

**NEW FOUNTAIN**—Tech's new fountain phase of the Amon G. Carter Plaza has seven streams of water shooting almost 25 feet into the air. The water was first turned on May 29 in the first Entrance Fountain. (Staff photo by Bruce Ott)

## Iowa dean gives views, causes of student dissent

IOWA CITY, IA (IP) — "A university views dissent as an acceptable means of bringing about change, but can never accept the position that a small group can destroy both the processes and institutions of freedom." James Chapman, associate dean of student affairs at the University of Iowa, said in a recently published paper, "Student Militancy on the College Campus."

"A college or university must be willing to institute reform," Chapman said, "but it will not be forced to the point of accepting revolution as a means of change."

"The problem of student militancy," he said, "has its historical roots in college students becoming directly involved in the civil rights movement in the South in the early 1960s. This idealism and enthusiasm has turned in the direction of different segments of our society and in particular to institutions of higher learning."

Chapman also said he thinks the four major causes of student militancy are:

- Teaching is "being slighted by a majority of the faculties."
- Emphasis on "the

development of rational processes," is neglecting "the dreams, hopes and rights of other people."

—Many college administrators are preoccupied "with the building of an institution rather than the development of individuals," and

"The typical student of today is action oriented rather than passively involved in the discussion of ideas and issues."

"We are prone to be pragmatic people," Chapman said, "and look for rewards in the construction of a building or the development of a program or the proper administration of an office which comes under our responsibility."

"The axiom that a great idea initiates an institution, and the institution in turn can kill the great idea, is easily overlooked by many administrators."

As "workable solutions" to these problems in higher education, he suggests first that "a premium must be placed upon excellence in the classroom and professors rewarded by appropriate recognition and promotion."

Prospective faculty members should be carefully screened at

hiring to determine those interested in teaching and those more comfortable in research. Chapman also believes evaluation of teaching should be increased greatly.

Chapman suggests that "a college or university must convey in principle and programs that it is committed to basic virtues," not simply in "the business of dispensing tidbits of knowledge."

He suggests that the university and the society which it represents must themselves, in contrast, reflect "wisdom, courage, temperance and justice."

Opinions expressed in The University Daily are those of the editor or of the writer of the article and are not necessarily those of the college administration or the Board of Regents.

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## Letters To The Editor Wants students to write President Nixon

Oct. 15's mourning demonstration, "Moratorium," emphasizes an essential aspect of the personality of our times; we live in an age when we must question our politics.

"We have discovered new sensibilities, new emotions, new involvements, and they have expanded into social movements protesting race relations, poverty and war."

"We have sat, picketed, marched, hoped and prayed for peace between all breeds of men, and this we have clearly conducted with the underlying

belief that the pen will become mightier than the sword.

America is engaging in a war in Vietnam, a war which she did not intend to become so massively involved in; and it is this war which we question most in our age of inquiry.

Political and social protest in the United States is for the most part channeled along the limits of our constitutional rights as citizens.

More often, we have gathered our bodies in protest than our beliefs. A spokesman for a crowd often clouds your own beliefs and

leaves you more dismayed than convinced by your involvements.

Americans have not availed themselves of one of their most effective channels for protest, the post office.

If the majority of the public conveyed their true convictions concerning the Vietnam War at one time by writing the President one letter a day for one week, the commonwealth of our concern for peace will be substantially communicated without the fear that the good will of our personal opinions will be overlooked or lost in the words of a spokesman for the crowd or of our elected representatives.

The timetable for your protest is to mail your letters daily beginning Nov. 9 and continuing through Nov. 15 to Richard M. Nixon, President of the United States, 1600 Pennsylvania Ave., Washington, D.C. 20006.

On Nov. 12 the bulk of your opinions will reach and pass through the doors of the White House.

The letter-in can be an impetus to march, perhaps be even more effective. The White House staff



**LITTLE MAN ON CAMPUS**

John J. Levy  
Will Long  
Chairmen  
P.O. Letter Committee  
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New Orleans, La.

## Congratulates Raiders

(Editor's note: The following letter was sent to Polk Robinson, J.T. King, his staff and the football squad.)

My very sincere congratulations on Tech's top flight performance in the Cotton Bowl last Saturday.

The victory was great, hard earned and reflects the dedicated effort of the athletic department, coaching staff and members of the football team in doing a top notch job for Texas Tech University.

You cannot imagine the favorable impact on the Dallas-Fort Worth area generated by the spirit and proficiency as exhibited by the entire Texas Tech group.

Due to the regional TV coverage, I would estimate that your recruiting in this area would be greatly enhanced by the effort displayed in last week's game.

W. E. Robertson, president  
Suniland Oil Corp.  
2413 Continental National Bank Building,  
Fort Worth, Tex. 76102

# Of students, faculty with trustees Group wants more involvement

PALO ALTO, CALIF. (IP) — Students and faculty should serve as members of trustee committees, the Steering Committee of the Study of Education at Stanford (SES) believes.

In a comprehensive report on university governance, developed after nearly two years' investigation, the SES also recommends creation of a career administrative group and part-time service by faculty members on the presidential staff.

"The demand for greater participation in decision-making has immensely complicated the task of administration," its report states.

While the managerial capacity of constituent parts of the university has kept pace, the overall managerial capacity of the university has not. The university as a whole may be flirting with disaster because of the inadequacy of its managerial capacity to respond effectively to problems that require university-wide solutions.

Its recommendations for broader student and faculty involvement in trustee committees are in accord with findings of a recent national survey by the Indiana University School of Education.

This showed that faculty members serve on standing or advisory committees of the trustees at 120 of 302 private, independent colleges and universities. Students serve in a similar capacity at 39 of them.

Commenting on the role of trustees nationally and at Stanford, the SES report said: "The involvement of governing boards in the internal affairs of universities is declining largely because of the increased size and complexity of these institutions."

"To be sure, board members often seem to become engaged in the relatively trivial but externally visible topics which attract the attention of the press and the public. But such

engagement is perfectly natural, and probably inevitable if boards are to carry out the important function of serving as bridge and buffer between universities and society.

"The Stanford Board of Trustees represents one of the university's great strengths, consisting as it does of an able and devoted group of people with uncompromising commitment to the welfare of the institution," the report said. "No one who has witnessed the Board's deliberations can have anything but admiration for the existence and strength of that commitment."

"The Board has two unique and indispensable functions.

"First it has the legal and pragmatic responsibility for ensuring the long-run welfare of the university... the Board must be intimately involved in acquiring, conserving and enhancing the funds needed to sustain the university... the Board must carefully review the major policy proposals that emanate from within the institution and, even more important, just satisfy itself that the process of policy development is on a sound footing. To a very

large extent, the Board does what it can in those respects by its choice of a president for the university.

"Second, the Board has to support the university in its relationships with other social institutions and with its external constituencies.

"Individually and collectively, the Board must have both the

prestige and the knowledge to serve as bridge and buffer between the university and the outside world — alumni, governmental institutions and the public at large.

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**RED RAIDER RIDES AGAIN** — The masked rider has thrilled fans since his first appearance in 1954. There have been nine masked riders since the 1954 tradition began. (Staff photo by Bruce Ott)

## Raider Roundup

**SPAGHETTI SUPPER**  
All agricultural engineering students, wives, dates and children are invited to a spaghetti supper today at 6:30 p.m. in the Ag. Egr. Building. The \$1 tickets are available by contacting Bill Snyder, Terry Barton, Danny Lang, the department secretary or Marvin Dvoracek. They will be available until 5:30 p.m. today. Also all members are urged to help work on the float through today at 6 p.m.

**CATHOLIC STUDENTS**  
Sister Rosario will start a teacher training course for those interested in teaching religion to children. Interested students should contact Sister Rosario at Saint Elizabeths.

**CATALYST**  
The Catalyst is now on sale in the Union and the Tech Bookstore. It will be sold today on tables in both locations and will be sold on the newsstand after tomorrow.

**FRESHMAN MARCH**  
There will be a freshman march to the pep rally today at 6:15 p.m. from the Murdough-Stangel pit.

**SABRES**  
The Sabres will sponsor a car wash today from 9 a.m. to 5 p.m. at the Gulf Station at 16th Street and University. Price will be \$1 a car.

**ECUMENICAL CAMPUS MINISTRIES**  
The Ecumenical Campus Ministries will have an open discussion on Kirkegaard's Christian Existentialism Sunday at 8:45 p.m. The discussion will be headed by Dr. Hardswick of the philosophy department. The meeting will be held at the PFB located at 2412 13th Street. A dinner will be open to anyone interested at the cost of 50 cents beginning at 6 p.m.

**CATHOLIC STUDENT CENTER**  
There will be masses tomorrow in celebration of All Saints Day at 9:30 a.m., 11:30 a.m. and 3 p.m. Coffee and dough-nuts will be served after the 7:30 a.m. and the Homecoming parade. Parents and exes are invited to attend the masses at the University Parish at 2304 Broadway.

**TECH INTERNATIONAL CLUB**  
The International Club will meet Sunday at 3 p.m. in the Ballroom of the Tech Union.

**COMPUTER USERS**  
A Computer Services Seminar will be conducted for the rest of the semester in the Electrical Engineering room 211. Topic for Nov. 4 and 20 at 7 p.m. will be "Basic PLOT Programming."

## Tech does its thing with parade floats

The Rice Owls are going to be shot at, hanged, kicked, stewed and otherwise abused Saturday at 10 a.m. in Tech's homecoming parade.

Carrying out the Homecoming theme of "Texas Tech does its thing," the "thing" of almost half the float entries is to overcome the Owls in a heinous manner.

One entry will award a gigantic replica of a famous fickle finger, while another depicts a battered stork delivering a very large baby elephant.

An overcrowded campus facility proclaims "We can't do our thing because we don't have room" by means of a shoe with people spilling out.

The Lubbock High School Band is the only high school to enter a float and it will be non-competitive. Its "thing" is to "Hang 'em High."

Twenty floats are officially entered, but Kit Jackson, parade chairman, said he expects about 24 in the parade.

Floats will be judged and classified into three divisions—all campus organizations, Social Fraternities, and Social Sororities.

Five judges will select the best float in each of the three classifications. A best all-around float will be chosen from these three.

The floats will be judged on originality; craftsmanship; effectiveness and overall appearance; and coherence with theme.

The parade will start at Main Street and Avenue K, go down Texas, turn and proceed down Broadway to the campus.

The weather's "thing" will be cold and drizzly, reports the U.S.

Weather Bureau.  
The floats will be on display in the Ad Building parking lot until Sunday night. Float winners will be announced there immediately after the parade.

### KTXT alters programming for weekends

In response to many requests, Tech Radio station KTXT-FM will alter its programming schedule starting today in order to provide more services to the Tech community.

KTXT will be on the air continuously from noon Fridays until midnight Sundays. The Monday through Thursday broadcasting schedule will run until 2 a.m. with the addition of a new program called "Freeform." This program is designed for people who like heavy music by groups like the Iron Butterfly, Lead Zepelyn, Traffic, Steppenwolf, and many others. "Freeform" will run from midnight until 2 a.m. Monday through Saturday.

Station manager Bill Farris feels the new program will fill the many requests the station receives for heavy music and that it will be readily accepted by the people up at that time of morning.

KTXT-FM operates on an assigned frequency of 91.9 Mhz. The station's operating funds are allocated by the Student Association from the Student Activity Fee. Completely student managed and staffed, the stations studios are located in the Speech Building.



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**PAGEANT PERFORMERS**—These daring gypsy dancers were among performers at a Texas Tech pageants during the early days of the school. The pageants were later replaced by what is now known as Homecoming.

# '25 marks Tech's founding

## Dream becomes reality

By CINDY SWIM  
Staff Writer

Life started on Oct. 1, 1925... at least for Texas Technological College it did.

It was a dream of the people of West Texas that became a reality. When it opened its doors, 914 students were admitted. Six buildings were ready for occupancy on the 2,008 acre campus and there were 40 teachers waiting to greet the students at 8 a.m. that morning.

Most of the students wanted an education and were willing to work for it. The people of Lubbock were happy, at that time, to have a college in their town and helped the students find jobs. The students washed windows, baby sat, ironed, did anything that would help them make living expenses.

One boy wanted an education badly enough to walk 258 miles to Lubbock the summer before classes started. He washed windows of the new buildings for money.

Another one worked eight hours a day for \$5 a week and slept in an unheated basement. He ate bread and milk to keep alive.

Then another boy worked four hours a day to earn the 50 cents he lived on each day. These are just a few examples from many of the people who sacrificed just to come to Tech.

However it was not all work and no play. There was always a football game to attend and they had a winning team to support. The Matadors, as they were called, had a record of six wins, two ties and one loss their first year. The name was suggested by Mrs. E. Y. Freeland who was apparently influenced by the Spanish motif of Tech. The Matadors highest score that year fans celebrated their victories with a shirt tail parade through town.

Then there were always vacations to look forward to. Why, they had one whole day off for Thanksgiving. Naturally the administration was there warning against cuts and how

they affected grades. Students were urged to remain at school and support the Matadors rather than go home.

Even then the administration was telling the students to study harder and play less. To help imprint this in their minds, two inscriptions were engraved on the outside of the administration building. One is by Mirabeau B. Lamar. It states, "Cultivated mind is the guardian genius of democracy. It is the only dictator that free men desire." The other is by King Solomon. It states, "Righteousness exalteth a nation, but sin is a reproach to any people."

Besides trying to guide the students morally, the Board of Directors banned Greek fraternities from campus. They felt it would help to eliminate snobbery and class distinction from Tech.

Even in its first year Tech had a newspaper, the "El Toreador," and an annual, the "La Ventana." Both were named to go along with the Spanish name of the football team and the Spanish architecture of the buildings.

The paper carried pieces of creative writing, such as poems and short stories, as well as news of what was happening around campus. The annual was the

typical yearbook with the usual pictures of students, faculty and activities.

In the beginning Tech had four colleges. They were the College of Liberal Arts, the College of Engineering, the College of Agriculture and the College of Home Economics. The College of Liberal Arts had the largest enrollment with 474 students. The College of Engineering with 320 was second. The students represented 220 Texas towns and five other states.

So the college that was fed the "hunger for knowledge of West Texas" became a reality.

## Dorms 'do their own thing'

Judging of residence hall Homecoming decorations will begin at 6 p.m. today.

Decorations are required to be lighted this year since judging will take place after dark.

"Texas Tech University Doing Our Own Thing" is the theme for the 1969 Homecoming. Decorations will be judged on the basis of compliance with this theme, originality, craftsmanship

and overall appearance. Votes will be counted immediately following the judging, and winning halls will be notified tonight. Awards will be presented at the pre-game ceremonies tomorrow.

Judges are Mrs. J. E. Murfee, chairman of Lubbock Art Association; Donald Durland,

Associate Professor of Art; Raymond Brogniez, Assistant Professor of Architecture; Jim Lynch, Men's Residence Council representative and co-chairman of dorm decorations; and Liz Ludwig, Women's Residence Council representative and co-chairman of dorm decorations.

## Street directions altered for game

Flint and Boston Aves. will become one-way after the Tech-Rice game tomorrow afternoon in order to alleviate traffic problems.

Flint Avenue will be one way south from 6th to 19th St. Boston Avenue will be one way south from Memorial Circle to 19th Street.

The plan was first used two weeks ago for the Tech-Mississippi game and was very successful. Bill Daniels, Chief of

Traffic Security said that traffic was cleared out within 20 to 25 minutes after the game.

The Lubbock Police Department and the Tech Police will work additional officers along both Flint and Boston to direct traffic. Portable one way signs will be used.

The Tech Police ask all fans to come early to avoid traffic tie ups and to drive with extreme caution to and from the game.

## Commission okays head

WASHINGTON (AP)—Dean Burch, President Nixon's choice for chairman of the Federal Communications Commission, won approval yesterday from the Senate Commerce Committee. Burch, a Phoenix lawyer, served as chairman of the Republican National Committee

when Sen. Barry Goldwater was the party's presidential candidate in 1964.



