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QUEEN HOPEFULS - These excited Homecoming queen finalists anxiously await the announcement of the winner of the royal crown at tomorrow's game with Rice. Gov. Preston Smith will crown the queen at halftime ceremonies. From left to right are Rene Brooks, Barbara Zimmerman, Pam Kirk, Janis Jones and Susan Hancock. (Staff photo by Bruce Ott)

LBJ gives 3 friends federal land in 1968

deeded 26.5 acres of surplus land without charge to a non-profit corporation headed by three old friends of former President Lyndon Johnson six weeks before Johnson left office, county records show.

But the president of the corporation said the land was intended for charitable purposes and the corporation has never received or spent any money from any federal agency, although a grant and a loan commitment were approved.

a Senate speech Thursday that the land was worth \$2 million and he accused the Johnson Administration of a "multimillion-dollar giveaway.

received approval for \$8 million in loans for research in medicine, nursing, reproach," Erwin said. from the Federal Housing Administration and nearly \$500,000 in grants from the U.S. Department of Health. Education and Welfare to build a nursing home and

Frank C. Erwin Jr., one of the directors and president of Austin Geriatric Center. Inc., the non-profit corporation, issued a statement late Thursday in response to Williams' remarks.

He said an HEW grant to help conduct research "into the problems of the elderly poor" had been approved. But "since the grant was an operating grant and the geriatric center has not been constructed. no part of that grant has been given to the corporation by HEW.

HEW.

ERWIN ALSO SAID Austin Geriatric Administration for construction of the

AUSTIN (AP)-The federal government center, "but no construction contract has psychiatry, psychology, social work and night over local radio stations, are Renebeen executed, and no money has ever been other related areas. advanced by the federal government under that loan commitment.

FHA office in San Antonio had made a recognized earlier this year when the Texas insurance for a 168-bed nursing home and a this non-profit corporation from the burn at the pep rally scheduled for 7 p.m. for subsidized rental units.

The commitments expired in August and the project was not feasible.

Erwin said one of the center's purposes

structured in such a manner that nobody Okla.; Pam Kirk, Borger junior; Susan A spokesman for the U.S. Department of can benefit financially from this project. Hancock, New Home senior, and Janis Housing and Urban Development said the This humanitarian endeavor was Jones, junior from Raton, N.M.

"Senator Williams has seen fit to A new feature of homecoming this year Sen. John J. Williams, R-Del., claimed in an extension was denied, the spokesman suggest-at least by implication-that there will be the absence of a coronation said, because a "technical review decided" is something improper or unethical about "ceremony on Friday night following the this worthwhile project.

was to be a research facility for use by the project was conceived with nothing but the during halftime ceremonies at the game. University of Texas system, with contracts highest motives and has thus far been WILLIAMS ALSO SAID the corporation between the corporation and the university carried on in a manner that is above

ready for Techsans Students and exes alike will do their college division. Dormitories will be awards during pre-game ceremonies.

Ex-students will conduct their annual business beginning today with a business meeting of the Ex-Students Association Downtown Lubbock Inc. through the Sports Room of the Tech Union. At this time the council will elect officers for 1970.

the grandeur befitting a Tech homecoming.

AT 12:15 P.M. IN Lubbock Municipal Coliseum, the third annual Distinguished Alumnus Award Luncheon will be held in honor of Governor and Mrs. Preston Smith. recipients of the award for 1969.

All exes are also invited to an open house at the old President's Home at 2:30 p.m. today. The home is now the site for the offices of the Ex-Students Association.

Activities for tonight include a dinner, a dance and a reception. The reception for all exes since 1950 begins at 9 p.m. at Raiderland Convention Center.

AN "OLD TIMERS" DANCE for classes of 1925-1950 also begins at 9 p.m. at the KoKo convention center. Music will be by Mark Anthony. A Century Club dinner is slated for 6:30 p.m. in the Tech Union. More than 30 retired faculty and staff personnel at Tech will be honored for 10 years of

Saturday's activities include a luncheon at 11:30 a.m. prior to the game, and a dance at 9 p.m. tomorrow at the KoKo Palace

For Tech's 1969 student body, the weeks activities began more than a week ago with the election of the 1969 homecoming queen. The five finalists, announced Wednesday Brooks, senior from Hart: Barbara "THE NON-PROFIT corporation was Zimmerman, senior from Oklahoma City,

\$2,283,000 commitment in mortgage Legislature adopted legislation relieving TONIGHT THE traditional bonfire will \$6.350,000 mortgage insurance commitment payment of state and local taxes." Erwin north of the Wiggins complex. The Saddle Tramps are in charge of it.

> bonfire. Instead, the winner will be This is most unfortunate because the announced for the first time and crowned

> > FLOATS WILL BE judged in three categories: sorority, fraternity, and all-

thing this weekend in an effort to display divided into men's, women's and complexes.

council meeting at 10 a.m. in the Mesa Center. They will be awarded to the floats receiving the grand prize and first and second place in each of the three float Lodal, homecoming chairman; Byron

Ten float trophies were donated by

trophies to be given to the dorm category fraternity Council. Dale Gober, president winners. Coach Brown and a representative of Saddle Tramps, and Doug Williams. of Downtown Lubbock Inc. will present the MRC president.

THE HALFTIME activities at tomorrow's game will be a delightful interlude to the game with the Owls due to much planning by the homecoming committee and numerous other people

Escorts for the queen finalists are: Bill Snyder, vice president of the Student Brown's Varsity donated the three Association: Arch Lamb, president of Inter-

Homecoming pep rally tradition alters with time

By CRAIG COSGRAY Staff Writer

Everything seems to have changed since

the 1957 homecoming, except for the rain. On that year a new tradition was started by the freshman class. They wanted to show the devotion and feeling of spirit they had officially starts Homecoming 1969.

way to do this was to light a spirit torch. It coach for the team will speak at the was used to ignite the victory bonfire and effigy which always accompanied the homecoming pep rallies of the "good old

died out and today the preparations for the hand to boost the spirit in preparation for homecoming pep rally have taken a the conference clash between the Raiders

Tech Army ROTC has taken over the David Powell, the officer in charge, hopes

to have the bonfire 60 ft. to 75 ft. high. The fire is being built in the shape of a giant cone and will probably be lit by throwing a torch, said Powell.

THE RALLY WILL start a 7 p.m. north of the Wiggins complex tonight, which

Kevin Ormes, defensive halfback for the Raiders, and Tom Wilson, past quarterback THE FRESHMEN DECIDED the best for the Raider and presently offensive

SADDLE TRAMPS, "Goin' Band from Raiderland," twirlers, cheerleaders and the For some unknown reason the tradition five homecoming queen finalists will be on and the Rice Owls.

The Raiders lost in 1957, but almost project of building the bonfire. Cadet Capt. everything seems to have changed since then, except for the rain.



COL. BORMAN - Caught during his speech before a student convocation yesterday is Col. Frank Borman. Here as part of the program for the International Textile Symposium, Borman tells of the space program. Seated with him is Jay Thompson, left, president of the Student Association. (Staff photo by Bruce Ott)

Borman applauds space technicians

Col. Frank Borman, speaking before a orbiting space station. Plans call for the national space program produces mid 1970's. intelligent voung technicians who help satisfy the American concept of conquering time to use the world's store of frontiers and reaching new horizons.

"The average age of technicians working on Apollo VIII was 23." said Borman. commander of that flight. "I feel that the space program helps develop talent which eventually benefits various other fields." he

BORMAN SAID he thinks every thinking American has an interest in the space program. "It offers him a chance to feel the adventure and excitement of outer space. but primarily it gives him the opportunity to take part in the advancement of mankind.

between Russia and the U.S. "This joint service. exploration of space might well develop mutual interests which could spread into time to the things I feel are important," he other projects." he said.

BORMAN IS CURRENTLY directing a spend my time working for projects that research team to study the feasability of an benefit all people."

student convocation vesterday, said the first station to be put into operation in the

"I think that this would be an excellent technological ability, in an integrated space exploration program," he said.

Borman said that the future of the American space program depends on the appropriated budget and Congressional actions. "I feel that it will move along the same lines as it has in the past." he said.

BORMAN SAID he was proud to have contributed seven years to the space program. "I have never been upset to have been so close to being the first man on the moon." he said. "I never had that dream. but I am awed to have been one of the first men to go so very close.

As for future plans. Borman said that he "I don't think there is any possibility at plans to retire from the space program and the present for future joint space programs. Air Force this summer after 20 years of

"I hope to devote 25 to 50 per cent of my said. "I don't plan to enter the political arena in the immediate future, but hope to

Ghosts and ghouls treat Tech with tricks on homecoming eve

By GARY MANGUM

Staff Writer

though it is, has helped make it October's garb. outstanding "happening.

There was no immediate comment from goblins spread out over the countryside as spooky, wierd and mystic, become more they trick or treat houseowners. Some ghosts boast that they have the most loot.

Still others argue which witch is which. Center. Inc., also received a loan And would it be too unusual to see Batman commitment from the Federal Housing and Frankenstein's monster run across the street hand in hand?

The magic of the Halloween season, black blamed on the little goblins in ghoulish seriously

The crisp fall weather sharpens mischief of fun. for 'tis the season to be scared. to a keen edge. Gobs of gayly costumed Things that would otherwise not seem believable. The orange moon on the naked tree branches becomes reaching

a ladder isn't wasted.

PERHAPS THE NIGHT of fright has lost pumpkin pie. the color of days when pranksters were windows, and toilet papering shrubbery.

BEGRUDGING HANDOUTS to the The average student is too torn between the vouthful gremlins, will result in a trick. dread of mid term exams and the expense Mischief which occurs on this night can be and rush of Christmas to take Halloween

It's hard for the Tech student to get "up" Halloween is a pinch of fright and a dash for Halloween. Any fright caused by supernatural characters will probably be an anti-climax to scares furnish by first round hour exams.

BUT HALLOWEEN IS not completely overlooked at Tech. Dorm room Superstitions seem to have more ring of decorations have proved to be creative reason. The extra time you take to edge tributes to the season. There is Halloween around a black cat's path or to steer clear of atmosphere galore in the traditional candlelight dinner in dorm cafeterias. complete with Jack - o - lanterns and

As if by magic, however, the festive turning over outhouses, soaping down decorations disappear as dorm residents file by. As one Tech student remarked. "If But what about Techsans? Most students we don't swipe it today, it may be on the are too old to trick and too young to treat. menu tomorrow.

Tech president extends welcome to ex-students

To all ex-students of Texas you may want which will make Tech University on this festive your stay on campus more homecoming occasion:

TEXAS TECH type welcome back to campus from me, the faculty, the student body and the staff.

We hope you enjoy your weekend as our guests. We invite you to visit with us. to reminisce. and to see what improvements have been made since you were here last.

CALL UPON US FOR any help

Please take every opportunity

A gigantic WEST TEXAS - to return to campus, to maintain a close relationship with your alma mater. Texas Tech leans heavily on its former students on many occasions. We are proud of our ex-students, the work they are doing in our behalf, and the credit they reflect daily upon this

> Be assured we are happy to have the opportunity this weekend to show our appreciation.

> > -Grover E. Murray



GOVERNOR SMITH - In town for Tech homecoming activities are the governor and his wife, who are to be honored at the Distinguished

Alumnus Award Luncheon tomorrow.

on the presidential staff.

has immensely complicated the and strength of that commitment. task of administration its report

While the managerial overall managerial capacity of the university the inadequacy of its managerial sustain the university capacity to respond effectively to Board must carefully review the

involvement in trustee the process of policy development committees are in accord with is on a sound footing. To a very 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 involvment 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 and the public. But such

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.

The University Daily is a member of Associated Collegiate Press. Southwestern Journalism Congress and National Council of College

committees, the Steering function of serving as bridge and Committee of the Study of buffer between universities and The Stanford Board of

In a comprehensive report on Trustees represents one of the university governance, developed university's great strengths. after nearly two years' consisting as it does of an able investigation. the SES also and devoted group of people with recommends creation of a career uncompromising committment to administrative group and part- the welfare of the institution. time service by faculty members - the report said. "No one who has witnessed the Board's The demand for greater deliberations can have anything participation in decision-making but admiration for the existence

> The Board has two unique and indispensable functions.

First it has the legal and capacity of constituent parts of pragmatic responsibility for the university has kept pace, the ensuring the long-run welfare of problems that require university- major policy proposals that emanate from within the Its recommendations for institution and, even more broader student and faculty important, just satisfy itself that

PALO ALTO, CALIF, (IP) - engagement is perfectly natural. large extent, the Board does what relationships with other social prestige and the knowledge to Students and faculty should serve and probably inevitable if boards it can in those respects by its institutions and with its external serve as bridge and buffer as members of trustee are to carry out the important choice of a president for the constituencies.

(Second), the Board has to

outside world - alumni. "Individually and collectively, governmental institutions and the support the university in its the Board must have both the public at large

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Iowa dean gives views, causes of student dissent

accept the position that a small associate dean of student affairs at the University of Iowa, said in a recently published paper. "Student Militancy on the College

NEW FOUNTAIN—Tech's new fountain

has seven streams of water shooting

almost 25 feet into the air. The water

was first turned on May 29 in the first

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

The problem of student militancy. 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."

"The typical student of today is passively involved in the dispensing tidbits of knowledge. discussion of ideas and issues.

processes." is neglecting "the

drams, hopes and rights of other

are preoccupied with the

building of an institution rather

look for rewards in the represents must themselves, in the relatively trivial but construction of a building or the contrast. relfect "wisdom, externally visible topics which development of a program or the courage, temperance and attract the attention of the press proper administration of an office justice. 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 mahy 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

Prospective faculty members -Emphasis on "the should be carefully screened at

IOWA CITY, IA. (IP) - "A development of rational hiring to determine those interested in teaching and those more comfortable in research. Chapman also believes evaluation -Many college administrators of teaching should be increased

phase of the Amon G. Carter Plaza

Entrance Fountain. (Staff photo by

Chapman suggests that "a than the development of college or university must convey in principle and programs that it is committed to basic virtues. action oriented rather than not simply in the business of

"We are prone to be pragmatic He suggests that the university

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Letters To The Editor Wants students to write President Nixon

demonstration. "Moratorium." emphasizes an essential aspect of question our politics.

sensibilities, new emotions, new age of inquiry. involvements, and they have

We have sat, picketed, citizens. marched, hoped and prayed for

mightier than the sword.

live in an age when we must intend to become so massively effective channels for protest, the Wednesday, the first day of your involved in; and it is this war post office. We have discovered new which we question most in our If the majority of the public

peace between all breeds of men. our bodies in protest than our that the good will of our personal special delivery and even better. and this we have clearly beliefs. A spokesman for a crowd opinions will be overlooked or lost registered mail (it must be conducted with the underlying often clouds your own beliefs and in the words of a spokesman for signed for) will insure faster

LITTLE MAN ON CAMPUS

"COLLEGE IS FORCING HIM TO MAKE CRITICAL DECISIONS:

IF HE DRIVES TO THE OTHER SIDE OF TH' CAMPUS TO

MAKE IT TO CLASS ON TIME-HE LOSES HIS PARKING

Oct 15's mourning belief that the pen will become leaves you more dismayed than will open each of your letters and convinced by your involvements. your beliefs will be noted. An America is engaging in a war in Americans have not availed estimated 60 million letters will the personality of our times; we Vietnam, a war which she did not themselves of one of their most arrive at the White House on

> conveyed their true convictions Use the following procedure in Political and social protest in concerning the Vietnam War at mailing your letters: peace will be substantially used. More often, we have gathered communicated without the fear the crowd or of our elected delivery.

> > beginning Nov. 9 and continuing your convictions for peace. through Nov. 15 to Richard M.

representatives.

Washington, D. C. 20006. On Nov. 12 the bulk of your opinions will reach and pass through the doors of the White

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

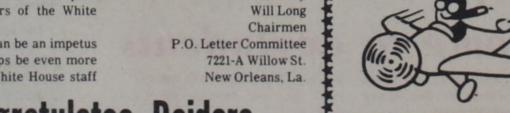
expanded into social movements the United States is for the most one time by writing the President — Type the address and use the part channeled along the limits of one letter a day for one week, the Zip Code. Business and our constitutional rights as commonwealth of our concern for institutional envelopes may be

-Use first class postage.

President Nixon may never The timetable for your protest read your letter as such but he is to mail your letters daily will be intimately reminded of

We have a message to give to Nixon, President of the United President Nixon. Let us be united States, 1600 Pennsylvania Ave., in a common effort to express our

> John J. Levy Will Long Chairmen P.O. Letter Committee 7221-A Willow St.





very Bowl last Saturday.

The victory was great, hard be greatly enhanced by the effort earned and reflects the dedicated displayed in last week's game. 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

(Editor's note: The following favorable impact on the Dallasletter was sent to Polk Robinson. Fort Worth area generated by the J T King, his staff and the football spirit and proficiency as exhibited by the entire Texas

congratulations on Tech's top Due to the regional TV flight performance in the Cotton coverage, I would estimate that your recruiting in this area would

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





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original Street a Texas,



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 Engr. 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

Sister Rosario will start a teacher training course for those interested in teaching religion to children. Interested students

CATHOLIC STUDENTS

should contact Sister Rosario at Saint CATALYST

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

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

The Ecumenical Campus Ministries will paghetti supper todav at 6:30 p.m. in the Ag. have an open discussion on Kirkegaard's Christian Existensialism Sunday at 6:45 p.m. The discussion will be headed by Dr. Hardwick of the philosophy department. The meeting will be held at the Pl'B located at

11:30 a.m. and 5 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 th 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.

A Computer Services Seminar will be Electrical Engineering room 211. Topic for

Tech does its thing with parade floats

The Rice Owls are going to be Weather Bureau. shot at, hanged, kicked, stewed

Carrying out the Homecoming after the parade. 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

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 noncompetitive. It's "thing" is to 'Hang 'em High.'

Twenty floats are officially entered, but Kit Jackson, parade chairman, said he expects about This program is designed for 24 in the parade.

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

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

originality: craftsmanship: effectiveness and overall

Street and Avenue K, go down Texas, turn and proceed down Activity Fee. Completely student Broadway to the campus.

The weather's "thing" will be studios are located in the Speech

The floats will be on display in and otherwise abused Saturday at the Ad Building parking lot until 10 a.m. in Tech's homecoming Sunday night. Float winners will be announced there immediately

KTXT alters programming for weekends

In response to many request. An overcrowded campus Tech Radio station KTXT-FM will alter its programming schedule starting today in order to provide more services to the

> 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." 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.

