# TECHNOLOGICAL

Vol. 40

Lubbock, Texas, Tuesday, October 27, 1964

No. 31

# Petitions To Go Out For Fish Posts

Candidates for freshman cheerleader position can pick up petitions from 8 a.m.-5 p.m. today in the Student Council of-

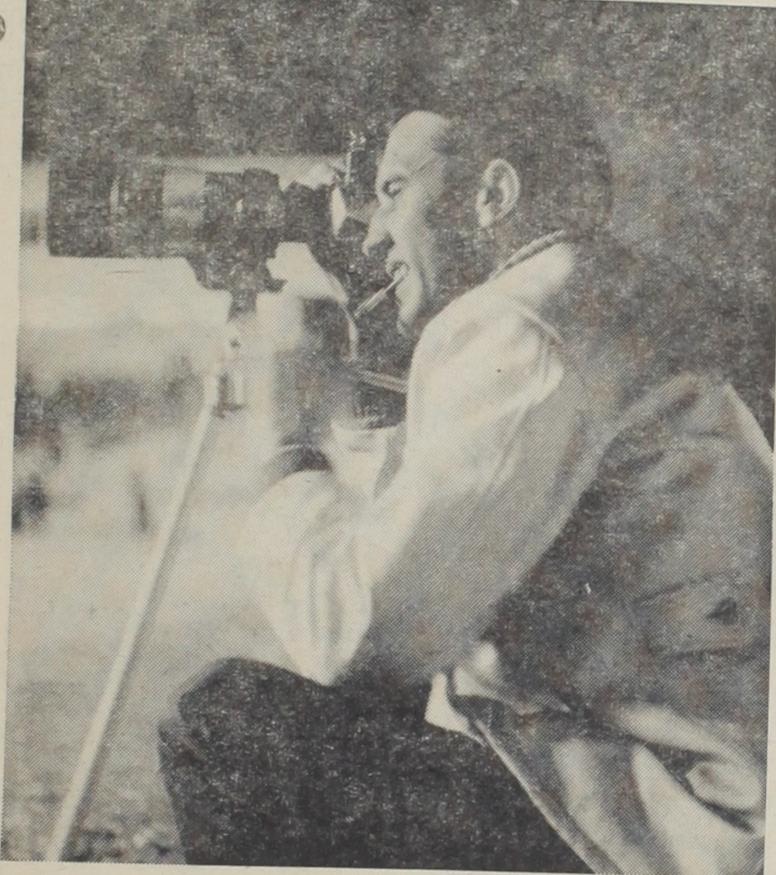
Petitions, signed by 100 persons, are due in the Student Council office 5 p.m. Wednesday. Only one petition can be checked per person.

Cheerleader candidates will meet at 7 p.m. today in the Ad Bldg., room 219. Only those present will be counted as candidates.

Qualifications necessary to be a cheerleader include the scheduling of 12 semester hours and maintaining a 2.0 grade average during the semester.

Cheerleader elections are scheduled for Sunday afternoon in the Tech Union Ballroom. Tryouts and voting will take place at that time. Only those attending can vote.

There will be no campaigning before elections and candidates can wear only name tags announcing their candidacy. Posters will not be allowed.



WHAT A PICTURE! - Cal Wayne Moore and the rest of the Toreador photographers had plenty of chances to put their cameras to work last weekend, what with the Horticuture Festival, Dad's Day, the formal presentation of Old No. 401 and the hard-hitting weather Saturday night. For a pictoral review of the weekend, please turn to page 8.

-U.S. Influences Dismissal-

# Red China Not A-Power In World... Yet' — Mahon

By DAVID SNYDER Staff Writer

". . . the United States must spend billion. whatever necessary to keep this strength."



GEORGE MAHON

J.S.S.R.'s ousting of Premier Niki- munist nations. a Khrushchev last week,

Mahon said he did not forsee any "We need to find ways and hoped to see to it that this coun-

events. The United States is spend- Mahon said in defense of the U.S. U.S. Rep. George Mahon told than four years ago. The total atomic weapons. the Daily Toreador recently that amount is slightly less than \$50-

There is no immediate nuclear country superior in military danger from Red China, Mahon said, because their present bomb is in the infant stage of develop-

> "This will take five or six years," he said, "and it will be 10 to 15 years before they have any real capacity. At present they have no means of delivering these bombs and no capacity for intercontinental ballistic missile warfare.

No 'Power' Yet

'Red China will not be classed as a first-class military power for many years," said Mahon.

Even so, he said, Red China will probably try to threaten the world with nuclear war but the United States will take this with "large grains of salt."

The United States has been watching the progress of the bomb for many years and was expecting last week's initial explosion. The Department of Defense actually forecast the explosion about a month ago to "take the wind out of their sails," he said.

The development of the bomb was slowed down considerably in Mahon's statement was made in 1960 when Russian technicians the light of Red China's newly ac- withdrew their help when a split quired nuclear status and the occurred betweeen the two Com- Russia's military strength, but

erful House Appropriations Com- creases the number of countries increase our forces accordingly." nittee, is directly concerned with with nuclear power to five and in-United States military policy and creases the chances of nuclear defense spending regardless of the warfare.

mmediate increase in defense means of stopping other countries try always has adequate funds to

ing \$7-billion more this fiscal year policy to oppose the spreading of

Big Part

The United States played a big In other business, board memment and cannot be classed as a "We have succeeded to some ex- meeting in December. ranks of Communist countries, could report at the board's next tent in this," he said.

> prevail over the United States and campus. The "ports of entry" world," he said.

> Berlin situation and Russia's fail- tion. ure to out-produce the United States agriculturally, especially completion of the south portion of since Khrushchev was forced to buy wheat from the United States with a limited gold supply.

"The downfall of Khrushchev will increase world tension," Mahon said. He forecast that the new Soviet regime will try to carry out policies at which Khrushchev failed, such as driving the United States out of Berlin and uniting the Communist bloc.

The U.S. policy toward Russia, he said, will remain firm in its use of restraint whenever neces-

Forecasts Increase

said, "We will not let down our Mahon said Red China's nuclear guard. We will know of any big Mahon, as chairman of the pow- status is disturbing because it in- build-up in Soviet power, and will

In summing up his views toward world situation, Mahon said he pending as a result of recent from gaining this information," maintain a strong military policy.

# - Medicine, Dentistry -Tech Board Okays Idea For Schools

By CECIL GREEN . Managing Editor

In a surprise move Saturday, Tech's Board of Directors unanimously agreed to send a request to the Texas Commission on Higher Education for separate schools of medicine and dentistry at Texas Tech.

The unexpected action was proposed by Manuel DeBusk, director and immediate past chairman of the board, during the first regular business session of the board this school year.

"The request should be submitted to the Commission on Higher the library basement at a cost of Education as soon as possible," approximately \$87,000. DeBusk said, "because I believe Better Facilities that we on the board realize that time is short and a condition of emergency exists."

'Time For Action'

In backing Debusk's proposal, Al Allison, Levelland director, said, 'The time for action is now, and we must seek the medical and dental schools to keep pace with the educational needs of our area and committee of the board.

an earlier board request for a the Music Dept. and the Biology law school due to open on campus Dept. Also, the board okayed the sometime around the fall of 1967. division of the Education and Another request for a school of Philosophy Dept. into separate depharmacy is still being studied by partments, an Education Dept. and the state group.

Future Action

Any further action on the medicine and dentistry schools will also have to wait for word from TCHE. No mention was made at the board session of where the possible schools would be located, if approved.

Board members explained that it is not necessary for medical facilities to be located on the home campus. Most other colleges usual- mer Smith, Wilson. Herbert Allen, ly locate them in other communities where there are operational county hospitals that allow intern training and practical teaching instruction.

Delay Action

part in the dismissal of Khrush- bers delayed acting on a proposed chev, Mahon said, because of its solution to campus traffic probpolicy to bring dissention into the lems until a study committee

The proposal, as made public "Khrushchev was replaced be- last week, would include the incause he was humiliated before stallation of manned checkpoints the neutral world due to failure to at all entrances to the interior failure to control the Communist would eliminate unnecessary traffic from the campus and aid visi-Mahon cited as examples the tors with directions and informa-

As expected, the board approved

Completion of the library will including plastering the walls, tiling the floors and installing a false ceiling in the basement area. The construction will mean larger and better facilities for the library's reference section.

Directors also approved several recommendations from the Academic Programs Committee, a sub-

Included were changes in the This summer, TCHE approved titles of several degrees offered by a Philosophy Dept.

