

Lubbock, Texas, Wednesday, September 16, 1964

No. 2



ALL ROADS LEAD TO THE POCKETBOOK - Registration, though now simplified, still presents students with a few problems. But finding the cashier

remains a simple step. Johnny Harper and Louis Sterne, Waco freshmen, find the path well marked.

# Armstrong Follows DeBusk As Chairman Of Directors

of Texas Tech's Board of Direc- board member. tors. His selection was made by other board members at their Aug. 22 meeting.

A native Texan residing in Fort Worth, Armstrong has been a board member since April, 1961. He has been closely associated with Tech for a number of years,

# Sororities Pledge 368

Tech's 12 social sororities pledged 368 women last Saturday, bringing to a close the week-long activities of Rush.

Chi Omega, Delta Delta Delta and Kappa Kappa Gamma each filled the new quota of 35 pledges. Gamma Phi Beta and Zeta Tau Alpha each took 34 pledges.

Sigma Kappa each pledged 31 coeds, and Kappa Alpha Theta pledged 30.

Alpha Chi Omega took 26, and Alpha Phi and Phi Mu both pledged 23.

their pledgeships Saturday night. Initiations will be sometime in the early spring.

R. Wright Armstrong is Manuel having served as an assistant to addition to Armstrong and Mc-DeBusk's successor as chairman Gen. John A. Hulen, early-day Laughlin are DeBusk, Charles D.

Chamber Worker More than 9,000 of Armstrong's personal papers and documents are among Tech's Southwest Collection. He is a long time worker in West Texas Chamber of Commerce, in addition to other civic activities.

in World War I and a major in World War II. He joined the railroad soon after World War I and has spent his entire business career with the Burlington Lines. of which the Fort Worth and Denver is a subsidiary.

### Vice President

In 1948 he was elevated to vice presidency of the Fort Worth and Denver and held the position until his retirement in December, 1962.

In other business at the Aug. 22 meeting, J. Edd McLaughlin of Ralls was named vice chairman to succeed Wilmer Smith of Wilson. J. Roy Wells, assistant to Tech Delta Gamma, Pi Beta Phi and President R. C. Goodwin, was reelected secretary.

### Dorms Named

Also, new women's residence halls were named Wall Hall (No. 6), Gates Hall (No. 7), Hulen Hall The new sorority hopefuls began (No. 8) and Clements Hall (No.

> The Board of Directors will meet again October 24. Members, in

Mathews and Wilmer Smith, whose terms expire February, 1965. Alvin R. Allison's term expires February, 1967. The terms of Roy Furr, Herbert Allen and Harold Hinn expires Feburary, 1969.

# Armstrong served as a captain Fish Petitions Due Thursday

Freshmen began taking out petitions Tuesday for positions on the Freshman Council, the governing body for the freshman class.

Petitions may still be taken out today and Thursday, but are due back in the Student Council office by 5 p.m. Thursday.

Qualifications for running include that a student be enrolled for at least 12 semester hours and maintain a 2.0 grade aver-

age. The Council constitution provides for one representative elected from each freshman dormitory and an equal number from off-campus areas.

Candidates must obtain 75 signatures on their petitions in order to run for office.

Election will be Sept. 25.

# Number Might Surpass Fall Budget Allotment

A record fall enrollment may exceed the expected 13,-200 students planned for under the college budget for this semester, according to Floyd Boze, dean of admissions and registrar.

"The main problem we will have, however, will not be the enrollment increase," Boze says. "Students must pay their fees by Thursday but our largest problem Friday and next week will be students who

complete registration as far as obtaining class tickets and neglected to pay their fees."

Don L. Renner, assistant dean of admissions and registrar, stressed the importance of following instructions under the new registration process. He says the information turned in for the fall semester Distribution will be used to process students for enrollment next spring.

No New Cards

Students may begin picking up Tech this fall will not fill out a new set of cards. They will be between the hours of 8:30-11:45 issued the registration permit a.m. and 1:15-4:45 p.m. in the shortly after Christmas with a registration hour comparable to the hour they have this semester.

"Scholastic order of registration during the same hours Thursday, does not decide which half-hour and will continue next Monday period the student will register, through Friday in the afternoons only which half-day session," Renonly, according to Phil Orman, di- ner emphasized.

Effective Process

"The new registration process of be presented before receiving the mailing the packets to students was very effective for those who followed instructions," Renner said. "However, a minority of students have placed an added burden on themselves and office personnel because they were neglectful of responsibilities."

He said some students never went home to pick up their packets, others either didn't fill them Deadline for having pictures out correctly or didn't bother to made is Nov. 14, but students fill them out period, while others missing their appointment date failed to settle "personal affairs" should make arrangements with which permitted them to register properly.

the studio. Thursday Night

Yearbooks

Ready For

their 1963-64 La Ventanas today

basement of the Journalism Bldg.

rector of student publications.

yearbooks," Orman said.

65 La Ventana.

"Last semester's fee slips should

Students may also make ap-

pointments with Avalon Studio

during registration for the mak-

ing of class pictures for the 1964-

Persons not purchasing an an-

nual must pay a \$1 fee for a pic-

Distribution will also take place

# 14 Churches Schedule Area All-Church Night

Thursday will be All-Church Organization Night at Tech with 14 area churches and campus-affiliated church organizations scheduling meetings, entertainment and refreshments. General purpose of the night is to introduce Tech students to the organizations and promote membership.

The churches and organizations opening their doors include the following:

METHODIST ASBURY CHURCH — 2005 Avenue T. Begins at 7:30 p.m. Open House - combo, ice cream and cake. Cars and buses at each dorm.

CHRISTIAN SCIENCE COL-LEGE ORGANIZATION 2406 Broadway. Begins at 7:30 p.m. At Tech Union.

 CHURCH OF CHRIST BIBLE CHAIR - 2406 Broadway. Devotional begins at 6:30 p.m. Entertainment and refreshments later. Provide own transportation.

 CONGREGATION SHAAR-ETH ISRAEL - 1706 23rd St. Begins at 7:30 p.m.

• EPISCOPAL STUDENT CEN-TER — 2407 16th St. Begins at 7:30 p.m.

• FIRST BAPTISH CHURCH — 2201 Broadway. Begins at 7 p.m. "Noche Mexicana" -Mexican dinner and speaker. Dr. Clovis Chappell. In Lower Auditorium, Main Bldg.

- FIRST CHRISTIAN CHURCH STUDENT CENTER - 2318 13th St. Begins at 7:30 p.m. Western Stomp.
- FIRST CUMBERLAND PRES-BYTERIAN CHURCH — 910 Ave. O. Dinner begins at 7:30 p.m. If need transportation, call PO5-9857 or SW5-2944.
- FIRST METHODIST CHURCH - 1411 Broadway. "Fisherman's Frolic" — Memorial Hall. Buses load at 7:15 p.m. at Tech Union.
- NEWMAN CENTER Open House - band, refreshments, short talk. For transportation call PO2-1909. Begins at 7:30 p.m.
- PRESBYTERIAN UNIVER-SITY BLDG. - 2412 13th St. Begins at 7:30 p.m. Ice cream social, cake. Provide own transportation.
- ST. JOHN'S METHODIST CHURCH — 1501 College. Begins at 7:30 p.m. "Under the Big Top" — Circus party. Acts and entertainment.
- SECOND BAPTIST CHURCH — 5300 Elgin. Begins at 7:30 p.m. "Around the Campus in 8 days." Taxis in front of each dorm.
- OAKWOOD BAPTIST CHURCH - 6002 Ave. U. Snack supper following revival service, Revival 7:30. Supper 8:45.

# Tech Offers TV Accounting

tional television facilities, KTXT- classroom. Only one campus ap- apply the basic knowledge to their TV, Channel 5, to broadcast an accounting course for college credit during the 1964-65 fall semester. The course will be Accounting 234, Introductory Accounting.

Each week, two lessons will be presented by television and one

# TECH

Nicely furnished efficiency apartment for rent. \$60.00 per month, bills paid. \$25.00 deposit. 2503 25th, SH4-2537.

Tech

pearance a week will be required.

### View Broadcasts

vision receivers.

The television lessons will be registration dates. at 7:30 p.m. each Wednesday. counting series.

### Regular Procedure

Enrollment for the course will be handled through regular pro- and Thursdays for regular classregistration through tomorrow.

the accounting course has been ing at these hours. These broadbroadcast for college credit. Last casts are not related to evening year's enrollment indicates that schedules except in subject matter. the course offered an advantage to

### CLASS TICKETS

attend a class until he hands to and faculty cars will be issued the instructor a class ticket for tickets by the Traffic-Security Dethat specific course and section partment for not having a valid and marked "PAID."

