

SENATE MEETS—Sara Cox, student association secretary; Al Allison, Tech board member; Chris Hickey, senator, and Scott Allen, student vice-

president talk before the Student Senate meeting Tuesday night. Allison was the first board member to meet with the Student Senate.



Lubbock, Texas, Wednesday, February 9, 1966

No. 80

### Murray Draws Favorable Reaction From Tech Heads

By VY TOWNSEND Staff Writer

Texas Tech's top administrators and heads of schools gave their reactions Tuesday to the appointment of Dr. Grover E. Murray as the college's new pres-

Vice President of Academic Affairs William Pearce said, "Texas Tech is fortunate in securing the services of Dr. Murray. His academic background and administrative experience in a large state ...university ...should ...prove most advantageous to the college." He was pleased with the experience the larger system of LSU had afforded Murray.

Bill Parsley, Vice President of Development, also gave a fav-orable reply. "I'm highly impressed with his academic background, his accomplishments as an educator. But I'm equally impressed with his administrative accomplishments, his decisiveness and his personality as a man more than anything."

Parsely met Murray when he was at Tech in January. He said his first impression was good, and as he looked at his background, he found an able man. He stressed Murray's personality by saying, "I think we are going to have a great president.

George C. Heather, Dean of the

School of Business Administration added that he was most pleased with the selection, that it seemed to have been a fine

Dean of the Graduate School Fred Rigby said the choice 'sounds very good to me. I was favorably impressed when I met him. I think it's a good thing."

Dean Gerald Thomas of the School of Agriculture said, "I'm very pleased with the appointment. I had occasion to visit a great deal with him when he was here. He went over our program and met our faculty. All impressions were favorable. We were impressed with his questions and his grasp of our work, and we are glad of his appointment."

Dean of Women Florence Phillips said she was completely delighted. She added, "He is a most outstanding man. I think he is going to be tremendous.

Vice President Pennington and Deans Kennedy, Bradford, Tinsley, Boze, Jones and Allen could not be reached for their com-

Reactions from persons other than those at Tech were also favorable. Dr. John A. Hunter, President of LSU said, "We regret very much his leaving LSU because not only is he a very fine and distinguished scholar,

ed him. We know he will do a terrific and tremendous job for Geologists from LSU and those

of the U.S. Geological Survey in Washington, D.C. all-commented on his capacity to combine scientific research and administration. They considered him one of the most creative men in his profession and an able leader

but an outstanding administrator.

However, we realize what a fine

opportunity this is for him. We

congratulate your Board of Di-

rectors and the entire Texas Tech community for having pick-



NEW PRESIDENT-Pictured above is Dr. Grover E. Murray who will assume his duties as the eighth president of Texas Tech Sept. 1. Dr. Murray will come to Tech from Louisiana State University where he is now serving as vice president of academic affairs.

## Allison Speaks Out On Tech Problems

By PAULINE EDWARDS Editorial Assistant

Allison, member of the Tech Board of Directors, told Senators last night that the name-change issue will probably soon be revived, most likely by the Board of Directors, and that in all probability the name will be changed to Texas State Uni-

Allison spoke candidly and frankly concerning problem areas of the school, answering all questions put to him by senators and several student visitors.

Allison spoke for more than two hours touching such areas as the name-change, fraternity and sorority housing, the A.A.U.P. censure, search for a dean for the law school and many other.

The Board member continually commended Tech's new president Dr. Grover E. Murray, expressing confidence in his appointment and hope that under his leadership many problem areas of the school will be resolved. Allison described Murray as "a brilliant person. His record and background reflect it. He is for action. He's not a man to stand still but one to get things done.

When asked what steps Tech should take to be removed from the A.A.U.P. blacklist, Allison commented that Tech has remained on the blacklist longer than most universities and that in the past there have been a few members who were not interested in getting Tech off the blacklist. However, he added that this would probably be one of the areas that would receive active attention from Dr. Murray and that under new leadership Tech's chances for getting off the A.A.U.P. censure are good.

Allison said the question of fraternity and sorority housing was

on the Board agenda for this weekend but no action would probably be taken. He added that the majority of Board members are in favor of fraternity and sorority housing and the best thing for these groups to do is to form a committee which could meet with members of the Board to discuss fraternity and sorority housing.

In the search for a dean for the new law school, Allison said the Board asked the deans from law schools throughout the country to submit a list of prospective deans who they would recommend. Board members then talked to each of these candidates. The new dean will be hired soon, possibly this week.

Allison distinguished between policies concerning the administration and Board of Directors, stating that certain areas were purely administrative.

The regulation in the Code of Student Affairs, for instance, is strictly administrative and the Board has no such policy. Allison approved the use of student assemblies to discuss issues affecting students but expressed confidence that Tech students would not use these assemblies for un-

(Continued on Page 2)

### Noon Forum Next Week

The speech by Dr. David Vigness for the Noon Forum at Tech Union will be Wednesday, Feb. 16, rather than today as reported in Tuesday's Toreador.

Dr. Vigness will speak on "Revolution and Change in Latin America."

No Noon Forum is scheduled this week.

### No Changes Reported In Student Deferments

College men who are presently enrolled for a full load and maintaining a 2.0 grade average are in no danger of being drafted at the present time.

McGlaun, clerk of the Lubbock Selective Service Board, there have been no changes in the national draft standards since last September. Any changes that do take place, including the "Korean War standards," will probably not go into effect until next September, Mrs. McGlaun said.

