

WARM TEXAS WELCOME — U.S. Rep. George Mahon, right, introduces Elizabeth Carpenter, press secretary to Lady Bird Johnson, the featured speaker at the Theta Sigma Phi Matrix Table last night. More than 200 area journalists attended the dinner.

White House Aide Says

Life With Daughters, Dogs Is 'Enjoyable'

By PAULINE EDWARDS
Assistant Managing Editor

"Being Press Secretary to a busy First Lady with two lively daughters, two lively dogs with four lively ears requires many attributes that are hardly needed by anyone who is Press Secretary to a mere President."

This was the remark made by Elizabeth Carpenter, White House Aide to Lady Bird Johnson, at the annual Theta Sigma Phi Matrix Table Dinner Thursday night.

Carolene English, president of Theta Sigma Phi, Tech chapter, was named Senior Outstanding Journalism Student of the Year and was presented a charm by Ann Brown, vice president.

"The American public has a constant curiosity about the White House and whoever is living there and its furnishings," said Mrs. Carpenter. As proof of this she cited the 1500 letters which are sent to the family side of the White House each day and the 150 press questions which her office handles each day.

"The 10 calls I used to average wanting to know when there was going to be a White House wedding have now been changed to wanting to know why there isn't one," she said, and then added, "The whole world seems to be composed of arm-chair cupids."

White House animals are another interest, according to Mrs. Carpenter. One man even asked permission to write a biography on "Him." (He wasn't referring to President Johnson, he was talking about the beagle "Him".)

When one of the White House beagles died, thousands of sympathy notes poured in to the President, Luci and to "Him." "In fact," said Mrs. Carpenter, "some people didn't stop at sending notes; they sent dogs."

But turning from the light side of her work, Mrs. Carpenter said, "The First Lady's projects reflect themselves in the interest from the press and the public." She emphasized Lady Bird's interest in the field of beautification and in Project Head Start, one of the major poverty programs for children.

"Incidentally, on the subject of beautification," said Mrs. Carpen-

ter, "it seems to me that Tech is way out in front. The country will be looking to your school for park service management—one of four in the United States for know-how in this field."

One of the weapons in the War on Poverty is Operation Head Start, of which the First Lady is honorary chairman. "It can be one of the most important break-

throughs in education ever undertaken," she said.

Operation Head Start is a program aimed to take the one million five year-old children of poverty families and try to give them some pre-school attention this summer so they will not be completely lost from the second day of school on.



200 Journalists Arrive For Annual Convention

More than 200 delegates from leading colleges and universities in Texas, Oklahoma, Arkansas and Louisiana will arrive on campus today for the 35th annual meeting of the Southwestern Journalism Congress.

Convention activities begin with registration at 8 a.m. in the Tech Union. Programs are scheduled in the Ballroom and the Coronado Room.

Maj. Gen. Chester V. Clifton, military press aide to President Johnson officially opens the Congress with an address on "The Problem of Explaining the Problem."

Other speakers today will include a number of distinguished journalists in several fields, ranging from daily newspapers to the national wire services.

Representatives from both American wire services—United Press International and The Associated Press—will speak.

William P. Steven, editor of the Houston Chronicle, will give an address at 10:45 a.m.

Keen Rafferty, head of the journalism department at the University of New Mexico will give the luncheon address entitled, "Gray is the Free Man's Color."

William C. Payette of Dallas, southwestern regional manager for United United Press International, and Robert H. Johnson, chief of The Associated Press, Dallas Bureau, will speak during afternoon sessions.

At tonight's awards banquet, Will Harrison, syndicated New Mexico columnist, will speak.

Student awards will be presented for first, second and third place honors in contest categories including general and sports photography, editorial writing, general column, sports column, news story, sports story, feature, best magazine article and best single newspaper.

Connally School Bill Initiated In Senate

AUSTIN (P) — Sen. Galloway Calhoun of Tyler introduced Thursday Gov. John Connally's proposal to regroup Texas colleges into three new systems.

The schools have not favored the changes. Presidents of the 22 state schools voiced their opposition in a resolution recently.

Calhoun's bill would create the University of Texas System, the Texas State University System, and the State Senior College System.

Under the University of Texas would be the Austin campus; Texas Western, Arlington State, North Texas State, Texas Woman's University, University of Houston, Texas Southern, and medical and dental units.

In the Texas State University System would be Texas A&M, Texas Tech, Prairie View A&M, Tarleton State, Lamar State, Texas A&I, and a new San Antonio technical school.

The third group would consist of Midwestern, Pan American, East Texas, Sam Houston, Southwest Texas, West Texas, Stephen F. Austin, Sul Ross, and Angelo State.

Also introduced was a bill by Sen. Don Konnard of Fort Worth to remove Arlington State from the Texas A&M System and put it under the University of Texas.

'Hubcap Crusade' Begun By Service Fraternity

Tech's lucrative car stripping business will be dealt a serious blow Saturday by Alpha Phi Omega, national service fraternity.

A Phi O members will mark free all automobile accessories—hubcaps, tachometers, mirrors, fender skirts, etc.—that the owner brings to the coliseum parking lot from 10 a.m. - 5 p.m.

The equipment must be removed from the car by the owner before it will be marked, but the acces-

sories may be removed at the lot. Numbers and letters, starting with TT, will be engraved on each accessory. Numbers will be permanent and a permanent file of the number and owner's names will be kept by the traffic-security department.

Curb Thefts

The purpose of the campaign, originally suggested by Traffic-Security Chief Bill Daniels, is to curb accessory thefts on campus by removing the profit from such thefts. Junk dealers will be less likely to buy merchandise that can be identified.

Stolen articles recovered by traffic security or the Lubbock police department can easily be returned to their owner.

D. E. Dertien, Lubbock Police property officer, said the campaign is "a real good idea." He said Lubbock police recover "quite a few" automobile accessories they are unable to return to owners because of lack of identification.

Join Campaign

Jim Tillinghast, sophomore A Phi O member, said if there is good response, another day of marking may be set to give others a chance to join the campaign.

Two portable engravers, bought with profits from the Beauty and Beast contest, will be used for marking.

Maid Of Cotton To Tour Tech

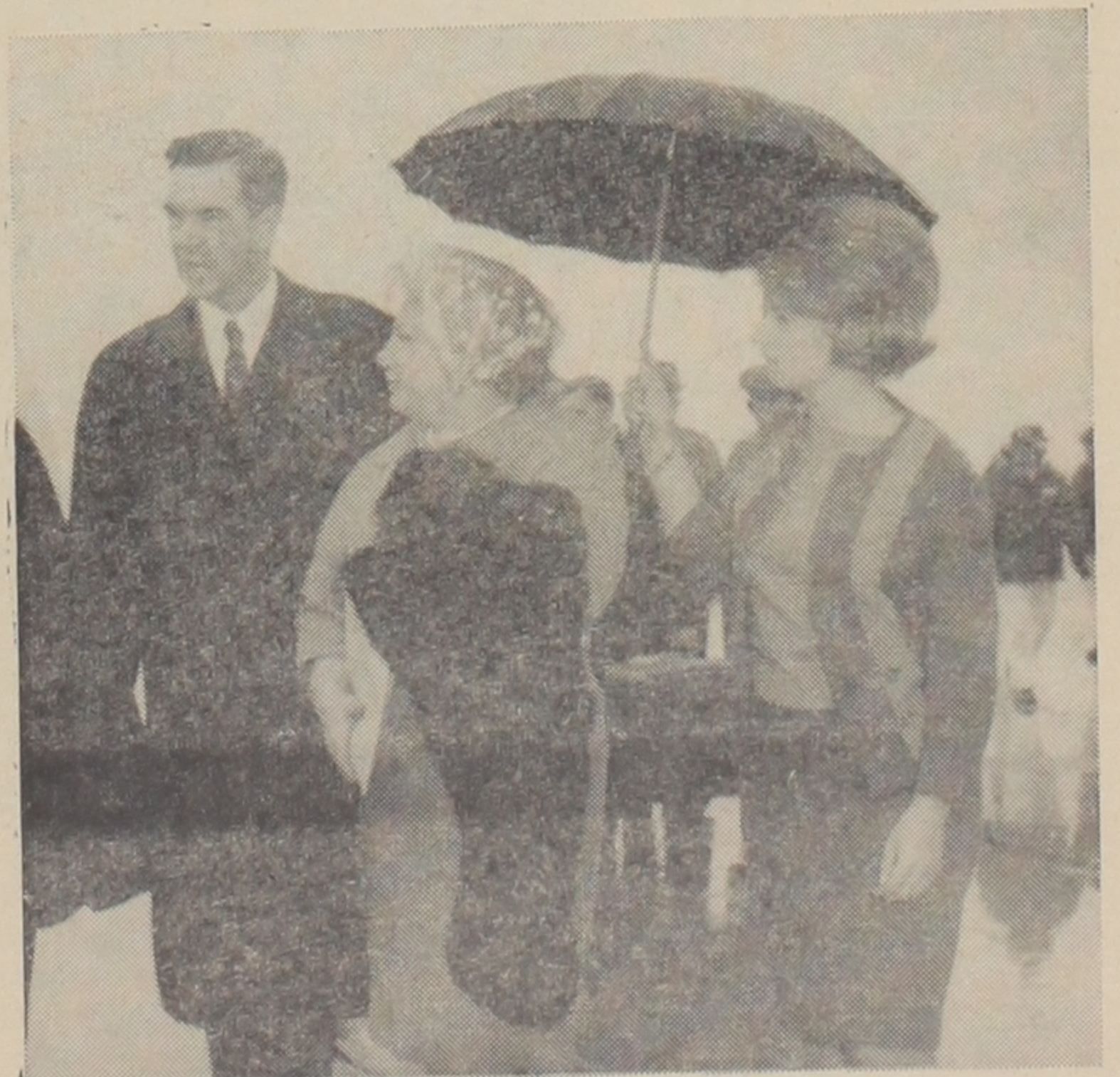
Judy Hill, 1965 Maid of Cotton, will visit Tech at 1 p.m. today as a guest of the Association of Women Students.

Miss Hill will be honored with a tea at 3 p.m. in Tech Union. All women students are invited to come and meet the cotton winner.

While visiting Tech, the green-eyed brunette will inspect the textile lab as the official representative of the cotton industries' fashion program. She also plans to tour the library and the University Theater.

At 8 p.m. today Miss Hill will appear at the Municipal Auditorium in a fashion show sponsored by Hemphill-Wells.

Lubbock is one of 36 cities in North America which the Maid of Cotton will visit.



WASHINGTON DIGNITARIES ARRIVE — U.S. Rep. George Mahon left, and Elizabeth Carpenter, center, press secretary to Lady Bird Johnson, arrived at Reese AFB Thursday afternoon. Carolene English, president of Theta Sigma Phi, right, keeps the rain off of Mrs. Carpenter, who was the featured speaker at the Theta Sigma Phi Matrix Table last night.

Spring Cleaning Set For Cars

Dusty cars will have their first chance for spring cleaning Saturday afternoon when Junior Council, junior women's service honorary, has its annual car wash.

The cleaning facilities will be located on the parking lot of First Christian Church, 13th Street and Ave. X, from 1-4 p.m. Saturday. Cost is \$1 per car.

All funds collected from the car wash will be used by Junior Council to pay for new uniform vests and the "Keys to Culture" pamphlet they distribute.

Tech Will Train Faculty Members Of New Jordanian Junior College

Texas Tech has been selected by the Ford Foundation as a training ground for the faculty members of the first Jordanian junior college of business.

The decision was made after a survey in Jordan made last month by Dr. John C. Gilliam, Tech associate professor of business education.

Five graduates of either Middle Eastern or European universities will be selected as the nucleus of the college's faculty. They start work on their master's degree at Tech this summer. The college will be located at Beit Hanina, a suburb of Jerusalem for 200 students.

The school will serve two purposes: to educate high school business teachers; to offer immediate level training for those who plan to enter private business or the

government. Secondary teachers have the equivalent of a high school education. Gilliam said "Those who enter private business are educated outside the country, trained by the firm that employs them, or they somehow make do with what little they do know."

The high schools offer book-keeping, typewriting, and a general business course called commercial knowledge. The students learn to type on both English and Arabic typewriters. This feat of learning two alphabets, two languages and two keyboards is complicated by the fact that a carriage on the Arabic typewriter moves in the opposite direction from an English one.

No shorthand is taught; a very few use the British Pittman system. Most of the secretaries in Jordan are male since there are only a few schools for girls. Gil-

liam said, however, "They have just begun a bold new experiment in Jordan—coeducation."

Students have to pass entrance exams in order to continue after the ninth grade and again for college. Jordan presently has only specialized junior colleges scattered throughout the country. One trains agricultural students, another engineering students and so on.

Many of the women still wear dark veils over their faces. Dress ranges from modern to biblical. "The old style of dress reminds you of something you've seen a thousands times before, and can't place," Gilliam recalled about the costumes which seemed to have come straight from a biblical picture.

Gilliam will return to Jordan with the Tech trainees when the school begins operation in the fall of 1966.



READY FOR "SLAVE DAY" — Texas Tech students Joan Wise of Dallas, left, and Carolyn Graham, Trent, get in practice for Sigma Alpha Eta's "Slave Day" Saturday when members of the speech and hearing fraternity will do odd jobs to raise funds for chapter projects.

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"THE NIGHT WALKER"
Robert Taylor - Barbara Stanwick
"FOURTY POUNDS OF TROUBLE"
Tony Curtis - Suzanne Pleshette

BACK
Showing Thru Sunday
"THE PUMPKIN EATER"
Anne Bancroft - Peter Finch
James Mason
"GOOD NEIGHBOR SAM"
Jack Lemmon - Romy Schneider
Showing Sunday-Saturday
March 14-20
"SEX AND THE SINGLE GIRL"
Tony Curtis - Natalie Wood
"ENSIGN PULVER"
Robert Walker - Burt Ives

Horseshoe
62nd & College Ave.
SW5-5248

FRONT SCREEN
Showing Thru Wednesday, March 17
"GOODBYE CHARLIE"
Tony Curtis - Debbie Reynolds
"NORTH TO ALASKA"
John Wayne - Stewart Granger

BACK
Held Over Thru Saturday
"SEX AND THE SINGLE GIRL"
Tony Curtis - Natalie Wood
"RAMPAGE"
Robert Mitchum - Elsa Martinella
Showing Sunday Thru Wednesday
March 14-17
"THE NIGHT WALKER"
Robert Taylor - Barbara Stanwick
"IF A MAN ANSWERS"
Sandra Dee - Bobby Darin

for Texas Tech's chapter of Sigma Alpha Eta when members of the speech and hearing fraternity will stand by to do all types of household tasks and light yard work.

Calls to obtain their services may be made to PO2-8811, extension 2155.

The 35-member fraternity includes both men and women students. Rates will be \$1 per hour per person, said Sujane West of Rankin, chapter president.

Proceeds from "Slave Day" will be used to purchase equipment and supplies for the speech and hearing clinic and for other chapter projects.

Sigma Alpha Eta sponsors a work day of this type each semester.

ELECTRICITY CONSUMPTION

Texas Tech burned 29,199,800 kilowatt hours of electricity last year, enough to serve the needs of 7,000 average families in Lubbock for one full year. This is enough electricity to keep 33,000 light bulbs of 100-watt size burning night and day for an entire year.

