LOG FILE SEPT 9-2-6

| Date | STORIES & CUTLINES | Locals | State | Reg. | HT's | EXPLANATION |
|---|---|---|---|---|---|---|
| 1-9-3-69 | DR. A.W. YOUNG | ✓ | | | | |
| | CUTLINE (SEE ABOVE | | | | | |
| 2-9-3-69 | GENE LINN APPT. | ✓ | | ✓ | | FARM & RANCH EDITORS |
| 3-9-3-69 | UNIV. SPEAKER SERIES | ✓ | | | | |
| 4-9-3-69 | GEORGE SCOTT, JR. | ✓ | | | | |
| 5-9-4-69 | COL. SLAUGHTER | ✓ | | ✓ | | RANCH HEADQUARTERS |
| 6-9-4-69 | Research Farm | ✓ | | ✓ | | |
| 7-9-5-69 | GOLDEN EAGLE | ✓ | | | | AP-UPI |
| 8-9-5-69 | NASA CONTRACT | ✓ | | | | |
| 9-9-5-69 | PROF. DOROTHY FILGO | ✓ | | | | |

This release distributed 9-3-69 to
Lubbock news media

LUBBOCK -- A portrait of Dr. A. W. Young, chairman of the Agronomy Department at Texas Tech 32 years who retired Aug. 31, will be unveiled at a reception at 4 p.m. Thursday (Sept. 4) on the second floor of the Agricultural Plant Science Building.

"Dr. Young will be leaving the United States Sunday for an extended stay in Argentina," said Prof. Cecil Ayers of the Agronomy Department, "and all co-workers and friends of Dr. Young are invited to the reception to visit with Dr. Young before he leaves."

Dr. Young will spend several months in Argentina as a consultant with Bunge-Born Ltd. He will work with the company's representatives on crop production methods and soil problems.

The organization is a world wide merchandiser of grain crops and is rated second only to the Cargill Corporation in size and activities, Dr. Young said.

In Argentina, Bunge-Born owns and operates more than 25 separate land areas made up of more than 1.25 million acres.

Dr. Young came to Texas Tech's Agronomy Department 34 years ago, two years later became head of the department and remained in that capacity until retirement.

Dr. Harold Dregne, formerly with New Mexico State University at Las Cruces, has assumed duties as the new chairman of the Department of Agronomy at Texas Tech.

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1-9-3-69

By Dan Tarpley

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SW5-8746
Dan Tarpley, Mgr. News Bureau

Cutlines ----------

SNEAK PREVIEW -- Dr. A. W. Young, professor emeritus of Agronomy at Texas Tech, left, and Tech President Grover E. Murray get a sneak preview of the oil portrait of Dr. Young which has been hung in the Plant Science Building. The official unveiling will come at a reception at 4 p.m. Thursday on the second floor of the Agricultural Plant Science Building and co-workers and friends of Dr. Young are invited.

(Tech Photo)

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1-9-3-69

This release distributed 9-3-69
to Lubbock news media

LUBBOCK -- Gene H. Linn, former manager of the Agricultural Department of the Lubbock Chamber of Commerce, has been appointed assistant to Texas Tech's Textile Research Center Director John R. Bradford.

Linn's responsibility will be primarily in the field of information for the newly expanded research center.

"I will be working with news media both locally and regionally and with agricultural and textile magazines regionally and nationally in an effort to promote the natural fibers: cotton, wool and mohair," Linn said.

"Particularly, I will be seeking to weld together the natural fiber interests. I will be representing and making public appearances for the Tech Textile Research Center at industry and farm meetings in the area, telling the story of the natural fibers wherever it needs to be told."

"We are happy to announce the appointment of Linn to our staff," Dr. Bradford, also dean of the School of Engineering, said. "He brings to our Textile Research Center a particularly strong background in the field of promotion which the center and the entire natural fibers industry need."

Linn first came to Lubbock in January 1958 to join the Lubbock Chamber of Commerce as manager of its agricultural activities. In 1961 he became a radio and television farm director and three and a half years later was named director of information for a Lubbock-based seed company.

He moved to Central Texas in 1966 and operated farm interests until his appointment to the Tech post. While operating the farm, he also served as part time manager of the Belton Chamber of Commerce.

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Linn, his wife, and three children, Cindy, 12, Jenny, 10, and Gary, 8, will make their home at 3210 27th Street.

Linn was born and reared in Rosebud and attended public school there where he was active in the Future Farmers of America.

He attended Abilene Christian College, receiving his bachelor of science degree in agriculture in 1958. He spent almost four years, 1951 to 1954, in the U.S. Air Force.

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2-9-3-69

By Dan Tarpley

This release distributed 9-3-69 to
Lubbock news media

LUBBOCK -- A "Kremlinologist," an authority on the European Common Market and a noted safety expert are among the world figures who will lecture at Texas Tech under auspices of the 1969-70 University Speaker Series.

The lead-off lecturer will be Dr. Zbigniew Brzezinski (pronounced "zeb-new brazin-sky"), director of the Research Institute on Communist Affairs at Columbia University. He will discuss aspects of the Czechoslovakian crisis in his 7:15 p.m. address Sept. 18 in Tech Union Ballroom.

Dr. Lujo Toncic-Sorinj (pronounced "ton-chick so-ringe"), Secretary-General of the European Council, will speak on Oct. 22 and Dr. Max Rafferty, California's state superintendent of public instruction, on Nov. 6.

Scheduled during the spring semester are Ralph Nader, author of "Unsafe at Any Speed," on Jan. 29; Robert Weaver, former secretary of Housing and Urban Development (HUD), on Feb. 5; social commentator Harry Golden on March 5; Willie Morris, editor of Harper's Magazine, on April 16, and Dr. Philip Handler, president of the National Academy of Sciences, on May 16.

All lectures, with the exception of the first and last, will be in Municipal Auditorium. Dr. Handler will give the commencement address at the spring graduation exercises in Municipal Coliseum. Lectures will be open to the public without charge, according to Dr. David Vigness, chairman of the University Speaker Series.

Dr. Brzezinski, who earned his Ph.D. degree at Harvard, taught government and was a research associate of the Russian Research Center and the Center for International Affairs at Harvard before joining the Columbia faculty in 1962. From 1966 to 1968 he was on leave of absence to serve as a member of the Policy Planning Council of the U. S. Department of State.

His books, which have been translated into a dozen languages, include "The Permanent Purge -- Politics in Soviet Totalitarianism," "The Soviet Bloc -- Unity and Conflict," and "Ideology and Power in Soviet Politics."

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Dr. Toncic-Sorinj, Austria's foreign minister from 1966 to 1968, has served his government in a variety of capacities. A veteran of 20 years service in parliament, he has been the People's Party spokesman on foreign affairs since 1959. He is a member of the Inter-Parliamentary Union and vice president of the Austrian League for the United Nations.

Dr. Rafferty, considered one of today's most controversial educators, is the author of a syndicated newspaper column and of a best-seller, "Suffer, Little Children." First elected in 1961, he is serving his second term as California's state superintendent.

Nader, who gained national attention with his indictment of auto safety, has been called a "zealous consumer crusader" and a "wave-making author" whose efforts on behalf of the public helped to spur passage of the 1966 Traffic Safety Act. He also is interested in other factors which affect public health, such as spraying with insecticides and related activities. He is a consumer counselor and products analyst for a number of organizations and periodicals.

Dr. Weaver, a Howard graduate with a Ph.D. in economics, has a background of experience in such subjects as open housing, inner city renewal, control of air and water pollution, rent supplement assistance, urban beautification and mass transit problems. He resigned from HUD in 1968 to become president of New York City University's new Bernard M. Baruch College.

Golden, editor of The Carolina Israelite, published in Charlotte, N. C., has become nationally known for his syndicated column "Only In America," his essays and his books of social commentary. He is the author of "Forgotten Pioneer," a book about the pack-peddlers of America, "Mr. Kennedy and the Negroes," a background story of the civil rights movement, and several collections of essays, among them "So What Else is New?" "You're Entitle," and "Enjoy, Enjoy."

Morris, who at 32 became the youngest editor-in-chief of Harper's, the oldest magazine in the country, is a former editor of The Texas Observer, a periodical of political comment and query. He first became interested in the Texas political scene while a student at the University of Texas, where he was editor of the student newspaper. Following graduation he spent four years in England as a Rhodes Scholar at Oxford.

Prior to becoming president of the National Academy of Sciences in July 1969, Dr. Handler was a member of the faculty at Duke University where he served as professor and chairman of the Department of Biochemistry and, from 1950 to 1969, as James B. Duke Professor of Biochemistry. He has served on numerous boards and committees of scientific organizations, including the National Science Foundation, the National Institutes of Health-Atomic Energy Commission, the President's Science Advisory Committee and the President's Commission on Heart Disease, Cancer and Stroke.

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3-9-3-69

By Emil Carmichael

This release distributed 9-3-69 to
Lubbock news media

LUBBOCK -- George Scott Jr., coach, teacher and principal in the Lubbock Public School system 17 years, has been appointed assistant dean of students in the Division of Student Life at Texas Tech.

Vice President for Student Affairs Dr. Owen Caskey announced the appointment Wednesday (Sept. 3). Scott, who served as principal of Dunbar High School since 1965, assumed duties at Tech Tuesday.

"It was a difficult decision for me to make," Scott said, "after my long and happy relationship with the city's public school system. But the position at Tech is a challenge and I am looking forward to my work in the Division of Student Life."

"Scott's long and varied career as an administrator and counselor in Lubbock's public school system gives him the qualifications for this assignment at Texas Tech," said Dean of Students Lewis N. Jones. "We are fortunate to have an educator of his background join our Division of Student Life."

Scott joined the faculty of Dunbar High School in 1953 as head football coach and science teacher. He retired from coaching to take a job as boys' counselor in September 1958.

He became assistant principal in 1959 and served in that capacity until 1965 when he was made principal.

He received his bachelor's degree in agriculture from Langston (Okla.) University in January 1949 and a master of education degree in secondary administration with a minor in guidance in 1960 from Prairie View A & M College.

Soctt's undergraduate studies were interrupted from 1945 to 1947 for service in the Army. He had finished public school at Manual Training High at Muskogee, Okla., and entered Langston on football and basketball scholarships.

After receiving his bachelor's degree, he began his teaching career as an elementary teacher and high school football, basketball and track coach at Boyd High School at Frederick, Okla., and his football teams were state runners-up in class B in 1950 and 1951.

He was employed at Faver High School, Guthrie, Okla., as football and basketball coach from September 1952 until May 1953 when he came to Lubbock.

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Add one -- George Scott, Jr.

Mr. and Mrs. Scott live at 1801 E. 26th St., Lubbock. They have two sons, Donald, 23, an officer in the U. S. Navy, and George III, 18, who has this fall entered Langston University.

Mrs. Scott has taught in the city's public schools and she will do graduate work at Texas Tech this fall. She is a substitute teacher.

Scott is active in church, civic and educational organizations. He is a member of the Trustee Board of Greater Saint Luke Baptist Church and is serving on the Lubbock Chamber of Commerce Committee "70" project to determine recreational needs of the city of Lubbock for the next decade.

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4-9-3-69

By Dan Tarpley

This release distributed 9-4-69
to Lubbock news media

FOR RELEASE AFTER 12:00 NOON FRIDAY, SEPT. 5:

WHITEFACE, TEX. -- A two-story dugout which served as headquarters of Col. C. C. Slaughter's Silver Lake Ranch and hard to locate original records of this 19th Century cattleman became gifts Friday (Sept. 5) to Texas Tech.

The gifts were presented by Mr. and Mrs. James I. DeLoache and Mr. and Mrs. M. Sims Davidson, both of Dallas, and the family operated White Face Farms, Inc., west of Lubbock. James De Loache and Mrs. Davidson are grandchildren of Col. Slaughter who, in the mid-1880's was Texas' biggest taxpayer by virtue of the growth of a $520 investment he made in cattle at the age of 18.

The records were presented to the Southwest Collection at Texas Tech, maintained as an archive to make southwestern historical material readily available to researchers.

The dugout was presented to the Ranch Headquarters Committee which will make it a part of the collection of the authentic ranch buildings recreating on the Texas Tech campus an outdoor, living museum of ranch life. The Ranch Headquarters will be located on 12 acres of a 76-acre site for the new Museum.

In making the presentation, James DeLoache spoke for himself and his sister:

"To be able to express our enthusiasm for the Ranch Headquarters project through the presentation of the two-story dugout and to honor our grandfather, Col. C. C. Slaughter, and his contribution to the ranching history of Texas at the same time gives us obviously the greatest pleasure."

The dugout is the fourth acquisition announced by the committee. Others have included a blacksmith shop from the Renderbrook-Spade Ranch at Colorado City, the headquarters of the Capote Ranch 18 miles west of Gonzalez, and the meat and milk cooler from the JA Ranch at Clarendon.

Director Sylvan Dunn of the Southwest Collection expressed the university's appreciation for the gift of the records.

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"These Slaughter materials are extremely scarce in proportion to the importance of the man whose ranching ventures were among the greatest ever undertaken in Texas by a single individual.

"As far as we have been able to ascertain," Dunn said, "the only C. C. Slaughter papers made available to researchers are those in the Southwest Collection." He referred to those donated in 1966 by a great grandson, Don W. Slaughter of Lubbock, including 254 letters from Col. Slaughter to his son, George M. Slaughter.

"We appreciate the fact that descendents of Col. Slaughter recognize the value of these records," he said, "and we are placing them with other significant ranching materials to provide an accurate history of Texas' first big industry."