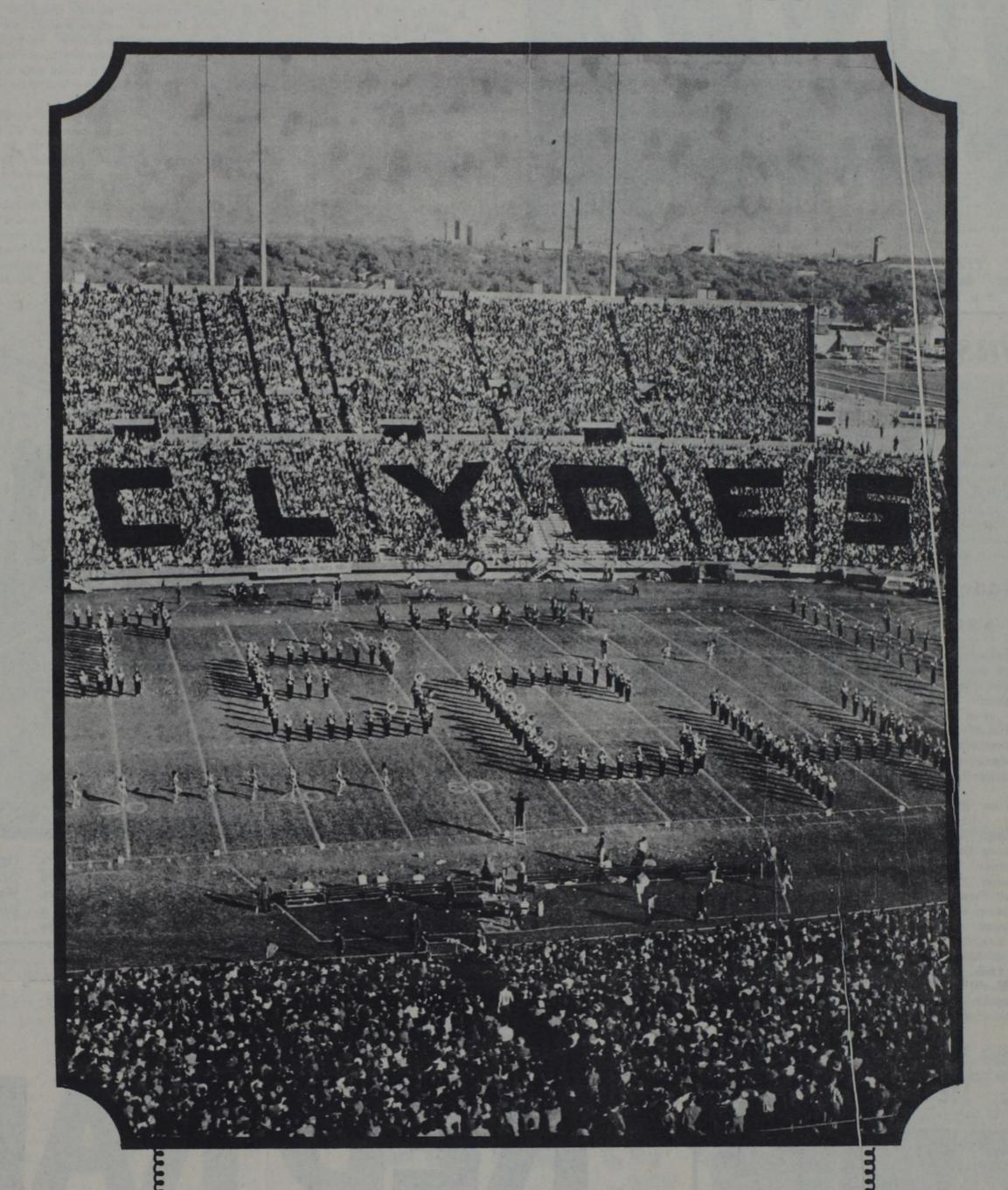
Station manager Bill Farris many requests the station receives for heavy music and that The floats will be judged on it will be readily accepted by the people up at that time of morning.

KTXT-FM operates on an appearance; and coherence with assigned frequency of 91.9 Mhz. The station's operating funds are The parade will start at Main allocated by the Student Association from the Student managed and staffed, the stations



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The Red Raiders

Clyde Campbell

MAIN AT UNIVERSITY

By CINDY SWIM

Staff Writer

Life started on Oct. 1, 1925 ... at than go home.

Lubbock were happy, at that people.

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

One boy wanted an education

badly enought to walk 258 miles to

Lubbock the summer before

classes started. He washed

windows of the new buildings for

a day for \$5 a week and slept in an

unheated basement. He ate bread

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

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

year. The name was suggested by

apparently influenced by the

Spanish motif of Tech. The

Matadors highest score that year

fans celebrated their victories

with a shirt tail parade through

vacations to look forward to.

Why, they had one whole day off

and milk to keep alive.

come to Tech.

Another one worked eight hours

make living expenses.

College it did.

performers at a Texas Tech pageants now known as Homecoming.

PAGEANT PERFORMERS-These during the early days of the school. The daring gypsy dancers were among pageants were later replaced by what is

Dorms 'do their own thing'

Judging of residence hall and overall appearance. begin at 6 p.m. today.

lighted this year since judging notified tonight. Awards will be representative and co-chairman will take place after dark.

"Texas Tech University Doing ceremonies tomorrow. Our Own Thing" is the theme for the 1969 Homecoming, chairman of Lubbock Art chairman of dorm decorations. Decorations will be judged on the Association: Donald Durland. basis of compliance with this

Tech students receive awards

Thirteen students studying English at Tech have received awards to aid them in the pursuit of advanced degrees.

The grants, given by the English department graduate faculty from university funds, are awarded to students on the basis from Memorial Circle to 19th signs will be used. of academic achievement and Street. financial need.

The students are: Richard L. Denham Jr., Sherman: Charmazel Dudt. Allahabad. India: B. D. Long. Commerce: Martha Whitney McMath. Lubbock: Duncan P. Munn Lubbock: Jean B: Nelson, Hobbs New Mexico: George W. Pollock. Lorenzo: Ramona Summers. Edinburg: Evelyn Joyce Thompson. Littlefield: Mary Carol Walker, Lubbock: George W. Walton. Lubbock: Donald M. Williams, Lubbock; and La Donna Womochel, Lubbock.

Homecoming decorations will Votes will be counted Raymond Brogniez, Assistant Decorations are required to be judging, and winning halls will be Lynch, Men's Residence Council presented at the pre-game of dorm decorations; and Liz

Associate Professor of Art: immediately following the Professor of Architecture: Jim Ludwig. Women's Residence Judges are Mrs. J. E. Murfee. Council representative and co-

theme, originality, craftsmanship Street directions altered for game

Rice game tomorrow afternoon in minutes after the game. order to alleviate traffic The Lubbock Police

Mississippi game and was very to and from the game. successful. Bill Daniels. Chief of

Flint and Boston Aves. will Traffic Security said that traffic become one-way after the Tech- was cleared out within 20 to 25

Department and the Tech Police called, had a record of six wins. Flint Avenue will be one way will work additional officers two ties and one loss their first south from 6th to 19th St. Boston along both Flint and Boston to Mrs. E. Y. Freeland who was

The plan was first used two come early to avoid traffic tie ups weeks ago for the Tech- and to drive with extreme caution

Commission okays head

Burch, President Nixon's choice the party's presidential candidate for chairman of the Federal in 1964. Communications Commission. won approval vesterday from the Senate Commerce Committee.

Burch, a Phoenix lawver, served as chairman of the Republican National Committee

Avenue will be one way south direct traffic. Portable one way The Tech Police ask all fans to

It was a dream of the people of harder and play less. To help from Tech. . West Texas that became a imprint this in their minds, two teachers waiting to greet the democracy. It is the only dictator architecture of the buildings.

were urged to remain at school students morally, the Board of pictures of students, faculty and and support the Matadors rather Directors banned Greek activities. fraternities from campus. They least for Texas Technological Even then the administration felt it would help to eliminate

Dream becomes reality

reality. When it opened its doors. inscriptions were engraved on the a newspaper, the "El Toreador." 914 students were admitted. Six outside of the administration, and an annual, the "La Ventana."

Most of the stdents wanted an is by King Solomon. It states, creative writing, such as poems five other states education and were willing to "Righteousness exalteth a nation," and short stories, as well as news. So the college that was to feed work for it. The people of but sin is a reproach to any of what was happening around the "hunger for knowledge of campus. The annual was the West Texas" became a reality,

they affected grades. Students Besides trying to guide the typical yearbook with the usual

In the beginning Tech had four was telling the students to study snobbery and class distinction colleges. They were the College of Liberal Arts, the College of Even in its first year Tech had Engineering, the College of Agriculture and the College of buildings were ready for building. One is by Mirabeau B. Both were named to go along with Liberal Arts had the largest occupancy on the 2.008 acre Lamar. It states. "Cultivated the Spanish name of the football enrollmet with 474 students. The campus and there were 40 mind is the guardian genius of team and the Spanish College of Engineering with 320 was second. The students students at 8 a.m. that morning. that free men desire." The other The paper carried pieces of represented 220 Texas towns and



Then there were always BUILDING THE BONFIRE-Members right, Steve Barrett, Ted Capka, Ricky of the Army ROTC unload firewood Bradford, Bob Craig, David Cogdell and WASHINGTON (AP)—Dean when Sen. Barry Goldwater was for Thanksgiving. Naturally the from a truck while building the administration was there Homecoming bonfire. Cadets lending a warning against cuts and how hand in the activities are from left to

Wayne Mussman. (Staff photo by Bruce



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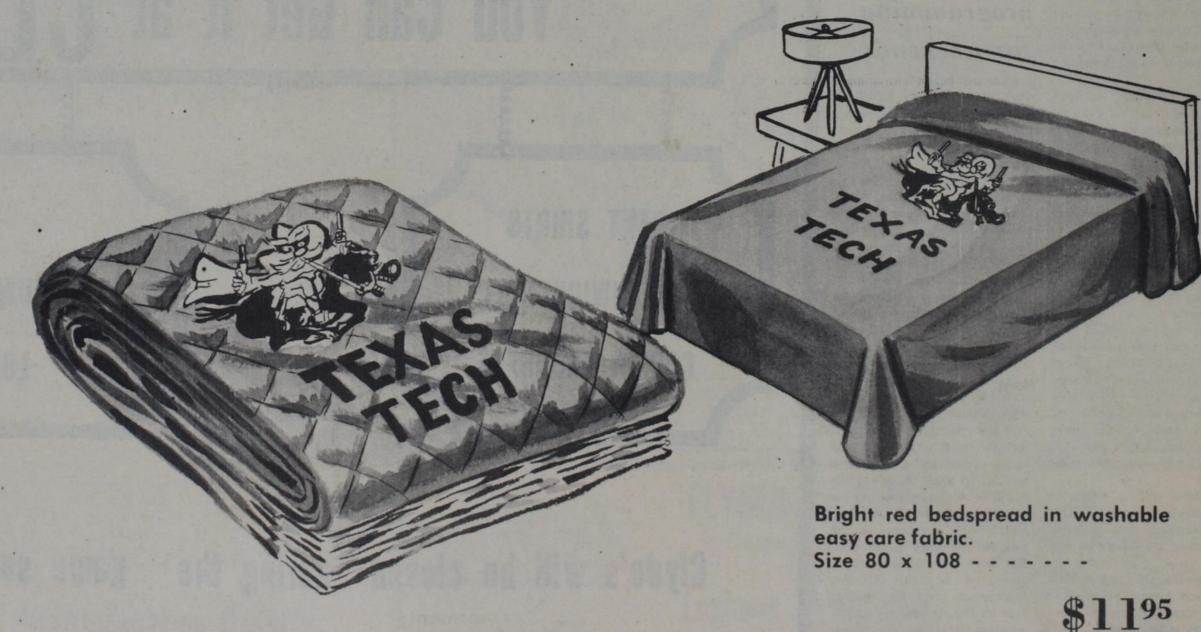
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She also app the one-act ver

while they last

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Quilted blanket is in washable easy care fabrics. You'll want it for the games. Size 62 x 84 -

Here is your favorite Red Raider on a bright red blanket or bedspread. Blanket can be used at the games or in the dorm for those cold winter nights.

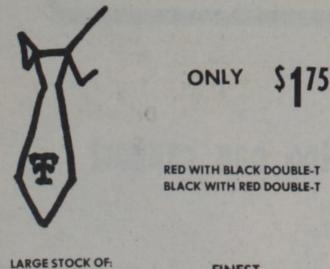
University **BOOKSTORE**

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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 avvarded during pre-game ceremonies at the Tech-Rice football game. (Staff photo by Bruce Ott)

SHOW YOUR COLORS!



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DANTE COLOGNE

Town & Country Shopping Center

The story of Sonny and Cher's together for the first time.

Lubbock for Saturday's Her mother, a Hollywood actress.

Homecoming Concert in started her off on an acting

Municipal Coliseum, were career by engaging one of

originally named Sonny Bono and Hollywood's leading acting

they were hired to sing as lessons.

background voices for the



TOP SINGERS ENTERTAIN—Sonny and Cher, famed pop singers who came into popularity in 1965 with "I Got You, Babe" and "Baby, Don't Go," have penned and performed a large number of other familiar hits, which will be spotlighted at their Homecoming Concert Saturday at 8:30 p.m. in Municipal Coliseum. Unreserved seat tickets are \$2 each, and are available in the Union.

Sen. Tower to narrate

and around the recording spent all of his adult life in Los of record production.

Entitled Concert Americana. the event, which is free to the

Festival.

Feature times are 7:30 and 9:15

LINDSEY: "The Madwoman of Chaillot." Katherine Hepburn in her first film role since "The Lion in Winter." for which she won an Oscar, stars as the dizzy Parisian lady who tries to save Paris from wilv entrepreneurs who are after the oil reserved that lie beneath the city. An all-star cast is

Feature times: 1:50: 4:20, 6:50 and 9:15 p.m. Admission \$1.25.

ARNETT-BENSON: "The Rain People." This film, starring Real life husband and wife John Honey. His Tech drama credits Shirley Knight and James Caan. include the roles of Octavius in was written and directed by young director Francis Ford-Desire." Lucentio in "The a Big Boy Now" and "Finian's

Feature times: 1:30, 3:25, 5:20, 7:15 and 9:15 p.m: Admission

VILLAGE: "Johnny Cash, the Following graduation, the Man, His World, His Music." Bratchers hope to do post- Johnny Cash plays himself in this graduate work at San Francisco documentary of his career, State College, where Mrs. featuring many excerpts from his

> "Folsom Prison Blues," 'Orange Blossom Special,' "Jackson," and "Ring of Fire" are among the songs he performs in the picture. Guest stars include

Admission \$1.25 (M)

at Tech combined concert The Tech Symphony and Choirs public, will be highlighted by the will unite Sunday in a unique appearance of the Hon. John G. the orchestra in two selections.

teachers. Jeff Corev. to tutor her.

In addition to two-and-a-half

concert at 3 p.m. in Municipal Tower, Senator from Texas, who Howard Hanson's "Song of Portrait" by Aaron Copeland.

> quotations from Lincoln's career. the stirring Ringwold accompanied by a stirring arrangement of "Battle Hymn of orchestral background. The the Republic." performed music reflects the open, previously by these musical sometimes melancholy, nature of groups at the inauguration of Dr. Lincoln as a man, and when Grover E. Murray. with his magnificent love of The orchestra will perform the

> familiar patriotic music. Paul and the popular Morton Gould Ellsworth will conduct the transcription of "American

> program will attempt to fill a The first part of the program need often lacking in our concert begins with Igor Stravinsky's 'music reflecting love of country. Spangled Banner.

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The chorus will be heard with will narrate the work "A Lincoln Democracy," written to a text by Walt Whitman ("Sail, Sail thy The work includes great Best. Ship of Democracy 1, and

Righteous Brothers.

South Plains Premiere of Charles Also on the program is a host of Ives "Variations on America." Both men feel that this Marching Home.

penning such songs as "Koko few years ago and they became happened so fast. I haven't had a rise to national fame has been as Cher. who had just turned 18. Joe." "Needles and Pins." fast friends.

Sonny had a very close "Baby, Don't Go" for them. They happier in my life. association with Spector, for liked it so much that they decided whom he had worked both as a to record it immediately.

musician and a background session for Phil Spector where also kept busy with dancing Darlene Love, Bobb B. Soxx and and work with them in the year they released "Chastity." The Blue Jeans, and the production of their singles and written by Sonny and starring

From his association with Sonny and Cher came into Although this was Cher's first music business, but for much Spector, Sonny has received his national prominence during 1965, new recording group with the hit recording date. Sonny had been in longer. Born in Detroit, he has basic foundation of his knowledge. They made personal appearances song "Baby, It's You, will follow business for several years. It was Angeles, and has gained the Producers Charles Green and with the Righteous Brothers, the this recording session that reputation of being one of the best Brian Stone met Sonny at one of Oakland Auditorium with Billy J. brought these two great talents songwriters in the country, their York Records sessions a Kramer, and with Gerry and the Civic Auditorium.

reacted with. "Everything beginning a career that promises

second to catch my breath, but I offbeat as it has been meteoric. seemed more destined for an "Baby. Don't Go." "The Boy A month or so after their first love it-most of all the kids who The young singers, coming to acting career than one in music. Next Door" and "Dream Baby." meeting. Sonny phoned them in have given us such a great the middle of the night to play reception. I've never been

branched into another medium: Since that time, they have the movies. They both starred in singer. He had played and sung become more closely associated their first feature film. "Good They met in 1964 at a recording years of study with Corey. Cher for the Ronnettes, the Crystals, and now manage Sonny and Cher. Times," three years ago, and this

> The Smith, Dunhill Records at San Francisco's Cow Palace Sonny and Cher with the Homecoming Dance.

> Pacemakers at the Long Beach charts, this Los Angeles group. which features the lead singing of To this beginning. Sonny Gayle McCormick, is just

popular groups in the country.

Recently, they appeared on television in ABC's "The Music Scene and on the CBS (programs) "The Leslie Uggams Show and "The Red Skelton

Concert, club and festival appearances all over the country have drawn rave reviews for Smith, and in a surprisingly short career have become a top

musical attraction. In addition to Miss McCormick. Smith includes bassist Jerry Carter, guitarist Rich Cliburn, organist Larry Moss and drummer Bob Evans.

Their Tech appearance is sponsored by the Union. Tickets for both performances are on sale at the Union for \$2. Door price is \$2.50, and general admission is \$3. all for unreserved seats.



HOMECOMING the Municipal Coliseum. The Smith, heading rock charts. composed of Gayle McCormick, Jerry

DANCE Carter, Rich Cliburn, Larry Moss and ATTRACTION-Following the concert Bob Evans, are a phenomenon because of Sonny and Cher, the Smith will of such rapid popularity in so short a perform for the Homecoming Dance in time. "Baby, Don't Go" is currently

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What's showing in Lubbock reservations are being taken. guerrilla warfare in a private accompanying his words, stirs By CASEY CHARNESS Fine Arts Editor boys' school in England.