Floyd Boze, dean of admissions and registrar, said his office will send every male student's school standing to his local draft board if the student filled out the information on the card handed out during spring registration. The cards will not be mailed until after the 12th day of classes, however. This is being done to revive the cards after "add and drop day.

Mrs. McGlaun and Dean Boze emphasized that keeping one's local draft board informed if a change in his status occurs is the student's responsibility, and fail-ure to report changes can be punished by immediate induc-

Since all local boards set their own standards, Mrs. McGlaun said men should keep in touch with their local draft board when questions arise. "The Lubbock Board will try to answer all questions, but we cannot be sure about regulations of other Boards in Texas," Mrs. McGlaun

Dean Boze advised male students to start studying now instead of waiting to see if and when new national regulations go into effect. Dean Boze also said any male student who receives a draft notice should take the notice to the registrar's of-

### **Graduation Candidates** Personnel Forms Due

Graduation candidates for 1966 who have not done so are requested to turn in Personnel Information Forms at the Placement Office today.

Mrs. Jean Jenkins, director, said these forms, along with two glossy print photographs size 2" x 3", are necessary for graduation.

Immediate filing of these forms enables the placement office to proceed at once with the processing of these files.

If a personnel form has been filed previously, students may make revisions by going by the Placement Office.

Students that do not have a form may secure one from the deans of the schools or the Placement Service, room 252 of the Electrical Engineering Building.

Students wishing to order Printed Data Sheets may obtain them from the Placement Service

## Austin Minister To Speak **During Willson Lectures**

Dr. Blake Smith, widely known Tech campus March 7-10 to de- Dr. Smith has become thorough-Austin minister, counselor and liver the 1966 spring series of ly familiar with topics of special educator, will be on the Texas Willson Lectures.



interest to college communities through participation in forums, seminars and conferences on more than 100 campuses in recent years, said Dean of Student Life James G. Allen.

Dr. Smith is pastor of the University Baptist Church in Austin where he recently served as a member of the faculty for a Marriage and Family Relations Counseling Seminar conducted by the University of Texas in cooperation with the Air Force.

The Tech lectures will be at 10 a.m. March 7 and 8 and at 9 a.m. March 9 and 10 in Union Ballroom. They will be open to Tech students, faculty and Lub-bock residents free of charge, Dean Allen said.

The March programs will be the 18th in a series of lectures made possible by an endowment fund possible by an endowment fund established by South Plains pioneer residents Mr. and Mrs. J. Attends Confab M. Willson of Floydada in 1946.

# Allison... Officer

Allison said one of the first things students must do to have their opinions heard on certain issues was to first locate the responsibility. Students should find out who the authority is in that area and then go to that person. In many cases, they will need to go to the administration first and then to the Board of Direct-

and that there should be a closer communication between students feel free to talk to Board mem-

Economics, is participating in a trip to Dallas where physical exconference on the training of aminations are given and formal school lunch personnel in Wash- application for one of the proington, D.C.

the U.S. Departments of Agriculture and of Health, Education and Welfare, will explore ways of pro-viding job training for workers involved in preparing meals for two hours through a square-block children and youth, a nutrition area near downtown Saigon toarea in which Dr. Tinsley is keen- night. ly interested.

The conference concludes today, been set off accidentally.

# (Continued from Page 1) ruly conduct and rioting as is exruly conduct and rioting as is exruly conduct and rioting as is ex-

Lt. Cmdr. O. D. Brown, naval pilot from the Dallas Naval Air Reserve Station will be on campus Tuesday through Friday, in the li-

A program for pilot training leading to commissioned officer He emphasized that Board meet- staus is available to men who are ings and actions are not secret within one year of receiving a degree and are between the ages of 19 and 26.

Students currently enrolled with and Board members. He encour- 30 semester hours completed may aged the Senate to invite other apply for Aviation Reserve Officer Board members to meet with Candidate (AVROC) training. The them and said students should AVROC must complete two eight weeks training periods at Pensa-cola, Florida during the summers prior to graduation. The applicant will be commissioned and placed on active duty when he receives his degree.

> Training is also offered in Aerial Navigaiton under the Naval Observer Program.

Interested students who pass a Dr. Willa Vaughn Tinsley, dean three hour Navy Flight Aptitude of Texas Tech's School of Home Examination may qualify for a grams may be made. Students The conference, sponsored by may take this examination with-

#### FIRE RAGES

SAIGON (AP)-Fire raged for

The blaze was believed to have



### Graduation was only the beginning of Jim Brown's education



### Because he joined Western Electric

Jim Brown, Northwestern University, '62, came with Western Electric because he had heard about the Company's concern for the continued development of its engineers after college graduation.

Jim has his degree in industrial engineering and is continuing to learn and grow in professional stature through Western Electric's Graduate Engineering Training Program. The objectives and educational philosophy of this Program are in the best of academic traditions, designed for both experienced and new engineers

Like other Western Electric engineers, Jim started out in this Program with a six-week course to help in the transition from the classroom to industry. Since then, Jim Brown has continued to take courses that will help him keep up with the newest engineering techniques in communications.

This training, together with formal college engineering studies, has given Jim the ability to develop his talents to the fullest extent. His present responsibilities include the solution of engineering problems in the manufacture of moly-permalloy core rings, a component used to improve the quality of voice transmission.