Subcommittee Report Also delayed was a report of the subcommittee preparing current

board policies.

Board members present at the weekend meeting were R. Wright Armstrong, chairman from Fort Worth; J. Edd McLaughlin, Ralls; Allison; DeBusk; Roy Furr, Lubbock; Harold Hinn, Plainview; Charles Mathews, Dallas; and Wil-Houston, was unable to attend.

#### Accident Injures 2 Tech Students

Tech students Cathy Carter and Robert Heineman remain hospitalized at Methodist Hospital following a car-pedestrian accident Saturday night.

The couple was crossing College Ave. at 4th St. intersection when they were struck by a car. They had just left the Tech-SMU game.

Miss Carter, a freshman from Wichita Falls, is reported in serious condition, but out of the intensive care ward. Heineman, a Lubbock sophomore, is in good condition.



TRICK OR TREAT? - Pledges of Sock & Buskin, dramatic group, will be wearing homemade masks around campus for the remainder of this week as a requirement for membership in the club. Trying out their masks are, Kathleen McCullough, left, and Cheri Brownlee.

## Coach Is Cited For Americanism

football coach, George Berl Huffman, with the third annual Ameri-Coliseum.

went to a "truly great American refers to either the best of the and an uncommon man."

Huffman, upon presentation of best," he said. the award, said, "I only strive to "A government that promises freshman team.

own personal philosophy.

dividual excellence and politicians When we cheer the underdog, we

In Harvey's words, the award We need uncommon men. Average starts all over," Harvey said.

be just a good American." The more services must first take award was based on his untiring away, deduct a handling charge, efforts and devotion to Tech's and return the service with some "snoopervision" strings attached. Harvey's definition of "Ameri- It's like standing in a circle with canism" was summed up in an everybody's hands in each other's hour speech which revealed his pocket, and this way everybody is urday. suppose to get rich," Harvey said.

"This is an era when regimenta- "Americans, in recent years, \$1 for an hours' work. Anyone may tion and restraint discourage in- have been cheering the underdog.

Paul Harvey, well known news- plead the cause of the 'average discourage individual excellence. caster, presented Tech freshman man.' We cannot survice the cold originality, and encourage a run of war much less win it, if we adver- the pack attitude. We cheer for canism Award Friday night in the ardize mediocrity while our adver- the underdog, which then becomes saries are rewarding excellence, the upperdog, and the process

# lousiest or the lousiest of the Sigma Alpha Eta's paign of 1864."

Alpha Eta speech and hearing fra- the fringes of American politics. ternity will be sold as slaves Sat-

have the services of a slave by calling the Speech and Hearing Clinic.

Half the money made will buy equipment and toys for the children in the clinic. The rest of the pean allies Monday for unity with money will send delegates to the national convention in San Francisco in November.

# Dr. Blaisdell Publishes History Journal Item

Dr. L. L. Blaisdell, professor of Blaisdell reports that the article

The article deals with a facet of Nevins' biography of Fremont. Sale' American history. Gen. Cluseret, a nineteenth century European adventurer, spent U.S. Civil War Pantex Begins Members and pledges of Sigma years fighting and intriguing on

self with John C. Fremont, the well-known explorer and off-and-Each person will be sold for on Republican politician, in a spiteful, and completely unsuccessful, attempt to unseat Lincoln as president in the race of 1864.

#### KREMLIN APPEALS

MOSCOW (P)-The new Kremlin regime appealed to East Eurothe Communist camp. The call apparently sought to quiet the alarm caused by the ouster of Nikita Khrushchev.

history, has published an article in clears up various obscurities conthe October Mid-America, a his- nected with the Fremont presidentorical journal. The article is "Gen. tial campaign of 1864 and corrects Cluseret and the Fremont Cam- one or two errors of emphasis in the well-known historian Allen

# In 1864 Cluseret associated him-left with John C. Fremont the Investigations

tle Center at Pantex has recently accepted 136 bulls for cattle im-

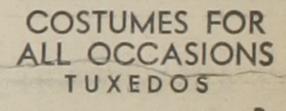
These bulls will be the first group to start the full cycle of improvement and evaluation tests being run at the center.

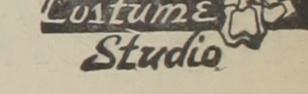
rations, and a chart of their weight and amount of gain will be kept on a day-to-day basis. With the statistics this data will provide, the researchers can inform the cattle buyer which bull will be best to buy for meat packing

Improvement tests and investigations will continue through March 11, 1965, when the sale will be held.

Included in the group of bulls

and animal husbandman of the Kilgore Center, which was dedicated in March.





- Make-up-Masks
- 2422 Broadway \_\_\_ PO 3-2388





Texas Tech's Kilgore Beef Catprovement investigations.

The animals will be fed specific plants.

are 101 Herefords, four polled Herefords and 31 Angus. There are 32 sire groups (breeding bulls) and 26 jackpot bulls (prime beef animals) coming from 29 cooperators. These cooperators are paying Tech to run the tests.

Dr. George F. Ellis is manager



- Party Novelties
- Wigs Mustaches



ALSO

The PLAYBOY PHILOSOPHY

### "Ole" McDonald Cleaners

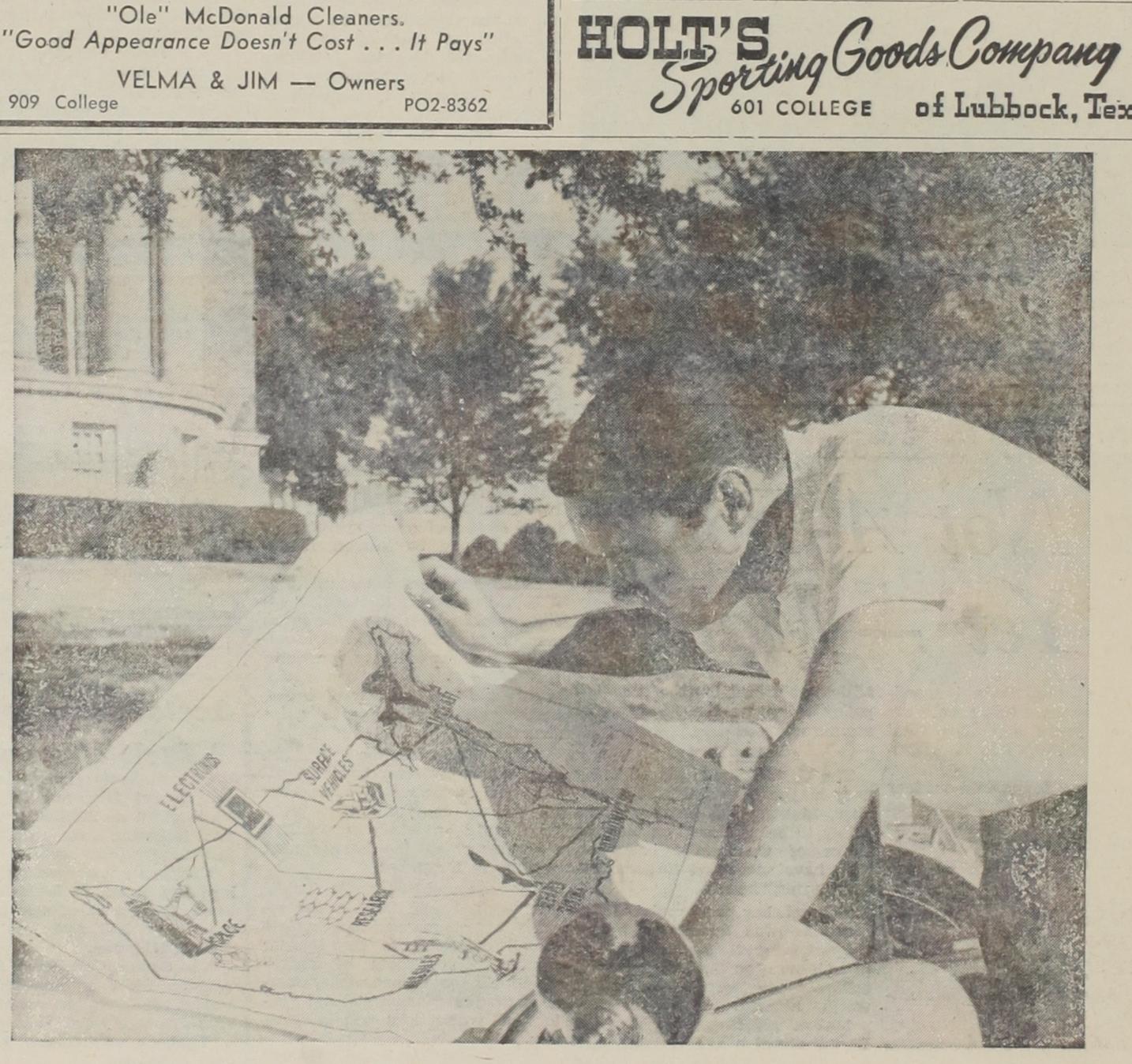
YOUR CLOTHES WILL HAVE THAT FRESH, CRISP, DRESSY LOOK WHEN YOU HAVE THEM PRO-FESSIONALLY DRY CLEANED AND FINISHED BY

"Ole" McDonald Cleaners. "Good Appearance Doesn't Cost . . . It Pays"

VELMA & JIM - Owners

909 College

PO2-8362



#### GOING OUR WAY?

If you're mapping out your career destination, Ling-Temco-Vought offers a wide choice of exciting and challenging routes to your personalized goal.