**BUILDING THE BONFIRE**—Members of the Army ROTC unload firewood from a truck while building the Homecoming bonfire. Cadets lending a hand in the activities are from left to

right, Steve Barrett, Ted Capka, Ricky Bradford, Bob Craig, David Cogdell and Wayne Mussman. (Staff photo by Bruce Ott)

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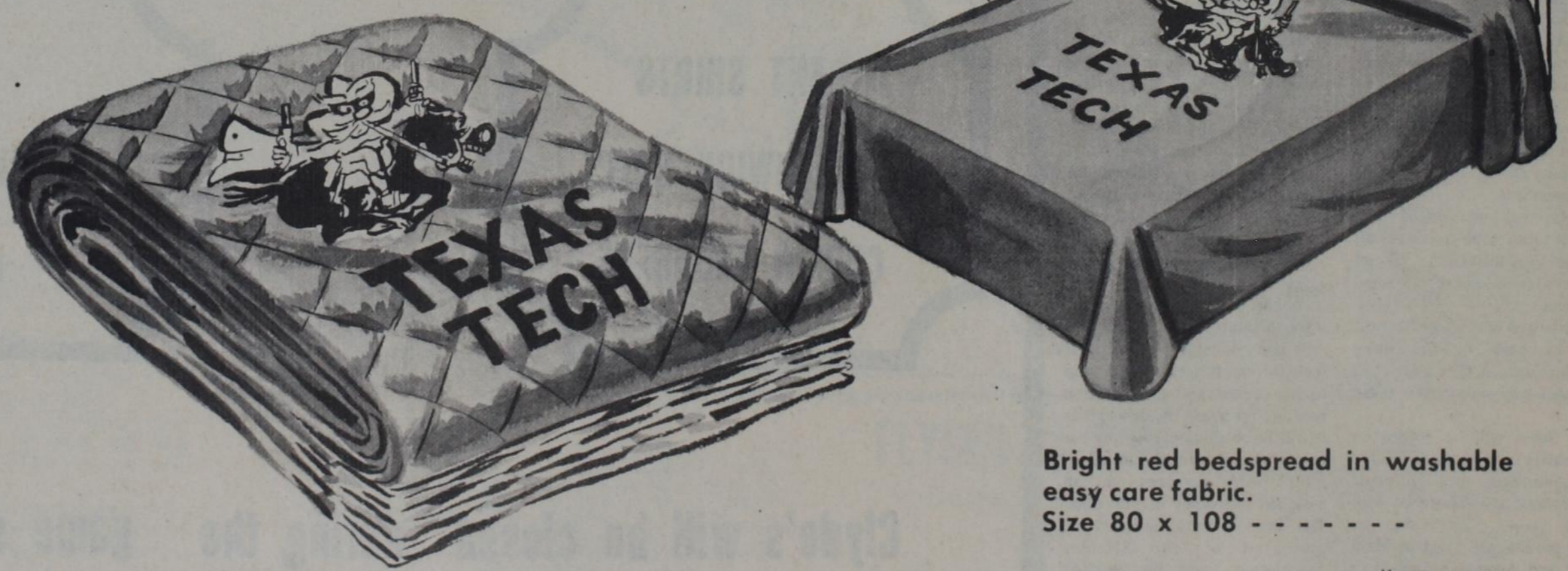


**EYEING THE TROPHIES**—Susan Goering, San Juan, Puerto Rico, junior, looks over the trophies to be awarded float winners at the Homecoming parade. The trophies will be awarded during pre-game ceremonies at the Tech-Rice football game. (Staff photo by Bruce Ott)

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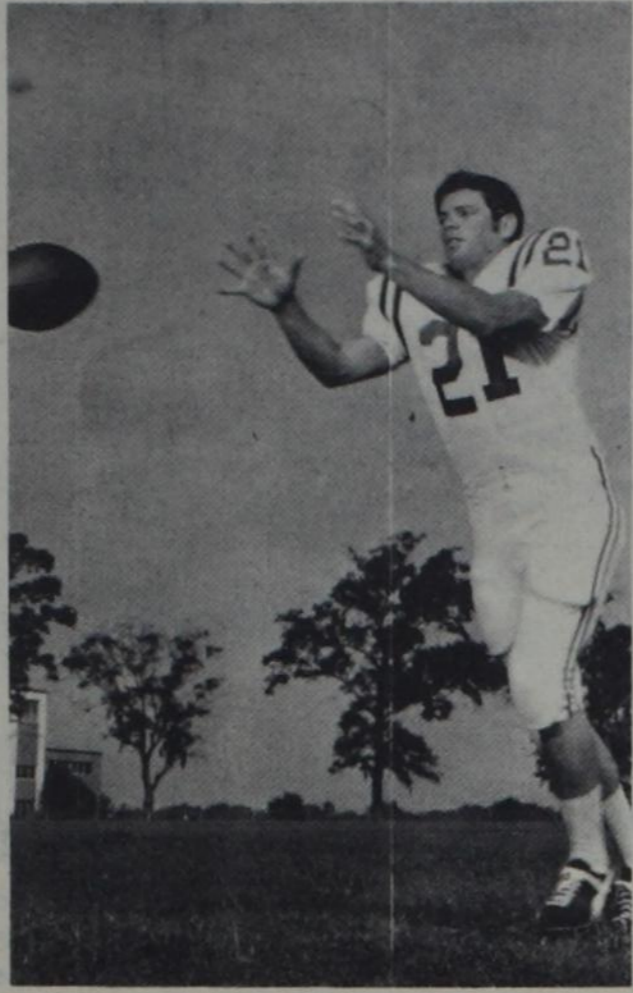




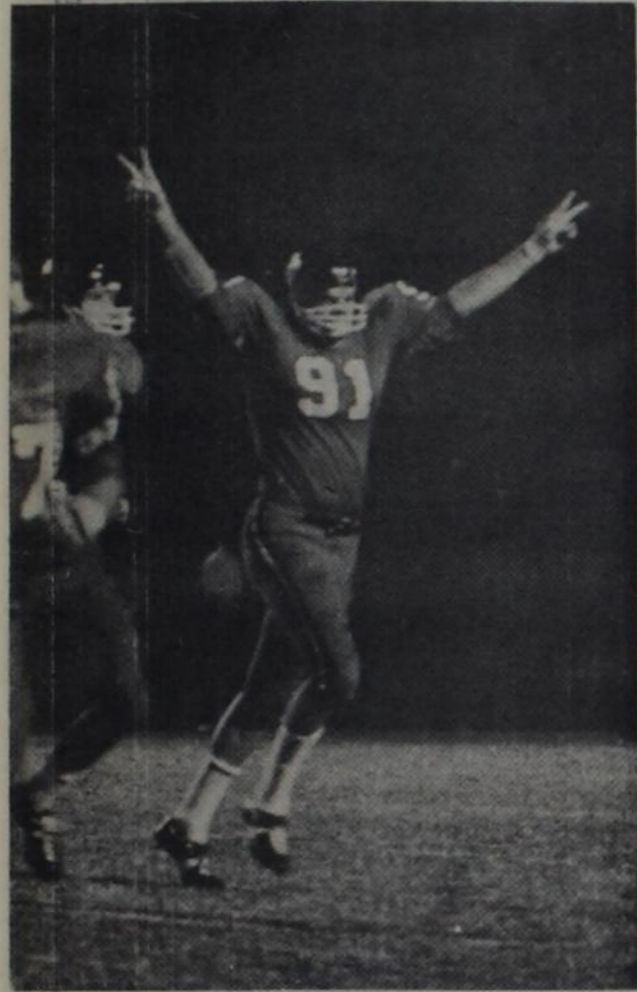
# Rice invades Raiderland for homecoming tilt



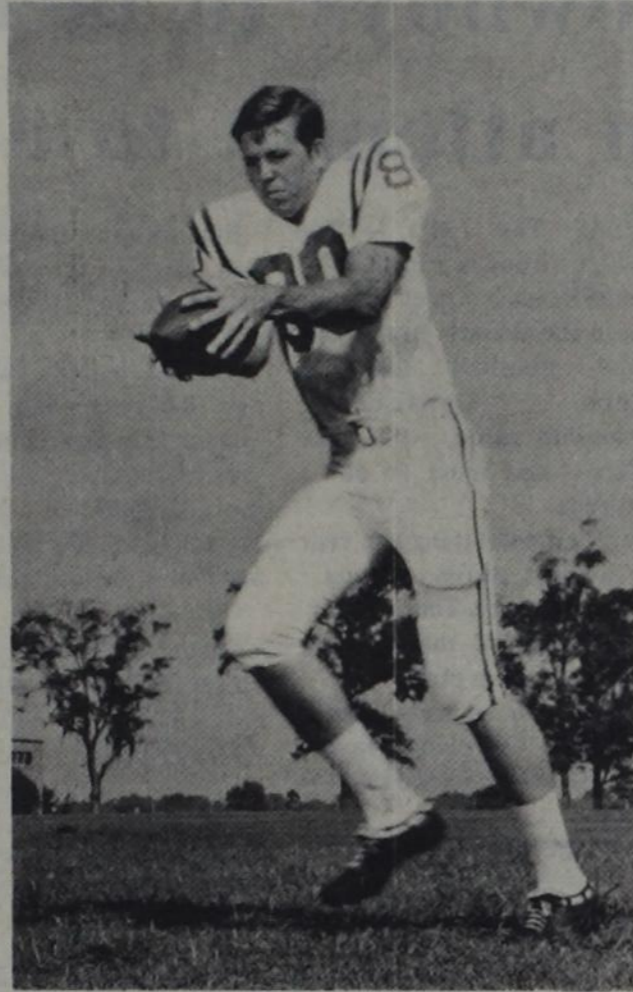
**JERRY WATSON**-Raider defensive halfback, may find Dale Bernauer, Rice



flanker, among his coverage duties in Saturday's homecoming tilt.



**BRUCE DOWDY**, Tech defensive end, may knock heads with Larry Davis, split



end for the Owls.



**KEVIN ORMES** — Raider defensive halfback, may find occasion for a head



on fight with Stahle Vincent, Owl quarterback.

Tech's Red Raider football squad will have a chance to make the Rice-Tech rivalry record look more respectable Saturday when the Raiders meet the Owls in Jones Stadium at 2 p.m.

Rice has racked up 13 wins to Tech's five in the rivalry begun in 1942 in Houston. The Owls won that first game 19-7.

In Southwest Conference competition, the teams are equal. Each has won 4 games with one tie. The Raiders have won the last four encounters with the Owls and battled to a 6-6 tie in 1964.

J T King, head Raider coach, indicated respect for Rice's ability. "This team (the OWLS) is better than one of the teams who have already beaten us," he said.

King has been displeased throughout the week with rainy weather in Lubbock. Preparation for last week's game with SMU was moved to high ground at MacKenzie State Park because of rain, and until yesterday, preparation for the Rice game was held off campus because of soggy practice fields.

"This week we must have decent weather," King said Monday. "Last week we got away with it. This week we need to get back out; we've got a lot of things to do."

King failed to see sunlight until yesterday, however, and workouts continued to be held in MacKenzie. Yesterday was the

first day in two weeks for the Raiders to use their regular practice facilities.

Rice's scouting report shows a healthy respect for the Raiders. Owl scout Charlie Moore was "impressed strongly by the Red Raiders." Moore noted the Tech club has had a terrific lift by coming back from some earlier losses to "jell" for the SWC stretch drive, with sophomore quarterback Charlie Napper a major factor.

The Rice scout commented on Tech's solid running attack led by Danny Hardaway along with the Raider's improved passing game.

The homecoming tilt promises to be a high scorer. Though the Raiders have won the past four games, the Owls have scored in double figures each time.

Last year, Tech defeated Rice 38-15 in Houston. The Raider's six interceptions in that game set a new SWC mark, the previous record being four.

Tech finished fourth in SWC standings last year with a 4-3 mark and Rice filled the cellar spot with an 0-7 record.

The Raiders will run from a tandem I and the pro set offenses while Rice will use a Multiple T offense.

Last week the Raiders won a thriller against SMU, 24-27. The Owls fell to Texas, 31-0.

King pointed out Rice held Texas to fewer points in the first

half than did Tech. Tech gave up 28 points to the Longhorns in the first half while Rice lost only 21 points.

Probable starters for Tech offensively are: Ken Kattner and Charles Evans, ends; Mike Holladay and Jerry Ryan, tackles; David Browning and Jim Dyer, tackles; and Pete Norwood, middle guard.

The defensive secondary for Tech will be: Larry Molinare and Dennis Lane, linebackers; Denton Fox and Jerry Watson, halfbacks; and Kevin Ormes and John Howard, safety and rover, respectively.

The Owls will start offensively: Larry Davis and Sam Reed, ends; Bill Batchelor and Brownie Wheelless, tackles; Paul Strahan and David Stockwell, guards; and Donnie Johnson, center.

In the backfield for the Rice offense will be: Stahle Vincent, quarterback; Larry Caldwell,

tailback; Dale Bernauer, flanker; and Kim Malone, fullback.

On the defensive line for Rice will be: Butch Robinson, and Rodrigo Barnes, ends; Roger Roitsch and Steve Bradshaw, guards.


In the defensive secondary for the Owls will be: Monte Hutchison, Randy Lee, and Ronnie Johnson, linebackers;

David Keys and Mike Tyler, cornerbacks; and Bucky Allshouse and Jack Faubion, safeties.

The Tech homecoming tilt will be broadcast over the Humble Radio Network (KFYO in Lubbock) with Glenn Brown on play-by-play and Ray Boyd doing the color.

The homecoming tilt is expected to draw over 37,000.

**RENTALS**



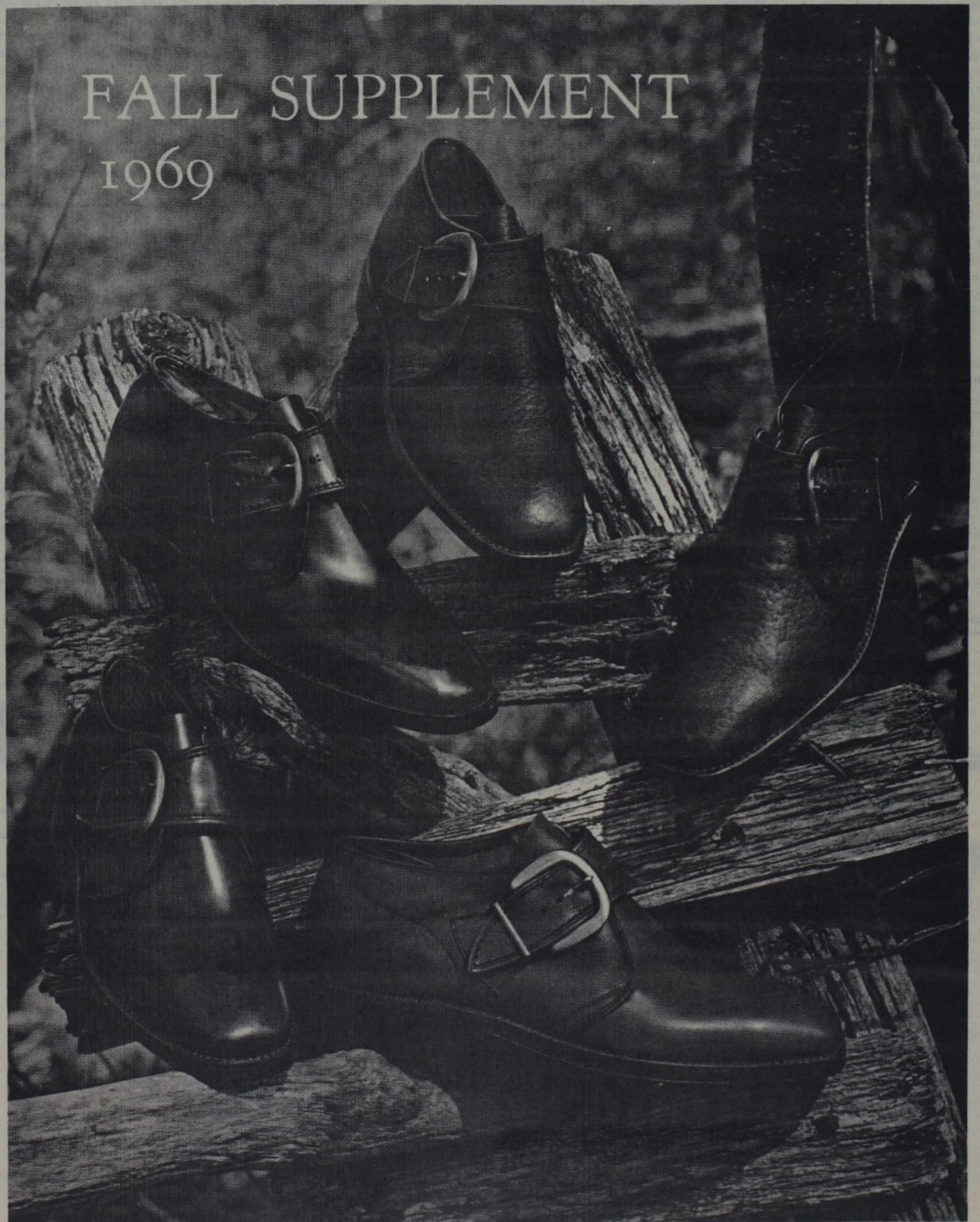
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# THE HONORABLE PRESTON SMITH

## Preston And Ima Honored

Governor Preston Smith of Texas and Mrs. Smith today will be recognized as "Outstanding Alumni" of Texas Tech University.