II. "Easy Rider." the stunning FOX TWINS: 1. "War and Peter Fonda flick about three this year of the "Best Picture" Peace." the Russian-made film nomads of today spanning award at the Cannes Film that won best foreign film at the America from coast to coast. Academy Awards in April. This Winner of the "Best Picture by . "Look" magazine .called Symphony, and Gene Kenney, the Salute." based on the Civil War

film is the biggest (cast of a New Director" award at "If ... "A movie so brilliant, so Choirs. 100,000), longest (a little over six Cannes, the film also stars special that it's, dangerous to hours). most expensive Dennis Hooper and Jack write about." (\$100,000,000), movie ever made. Here, the film will be shown in Feature times: 6:40 p.m. and 9 p.m., with a 2 p.m. matinee halls-a performance of the great arrangement of "The Star-

two parts. with part I now playing p.m. Admission: \$1.75. (R)

through Tuesday. Wednesday Twin I will present a special starts Part II for a week's run. Halloween Horror Show, starting All performances are reserved. at midnight tonight, with There is a special student "Frankenstein Created Woman" discount, where admission is and "The Devil's Own."

ARTS CINEMA: Saturday and Sunday. No phone "If . . " is the chilling story of

Couple plays lead in 'Virginia Woolf'

and Mary Beth Bratcher are cast as husband, wife in the season opener at the Lab Theater in man in "A Streetcar Named Coppola, responsible for "You're Edward Albee's thundering shocker, "Who's Afraid of Virginia Woolf?." beginning a week's run next Friday.

\$1.75 Monday through Thursday.

Regular admission is \$2.25 per

part, and feature times are 8 p.m.

nightly, and 2 p.m. Wednesday,

This will mark the first time that the Bratchers have acted

Mrs. Bratcher. Plainview in "Under Milk Wood. jumor, has played at the University Theater in Summer Repertory productions. She played Nenetza in the 1968 "Amphytrion 38," and Hanna in last summer's "Night of the

the one-act version of Albee's "A Delicate Balance.

Her husband, Plainview senior, plays Nick opposite his wife's

"Man and Superman," the young Taming of the Shrew," and Tony in "You Can't Take it With You."

In Summer Repertory, he has \$1.25. (R) played the lead in "I Am a Camera" and several characters

Bratcher will pursue costuming. while Bratcher continues acting.

Pat Rogers is directing this Lab She also appeared as Claire in Theater production, which stresses unusual plays in intimate surroundings. Tickets will go on sale Monday for all Bob Dylan and June Carter.

This picture was the winner country.

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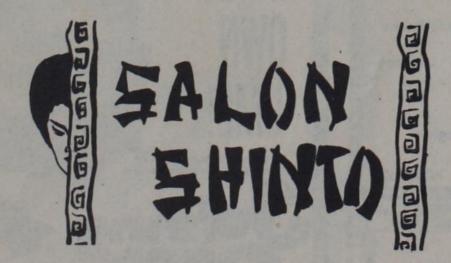
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is offering a 10% discount of all services to all Tech girls. Oct. 30th thru Nov. 8

Call SH4-3302 for your appointment



Matadors, as they were then called, were 6-1-2 for the season. Among the players on the 1925 team is Windfield

MIGHTY MATADORS-Tech's first "Windy" Nichalaus, Tech's first team grid team appeared in 1925. The captain, and grandfather of Jimmy Bennett, Raider fullback and co-captain of the 1969 Raider football squad.

Sophs take statistical lead in SWC offensive records

quarterback Steve Judy of TCU

suspicion - especially among us. downcast coaches who have just stranger wreck their game plans-that 1969 may be a vintage year for sophomores in Southwest Conference football

Nowhere has the point been driven home more emphatically than in Dallas' Cotton Bowl last Saturday where Tech scored a wild 27-24 victory over SMU in a regionally-televised game.

Quarterback Charles Napper. receiver Johnny Odom and won on a field goal with 16 Street after building up big early Worster and Ted Kov. seconds to play. SMU's Gary leads. Hammond almost turned it

up Hammond:

defensive bacs to his side every Chris Gilbert, both of whom went respectively, in total offense.

By DAVE BURKET

Texas * Tech University, and

informed him that our institution

was now a modern and

problem. boy!!" he exclaimed. I

these wierdos around here. Why.

if Tech College was good enough

fer me and the class of '29 it otta'

When I exclaimed that I didn't

want the new name either he

"Say boy, here I am come all

Matadors play and what have

they done but gone and built a

calmed down momentarily, but

Fashioned he started up again.

be good enough fer you!

progressive multi-university.

birds, "The Old Alum.

'The Old Alum' recalls

days of gridiron glory

one of those common migratory way to lose the ball I ever saw."

that I was indeed a student of had were plenty excitin'

"Yeah, that's jest part of the parade and game tomorrow.

DALLAS-There's a growing play-and he still almost beat on to All-American honors last Amonet, J.R. Callahan, and Dandy With a few variations that's the Bradley and Corby Robertson at with any of the nation's fastest theme that has been played on Texas. Mike Richardson at SMU, and trickiest backfields. such soph standouts as halfback Robby Shelton at Rice. Edd Jim Bertelsen of Texas: Hargett and Wendell Housley at day out of it they could have gone defensive end Rodrigo Barnes. Texas A&M. Bruce Maxwell at to the Saturday morning show at

receiver Bob Brown of Rice: Norman Bulaich at TCU

quarterback Rocky Self of Texas Statistically, the '69 sophs can Wayne, Betty Field and Harry A&M and a few other electrifying back up any claims made in their Carey for 22 cents.

have started sophomores at Bertelsen. Miles Langenhennig, enthusiasm, spirit, ad emotion quarterback at least part of the and Self-are among the top ten has changed little in the 100 year halfback Danny Hardaway were season, three of them throughout rushers in the SWC. And history of the game. the Raiders' top executioners on the year. And a sixth. Texas, has Bertelsen is leading the Longhorn The first football squad at Tech offense and Larry Molinare led a employed soph Eddie Phillips ball carriers, a group that was established in 1925. Their six-down goal line stand as Tech almost as much as starter James includes such names as Steve first game was an oddity as the

"The sophs we've played Five are among the top ten happens in the present day game. around with catches and runs against this season seem to be of passers-Steve Judy and Self The Matadors finished the season exceptional quality," agreed second and third, respectively, with a 6-1-2 record. Football Yep, all five were playing in the coach Hayden Fry of SMU who, along with injured Si Southall of didn't really catch on at Tech sixth game of their college by the way, has enjoyed success Baylor, Napper and Vincent.

with soph backs Gordon Gilder on Super Soph Hammond is away time when coach Berl Huffman Raider coach J T King summed offense and Pat Curry on defense. out in front in pass receiving with came to Tech from Lubbock High Last big influx of outstanding 36 for 601 yards, while Brown of School. Huffman joined the Tech "He's a terrific player. We sophs came in 1966. Leaders of Rice ranks ninth and Odom of staff in 1935 as assistant coach went man-to-man on Hammond that group were SMU receiver Tech tenth Judy. Self and Napper under head coach Pete Cawthon. all the way and rolled our Jerry Levias and Texas halfback rank second, third and seventh. Huffman is now an assistant

> returning kickoffs at a record has ever participated in. "I don't know why they can't record of 541 yards by Tech's played

relax, and enjoy the Homecoming Arkansas' long-distance place juke box. kicker. The Norman. Okla. "Thet's another thing, boy," he product has hit 23 of 25 extra campus in the La Fonda don't know what's gittin' into began as he stumbled off to his points and four of five field goals Apartments, on Main Street. The attempts for 35 points. while old building was torn down about mother Mudge would die of Hardaway and Bertelsen have 32 five years ago to make room for a apoplexy if she saw those and 30 points, respectively.

> short skirts! Why, I never.... Are only one statistical deal more than they do today. category-punting. But like the Tech was not in the Southwest coaches who recruited this year's Conference then and played in an sophomores said, they don't have international league. The train any kicks coming.

> > BUY TECH ADS

after a few more slurps on his Old Emporia end sets divisional the way from Old Glory to see the newfangled ball park with

boy?" he demanded. I replied up the middle. The 6-6 games we ranks third in punt returns.

electric lights. Don't they know that if God meant fer football to be played at night He would have let the sun shine until midnight?" I assured him that the Homecoming game would be played during the day, but he still rambled on in a rage. "Listen boy, I don't care when

they play it, they still went and messed with the rules! Why, I saw that game in Dallas last week on old mother Mudge's RCA and I was darned shocked out of my socks!!" "I never seen such," he said

contemptuously. "All them boys running on and off the field every two minutes! Why, when I was your age if you couldn't play the whole game you couldn't play at

"Must be something wrong with those boys-too much stavin' up late and studyin' probably. I don't know why they make football players go to class. How are we going to win the Border Conference if they're worryin' about algebra?"

I tried to tell him that education came first these days, and besides, we were in the Southwest getting wound up.

stuff about field goals? Whatever and a total of 1,070.

receiving mark

room at the Joy Motel. "Why, old

Homecoming Queens in those

you listening to me. boy?.....

NEW YORK (AP) - Bruce Cerone, Emporia State, Kan. Senior end, has set a college NATIONAL GENERAL CORPORATION division career record with a total of 223 catches and has moved closer t to Ed Bell of Idaho 4215 19TH STREET · 792-6242 State, the pass receiving leader in the division.

Bell still is out front with 1,079 vards on 63 catches in the statistics released by the National Collegiate Sports Service. Cerone has 1,075 on 59 catches this year. His career total of 223 tops the 206 by Terry Fredenberg of the U. of Wisconsin, Milwaukee, from 1965 to 1968. Cerone has caught 47 touchdown passes and gained 4,114 yards, both collegiate records. He caught 17 against Pittsburg State, last week.

Norm Lukey of Otterbein completed 34 of 51 passes for 388 yards and two touchdowns against Marietta to take over the passing lead from Mark Steger of Cornell College, Iowa.

Olaf Gunderson of St. Olaf, Minn. was held to 88 yards by Lawrence, Wis. but clung to the rushing lead with 1,155 yards for Conference now, but he was just seven games. Bernie Maczuka of Mankato St., Minn. closed in with "Listen to me, boy! What's this 197 yards against St. Cloud, Minn.

Matadors face Bluejays for 1941 Homecoming

By MIKE McMAHAN Sports Writer

It was a crisp Saturday classes missed. It must have been morning early in November special morning: however, for the 4,000 students at Texas Tech College: it was Homecoming.

The mighty Matadors were playing the Creighton Bluejays the way, however. The train that afternoon in Tech Stadium. The bonfire had been the greatest ever the night before and the new Homecoming Queen had already been elected. All that was left was the contest with the Bluejays. A capacity crowd of 12,000 was expected to see the

Raiders were referred to by a local sports writer, were undefeated so far that season and were picked favorites over the invaders from the north country.

The lead of the pre-game story in the old Toreador went as follows: "In the prairie-fire running of fleet-feet such as Red season. Other standouts were Bill Don Austin, the Raiders compare

If one wanted to make a whole quarterback Stahle Vincent and Arkansas, Ross Montgomery and the Tech Theater owned by Preston Smith and see "Shepherd of the Hills" starring John

The college game has changed Five of the eight SWC teams Like, four of them-Hardaway, somewhat over the years but the

> Raiders tied McMurry 0-0. something that hardly ever until the 1930's. It was during that coach for the Raiders.

Tech had some great teams In addition to his lead in during those years. They capped receiving. Hammond is also the the decade with an appearance in SWC's premier producer in the Cotton Bowl with St. Mary's. tandem offense (rushing and pass. Tech lost the game 20-13 in the receiving combined) and is only Cotton Bowl Classic Tech

clip. The Port Arthur phenom has The Tech campus was booming happened to drop kicks? And returned 18 for 411 yards, already also during those years. The worse than that, what do them beating Jerry Levias' SMU campus consisted of the I was peacefully sipping a cold little guys mean by throwing the season record of 394 yards set in Administration Building. Textile Lone Star in the Sands Lounge football all over the blessed 1967. And with four games to go Engineering. West and Drane last night when I was assaulted by stadium? Boy, that's the easiest he needs only 130 more yards to Hall, and the old barn where better the all-time SWC season intramural basketball is now

"Do you go to Tech College. stick to the single wing and run it Donny Anderson in 1965. He also Everything else on campus was dirt, tumbleweeds, and briar patches. The hangout spot for the In scoring, three sophs are students was Tech Drug, where The Old Alum was just about among the top seven. Leader of every one would go and listen to out of breath. I told him to just the sophs is Bill McClard, the big bands of the day on the

All of the athletes lived off modern apartment building.

Sophomores are missing from The old teams traveled a great trip was the big thing, which would probably drive today's professors out of their degrees. An example of this occured in 1939. The Raiders took a train to New York to play Duquesne. The

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following week they traveled to National Football League's first Florida to meet the University of draft choice. Parks made all-Pro Miami. That was two weeks of end with the San Francisco 49'ers. Donny Anerson was the a sad long trip a Tech lost both third Raider to get All-American. games. Imagine what it would be The Green Bay star made the Alllike to lose two games on the road America team in 1964 and in 1965. like that, two weeks must have In 1967 Phil Tucker, offensive

seemed like two years. The team did make stops along would stop in a small town and the team would go out and practice at a high school stadium.

Tech was one of the first teams to fly for a game, also. In 1935 they flew to Detroit for a game with Detroit University. Tech lost the game 12-7.

Yep, the game has changed. The Crimson Crusaders, as the The rivaries with such teams as Arizona, New Mexico, West Texas State, Haskell, and Harin Simmons are over. Names such as Walter Macklerov. Red Ramsey. Frank Guzick. and Walker Nichols have gone down in the record books.

Today Tech has had five All-Americans in E. J. Holub. Dave Parks. Donny Anderson. Phil Tucker, and Kenny Vinyard.

Holub was named All-American in 1959 and 1960. Holub is now starting center for the Kansas City Chiefs. Dave Parks, was All-American in 1963 and was the





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guard made the squad. In 1967 he

signed with the Edmonton

Eskimos of the Canadian Football

League. Tech's latest entry on the

All-America list was Kenny

Vinyard, who was a kicking

Fourty-four years has gone by

since that frst game with

McMurry. A near capacity crowd

is expected for tomorrow's tilt

with the Rice Owls, just as there

was with the game 30 years ago

with Creighton. By the way, Tech

had a fine day on that particular

Saturday afternoon. The mighty

Matadors were victorious 13-6. It

would be nice for a repeat

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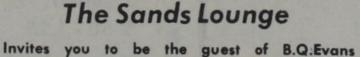
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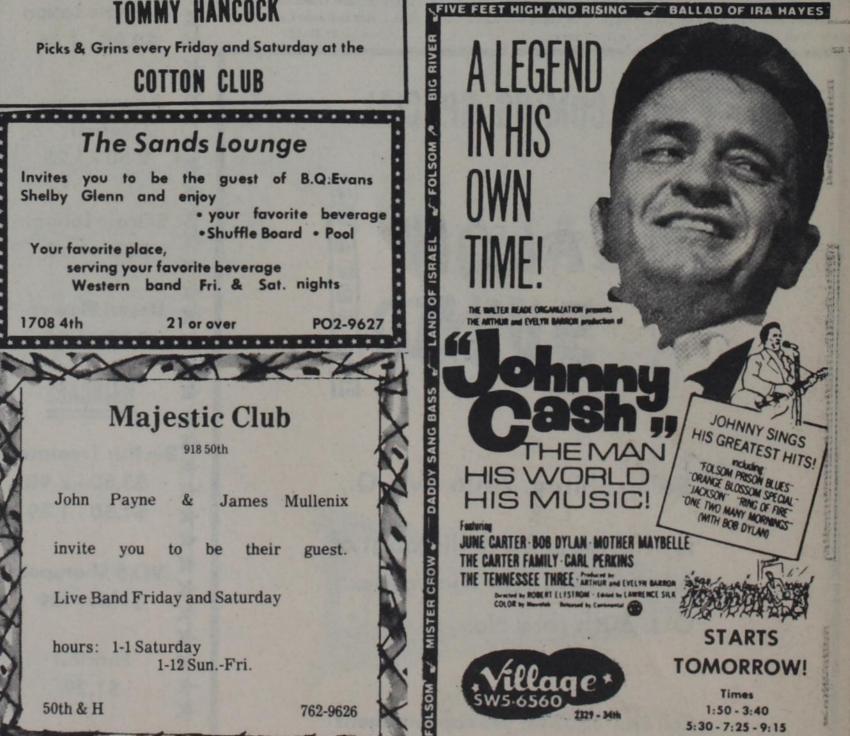


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Linema-

BRUCE D

may knock

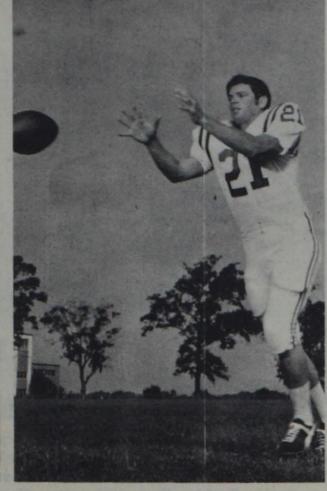


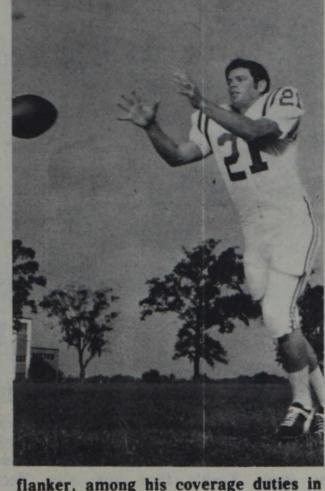
THE LONG BLACK VEIL A GREAT SPRECKLED BIRD

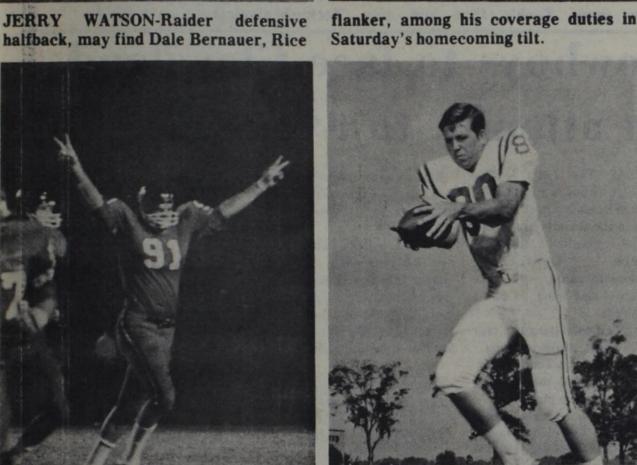
Rice invades Raiderland for homecoming tilt



halfback, may find Dale Bernauer, Rice Saturday's homecoming tilt.





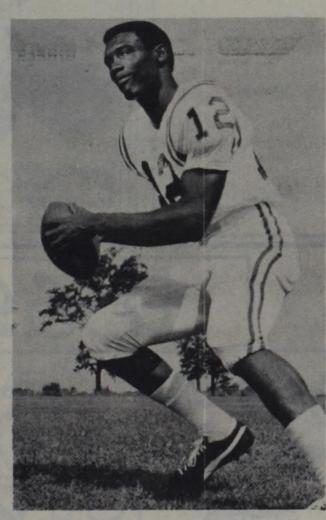


end for the Owls.



BRUCE DOWDY, Tech defensive end,

halfback, may find occasion for a head quarterback.