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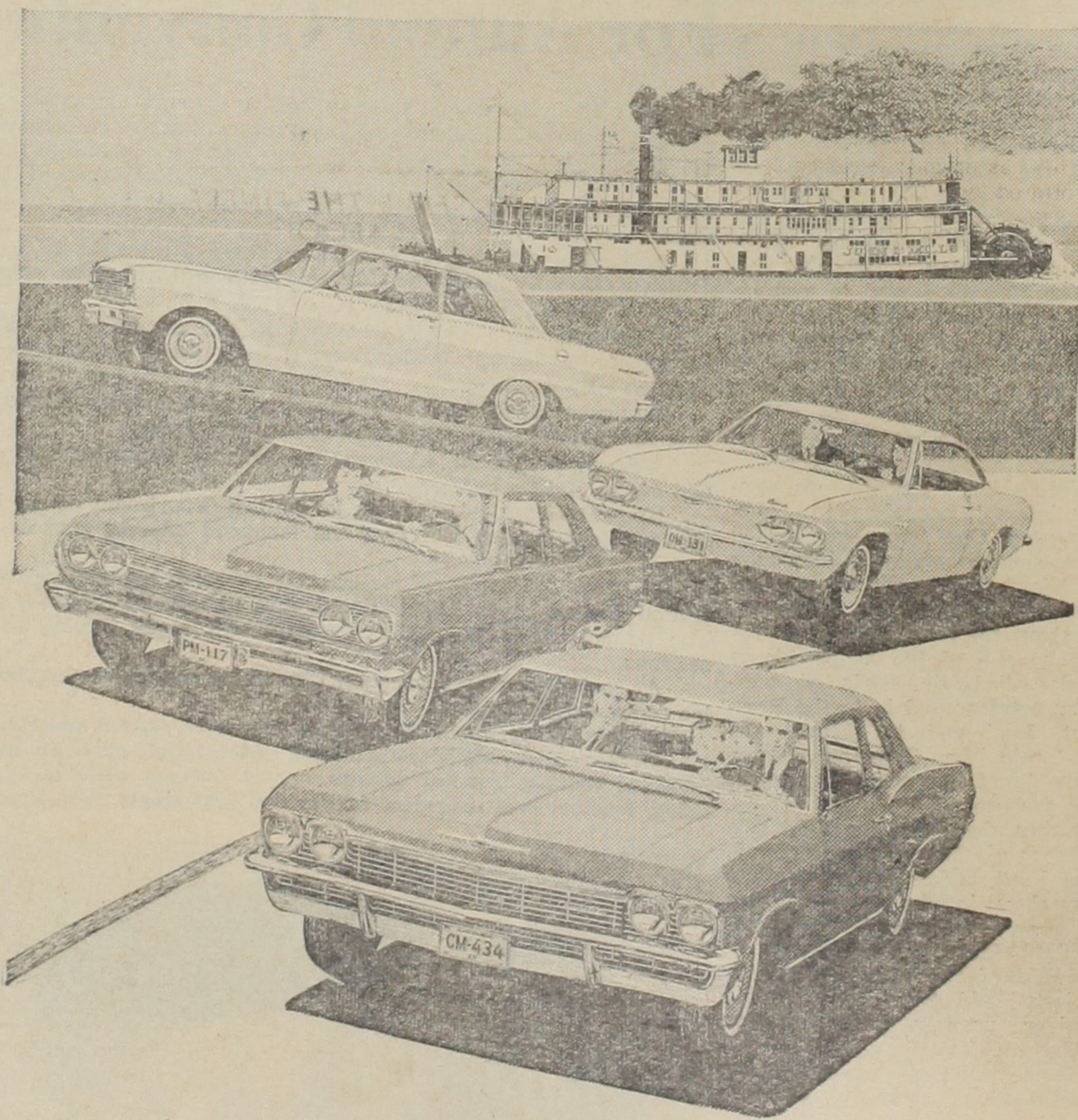
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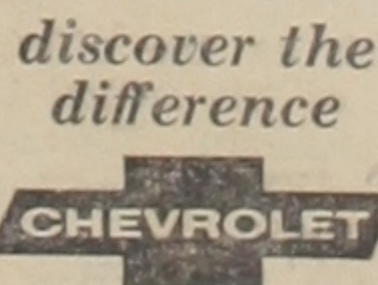
Chevy II got a lot smarter for '65—but stayed sensible! Still family-size, easy to handle, economical, and the lowest priced Chevrolet you can buy.

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Monkeylove System - Strong In May Apply To Man

By DAVID SNYDER
Copy Editor

Dr. Harry Harlow described the findings of seven years' research work on the systems of love Tuesday night in a lecture sponsored by the psychology department. Dr. Harlow, professor of psychology and head of university laboratory at the University of Wisconsin, has research work on monkeys. Dr. Harlow said he could not answer "definitely" the question of whether data on monkeys could be generalized to man, but that there was "strong indication" that it could. Monkeys, apes and man are the three members of the primate system of mammals. Studies have shown that there are five basic systems of love, he

said. They are mother-infant-for-mother, age-mate, teased by a set of stimuli and controlled by logical and biological functions, he said. Mother-for-infant love is necessary before any of the other stages can be achieved, Dr. Harlow said. He listed the main maternal functions as protection, nourishment and physical contact. The security and trust which a mother imparts to an infant contributes greatly to its well-being, he said. However, this security and trust does not have to come from a physical mother. To prove this, researchers gave some infants cloth, inanimate

mothers and there was no noticeable difference in their development and behavior. On the other hand, monkeys kept in complete isolation went insane and many tried to commit suicide, he said. The periods of isolation ranged from three months to a year. An approximately 4-1 ratio exists between the development of monkey and man, so these periods would correspond to a year and four years in man. Dr. Harlow said the mother-infant affection is necessary before an infant can advance to the stage of peer love. The paternal system involves love of the adult male for his wife and offspring, and, to a lesser extent, for all adult females. Adult

males will try to kill man hurting though—a phenomenon researchers haven't been able to figure out. This delays the monkey's normal development, he said, but in some cases infant-for-infant love would compensate for the inadequate motherhood. "Monkeys and man are definitely alike in one way—they both need a little love a day," Dr. Harlow said. These mothers are especially loving toward their second baby, said.

TECH ADS

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

TYPING: Term papers, reports, theses, etc. Mrs. D. A. Willson, Jr., 3002 30th, SW9-8655.

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FOR SALE

For Sale: 23" 1962 Model RCA T-V. Ext. 6029 after 6:30 p.m.

1957 Ford retractable hardtop convertible, fully loaded, excellent condition. SW5-4539 after 4:30 and on weekends.

1957 Opel 6 cylinder 4-door Kapitän, good motor, white sidewall tires, radio and heater, \$155. Call SW5-1950 after 5 p.m.

For Sale: 1 panel of 4 gauges and 1 reverberator. Will fit all models, good prices—call SH4-6450.

1961 Yamaha motorcycle YD3—12 volt system, electric starter, 250cc—good condition. Please inquire by mail—R. Cullar, Box 4476, Tech Station.

'63 TR4 for sale, Excellent condition. Must sell. SW5-5159 or come by 5408 14th.

The world at your fingertips! Hallcrafters SK-71V communications receiver. General coverage, broadcast to 54mc. Top condition. A good buy at \$80. EE 151, Ext. 3165.

MISCELLANEOUS

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Art Students and Artists. Will take unique art projects on consignment for wholesale gift store opening soon. SH4-9971 after 1:00 p.m. Mrs. Doris Wilson.

MIT Professor Gives Engineering Lectures

Dr. J. P. Den Hartog, mechanical engineering professor and former department head at Massachusetts Institute of Technology, discussed bulk conveyance apparatus and structural stability in two lectures here Wednesday.

Dr. Hartog's visit on campus was in connection with the new engineering department lecture series.

"Very recently, however, some very important improvements have been made," he said. "For instance, we now know that such bulky materials as cement, sand, coal and grains can be transported better on conveyors with air springs.

"By changing the pressure in these air springs, the frequency of the springs can be regulated and the speed of material movement can be controlled with great ease and accuracy."

His talk included remarks on stability in transmission lines, aircraft wings and landing gear and structural columns.

On his first visit to Lubbock, Dr. Hartog said of Tech, "This school

is to be complimented on its wonderful, large and growing engineering school."

TV Courses Continue

The educational television committee has decided televised courses offered by KTXT should be continued.

D. M. McElroy, director of educational television, told the committee 908 students are enrolled in eight courses this semester as compared with 102 at the same time last year.

McElroy said a study committee will explore possibilities of a cooperative effort between public schools and Texas Tech to expand KTXT facilities so instructional programs for public school curriculum can be offered.

Representatives from Amarillo, Big Spring, Lubbock, Midland, Odessa and Plainview school systems are committee members.

13 Taken Into Fraternity

Beta Alpha Psi, honorary accounting fraternity, initiated 13 members in a ceremony Tuesday.

Entering the fraternity were Kenney Allred, Lubbock; Bill Clark, Dallas; Roy Cox, Floydada; Louis Dean, McKinney; Mike Gurlley, Marlin; Bill Jeter, Houston; Mike Jones, Lubbock;

James Phillips, Wichita Falls; Bill Robert, Lubbock; Jerry Rutherford, Bend; Jody Scharnberg, Mineral Wells; Kenith Smith, Post; and Fred Thayer, Floydada.

Membership in the organization requires a 3.0 grade point average in accounting and a 2.65 overall average for seniors and a 2.85 average for juniors.

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NYLONS, perfectly matched, to quality	3 pair \$1.25
\$3.59 COR'C'D'N TABLETS, 100's	\$2.77
\$2.25 ALLEREST TABS	\$1.88
99c VITAMIN C 100 MG, 100's	77c
\$1.79 VITAMIN C 250 MG, 100's	\$1.19
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A full summer's employment will be offered those registered college students selected. Additional information—SIX FLAGS Over Texas, Live Show Department, P. O. Box 191, Arlington, Texas.

AREA AUDITIONS:
Sunday, March 14 — 2 pm
Tech Union — Coronado Room
Texas Technological College
Lubbock, Texas

SIX FLAGS
OVER TEXAS
DALLAS/FT. WORTH

Editorial Page

Top Journalists Gather

IT IS A GREAT PLEASURE to welcome members of the Southwestern Journalism Congress to our campus today.

Top journalism students from four states—Texas, Oklahoma, Arkansas and Louisiana—are participating today and Saturday in the 35th annual meeting of the Southwestern Journalism Congress and Student Press Club.

Outstanding speakers in several facets of journalism have flown in from Washington, D. C., New Mexico and Texas cities (Houston and Dallas).

These speakers will present various views on problems faced in journalism on the professional level. The speakers will also discuss ideas and issues before the public today and the responsibilities of the journalist.

Speaking this morning are Major General Chester V. Clifton, military press aide to President Johnson; Bill Steven, editor of the Houston Chronicle. Both speakers will address Congress members in the Coronado Room of the Tech Union.

At the annual luncheon in the Main Ballroom of the Union, Keen Rafferty, head of the department of journalism at the University of New Mexico, will speak.

Afternoon sessions will be headed by Bill Payette, southwestern regional manager of United Press International and Bob Johnson, chief of the Associated Press bureau in Dallas.

Tonight at the annual awards banquet in the Main Ballroom of the Tech Union, Will Harrison, a syndicated columnist from Santa Fe, N. M., will speak.

Texas Tech is honored to have so many distinguished persons on campus today.

The problems facing journalists in a growing complex society warrants annual conferences of this nature, and everyone should profit from the program.

Pamela Best
Editorial Assistant

TOREADOR

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Senate Will Give Faculty Voice It Has Never Had

By W. EUGENE SMITH
Staff Writer

The quest for a faculty senate for Tech may be almost over.

Dr. Paul Prior, chairman of the Faculty Advisory Committee who is unofficial ramrod of the program, hopes to get a senate ratified by April.

The quest began in 1962 with a recommendation for a senate in the report made to the Southern Association of Schools and Colleges. The report concerned the extensive two-year self-study conducted here.

PART 2

"Our main problems are jurisdiction and form," Prior said. "The senate idea has all the support needed."

Some people want a senate with strictly constituted powers and limitations. Others favor a more general area of jurisdiction.

The problem of form can be broken down into these viewpoints. Some want a broad-based body, encompassing all of the tenured faculty, while others favor a small group with a certain number of members from each school. Still a third idea is for an elective body based on departments.

A faculty questionnaire now being processed should determine how the faculty feels on these points, as well as how an executive council for the body would be chosen.

Faculty approval is possibly the most important link in the chain of events leading to the establishment of a senate. A senate proposal submitted to the board last summer was shelved because it had not been submitted to the faculty for approval.

That proposal called for a small elective group with apportionment based on the size of each school's faculty.

That proposal had this jurisdiction: "The College Senate has responsibility, as delegated by the Board of Directors, for the education policy of the College. It shall have legislative power over all matters affecting the academic stature of the College . . ."

Dr. William Cain, who held Prior's position last year, said, "The senate should give the faculty power which they should have because they are closest to the school."

Dr. Bill Lockhart expressed another view. "The School of Home Economics support the senate as an advisory group."

But Dr. Keith Marmion said what may be the key to the solution of all problems involved. He said if any one proposal could gain more favor

ca together, the faculty would get behind it, "because we want a senate, not one certain kind."

What is in this view. "It will give senate do? Why is it needed? had," said Prior. "The faculty a voice it has never had."

One of Tech's major problems for years, according to the self-study, has been communication between faculty and administration. It also said this of faculty status:

"The Committee of the Faculty judges the most serious problem in the academic area . . . to be the lack of faculty status with regard to the administration and the board . . . a majority of the faculty believe that persons not officially connected with the College exert more influence on both the board and the administration than does the faculty."

A senate was unanimously recommended by the committee, and Prior and his colleagues hope that it will alleviate, at least partially, some of these problems.

"There is going to be a senate," said Prior. "It is strongly recommended by the S.A.S.C. and Dr. Goodwin (R. C. Goodwin, college president) has had to tell them twice that 'we are working on it.'"

Dr. William Pearce, academic vice president, who has helped the FAC for three years by gathering information on other schools' senates, said there would be a senate as soon as the faculty agrees on one.

Said Prior, "Everyone from the administration on down wants a senate. We hope to have one by April. Then, this school will have taken another big step toward true university status."

ACADEMIC FREEDOM: TEXAS TECH

The Daily Toreador will publish a series of articles by W. Eugene Smith, staff writer, to inform the student body and to stimulate thought about the state of the academic environment here.

— Published —

- The Speakers Board—A step toward a true university.
- The Faculty Senate—A sign of maturity. — Coming Up —
- AAUP Blacklist—How important is it?
- The College Looks at Academic Freedom.
- The Educated Cattle Ranch—An outmoded attitude.
- Publish or Perish—A modern enigma.
- Promise and Pessimism—A look at the future.

Askit

Questions Answers

ASKIT—The chimes in the west tower of the Ad Bldg. are recorded. Where are the chimes from which our recordings were made?—C.W.

The chimes are not "recorded," according to Ray Downing, director of building and maintenance. The chimes from the

clock in the tower are amplified. ASKIT—Who uses the compartments along the side of the walls in the basement of the library?—J.D.

The rooms are for the use of faculty members, who receive a key upon signing for a room. There is a waiting list.

ASKIT—How many hours must a student with a 3.00 grade average have to qualify for the dean's list?—S.G.

Fulltime status, or at least 12 hours, are required to be eligible for the dean's list.

ASKIT—Who originated the idea of presenting the basketball team and coaches with trophies at the Texas Tech-A&M game?—L.P.

Three residents of Carpenter Hall are responsible for the idea: Jim Moore, David Beckman and Jim Hogg.

ASKIT—Is it true several Tech students were relatives of the legislative delegation here recently?—K.W.

Yes, six students who were relatives of the delegation members attended the luncheon. They are Jan Lauren Smith, daughter of Lt. Gov. Preston Smith; Curtis Jones, nephew of Rep. Delwin Jones, Lubbock; Danny Leon Pendleton, brother of Rep. Randy Pendleton, Andrews; Michael Marcellous Shannon, son of Rep. Tommy Shannon; Betty Camille Traeger, daughter of Rep. John A. Traeger, Seguin; and Cal C. Trammel, son of Rep. Jim Nugent.

Tech Getting Better News Since Stand

By BRONSON HAVARD
Editor

Higher education in Texas has turned into one of the most controversial issues in the last couple decades.

And Texas Tech seems right in the middle. As we measure the news, public interest reached a peak two weeks ago when the governor's systems proposal appeared to be getting a big push.

Tech's opposition to the proposal received widespread publicity, and it appears that once in the headlines we're going to stay.