If you set the highest standards for yourself, enjoy a challenge, and have the qualifications we're looking for - we want to talk to you! Opportunities exist now for electrical, mechanical and industrial engineers, and for physical science, liberal arts and business majors. For more information, get your copy of the Western Electric Career Opportunities booklet from your Placement Officer. And be sure to arrange for an interview when the Bell System recruiting team visits your campus.

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# Civic Lubbock Brings 'Organization' Comedy

Hans Conreid, top star of stage, ances in such shows as "The lounge of Tech Union. Lubbock in the Civic Lubbock U.S. Steel Show. Inc. production of "Absence of a Cello" at 8 p.m. today.

entist engaged in an atempt to book Municipal Auditorium box Music Bldg. It is presented in parhide his real identity in the mod- office. Reserved seat prices range tial requirement for the Bachelor morist Ira Wallach. This masquer- seats at \$2.50 to the best lower ade as an ordinary run-of-the-mill floor seats at \$4.50. man instead of one of taste and discernment is taken on by the job with a huge corporation which not only screens tentative, employees for their professional abilities but for their private lives Today For and tastes as well.

#### Cello Is Black Mark

The problem and subsequent masquerade comes about when the scientist learns that his fondness for playing the cello may turn up as a black mark against his record and his chances with the company. The reason given for this prejudice being that the "such an introspective" instrument and may be indicative showing for the film, which was of a suspicious preference for be- released in 1962 and stars Katharing an "isolate" in corporate ine Hepburn, Jason Robards Jr.,

Conreid then begins his frantic Stockwell. effort to hide his cello and all the other tell-tale marks of his being wright with Richardson portray-a cultivated man, producing a ing his actor father James O'Neill. series of complications which pro- In the role of the younger brother,

#### Kleptomaniac Neighbor

fect not only the professor but ing the popularity he had as a bis wife sister and daughter as youngster in such films as "The his wife, sister and daughter as well. Featured in Conreid's supporting cast is Ruth McDevitt as a dry-witted, wack neighbor also what has become of late a rare involved in the situation by her screen appearance, portrays Mrs. concern for the professor and an O'Neill, the playwright's mother.

she created on Broadway. She is havoc among members of the also a veteran of stage and tele- Baylor University drama departvision appearances, including in ment a few years ago, and is con-her list of credits the role of Mom sidered by many critics to be "Mr. Peepers,"

screen and television, returns to Nurses," "Dr. Kildare" and the

Tickets for the one-performance Conreid portrays a notable sci- production are on sale at Lubcomedy by well-known hu- from the lowest priced balcony of Music Education Degree.

# professor in order to get a desperately needed job, well-paying Run Begins

the film from Eugene and James Harvey, horn. O'Neill's autobiographical play opens today at the Continental Cinema for a four-day run.

This is the first Lubbock area Sir Ralph Richardson and Dean Control Your

duce the evening's entertainment. plagued with his own set of growing problems, is former child ac-These amusing complications after Dean Stockwell, now regain-

Katharine Hepburn, making

hilarious impulse to kleptomania. This play will be remembered Miss McDevitt repeats the role as the one which created such and appear- O'Neill's best work.



4 DAYS ONLY Starts Tonite

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One Of The Ten Best Of The Year"

in Eugene O'Neill's LONG DAY'S JOURNEY INTO NIGHT

# Set For Today

Three music recitals are scheduled today for performance in the Music Bldg, and in the piano Room.

The Music Department presents Baroque Players in Junior Recital 4:05 p.m. in Room 1 of the

Included in the Baroque Players are Miss Manicapelli, violin, Billy Watt, flute, Robert Ashby, cello and Beveryq Barton, harpsichord.

A second presentation of the Music Department is a Senior Recital featuring Billy Watt playing the flute assisted by Thomas Mastroianni at the piano at 8:15 p.m. in the same room.

Also on this program are two selections by a woodwind quartet composed of Watt, flute, James Burleson, oboe, William Powell, The atmosphere will be casual turn the complete "Long Day's Journey Into clarinet, Karen Elkins, bassoon and sandwiches will be for sale, soon as possible.

# Can't You Robards appears as the play- Memory?

A noted publither in Chicago reports there is a simple technique for acquiring a powerful memory which can pay you real dividends in both business and social advancement and works like magic to give you added poise, necessary self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by remembering accurately everything they see, hear, or read. Whether in business, at social functions or even in casual conversations with new acquaintances, there are ways in which you can dominate each situation by your ability to remem-

To acquaint the readers of this paper with the easy-tofollow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new book, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Simply send your request to: Memory Studies, 835 Diversey Parkway, Dept. 9962, Chicago, Ill. 60614. A postcard will do. Please include your zip code.

# Three Recitals Fine Arts Reminders

At these noon seminars Tech The film stars Sophia Loren in

At the first meeting, Ed Snow, his novel now in progress.

University and has studied music part. with drum maestro Stanley Spec-

Snow has traveled extensively only. throughout the United States and Mexico and has collected anecdotes throughout his travels.

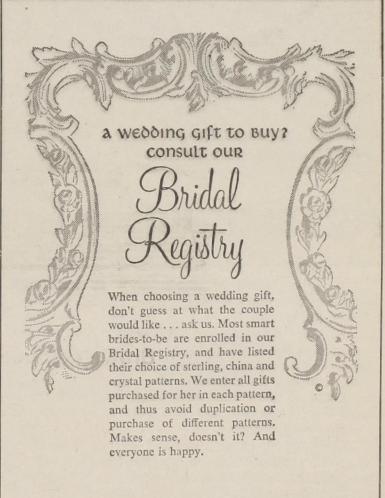
Feb. 23, March 9, March 23, and April 27.

of Tech Union will present the International Interest Committee's first in a series of Sandwich Semi- foreign film series, will show at nars today in the Union's Blue 7:30 p.m. Thursday in the Coronado Room of Tech Union.