Announcement of their selection for the coveted honors was made Sept. 20 by David Casey of Lubbock, president of the Texas Tech Ex - Students Association. Their official recognition will come at a luncheon at noon today in the Lubbock Municipal Coliseum.

Mrs. Smith was a 1933 graduate of Texas Tech. and Gov. Smith, a 1934 graduate. They were married in 1935. Both their children — son Mickey Smith and daughter Mrs. Conrad (Jan) Schmid — are Tech graduates.

"We are extremely proud of this year's 'Distinguished Alumni,'" Casey said, upon announcement of the selection of the governor and his wife for the honor. "They do credit to the institution and continue daily in Austin and over the state to represent Texas Tech in a most favorable light.

"Their selection as 1969 'Distinguished Alumni' came easily, and we are grateful for their acceptance and for their coming to Lubbock today to accept the recognition," he said.

"The measure of a university's distinction and influence depends greatly upon the achievement of its former students and alumni and the position they earn for themselves in their respective communities and fields of endeavor," Casey continued.

The purpose of the program, established three years ago, is to recognize and honor Texas Tech ex-students who have made significant contributions to society and whose accomplishments and careers have brought credit to Texas Tech.

"Preston Smith earned his business administration degree "the hard way," working sometimes as many as 12 hours a day to pay for his education.

The first Tech graduate to occupy the State House, Gov. Smith enrolled as a freshman in 1930. During his first year, he worked 50 hours a week in addition to the time required for studying and classroom attendance.

"I handled two jobs that year," the governor reminisced. "I worked from six until midnight, seven days a week, at a storage company.

"I made \$20 a month on that job," he recalled.

"Afternoons—after class but before I went to the storage company to work, I mowed lawns. A Lubbock realtor paid me 25 cents an hour to clean up the yards around the houses he was trying to sell.

"Working as much as I did together with the studying required was pretty hard. I wouldn't advise it as the best way to go through college, but it was the only way I could stay in school."

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*Preston Smith*

## NUMBER "1" IN TEXAS

Governor and Mrs. Preston Smith of Lubbock and Austin have been named "Distinguished Alumni" of Texas Tech and will be recognized at the third annual Distinguished Alumnus luncheon at noon this Friday.

The luncheon will be held at the Lubbock Municipal Coliseum, and the program to be presented includes a unique color slide presentation depicting the lives of Gov. and Mrs. Smith.

The luncheon, sponsored by the

Texas Tech University Ex-Students Association, annually precedes and is a part of Homecoming activities

The presentation includes mor

Continued on Page 7

*Texas' First Lady*

PAGE  
FOUR



Governor Preston Smith . . . tells it like it is . . . in speech at Texas Tech

# Smith Is First West Texas Governor

*(Editor's Note: The following was taken almost in its entirety from The Texas Parade with minor deletions and changes to bring it up to date. We are grateful to the magazine's publisher for permission to use it.)*

Smith is a rather common name in Texas. Not long ago one of the Smiths was saying to a reporter, about himself and his family:

"We're just common folks. That's all we've ever been, and that's all we'll ever be."

Begging the pardon of the 38th Governor of Texas, people are beginning to suspect that this Smith is no common man at all. He might be Everyman. He does identify with Texans in general, and they with him.

In a 420-day campaign Preston Smith shook about a million hands and finally rounded up about 1.7 million votes in the General Election.

Thus Preston Smith became the

only Democrat elected Governor of a big state in 1968. In fact, he is the only Democrat governing one of the Big Seven: California, New York, Pennsylvania, Illinois, Texas, Ohio and Michigan.

He also became the first Texan since the Civil War to move directly from Lieutenant Governor to Governor by election. Hardin Runnels is the only other who ever pulled the trick, when he beat Sam Houston in 1857. Joe Sayers was elected to both offices, but there was a 19-year gap.

Preston Smith is the first full-fledged West Texan ever elected Governor. He is the first who lived out beyond the 100th meridian, an invisible line that divides Oklahoma and the Texas Panhandle and then slices across the Rio Grande down below Eagle Pass. It cuts out 83 counties, including all the geographical giants.

This is new country, as Texas goes. Only seven counties were organized before 1880, and 23 were organized since 1900. Smith's home

county of Lubbock is 77 years old, only 21 years older than the Governor himself.

**Thanks!**

Publishers of this special section which is a tribute to Governor and Mrs. Preston Smith wish to say "Thanks" for help and cooperation from many sources.

Much of the material has been taken—some of it verbatim—from The Texas Parade and a special section in the Houston Chronicle, written by reporter Bill Porterfield. Both publications graciously permitted its use. Still other material came from the Austin Bureau of the Dallas News and the Austin American Statesman.

Thanks, too, for help from Jerry Hall and Mike Cooper of the Governor's staff, Otice Green and Associates, and the Department of Park Administration and Horticulture at Texas Tech.

county of Lubbock is 77 years old, only 21 years older than the Governor himself.

Within Smith's memory they were still busting sod out near Lamesa, with mule teams and heavy plows. He remembers because he was doing it.

It might be noted that Smith did not go into office as a regional candidate. In the General Election he lost 26 counties out of the 254, and 20 of those lie west of the 100th meridian. Eighteen were in the Panhandle, where Republicans made a mighty sweep for President, Governor and Congress. On the other hand, West Texan Smith carried East Texas solidly—except for Smith County.

Even so, he was the first Smith ever elected Governor of Texas. That softened the loss of Smith County for his wife, Mrs. Ima Smith (who before her marriage was Miss Ima Smith) and the 47,000 Smiths to whom they sent a cam-

## He's Really Earnest

Preston Smith is the first Texas Tech graduate to occupy the Governor's Mansion, and the first non-attorney since Pappy O'Daniel, the eminent flour merchant of 30 years ago.

Finally, he is the first Texas Governor who ever claimed the middle name of Eucalyptus. (It's really Earnest; the other is a Smithism to explain why he doesn't use his middle initial.)

Those are some of the firsts; now for a probable last: Preston Smith may well be the last Texas Governor from the Great Depression era. He "lived on the farm"

when there was nowhere else to live, and when the living was hard.

Preston was the seventh among 13 children in his family. (He and his brothers trapped coyotes and skunks and sold the hides, a sideline that not only provided him with a little cash but also with valuable training for politics.)

Then there was college in the early Thirties, where Smith got further experience in long hours and short naps. Those drought-scourged sandstorm years on the South Plains were enough to wither a man away or make him so tough he couldn't be whipped. Preston Smith got tough, and survived.

Like most of his fellow survivors he came through with high respect for the value of a job and the con-

Continued on Page 3

## Quotes From People Who Know Him Best

Otice Green--

The thing about Preston you have to understand is that he comes across better in person, up close in a one-man-to-another dialogue than he does at a distance . . . . We figured that if people knew what he really was, they'd vote for him . . . . We put him down among the people and kept him off television as much as possible. The film we did use showed him moving, talking, shaking hands with people which is part of the Preston Smith character. He has tremendous mobility. He is a man of action, a personal operator who has literally thousands of friends over the state, just little people.

He likes people, contact with them, and they sense this . . . . there is a man of energy and vitality, a man of discipline, a man who decides what to do and then does it with little wasted motion. His true talent, I suppose, is as an administrator.

Mrs. Margaret Faubion White, boyhood teacher of Preston Smith--

"He didn't like to get beat at things, and if he thought he couldn't come out best in something, he would remove himself. For example, he didn't like to play baseball during recess, and I think it was because Henry, an older and bigger brother, was better at it. So Preston always umpired. He was a funny umpire. When Elmer Frederickson, a handsome little crippled boy, would come to bat, Preston would make Henry bat for him. Henry always hit home runs, or at least more often than not he did, and this would allow Elmer to hobble around the bases for a score. This gave Preston immense satisfaction.

## Legislators Pass Laws for Better Brand of Education

By The Associated Press

SAN ANTONIO — Gov. Preston Smith cited the 61st Legislature for giving Texas "a better brand of public education" than ever before.

He said the state has united against a common enemy—ignorance.

He told Texas teachers the Legislature has given them "new and better tools" and urged them to use the tools to the best advantage.

Speaking to more than 4,000 educators of the Texas State Teachers Association, Smith pointed out the Legislature's \$5.87 billion appropriations bill included \$2.6 billion for education alone.

"That is 44 per cent of state spending for the next two years," the Governor said. "And 44 per cent out of every state dollar is a pretty good cut for education."

"Quality education is expensive," he told them. "But quality education is an investment in the future."

He called the 61st Legislature "the education Legislature" and added:

"In the course of its sessions, we witnessed more worthwhile edu-

cation legislation than in any other previous legislature. Never in our history have we accomplished more in this field."

The Legislature adopted 116 laws relating to public school education,

Smith said. "By means of this legislation, we've begun a new era—a new era for public education in Texas."

He said the Legislature's accomplishments in education included higher salaries; adding kindergarten to the public school program; reduction of class sizes; better retirement plans; and a special education program for exceptional children.

The kindergarten law means that by 1978 Texas will have 13, rather than 12, years of free public education, Smith said. He added that the new special education program will be "second to none in our nation."

He said he has never opposed any salary increase for teachers and promised he would never desert "the cause of teachers—which also is the cause of better education for all Texans."

## Preston Likes

# Polka Dot Ties, Western Music

Preston Smith has a "thing" about polka dot ties.

Dallas News Austin Bureau staffer Marquita Moss tells the story.

During the oath-taking ceremony, Gov. Smith wore a blue and white polka dot necktie. That night, he changed into his tuxedo and a polka

dot tie and Cummerbund.

Polka dot ties date back to 1962 with Smith.

"I decided to run for lieutenant governor of Texas and I went to Gov. Price Daniel for help," Smith recalled.

"Preston, I can't help you.

"I'll probably be a candidate myself," Daniel told me. "But let me make a suggestion . . . do something a little different if you want to get elected," Smith said.

"Daniel said he always wore striped ties. That afternoon, I went to Dallas and bought some polka dot ties. I don't know whether that brought me good luck or not," Smith said, but he hasn't lost an election since.

Smith now has at least 400 polka dot ties, including one from Italy.

The new governor surprised some by wearing the polka dot accessories at the black-tie grand march which led off the round of inaugural dances but in so doing Smith helped to put his brand on the entire celebration.

He invited country and western music makers to headline the events. Jimmy Dean, singing star from Hale County, entertained and escorted the Smiths and Lt. Gov. Ben Barnes and his wife to each of the balls.

Other entertainers included Buck Owens and the Buckeroos, Ray Price, Charley Pride and Glen Campbell.

## Cleared It With Ima

# Won-Lost Record 9-2

Continued from Page 2

viction that a man had better learn to carry his own weight. Unquestionably the Depression years contributed to Smith's basic conservatism.

At the same time they built into him an appreciation of educational opportunity. He has been one of the most liberal spenders on school appropriations and salaries.

As an office-seeker Preston Smith has won nine and lost a couple (although not lately). He took a Texas House seat in 1944, was re-elected

twice, and then in 1950 ran for Lieutenant Governor in a big field that included the Speaker of the House, three state Senators and Secretary of State Ben Ramsey, who won the race. Smith finished third.

He lost the next time out to incumbent State Senator Kilmer Corbin, in 1952, but tackled him again four years later and won. After six years and one re-election to the Senate, he went for Lieutenant Governor again in 1962.

For a long time it looked like

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**ADMIRERS** — Gov. Preston Smith makes no bones about his like for country and western music. At right he is shown with one of the deans in the country, western and folk field, Eddie Arnold.



**WEEKEND ON CAMPUS**—Gov. Preston Smith spent a busy weekend on the Texas Tech campus during Dad's Day. In the photo above left he visits with Dad's Association member Joe B. Owen of Fort Worth. Upper right, he waves upon his departure. At lower right he is seen with Tech President Grover E. Murray at extreme left. Behind him are Tech Executive Vice President Glenn E. Barnett and David Casey, president of the Texas Tech Ex-Students Association. The photo left below was taken when Preston Smith accepted the oath of office of lieutenant-governor in 1963. With him are his wife, Ima; daughter Jan, and son Mickey.



# Texas' First Lady



## She Didn't Change Her Name

## Smiths Met in '32, Wed in '35

Two Smiths were assigned adjacent seats in a government class at Texas Tech in 1932, and after class they left the campus walking in the same direction.

They did not talk, however, until one day when Preston Smith, going toward his service station at College Avenue and Main Street, hurried to catch up with Miss Ima Smith. She was walking home to a boarding house on Avenue X.

He started to introduce himself but was interrupted by Ima who accused him of poking fun at her name because of the word "Smith" written on his notebook.

"Smith is my name," he declared.

"I said it was my name, too, so

from then on we walked home together," she recalled during an interview nearly 37 years later.

She also recalled an impromptu dance in the living room of her boarding house, when she was astonished to discover that Preston was such a fine dancer. "Dancing Cheek to Cheek," "A Shanty in Old Shanty Town," "When I Grow Too Old To Dream" and "Lullaby of Broadway" were some of the popular songs.

Although she was engaged to someone else at the time, she was becoming more and more impressed with Preston Smith. Nor was she the only one.

"Ima, that young man is going to be a good business man some-

day. You ought to marry him," was the judgement of the Mrs. Holt who presided over the girls' rooming house.

And marry him she did, after graduating and going back to Ralls to teach school for two years while he finished his education and got established in business.

According to a newspaper account, Miss Ima Smith wore a frock of white crepe with a blue sash for her wedding to Preston Smith on June 20, 1935.

The couple, both Methodists, were married by a Baptist minister because, according to Ima's recollection, "all the Methodists were at a district meeting in Abilene that day."

## Ima Likes Governor's Mansion Governor's Lady Tells Of Hard Times of '30s

When Preston Smith and his wife, Ima, moved into the pink granite Governor's Mansion in Austin, with its fine old furniture and many luxurious appointments, she could recall with humor some of the struggles they had as a young married couple.

During the early months of their marriage, Ima recalled, Preston came home from his service station every night bringing a one dollar bill for her to buy groceries the next day. The frugal Ima saved enough from this money to buy a radio. His income at this time, she added, totaled about \$80 a month.

To help make ends meet, while they were living first on 9th Street and later on 10th Street, they rented a room to Tech students.

Before they had been married a year, an event occurred which Ima Smith described as "one of the turning points" in their lives. Preston's lease on the service station was cancelled, and they found themselves without an enterprise.

A partnership was born when Preston and W. O. Bearden decided to go into the movie business and built the Tech Theater.

"Preston and I both worked," Ima recounted. "I worked in the box office, and he operated. We took turns with the partner and his wife. I would work in the box office one afternoon, and she would work that night. The next day she would work in the afternoon, and I'd work at night. The men took turns operating and taking tickets.

"We did our own janitor work for two or three years. I worked

for five years and then quit. By that time, we had sort of established the business," Ima said.

She "retired" in May, 1940, and the couple's son, Michael Preston (Mickey) was born in December of that year.

Four years later, when Preston was elected to the Legislature, another child was expected, so Ima did not accompany him to Austin.

"We had no air service then (between Austin and Lubbock) so he had to ride the bus down there and back. It was during the war, and there were a lot of servicemen traveling at the same time, so he didn't come home every weekend. It didn't seem feasible to me to move to Austin because of the housing shortage."

Preston did get home the first weekend after the birth in February, 1945, of their daughter, Jan Lauren, now Mrs. Conrad Schmid of Austin.

Smith was re-elected in 1946 and 1948, then ran unsuccessfully for lieutenant governor in 1950. He did not return to Austin until 1956, when he was elected state senator. During the intervening years, Mrs. Smith recalled, "We were together more; we went more. We thoroughly enjoyed those years that he could be at home."

She is thoroughly enjoying life in the Governor's Mansion, too.

"I have to admit," she said, "I'm liking it a lot better than I ever thought I would. We are busy all the time, and I didn't realize we would be. I am thoroughly enjoying it, and we love this old house."

## Heavy Schedule Calls For Wardrobe Planning

"Plan ahead" is the theme for Mrs. Ima Preston Smith when she arranges her wardrobe each season.

## Ima's Family Lend Support

Preston Smith's interest in politics always had the support of the whole family of his wife, Ima.

"My father was very interested in politics," Mrs. Smith said, "and he was delighted after Preston decided to run."

"Being from large families, of course we had lots of workers scattered all over Texas," she pointed out.

Born Oct. 11, 1911, in Jacksboro, Texas, she was the daughter of Mr. and Mrs. W. J. Smith, who moved to Ralls with their nine children when Ima was 12 years old.

Her father, who died in 1956, was a farmer. Her mother now lives in Brownwood.

Ima's brothers and sisters are L. B. Smith and Mrs. H. H. Nicholas of Brady; Mrs. Murphy Qualls of Brownwood, Mrs. Horace Gearhart of San Angelo, Vernon Smith and Mrs. Frank Keller of Lubbock, Howard Smith of Mexia and Mrs. Calvin Brow of Plainview.