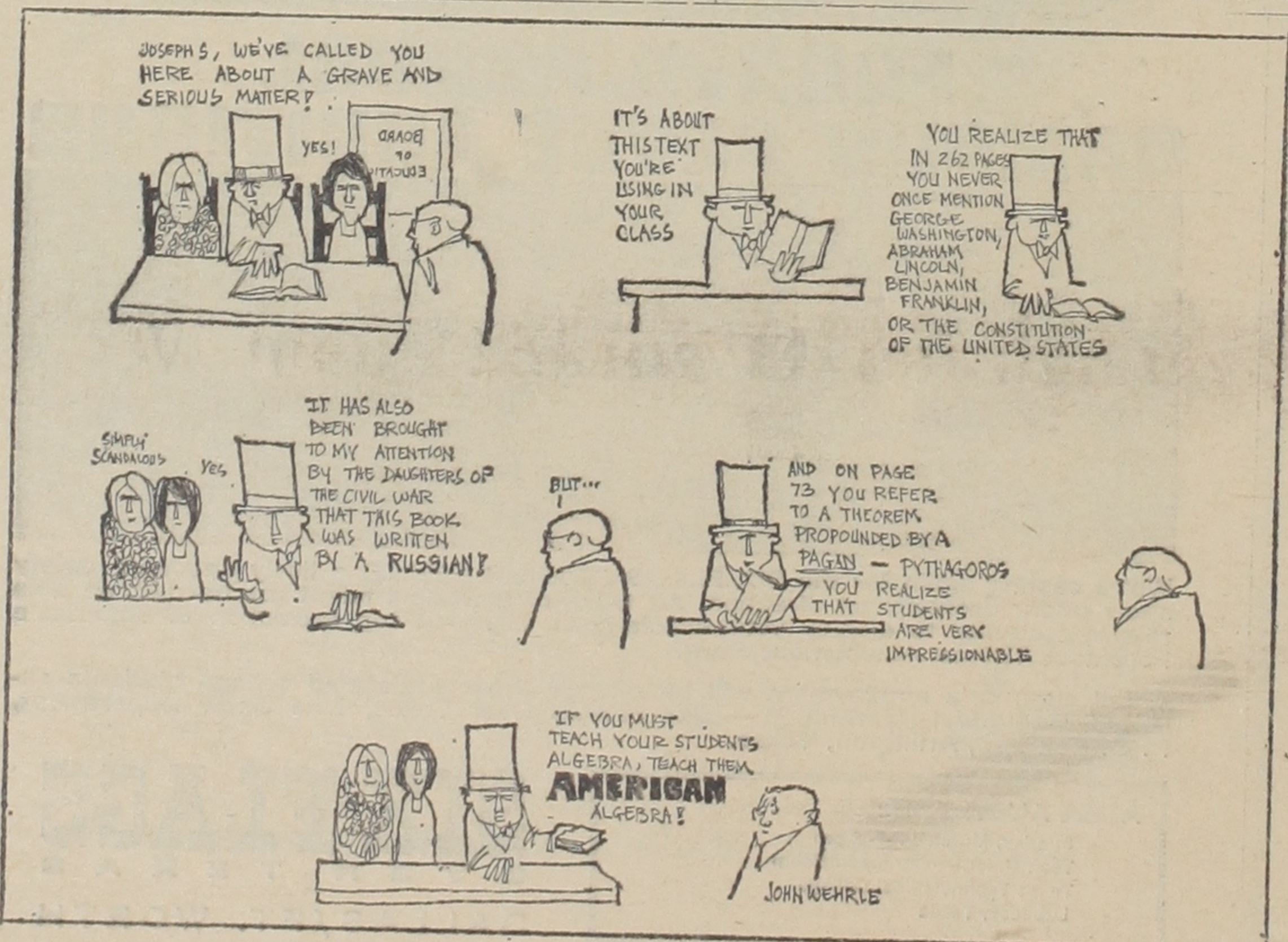
There are several reasons for this. One is this sleepy little school up on the South Plains away from everything is awakening and trying hard to get that university image.

Have you noticed how much usage the term "multi-purpose university" is now getting? It wasn't that way three years ago.

Now everyone — senators, Lubbock businessmen and even board members — seem to be getting on the bandwagon.

Apparently many people are becoming aware there's more here than they're led to believe.

(Continued on Page 7)



Frid



Announcing a spectacular

COTTON Fashion Show

featuring Miss Judy Hill, the National Maid of Cotton
Friday evening at 8:00 p. m.
Lubbock Municipal Auditorium

No admission charges — no tickets or reservations necessary!
Everyone invited...

Hemphill-Wells

— He's been blind since 11 —

Mike's Ambition: To Help Other Handicapped

By JACQUE GILL
Feature Editor

Early one morning in a city in Iowa, a boy of 11 was awakened by noise coming from downstairs.

It was still dark, but he groped his way out of the room and stumbled down the stairs.

He could hear his family talking and he demanded to know why they were up in the middle of the night. Then there was dead silence.

He called again and finally someone told him the truth — it wasn't night. It was a clear, bright day and sunlight was flooding the room. Then the boy realized that he was blind.

Mike Mady had been injured in a basketball game two years before. He had lost the sight of one eye, but was able to see out of the other. However, a year after the accident, his doctor discovered that for some unknown reason the

retina of his "good" eye had begun to deteriorate.

Lose Sight

The doctor advised Mike's parents that Mike could lose the sight in this eye at any time — it might be a day, a month, a year, or maybe never.

But Mike had not been told that he could lose his sight and the first he knew of it was that fateful morning he woke up blind.

This would have spelled the end of a normal life for most 11-year-old boys. But Mike was not like "most boys."

"Of course I was stunned at first," Mike said. "One day I could see and the next day I was blind. But after the initial shock my family explained what had happened and they helped me 'hump up' and begin to overcome my difficulty."

Almost from the beginning Mike

learned to assume independence and live almost like others his age, even though totally blind.

Mike credits his family with much of his ability to adjust to his handicap.

Helped Himself

"I am thankful they handled the situation as they did," Mike said. "They were always there to help if I needed it, but they refused to do anything that I could do for myself."

"This seemed sharp at first, but they knew what was best: I realize now how valuable their attitude was. I could have become helpless and totally dependent on them if they had not been so wise."

Immediately after Mike's blindness occurred, he enrolled in the school for the blind in Vinton, Iowa. Since his father was a cattle buyer and the family moved about every two years, Mike attended schools for the blind in Iowa, Nebraska, and Texas.

When his family moved to Lubbock, Mike attended regular schools — Smiley Wilson Junior High and Monterey High School.

Blindness didn't hinder Mike from regular school activities — he was on the student council, worked out with athletic teams, was an active member of the choir and band and was president of his local and district church youth groups.

Dropped For Operation

The fall he began school at Tech he had to drop out in November for an emergency eye operation. He re-enrolled in the spring and has been here since. He is a sophomore math major. His family has since moved to another state, but Mike remained to continue his education at Tech. He lives off campus and walks to and from school.

Mike's constant companion since 1960 has been "Bonnie" — a 70-pound tan and black German Shepherd. Mike admits he "has gotten too attached" to Bonnie.

Mike's attachment for Bonnie has particularly come to light recently because he may lose her. It was discovered that Bonnie is allergic to Bermuda grass, which makes the paws of her feet crack.

Mike will definitely get a new dog in the summer but he is hoping the school that trained Bonnie will let him keep her too. "The school thinks Bonnie is still young enough to be of use to someone else but I am hoping they will let me keep her."

Bonnie is about as well known



MAN'S BEST FRIEND — Mike Mady, sophomore, has been blind since he was 11 years old, but still can "see" where he is going with the aid of his constant companion for the past four years, Bonnie, the German Shepherd. Bonnie does everything Mike does, even pledging Alpha Phi Omega, national service fraternity. She is the first female to do so.



on campus as Mike. In fact she is the only female pledge of Tech's chapter of Alpha Phi Omega, men's national service fraternity.

This came about when Mike was asked to pledge Alpha Phi Omega.

"Since Bonnie has to attend all the functions of the fraternity with me," Mike said, "the members decided to make her an official pledge to."

Bonnie wears her pledge pin on her harness. "Bonnie is very instrumental in persuading actives to give signatures," Mike grinned.

Mike also is causing the pledge trainer some difficulty — Mike insists that he has to take the pledge test in Braille. At last check, the trainer was still looking for a Braille typewriter.

Bright Personality

Mike's bright outlook and personality amaze many of his friends. He explains it this way — "I've learned you can't get anywhere sitting home moping. A person must help himself and not let his

problems disrupt his daily routines or goals.

Mike hopes to carry his optimism into the area of helping other handicapped people. "I hope to be able to show them they are not as unfortunate as they think they are. There are still many things that we take for granted that we should be thankful for."

Mike is majoring in math at Tech — he hopes to work with IBM computer machines after he finishes his education. His education will include a degree from Tech and training in a school that specializes in teaching the blind to work with computers.

Readers Help

He gets his homework with the assistance of readers. "They read it to me and then I hope like heck I can pass!" Mike said.

Besides readers, Mike has one textbook written in Braille, a record player and a tape recorder. His quizzes are oral.

Mike's ambitions and goals and his own philosophy can be summed up in his own words — "I decided a long time ago that just because I can't see where I'm going doesn't mean that I'm not gonna go."

Tech Lab Completes Research

The textile research laboratory has completed a \$35,000 U.S. Department of Agriculture (USDA) project on whether density compression of cotton bales affects spinning performance.

Dr. Billy B. Crumley, associate director of the laboratory reported that "based on the data presented in this study it can be concluded that different compression bale densities did not significantly affect fiber properties, yarn properties or spinning performances of cotton."

Crumley returned recently from New York where he signed two more contracts with USDA. The contracts total \$40,000, and will be concerned with the influence of trash in the cotton, and humidification in storage on fiber properties and spinning performance.

Texas Tech has one of the two college research facilities in the nation. The other is at Clemson University in South Carolina.

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Morning Worship
9 & 11 A. M.

MARK B. WILLIAMS, Preaching

Church School — 10 A.M.

FREE BUS...

Gaston-Wells—9:35, 10:35
Men's 9 and 10—9:40, 10:40
Clement—9:45, 10:45
Hulan—9:47, 10:47
Gates—9:49, 10:49
Wall—9:51, 10:51
Knapp—9:53, 10:53

Club '01 — 5:30 P.M.

Evening Worship — 7 P.M.

MARK B. WILLIAMS, Preaching

MARK B. WILLIAMS Pastor
HAROLD B. RUCKER Associate

The film makers who brought you SATURDAY NIGHT AND SUNDAY MORNING, A TASTE OF HONEY and TOM JONES now take pride in presenting...



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GIRL WITH GREEN EYES

with LYNN REDGRAVE
screenplay by EDNA O'BRIEN
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directed by DESMOND DAVIS
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STUDENTS 75¢
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All girls with green eyes, when escorted, admitted free Friday nite.

Withdrawal Emphasize Scholastic Standards

By HAROLD V. RATLIFF
Associated Press Sports Writer

TEXAS TECH can sadly contemplate what might have been and feel it has been frustratingly unfortunate in having to surrender a claim to the Southwest Conference basketball championship although it had the top team.

But Tech can gain solace knowing that it added to the luster of college athletics by its action in forfeiting all claims the championship because it was found scholastically ineligible during the season, with his team having to forfeit the championship.

The colleges, not usually given credit for it, have been emphasizing education over athletics with rules that the student must meet certain requirements in the classroom before he can compete on the athletic field.

Time was when such was not the case. There have been fabulous stories told of the laxity of the educators when it came to an athlete.

Once there was a story rampant in Texas high school football of the athlete who had failed a course, making him ineligible for football. But he was given another examination in order that he might make up the course and be available against a common foe on the gridiron come Friday.

The professor, undoubtedly a sports zealot and also determined that his school should win all the glory possible, figured out the best way for the athlete, a boy not of great acumen but with ability a-

There could be 11 one semester and nine the other.

Some skeptics averred that "Texas Tech was trying to cover up and got caught." Which is a ridiculous statement. Tech wouldn't have turned in the boy's correct status had it been trying deliberately to keep him eligible. The Southwest Conference does not investigate the boys' records first-hand, but takes the word of the college itself.

Texas Tech turned in the report as it honestly was and then when it realized it had lost because of a human error, said, "We're sorry it had to happen but there is no one to blame but ourselves and we will pay the penalty."

College athletics are heated competition and winning a championship is important. But the colleges are not going to let athletics predominate even though they put money into the treasury and bring manifold the publicity that producing scholars might accrue.

It was the first time in Southwest Conference history for a boy to be found scholastically ineligible during the season, with his team having to forfeit the championship.

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In The News

(Continued from Page 4)
The Fort Worth Star-Telegram and Dallas Morning News, for example, have sent reporters here to get stories about the school itself rather than the football or basketball teams.

Jack Tinsley of the Star-Telegram spent three days here gathering information for a series of articles he is doing on academic freedom. He is spending three months traveling across the state to various college and universities.

There are two interesting things he told me. Tinsley said everywhere he goes Texas Tech is referred to as having the worse record of academic freedom.

Secondly he said Dr. R. C. Goodwin, Tech president, was the only person interviewed who would not allow his comments to be taped.

On the first point, I referred Tinsley to A&M, Baylor, TCU, SMU, TWU and to West Texas. On the second, I said nothing.

The series will appear sometime in middle April.

Out of the demoralizing pessimism resulting from the governor's proposal has come paradoxically a new feeling of optimism on campus.

Even though the governor has now introduced a systems bill, all legislators and others in Austin who I have talked to say flatly there will be no systems bill passed this session.

Incidentally, they also say there will be no name-change bill passed.

Another factor causing optimism is the feeling of a new freedom on campus, especially among the students. There are now many forums with open discussion of campus problems. Also many long-needed changes are taking place (e.g. new student government organization, speakers board, proposed fine arts series, faculty senate, etc.)

The latest issue of the Texas Observer has a disturbing article about the superboard bill just signed by the governor. No one could keep from giving the matter a little thought after reading the article.

Speaking of things to read. We don't usually recommend underground publications, but the "Tantalus" is especially good. It's available for a dime at Varsity Bookstore, Broadway Drug and Nicky's.

Raider Roundup

COSMOPOLITAN CLUB
Cosmopolitan Club will meet Sunday 3 p.m. in the Union Blue Room. The program will feature a round table discussion on the "Role of Women in Far East, Middle East, European and American Societies."

The meeting is open to all students.

FACULTY SPEAKS FORUM
Dr. Faruki, philosophy professor, speaks of, "The Plight of Small Nations in Our Modern World," at noon today in the Christian Student Center, 2318 13th St. The program is open to all Tech faculty and students and a free lunch will be served.

BLANKS DUE
Application blanks for Mr. and Miss Texas Tech and class favorites are due by 5 p.m. today in the Student Council office.

AMERICAN MARKETING ASSOCIATION
The American Marketing Association will have a business meet-

ing Tuesday, at 7 p.m. in the Architectural-Data Computer Bldg., room 101. Topics will be the field trip and the spring project.

Judge Speaks To Tech YRs

Barbara Culver, Republican county judge from Midland, told Young Republicans Wednesday night that they must sell the idea of a two-party system to the public.

After the November election many people believed the Republican party would fade from the American scene, she said. If America is to remain the democratic nation it has been in the past, she said, it must strive to retain its two-party system.

She said, "If Republicans ever hope to win national and state elections, they must begin working locally." Infiltration of local political offices would strengthen the Republican party.