Texas Tech will utilize its educa- lesson will be presented in the business men and women who can own business or vocation.

### First Lesson

Students may view the two The first lesson for the televised broadcast lessons from wherever course will be broadcast at 6:30 they have access to television sets; p.m. Wednesday, Sept. 23. Persons however, receivers are installed in who will not be regularly enrolled one of the campus classrooms and at Tech but who wish to take the will be available to those students televised course should start enwho do not have access to tele- rollment by reporting to the Registrar's Office during the regular

broadcast on Mondays and Wed- The regular registration fee of nesdays from 6:30 to 7:15 p.m. \$15 for a three-hour course will The classroom meeting will be held be applicable to the televised ac-

Televised lessons also will be presented at 1:05 p.m. Tuesdays attendance is required of the stu-This will be the second year that dents enrolled in the sections meet-

### PARKING TICKETS

Beginning with the first day of No student will be allowed to classes of each semester, student parking permit.

# AAAS Selects Four Profs As Fellows

Four Texas Tech faculty memby the American Assn. for the Ad- praise on the new Fellows. vancement of Science (AAAS).

'Each must have made a signifi- these four scholars. cant contribution to science to achieve this high status."

### Fellows Named

Donald W. Tinkle.

associate professors of chemistry; to further the work of scientists, Shurbet, professor of geosciences to facilitate cooperation among and director of Tech's Seismologi- them, to improve the effectiveness cal Observatory; and Dr. Tinkle, of science in the promotion of hucedures during the fall semester room viewing. Regular classroom professor of biology. Drs. Adamick man welfare, and to increase puband Tinkle came to Tech in 1957; lic understanding and appreciation Dr. Draper in 1959; and Shurbet, of the importance and promise of

> Dr. William M. Pearce, Tech progress. academic vice president, extended his congratulations to the four on their achievements and termed ganization in the United States their honors "very fine."

### 'Good Reflection'

added. parts of the nation.

Dr. S. M. Kennedy, Tech arts bers have been elected as Fellows and sciences dean, also heaped

He commented, "This distinction In announcing the election of of being elected a Fellow of the these men, Kneeland A. Godfrey, AAAS is recognition of the aca-AAAS information officer, said, demic and intellectual maturity of

### 'Takes Pride'

"The School of Arts and Sciences takes pride in this accolade The four new Fellows are Dr. Joe to four of its most active faculty A. Adamcik, Dr. Arthur L. Drap- members whose contributions in er, Deskin H. Shurbet Jr., and Dr. classroom and laboratory are acknowledged."

Drs. Adamcik and Draper are The AAAS was founded in 1948 the methods of science in human

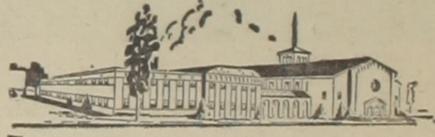
### Many Members

It is the primary scientific orand currently lists more than 85,-000 members. The annual AAAS "Of course, the recognition ac- meeting in December regularly atcorded these men as individuals tracts more than 5,000 scientists reflects upon the institution," he and interested citizens from all

# CALVARY BAPTIST CHURCH

INVITES YOU TO

| Coffee & Donuts       | 9:00  |
|-----------------------|-------|
| Sunday School         | 9:20  |
| Morning Worship       | 10:50 |
| Evening Worship       | 5:00  |
| Training Union        | 6:00  |
| Young People's Supper | 7:15  |



