

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-7-3-67	Forkner	✓				
2-7-5-67	Rogers - Audio-Visual Pres.	✓				UPI, AP, Audio-visual West in Wash., Cincinnati, Austin, Houston & to Donald McDonald.
	Outline					
3-7-5-67	Hearock	✓				Jack James, Col. Paden & Hearock
	Outline					
4-7-5-67	Swine Short Course					AP, UPI, Curl, Znr, U of Missouri, St. Louis
5-7-5-67	Outline on Bill Daniels	✓				
6-7-5-67	Dawson's new phone <sup>#</sup>	✓				<del>UPI</del>
7-7-5-67	Wells <sup>adv's</sup> Anastic	✓				AP, UPI, Roland Paine - NSF, Wichita Dalls, Cornell U., Wash. U., Ohio State U., St. Louis, Mo., Las Vegas, N.M. Muttog
8-7-6-67	Swine Short Cases	✓				AP, UPI, U. of Mo., St. Louis pps & Curl
9-7-6-67	Registration	✓				Boz
10-7-6-67	Prof. Houston in Costa Rica	✓				U. of Costa Rica, Bradford, Houston, AP, UPI, <sup>City of</sup>
11-7-7-67	Forkner improv. educ.	✓				Columbia U., Berkeley, S. Francisco, Roseville

This release was distributed 7/7/67 to all Lubbock media, AP, UPI, U. of Missouri, Columbia, Mo. papers, Sam Curl, Dale Zinn and Dr. Tribble.

LUBBOCK, Tex., July 7 -- Ventilation, nutrition and sanitation were listed by animal husbandry experts at Texas Tech Friday as the critical factors in sound swine herd management through the farrowing and weaning periods.

Tips were given during the closing sessions of Tech's 15th Annual Swine Short Course, which also featured the selection of a prize carcass raised by an Idalou, Tex. producer for the Market Hog Show and Contest, held in conjunction with the two-day program.

Judges selected for top honors the carcass of a 199-pound hampshire, grown by Buddy Winters of Idalou. It contained 65.6 per cent lean cuts of ham, loin, picnic and Boston butt. Dressing percentage was set at 69.8, and the loin-eye area measured 6.5 inches. Second place carcass came from a crossbred animal raised by Lubbock Swine Breeders of Lubbock while the carcass of a hampshire raised by D. L. Allison & Son of Happy, Tex., was judged third.

Earlier in the day, Dr. Leland Tribble, University of Missouri professor, and Jack Barton of Littlefield, told the 200 producers and industry men here for the course about the importance of a ventilation system that works. He also discussed general herd management.

Tribble and Barton each stressed the need for an adequate ventilation system that would provide the new pig with a dry, warm environment to which he could adapt after farrowing.

Tribble added the need for cleanliness in the farrowing house

(More)

Swine Short Course . . . add one

safeguard for the brood sow and to protect the pig against disease at a time its resistance is almost non-existent.

Tribble said the sow should be brought to the farrowing house several days prior to its expectant date, but he warned against any drastic change in feed at that time.

However, when the sow farrows, he said, "it will need a high level of feed to meet her high energy needs--roughly from 10 to 16 pounds of feed per head per day."

He told the producers they should provide a good farrowing crate, both to set up heat around it to prevent the pig from chilling and to discourage the possibility of the sow's crushing the pig after birth. He said it was equally important to see that the pig begins feeding from the sow immediately because the sow's first milk provided the antibodies through which the sow passes her immunities on.

At about three weeks, it becomes necessary to supplement the pig's milk with a dry feed, characterized by high energy, high digestibility and high concentration. An iron supplement during the weaning period also is desirable, he said.

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By Dawson N. Oppenheimer  
14-7-7-67

LUBBOCK, July 7 -- Selection of teenagers to fill remaining vacancies heads the agenda for Texas Tech's Upward Bound program as directors and staff move into final preparations for the six week program of special instruction scheduled to begin July 15.

Forty-two of the 50 participants have been chosen and the remaining eight are expected to be named early next week, Ben Zermeno, project coordinator, said Friday.

Texas Tech Assistant Professor Dr. David Jordan, director of the federally financed program to aid disadvantaged pre-college students, will conduct programming sessions for the 11-member instructional staff during the week beginning Monday (July 10).

Classes will begin Monday, July 17. The curriculum will include instruction in English, social sciences, math, science and physical education, along with individual and group tutoring for students deficient in any of these areas.

The project, funded by the Office of Economic Opportunity, will pay room, board and tuition for the students who will be housed in Tech dormitories. In addition, each teenager will receive a weekly stipend of \$10.

Regular classes will end Aug. 25, but the students will continue to meet each Saturday during the next academic year for additional tutoring and assistance.

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By Emil Carmichael  
13-7-7-67

This release was distributed 7/7/67  
to all Lubbock media, Alexander,  
Corpus Christi and hometowns.

LUBBOCK, July 7 -- Eleven Texas Tech students, accompanied by Foreign Languages Prof. Theodor W. Alexander, will leave Lubbock July 16 for six weeks of study abroad at the University of Innsbruck in Mayrhofen, Austria.

The students will be enrolled in regular summer courses at the university, Alexander said, and will be living in dormitories on the Mayrhofen campus. All classes will be conducted in German.

Side trips have been planned to Vienna, Munich and to scenic points in the Tirol province. The program will close with a week's tour which will take participants to Zurich, Lucerne, Meiringen, Interlaken, Bern, Basil and Paris.

The group will return to Lubbock Aug. 28.

Student participants will include Ellen Clower of Dickinson, Gaynell Doehne of Corpus Christi, Katherine Ritter of Many, La., Nancy Norton of Mineral Wells, Cathy Wilhite of Mount Pleasant, Bonnie Horner of Hallsville and Ann Prewett, Anna D'Elia, Clyde James, Jr., Judy Gordon and Vernon Nesmith, all of Lubbock.

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By Emil Carmichael  
12-7-7-67

This release was distributed 7/7/67 to all Lubbock media, San Francisco papers, Columbia U., Berkeley-U. of Calif. Pasewark and Business Education World.

LUBBOCK, Tex., July 7 -- A former head of Columbia University's Business Education Department called Friday for relaxation of "Washington controls over federally-appropriated grants for business education."

Dr. Hamden L. Forkner also challenged Texas Tech faculty, and area business education teachers, administrators and students to "innovate new teaching methods to meet new circumstances and solve new problems."

Forkner spoke to a final session of the Texas Tech Business Education Department's first 1967 summer conference. Forkner, a nationally-recognized pioneer in the field of business education, was honored by Tech faculty Thursday night at a banquet where tributes were paid to his 50 years of leadership.

"We are letting federal grants--their sterility and restrictions--overshadow the things we ought to be doing for the kids," Dr. Forkner said in the Friday session. "Less controls would allow local communities to meet community and individual needs instead of following some prescribed program that may solve few or none of a particular community's problems.

"There is a good chance we would not have had a need for the federal Job Corps if federally-funded vocational education programs were geared to meet these community needs," he said.

"Washington tells us to use the money 'this way' or 'that way, or you don't get the funds at all. Washington says, for example, 'you can't train a typist. . . you must train an office worker, and this just doesn't necessarily work,'" Forkner added.

The retired educator said he favored continued appropriation of federal vocational and business education funds, but said the effectiveness of such grants will never reach their potential until each community can determine its own program.

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Turning to the educators themselves, Forkner said "if business educators don't get on the ball and do some innovation to find better ways to teach, the federal government then will turn to business and industry to train workers, then the business educator will have lost his purpose."

He noted that in New York City, the National Association of Manufacturers has a program to train school dropouts--"kids who couldn't make it in the public school systems. Now these kids are completing typing courses in 15 weeks, while the public schools take one or two years to teach the so-called better students how to move 10 fingers across a simple keyboard," he said.

He said the most widely-used system of shorthand has been left relatively unchanged for the past 80 years, while some methods (including one developed by Dr. Forkner) have been researched and proven in field tests to be effectively taught in half the time with a "dramatically lower percentage of failures."

At the Thursday dinner, Dr. Forkner told the conference there are "five stumbling blocks facing the teacher who wants to improve his field:

- "1. Fear--The fear of failure. What will I do if my idea doesn't work?
- "2. Apathy--To heck with it...I get my paycheck anyway.
- "3. Ignorance. I can't think of what has to be done and I don't know any other way to do it.
- "4. Tradition. It's always been done this way, so why change it now?
- "5. Administrative authority. That is when the teacher or department administrator has no authority to change existing methods or programs."

This release was distributed 7/7/67 to all Lubbock media, U. of Costa Rica, AP, UPI, Houston papers, Bradford and Prof. Houston.

LUBBOCK, July 7 -- Texas Tech Professor Charles E. Houston will leave Lubbock July 20 on his way to San Jose, Costa Rica, where he will spend a year helping the University there set up an electrical engineering department.

Houston, a member of Tech's electrical engineering faculty since 1946, said he is being borrowed from Tech by the University of Houston which has a contract to set up an engineering school at the University of Costa Rica. Three other American engineers--civil, mechanical and chemical--will join the Tech educator as consultants in the Central American university.

He said he and his wife expect to arrive at San Jose Aug. 5 and spend about 12 months there before resuming his regular duties on the Tech faculty prior to the opening of the 1968 Fall semester.

He said he will help plan the new electrical engineering department's curriculum, select suitable text material, write and edit certain manuals for use by the students and faculty, and conduct a series of seminars and workshops.

Houston graduated from Texas Tech 36 years ago with a bachelor's degree in electrical engineering. In 1932 he earned his master's degree in Physics---the first such degree ever awarded by Tech.

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By Dawson N. Oppenheimer  
10-7-7-67

This release distributed 7-6-67 to  
local media and Boze

LUBBOCK, July 6 -- Texas Tech will inaugurate a new system of registration procedures at the opening of the second summer term, July 17-18, Dean of Admissions Floyd D. Boze said Friday (July 7).

He said, "all phases of registration, exclusive of academic counseling, will be handled in a series of coordinated operations under one roof -- at booths and tables arranged in logical sequence on the main floor and grandstand areas of Lubbock Municipal Coliseum."

Boze said all required academic counseling will be conducted prior to actual registration, a move calculated to "speed up and smooth out the enrollment process.

"The student will report to the east entrance of the coliseum at the time indicated on his registration permit," Dr. Boze explained, "and when he emerges at the designated exit he will be fully enrolled and ready to attend class."

He said that introduction of the new program at the summer session, "when there are relatively fewer students, will constitute a trial run, enabling registration officials to evaluate the process and to make any necessary changes before the greater influx of students this fall."

Approximately 5,000 students are expected for the second summer term and some 18,000 this fall.

Program changes are directed toward maintaining a steady flow of traffic through the coliseum, Dean Boze noted.

Monitors wearing identification badges will be on hand to assist enrollees in moving from one station to the next. Directional signs will be in color, a different  
(MORE)

Registration -- add one

hue for each school, to enable students to identify their own fields of study more readily. Names and numbers of closed course sections will be projected on strategically placed view screens on the main floor where they may be easily seen by students filling out course schedules in the grandstand area.

Once they have entered the hall, students will be expected to complete their registration before leaving the coliseum, he said. If, however, a student experiences an emergency which necessitates his having to leave the coliseum before his registration process is complete, he can apply for an emergency exit card. In such an instance, he will be required to return to the emergency exit door to gain re-entry and to pick up his registration materials.

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By Emil Carmichael  
9-7-6-67

This release was distributed 7/6/67 to all Lubbock media, UPI, AP, U. of Mo., St. Louis nwsprs. and Sam CurI.

LUBBOCK, Tex., July 6 -- The swine industry's current trend away from the fatback animal toward the meat type hog was given a new boost Thursday at Texas Tech's 15th Annual Swine Short Course.

Dr. Leland F. Tribble of the University of Missouri's School of Agriculture gave pointers on breeding the leaner animal to 200 producers, industry representatives and educators attending the two-day course.

Earlier in the day, Dr. Don B. Hudman, swine specialist for the Texas Agriculture Extension Service at College Station also supported production of the meat type hog over the fatback.

Tribble advised growers to "make your selection of brood sows early, basing your selection on the rate of gain, structural soundness of the animal, udder size and indications of lean meat."

He said the brood sows should be put on a restrained diet that would encourage growth and development without fattening them, but that the diet should be increased 10 to 14 days prior to mating in order to stimulate weight gain during the immediate pre-mating period. This, he said, results in increased egg production and improves chances for a larger litter.

Tribble cautioned against over-feeding during the gestation period. "Keep the hogs in medium to thin condition, with about four pounds of feed per head per day," he said.

(More)

Swine Short Course . . . add one

"The over fattened animals usually have a more difficult time in delivery, " Tribble said, " and the pigs from the medium to thin sow seem generally to be stronger."

The two-day course opened with a market show and judging contest, after which the show hogs were slaughtered and prepared for Friday's carcass demonstration and evaluation.

In addition to the talks by Tribble and Hudman, the Thursday program was highlighted by a discussion of Feeding Market Pigs by Dr. R. F. Sewell, director of monogastric research for the Ralston Purina Co., St. Louis.

Tribble, whose discussion Thursday covered management of the sow herd from breeding to farrowing, will highlight Friday's program with a talk on Management of Sows and Pigs: Farrowing to Weaning.

Dr. Robert C. Albin, assistant professor at Tech, also will appear on the Friday program to describe swine research at Texas Tech.

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By Dawson N. Oppenheimer  
8-7-6-67

This release was distributed  
6/13/67 to all Lubbock media,  
regionals, Evelyn Clewell,  
Floyd Boze, Ex-Students Office  
and Tech Times.

LUBBOCK, Tex., June 13 -- A summertime record of 7,060 students registered at Texas Tech for the first half of the 1967 summer session, Asst. Registrar Evelyn Clewell reported today.

Miss Clewell said enrollment was up 145 over last year's previous high of 6,915 at the end of the session's fourth class day. Miss Clewell said this year's enrollment figure was 2.1 percent ahead of last summer's total according to the unaudited figures.

By class standing, graduate students led the list this year, with 1,759 men and women signing up for post graduate work, while the School of Arts and Sciences led all other Tech schools in registrations with 2,547.

Miss Clewell said the school-by-school breakdown looked like this:

Agriculture, 368; Arts and Sciences, 2,547; Business Administration, 1,378; Engineering, 589; Home Economics, 419 and Graduates, 1,759.

The class-by-class breakdown looked like this:

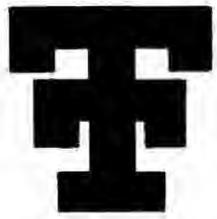
Freshmen, 1,363; Sophomores, 1,138; Juniors, 1,465; Seniors, 1,335, and Graduates, 1,759. The graduate students figure were not segregated by school in the preliminary count.

The assistant registrar said the first week of summer session saw 4,151 men enrolled at Tech, compared to 2,909 summer school coeds.

EXPERTS EXAMINE HOGS AT TECH LIVESTOCK PAVILION -- Dr. Leland F. Tribble (right), University of Missouri animal husbandry expert, and Dr. Don B. Hudman, Extension Service swine specialist from College Station, look over hogs being shown at Texas Tech's 15th Annual Swine Short Course. Both men encouraged the production of beef type hogs during the two-day program which closes Friday. (Tech Photo)

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8-7-6-67



# NEWS

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SW2-1115

Public Information/Texas Tech  
6-7-5-67

FOR OUTSTANDING SERVICE -- Bill Daniels, chief of Texas Tech's Traffic Security Department, watches as his secretary, Mary Ann Grandjean, decorates his office with a plaque presented him by the National Association of College and University Traffic Security Directors. Daniels, outgoing president of the association, was presented the award at the association's recent national convention at the University of Colorado. (Tech Photo)

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5-7-5-67

This release distributed 7-5-67 to local media, AP, UPI, U. of Missouri, St. Louis papers and Curl.

LUBBOCK, July 5 -- Texas Tech's 15th Annual Swine Short course, to be highlighted by the appearance of two Midwest animal husbandry authorities, gets underway Thursday at Tech's Livestock Pavillion.

Headline speakers at the two-day gathering of about 200 swine industry representatives, educators and producers will be Dr. Leland F. Tribble, associate professor from the University of Missouri's College of Agriculture, and Dr. Raymond F. Sewell, Director of Monogastric Research for the Ralston Purina Co., St. Louis.

Short Course Chairman Dr. Sam Curl, Associate Professor in Tech's Animal Husbandry Department, said the program would open Thursday morning with a market hog show and judging contest. The judging will be followed by a talk by Dr. Don B. Hudman, swine specialist for the Texas Agriculture Extension Service at College Station, and a lunch sponsored by the Texas Swine Breeders Association.

The Thursday afternoon session will open with an official welcome to the campus by Texas Tech President Dr. Grover E. Murray.