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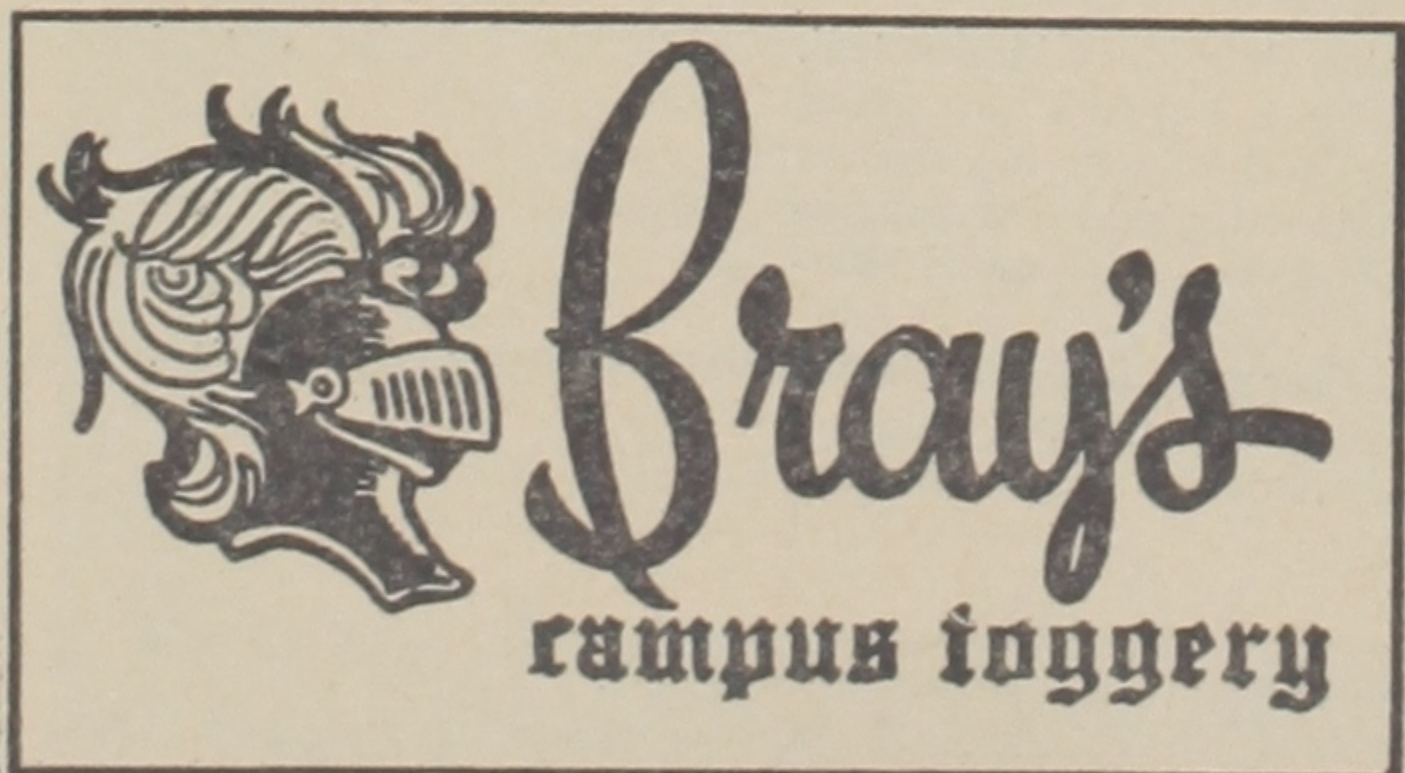
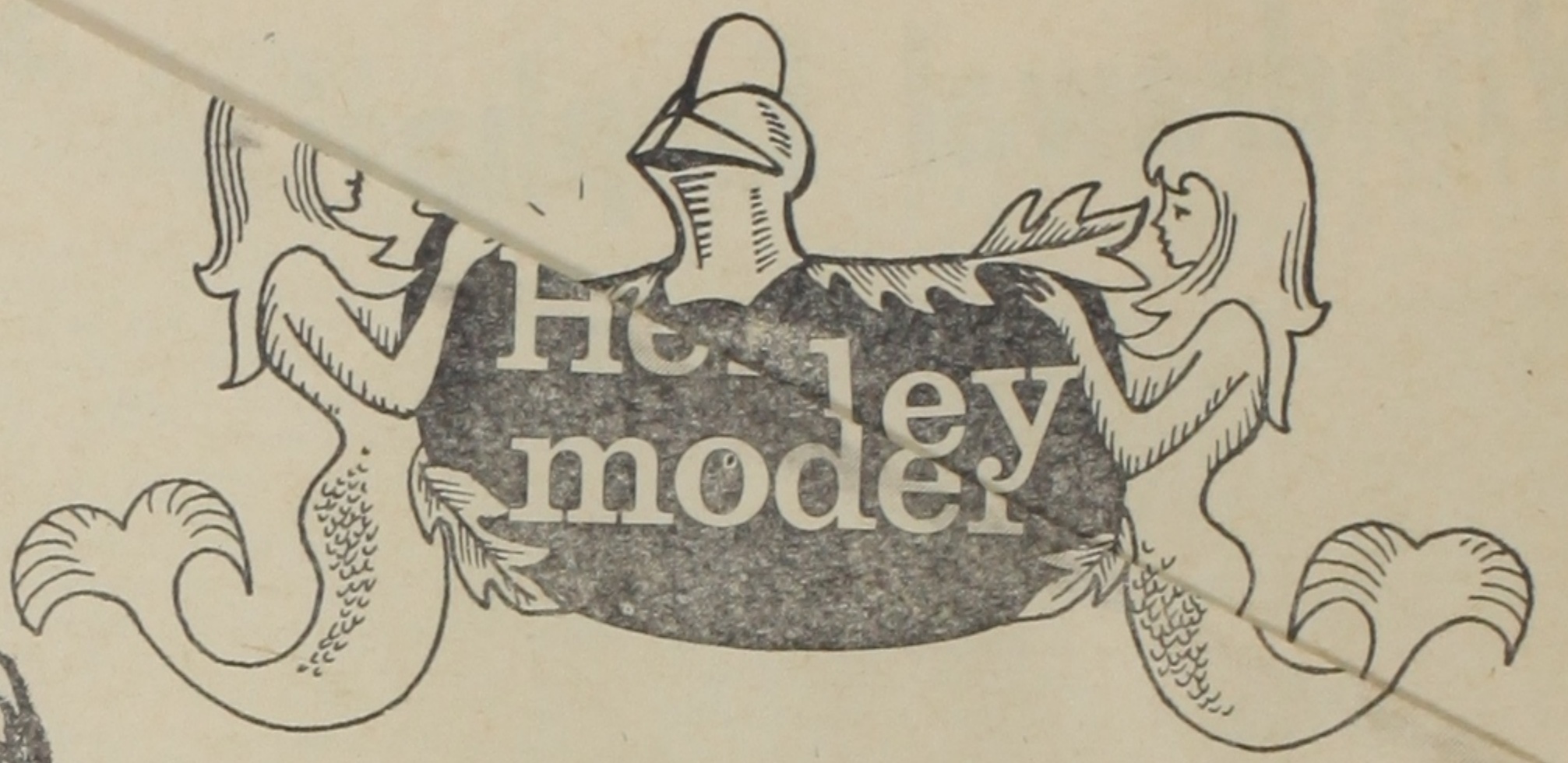


W. V. Grisham, Division Engineer from Fort Worth, will interview Petroleum, Mechanical, Electrical and Chemical Engineers on March 16, 17 and 18. He is interested in talking with Sophomores, Juniors and Seniors for summer Roustabout and Engineering Trainee positions. He is also interested in graduates for permanent engineering positions responsible for producing, drilling and plant operations. Make arrangements now for an interview at the Placement Service.

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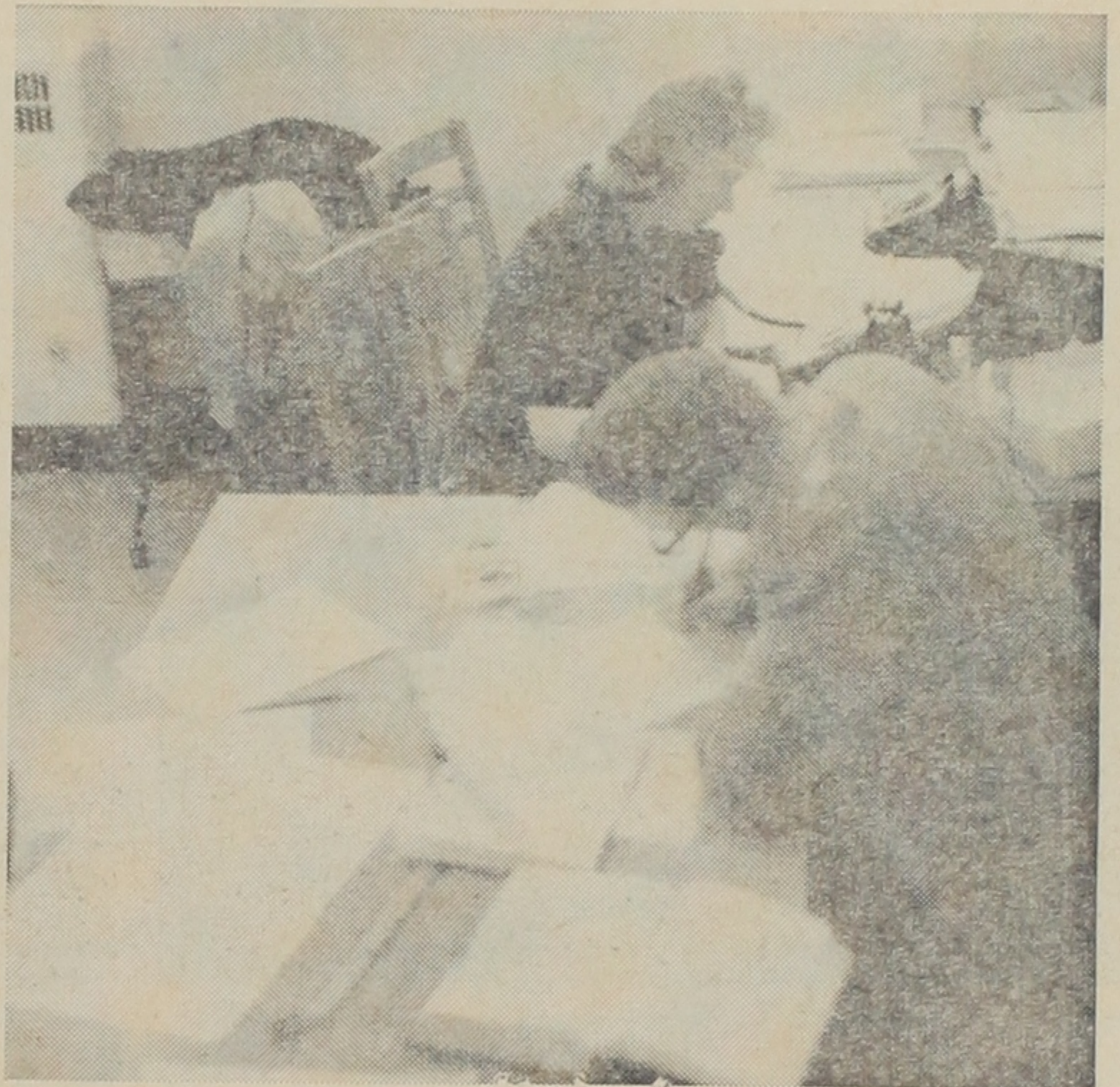
All aboard for the popular new Henley model, cotton knit in solid colors...or the thin, black striped Oxfordcloth cut-and-sewed patterns. They're the year's hottest new traditional styling, piped with black or white in traditional regatta spirit...from 4.00

'The Toreador' At Work . . .



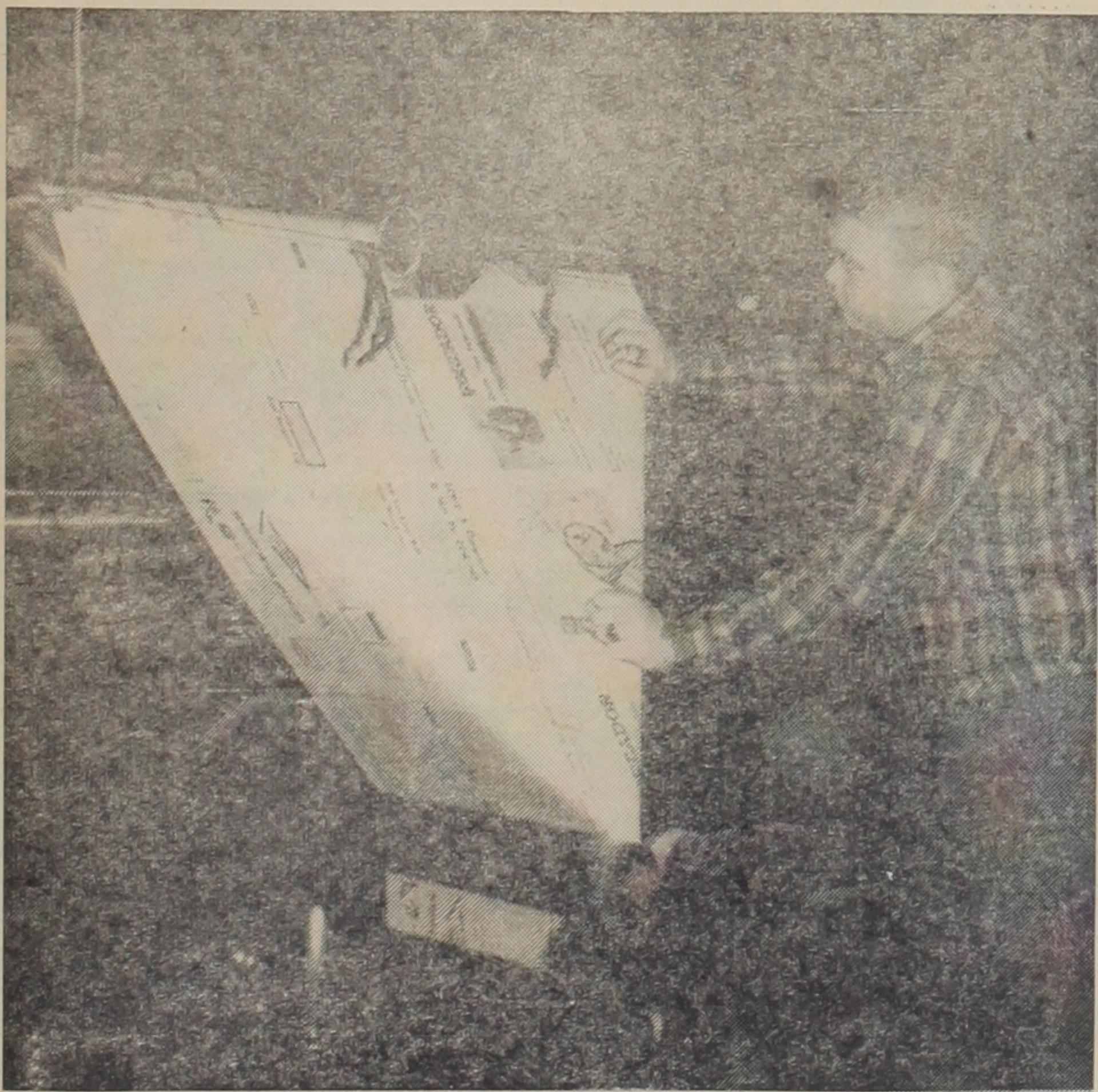
11 a.m.

SELL THE ADS — The integral part of any newspaper is its advertising. Toreador ad man Terry Thompson works sometimes in the morning and sometimes in the afternoon with his colleagues to sell enough ads. The Toreador is supported by advertising and matriculation.



2 p.m.

GET THE STORY — As routine as it may be, the only way to get information for a story is to talk to people who perhaps know what they are talking about. Pauline Edwards and Tex Rogers are just a few of the reporters who contribute to the Toreador.



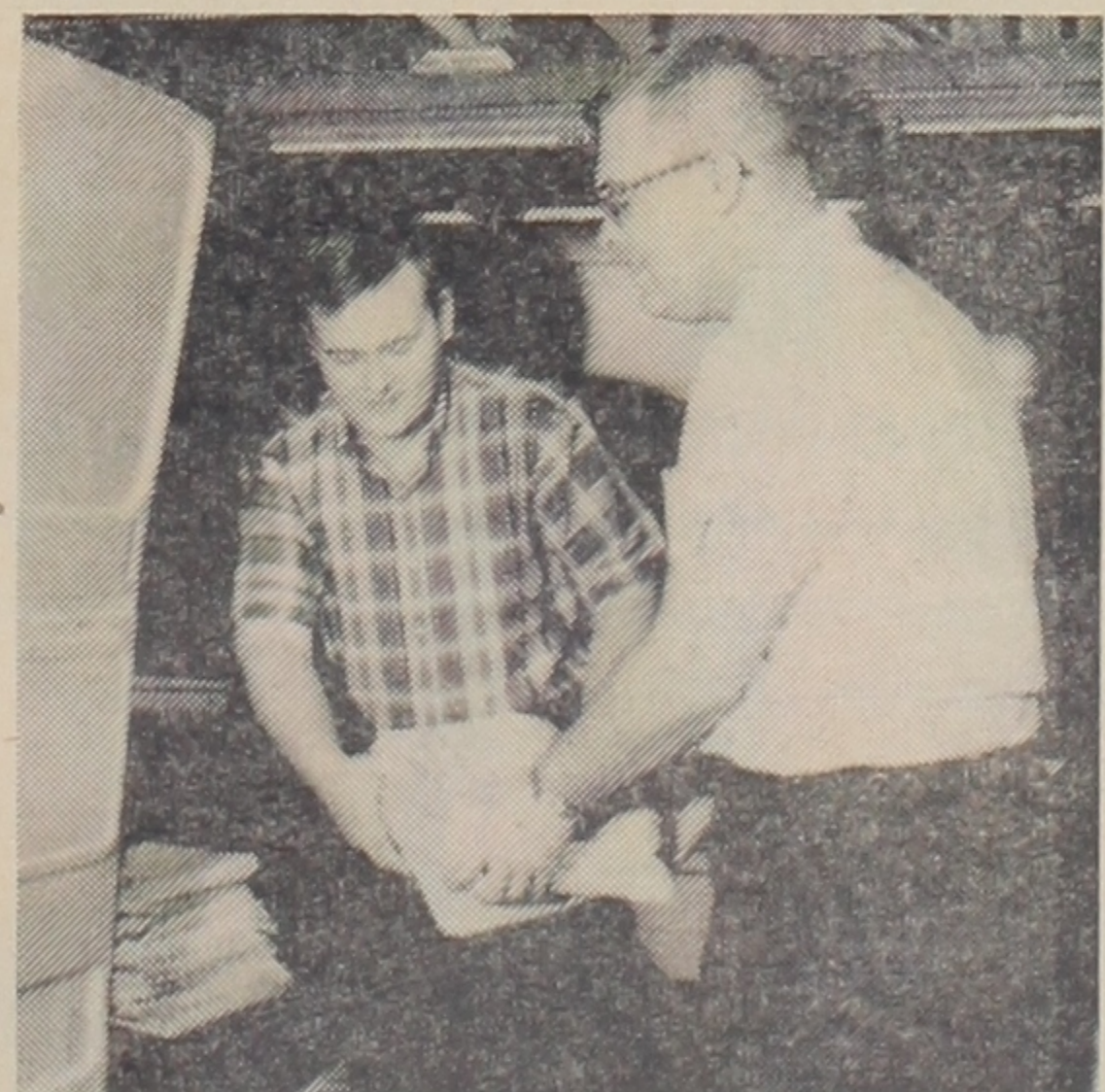
11 p.m.