Here at LTV, young, alert engineers are "going places" in the fields of aircraft, missiles, space, mobile surface vehicles, weapons systems, ground and airborne communications, electronics, and range services. Supporting these activities is an excellent engineering climate providing the opportunity to contribute and professional advancement which is a direct function of the contribution. Assignments are diversified and stimulating in such areas as: aerodynamics • avionics and instrumentation • dynamics • systems design • propulsion • stress analysis • communications design · telemetry and tracking · reconnaissance systems ·

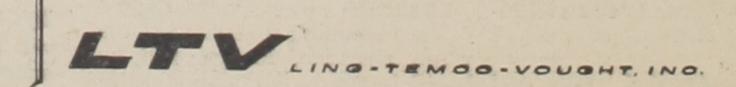
amplifier and computer design · electromagnetic interference control . technical administration . . . among others.

In addition to a rewarding professional environment, LTV offers engineers the opportunity to earn advanced degrees through company-financed graduate education programs.

Before selecting your industrial home, investigate the career avenues available with Ling-Temco-Vought. Get complete details from your Placement Office, then schedule an appointment with our representative. Or write College Relations Office, Ling-Temco-Vought, P.O. Box 5907, Dallas, Texas 75222. LTV is an equal opportunity employer.

CAMPUS INTERVIEWS

THURSDAY, OCTOBER 29



LTV DIVISIONS AND SUBSIDIARIES: LTV ALTEC . LTV ASTRONAUTICS . LTV CONTINENTAL ELECTRONICS . LTV LING ELECTRONICS . LTV MICHIGAN . LTV MICHIG ELECTRONICS . LTV RANGE SYSTEMS . LTV RESEARCH CENTER . LTV TEMCO AEROSYSTEMS . LTV UNIVERSITY . LTV VOUGHT AERONAUTICS . KENTRON HAWAII, LTD.

# Isometrics Makes Body Conditioning Easy

By PAULINE EDWARDS Staff Writer

The familiar one, two, three, March." bend count has been taken out of ditioning classes.

During the past five weeks, Mrs. Aterburn's two body conditioning classes have been experimenting with isometrics, a form of exercise that involves the production of tension in motionless muscles for a brief period of time.

The 1 p.m. Tuesday - Thursday group follows the regular body conditioning program, while the class that meets 11 a.m. TT follows the same program with the addition of isometrics.

If the experiment proves effective, Mrs. Arterburn plans to include isometrics in both classes for the remainder of the term. Individual physical education instructors will decide whether to include isometrics in their program, she concluded.

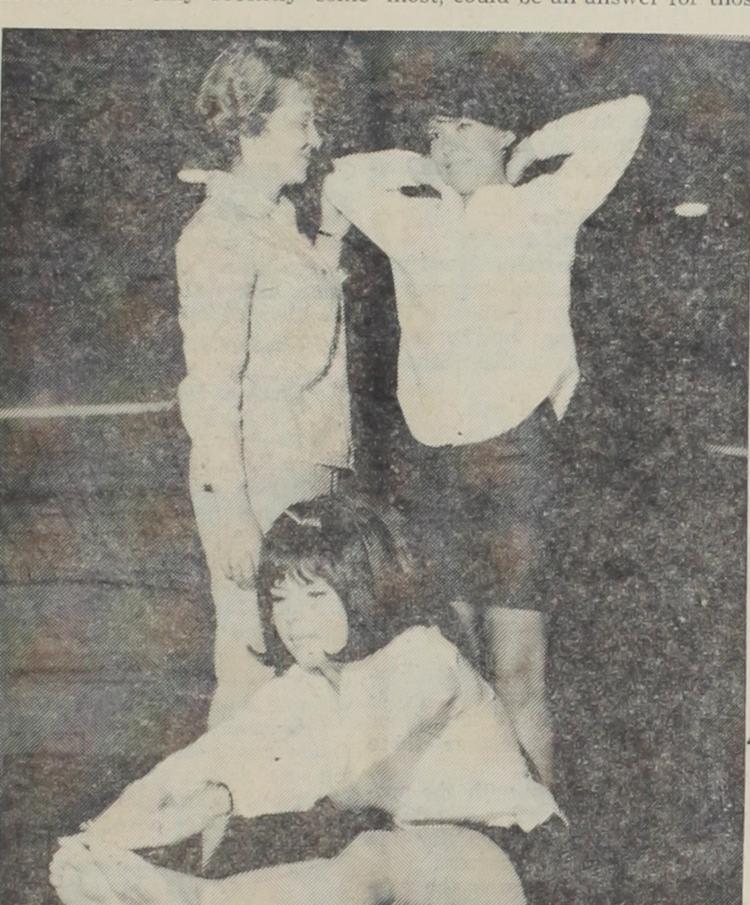
Class Project

Mrs. Arterburn, currently enrolled in the Problem Solving in Physical Education course taught by Dr. John Cobb, decided on this experiment as a class project.

"I had been interested in the program for some time," she said. "However, I first decided to select

this project after reading an arti-

"Of course some areas could Arterburn decided to demonstrate be effective," Mrs. Arterburn said. cle in Sports Illustrated last better be developed by other kinds of exercises," Mrs. Arterburn said. Although not a new form of ex- "However, isometrics, which reexercising . . . at least for one of ercising, the true merits of iso- quires considerably less time than

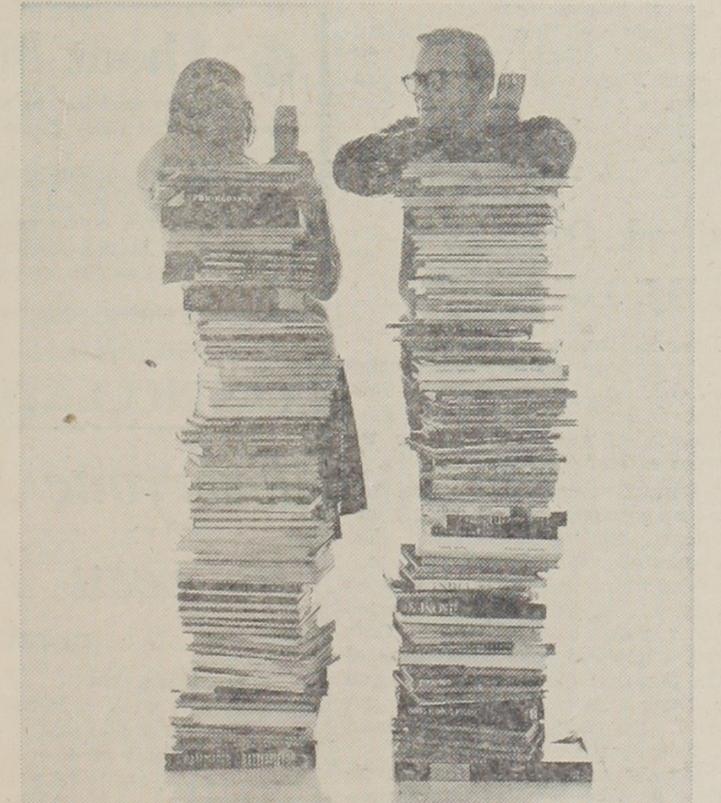


pleted in about 12 minutes. This ing the bow," she added. time includes rest periods."

to light. Gene Perkins, assistant who work or follow a tight schedprofessor of the department of ule. Isometrics is not exercising health and physical education at for reducing but for building Baylor University, wrote, "An en- strength. In the past, some of the tire workout employing isometric archery classes have used isomecontraction exercises can be com- trics to develop strength for shoot-

In planning the experiment, Mrs.