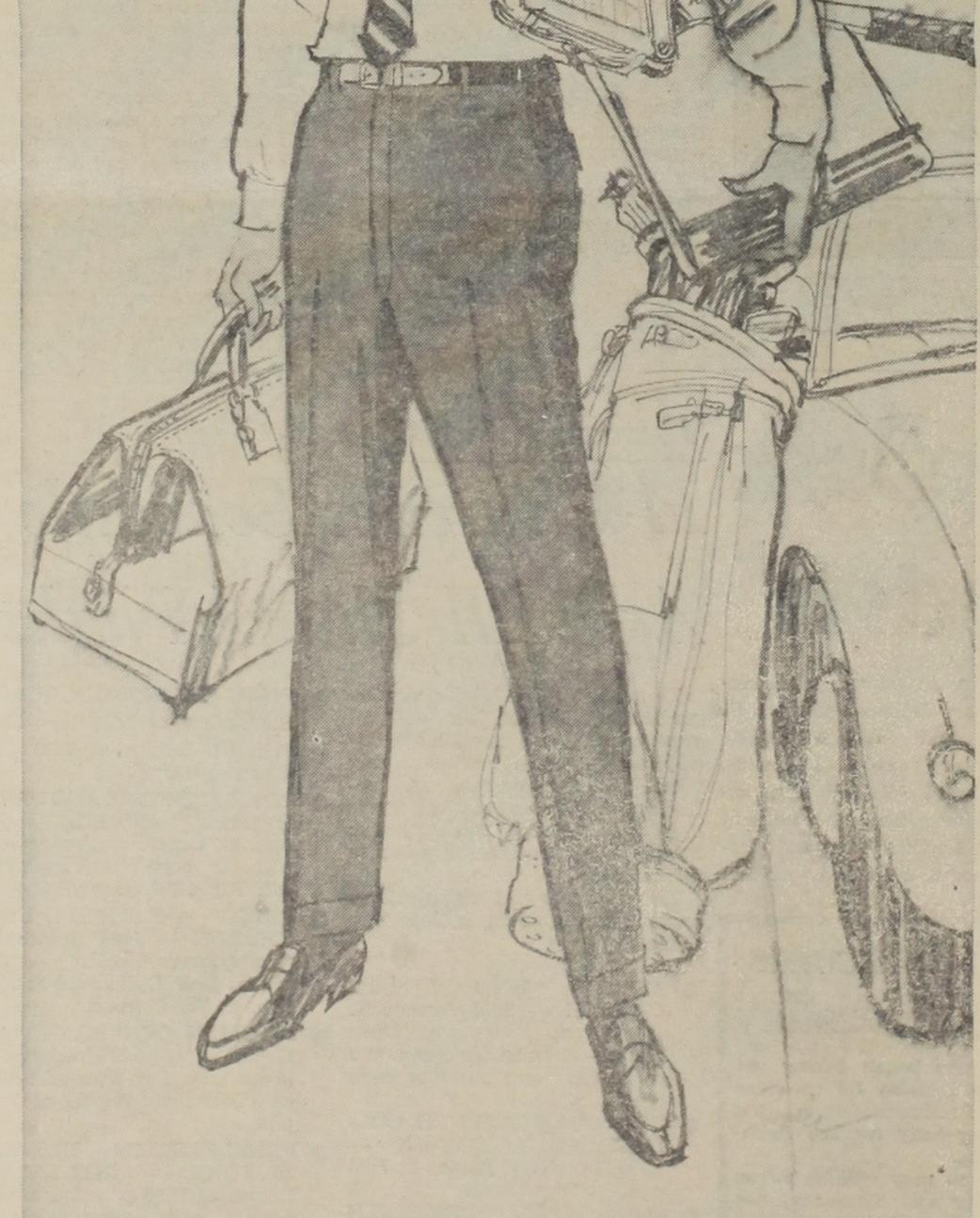
18th and Ave. T

D. L. LOWRIE, PASTOR

# COUNTY FAIR

THURSDAY—SEPT. 17—6:30

A BUS WILL RUN



### 8 hours on the road - and these slacks still stay pressed!

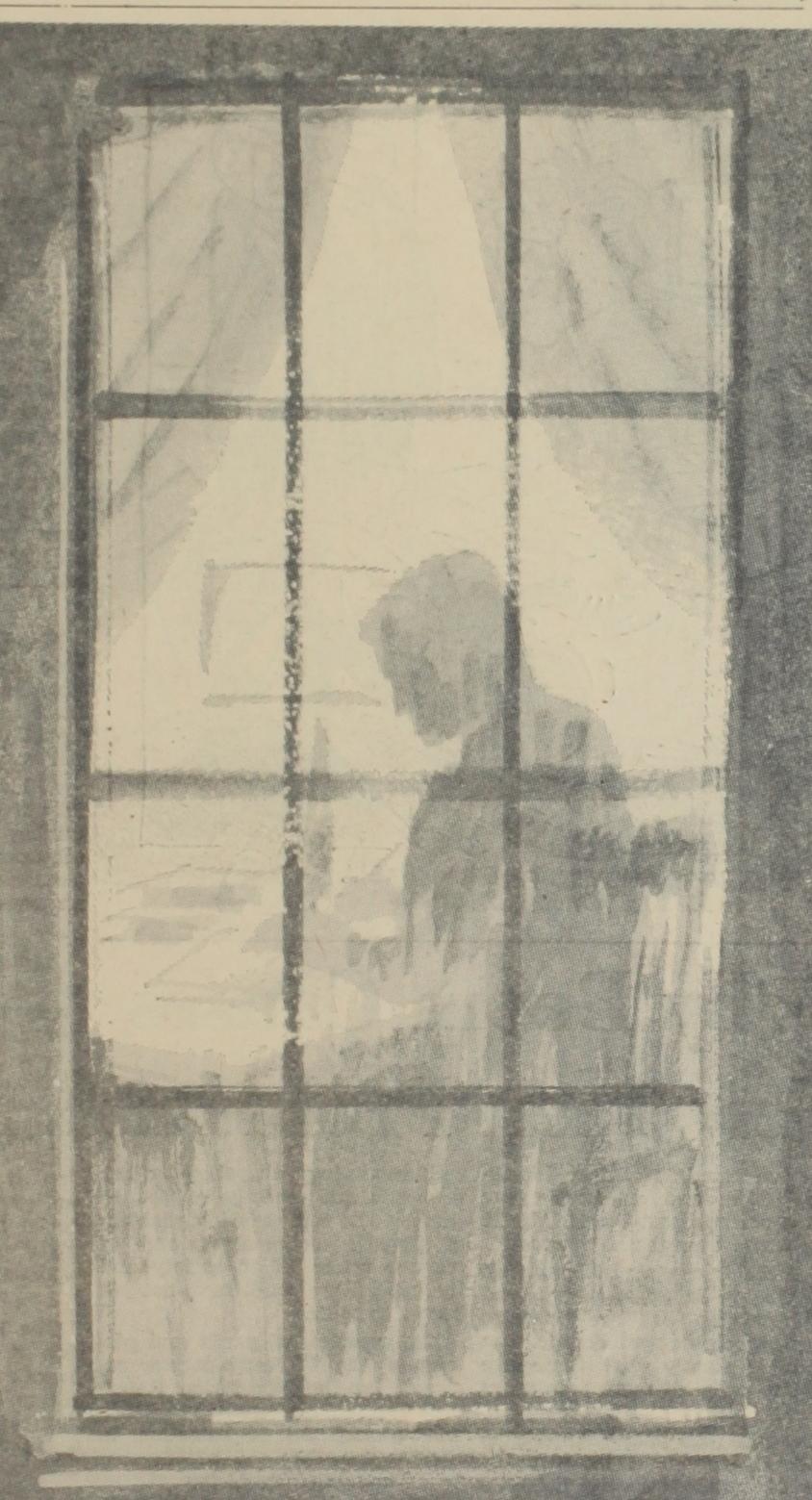
Tailored in 50% Dacron polyester-50% Orlon acrylic.

THEY'RE NEW "DACRON"8-"ORLON"8! New, Ultramatic slacks by Haggar! Even in the rain, they never lose that knife-edge crease . . . always stay in great shape! They won't bag at the knees . . . wrinkle behind the knees, at the waist or other points of stress. Wash or dry clean them . . . they're beautiful either way. And wear? We wonder if it's possible to wear them out. And Haggar Slacks just fit better . . . naturally. 10.95 Ultramatic (R) Du Pont's Reg. T.M.





2415-A Main



# Goal: \$435,242 or ?

A continued program of study will mean estimated lifetime earnings of \$435,242 to the student who finishes four years of callege as compared with \$257,557 for the student who finishes only four years of high school studies.

Citizens National Bank welcomes Texas
Tech and Lubbock Christian College students
and offers for your convenience CNB checking
accounts, with personalized Texas Tech and
LCC checks. These checks come with your
school emblem, name, address and phone
number.



THOUGHT FOR TODAY: It ain't the things you don't know what gets you into trouble; it's the things you know for sure what ain't so.

-Negro saying



# A New Decade...

HOUSANDS OF students and faculty members arrived on campus this week to begin what we have reason to believe will be an exciting and challenging ninemonth school year.

This year Texas Tech will celebrate 40 years of growth.

With the largest freshman class in history, the enrollment records will be shattered as the number of students climbs past the 13,000 mark on the Registrar's chart.

We welcome the "fish" with the same Texas Tech school spirit that in the beginning set this university on the path to being one of the finest places in the nation to receive an undergraduate education.

Freshmen may find many persons who are willing to give them advice on "how to make it."

However, everyone has his own individual formula. But each formula has one common ingredient—desire to make it.

If you, as a freshman, are determined to get an education here—and enjoy getting it—then chances are you will be among the less than 50 per cent who do "make

As a freshman, you fill find a great deal more freedom to do what you want to do and to think what you want to think than probably you have ever known before.

To students this is a very cherished part of our society that is guarded and guaranteed best by exhibiting responsibility in the exercise of that freedom.

This year freshmen and returning former students will have a greater opportunity to profit from social and intellectual activities than in the past four decades at Texas Tech.

In the area of social activities and entertainment, the Tech Union, University Theater, Greek organizations and clubs are planning a bigger and better program this year.

Because the academic side of campus life is the most important, new emphasis will be placed this year on broadening the intellect.

A wide variety of programs on an extra-curricular basis will be sponsored by many organizations to offer each Techsan a real challenge in the field of ideas.

Thus, new students and students returning to Tech will find the evolution to university life here well on the road to development.

# It's Our Letter Policy

As often as possible, The Daily Toreador will publish letters to the editor from readers, be they students, faculty members, administrators or just anyone.

We believe that letters to the editor are important in a true III forum of ideas. They give the reader an opportunity to express his views or ideas to a larger audience than is normally possible.

The reader's letter, according to all surveys, is one of the most widely read articles in any publication and has at times matched the influence of the editor's editorial in shaping public opinion.

We shall publish letters even though at times some might disagree with us on current issues. There are several things one should do in writing a letter

to the editor. If possible it should be typed, double spaced. It should also

be as concise as possible with the reader's name and address. Names will not be published in justifiable incidences if the reader offers good reason to the editor.

Letters, of course, should be maturely written, in good English and not, if an issue is at stake, attack a person in a libelous manner.

The Toreador, like any publication, reserves the right to publish or not to publish any letter, and to edit it on points mentioned in the preceding paragraph.

Letters should be sent to: The Editor, The Daily Toreador,

Journalism Bldg., Texas Tech, Lubbock, Texas.

On-campus students may use the intra-campus mailing service by just marking letters "campus" and depositing them in the campus mailbox located in the southwest corner of the Ad Bldg.

### LITTLE MAN ON CAMPUS



# Baby Boom Causes New Teen Problems

In the annals of future historthat America's post-World War II baby boom came home to roost.

For the teen-age problems that have plagued American parents and sociologists so long are going to get bigger in the next decade. The reason is simply that there are falls of the 17-year-olds are regoing to be a lot more teen-agers viewed by the Population Referaround.

celebrating their 17th birthday in 1964 number nearly 1,000,000 more than the 1963 crop of 17year-olds.

Teen-age population growth is going to continue, according to Population Reference Bureau, Inc. After 1966, each succeeding year's crop of 17-year-olds will be bigger than the ones before, reaching 4,-000,000 or more by 1974.

Massive Growth

This phenomenon of massive thousand of population. teen-age population growth presents social, moral, educational, juvenile delinquency and employment problems which will increase at 70,000,000 - or 63 per cent each year.

- High school enrollment will increase 30 per cent in the next decade. The enrollment of 12,700,-000 expected in the fall of 1964 will become 16,300,000 by the fall of 1974.
- By the time the 17-year-olds of 1964 and later get to college, already crowded facilities will be strained to the breaking point. This fall's college freshman class is expected to be 1,300,000, a fifth larger than last year's.

More Troublesome

- An even more troublesome problem is that a fourth of all 17-year-olds have already dropped out of school. They are adrift in a labor market where most employers insist on a high school diploma as the minimum educational requirement. Will these dropouts find jobs - or become a growing social problem?
- Although these 17-year-old dropouts may volunteer for the armed services, they are not eligible for the draft until their 18th birthday. But it is estimated that 630,000, or a third of today's 17year-old boys will be found unqualified for military service if examined for induction after their 18th birthday.