Sallie Ann Manicapelli, assisted students in the Honors Program a role which brought her an by pianist John Sumerlin and the will present programs of their own Academy Award in 1962 for best actress, that of a woman trying to keep herself and her daughter Harlingen senior, will read from alive in strife-torn Tealy during s novel now in progress. World War II. Miss Loren also Snow attended Westlake School won a similar award from the Music and North Texas State Cannes Film Festival for this

> There is no admission for the film which will show one time

Beverly Barlow, Ideas and Issues Committee chairman, said Four more programs are sched- Tuesday those organizatons which uled in the Sandwich Series for have received applications for entry in the committee's Quiz Bowl, scheduled for March 26, should re-The atmosphere will be casual turn the completed applications as



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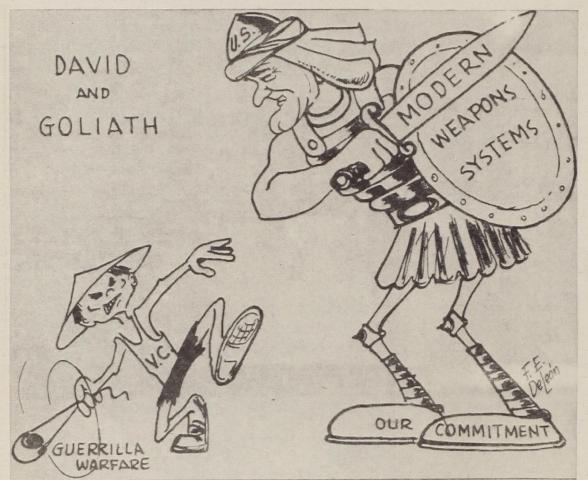
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# Advertising: A Gentle Giant

to signify forcing someone to buy something they don't want.

However, this is not true, and one of the chief purposes of Advertising Recognition Week, which began last Sunday and will continue until next Sunday, is to point out the falacies in this argument and to show that advertising has become an important and vital part of the American economy.

A full week of activities and meetings with nationally known speakers has been planned, all of which are free to the public with the exception of the luncheon and dinner meetings.

planned so that students who have classes

A DVERTISING HAS ALMOST come can come and go whenever their classes start. These meetings, centered around the subject "Advertising: The Great Giant," can be beneficial not only to people involved in advertising and students majoring in the field, but to the general public as well.

> The aim is to acquaint the public with the importance of advertising—the fact that it enables us to get most of the mass media, radio, newspapers, magazines, at a much cheaper rate and that it informs the public about new products and helps them decide what they want

Advertising IS a gentle giant—and Furthermore, these programs are a modern power—that everyone should be familiar with.

### A.M.E.N. Topic **Causes Question**

Dear Editor.

It was difficult to miss the humor in Friday's A.M.E.N. column. We refer to the bit about the lack of cigarette machines in the girls' dormitories.

If the school is going to be strict Dear Editor, in moral legislation, how about ing machines in the men's residence halls? A very conservative estimate places about 90 percent 2,500 men, of which a large perthe dorm vending machines; yet in Texas it is against the law for minor to operate such a machine or for a person to sell campus it should be the freshmen. come any workable practical soeigarettes to a minor. Can it be that Texas Technological College "two hour parking only"

David Grubbs Faulder Colby Bruce Herlin

Coed Tells Frosh Parking Problem

I have in months past parked the sanctioning of cigarette vend- in the vicinity of 21st Street and portant. Why should I and many Boston and walked to my classes without much complaint, except minors in the men's dorms, about on those bitterly cold days. I understand the parking problem at never hold all registered freshman centage purchase cigarettes from Tech and I'm in agreement with vehicles. school authorities that if anyone should be barred from parking on dilemma? I for one would wel-

What do we do now that we find lution. places itself in the position of en- erected for blocks around the

forcing laws in a discriminatory campus? It isn't only the freshman student who is affected. There are many upper classmen that for many reasons, more often than not a financial reason, do not register their cars and are obliged to park off campus.

Who is responsible for these signs? Is there no way to show the city of Lubbock that they are making a severe hardship on us? Many of us have a tight schoolto-work schedule and time is imfellow freshmen te obliged to walk a dozen or more blocks simply because we are freshmen? The alloted stadium space could

Can anyone come up with a suitable answer to the freshman

Norma Van Galden Freshman

Reveille

# The Tuesday News...

By Cecil Green

Monday was one of those days newsmen dream fondly of and page editors have nightmares about.

Early in the day, we were planning to give Board member Al Allison top play in Tuesday's paper, and it was a justified move.

Having a member of the Board of Directors speak frankly and openly to student leaders is a giant step forward. In fact, this one act could be the steppingstone toward an even greater Texas Tech.

Board members and other top administrators should share their problems and information with students and readily study student ideas and student opinions.

Through personal contact with Allison, we get the idea that he readily recognizes this necessity. He knows that administrators usually get to see only the statistical side of a question, while students are actually closer to most situations and can look at them from the inside out.