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.



Studies piling up? Pause. Have a Coke. Coca-Cola — with a lively lift and never too sweet, refreshes best.



Bottled under the authority of The Coca-Cola Company by: LUBBOCK COCA-COLA BOTTLING COMPANY

isometrics in the 11 a.m. TT group because three class members were Mrs. Joyce Arterburn's body con- metrics have only recently come most, could be an answer for those have an equal number of students with 80 enrolled in each class.

Although the seven exercises onthe students are expected to exercise once every day even when the every day the experiment will not the isometric program has been.

Motor Ability Test

Before beginning the program. majoring in education. Both groups both groups took the Iowa Brace Motor Ability test involving ten stunts. Each stunt was graded separately.

To make sure both groups had ly take ten minutes to perform, exactly the same instructions, Mrs. Arterburn read the directions from the test booklet. Nov. 10, the two classes will again take the class does not meet. "If students Motor Ability test and compare do not perform these exercises the two scores to see how effective

# Casual Slacks

Comas

\$10.95

PETTE WIEST TRADITIONAL CLOTHES ..... 1205 13th ST.



2113 50th—Oakwood Village



SYMMETRY

FROM \$125

TEXAS

AT THESE FINE STORES

Holdsworth Jewelers

El Paso,

Kay's Jewelers Wichita Falls,

THE DAILY TOREADOR—An all-student newspaper edited by students for 40 years.



# A Race, But Where To?

W/E CAN NOT BUT agree with the Board of Directors that schools of medicine and dentistry are needed in this part of Texas and to have them at Texas Tech would expand the scope of the institution to one of a large university.

However, at the same time the empasis placed on the "education race" may overshadow the true purpose of the institution - intellectual development.

The "race" going on here and at other institutions is one frantic effort to build, build, build as if all that it takes to make a university is a gigantic construction program.

True, the increasing student enrollment is causing a need for the material expansion of the institution; but we must question — as in the case of the race to the moon - whether the resources being diverted to the race are being consumed at a tremendous cost to the primary need.

The primary need, of course, is the building of an academic program that will challenge the intellect of the student and will advance the human mind into the secrets of nature and beyond in order to reap lasting rewards for mankind.

In other words, the point must come in the building of a university when attention and resources should be directed inward to expanding the research program, improving the academic environment, seeking a better cultural program and promoting more academically oriented extra-curricular activities.

An indication that Texas Tech is reaching this point would be found in Dr. Gerald W. Thomas' presentation to the board.

Dr. Thomas, dean of the School of Agriculture, said, "Our research programs at Texas Tech are woefully inadequate in view of the present-day requirements of higher education."

Dean Thomas, of course, was speaking only for his school, but we have heard the same remarks made about other schools here.

He pointed out that there was a severe shortage of funds or facilities for research and said he believed that this was Texas Tech's number one problem in building a major university.

We believe this is true in other areas.

For example, Dr. R. C. Goodwin, college president, has asked the Division of Reactor Licensing, Atomic Energy Commission, to cancel the permit for construction of the proposed Reactor Building here "due to our inability to secure construction funds."

This is in the area of research and not to expand the size of the university. There is a significant difference.

If Texas Tech must race to establish schools of medicine and dentistry, then it must.

But we must, too, question our motives.

-Bronson Havard Editor

Editor	
Managing Editor	Cecil Green
Assistant Managing Editor	Mike Wall
News Editor	Carolene English
Assistant News Editor	Pamela Best
Editorial Assistant	Brenda Thornburg
Sports Editor	Joe Sneed
Fine Arts Editor	
Assistant Fine Arts Editor	
Copy Editors Sally Long	, Carolyn Mogridge,
Carol Lee Page, Judy Fowler, Rob Johnston	
Feature Editor	
Advertising Manager	Jim Davidson
Head Photographer	

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

### Voice Of The People

#### Unfair Division Of Fees Charged

Dear Editor.

Daily Toreador in Judy Fowler's column on the Top Artists Pro- most impossible to separate it. gram, the following break-down of the Student Activity Fee was giv- Civil Rights, medicare for the

41%—Athletics 35%—Student Health 18%—Student Organizations 6%—Intramural Program

The article states that only 18% the Texas Tech Library: is divided among the Toreador, Tech Symphony, the Student Council, etc.

We do not quarrel with the apportionment of money to Student Health or even the Intramural Program, but it does seem to be an unequal division between athletics and student organizations.

It is our opinion that the student body would benefit more if the Toreador, Tech Symphony and the others had a fairer apportionment.

We hear constantly that Tech cannot afford to bring good speakers or expand any of the other cultural programs because there isn't enough money.

We agree heartily with the proposed plan of allocating one dollar from each student's activity fee to the Top Artists Program.

This would not cramp the athletics program too much, since they must have other sources of income besides this fee, and it would benefit the college greatly to have such a program.

Tech needs a program of the Top Artists sort; there are few opportunities to see and hear men and women of top standing in the varied fields of entertainment.

We realize that the Student Union and such organizations as the Cinema Society are doing their best, but they are hampered by lack of money, too.

We sincerely hope that the students and others connected with Texas Tech will back this program.

Sincerely, POSS PIERCE PENNY MAY

#### Black Questions LBJ, Editorial

Dear Editor.

In reply to the editorial of yours on Oct. 20, "Lyndon Johnson Best For Office," shouldn't there have been a question mark after the word office?

I must agree with the first two paragraphs so eloquently expressed, but the rest was an anticlimax of your intended purpose.

The fourth and fifth paragraphs only repeat what any interested voter must have observed. Then too, I applaud your recognition of the fact that the United States and not one man alone must be in accord with policies of international development.

To get to the point, has President Johnson handled international conflicts capably? What about Viet Nam, or how is the United States "Ugly American image" these days? What of Cuba, or is it just going to float away?

Yet you say that he is not "content to serve as President with a laissez faire attitude — while aggressors in various parts of the world threaten others." Well, what has Johnson done?

Then too, thou doth protest too much, Mr. Havard. You say that you do not wish to support just the man or the personality. Then you state that "we support President Johnson and his position," "President Johnson pledges to support...," "and this may seem to some as blind allegiance."

Why do you think such promises have the word "campaign" in front of them. Because it is evident that you do not want to support just the man, as others have done (a definite insinuation of Republican

two are inseparable.

In the Oct. 24 issue of The that when something is inseparable state. then it is highly improbable or al-

> As for Johnson's support for aged, a war on poverty, and the United Nations, I can tritely state that "the proof is in the pudding." I recommend that interested students look up these selections in

> > Readers Digest, May 1964, p. 51 Readers Digest, April 1964, p. 137 Readers Digest,

June 1964, p. 103, 127 What on earth, referring to your eighth paragraph, makes you think that the situation of the world is tranquil?

No man, alone, can change the tide of human nature and events upon which the candidates of today base their campaign promises, anu one man can please a group without disturbing another.

I sincerely believe that Barry Goldwater is far-seeing in protecting the rights of generations of tomorrow, though perhaps disturbing the self-centered orbits of groups of today.

The valor and radicalism which won us our freedom decades ago is the valor and radicalism which is trying to save some states' rights and the right of the individual today.

Conscience of A Conservative, by Sen. Goldwater, endorsed by in Bogota, and there are no zone the Saturday Review and Time numbers. magazine, presents this quality of belief which prompted the colonists of 1776 to label Washington, Jefferson and Thomas Paine as radicals.

I sincerely hope that each read- pictures?)

policies), and that to support just er will reassess his values and read the candidate and not the party on both sides of the fence, from platform is ridiculous because the the fall of Rome, to the experience of the two world wars, to the My sense of reasoning tells me present day trend of the welfare

> And as I have been told during my youngest years, "Try something first before you decide you don't like it."

ADRIENNE H. BLACK

#### Bogota Girls Seek Males To Write

Dear Editor,

Some of the girls at the National Women's University here in Bogota are interested in exchanging letters with American university students, preferably male.

Anyone interested in exchanging letters with them may write the girls at the following addresses:

Concepcion Bolivar Carrera 36A No. 53A-19 Mercedes Bello

Calle 17 No. 55-34 Puente Aranda

Maria Teresa Navarette and Elsa Martinez

Carrera 19 No. 49-45 Martha Avellaneda Carrera 19A No. 63-93

Norma Rodriquez Calle 6A Sur No. 22A-33 Flor Angela Montenegro

Calle 66 No. 31-08 Esperanza Zarate Martinez Carrera 21 No. 36-11 Sur

Martha Vanegas Duque Transversal 3A No. 26-43 Sur All of the above addresses are

> Thank You, RODGER SCOTT Peace Corps Volunteer Columbia

(EDITOR'S NOTE: Where are the

## About Mailing Letters

Students desiring to send "Letters to the Editor" for publication in The Daily Toreador may use the intra-campus mailing service.