Curl said Tribble, a member of the Missouri faculty since 1949, will discuss "Management of the Sow Herd: Breeding to Farrowing" during a mid-afternoon session. Sewell, who served on the faculties of the Universities of Florida and Georgia for 17 years prior to joining Ralston Purina this year, will follow Tribble's appearance with a talk about "Feeding Market Pigs." A late afternoon meeting of the State Swine Breeders Association will follow Sewell's appearance.

The Friday program includes a second appearance by Tribble, who will lead a discussion on the "Management of Sows and Pigs: Farrowing to Weaning." Jack Barton, Littlefield, and Dr. Robert C. Albin, assistant professor at Tech, also will appear on the Friday agenda. A panel discussion on swine production will include Tribble, Roy Pogue, Lubbock; Guyle Cavin, Canyon, and Dr. Hudman.

Final event Friday will be the judging of swine carcasses.

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By Dawson Oppenheimer  
4-7-5-67

This release distributed 7-5-67 to  
local media, Tech Times, Col. Paden  
and Heacock.

LUBBOCK, July 5 -- Sergeant Major Lyman Dr. Heacock Jr., top administrative non-commissioned officer in Texas Tech's Military Science Department for three years, has retired, closing out 24 years of active military service.

Heacock, be-ribboned veteran of World War II and the Korean Conflict, was sergeant major in Tech's ROTC program since Sept. 1, 1964. His retirement was marked by the presentation of his second Oak Leaf Cluster on his Army Commendation Medal. It was presented by Col. B. W. Paden, professor of Military Science.

Heacock said he plans to remain in Lubbock where he will serve as area manager for a detective agency.

He entered the military service in the early days of World War II when he enlisted in the Navy in California. He remained in the Navy until April of 1947. A year and a half after his discharge, he enlisted in the Army and continued in active service until his retirement.

In addition to the Army Commendation Medal, his awards and decorations include the Combat Infantryman's Badge and the Purple Heart with Oak Leaf Cluster. He and his wife, the former Mattie E. Barton, have three children.

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By Dawson Oppenheimer

ARMY HONORS RETIRING SERGEANT MAJOR -- Sergeant Major Lyman D. Heacock Jr. (left) accepts his second Oak Leaf Cluster on his Army Commendation Medal as he retires from active service. Col. B. W. Paden, professor of Military Science at Texas Tech, presents the award along with certificates of appreciation and retirement as Heacock closes out 24 years of service in both the Army and Navy. At the time of his retirement he was sergeant major in Tech's ROTC program.

This release was distributed 7/5/67 to all Lubbock media, AP, UPI, Audio Visual Instruction, Austin, Houston, Commerce, Gerald Rogers and Donald McDonald.

COMMERCE, Tex., July 5 -- Gerald B. Rogers, executive director of the West Texas Cooperative Audio-Visual Services at Texas Tech, has been named president-elect of the Texas Audio-Visual Education Association.

Announcement of Rogers' elevation in the statewide group was made by Dr. Robert Titus, outgoing president of the association and professor of education at East Texas State University at Commerce.

Titus said Rogers will be installed as president-elect Nov. 14, during the state convention at Austin. He will serve as president-elect during the 1967-68 administration and then will automatically succeed Mrs. Lois Land, Houston, as president. Mrs. Land of Houston's Spring Branch Public School District, will move up from president-elect to president, succeeding Titus, at the fall convention.

Rogers, a doctoral student in Tech's Education Department, has served the association as membership chairman during the past two years. Dr. Titus noted the membership grew from 137 active members to about 400 under Rogers' direction.

Primary purpose of the state association is to develop improved audio-visual techniques for use in Texas primary and secondary schools and in the state's system of higher education. Rogers said "it is our goal to provide better use of teaching materials and to introduce new and different types of educational media, including the use of educational and closed circuit television, film strips, slides and transparencies."

(More)

Audio-Visual . . . add one

Rogers' Texas Tech office handles a film library of about 3,600 16-mm educational films, which are distributed among 38 public school districts in an area fanning out 170 miles from Lubbock. He said the service makes available educational film material to almost 100,000 West Texas students. In the past year, he said, 36,000 requests for film have been placed through the Texas Tech office.

Rogers has served in his present post for two years, prior to which he served 10 years on the faculty of Lubbock's Monterey High School as teacher, basketball coach, audio-visual coordinator and finally as assistant principal.

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2-7-5-67  
By Dawson Oppenheimer

This release distributed 7-3-67 to  
local media

LUBBOCK, July 3 -- A Western Montana Ranch boy who gained an international reputation as a pioneer in the field of business education will conduct the first of four planned summer conferences Thursday and Friday for the Business Education Department at Texas Tech.

Dr. William R. Pasewark, head of the department said the guest conference leader will be Dr. Hamden L. Forkner, former head of the Columbia University Business Education Department, first president of the National Business Education Association and founder of the Future Business Leaders of America.

Pasewark said Forkner, a veteran of 50 years in the business education field, will confer Thursday morning and in the early afternoon with Tech's Business Education faculty. The balance of the Thursday program, including a 3 p. m. seminar in the Business Administration Building and a 7 p. m. banquet in Lubbock's Hickory Inn, will be opened also to area business education teachers and administrators from secondary schools and junior colleges.

Tech's business education faculty, students and area teachers and administrators will meet with Dr. Forkner again Friday at 10:40 a. m. in the Business Administration Building to hear his report on Current Trends in Business Education.

A highlight of the two-day program, Dr. Pasewark said, will occur at the Thursday banquet when Tech's Business Education Department presents

MORE

Forkner . . . add one

Dr. Forkner with a plaque honoring him for his half century's leadership in the field.

Pasewark said the accompanying resolution to Dr. Forkner will recognize him as "an inspiration and example. Thousands upon thousands of teachers, students and businessmen and women owe a great part of their success to you.

"We here at Texas Technological College salute you in recognition of your many contributions. But especially to we honor you as a gentleman, a citizen and an example to all business teachers," the tribute will say.

Forkner was born on a cattle ranch and was the only boy in a class of nine that graduated from the high school in Stevensville, Mont. He didn't get to college until he was 28 years old and he was 32 by the time he earned his bachelor's degree from the University of California at Berkley, from where he eventually earned both his master's and doctor's degrees. A widely read author in the business education field, he also has developed his own shorthand method and now devotes his time to traveling, writing, lecturing and conducting workshops and conferences.

Dr. Pasewark said reservations for the Thursday banquet can be made until noon Thursday by calling PO 2-8811, ext. 2172. Cost of the dinner is \$2.50.

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By Dawson Oppenheimer  
1-7-3-67

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-7-10-67	Maynard give concert	✓				USAF Academy, Colo. Springs, Maynard, Hemmle
2-7-10-67	Charles de Schell	✓				Amarillo, Portales, A. Chugueque, Dallas by Buchanan.
3-7-10-67	Regis. for rdng. & lng. <sup>skills</sup>	✓				Fields, Kuntz
4-7-10-67	Squibb grant to Arnold <sup>Hub</sup>	✓				UPI, AP, The Cattleman, Squibb, New Brunswick newspaper, Albin, Zinn
5-7-11-67	Journalism Workshop	✓				Wall St. Jnl., Ed & Pub, Sellers, Shuts
6-7-11-67	Foreign Lang. Trip	✓				UPI, AP, Lomelons, Tucker Hardee, Alfonso
7-7-11-67	Fortmbrg	✓				
8-7-11-67	Bids	✓				UP, AP, Fort Worth, Schmidt & Taylor
9-7-12-67	U.S. News... story	✓				U.S. News & Wor. Rep., Reg. Dailies
10-7-12-67	Cheerleading School				✓	
11-7-12-67	ROTC - Ft. Sill	✓				Ugness, Army ROTC
12-7-12-67	Food Workshop	✓				DuLamb, Northcutt, San Francisco, <sup>NSP, SI, nups</sup> Lewis
13-7-13-67	Malone - <sup>cutting</sup> SW Collect.	✓				AP, UPI, Gray, Dunn, <sup>motor</sup> San Roswell, San L
14-7-13-67	Byrd - Bus. Ed. Workshop	✓				Austin, Vogt, Pasewank
15-7-13-67	Offices Occupa. Program	✓				San Diego St College, Wayne St., Ohio State, San Diego, Columbus, Shookie Harrisburg, Corpus Christo, Austin, Hutter, Pasewank



This release was distributed 7/14/67  
to all Lubbock media, AP, UPI, National  
Aeronautics and Space Administration,  
Loyd, Walling and O'Dell.

LUBBOCK, Tex., July 14 -- The National Aeronautics and Space Administration has awarded an \$11,380 research grant to Texas Technological College to finance a mathematical study in celestial mechanics.

The research will be conducted under the direction of Dr. Derald D. Walling, associate professor of mathematics at Tech. Dr. Walling said a research assistant, who has not yet been selected, will work with him on the year-long project when the funds become available Sept 1.

Walling said he will tackle the "two-body problem -- that is the relationship of two celestial bodies or their attraction toward each other as determined by mass and distance ."

NASA calls the project " a study to determine the usefulness of interval analysis in solving problems in celestial mechanics."

Walling explained that "interval analysis is a unified approach to the machine determination of computational error. By using the techniques of interval analysis," he said, " a computer can be programmed to provide solutions of guaranteed accuracy to a variety of types of mathematical problems with all the necessary analysis carried out by the computer itself."

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By Dawson W. Oppenheimer  
19-7-14-67

This release was distributed 7/14/67  
to all Lubbock media - farm editors,  
AP, UPI, Colorado St. U., San Angelo,  
The Cattleman, Texas Sheep and Goat  
Raisers and Box.

LUBBOCK, Tex., July 14 -- Two Texas Tech researchers hold out little hope for complete eradication of brush on Texas rangeland, but they agree that "a systematic brush maintenance program appears more likely to succeed in improving forage quality and production."

Results of a three-year research program by Dr. Thadis W. Box, organizational director of Tech's International Center for Arid and Semi-Arid Land Studies, and Research Assistant Jeff Powell were released Friday (June 14). Powell left Tech in early 1965 to become a research associate at Colorado State University, but worked with Box on the South Texas project, prior to leaving for Colorado.

The report, to appear in the July issue of Range Journal, was based on control and maintenance experiments conducted on rangeland near Corpus Christi under grants from the Wilder Wildlife Foundation at Sinton, Tex.

Additional research in brush and weed control currently is being done on lands owned by Texas Tech, and a wider program will get underway in September when a \$100,000 legislative appropriation goes into effect.

The report by Box and Powell favored shredding or roller chopping control methods with a "systematic maintenance program" as the most economical and effective control. They said the longest lasting method was root plowing, but this approach also created the greatest soil disturbance.

(MORE)

Brush Control . . . add one

"Grass production increased most and gave steadier annual yields when shredding or roller chopping, the methods involving least soil disturbance, were employed," the report said.

"These, incidentally, are the two most economical methods. Shredding costs \$1.50 per acre, roller chopping \$5, scalping \$10, root plowing \$10 and root plowing with raking \$16.

"Grass was found to grow better on plots which were both mowed and fertilized. Nitrogen fertilizer was especially effective," they said.

"Complete eradication of brush on South Texas rangeland appears to be impossible. Brush control may best be thought of as a maintenance problem similar to fence repair," according to the report.

"A systematic brush maintenance or brush management program appears more likely to succeed in continually improving forage quality and increasing forage production than many of the eradication methods."

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By Dawson N. Oppenheimer  
18-7-14-67

This release was distributed  
7/14/67 to all Lubbock, Iowa  
State U., Sitton, Tinsley, Buntin.

LUBBOCK, Tex., July 14 -- Dr. Margaret Sitton, assistant professor in the Department of Home Economics Education at Texas Tech, will be in Ames, Ia., this month to attend an Institute for Home Economics Education on Preparing Teachers for Occupational Programs.

The institute, to be held at Iowa State University July 24 - Aug. 11, was set up to "identify policies and examine philosophies of vocational education affecting teacher education in home economics," according to Dr. L. Ann Buntin, department head.

Dr. Buntin said Dr. Sitton "will present information about the Instructional Materials Center, which is being developed by the Texas Tech School of Home Economics and the Texas Education Agency."

She said other goals of the Iowa institute will be to "identify the qualifications of teachers needed for a variety of kinds of occupational programs and develop plans for preparing teachers and guidelines for evaluating effectiveness of teachers in occupational programs."

Sponsor of the institute is the U.S. Office of Education.

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By Dawson N. Oppenheimer  
17-7-14-67

This release was distributed 7/14/67  
to all Lubbock media, Trinity U.,  
Cowan and D. McDonald.

LUBBOCK, July 14 -- Mrs. Bessie M. Cowan, Assistant Professor in Texas Tech's Department of Education, will be in San Antonio July 17-28 to take part in a two week workshop on the use of the encyclopedia in schools.

Dr. Donald McDonald, head of the Department of Education at Tech, said Mrs. Cowan's "special contribution to the workshop will be in the area of instructional media."

Purpose of the workshop will be to discuss and develop creative ideas for more effective utilization of the encyclopedia as a resource for teaching and learning in schools.

Sponsors of the San Antonio program are Trinity University, on whose campus the workshop will be held, the University of Texas and Field Enterprises Educational Corp.

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By Dawson N. Oppenheimer  
16-7-14-67

This release was distributed 7/13/67 to all Lubbock media, San Diego, Skokie, Ill., Harrisburg, Pa., San Diego State College, Wayne State, Ohio State, Corpus Christi, Austin, Columbia, Heather and Pasewark.

LUBBOCK, Tex., July 13 -- Forty prospective teachers in a federally funded Offices Occupations Program will attend a special summer institute at Texas Tech beginning Monday (July 17).

Dr. George G. Heather, Dean of Tech's School of Business Administration, said the four week institute will be directed by Dr. William R. Pasewark, head of the school's Department of Business Education.

Dr. Pasewark called the course "pre-service education for office occupations teachers." He said its primary objective "will be to educate new office occupations teachers with emphasis on the acquisition and application of skills and knowledge to enable them to conduct vocational office education programs in their local schools."

Morning seminars will be held each weekday with afternoon sessions planned to give the participants an opportunity to relate practice exercises. These sessions will take up "course content, instructional materials, teaching methods, techniques, devices and media applicable to cooperative, simulated and direct learnings," Dr. Pasewark said.

Texas Tech Business Education faculty members Dr. John E. Binnion, Horace F. Griffiths and Dr. Ronald D. Johnson will conduct the practicums.

(More)

Office Education Course . . . add one

The morning seminars will be conducted by Samuel M. Greer, state supervisor of office occupations, Columbia, S.C.; Bernard Shilt, Buffalo, N.Y., city director of business education; Dr. Bruce Blackstone, head of office occupations education, U.S. Office of Education, Washington, D.C.; Dr. William Selden, Pennsylvania state supervisor of business education, Harrisburg; Everett W. Fuller, Texas State director of vocational office education, Austin; Dr. E. Dana Gibson, president of the Society for Automation in Business Education, San Diego State College, San Diego, Calif.;

James H. Wykie, field representative of the Office of Business Education for Region IV of the Department of Health, Education and Welfare, Atlanta; Mrs. Maxine King, area supervisor for vocational office education, Corpus Christi, Tex., Robert J. Ruegg, vice president of Stenographic Machines, Inc., Skokie, Ill., Dr. Harry Huffman, professor of business and office education for the Center for Vocational and Technical Education, Ohio State University, and Dr. Fred S. Cook, chairman of the Business and Distributive Education Department at Wayne State University, Detroit.

This release was distributed 7/13/67  
to all Lubbock media, Austin, U of T  
and Pasewark.

LUBBOCK, July 13 -- W. P. Boyd, a pioneer authority in the field of business communications, will be on the Texas Tech campus Friday (July 14) and Saturday to consult with Tech's Business Education faculty.

Dr. William R. Pasewark, head of the Department of Business Education & Secretarial Administration, said Boyd, Professor of Business Writing at the University of Texas, is the co-author of one of the most widely used textbooks in the field: "Productive Business Writing." He also has written many articles for business journals, Pasewark said.

He is a charter member and past president of the American Business Writing Association.

Pasewark said Boyd's visit to the Tech campus is financed by money from a Ford Foundation grant. The Texas educator will meet all day Friday in the Anniversary Room of Tech Union with the Saturday meetings to be in Room 306 of the Business Administration Building.

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By Dawson N. Oppenheimer  
14-7-13-67

This release was distributed 7/13/67 to all Lubbock media, AP, UPI, Roswell nups., Gen. Motors Pub. Infor. Dept., Gracy and Dunn.

LUBBOCK, Tex., July 13 -- Ross L. Malone, former Roswell, N.M. attorney and recently appointed vice president and general counsel of General Motors, has turned over his personal files to Texas Tech's Southwest Collection.

Collection Archivist David B. Gracy II said Malone, former deputy U.S. attorney general and Hoover Commission official, also donated several volumes from his personal law library to Texas Tech's new School of Law, opening this fall.

Among the Malone papers going to the Southwest Collection, Gracy said, are letters from former President Eisenhower, FBI Chief J. Edgar Hoover, former Attorney General Herbert Brownell Jr., and Sen. Robert Kennedy, D-N.Y., and former New Mexico Gov. Jack Campbell.