Col. Slaughter, who earned his brevet rank during the Civil War, was one of the first children born in the Republic of Texas -- recorded as the first male child of a marriage contracted in the Republic. He was born in Sabine County on Feb. 9, 1837.

He was the son of George W. Slaughter, a rancher and preacher who came west from Louisiana in 1830. The influence of the father was apparent throughout the life of his son, Christopher C. (Lum) Slaughter.

C. C. Slaughter was described by one historian as a man who "played the role of churchman openly and consistently" throughout his life. He served as vice president of the Southern Baptist Convention and for eight years as president of the Baptist General Convention of Texas. He founded what is now known as Baylor Hospital in Dallas and sponsored a correlated system of Baptist schools in Texas, providing a grant of $25,000 to initiate the system.

He was a charter member of the Northwest Texas Cattle Raisers Association which later became the Texas and Southwest Cattle Raisers Association of which he was the second president. In Dallas he founded the American Exchange Bank which has merged to become the First National Bank.

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He was "making a hand" with cattle at the age of 12, working on the Patroon Bayou-Sabine River divide. At 17 he began trading -- buying lumber in Anderson County and selling it in Dallas. Using this money he bought wheat in Collin County, made it into flour and sold it in Magnolia. The $520 he cleared went into cattle, and C. C. Slaughter was on his way toward making Texas history.

He ranched with his father in Sabine and Freestone counties, and then in 1856 the family moved to Palo Pinto County. There were interruptions, first Indian fighting and then the Civil War.

In 1867, however, the ranching had prospered, and Slaughter drove 300 beeves to Jefferson where a packer paid the unheard of price of $35 a head in gold. The following year he began driving herds to Kansas.

In 1887, Slaughter founded his Long S. Ranch at the headwaters of the Colorado in Texas. His other ranches were the Silver Lake and the Running Water.

As early as 1871, Slaughter made a strong effort to improve the Texas breed. He imported Kentucky Shorthorn bulls. Later he brought to Texas the first Hereford bull ever to sell for $5,000 at public auction. The animal was Sir Bredwell. In 1893 he bought the grand champion bull, Ancient Briton, at the Columbian Exposition in Chicago.

The unique box and strip dugout which is to be moved to Texas Tech and furnished authentically by the DeLoache children was the original headquarters of the Silver Lake Ranch, one of the three totalling 1.5 million acres under fence.

When extensive new headquarters were built south of the present site of Morton, the two-story dugout became a line camp.

Dr. and Mrs. W. C. Holden are co-chairmen of the Ranch Headquarters Committee, established to preserve the ranching history of the Southwest Dr. Holden, author and ranch historian, said the two-story dugout was important architecturally as well as historically.

"It typifies 'the beginning' of most West Texas ranches," he said. "When ranchers preceded civilization, they found the land so accommodating to cattle that human accommodation mattered little. It took men of foresight and stamina to utilize a dugout while carving a realm.

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"This dugout is a sturdy reminder of that kind of man," he said.

"Col. Slaughter's importance to the development of the cattle industry," said Holden, "has never been recognized by the writers of history.

"During the 1890's he was perhaps the largest individual cattleman in the Southwest. His influence and ranching operations rank with those of Col. Charles Goodnight. In addition to ranching he built an industri empire in banking, insurance and urban real estate.

"He has been overlooked by historians because he left so few documentary records," Holden explained. "All his life he kept his business operations largely in his head. When his story is properly told, it will be a great contribution to the ranching, industrial and religious history of Texas.

"Nelle DeLoache Davidson and James DeLoache are to be commended for making this two-story dugout available for the Ranch Headquarters as a fitting tribute to the part their grandfather played in the development of the ranching industry."

Other members of the Ranch Headquarters Committee who have helped locate and secure the authentic examples of ranch architecture from historic ranches during the past two years are: D. Burns, Pitchfork Ranch; Frank H. Chappell Jr., Chappell-Spade Ranches; John F. Lott, Slaughter U Lazy S Ranch; Watt Matthews, Lambshead Ranch; Mr. and Mrs. Charles Schreiner III, YO Ranch; Miss Christine DeVitt, Mallet Ranch; Mrs. Wilson Connell, Lazy D Ranch, and W. G. McMillan Jr.

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5-9-4-69

By B. Zeeck

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SWS-8746
Dan Tarpley, Mgr. News Bureau

Cutlines ----------

WEST TEXAS RANCHER -- Col. C. C. Slaughter, left, on Duke, and his son, George M. Slaughter on Bob spent lifetimes building the three West Texas Slaughter ranches. This picture was taken at what was described as "Camp B" before 1916, the year George Slaughter, who managed the ranches for his father, was struck and killed by lightning while riding.

(Tech Photo)

TWO STORY DUGOUT -- Mr. and Mrs. M. Sims Davidson and Mr. and Mrs. James DeLoache stand outside the two-story box and strip dugout which once served as headquarters of the Col. C. C. Slaughter Silver Lake Ranch. The dugout, which has interior steps leading to the underground room and to the upper floor, has been covered with a protective coat of thin stucco. It will be moved to a 12-acre site on the Texas Tech campus to become a part of an outdoor, living museum of ranch life. The Ranch Headquarters will be located on the 76-acre site of the new Museum at Texas Tech. Mrs. Davidson and DeLoache, both of Dallas, are grandchildren of Slaughter, and they made the gift of the dugout.

(Tech Photo)

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5-9-4-69

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SW5-8746
Don Tarpley, Mgr. News Bureau

This release distributed 9-4-69
to Lubbock news media

LUBBOCK--An all-day program commemorating 20 years of progress at Texas Tech University Research Farm at Pantex and the officical conveyance of title of the property to the University will be held Sept. 12.

More than 100 representatives from Texas Tech, the federal government, the West Texas Chamber of Commerce, the Killgore Estate, and others associated with the project will attend.

Tech President Grover E. Murray will present the 20-year final report of the project to representatives of the U. S. Department of Health, Education and Welfare. Sam Wynn, HEW representative, will accept the report and present the "Determination of Title Perfection."

"Early this year," Tech Dean of Agricultural Sciences Gerald Thomas said, "Tech's deed to 5,822 acres of the land became free of any recapture claims by the federal government, following the completion of 20 years of educational use as required by the U. S. Department of Health, Education and Welfare.

"It is commemoration of Tech's receipt of the tract of land with the recapture clause having expired that we will be celebrating at the farm."

The formal acceptance of title to the farm will be made by Retha Martin of Lubbock, chairman of the Board of Regents, Texas Tech. He also will comment on the transaction.

Other speakers on the morning program will include Dean Thomas, J. Fike Godfrey, president of the West Texas Chamber of Commerce; Farris C. Oden, president of the Amarillo Chamber of Commerce, C. E. Weymouth of Amarillo, chairman of the board of trustees, Killgore Estate, and a former member of the Texas Tech board; M. L. Pennington, vice president for business affairs at Tech, and Dr. Hollis Klett, new superintendent of the farm at Pantex, northeast of Amarillo.

Following a catered luncheon, the visitors will be given field tours of the farm.

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Dr. Thomas said the program is open to the public and all persons interested in the farm and its research are invited to attend.

Tech's association with the property dates from Oct. 1, 1947, when the institution, in association with the Texas Agricultural Experiment Station and the U.S.D.A., concluded a lease agreement for educational use of the land area and buildings.

The plant was deeded to Texas Tech in 1949, subject to a recapture clause. The government exercised the recapture clause on Feb. 16, 1951 reclaiming more than 10,000 acres of the original plant site.

During World War II, the General Services Agency of the federal government declared the original 16,076 acre Pantex Ordnance Plant a munitions reserve site.

In addition to Tech's deeded land, the University has an agricultural use permit on another 8,000 acres of land now operated by the Atomic Energy Commission.

"Certain restrictions on the use of this land are necessary to the operation of the AEC," Dr. Thomas said, "but the area is being used effectively to strengthen some aspects of the agricultural research program at Pantex."

A major center for scientific research in beef cattle improvement and feedlot management was constructed at the Research Farm with a $530,000 grant from the Florence Lee and C. L. Killgore Foundation.

The cattle center contained facilities for storing and mixing feed rations, 50 experimental cattle pens, a scale house, an air-conditioned arena, a library, laboratories and office space, a conference room, a catering kitchen, and an apartment.

Dean Emeritus W. L. Stangel donated his personal collection of agricultural books, professional journals, and other documents to the Research Farm in 1965.

"Throughout the early years of development, a major effort was made to build a sound farm and livestock management program," Dr. Thomas reported. "No state or federal funds have been used for the operation during the entire 20-year period.

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"Following the hard years associated with the drought of the early 1950's, farm and livestock sales increased substantially. As a result, the research program has been constantly strengthened and improved.

"There is no doubt that the Texas Tech University Research Farm has contributed, and is continuing to contribute, to the overall economic development of the Texas Panhandle area."

The report tells of research and experiments in animal science, agronomy, range management, agricultural economics, and entomology. Research projects have been completed by resident staff and by staff in cooperation with research personnel at Texas Tech.

Other agencies and institutions have cooperated in the total research program, Dr. Thomas said. These cooperating agencies include Texas A&M University, the Agricultural Research Service of the U.S.D.A. and West Texas State University at Canyon.

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(Note to media: you are cordially invited to attend all or any part of day's programs.)

6-9-4-69

By Dan Tarpley

This release distributed 9-5-69
to Lubbock news media

LUBBOCK -- The golden eagle - center of a controversy between ranchers who see the bird as a costly predator and naturalists who value his existence as a part of America's wildlife heritage -- did little during the 1968 lambing season to clarify his status as hero or villain.

A Texas Tech research team -- including a mammologist, ornithologis wildlife management expert and sheep and goat specialist -- has issued a lengthy report based on an eight-month study of the golden eagle.

Although the survey covered almost 22,000 square miles in Texas and New Mexico, traditional wintering grounds for the golden eagle, the researchers found the bird uncooperative. The golden eagle made itself scarce in 1968.

"Many things were learned about the eagle," said Biology Prof. Robert L. Packard, the mammologist on the team, "but no conclusions can be reached without further evidence.

The report said that ranchers interviewed indicated little or no eagle damage occurring during the 1968 lambing season, stressing "that the 1968 eagle population was not of the same size as other years."

Only one instance of known eagle predation occurred during the survey, the scientists said.

"This happened in the Edwards Plateau Region and involved a bald eagle," according to the report. The bald, or American eagle, is protected by law despite its occasional disregard for private property.

The scientists said they hope to continue their study, using a carefully controlled flock of sheep, and limiting research in the immediate future to a complete history of this flock. They propose to keep close records both on management and natural influences.

Participating in the 1968 study were Packard and Wildlife Management Prof. Eric G. Bolen as project leaders and Prof. M. Kent Rylander, ornithologist, and Prof. Frank A. Hudson, professor of animal science, specializing in sheep and goat raising.

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The study was sponsored by the Bureau of Sport Fisheries and Wildlife, the National Audubon Society and the National Wool Growers Association through a grant to Texas Tech's International Center for Arid and Semi-Arid Land Studies.

Stressing the fact that different years may bring different conditions which might alter their findings, project leader Bolen stated that even if losses attributed to golden eagles were to be increased by 500 per cent, the total loss to golden eagles would be less than three tenths of one per cent of the annual lamb crop in the areas studied.

Since the federal protection of the Bald Eagle Act was extended to include the golden eagle, there has been a controversy between sheep and goat raisers on the one side who claimed losses of lambs and kids to the big birds, and bird lovers on the other side who deplored indiscriminate shooting of the majestic golden eagle.

The research team compiled statistics on eagle numbers in three important ranching areas in Texas and New Mexico, traditional wintering grounds for migrant eagles. These areas also contain a smaller number of eagles the year around, and losses to eagles are most often attributed to the nesting birds.

Survey routes covered 4,500 square miles in Presidio, Jeff Davis, Culberson and Hudspeth counties in West Texas, 5,000 square miles in the Edwards Plateau area of Central Texas in Kerr, Edwards, Bandera, Real, Kinney and Uvalde counties; and 2,400 square miles in McCulloch, San Saba, Llano, Lampasas and Mason counties, also in Texas.

The New Mexico study area included 10,000 square miles near Roswell an area for which aerial census figures were available for every year since 1964. The Bureau of Sport Fisheries and Wildlife provides the annual census.

The area customarily produces approximately a quarter million lambs per year.

The researchers said they could not locate any meaningful populations of wintering golden eagles in the Edwards Plateau.

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"The census data for the Trans-Pecos area of Texas indicated eagle populations of one to three eagles per 100 square miles," or a total of 60 to 160 birds, the report said.

"We searched for nests in areas of previous use but located only a single active nest where one eaglet was successfully reared," it said.

"Eagle populations in New Mexico were, by comparison with Texas, quite large," according to the report. "The overall population in the census area has been estimated as numbering 900 birds in the winter months; densities may reach eight or nine birds per 100 square miles on the average."

The report said that more livestock carcasses were located per man-hour research in the Edwards Plateau than anywhere else.

"We think that approximately 10 per cent of these carcasses were actually victims of predation of all types. Stillbirths and other circumstances seemed to account for many of the other losses. About 38 per cent of the dead lambs or kids found in the Val Verde Region were attributed to predatory losses. Only two dead lambs were discovered in the Guadalupe Mountain Region. Of these, one appeared the victim of predation."

The researchers examined materials in eagle nests and found extensive use of jackrabbits and cottontails.