Checking the calendar to know what sort of occasions she will be attending during the forthcoming season, she can chart her clothing needs so that each event finds her wearing a costume especially appropriate.

She keeps records, too, of the things she wore last year, to avoid appearing in exactly the same ensemble at a similar event in the same town this year.

The governor's wife plans carefully for each day's wearing apparel, too. She is usually dressed and ready for the activities of the day by 9 a.m. Friends say she can change clothes very quickly, for she decides what accessories will be worn with her ensemble before she begins to dress.

Casual clothing has little place in her life as the First Lady of Texas because social, civic and philanthropic events claim a large portion of her time.

Her style choices tend to be elegantly tailored clothes, often by Texas designers. Occasionally, however, she sparks her wardrobe with a frilly frock — and she especially likes the clothes the governor often selects as gifts for her.

She enjoys entertaining and has chosen special outfits for the parties planned later this winter in the newly-renovated Governor's Mansion.

# Smith Has Served Texas Since 1944

Gov. Preston Smith is a veteran public servant who feels there are practical solutions to the state's

problems—and the answers do not always call for increased spending. Smith has been on the Texas po-

litical scene for more than a quarter of a century. In 1944, he was first elected to the House of Repre-

sentatives, where he served six years. In 1956, he took another step forward and landed a seat in the State Senate. Re-elected twice with opposition, he served six years as a senator.

In 1962, Texans made him their 38th lieutenant governor. He compiled such an outstanding record that he was re-elected in 1964 and 1966 by near-record proportions.

He was first to announce for the 1968 gubernatorial race, offering his wide experience and background as major qualifications for leading the state into a new era—Texas at its greatest.

Smith's practical approach to the multi-billion dollar business of running the state government has won him many loyal supporters. He believes that the state has many important problems that must be solved with careful consideration and a thought to how the solutions affect all Texans—not just isolated individuals or groups.

Fiscal responsibility is a must with Smith, who is a "real Texan," having lived all of his life in the state.

Because of his appeal and "down to earth" attack on the state's problems, even before he became governor, he was in demand as a

speaker throughout Texas. He has appeared in every section of the state, often in towns where no other high-ranking state official has been before.

As a businessman, Smith is interested in the theater business and also is a licensed realtor and retains other business interests in Lubbock.

Among his non-governmental loves are civic work, the board of directors of the Salvation Army, and the United Fund. He has served as a steward in St. John's Methodist Church in Lubbock.

He also is a member of the Lubbock Chamber of Commerce, West Texas Chamber of Commerce, the Kiwanis Club and Texas Farm Bureau.

Striving always for success, Smith is widely-known and has earned a reputation in business and government as a man of independence, maturity and experience. These solid qualities have made him one of the most successful vote-getters in the modern history of the state.

Smith, whose most important characteristic has been described as "fiscal responsibility in office," also has been called "one of the most level-headed legislators and government administrators ever to serve Texas."

## In State Elections

### Smith Has Received 9.5 Million Votes

Continued from Page 3

more of the same: Smith outran three fellow Senators in the first primary but was 70,000 votes behind the leader and favorite, House Speaker James Turman. Smith shook up nearly everybody with a tenacious, driving second-primary finish and won by 51,000 votes. He was re-elected twice in easier contests before the 1968 Governor's marathon, which for him started in August 1967.

#### Cleared It With Ima

Smith announced (1) that he didn't think Governor John Connally would run for a fourth term, (2) that he didn't think U.S. Senator Ralph Yarborough was going to run for Governor, either, (3) that he, Preston Smith, was going to run for Governor regardless, and (4) that he, Preston Smith, was going to win. A good many people laughed, at the time.

Another thing Smith made clear was that he hadn't been drafted to run; it was his own idea and he had cleared it only with his wife and family.

Candidate Smith set a back-breaking pace. True to his countryboy raising, he was up before 6 for a few minutes of calisthenics and then to the day's work—typically until midnight. He went into the campaign at 5-11, 170, and came out the same way, looking trim and cheerful and bouncing along on the balls of his feet in the manner of a well-conditioned boxer. Some of his companions looked rather worn and travel-stained.

The General Election campaign was actually Smith's third of the

season, not counting a 15,000-mile tour preceding the State Democratic Convention in September. He was in almost every county and about 450 towns, several times in the larger ones.

#### Leading Vote Getter

This persistent, tireless, old-style, face-to-face campaigning paid off: His opponent led in eight big counties, including the two biggest, Harris and Dallas; but outside the Panhandle Smith lost only one non-metropolitan county and that one—traditionally Republican Gillespie—by 21 votes.

Although Smith won handily, 1,660,000 votes to 1,253,000, it was the closest General Election race for Governor since Connally's first (1962) when Jack Cox trailed by 132,000.

Sometimes overlooked is the recorded fact that Preston Smith is one of the leading vote-getters in Texas political history. He has now been voted for, in statewide elections, over 9,500,000 times.

He does get press credits now and then. Wrote Richard M. Morehead in the Dallas Morning News: "Smith is a highly organized, disciplined person with a real interest in details. The efficiency of his long campaign is a tribute to his organizing and executive ability. His success in the Governor's race has confounded some previous critics."

The Texas Good Roads Association Newsletter put it this way:

"Smith will have to be re-evaluated by political pundits who have spent years writing him off. Many have predicted, and most all have assumed, that at the very next

## Going to Texas Tech Was 'The Thing to Do' in '32

In 1932, the year Ima and Preston Smith met, Texas Tech in Lubbock was the popular place for young people on the High Plains to attend college.

"It was new, and nobody ever thought of going anywhere else. It was so close, so I went over there, like everybody else," Ima Smith recalled.

There was very little paving on the campus in those days, she said, "and when we walked from the Administration Building over to the old gym, that was quite a deal!"

"When we had PE over there, we really had to rush because we did not have sidewalks. I remember the first year we were there. It rained for three straight weeks, and you can imagine how muddy it was."

she reminisced.

There were some social clubs, but sororities and fraternities belong to a later era, she pointed out.

"We did go to a lot of movies, and it was just sort of automatic for everybody to get up and go to church on Sunday morning. We walked to the nearest corner and caught a bus and went to church. That was about the extent of our social life," she recounted.

Other reminiscing indicated, however, that there were parties in boarding houses, when the fox-trot and the waltz were popular, and the life of students was not all concerned with books and work.

"Everybody was in about the same boat because this was during the Depression and not very many people had money," she said.



# Smith Began His Dream Early

## Preston and His Family Backed up Caprock in Model T Ford in '23

The man in the State House, claimed by Lubbock and West Texas as their own, made his first trip to this part of the country almost a half century ago.

In a Model T Ford pickup with seven of his 12 brothers and sisters and his parents, Preston E. Smith rode out from Corn Hill in Williamson County, and three days and nights later they reached their destination, Sunset, a community on the Gaines-Dawson county line. The Charles Kirby Smith family was making a new start on a rented half-section of farm land.

As the Governor recalls it, "We fixed 40 flats with cold patches and a hand pump and spent the first night near Brady. I think Mama and Daddy and the girls got a room in a tourist court and we boys slept under a tarpaulin in the bed of the Model T."

### Backed Up Caprock

When they reached the Caprock near Gail their car wouldn't pull itself up frontways, so they turned it around and backed up, which gave them another problem, the gasoline kept running out of the carburetor. "But we finally made it."

As Houston Chronicle writer Bill Porterfield reports it, "That day in '23, they drove past the Sunset store and took a left at the Clabber Girl baking powder sign. They followed the fence line, which was banked with sand and tumble weeds, and came to the house which would be their home even after the kids were gone. It was a four-room frame house with tin on top, a porch out front and a windmill and a toilet out back."

The Smith children walked three miles from their farm to a country school, and to keep the kids from getting lost in dust storms or fog, the father, with a plow and a mule, made a deep furrow from his back door to the school.

### A Boyhood Dream

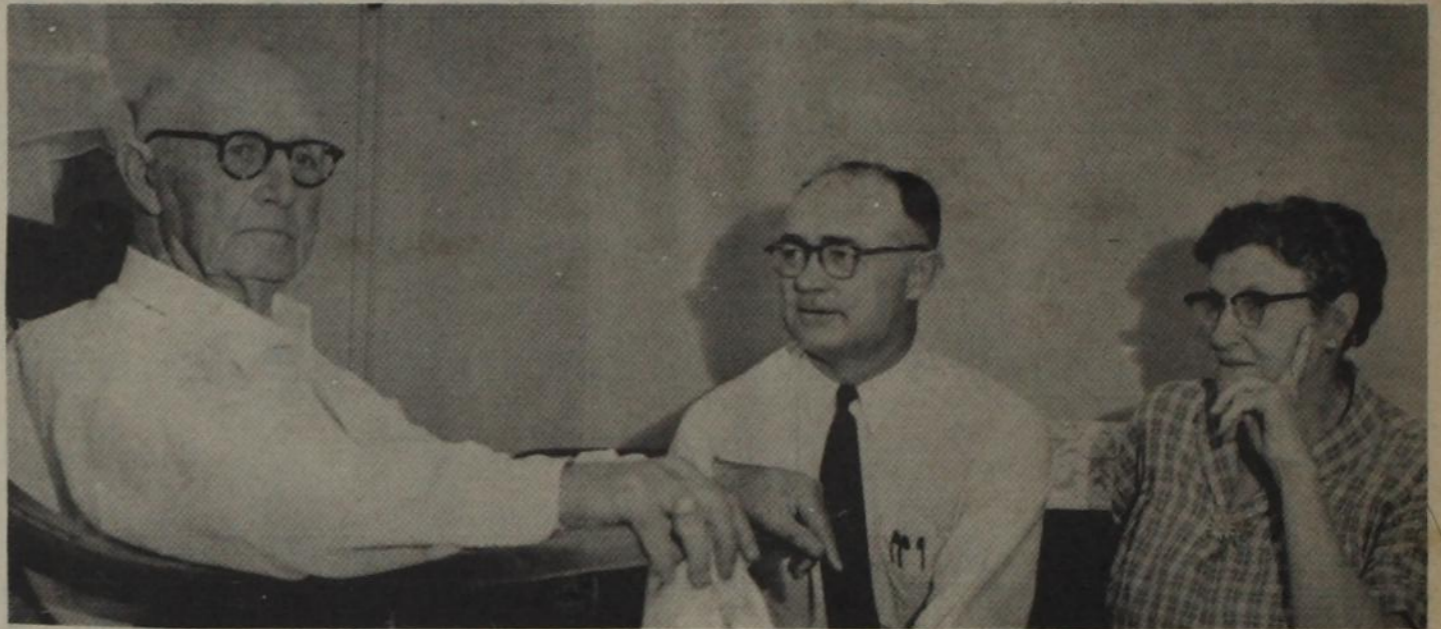
It was while following this furrow one day that young Preston confessed

to some of the boys that he hoped someday to become governor, an idea that had occurred to him, he said, when he was just nine years old back in Williamson County.



PRESTON, 8 sits on the steps of Mt. Prospect School, a year before he decided to be governor.

"I'm not ashamed of it," Smith told a reporter after he won the Democratic nomination in June last year. "I was walking down a cotton row behind a span of mules and reading an old newspaper about Gov. Jim Ferguson. That was the first time I'd read about a governor, and I decided right then and there I wanted to be governor. I've worked toward that goal ever since."



VISITS CLOSE FRIENDS — Mr. and Mrs. W. B. McWhorter of Lamesa had a major role in the young life of Preston Smith and

he is shown visiting with them in later years. Both Mr. and Mrs. McWhorter are deceased.

## From Lamesa High School To Texas Tech

A retired school teacher, 71-year-old Mrs. Margaret Faubion White of Austin, his first school teacher in Williamson County, recalls one of her early memories of Preston Smith.

She remembers his arriving at school on a cold, rainy morning with his shoes tied around his neck, his socks in his pocket, and his legs and feet caked with mud.

### At the Head of the Line

"This was black gumbo country, and I and his sister, Annie Mae, had an exasperating time of it trying to get him clean," she said.

Why did he do it? She quoted him as saying, "Well, my mother told me these were new shoes and to take care of them because it would be a long time before I got anymore."

"He always managed to place himself at the head of the line and lead the others to class," she said. "In every picture I have of those kids lining up for the bell, Preston is up front. He was very serious and business-like, too much so to suit me."

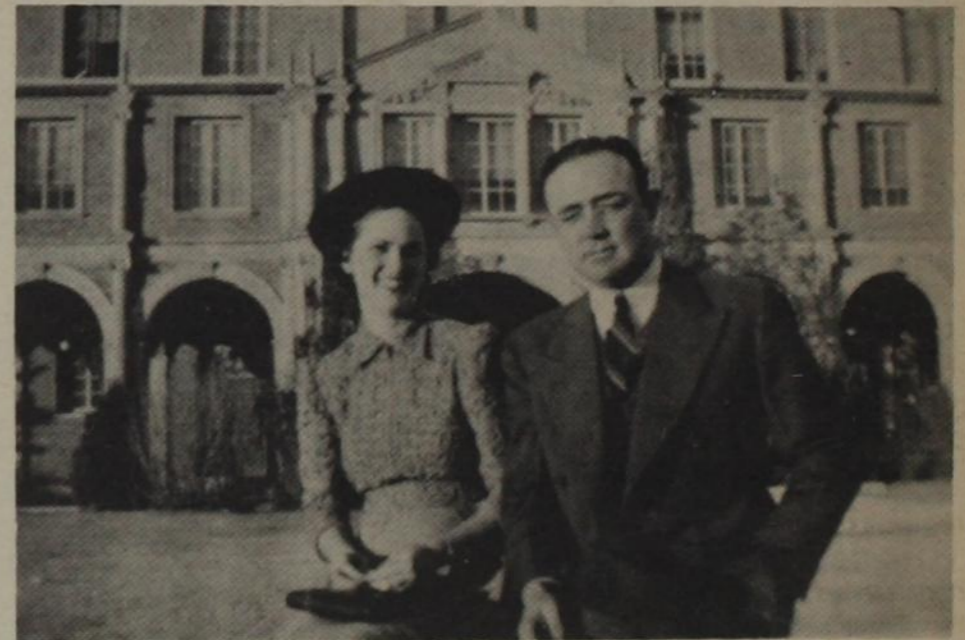
In the fall of 1928, after Smith had gone as far as the Sunset school could take him, he shouldered a quilt and pillow and a lunch packed by his mother and tried to thumb his way to Lamesa, 14 miles away. He finally walked all the way.

### Down to 15 Cents

He boarded with the W. D. McWhorters, worked in their service

## College Romance

The pictures at left and right are Preston and Ima Smith, taken in the early thirties at a time when both were young students at Texas Tech. Alphabetical seating often placed the two side by side, or at least nearby, in classrooms, since both were Smiths, even before they married, a circumstance which may have contributed to the romance which led to matrimony in 1935.



IN 1939 — Preston and Ima Smith get snapped in 1939. They graduated from Texas Tech in the mid-thirties and were still young marrieds at the time this photo was taken.