The papers also include files of his work with the Methodist Church, civic groups in Roswell, World Peace Through Law and the Rocky Mountain Law Institute.

Gracy said the addition of the Malone papers to the Collection "brings to Texas Tech a wealth of valuable material which will prove a long-term source of information and research into the legal profession in general, on oil and gas law and on Roswell history, as well as the Department of Justice and various government commissions."

The 56-year old Roswell native earned his law degree from Washington and Lee University and served in the Navy's Pacific Fleet during World War II.

(More)

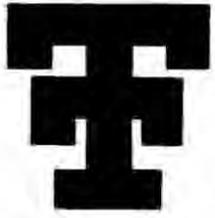
Ross L. Malone . . . add one

He was named deputy attorney general in 1952, and in 1953 he was named chairman of the Task Group on Legal Services and Procedures of the Federal Government, an adjunct of the Second Hoover Commission on the Organization of the Executive Branch of the Government.

Malone also has served on the President's Commission on Law Enforcement and the Administration of Justice, and recently accepted an appointment to the American Revolution Bicentennial Commission. He is a former president of the American Bar Association and a founder and past president of the American Bar Foundation.

He took over as head of GM's legal staff July 1 and maintains offices in New York and Detroit.

By Dawson N. Oppenheimer  
13-7-13-67



# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POster 2-8811 Ext. 4136  
Ron Hamm, Director, SW 5-8746  
Ralph Carpenter, Ass'l Dir., SW 2-3378

ARCHIVIST EXAMINES SOUTHWEST COLLECTION GIFT -- David B. Gracy II, left, looks over shoulder of Roswell, N.M., attorney Ross L. Malone as Malone turns his personal papers over to the Southwest Collection. Malone, a former deputy attorney general and member of many government commissions, also presented to Texas Tech's new School of Law several volumes of his personal law library. The Roswell man became vice president and general counsel for General Motors July 1. (Tech Photo)

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13-7-13-67

This release was distributed 7/12/67 to all Lubbock media, San Francisco newspapers, Cincinnati newspapers, National Center for Urban and Industrial Health, Dr. Lamb and J. Northcutt.

LUBBOCK, Tex., July 12 -- A Food Protection and Sanitation Workshop, sponsored by Texas Tech's Department of Food and Nutrition and the U.S. Public Health Service's Training Branch of the National Center of Urban and Industrial Health, will open on the Tech campus Monday (July 17).

A staff of 14 experts from the Tech faculty, USPHS, state agencies, private business and leading medical centers in California and Washington, D. C., will conduct the workshop and lead discussions during the five day program, ending July 21.

Dr. Mina W. Lamb, chairman of Tech's Department of Food and Nutrition, said 50-60 persons connected with food handling and sales, food preparation and service, food safety, dietetics, and home economics education are expected to be here for the course.

Among the top speakers to appear are Dr. Frank Gohr, director of Public Health and Environmental Health safety officer for the University of California's San Francisco Medical Center, and Col. Katherine Manchester, director of dietary services for Walter Reed Army Hospital in Washington. She also is the former director of dietetics for Army Hospitals.

Dr. Lamb said emphasis will be placed on the application of current knowledge in the public health aspects of food protection to

(More)

Food Workshop . . . add one

the development of practical control measures in mass feeding operations."

Representatives from USPHS, the National Center of Urban and Industrial Health offices in Cincinnati include: Arthur B. McIntyre, chief of food protection training, Division of Environmental Sanitation Program; Harold L. Faige, training consultant in the Environmental Sanitation Program; Dr. Oliver Kauff, training consultant; Dr. Herbert Hall, Chief of Food Research; Wendel McElwee of the Solid Waste Program.

Tech will be represented by Dr. Lamb and Jim Northcutt, director of Environmental Health and Safety, while F. Gene Headley, milk and food consultant, will represent the Dallas regional office of the National Center's Environmental Sanitation Program.

Other speakers include James M. Doughty, Austin, Texas State Health Department's chief of food control; David E. Hartley, public health counselor for the National Automatic Merchandizing Association in Chicago; William V. Hickey, editor of the News Digest, a trade association publication for the Paper Cup and Container Institute in New York, and Stephen J. Pijar of the Biohazards and Sanitation Unit staff of the National Institute of Health's Environmental Service Branch at Bethesda, Md.

-30-

By Dawson N. Oppenheimer  
12-7-12-67

This release was distributed 7/12/67  
to all Lubbock media, Vigness and  
Army ROTC.

LUBBOCK, July 12 -- Texas Tech Executive Vice President William M. Pearce and Tech History Department Head David M. Vigness will visit Ft. Sill, Okla. Thursday through Saturday to inspect Tech's ROTC cadets in summer training.

Training commenced June 14 at the big Army artillery post for 133 Tech cadets and will end July 25. Maj. Don E. Brown, Tech military science professor, and sergeants William Belknap and Jesus Villarreal accompanied Tech's contingent.

Dr. Pearce and Dr. Vigness will join representatives of other universities whose students are at Ft. Sill in observing field problems, training methods and other instruction.

The six-weeks encampment is required for all ROTC students who expect reserve commissions upon graduation.

A highlight of the educators' visit will be a fire power demonstration in which every weapon in the Ft. Sill arsenal is fired.

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By Ron Hamm  
11-7-12-67

# **T** NEWS

LUBBOCK, Tex., July 10 -- More than 600 high school cheerleaders from a five state area will be on the Texas Tech campus July 23 for Tech's Fourth Annual Cheerleaders School, according to Edsel Buchanan, co-director of the program.

Buchanan said the youngsters, representing about 125 schools, would also take part in poster competition as part of a five day agenda designed to introduce new yells, and cheerleading techniques, more effective pep rallies, better promotion and increased school spirit.

Head of the cheerleading faculty, made up of 17 experienced college yell leaders from the Southwest, is Tommy Taylor, formerly of Bellaire, Tex., and now from the National Cheerleaders Association, Dallas. Taylor is a veteran of all three previous Tech schools and was the head instructor in 1966.

Primary instructor for the poster competition will be Mrs. Shirley Kountz of the Dimmitt Public School System. This will be the second year Mrs. Kountz has taken the poster assignment.

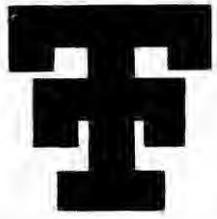
Buchanan said cheerleading teams from schools throughout the state of Texas would be on hand for the sessions, as well as teams from New Mexico, Oklahoma, Colorado and Arkansas.

The students and about 20 adult sponsors will be housed in Tech residence halls.

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By Dawson N. Oppenheimer

2-7-10-67



# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POrter 2-8811 Ext. 4136  
Ron Hamm, Director, SW 5-8746  
Ralph Carpenter, Ass't Dir., SW 2-3378

**CHEERLEADING FACULTY SHOWS HOW ITS DONE --** Tommy Taylor of Dallas, head instructor at Texas Tech's Fourth Annual Cheerleading School, soars above pretty faculty members from the 1966 school. Taylor, of the National Cheerleaders Association, and 16 other instructors will conduct the school for more than 600 high school students July 23-28. Pictured under Taylor (from left to right) are Cotton Bowl Queen Pam Dial of Amarillo and Baylor University, Carolyn Hayes of Portales, N. M., and Eastern New Mexico University, Michael Nieves of Albuquerque, N. M., and the University of New Mexico, and Diane Peck of Dallas. In addition to Taylor, both Misses Nieves and Peck are returning to the 1967 session.

This release distributed 7-12-67 to  
locals, U. S. News and World Report,  
Regional dailies

LUBBOCK, July 12 -- The "explosive growth" of Texas Tech drew nationwide attention in July when "U. S. News & World Report" labeled U. S. colleges this country's latest "Growth Industry."

The July 17 issue of the weekly news magazine pointed to Tech as a prime example of this expansion trend and illustrated its findings with a photograph of Tech's three new high rise residence halls in Phase I of the Wiggins Complex.

"No longer is campus growth concentrated in the crowded Eastern schools or the big universities of the Midwest," the magazine said. "It extends to every area,

"On the High Plains of Western Texas, for instance, Texas Tech has been growing explosively.

"Enrollment there, in 1955, was 7,000, U. S. News & World Report added. "It will be about 20,000 during the coming school year. By 1976, it is expected to be more than 31,000."

The nationally circulated periodical said: "To the physical plant in Lubbock, already worth 64 million dollars, it is anticipated that 50 million dollars in new buildings and equipment will be added by 1970."

The article said "some think the college boom can do as much for the economy as railroads did in the nineteenth century."

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By Dawson N. Oppenheimer  
9-7-12-67

**This release distributed 7-11-67 to  
local media, AP, UPI, Fort Worth,  
Schmidt, Taylor.**

**LUBBOCK, July 11 -- Anthony Company of Lubbock submitted the apparent low bid of \$698,750 Tuesday for construction of a 2,600 foot heating and cooling tunnel and extension of other campus facilities to Texas Tech's new Biology Building now under construction.**

**Tech Vice President M. L. Pennington, who presided at the bid opening, said he was authorized to poll the Texas Tech Board of Directors by telephone for approval of the apparent low bid.**

**In another bid opening, Pioneer Pavers, Inc. of Lubbock was apparent low bidder for construction of alighted parking lot for the first three dormitories of the Wiggins Complex.**

**The parking lot bid by Pioneer was \$36,400, accompanied by a qualification that in order to meet the Sept. 1 completion deadline, it must have notification to proceed by July 20. Pioneer's bid also asked permission to move the deadline for installation of the lighting standards up to Sept. 20.**

**Pennington said he did not believe either qualification asked by Pioneer would seriously impair the effectiveness of the firm's bid.**

**The Anthony tunnels and utilities extensions bid would provide for construction of a concrete tunnel with inside dimensions of eight feet by 10 feet, eight inches. It will carry a steam pipe and return for Biology Building heating purposes and chilled water supply and return lines for cooling.**

**The tunnel also will be equipped with a special instrument air line to provide temperature and humidity controls for the proper maintenance of sensitive biology laboratory equipment.**

**(MORE)**

Bid Oppenings -- add one

The contract also would call for installation of underground extensions to bring campus electric, water, gas and sewer services to the building, slated to open in the fall of 1969.

The new parking lot at phase one of the Wiggins Complex will measure 515 feet by 288 feet and will be asphalt paved. It is designed to accommodate almost 500 vehicles.

Other bidders on the tunnel and utilities extensions job include Roundtree Co. of Lubbock, \$728,000 and B. B. Adams of Fort Worth, \$1,111,111.

Other bidders on the parking lot job included Bob R. Hunter Construction of Lubbock, \$41,800; W. D. Turner of Lubbock, \$45,200; C. W. Zann & Son of Lubbock, \$47,708.34, and J. T. (Red) Roberson of Lubbock, \$49,178.30.

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By Dawson N. Oppenheimer

8-7-11-67

This release distributed 7-11-67 to  
local media, Formby, Allison and  
Reistle

Gov. Connally Tuesday appointed Marshall Formby of Plainview to a six year term on the Texas Tech Board of Directors and reappointed present members Al Allison of Levelland and Carl Reistle Jr. of Houston for six year terms.

Formby replaces J. Edd McLaughlin of Ralls.

A native of Hopkins County, Formby grew up in McAdoo and Dickens Counties. He entered Tech in 1928 and was graduated with a degree in government in 1932. While at Tech, Formby served as editor of the student newspaper.

An attorney, he has interests in several West Texas radio stations.

Formby is active in the Tech Ex-student Association and is a former president of the organization.

Long active in governmental affairs, he is a former state senator, chairman of the Texas State Highway Commission and was a gubernatorial candidate in 1962.

"I am very happy with this opportunity to work with such a fine group of men as the Tech Board of Directors," Formby said. "I consider Tech one of the finest institutions of higher learning in the United States. I am looking forward to doing whatever I can to foster the school's growth and development."

Allison, a 1930 graduate of Tech, was first appointed to the board in 1961. During his first term, he served on the legislative committee of the board and was very active in establishing a Law School at Tech.

Reistle was appointed to the Board last December to fill the unexpired term of the late Wright Armstrong. He is the former Board Chairman and Chief Executive Officer of Humble Oil and Refining Company.

This release distributed to local media,  
UPI, Tucker, Hardee, Alexander and  
Hometowns.

LUBBOCK, Tex., July 11 -- Fifty Texas Tech students and six members of Tech's Foreign Languages Department leave next week for study programs in Austria, France and Mexico.

Tech French Prof. A. Maynor Hardee and German Prof. Theodore W. Alexander each head a party leaving for Europe July 16 for summer programs set up by the "Work or Study Abroad Schools," an independent language education organization based in Milwaukee.

On the following day, Dr. Scotti Mae Tucker leads a group of 31 Tech students and two staff members into Mexico for six weeks of study "designed to meet the needs of those who intend to teach Spanish or enter government service."

Dr. Hardee, selected by the Wisconsin organization as director of the French language program for about 90 American students, will bring eight Tech students to Paris, where they will study under French professors at the Sorbonne. About 30 of the American students in Paris, including Tech's Holly Jean Shuler of Nacogdoches, also will attend art classes at the Ecole du Louvre, home of Europe's most important art collections.

Most of the students also plan to make weekend excursions into other parts of Europe, including Belgium, the British Isles, Germany, Switzerland, Spain and Italy.

Alexander plans to take 11 Texas Tech students to Mayrhofen, Austria, where they will study at the University of Innsbruck.

(MORE)

foreign language trips of Innsbruck --- add one

The party headed by Alexander will be enrolled in regular summer courses at the university and will live in dormitories on the Mayrhofen campus. All instruction during the six-week course of study will be conducted in German.

Alexander said side trips also are being planned with Vienna and Munich on most weekend agendas, while Zurich, Lucerne, Meiringen, Interlaken, Bern, Basel and Paris are to be included in a week's tour at the close of the program.

Advanced undergraduates and graduate students will participate in the Spanish language program, to be held in San Luis Potosi and Mexico City.

Other staff members headed South of the Border are Miss Maria Enriquez, Ramon Renteria and Ricardo Palmerin.

Dr. Tucker said principal objectives of the course "are to improve the students' ability in oral and written Spanish and to give them an understanding of Mexican culture."

One highlight of the Mexican trip, she said, will be the placing of each student in a private middle-class home for at least one week.

The classroom work will be conducted in San Luis Potosi, but an August trip has been scheduled to Mexico City, where students will visit important historical sites and study various aspects of life in the capital city.

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By Dawson N. Oppenheimer

6-7-11-67

PARIS BOUND COEDS CHECK TRAVEL PLANS WITH PROFESSOR -- Dr. A. Maynor Hardee, seated, of Texas Tech's French Department leaves Lubbock July 16 with eight Tech students for six weeks of study at the Sorbonne and the Louvre in Paris. Senior students Virginia Viets, left, of Dallas, and Beverly Hunt, of Odessa, check map of France with Hardee as the trio makes final trip plans. (Tech Photo)

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By Dawson N. Oppenheimer  
6-7-11-67

This release was distributed 7/11/67  
to all Lubbock media, Wall Street  
Jrnl., Ed. & Pub., Sellmeyer and  
Garets.

LUBBOCK, Tex., July 11 -- Texas Tech's Third Annual Photo Journalism Workshop, sponsored by the Wall Street Journal's Newspaper Fund, Inc., opens here July 17.

The workshop, the only one of its kind sponsored by the fund, will bring to the Tech Campus 20 high school and junior college teachers from eight states, according to Journalism Department Head Wallace E. Garets. Garets said classes will be held from 8 a.m. to 5 p.m. Monday through Friday and from 8 a.m. to noon on Saturday for two weeks, ending July 29.

Tech Journalism Prof. Ralph Sellmeyer will direct the course, which offers the teachers two hours of graduate credit.

Sellmeyer said management of darkrooms for student publications, pictorial reporting, editing and layout will be emphasized during the 88 hours of classroom instruction, which also will include practice photography, processing and printing.

Garets said Newspaper Fund Inc. provides expenses covering room, board and tuition while on the Tech campus. The participants pay their own transportation to and from Lubbock.

A highlight of the two-week course will be a visit here by Paul Swenson, the fund's executive director. He arrives at Tech July 19 to confer with staff and students and will be the guest of honor at lunch July 20.

Journalism workshops . . . add one

Meanwhile, Garets said plans are nearing completion for Tech's Annual high school workshops for younger journalists. The workshops, sponsored by the Tech Journalism Department's Southwestern Council of Student Publications, will attract more than 400 students and teachers from about 100 schools in nine states, beginning July 31.

Photo workshops will be held July 31 to Aug. 4 and Aug. 6 to Aug 11, while workshops on high school yearbooks and newspapers will be held only during the second week of the program.

Garets called the high school workshops, which brings in students from as far away as California and Pennsylvania, the oldest and largest such program in the Southwest.

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By Dawson N. Oppenheimer  
5-7-11-67

This release was distributed 7/10/67  
to all Lubbock media, AP, UPI, New  
Brunswick newspapers, The Cattleman,  
Squibb Info. Dept., Zinn and Albin.