"Remains of livestock were found in most nests (average of about 70 per cent)," they reported, "but represented only two animals per nest."

The competitive aspect of birds versus mammals as predators appeared important to the team and, said Dr. Bolen, the findings in the nests must take into account the eagle's habit of feeding upon carrion. Animals which die from natural causes are represented in carcasses found in the nests.

There is no question that golden eagles, upon occasion, do kill young lambs, the report said, pointing out that the factors involved, however, made it "almost impossible" to assess the economic loss to ranchers.

Add three -- Golden eagle

Regional Director William T. Krummes of the Bureau of Sport Fisheries and Wildlife with offices in Albuquerque called attention to the fact that this report was made by a team of specialists, each representing a different discipline.

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7-9-5-69

By B. Zeeck

This release distributed 9-5-69
to Lubbock news media

LUBBOCK -- Texas Tech has received a two-year $61,755 contract from the National Aeronautics and Space Administration to participate in a broad study of methods to provide a continuous supply of breathable non-toxic air in space craft.

Announcement of receipt of the contract was made Friday (Sept. 5) by Dr. A. J. Gully, professor of chemical engineering and associate dean of the College of Engineering at Texas Tech. He will be the principal investigator of the project officially designated "The Catalytic Removal of Ammonia and Nitrogen Oxides from Spacecabin Atmospheres."

The associate investigator will be Dr. Roy Russell Graham, assistant professor of chemical engineering, who will devote half-time to the project during the contract period.

The research will be conducted in the Chemical Engineering Department, Dr. Gully said.

"The research is part of an overall effort to provide a continuous supply of breathable non-toxic air for astronauts in long-time space missions of future years," he said.

"The biological processes of the astronauts as well as other reactions in the spacecabin give off substances which become toxic if allowed to build up to appreciable amounts. In order to prevent such build-ups, it is necessary either to remove the contaminants or to decompose them to non-toxic substances.

"Among the most stubborn of these contaminants are nitrogen-containing compounds such as amines, ammonia and nitrogen oxides.

"The research at Tech will be directed toward finding feasible ways of decomposing or chemically converting them to nitrogen, oxygen and water which are essential components of the spacecabin atmosphere."

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In addition to searching for materials which catalyze or speed up the desired reactions and the best conditions, studies on the rates of the reactions will be made, Dr. Gully said. Data and engineering methods will be developed for design of atmospheric cleanup system components.

The Tech professor said the research grew out of an earlier NASA project conducted in Tech's Chemical Engineering Department in the general area of cleanup of spacecabin atmosphere.

"Some of the same problems involved in spacecabin atmospheric contaminant cleanup are encountered in atmospheric pollution control in our earth environment," he said. "The information developed will be useful in solving industrial and urban air pollution control."

Dr. Gully said graduates and undergraduates in Chemical Engineering will work as research assistants.

"The project not only will provide valuable information toward solution of spacecraft problems, but it will provide excellent training for Texas Tech students to work on the real problems of national and international importance."

The Chemical Engineering Department will simulate in the laboratory the conditions in spacecraft cabins to conduct the studies.

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8-9-5-69

By Dan Tarpley

This release distributed 9-5-69
to Lubbock news media

LUBBOCK -- Texas Tech elementary education Prof. Dorothy Filgo planned to leave Lubbock Friday (Sept. 5) to spend a year training as a leader and supervisor for early childhood education.

Prof. Filgo was selected as one of 10 interns to participate in the program for advanced graduate study for leadership in early childhood education. Course work will be done at the Bank Street College of Education in New York City. The program is supported by the U. S.Office of Education.

During the past summer, Miss Filgo was director for a summer Institute for the Preparation of Kindergarten Teachers and served as university coordinator for the Texas Association for Childhood Education Workshop at Texas Tech.

Each intern will be provided with practical experiences in schools in one of 13 cities throughout the United States, studying three weeks of every month in New York and traveling to the cooperating school on the fourth week.

They will be interested primarily in projects which follow up Head Start summer programs.

"This alternate study-work program," Prof. Filgo said, "enables the intern to transmit skills developed at the college to the 'follow through' team in the assigned city, and also to bring back problems which relate to course work."

Interns will work with school "teams" which include teachers, parents, school administrators and special personnel such as nurses and counselors, and interested community representatives.

Miss Filgo explained that the team is an informal group and includes all people who have some interest in the problems of the individual student.

"My primary interest in this opportunity," she said, "is to gain experience and knowledge which will apply to the training of teachers at Texas Tech."

-more-

Add one -- Prof. Dorothy Filgo

Before coming to the University, Prof. Filgo taught at Posey Elementary School and was principal of Rush Elementary School in Lubbock.

-30-

9-9-5-69

By B. Zeeck

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SWS-8746
Dan Tarpley, Mgr. News Bureau

Beeper Sept 2, 1969

BEEPER GIVEN AMARILLO TELEVISION STATIONS

Dr. A. B. Martin, president of Amarillo College, Texas Tech Engineering Dean John R. Bradford and assistant to the dean Lee Phillips will welcome the Mechanical Engineering class which starts tonight (Sept. 2).in Amarillo. At least 24 have registered for the class which meets at 6 o'clock in Room 410, Business Occupations Building, Amarillo College. It is the first class ever taught by Texas Tech in Amarillo. Mechanical Engineering Prof. Donald J. Helmers will teach it. The class meets for three hours one night a week for 15 weeks. Dr. Martin, Dr. Bradford, and Phillips will appear before the class at 7 tonight.
Dan Tarpley, reporting for Texas Tech Information Services.

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**NEWS**

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Homm, Director, SWS-8746
Dan Torpley, Mgr. News Bureau

Brzezinski..... Beeper

An expert on Russian affairs will discuss the significance of recent developments in Czechoslovakia in a public lecture tonight at Texas Tech.

(zeb-new bra-zin-sky)

He is Zbigniew Brzezinski, director of the Research Institute on Communist Affairs at Columbia University and the author of several books about the Soviet Union and ~~the~~ role of communism in world affairs.

The lecture will be at 7:15 p.m. in the ballroom of the Tech Student Union Building. There will be no admission charge, and the public is invited.

Dan Torpley, TT Information
for KSEL News
K740

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SWS-8746
Dan Tarpley, Mgr. Newsbureau

3 24

BEEPER

The long range planning committee for the National Science Foundtion opened a two-day session at Texas Tech today.

IBM Vice President E. R. Piore is chairman of the eight-man group and is prisiding. Other members are [redacted] Dr. Thomas F. Jones, Jr., [redacted] president of the University of South Carolina; Dr. Phillip Handler of Washington, chairman of the Foundation's National Science Board; Harvey Picker of White Plains, chairman of the Picker Corporation; [redacted] Tech President Grover E. Murray; and three members of the Foundation Staff: Dr. Louis Levin, [redacted]; Daniel Hunt, Jr., [redacted]; and Miss Vernice Anderson, [redacted]. Dan Tarpley, Tech Information, for KFYO KSEL news.

LOG FILE SEPT 8-13

| Date | STORIES & CUTLINES | Locals | State | Reg. | HT's | EXPLANATION |
|---|---|---|---|---|---|---|
| 1- 9-~~8~~-69 | SPEECH REHABILITATION | ✓ | | | | |
| 2-9-8-69 | SUN OIL CO. GIFT. | ✓ | | | | |
| 3-9-8-69 | PROF. DWIGHT KIRK | ✓ | | | | |
| 4-9-8-69 | SOCCER TEAM | ✓ | | | | |
| 5-9-8-69 | DR. MINA W. LAMB | ✓ | | | | |
| 6-9-9-69 | MR. D.M. MCELROY | ✓ | | | | |
| 7-9-9-69 | TEXACO GIFT TO GEOSCIENCES | ✓ | | | | |
| 8-9-9-69 | AMARILLO EX-STUDENTS | ✓ | | ✓ | | |
| 9-9-9-69 | SPEECH PROGRAMS (CUTLINES) | ✓ | | | | |
| 10-9-9-69 | PROF. ICKES- DEPT OF SPEECH | ✓ | | | | |
| 11-9-10-69 | SCHOLARSHIP AWARDS | ✓ | | | | |
| Stet, ~~11-9-9-69~~ | ~~ORGANIZATIONAL CHANGES~~ | | | | | |
| 12-9-9-69 | DR. + MRS W.C. HOLDEN | ✓ | | | | |
| 13-9-10-69 | INTERNATIONAL STUDENTS | ✓ | | | | |
| 14-9-10-69 | RICHARD HAYNES | ✓ | | | | UPI - AP (FILED - NOT SENT OUT LAW-) |
| 15-9-11-69 | TECH RODEO | ✓ | | | | |

| Date | STORIES & CUTLINES | Locals | State | Reg. | HT's | EXPLANATION |
|---|---|---|---|---|---|---|
| 16-9-11-69 | Pantech Report | ✓ | | ✓ | | |
| 17-9-11-69 | ICASALS | ✓ | | | | |
| 18-9-12-69 | EXECUTIVE COMMITTEE OFFICERS CUTLINE WITH ABOVE | ✓ | | | | |
| 19-9-12-69 | DR. FLOYD BOZE | ✓ | | | | |
| 20-9-12-69 | LIVESTOCK | ✓ | | | | FARM PERIODICALS |

LUBBOCK -- A new grant of $13,500 to train Texas Tech's students to aid those with speech and hearing difficulties was announced Monday (Sept. 8) by the University's Office of Research.

Project director for the program training speech pathologists and audiologists is Dr. William K. Ickes, chairman of the Department of Speech and director of the Speech and Hearing Clinic at Texas Tech.

The grant marked the fifth year that the project has had the support of the Rehabilitation Services Administration of the U. S. Department of Health, Education and Welfare.

The grant will support the training of five students for work, primarily with adult rehabilitation programs, Ickes said. Texas Tech previously has graduated 20 people with this training.

"We cannot begin to supply all the job requests," Ickes said. "The demand is increasing more rapidly than the number of trained people."

Students in training work now in the University's Speech and Hearing Clinic, Milam Children's Training Center, Lubbock Cerebral Palsy Treatment Center, a pre-school clinic, with the patients of ear specialists, and in a nursing home where stroke victims are particularly in need.

"We also are looking forward," Prof. Ickes said, "to a good working relationship with the Lubbock State School when its program reaches the point where our trainees can be of help."

All student work is faculty supervised, he pointed out. Approximately 150 persons weekly are served by the program.

A Comprehensive Rehabilitation Center is planned at Texas Tech, and this, said Ickes, would allow expansion of teaching, research and the services to the handicapped.

Already contributed toward the initial phase of the center have been a $39,820 grant from the U. S. Department of Health, Education and Welfare, $25,000 from the Lubbock Junior League, and $15,000 from the Lubbock Board of City Development.

-more-

This first unit, Dr. Ickes said, will cost approximately $80,000. It is designed to include a pre-school nursery for the deaf, facilities for speech and hearing services, a vocational counseling area, medical examination rooms and some other facilities.

Ultimately, Ickes said, the proposal calls for a $3 million complex to educate for career service to the handicapped, to conduct research on problems of the handicapped and to serve and treat those with special problems.

-30-

1-9-69

By B. Zeeck

This release distributed 9-8-69
to Lubbock news media

LUBBOCK -- A check for $800 to be used in support of academic programs has been presented to the Department of Geosciences at Texas Tech, Dr. Richard B. Mattox, department chairman, said Monday (Sept. 8)j

The funds from Sun Oil Company were presented by Paul Gilbert and Frank Schatz of the company's Sunoco Division, Midland.

Dr. Mattox noted that an increasing number of petroleum companies are providing external support of the department's efforts to train qualified geoscientists.

-30-

2-9-8-69

By Dee Powell

LUBBOCK -- Agricultural education that begins in the first grade, new buildings, an increased teacher supply, but -- above all -- a "very great emphasis" on education were cited Monday (Sept. 8) by a Texas Tech professor as offering strong promise for the future of Nicaragua.

Education Prof. Dwight Kirk has returned to the campus after a year's work in Nicaragua, serving as advisor and consultant to that country's Ministry of Education.

Dr. Kirk worked with the ministry as representative of the Southwest Alliance for Latin America of which Texas Tech is a member. Also representing the university and SALA in the Nicaraguan program to implement plans for education improvement is Dr. Thomas Livingston, professor of education on leave, who will remain in Managua for a second year of work.

Kirk said he viewed his experience as an "excellent opportunity" provided by SALA to send the people of its member institutions "to the people who need and want the kind of help we can give them." The project is supported by U. S. foreign aid.

He said he gained insight into the differences in the concepts of education between Nicaragua, which operates a federal system, and the U. S., which operates a system giving authority to the state which, in turn, delegates much authority to independent districts.

"It is essential that we come to know our neighbors to the south better than we do," he said, "and that there be more interchange of ideas through this type of program. This helps to build the kind of relationships we need to maintain."

Although it was Dr. Kirk's first experience working in Latin America, he said he traveled throughout the country, visiting most of the 16 states and found the people "wonderfully friendly and helpful to an extent I have seldom experienced in the United States."

Kirk said Nicaragua is seeking out and using all sources of help available from other countries, both financial and technical, to improve its system of education.

-more-

"The wanted improvement won't come overnight," Prof. Kirk said, "but I was greatly impressed with the leadership in education there. Without doubt, advances are being made.

"Nicaraguan leaders are education conscious," he said, "and this includes President Anastasio Somoza, Minister of Education Ing. Antonio Mora and others working with them. I worked with the President many hours at a time and know his great interest in improving education.