CHECKING THE PRESS RUN — Long after the reporters are through comes the tedious job of reading galley proofs, page proofs and, best of all, the final press run. This means that copy editors like David Snyder can end their midnight vigilance, knowing the paper is securely put to bed.



5 p.m.

DUMMYING THE PAGES — Once the stories are written, it is up to student editors to check for errors and put everything in its proper place. These jobs are handled by unpaid laboratory personnel, such as Mack Sisk, and paid staff editors.



6 a.m.

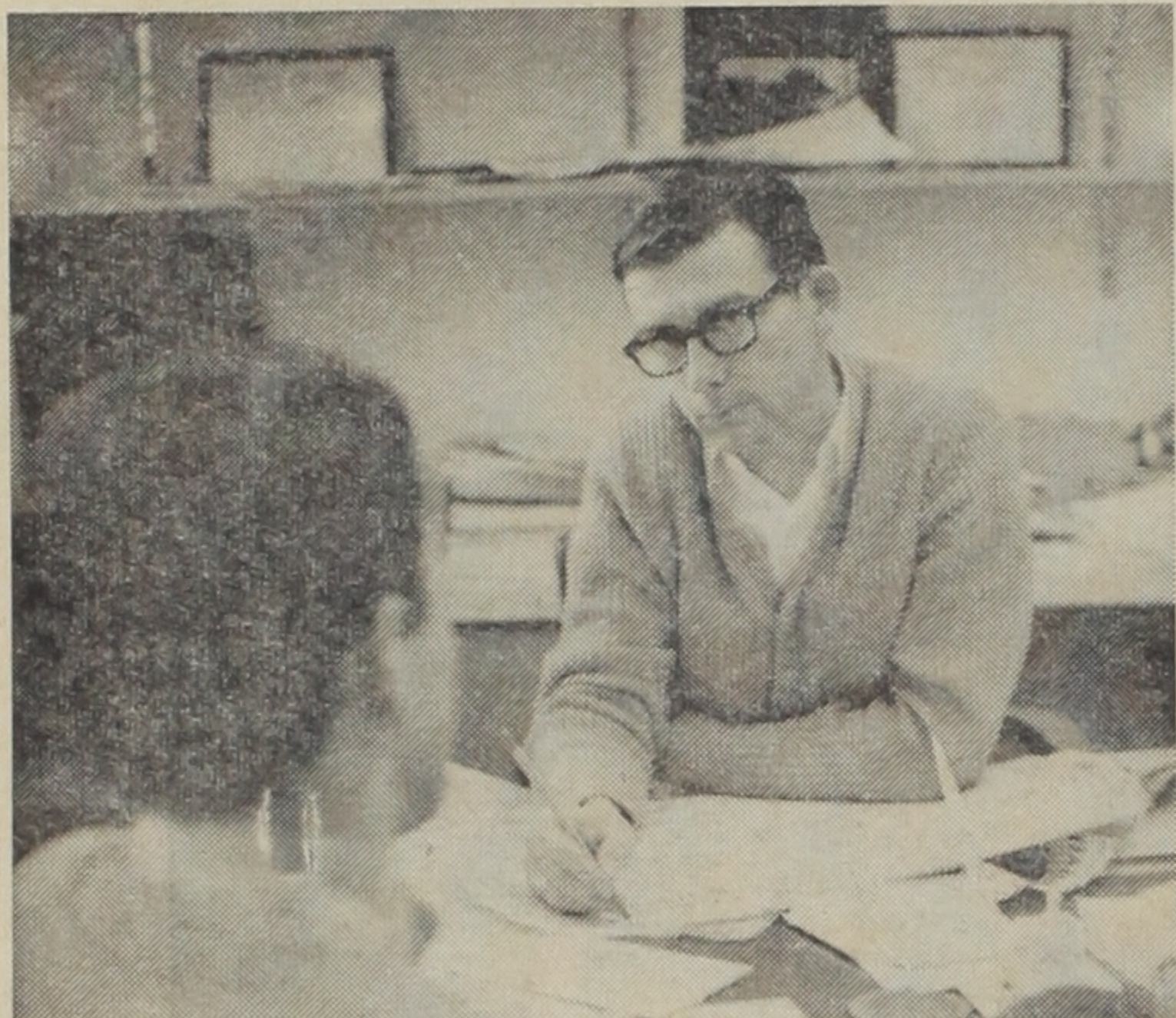
READY FOR STUDENTS — Along about daylight, the Toreador circulation staff is up and delivering the finished product to all campus dormitories and buildings. Here, Winston Odom, left, and Mike Ferrell distribute a fresh issue.

Credits:

All the photographs for this special issue were taken, processed and engraved after many sleepless hours by the Toreador's tireless crew of darkroom artists. Our appreciation and applause to Allyn Harrison, Ron Welch, Darrell Thomas and Bill Bailey.

—In Toreador Organization—

Editor Occupies Important Position



EDITORIAL DISCUSSION — Bronson Havard, the editor-in-chief of the Daily Toreador, discusses a current campus situation with Steve Magee, the chief justice of the student Supreme Court. The role of editor at Texas Tech is more than just writing editorials and being the paper's representative.

Like most college newspapers, the chain of command for The Daily Toreador doesn't stop with the editor.

However, at Texas Tech the editor of the student newspaper does wield unusual amounts of responsibility and authority.

Still, above the editor is a carefully calibrated organization of faculty, administration and even student "control."

Elect Editors

For, even though this hierarchy doesn't set editorial policy or carefully censor everything that is printed in the daily paper, they do determine budget needs, elect editors, establish operating procedures and mold the overall philosophy.

This group at Tech is called the Student Publications Committee and it ranks among the most important student-faculty policy making bodies on campus.

The president of the college appoints four faculty members and four students to serve on the committee.

Non-Voting Member

Immediately below the publica-

tions committee is the director of student publications, who is also a non-voting member of the committee.

The role of the director is primarily to manage the business end of the student newspaper and La Ventana yearbook and serve as a consultant and advisor for the editors of both publications.

The director, also, does not determine editorial policy or dictatorially control any part of the Toreador.

Next in the line of control is the editor, the man who makes most of the decisions.

His job is to determine the editorial stands the student newspaper will take and how the staff members will attack any certain problem.

Standing Membership

Being the editor also includes standing membership on several powerful student committees that determine how matters are handled on other sectors of the campus.

The editor also has to hire the other 12 paid staff members who are responsible for the day-to-day inside workings of the Toreador.

These persons are directly responsible to the editor, who is, in effect, responsible for everything they do.

Working below the editor are the news editor and the managing editor, who handle the news-gathering machinery and the day-to-day presentation of news, respectively.

The news editor works a five-day shift in the Toreador newsroom, assigning stories to reporters and making sure the campus is effectively covered by the press.

The role of the managing editor is to supervise the page layouts and make sure the paper comes out looking as good as possible the next morning.

Other Workers

To help the managing editor with his work, which often runs into the wee hours of the morning, are an assistant managing editor and five copy editors.

The managing editor works three days a week, from early afternoon to early morning, while his assistant works the other two days. One copy editor works each day preparing the inside pages and copy.

Other paid editors include an editorial assistant, who works closely with the editor on editorial subjects; the sports editor, who has an unpaid assistant to help with his load; a fine arts editor, who devotes herself exclusively to covering the cultural side of campus life; and the feature editor, who writes and assigns personality and feature articles.

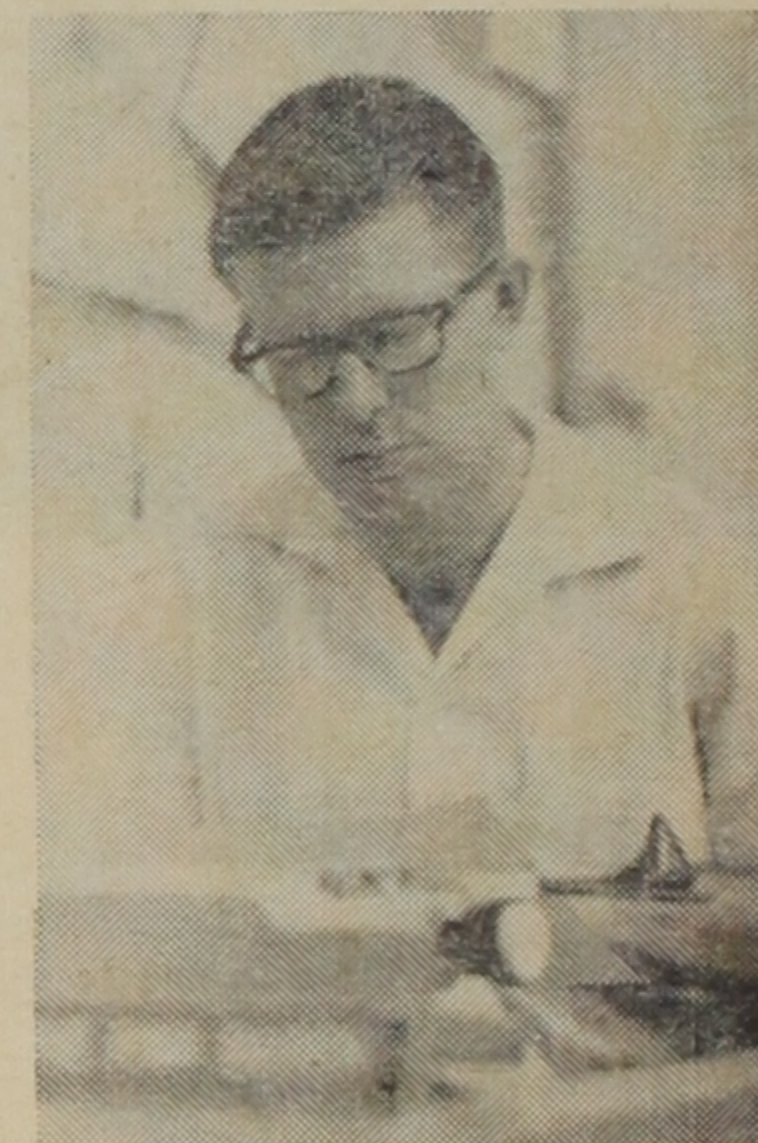
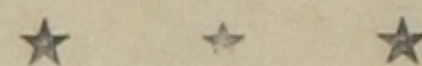
Classes Required

Reporters for the Toreador are both voluntary and conscripted. Most of the writers come from re-

porting classes within the journalism department. All journalism majors are required to take classes which require lab work on the paper.

Many other reporters volunteer their services to gain experience and learn the techniques of good writing.

General editing students are provided in the same way, from classes and personal desire.



DAY WORK — Toreador News Editor Mike Wall sorts out the day's news and determines where and when a reporter should be when the news occurs.



Top salaries for paid staffers are also an area in which the Toreador ranks nationally. The editor is paid \$125 per month; the managing editor and news editor, \$100 each per month; and the copy editors, \$30 each per month. All of the other editors are paid \$40 each, monthly.

TRAFFIC SECURITY

The campus traffic-security department consists of a chief, lieutenant, night sergeant, 11 commissioned officers, two radio operators, one relief radio operator, one secretary and two clerk-typists.

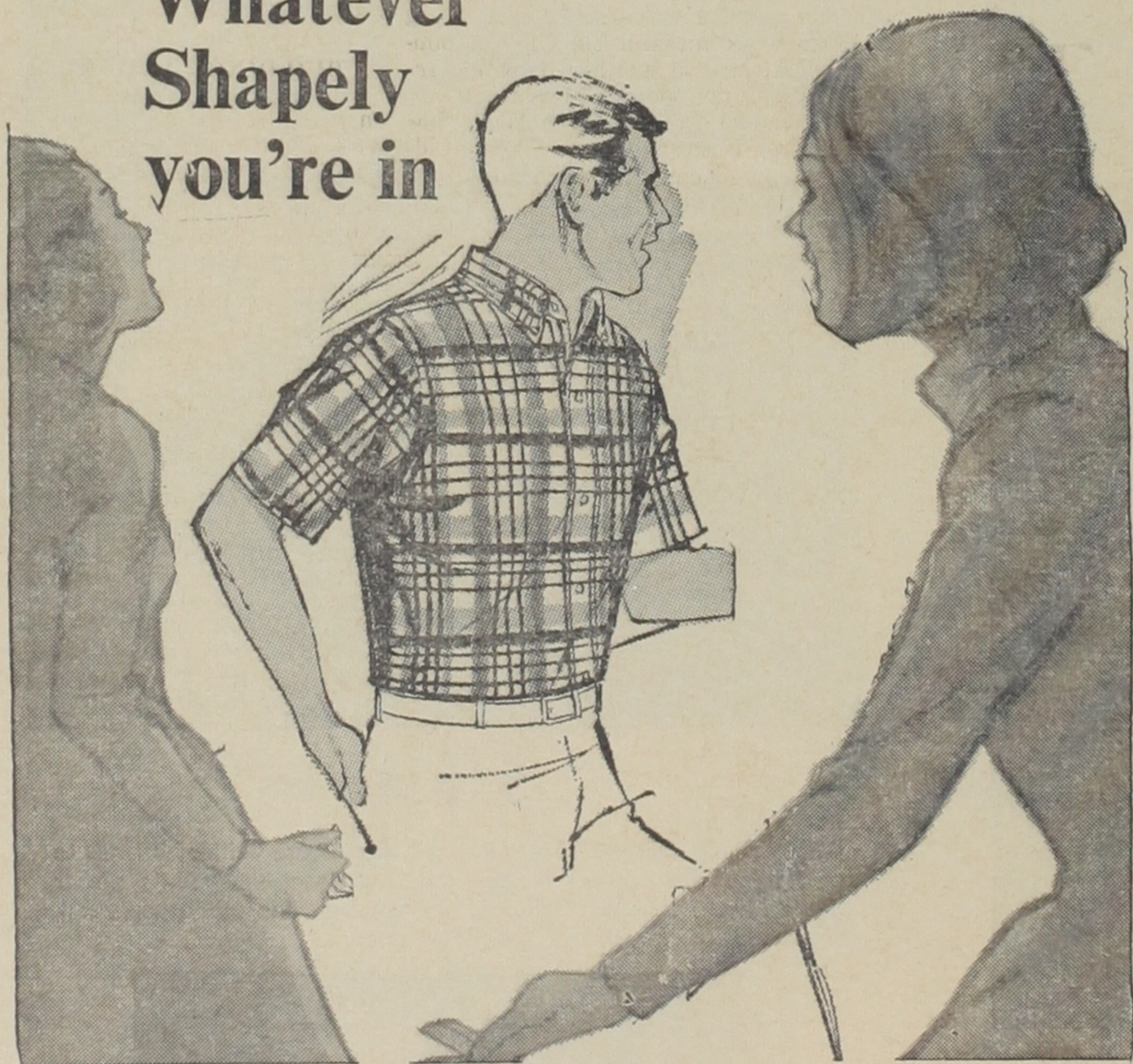
Last year the officers traveled 58,966.6 miles on campus, issued 26,695 violation tickets, restricted 1,147 vehicles, had 472 vehicles towed, investigated 77 traffic accidents, made 22 arrests, and investigated 147 thefts, clearing 17.

In September, 1964, more than 8,400 cars were registered to park on campus, in the 6,303 parking spaces provided.