More and more colleges and universities across the country are recognizing the value of student views. At the University of New Mexico, special representatives from the Student Council meet monthly with the president of the

This should be one of the goals at Texas Tech, and Allison's talk and question-and-answer session may be the embryonic beginnings of such a plan here.

But around 7 p.m. Monday, even more important news was made available to us-a new president had been named for Texas Tech.

After the first shock of surprise, we found time to ask his name-Dr. Grover Murray-and again began to redesign the page.

As important as this bit of news was, it was not totally unexpected. In many circles around campus, it was common knowledge that the Board of Directors was actively looking for a new president-after all, it's nigh to impossible to keep such a search under wraps for very long.

And the popular opinion on campus was that a change to new and younger blood was needed in the higher echelons of the college administration.

Many people felt that a younger president was needed to guide the college through the rapidly changing times; Dr. Murray seems to fill the bill.

He is 49 years old and is leaving one of the top jobs in a very progressive system.

However, it is with a note of sadness that we must say goodbye to Dr. R. C. Goodwin.

He has served Texas Tech for more than 35 years as a professor, dean and president. He has worked with Texas Tech since its younger years, helping to build and shape it to its present dimensions, both physical and mental.

He is a good friend and a good worker, and he is leaving a big legacy to his successor. We are proud to have known him these last few years.

However, the advance on Allison's speech had to be bumped from the banner headlines late in the afternoon when Jack McClure

McClure is student representative to the Traffic Commission, and he brought news that a lot of persons have been working long the plan for an Entry Station System had been and hard for: approved by the commission.

Even more pressing than Allison's speech because of its more immediate effect on the campus, the news of the entry stations forced a change in page one.

But is was a welcome change, because it was a plan for which the Toreador and many other students campaigned for many years. The entry stations will mean a safer Texas Tech by doing

away with vehicular congestion, eliminating unneeded and unwanted traffic, and ending a dangerous threat to campus pedes-

It was with sigh of ro'ief and gratitude that we rebuilt page one around th's important story.

And so the paper went to bed Monday night, with three very important stories fighting for the top position. We wish we could have given them all their due play.

Editor	Cecil Green
Managing Editor	
Assistant Managing Editor	
News Editor	Eugene Smith
Editorial Assistant	Pauline Edwards
Feature Editor	Mack Sisk

# Raider Roundup

menical Movement."

Saturday from 8:30-12 p.m. in the by Valentine's Dance Feb. 12. Union Ballroom. Mark Anthony's Object of the all-school dance, bers should meet in Home Eco-Orchestra will play for the dance. David McClendon said, is for nomics 108. 

"HAMLET" TRYOUTS Tryouts for "Hamlet will be held 12 p.m.

### Aerospace Studies Offer **Qualifying Test**

the Air Force Officer Qualifying in the Dean of Women's office Test Feb. 16 and Feb. 18 for stu- today from 8 a.m. to noon. dents interested in the new 2-year AFROTC commissioning program.

Testing site will be Social Science room 24. Times are 2 p.m. and 6 p.m.

"Many male students have been inquiring about the new program, particularly since the beginning of the spring semester," said Major Henry L. Gantz, Jr., profesof aerospace studies. have felt all along that this new program would grow in appeal to students who wish to compete for Air Force commissions, but lately, pressure from students' draft boards have made our deferment plan very attractive."

"The new program allows students who did not enter AFROTC as freshmen to attend a six-week summer camp which compresses material ordinarily received in the first two years of on-campus training. Students then are in-step with

other third year participants.
"Another feature is that potential enrollees can participate as long as they have two to two and a half years of college work remaining prior to the award of a degree at either the undergraduate or graduate level," Major



We have

Hallmark

CNTEMBRARY

too humorous to mention!

Rev. Ralph E. Macy will speak from 4-6 p.m. and 7-10 p.m. and Room of Tech Union. George Gilto the Newman Club Sunday at on Friday, Feb. 11 from 4-6 p.m. kerson, former district attorney of p.m. on "The Episcopal and 7-10 p.m. The play will be Lubbock County, will speak. Church in the Light of the Ecu- under the direction of Perry Lan-

Admission is free for the dance dancers to arrive in dress as grub-

in the Municipal Coliseum from 8-

"The Briks," formally the Embers, will appear.

Tickets will be on sale all week in the lobby of the Union or in Men's No. 10. Admission is \$1.50 per couple.

### TOWN GIRLS

Town Girls will have their first Texas Tech's Department of luncheon of the semester today. Aerospace Studies will administer Those interested should sign

#### \* \* \* PRE-LAW CLUB

The Pre-Law Club will meet at present.

at the Speech Theater on Thursday, 7 p.m. today in the Coronado

A Valentine dance for "those who dare to be close" will be held Saturday from 8,20,12 women's Service Organization pus on the pus on the pus on the pus of members and prospective mem- Toreador searched for a cross- grams," concerning the policy of

226. Bob Summers of Southwest-Everyone is welcome.

#### SOCIOLOGY CLUB

#### LATIN AMERICAN CAUCUS

Thursday, room 209 of the Union. partly due to the seriousness of based on the opinion of 15 Tech One member from each Latin the world situation today. But he students, the use of this media

# Television Programing: Is It Satisfactory?

Staff Writer

"We're being insulted" is the were available. cry that has been heard from Audrey Lipscomb, BCBD staff various sections of the Tech cam- member in charge of copy and Women's Service Organization pus on television programing in production said that "usually the

opinion of the Tech students, the cut to provide time for local prosection of the student body that the station toward use of network would yield a cross-section of programs. opinion. To our amazement the students were very dissatisfied their programing on surveys that Tech Accounting Society will with the programing in general, were run by independent

standard" by Jack Flesher, pre- ed at the family group. ern Public Service will speak law major from Amarillo to The younger age group did not nor, professor of history.