LUBBOCK, JULY 10 -- (UP) -- The Squibb Institute for Medical Research, New Brunswick, N.J., has made a \$2,400 research grant to the Texas Tech Animal Husbandry Department, it was announced Monday.

Dr. Robert C. Albin, assistant professor at Tech, said purpose of the research would be to compare the effect of a new hormone implanted in fattening cattle with that of a hormone already in wide commercial use.

Working with Albin on the project will be Dr. Dale Zinn, head of the Animal Husbandry Department at Tech.

The new hormone, to be known commercially as Rapigain, is chemically identified as Testosterone. It was developed by E. R. Squibb & Sons as a growth stimulant for cattle.

Comparisons will be made with results from cattle treated with diethyl stilbestrol implants.

Albin said 120 head of fattening cattle will be used in the four month testing period. Forty head will be given stilbestrol in their feed, while 40 will be given stilbestrol both in their feed and by implant, and the remaining 40 will be given stilbestrol in their feed, but Rapigain by implant.

Growth differences will be observed during the fattening period, he said, and "complete carcass data will be taken at the end of the feeding period when the cattle are slaughtered."

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By Dawson N. Oppenheimer  
4-7-10-67

This release was distributed 7/10/67  
to all Lubbock media, Fields and  
Kuntz.

LUBBOCK, July 10 -- Registration opened Monday for courses aimed at improving reading and learning skills during Texas Tech's late summer session.

Tom Fields, supervisor of the Reading Improvement Program in the University Counseling Center, said the second summer session would include six sections of Tech's basic speed reading course.

He said there also would be two sections open for a course on Applied Techniques, a program introduced for the first time this summer in an effort to help students improve their listening and studying skills, vocabulary and concentration.

He said the course on Applied Techniques would be open to all interested students during the second summer session, which gets underway July 19. When the course was introduced in June, enrollment was limited to students who had completed the basic course on speed reading.

Both courses meet an hour and a half daily, Monday through Thursday during a five week instructional period.

Fee for the speed reading course will be \$25, Fields said, while there is a \$5.00 fee for the Applied Techniques course.

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By Dawson N. Oppenheimer  
3-7-10-67

This release was distributed 7/10/67  
to all Lubbock media, Amarillo,  
Portales, Albuquerque, Dallas and  
Edsel Buchanan.

LUBBOCK, Tex., July 10 -- More than 600 high school cheerleaders from a five state area will be on the Texas Tech campus July 23 for Tech's Fourth Annual Cheerleaders School, according to Edsel Buchanan, co-director of the program.

Buchanan said the youngsters, representing about 125 schools, would also take part in poster competition as part of a five day agenda designed to introduce new yells, and cheerleading techniques, more effective pep rallies, better promotion and increased school spirit.

Head of the cheerleading faculty, made up of 17 experienced college yell leaders from the Southwest, is Tommy Taylor, formerly of Bellaire, Tex., and now from the National Cheerleaders Association, Dallas. Taylor is a veteran of all three previous Tech schools and was the head instructor in 1966.

Primary instructor for the poster competition will be Mrs. Shirley Kountz of the Dimmitt Public School System. This will be the second year Mrs. Kountz has taken the poster assignment.

Buchanan said cheerleading teams from schools throughout the state of Texas would be on hand for the sessions, as well as teams from New Mexico, Oklahoma, Colorado and Arkansas.

The students and about 20 adult sponsors will be housed in Tech residence halls.

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By Dawson N. Oppenheimer

2-7-10-67

This release was distributed 7/10/67 to  
all Lubbock media, USAF academy, Colorado  
Springs newspapers, Maynard and Hemme.

LUBBOCK, July 10 -- Dr. Judson Maynard of Texas  
Tech's Music Department will give an organ concert at the  
U.S. Air Force Academy July 16.

The 8 p.m. program in the Academy Chapel will include  
music by Bach, Mozart, Liszt, Messiaen, Lidon and Pasquini.

Dr. Judson's performance will <sup>be</sup> the first in a  
series of concerts presented by visiting artists during  
July and August.

-30-

By Emil Carmichael  
1-7-10-67

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-7-17-67	Registration <sup>2</sup> <sup>2</sup> <del>Cutterick</del>					Boze, Watkins
2-7-17-67	Upward Bnd. <del>Cutterick</del>	✓				Jordan
3-7-17-67	Food Sanitation Workshop	✓				Lamb, Tinsley
4-7-17-67	Photo Journal. Workshop	✓				Sellmeyer, Gault, Wall St. Jnl.
5-7-17-67	Youth Music Camp	✓				Cleveland, Emporia, <sup>Hemmer, Leach,</sup> <del>Harley,</del> V. of Iowa,
6-7-18-67	Ellsworth at Salzburg	✓				Hemmer, Ellsworth
7-7-18-67	Music Camp, cutline	✓				Hemmer, Leach
8-7-18-67	Murphy of Mil. Sci.	✓				Columbus, Ga., <sup>Spencer, Temple,</sup> <del>Murphy,</del> Texas #917
9-7-18-67	Registration - cutline	✓			✓	Dominett San Angelo
10-7-19-67	Amesworth at Edu.	✓				Asheville; <sup>N.C.</sup> Amesworth, Dillon
11-7-19-67	Monsanto Sch. & Gmt	✓				Monsanto Co.
12-7-19-67	Enrollment Figures	✓				AP, UPI, Boze, Cluwell
13-7-19-67	Goodwin Reception	✓				Painesville Sun, Goodwin
14-7-20-67	Amesworth Smith Hawaii <sup>Mings.</sup>	✓				Amesworth, Smith
7-20-67	Law School Story	no				distribution - copy to A. A. Ellison
15-7-20-67	Photo Journal. Workshop	✓				AP, UPI, Wall St. Jnl., Gault,
16-7-20-67	Food + Sanitation <del>Workshop</del> workshop	✓				Sellmeyer AP, UPI, Washington, Lamb & Tinsley



This release distributed 7-21-67 to  
locals, AP, UPI, Cal. Tech Pub.  
Info. Dept., Das Gupta, H. C. Thomas,  
U.S. Air Force office of Scientific  
Research, research file and physics  
file.

LUBBOCK, Texas., July 21 -- The U.S. Air Force has announced a \$60,000 grant to Texas Tech Prof. K. DasGupta for continued research in the electron characteristics of solids.

Dr. DasGupta said the research could result ultimately in acquiring more thorough knowledge of the makeup of solids, particularly in the field of transistors and other components of electronic equipment. This, in turn, could help more accurately to determine quality and eventually bring about improved quality control of a product.

The federal grant provides for a two-year research program involving five graduate students and two senior physics majors under DasGupta's direction.

The grant was made, he said, as the result of work he began while he was on the faculty of California Institute of Technology and continued since coming to Tech a year ago.

DasGupta said his research involves the "scattering of radiation after radiation strikes a solid object and bounces off." His observations revealed a new phenomenon in the interaction of light and matter in x-rays. This phenomenon, he said, "carries information about the solid matter from which the radiation is scattered."

He said he is investigating the "nature of the chemical binding of the molecules in solids, and this information is important in the determination of quality and in obtaining improved quality control of the material.

"We hope to find out more technical information about the properties of solids through the process I have called Compton-Raman scattering," DasGupta said.

It was through the Compton-Raman scattering process observed by DasGupta that these new radiation lines in x-ray scattering were discovered.

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By Dawson N. Oppeneheimer

20-7-21-67

This release was distributed 7/21/67  
to all Lubbock media, AP, UPI, Gracy

EDITORS' NOTE: Veteran Texas educator R. C. Goodwin, associated with Texas Tech for 37 years in capacities ranging from teacher to President, retires this month. Before leaving Tech, where he served for the past year as advisor to new President Grover E. Murray and Coordinator of Grants and Contracts, Dr. Goodwin gave his views on the future of Texas Tech and higher education in Texas. Dr. Goodwin points up needs for Texas' colleges and universities, and suggests ways and means of achieving excellence.

FOR RELEASE: SUNDAY, July 23, or thereafter

LUBBOCK, Tex., July 23 -- Dr. R. C. Goodwin, associated with Texas Tech for 37 of its 42 years of existence, has seen the Lubbock institution grow from a small, regional school to a multipurpose university approaching an enrollment of nearly 20,000 students.

From his vantage point of teacher, administrator and former President of Texas Tech, he is in a position to observe and point out the needs, not only of Tech but of other publicly supported institutions of higher learning in Texas.

In the following interview, he touches on such questions as what sort of support and understanding higher education in Texas requires from its citizens, the role of the Coordinating Board, Texas College and University System, and some personal advice to today's generation:

"Not only does Texas Tech need to perfect its role and scope, but the same applies to all the institutions in the state system of higher education. Numerous questions must be answered, Are colleges to continue to grow in size, or are limitations to be allocated? If so, what yardsticks are to be used? Will there be restrictive enrollments? If so, will the restrictions be based upon the level of instruction, or upon the prior records of freshmen applicants? What is the future of junior colleges? How many junior colleges will be converted into senior colleges?

"Texas needs the answers to these questions as well as others. Answers could be provided, and probably will, by the Coordinating

(More)

Goodwin Interview . . . add one

Board through the establishment of firm policies. The effectiveness of these policies would depend upon the cooperation of other state agencies in their implementation. Full cooperation should allow for the maximum autonomy of each institution operating within the framework of adopted policies."

Dr. Goodwin was asked to rate Texas Tech with its sister institutions and had this to say:

"Comparison of the academic standings of various institutions is a precarious undertaking. Many different standards or criteria may be used. Operating budgets, the size and utilization of the library, funds received or expended for research, the number and advancement of degrees conferred, the number of doctorates on the faculty and the number and significance of publications may all be of some value. However, the emphasis placed on programs within the college should be considered as well as to what degree the institution has achieved its objectives.

"Graduate work at Texas Tech is relatively new, particularly at the doctoral level. Though rapidly growing and developing, such work has not attained the support that graduate work receives at many of the older institutions. Though the lack of support has curtailed the quantity, the quality of graduate work has been maintained at a constantly high level and, in some areas, is fully comparable to that given by other universities.

"For many years, the instruction at Tech was largely undergraduate and such work still constitutes the major portion of the offerings of the college. The high quality of these programs has been amply demonstrated by the achievement of the graduates in graduate and professional schools as well as in industry and business. Maintenance of excellent undergraduate instruction is a cherished objective of this college."

As an institution attains maturity and broadens and strengthens its programs, questions often arise as to what point in time it achieved university status. Dr. Goodwin feels this way about Texas

(More)

Tech: "Without doubt, Tech presently possesses the qualifications of a university. I believe it to be so recognized internationally. Members of our faculty, through their research and publications, have achieved this recognition for the college. When the purposes and objectives of the college have been more definitely established and their support fully implemented, the university status of the college will be enhanced to a greater extent."

The veteran educator's views on Tech's future were summed up as these: "Based upon the vigorous vitality of the college, the qualifications and dedication of its administrators, the faculty and students, I cannot but see a most promising future for this college. No college, however, can be all things to all people. This means that certain programs must be emphasized and others limited or even deleted. The offerings of the college must be adjusted both in breadth and depth in accordance with a statewide system of higher education. Such a system must allow for full development in all areas where student demand necessitates. These areas may be those classically recognized or may invoke new ones or interdisciplinary combinations of those now in existence. The future will depend upon the college's ability to determine its objectives and to have them recognized and supported as a full member of the state system of higher education."

Dr. Goodwin was asked what he considered to be Texas Tech's greatest accomplishments during his long period of association with the institution, and had this to say:

"As a preface, I could like to acknowledge the opportunities and advantages which the college has afforded to me. Though the 37 years I have been connected with Tech have not been without their trials and tribulations, I have had the opportunity to work with all preceeding presidents of the college and my successor. It has also been my good fortune to have known personally a considerable number of the members of the Board of Directors. Particularly in the earlier years, more intimate association with the faculty and the students was possible. Each and all of these provided guidance and understanding, and made me definitely realize that a college is

composed of people, and it is people who accomplish.

Whatever accomplishments may have been achieved during my tenure as president have resulted from the combined efforts of all those associated with the college. A dedicated, and frequently overworked, faculty, sacrificing administrative staff, sympathetic and interested Boards of Directors, open-minded students who were devoted to the college and to the maintenance of friendliness and acceptance based upon performance -- these, together with friends in Lubbock and throughout Texas, many of whom in more recent years are alumni of the college, have made the growth and development of the college possible.

"Perhaps the greatest accomplishment could be summarized in the recognition given to the college by the Coordinating Board in declaring this college to be one of the four graduate institutions of Texas. This declaration epitomizes the strength and coverage of our undergraduate work, the development of valid graduate programs with their accompanying research and the provision of more adequate physical facilities and financial support."

Dr. Goodwin, who has no definite plans for retirement except that he and Mrs. Goodwin will maintain their residence in Gainesville, Fla., said he would "continue to hold an active interest in the college, its development and its achievements.

"Retirement will be a new experience for me. Although I am not a musician, perhaps I can play this by ear. I will not be in a hurry to do anything. I approach retirement with the anticipation that another pleasant phase of my life will develop, whatever it may be."

He had this advice for present and future TECHsans:

"The old cliches still apply. Know yourself. Be yourself. Prepare yourself not only to make a living, but to live. Make full use of your capabilities, but learn to live within your limitations. Honor and respect mores and traditions, but be willing to actively accept change when it is positively constructive but not change for the sake of change wherein it has no predictable progressive goal."

This release was distributed 7/21/67 to all Lubbock media, Irving, Hemmle, Leach, Killion and Kenney.

LUBBOCK, July 21 -- The first of two concerts to be presented by Texas Tech's Summer Youth Music Camp has been scheduled for Sunday (July 23) at 7:30 p.m. at Tech's Science Quadrangle.

The outdoor concert will feature a 48-member choir, under the direction of Tech Choral Director Gene Kenney; a 70-piece symphonic band, to be directed by Irving (Tex.) High School Band Director Eldon Janzen, and the 70-piece Honors Band, under the baton of Texas Tech Band Director Dean Killion.

The musicians, are among 426 junior high and high school students attending the two-week session at Tech under the direction of Music Department Instructor Joel Leach.

Leach said the second concert, to feature all the students enrolled, will be held Friday, July 28, at a time and place to be announced later.

He said the Sunday concert program would include:

Choir: Cry Out and Shout, by Knut Nystedt; Go, Lovely Rose, by Eric H. Thiman; The Last Quarter Moon, by Richard Winslow; Skip To My Lou, arrangement by Roger Wagner; Song of Galilee, by Julius Chajes (cq) and Sound of Music, by Rogers and Hammerstein.

Symphonic Band: Bravura March, by C.E. Duble; Chant and Jubilo, by W. Francis McBeth; Tango for Band, by Glen Osser.

Honors Band: Hail to the Fleet, by Richard Maltby; Toccata, by Fresco Baldi; Marche des Parachutistes, by P. Leemons, arranged by Charles Wiley; Begin the Beguine, by Cole Porter, and Joyant Narrative by McBeth.

By Dawson N. Oppenheimer  
18-7-21-67

This release was distributed  
7/20/67 to all Lubbock media,  
Pasewark and Heather.

LUBBOCK, July 20 -- Dr. Bruce Blackstone of Washington, D.C., challenged 40 office occupations teachers Thursday (July 20) to "teach occupations, not textbooks, and individuals, not classes."

Blackstone, chief of the Office Occupations Education program of the U.S. Office of Education, was in Lubbock to speak to teachers attending a four-week workshop sponsored by Texas Tech's Business Education Department.

He said "we live in a business-filled environment and we need to know both how to be a consumer of the services of business and how to be producers of services for business."

Blackstone said the primary goal of the federal program he heads "is to assist the several states through administrative, professional and consultive service to maintain, extend and improve education for office occupations." This category makes up almost 17 per cent of the American workforce, standing second only to the machine operators-- that is anyone who operates any kind of machine from a lathe to an elevator.

"Of the high school graduates who do not go on to further schooling," he said, "about 40 per cent enter the world of work through a door labeled 'office', and there is a chronic shortage of office help."

He said the office occupations educator has the responsibility to analyze an occupation in terms of what must be done on the job, identify the necessary social and background skills to do them, and then develop performance standards for these skills and background knowledges."

The federal official said "any student who takes an office occupations program has a built-in scholarship if he wishes to further his education. There always is a demand for office help on a university campus if the student has the necessary skills."

ILLUSTRATES POINT--Col. Katherine E. Manchester, left, shows Texas Tech Food and Nutrition Department head Mina W. Lamb, a diagram on automation involved in mass food preparation. Col. Manchester, director of dietary services for Walter Reed Army Hospital, was in Lubbock speaking to Tech's Food and Sanitation Workshop.