Earlier Marriages

As age at marriage keeps declining in the United States, an increasing number of teen-agers are giving married life a try.

In this year's crop of 3,700,000 17-year-olds, 258,000 are already married — 12 per cent of the girls and 2 per cent of the boys.

ians, 1964 may well mark the year problems and directly related to them is the still growing problem of juvenile delinquency and of teenage crime which society and the experts on youth have not yet begun to solve.

The complex of perils and pitence Bureau, a nonprofit research The 3,700,000 young Americans and educational organization in Washington, D.C.

Creates Problems

Its analysis shows that the post-World War II baby boom in the United States has created a number of situations requiring attention by American parents and responsibile public authorities.

Today's 17-year-olds were born in 1947. This was the year that the U.S. birth rate reached its highest peak since 1921 — 26.6 births per

In 1947, about 43,000,000 people in the United States were aged 17 and under. Now the number stands greater.

In fact, for the last four years, this 17-and-under age group has been increasing at an amazing 6.6 per cent a year. This is four and a half times as fast as the total population growth.

U.S. Census Bureau projections indicate an ever-increasing proportion of people 17-and-under in the American population. In 1960, it was only one out of every three candidates to file information of five.

# 21-Year-Olds Must Sign Up For Election

By MIKE READ Editorial Assistant

The forthcoming contest at the polls between Democratic President Lyndon B. Johnson and Republican challenger Sen. Barry M. Goldwater is doing more than offering the American people a choice of political personalities and philosophies.

It is creating more interest than most previous national elections for the highest political office in the land have created.

### Important Voice

Many voters will be eligible to vote in this election for the first time in their lives. In this state these new voters — who have just turned 21 - will have an important voice in the election outcome.

Although Texas remains one of only five states in the nation retaining the poll tax as a prerequisite for full voting privileges, the new voter is often eligible for an exemption.

### Still Eligible

And although the date for obtaining poll tax and registration receipts is long past, the voter who has turned 21 since Jan. 3, 1963, or who will turn 21 on or before Nov. 4, 1964, is still eligible to register to vote on Nov. 3 in the general election.

The final deadline for registra-Surmounting all these other tion of the new voter is Oct. 3, and persons who will turn 21 between Oct. 3 and Nov. 4 can be registered before their actual birthdate.

### Second Chance

The Texas Tech student population is almost sure to contain a large number of unregistered new voters. These potential voters are being offered what amounts to a second chance to have a voice in the political affairs of the nation.

Very few people should be better informed and better qualified to voice an opinion in the upcoming elections than the college voter. Though he will have to register by mail in the county of his residence in many cases and though he will often have to vote by absentee ballot, his opportunity justifies the effort.

## -Calendar-

Sept. 16-17 Registration.

Sept. 18 Classes begin at 8 a.m. Sept. 19 8 a.m. to noon, registration restricted to graduate students who have been unable to enroll during the regular period.

Sept. 23 Last day to change sections and add courses.

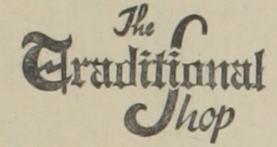
Oct. 2 Closing date of agenda for Oct. 24 meeting of the Texas Tech Board of Directors.

Oct. 5-7 Period for 1965 degree people. By 1985, it will be two out forms and photographs with the Placement Service.

| Editor                    | Bronson Havard      |
|---------------------------|---------------------|
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| Assistant Managing Editor |                     |
| News Editor               | Carolene English    |
| Assistant News Editor     | Pam Best            |
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The TOREADOR is financed by a student matriculation fee, advertising and subscriptions. Letters to the editor represent the views of their writers and not necessarily those of the TOREADOR. Letters must be signed, but may be published without signatures in justifiable instances. The views of the TOREADOR are in no way to be construed as necessarily those of the administration.

The TOREADOR, official student newspaper of Texas Technological College, Lubbock, Texas, is regularly published daily, Tuesday through Saturday.



COME A'RUNNIN' . . . the coffee pot is brewing and the cola spout is cooling . . . we're ready to entertain you at our refreshment bar . . . and while here you'll see many of those clothes you've been admiring in the fashion magazines. Old-timers and newcomers, the mat is out with our traditional welcome!

JEAN NEEL



# Two

A blending, the parts of which intensify and improve each other. Like a martini. Corduroy or denim jumper, artfully shaped and stitched in choice of colors. Cotton roll - sleeved shirt, its flowers reflecting, but more brightly, jumper's dense tones.



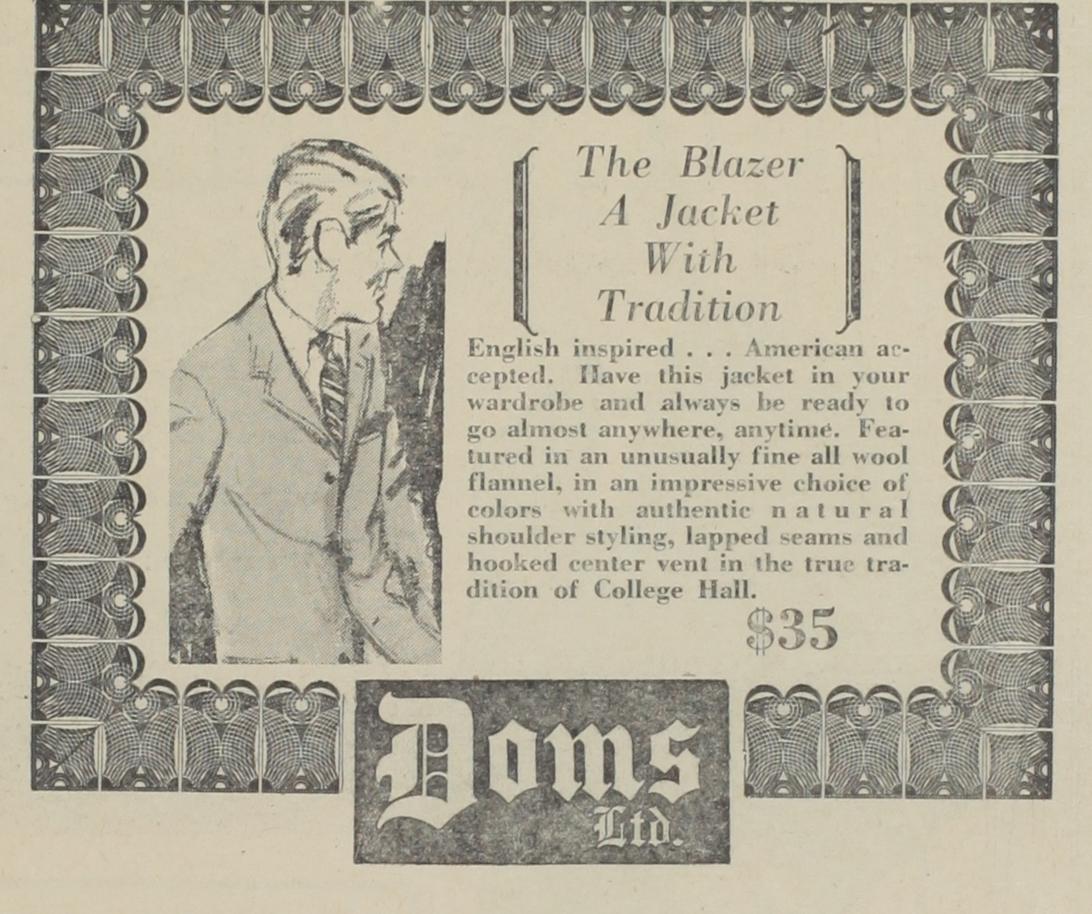


## the educated look

The educated look by Lady Dexter, who has all the know-how when it comes to fashioning your handsewn classics. Craftsmanship that's a labor of love, luxury leathers, and above all . . . the look you love. Golden Scotch or Burgundy Kordoshu.

> Open An Account





## COLLEGE APPAREL PLAN

BMOC is one accomplishment for you to attain at Texas Tech and we are ready to help you attain another - Best Dressed Man On Campus. CAP is part of your strategy for CAP lets you purchase needed and wanted apparel with no down payment and six months to pay. Clothing and accessories in the "traditional shape" can be yours in a hurry when you shop here. Come in soon for coffee and browsing. You're very welcome by . . .