The Sociology Club will meet 7 that programing was directed to tiser affects the programing. p.m. Thursday in the Mesa Room the lower age group with a lack. It is questionable whether this be on community services in Lubbook.

\* \* \* \*

Students' feeling that there should with other more important conbe more serious programing, Considerations.

nor said that undoubtedly the As a media, there is no quesstudents today are more serious tion that television is one of the

American delegation should be added that he felt that the aver- may still leave something to be age student would not watch the desired.

more serious type of program any more than they do now even if it

only network programs not shown In trying to find the general in Lubbock were those which were

She said that the network based Comments ranged from "sub- panies for the network and direct-

"generally good" by S. V. Con- influence programing as much as nor, professor of history.

advertising she said. But it is also The most prevalent opinion was reasonable to say that the adver-

of the Union. The program will of seriousness. Asked about the effect is very pronounced or fused

There will be a meeting of the than they were 20 years ago. marvels to come of age in this Latin American caucus at 7 p.m. He said that he felt this was age of many marvels. However,

# "kreatamorfess" grows at Du Pont

Everything else does.

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# Advertising Clubs Recognize Two Outstanding Members

Melda Sasser, senior advertising major from Houston, of Gamma Alpha Chi and Corky Harrison, Ft. Worth senior advertising art major, of Alpha Delta Sigma will be their organization's outstanding members for 1966.

Culver Hill, Hemphill Wells advertising director, made the presentation of the ADS award. Mrs. Ethel McLeod, Lubbock Ad Club president, presented the award for GAX.

Nan Todd, Vernon sophomore, was chosen "Miss Advertising" for 1966 by the Tech chapter of Alpha Delta Sigma Sunday in a joint meeting of Gamma Alpha

### TECH ADS

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SECRETARIAL SERVICES: Typing of themes, technical reports, research papers, lab reports, etc. PO2-3815, PO2-1538,

Due to illness I will be unable to do typing for several weeks, Mrs. McMahan, 1412 Ave. T, PO3-7620.

TYPING: Electric typewriter, paper furnished, one day service, work guaranteed, spelling corrected. Mrs. Jerry Gray, 3060 34th, Room 2, SW2-2201.

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Apartments available to Tech married students at Tech Village. Effective March, \$85 per month. Bills paid. PO2-2233.

For maximum luxury at minimum cost, be tough, live at "The Embers." Furnished, complete G. E. kitchens, pool, central heat and air, balcony, split level. 4407 22nd St.

Apartment for rent, furnished, all bills paid, central heat and refrigerated air. \$85 per month, SW9-7801.

College Courts efficiency apartments, central heat, weekly, monthly rates. Across from campus. 505 College, PO5-6638.

ForRent: Two bedroom house (large). Efficiency apartment, Large one bedroom apartment. Nice two bedroom apartment. One block off campus, Margie Blackburn, SW5-2109.

Clean, three-room efficiency. Carpeted, Tech boys preferred, all bills paid. Call SH7-1114, 1717 47th St.

Six room brick house, 2419 20th, Mrs. A. W. Hall, SH4-1196, 1922 30th St.

Bedroom for Tech girl. Kitchen privileges, \$30 per month, 2211 27th, SH4-1658.

### FOR SALE

Desperate: Matched wedding and engagement rings, 5 obliques and one solitairs. Half price, Call PO2-4007 after 8 p.m.

For Sale: 1965 GTO 19,000 miles. Call SW2-2415.

Set of mag wheels, 14 inch, Call SW2-2415 after 6 p.m.

Used Decca Portable stereo in good shape. Call PO5-6495 between 6 and 10 p.m.

1959 Oldsmobile, 4-door sedan, very clean car with air, 59,000 miles, \$600. Call SH4-7698 after 5 p.m.

GUNS: SELL, TRADE, REPAIR. ALL RECONDITIONED. OFF SEASON PRICES. 2418 14th REAR.

### MISCELLANEOUS

Ironing: \$1.50 mixed dozen. 1611 7th.

I am looking for a large house for a family of six to lease on June 1, Ext. 4248, E. E. 102 or SW5-8339.

Alterations, Men's ladies, knits. Fittings by appointment, your home or mine. Na-dine Berry, 3117 Jarvis, PO2-8566.

Alterations, ironing wanted, bring your clothes. Monday, Tuesday, Wednesday only. Call PO3-3127, Mrs. Pearl Mowdy.

German tuition offered by native speaker. Phone PO5-6453 after 6 p.m.

Math Tutor: Certifled experienced teacher. Full time tutoring by appointment. 3117 22nd, SW5-2632.

### LOST AND FOUND

Found: Man's dark Trench Coat left at Cotton Bowl. Call Student Council Office.

Chi and Alpha Delta Sigma. The queen election was in conjunction with National Advertising

Recognition Week Feb. 6-13. A seminar on "The World of Advertising" beginning at 9:30 a.m. Thursday in the Union Ballroom will conclude activities.

Runners-Up Named

Runners-up in the contest were Linda Wells, Dallas sophomore; Cheryl Russell, Fort Worth junior; Genelyn Cannon, Amarillo junior and Geneva Billings, Lubbock senior.