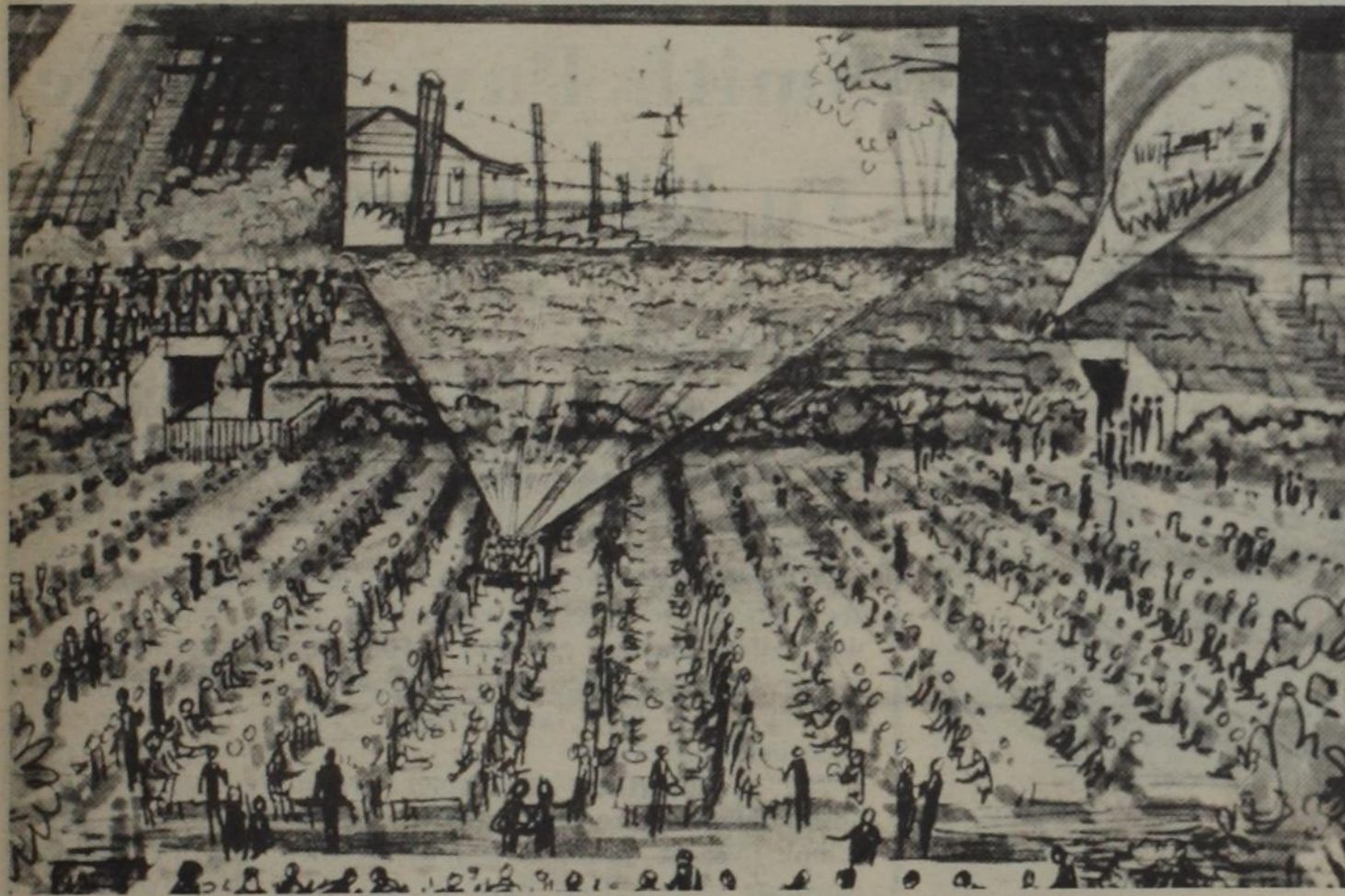
station and grocery, did odd jobs such as pulling bolls and washing store windows to get through high school.

Preston and a friend, Ebbie Lee, decided to pool their efforts at Texas Tech just about the time the

Great Depression was at its meanest. They had little but energy and ingenuity.

By the time Smith had registered and bought his books, he was down to 15 cents—not exactly a new  
Continued on Page 8





**COLISEUM ARRANGEMENT FOR GOVERNOR**  
—The illustration above shows the arrangement planned for the third annual "Distinguished Alumnus" luncheon to be held by the Texas Tech Ex-Students Association in the Lubbock Municipal Coliseum at noon this Friday. It shows how three 20x20 foot screens will be erected side by side to show the triple-projector pictorial presen-

tation of the lives of Gov. and Mrs. Preston Smith, this year's "Distinguished Alumnus." A separate screen will show highlights of the Smith campaign and inauguration. Music specially written for the program will be presented by the Texas Tech Choir with instrumental accompaniment. (Photo courtesy Avalanche-Journal)

## "Distinguished Alumni" of Tech

# First Family Honored at Luncheon

Continued from Page 1

than 1,000 slides to be shown from three synchronized projectors onto three 20x20 foot adjacent screens in the Coliseum. An additional screen will be mounted in another portion of the Coliseum on which will be shown highlights of the Preston Smith gubernatorial campaign and the inauguration.

The slide presentation has been prepared by the Departments of Park Administration, History and Music. The Texas Tech Choir,

Orchestra and vocalists will present specially written and arranged music.

The music will include a theme song. The Coliseum has been specially arranged and decorated for the program so that the approximately 1,200 persons attending will be able to view the slide presentation.

Park Administration Chairman Elo J. Urbanovsky said the presentation is built around a theme that "Men who were born, reared and matured in these times are products of this age of change and are

now assuming positions of leadership. But despite great technological and cultural changes in today's society, personal initiative and hard work are still major determinants of success.

"These traits best characterize the 38th governor of the State of Texas, Preston E. Smith."

The slides used in the pictorial history of the life of the Smiths, after use today at the luncheon, will go into the Southwest Collection at Texas Tech. Urbanovsky said.



Gov. Smith . . . . with an eye on the future . . . . of Texas Tech

# Governor Devoted To Texas Tech

(Editor's Note: The following is the text of the address by Gov. Preston Smith, the principal speaker for the Dad's Day Association luncheon at Texas Tech University Oct. 18, which shows his feelings for the institution from which he received his bachelor's degree in business administration.)

Anyone who remembers his college days with fondness and gratitude is privileged to be honored by his alma mater.

This is true, even if the recognition is actually because he is the father of a current or former student.

Before I came here today, I pondered the thoughtful invitation I had to address this distinguished gathering of parents of Texas Tech students from across the state and across the nation.

Perhaps I was invited because I am Governor of Texas. Perhaps I was invited because I am an alumnus of Texas Tech.

Perhaps I was invited because I am the father of two Texas Tech graduates; the father-in-law of two Texas Tech graduates; and the husband of one Texas Tech graduate.

Now, I am pretty sure that it was because I am related to so many distinguished alumni of this fine school. But I am honored to be here anyway. My devotion to and interest in Texas Tech are exceeded only by my concern for this state, which I am privileged to serve, and by my love for my family. As we are a Texas Tech family, my concern for this school is all the greater.

Because Tech is a state-supported school, if for no other reason, all of us here today must be interested and involved in state government.

As most of you know, one of the highest priorities of this administration is to provide each and every citizen of this state with the best possible education—to the extent of his abilities—at every level of our educational system.

I think we can all agree that there is at Tech, just as at so many of our educational institutions, the sensitivity, the understanding, the learning, and all those other things that quality education is built upon.

Yet we have not realized the full promise of education in Texas. Despite the verbal battles that were fought in the 61st Legislature, and despite the fact that the well-publicized settlement of the gravest fiscal crisis this state has ever known took us through a regular session and two special sessions, there was one subject on which the House of Representatives, the Senate, and your Governor consistently agreed.

The subject was education. We know that Texas spends less on public education than more than 30 other states. We know that the fine quality of education belies the meager sums we have spent in this area of imperative public need.

And—without being statisticians or scholars of education—we know that Texas has a long way to go to be first in the nation in education.

But we know, too, that we are heading in the right direction. The 61st Legislature, though it might have done more, took several giant strides in this direction.

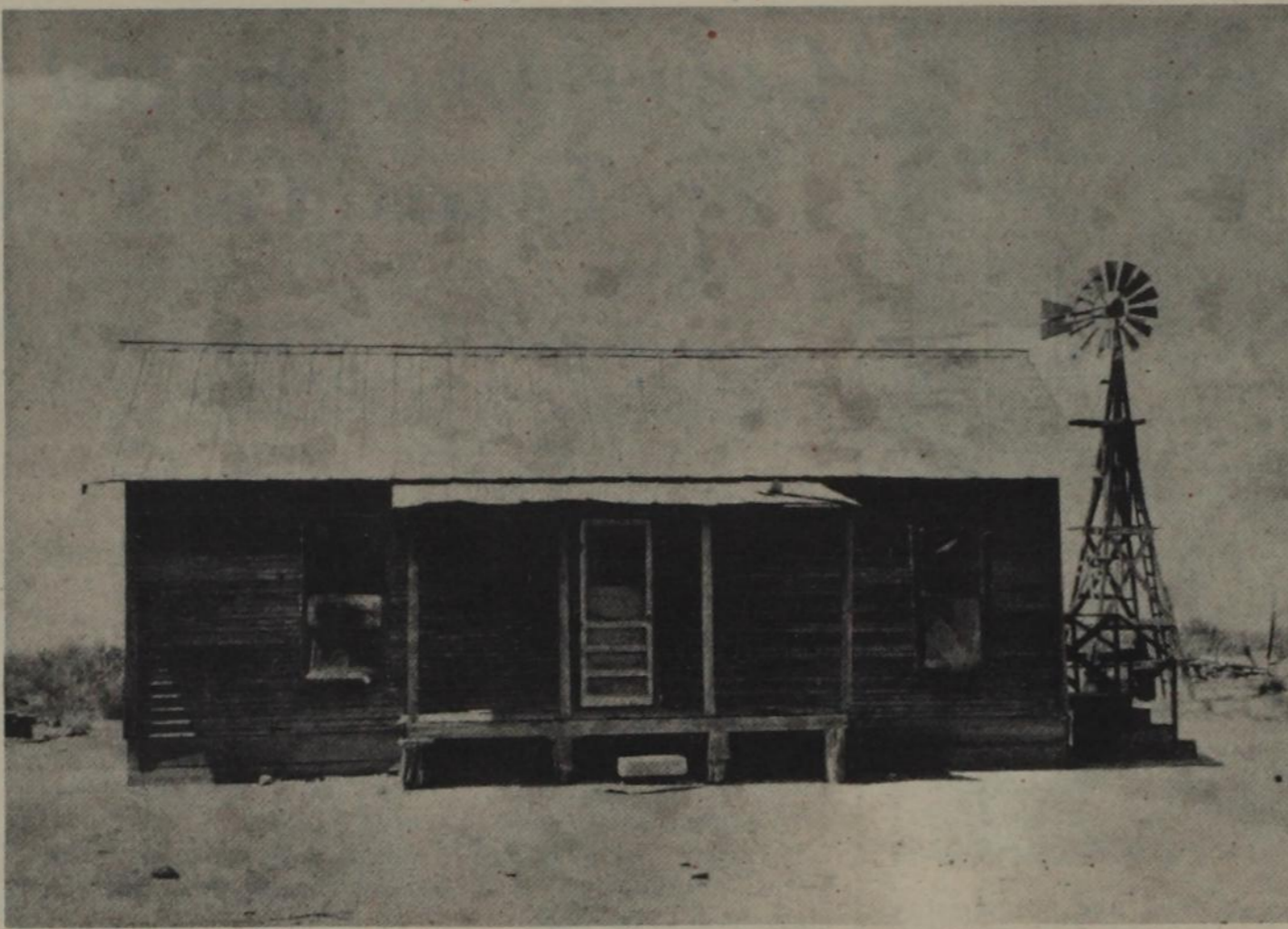
In our campaigns around the state before being elected Governor and frequently during the regular session of the Legislature—we made our position on education clear. We made it clear that we would accept nothing less than the best we could offer.

We said then that if the 61st Legislature was to be remembered for any one thing, it should be remembered for its decisive, progressive action in the realm of education.

In our budget messages, we recommended that 90 percent of new spending be for education.

In the few short months of the Legislature just past—although, at the time, they seemed almost endless to many of us—we witnessed more worthwhile education legislation than in any previous legislature. Never in our history have we accomplished more in this field.

Continued on Page 8



**BOYHOOD HOME** — Gov. Smith's boyhood home was Sunset, now Sand, between Seminole and Lamesa. The picture above was taken some years ago. The house has

since blown away. There's nothing remaining but plowed field there, and a pipe where the windmill was.

## Smith Began Planning Life Early

Continued from Page 6

experience for him, but one he had not anticipated. He was about ready to call it quits and start figuring on how to get back to Lamesa when he saw a sign scrawled on a boarding house wall: "A winner never quits; a quitter never wins."

He stayed, got a room . . . and a job in a filling station, working from 6 p.m. to midnight, seven days a week. The pay was \$20 a month.

He began his formal education toward a degree in business administration; but there are some who say it was evident even at that time he really didn't need it.

### In Business for Themselves

By the time Preston and Ebbie were juniors they had talked the Magnolia Gas Company into letting them run a one pump station at Broadway and Avenue Q.

After a disagreement or two with the supplier, Smith opened up a two-pump operation at Main and College across from the Tech campus. Even operating a service station failed to tax all his energies and he and Ebbie hired out on odd jobs whenever they could, picking cotton and painting houses.



**CAMPAIGNING** — Preston Smith is at his best when campaigning face to face with the voters. Here he is shown during his Senate campaign visiting with voters in a small town cafe.

And putting their business administration talents to work, they occasionally rented a vacant old house, then sublet it to other students.

## Smiths Are Outstanding Alumni

Continued from Page 1

During those difficult days of the Depression, Gov. Smith's business acumen began to show itself. Investing some of his hard-earned income in renting a two-story garage apartment near the Tech campus, he became a landlord.

"I spent nine dollars on furniture and rented three rooms to six boys for six dollars a month each," the governor said, adding that the income was helpful but it almost left him without a place to sleep.

"I ended up living in the kitchen, sleeping on a cot."

His second year at Texas Tech found him giving up his two-job schedule to concentrate on managing a service station near the campus.

"Besides gasoline, our best money maker was fixing flat tires. We charged 15 cents a flat and

could do 30 to 40 a day."

From managing a station, Gov. Smith graduated to running his own during his junior year at Tech. He and a friend leased a station across the street from the campus which he continued to operate until his graduation.

During the years the governor attended Tech, all class seating was arranged alphabetically, and in some of his, he found himself seated next to a coed from Ralls, Ima Smith.

These classroom associations blossomed into romance, and in 1935 the two were married.

Recipients of the "Distinguished Alumnus" awards last year were Porter Parris, vice president of Hilton Hotels Corp.; Waggoner Carr, former attorney general of Texas; Gov. Dan Thornton, twice governor

of Colorado, and Rear Admiral Donald D. Chapman, deputy judge advocate of the U. S. Navy.

The first year of the program, 1967, the awards went to Jack Maddox, New Mexico businessman and civic leader; Dr. W. W. Aker, distinguished researcher at Rice University; Jack Tippit, nationally known cartoonist, and Fred Moore, former president of Mobil Oil Corporation.

After nominees for the awards are declared eligible, final selections are made by a committee of five persons, including the president of the Ex-Students Association and the president of Texas Tech University.

Not more than four awards will be presented in any one award period.

## Smith Pays Tribute To His Alma Mater

Continued from Page 7

We created new medical and dental schools, new colleges and universities; we provided substantial—but well-deserved—salary increases to the hard working teachers at every level of our educational system.

We approved construction of necessary new facilities. We raised the interest ceiling on local bonds, which will allow easier growth of our public schools and junior colleges. We have provided the beginnings of an adequate and far-reaching system of technical-vocational education.

The Legislature approved virtually every recommendation we made for legislation and appropriations. And it added a few of its own. Our list would consume the better part of my talk if I were to continue with every improvement and every advance we have made in education in the past nine months.

The point is that the 61st Legislature truly deserves the designation—"The Education Legislature." But education is not our only concern in the Governor's Office.

We are also dedicated to the proposition that government should work better than it has and better than it does for the people of Texas.

In the fall of 1968, as Governor-elect, we asked the Texas Research League—an independent governmental research organization—to undertake a comprehensive study of the Office of the Governor.

It was our hope that, by means of this study, we could develop effective management techniques and organization for administration of state business.

Implementation of the study's recommendations is enabling us to better meet the increasing responsibilities in intergovernmental relations, to coordinate state and regional planning, and to respond to requests from the public, legislators, and local officials. In brief, it is helping us to better meet the needs and fulfill the desires of our people. We have established four divisions within the "program" side of the Governor's Office, all of which report to our Administrative Assistant for Program Development—Vernon McGee.

We have the Division of Planning Coordination, which works with the various state agencies and regional planning organizations.

We have the Division of Operations Analysis, which has the responsibility of preparing the Executive Budget and evaluating program operations.

We have a division of State-Local Relations, which is charged with developing and maintaining communications with local communities in Texas and assisting those communities in every possible way.

And we have the division of State-Federal Relations—the state's official representative in Washington—which keeps the Governor and the Legislature informed about federal legislation and policy that affects Texas. This division's functions include providing information on the existence and availability of federal programs, coordination of state and federal activities, and assessments of the effect of federal programs on state and local services, as well as informing federal agencies and Congress of conditions in and policies of Texas.

Texas must and will determine its own destiny. With the reorganization of the Governor's Office we will be better able to do this, just as we will be better able to meet our responsibilities.

We are doing these things—by stream-lining the Executive Department with new ideas, new programs and new approaches. We truly believe we are developing a spirit of progressiveness in state government, while remaining ever mindful of the fact that the best government is the government that is closest to its people.

As we come to the close of these remarks, I again want you to know how proud and honored I am to have been a part of this important day for Texas Tech.



# Homecoming recalls best of traditions

By CINDY MEADOWS  
Staff Writer

Although homecoming must conform to complicated football schedules, Nov. 11 is the traditional Homecoming Day at Tech, for this was the day the construction of Tech began.

On Nov. 11, 1924, the cornerstone was laid for the first unit of the Administration Building.

This first ground-breaking ceremony gained a firm foothold in tradition.

SINCE THIS BEGINNING, a series of traditions and landmarks have been handed down through the years.

Among these landmarks are the Double T bench, Memorial Circle and the statue of Will Rogers.