"I saw many signs of real improvement throughout the entire educational structure," said Kirk, "but it will take a great deal of time to develop to the level toward which those leaders are working."

He cited as major goals better teacher preparation and better pay for people in education and general agricultural, industrial and economic development of the country.

"It's difficult to say that industrial development would aid education or that education comes first, assisting in industrial development. They must go hand in hand," according to Kirk.

"The President has initiated and is pushing to the limit the development of agriculture," he said, "and this should provide a sounder economic base for other development."

The high dropout rate of students, he said, is a major problem. Although 65 to 70 per cent of children of first grade age do enroll, 50 per cent of these drop out before the end of the first year. A survey published in 1964 reported that only one in 100 completes secondary education and only one in 1,000 completes a first degree. Statistical reports indicate, Kirk said, that this rate is not unusual in Latin America.

To cut the dropout rate, Nicaragua educators include agriculture and other courses in the first grade which encourage parents to feel the child is bringing home knowledge of immediate usefulness.

"Agriculture is really the center of the curriculum," Kirk said. "The government feels it must be if agriculture is to develop fast enough."

Adult educational programs are being developed in the large population areas; an effort is being made to remove political influence in the schools, and the teacher supply is getting better, he said, and all these things "contribute to the solution of a big problem."

This release distributed 9-8-69
to Lubbock news media

LUBBOCK -- The Texas Tech soccer team has begun fall workouts in preparation for a stiff schedule this fall, beginning Sept. 20 and continuing through Dec. 6.

Col. Maxwell C. Murphy Jr., professor of military science, faculty sponsor of the soccer club, said anyone interested in trying out for the team is invited to join the workouts which are held at 6 p.m. Monday through Thursday on Intramural Football Field No. 1 behind the Intramural Gymnasium.

The schedule of games for Tech, participating for the first time in the Texas Intercollegiate Soccer League, is:

University of Texas at El Paso here, 2 p.m. Sept. 20.

Webb Air Force Base, here, 2 p.m. Sept. 21.

University of Texas, at Austin, 2 p.m. Sept. 27.

New Mexico State University, here, 2 p.m. Oct. 4.

St. Mary's, here, 2 p.m. Oct. 11

University of Texas at Arlington, at Arlington, 2 p.m. Oct. 18.

Schreiner Institute, at Kerrville, 2 p.m. Oct. 25.

Rice University, here, 10 a.m. Nov. 1.

Texas Christian University, at Fort Worth, 10 a.m. Nov. 8.

Trinity University, here, at 10 a.m. Nov. 15.

University of Houston, at Houston, 2 p.m. Nov. 22.

Texas A & M University, here, 2 p.m. Dec. 6.

The home games will be played in the Texas Tech track stadium.

Members of the team who were starters last year and returning this year include Paul Kreuzer of Austria, captain and center half; Wolf Kreuzer, brother of Paul, right wing; John Lamberth of Kema near Houston, center fullback; Howard Scholey of Pittsburgh, right halfback; Hank Henry of Pampa, inside left; Steve Hatch of El Paso, goalie, and Bill Windler of Sweeney, left wing.

Other returning players include left half Waren Wagner of Bryan, left fullback Ed Fowler of Santa Monica, Calif., inside right Alfredo Guzman of Mexico City, inside right Pedro Pineda of Colombia, left fullback Brooks Herrick of Fort Worth, right fullback Ted Hoffman of North Highlands, Calif., and goalie David Garcia Fordan of Mexico.

-more-

Add one -- Soccer

Henry is president of the soccer club at Tech and Lamberth is vice president.

-30-

4-9-8-69

By Dan Tarpley

This release distributed 9-8-69
to Lubbock news media

LUBBOCK -- Dr. Mina W. Lamb, who is Weeks Professor of Home Economics, and five other representatives of Texas Tech's Department of Food and Nutrition, were in Washington, D. C., Monday (Sept. 8) to attend the 52nd annual meeting of the American Dietetics Association and the International Dietetics Association.

The meetings will end Friday.

Prof. Lamb is one of four from Texas who met in pre-convention sessions of the House of Delegates to decide on revised academic requirements for membership in the ADA, the examination procedure for registration of dieticians and the central screening of students applying for dietetic internships.

Representing Texas Tech at the meeting are Instructors Betty Caruth and Margarette Harden; Margaret Chan of New Zealand and Ellen Latta of Groom, Tex., both working toward the master's degree in food and nutrition, and Mrs. Ruth Franklin of Dimmitt, Tex., who is working toward the doctoral degree in education with a minor in nutrition education.

The conference will provide reports on food technology, recent developments in nutrition research, and international nutritional situations.

-30-

5-9-8-69

By B. Zeeck

LUBBOCK -- D. M. McElroy, director of educational television at Texas Tech since 1962, has been appointed director of the Division of Continuing Education.

The appointment was announced Tuesday (Sept. 9) by Tech Vice President for Academic Affairs S. M. Kennedy. McElroy will continue as director of the university's channel 5 television station, KTXT-TV.

McElroy succeeds J. H. Millikin as head of the Division of Extension who retired Aug. 31 after 31 years of service to the university and to students throughout the world.

Since 1927 a total of 186,819 persons have taken extension courses at Tech. The university offers approximately 200 courses in correspondence work from almost all disciplines.

Tech has held membership in the National University Extension Association since 1931.

McElroy, a native of Dallas, was a business administration major at Tech from 1931 to 1935 and was a Red Raider halfback three years, 1932, 1933, and 1934.

He also was the first full time executive secretary of the then Texas Tech Alumni and Ex-Students Association, a position he held from 1947 to 1952, when he left the institution to go into the building materials business.

-more-

In 1956 he became director of utilities for the City of Lubbock and in September 1959 he returned to Tech as assistant vice-president and comptroller. He remained in the comptroller's office until taking over the educational TV post when the station went on the air in October 1962.

McElroy attended public schools in Dallas, graduating from Woodrow Wilson High School in 1931.

From 1935 until 1942 he was engaged in the oil field supply industry in East Texas and Illinois, then served in the Army Engineers, attached to an aviation battalion for three and one-half years during World War II.

After release from service in 1945, he returned to the oil field supply business until 1947.

Mr. and Mrs. McElroy, the former Frances Queen of Owensboro, Ky., have two daughters, Melissa McElroy, 22, a Tech graduate now in medical technology school at Methodist Hospital in Lubbock; and Melinda, 21, a Texas University senior majoring in radio and television. She attended Tech two years.

The McElroys live at 4513 18th Street. He is the son of Mr. and Mrs. W. S. McElroy of (521 Ridgelea) Longview.

-30-

6-9-9-69

By Dan Tarpley

This release distributed 9-9-69
to Lubbock news media

LUBBOCK -- The Department of Geosciences at Texas Tech has received a gift of $2,000 from Texaco, Inc., according to an announcement Tuesday (Sept. 9) by Dr. Richard B. Mattox, department chairman.

The funds were given for use in the development of the department's academic programs.

"Such support," Mattox said, "is of the greatest value to departmental operation. Not only does it permit the pursuit of projects beyond those made possible by state funds, but it constitutes welcome recognition of our academic programs."

-30-

7-9-9-69

By Dee Powell

AMARILLO -- Texas Tech Pres. Grover E. Murray will be the main speaker at a Red Raider Rally and buffet dinner for Tech Exes and friends of the University at 7 p.m. Monday (Sept. 15) at Wyatt's Cafeteria, Amarillo.

Also on hand to discuss plans for the 1970 Red Raider season will be Berl Hoffman, special coaching assistant at Tech, and David Casey of Lubbock, president of the Ex-Students Association.

The meeting is being sponsored by the Amarillo Chapter of Tech Exes. Joe France of the Sun Oil Co., Amarillo, is in charge of arrangements.

-30-

8-9-9-69

By Emil Carmichael

LUBBOCK -- Organizations seeking a Readers' Theater or similar type of dramatic entertainment may find the answer to their problem at Texas Tech's Speech Department where students are preparing a series of programs for public presentation.

Speech instructor Avis Mayland said that the programs, most of which are based on excerpts from literature, will be available for bookings after Sept. 20. Ranging in length from 15 to 30 minutes, they will be suitable for presentation at meetings of women's clubs, civic, school and church groups. There will be no charge to non-profit organizations.

Persons wishing to schedule the programs are requested to call 742-6208.

-30-

9-9-9-69

By Emil Carmichael

Cutlines ----------

AUDIOLOGISTS -- Chairman William K. Ickes of Texas Tech's Department of Speech discusses an audiology (hearing) problem with graduate student Mrs. Janet Simmons of Detroit, Mich. Dr. Ickes is director of Texas Tech's Speech and Hearing Clinic where Mrs. Simmons is working as a trainee. She is the daughter of Mr. and Mrs. Earl Troy of Detroit and a graduate of Eastern Michigan University at Ypsilanti. The training program is supported by a grant from the U. S. Department of Health, Education and Welfare. (Tech Photo)

-30-

9-9-9-69

LUBBOCK -- Texas Tech's Department of Speech was described by its new chairman, Dr. William K. Ickes, Monday (Sept. 8) as having a "good foundation on which to build" its future.

That future, said Prof. Ickes, should include the doctor's degree in speech and the master of fine arts degree in theater arts.

These were two of the major goals set by the new chairman who was named to succeed Prof. P. Merville Larson who retired as chairman.

Ickes said also that the department would conduct more research in the future, and these projects will be led by Profs. John F. Deethardt Jr. and Charles Wise.

"The department grew tremendously under the leadership of Dr. Larson," Ickes said, "and it is on the foundation he has left that we can move into new programs needed in speech."

Professionally Ickes' interest is primarily in audiology although he has done significant work in speech problems, including the problem of stuttering.

Ickes, who also is director of Texas Tech's Speech and Hearing Clinic, is serving in a variety of professional and civic positions.

He will serve until November as national president of Sigma Alpha Eta, an organization of speech and hearing students. He formerly served as editor of that organization's official publication, "Keynotes."

He is serving on the boards of the South Plains Guidance Center and the Lubbock Theater Center. He was vice president in 1966-67 and treasurer in 1967-68 of the Theater Center. He formerly was a district commissioner of the Boy Scouts of America and now is organization and extension chairman of the Longhorn District of the South Plains Council, BSA.

He also serves on the Stake High Council of the Texas North Stake of the Church of Jesus Christ of Latter Day Saints, a church he has served in several capacities. He is a member of Lubbock Rotary Club.

-more-

A graduate of the University of Utah and Southern Illinois University, Dr. Ickes has served as chairman of the executive committee of the American Hearing Society's National Association of Executives and also on the Committee on Admissions and Standards for the National Association of Hearing and Speech Agencies.

In Texas he served as vice president of the Texas Speech and Hearing Association and in Iowa as president of that organization as well as vice president of the Iowa Rehabilitation Association. There he also was executive director of the Des Moines Hearing and Speech Center.

He began his career in Michigan where he worked as audiologist in the Detroit Hearing Center and later with the Michigan Association for Better Hearing.

He has published widely in professional journals and, on stage, has performed such roles as Beau Burnside in "Auntie Mame," Father in "Life with Father," and the Captain in "Mr. Roberts."

Ickes and his wife, Shirley, have four children, William, Bonnie Jean, Patricia and Joy. They live at 4306 57th Street.

-30-

10-9-9-69

By B. Zeeck

Cutlines ----------

AUDIOLOGISTS -- Chairman William K. Ickes of Texas Tech's Department of Speech discusses an audiology (hearing) problem with graduate student Mrs. Janet Simmons of Detroit, Mich. Dr. Ickes is director of Texas Tech's Speech and Hearing Clinic where Mrs. Simmons is working as a trainee. She is the daughter of Mr. and Mrs. Earl Troy of Detroit and a graduate of Eastern Michigan University at Ypsilanti. The training program is supported by a grant from the U. S. Department of Health, Education and Welfare. (Tech Photo)

-30-

10-9-9-69

LUBBOCK -- Texas Tech President Grover E. Murray, citing the "rapid growth and growing complexity" of the University, today announced a series of organizational changes in the administration.

G. C. Gardner, Jr., newly appointed vice president for financial affairs, will assume all financial responsibilities for the main University, the Medical School and the Museum. His office supervises the offices of the Comptroller, Internal Auditing and Budget Processing.

Hollis Smith, who has been serving as acting comptroller, has been named comptroller.

Dr. Monty Davenport, Associate Vice President, has been reassigned to the office of the Executive Vice President. He will concentrate his efforts toward internal administration as well as budget development and computer services.

The Office of Research, which will continue under Dr. Davenport's overall supervision, will operate under the direct control of Fredy Briggs, who was named director of the office.

"We have been involved in this internal study for sometime," Dr. Murray said, "and this look at our entire administrative structure will continue for some months to come."

-more-

"This is the first of a series of administrative realignments we plan to make over the next few months," he continued. "The University itself is continuing to grow, not only in size but in the quality and depth of its programs. This is a step toward meeting our responsibilities in accommodating this growth."

Dr. Murray said plans call for combining the Office of Development and the Division of Information Services to serve the University, the Museum and the Medical School. The combined operation will be under Bicknell K. Beckwith, who will join the administration in January.

Other realignments include:

1) The coordinator for the Campus Planning Committee reporting to the Director of New Construction,

2) The Office of Institutional Studies and Space Utilization reporting to the Director of Planning and Analyses,

3) The Collection of Student Loans Office reporting to the Comptroller,

4) The Office of Grounds Maintenance and the Office of the Traffic and Parking Counselor both reporting to the Vice President for Business Affairs.