Lubbock Auto is furnishing a 1966 Ford Mustang for a week as a door prize in conjunction with a lecture on the advertising program of the Mustang by Dan K. Loveland.

Events for the week include initiation of professional members and awarding of the outstanding member awards at a mixer for fraternity members at 7 tonight in the Union, A seminar on "The World of Advertising" beginning at 9:30 a.m. Thursday in the Union Ballroom

### I gather and compile research paper bibliographies for Tech students and professors. SW3-7707. Initiates 14

members Saturday.

Pearl Asberry, Mary Lou Clem- Waco. ents, Carlynn Crawford, Nancy Jane Fly, Janie Elizabeth Harris, Christina Heuer, Susan McMahon, awards and T.C.U. placed second. Ann Gasper Newsome, Suzanna Ramzy, Caroline Marguerite Shull, 19 out of 25 preliminary rounds, Jane Alice Stewart, Evelyn Joyce

initiation services each year. Co- in semi-finals by Hardin-Simmons. year, while second semester fresh- nia. men with a 3.5 for the first semes- Fifty-two schools from six states ter will be initiated this spring, were entered in the tourney. About Students must carry 15 hours of 170 debate teams competed for

will conclude activities.

Lecturers will include Loveland of J. Walter Thomas Advertising in Dallas, and Rex Brack, senior vice president of Braniff International, Dallas.

#### Panel Discussion Set

Panelists for a discussion on "What Did Advertising Do For You Today?" will include Art Pinson, Albuquerque; C. Don Curphey, Amarillo; Rex Webster, Mrs. Jack Dulaney, Dr. C. Melvin Ratheal, and Bill Parsley, all of Lubbock, and H. S. Walker, assistant professor of economics at Tech. Parsley is vice president for development at Tech.

Alec Chesser, vice president and director of advertising for Houston Natural Gas Co., will be principal speaker at the Silver Medal Award Dinner at 7 p.m. Thursday at Ko Ko Palace.

Tickets for the dinner are \$2.25. Reservations may be made by calling Dr. Billy Ross at Ext.

### **Tech Shares** Third Place

Alpha Lamba Delta, freshman Texas Tech tied for third place women's honorary, initiated 14 honors with McNeese College last weekend in junior division of the The new members are Melva Baylor Forensic Tournament at

California won sweepstakes

Tech's five debate teams won placing two undefeated teams in Robert Trapp won the quarter fin-Alpha Lambda Delta has two al competition but were defeated

classwork to qualify for member- honors, said Vernon McGuire, Tech debate coach.



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MISS ADVERTISING-Texas Tech sophomore Nan Todd, Vernon, chats with Lubbock Mayor Max Tidmore as Tidmore prepares to sign a proclamation citing Feb. 6-13 as National Advertising Recognition Week. Miss Todd, a journalism major and member of Kappa Alpha Theta social sorority, was named "Miss Advertising" for the event sponsored by advertising fraternities Alpha Delta Sigma and Gamma Alpha and the Lubbock Ad Club.

## Civil Service Offers Summer Employment

Thompson, Iris Ward and Anita the finals. David Bradley and examination, and Civil Service basis of test scores. will pay \$2.37 an hour.

eds with a 3.5 overall grade point. Hal Upchurch and Janine Coats will be available in many of the of postal employees are not eliaverage their freshman year are were defeated in quarter-finals by large post offices and are de-gible for the summer work. initiated following the freshman the University of Southern Califor- signed to assist the regular postal work force in handling the mail. Some assignments involve the operation of motor vehicles.

Information and application blanks are available at post offices, the college placement office, in Viet Nam only to guard Ameri-

U.S. Civil Service Examiners,

The United States Civil Service will be furnished a list of the post Commission is offering limited offices in their state of perma-The University of Southern summer employment in post of nent residence where appointfices throughout the country to ments will be made and will be qualified students this summer. permitted to file for employment Selection of employees will be consideration up to three. The pocompetitive, based on a written sitions will be awarded on the

> Veterans will be given special The jobs as seasonal assistants consideration. Sons and daughters

### NCNAMARA SPEAKS

NEW YORK (AP)-Secretary of Defense Robert S. McNamara said today using American troops any Civil Service Commission can bases and sending no more troops to that country, would al-Applications to take the test low Viet Cong guerrillas to "roam should be mailed to the Executive at their will over the country-Secretary, Establishment Board of side."

McNamara, in Honolulu with U.S. Post Office, Dallas, Texas President Johnson for talks with 75221. The deadline is Feb. 24. South Viet Nam leaders, made his The examination will be given remarks to CBS news in response in 73 cities, including Lubbock. to proposals by Lt. Gen. James Persons who pass the written test M. Gavin Ret.

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# Aggies Dim Raider Title Hopes

COLLEGE STATION-A dedi- was not enough to overcome a minutes and a machine gun scor- time, got a shot away only to er, Eddie Dominguez, who shot in cated team effort by Texas Tech second half scoring drouth of nine ing spurt by Dick Rector as the have it rebounded by Dick String- 22

# Basketball Players Aren't All Big Guys

seem to be more good players 1963 NIT. under six feet this season than in many years.

Mike Warren who is starring for Miami, Fla. UCLA, the 1965-66 national collegiate champions. Jim Coleman and Doug Wardlaw, also 5-11, have played a major role in the rise of Chicago Loyola to national prominence. They combined for 55 points in Loyola's overtime victory over UCLA last week in

Dean Foster of Cincinnati, also 5-11, has helped put the Bearcats in the Associated Press Top Ten. He dribbled the length of the court over Louisville.