KEVIN ORMES - Raider defensive on fight with Stahle Vincent. Owl



the Rice-Tech rivalry record look practice facilities. more respectable Saturday when the Raiders meet the Owls in healthy respect for the Raiders. Jones Stadium at 2 p.m.

Tech's five in the rivalry begun in Raiders." Moore noted the Tech season, beating VMI, 55-0. 1942 in Houston. The Owls won club has had a terrific lift by that first game 19-7.

Each has won 4 games with one tie. The Raiders have won the last najor factor. four encounters with the Owls and battled to a 6-6 tie in 1964.

indicated respect for Rice's ability. "This team (the OWLS) is have already beaten us." he said.

King has · been displeased throughout the week with rainy double figures each time. 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 vesterday. preparation for the Rice game soggy practice fields.

"This week we must have decent weather." King said back out: we've got a lot of things offense.

King failed to see sunlight until vesterday, however, and Owls fell to Texas, 31-0. workouts continued to be held in MacKenzie. Yesterday was the Texas to fewer points in the first quarterback: Larry Caldwell.

Tech's Red Raider football first day in two weeks for the half than did Tech. Tech gave up tailback: Dale Bernauer. David Keys and Mike Tyler.

Rice's scouting report shows a points. quarterback Charlie Napper a tackles: David Browning and

The Rice scout commented on Mark Hazelwood, center. Tech's solid running attack led by J T King, head Raider coach. Danny Hardaway along with the the Raiders will be: Joe Matulich Raider's improved passing game.

The homecoming tilt promises tailback: Johnny Odom, flanker: better than one of the teams who to be a high scorer. Though the and Miles Langehemig, fullback. Raiders have won the past four games, the Owls have scored in start: Bruce Dowdy and Richard

> 38-15 in Houston. The Raider's six Norwood, middle guard. interceptions in that game set a record being four.

spot with an 0-7 record.

The Raiders will run from a Monday, "Last week we got away tandem I and the pro set offenses Larry Davis and Sam Reed, ends:

thriller against SMU, 24-27. The Donnie Johnson, center.

squad will have a chance to make Raiders to use their regular 28 points to the Longhorns in the flanker: and Kim Malone. cornerbacks: and Bucky first half while Rice lost only 21 fullback.

Probable starters for Tech In the defensive secondary for play-by-play and Ray Boyd doing coming back from some earlier offensively are: Ken Kattner and the Owls will be: Monte the color. In Southwest Conference losses to "jell" for the SWC Charles Evans, ends: Mike Hutchison, Randy Lee, and The homecoming tilt is competition, the teams are equal. stretch drive, with sophomore Holladay and Jerry Ryan. Ronnie Johnson, linebackers: expected to draw over 37,000, Jesse Richardson, guards: and

In the offensive backfield for quarterback: Danny Hardaway.

Defensively, the Raiders will Campbell, ends: Dick Grigg and Last year. Tech defeated Rice Jim Dyer. tackles: and Pete

The defensive secondary for new SWC mark, the previous Tech will be: Larry Molinare and Dennis Lane. linebackers: Tech finished fourth in SWC Denton Fox and Jerry Watson. was held off campus because of standings last year with a 4-3 halfbacks; and Kevin Ormes and mark and Rice filled the cellar John Howard, safety and rover. respectively.

The Owls will start offensively: with it. This week we need to get while Rice will use a Multiple T Bill Batchelor and Brownie Wheless, tackles: Paul Strahan Last week the Raiders won a and David Stockwell, guards; and

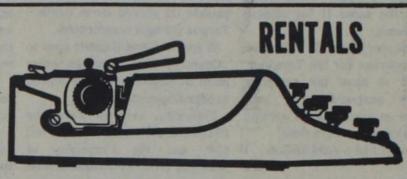
> In the backfield for the Rice King pointed out Rice held offense will be: Stahle Vincent.

On the defensive line for Rice safeties. Tech is 3-3 for the season, will be: Butch Robinson, and Owl scout Charlie Moore was winning against Kansas. Texas Rodrigo Barnes. ends: Roger be broadcast over the Humble Rice has racked up 13 wins to "impressed strongly by the Red A&M and SMU. Rice is 4-1 for the Roitsch and Steve Bradshaw. Radio Network (KFYO in

guards.

Allshouse and Jack Faubion.

The Tech homecoming tilt will Lubbock) with Glenn Brown on



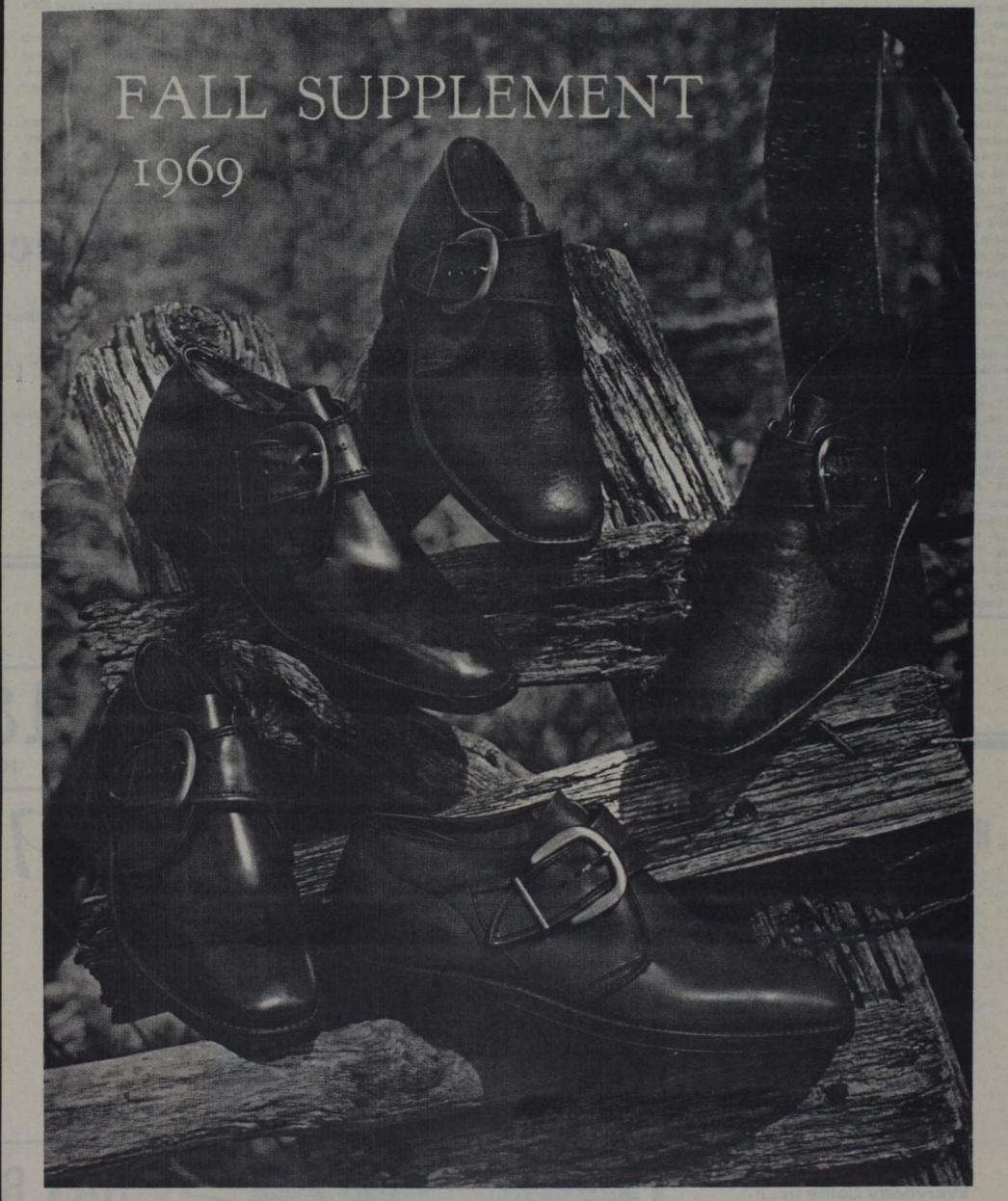
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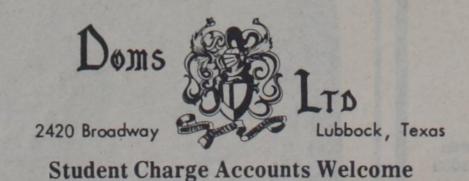
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Cole-Haan



1938 team greatest squad ever

By DAVID R. HOLLAND Staff Writer

As the story goes. T. J. Harris. a sportswriter for the Toreador. seemed to have the rambling point by sophomore Jodie Marek Up to now the situation had single season (11); longest pass Raiders analyzed fairly well to edge Duquesne, 7-6. because on August 16 his opening Following victims were the everything can not be perfect. evaluation of the team read:

"It looks like a good season . . .

explosive backfield.

Rex Williams.

Harris concluded his article game. with these words:

"From the picture just painted many observers might think that Tech had already landed a have 10 games ahead any one of which could drop them to the bottom of the rating sheet.

"All that can be said is that the be dreaming on January 2." material is there. It may develop dreaming on Jan. 2. into a winning team. It may not.

that at one point in the season, and the New Mexico's Lobos 17-7 of the game. Big Red advanced as high as the the following week, for its ninth number five team in the nation. win in a row. Number 10 came and ranked eleventh when the against Marquette, 21-2. season closed.

Tech became known as one of the not going to quit now

McKeever, and Berl Huffman.

Then came their biggest and professional football.

prior to the kickoff.

Back in August of 1938 folks field as usual, but not Duquesne. problem of breath control. Tarbox jokingly commented.

"Country" Webb and an extra textile lab.

Oklahoma City Goldbugs who fell Despite a fourth quarter that back. Good? Actually the season was three times and intercepted five breathless. Tech's Red Raiders teammates as the real heroes. He passes in a driving rain.

The 17 lettermen included the On October 22, the Raiders met Mary's 20-13, in the Dallas Cotton with Sammy Baugh for accuracy late Abe Murphy and Frank undefeated Texas School of Mines Bowl classic." the Toreador and the bullet pass, and Abe Guzick, co-captains. Elmer "The and barely escaped defeat, 14-7. lamented. Great Tarbox, Gene Barnett. Somehow sportswriters had The Raiders gained little on the great tacklers. He recalls punter expected a let down from the ground as Tarbox was bottled up Charley Calhoun for spetacular Ralph Balfanz, and Charley Raiders for this game, but the until the fourth quarter. Then quick kicks, one of 72 yards Bass and his varsity cagers the Calhoun rounded out the Red and Black fought all the way Tarbox took a screen pass from against Duquesne. to win its sixth game.

"Circletop" Bostick, Bill Davis, escaped defeat, 14-7. Somehow which led to the final tally. fought all the way to win its sixth Raider loss like this:

Raider fans watched as Webb and on the short end of the score. Tarbox paced a 55-0 laughter of That's just hearsay, for we remember and love the fact that position in some prominent bowl the Lovola Wolfpack in Matador weren't there ourselves. We were on the wall here there hangs a game next year. They are far Stadium. The next week in the sitting in front of the radio picture of a team that went

Bowl? Why not?" The story bad break.

A post season game scheduled Coaching the Raiders was a with Centenary was mutually colorful magician by the name of cancelled following Tech's Pete Cawthorn. The late acceptance to play in the Cotton Cawthorn believed in giving the Bowl on Jan. 2. The team's goal fans a show, and because of this had been reached, and they were

most colorful teams in the nation On Dec. 3. St. Mary's when they donned their scarlet University of Oakland. California, accepted a bid to Aiding Cawthorn was Dutchy oppose the Raiders in the New Smith. Harold Crits. Ed Year's classic. As expected, St. The charging Raiders opened known as the heaviest team in the the season by defeating Montana nation. The following year nine of State 35-0, and Wyoming 39-0, the 11 starters played

'Give us more workouts. The stage was set in Buffalo. cried the anxious Raiders. who New York. The opposition was were working out only three days tough Duquesne. Elmer Tarbox a week until Dec. 20. Ten days recalls the game quite well, prior to the game, the Raiders because Duquesne attempted a traveled by train to Dallas. The

favoring Texas Tech football We got word they were behind the Loyal supporters followed the dawned bright and clear, the Red Raiders, bounding off a good until we lined up for the kickoff. Journal sponsored a "Cotton weak." Tarbox said. season in 1937 had 17 returning But at the toss of the coin, prior to Bowl Special" that included a Tarbox, who never played lettermen. Not so unusual now, the game. Duquesne sent one man train trip to Dallas for \$7.15. Even competitive high school football. but then a team occasionally out. He was about 6-8 and 300 Texas Gov. James V. Allred was voted the outstanding college played the same 11 for offense pounds. It scared us to death." attended the game wearing a red football player of the Southwest It took a Gene Barnett pass to the hand-loomed stock of Tech's three national records, including

60-0, and the University of racked up 13 points and left Montana 19-13, as Tarbox scored spectators and opponents alike does. Tarbox points to his

Gene Barnett and rambled for On the line were such greats as 22, the Raiders met undefeated Tech's first score, and later G. L. "Country" Webb, Texas School of Mines and barely gained on numerous short passes

Lloyd Taliaferro, Leonard Latch, sportswriters had expected a let Next week in Herbert Foster's winning team 30 years after its Dixie White, the late Holt down from the Raiders for this Toreador sports column, he success; mainly because football Waldrep, Wilmer Greene, and game, but the Red and Black expressed his thoughts on the

Following an open date. 12,000 down Dallas way, and came out

... probably we will still This seems to be the consensus the things that are most precious of many Tech fans, however, to you are the friendships you Taylor, 6-0. Tarbox explains that all week the developed over those years that The Raiders stumped the rains fell on Dallas, and this was have stuck with you. Oh, but it did develop. So much Gonzaga Bulldogs 7-0 on Nov. 11. a definite factor on the outcome

"I believe we had the better know how hard you worked for it Texas State. November 23.

touch of strategy and psychology purpose of the early departure team and could have beaten was to get used to the lower them, but our legs had taken a tumbleweeds, double headers, We (Tech) warmed up on the altitude, which could present a real test playing all week in the spring trainings that lasted from mud, and when the game day kinda got excited. You see the stands, so we didn't see them team, and Lubbock's Avalanche- ground was dry and our legs were because you really earned it."

> and black tie which was a gift of for 1938 by his radio fans. He set most passes intercepted in a been all roses, but sometimes interception return (86 yards): and most vardage per carry by a

> As any great football star often lost to the Galloping Gaels of St. classifies passer Gene Barnett Murphy as one of the all-time

> > Yes, the 1938 Texas Tech football team was a great one. Many people will agree, but then question the importance of a is only a game.

We hear tell that the Raiders the importance of a team such as got involved in a football game these Raiders in a reunion held at not ready. the 1965 homecoming:

'It was a great team, and I from that. So far in fact that they Toreador a short story appeared: kicking the family furniture in the undefeated and got national "Tech versus TCU in the Cotton slats as Tech got each successive recognition, and played lots of

> "That old diploma that you received from Texas Tech, and I

September to the following May

- but that diploma is great Huffman ended.

Yes. 1938 was a good season in the history of Texas Tech football. Many Raider teams have fought as hard and played well, but none compare with this

Courtmen to scrimmage

Tech varsity cagers, in keeping with homecoming tradition, will make their initial appearance of the season when they meet the freshman team today at 4 p.m. in

For head varsity coach Bob scrimmage will take place too early in the practice season. According to Bass, neither team is ready to play but the teams consented to play "because it has been done for years.

Bass said. "It's too early to get excited. We've got a new coach Coach Berl Huffman explained and a new system. We haven't

Starting lineup for the varsity 20 loss to the Browns in the 1968 team will be: Steve Williams, 6-1, Steve Hardin, 6-5, Greg Lowery,

Freshman starting lineup will new attitude. be: John Parker, 6-2, Steve good football, but I know that now Smith, 6-7. Gene Kaberline, 6-6. Eddie Combs. 6-7 and Everett said Cowboy coach Tom Landry.

> Varsity team will begin I've ever seen them play." workouts in the Coliseum. Monday, in preparation for a preseason scrimmage with West

DALLAS, Tex. (AP) - The But all-pro defensive tackle

AERIAL VIEW OF JONES successful bid for the Cotton Bowl. The

STADIUM—The Tech Matadors play in aerial view pictures the Tech stadium

a 1938 view of the stadium when the and campus, as seen 14 years after

team made Tech's first and only Tech's beginning as a state school.

Cowboys to face Cleveland

in attempt to avenge loss

with the same of the same of the same

Eastern new look this year with Craig breaks. Conference 6-2, and Jerry Turner, 6-3 or Mike championship game, with some Morton at quarterback and rookie new faces-and most of all-a sensation Calvin Hill gobbling up the vardage on the ground. "It was a mental thing last year Morton leads the NFL in passing where we just weren't hitting." and Hill is the top rusher.

> Cleveland played the toughest Landry said the key to beating There have been some quotes attributed to Cleveland players Warfield and Gary Collins.

National Football League's

that Dallas was too keved up for better than I've ever seen him."

Come in and get your FREE mum and boutonniere, with your

smart club.

"And we've got to take what worked on defense yet and we're Dallas Cowboys return to Bob Lilly says "I wish that were their defense will give us and we Cleveland Sunday, site of their 31- true. We were flat, very flat. must have excellent execution. Their defense is like a rubber The undefeated Cowboys have a band. It may bend but it seldom

> Landry said Dallas has a difference attitude this year. "We are tougher mentally as

well as physically." Landry said. He said he expects to meet the Browns twice this year—once this Cleveland was controlling their Sunday and again in the Eastern stars-Leroy Kelly. Paul Conference championship.