-30-

11-9-9-69

By John Petty

LUBBOCK -- Dr. and Mrs. W. C. Holden, co-chairmen of the Ranch Headquarters Committee at Texas Tech, will be members of the faculty for the Winedale Workshop in Fayette County Sept. 12 and 13.

Dr. Holden, who is professor emeritus of history at Texas Tech, will discuss "Ranch Architecture in Texas" during Friday morning sessions.

The conference on the Principles of Architectural Preservation and Restoration is sponsored jointly by the Winedale Inn Properties of the University of Texas System and the Texas State Historical Survey Committee.

Also representing the Texas Tech project at the workshop will be Jerry Rogers, newly appointed director of the Ranch Headquarters and associate director of the Museum at Texas Tech, and Mrs. Wilson Connell of Snyder, a member of the Ranch Headquarters Committee.

Several who have worked in women's groups actively supporting the Ranch Headquarters also will attend. These include the Misses Faye and Myrtle Harrell of Snyder, Mrs. M. Sims Davidson of Dallas, and Mrs. J. E. Blakey Jr., Mrs. John Lott and Mrs. Kirk Dean, all of Lubbock.

-30-

12-9-9-69

By B. Zeeck

This release distributed 9-10-69
to Lubbock news media

LUBBOCK -- Fifty foreign students representing 20 countries at Texas Tech have volunteered as International Student Speakers for schools or civic groups wanting to learn more about world political affairs and cultural patterns.

Director Bob Burnett of the university's International Student Services, said that no honorarium is required to obtain a speaker but that contributions are invited to provide an international student emergency loan fund. Money in the fund aids students who, because of mail delays or other emergencies, find themselves in an economic pinch.

The Lubbock Women's Club already has used one speaking team this fall and has scheduled a second. Mr. and Mrs. Kizhanatham V. Ramaswamy of India discussed the political history and cultural background of their country. Ada Tal of Israel is scheduled to speak there Sept. 22.

Ramaswamy received his master's degree in industrial engineering Aug. 23 at Texas Tech and now is working toward the doctoral degree. His wife has been bachelor's degree in science, with a specialization in physics and mathematics, from the University of Bangalore. Her husband's bachelor's degree was earned at the University of Madras. Their daughter, Srikala, 18 months old, lives with them in Lubbock.

Miss Tal is a graduate student in clinical psychology at Texas Tech. She served in the Israeli army before coming to the United States for advanced study.

Mrs. Earl Hobbs (SW5-3255) is coordinator of International Student Speakers and arranges for their speaking engagements. Burnett said the group also could be contacted through the International Student Office at Texas Tech.

-30-

13-9-10-69

By B. Zeeck

Note to Editors: The name is pronounced phonetically, with all short vowels: Kiz-hana-tham Rama-swamy

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

Cutlines ----------

COMMUNICATORS -- Kizhanatham V. Ramaswamy of India, left, is one of 50 foreign students from 20 countries at Texas Tech who have volunteered to speak about their home countries for school and civic groups. His wife, right, also is a volunteer speaker, attending with her husband. The sari she is wearing is of silk patterned in blue, black and gold.

-30-

13-9-10-69

This release distributed 9-11-69
to Lubbock news media

LUBBOCK -- Action and excitement - with plenty of laughs - will be the order of the day when Texas Tech Rodeo Association presents its third annual all-college rodeo Saturday and Sunday in Dub Parks Memorial Arena.

Performances both days will be at 1:30 p.m. in the arena at Fourth Street and Quaker Avenue.

Sorority and fraternity members will participate in two special events, and traditional rodeo contests will be held, with stock furnished by Red Whatley of Crosbyton.

Features of the program will be bareback bronc riding, bull riding, calf roping and ribbon roping for men, and a group of events for women only -- break away roping, barrel racing and goat tying.

Tech social organizations will provide comedy for the rodeo as they race for a bag of money tied around a bull's neck in the "Gold Rush" event. Representatives of the groups also will take part in a "calf dressing" contest, attempting to get trousers on frisky young critters.

The Rodeo Association is led by a group of officers including Jack Thorn of Kerrville, president; Ted Taylor of Coleman, vice president; Joyce Sims of Perryton, secretary, and Terry Childers of Dumas, treasurer.

Dr. Frank Hudson is faculty sponsor of the association, and Dorothy Pijan is social sponsor.

-30-

15-9-11-69

By Dee Powell

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

This release distributed 9-12-69
to Lubbock news media

PANTEX -- Texas Tech College of Agricultural Sciences Friday (Sept. 12) delivered its formal report summarizing 20 years of research, education and public service at the University Research Farm at Pantex.

The report was presented to the U.S. Department of Health, Education and Welfare by Texas Tech President Grover E. Murray and was accepted by the agency's Office of Surplus Property Utilization, represented by Sam Wynn of Dallas.

The presentation and acceptance highlighted a commemorative program, barbecue luncheon and field tours of beef cattle research, crops, soils and water research, and range improvement research at the university's farm at Pantex.

The day's festivities also marked the expiration of a recapture clause in the deeding of 5,822 acres to Texas Tech.

In reviewing the history of the Texas Tech Research Farm, Agricultural Sciences Dean Gerald W. Thomas pointed out that some 16,000 acres were deeded to Tech in 1949, subject to a recapture clause by the federal government. In 1951 the government exercised the clause to recapture more than 10,000 acres.

The clause on the remainder of the tract expired this year, Dr. Thomas said, giving Tech clear title to the property. The title was accepted by Marshall Formby, member of the Tech Board of Regents.

Others who participated in the ceremonies included J. Fike Godfrey, president of the West Texas Chamber of Commerce; Farris C. Oden, president of the Amarillo Chamber of Commerce; C.E. Weymouth, chairman of the board of trustees, Killgore Estate, and a former member of the Texas Tech board; Tech Vice President for Business Affairs M.L. Pennington and Dr. Hollis Klett, new superintendent of the Tech Research Farm.

During the 20 years, Dr. Thomas said, research was conducted in areas of animal science, agronomy, range management, agricultural economics and entomology.

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Participating in the experimental work are resident staff at the farm, research personnel at Tech, Texas A&M University, the Agricultural Research Service of the United States Department of Agriculture and West Texas State University at Canyon.

In the area of animal nutrition, projects have been conducted on wheat pasture poisoning, all-concentrate sorghum grain rations, popped sorghum grain, non-protein nitrogen (urea), and evaluation of various roughage and roughage-like materials.

Recent studies were conducted to determine the nutritive value of roughage rations containing office-type waste paper, replacing equal parts of chopped cane hay.

"Digestibility of the energy components increased with each level of paper up to 30 per cent, then remained almost constant with the 45 per cent level," Tech researchers reported. "Protein digestibility was either higher or equal to that of the control for all rations containing paper.

"Consumption was not affected by the 15 and 30 per cent paper levels with the 45 per cent paper ration consumed at about 95 per cent of the level of the control ration (45 per cent cane hay)."

"Research in animal breeding has been of prime interest in the High Plains of Texas for many years," Thomas said. "It was because of this that the Pantech Performance Bull Test was initiated in 1950 with the objectives of evaluating young beef bulls with respect to growth rate and feed efficiency of sire groups and developing improved methods of sire selection."

The test is the oldest existing one in the U.S. and has been a means for evaluation of more than 2,500 bulls representing seven breeds.

The projects in animal breeding are continuing with the overall objective of producing a beef animal with maximum growth potential, produced with maximum efficiency. A selection program for sheep was initiated in 1960.

In the area of crop science, forage sorghum variety trials were initiated in 1958 to determine the comparative yielding value of open pollinated and hybrid forage sorghum varieties grown at different locations.

- more -

Another project was initiated in 1966 to study the effects of nitrogen fertilizer, sulfur and minor elements on the yield and nutritive value of selected forage sorghum varieties.

Other crop science studies have dealt with effect of pigweed on yield of irrigated grain sorghum, evaluation of skip-row planting and the evaluation of sewage effluent as an irrigation resource. Tests showed that yields were slightly improved in protein and mineral content with the sewage effluent compared with well water.

Research into weed control has resulted "in a good set of weed control recommendations," Thomas said. In the case of annual weeds in sugar beets and sorghum, he said, it has been found that propazine and atrazine can be applied in much less carrier than previously used.

"With ground equipment, five to ten gallons per acre carrier has been as effective as 20 to 40 gallons per acre. With aircraft, one-half or one gallon per acre has proved as effective as five gallons per acre."

Extensive study has gone into range management practices. Among the projects are those dealing with interseeding, the influence of fertilization on native vegetation yields and composition, effects of fire on native vegetation of the Texas High Plains, and playa lake plant production.

"It has been learned that species of vegetation react differently to dates and directions of burning," Dr. Thomas said. "In general burning had more influence on subsequent plant maximum heights and seedstalk production than on root crown diameters and plant circumference

He said blue gramma was less affected by fire than either sand dropseed, tumble windmillgrass or three-awn. Soil moisture was lower on fall-burned than on unburned plots.

Tests in recent years have yielded valuable data on wheat and grain sorghum pest control.

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16-9-11-69
By Dan Tarpley

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Torpley, Mgr. News Bureau, 792-5596

LUBBOCK -- West Texans used to dust storms and long term droughts common to semi-arid regions will have the opportunity this month to hear four of the world's leading authorities discuss the potential of arid lands.

The four will open the Third Symposium on Arid Lands sponsored by Texas Tech's International Center for Arid and Semi-Arid Land Studies, and they will, in turn, talk about development, protein production, nuclear engineering and modifying the weather.

The symposium on Sept. 25 and 26 is open to the public free of charge.

Speakers for the opening sessions are Ralph Richardson, associate director of the Rockefeller Foundation in New York; Victor MacFarlane, head of the Animal Physiology Department of the Waite Institute, Adelaide, South Australia; Edward Teller, of the University of California's Livermore Radiation Laboratory and consulting professor at Texas Tech; and Peter H. Wyckoff, program director for weather modification of the National Science Foundation.

Texas Tech faculty also will present papers at continuing sessions. Thirty-eight will participate at sessions on arid lands interests including water, agriculture, history, engineering, the natural sciences and "Arid Lands and the Human Experience." Faculty papers will reflect arid land research underway at Texas Tech.

Director Thadis W. Box of the International Center described MacFarlane as "the world's leading authority on the adaptation of animal to arid environments."

MacFarlane is a medical doctor, formerly a brain surgeon, but much of his work has been on water efficiency studies in Merino sheep and with European and Indian breeds of cattle.

His recent work includes water efficiency and protein production potential from large ungulates (four-stomached animals) in Africa and in domestic livestock of the Middle East.

-more-

Among animal physiologists he is also well known for his contributions of chapters on water efficiency in basic animal physiology texts.

His Lubbock address will include the heretofore unpublished results of research on African and Middle Eastern animals and relate its significance to protein production from arid lands.

MacFarlane is past president of the Australian and New Zealand Association of Science, and his presidential address on protein from waste lands received worldwide acclaim.

Wyckoff, a fellow of the American Association for the Advancement of Science and an associate fellow fo the American Institute of Aeronautics and Astronautics, has been director of weather modification for the NSF since 1964. Since that time he has served with numerous study and advisory groups on science in government, weather modification social and legal aspects of weather and weather modification.

He formerly served as a member of the U. S. Department of Agriculture Task Group on Weather Modification. His publications deal with weather and also with rocketry. Among his writings is "The Rocket as a Research Vehicle," and the script for the documentary film, "Frontier Beyond the Sky," which he co-authored.

In Lubbock, Wyckoff will discuss the success of weather modificatio attempts and the interaction of society with the atmosphere as a national resource.

Richardson, also a AAAS fellow, is a geneticist whose first major academic award was the Burpee Award in Horticulture. His published work deals with vegetable production and Latin American agricultural problems. He has served the Rockefeller Foundation for many years in Mexico and, from 1959 to 1962, was director of the Mexican Agricultural Program for the Foundation.

Following a welcoming address by Texas Tech President Grover E. Murray, Richardson will open the symposium with a discussion of the "Development Potential for Arid Lands."

Teller, who has previously addressed the West Texas Water Institute in Lubbock and has given scientific and classroom lectures on the campus, is noted for his interest in the peaceful application of nuclear energy as well as for his work in the development of the atom bomb.

"Every speaker at this symposium," said Prof. Box, "will be speaking about problems which relate directly to West Texas and the Southwest. Although these are eminent scholars, they also are men who communicate well to their fellow men.

"The lectures they will give are not prepared only for scientists and advanced scholars. We have asked these speakers to come because they are particularly capable in their ability to talk with laymen about the advanced research which is important to their audiences."

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15-9-11-69

By B. Zeeck

This release distributed 9-12-69
to Lubbock news media

LUBBOCK -- Dr. Harley Oberhelman has been named Executive Committee Chairman of the Texas Tech Faculty Council for 1969-70. Serving with him will be Dr. John Wittman Jr. as vice chairman and Dr. Kline Nall as secretary.

The 20-member committee serves as the Council's official agency for coordinating and making recommendations to the university administration on matters pertaining to academic regulations which affect more than a single college, school or division.

Other members of the committee are Dr. B. L. Allen, Prof. John Baumgardner, Dr. Mary Brewer, Dr. Mary Dabney, Dr. Charles Dale, Dr. Paul Griffith, Dr. Mina Lamb, Dr. Bruce Mattson, Dr. Paul Prior, Dr. James V. Reese, Dr. Robert Rouse, Dr. Glen Shellhaas, Prof. Margret Stuart, Prof. Haskell Taylor, Dr. David Vigness, Prof. Estelle Wallace, and Dr. Paul Woods.