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By Dawson N. Oppenheimer

16-7-20-67

This release was distributed  
7-20-67 to local media, AP,  
UPI, Washington, D.C., Lamb,  
and Tinsley

LUBBOCK, Tex., July 20 -- The proper use of automation in mass feeding situations will "cut down on the complaints and -- more important -- reduce the chances of food deterioration and bacterial growth," a Texas Tech Food and Sanitation Workshop was told Thursday (July 20).

Automation was the theme of today's principal workshop speaker, Col. Katherine E. Manchester, director of dietary services for Walter Reed Army Hospital in Washington.

Colonel Manchester said Walter Reed has developed the use of an "ingredients room," where all ingredients in a recipe are assembled and weighed, ready to be delivered to the kitchen work center for use as the cook needs them.

She said this not only reduces the chances of deterioration of exposed food, but it results in increased kitchen efficiency. "It's been proven," the Jacksonville, Ill., native said, "that in most kitchens, 50 to 60 per cent of motion is wasted on activity not connected with actual production of the meal."

She said Walter Reed is experimenting now with a micro-wave oven that will permit the food to be "slightly under-cooked in the kitchen, cooled quickly and then carried to the wards in the micro-wave oven where it can be flash-cooked to perfection in 30 to 50 seconds.

"This means," she said, "every patient can receive a hot, freshly cooked meal at the time it is to be eaten. Many times, meals are

(more)

Food and Sanitation Workshop...add one

delivered to the wards at the time a patient is receiving treatment and his food is left to get cold, or dry up or become otherwise unpalatable.

"With the micro-wave ovens, we can see to it that each patient has hot food that is neither dried up nor in any way deteriorated at the time he is ready to eat."

Miss Manchester, one of two full colonels in the Army Medical Specialists Corps, said the micro-wave oven now is used in several wards at the Washington hospital and that it takes only 30 to 40 minutes from the time food is loaded on trays in the kitchen until it is delivered to the patient in a ward.

She said Walter Reed maintains an average patient load of about 1,500 persons with about 110 special diets, but that the hospital offers each patient a selective menu that offers a variety of choices within dietary limitations.

The only time the patient's particular diet is not considered in the preparation of a meal, she said, is when Viet Nam veterans are flown into Washington for treatment at the Army hospital. Then, Col. Manchester said, "each boy is asked what he wants for his first meal, and if there is any way possible for us to get what he asks for, that is what he will eat."

She said the frequent use of Walter Reed by top-ranked Washington personalities "presents no problem. We find that the bigger and more important a patient is, the easier he is to please and the more gracious he is to our staff."

Former President Eisenhower is among the easiest patients, she said, but she singled out Senate Minority Leader Everett Dirksen, R-Ill., as among "The most charming. I always remind him that I'm a constituent from Illinois," she said, "but he just laughs."

She said the "important people at Walter Reed get the identical selective menu and the same food that goes to every patient. We try to prepare attractive meals with as much variety as possible," Colonel Manchester said, "because as dieticians, our job is to have the patient patients eat properly and they can't do that if the food isn't good."

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By Dawson N. Oppenheimer

16-7-20-67

This release was distributed 7/20/67  
to all Lubbock media, AP, UPI, Wall  
St. Jrnl., Garets and Sellmeyer.

LUBBOCK, Tex., July 20 -- A veteran newsman said it "will take a new breed of reporter and a new breed of editor" to handle the space age stories of the future, and he will be fantastically different from yesterday's newsman, or even today's."

Paul Swenson, executive director of the Wall Street Journal's Newspaper Fund, Inc., described the ingredients necessary to make up the future newsman during a lunch in his honor in Texas Tech's Student Union.

He spoke to 18 junior high and high school teachers here for Tech's Third Annual Photo Journalism Workshop, sponsored by the fund and conducted by Tech Journalism Prof. Ralph Sellmeyer.

He charged the educators with the responsibility of finding "good writers and then cultivating their talent. With the new demands we will need more and more good writers and writing is a talent. . . a gift. It can't be created, and where it is found it must be developed and cultivated."

"When the first reporter lands on the moon, he will have to be prepared with language that will describe what he sees. Our present astronauts are trained for their job, but when they try to describe their experience in space, they say 'it's beautiful,' or 'it's exciting,' or 'breathtaking'. Now, you tell me what it looked like from those descriptions.

(More)

"The reporter that makes that first landing, is going to have to tell us about it. He is going to have to know his language so that his words will come together like they were married. They are going to have to sing and dance and jump for us," Swenson said.

Swenson said also that big government is going to get bigger, and that the new reporter must know "the philosophy and mechanics of government." He said the newspaper "is going to have to look back to their old roles of opinion-making and public service," as television and radio have taken over the newspaper's role of spot reporting."

He said the general identity of the American newspaper is going through major changes . . . "more and more are going to be publicly owned . . . more and more will be designed to serve the American Megalopolis with less and less identity with one particular community."

"Our generation," Swenson said, "served its purpose well with its thin veneer of general knowledge." But he said demands on the future newsmen call for more intense education in math and the sciences as well as in literature and history.

"It won't be long until the holder of a master's degree will be common in the American newsroom, and until a PhD will no longer be considered a newsroom freak."

This release was distributed  
7/20/67 to all Lubbock media,  
Amandes and Smith.

LUBBOCK, July 20 -- Dean Richard B. Amandes of the Texas Tech School of Law and Law Professor Justin C. Smith will go to Hawaii late this month to attend two annual meetings of major legal groups.

Amandes will attend the meeting of the American Bar Association in connection with Tech's application to obtain ABA accreditation for the School of Law. He will appear before the Council of the Section on Legal Education and Admissions to the Bar of the ABA.

Both Amandes and Smith will be in Maui for a meeting of the International Association of Insurance Counsel.

Smith will head a panel discussion on The Judiciary and Its Response to Contemporary Problems, with Amandes slated to appear on the panel to discuss the American Jury System.

Smith also will speak on the Upgrading and In-Service Training of the Judiciary.

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By Dawson N. Oppenheimer  
14-7-20-67

2055567

This release was distributed 7/19  
7/19/67 to all Lubbock media,  
Gainesville Sun and Goodwin.

LUBBOCK, July 19 -- The public is invited to a farewell reception in honor of former Texas Tech President and Mrs. R. C. Goodwin as the veteran educator prepares to leave Lubbock after serving Tech for 37 years of the university's 42-year history.

The ~~reception~~ reception ~~at the~~ at the Tech Union Ball Room from  
The reception, set for ~~7/23~~ until 5 p.m. Sunday (July 23), is to be hosted by the Tech Board of Directors, the Executive Board of the Ex-Students Association and President Grover E. Murray.

Dr. Goodwin, who came to Tech in 1930 as head of the Department of Chemistry, leaves this summer to make his home at Gainesville, Fla., the city he left 37 years ago when he came to Lubbock.

He became Tech's seventh president in August of 1960, nearly a year after he assumed the duties of acting president. Since his arrival, Dr. Goodwin has served as dean of the Graduate School, dean of Arts and Sciences and academic vice president.

During the past year he served as advisor to Dr. Murray and coordinator of grants and research.

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By Dawson N. Oppenheimer  
13-7-19-67

7/19/67

EDITOR'S ADVISORY:

You are cordially invited to the reception honoring Dr. and Mrs. Goodwin from 3 until 5 p.m. on Sunday (July 23).

It is hoped you will want to provide news coverage of this event.

Thank you.

Public Information/Texas Tech

This release was distributed 7/19/67  
to all Lubbock media, AP, UPI, Boze  
and Clewell.

LUBBOCK, July 19 -- A record 5,486 Texas Tech students registered for the second summer session, Dean of Admissions and Registration Floyd Boze announced Wednesday.

The unaudited figures released by Boze showed an increase of about 500 over the 1966 figures for the second summer session at Tech. Enrollment figures for the first half, traditionally higher than the later session, were 7,060. It was the first time in Tech history that summer figures passed the 7,000 mark in the first session or the 5,000 mark for the final six weeks.

Registration was marked by "a highly successful experience at the Lubbock Municipal Coliseum," Boze said, referring to new enrollment procedures contained entirely under the coliseum roof.

He said many steps and much time was saved by the coliseum plan, and that the new system should make registration of the larger fall semester student body faster and more efficient than it has ever been.

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By Dawson N. Oppenheimer  
12-7-19-67

This release was distributed 7/19/67  
to all Lubbock media, and Monsanto Co.

LUBBOCK, July 19 -- The Monsanto Co. of St. Louis has presented Texas Tech a \$2,000 check, half of which will go into a scholarship and unrestricted grant to Tech's Department of Textile Engineering.

The Monsanto gift also provides for unrestricted grants of \$500 each to the Departments of Chemistry and Chemical Engineering.

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By Dawson N. Oppenheimer  
11-7-19-67

This release was distributed 7/19/67  
to all Lubbock media, Asheville, N.C.,  
Ainsworth and Fallon.

LUBBOCK, July 19 -- Dr. C. L. Ainsworth, associate professor of Education at Texas Tech, will be in Asheville, N.C., July 20 and 21 to take part in the Southwide Conference on Elementary Education.

Ainsworth will present a laboratory session on Systematic Classroom Observation at the conference, sponsored by the Southern Association of Colleges and Schools. About 600 educators throughout the South are expected to attend.

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By Dawson N. Oppenheimer  
10-7-19-67

This release distributed 7-18-67 to  
locals, Boze, Clewell, UPI, and  
registration file

LUBBOCK, July 18 -- Registration of an estimated 5,000 Texas Tech students for the second summer session ended Tuesday as school officials praised the new enrollment process carried on at the Lubbock Municipal Coliseum.

The new system allows a student to go through admission and counselling prior to the dates set aside for registration and has moved the remainder of the registration procedure to the coliseum.

Dr. Floyd D. Boze, Dean of Admissions and Registration, reported 2,127 students had registered Monday, but that final figures would not be available until later in the week.

"The new procedures are working out far beyond our expectations," he said. "It is taking students an average of 20 to 30 minutes from the time he walks into the coliseum until he leaves the final check out desk enrolled and ready for class.

"We have not had any major problems," Boze said, "although we have done a little shuffling around and have made some minor changes."

He said the experiment has worked "so well to date that I am satisfied the registration for the fall semester will run more smoothly than it has in the past.

"This all has been the result of an excellent spirit of cooperation on everyone's part. The staff, faculty and students have all moved together in this effort," he said.

James A. Watkins, director of undergraduate admissions and head of the coliseum phase of registration, said "it is working out very well--just about as we thought it would," while Dr. Charles L. Burford of the Engineering School, one of the drafters of the coliseum plan, said "so far I haven't seen a real hitch... it's been as smooth as silk."

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By Dawson N. Oppenheimer

9-7-18-67

This release was distributed 7/18/67  
to all Lubbock media, Columbus, Ga.,  
Sherman, Temple, Texas A&M, Murphy.

LUBBOCK, July 18 -- Col. Maxwell C. Murphy, Jr., a West Point graduate and combat veteran of World War II, has taken over as new head of Texas Tech's Department of Military Science (ROTC).

Murphy, a 44-year-old native of Sherman, Tex., succeeded Col. B. W. Paden, who has been ROTC chief at Tech for three years prior to his recent assignment in the office of the Chief of Personnel for the Department of the Army in Washington.

Murphy was a graduate of Temple (Tex.) High School and attended Texas A & M before he entered the U. S. Military Academy at West Point from where he earned his commission as a 2nd lieutenant in the Infantry.

He was with the U.S. 10th Mountain Division both in this country and in the Mediterranean Theater of Operations, where he participated in combat operations in Italy as a platoon leader.

Since the end of World War II, he has filled a number of assignments in Europe, the Pacific and various military posts in the United States.

Prior to his joining Tech's ROTC program, he was a member of a Combined Tri-Service U. S.-German Logistics Planning Staff in Bonn, Germany.

Colonel Murphy is married to the former Hilda Louise White of Columbus, Ga. They have five children.

By Dawson N. Oppenheimer

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8-7-18-67

UNEVEN MATCH! -- Seventh grader Ronda Tidwell of Dimmitt Junior High School tests her skill on a borrowed tuba at Texas Tech's Summer Youth Music Camp. The 65-pound daughter of Mr. and Mrs. M. A. Tidwell outweighs the big instrument by only about 25 pounds. She welcomed the chance to get back to her smaller alto sax, the instrument she hopes to play for Dimmitt Junior High's band this fall.

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By Dawson N. Oppenheimer

7-7-18-67

This release was distributed 7/18/67  
to all Lubbock media, Hemmle and  
Leach.

LUBBOCK, July 18 -- The Texas Tech music faculty was busy Tuesday with 426 junior high and high school students from four states, here for Tech's Summer Youth Music Camp.

The two-week camp, which began Monday, spread to various parts of the Tech campus in order to accommodate the choir, four concert bands, three orchestras, a stage (jazz) band, two sections of twirlers, drum majors and separate ensembles for woodwinds, brass, percussion and string.

Camp Director Joel Leach, an instructor in Tech's Department of Music, said various sections of the camp had moved into the Music Building, two rooms of Tech Union, two rooms of the Agriculture Engineering Building, three Music Building annexes and the band practice field.

Camp leaders already are in the process of trying to pick talent for the first of two concerts to be presented by the young musicians. Two 80-piece bands, one 52-piece orchestra and a 48-member choir will present an outdoor concert on the campus Sunday at 7 P.M..

The second concert is slated for Friday (July 28), at a time and place yet to be determined. At the final concert, all of the 426 music camp students will participate, Leach said.

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By Dawson N. Oppenheimer

7-7-18-67

This release was distributed 7/18/67  
to all Lubbock media, Hemme and  
Ellsworth.

LUBBOCK, July 18 -- The director of Texas Tech's Symphony Orchestra leaves for Europe Aug. 1 to spend a month at the Salzburg Festival and to study under Dr. Kurt Overhoff, one of the world's ranking authorities on the music of composer Richard Wagner.

Paul R. Ellsworth, a professor in Tech's Department of Music, said he plans to study privately during the day under Overhoff and to attend festival concerts and operas during the evening.

Overhoff was at Texas Tech last year as a visiting professor, and Ellsworth said he decided on the European study trip because of Overhoff's influence and because "Salzburg and Vienna are the headquarters for the world's classical literature for orchestra.

"The traditions there are those which have influenced the performance of classical music throughout the world," he said.

At the Salzburg Festival the Tech professor will attend and observe rehearsals and concerts by the Cleveland Symphony under George Szelli, the Vienna Philharmonic under Von Karajan, and the Czech Philharmonic under Raphael Kubelick.

Ellsworth expects to be back in Lubbock, Sept. 5.

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By Dawson H. Gppenheimer  
6-7-18-67

This release was distributed 7/17/67  
to all Lubbock media, Cleveland, Oh.  
Emporia, Kan., U. of Ia., Hemmle,  
Leach.

LUBBOCK, July 17 -- More than 500 West Texas high school and junior high students converged on the Texas Tech campus today for the university's Summer Youth Music Camp.

Classes in band, choir and orchestra are being taught during the two week session, according to camp director Joel Leach. Courses for the students include theory, music appreciation, conducting, private study, small ensembles, drum majoring and twirling.

Visiting instructors for the camp are University of Iowa Band Director Fred Ebbs, Cleveland Symphony Orchestra's Assistant Director Michael Charry and Charles Schaefer of Emporia (Kan.) State College.

They will direct the music camp's band, orchestra and choir at the final joint concert July 28 in Tech Union Ballroom.

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5-7-17-67

This release was distributed 7/17/67  
to all Lubbock media, Sellmeyer,  
Garets and Wall Street Journal.

LUBBOCK, July 17 -- Eighteen high school and junior college teachers from eight states registered here Monday for Texas Tech's third annual Photo Journalism Workshop.

The workshop, a two week course providing 88 hours of classroom instruction under the direction of Tech Journalism Prof. Ralph Sellmeyer, is sponsored by the Wall Street Journal's Newspaper Fund, Inc.

Journalism Department Head Wallace E. Garets said today's agenda included registration in the Tech Journalism Building and lectures by Sellmeyer on the basics of news photography and darkroom work.

He said that later in the week and during the balance of the course the workshop participants will be involved in practice photography, processing and printing in addition to the classroom work.

Paul Swenson, executive director of the sponsoring fund, will be in Lubbock Wednesday (July 19) and Thursday to confer with journalism faculty and workshop students and to attend a Thursday lunch in his honor.

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By Dawson N. Oppenheimer  
4-7-17-67

This release was distributed 7/17/67  
to all Lubbock media, Lamb, Tinsley.

LUBBOCK, July 17 -- Food borne disease, particularly where mass feeding is involved, was the theme of Monday's opening session in Texas Tech's Food Protection and Sanitation Workshop.

Arthur B. McIntyre, Cincinnati, is conducting the five-day workshop and described the Nature and Scope of Food Borne Disease for more than 50 workshop participants connected with some aspect of food handling, preparation or sales.

McIntyre is chief of the Food Protection Training Division of Environmental Sanitation Program under the U.S. Public Health Service's National Center of Urban and Industrial Health.