"If I had my choice of the two Quarterback Bill Nelson looks I'll take the second game. Landry laughed "But I'll tell you Landry said. "Cleveland is a this. We will be there to play and

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Arkansas-A&M	Arkansas	Arkansas	Arkansas	Arkansas	Arkansas	Arkansas
TCU-Baylor	TCU	TCU	TCU	TCU	TCU	TCU
Dallas-Cleveland	Dallas	Cleveland	Dallas	Dallas	Dallas	Dallas
Houston-Boston	Houston	Houston	Houston	Houston	Boston	Houston





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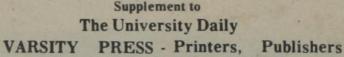
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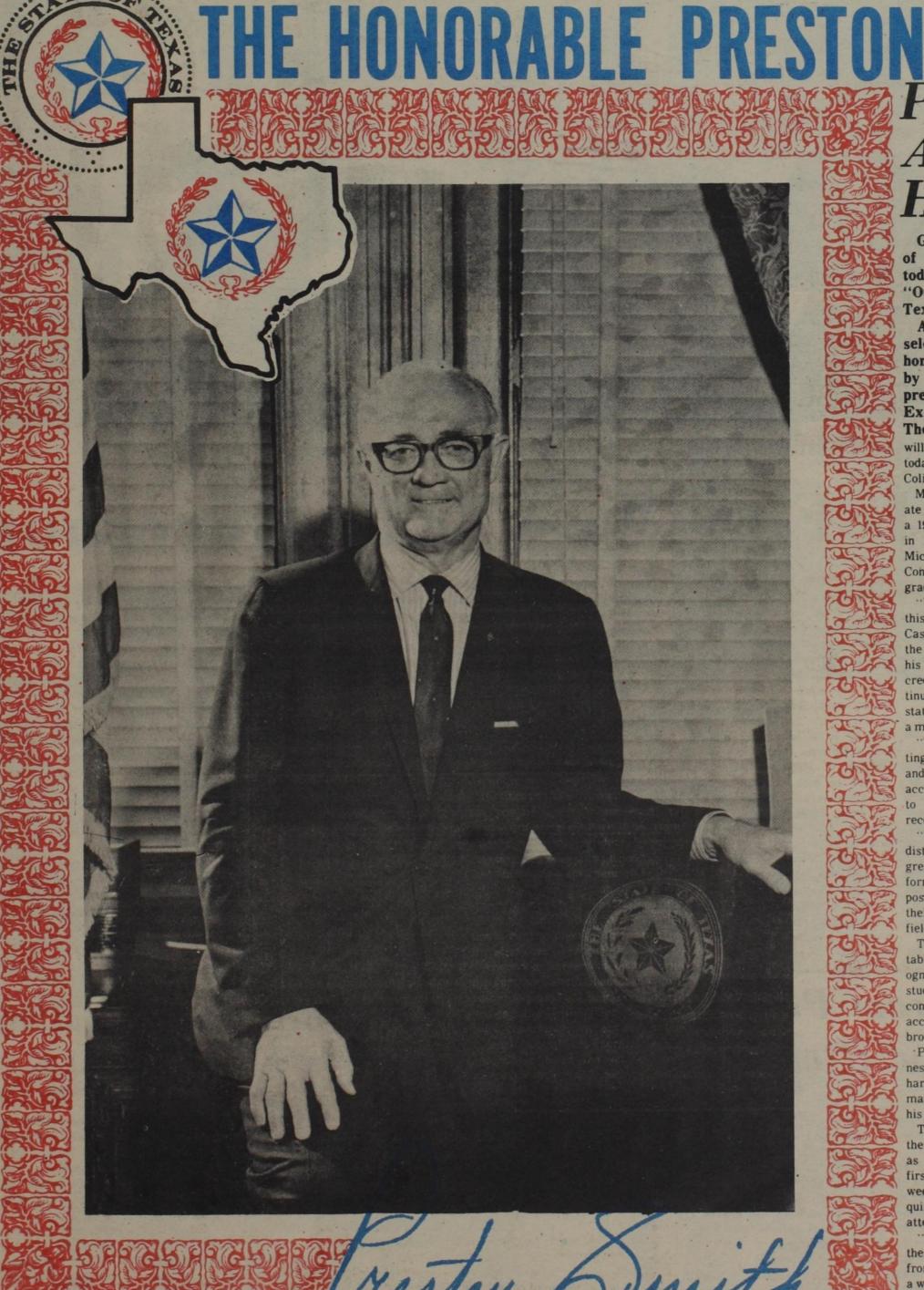
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Governor and Mrs. Preston Smith of Lubbock and Austin have been the Lubbock Municipal Coliseum, named "Distinguished Alumni" of and the program to be presented Texas Tech and will be recognized includes a unique color slide preat the third annual Distinguished sentation depicting the lives of Alumnus luncheon at noon this Gov. and Mrs. Smith. Friday.

The luncheon will be held at

The luncheon, sponsored by the

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

The presentation includes mor Continued on Page 7

Texas' First Lac PAGE FOUR

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 exstudents 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."

Continued on Page 8



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 saving to a reporter. about himself and his family

We're just common folks. That's we'll ever be.

Governor of Texas, people are be- elected to both offices, but there ginning to suspect that this Smith was a 19-year gap is no common man at all. He might be Everyman. He does identify with fledged West Texan ever elected Texans in general, and they with Governor. He is the first who lived

and finally rounded up about 1.7 slices across the Rio Grande down million votes in the General Elec- below Eagle Pass. It cuts out 83

Thus Preston Smith became the phical giants.

only Democrat elected Governor of of the Big Seven: California. New organized since 1900. Smith's home of them thought so. 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 all we've ever been, and that's all Runnels is the only other who ever pulled the trick, when he beat Sam Begging the pardon of the 38th Houston in 1857. Joe Savers was

Preston Smith is the first fullout beyond the 100th meridian, an In a 420-day campaign Preston invisible line that divides Oklahoma Smith shook about a million hands and the Texas Panhandle and then counties, including all the geogra-

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 sour-

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 cent out of every state dollar is carried East Texas solidly-except for Smith County.

ever elected Governor of Texas. is an investment in the future. That softened the loss of Smith County for his wife. Mrs. Ima "the education Legislature" Smith (who before her marriage added) was Miss Ima Smith) and the 47,000 Smiths to whom they sent a cam- we witnessed more worthwhile edu- all Texans.'

This is new country, as Texas paign letter saying: "Don't you when there was nowhere else to a big state in 1968. In fact, he is goes. Only seven counties were or- think it is about time one of us live, and when the living was hard. the only Democrat governing one ganized before 1880, and 23 were was Governor?" Apparently a lot

He's Really Earnest

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

name of Eucalyptus. (It's really middle initial.)

Those are some of the firsts; got tough, and survived. now for a probable last: Preston Governor from the Great Depression era. He "lived on the farm"

Preston was the seventh among 13 children in his family. (He and his brothers trapped coyotes and skunks Preston Smith is the first Texas 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 Finally, he is the first Texas Go- further experience in long hours and vernor who ever claimed the middle short nations. Those drought-scourged sandstorm years on the South Earnest: the other is a Smithism Plains were enough to wither a man to explain why he doesn't use his away or make him so tough he couldn't be whipped. Preston Smith

Like most of his fellow survivors Smith may well be the last Texas 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

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 a pretty good cut for education.

'Quality education is expensive," Even so, he was the first Smith he told them. "But quality education

He called the 61st Legislature salary increase for teachers and

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 child-

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 promised he would never desert 'the cause of teachers-which also "In the course of its sessions, is the cause of better education for

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Polka Dot Ties, Western Music

Preston Smith has a "thing" dot tie and Cummerbund. about polka dot ties.

Dallas News Austin Bureau staffer Marquita Moss tells the story.

Gov. Smith wore a blue and white Price Daniel for help." Smith repolka dot necktie. That night he called. changed into his tuxedo and a polka

with Smith.

During the oath-taking ceremony, governor of Texas and I went to Gov.

twice, and then in 1950 ran for Lieu-

cluded the Speaker of the House.

three state Senators and Secretary

of State Ben Ramsey, who won the

cumbent State Senator Kilmer Cor-

bin, 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 Go-

He lost the next time out to in-

race. Smith finished third

vernor again in 1962.

'Preston, I can't help you.

I'll probably be a candidate myself. Polka dot ties date back to 1962 Daniel told me. But let me make a suggestion do something a lit-"I decided to run for lieutenant tle 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

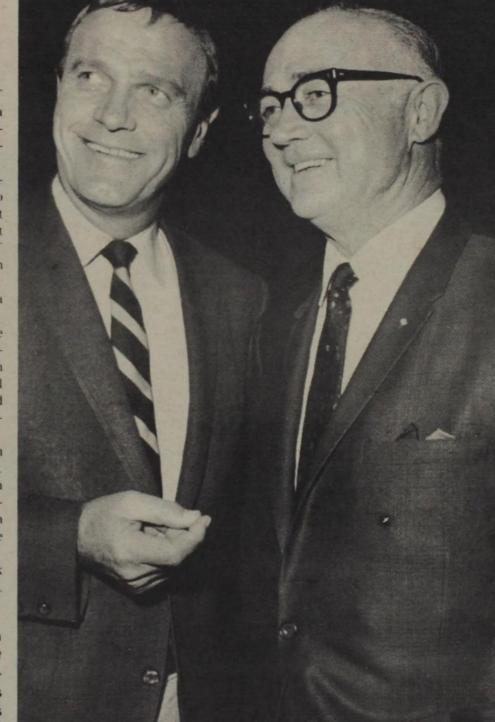
Smith now has at least 400 polka dot ties, including one from Italy.

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 cele-

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

Other entertainers included Buck For a long time it looked like Owens and the Buckeroos, Ray Price, Charley Pride and Glen Campbell.

> 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



Cleared It With Ima

Won-Lost Record 9-2

Continued from Page 2

viction that a man had better learn tenant Governor in a big field that into carry his own weight. Unquestionably the Depression years contributed to Smith's basic conser-

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

Continued on Page 5





WEEKEND ON CAMPUS—Gov. Presion Smith spent a busy weekend on the lexas lech 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

KE TO THE TOTAL THE TOTAL



READER AND THE TOP THE

She Didn't Change Her Name

Smiths Met in '32, Wed in '35

jacent seats in a government class gether," she recalled during an at Texas Tech in 1932, and after interview nearly 37 years later. class they left the campus walking in the same direction.

one day when Preston Smith, going astonished to discover that Preston toward his service station at College was such a fine dancer. "Dancing Avenue and Main Street, hurried Cheek to Cheek," "A Shanty in to catch up with Miss Ima Smith. Old Shanty Town," "When I Grow She was walking home to a boarding house on Avenue X

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

"Smith is my name,"

"I said it was my name, too, so to be a good business man some-

Two Smiths were assigned ad- from then on we walked home to-

She also recalled an impromptu dance in the living room of her They did not talk, however, until boarding house, when she was Too Old To Dream" and "Lullaby of Broadway" were some of the

> Although she was engaged to was becoming more and more impressed with Preston Smith.

> Nor was she the only one. "Ima, that young man is going

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

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

Governor's Mansion in Austin, with the business," Ima said. its fine old furniture and many recall with humor some of the struggles they had as a young married couple.

During the early months of their came home from his service station every night bringing a one dollar bill for her to buy groa month.

they were living first on 9th Street It didn't seem feasible to me to and later on 10th Street, they rented a room to Tech students.

Before they had been married a year, an event occured 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 the Governor's Mansion, too. office one afternoon, and she would turns operating and taking tickets.

for two or three years. I worked house."

When Preston Smith and his wife, for five years and then quit. By Ima, moved into the pink granite that time, we had sort of established

She "retired" in May, 1940, and lúxurious appointments, she could the couple's son, Michael Preston (Mickey) was born in December of

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

"We had no air service then ceries the next day. The frugal (between Austin and Lubbock) so he Ima saved enough from this money had to ride the bus down there and to buy a radio. His income at this back. It was during the war, and time, she added, totaled about \$80 there were a lot of servicemen traveling at the same time, so he To help make ends meet, while didn't come home every weekend. 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

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

"I have to admit," she said, work that night. The next day she "I'm liking it a lot better than I would work in the afternoon, and ever thought I would. We are busy I'd work at night. The men took all the time, and I didn't realize we would be. I am thoroughly "We did our own janitor work enjoying it, and we love this old

Heavy Schedule Calls For Wardrobe Planning

"Plan ahead" is the theme for Mrs. Ima Preston Smith when she what sort of occasions she will be arranges her wardrobe each season.

Ima's Family wearing a costume especially appropriate. 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 attending during the forthcoming season, she can chart her clothing needs so that each event finds her

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

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

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Smith Has Served Texas Since 1944

public servant who feels there are always call for increased spending. practical solutions to the state's

Gov. Preston Smith is a veteran problems--and the answers do not litical scene for more than a quar- sentatives, where he served six speaker throughout Texas. He has

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 counties, including the two biggest, 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 then. Wrote Richard M. Moreand family.

Candidate Smith set a back-breaking pace. True to his countryboy raising, he was up before 6 for a few minutes of calesthenics 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 and travel-stained.

tour preceding the State Democra- his face. Capitol correspondents, tic 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, oldstyle, face-to-face campaigning paid off: His opponent led in eight big 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

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 head 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 rehis companies looked rather worn evaluated by political pundits who have spent years writing him off.

season, not counting a 15,000-mile opportunity he would fall flat on whom Smith raps smartly across the knuckles from time to time whether they need it or not, have fostered an image of pedestrian dullness. Lacking the patrician charm of a Jester, the fiery charisma of a Shivers, the punctilio of a Daniel, or the articulate style

of a Connally, Smith stirs up lit-

tle excitement-just votes.

near the tag end of a 15-year duals or groups. pro football career was described doesn't look very good. He is old, fat and slow. There are half a dozen quarterbacks in the league All he can do is beat you.'

ter of a century. In 1944, he was years. In 1956, he took another step Smith has been on the Texas po- first elected to the House of Repre- 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-elcted 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 "He might be equated with his thought to how the solutions affect fellow townsman Bobby Layne, who all Texans' not just isolated indivi-

Fiscal responsibility is a must thusly by a rival coach: 'Layne with Smith, who is a "real Texan,' having lived all of his life in the

Because of his appeal and "down who can handle the ball better- to earth" attack on the state's profour or five who can outpass him. blems, even before he became governor, he was in demand as a

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 Bu-

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

The General Election campaign Many have predicted, and most all was actually Smith's third of the 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

"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 in a tourist court and we boys old back in Williamson County. 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 home even after the kids gone. It was a four-room frame house with tin on top. a porch out front and a windmill and a toilet out back

fixed 40 flats with cold patches and to some of the boys that he hoped a hand pump and spent the first someday to become governor, an night near Brady. I think Mama idea that had occurred to him, he and Daddy and the girls got a room said, when he was just nine years



PRESTON, 8 sits on the steps of Prospect School, fore he decided to be governor.

The Smith children walked three told a reporter after he won the had an exasperating time of it miles from their farm to a country Democratic nomination in June trying to get him clean," school; and to keep the kids from last year. "I was walking down a said getting lost in dust storms or fog. cotton row behind a span of mules the father, with a plow and a mule, and reading an old newspaper about him as saying, "Well, my mother first time I'd read about a governor. and to take care of them because and I decided right then and there it would be a long time before I





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

-The

ment

From Lamesa **High School** To Texas Tech

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

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. 'I'm not ashamed of it," Smith and I and his sister, Annie Mae,

Why did he do it? She quoted

'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 businesslike, 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. Mc-Whorters, 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, 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.

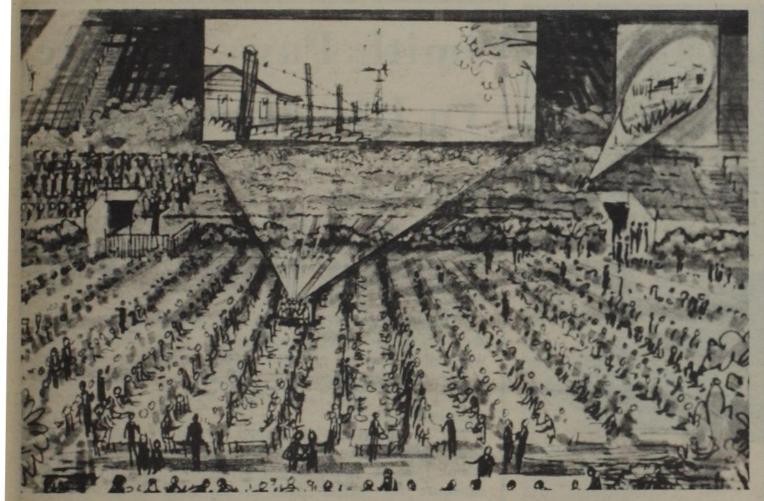
store windows to get through high

decided to pool their efforts at to 15 cents-not exactly a new Texas Tech just about the time the Continued on Page 8

station and grocery, did odd jobs Great Depression was at its meansuch as pulling bolls and washing est. They had little but energy and ingenuity.

By the time Smith had registered Preston and a friend, Ebbie Lee, and bought his books, he was down





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 Alumni." 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 music. three synchronized projectors onto three 20x20 foot adjacent screens song. The Coliseum has been speciin the Coliseum. An additional ally arranged and decorated for the screen will be mounted in another program so that the approximately portion of the Coliseum on which 1.200 persons attending will be the 38th governor of the State of will be shown highlights of the able to view the slide presentation. Preston Smith gubernatorial campaign and the inauguration.

prepared by the Departments of "Men who were born, reared and will go into the Southwest Col-Park Administration. History and matured in these times are pro- lection at Texas Tech. Urbanovsky Music. The Texas Tech Choir. ducts of this age of change and are said

The music will include a theme

Park Administration Chairman Elo J. Urbanovsky said the presen-The slide presentation has been tation is built around a theme that

Orchestra and vocalists will pre- now assuming positions of leadersent specially written and arranged ship. But despite great technological and cultural changes in today's society, personal initiative and hard work are still major determinants

These traits best characterize Texas. Preston E. Smith.

The slides used in the pictorial history of the life of the Smiths. after use today at the luncheon.



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

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 twopump 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.

istration talents to work, they oc- then sublet it to other students.

And putting their business admin- casionally rented a vacant old house.

Smiths Are Outstanding Alumni

During those difficult days of could do 30 to 40 a day." the Depression, Gov. Smith's business acumen began to show itself. Smith graduated to running his own Investing some of his hard-earned during his junior year at Tech. He income in renting a two-story garage and a friend leased a station across apartment near the Tech campus, the street from the campus which he became a landlord.

I spent nine dollars on furniture graduation. and rented three rooms to six boys for six dollars a month each," the attended Tech, all class seating governor said, adding that the in- was arranged alphabetically, and come was helpful but it almost in some of his, he found himself left him without a place to sleep.

I ended up living in the kitchen. Ima Smith. sleeping on a cot.

found him giving up his two-job 1935 the two were married. schedule to concentrate on managing a service station near the Alumnus" awards last year were

From managing a station. Gov. he continued to operate until his

During the years the governor seated next to a coed from Ralls.

These classroom associations His second year at Texas Tech blossomed into romance, and in

Recipients of the "Distinguished Porter Parris, vice president of Besides gasoline, our best mon- Hilton Hotels Corp.: Waggoner Carr. ey maker was fixing flat tires, former attorney general of Texas; We charged 15 cents a flat and 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

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

Smith Pays Tribute To His Alma Mater

Continued from Page 7

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

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 technicalvocational 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-

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 Washingtonwhich 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.



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 summer.

Raider, appeared in the Techfirst setup, including saddle and average. horse trailer.