-30-

18-9-12-69

By Emil Carmichael

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
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Cutlines ----------

NEW OFFICERS CHOSEN -- Newly elected officers of the Texas Tech Faculty Council Executive Committee are, from left, Dr. Kline Nall, secretary; Dr. Harley Oberhelman, chairman, and Dr. John Wittman Jr., vice chairman. The 20-member committee serves as the Council's official agency for coordinating and making recommendations on matters pertaining to academic regulations.

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18-9-12-69

This release distributed 9-12-69
to Lubbock news media

LUBBOCK -- Texas Tech Dean of Admissions Floyd Boze has been named to the Committee on Advanced Placement of the College Entrance Examination Board for 1969-70.

Dr. Boze is the only representative from the Southwest on the 12-member committee which is concerned primarily with the finances, the criteria for college participation and course descriptions for advanced placement.

President Robert D. Clark of the University of Oregon is chairman of the committee.

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19-9-12-69

By Emil Carmichael

NEWS
Texas Tech University
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FOR RELEASE AFTER 2 P.M. SUNDAY, SEPT. 14

MATAMORAS -- Livestock reproductive efficiency and foresighted range management practices are two routes to the production efficiency necessary "if the beef industry is to survive," according to two Texas Tech professors who spoke Sunday (Sept. 14) to Mexican cattle raisers.

They addressed the annual meeting of the Coahuila Livestock Union during a field day at the Centro de Investigaciones Agricolas del Noreste at Matamoras. The speakers were Animal Science Prof. Sam E. Curl, assistant dean of agricultural sciences at Texas Tech, and Chairman Joseph L. Schuster of the Department of Range and Wildlife Management.

Dr. Curl pointed out that an emphasis on improvement of production efficiency is currently common to all phases of the livestock industry.

"The reproductive phase, however, is a prerequisite to all the others," he said.

The reproductive effieiency of a beef herd is best measured, Curl said, by the number of calves weaned per 100 cows and heifers in the breeding herd "and is probably the most reliable indicator of the productive efficiency of a cow and calf operation."

Among the factors contributing to reproductive efficiency, Curl listed heredity and environment, diet and nutritional supplements.

He also emphasized herd selection, pointing out that research indicates that each sterile bull on a ranch may cost $1,000 or more per year.

He said that in the "near future" artificial insemination might gain widespread acceptance in combination with improved techniques for synchronizing estrus.

-more-

Other factors contributing to reproductive efficiency were cited as: the proper cow-bull ratio; accurate record keeping; control of diseases, toxic plants and parasites; alleviation of stressful effects of temperature and humidity; proper management of bulls; care of the pregnant cow and of the cow and calf at time of parturition; breeding selected heifers to calve at two instead of three years of age; care in selection of herd replacements and of a proper breeding system, and consideration of research findings in designing the breeding program.

Dr. Schuster told the ranchers that "knowing range plants like knowing livestock is the foundation of the ranching business.

"The measuring stick of ranch management is the pounds of beef, mouton, wool or mohair produced -- not the number of animals grazed.

"Keeping the livestock numbers balanced with forage production," he said, "is one of the greatest problems facing the stockman."

Two goals of good ranch management, he said, are the maintenance of maximum sustained yields of livestock and wildlife and the return of maximum net profits to the rancher consistent with the conservation of natural resources.

Schuster discussed four major considerations of rangeland management: grazing with the proper kind or class of livestock; grazing with the proper number of animals, grazing at the proper season and insurance of the proper distribution of the grazing animals.

"Returns for good range management practices are usually slow," Schuster said, "and it may take several years to return the initial investment. But without proper range management, even the best livestock will not produce the most economic returns."

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20-9-12-69

By B. Zeeck

LOG FILE SEPT- 15-20

| Date | STORIES & CUTLINES | Locals | State | Reg. | HT's | EXPLANATION |
|---|---|---|---|---|---|---|
| 17-9-18-69 | ALEGRIA ALONSO. (CUTLINE WITH ABOVE) | ✓ | | | | |
| 18-9-18-69 | PROF. WALLACE GARETS | ✓ | | | | |
| 19-9-18-69 | FALL FORENSIC | ✓ | | | | |
| 20-9-18-69 | ICASALS | ✓ | | ✓ | | Weeklies |
| 21-9-18-69 | SNYDER | ✓ | | ✓ | | Weeklies |
| 22-9-18-69 | EX-STUDENTS REUNION | ✓ | | | | |
| 23-9-19-69 | UNIVERSITY THEATER | ✓ | | | | |
| 24-9-19-69 | SEARS-ROEBUCK SCHOLARSHIPS | ✓ | | | | |
| 25-9-19-69 | RECOGNITION PROGRAM | ✓ | | | | |
| 26-9-19-69 | EX-STUDENTS ASSN - GOV. SMITH | ✓ | | | | |

LOG. FILE SEPT. 15 - 20

| Date | STORIES & CUTLINES | Locals | State | Reg. | HT's | EXPLANATION |
|---|---|---|---|---|---|---|
| 1-9-15-69 | UNIVERSITY SPEAKER SERIES | ✓ | | | | |
| 2-9-15-69 | (CUTLINE) COLLEGE-BUSINESS SEMINAR | ✓ | | | | |
| 3-9-15-69 | EDUCATIONAL CONFERENCE | ✓ | | | | |
| 4-9-15-69 | M COLLIER PERRY | ✓ | | | | |
| 5-9-15-69 | PROF. CHARLES AINSWORTH | ✓ | | | | |
| 6-9-16-69 | ART EXHIBIT | ✓ | | | | |
| 8-9-16-69 | Nat'l. Science Fndn. | ✗ | | | | 3 zeroes A.N |
| 7-9-16-69 | ALL-SCHOOL RODEO WINNERS | ✓ | | | | |
| 9-9-16-69 | ENROLLMENT | ✓ | | | | |
| 10-9-16-69 | GAIL CARTER | ✓ | | | | |
| 11-9-17-69 | COSTUMES | ✓ | | | | |
| 12-9-17-69 | J. DAY | ✓ | | | | |
| 13-9-17-69 | MAKE-IT-YOURSELF-WITH-WOOL | ✓ | | SOME ✓ | | |
| 14-9-17-69 | COMPUTER CONFERENCE | ✓ | PARTS ✓ | ✓ | | |
| 15-9-17-69 | PROF. JOHN P. BRANO | ✓ | | | | |
| 16-9-17-69 | SCIENCE FOUNDATION | ✓ | | | | |

This release distributed 9-15-69
to Lubbock news media

LUBBOCK -- Russian expert Zbigniew Brzezinski (pronounced "zeb-new bra-zin-sky) will discuss the significance of recent development in Czechoslovakia in a public lecture Thursday (Sept. 18) at Texas Tech.

His address at 7:15 p.m. in Tech Union Ballroom will be the first in the 1969-70 University Speakers Series, a group of lectures presented each year by world leaders in their respective fields. There is no admission charge.

Since 1962 Dr. Brzezinski has been director of the Research Institut on Communist Affairs at Columbia University, where daily events in the Communist world are studied, placed in historic perspective and projected to analyze their probable effect on international affairs.

From 1966 to 1968 he was on leave of absence from the Institute to serve as a member of the Policy Planning Council of the Department of State.

He frequently has appeared on such national television programs as Meet the Press, and is the author of several books on Russia, including "The Permanent Purge," "The Soviet Bloc," and "Ideology and Power in Soviet Politics."

Dr. Brzezinski was awarded bachelor's and master's degrees with high honors from McGill University and holds a Ph.D. in political science from Harvard University. He taught government and was associated with the Russian Research Center and the Center for International Affairs at Harvard before going to Columbia.

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1-9-15-69

By Emil Carmichael

This release distributed 9-15-69
to Lubbock news media

LUBBOCK -- Three professors from Texas Tech will attend a college-business seminar Oct. 12-14 at the Lakeway Inn near Austin.

Attending the three-day meeting will be Dr. Paul V. Prior, professor of biology; Dr. Billy I. Ross, professor of advertising and marketing, and Dr. John Wittman Jr., associate professor of economics.

The seminar is sponsored by Southwestern Bell Telephone Company.

The three will be among 20 college and university educators at the seminar, which also will be attended by telephone company officials.

H. D. Schodde, general manager for Southwestern Bell's San Antonio area, will host the conference. Topics to be discussed include regulations and earnings, social responsibility of business, and student unrest.

The seminar, second of two held annually by the telephone company, aims at promoting understanding between the academic and business communities.

-30-

2-9-15-69

By Dan Tarpley

This release distributed 9-15-69
to Lubbock news media

LUBBOCK -- Texas Tech will host one of six regional teacher education conferences which will precede the annual Conference on Teacher Education to be held at Dallas Oct. 19-21.

Each of the regional meetings will be addressed by a leading figure in education in Texas. Dr. Herbert LaGrone, dean of the School of Education at Texas Christian University, will deliver the principal address at the West Texas regional meeting at the Tech Union Sept. 30. Attendance, by invitation, is expected to be between 200 and 300 persons

Tech's Education Dean Gordon Lee delivered the address to the regional meeting held Monday (Sept. 15) at Southwestern University in Georgetown.

"This is the first year that the regional meetings have preceded the state meeting," Dr. Lee said. "The procedure institutes a new pattern for the program."

The regional meetings are sponsored by the regional consortium of Educational Service Centers.

Speakers for the other four regional meetings are Dr. Reginald Hinely of North Texas State University, Dr. Robert Howson of the University of Houston, Dr. O. L. Davis of the University of Texas, and Dr. Earl Jones of Texas A.& M University.

The six speakers for the regional meetings, Dr. Lee said, will participate in a panel at the statewide meeting on the theme of "What Teacher Education Should Become." Dr. L. D. Haskew, professor of education at the University of Texas, will moderate.

-30-

3-9-15-69

By Dan Tarpley

This release distributed 9-15-69
to Lubbock news media

LUBBOCK -- Whatever becomes of the thousands who are graduated from Texas Tech? Most who prepare to teach teach. Those who study agriculture go into that industry. The same for students of engineering, except...

Occasionally there is one like M. Collier Perry who was graduated in 1967 in industrial engineering and now is most concerned with the initiation of a reforestation project on the eastern edge of the Indian Desert.

Perry wrote this week (Sept. 15-20) to Texas Tech's International Center for Arid and Semi-Arid Land Studies seeking assistance for the project which, he felt, would help the group with which he is working -- REWARDS (Rajasthan Emergency Water and Agricultural Resources Development Society.)

Perry described himself as a Peace Corps volunteer working with REWARDS which is a private society funded by "such organizations as the Catholic Relief Service and the World Council of Churches through an organization in New Delhi, Action for Food Production (AFPRO). REWARDS has capital equipment such as tractors, compressors, drill rig and other items useful to its works.

At present the organization "is operating a Halco 625 tube well drilling machine, several compressors doing long hole boring and blasting in open wells. Tractors are being used for custom ploughing, threshing and general agricultural purposes," Collier wrote.

He is working in Ajmer District, in Central Rajasthan.

"The average rainfall, mostly from the July-August monsoon, is approximately 20 inches per year," he wrote. "However, Ajmer proper has had only about 7 inches to date in 1969, and the monsoon is probably over."

Water is definitely a problem. A great number of the drinking wells in the village are dry, and it appears that the monsoon crops around Ajmer will die for lack of follow-up water.

"One of our purposes in having the Halco rig is to explore the tube well possibilities for the area," he said.

Perry explained that his job is with the Agriculture Extension Division of REWARDS, and his special concern is with reforestation.

"This district lies at the eastern edge of the Indian Desert," he said. "Some years ago there were dense forests near Ajmer, but now this covering is gone due to a number of reasons: villagers have cut the timber for fuel during famine periods; a large goat population uninhibitedly grazes the land and eats all grass and seedlings as well as foliage cut out of existing trees by herders; and a decade of poor monsoons.

"Due to these factors," he said, "the desert is rapidly extending itself into Central Rajasthan."

To control the inroads of the desert and reforest the land, Perry sought information assistance from the International Center. Serving it its role as an information bank, the Center forwarded to him sources, many of them in India, which could help him formulate a workable project.

(Perry's home address was listed as 1940 Northwood, Maryville, Tenn.)

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4-9-15-69

By B. Zeeck

This release distributed 9-15-69
to Lubbock news media

LUBBOCK -- A one-day conference providing a special look at child development will be held at Texas Tech Tuesday (Sept. 16) for prospective teachers, faculty, bilingual kindergarten teachers and other interested teachers and counselors.

Education Prof. Charles L. Ainsworth, director of Texas Tech's Prospective Teacher Fellowship Program, is coordinator for the invitational conference which, he said, is open to professional people with a particular interest in culturally disadvantaged children.

Consultants and speakers for the conference will be President Uvaldo Palomares and Executive Secretary Jerry Southard of Child Development Training Laboratories in San Diego, Calif.

A campus session will be held from 8:45 a.m. to 12 noon in the Blue Room of Tech Union. A 4 to 5 p.m. session will take place for interested teachers and counselors at Alderson Junior High School.

The morning session will involve university level faculty and public school curriculum personnel from throughout the area. A special afternoon session will be devoted to bilingual kindergarten teachers of Lubbock's public schools, serving two classes at Sanders and Wolffarth elementary schools and one at Guadalupe.

Texas Tech students enrolled in the Prospective Teacher Fellowship Program will attend all sessions.