During the afternoon, Dr. O. W. Kaufmann, senior microbiologist of the National Center of Urban Environmental Health's Food Protection Training program, spoke on food microbiology as it is related to food preparation, storage and distribution.

Dr. Herbert Hall, chief of food research for the Environmental Sanitation Program, discussed the ideology of food borne disease, and Dr. Frank Gohr, director of public health and environmental health safety officer for the University of California's San Francisco Medical Center, delivered an afternoon talk on food preparation, storage and distribution.

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By Dawson N. Oppenheimer  
3-7-17-67

UPWARD BOUND STUDENT IN TEST -- Tony Otero, standing, 18-year-old senior at Lubbock High, is being tested at Texas Tech for physical fitness by Dr. David Jordan, director of Project Upward Bound. Tony and 49 other Lubbock youths are enrolled in a six-week course to help them achieve their full learning potential and eventually a college education. The program is sponsored by the Office of Economic Opportunity. (Tech Photo)

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By Dawson N. Oppenheimer  
2-7-17-67

This release distributed 7-17-67 to  
locals, Jordan.

LUBBOCK, July 17 -- Forty-seven Lubbock high school students were busy at Texas Tech Monday with classroom work and physical fitness tests in a new program that is geared to see them attain a college education that otherwise may not have been available.

The Upward Bound program under the direction of Asst. Prof. David Jordan of Tech's Department of Health, Physical Education and Recreation for Men, is financed by the Office of Economic Opportunity.

The 21 boys and 26 girls arrived on the campus Saturday to begin a six-week session of classroom work, individual and group tutoring and physical education and recreation. The program will be continued with Saturday sessions throughout the school year.

While attending classes at Tech, they are being housed in residence halls on the campus and receiving \$10 per week for spending money.

During the first week, each student will have had thorough medical and dental examinations and tests to determine physical fitness.

They will have daily instruction in English and social science, mathematics and physical science and communications, Dr. Jordan said.

The 47 participants were selected from among more than 150 applicants for the program. Three vacancies exist and are expected to be filled this week.

Professional assessments indicate the youngsters in the program "are college material, but that they are in need of motivation to bring their achievement in the classroom more nearly to the level of their learning capacity," Jordan said.

"Many of these boys and girls have had their achievement impaired by unfortunate environmental problems. Many have had to work and never had the opportunity to learn to swim and develop physical or athletic abilities," he said.

The Upward Bound program "is designed to develop to its fullest the talents and abilities we believe these young people have within them," Dr. Jordan added.

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By Dawson N. Oppenheimer

2-7-17-67

COED CONCLUDES REGISTRATION PROCESS -- Elizabeth L. Hooks, Albuquerque, N.M., stops at checkout table in Lubbock Municipal Coliseum after registering for the second half of Texas Tech's summer session. James A. Watkins, director of undergraduate admissions, smiles his okay as he directs the new registration procedure and maintains contact with other registration personnel by walkie-talkie. (Tech Photo)

-30-

By Dawson N. Oppenheimer  
1-7-17-67

CHIEF TROUBLE SHOOTER HELPS SOLVE REGISTRATION PROBLEMS --

Donald E. Carter, second from left, helps Texas Tech senior Mark Schreiber, left, as the San Antonio student registers for the second Tech summer session. On the right, Engineering Prof. Dr. Charles L. Burford, who helped develop the new coliseum registration procedure, checks the progress of Mary Anne Meier, also of San Antonio. She is a junior majoring in German. (Tech Photo)

-30-

By Dawson N. Oppenheimer  
1-7-17-67

This release was distributed 7/17/67  
to all Lubbock media, Boze, Watkins.

LUBBOCK, July 17 -- An estimated 5,000 students began registering for the second summer session at Texas Tech Monday as school officials observed a new system designed to save time and steps.

Principal activity was concentrated in Lubbock Municipal Coliseum, where students went by appointment after having first gone through the admissions office and the counselling process with deans and department heads.

Students who will be working with school officials in the main registration period went through the process Monday morning, with the balance of the summer students registering in the afternoon and all day Tuesday.

Dean of Admissions Floyd T. Boze said booths and tables were arranged in logical sequence on the main floor and grandstand areas of the coliseum. Officials carrying walkie-talkie radios were in constant touch to catch any snags, and Viewgraphs have been set up so students can immediately ascertain whether desired course sections are open and still available.

In the past, Dr. Boze said, the students "had to run all over the campus" to determine if a particular course had been filled.

Registration now is divided into three individual functions, he said. But the first two functions--obtaining of admission and counselling--may be carried on at any time prior to regular registration dates.

This means a student now can arrive at the Tech campus with all the preliminaries out of the way and go straight to the coliseum.

James A. Watkins, director of undergraduate admissions and head of the registration operations at the coliseum, said it should not take more than a half hour for a student to move through the coliseum--from the first step of validating housing to the final checkout counter. In the process, the student will have selected his courses, had them cleared, paid his fees and checked his class card through to the registrar's office so he can be put on the school rolls.

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-7-24-67	Krenick - Ohio Art Show	✓				Butler Inst. of Art, Krenick, Lockhart
2-7-24-67	Peerleading School	✓				Buchanan
3-7-24-67	Upward Bnd. & <sup>Fresh.</sup> Parents <sub>Culture</sub>	✓				Jordan, Zernow, El Paso
4-7-24-67	Weir lectures	✓				Austin, Larson
5-7-24-67	Fresh. Orientation	✓				UPI, Boyz, Allen
6-7-24-67	Drama Projects	✓				Haskell
7-7-25-67	Bennett	✓				UPI, AP, Bennett & Thomas
8-7-26-67	Photo-Jensen. Wksp	✓				Larata, Finley
9-7-26-67	Law Library Outline	✓				Levelland
10-7-26-67	Hanna's Art at Newport	✓				Hanna, Lockhart
11-7-26-67	Music Camp Concerts	✓				Hummel, Leach
12-7-26-67	Special to Fort Worth					
13-7-27-67	<sup>7</sup> <del>13</del> <sup>Craftsmen, Ephi.</sup> Mailow - SW	✓				Lockhart
14-7-27-67	<sup>7</sup> <del>14</del> <sup>Educ. Leadership Wksp</sup>	✓				Fallon
15-7-27-67	SW Collect. - <sup>Sales files</sup> <sub>Aston Lowmire Co.</sub>	✓				Sylvan Dunn, Ed Hart
16-7-27-67	Upward Bnd. <sup>Parents</sup> <sub>Weekend</sub>	✓				Jordan



This release distributed 7-28-67 to  
locals, Buchanan and Cheerleader  
School

LUBBOCK, July 28 -- Texas Tech's fourth annual cheerleaders school, which attracted 585 youngsters from 125 regional cities, ended Friday (July 28) with squad competition.

Director Edsel Buchanan of Tech's Intramural Department said the yell competition was divided into five categories -- large groups of six or more members, two medium groups of four or five, small groups of three and under, and junior high squads.

Three high schools, Plainview, Hooker (Okla.) High and Cooper High School of Abilene, wound up in a three-way tie for first place in the large squads category. Caprock High, Amarillo, Frenship High, Wolfforth, Roswell (N. M.) High and Levelland High tied for second. Guymon (Okla.) High and Boise City (Okla.) High tied for third. Honorable mention went to Aldine High School, Houston; Spur High School and Robertson High of Las Vegas, N. M.

Lubbock's Coronado High School and Lockhart High tied for first in one groups of five category. Farwell High and Littlefield High tied for second. Third places went to Seymour High and to Dexter (N. M.) Municipal. Honorable mention went to Tulia High and Burges High of El Paso.

In the second groups of five category, Muleshoe High and Lubbock's Monterey tied for first place, Roswell's Goddard High and Bovina High tied for second, and Lubbock High, Coahoma High and Munday High tied for third.

(MORE)

Cheerleaders -- add one

Honorable mention went to Cooper Rural High School, Lubbock and Tatum (N. M.) High.

In the squads of four competition, Borger High and Farmington (N. M.) High tied for first and Sudan High placed second. Hart High and Estelline High tied for third. Honorable mention went to Kermit High and Crystal City High.

Hagerman (N. M.) High won first place among groups of three and under. Groom High placed second and Southland High third. Honorable mention went to Muleshoe High.

Sam Houston Junior High of Amarillo and Carlsbad (N. M.) Mid-High Ponies tied for first in the Junior High School competition. Robert E. Lee of Pampa and Frenship Junior High tied for second. Carlsbad (N. M.) Mid-High Colts and Alamo Junior High, Midland, tied for third. Honorable mention went to San Jacinto Junior High, Midland, and Littlefield Junior High.

Spirit stick awards, presented for enthusiastic performance, went to Guymon (Okla.) High, Hooker (Okla.) High, Plainview High, Cooper High of Abilene, Goddard High of Roswell, N. M., Littlefield High, Sudan High, Muleshoe High, and Sam Houston Junior High of Amarillo.

Judging was conducted by the school's 17-member instructor corps headed by Tommy Taylor of the National Cheerleaders Association, Dallas.

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By Emil Carmichael

20-7-28-67

COMMUTES TO TEXAS TECH -- Mrs. Billye Grisham, Home Economics senior from Big Spring, arrives on the Texas Tech campus for another day of classes. The award winning honor student, homemaker and mother of three drives approximately 250 miles each day in commuting to and from her home and the university. (Tech Photo)

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By Emil Carmichael

19-7-28-67

This release was distributed 7/28/67  
to all Lubbock media, Big Spring,  
Blackwell, Abilene, Tinsley.

LUBBOCK, July 28 -- If universities offered degrees in long distance commuting, Texas Tech senior Billye Grisham of Big Spring could qualify with several miles left over.

Mrs. Grisham has made the 125-mile trip from her home to the Tech campus almost daily for two years, traveling an average of 1,000 miles each week.

Although commuting time chops five hours from an already busy 24-hour schedule, the attractive home economics education major earns honor roll grades in addition to carrying on the responsibilities of homemaker, wife and mother.

A candidate for a bachelor's degree at the end of the current summer session, Mrs. Grisham was awarded the Borden Scholarship this past spring, an honor reserved for the top-ranking student in the School of Home Economics over a three-year course of study.

In qualifying for the award, she compiled an impressive 3.85 grade point average out of a possible 4.0. She also holds membership in Phi Upsilon Omicron, professional home economics society and Phi Kappa Phi, all-college academic honorary.

Nevertheless, time must be budgeted carefully in the planning of daily routines, Mrs. Grisham points out.

"I couldn't manage without plenty of help and encouragement," she says in citing the hundreds of small assists from husband Tolbert (he's an optician) and the couple's two daughters, 17 and 7 and a 14-year-old son.

The younger Grishams share the household chores, taking care of such tasks as bed making, house cleaning and dishwashing, rotating the assignments each week under the supervision of Dad who lends a helping hand when and where needed.

Mrs. Grisham cooks for her family on weekends, preparing main dishes for future meals and special dishes which can be stored in the freezer where they are easily available to the family throughout the week.

Grisham . . . add one

Schedules carefully worked out in advance enable every member to participate in his favorite school, church and civic organizations, including high school acappella choir for the older daughter, junior high band for the son, the Toastmasters Club for Grisham and an active church program for everybody.

Mrs. Grisham utilizes every spare moment for study, between classes on campus, at night after the youngsters are in bed, and while traveling to and from Lubbock, a trick she has mastered to overcome the "boredom and monotony" of the long daily trek.

"I felt that the hours behind the wheel were being wasted," Mrs. Grisham relates. "From simple planning, I soon found myself reviewing entire lessons in my mind, organizing and mentally writing term papers, and thinking through difficult problems in sewing and dietetics."

She eventually devised a system of mental shorthand keyed to brief notes -- sometimes no more than a word -- written on a study card. The card, posted on the dashboard where it would not interfere with her driving, suggests the next topic of concentration.

"The notes help me to organize my thinking, and to avoid overlooking important points," she says.

"Utilizing driving time for study gives me more time to spend with my family," Mrs. Grisham adds. "When I arrive home, I am ready to give my full attention to the needs of the household."

Although actual driving time is usually less, Mrs. Grisham allots 2½ hours to each one-way trip, allowing for delays due to weather conditions or car trouble.

"Fortunately, I have had only three flats to contend with, and only a few instances of sleet and snow."

Her class schedule, which usually runs from 8 a.m. until 5 p.m., because of laboratory sessions, means that she must leave Big Spring at 5:30 a.m. and arrives home about 8 p.m.

A native of Blackwell, Mrs. Grisham holds an Associate in Arts degree from Howard County Junior College where she did her first two years of college work. Prior to moving to Big Spring, the family lived in Lubbock from 1951 to 1963, and in Abilene.

This release was distributed  
7/28/67 to all Lubbock media.

LUBBOCK, July 28 -- The Texas Tech Board of Directors will meet at 10 a.m. Saturday in the Executive Room of the Student Union.

Purpose of the meeting, according to Board Secretary J. Roy Wells, is to consider a recent bond sale.

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By Dawson N. Oppenheimer  
18-7-28-67

This release was distributed 7/28/67 to all Lubbock farm editors and news media, Thomas, Zinn, faculty mentioned in rise. and Radio-TV Agricultural Information Service, at the U. of Nevada.

FOR RELEASE TO SUNDAY PAPERS, July 30

LUBBOCK, Tex., July 29 -- Inoculations of specific rumen bacteria in yearling steers at Texas Tech will result in accelerated adaption to a specific diet change, according to Tech researcher Ralph M. Durham.

Dr. Durham, professor of animal husbandry was among seven Tech School of Agriculture faculty members to deliver papers to the 59th Annual meeting of the American Society of Animal Science at Reno, Nevada.

The five day meeting on the campus of the University of Nevada was to begin Sunday (July 30).

Other papers from Tech were delivered by Dr. B. B. Breidenstein, meat director; Dr. Richard D. Furr, superintendent of Tech's Research Farm; Dr. James A. Carpenter Jr., animal husbandman at the Research Farm and Dr. Sam E. Curl, Dr. Frank A. Hudson and Dr. Coleman A. O'Brien; all associate professors of animal husbandry.

Tests reported by Dr. Curl indicated the use of progestin to suppress estrus and synchronize ovulation, combined with injections of pregnant mare's serum (PMS) resulted in increased lamb production.

Durham's test was an effort to aid yearling steers adapt to new feed in order to stimulate improved early weight gains and improve the conversion ratio -- the amount of feed necessary to bring about a specific weight gain.

His test showed non-treated steers gained an average of 1.03 kg. per day compared to an average daily gain of 1.21 among the treated steers. The conversion ratios indicated it took 6.52 kg. of feed to produce a one kg. weight gain in untreated animals, compared to only 5.82 kg. of feed to produce the same gain in the treated animal.

(MORE)

Durham reported "ingesta from the fastest gaining steer in a test previously fed on the basal all-concentrate ration was put into sausage casing and sharp frozen at -10 degrees, F.

A total of 48 cattle was observed in the test, with half being inoculated after the sixth day of the test. They were started immediately on the basal all-concentrate ration at the rate of 1.5 per cent of their body weight per day, and increased to .45 kg. per day. After the fifth day, they were fed free choice for 48 days.

Curl's experiment involved 113 Rambouillet ewes, randomly allotted into three groups: untreated, a sub-divided group of progestin-treated ewes given 10 mg and 20 mg pessaries inserted intravaginally and withdrawn after 16 days, and a similarly sub-divided group in which super-ovulation was brought on by injections of PMS 24, 12 and 0 hours prior to pessary removal.

The test indicated a marked increase in fertility of the PMS-treated ewes, particularly during first estrus following treatment. Curl reported "synchronization and superovulation treatments appeared to complement one another." He said the third group's differences with "regard to conception and lambing rates favored administration of PMS at 24 hours prior to removal of 20 mg. pessaries.

Breidenstein reported on the influence of marbling and maturity on the palatability of beef muscle, and noted that maturity had "no effect upon juiciness and flavor." He said "juiciness and flavor were influenced by marbling, with abundant (marbling) receiving the most desirable score" on the muscles tested.

Furr reported on the effect of ammoniated ricehulls in high-energy feedlot rations, concluding "there were no significant differences in average daily gain or the various carcass characteristics" among the treated and untreated Hereford heifers in the test.

Carpenter reported on a comparison of antibiotics in high grain sorghum finishing rations. His trials indicated use of erythromycin thiocyanate and chlortetracycline both were effective in reducing the incidence of abscessed livers in beef cattle.

(MORE)

Reno Farm Convention . . . add one

Hudson's paper dealt with the control of ovine pregnancy disease on all-concentrate rations with propylene glycol, and O'Brien reported on the effect of MGA on the reproductive physiology and feedlot performance of ewe lambs.

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By Dawson N. Oppenheimer  
17-7-28-67

This release was distributed  
7/27/67 to all Lubbock media and  
Dr. Jordan.

LUBBOCK, July 27 -- The 50 high school students enrolled in Texas Tech's Upward Bound program will entertain their parents at a series of weekend events on campus beginning Friday (July 28).