NIGHT WORK — Toreador Managing Editor Ceil Green handles some of the printing jobs that must be completed at Tech Press before each issue of the Toreador is ready. Several staff members work at the press each night as part of their job.

Whatever
Shapely
you're in



you're in.

HAND-WOVEN BLEEDING INDIA MADRAS — way in fabric for a way — in shirt. It's tapered to a fashionable T by shapely to stay on the inside track. Buttondown collar, locker loop. A sophisticated warm weather shirt in rajah—rich colorings. \$5.95

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INSPECTION TOUR—Members of the Publications Committee inspect some of the facilities in Tech's Journalism department. The committee includes, from left to right, Dr. George Elle, horticulture department; W. E. Garets, journalism department head; Jean Finley, secretary; Mike Stinson, stu-

dent representative; Phil Orman, director of student publications; Dr. Reginald Rushing, accounting department; Mary Behrends, student representative; Steve Magee, student representative; and Dr. E. A. Gillis, chairman, English department. —Staff Photo

★ ★ ★ ★ ★
— Publications Group Decides —

Campus Paper More Than Means Of Communication

"Were it left to me to decide whether we should have a government without newspapers or newspapers without a government," wrote Thomas Jefferson, "I should not hesitate a moment to prefer the latter."

Though one might hope he should never be faced with such a decision, Thomas Jefferson's quotation nevertheless, brings up an important question: What is the role of a newspaper, and, relating this to Tech, what is the role of a student newspaper?

In an attempt to answer this question, the Publications Committee recently drew up a statement of principles. This statement, approved by Tech President R. C. Goodwin and adopted by the committee as the formal role of the local college newspaper reads:

Provide Opportunity.

"A college newspaper should provide students of the college with the opportunity to obtain experience in the various activities involved in publishing a newspaper. This experience should be obtained by actually working on the paper. The paper should be the publication of the students.

"A college newspaper should provide a balanced day-to-day record of college activity and should stress no special individual or group interest.

"It should serve as a means of communications, informing students and others of the occurrences and activities within the school. It should serve as a forum to reflect the thoughts of students, faculty, administration, and others. It should comment on the occurrences, ideas, and issues before the public at large or the part of the public body included in its readership. Comments should be made with the intention to stimulate thought and promote action in the best interests of the public, individual, and school. When the paper searches into sensitive and critical areas of

the college's life, it should offer reasoned and substantiated constructive comment.

Print Truth

"The college newspaper should always seek to print the truth, maintain professional standards and ethics, offer balanced and objective news coverage and give fair and constructive comment. It should present as fully as possible all sides of controversial questions in order that the reader will be able to draw his own conclusions. Publication of controversial questions should not be avoided merely because they are controversial, nor should they be published just to arouse controversy. If controversial subjects are published, the objective should be to give the interested parties information which they do not have so they may have a wider view-point from which to base their opinions.

"The newspaper should have freedom of expression to insure that differences in taste and opinion will remain a force for improvement of our academic community."

Expert Opinions

Student leaders, asked their opinion of the role of a student newspaper, agreed essentially with the ideas expressed by the Publications Committee. All students questioned were in unison on two points. First, they agreed that the campus could not get along without a student newspaper since it is one of the chief means of communications between the students and the administration. Second, they felt the newspaper should not shy away from controversial issues but should present both sides of such questions.

Garland Weeks, business manager of the Student Council said, "The student newspaper should inform the students of all activities, not just the major nor the minor." To qualify this statement however,

Weeks emphasized that the newspaper should report all events "with accuracy."

Not House Organ

Similar to the comment made by the committee, Weeks said, "The newspaper should not be a house organ or media for transmitting the views solely for the betterment of any one group." Weeks thought the student newspaper should initiate new ideas and should be run on a "freedom of the press" basis where material does not have to be submitted to a censoring committee before publication.

Relating the newspaper to her work as secretary of the Council, Nancy Shoemaker said, "The newspaper is the chief means of communication between the Student Council and the student body. If it weren't for the Toreador, most students wouldn't know about Council elections nor about activities carried out by the student government."

Kent Hance, Council vice president said, "The college newspaper should not try to form student opinion except in editorials. Everything in news stories should be accurate and unbiased. The newspaper should keep the communications line open between students and the administration," he added.

• Hey, Cartoons!

Have any cartooning ability? The Daily Toreador is interested in publishing the creative work of Techsians who have the courage to try out their humor or satire before the world's best critics — our readers. Contact the editor (during work hours only).

More Diversification Practiced By Grads

The bulk of Tech's journalism exes work actively in the newspaper field, but trends show that graduates are continually branching out into other journalistic fields.

A recent 3-year study by W. E. Garets, journalism department head, showed that 90 per cent of the graduates were working actively in journalistic fields. The other 10 per cent were working in other fields or in related fields or doing graduate work.

Newspaper Field

The study showed 52 per cent of those actively engaged in journalism to be in the daily or weekly newspaper field, and 20 per cent were employed by the wire services.

The remainder were involved in public relations, teaching and magazine work, with a few in the radio-TV field.

Garets noted some trends with regard to graduates and available positions. He said the wire services were competing heavily for journalism graduates, and an increasingly large number are going to work for state AP and UPI bureaus.

Another trend for Tech journalism graduates seems to be toward public relations and the magazine field, Garets said.

Garets said three of the department's recent grads were hired in one year by Southwestern Bell to work in public relations and magazine specialties.

He cited two other recent grads turning to these fields, one going to work for Humble Oil Co. publications and another in public relations for Nieman-Marcus.

United Press International has claimed several recent Tech graduates, placing one in Dallas, one in Wyoming and some in other locations.

Garets said one grad has risen rapidly with the Associated Press, starting with AP bureaus in Nashville, after that to headquarters in Knoxville, then to Dallas on assignment to cover the Ruby trial, and is now at Washington AP headquarters.

Most Tech graduates turn to daily newspaper work, Garets said, but some seek management positions in the weekly field.

Teachers Increase

The number of graduates going into teaching of journalism is increasing rapidly, also, said Garets.

He noted that many Tech journalism exes leave Texas to work, but the majority seem to return to settle in the state.

Job opportunities far exceed graduates, especially in recent years, and placement is a minor problem for the Tech journalism department.

Recent graduates are virtually spread over the whole world, said Garets. One of the most recent graduates "out to see the world" went with the Peace Corps to Nigeria.

Graduate Work

Another upcoming trend is toward graduate work in journalism, Garets said. In recent years many Tech graduates have sought advanced journalism studies.

Though newspapers claim more Tech journalism graduates than any other media, graduates in increasing numbers are showing diverse interests and a desire to explore the many other facets of journalism.

BUILDINGS AND SPACE

In 1964 there were 163 buildings on campus, 93 permanent ones, with a total square footage of 3,303,921, or 75.85 acres. This was an increase of 509,136 square feet over 1963.

a lifetime of love
 BEGINS WITH A
Furr's
 Diamond

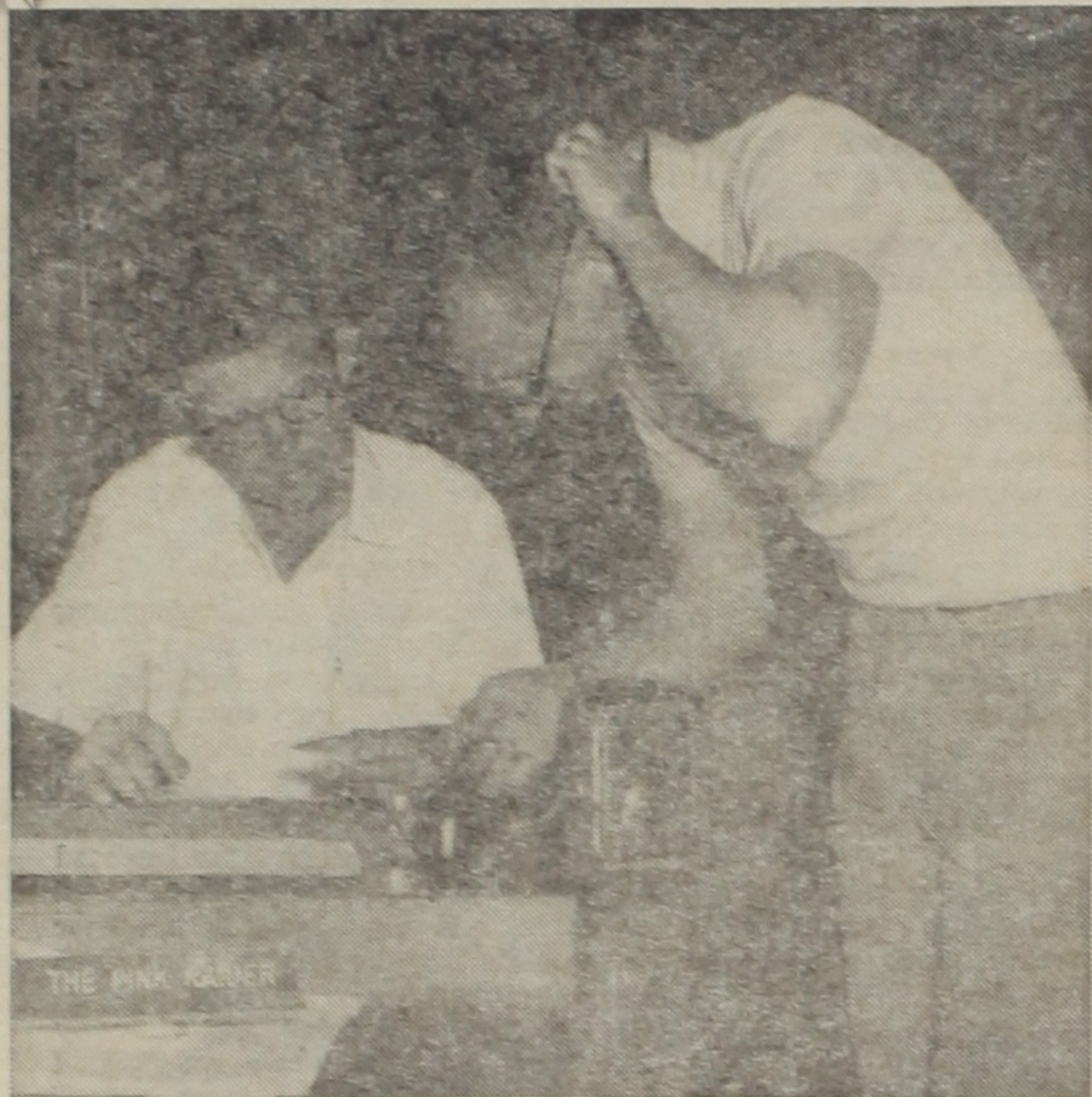
Your diamond is a precious symbol of your love . . . it will speak eloquently of devotion for all the years ahead. Our collection includes diamonds of both modest and spectacular size in modern or traditional mountings.

Delivery Service - Frontier Stamps - Layaway - Charge

FURR'S JEWELRY DEP.
Furr's Family Center

34TH & QUAKER

A Typical Day In A Photographer's Life



GETTING THE ASSIGNMENT — Trying to decipher a hastily written job order from the news editor is often a trying job for Toreador photographer Darrell Thomas.



"THE THINGS I GO THROUGH" — But even after a shutterbug knows the picture he is to take, there is often a little trouble getting either the subject, the camera or the elements to cooperate long enough to get a good picture.



"WHO OPENED THAT S-?*(-)* DOOR!" — Even with a picture in his camera, or at least on film, the photographer's woes don't end. At least he has some friendly co-workers who will come in the darkroom to help him in his miseries.

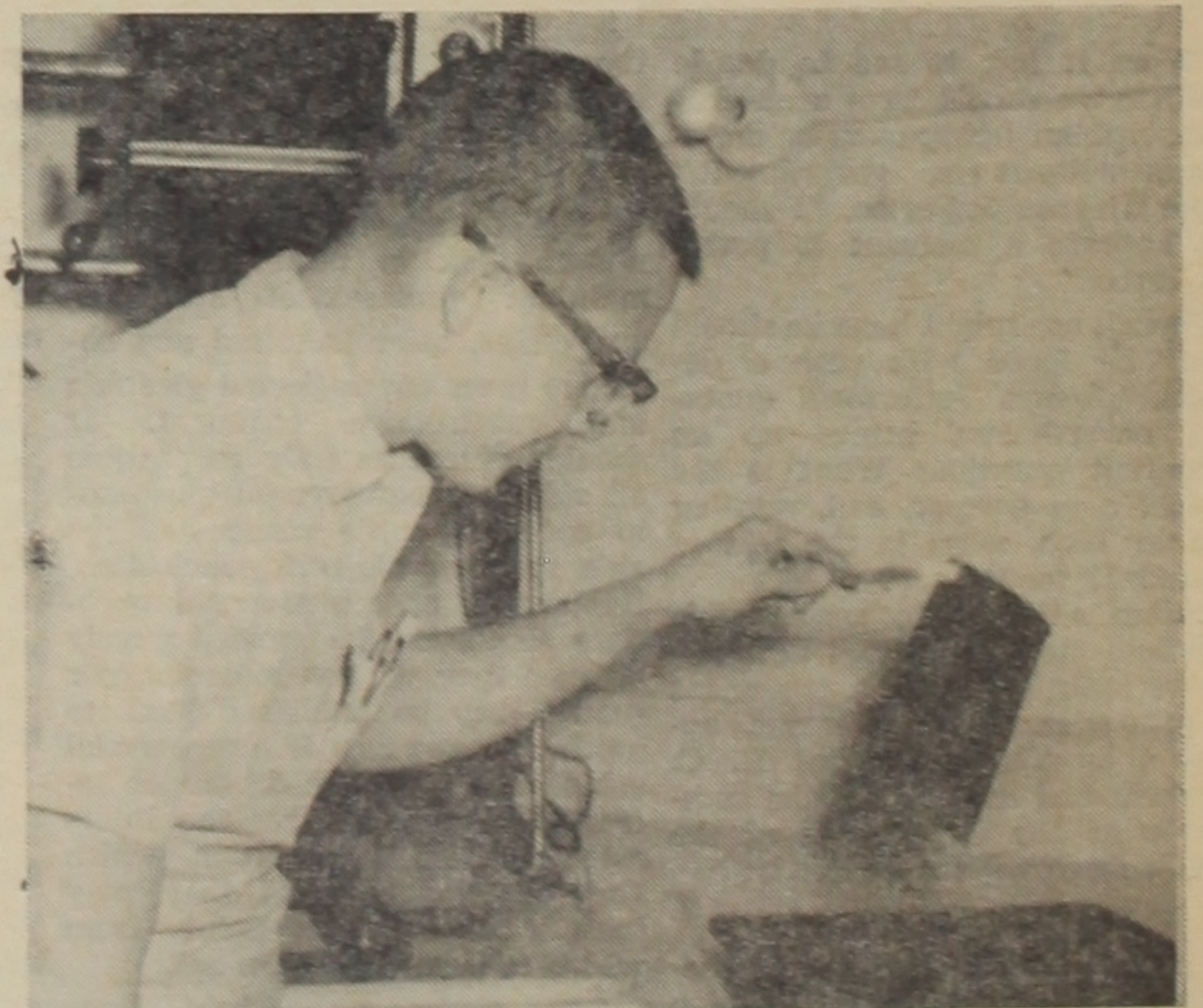
Beach Party

2 piece swim wear with matching over-dress for the perfect answer to pool side activities.

Swim Suit	14.95
Over-dress	12.95

The Coed Coed

1301 College Ave.



A FORM APPEARS — Despite his friends, some sort of noticeable product can still be resurrected from the day's catastrophies. Maybe his wife will at least understand him when he gets home.



IT NEVER ENDS — By the end of the day, the photographer's work still isn't completed, and now he must spend several hours engraving his art work so the Texas Tech student body can see it in print tomorrow.

— In Daily Toreador —

Tech Women Journalists Hold Their Own

By NANCY MILLER
Fine Arts Editor

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What can be found at any hour of the day running across the campus, camera and copy paper in hand, trying frantically to make a meeting or beat a deadline?

A journalism student.

And what can be found at any hour of the day running across the campus, camera, copy paper and purse in hand, trying frantically to make a meeting or beat a deadline and hoping that this time she won't break a fingernail laying out a page?

A female journalism student.

Since Elizabeth Mallet established the first English language daily newspaper in 1702, women have been members of the fourth estate. War correspondents, columnists, foreign correspondents and members of press associations—women have been these things and more, to the amazement and at times distress of their male counterparts.