Dr. Palomares has worked as a psychometrist, a counselor and a director of special services for a school district and as a member of the San Diego State College faculty. He is a member of the U. S. Commission on Civil Rights and of the National Advisory Committee for Education Laboratories. His major interests are in educational psychology, the culturally disadvantaged, clinical psychology and early childhood guidance.

-more-

Add one -- Prof. Charles L. Ainsworth

Dr. Southard has taught in junior high school and served as principal of a junior high school. He has served as a director of research and as coordinator of guidance at Las Cruces, N. M., and as visiting professor at the University of New Mexico. His primary interests are in migrant, bilingual children and in program design and evaluation.



5-9-15-69

By F. Zeeck

This release distributed 9-16-69
to Lubbock news media

LUBBOCK -- Texas Tech faculty artists Dick Evans and Paul Hanna are represented in regional art shows which opened this month in Arkansas and Oklahoma.

Two stoneware pieces by Evans were selected for exhibit in the Third Annual Prints, Drawings and Crafts Show at the Arkansas Art Center in Little Rock.

On one of the items, the 14-inch "Mother of Pearl with Hair of Gold," Evans used low fire luster glazes. The other, a 12-inch plate, was glazed in brown, black and gold using the wax resist technique. The show was juried by Paul Soldner, nationally known potter of Aspen, Colo.

Hanna's sculpture, "Plastic Man Encaged," was tapped for display in the Past Juror's Invitational Show of an eight-state painting and sculpture exhibit at the Oklahoma Art Center in Oklahoma City. The sculpture, now owned by the West Texas Museum Association, depicts a figure encased in a column of polyester resin.

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6-9-16-69

By Emil Carmichael

This release distributed 9-16-69
to Lubbock news media

LUBBOCK -- Kay Eicks and Jarrell Russell took All Around Cowgirl and Cowboy ratings at the third annual all-school rodeo sponsored by Texas Tech Rodeo Association.

Estimated crowds of 1200 Saturday and 850 Sunday cheered the performances in the Dub Parks Memorial Arena.

Men's events and the winners include bull riding, Chuck Frode, Hank Sory, Terry Childers and Harold Kretschner; calf roping, Russell, Jimmy Armstrong, Philip Williams and Stanley Hackfield; bareback bronc riding, Rex Rash, Ken Welch, Gerald Mitchell and Kretschner, and horseless steer wrestling, Jack Eicks, Travis Wilson, Garland Goodwin and Russell.

Girl's events and the winners were barrel racing, Kay Eicks, Jacque McAshan, Susan Threadgill and Anita Ramsey; goat tying, Annette Duncan, Kay Eicks, Anita Ramsey and Diana White; and break-away roping, Susan Threadgill.

Pi Beta Phi Sorority and Phi Delta Theta Fraternity were winners in the special events for Tech's social groups.

Stock was furnished by Charlie Thompson and Red Whatley.

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7-9-16-69

By Dee Powell

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

LUBBOCK -- Long range planning for the National Science Foundation will be made at a meeting of several of the National Science Board's top officials at Texas Tech University Wednesday and Thursday (Sept. 17-18).

IBM Vice President E. R. Piore, chairman of the Long Range Planning Committee of the Science Board, will preside over his group's two-day session.

"We are pleased to have the committee accept our invitation to hold this important meeting at Texas Tech and to have its members become better acquainted with our institution, faculty and student body," Tech President Grover E. Murray said.

"We consider it an honor for this group to choose Texas Tech for the site of one of its sessions."

This sixth meeting of the Long Range Planning Committee is expected to be attended by the following National Science Board members; Dr. Piore of Armonk, N. Y.; Dr. Thomas F. Jones, Jr., president of the University of South Carolina, Columbia, and vice chairman of the committee; Dr. Philip Handler of Washington, D. C., president of the National Academy of Sciences and chairman of the National Science Board; Harvey Picker of White Plains, N. Y., chairman of the board of Picker Corporation, and Dr. Murray.

National Science Foundation staff members who plan to attend include Dr. Louis Levin, staff liaison officer, Long Range Planning Committee and associate director of the Foundation; Daniel Hunt, Jr., executive executive/secretary of the committee and special assistant to the director of the National Science Foundation; and Miss Vernice Anderson, secretary of the National Science Board.

The committee devotes its attention to "long range problems of science in the country and the role of the Foundation in acting upon them."

-more-

Specific problems under its jurisdiction are:

National needs of the country and the role to be played by the Federal Government;

Any changes in the proposed role of the Foundation in the Federal Government encompassing substantive as well as organization issues;

Articulation of the goals for science and science education with other national goals;

Levels of support for science and the forms that support should take; and

Identification of national policy issues which the board should study and make pronouncements upon through annual reports or otherwise.

The National Science Foundation was established May 10, 1950, as an independent agency of the Executive Branch of the Federal Government, to consist of a National Science Board and a director.

The board is composed of 24 members and the director. Members are selected "because of their distinguished service in the basic sciences, medical science, engineering, agriculture, education, or public affairs."

Texans, in addition to Dr. Murray, serving on the board, are Dr. Norman Hackerman, president of the University of Texas at Austin, and Dr. Charles F. Jones of Houston, president of Humble Oil & Refining Company.

The Foundation Act assigns in general the policy-making function to the National Science Board and the administration to the director. An amendment also directs the National Science Board to "assess the status and health of science, including such matters as national resources and manpower, in reports to be submitted annually to Congress."

-30-

By Dan Tarpley

8-9-16-69

This release distributed 9-16-69
to Lubbock news media

LUBBOCK -- A total of 19,490 students are registered for 1969-70 fall classes at Texas Tech, setting a new record in first semester enrollment, according to official tabulations released Tuesday (Sept. 16

The audited figures represent an enrollment hike of 456 over the previous record of 19,034 established last fall, said Miss Evelyn Clewell, director of institutional studies and space utilization.

Of this number, 6,298 are freshmen, 3,773 are sophomores, 3,616 are juniors, 3,408 are seniors and 2,395 are graduate students. The greatest gain was at the graduate level, up approximately 13 per cent from last year's 2,116. The senior class showed a numerical gain of 213 over last year's total.

The ratio of men to women students remains substantially the same as in recent years with 7,731 coeds enrolled as compared to 11,759 male students.

A breakdown by schools and colleges shows 1,347 in the College of Agricultural Sciences, 6,562 in the College of Arts and Sciences, 4,797 in the College of Business Administration, 2,958 in the College of Education, 2,265 in the College of Engineering, 1,377 in the College of Home Economics and 184 in the School of Law.

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9-9-16-69

By Emil Carmichael

This release distributed 9-16-69
to Lubbock news media

LUBBOCK -- Gail Carter, Texas Tech senior from Abilene, has been awarded a $500 Edward B. Osborn Trust Scholarship for 1969-70, according to announcement by the American Dietetic Association Foundation, administrators ofthe grants program.

She is one of six students to receive the scholarships awarded this year to outstanding home economics students in the U. S. who plan to enter the profession of dietetics.

Miss Carter was elected to the Dean's Honor list both her sophomore and junior years and for the past two years has held the Ethel Foster Scholarship awarded by Tech's College of Home Economics. She also is recipient of a $250 Tech Dads Association Scholarship for the current academic year.

A campus leader, Miss Carter is project chairman of the Tech chapter of Phi Upsilon Omicron, national home economics honorary society, and chairman of the Food and Nutrition Interest Group of the American Home Economics Association on campus. Last year she was appointed delegate to the Texas Nutrition Council.

She is the daughter of Mr. and Mrs. L. L. Carter, 2510 Wooldridge, Abilene.

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10-9-16-69

By Emil Carmichael

NEWS

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Division of Information Services
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--"A true university -- the kind we are building at Texas Tech -- is a center for knowledge, and that knowledge by its nature is drawn from many sources -- wherever, throughout space and time, the mind of man or his instruments can range."
-- Texas Tech President Grover E. Murray

Texas Tech University will graduate its first law class in the spring of 1970. A School of Medicine has been authorized and already is in the planning stage. The university's College of Business Administration has become one of the largest college divisions of its type in the nation.

Granted that these would be significant milestones in the life of any educational institution. At Texas Tech, however, they are more typical than climactic.

Growth and expansion, a constant broadening of the curriculum in both scope and depth have characterized the university since it opened its doors to its first student body of 910 in the fall of 1925.

Today, there are 19,490 men and women enrolled in the University's eight academic divisions -- the Colleges of Agricultural Sciences, Arts and Sciences, Business Administration, Education, Engineering and Home Economics, the Graduate School and the School of Law. Of this number, 2,380 are seeking degrees at the graduate level.

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Tech is one of the state's four multi-disciplinary institutions authorized to offer graduate programs of special excellence leading to doctoral degrees. In keeping with President Grover E. Murray's emphasis on research and graduate programs, the University in recent months has added doctorates in three areas, boosting the total to 23. Bachelor's degrees are awarded in 93 areas and master's degrees in 58.

Long a "true university" academically, Tech became a university in fact on Sept. 1, 1969, when the name officially was changed from Texas Technological College to Texas Tech University. At the same time six academic divisions moved up from "school" to "college" status and the university's governing body became the "Board of Regents."

Tech's students --- drawn from all 50 states and more than 40 foreign countries -- represent a diversity of interest, backgrounds and goals.

They are, in Dr. Murray's opinion, more intellectually curious and better prepared than their predecessors because "we have designed our educational systems to train individuals to think more, to question more, to wonder more."

To serve these diverse needs, Texas Tech is committed, he feels, to an ever-broadening concept of education, research and public service.

With these goals in mind, Tech offers a broad spectrum of courses ranging from art to zoology.

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In making degree choices, 6,562 students have elected majors offered by the College of Arts and Sciences and 4,797 are pursuing courses of study in the College of Business Administration, the two largest academic divisions on campus. The College of Education is next on the numerical list with 2,958 in its teacher training program.

The College of Engineering has an enrollment of 2,265 and the College of Home Economics has 1,377. The College of Agricultural Sciences, which recently implemented doctoral programs, has 1,347. Tech's School of Law, the first graduate professional school established in West Texas (fall of 1967), has an enrollment of 184 and will graduate its first class in the spring of 1970.

The University's accreditation record, based on strict adherence to high standards, attests to its strong emphasis on quality education in many fields.

Tech holds membership in the prestigious Southern Association of Colleges and Schools, the accrediting body for this region, and in the Association of Texas Colleges and Universities, accrediting body for the state.

The University is a member of the American Association of Collegiate Schools of Business, attesting to its preeminence in the field of business administration.

Tech's departments of Civil, Electrical, Mechanical, Industrial, Petroleum, Textile and Chemical Engineering, Agricultural Engineering and Engineering Physics have won accreditation by the Engineers' Council for Professional Development. The Department of Architecture

Teacher education has brought recognition by the National Council for Accreditation of Teacher Education.

Tech also is a member institution of the Western Information Network, the Gulf Universities Research Corporation, National Association of State Universities and Land Grant Colleges, the Southwest Alliance for Latin America and the Organization of Tropical Studies, Inc

Tech's laboratory facilities offer opportunities for research in many specialized areas relating to science, agriculture and industry.

The recently expanded Textile Research Center is one of the few facilities in the world capable of studying textile processing from fiber production to the finished product.

The university's Water Resources Center, special studies in water and land conservation, and livestock and crop production research are making significant contributions to the areas of agriculture and industry.

Tech serves the world through its International Center for Arid and Semi-Arid Land Studies (ICASALS), a unique facility designed to foster research in all disciplines and to effect an interchange of ideas and information with the arid and semi-arid nations of the earth.

Tech is located in Lubbock, a city of 170,000 on the High Plains of Texas. The 1,839-acre campus, in one contiguous tract, is one of the largest in the U. S. In addition, the university operates an agricultural arm of some 14,000 acres of owned and leased land at the Tech Research Farm near Pantex in the Texas Panhandle.

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Tech's $60 million building program, designed to keep pace with a pyramiding enrollment, is adding thousands of square feet of classroom, laboratory and office space annually.

New construction includes a Business Administration Building, high rise residence hall complex, an ultra modern Biology Building, a School of Law Building, and a Foreign Languages-Mathematics Building.

Slated for occupancy in 1970 are an addition to the Chemistry Building, an Architecture and Art Building, a Museum Complex and a laboratory facility for the Department of Civil Engineering.

Architecturally, the Tech campus draws inspiration from the Spanish Southwest, in the graceful archways flanking the buildings surrounding the Engineering Mall and the Science Quadrangle and in the red tiled roofs that distinguish many of the original buildings on the central campus. Newer buildings reflect the Spanish Renaissance motif in harmonizing designs.

-30-

E.C.

September 16, 1969

This release distributed 9-17-69
to Lubbock news media

LUBBOCK -- A wedding gown worn at a ranch wedding more than 90 years ago, an elegant brocade velvet dress "imported" from Kansas City, and several other stylish reminders of Texas' past have been given to the Texas Tech University Museum.

Several dresses from the collection went on display this week (Sept. 15 --).

Included is another wedding dress, worn by the daughter of the 1876 bride, and a child's dress and slippers.

Making the gift were the daughters and sons of the late Sallie Reynolds Matthews: Mrs. Susette Burns, Pauk Valley, Okla.; Mrs. Lucile Brittingham, Fort Worth; Mrs. Sallie Judd, Houston; Mrs. Ethel M. Casey, Albany, Tex., and Joe B. and Watt Reynolds Matthews of Albany.