BILL NEEL and The Boys



Open A Charge Account

Open A Charge Account



### - World Wide -

# Tech Grads Win Posts

Hugh W. Fallis, a graduate of Texas Tech, has joined Radio Liberty as a transmitter engineer, according to an announcement by Col. Stephen McGiffert, head of the network's technical division.

Fallis, a native of Wichita Falls, will be assigned to the organization's most powerful transmitter site located on the Mediterranean coast of Spain.

Previous positions held by Fallis include research and development engineer with Collins Radio Corp., and radar transmitter with Continental Electronics of Dallas.

### Teaching Positions

Three Texas Tech graduates who received master's degrees this year in food and nutrition have accepted teaching positions for the coming year, and another master's recipient will become a school lunch manager.

Miss Lucy May Burrus of Mountain Home, who received the M.S. degree from Tech, will become school lunch manager for the Dallas Public Schools.

A former home demonstration agent in Bosque County, Miss Burrus received her B.S. degree from San Marcus.

### Tech Degrees

Mrs. John Wilson of Lubbock will teach in the department of food and nutrition at Virginia Polytechnic Institute, Blacksburg, Va. She received both the B.S. and M.S. degrees from Tech in food and nutrition.

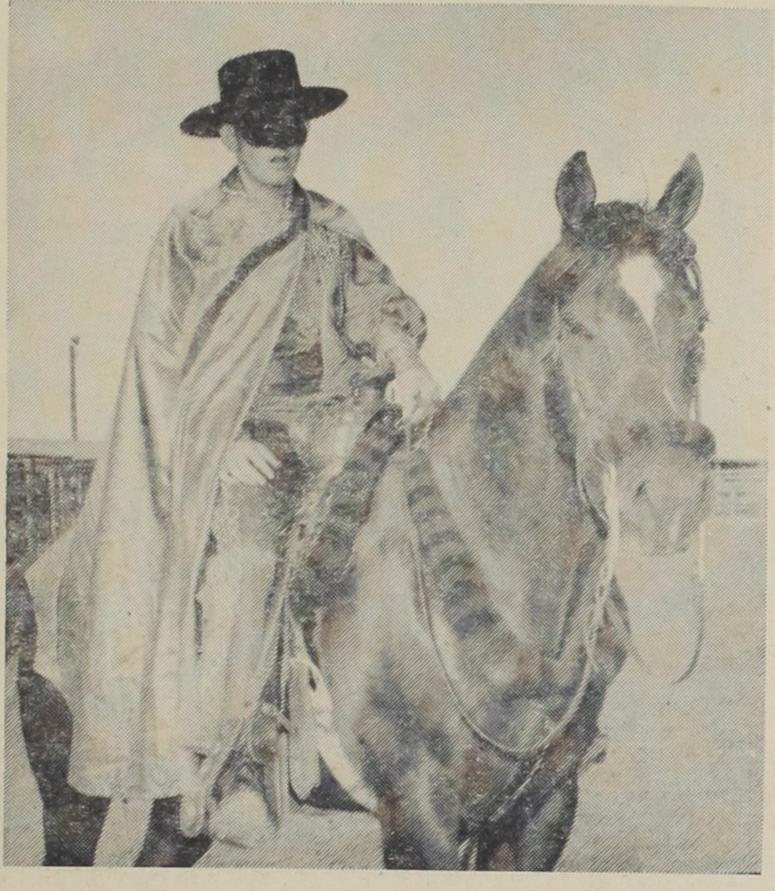
Miss Sue Thompson of Howe, will teach food and nutrition at Arkansas State Teachers College, Conway, Ark. A former homemaking teacher in the Iowa Park school system, Miss Thompson received her B.S. degree from Baylor and the M.S. degree from Tech in food and nutrition.

Mrs. Sherrell Bell Foree of Lubbock will teach homemaking at Monterey High school here. She received both the B.S. and M.S. degrees in food and nutrition from Tech.

### New Chemist

Phyllis Kuhn, Texas Tech B.S. '62, has joined 3M Company as a chemist in the Central Research laboratories.

Miss Kuhn, who also received a master's degree in chemistry from Iowa State University in 1964, lives in St. Paul.



-Staff photo

RED RAIDER - Tech's famous Red Raider will start the football season with the Tech-Mississippi State game here Saturday night. Doug Hollar, the 1963-1964 Red Raider, will ride Charcoal Cody, the new mascot, for the game.

# Mascot Named To Succeed Tech Beauty

Charcoal Cody, a black gelding, has been named successor to Tech Beauty, who died last spring.

The horse, owned by Bill Price, has been ridden on several occasions in Tech events during 1963. Last year's appearances included the Texas A&M game when Tech Beauty fell victim to one of a series of disappearances of Southwest Conference mascots in 1963, and for parades during Tech Beauty's foaling period.

Standing 141/2 hands and weighing about 1,200 lbs., Cody, a 12-year-old, has made appearances at conformation shows and roping contests.

Charcoal Cody was sired by Bill Cody, a King Ranch show horse, and a Jack McCune mare was the dam.



Entries must be in Brown's

by 6:00 Friday afternoon

each week.

# FOOTBALL CONTEST

sponsored by

BROWN'S VARSITY - THE TOREADOR

\$10 in FREE merchandise!

RULES: Wisconsin Kansas St. Pick the team you think will win and mark X after its name. If you predict a Wash. AF Ac'my tie, mark X in both columns. At the bottom you will find a tie-breaking Utah New Mex. game listed. Indicate the score you pre-Tulane Texas dict for this game. In case of a tie the winner will be the contestant who gives Florida SMU the score nearest the actual outcome of the game. Take your entries to Brown's Penn. St. Navy Varsity Shop, College at Broadway. Okla. U. Maryland (LIMITED 6 ENTRIES PER PERSON) Duke S. Carolina Name Alabama Georgia Address Texas A&M LSU Phone

TIE BREAKER

Texas Tech

Miss. State

# New 'Great Issues' Course Scheduled For Journalists

ences is being offered again this and natural sciences." he added. year by the Texas Tech journalism department with the cooperation college.

lectures are provided by nine de- sponsibility of freedom speech.

### Great Influence

"It originated as a cooperative media. venture because of the conviction The course, designated Journalthe individual after he completes to 2:30 p.m., Tuesdays and Thurshis schooling and that few under- days, in the fall semester. stand the influence the media have over public opinion, nor how the media are in turn influenced by propagandists and manipulators of public opinion," Garets said.

"There is considerable perplexity about most of the 'great issues' that confront the citizen, and we

### CHANGE COURSES

day on which students may change matic dismissal of a class when sections and add courses.

A broad synthesis course of felt there was a need for this both the social and natural sci- broad synthesis course in the social

### Social Change

The course includes a study of of nine other departments of the social change, government and the individual, research and discover-The course, Fublic Opinion and ies, the American heritage and Public Issues, is taught by W. E. world relations, education, eco-Garets, professor and head of nomic growth and national dejournalism at Tech. Speakers and fense, and the meaning and re-

partments, sociology, history and Additional study is devoted to anthropology, government, educa- the nature of the mass media and tion and philosophy, psychology, their place in the public opinion biology, chemistry, economics and process, propaganda, pressure groups, the mass mind and the social responsibility of the mass

that the mass media of communi- ism 436, is offered for graduate cations have great influence over and undergraduate credit from 1

### NO HUNTING

Because of the risks involved to personnel, livestock and property, no hunting will be allowed on the Texas Tech Farms. This includes the use of firearms and/or bows and arrows.

### NO POLICY

There is no official college policy Wednesday, Sept. 23, is the last at Texas Tech regarding the autothe instructor is late or absent.