The Double T bench in back of the Administration Building was one of the first additions to the campus. It was a gift of the third graduating class in 1931. Tradition decrees that only upperclassmen are allowed to sit on it.

Five years later the class of '36 presented Tech with the two victory bells that are located in the east tower of the Administration Building. The bell, weighing 900 pounds and 300 pounds each, are heard all over the campus for 30 minutes after every football and basketball victory.

THE BELLS RANG for the first time during the graduation ceremonies in 1936. A time limitation of 30 minutes was

placed when the bells were rung all night after a victory over TCU. The idea was to keep TCU visitors and team awake all night long, but the plan backfired and kept Lubbock awake instead.

Directly in front of the Administration Building is Memorial Circle. The Tech War Veterans Association erected a monument on the circle in 1948, and dedicated it to "All whose service has brought honor to the college and the country."

That same year funds for Will Rogers Statue were donated by the Amon G. Carter Foundation. When Will Rogers came to Lubbock in 1926, a large number of Tech students were there to hear him.

ROGERS LEARNED FROM Tech President Jones that the band didn't have the money to travel to Fort Worth for the upcoming TCU game.

According to the Fort Worth Star-Telegram, "Will Rogers wants Fort Worth to see a 'real West Texas band' and hear some real West Texas music." He donated \$200 to sponsor the trip.

THE STATUE, called "Riding Into the Sunset" features Rogers on his horse, Soapsuds. It was erected in 1900 with the horse pointed west as the title indicates.

However, the angle of the horse was shifted because Lubbock residents coming toward the campus on Broadway were faced with Soapsud's posterior end. According to the Saddle Tramps, the horse's rear points within one degree of College Station.



THE ADMINISTRATION BUILDING remains the center of campus activities, but no longer stands in the middle of nowhere. Both wings have been expanded to make room for the new administrative jobs necessary with increased enrollment.

## Masked Raider thrills fans with stadium rides

By JAN HORN  
Staff Writer

Since his first appearance in 1954, The Masked Red Raider has thrilled thousands of Tech fans with his run around the field at the beginning of each football game.

Joe Kirk Fulton, the first Red Raider, appeared in the Tech-Auburn game in the Gator Bowl in 1954. His father donated the first setup, including saddle and horse trailer.

THE IDEA may have been derived from Tech's earlier years when a similar rider mounted a white horse and circled the field.

The Saddle Tramps were responsible for the first rider who raced around at what looked like breakneck speed. He wore a scarlet cape designed and made by Mrs. Lila Allred Kinchen and her clothing class. The rider was mounted on the white palomino stallion, Silver.

Johnny Bob Carruth, DeLeon senior, is the present Red Raider.

He has the responsibility of taking care of the horse, Charcoal Cody, as well as riding him in the games. He stays at the Tech farm all year to feed the horse. He also rides Cody during off-season and gets him in shape during late summer.

Carruth has served for two years, but a new rider will be chosen next year since he will graduate. The Red Raider is chosen on the basis of grade point average.

Carruth said he wouldn't have missed the experience for anything in the world. "I have the best seat in the house," he said.

CHARCOAL CODY is owned by Bill Price, Lubbock western store owner. He said that they used to rope on him in his younger days, and rode him in rodeos and conformation shows. Cody holds two World Champion Roping Titles and was ridden by rodeo greats Toots Mansfield and Troy Fort.

The horse is 14½ hands high and weighs 1,200 pounds. His sire, Bill

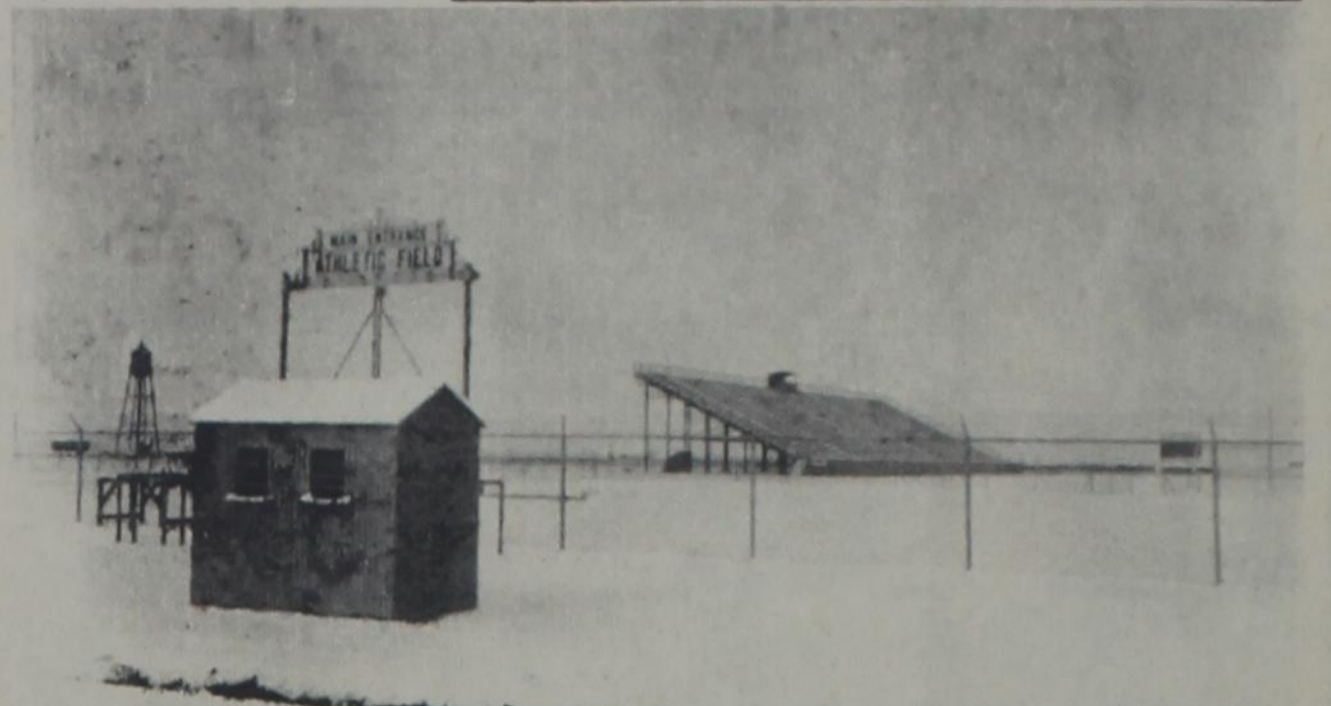
Cody, was a show horse and his dam was a McCune mare. This is the sixth year Tech has used the nineteen year old horse.

TECH BEAUTY, a black mare, was used prior to Charcoal Cody. She was stolen before the A&M game seven years ago. She was found on a farm near Idalou with A&M painted on her. The fact that she was stolen was not released and Cody was substituted for her. Tech Beauty died while foaling and Cody has been used since then.

"I was happy to loan him to Tech," said Price. "He looks like he thoroughly enjoys it." Price also said that Cody's rodeo background probably keeps him from being bothered by the large crowds at football games.

THE RED Raider is not the only mascot ever thought of for Tech. In 1952, Black Invader, a black Aberdeen Angus, was proposed as a mascot. He was taken to the Mator game with North Texas in Denton Nov. 1, 1952, but unfortunately some North Texas fans clipped him. Black Invader wasn't elected, and the Red Raider became the official mascot in 1954.

There have been nine riders since then. They include, in addition to Fulton and Carruth, Jim Cloyd, 1956-57; Donald Hollar, 1958-59; J. H. "Hud" Rhea, 1959-60; Kelley Waggoner, 1961-62; Bill Durfrey, 1962-63; Douglas "Dink" Wilson, 1964-65 and Douglas "Nubin" Hollar, 1966-67.



A FIELD OF SNOW—A WINTER SNOWFALL COVERS THE OLD Tech Athletic Field, home of early school football wars. For story on Tech football fields see page 7B.

## Groups ask regent to resign

AUSTIN (AP)—University of Texas Young Democrats and Young Republicans joined members of the UT-Austin general faculty in calling for Regents Chairman Frank Erwin to resign.

THE GENERAL FACULTY voted 242 to 197 Tuesday for a resolution asking Erwin to resign. The school has a total faculty of 1,450.

The resolution was an outgrowth of protests against destruction of several large trees along Waller Creek to make room for expansion of the school's football stadium. Erwin

personally directed workmen last Wednesday morning as police arrested 27 protestors.

THE DAILY TEXAN, student newspaper, said Erwin was "foolish" to "take so lightly the viewpoint of faculty members at the university. And it is this very unwillingness even to listen to the academic community that has generated the increasing discontent with him."

The two campus political organizations issued a joint statement.

## Island of Niihau mystery of Hawaii

(AP)—Mystery apparently will continue to surround Niihau, Hawaii's seventh largest island, despite another death in the ruling family. The family has kept the island private for more than 100 years.

But there are indications that Niihau's owners, the Robinson family eventually may have to sell the island because of taxes.

The family, one of Hawaii's oldest, has closed Niihau, known as the "Mystery Isle," to outsiders since King Kamehameha IV sold it to them

in 1864 for \$10,000.

The Robinson family was living in New Zealand when the king invited them to take over the island. Since that time, according to people informed about the island's affairs, the family has run it much as a philanthropy — and with a determination that the original residents should never marry "outsiders."

Lester Robinson, 68, head of the family, died Friday. He had been owner and manager of the island since the death of his older brother, Aylmer, in 1967.

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Former Mary Dale Buckner

# Mrs. Schubach first graduate

By ROSITA BLOOM  
Staff Writer

High scholastic ability and fate were the two predominant factors which gave Mrs. Mary Dale Schubach the opportunity to be the first graduate of Tech.

Mrs. Schubach was on campus Friday visiting the Tech Museum where she left her college diploma to be put on display.

Graduating as Mary Dale Buckner Mrs. Schubach received the first Wyatt Hedrick Scholarship for Highest Scholastic Standing.

Mrs. Schubach said the first president of Tech, President Horn, held a container of numbers for each student to select one. Mary Dale Buckner was lucky enough to select number one which meant she would be the first to receive a Tech diploma. "It was simply by chance that I drew the number one," said Mrs. Schubach.

"Back then Tech was smaller with most everyone knowing each other. It was very exciting when we were here because the school was small and the relationships personal," said Mrs. Schubach.

She said even though the enrollment was small, there was still the vastness that Tech has now. The buildings were just much farther apart.

Mrs. Schubach emphasized the fact that Tech had such a "fine faculty" during her college career. There were professors coming to Tech who had graduated from Harvard and Oxford and could have had high positions in eastern colleges, but chose to come to newly developed Tech.

"They must have felt a romantic pull for coming here," said Mrs. Schubach. She said she believed the professors could see fine opportunities and greater advantages at Tech.

Mrs. Schubach particularly liked the close relationship the students and faculty had established. She said everyone had a more personal outlook, rather than the impersonal atmosphere created on so many large university campuses.

After graduation from Tech on May 13, 1927, with a bachelor of arts degree in English, Mrs. Schubach went on to get her M.A. degree in 1929. While working on her masters, Mrs. Schubach was

an English instructor at Tech. She taught freshman and sophomore English along with two advanced senior classes.

From 1936-37 Mrs. Schubach attended the University of Chicago to do more advanced study in English.

After her year in Chicago, Mrs. Schubach began writing short stories to earn enough money for returning to school for another degree. But writing was too interesting, so she did not return.

Mrs. Schubach wrote mystery and murder stories. She went to New York to meet several editors and to her surprise had many of her stories published in mystery magazines. She said, "I feel I was just lucky to get my stories published. I wrote mysteries but says to this day I don't like to read them."

From 1941-47 Mrs. Schubach did writing and editing in Washington as the head of the Procedures Branch of the Office of Price Administration.

As associate professor at Roosevelt University in Chicago, her main course of study was the research and writing of business reports. While at the university, Mrs. Schubach met and married Robert J. Schubach who was head of the business administration department.

From Chicago the Schubachs moved to Washington where Mrs. Schubach did special research in writing for various agencies. She said she did mostly "contract writing" which meant she would only have a 60 or 90 day contract period in which she would have to write.

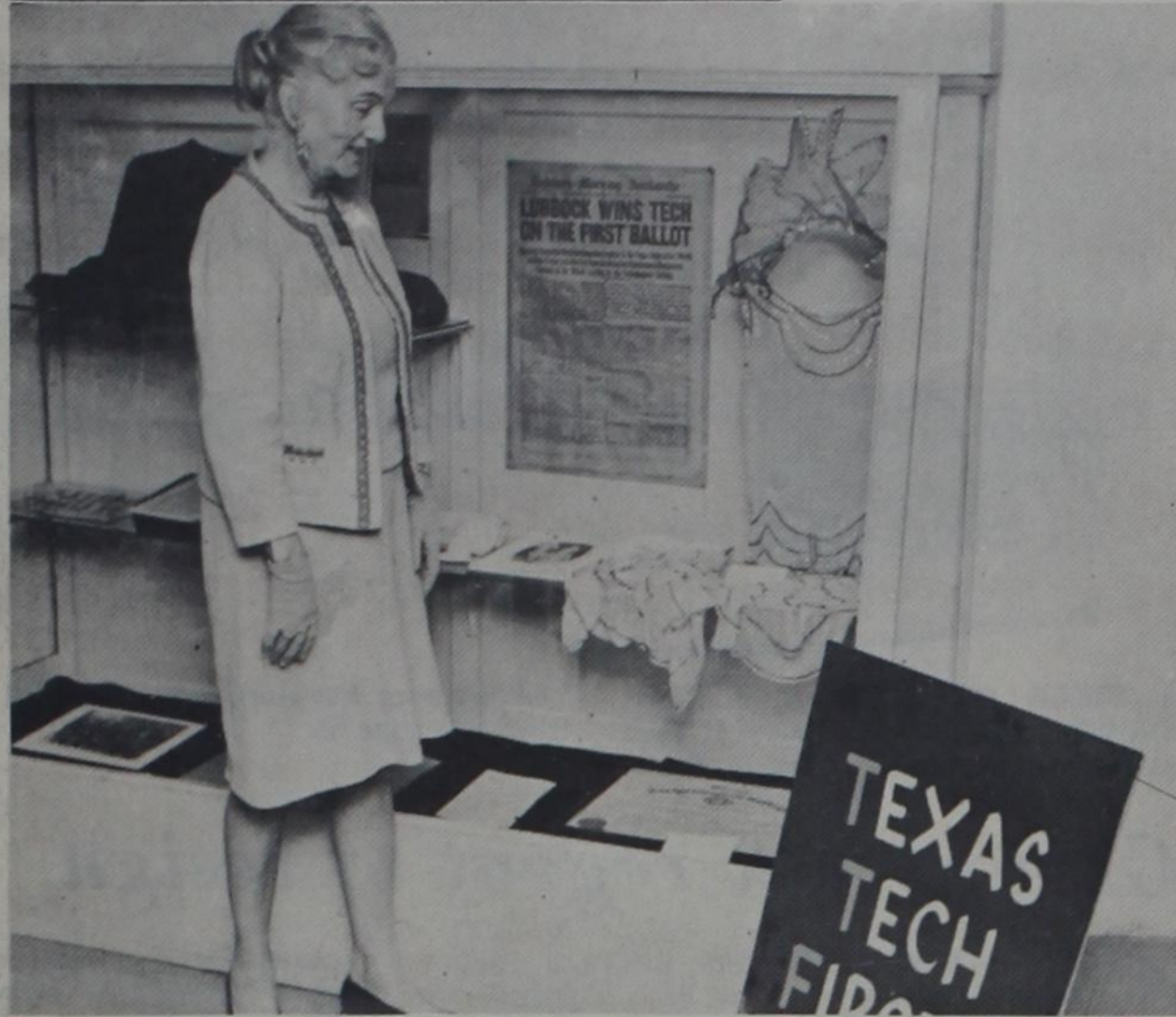
"I did not want a full time job so I could stay at home and go to the library whenever I desired to," said Mrs. Schubach.

Pakistan where Schubach was an instructor at the West Pakistan Development Institute for the United Nations.

The Schubachs spent two and a half years in Indonesia where he was a financial advisor to the Health Department. They have just recently returned from

Mrs. Schubach said she has had a very interesting and enjoyable life. "I like people and enjoy personal relationships with others rather than meeting

people in mass." Mrs. Schubach has a son, Dale, who graduated from Tech in 1939; a grand-daughter, Ellis Buckner, who graduated from Tech in 1968 with a B.A. in education and presently has a grand-son, Dale Edward Buckner, at Tech, who is a sophomore majoring in advertising.



MRS. MARY DALE SCHUBACH returns to Tech and a trip to the West Texas Museum helps her to relive memories of Tech. She was the official graduate from Texas Technological College in 1927. (Staff photo by Bruce Ott)



TECH'S FIRST graduates felt none of today's complaints of commencement exercise anonymity. The first class had a total of 22 graduates in 1927. Graduates drew to decide who would receive the first diploma.