Envelopes should be marked: Editor, The Daily Toreador, Campus.

Letters are encouraged and any subject may be discussed providing it is not libelous. The Daily Toreador reserves the

### **GESTICULATIONS:**

right to reject any letter on these grounds.

# Everyone Sometime Is Between Two Extremes

By JIM T. RICHARDSON

"... it is a tale

Told by an idiot, full of sound and fury

Signifying nothing."

This might be a description of the SMU game as told by someone who sat through it.

However they could not claim originality of the lines. Only William Shakespeare, whoever he is, can do that. These well-known lines were used by Shakespeare in "Mac-

beth" as he wrote of "life." This description is perhaps a bit sterile for good ole sunny fundamentalist West Texas. We would probably be more apt to agree with the "Life is

real, life is earnest" ideas of one of the romantics. Or would we? Or should we? Everyone finds himself, at one time are another, caught

between the two extremes of "signifying nothing" and "earnest, . . . real." A move in one direction offers aloofness—away from the hue and cry of society. As Walt Whitman says in "Leaves of

Grass," "I sitting, look out upon (the sorrows of the world), see, hear, and am silent." For social distance is much more important than is physical distance. If we choose to, we can stay "far away" from a room-

mate that we live with all year. A move in the opposite direction promises more involve-

ment with other people (noseyness?)—more real laughter, more real pain, and more purpose.

Which way do we go? What is the choice "To be or not to be? That is the question."

### Placement Interviews

Representatives of several companies have scheduled placement interviews through Tech's Placement Service for 1965 graduates during the week of Oct. 27-30.

Following is a list of the companies and the interview dates of each.

#### Tuesday, Oct. 27

Continental Pipe Line Co. will be interviewing graduate engineers for positions in their company.

The Upjohn Co. will be looking for sales representatives who lene, second vice president; W. T. have a strong sales interest.

Great American of Dallas Insurance Company wants to fill tary and L. Edwin Smith, Lub-

sales management positions. U.S. Navy Area Audit Office will be interviewing for an

auditor-trainee.

#### Armstrong Cork Co. is interviewing for salesman. Wednesday, Oct. 28

Baylor University College of Medicine is looking for research technicians.

Shamrock Oil and Gas Corp. will be interviewing graduates people ate at the barbecue dinfor engineering positions.

#### Thursday, Oct. 29

Sears, Roebuck and Co. will be interviewing those interested in a retail management training program.

Friday, Oct. 30 Continental/Moss-Gordin Gin Co. is looking for graduates interested in sales engineering, and design.



He is probably in the rocket ship getting his clothes ready to take to the laundry when he gets back to earth. You can bet that the place he takes his clothes has the fastest laundry and dry cleaning service in town, and that is ....

## ONE HOUR SUNATIZING

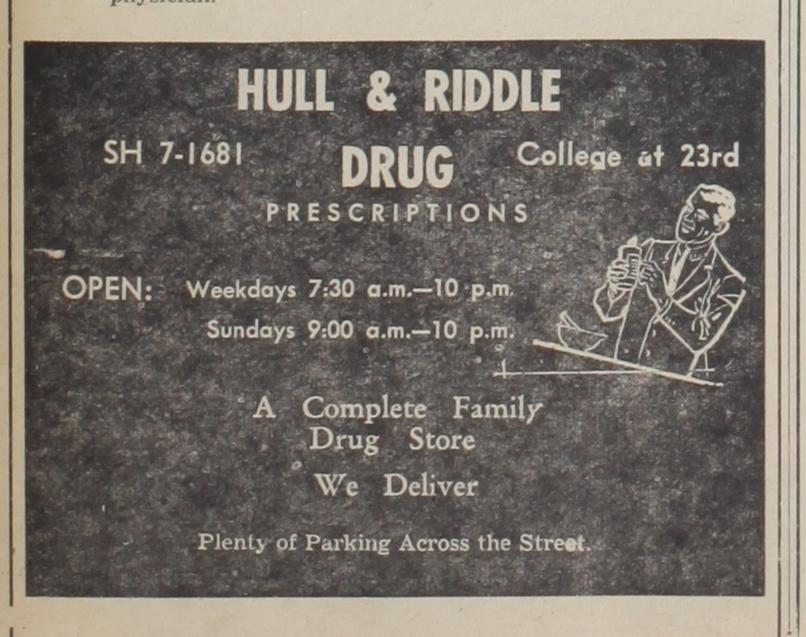
4115 19th

SW5-4584

### Dry Cleaning-1 Hour Shirts-1 Day

Choose your own pharmacist—Have your physician write your prescription and hand it to you so that you may exercise your own choice of a pharmacy.

The Texas Medical Society and the Texas Pharmaceutical Assn. have in a joint Code of Inter-professional Relations adopted the position that the patient should have free choice of pharmacist and physician.



Dad's Assn. is newly elected president Cecil O. Schwable from Dal-

Other officers elected are John C. Williams, Houston first vice president; Hart Shoemaker, Abi-Zimmerman, Burkburnett, secrebock, treasurer.

This year's meeting was the largest since the assn. began in 1956. Thirty-one thousand attended the coffee and all 400 tickets to the meeting were sold.

A record attendance of 1,400 ner. This number was 500 more than expected.

Trustees meet to plan the coming year's program Feb. 24. Main topic for discussion will be a new scholarship award of \$500 to a Tech professor with the best performance.

The new officers will discuss the scholarship budget-wise along with expanding the existing student scholarships. This year the assn. gave a scholarship to a student from each class. This was the second year student scholarships were given.

#### Wesley Forum Set On Racial Problem

A committee report and discussion on the racial problem in Lubbock will be the Wesley Foundation forum topic Wednesday at 7 p.m. at the Methodist Student Center. Reservations must be made Wednesday for the hay-ride and hootenanny as 6:30 p.m. Saturday.

### Walter Marlin Trio Hosts Fourth Union Jazz Session

The Walter Marlin Trio hosts its fourth weekly jazz session Heading next year's officers of today at 4 p.m. in the Piano Lounge of the Tech Union.

> The sessions are sponsored through the Union Program office. Approximately 150 students and faculty members have attended each

> The Trio features Marlin on the bass fiddle, Jim Price on the drums and Mike Ragsdale on the piano. Other campus and town groups also perform sets of six to eight jazz numbers.

> The Tuesday sessions will continue through Nov. 17. After Nov. 17 sessions will be presented at announced times.

# CAR WASH & WAX

To Tech Students when presenting your I.D. at Bob Galey's Automatic "3 Minute" Car Wash and Shell Service Station combination, Lubbock's newest and most modern Automatic Car Wash, featuring the automatic Spray-Wax at no extra charge. We are located just around the corner from Tech at 4th and Ave. U. We carry all brands of oil, motor cleaning, and feature that Good SHELL Gasoline.

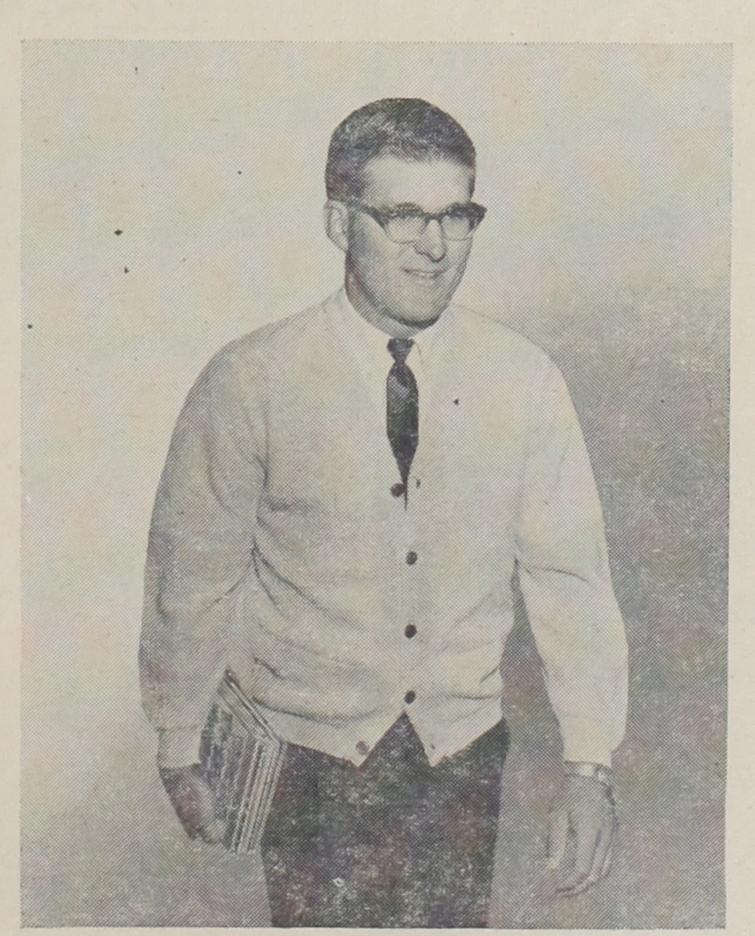
### BOB GALEY'S SHELL SERVICE

AND AUTOMATIC 3 MINUTE CAR WASH

4th & U

8:30 - 6 p.m.