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 rope on him in his younger days. breakneck speed. He wore a and rode him in rodeos and ocarlet cape designed and made conformation shows. Cody holds by Mrs. Lila Allred Kinchen and two World Champion Roping her clothing class. The rider was Titles and was ridden by rodeo mounted on the white palomino greats Toots Mansfield and Troy black Aberdeen Angus. was stallion, Silver.

games. He stays at the Tech farm nineteen year old horse. all year to feed the horse. He also rides Cody during off-season and

missed the experience for been used since then. THE IDEA may have been anything in the world. "I have the "I was happy to loan him to

> Bill Price, Lubbock western store background probably keeps him owner. He said that they used to

He has the responsibility of Cody, was a show horse and his taking care of the horse, Charcoal dam was a McCune mare. This is Cody, as well as riding him in the the sixth year Tech has used the

TECH BEAUTY, a black mare, gets him in shape during late was used prior to Charcoal Cody. She was stolen before the A&M Carruth has served for two game seven years ago. She was Joe Kirk Fulton, the first Red years, but a new rider will be found on a farm near Idalou with chosen next year since he will A&M painted on her. The fact Auburn game in the Gator Bowl graduate. The Red Raider is that she was stolen was not in 1954. His father donated the chosen on the basis of grade point released and Cody was substituted for her. Tech Beauty Carruth said he wouldn't have died while foaling and Cody has

> Tech, said Price. He looks like he thoroughly enjoys it." Price CHARCOAL CODY is owned by also said that Cody's rodeo 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 proposed as a mascot. He was Johnny Bob Carruth. DeLeon The horse is 1412 hands high and taken to the Matador game with senior, is the present Red Raider. weighs 1,200 pounds. His sire, Bill 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 Waggner. 1961-62: Bill Durfrey, 1962-63: Douglas "Dink" Wilson, 1964-65 and Douglas "Nubin" Hollar.

visitors and team awake all night long, but the plan backfired and kept Lubbock awake instead. Directly in front of the Administration Building is

placed when the bells were rung

all night after a victory over TCU. The idea was to keep TCU

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

ROGERS LEARNED FROM Double T bench, Memorial Circle 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 hearsome 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 1960 with the horse pointed west as the title

However, the angle of the horse was shifted because Lubbock residents coming toward the campus on Broadway were faced THE BELLS RANG for the with Soapsud's posterior end. first time during the graduation According to the Saddle Tramps. ceremonies in 1936. A time the horse's rear points within one limitation of 30 minutes was degree of College Station.

Island of Nihauu mystery of Hawaii

(AP)-Mystery apparently will in 1864 for \$10,000 continue to surround Hiihau.

By CINDY MEADOWS

Staff Writer

Although homecoming must

On Nov. 11, 1924, the

This first ground-breaking

SINCE THIS BEGINNING, a

series of traditions and

landmarks have been handed

Among these landmarks are the

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

Five years later the class of '36

presented Tech with the two

victory bels 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

down through the years.

and the statue of Will Rogers.

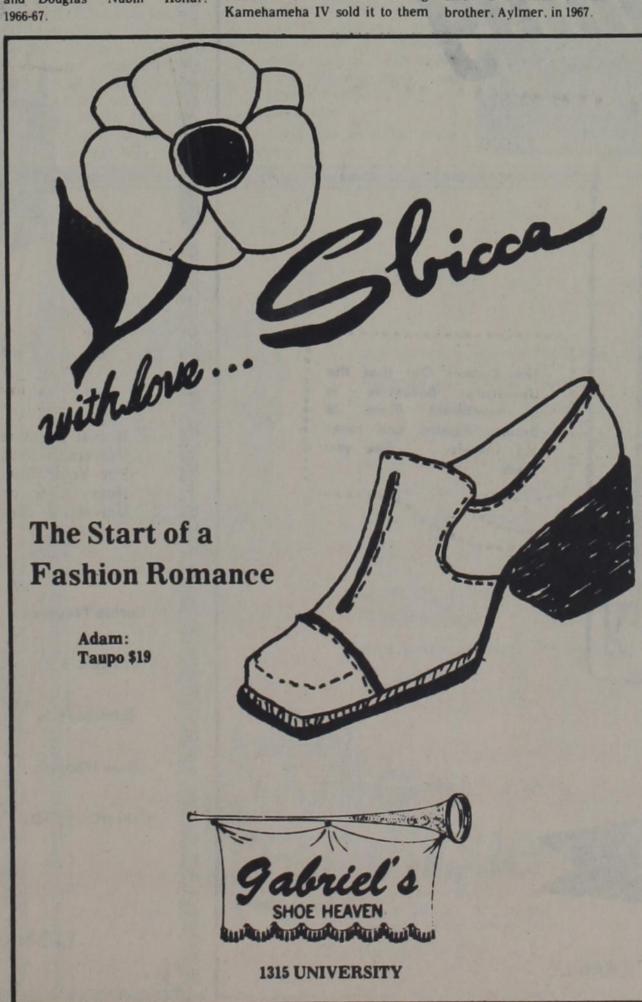
ceremony gained a firm foothold

in tradition.

sell the island because of taxes.

The Robinson family was living Hawaii's seventh largest island. in New Zealand when the king despite another death in the invited them to take over the ruling family. The family has island. Since that time, according kept the island private for more to people informed about the island's affairs, the family has But there are indications that run it much as a philanthropy -Hiihau's owners, the Robinson and with a determination that the family eventually may have to original residents should never marry "outsiders."

The family, one of Hawaii's Lester Robinson, 68, head of the oldest, has closed Niihau, known family, died Friday. He had been as the "Mystery isle," to owner and manager of the island outsiders since King since the death of his older





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.

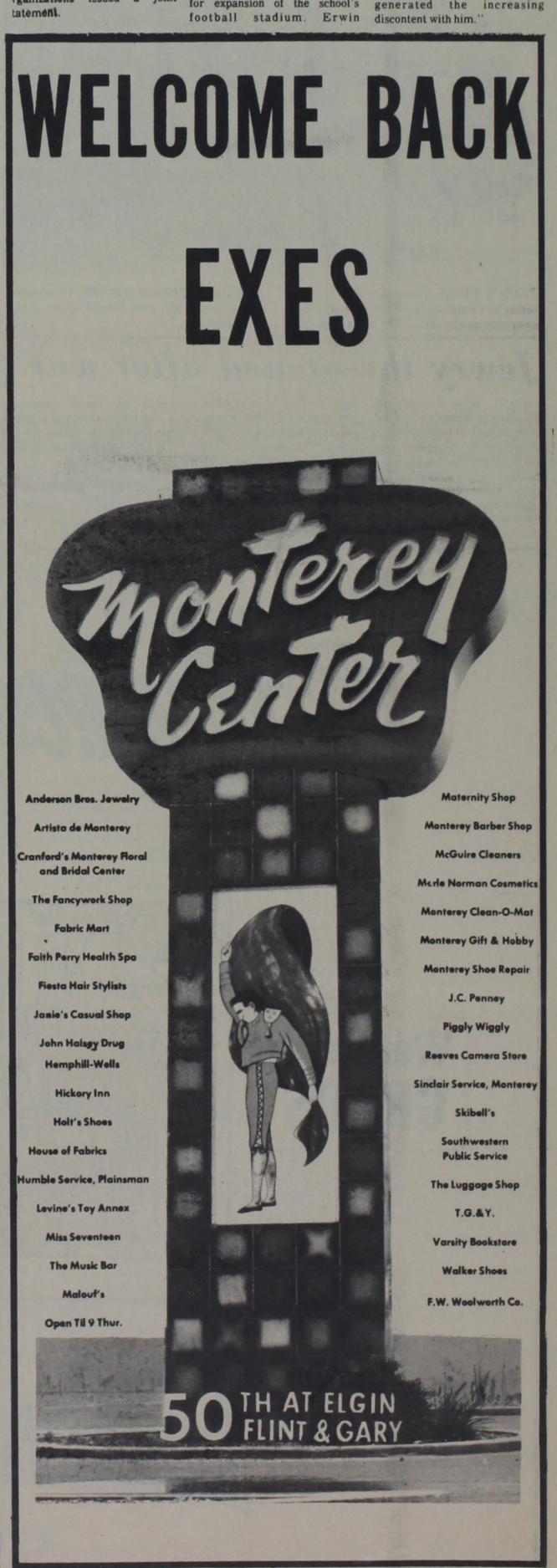
The two campus political rganizations issued a joint

voted 242 to 197 Tuesday for a resolution asking Erwin to resign. The school has a total faculty of

outgrowth of protests against destruction of several large trees along Waller Creek to make room for expansion of the school's

THE GENERAL FACULTY 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 The resolution was an 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





Former Mary Dale Buckner

Mrs. Schubach first graduate

By ROSITA BLOOM Staff Writer

High scholastic ability and fate advanced senior classes. were the two predominant factors the first graduate of Tech.

Mrs. Schubach was on campus diploma to be put on display.

Buckner Mrs. Schubach received interesting, so she did not return. the first Wyatt Hedrick Scholarship for Highest and murder stories. She went to Scholastic Standing.

number one which meant she read them." would be the first to receive a Tech diploma. "It was simply by did writing and editing in one," said Mrs. Schubach.

Back then Tech was smaller of Price Administration. with most everyone knowing each

now. The buildings were just department. much farther apart.

fact that Tech had such a "fine Schubach did special research in faculty" during her college writing for various agencies. She career. There were professors said she did mostly "contract coming to Tech who had writing" which meant she would graduated from Harvard and only have a 60 or 90 day contract Oxford and could have had high period in which she would have to positions in eastern colleges. but chose to come to newly developed

romantic pull for coming here. said Mrs. Schubach. She said she believed the professors could see fine opportunities and greater advantages at Tech.

her masters. Mrs. Schubach was guest speaker

She taught freshman and so I could stay athome and go to instructor at the West Pakistan sophomore English along with two the library whenever I desired Development Institute for the who graduated from Tech in 1939; to," said Mrs. Schubach.

Schubach the opportunity to be Chicago to do more advanced half years in Indonisia where he a very interesting and enjoyable presently has a grand-son, Dale After her year in Chicago, Mrs. Health Department. They have personal relationships with a sophomore majoring in

"I did not want a full time job Pakistan where Schubach was an people in mass."

United Nations.

Mrs. Schubach has a son, Dale, a grand-daughter, Ellis Buckner, who graduated from Tech in 1968 The Schubachs spent two and a Mrs. Schubach said she has had with a B.A. in education and was a financial advisor to the life. "I like people and enjoy Edward Buckner, at Tech, who is



graduate from Texas Technological College in 1927. (Staff photo by Bruce



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

the Vietnam war by frustrated general assembly.

Morris B. Abram. His remarks for some time. A few hours Abram.

president of Brandeis University 3,000 persons at a hotel banquet UAHC adopted resolutions asking rather than the impersonal Tech men interested in becoming said Wednesday that American climaxing the Union of American an immediate cease-fire in atmosphere created on so many a member of Saddle Tramps. Jewry will be threatened after Hebrew Congregation - UAHC- Vietnam and supporting selective large university campuses.

MIAMI BEACH (AP)-The came in a prepared address to before the Abram speech the had a more personal outlook.

The post-Vietnam period will May 13, 1927, with a bachelor of at least 30 semester hours at the The central organization of hold a very real threat for arts degree in English. Mrs. end of this semester. Western history has a Reform Judaism, liberal in its American Jewry - this time a Schubach went on to get her M.A. Coach Burl Huffman, special favorite-the Jew." said Dr. world view, has opposed the war danger from the right," said degree in 1929. While working on coaching assistant, will be the

an English instructor at Tech.

From 1936-37 Mrs. Schubach which gave Mrs. Mary Dale attended the University of study in English.

Friday visiting the Tech Museum. Schubach began writing short just recently returned from others rather than meeting advertising. where she left her college stories to earn enough money for returning to school for another Graduating as Mary Dale degree. But writing was too

Mrs. Schubach wrote mystery New York to meet several editors Mrs. Schubach said the first and to her surprise had many of president of Tech. President her stories published in mystery Horn, held a container of magazines. She said, "I feel I was numbers for each student to just lucky to get my stories select one. Mary Dale Buckner published. I wrote mysteries but was lucky enough to select says to this day I don't like to

From 1941-47 Mrs. Schubach chance that I drew the number Washington as the head of the Procedures Branch of the Office

As associate professor at other. It was very exciting when Roosevelt University in Chicago, we were here because the school her main course of study was the was small and the relationships' research and writing of business personal." said Mrs. Schubach. . reports. While at the university. She said even though the Mrs. Schubach met and married enrollment was small, there was Robert J. Schubach who was head still the vastness that Tech has of the business administration

From Chicago the Schubachs Mrs. Schubach emphasized the moved to Washington where Mrs.

They must have felt a Saddle Tramps to sponsor open smoker

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

The smoker will be open to all

After graduation from Tech on student must have accumulated



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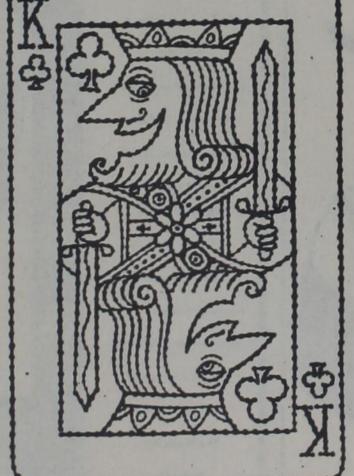
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ON THE CAMPUS



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 was housed wherever possible.

college regulations," said Mrs. Jean A. Jenkins, director of the

These off-campus dorms. There between 14th and 15th Streets.

There was a boarding house available," Mrs. Jenkins recalls.

provided a pleasant atmosphere for Lubbock had no apartments." for the women. No one came she added downstairs for any reason unless well-dressed, for there were men built. Women were required to waiting on tables.

left before everyone was finished. Mrs. Brown charged her boarders peoply had started making a \$27.50 per month to share a room living by housing students.

with another student.

employed as an assistant to Mrs. Brown. She made sure all regulations were carried out the dean of women.

Tech upperclasswomen had to enrollment 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 schoolsponsored 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

women, mostly freshmen. These what came to be called light were served only at certain and 14th Street were partly dorms were privately owned and housekeeping apartments. The hours. There was no cafeteria. operated and conformed to owner would actually share the Men's dorms 1 and 2 were built covered with sand ankle-deep. kitchen with the student

The same closing hours were Tech students called the dorm business. College Inn and Lovell Hall, were arrangements. Some places located on College Avenue served meals only, as did Martin's on College Avenue.

Whenever there was a burst in downtown where 27 girls could enrollment, newspapers would live, known as Duck Inn or announce the need for more Brown's Beanery. "The girls housing. "I always felt that the living here were very lucky, for people would respond somewhat we felt this was the best place out of loyalty to the school, for the small profit they would make, Mrs. Brown served meals and and because it was the only way.

live on campus unless by special No one came to meals late or permission. This created quite a protest from the city, for many

'Doak was built my senior Women could dance from 6:30 year, and we were glad to move p.m.-7:30 p.m. and invite men to on campus because the school provided a better social A senior woman was always atmosphere. We became more acquainted with other girls."

More adequate housing melancholy, nature of the man. according to those set down by attracted more women, thus creating another burst in

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The

Occasion.

The

grow so fast and in such big differences from the regulations Boy's Dorm, and the spurts that there was no time for of today's dorm life was the upperclassmen dorm was called adequate planning," said Mrs. conduct at meals. At noon all 300 girls came in at once and left by The people of Lubbock were not tables, and at dinner everyone college. Tech's 1,000 enrollment planning to provide housing, but entered and left together. A and those who did were usually when the pressure was applied student could come to a meal late raided by hitchhikers going to "When I came to Tech there they would convert old garages, only by special permission or town. Those living downtown were two dorms occupied by 250 storehouses or back rooms into arrangement, because meals usually walked Broadway, Main

One of the most obvious housing freshmen students the

Practically no one owned a car. paved, and every other street was about the same time as Doak The bus system was a big

l'ower to direct patriotic music

In the fall of 1934 Doak Hall was in Lubbock Municipal the Republic. 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 love of country," said Orchestra Director Paul Ellsworth, "as well as the open, and sometimes

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

U.S. Sen. John G. Tower will be Howard Hanson's "Song of guest narrator for "Concert Democracy." based on a Walt Americana," a program of Whitman theme, "Sail, sail thy patriotic music to be presented best. Ship of Democracy," and by Tech's Symphony Orchestra the stirring Ringwold and Tech choirs at 3 p.m. Sunday arrangement of "Battle Hymn of

> The concert will open with Igor Stravinsky's arrangement of 'The Star Spangled Banner.

Other highlights will include the orchestra's performance of Charles Ives "Variations on America." a South Plains premiere for this work, the composition reflects Lincoln's popular Martin Gould transcription of "American Salute" based on "When Johnny Comes Marching Home." and Copland's "Fanfare for the Common Man.

There will be no admission

Rodeo team UNIVERSITY 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

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 Edwardo 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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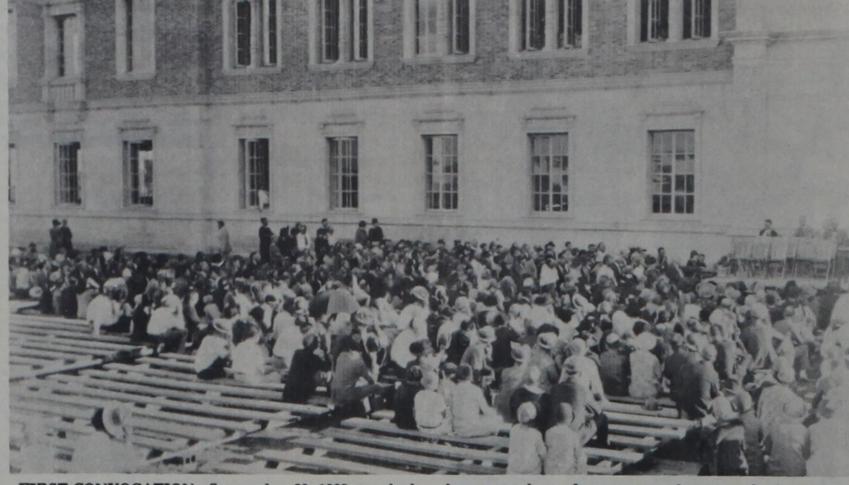
SG-999 - Modular, 4-speed stereo phono in walnut finish with FM/AM and FM stereo radio with twin speaker cabinets. Features a hide-away turntable with automatic changer. Ceramic cartridge and flip-over diamond stylus. Special FET tuner. FM stereo selector. 4-speaker sound system. Separate tone control. Balance control. 20-Watt peak music power. Output jacks for tape recorder. Auxiliary input jack for TV, shortwave tuner, tape-deck, or

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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

Campus Editor

Tech-forty years ago: some things have changed greatly, but complaints of student apathy. and the sandstorms have changed time.

"The Toreador" was the name Wednesday. Announcements of marriages and births were front page news.

four line literary "gems." One of Plains. 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.

reached the "all-time" high of enroll in it.

married was not an accepted names.

Christmas, something which is An official announcement stated considered "new" in 1969.

night films was four reels of "The Interscholastic League Meet. Manufacture of Plumbing Lack of facilities was really a

President Horn was presented year were less than 11 per cent of with a "four inches across" those who began as freshmen in orange. The horticulture 1925. department presented this The top ten occupations of "homegrown" phenomena to parents in 1929 were: farmers.

N.Y. TIMES

"A STUNNING MUSICAL BRILLIANTLY CONCEIVED."

In 1929, the present Studet one iceman and one coal dealer. Association was formed by passing a referendum sponsored by the Student Council. Tech women were admitted to the

'The Toreador' won second place in the Texas Intercollegiate of the four page student paper Press League that year. Winner that came out once a week on of first place in Tech's class was the "Lass-O" from the College of Industrial Arts at Denton.