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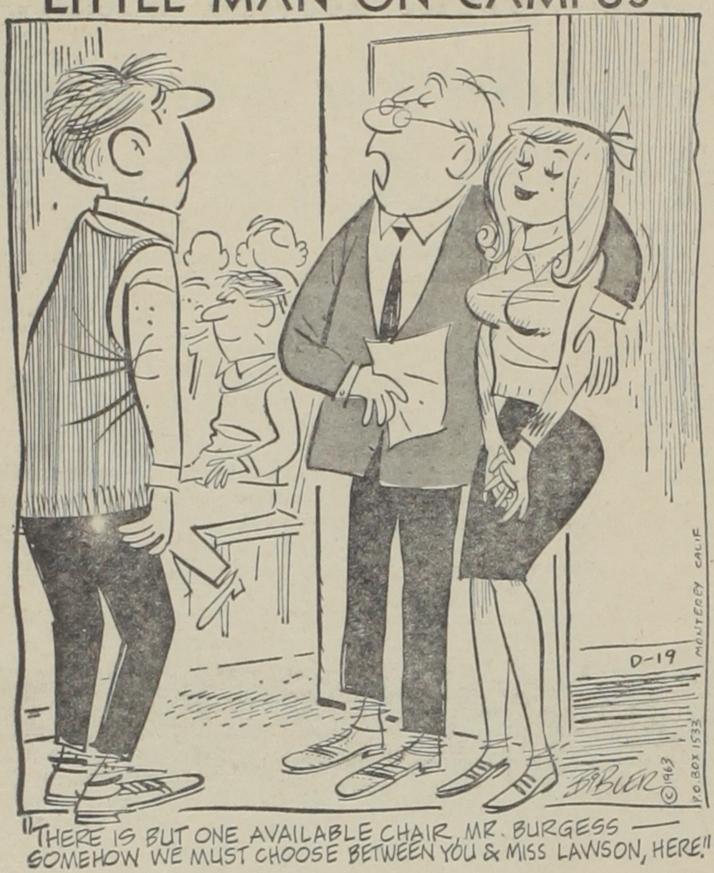


MEL HYDER

FREE PERMANENT - Come in and guess the score of the Texas Tech-Texas football game. First correct score wins.



### LITTLE MAN ON CAMPUS



# Tech Coeds Eligible For Sewing Contest

pete with other young women in work on the garments must be the Panhandle-South Plains area done by the contestant, and the in the District 1 "Make-It-Your- garments must be made of 100 self With Wool" contest, which per cent wool, loomed, knitted or might have as the final result a felted America. The contestant 14-day holiday in Europe for one must model her own garment beof them.

head of clothing and textiles at on workmanship, beauty of design, District 1 contest, has notified area and appearance in fashion. Judghomemaking teachers and county ing will be done by experts in wool agents that entry blanks and of- fabrics. fashion and construction, ficial information are now avail- Dr. Sheldon added.

finals will be in San Marcos, Jan. Phoenix, Ariz. 8-9, 1965, with national finals Girls in each state get a trip slated for the second week in Jan- to the state contest, upon winning uary, 1965.

groups of entries: Division A, 10 District 1 contest will be composed through 13 years, eligible for the of winners of the county contests. district level only; Division B, 14 If there are not enough entries through 17 years, and Division C, from a county to warrant a coun-18 through 21 years, eligible for ty contest, the local director may the national contest; and the see that entries are scored and Adult division, over 21 years, eliminated to determine the ten eligible for district and state con- contestants to be sent to District tests only.

Growers associations.

Tech coeds are eligible to com- Dr. Shelden reports that all fore the judges.

Dr. Gene Shelden, professor and Judging in all divisions is based Texas Tech and director of the coordination with the individual

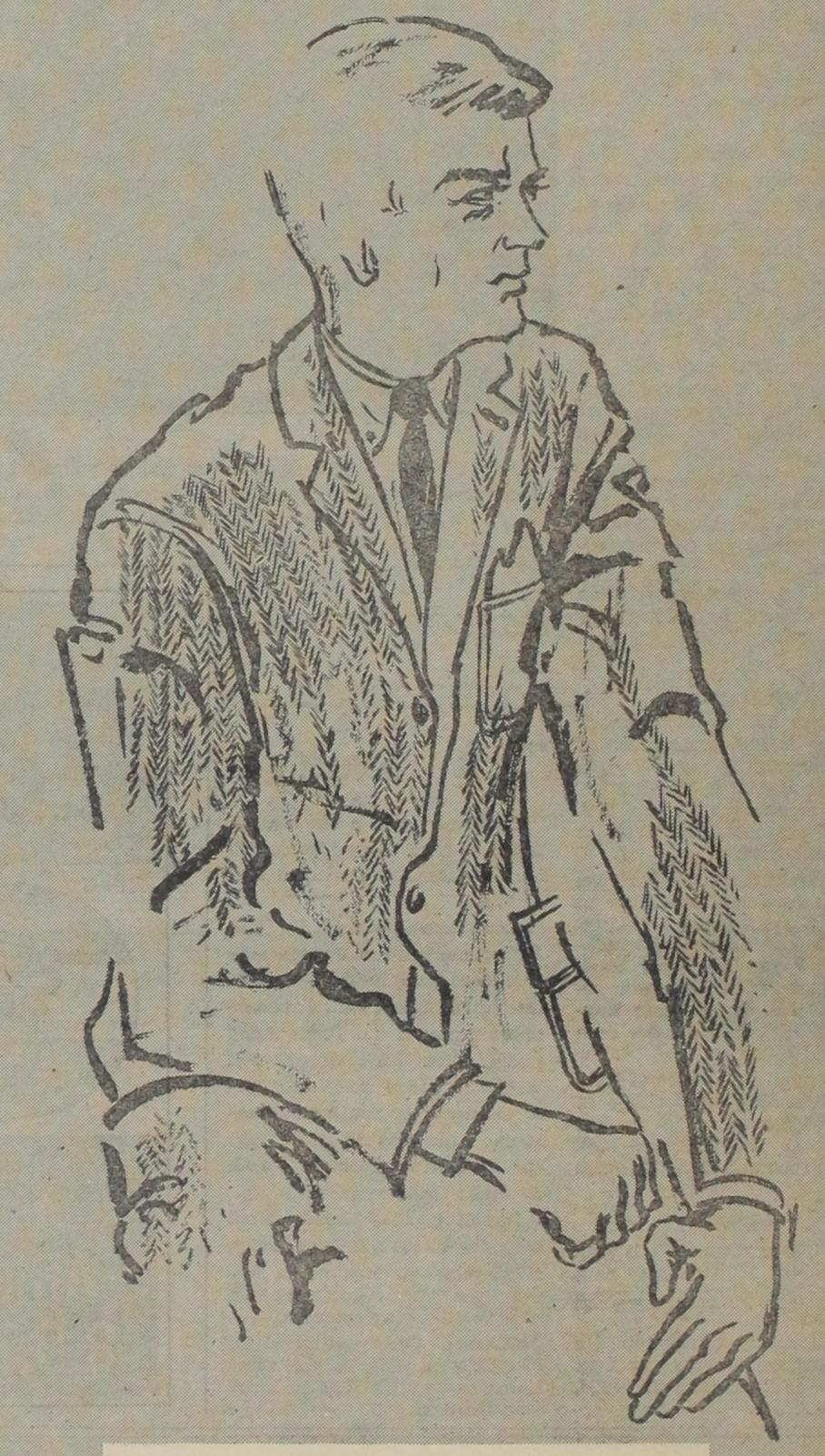
able for women in their areas in- The grand prize is a two-week terested in this year's contest. trip to Paris, London, Nice and Finals On Campus Rome. Forty-one winners from 20 The District 1 finals will be area sheep councils get four-day held at Tech on Dec. 12. State trips to the national contest in

the district contest.

The 1964 contest will have four Dr. Shelden announced that the

The "Make-It-Yourself With Contestants or sponsors may Wool" contest is sponsored an- write for entry forms and offinually by the American Wool cial information to Dr. Shelden, Council, in cooperation with the School of Home Economics, Tech, Women's Auxiliary to the National or to Home Sewing Department, Wool Growers, and by State Sheep American Wool Council, 909 17th St., Denver 2, Colo.