In 1965 at Texas Tech, women journalists are holding their own. A large portion of the Toreador and La Ventana staffs are women. And a great deal of what the student reads is written by women.

The influx of women into the journalism department has been anything but dull. Faced with impending deadlines and the necessity for working under constant pressure, female nerves are sometimes strained to the breaking point.

In one memorable instance, a male staff member was chased from the darkroom by a hysterical woman staff member waving a roll of exposed film after he assigned a speech for her to cover. The boy took refuge behind a desk in the newsroom as the girl shouted and several reporters watched with open mouths.

In another episode, which will undoubtedly live forever in the minds of the people involved, a freshman reporter was sent to a boys' dorm to get a story. In the course of wandering about, the girl happened to blunder into an area in which the boys were sunbathing—minus clothes. In tribute to the girl's dedication, she got the story. But she steered clear of boys dorms forever after.

One of the first things a girl learns when she enters journalism is that she is responsible for her stories. Being a woman is no excuse for a blunder and will not get a girl off a limb if she happens to run afoul of policy. This has caused consternation in some quarters.

One female member of the newspaper staff received a graphic lesson when she wrote an article dealing with the morals of Tech coeds. She was lectured and shunned for weeks after the story appeared—evidently several individuals decided that she practiced what she reported.

But on the whole, most women who venture into journalism stay there. After all, in what other profession can a girl argue violently with an editor about the position of a picture on a page—and rush home to change clothes for a date with him that night? And in what other field can a girl cry over difficulties with a story one day and have the fun of seeing her by-line over the finished product in the next day's paper?

For better or for worse, women seem to be in journalism to stay.

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Women 'Taking Over' Toreador, La Ventana

Just as women are invading the professional journalistic world, they are also taking over the campus newspaper and yearbook.

On the Toreador, there are five coeds in paid staff positions, while on La Ventana yearbook, two of the four paid editors are women.

The positions the women hold include assistant managing editor, editorial assistant, fine arts editor, feature editor and copy editor. Also the assistant fine arts editor is of the female variety, but unpaid.

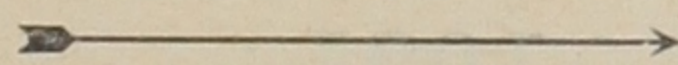
Down in the working class, there are also more female reporters and staff members that work on both publications.

Last year, the Toreador had a female editor for the first time in many years.

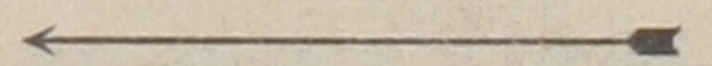


IT'S A WOMAN'S WORLD? — Toreador staff writer Mary Alice Nabors, center, is just one of many women journalists who are invading what

was formerly an all-male domain (in thought anyway). Here, she works with some of the male staff writers to explain the women's viewpoint.



DRAT, BROKE ANOTHER ONE—Newsroom typewriters and pretty girls with long fingernails just don't seem to go together. But, even in emergencies, the work must go on, and women reporters, such as Miss Nabors, can still dedicate nine other "claws" to the cause.



WHAT DOES IT DO? — What with the modern advances in news equipment and reporting tools, the ever-agile female mind has a lot to do to keep up. Still, Miss Nabors, like most women journalists is always ready to learn—sometimes.



From English Department

Journalism At Tech Experiences Growth

In 1929, Tech's journalism department was merely a division of the English department with only one professor. Presently, however, it is experiencing the fastest growth of any of the 17 departments in the School of Arts and Sciences.

Enrollment in the department stands at 254, up 48 per cent from last spring. Ninety-six journalism majors, an increase of 23 in the past year, make it the fifth largest department in Arts and Sciences.

The steady but inconspicuous growth of Tech's journalism department began 36 years ago when four courses — history of journalism, editorial writing, news reporting and feature writing — were added to the English department.

Degree Offered

Sufficient work for a bachelor of arts degree with a major in journalism was offered in 1933. The journalism department was officially separated from the English department in 1937.

The department was originally located in the Ad Bldg., having one office. It then moved to the second floor of the old library, now the Social Science Bldg., before moving into a new Journalism Bldg. in 1942.

The journalism department and the Tech Press, campus printing plant, shared the new building. The Press had begun operation in 1934 in the basement of West Engineering Bldg.

When the Tech Press moved to new facilities in May, 1961, the journalism department gained 7,000 square feet of floor space and now is sole occupant of the build-

ing except for a few non-journalism classes that meet there and the Public Information Office.

Cecil Horne was the first head of the department. He came to Tech in 1926, one year after the college opened, to serve as publicity director, and soon became the school's only journalism professor.

Mrs. Louise Allen became a part-time instructor in 1931, but it was 1938 until a full-time professor was added. He was Joe Cowan, now associated with an advertising firm in Fort Worth.

Since that time, the staff has varied from two part-time instructors to as many as four full-time professors immediately following World War II. The department now has three full-time professors.

Remains On Staff

Mrs. Allen remained on the staff until 1963 when she retired as an associate professor.

Horne stepped down as head of the journalism department in 1950 to become an emeritus faculty member. He now lives in England, Ark.

Russell Hietman replaced Horne and was at Tech until 1954 when William E. Hall took over. Hall was department head until 1956. W. E. Garets became department head then and remains in that position today.

Heitman is now associated with the University of Denver and Hall is head of the journalism department at the University of Nebraska.

Garets came to Tech from a similar position at Idaho State.

One interesting aspect of the early journalism department was the intern program worked out with Lubbock Avalanche-Journal. It began in 1935 and lasted about seven years. Students were exempt from other classes to take two-week shifts, four hours a day, at the city newspaper.

Tech's journalism department now offers 26 courses, including typography and photography labs to non-journalism majors. The department's specialized technique courses have been replaced in recent years with broader, modernized courses.

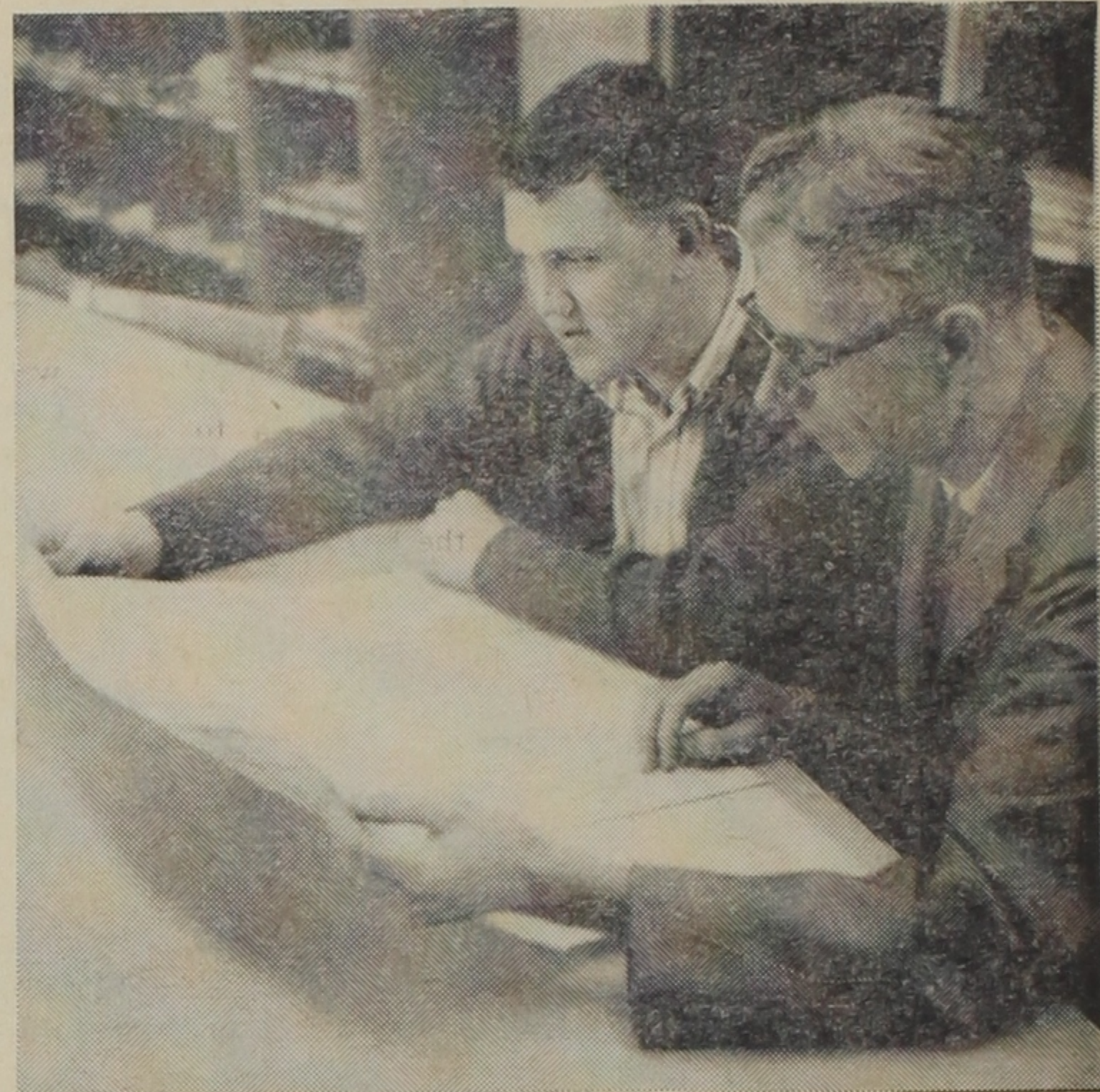
'Greater Problems'

For instances, one new course will be listed in the college catalogue as "Non-Fiction Writing."

"The problems of the newsman are greater in today's complex world, so we must try to keep up with them by changing and modernizing our courses," said Garets.

Garets organized Tech's high school summer workshop in 1957, the first in the southwest. It is now one of the largest in the country and includes newspaper, annual and photography instruction.

This summer the department will host a photo workshop for high school and junior college instructors. It is the first of its kind in the country, and will be sponsored by Newspaper Fund Inc., a division of the Wall Street Journal.



COLONIAL PAPERS — W. E. Garets, head of the department of journalism, right, explains some of the department's early-American newspapers to John Armistead, a junior journalism major from Fort Stockton. The department has one of the most extensive colonial paper collections in the Southwest.



Department Possesses 'Colonial' Newspapers

The department of journalism at Texas Tech possesses one of the finest colonial newspaper collections to be found at any college in the country, according to W. E. Garets, department head.

Originally part of the famous Scribner collection, Tech acquired the array of approximately 1,200 individual copies in 1958.

For those who are not familiar with the Scribner family, a brief history is revealing. Two Scribner brothers came from Europe to this country and helped establish New Hampshire Colony. The Scribner name, prominent in the journalism field for many years, is a descendant of the original Scribner brothers.

The majority of papers are from the New York and New England areas and date in the late 17th and early 18th centuries. Included in the collection however, are five original copies of the London Gazette which were published in 1665-1667. The Gazette is classified as the first real newspaper.

Contained in the collection is also an issue of the Pennsylvania Packet and Daily Advertiser, the first daily newspaper printed in America, dated Nov. 10, 1787. The Packet evolved from a weekly newspaper, the Pennsylvania Journal and Weekly Advertiser.

The collection is housed in the Journalism Bldg. where several copies are always on display. However, since the publications are so brittle, micro-film copies were made and are available for research work in the Tech Library.

Press Supplies All Machinery

Five days a week, a newspaper flat-bed press begins to print another volume of the Toreador at Tech Press.

Although this is a big printing job, the Toreador is less than one-fifth of the total printing growth that Tech Press does, according to Benge Daniels, manager of the plant.

With the flat-bed, used only for the Toreador, four offsets, one letter-press cylinder and two letter-press platens, Tech Press prints most of the bulletins and programs for the college and the different departments. Included in this is the general college bulletin which runs about 408 pages and 35,000 copies.

Besides the 10 full-time printers employed at the Press, there are also six full-time bookbinders who equipment to bind about 1,000 books a month for the library. Of these, approximately 95 per cent are magazines and periodicals.

Also employed by the press are two student printers and five student bookbinders who either have partial training when they begin work or are trained by the workers at the Press.

Published Since 1925

Toreador Forty Years Old

On Oct. 3, 1925, three days after the official opening of Texas Technological College for its first year of school, the Vol. 1, No. 1 issue

of The Toreador appeared on campus.

The four page, six-column weekly was the brainchild of two of the first students at Tech, Harry Montgomery, the first editor, and John R. Forkner, who was the first business manager. These two enterprising young men had applied for permission to launch the paper before they had registered.

Headlines of the first issue reported on the outcome of the first football game which Tech had battled out with the McMurry Indians to a standoff 0-0, and the number of students enrolled at Tech.

Among news items which first appeared were the news of the first baby born at Tech, Ava Ruth Stangel, weighing eight and a half pounds.

One caption which denotes one of the problems still existing at Tech was the fact that boys outnumbered girls. At that time the ratio was three to one while today it has narrowed to less than a mere two to one.

The first issue also provided an explanation for the name chosen as the official student publication, with the editor writing:

"It is well known, of course, that in the favorite sports of Spain and old Mexico, the 'toreador' is an as-

WATER CONSUMPTION

Last year 328,358,000 gallons of water were consumed on the Tech campus. This is enough to cover 1,800 acres to a depth of 6.5 inches and would fill a lake 300 feet wide by 7,500 feet long to a depth of 20 feet.

Tech consumed more water than there is in nearby Buffalo Springs Lake. The amount is sufficient to float 16 U.S. aircraft carriers such as the 85,000-ton U.S.S. Enterprise, which is the world's largest ship.

sistant to the 'matador' or bull-fighter — an aggravation you might say. So when the name Matador was suggested (for the football team) in keeping with the Spanish architecture and design of the college buildings, nothing seemed more appropriate as a name for the student publication than The Toreador. And we might add that it is our intention to have the name retain its full meaning for we expect to be one of the strongest supporters of the Tech Matadors. Therefore when The Toreador announces that the Matadors are ready to 'kill' you may depend on it."

The paper has kept its name although the team has since changed to the Red Raiders, but The Daily Toreador is still one of the strongest supporters of the ex-Matadors and the present Raiders.

During World War II when many things were cut back so a more concentrated effort could be given to the war, the Toreador assumed its tabloid size, dropping from a six-column full size to a five-column tabloid size and continuing this size to the present.

In 1955 the Toreador returned to a twice a week publication, a practice abandoned in 1952 but started after World War II.

Today, in keeping with the expansion of the college, The Toreador is now The Daily Toreador. Daily publication started in 1962 and is now in its third year making the publication even more active in campus affairs and controversies.

VALUE OF COLLEGE

Texas Tech brings into the city of Lubbock each year more than \$35 million. One of the new women's dorms, capacity 808, is the equivalent of a new business in Lubbock with an annual income of \$1.2 million.

Spring FASHION begins at DOMS

don't get into a flap this spring

The flap, the baggy look is outranked so get to wearing plain front slacks of Dacron/wool combination. They're neat and trim. Colors? You'll find one you like!

from \$11.95

Doms



2420 Broadway

LTD

Open a Charge Account

J-Department Grows With Enrollment

Along with major enrollment expansion, Tech's journalism department has expanded physically as well.

In the summer of 1962, the Journalism Bldg. underwent extensive remodeling in order to provide enough classroom and laboratory area to adequately serve the increased size of the department.

Tech Press, once located in the building, was moved to the new Physical Plant Bldg. and with the removal of the printing equipment, 7,000 square feet of space were added to classroom and office area.

Publications photography was removed from a dingy corner of the basement into a spacious laboratory, boasting a large studio, two large enlarging rooms, two developing rooms and an outer

office with space for files and washing and drying equipment.

New Laboratory

For photography classes, a new laboratory was constructed to accommodate 24 students. One of the most well-equipped labs in the state, equipment added included 12 individual enlargers and enlarging booths, eight light-proof developing rooms and a large central washing and drying area.

Also in the basement was added a new typography laboratory to handle 24 students at a time, and provide locker space for typography and photo-journalism students.

Additional space was added in the basement in the form of two classrooms, one equipped with tilttop desks to facilitate advertising and editing instruction.

On the first floor, a wall was knocked out which had formerly separated journalism offices from part of Tech Press.

Out of the space gained, a new publications office was added, along with another classroom and additional space for Public Information offices.

Another Classroom

Space formerly occupied by Public Information personnel was turned into yet another classroom for seminar and discussion groups.