Editorials in 1929 dealt with the Room of Tech Union. problems that would evolve if fraternities were allowed on Solo segments of the program Destino.

A junior level ROTC unit was On January 15, 1929 Tech's granted, and Tech was promised enrollment reached 2,000. By the ROTC at the senior level as soon fall semester, enrollment had as they had three students to

Despite controversy over Sickness and death in the fraternities. President Horn did family were considered excuses announce that honor societies for missing classes, but getting would be allowed to have Greek

As at Tech-today, nothing was Finals were completed before cause enough to dismiss classes. that classes would be held. One of the regular Tuesday despite Tech hosting the

Fixtures." The Toreador failed to problem. World premier harpist. announce how well attended this Alberto Salvi played to Tech students in the gymnasium.

During that year Tech The 66 students graduating that

merchants, contractors, real One feature published in "The estate, ranching, carpenters, Toreador' was especially ginners, medical doctors. interesting. It dealt with ways for salesmen and hotel proprietors. freshmen to get money for home. The bottom two occupations were

N.Y. DRAMA

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LONDON DRAMA

Time changes all things, but despite progress, staff members of the school paper had many of the same problems that "The Intercollegiate Association of University Daily" writers face poking fun at the school president Women Students for the first today. In the words of the 'Jeerful Seraph'

Music department schedules recital

One of the regular features was held that year, as well as the first will present Marta Pender. Bernard in a group of Handel bootheels for seemingly a poetry column called the "Farmers' Short Course" which soprano, and Robert Bernard, compositions. Together they will "Jeerful Seraph" which featured was to aid farmers of the South bass, in a faculty recital at 8:15 p.m. Tuesday in the Coronado

> campus, the need for a museum will feature Miss Pender in a The free recital is open to the broomweed, a few yucca plants, and lack of attendance at class collection of American Indian public.

present songs from the 'Italienisches Liederbuch'

And how I conqueringly face

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 Judging Pavilion, the Dairy Barn. Exhibits. Ranch Headquarters. and the President's residence Continuing Education. a new were ready for use.

WITH A campus of 2.008 acres. and with only a few buildings here and there, distances seemed

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

Lubbock itself really did not Sometimes I'd like the linotype have much to recommend it to To put my commas where I 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 The first annual Aggie Fair was Tech's Department of Music songs by Charles W. Cadman and cowboys squatting on their indeterminable periods of time.

> THE CAMPUS in 1924 looked Hugo Wolf) and the final scene. like 2,008 acres of tumbleweed. Act II, of Verdi's "La Forza del although it also boasted buffalo grass, mesquite, goatheads, 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 vear. 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

A NEW 76 acre museum tract is now under construction and should be completed by April. Engineering Building, the Stock 1970. It will include International museum and ICASALS and WIN. the Western Information Network.

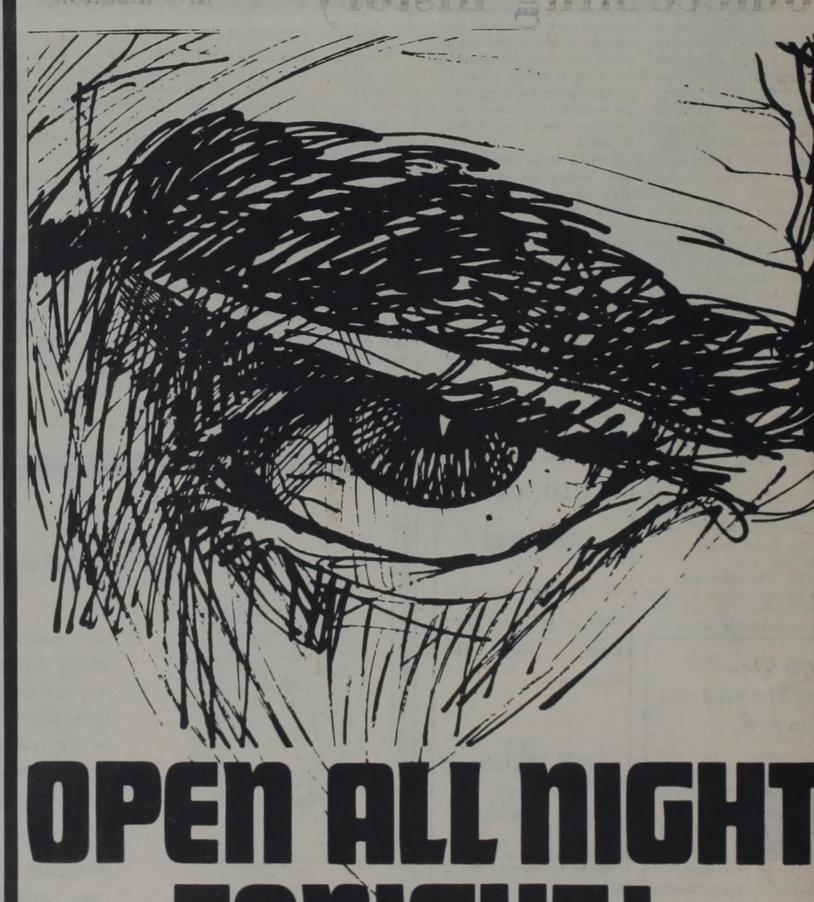
> With expansion comes parking problems, and Tech is no exception. There are about 200 more cars than there are parking

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.



Basically, we're a store with one product only service. That's the reason we'll be open all night tonight. If you're making last minute preparations on your float, stop by. We have everything you need crepe paper, paints, brushes and pomps.

The Varsity also stocks a large selection of sweatshirts. pennants and all kinds of spirit builders to make homecoming more fun. Come in. We're here to serve you all night long



1305 UNIVERSITY

By JULIE McCABE Staff Writer

What is a saddle tramp?

tramp as he knew them when he for the betterment of Tech. your ranch for a while.

in his veins" and felt that he had to move on after a short stay.

the spirit group at Tech as he did. He feels the organization is the counterpart on campus to the saddle tramps he knew as a voungster, here for only a short at the time. He chose one man time but doing the best they can from each of the schools of while they are here.

Tramps in the fall of 1936. His balance. purpose was "to redirect the students' energies, efforts and Arch Lamb describes a saddle spirit into constructive channels

was a very young boy. He was a The campus that year had been spring of 1937 the Saddle Tramps Rider. They bought the necessary man coming down the road on a put on general probation and was horse who would stop and work on not allowed to have any more bonfires. The students had not He was honest and able and been considerate in their choice of those on campus," said Lamb, could tell good stories to the of sources of bonfire material. children. But he had "wonderlust tearing down public and private attitudes the Saddle Tramps as he does now. But he did not

in their victory celebrations, THAT'S WHY LAMB named tearing up downtown theater around. seats and having shirt tail

Precinct 1. Lubbock County. brought in others from their up with a pair of dark pants. and

The men were voted into the organization on the basis of their toward the institution. By the had a membership of 55.

They felt that the "spirit of Tech was a result of the attitudes for the other students to rally secret.

have distinctive outfits, but they LAMB WAS HEAD cheerleader were hard pressed for funds. Jack now a ranch foreman in Towery, a textile engineering student, dyed old white shirts red Engineering, Arts & Sciences and in the Textile Engineering department and the school Lamb, county commissioner of Agriculture. Each of these men Building. They all tried to come

since 1955, founded the Saddle schools to try to maintain a thus originated the Saddle ringing the bells. Tramps' costumes.

IN THAT FIRST YEAR the ability, character and attitude Saddle Tramps introduced the now traditional Red Raider materials and the home economics school made his uniform. He rode a palomino stallion around the field at the and in order to change those beginning of football games just decided that they should be stay in costume for the entire They had also been destructive examples and "serve as a nucleus" game, as his identity was kept

In order to do so, the Saddle individual, but the "Spirit of Tramps felt it would be helpful to Texas Tech." The first Red Raider Rider was George Tate. Weatherford.

> Lamb reports that the athletic administration were cooperative in allowing the Saddle Tramps to block off seats at the football

cooperative, said Lamb, because the blocked off sections were restricted to Saddle Tramps and their dates had to sit apart from

THE VICTORY BELLS in the tower of the Administration Building had been a class gift. The Saddle Tramps had been given the job and responsibility of

Monsanto makes two Tech grants

Scholarships of \$300 each have been awarded Tech students Belynda C. Hanby of Fort Worth and John R. McRae of Arlington. both senior geology majors in the Department of Geosciences.

The scholarships were made possible through a grant from the Gober. president: Rob Gentry. Monsanto Company to the 1st vice president: Rick Price. undergraduate programs.

KTXT views urbanization

Jimmy Pearce and the staff of process of filming a series of ten shows entitled. "A Televised Series of Explorations of Urban Local Government Affairs by Public Officials and Community

The series will begin the second week in January and continue for ten weeks. City officials working on urbanization in Lubbock will be interviewed during the program. After these people have in the Aggie Pavillion. Tickets given their ideas, telephoned or written reactions will be aired.

Topics included in the series rivalry, traffic problems. poverty, slum areas, crime rates

House, and G. A. Sadler, and delinquency. The purpose of the programs Invitations were also sent to will be to develop better public Governor-elect. W. Lee O'Daniel understanding of the urbanization

WIN FREE SCHOLARSHIP!!! Register your name for drawing to be held December 19th, 1969 to win free SPRING-TUITION (in-state).

vetoing the idea for five years.

More than 2,500 alumni wearing

porcupine egg" badges were

In attendance were such

Emmett Morse of Houston, 1938

and Bing Crosby

distinguishable "golden

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→ In 1937 TCU had an undefeated football team. At the pep rally preceeding the Tech - TCU game. the cheerleaders and the Saddle Tramps had promised to ring the victory bells all night if Tech won the game.

Well, Tech did win the game and the Saddle Tramps did ring the bells all night; until 6:00 in the morning. Lamb cites this as the only incident to mar the record of the organization. It resulted in a time limit being put on the ringing of the bells.

THAT FIRST GROUP Saddle Tramps organized an Arbor Day on campus. They planted several thousand trees and shrubs and made it a day of games and contests also.

Today the Saddle Tramps are dedicated to the improvement and advancement of Texas Tech and to upholding the traditions of the Saddle Tramps." said Dale The girls were also Gober, president of the organization.

> Since Lamb's days as a member, the Saddle Tramps have established new traditions, and bells seem to have a special appeal for them. Besides the victory bells, they ring cow bells at athletic events and Bangin' Bertha to stimulate spirit.

They built the Saddle Tramp Circle to eliminate the problem of bonfires at pep rallies. Their latest project is the fountain at the Broadway entrance to the

MEMBERSHIP OF Saddle Tramps has grown to 90. Men are selected by members through attendance at smokers. Requirements include the accumulation of 30 semester hours and the willingness to uphold the "principles of service and leadership to the student

The present officers are Dale Cimmins, treasurer: Phil Hall, secretary and Rick Rooney and Steve Sums, sergeants at arms.

Sponsors are Ken Hansen. Dr. Woods and Joe Winegar.

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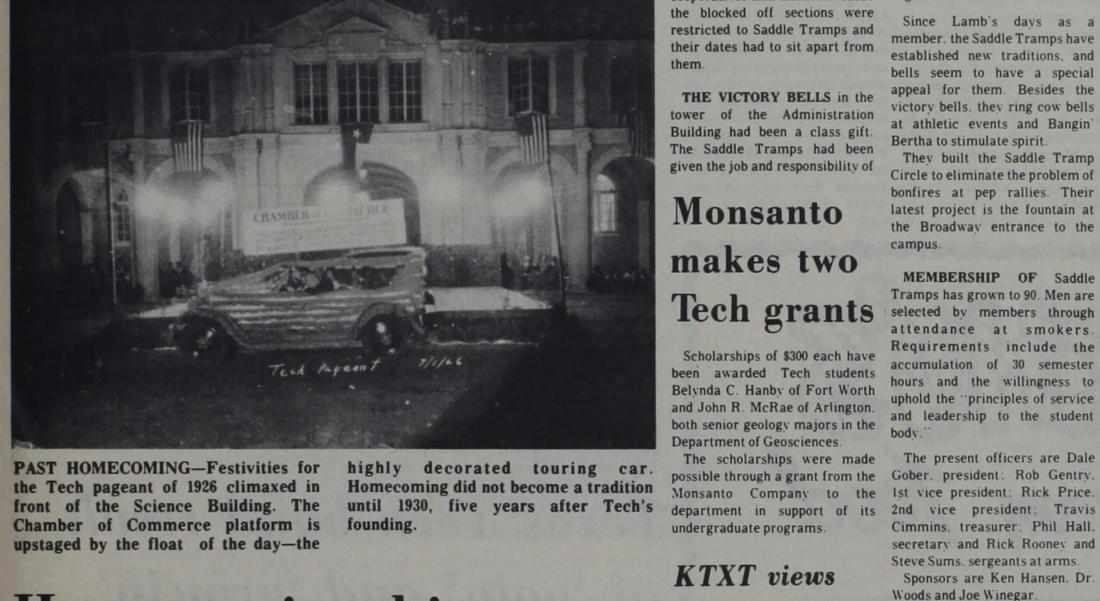
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Homecoming history nostalgic memories

By LAURIE NIPPER Staff Writer

Hardly anyone on campus today can remember the days when football tickets shold for 55 cents and Ned Bradley's orchestra was Homecoming dance.

Such nostalgia can only bring to mind the 1930's when Tech ranked as one of America's newest institutions. Celebration of a formal Homecoming was not initiated until about 1930. although Tech was founded in

rodeo, sponsored annually by the agriculture students, was the most anticipated event of the fall derby for faculty members and University of Arizona Wildcats the crowning of La Remuda queen were a few of the rodeo's spotlighted events.

YELLOWED PAGES of an ancient copy of The Toreador, the school newspaper, reveal that in coaches Pete Cawthon and 1934 enrollment reached an alltime high of 2.094, a 10 per cent Raiders against the Gonzaga

increase over the previous year. Homecoming festivities in 1934 commenced with a parade of floats, sponsored by social and campus clubs and alumni and exstudents associations. Students were dismissed from class at 3

p.m. to march with their that administrators approved a individual class banners in the bonfire sponsored by the Saddle parade. Class officers served as Tramps to promote spirit after

Following the Raiders 48-19 win over the Blue Demons of DePaul University of Chicago, an the favorite attraction at a Tech all-college dance concluded the honored at a chuck wagon dinner ninth Homecoming celebration.

IT WAS ALSO IN 1934 that two new ticket offices were built to notables as Representative are: suburban and center-city facilitate the added enrollment. Total cost of construction was candidate for Speaker of the

In 1935, when enrollment Longview railroad commissioner. Until this time, the La Remuda the traditional homecoming celebration. former governor semester. Livestock exhibits. a James V. Alldred addressed a milking contest, a 6-day bicycle luncheon preceding the Raider-

> The Tech freshman team, the Picadors. met Amarillo Junior College in another grid battle that homecoming weekend

It was in the year 1938 that Dutchy Smith led the undefeated Bulldogs for their 8th straight victory. Tickets sales reached 13.000 for this joint observance of Armistice Day and Tech's 13th

IT WAS ALSO IN THIS year

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(a little bit Spanish)
2. Expanded Menu
(good food at a reasonable 3. Atmosphere, plus . . . You will have to see to believe; so come get your free coke. Ron's Restaurant New Hours — 7:00 am til 11:00 pm -Open later this FRIDAY & SATURDAY-1211 University

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papers, dissertations. Guaranteed. Electric typewriter, fast service. Mrs. Peggy Davis. 2622 33rd. SW2-2229

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Mrs. Young, 832-

MRS. McMAHAN HAS term themes, reports. 1412 Ave. T, PO3-7620.

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Help wanted: Char-King No. 1. Male Students. We would be buy books and other school supplies plus have extra money to spend as you wish, if you are able to work 20 or more hours a week. Call SW9-4461 and ask for Manager. 4407 Brownfield Highway.

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1-Bedroom furnished, utilities paid, married couples, \$90.00. PO2-2233.

MISCELLANEOUS

Ironing in my home. 1601 27th

PHOTOGRAPHY - Placement Service pictures, portraits, weddings, B & W or beautiful natural color. PO3-2793 after 5.

human race? BAHA ' IS do! Bill Kuester, 799-3736.

HELP FOR SLOW READERS -training in basic learning skills READING-SKILLS INSTITUTE, INC. 3102 50th St. (Monterey

them. PO3-7018.

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

Raider spirit centered around Southwest circle

The Southwest Conference carricature and chant "Go Tech, eight Southwest Conference school colors. Circle has been at the center of let's get an Owl (or the mascot of member's mascots are layed Tech spirit since its completion in the respective school played that around the octagon in terrazzo

conceived by the Saddle Tramps octagon shaped stone outlay with the Arkansas Razorback. Rice Conference Circle has become a as a sign of acceptance into the a two foot pit in the center which Owl, Texas A&M Aggie, Texas symbol of Tech's outstanding Southwest Conference after is surrounded by a brick wall. 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, Techsans surrounded Southwest Conference Circle for the first time and initiated it with a pep rll y and bonfire.

SINCE THAT time, traditions site for most Tech pep rallies.

One such tradition is that, in

Another tradition is evidenced charitable trust. after each pep rally as the Saddle encircle the Red Raider but this was not her dominant

125 North University Ave.

The idea for the circle was The circle itself consists of an These eight caricatures portray the past 12 years the Southwest

CARICATURES of each of the Red Raider; each in it respective membership.

Bear, TCU Horned Frog and Tech Southwest

As related by Joe Winegar, Saddle Tramp sponsor, "Through Longhorn, SMU Mustang, Baylor spirit, good sportsmanship, and Conference

Court upholds word deletion in will of Midland woman

have grown from the Mrs. Jessie Wallace Bowden, who wrote. incorporation of the circle as the owned Midland County property valued at \$460,000.

Tramps and cheerleaders home ... to be limited to white.

AUSTIN (AP)-A Midland purpose in establishing the trust. prevent St. Louis Southwestern woman's will setting up a trust to and the trial court in our opinion Railway Co. from closing its establish a home for "aged white" acted with correct analysis when depot at Mt. Vernon in Northeast The circle was later dedicated men" is valid since lower courts it deleted the word 'white' in Texas. at homecoming. November 21st deleted the word "white," the order to enable the obvious State Supreme Court ruled dominant purpose of this The court upheld the will of effect." the court of Civil Appeals of Wilbarger County waited too

A court of civil appeals, whose Civil Appeals decision that the family's household and reverence, no person is allowed to decision was affirmed by the high Butcher and Sweeney irrigation wells. The court of civil step on the carricature of the Red court, said Mrs. Bowden's chief Construction Co. was not liable appeals said the Matyseks purpose was to establish a for defects that caused bricks to discovered the pollution in 1964

-Ruled there was no law to suits.