# POISE NIVY SHOP AT Yeatherson's LUBBOCK

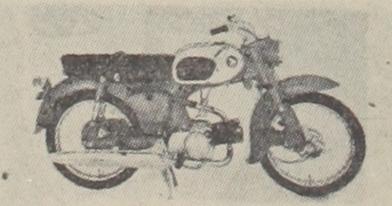


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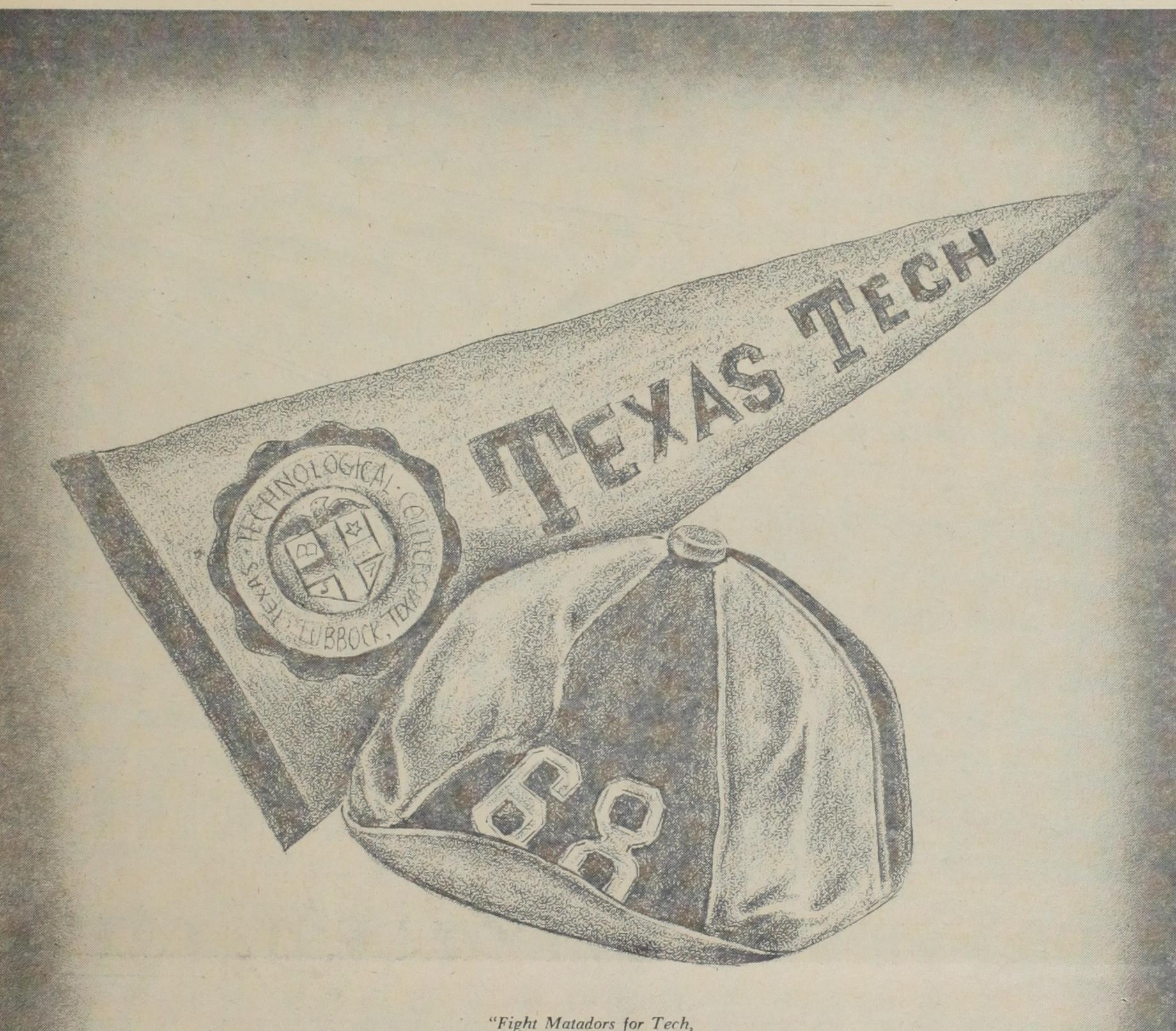
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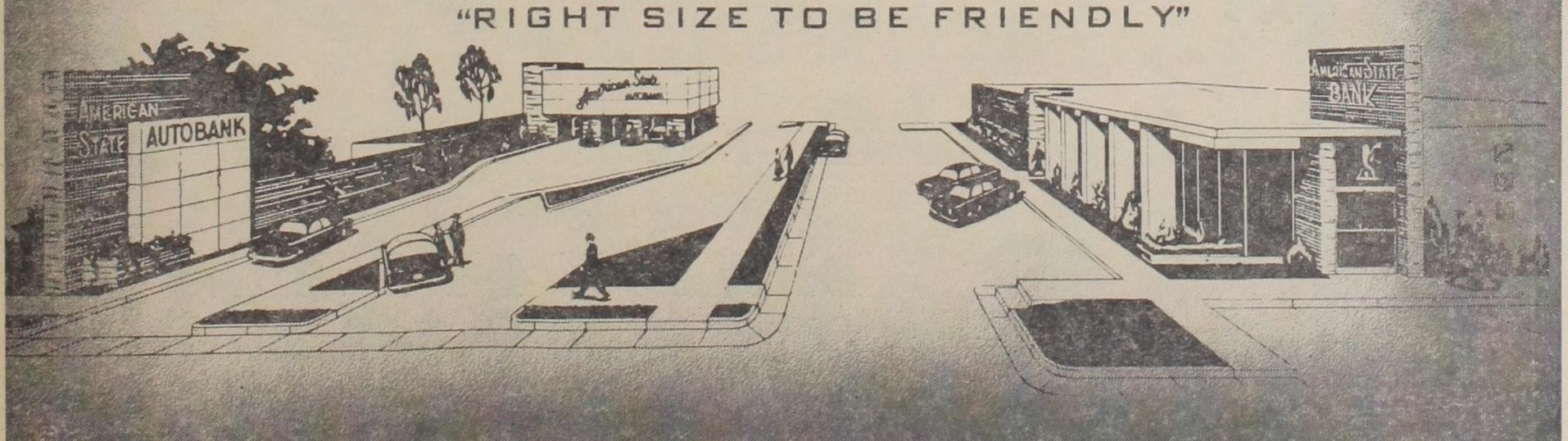
"Fight Matadors for Tech, Songs of love we sing to thee, Bear our banners far and wide Ever to be our pride. Fearless Champions ever be. Stand on heights of victory Strive for honor evermore Long live the Matador."

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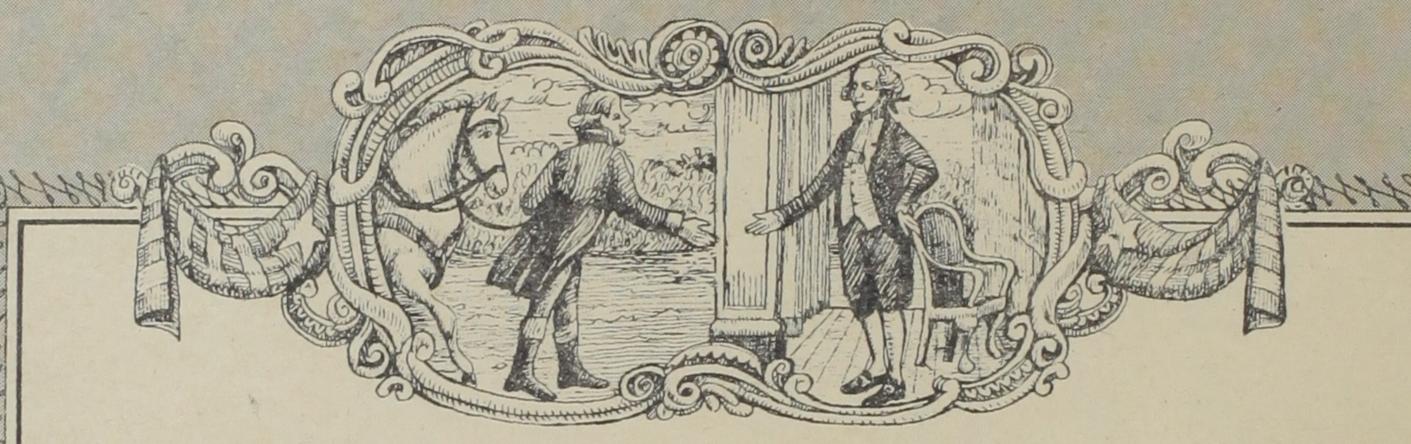
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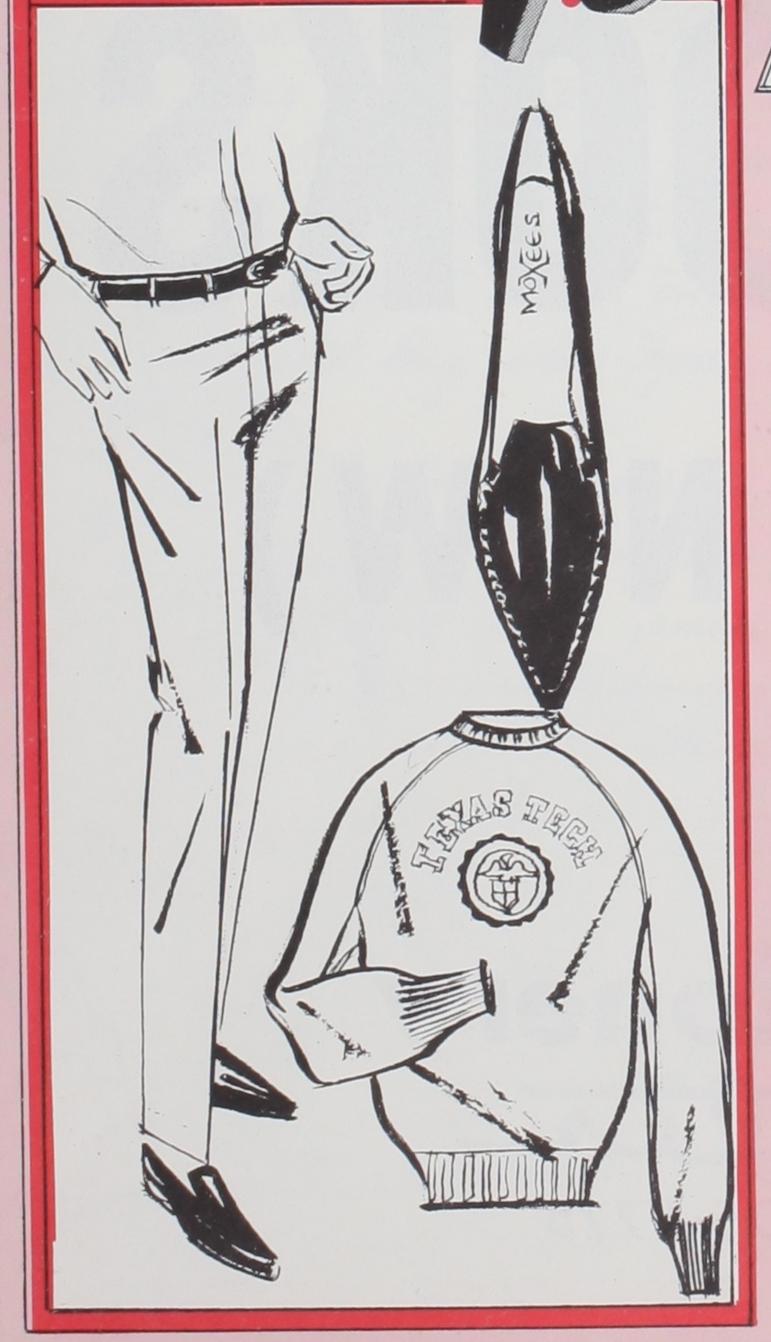
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# SOUTHWEST