PO 3-0641



MIKE WEBB . . . hurrying to class, wearing a beautiful new cardigan sweater. An excellent choice Mike for campus wear. Sweater shown at BROWN'S VARSITY SHOP.

#### Phi Gamma Delta

The Fraternity of Phi Gamma Delta was founded at old Jefferson College (now Washington and Jefferson College) near Cannonsburg, Pa. on May 1, 1848. The strength of a fraternity lies in its undergraduate chapter, and Phi Gamma Delta has 91 chapters stretching from the ivy-covered halls of New England to the shores of the West Coast, from the traditional Deep South through the staunch Midwest into the Dominion of Canada. The celebrated nick name of Phi Gamma Delta is FIJI, and each chapter pays its respect to the name by annually brightening the campus scene with the FIJI Island Dance.

On December 11, 1954, the Kemas social club on the Texas Tech campus received its charter from the fraternity of Phi Gamma Delta. Phi Gamma Delta is presently one of the eleven strong national fraternities located on the Tech campus.

# Red Raiders Rap Mustangs Amid Hail,

By JOE SNEED Sports Editor

after the Raiders' 12-0 win over your heads." weather.

Balch simply, "was BAD!"

Balch.

In the pressbox writers were minutes. searching their memories for a precedent. Never, as far as anyone course, for the rain, Tech returned could recall, had a football game, to the field and took up where it at least in the Southwest Confer- left off-stopping the Southern ence, been stopped in mid-play.

#### BAKER MUSIC

GUITAR LESSONS -CLASS AND PRIVATE ENROLL NOW

SH 4-9755

one of the shapes

of elegance at

the

diamond

Among the diamond

shapes preferred by

the connoiseur of

jewelry, the pear shape

ranks very high -

classic in proportion,

yet excitingly different,

definitely a fashion

stone.

Jerry Don Balch was peeling a seen stopped for anything. Man, ter scoring drive. soaked red jersey off his back that hail was putting knots on Tech won with a powerful "goal

SMU here last Saturday night The hail King was speaking of tuted the week before the game. It when the observer asked about the started falling in the second per- featured two fullbacks, Leo Lowiod, after most citizens who had rey and Jim Zanios, and Anderson, "The weather conditions," said stuck out a drenching rain in the who at 6-3 and 200 pounds genefirst quarter figured things rates a lot of drive into line Not a soul among the two squads couldn't get much worse. Officials smashes. or the original Jones Stadium sent both squads to the dressing Invented for use inside the fivecrowd of 36,000 would argue with rooms to wait it out, and proceed- yard line, the tactic was perfect ings were held up for about 12 for the sticky going Saturday

When it was all over, except, of Methodist offense in its tracks.

Mustangs Yardage Skimpy

two first downs, a three-yard rushing deficit, and a skimpy 40-yard passing total. They also set a school record by punting 14 times during the game.

In fact, the contest was devoid of many offensive fireworks. The

Tech coach J T King was dis-longest gain of the night was a 12coursing on the same subject. "No, yard slosh by Raider halfback Don- Mustang seven, and from there on fourth down tried a field goal. Texas Tech end and co-captain this is the first game I've ever ny Anderson during a third quar-

line offense" that King had insti- ner of the field to score.

night.

#### **Bad Punts Nets Score**

In the second period, after the Raiders had backed the Methodists to their own 11, Danny Thomas punted on third down.

Going into the game Thomas The Mustangs ended up with was the leading punter in the nation, but it was raining and he was facing a stiff wind, and he blew this one.

> Thomas' foot, and Robert Yancer fielded it for Tech on the SMU 26, bulling his way to the 18 before being stopped.

Quarterback Tom Wilson sent Lowery into the line on six straight plays, and the Lovington, N.M., junior responded by toting the ball to the one.

Then Zanios, who had been doing a great job blocking on the march, got the call and went in for the score.

both Raider PAT tries. On this they posted their first shut-out. one holder James Ellis tried to run it out, but was stopped.

#### Another Short Kick

Thomas punt set up the other the field a quagmire of mud for Tech TD, this time on a 35-yard the remainder of the game. drive.

"SHANGRILA"

ROBERT MAXWELL

His Harp and Orchestra

(Flintwood Center)

Open Every Evening Til 9

RECORDS

SW5-0601

Wayne's

3117 34th

Meanwhile, Anderson's punting and the fired-up Tech defense kept SMU in their own territory most Pony passing attempts, summed up of the contest.

The only scoring threat the visfirst quarter, after a Tech fumble.

lost it on the 27.

It took five plays to reach the The Poniés couldn't move, and Wilson bootlegged right and out- Balch broke through, blocked the ran the Pony defenders to the cor- attempt, and the only SMU chance to score had been thwarted.

Teddy Roberts, Tech defensive back who, along with Robert Yancer, did a fine job breaking up the game pretty well.

"Our defensive line really put itors could muster came in the a rush on the passer, and then it was an awfully slippery ball to Anderson started around his left hang onto. We didn't even try to end from the Raider 20 but pass (Wilson threw one) in that couldn't hold the slippery ball and rain, but they were behind and they had to."

# Tech Squishes Way To The ball rolled off the side of First Shut-Out Of Year homas' foot, and Robert Yancer

By DAVID SNYDER Sports Staff

Saturday night as Texas Tech squared the SMU-Tech series at squished, splashed and squirmed six-all. its way to victory over Southern Methodist.

time the Red Raiders came out on result in the remote possibility of top to ring the Tech victory bells a post-season bowl bid. Bad snaps from center negated for the fourth time this year as

hail ranging up to 11/2-inch in di- dry field would have resulted in ameter prompted a 12 minute de- a lot of action. "We were geared In the third, another short lay in the second quarter and left for it," he said.

#### Few Stayed

Only the staunchest Raider backers weathered the entire contest. About 4,000 of the original 36,000 Dad's Day crowd were looking on originally planned for use inside as the game ended.

The other 32,000 fans had long since departed for the shelter of the stands or their homes, depending on whether or not they had enough courage to get drenched on the way to cars or dorms. Radio announcers never had it so good in terms of number of listeners.

Tech In Good Shape

The win leaves Tech in good shape to finish the season with at

APOLLO APTS. 2 Bedroom Furnished PO 2-2098

- Brand New -

least a 6-4 record and assures them of their best season in It was a game a la Texas style Southwest Conference history. It

With three home games remaining including two nonconference, a The only difference was that this strong finish by the Raiders would

Raider head coach J T King said he hadn't thought much about More than an inch of rain and playing in the mud, and that a

King cited a new "goal line offense" and a down-blocking technique as main reasons for the win.

The new offense had both fullback Jim Zanios and fullback Leo Lowery in the backfield, and was the five-yard line when extra power was needed. The rain caused the Raiders to use it most of the night.

Tech down-blocked on the Mustangs to offset their stunting defense. This means everyone blocked the man to their inside to avoid mix-ups in assignments.

Third-Down Punts

King said the Raiders punted several times on third down because the weather increased the possibility of bad snaps, and another down would give them an extra chance to punt.

"We didn't feel they could move the ball on us," King said, "and we certainly didn't want our own mistakes to beat us."

SMU's trouble began when they were delayed some four hours at the Dallas airport Friday and continued through Saturday night.

The Mustangs had no alibis-"We just got beat." Even so, they felt the weather hurt their stunting defense and passing game.

"Tech has a good ball club," said SMU coach Hayden Fry.