## Jewry threatened after war

MIAMI BEACH (AP)—The president of Brandeis University said Wednesday that American Jewry will be threatened after the Vietnam war by frustrated rightists seeking a scapegoat for lack of a victory.

"Western history has a favorite—the Jew," said Dr. Morris B. Abram. His remarks

came in a prepared address to 3,000 persons at a hotel banquet climaxing the Union of American Hebrew Congregation—U.A.H.C.—general assembly.

The central organization of Reform Judaism, liberal in its world view, has opposed the war for some time. A few hours

before the Abram speech the U.A.H.C. adopted resolutions asking an immediate cease-fire in Vietnam and supporting selective conscientious objection.

"The post-Vietnam period will hold a very real threat for American Jewry — this time a danger from the right," said Abram.

## Saddle Tramps to sponsor open smoker

The Saddle Tramps will have an open smoker Tuesday at 7 p.m. at Robbins.

The smoker will be open to all Tech men interested in becoming a member of Saddle Tramps.

To be eligible to pledge a student must have accumulated at least 30 semester hours at the end of this semester.

Coach Burl Huffman, special coaching assistant, will be the guest speaker.

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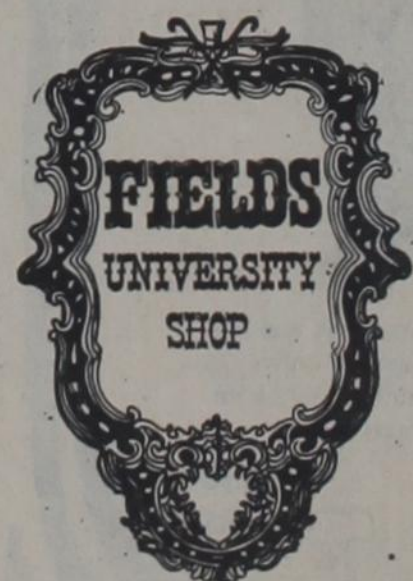
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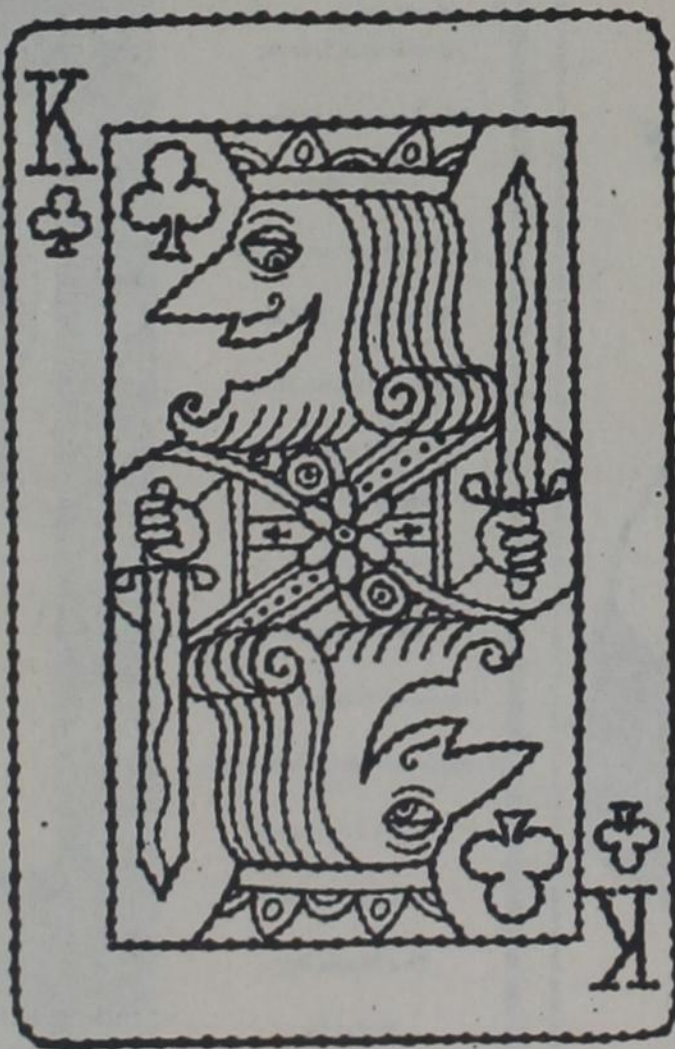
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FIRST BOARD OF DIRECTORS—The first Board of Directors of Texas Technological College met March 2, 1923, in Sweetwater. Back row, left to right, are R. A. Underwood, vice chairman; Clifford B. Jones, treasurer; Dr. J. E. Nunn; Amon G. Carter, chairman

and J. W. Carpenter. Front row, left to right, are C. W. Meadows, secretary; Silliman Evans (not a director, but a correspondent from the Fort Worth Star-Telegram); W. P. Hobby; Mrs. F. N. Drane and Governor Pat M. Neff.

# Dorm shortage problem when Tech new school

By REBECCA YOUNG Managing Editor

When Tech opened in 1925, Lubbock was a small town with acreage west of town for a college. Tech's 1,000 enrollment was housed wherever possible.

"When I came to Tech there were two dorms occupied by 250 women, mostly freshmen. These dorms were privately owned and operated and conformed to college regulations," said Mrs. Jean A. Jenkins, director of the Tech Placement Service.

These off-campus dorms, College Inn and Lovell Hall, were located on College Avenue between 14th and 15th Streets.

There was a boarding house downtown where 27 girls could live, known as Duck Inn or Brown's Beanyery. "The girls living here were very lucky, for we felt this was the best place available," Mrs. Jenkins recalls.

Mrs. Brown served meals and provided a pleasant atmosphere for the women. No one came downstairs for any reason unless well-dressed, for there were men waiting on tables.

No one came to meals late or left before everyone was finished. Mrs. Brown charged her boarders \$27.50 per month to share a room with another student.

Women could dance from 6:30 p.m.-7:30 p.m. and invite men to dinner.

A senior woman was always employed as an assistant to Mrs. Brown. She made sure all regulations were carried out according to those set down by the dean of women.

Tech upperclasswomen had to be in the dorms or boarding houses at 10 p.m. on weeknights, 11 p.m. on Friday and Sunday, and 12 midnight on Saturday. Any night that there was a school-sponsored dance, women could stay out until 1 a.m.

At this time there were no dorms for men students. Football players lived in what was Casa Linda, located behind Robbie's.

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"The college enrollment would grow so fast and in such big spurts that there was no time for adequate planning," said Mrs. Jenkins.

The people of Lubbock were not planning to provide housing, but when the pressure was applied they would convert old garages, storehouses or back rooms into what came to be called light housekeeping apartments. The owner would actually share the kitchen with the student.

The same closing hours were maintained in these houses. There were other kinds of arrangements. Some places served meals only, as did Martin's on College Avenue.

Whenever there was a burst in enrollment, newspapers would announce the need for more housing. "I always felt that the people would respond somewhat out of loyalty to the school, for the small profit they would make, and because it was the only way, for Lubbock had no apartments," she added.

In the fall of 1934 Doak Hall was built. Women were required to live on campus unless by special permission. This created quite a protest from the city, for many people had started making a living by housing students.

"Doak was built my senior year, and we were glad to move on campus because the school provided a better social atmosphere. We became more acquainted with other girls," Mrs. Jenkins said.

More adequate housing attracted more women, thus creating another burst in enrollment.

One of the most obvious differences from the regulations of today's dorm life was the conduct at meals. At noon all 300 girls came in at once and left by tables, and at dinner everyone entered and left together. A student could come to a meal late only by special permission or arrangement, because meals were served only at certain hours. There was no cafeteria.

Men's dorms 1 and 2 were built about the same time as Doak Tech students called the dorm housing freshmen students the Boy's Dorm, and the upperclassmen dorm was called the Men's Dorm.

Practically no one owned a car, and those who did were usually raided by hitchhikers going to town. Those living downtown usually walked Broadway, Main and 14th Street were partly paved, and every other street was covered with sand ankle-deep. The bus system was a big business.

Practically no one owned a car, and those who did were usually raided by hitchhikers going to town. Those living downtown usually walked Broadway, Main and 14th Street were partly paved, and every other street was covered with sand ankle-deep. The bus system was a big business.

## Tower to direct patriotic music

U.S. Sen. John G. Tower will be guest narrator for "Concert Americana," a program of patriotic music to be presented by Tech's Symphony Orchestra and Tech choirs at 3 p.m. Sunday in Lubbock Municipal Auditorium.

Sen. Tower will read the scripted portions of Aaron Copland's "A Lincoln Portrait," a work which projects Lincoln's words and selected biographical excerpts against a symphonic background.

"In both words and music, the composition reflects Lincoln's love of country," said Orchestra Director Paul Ellsworth, "as well as the open, and sometimes melancholy, nature of the man."

The chorus, directed by Gene Kenney, will join the orchestra in presenting two selections:

## Rodeo team participates in last meet

Tech rodeo teams participated in their last National Intercollegiate Rodeo for the fall semester at Panhandle State College, Guymon, Okla., last weekend.

In performances held at the rodeo arena in Guymon, Rex Rash, Aspermont junior, split a first and second place position in bareback riding competition. In the saddle bronc competition Ken Welch, Roscoe sophomore, won the first round with Morse graduate student, Allan McCloy taking second place in both rounds and winning a first in the average.

In bull riding, Coleman junior, Ted Taylor placed second.

Guy Horney, Fort Sumner junior, won third in the first round of calf roping. Pow Carter, Fort Sumner junior, placed third in calf roping and ribbon roping.

Jacque McAshan, Hope, N.M., sophomore, took third place in barrel racing.

The Boy's Team from Eastern New Mexico University placed first in rodeo competition while the Tech Boy's Team placed second.

## Grant awarded Tech student by Union Oil

Alfredo Guzman of Mexico City has been awarded a \$500 scholarship in support of his studies in the Department of Geosciences at Tech.

Guzman's award was made possible through a grant from the Union Oil Company of California.

Guzman is majoring in geology, a field in which his father, Eduardo J. Guzman, has gained international recognition.

"The Union Oil Company's continued support of the undergraduate programs in the Department of Geosciences at Texas Tech is of great value in encouraging outstanding students," said Department Chairman Richard B. Mattox in announcing the scholarship.

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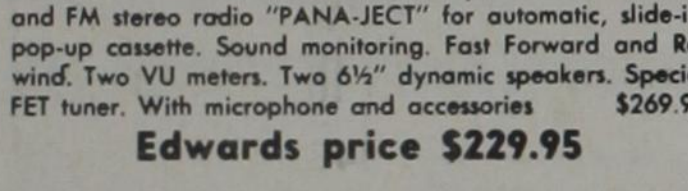
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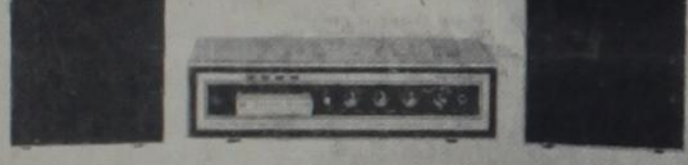
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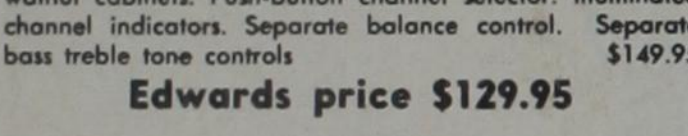
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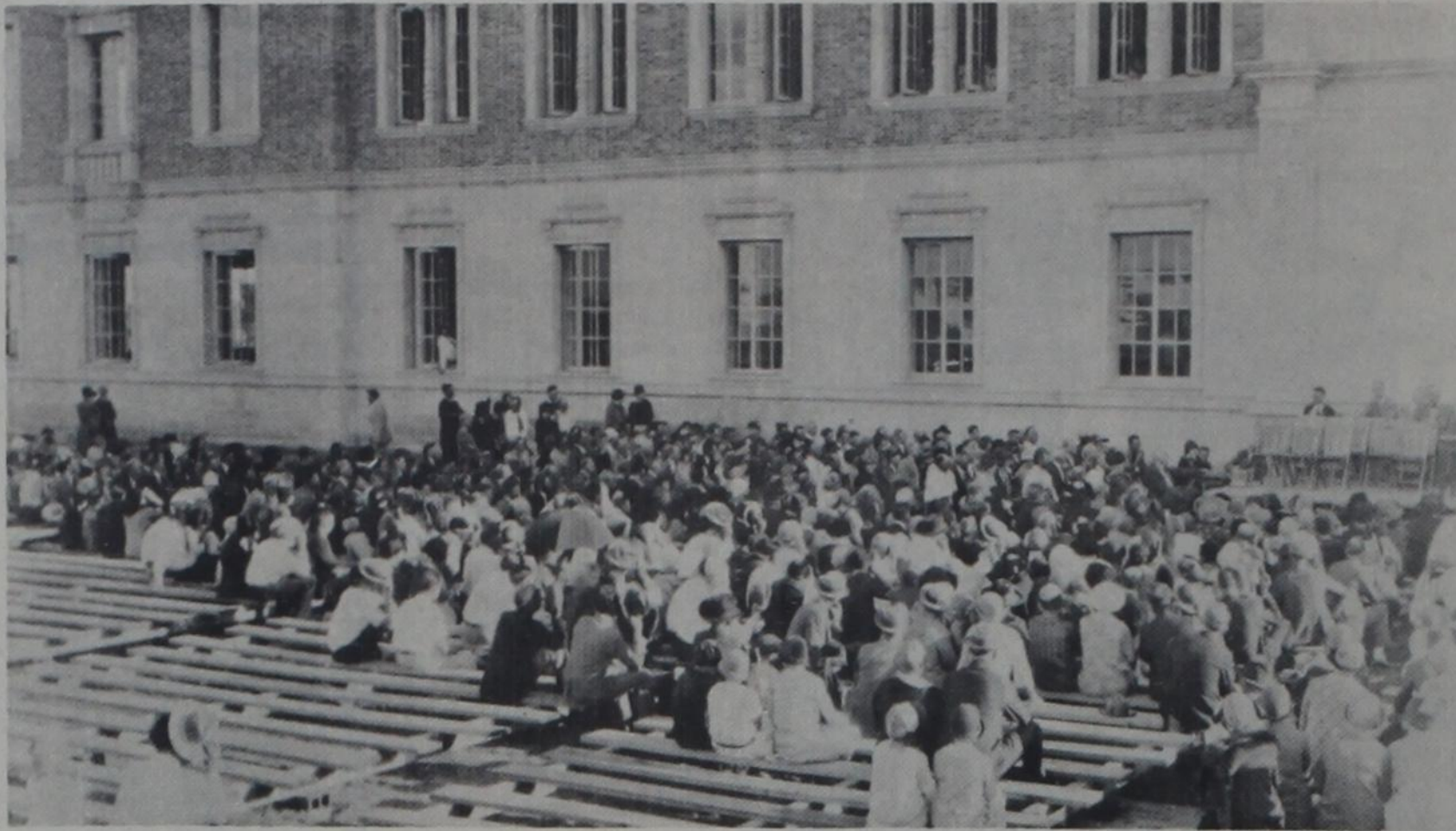
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**FIRST CONVOCATION**—September 30, 1925, marked the date of the First Convocation at Tech. People came from miles around to see the opening of the new college in the South Plains region. The campus in 1924 looked like acres of tumbleweed, although it also boasted buffalo grass, mesquite, goatheads, broomweed, a few yucca plants, and three old cottonwoods that were half dead with crown gall. The 1,839 acre campus of today is reputed to be one of the largest in the country. Over 19,000 students registered for the fall semester and the figure increases yearly.

# Campus changes obvious in forty years of growth

By JANET WOSSUM  
Campus Editor

Tech—forty years ago: some things have changed greatly, but complaints of student apathy, poking fun at the school president and the sandstorms have changed little.

"The Toreador" was the name of the four page student paper that came out once a week on Wednesday. Announcements of marriages and births were front page news.

One of the regular features was a poetry column called the "Jeerful Seraph" which featured four line literary "gems." One of the ones most applicable today is:

"Here's to these sandstorms. A West Texas feature. They fix Mother Earth So we can easily reach her."

On January 15, 1929 Tech's enrollment reached 2,000. By the fall semester, enrollment had reached the "all-time" high of 2,050.

Sickness and death in the family were considered excuses for missing classes, but getting married was not an accepted excuse.

Finals were completed before Christmas, something which is considered "new" in 1969.

One of the regular Tuesday night films was four reels of "The Manufacture of Plumbing Fixtures." The Toreador failed to announce how well attended this movie was.

During that year Tech President Horn was presented with a "four inches across" orange. The horticulture department presented this "homegrown" phenomena to Horn.

One feature published in "The Toreador" was especially interesting. It dealt with ways for freshmen to get money for home.