Purpose of the Parents' Weekend will be to acquaint the adults with the actual procedures of the intensive study course now in progress as well as the dormitory, educational and student life facilities available at Tech, said Dr. David Jordan, project director.

The weekend will get underway when students greet their parents at 7:30 p.m. Friday at Gates and Murdough residence halls where the students are living, after which they will view a free movie, "No Man Is An Island," in the Coronado Room of Tech Union.

Saturday's agenda will include a 1 p.m. tour of the campus followed by a 3-5 p.m. open house at the residence halls and a 5 p.m. supper.

On Sunday, parents will be briefed on the program at a 2 p.m. general assembly and then will visit the various classroom groups and Tech's educational television station KTXT.

The weekend will close with a 4:30 p.m. supper at Gates Hall.

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By Emil Carmichael  
16-7-27-67

This release was distributed 7/27/67  
to all Lubbock media, Sylvan Dunn  
and Ed Hart.

LUBBOCK, July 27 -- Texas Tech's Southwest Collection has been named repository for the sales files of the Anton Townsite Company, developers of the Hockley County community northwest of Lubbock.

The records were donated by Ed Hart, manager of the development company. They include folders on more than 400 sales transactions, together with abstracts and a school census made by Hart in 1925 shortly after the new township was established.

Anton was the first town opened on the Spade Ranch, a major cattle producing enterprise on the South Plains. More than 1,000 persons braved a bitterly cold sandstorm, Hart recalls, to be on hand for the opening day festivities on Dec. 3, 1924, when lots were placed on sale.

The townsite was promoted by R. F. Duggan, with A. O. Duggan as sales manager and Hart as assistant. Soon afterward, Hart became manager, a position he continues to hold.

Southwest Collection Director Sylvan Dunn said the records will be "helpful to students of land colonization on the South Plains, particularly when used in conjunction with similar papers donated by the Ellwood Estates, the Yellow House Land Company and the Littlefield Lands (cq) Company."

-30-

By Emil Carmichael  
15-7-27-67

LUBBOCK, July 27 -- West Texas School Administrators will take a hard look at the responsibilities of educational leadership at summer workshop which opens Tuesday (Aug. 1) at Coronado High School.

"Leadership To Strengthen the Instructional Program" will be the theme of the two-day program sponsored by the West Texas School Study Council and Texas Tech, said Dr. Berlie Fallon of the Tech education staff, workshop coordinator.

Approximately 150 principals, supervisors and curriculum directors representing the 24 member-schools in WTSSC are expected to participate, Fallon said.

Chief advisor and guest speaker will be Dr. John McFarland, dean of education at the University of Texas at El Paso and former superintendent of schools at Amarillo and Houston. Dr. McFarland will speak on "Big Ideas in Education" at the opening general session at 7 p.m. Tuesday and on "Individualizing Instruction," at 9 a.m. Wednesday.

Chairmen of a series of rotating panel discussions slated to begin at 10:30 a.m. will include Ben Brock, principal of Snyder High School; Al G. Langford, principal of Lamesa High School; E. C. Leslie, principal of Lubbock High School, and Bernice Railsback, supervisor of elementary education for Levelland Public Schools.

The closing event will be a 1:45 p.m. evaluation clinic moderated by Dr. McFarland and the chairmen of the four panels.

By Emil Carmichael

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14-7-27-67

This release was distributed  
7-27-67 to local media, Lockhart  
and Art Department file.

LUBBOCK, July 27 -- Four Texas Tech art educators, one Tech senior and the 12-year-old son of one of the educators are represented in the 1967 Southwestern Craftsmen's Exhibition in Santa Fe, N.M.

The father-son combination consists of Art Prof. Foster Marlow and young Mark Marlow, each of whom had wool hooking entries accepted for the biennial show.

One offering from the Tech faculty, a stoneware covered jar by Allied Arts Instructor Dick Evans, won an honorable mention in the exhibition which opened July 9 and runs through Sept. 24 in the Museum of New Mexico of Santa Fe's Museum of International Folk Art.

The Marlow works were Dr. Marlow's wool hooking, "hot form #1", and his son's wool hooked rug.

Other Tech entries selected for the exhibition included Asst. Prof. Donna Read's sgraffito (cq) enameled copper bowl, Assoc. Prof. Francis Stephen's two sterling silver pins with stand, and a stoneware bowl by Allied Arts major Roy Smith, a Tech senior from Lubbock.

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By Dawson Oppenheimer  
13-7-27-67

This release was distributed  
7/26/67 to all Lubbock media,  
Leach and Hemmle.

LUBBOCK, July 26 -- More than 525 student musicians will participate in afternoon and evening concerts Friday (July 28) climaxing Texas Tech's Summer Youth Music Camp, directed by Joel Leach.

Groups performing at the 4 p.m. public concert in Tech Union ballroom will include: the Elementary Orchestra in numbers directed by George Robinson of Lubbock, Newts Gilbeau of Odessa and Gerald Kiger of Abilene; the Junior High Orchestra directed by Pat Jones of Amarillo, the Intermediate Percussion Ensemble, directed by Ronald Johnson, Lubbock; the Varsity Band, directed by Bill Bradley, Big Spring and the Concert Band, directed by Jim Sudduth, Lubbock.

Performing at 7:30 p.m., also in the Union Ballroom, will be the Stage Band, directed by Philip Hewitt, Fort Worth; the Music Camp Choir, directed by Charles Schaeffer, Emporia, Kans.; the High School Orchestra, directed by Michael Charry, Cleveland, Ohio; the Advanced Percussion Ensemble, directed by Ronald Johnson, Lubbock; the Symphonic Band, directed by Eldon Janzen, Irving, and the Honors Band, directed by Fred Ebbs, Iowa City, Ia.

Featured performers also will include junior and senior high school cheerleaders and drum majors enrolled in the summer program. Both programs will be open to the general public, Leach said.

11-7-26-67

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By Emil Carmichael

This release was distributed  
7/26/67 to all Lubbock media,  
Hanna and Lockhart.

LUBBOCK, July 26 -- Two works by Texas Tech Allied Arts Asst. Prof. Paul Hanna are on display at the 56th Annual Exhibition of the Art Association of Newport.

Hanna's drawing, "Nesselrode Mary No. 2," and a print, "A Man for One Season," are among the 111 items selected for showing at the four-week exhibit which closes Thursday (July 27). The exhibit includes works in oils, aquamedia and sculpture as well as prints and drawings.

Purpose of the show, the screening committee noted, was to survey American art, its new currents and fresh thinking, with emphasis on exploratory concepts, techniques and expression.

-30-

By Emil Carmichael  
10-7-26-67

LAW LIBRARY NEARS FALL OPENING -- Texas Tech Law School Dean Richard B. Amandes, right, looks pleased as Law Librarian U.V. Jones shows him new acquisitions. The Tech Law School opens for the first time Sept. 5, and Amandes calls the library "the hub around which the School of Law will revolve." In the background are Law School clerk-typist Leota Armstrong, Lubbock, and student assistant and first-year law student Perry Tanner of Liberty, Tex. (Tech Photo)

-30-

By Dawson N. Oppenheimer  
9-7-26-67

This release was distributed  
7/26/67 to all Lubbock media,  
Garets and Finley.

LUBBOCK, July 26 -- Pre-registration figures indicate that Texas Tech's 10th annual Journalism Workshop scheduled Aug. 6-11 will be the largest in the program's history.

More than 525 high school and college students and teachers representing 98 schools in eight states have made application for the intensive course in photojournalism, newspaper and yearbook publishing said Journalism Dept. Head W. E. Garets, workshop director. Last year's record high enrollment was 465.

Registration will remain open in the newspaper and yearbook sections until Aug. 6, although quotas for photography workshops, one of which will begin Sunday, (July 30 ), have already been filled, Garets said. Classes will be in the Journalism Building and Tech Union.

Yearbook instruction will be under direction of Charles Dolan and Jerry Dixon of the Taylor Publishing Co., Dallas. This will include lectures and work sessions and the publication of a workshop yearbook, Sine Nomine, under direction of Mrs. Erma Steward of Big Spring.

Bob Rooker of the Tech journalism staff will direct the newspaper section, assisted by Elizabeth Hurley of Pampa, Ed Cole of San Angelo and Mrs. Evelyn Stroder of Crane. A staff selected from the workshop participants will produce an issue of the University Daily.

Tech Journalism Associate Prof. Ralph Sellmeyer will instruct photographers in taking and processing pictures for newspapers and yearbooks. Director of Student Publications Bill Dean will be workshop consultant.

Mrs. Dorothy Walker of Odessa will be in charge of recreation. Evening entertainment will include a beauty contest, talent show, barbecue and dances with live bands.

The workshop will close with presentation of certificates at the afternoon session, Aug. 11.

SAN ANTONIO, July 25 -- Dr. J. W. Bennett, associated dean of agriculture at Texas Tech, said Tuesday (July 25) new textile research at Tech "can increase the value of wool and mohair at the producer level in the same magnitude that the value of cotton was increased."

Bennett told the annual meeting of the Texas Sheep and Goat Raisers Association that the "major problem confronting producers of natural fibers is low prices and loss of markets."

He said the recently authorized expansion in Tech's Textile Research Laboratory will provide space and facilities for a complete fiber research facility to include improved and expanded chemical treatment, dyeing and finishing laboratories.

Bennett noted the increasing market for man-made synthetics, and that further research on wool, mohair and on "blends of these natural fibers will increase the value of the natural fibers."

Bennett said Texas Tech "has a unique opportunity to study natural fibers from the genetic and production practices, through the marketing process and ultimately to the consumer.

"Research in natural fibers offers an opportunity for the farmer, the rancher, the researcher and the textile industry to work together to improve and increase the markets," he said.

Bennett told the sheep and goat raisers that "in both the domestic and foreign markets total fiber consumption is expanding tremendously. But the

(MORE)

Bennett -- add one

natural fibers -- wool, mohair and cotton -- are receiving a relatively small share of this increase."

He said "additional research and development will result in new fabrics blended from natural fibers that should regain some of the markets lost to synthetics. Fabrics blended from the natural fibers should not reduce the demand for all-wool or all-cotton products, but would extend the seasonal use of each natural fiber by giving wool and mohair more summer use and cotton more winter use."

He pointed to research by Tech's Department of Textile Engineering's pilot spinning plant, a fiber testing laboratory and a chemical treatment laboratory.

The pilot spinning plant is one of two in this country that can take a bale of cotton, process it, spin and weave it and emerge with the finished product.

He traced increased cotton income in Texas to research conducted at the laboratory and said similar research on wool, mohair and blends "can increase the value of wool and mohair at the producer level in the same magnitude that cotton was increased."

-30-

By Dawson N. Oppenheimer

7-7-25-67

This release distributed 7-24-67 to  
locals, Allen and Boze and UPI

LUBBOCK, July 24 -- Parents as well as beginning freshmen were slated to learn about Texas Tech's programs, policies and procedures at the first of the university's summer orientation sessions which opened Monday (July 24).

Dean of Student Life James G. Allen spoke at the 1 p. m. opening session in Tech Union and was to address the 550 students and their parents at a general meeting at 7 p. m. Monday. Students earlier had begun counseling sessions with advisors and department heads. Registration procedures for the initial group are to be completed Tuesday.

Other two-day orientation clinics are scheduled Thursday and Friday (July 27-28), and on July 31-Aug. 1, Aug. 3-4, Aug. 7-8, Aug. 10-11, Aug. 14-15, and Aug. 17-18.

Approximately 3,000 of next fall's freshmen will be advised and counseled at the clinics, Dean of Admissions Floyd D. Boze said. Participation is voluntary with attendance at each conference limited to applicants who have completed all of Tech's admission procedures.

Registration officials said that the first three clinics have been filled but that vacancies still exist in the later sessions. Parents are invited to attend as full participants in the programs.

-30-

By Emil Carmichael

5-7-24-67

This release was distributed  
7/24/67 to all Lubbock media,  
Austin and Dr. Larson.

LUBBOCK, July 24 -- A series of lectures by Dr. J. Rex Weir, director of speech activities for Texas' University Interscholastic League, spotlighted the opening sessions of Texas Tech's 16th annual Dramatics and Forensics Workshop for High School students here Monday (July 24).

Dr. Weir spoke to debate students on the background issues involved in this year's UIL debate topic and discussed forensics at a general workshop session. The debate topic is: "Resolved -- That Congress Should Set Uniform Regulations to Control Criminal Investigative Procedures."

Dr. Weir is associate professor of speech at the University of Texas.

Fifty-six students from area schools are participating in the two-week program of instruction in voice, diction, role-playing and other platform skills, said Tech Speech Department Head Dr. P. Merville Larson, director of the summer program.

Tryouts also were being held Monday to select the cast for the workshop production of "The World of Sholom Aleichem," a collection of three one-act plays directed by Mrs. June Bearden, Tech summer speech instructor and director of theater at Lubbock Christian College.

Presentation of the plays and a public demonstration in debate will climax the workshop which ends Aug. 4.

4-7-24-67

-30-

By Emil Carmichael

VISIT TO TECH -- Project Upward Bound students from El Paso look toward Texas Tech during a three-day visit and inspection of campus facilities. were greeted by Dr. S. M. Kennedy, right, Tech vice president for academic affairs. The El Paso delegation was headed by Robert C. McDonald, second from right, of the Upward Bound program in the West Texas city. Pictured with Kennedy and McDonald, from left to right, are Carolyn Matthews, Bellair High School; Ramon Dominguez, Ysleta High School, and Alvarador Reyes and Manny Amaro, both of Technical High School. They were among 24 Upward Bound students and staff who made the trip to Texas Tech. (Tech Photo)

This release was distributed 7/24/67  
to all Lubbock media, El Paso,  
Jordan, Zermeno.

LUBBOCK, July 24 -- Twenty-four high school youngsters from El Paso were learning about college life in Lubbock Monday (July 24) in a series of tours, talks and informal recreational sessions sponsored by their counterparts in the Upward Bound Project at Tech.

Events scheduled during the three-day visit which began Sunday include tours of the campus, an excursion to points of interest in the city, and mixer-dances on campus, said Ben Zermeno, coordinator of the Tech program.

Academic Vice President S. M. Kennedy welcomed the visitors and their counselors and discussed Tech's academic program at a meeting Monday in Tech Union. The group will leave early Tuesday for El Paso.

Meanwhile, the 50 students enrolled in Tech's Upward Bound project recently added practical training in government to their academic program by electing student officers, legislators and judges.

Heading up the executive roster will be Eddie Love of Dunbar High School, president; Tommy Salinas, Lubbock High School, vice president, and Gloria Skief, Dunbar, Secretary.

Legislators named were Irma Montez and Tony Lopez, both of Lubbock High, representing Gates and Murdough dormitories where the students are living during the six-week special course, and Joyce Goff, Freddy McGuire and Charles Toines, all of Dunbar, and Lupe Torres of Lubbock High as representatives of the four tutor-counseling groups.

Named to serve on the student court were Ray Sanchez, Pauline Ybarra and Conney Garcia, all of Lubbock High; Ismal Delgado of Estacado High and Milton Lee of Dunbar. Selected as representatives to the Academic Policy Group were William Crawford of Dunbar and Mary Alice Bernal of Lubbock High.

Tech Asst. Prof. David Jordan is director of the six-week program of special instruction which will continue through Aug. 25.

This release was distributed  
7/24/67 to all Lubbock media  
and Edsel Buchanan.

LUBBOCK, July 24 -- Some 585 cheerleaders from approximately 125 high schools in Texas and adjoining states signed in Monday, July 24, for Texas Tech's fourth annual Cheerleaders School.

Edsel Buchanan, co-director of the program, said that the teenagers will participate in an intensive five-day agenda designed to introduce new yells, techniques and stunts to aid in the more effective promotion of school spirit.

Tommy Taylor of the National Cheerleaders Association, Dallas, heads the 17-member faculty composed of experienced college yell leaders from the Southwest.

The students also will participate in a poster competition under direction of Mrs. Shirley Kountz of the Dimmitt Public School system.

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By Emil Carmichael  
2-7-24-67

This release was distributed  
7/24/67 to all Lubbock media,  
Kreneck, Lockhart and Butler  
Inst. of Art.

LUBBOCK, July 24 -- An acrylic painting by Texas Tech Art Instructor Lynwood Kreneck is on display at the 32nd Annual Midyear Show of the Butler Institute of American Art at Youngstown, Ohio.

Kreneck's work, titled "Under the Sign of the Mystic", was one of only 251 water colors and oils accepted for the show from among 1,775 painting submitted. The artists are vieing for more than \$8,000 in prize money.

The work by Kreneck, one of six Texas artists represented in the show, portrays a woman wading in water under a structure with implied mystical overtones.

Other Texans represented in the Midyear Show, which opened July 2 and runs through Sept.4, include Peter Hurd, Henriette Wyeth, Joseph A. Cain, the late Charles Burchfield, and the late Edward Hopper.