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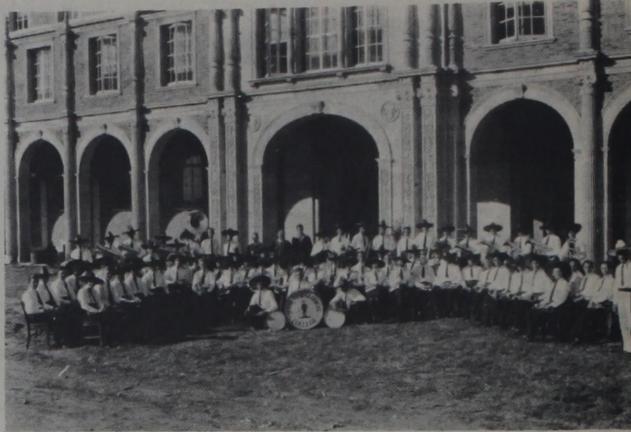
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-Agreed with lower courts that charitable trust to be put into Charlie and Charlie Joe Matysek long to sue Tom B. Medders and The state Supreme Court also: other oil operators who allegedly -Upheld an Eastland Court of allowed salt water to seep into fall from the outer walls of the but waited until 1967 to sue. "She may have preferred the new Tarrant County Courts although there is a two-year statute of limitations in such

Phone: PO2-9628



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.



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

TECH BAND TODAY-Dean Killion, 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'

Staff Writer

band started "goin"?

members, made its debut Oct. 3. uniforms and 40 new members. Brownwood and Abilene.

SINCE ITS DEBUT, the band with red braid, a scarlet sash, and has not only been "goin," but also a sombrero.

ever wondered when and how the Professor W. R. Waghorn, had band discarded the Matador gained 20 more members. Tech's first band, un-uniformed The band's second year of scarlet military type suit similar

and consisting of only 20 existence saw the acquisition of to that of today.

legs, white shirts, black vests few out of town games.

When watching that "Goin At the end of the first year, the AFTER RECEIVING more Band from Raiderland" have you band, under the direction of elaborate uniforms in 1931, the theme in 1936 and adopted a

1925 at Tech's first football game. Following the Matador theme. The "Goin Band" now consists Later in the year, the band the uniforms consisted of black of approximately 270 marchers

accompanied the team to trousers with red inserts in the and performs at all home and a

Commission to announce manufacturers of faulty tvs

Safety has announced it will problem. publicize today the names of

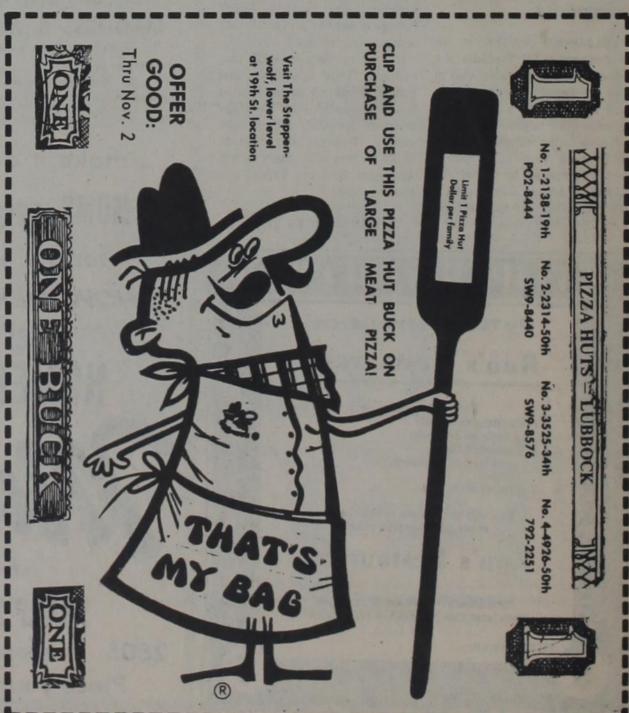
following a day-long meeting of headquarters.

television manufacturers whose determined that the release of involved. sets have been causing fires at this information would be in the

the seven-man commission in a The commission has been television sets.

WASHINGTON (AP)-The San Antonio. Tex., hotel room to investigating the problem for National Commission on Product discuss staff studies of the weeks, but has resisted pressure to disclose immediately the "The commission unanimously names of the manufacturers

the rate of an estimated 6,000 to public interest." said the Sources in Washington say the announcement from the list of manufacturers involved The announcement came commission's Washington could run as high as 14 or 15 and involve color and black-and-white







QUEENS COURT and the first pageant queen, 1926 vintage, are shown after the coronation. The pageant was held in the

spring before annual homecoming activities took its place in 1930.

Army doctor offers 'houses' as solution

SAIGON (AP) - The U.S. Army's top doctor in Vietnam declined today to discuss his suggestion that the Army's post exchange go into the brothel business.

Brig. Gen. David E. Thomas. the surgeon general for the Army in Vietnam, told newsmen last

"If the military were permitted to run houses of prostitution as part of the post exchange system. we could cut venereal disease down to a very low figure.

The general says he already has been interviewed and he doesn't want to say any more at this an aide told newsmen

The Army described the general's remarks as "thoughtprovoking rather than proposals." It added: "The views expressed in no way reflect any official viewpoint.



MRS. RAYMOND MARSHALL, the first pageant queen admires the crown she wore in the pageant pictured above. The first queen still lives in Lubbock, where she is a substitute teacher. (Staff photo by

In Ad towers

Twin bells chime out Texas Tech victories

By DIANE THOMAS Staff Writer

This weekend will be the first time for many of the Tech exes to see the contrast that the new

of the Administration Building were the highest architectural

sites on campus. But architecture is not the only reason exes remember the towers. Since 1936, the east tower high-rise buildings add to the in the Ad Building has housed a campus landscape. Most exes will 900 pound bell that has rung after recall the days when the towers each football and basketball

Tech football fields develop with sport

By CINDY MEADOWS Staff Writer

Tech's Jones Stadium that seats over 41,000 and boasts one of the best lighting systems in the nation is a far cry from the stadium used by the first football

In the 1930's Raider fans, then more than 10 million pound of called Matadors, met in a stadium that no longer exists. Football was played where the tennis courts and Naval reserve buildings are located east of the intramural gym.

THE FIELD WAS bounded by a small steel stadium on one side which was enlarged in the late 1930's by the addition of wooden stands on the west and north end.

By 1947 plans were underway for improvement. In that year the college received \$100,000 from Clifford Jones, former Tech president, to be used for a new stadium:

The Tech Board of Directors voted to underwrite \$50,000, and the Lubbock Chamber of Commerce raised another \$150,000 necessary for completion of a stadium to be called the Clifford B. and Audrey Jones Stadium.

SEATING APPROXIMATELY 27,000, the new stadium was dedicated in November of 1947 on the occasion of a football game between Tech and Hardin-

For 13 years. Tech grew and football became a crowd drawer. Expansion was needed again, and in 1960. Jones Stadium was enlarged to its present size.

The east stands, amassing concrete and steel were moved 220 feet easward.

NEXT THE AREA between the east and west stands was lowered 30 feet, necessitating the removal

of 259,000 cubic yards of earth. The final step called for the lay out of the new gridiron and the placement of 20,000 additional

seats on its slopes. Other construction had been completed prior to the '59 session when 3,000 of the south end seats were removed for the addition of an atheletic office building.

SHOULD EXPANSION BE required again, the north end zone of the stadium would accommodate an additional

The stadium lighting, one of the best in the nation, involves a system that provides more than 110 candle power on the playing field. It is accomplished by the use of 576 lights of 15000 each which are mounted on the six light standards.

JOINED IN 1941 by the 300 pound bell in the west tower, the victory bells have been ringing out many memories to Tech

students ever since. The bells have rung special occasions as well. They announced to the students at Tech the naming of E. J. Holub. David Parks. Donny Anderson. Phil Tucker and Kenny Vineyard to

They also chimed on May 12. 1956 when Tech was admitted to

the Southwest Conference. The bell tower can be heard all over campus, and can be seen from many locations as well, but the inside of the tower is also in limitless numbers. filled with tradition.

DECORATED IN RED and difficulty black, the tower walls are covered with color portraits of all the Tech All-American team

The most recent portrait is of Miss Barbara Specht, National Centennial Football Queen

You Owe It To Yourself To See Our **MATERNITY FASHIONS**



Dress **Comfortably For** The Game **Tomorrow**

MATERNITY SHOP **MONTEREY CENTER**

At least to Mrs. Marshall Queen crowning always special

By BARBARA SPENCER Staff Writer

have a special significance to Mrs. Raymond Marshall, 2701 24th St. Mrs. Marshall, the former Miss D'Aun Sammons. was chosen Tech's first queen in June of 1926.

Mrs. Marshall was crowned during an elaborate historical pageant called the "Spirit of West Texas" that was presented by Tech's first student body. The pageant, presented behind the Administration Building, was one of Lubbock's top social events. Practically all of the student body (about 500) participated in the 15 episodes on different phases of the development of West Texas. More than 6:000 people were

queen, the pageant queen was selected by a faculty committee. pageant. Mrs. Marshall knew well in advance of the event of Tech. her selection.

Skimpy skirts

LOS ANGELES (AP) -

Skimpy skirts may be easy on the

eyes but they can make it tough

for the ears, a sound expert said

Baring girls' legs, he said,

could for instance upset the

balance of sound at a concert ...

extent be countered by beards

girl in a miniskirt reflects a lot

Tryouts for the November

Moratorium's Guerilla Theater

will be conducted from 3-5 p.m.

today in room 207 of the Tech

and relatively short and

said Moratorium chairman Roger

experienced or amateur, were

Guerilla Theater are Nov. 13-14.

Good seats still

There are plenty of tickets

left for the Homecoming clash

between the Rice Owls and the

Red Raiders Saturday in Jones

Stadium. Margaret Mathews of

the Athletic Ticket Office said

returned from Rice and we

still have seats available for

Grass seating is available

Persons looking for motel

accomodations may have more

Saturday's game.

Extra tickets have been

wishing to attend

available for

grid game

asked to participate.

All interested actors. the miniskirted girls.

Production dates for the designed more than 500

extremely varied in content.

The plays will be one-act long

'Clothing absorbs sound, and a

and long hair on boys.

Moratorium

tryouts for

theater set

Eye pleasers

may hurt ears

although this could to some who go to them like loud noise.

The crowning of the 'come home' to," Mrs. Marshall them especially for the skits.' homecoming queen will always reminisced the events of the pageant itself.

The pageant was held annually for about ten years before homecoming activities began to take precedence.

The pageant opened with a prologue, and the "History of the West" was revealed with tableaux on the westward course of the empire and a "Dance of the Prairie Flowers.

Pilmgrimage of Coronado. 'The Indians." "The Pioneers." The Cowbovs. Farmers." and the "Quest of member of Arena Ritas. Texas Technological College

reported to have witnessed the Commerce performed the final first pep club," commented Mrs. skit. Each town in West Texas Marshall. The small group of Unlike today's homecoming was represented by a member of girls performed drills at football

A skit entitled "Texas Tech of And because of the amount of Today" was followed by the prepration required for the coronation of the queen by Dr. P. W. Horn, the first president of and large Spanish hats." The

more soundwaves than one who is

dressed conventionally." Dr.

Vern O. Knudsen, physicist and

onetime chancellor of the

Angeles told an interviewer.

University of California at Los

rock and roll concerts-people

he said. "Miniskirts could be out

of place at a symphony, however,

Any large number of them in th

audience would disturb the

balance of sound designed into the

To- prove his point Knudsen

assembled 10 miniskirted girls in

a reverberation chamber in a

physics building bearing his name

and fired a .22 caliber pistol. A

recorder which measures sound

absorption in "sabin units"-the

less sound absorbed, the lower the count-gave a reading of 2.5.

By contrast, an earlier test of 10

persons in conventional garb

showed a sabin count of 4.6.

meaning they had absorbed

almost twice as much sound as

The * test had a scientific

purpose. Knudsen, who has

auditoriums and sound stages.

including the Hollywood Bowl. is

seeking a solution to the sound-

absorption problems posed by the

fact audiences wear less clothing

"I think we've found it." he

cushions so absorptive it doesn't

matter what the audience wears.

With the trend to nudity.

audiences will welcome

additional padding anyway.

"We'll make the seat

in summer than in winter.

'Modern fashions are fine for

Stressing she was not Tech's costumes," recalled the head of trips," recalls Mrs. Marshall. first homecoming queen, for Tech's first royalty. "Everyone "Even when we worked hard "there was no homecoming to made his own outfit or ordered trying to get high school students

"Selected as queen by a

continued every year for six Mrs. Marshall. years until Tech's first Homecoming in 1932.

Other tableaux were the graduating class. Mrs. Marshall one time," she continued. was active while a student. She was the first secretary of the graduating class of 103 students. The Sock and Buskin Club and a Mrs. Marshall has remained in

The Arena Ritas, donning The Lubbock Chamber of Spanish costumes, was Tech's games, both home and away, and

She describes their costumes as "short Spanish skirts and blouses band wore white trousers and 'I most vividly remember the shirts and large Spanish hats.

> We traveled with the band all over West Texas on booster

interested in coming to Tech.

committee, the freshman English everyone knew everyone else. major ordered her dress from With college dances every Dallas and had her crown and Saturday night, the 1,000 students train made to match. The dress is were a close group. Faculty presently on display at the West members called students by their Texas Museum on the Tech first names and the dean of The historical pageant was psychology class with me," added

"Another change is no one ever thought of going steady or dating A member of Tech's first less than five different people at

the Lubbock area. She taught

Mrs. Marshall presently does substitute teaching in the Lubbock school system. Still closely associated with the music department, she entertains all over the state with a folk singing-Minnie Pearl type act

before returning to Tech to work

on a masters degree. She merried

Her association with the

university has remained active.

She was president of the Texas

Federation of Music Clubs from

1960-62. During her term as

president she was instrumental in

raising funds to send the

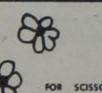
Madrigal Singers to Kansas City

to appear at the national meeting

of the Texas Federation of Music

Marshall in 1933.

Page 7B



EL BEAUTY PARLOR

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Bring this ad to McDonald's for a FREE Big Mac. Limit one per customer, please. Offer good Friday, Saturday & Sunday, October 31 thru November 2, 1969 ONLY.



1910 50th St. 19th & Ave. X

Tech Greeks began as social clubs

By LYNN FERRELL Staff Writer

which were organized in the late students. 1920's and early 1930's.

from the early social clubs. In debut. 1952, the number of social clubs

most clubs did not charter until the next six years.

by The College Club in 1928. The making the total 51. College Club was considered to be Most of the women's more.

organization at Tech.

The Tech Greek system has began to appear. The De Que groups were invited to homes for problem of sororities and grown considerably from the Club, a secret organization to be parties and meetings and soon small circles and social clubs composed entirely of college began to sponsor the dances the college, Dr. Paul W. Horn, put

Not long afterward the Greek organizations now have. The Greek organizations now Wranglers. Kemas. Spur Club. number 12 for men and 13 for Las Camaradas Gauchos and women. Many of them developed Silver Key clubs made their of joining the national Greek

There was a great deal of Chaparritas was founded by the towards actual Greek affiliation controversy over the acceptance Dean of Women at Tech in 1926. was negative. of the National Greek system Then DFD. Los Cigales, Arenas

the first men's social organizations started out The following year, more clubs Lubbock residents' homes. The

STUDENTS BEGAN thinking organizations almost as soon as the Tech social clubs developed. totaled 13. eight for men and five FOR WOMEN, THE FIRST But much student and social club came earlier. Las administrative sentiment

over the social club system and Ritas and Las Leales appeared in fraternities were allowed at Tech. The Toreador, Tech's The student population at Tech newspaper, beginning to the was 2,000 in January of 1929. coming of national honoraries AN EARLY ORGANIZATION. There were 49 organizations on and the Tech students and Salon Saltero, a men's club was campus. A year later three more administrative officials were also founded in 1926 and was followed clubs were included in the list beginning to see the merits of

sponsoring bridge games in editorial in Feb. 1929 admitting "some day we'll have to face the fraternities." The President of dinners and functions which it this way, "We are against social fraternities. We hope Tech retains her Democratic spirit and steers clear of social

> 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

Dr. Horn did feel that it was a

natural tendency for groups to Men's fraternities which come together on the basis of chartered were Kappa Alpha, their major interests, but he said Beta Theta Pi, the most recent in that out of 52 clubs of different 1968, Sigma Nu and Sigma Chi. natures, surely one coming to Eight fraternities evolved from college could find one to interest early men's social clubs in 1953:

against Greek letter fraternities from The College Club; Kemas to prevent any club from drawing affiliated with Phi Gamma Delta snobbish lines and setting its in a national convention in the fall members off from the rest of the of 1954; Phi Delta Theta from the

no further for a number of years. Adelphians and Phi Kappa Psi Members of social organizations from the Centaurs. Delta Tau and independents alike kept up Delta was chartered in 1957 from their activities and continued to the social club Tau Delta Tau, play bridge at Glorieta's Tea which was formed only for the Room and drink beer at the Log duration it would take to become 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 Kev Club. 1929: Socii. 1937. an organization based on the same with some estimates to show his club at Oxford in the 18th company has retained its sense, 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 Alpha from Las Vivarachas and

Many other sororities and fraternities at Tech were founded IN ADDITION, he maintains, by the colony method. Such is the the effects of higher horsepower case of the recently colonized and increased use of power Alpha Delta Pi, in 1965, Alpha Chi brakes and power steering will Omega. Chi Omega. Delta result in a 34 per cent increase in Gamma. Gamma Phi Beta. Alpha the rate at which all tires will Phi. Phi Mu. and Sigma Kappa.

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They are Alpha Tau Omega, from The administration "legislated the Wranglers; Kappa Sigma, Silver Key Club; Pi Kappa Alpha from Las Camaradas; Sigma SO, TECH'S SOCIAL life went Alpha Epsilon from the

initiated

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Polyglass tire reduces replacement and profits

reducing revenues and cutting strength, and then the rubber was

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. backtracking a bit.

that, for competitive reasons, ply product. Ply means the inhalf came out with a product that cord-rayon, nylon or polyester. would last twice as long, thus Two of these cords were wound apparently shrinking its market. diagonally in an X-pattern to give

> IN 1967 Goodvear 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

Therefore, bias-belt This led to the assumption by stockholders off their backs.

Throughout the 1960s the critics that the tires would last would you think of a company accepted tire was a so-called two- twice as long, cutting the market Goodyear president, has come up

> 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

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

diagonal to the grain of a fabric TALK LIKE that can be wear. damaging, especially to a In other words, those new tires Now this much stronger tire, corporation's stock. Goodyear will give you twice the mileage of decided to market what is called customers were told, would executives, like those of most tires that were popular earlier in a bias-belted tire, a phrase that provide twice the mileage for a companies, like to see the stock the 1960s. But all tires are going cannot be explained without much smaller increase in price. rising, if only to keep the to take more of a beating in years

And so. Victor Holt Jr., 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 from Las Chaparritas: Zeta Tau replacement of worn tires. Goodyear expects legislation Pi Beta Phi from Ko Shari. soon to enforce tire replacement.

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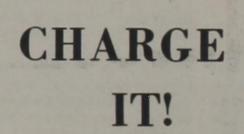
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