Remodeling on the top floor came in the form of new and increased lighting and soundproofing, and increased space for La Ventana and advertising department personnel.

Remodeling of the then 22-year-old building was completed as the fall semester started, and the cost of \$75,000 almost equalled the \$80,000 price tag attached to the original building.



PLENTY OF FACILITIES — Staff and faculty members of Texas Tech's journalism department now have plenty of room and equipment with which to instruct their students. After the building's interior was redesigned in 1962, there is now more space to

accommodate the growing department's needs. Associate Professor Ralph Sellmeyer, left, teaches his photo-journalism classes in an ultra-modern darkroom laboratory with some of the most modern equipment available. Phil Orman, the director of student publications, center, explains a color separation negative

to Pam Best, editorial assistant. The student publications section gained a new series of offices when the building was renovated. Bob Rooker, assistant professor and former AP reporter in Austin, reads up on the current events in his office in the Journalism Bldg.

— But Growing Stronger Now —

La Ventana Almost Became Extinct In 1958

By JACQUE GILL
Feature Editor

Tech almost didn't have a yearbook in 1958.

Nobody wanted to be on the staff. There were no editors, no assistants, no photographers. There was no interest in the yearbook.

The three people in charge of La Ventana the previous year refused to shoulder such a tremendous task again. One had had a nervous breakdown.

J-Faculty Utilizes Talents

Besides W. E. Garets, department head, the journalism department staff also includes former Associated Press correspondent Robert Rooker and Ralph Sellmeyer.

Sellmeyer is responsible for instructing students in several of the technical courses offered such as editing, photography, typography, feature writing, advertising and newspaper management.

Rooker, on the other hand, sticks to the writing courses such as reporting, advanced reporting, non-fiction writing and writing for radio and television. He is also teaching a new spring course for the department in his Introduction to News Analysis. Rooker is a Tech graduate and former editor of the Toreador.

In desperation the publications committee drafted an English student to be editor.

"It was a sorry situation," said W. E. Garets, head of the journalism department. "We were risking \$50,000 in the enterprise with one person who didn't even want the job."

Sorority pledges — required to work a certain number of hours each week — became the La Ventana staff.

Changes In Style

Something had to be done. A change in style was recommended to attract student interest in Tech's yearbook.

The next year a drastically different style was initiated. The drastic change was from the old bulletin board picture type annual to the La Ventana's present format.

Tech's unique style yearbook now probably attracts more attention than any other in the nation — for several reasons.

The magazine format affords more color pictures than a standard yearbook. Covers of the different magazines are all done in color — last year the covers alone cost \$6,900.

Better Reference

La Ventana is a better reference book than the old annual. The magazine format allows more commentary about organizations, events, and school tradition and history. Thus, years later, the Tech "ex" can refer to La Ventana for details about organizations, school history and other facts.

La Ventana draws talent from other schools and departments — artists, writers and photographers.

The present yearbook provides training for persons interested in magazine work.

The new La Ventana actually costs less to produce than the old annual did. This is due to a change in printing from letterpress to offset.

According to Phil Orman, student publications director, a higher percentage of Tech students voluntarily purchase their yearbook than at any other school in the nation. La Ventana sales also rate high among schools where buying a yearbook is required — such as the Naval Academy. Sales next year are estimated at 8,900.

Big Business

Producing La Ventana is a big business. Last year's budget was \$67,000. Printing alone totaled \$36,000.

"We have a higher percentage of requests for yearbook exchanges than any I've heard of," Orman said. "We have to turn some of them down."

Although one Kansas school has its yearbook divided into four seasonal sections, Orman knew of no one that had one like Tech's.

Garets also said student readership and interest were higher because of the present format. "The student actually gets more for his money," he said.

Professor Originates Idea

Garets originated the idea for the magazine in 1953. He discussed it with Ray Tibbits, a graphic arts specialist who was experienced in layout and printing. However, they were not able to use the idea until '59.

When it was decided the idea would be used for La Ventana, Tibbits came to Tech from Los Angeles and did the design and layouts for the first book.

Permission to copy current magazine formats was obtained. "Time

gave us permission for only one year," said Garets. "The permission lapsed so we changed the title to Tyme."

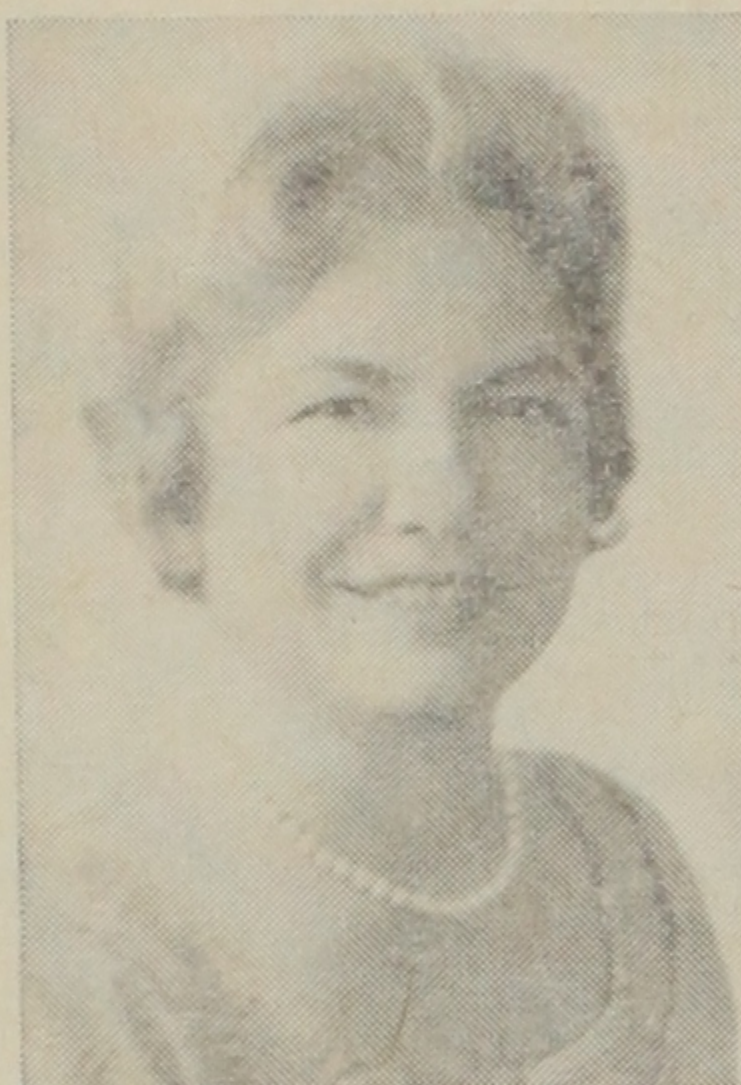
"The yearbook has been monu-

mentally successful," said Garets. "Although there were some complaints initially, it has terrific acceptance now. It just took time to adjust to the change."



LA VENTANA EDITORS — Not all journalists do their work on a day-to-day basis, and their end product can't be admired until the next fall. These are the editors of La Ventana yearbook, Becky Parker and Ray Finfer, who share the editor title this year.

1965 Journalism Convention Features 7 Noted 'Newsmen'



ELIZABETH CARPENTER



MAJ. GEN. C. V. CLIFTON



WILLIAM STEVEN



BILL PAYETTE



ROBERT JOHNSON

Speakers ranging from military press aide, to metropolitan newspaper editor, to columnist to journalism society presidents will be on hand today when the 35th Annual Southwestern Journalism Congress officially opens at 9 a.m.

Congress President and Tech Journalism Professor Ralph Sellmeyer officially opens the Congress with remarks welcoming the student and faculty delegates from 15 major colleges and universities participating in the event.

Maj. Gen. Chester V. Clifton, military press aide to President Lyndon Johnson will speak to the assembly at 9:45 on "The Problem of Explaining the Problem."

Clifton will be followed at 10:45 a.m. by Bill Steven, editor of the Houston Chronicle.

Rafferty To Speak

Keen Rafferty, head of the department of journalism at the University of New Mexico, will speak on, "Gray is the Free Man's Color," during the annual congress luncheon, slated to begin at 12:15 p.m. in the Main Ballroom of Tech Union.

Two wire service chiefs from Dallas will highlight the afternoon speeches.

Bill Payette, Southwestern regional manager of United Press International, will address the group at 1:30 p.m. Bob Johnson, bureau chief of the Associated Press in Dallas, will follow with his remarks at 2:45.

Ralph Sewell, national president of Sigma Delta Chi, men's professional journalistic society, will follow Payette, and a Student Press Club business meeting and officer election will follow.

Awards Banquet

The annual awards banquet begins at 7 p.m., with Will Harrison, New Mexico columnist appearing as the main speaker.

Clifton, who attended West Point and then earned his master's degree in journalism at the University of Wisconsin, has been an information officer in Washington, D. C., since 1956.

That year he was assigned as deputy chief of information in the President.

His journalistic background includes a hitch as editor of the West Point cadet magazine, The Pointer, a summer job as a general assignment reporter for the New York Herald Tribune, and numerous articles in Army Magazine, and the Saturday Evening Post.

In addition, he is co-author of the Korean War history for Encyclopaedia Britannica.

Houston Chronicle

Steven has been editor and a director of The Houston Chronicle since 1961. He was formerly managing editor of the Minneapolis Tribune for 16 years, and executive editor and vice president of the Minneapolis Star and Tribune during the same period.

He is a graduate of the University of Wisconsin and worked for 14 years on the Tulsa Oklahoma Tribune before moving back to Wisconsin, his native state.

He is now a director of the American Society of Newspaper Editors and treasurer of the same organization.

Sewell, former regional SDX president elected to his national position last year, is assistant managing editor of the Daily Oklahoman.

Political Column

Harrison's comments on the political "Inside New Mexico" is a regular feature of many southwestern newspapers and periodicals and probes the workings of the myriad problems of New Mexico government.

Student awards will be presented for the best examples of general and sports photography, editorial writing, general column, sports column, news story, sport story, feature, best single issue of a student newspaper and best feature and best overall publication in the magazine field.

The meet will close Saturday with an advisor's breakfast at 8 a.m., followed by a faculty business meeting and a student forum, both at 9 a.m. in the Union.

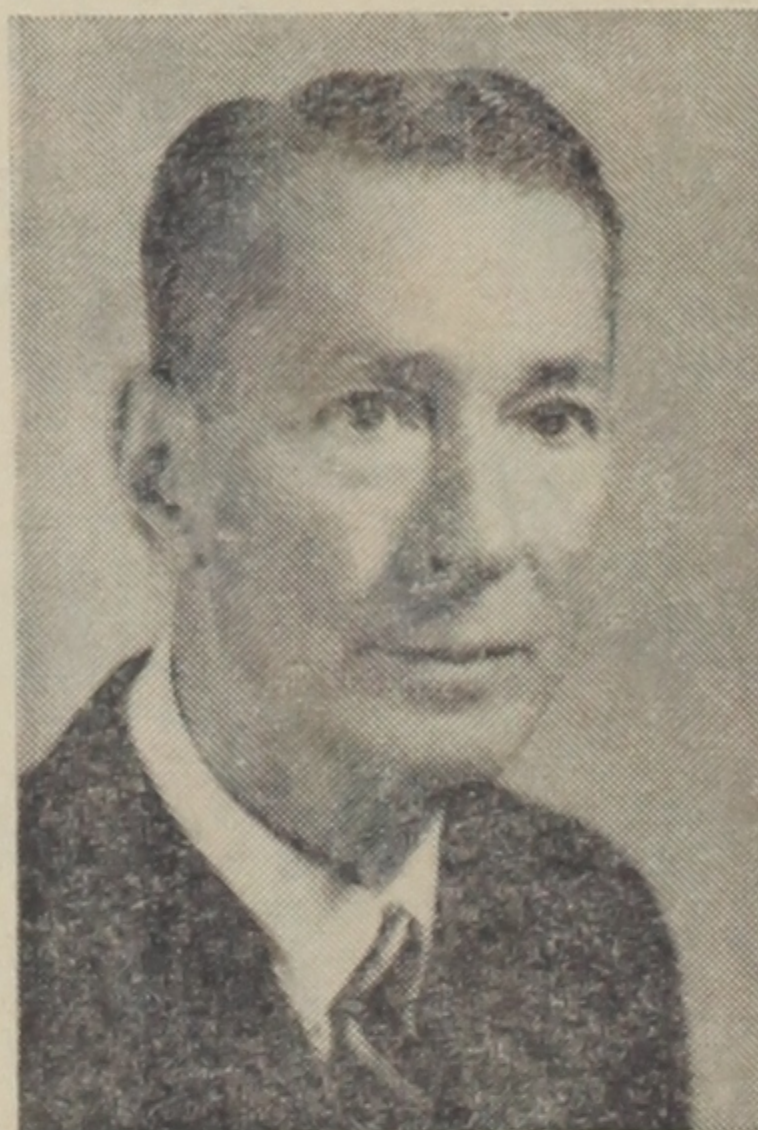
A year later, he was made acting chief of information and public information in the same office.

Later the same year, he was deputy chief of information.

In 1961, he assumed his present position as military aide to the office of the chief of information in Washington.



WILL HARRISON



KEEN RAFFERTY

TELEPHONE SERVICE

Tech's centralized communications telephone system is the largest installation ever made by Southwestern Bell Telephone for one organization. It is twice the size of the installation for Slaton.

The system has 4,677 telephone instruments, nine switchboards operated on a 24-hour basis by 20 full-time supervisors and operators.

TECH CAMPUS

The Texas Tech campus, reputedly the second largest in America, has a total acreage of 1,839, while the campus proper, maintained by the grounds department is composed of 371 acres.

In addition, the college operates the Texas Tech Research Farm at Pantex, consisting of 5,221 acres of deeded land. Tech also holds an Agricultural Use Permit on an additional 8,000 acres.

'Playgirl Philosophy' Important To Males

Is there a "Playgirl Philosophy?" "Plato, the Penthouse, and the Girl Who Hesitates" in the March issue of "Mademoiselle," discusses Playboys, Playgirls, and assorted philosophies relating thereto.

After pondering the philosophical intricacies of the "Playboy Philosophy" by Hugh Hefner, publisher of "Playboy" magazine and entrepreneur of the Playboy night club complex, the author sets up a hypothetical but necessary corollary, the Playgirl Philosophy. For without the Playgirl, where would the Playboy be?

The article also brings to our attention the non-Playgirl. She is the opponent despised by the Playgirl because she scorns both "philosophies," persisting in the stubborn habit of using her mind, unaffected by the new Hefnerian enlightenment.

She must, like the playboy, have a point of view, seeing life as a

fun time, jumping with kicks. She takes her pleasure on an elevated level. To her, the tinkling of cocktail glasses and the sounds of George Shearing have ushered in a new era of sexual liberty.

The Playgirl despises the non-Playgirl as a deluded creature, stifled by warped Puritan values. The non-Playgirl is so "naive" (according to the Playgirl) that she actually believes that the Playboy Philosophy demeans and lampoons womanhood, that it emasculates and makes a mockery of manhood.

She wants to be seduced, for sure. But she wants to be seduced by the whole man, including his mind, his character, and, perhaps, his faith in some values beyond the latest Italian cut in tuxedos. She not only uses her own mind, but wants it to be seduced as well.

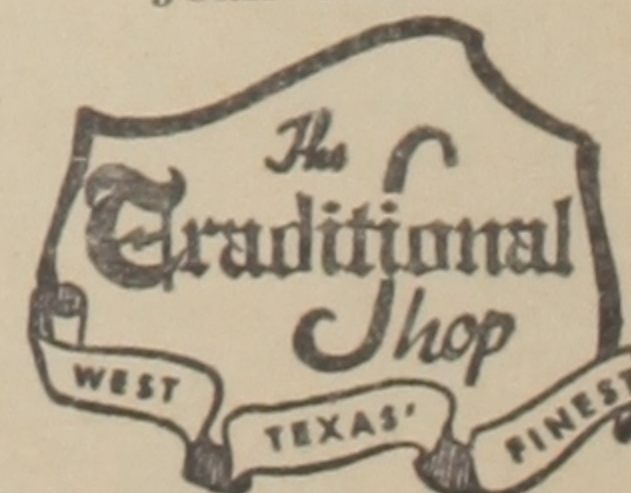


SHELLGAME



Our kind are made of many things . . . linen weave, wool knit, frosty Antron/Nylon, and Vycron/cotton. Pop on top of a skirt, under a suit jacket, on shorts or slacks with equally happy effect. Many colors, each one a winner.

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