-30-

By Dawson N. Oppenheimer  
1-7-24-67

"SCHOOL TIES" -- Willie D. Freeman Jr., front right, high school business teacher from Chicago, will be "tied up" by Texas Tech when he gets back to Chicago's Richards Vocational High School. Dr. William R. Pasewark, left, paused during closing exercises of a four-week office education workshop to award Freeman a tie of Pasewark's the Chicagoan admired when the workshop opened. Freeman holds the tie and his workshop certificate in one hand while shaking hands with Tech's Dr. S. M. Kennedy, academic vice president. Certificates were presented by Business Administration Dean George G. Heather. The tie Freeman is wearing, incidentally, was another "workshop trophy." It has been owned by the husband of a workshop faculty member who was moved to similar generosity after a compliment by the Chicago teacher. (Tech Photo)

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By Dawson N. Oppenheimer

16-8-11-67

Texas Technological College  
Public Information Department

This release was distributed  
8/11/67 to all Lubbock media,  
Charles Roe, Hollywood, Fla.,  
El Paso Times, Hemmle.

LUBBOCK, Aug. 11 -- Texas Tech's Department of Music will present baritone Dick Phillips, voice major from Hollywood, Fla. in a recital at 8:15 p.m. Saturday (Aug. 19) in the Tech Music Building.

The program will include compositions by Handel, Lully, Mozart, Schubert, Brahms, Verdi, Hahn, Faure, Duke and Finzi. Accompanist will be Beverly Barton, Tech graduate from Lubbock.

Phillips has performed major roles in Tech Opera Theater and University Theater productions. He is a student of Tech music instructor Charles Roe.

-30-

By Emil Carmichael  
15-8-11-67

This release was distributed  
8/11/67 to all Lubbock media,  
Pasewark, Kennedy, Heather &  
hometowns.

LUBBOCK, Tex., Aug. 11 -- Dr. S. M. Kennedy, Texas Tech vice president for business affairs, spoke Friday (Aug. 11) of long range goals of improved educational techniques but warned against expecting tangible benefits too soon.

Kennedy was the main speaker at exercises marking the end of a four-week office education course for 39 business teachers from 28 states and the Virgin Islands.

The course, conducted by the Texas Tech Business Education faculty under the direction of Department Head Dr. William R. Pasewark, was funded by a \$33,000 federal grant from the U.S. Office of Education.

During Friday's course-ending ceremonies, the "graduates" heard from Pasewark, Kennedy and business education faculty members. Certificates were presented by Dr. George G. Heather, Dean of Tech's School of Business Administration.

Kennedy told the class "results in the training of people is a very long term project. You cannot ever see the results of your work immediately because it takes years. But remember, the people you will lead this fall in your classrooms will be all the country has to work with in the year 2010."

Pasewark told the class to "return to your homes, prepared to share what you have learned here -- not only with your students in the classroom -- but with the business teachers in your area."

Texas Technological College  
Public Information Department

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By Emil Carmichael  
15-8-11-67

Texas Technological College  
Department of Public Information

This release was distributed 8/10/67  
8/10/67 to all Lubbock media, Garetts.

LUBBOCK, Aug. 10 -- High school journalists enrolled in Texas Tech's 10th annual Summer Workshop were slated to close Thursday's busy schedule of newspaper reporting and yearbook editing by relaxing at a 7 p.m. barbecue and swim party at Caprock Pool, followed by a dance from 9 to 10 p.m. in Tech Union.

Other entertainment events of the 5-day short course included a beauty review Wednesday at which Becky Elliot of Friona was named "Miss Workshopper of 1967."

Runnersup for the title were Bev Walls, Pampa; Diane Bingham and Margaret Frost, both of El Paso's Burges High, and Len Miles of Ector High School, Odessa.

Honors in the shop talent show division went to representatives of Odessa Permian High, Midland Lee High, and Fort Worth's Eastern Hills High.

Friday's schedule will include evaluation sessions from 8:30 to 11:45 a.m., climaxed by presentation of certificates and awards at 1:25 p.m.

The workshop program includes training in newspaper writing and makeup, yearbook publication and photography.

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By Emil Carmichael

14-8-10-67

Texas Technological College  
Department of Public Information

GIFT TO TECH ENGINEERS -- Texas Tech Engineering Dean John R. Bradford, left, accepts \$3,000 from James Barnes of the Continental Oil Co. in Houston. Barnes, general manager of Conoco's Natural Gas and Gas Products Department, said \$1,000 was to be earmarked for chemical engineering analog computer process control equipment. The \$2,000 balance was given by the oil firm as an unrestricted grant for professional development, with its use to be determined by Dr. Bradford.

-30-

By Dawson N. Oppenheimer

13-8-10-67

This release was distributed  
8/10/67 to all Lubbock media,  
Longley, Pijan and all the  
towns and universities  
mentioned in the article.

LUBBOCK, Tex., Aug. 10 -- Nelson H. Longley, director of Tech Union, announced Thursday (Aug. 10) the appointment of Neal A. Chastain as assistant director of the student facility on the Texas Tech campus.

Chastain, assistant football coach and mathematics teacher at Lubbock's Coronado High School last year, replaces Dallas G. Biggers on the Tech Union Staff.

Biggers, assistant director to Longley for about five years, is going to Middle Tennessee State University at Murfreesboro where he will be director of Middle Tennessee's new University Center, currently under construction and slated for occupancy early next year.

Chastain is a native of Colorado but he was brought to Texas as an infant and received his primary and secondary education at Spur. He earned his bachelor's degree in business administration at Tech, from where he also earned his master's degree in education

Prior to joining the Coronado faculty here, he was head football coach at Slaton and Ralls High Schools. He is married to the former Jerre Bedford of Lubbock. They have two children, Trip, 11, and Judy, 8.

Biggers is a native of Tupelo, Miss., and is the recipient of Bachelor's and Master's degrees from the University of Southern Mississippi, Hattiesburg.

This release distributed 8-9-67 to  
locals and C. B. file.

LUBBOCK, Aug. 9 -- Dr. Jack K. Williams, Commissioner, Coordinating Board, Texas College and University System, will be commencement speaker for Texas Tech's summer graduation exercises Aug. 26, Tech President Grover E. Murray announced Wednesday (Aug. 9).

Dr. Murray said that more than 800 students had applied for graduate and undergraduate degrees to be conferred at the 7:15 p. m. ceremony in Lubbock Municipal Auditorium.

Dr. Williams, who was named to Texas' top administrative post in education in 1966, has long been identified with higher education in the South.

A native of Virginia, he holds a bachelor's degree from Emory and Henry College in Virginia and master's and doctoral degrees from Emory University in Atlanta. He was dean and vice president of South Carolina's Clemson University for six years immediately prior to coming to Texas.

Dr. Williams is a past chairman of the Council of Southern Academic Vice Presidents and served two terms as a member of the executive council of the Southern Association of Colleges and Schools' Commission on Colleges. In 1965, he was secretary of the governor's special committee to recommend a system of junior colleges for South Carolina.

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By Emil Carmichael

11-8-9-67

Texas Technological College  
Department of Public Information

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This release was distributed  
8/9/67 to all Lubbock media,  
West Texas Museum.

LUBBOCK, Aug. 11 -- West Texas Museum field representative Lou C. Keay will attend a professional writers' seminar at Wayne State University, Detroit, Wednesday (Aug. 16).

Following the seminar, Mrs. Keay will be joined in Detroit by Mrs. Dorothy Bowen, president of the Lubbock Professional Chapter of Theta Sigma Phi, to participate in a 3-day meeting of the national professional fraternity for women in journalism and communications.

Tech junior Barbara Fassel of Dallas will represent the Tech student chapter of Theta Sigma Phi at the national meeting.

-30-

By Emil Carmichael  
10-8-9-67

Texas Technological College  
Department of Public Information

This cutline was distributed  
8/8/67 to all Lubbock media,  
Waxahachie Daily Light; Stratford  
Star; Amarillo nwps.; Gatesville  
nwps.; Lee, Thomas, Williams.

TECH DEBATERS -- Lu Ann Aday, center, Agriculture Economics senior from Waxahachie, runs through a practice debate session as Texas Tech Prof. Hong Y. Lee, left, checks her timing and senior Dan M. Newman of Stratford reviews his notes. The trio leaves Lubbock Friday (Aug. 11) for Guelph, Ont., Canada, and the annual joint meeting of the American and Canadian Farm Economics Associations. The two groups sponsor intercollegiate essay, debate and public speaking contests among agriculture economics seniors from schools throughout both countries. Miss Aday and Newman make up Tech's debate team. Also slated to make the trip and compete in the speech contest is David S. Barnard of Gatesville. (Tech Photo)

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By Dawson N. Oppenheimer  
9-8-8-67

Texas Technological College  
Department of Public Information

This release was distributed 8/8/67  
to all Lubbock media, Hartshorne  
and Dean Allen.

LUBBOCK, Aug. 8 -- An appeal was issued Tuesday (Aug. 8) for free, interim housing for several of Texas Tech's foreign students between the close of the summer session and the opening of the fall semester.

Campus residence halls will be closed from Aug. 23 to Sept. 17, said John Hartshorne, advisor to international students, which means that foreign students here on a year-around basis will need to find other quarters during that time.

Hartshorne said some students, among them representatives from India, Jordan and Korea, were attending Tech "on a very tight budget. Thus the extra expenditure for commercial quarters could cause a financial hardship."

Several host families have already invited international students to be their guests during the interim period, Hartshorne said. Others who wish to serve as host families are asked to call him at P02-8811, Ext. 2214.

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By Emil Carmichael  
7-8-8-67

This release was distributed 8/8/67  
to all Lubbock media, Columbia Mo.,  
U. of Mo., Zinn, Tribble, Thomas and  
Cattleman.

LUBBOCK, Aug. 8 -- Dr. Leland F. Tribble, veteran University of Missouri educator and one of the Midwest's top swine research authorities, will join the Texas Tech Animal Husbandry Department as professor next month, according to Department Head Dale W. Zinn.

Tribble, on the College of Agriculture faculty at Columbia, Mo., since 1949, was principal speaker at Tech last month during Tech's 15th Annual Swine Short Course.

Dr. Zinn said Tribble will be responsible for the development of a teaching and research program in swine production. "This is an area of animal agriculture which has a vast potential in the Southwest but has been neglected in the past."

Zinn called Tribble "an outstanding teacher and scientist who is held in high esteem by the nation's swine industry. We feel extremely fortunate to obtain his services."

The author of numerous professional papers, Tribble's research has been most concentrated on swine nutrition and management, particularly as it relates to the brood sow, which he calls "the area most affecting the efficiency of swine production today."

He earned his bachelor's, master's and doctor's degrees from the University of Missouri, which he entered as an undergraduate student in 1946 after having served in the armed forces for three years during World War II.

Tribble was born in California in 1923, but was reared in the Missouri Ozarks, near Lebanon. He and Mrs. Tribble have two sons and a daughter.

This release distributed 8-7-67  
to locals, Dept. of Pub. Info. at  
NYU and U of Indiana, Bloomington  
nup; Pasewark, Kilchenstein.

LUBBOCK, Tex., Aug. 7 -- Two business education pioneers came to Texas Tech Monday (Aug. 7) to review the field's history, note new trends and plot the future.

Dr. Elvin S. Eyster, retired head of the Department of Business Education and Office Management at Indiana University, Bloomington, described the characteristics of a professional person at a dinner Monday. On Tuesday he was slated to discuss "New Directions in Business Education."

Dr. Paul S. Lomax, retired head of the Department of Business Education in New York University's School of Education, drew from his own career experiences to outline the importance of maintaining teacher-student personal relations despite growing enrollment.

The two educators spoke to area business teachers, including 39 business education teachers who have been here for three weeks of a four-week workshop sponsored by Tech's Department of Business Education, under the direction of Department Head Dr. William R. Pasewark.

Eyster said business education in general "has attained an enviable position in the past 50 years with as many people enrolled in the field as in all other vocational fields combined."

But he said "the time has come when we have to consider at least a general business course as a necessary, required part of high school education, particularly for students who are not in college preparatory programs."

(MORE)

Business Education . . . add one

He said every secondary school student, whether he goes to college or becomes a beauty operator or gas station attendant, needs some basic business education background.

He said, among other things, the American economy would benefit greatly by a generally improved labor-management relationship if the "hired hand knew some of the problems of management." Such general courses would help the student "recognize and understand the profit motive, respect the boss, and attain ability to carry out orders," according to Eyster.

He said another trend in the business education field is the movement of advanced training to the junior college level. "Until recently," he said, "we have thought of high school business training as the end of the road. . . that the high school graduate from business and office courses was going to go right into the job market."

But now, he said there is a larger movement into higher education, and the "high school has an emerging obligation to prepare people for junior college or the university."

Lomax cautioned against the loss of personal contacts and counseling in the classroom and on the campus. He related experiences of inspiration from his own background and said "while it is more difficult to have personal contact and concern with the progress of every student as our enrollments grow, it is not impossible."

He said the business education teacher has an "overriding obligation" to maintain these contacts and not let the student get too far removed from his source of inspiration and information.

5-8-7-67

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By Dawson N. Oppenheimer

Texas Technological College  
Department of Public Information

This release was distributed  
8/7/67 to all Lubbock media,  
Bay City, Mich., Wuersching,  
Little and Mattox.

LUBBOCK, Tex., Aug. 7 -- T. Karl H. Wuersching, Texas Tech assistant professor in the Geography Program, was the weekend recipient of his doctor's degree from the University of Michigan at Ann Arbor.

Wuersching, a native of Germany where his father still resides, has been head of Tech's Geography Program, since its 1965 inception in the Department of Geosciences.

His doctorate was awarded in absentia through Michigan's Geography Department. His dissertation was on a "Population and Land Use Study of Washtenaw County, Michigan," in which Ann Arbor is located.

Dr. Wuersching earned his bachelor's degree at Western Michigan University in 1961 and his MA at the University of Michigan the following year.

Prior to coming to Tech, he worked on his PhD and served as a teaching fellow at the Michigan school.

He is married to the former L. Marie Hoffman of Bay City, Mich., and they have two daughters, aged 6 and 5.

Texas Technological College  
Department of Public Information

This release was distributed 8/7/67  
to all Lubbock media. Dallas,  
Big Spring, Pampa, San Angelo, Crane,  
Anderson, Garets and Finley.

LUBBOCK, Aug. 7 -- Practical instruction in news writing, photography and yearbook composition began Monday (Aug. 7) for the 479 high school students and their advisors enrolled in Texas Tech's 10th annual Journalism Workshop.

Students from 98 schools, including groups from California, Colorado, New Mexico and Missouri as well as Texas, are participating in the intensive five-day program, said Journalism Department Head W. E. Garets, workshop director. It is the largest summer workshop held to date. The previous high was 465.

At seminar and laboratory sessions in Tech Union and the university's Journalism Building, delegates came for professional training in news and feature writing, interviewing, editorial writing, layout and makeup techniques, picture making and film processing for school yearbooks and newspapers.

Yearbook instruction, supervised by Charles Doland and Jerry Dixon of the Taylor Publishing Co., Dallas, will culminate with publication of the workshop yearbook, Sine Nomine, under direction of Mrs. Erma Steward of Big Spring.

Student journalists will prepare a workshop newspaper, to be published as a special section of the University Daily, under direction of Tech Assistant Prof. Bob Rooker of the journalism faculty, assisted by Mrs. Elizabeth Hurley of Pampa, Ed Cole of

Journalism workshop . . . add one

San Angelo, Mrs. Evelyn Stroder of Crane, and Roy McQueen of Andrews.

Tech Journalism Associate Prof. Ralph Sellmeyer is supervisor of the photography section. Workshop consultant is Bill Dean, director of Student Publications for Tech.

Entertainment features in Tech Union ballroom include a dance Monday night, a talent show at 7:30 p.m. Tuesday, a beauty pageant at which "Miss Workshopper" will be named at 7:30 p.m. Wednesday, and a 7 p.m. barbecue and 9 p.m. dance Thursday.

Workshop certificates and awards will be presented at the closing general session at 1:25 p.m. Friday in the union ballroom.

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By Emil Carmichael  
3-8-7-67

Texas Technological College  
Department of Public Information

This release was distributed  
8/7/67 to all Lubbock media,  
Abilene and Janeway.

LUBBOCK, Aug. 7 -- Librarians and trustees of public libraries in West Texas will attend a management workshop at Texas Tech starting Aug. 30, Tech Librarian Ray Janeway said Monday, (Aug. 7).

Abilene Librarian Thelma Andrews will direct the three-day series of discussions and demonstrations on library budgets, policies and programs.

Miss Andrews, a past president of the Texas Library Association, currently is chairman of the association's development committee and also chairman of TLA District III.

Prior to becoming head of Abilene's Public Library in 1956, she was librarian at Hardin-Simmons University. She taught public library administration this summer in the University of Texas' Graduate School of Library Science.

The workshop is being sponsored by Tech, Lubbock City-County Libraries and the Field Services Division of Texas State Library. There will be no charge for participation, Janeway said.

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By Emil Carmichael  
1-8-7-67