The Southwest is the land of the wide open spaces, the cowpoke, the oil rig and some of the most fashion-conscious college men in the country. Some Southwestern favorites have spread to other sections of the country, too. Take "wheat jeans", for instance. They have scored as classroom favorites from New England to California. Modified western boots are seen on N.E. campuses, too.

However, the buckaroo influence of the Southwest is overshadowed by the traditional natural shoulder look that has become the common denominator of the American college man. The student from Texas, Texas Tech or Rice is indistinguishable in his blue blazer and flannel slacks from the lads in the Northeast, the Midwest, the Southeast, the South and the West Coast. Slacks must have belt loops.

| 11/11         | BASIC   | LIBERAL   |
|---------------|---|---|
| J-Wells SUITS | 2 suits: Navy blue, black, dark gray, blue-olive, dark olive and dark and light gray herringbones. Also medium and light gray glen plaids. NOTE: At least one suit should be vested, except at Texas U.   | 4 suits: Same as basic plus a gray worsted flannel and one or more washwear poplins or lightweight polyester/worsted blends.                                    |
| SPORT JACKETS | 2 or 3 jackets: Navy blue and camel blazers, bold herringbone tweeds and shetlands, also medium to bold plaids in same fabrics.  NOTE: At least one Madras, seersucker or other lightweight for warm weather.   | 4 or 5 jackets: Same as basic.  |
| SLACKS        | 7 or 8 pairs: At least 2 pairs of worsted flannels plus washwear poplins, chinos and a pair or two of wheat jeans.  | 10 to 12 pairs: Same as basic. TREND: All slacks have belt loops.   |
| RAINCOATS     | 1 raincoat: Tan, natural, black and navy poplins with zip-in warmer. TREND: Iridescents and plaids are "in" at Texas, Texas Tech and Baylor. Also shorter lengths.  | 2 raincoats: Same as basic.   |
| OUTERWEAR     | 3 garments: Tan poplin golf jackets, warmly lined waist-length jacket, 3/4 length warmly lined car coat, loden convoy coats in tan and black. Also quilted nylon ski jackets and unlined nylon parkas, also in Madras.  | 4 garments: Same as basic. NOTE: Weather in Southwest is extremely changeable. Varies from heat to sleet in a few hours. Both light and heavy outerwear needed. |
| HATS          | 1 hat: Poplin or other rain hat. NOTE: Some students buy 10-gallon Western hats that are worn for "kicks" and at football games.  | 1 hat: Same as basic. NOTE: Men at Arizona State often wear gray center-crease felts for dress and either velour Tyroleans or cloth hats for casual wear.       |
| SWEATERS      | 3 or 4 sweaters: Crewnecks, V-necks and cardigans in lamb's wool, shetland and camel hair; bulky knits and ski-types. Most colors are worn, with red, light blue and multi-colors "in" at Texas, Texas Tech and Baylor. Heather tones are good all over. Also mohairs, alpacas and cashmeres. | 6 to 8 sweaters: Same as basic. TREND: Sweaters of all types a very imporatnt style item in most southwestern colleges.   |
| DRESS SHIRTS  | 12 shirts: White, blue, yellow and linen colors in oxfords, also red, green, black, blue, tan and burgundy stripes. TREND: Mostly in button-down collars. Tabs are still worn but are not as popular as before, reserved for dress-up wear.   | 15 to 20 shirts: Same as basic.   |
| SPORT SHIRTS  | 6 to 8 sport shirts: Madras in bright bold plaids, solid colors in deep tone hopsacks, bold stripes on white and colored grounds, Ban-Lon and cotton knits in solid colors.   | 9 to 12 sport shirts: Same as basic. NOTE: All sport shirts except knits are in tapered button-down collar models.  |
| TIES          | 12 ties: Brightly colored reps with broad stripes and regimental stripes, traditional foulards, ancient madder foulards, and poplins.   | 12 to 24 ties: Same as basic. TREND: Tie widths now vary from 2½" to 2¾" to 3", with current trend to wider shapes.   |
| UNDERWEAR     | 12 sets: T-shirts plus briefs or boxers.  | 12 to 15 sets: Same as basic.   |
| PAJAMAS       | 2 pairs: Washwear preferred.  | Same as basic.  |
| ROBES         | 1 robe: Lightweight cotton, terry or lightweight wool.  | Same as basic.  |
| SHOES         | 4 pairs: Select from brown or black plain-toe cordovans, black-<br>on-brown saddles, black or brown wing-tips in cordovan or Scotch<br>grain. Tennis shoes. A pair of classic penny loafers a "must".   | 5 or 6 pairs: Same as basic.  |
| FORMALWEAR    | 1 tuxedo: Black natural shoulder shawl collar with cummerbund or vest and accessories (if member of fraternity). Some rent.   | Same as basic plus white or Madras dinner jacket for spring formals.  |
| SOCKS         | 12 to 15 pairs: High dressy ribs, crew socks in both white and dark colors.   | 18 to 20 pairs: Same as basic.  |
| BELTS         | 3 or 4 belts: Brown and black leather, striped webs, alligator and Madras. All with big harness buckles.  | 5, 6 or more belts: Same as basic.  |
| VESTS         | 1 vest: Red or black flannel or plaid. Also neutral colors. None at U. of Arizona.  | Same as basic.  |
| HANDKERCHIEFS | 12 handkerchiefs: White cotton.   | 18 handkerchiefs: Same as basic. TREND: Silk foulard pocket squares – 3 or 4 in varied paisleys.  |
| . WALK SHORTS | 3 to 5 pairs: Madras, poplin, whites, seersuckers and pin cords.  | 6 to 8 pairs: Same as basic. NOTE: Very important at U. of Oklahoma, Texas, Rice, etc., during warm months.   |
| MISCELLANEOUS | Small tie clasps or tie tacks, formal studs and links (if needed) toile suit"; one dressy and one pair warm   | tries kit; shoe shine kit; clothes brush; wallet; umbrella; cotton "jump<br>gloves; slippers and/or shower scuffs.  |