Willie Worsley of unbeaten Texas Western is the smallest of the nounced Tuesday. little guys at 5-6. Some think he's rect. No one disputes the fact he has been a factor in Texas Westits 14-game winning streak.

Dub Malaise, 5-11, stars for Texas Tech in the Southwest Confer. Bevers from Odessa High. ence. Then there's 5-10 Al Swartz floor generalship helped the Redmen upset St. Joseph's of Philadelphia recently.

Critchfield, 5-10, of California; Mike Ammond, 5-10, of Ohio University; Jim Bahry, 5-11, of Kent Don Sanders, Springlake. State; Bob Miles, 5-91/2, of Creighton; Richard Tate, 5-11, of Utah; Phil Snow, 5-8, of Miami, Ohio,

They are following in the foot-

Murray Weir, 5-9, of Iowa, and Ralph Beard, 5-10, of Kentucky, were on the 1948 Associated Press All-America.

Gene Melchierre, 5-8, of Bradley, made the 1951 team. Johnny O'Brien, 5-9, of Seattle, was picked in 1953; Chet Forte, 5-9, of Columbia in 1957, and Don Hennon, 5-8½, of Pitt, in 1958. Vinnie Ernst, 5-9, of Providence,

was named the most valuable player of the 1961 National Invita-

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basketball? Don't believe it. There and helped the Friars win the

instance, there's 5-foot-11 State and Dick Hickox, 5-8, of ers nine points behind, 53-44 after vored to win before the season

### Stars Sign Intent Letters

football players have been pumped in the the first of his in the first half. for a last second basket that gave signed to letters of intent by Cincinnati a recent road victory the Tech coaching staff, the with the ball, but they were never pushed the Raiders underathletic department an- able to set up an offense. Rector Sophomore Terry Trippet, a stole the ball and raced back in former schoolmate of Dub Ma-

Coach Bradley Mills ob-5-7, but the Miners say 5-6 is cortained the signatures of two their end of the court and this to assist the game's leading scor-Odessa gridders, Don Carr, ern's push into the Top Ten with a speedy safetyman from Permian and end Brusse

Also announcing their inof St. John's, New York, whose tentions to attend Tech are: half back Jimmy Bennett, Amarillo Tascosa; Quarter-Other little guys include Russ back Lane Wade, Abernathy and halfback Jerry

Previously signed were Randy Bowlin, second team and Lawrence T. Smith, 5-7, of all-state quarterback from Lubbock Monterey and steps of a number who were outstanding in the sport in past fullback Jack Buffington, son of Raider Assistant Coach Harry Buffington.



Center

1103 College Ave.

Raiders to the sidelines in the another two points. race for the SWC throneroom here

Rector's requiem

day, pounced on the league-leadand emerged at halftime with a four-point, 40-36 advantage.

Two stars of the 1960 season ficiency in scoring as the second the visitors, 17-4.

game and knotted the score at compassion of the score at the deficit and narrowed this country of the deficit and narrowed sink the Raiders for good.

when the Aggies took two shots Seven area high school at their basket before Rector points (all at the free throw line) three shots.

Texas Aggies ushered the Red fellow, who passed to Rector and

Rector's requiem for the Raid-Tuesday night with a 77-71 vic- ers' victory hopes covered a span The Raiders, determined to vin- the score at 69-63, the same six- 13. Giant Randy Matson caught dicate themselves of an 87-74 loss point deficit that separated the 10. Bob Glover led the Raiders to the University of Texas Satur- two teams when the contest ended. The game completed first half

ing Aggies from the opening gun activity for both teams, leaving five. the Aggies well in the drivers' seat with a perfect 7-0 record. The the Raiders emerged from three But an almost unbelievable de- Raiders have at best only "mathematical chance" to rally held the lead right up to interwere Max Perry, 5-10, of Utah half got underway, put the Raid- for the crown they had been fa- mission. 8:51 of playing time. During that started. Tech now is 4-3 in loop Aggies were experiencing a mild time period, the Ags outscored wars.

that deficit with 5:45 left in the the close shots and this they ac- 9:30 left and the Aggies called

The count was tied at 63 apiece season, held A&M's scoring ace, it to a one-point, 24-23 tally with John Beasley to a mere three

But it was the gunning of the Tech started back down-court Aggies' outside shooters that

for a lay up. laise, at Odessa High, came off Again the Raiders made for the bench and pumped in 17 points laise, at Odessa High, came off

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Tech also took a beating on the boards, taking in only 36 caroms to 52 for Texas A&M. Beasley of less than one minute and left wound up ahead in rebounds with in rebounds with 11. Reuther had

> As the showdown game began, tie scores to take a 9-8 margin and

Midway through the half, the But the battling Raiders erased been to shut the Aggies out of Tech to gain a 20-15 lead with

> ing possibly his best game this away at the deficit and narrowed seven minutes showing.

But the visitors managed to maintain the advantage and went into the dressing room with the four-point lead.



Front

Boeing Boeing

Jerry Lewis Tony Curtis

Breakfast At Tiffany's

Audrey Hepburn George Pepard

- Back -

Return To Ashes

Maximellian Schell

Roman Holiday

Gregory Peck Audrey Hepburn



- Front -

Sons of Katie Elder

John Wayne - Dean Martin

Elephant Walk

Elizabeth Taylor Dana Andrews

Closed

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