Delivery Service - Frontier Stamps - Layaway - Charge



34TH & QUAKER

opportunities for

# engineers at pan american



W. V. Grisham, Division Engineer, will interview engineering graduates on October 28, 29 and 30, for engineering positions responsible for producing, drilling, and plant operations. He is interested in talking with Petroleum, Mechanical, Electrical and Chemical Engineers. Make arrangements now for an interview at the Placement Service.

Pan Am, the exploration-producing affiliate of Standard Oil Company (Indiana), is one of the leading oil and gasproducing companies in North America. Engineering plays a key role in all of Pan Am's operations, and the Company offers outstanding career opportunities to young men. An Equal Opportunity Employer

PAN AMERICAN PETROLEUM CORPORATION

#### KING TELLS RED RAIDERS CLUB -

# Defense Is Key To Win Sister Of Frosh Gridder

King, speaking at the Red Raider with making long gains. Club luncheon Monday noon, cited a hard-nosed defense and the abili-SMU.

"SMU netted 37 yards," King first down in Tech territory. pointed out, "and that was the big running game."

The adverse weather hurt the selves." Raiders, King said, but not as before the game.

This offense included fullbacks they "aren't afraid to get hit." Jim Zanios and Leo Lowery, along with Donny Anderson, in the run- cause we won!" King concluded. ning backfield. "We were lucky we had it," said King, "because we reported on the Rice Owls, whom lettermen on each team. didn't originally plan to use it throughout the game."

King said the Raider offensive average (about 2.8 yards) was not good, but that they were more

# ILUII

**TYPING** 

Wanted typing in my home. Legal experience, reasonable rates. SH4-6156.

Typing, term papers, research papers, themes. Mrs. Riggs, 4601 44th, SW5-9053.

TYPING: Themes, thesis, research papers,

4519 40th, SW5-4565, Mrs. McCullough. Typing: Experienced, term papers, and research papers. Fast service. Mrs. Mc-

Mahon, 1412 Ave. T, PO3-7620. THESIS, THEME TYPING: Experienced pist; electric typewriter Fast, Accurate.

Spelling corrected. Pars. Tommy Kirk, SH4-Typing: Reports, thesis, statistical charts.

Work guaranteed. 2217 50th, SH4-3951 or SW5-7951. Typing: Thesis, reports, themes, manu-

scripts. Mrs. T. C. Porter, 1908 22nd, SH7-

Typing: Experienced, term papers, research papers, thesis, 3004 30th, SW5-7265.

Typing: term papers, reports, themes, manuscripts. Mrs. Dye, 4206 48th, SW9-

TYPING - Work guaranteed; spelling, grammar corrected. 25c page, experienced secretary, electric typewriter. Mrs. Nancy Mahan, 1611 7th, PO5-5896.

#### FOR RENT

Twin beds, redecorated, clean 1-bedroom apartment - bills paid, open Saturday and Sunday or call Mrs. Blackburn, SW5-2109 for showing, \$75.00, 2309 16th.

FOR RENT: 2 nice bedrooms, furnished. Large desk. Outside entrance. 1 block from campus, 2405 Main, PO2-1836.

#### FOR SALE

Tachometer - fits any 2 or 4 cycle engine. Fully transistorized. Brand new, Guaranteed. 0-8000 RPM. PO2-3948.

Deer rifle - 303 caliber, Weaver 6 power scope. Real cheap. Bruce Blalock, PO2-

Varied selection of ladies' and men's shoes. Below wholesale price. Railroad Freight Sales, 701 Main, PO5-6869.

Wholesale or below - furniture, appliances, groceries, novelties. Wide selection of desks & bookshelves. Cheap. Railroad Freight Sales. 701 Main. PO5-6869.

We are not able to aid with scholarships but we'll help students own their home at a price and down payment they can afford. Used 2-bedroom furnished, \$250 down and \$50 per month. New 2-bedroom and new furniture, \$500 down and \$68 per month, \$3700 total price. Forston Factory Outlet, 1002 Odalou Road, 2 miles east of down-

Large adjustable drawing desk. Adjustable to any angle. 2405 Main-PO2-1836.

#### IRONING

I'll do ironing for college students. 2813 Auburn, PO3-0578.

Ironing Wanted. Call PO3-8532.

#### Ironing wanted: Call SH4-5841. **MISCELLANEOUS**

Auto insurance for Tech students. Small monthly payments. Call Jerry E. Layne (Tech student). PO2-8418.

techniques used in "West Side Story." Call SW9-4125 for reservations.

Make-up training classes. Make-up and

MATH TUTOR: Certified experienced teacher. Full time tutoring by appointment. 4936 47th, SW5-2632.

SKI TRIP: Aspen, Colorado, December 26-January 2. Cost \$130. For information call SW9-4794.

Both teams received the foot- "We're going to have our hands ty to take advantage of breaks as ball three times in opponent's ter- full-we'll have to be ready for reasons for Tech's victory over ritory, and Tech scored two of them," Rankin said, pointing out

FRATERNITY TOUCHFOOTBALL

CLUB TOUCHFOOTBALL

Won Lost Tie

Won Lost Tie

Bledsoe

Phi Delta Theta

Alpha Tau Omega

Phi Gamma Delta

Pi Kappa Alpha

Delta Tau Delta

Phi Kappa Psi

Kappa Sigma

Kappa Alpha

Presbyterian

Rodeo Club

Crusaders

Newman Club

Air Force ROTC

Delta Sigma Pi

Baptist Student Union

Sigma Nu

Sigma Chi

Sigma Alpha Epsilon

noon in Houston.

these times. SMU failed to gain a that Rice really jelled last week Lakeview community. against Texas.

King singled out sophomore He said that the Raiders had difference in the ball game. The guard Marc Bryant and linebacker not been too impressed with Rice weather hampered their air game Butch Thompson for outstanding until then, but the Owls just "outand our defense hampered their defensive play, but added, "They muscled" Texas. The Longhorns all gave a good account of them- did not get a first down after the middle of the second quarter.

As for offense, the Raider men- Rice's backfield, headed by Gene much as it could have because they tor praised the left side of the Walker and better-than-average installed a special power offense line and especially center Reg quarterback Walter McReynolds, is which was started only four days Scarborough. He was pleased with the most impressive part of the ofthe backfield and the fact that fense. Strong linebackers Russell Wayt and Malcom Walker make "Most of all, we're happy be- the defense a top unit, Rankin

Former Raider David Rankin The Owls have ten returning

# Car Wreck Kills Mother,

Texas Tech head coach J T concerned with not fumbling than the Raiders meet Saturday after- Tech freshman gridder Gary Loyd ley Methodist Church in Borger were killed Sunday in a two-car and the Rev. Elmer Stahley of head-on collision two miles north the Church of the Nazarene in of Petersburg.

13 year-old Paulette Loyd of the der the direction of Franklin-

Mrs. Loyd and the teenage daughter were taken to West Texas Hospital in Lubbock. The mother died at 9 p.m. and the daughter about 20 minutes later.

Funeral services will be held Tuesday at 2 p.m. at the First Baptist Church in Petersburg, with

Meet Your Friends At The Chicken Shack 34th St. & Avenue Q OPEN LATE SATURDAY

The mother and sister of Texas the Rev. Lyman P. Wood of Wes-Petersburg officiating. Burial will Dead are Mrs. C. P. Loyd and be in the Abernathy cemetery un-Bartley Funeral Home.

> "COLLEGE ESTATEMASTER" Representatives

Phil Cook Ernie Holleman

MERCANTILE SECURITY

2225 34th St.

SH7-2814

# • Intramural Standings •

(THROUGH FRIDAY, OCTOBER 23) OPEN VOLLEYBALL FRATERNITY VOLLEYBALL Won Lost Phi Gamma Delta ..... Phi Epsilon Kappa ..... Kappa Sigma ..... Air Force ROTC Delta Tau Delta Thompson (Blue) Pi Kappa Alpha Independents Kappa Alpha . Pikes "B" Sigma Nu . Delta Sigma Pi Sigma Alpha Epsilon Thompson (White) Phi Delta Theta ..... Phi Kappa Psi ...... Fijis "B"

DORMITORY TOUCHFOOTBALL Men's No. 9 Wells Hall Thompson Hall Carpenter Hall Gaston Hall Gordon Hall Bledsoe Hall Sneed Hall West Hall

Men's No. 10 OPEN TOUCHFOOTBALL Phi Kappa Psi "B" Animals Men's No. 9 "B" Phi Gamma Delta "B" 0 Men's No. 10 Green has not played yet

Final Results 1. Dale Vick (186 lbs.) 3. Frank Barker (151 lbs.) Bench Bench 375 Squat Squat Dead Lift Dead Lift 425 1,085 Adjusted Total 761.67 2. Ken Reoh (140 lbs.) 4. Rick Price (132 lbs.) Bench Bench 250 Squat Squat Dead Lift Dead Lift

806

Won Lost Tie

Won Lost Tie

ODD LIFT WEIGHTLIFTING

260 410 830 Adjusted Total 669.00 165 225 320 710 Total Adjusted Total 625.51

160

.75

Everybody gets it for 75¢ on Tuesday. Only Tech Students get it for 75¢ anyday through October 31. Dining Room or To Go.