In 1929, the present Student Association was formed by passing a referendum sponsored by the Student Council. Tech women were admitted to the Intercollegiate Association of Women Students for the first time.

"The Toreador" won second place in the Texas Intercollegiate Press League that year. Winner of first place in Tech's class was the "Lass-O" from the College of Industrial Arts at Denton.

The first annual Aggie Fair was held that year, as well as the first "Farmers' Short Course" which was to aid farmers of the South Plains.

Editorials in 1929 dealt with the problems that would evolve if fraternities were allowed on campus, the need for a museum and lack of attendance at class meetings.

A junior level ROTC unit was granted, and Tech was promised ROTC at the senior level as soon as they had three students to enroll in it.

Despite controversy over fraternities, President Horn did announce that honor societies would be allowed to have Greek names.

As at Tech today, nothing was cause enough to dismiss classes. An official announcement stated that classes would be held, despite Tech hosting the Interscholastic League Meet.

Lack of facilities was really a problem. World premier harpist, Alberto Salvi played to Tech students in the gymnasium.

The 66 students graduating that year were less than 11 per cent of those who began as freshmen in 1925.

The top ten occupations of parents in 1929 were: farmers, merchants, contractors, real estate, ranching, carpenters, ginners, medical doctors, salesmen and hotel proprietors. The bottom two occupations were one iceman and one coal dealer.

Time changes all things, but despite progress, staff members of the school paper had many of the same problems that "The University Daily" writers face today. In the words of the "Jeerful Seraph":

"Sometimes I prate of problems great. And how I conqueringly face them. Sometimes I'd like the linotype To put my commas where I place them."

## Music department schedules recital

Tech's Department of Music will present Marta Pender, soprano, and Robert Bernard, bass, in a faculty recital at 8:15 p.m. Tuesday in the Coronado Room of Tech Union.

Solo segments of the program will feature Miss Pender in a collection of American Indian songs by Charles W. Cadman and Bernard in a group of Handel compositions. Together they will present songs from the "Italienisches Liederbuch" Hugo Wolf and the final scene, Act II, of Verdi's "La Forza del Destino."

The free recital is open to the public.

## Tech beginnings seen from today

By CHERYL LEACH  
Staff Writer

The long-drawn-out struggles of West Texans to secure a state college of their own, different from but complementary to the West Texas State College at Canyon, ended on Feb. 10, 1923.

Governor Pat M. Neff signed Senate Bill No. 103 which created Texas Technological College.

NOV. 11, 1924, was the day Lubbock had worked, prayed for and dreamed of for almost eight years. With the laying of the cornerstone for the first unit of the Administration Building, Texas Technological College was about to become a reality.

In the fall of 1925, Tech opened its doors to 914 students, mostly freshmen. Only the first units of the Ad and Home Economics buildings, the Textile Engineering Building, the Stock Judging Pavilion, the Dairy Barn, and the President's residence were ready for use.

WITH A campus of 2,008 acres, and with only a few buildings here and there, distances seemed endless.

Tech's very first football game was with McMurry College and ended in a final score of 0-0.

Lubbock itself really did not have much to recommend it to people then. In 1924, the city proudly claimed a population of 10,000. Many homes still maintained windmills to augment the municipal supply of water. Rain was scarce or came in deluges. A familiar sight on downtown streets was a group of cowboys squatting on their bootheels for seemingly indeterminate periods of time.

THE CAMPUS in 1924 looked like 2,008 acres of tumbleweed, although it also boasted buffalo grass, mesquite, goatheads, broomweed, a few yucca plants, and three old cottonwoods that were half dead with crown gall.

There were no parking problems as nobody owned a car. Learning to swim was a must, for when it rained there was no other way to get to class. Sidewalks were non-existent.

THE TECH that we know today can hardly be recognized as the one existing in 1924. As of this year, Texas Technological College has become Texas Tech University.

The 1,839 acre campus is reputed to be one of the largest in the country. Over 19,000 students registered for the fall semester and the figure increases yearly. Tech is in the process of constructing several new buildings at the cost of over \$18 million.

A NEW 76 acre museum tract is now under construction and should be completed by April, 1970. It will include International Exhibits, Ranch Headquarters, Continuing Education, a new museum and ICASALS and WIN, the Western Information Network.

With expansion comes parking problems, and Tech is no exception. There are about 200 more cars than there are parking spaces.

One thing that hasn't changed at all is the rain. Just as it did in 1924, the rain came with the students' arrival this fall. A knowledge of swimming is still a must in order to get to classes in the new buildings.

TECH'S FOOTBALL record is something to boast about. Winning is no longer an exception, but is rapidly becoming a rule.

The campus itself has become the pride of its citizens. A Tech student can hold his head high and march among the ranks of students from any other university.

But as for Lubbock...

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Lost: Gold wedding band, possibly in the vicinity of the Administration Building. REWARD. Sentimental value. 744-4994.

# Raider spirit centered around Southwest circle

The Southwest Conference Circle has been at the center of Tech spirit since its completion in 1958.

The idea for the circle was conceived by the Saddle Tramps as a sign of acceptance into the Southwest Conference after Tech's being unanimously voted a member on May 12, 1956.

The Saddle Tramps chose to have Architect W. D. Wisdom draw the plans.

CIRCLE K, Alpha Phi Omega, the freshman class and Saddle Tramps funded the \$4,100 needed for completion of the project.

On September 28, 1958, Techsians surrounded Southwest Conference Circle for the first time and initiated it with a pep rally and bonfire.

The circle was later dedicated at homecoming, November 21st of that year.

SINCE THAT time, traditions have grown from the incorporation of the circle as the site for most Tech pep rallies.

One such tradition is that, in reverence, no person is allowed to step on the caricature of the Red Raider.

Another tradition is evidenced after each pep rally as the Saddle Tramps and cheerleaders encircle the Red Raider

caricature and chant "Go Tech. Let's get an Owl (or the mascot of the respective school played that week)."

The circle itself consists of an octagon shaped stone outlay with a two foot pit in the center which is surrounded by a brick wall.

CARICATURES of each of the eight Southwest Conference member's mascots are layed around the octagon in terrazzo tile.

These eight caricatures portray the Arkansas Razorback, Rice Owl, Texas A&M Aggie, Texas Longhorn, SMU Mustang, Baylor Bear, TCU Horned Frog and Tech Red Raider; each in its respective school colors.

As related by Joe Winegar, Saddle Tramp sponsor, "Through the past 12 years the Southwest Conference Circle has become a symbol of Tech's outstanding spirit, good sportsmanship, and Southwest Conference membership."

## Court upholds word deletion in will of Midland woman

AUSTIN (AP)—A Midland woman's will setting up a trust to establish a home for "aged white men" is valid since lower courts deleted the word "white," the State Supreme Court ruled Wednesday.

The court upheld the will of Mrs. Jessie Wallace Bowden, who owned Midland County property valued at \$460,000.

A court of civil appeals, whose decision was affirmed by the high court, said Mrs. Bowden's chief purpose was to establish a charitable trust.

"She may have preferred the home ... to be limited to white, but this was not her dominant

purpose in establishing the trust, and the trial court in our opinion acted with correct analysis when it deleted the word 'white' in order to enable the obvious dominant purpose of this charitable trust to be put into effect," the court of Civil Appeals wrote.

The state Supreme Court also: —Upheld an Eastland Court of Civil Appeals decision that Butcher and Sweeney Construction Co. was not liable for defects that caused bricks to fall from the outer walls of the new Tarrant County Courts Building.

—Ruled there was no law to

prevent St. Louis Southwestern Railway Co. from closing its depot at Mt. Vernon in Northeast Texas.

—Agreed with lower courts that Charlie and Charlie Joe Matysek of Wilbarger County waited too long to sue Tom B. Medders and other oil operators who allegedly allowed salt water to seep into the family's household and irrigation wells. The court of civil appeals said the Matyseks discovered the pollution in 1964 but waited until 1967 to sue, although there is a two-year statute of limitations in such suits.



IT STARTED LIKE THIS—The "Going Band from Raider Land" had its beginning here in one of Tech's early Matador bands. Though the size of the band and the uniforms have changed, its spirit is still the same.



TECH BAND TODAY—Dean Killion, director of the "goin' band from Raiderland," uses a special sound system in his "unique" classroom. The Tech band has become one of the best college bands in the nation. It is just as good performing intricate and beautiful maneuvers on the football field as it is in concert.

## Texas Tech band result of 'goin' and 'growin'

By CATHY LOWRIMORE  
 Staff Writer

SINCE ITS DEBUT, the band has not only been "goin," but also "growin."

with red braid, a scarlet sash, and a sombrero.

When watching that "Goin Band from Raiderland" have you ever wondered when and how the band started "goin"?

At the end of the first year, the band, under the direction of Professor W. R. Waghorn, had gained 20 more members.

AFTER RECEIVING more elaborate uniforms in 1931, the band discarded the Matador theme in 1936 and adopted a scarlet military type suit similar to that of today.

Tech's first band, un-uniformed and consisting of only 20 members, made its debut Oct. 3, 1925 at Tech's first football game.

Following the Matador theme, the uniforms consisted of black trousers with red inserts in the legs, white shirts, black vests

The band's second year of existence saw the acquisition of uniforms and 40 new members.

Following the Matador theme, the uniforms consisted of black trousers with red inserts in the legs, white shirts, black vests

The "Goin Band" now consists of approximately 270 marchers and performs at all home and a few out of town games.

## Commission to announce manufacturers of faulty tvs

WASHINGTON (AP)—The National Commission on Product Safety has announced it will publicize today the names of television manufacturers whose sets have been causing fires at the rate of an estimated 6,000 to 7,000 a year.

The announcement came following a day-long meeting of the seven-man commission in a

San Antonio, Tex., hotel room to discuss staff studies of the problem.

investigating the problem for weeks, but has resisted pressure to disclose immediately the names of the manufacturers involved.

"The commission unanimously determined that the release of this information would be in the public interest," said the announcement from the commission's Washington headquarters.

The commission has been

discussing the problem for weeks, but has resisted pressure to disclose immediately the names of the manufacturers involved.

Sources in Washington say the list of manufacturers involved could run as high as 14 or 15 and involve color and black-and-white television sets.

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**THAT'S MY BAG**



# Tech Greeks began as social clubs

By LYNN FERRELL  
Staff Writer

The Tech Greek system has grown considerably from the small circles and social clubs which were organized in the late 1920's and early 1930's.

The Greek organizations now number 12 for men and 13 for women. Many of them developed from the early social clubs. In 1952, the number of social clubs totaled 13, eight for men and five for women.

There was a great deal of controversy over the acceptance of the National Greek system over the social club system and most clubs did not charter until the 1950's.

**AN EARLY ORGANIZATION.** Salon Saltero, a men's club was founded in 1926 and was followed by The College Club in 1928. The College Club was considered to be

the first men's social organization at Tech.

The following year, more clubs began to appear. The De Que Club, a secret organization to be composed entirely of college students.

Not long afterward the Wranglers, Kemas, Spur Club, Las Camaradas Gauchos and Silver Key clubs made their debut.

**FOR WOMEN, THE FIRST** social club came earlier. Las Chaparritas was founded by the Dean of Women at Tech in 1926. Then DFD, Los Cigales, Arenas Ritas and Las Leales appeared in the next six years.

The student population at Tech was 2,000 in January of 1929. There were 49 organizations on campus. A year later three more clubs were included in the list making the total 51.

Most of the women's

organizations started out sponsoring bridge games in Lubbock residents' homes. The groups were invited to homes for parties and meetings and soon began to sponsor the dances dinners and functions which Greek organizations now have.

**STUDENTS BEGAN** thinking of joining the national Greek organizations almost as soon as the Tech social clubs developed. But much student and administrative sentiment towards actual Greek affiliation was negative.

In 1929, not even honorary fraternities were allowed at Tech. The Toreador, Tech's newspaper, beginning to the coming of national honoraries and the Tech students and administrative officials were also beginning to see the merits of honorary societies more and more.

The Toreador published an editorial in Feb. 1929 admitting "some day we'll have to face the problem of sororities and fraternities." The President of the college, Dr. Paul W. Horn, put it this way, "We are against social fraternities. We hope Tech retains her Democratic spirit and steers clear of social organizations."

**NEVERTHELESS THE** IMPETUS gained and a year later in Feb., 1930, it was obvious that interest was increasing with time in social organizations and extracurricular activities. It was showing from the daily conversations of students and other persons connected with Tech. Dr. Horn still contended that it was "contrary to the spirit of democracy held up for Tech ideals."

Dr. Horn did feel that it was a

natural tendency for groups to come together on the basis of their major interests, but he said that out of 52 clubs of different natures, surely one coming to college could find one to interest him.

The administration "legislated against Greek letter fraternities to prevent any club from drawing snobbish lines and setting its members off from the rest of the student body."

**SO, TECH'S SOCIAL** life went no further for a number of years. Members of social organizations and independents alike kept up their activities and continued to play bridge at Glorieta's Tea Room and drink beer at the Log Cabin on College Avenue.

Not until 1952, did national sorority and fraternity representatives come to Tech to "rush" Tech social clubs.

The national organizations entertained the clubs and conducted a series of informal discussions. Requests to petition national sororities were to be initiated after Nov. 15 for women and Dec. 4 for men.

At the time there were eight men's social clubs. They were Adelphi, which organized in 1950; Centaur, organized in 1929; The College Club, 1928; Kemas, 1932; Los Camarados, 1930; Silver Key Club, 1929; Socii, 1937, an organization based on the same club at Oxford in the 18th century; and the Wranglers, founded in 1929.

**BY THE FALL OF 1953,** five sororities had emerged at Tech: Delta Delta Delta from DFD; Kappa Alpha Theta from Sans Souci; Kappa Kappa Gamma from Las Chaparritas; Zeta Tau Alpha from Las Vivarachas and Pi Beta Phi from Ko Shari.

Many other sororities and fraternities at Tech were founded by the colony method. Such is the case of the recently colonized Alpha Delta Pi, in 1965. Alpha Chi Omega, Chi Omega, Delta Gamma, Gamma Phi Beta, Alpha Phi, Phi Mu, and Sigma Kappa.

In other words, those new tires will give you twice the mileage of tires that were popular earlier in the 1960s. But all tires are going to take more of a beating in years to come.

## Polyglass tire reduces replacement and profits

**NEW YORK (AP)** — What would you think of a company that, for competitive reasons, came out with a product that would last twice as long, thus apparently shrinking its market, reducing revenues and cutting into profits?

**AT FIRST** glance, at least, you might be inclined to think the company's officers had the marketing sense of a child selling homemade lemonade.

The company involved, however, does not run a lemonade stand. It is a behemoth of American industry, with sales last year of nearly \$3 billion. And it feels the critics are the ones without understanding.

**THIS IS** the situation. In 1967 the Goodyear Tire & Rubber Co. decided to market what is called a bias-belted tire, a phrase that cannot be explained without backtracking a bit.

Throughout the 1960s the accepted tire was a so-called two-ply product. Ply means the cord—rayon, nylon or polyester. Two of these cords were wound diagonally in an X-pattern to give strength, and then the rubber was added.

**IN 1967** Goodyear decided to market an improvement on this tire. On top of the plies, and under the rubber tread, there is now a woven fiberglass belt. That explains the "belt" part of the phrase.

"Bias" simply refers to the diagonally wound plies beneath the belt. If you look up the definition of bias in the dictionary you will find it means, "a line diagonal to the grain of a fabric." Therefore, bias-belt.

Now this much stronger tire, customers were told, would provide twice the mileage for a much smaller increase in price. This led to the assumption by

critics that the tires would last twice as long, cutting the market in half.

**GOODYEAR,** at least, did not think so, because it embarked on a \$20-million advertising campaign. Its promotional efforts were successful, and this year Detroit accepted its Polyglas tire as standard equipment on new vehicles.

The critics, however, haven't been silenced. Among their number are Wall Street securities analysts who maintain that the Polyglas tires are going to cut sharply into Goodyear's replacement tire business—and profits.

**TALK LIKE** that can be damaging, especially to a corporation's stock. Goodyear executives, like those of most companies, like to see the stock rising, if only to keep the stockholders off their backs.

And so, Victor Holt Jr., Goodyear president, has come up with some estimates to show his company has retained its sense, intends to retain its market leadership, and intends to profit greatly from its new tire.

But how, Holt was asked? And he declared, to begin with, through greater usage of automobiles in coming years and through enforced earlier replacement of worn tires. Goodyear expects legislation soon to enforce tire replacement.

**IN ADDITION,** he maintains, the effects of higher horsepower and increased use of power brakes and power steering will result in a 34 per cent increase in the rate at which all tires will wear.

In other words, those new tires will give you twice the mileage of tires that were popular earlier in the 1960s. But all tires are going to take more of a beating in years to come.

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