SPECIAL to

Tech Students-

Show your ID Card and get 25¢

off on our No. I Chicken Dinner.

Regular Price \$1.00.

BREAD

BIG PIECES OF

FRIED CHICKEN

FRENCH FRIES



50TH & AVE. Q

KOKO KORNER

# Howell Killgore

Adjusted Total 679.42

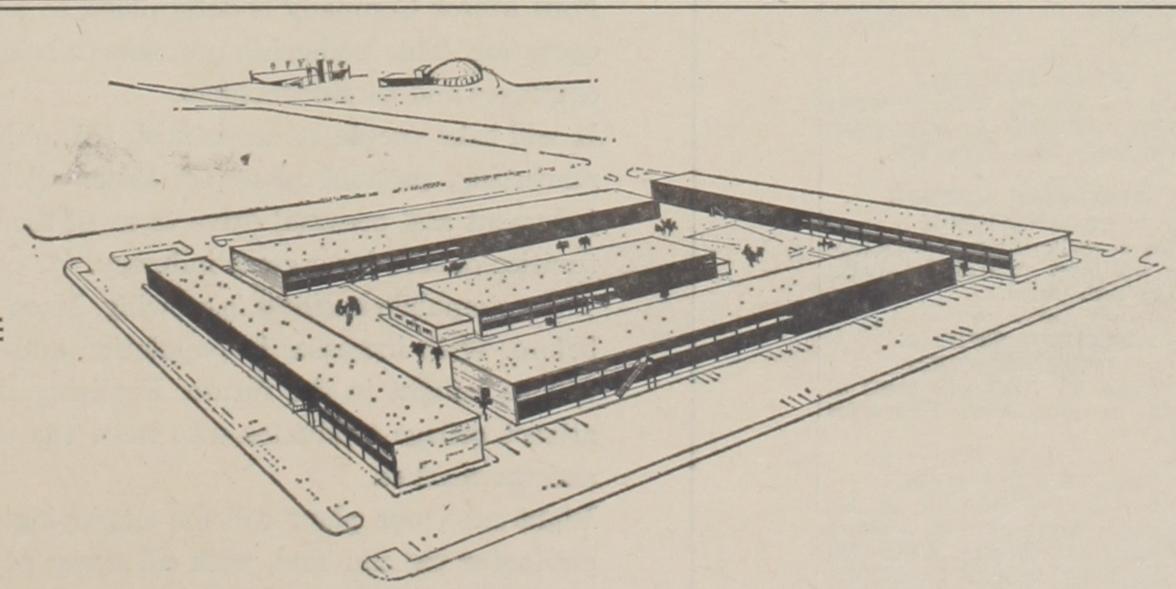
Total

DEVELOPER OF

### TECH VILLAGE ANNOUNCES

ANOTHER EXCLUSIVE MARRIED STUDENT APPARTMENT **PROJECT** NOW UNDER CONSTRUCTION

2nd UNIT COMPLETE FEBRUARY 1st



# UNIVERSITY VILLAGE APARTMENTS

FOR MARRIED STUDENTS ONLY 192-1 BEDROOM UNITS AT 4TH & FLINT AVENUE



GENERAL ELECTRIC

MONTHLY (bills paid)

ELECTRIC HEAT

REFRIGERATED AIR

ELECTRIC COOKING

REFRIGERATOR

DISPOSAL

CARPET

SWIMMING POOL

AUTOMATIC LAUNDRY

#### FOR RESERVATIONS

- DRIVE BY 4TH & FLINT
- OR CALL PO3-8822







IT WAS A BEAUTIFUL WEEKEND, BUT . . . The busy Tech weekend got underway Saturday with the colorful Horticulture Festival, which drew hundreds of flower growers and sightseers. At left, a group of Lubbock Campfire Girls tours the flashy flower gardens along Flint Ave. near the new boys' dorms. The

weather was still passable Saturday afternoon as R. Wright Armstrong (center photo), the new chairman of Tech's Board of Directors, handled the emcee chores at the formal presentation of the Burlington Lines' Fort Worth and Denver steam engine to the West Texas Museum. Throughout the day, fathers of

Tech students toured the campus and participated in many Dad's Day activities organized for their enjoyment. At left, a pair of Tech Dads make use of the information booth set up in the Tech Union. Tech Dads receiving awards were presented in pre-game ceremonies Saturday night. Then the fun started . . .

## Raider Roundup

LITTON INDUSTRIES SPEAKER

Jim Hunter, production control manager of Litton Industries will speak to members of the Society for the Advancement of Management at 7:30 p.m. today in the Architecture Auditorium.

JUNIOR APPOINTMENTS

All juniors who missed their La Ventana appointments may have their pictures made today at Ava-Ion Studio on Broadway. The deadline for pictures will be Saturday.

HALLOWEEN PARTY

Tech Union Hospitality Committee will host a Halloween party 7-8 p.m. Thursday in the Coronado Room for children of faculty and married students.

ENTOMOLOGY CLUB

Entomology Club meets at 7:30 p.m. today in the Tech Union, room 209.

MUSIC SORORITY

Mu Phi Epsilon, national music sorority, will meet at noon today in the Music Bldg., room 202.

> CHRISTIAN SCIENCE ORGANIZATION

The Christian Science Organization will meet at 5:15 p.m. today in the Tech Union.

> WOMEN'S SERVICE ORGANIZATION

Pledges of WSO will meet at seven in the Home Economics Bldg.

AIA STUDENT WIVES

The American Institute of Architecture Student Wives auxiliary will meet at 7:30 p.m. Wednesday at the Plains National Bank Bldg.

LA VENTANA STAFF

All editors and staff of La Ventana will meet Wednesday at 5 p.m. in the workroom of the Journalism Bldg.

#### AFROTC Wives Plan Masquerade

The Air Force ROTC Wives Club will sponsor a masquerade party at 8 p.m. Saturday at Dr. Frank Hudgins' residence, 3213 23rd.

Guests are to dress as the opposite sex and to bring 10-100 pennies and a wrapped white elephant gift.

"All cadets and their wives are invited," said Mrs. Johnette Mc-Ilwain, publicity chairman.

### STEP FORWARD WITH FORD MOTOR COMPANY

An Open Letter to the 1965 College Graduate from Donald N. Frey, Assistant General Manager, Ford Division of Ford Motor Company



Donald N. Frey was awarded a bachelor's degree in metallurgical engineering by the University of Michigan in 1947 and a doctorate in 1950. One year later, he joined Ford Motor Company as manager of the Metallurgical Department in the Scientific Laboratory. In 1962, Dr. Frey was appointed assistant general manager of the Ford Division with responsibility for all engineering, product planning and purchasing activities. He is 41 years old.

America's automobile industry is in the midst of a challenging era, with prospects of an even more exciting and demanding tempo in the years to come. Ford Motor Company is determined to achieve leadership in all phases of its operation. This leadership promises to bring lasting success to the company, its employes and its stockholders.

It will take people to accomplish this objective. Engineering, finance, styling, marketing, product planning, sales-all require people with the knowledge, judgment and personal drive to avail themselves of the unprecedented opportunities offered by a great industry.

The automobile business is growing. More cars are being bought now than ever before. With increases in population and consumer buying power, even more will be bought in the future. Realizing this, Ford Motor Company seeks to attract college graduates who have the capacity to grow with the company and the market.

Right now, our plans call for employing about a thousand of the best 1965 graduates we can find, with all types of educational backgrounds. We need specialists, but we also need persons with broad liberal-arts training who can handle a wide variety of assignments. Actually, in our company, many graduates grow into jobs totally unrelated to their degrees. They have discovered that Ford offers intellectually challenging opportunities for those with the ability to seize them. We invite you to make the same discovery.

Contact your Placement Office and arrange to see our representative.



Insel 2. - Jung

An Equal Opportunity Employer