Anne Blanton, Albany, daughter of another daughter, the late Mrs. May Matthews Blanton, gave her mother's wedding gown and a dress and slippers May wore as a child.

Receiving the gift for the Museum were Dr. and Mrs. W. C. Holden, co-chairmen of the Ranch Headquarters Committee, coordinator of efforts to establish at Texas Tech an authentic ranch headquarters on the 75-acre site of the new museum now under construction.

A particularly rare item among the gifts was a small comforter filled for warmth with buffalo hair taken from the animals' mops and beards.

The buffalo hair originally was made into a mattress, in 1866-67, at the old Stone Ranch. It was made by Annie Campbell Reynolds from buffalo shot by her sons, George, William, Glenn and Phineas, according to Mrs. Casey, their niece and a granddaughter of Annie Campbell Reynolds.

"About every two years," Mrs. Casey recalled, "our grandmother would open up the mattress, and the granddaughters would help pull each tuft of hair and fluff it up."

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Especially elegant is a black dress made in 1910 of material brought from Switzerland to Sallie Reynolds Matthews by her daughters, Lucile and Ethel. The material is black embroidered chiffon. Mrs. Matthews had it made over white satin and with a short train.

Older is a dress with a history linked to the cattle marketing of the last century. It is a brown brocade velvet, beribboned dress ordered as a surprise for Sallie Reynolds Matthews by her husband, John Alexander, when he saw the material in Kansas City where he had taken cattle to sell in 1886 or '87.

The dress ordered from Mrs. Brown, a famous dressmaker of the era, has satin panniers, is lined, and has a still-popular basque waist set off with heavy lace matching the trim on the sleeves.

A purple velvet jacket is part of the gift. It was worn by Sallie R. Matthews, about 1909, with a white point d'esprit skirt.

An elegant highlight of the collection belonged to Annie Campbell Reynolds, wife of Barber Watkins Reynolds. She wore it in the 1890's -- a black faille cape with double ruching trim and a matching bonnet worn with her black faille Sunday dress.

A lavender foulard dress with a train, made by a Miss Brock of Fort Worth for Sallie R. Matthews to wear to Fort Worth parties about 1912, is included.

And there are the wedding dresses.

The first was made in 1876 of a white silk alpaca.

It was worn by Sallie Reynolds when she was married to John A. Matthews, forming the second formal link between the J O S Ranch and the Spanish Gourd.

It had been made by the bride's mother, a Scotswoman who spoke Gaelic in her youth, and by Sallie's sister, Susan Reynolds Bartholomew.

In her book, "Interwoven," published in 1936, Sallie Reynolds Matthews described the dress she wore for that Christmas Day wedding.

The "dress had a long tunic or overskirt which was all tied up from the underskirt, making it puff out in the back with a bouffant effect, and a little tight basque waist with lace on the bottom of it."

She wore the dress again, 10 years later and wrote of that day.

"On Christmas Day, 1886, we celebrated our tenth wedding anniversary. I wrote to Mrs. C. D. Brown, who attended to anything for us from making dresses and mounting needlepoint slippers to buying wedding cards, asking her to send me cards for invitations; these were of a color and texture resembling tin.

"Later on in the afternoon, I put on my wedding dress...which seemed to please the guests."

Of Mrs. Brown, Mrs. Matthews had written earlier that she was a French dressmaker in Fort Worth "whom many of the older generation will remember... Anything that Mrs. Brown made had the 'magic touch' for she was an artist in her line."

The other wedding dress was that of Mary Louise (May) Matthews who wore it Sept. 27, 1899, when she was married to Thomas Lindsay Blanton at the Matthews Memorial Presbyterian Church in Albany. Madame Price, modiste at Sanger Bros. in Dallas, made the dress of ivory faille taffeta.

The Matthews women knew style and appreciated it. They were 19th Century subscribers to "The New York Weekly Sun" and "Demorest Magazine, which Mrs. Matthews described as "a fashion book and all around household magazine." Later they relied on "Godey's Ladies Magazine" and "Harper's Bazaar."

Dr. Holden, historian, author and the first director of The Museum, emphasized "the contribution the Sallie Reynolds Matthews Collection brings to the visual interpretation of our ranching heritage."

Dr. Holden has written several ranch histories. He knew Sallie Reynolds Matthews and her family.

"These historic costumes," he said, "appropriately reflect a refined taste and the quality of life the family established in a frontier region."

Mrs. Betty Mills, assistant curator of collections at The Museum, said the costumes from the 19th Century are particularly valuable for studies in textiles and costume design.

Add three -- Sallie Reynolds Matthews

"The garments of the Sallie Reynolds Matthews Collection are especially important for their historical significance," she said, "reflecting the life of this era in Texas ranching. They will richly embelish The Museum's Historical Costumes Collection, interpreting the life of ranch women in this part of Texas."

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11-9-17-69

By B. Zeeck

This release distributed 9-17-69
to Lubbock news media

LUBBOCK -- More than 350 high school editors, writers and photographers will participate in "J" (Journalism) Day activities at Texas Tech University Saturday (Sept. 20).

Prof. Wallace E. Garets, chairman of the Journalism Department, said students will attend from more than 25 West Texas and Eastern New Mexico high schools.

Principal speaker for the luncheon will be Mrs. Evelyn Orr, widely-known journalism teacher at University High School, Waco. This will be her second time to speak to "J" day visitors. Tech journalism professors will moderate a panel.

The students will be guests of the Tech Journalism Department at the Texas Tech-Kansas University football game Saturday night at Jones Stadium.

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12-9-17-69

By Dan Tarpley

This release distributed 9-17-69
to Lubbock news media

ATTENTION: WOMEN'S EDITORS

LUBBOCK -- Young women in the Panhandle-South Plains area who plan to participate in the District I Make-It-Yourself-With-Wool contest may obtain entry blanks and official information from Mrs. Myra Timmons of Texas Tech's College of Home Economics.

Nov. 1 will be the deadline for receiving applications from county winners, according to Mrs. Timmons, director of the district finals which will be held at Tech Nov. 22.

Last year more than 170 young women from the 64-county area entered the district competitions.

"If there are not enough entries from a county to warrant a county contest," Mrs. Timmons said, "the local director may see that entries are scored and eliminated to determine the 10 contestants to be sent to District I."

The 1969 contest will have four groups of entries: Sub-debs division, 10 through 13 years, eligible for the district level only; Junior division, 14 through 17 years, and the Senior division, 18 through 21 years, both of which are eligible for the national contest, and the Adult division, over 21, eligible for district and state contests.

The contest, designed to acquaint the young seamstresses with the place of wool in the fabric and fashions market, is sponsored annually by the American Wool Council and the Women's Auxiliary to the National Wool Growers Association.

The contestant must model her own garment before the judges. Rules stipulate further that all work on the garment must have been done by the contestant since Jan. 1, 1969, and that the fabric must be loomed or knitted in the United States and contain no more than 5 per cent of a non-wool fiber. A bonded tricot lining is acceptable. Pants and pant dresses will be allowed in competition this year.

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Judging in all divisions is based on workmanship, beauty of design, coordination with the individual and appearance in fashion. Judging will be done by experts in wool fabrics, fashion and constructio

District winners will receive a trip to the state contest Dec. 6 in San Antonio. Each of the 41 winners from 20 area sheep councils will receive a four-day trip to the national competitions in Denver, Colo., on Jan. 22. The grand prize is a two-week trip to Europe.

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13-9-17-69

By Emil Carmichael

This release distributed 9-17-69
to Lubbock news media

LUBBOCK -- A critical shortage of qualified personnel in the new and fast-changing field of computer sciences -- made worse by an overlap in services and course work -- is a problem headed for prime consideration at an Oct. 3-4 conference at Texas Tech.

The conference is labeled the First Annual Meeting on Texas State Supported Computer Science Programs and Computer Centers in Institutions of Higher Learning.

Invited to the conference are computer science and center personnel from all state-supported colleges and universities.

"We all have major problems in common," explained Texas Tech Computer Services Director George S. Innis, "and the directors of the state supported centers are fairly isolated. This conference will give us the opportunity to discuss the problems we share."

He cited as major difficulties limits on personnel and funds available.

"With our limited resources," he said, "it does not seem reasonable that each institution should develop the same kind of computer science program."

He said pre-conference talks indicated that computer center directors tended to favor a standard, basic curriculum offered at all institutions, "but most of us would like to avoid duplication in the specialized training.

"As it is," Prof. Innis said, "we're all vying for the services of the same individuals, and that is not in the best interest of the state nor our own self-interest either.

"In this conference we can become acquainted with the facilities each institution has and work toward the optimum development of the resources the state can provide."

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Speakers and session chairmen include Dr. Elliot Organick, on leave from the University of Houston for special research work at M.I.T.; L. Durwood Henderson, West Texas State University; Robert A. Sibley, University of Houston; Orus Mooney, director of Systems Division, state auditor's office; Jack Clark, manager, Borger Computing Center, Phillips Petroleum Company; R. Bradford Thomas, assistant vice president and manager of Systems and Programming, Texas National Bank of Commerce in Houston; Dr. Bruce Johnson, chief, Information Processing Technology Branch, National Aeronautics and Space Administration, Manned Spacecraft Center, and Robert E. Kemp, regional systems manager, Scientific Data Systems, Xerox Corporation.

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14-9-17-69

By B. Zeeck

This release distributed 9-17-69
to Lubbock news media

LUBBOCK -- Texas Tech Geology Prof. John P. Brand will serve during the coming year as associate director for education of the Organization for Tropical Studies, which trains United States and Latin American students in those areas of science unique to the tropics.

Dr. Brand's appointment was announced Wednesday (Sept. 17) and will continue through Aug. 31, 1970. He will be stationed in San Jose, Costa Rica, starting Jan. 1.

His assignment includes the coordination of ten graduate courses on the Middle American tropics and the Caribbean region to be offered in 1970 and the development of a program for the earth sciences.

OTS is a consortium of 25 leading U. S. and Latin American educational and research institutions, including Texas Tech University. Its program is supported largely under a grant from the National Science Foundation. Its administrative base is at the University of Miami in the United States, and the operating base is at the University of Costa Rica in San Jose.

Most activity is focused in Costa Rica and Guatemala although many special studies take students to other countries and islands in the tropics.

Dr. Brand's assignment is his second in overseas work. He served on the faculty of the University of Baghdad in 1963-64. His degrees were earned at Miami University in Ohio and the University of Texas, and he also has studied at the Massachusetts Institute of Technology.

Students taking OTS courses are selected on a national competitive basis, and many are supported by grants. Faculty for the courses is chosen from among outstanding scientists throughout the world. The primary objective is to train a cadre of scientists prepared to help in tropical lands development.

Dean Gerald W. Thomas of Texas Tech's College of Agricultural Sciences and Biology Prof. Robert L. Packard are the university's representatives on the OTS Advisory Council, and Dr. Thomas is chairman of the OTS Agricultural Sciences Committee.

This release distributed 9-17-69
to Lubbock news media

LUBBOCK -- Five members of the National Science Foundation's governing board and three staff members opened a two-day planning session at Texas Tech Wednesday (Sept. 17).

The chairman of the Long Range Planning Committee of the National Science Board, E. R. Piore of Armonk, N. Y., vice president of IBM, said his group would look at "long range problems of science in the country and the role of the Foundation in acting upon them." This is the committee's sixth meeting.

The planning committee will discuss and consider national needs, possible changes in the proposed role of the Foundation, goals for science and science education, levels of support for science and the forms that support should take.

The committee reports annually to the National Science Board.

Other committee members in attendance include Dr. Thomas F. Jones Jr., president of the University of South Carolina; Dr. Philip Handler of Washington, D. C., president of the National Academy of Sciences; Harvey Picker of White Plains, N. Y., chairman of the board of Picker Corporation; Dr. Grover E. Murray, president of Texas Tech; and Dr. Louis Levin, Daniel Hunt Jr., and Miss Vernice Anderson, all of Washington.

Dr. Jones is vice chairman of the committee; Dr. Handler is chairman of the National Science Board. Dr. Levin, Hunt and Miss Anderson are staff members of the Foundation.

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16-9-17-69

By Dan Tarpley

CUTLINES ----------

SCIENCE FOUNDATION PLANNERS -- Texas Tech President Grover E. Murray, left, greets three members of the Long Range Planning Committee of the National Science Foundation which opened a two-day session at the university Wednesday. They are, from left, Committee Chairman E. R. Piore of Armonk, N. Y., vice president of IBM; Miss Vernice Anderson, secretary of the National Science Board; and Dr. Philip Handler of Washington, D. C., president of the National Academy of Sciences and chairman of the National Science Board. (Tech Photo)

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16-9-17-69

This release distributed 9-18-69
to Lubbock news media

LUBBOCK -- Theater fare at Texas Tech this year will include a popular Mexican comedy performed in Spanish and directed by prize-winning Peruvian playwright Alonso Alegria, visiting professor of Spanis at the University.

Alegria - whose father, Ciro Alegria, won international acclaim for his novels realistically depicting Indian life - said his students will perform "Rosalba y los Llaveros," a three-act comedy by Mexican playwright Emilio Carballido.

The play was chosen, Alegria said, "because it is good and also because it should attract a wide audience since the impact of the Mexican culture is so strong here. The play will be easily understood."

Alegria is the author of "El Cruce sobre el Niagara" which he is translating now into English as "Niagara Tightrope." The play brought him the Peruvian Playwriting Prize in 1965, the international Casa de las Americas prize in 1969, and widespread interest in Europe and the United States.

Chairman Harley D. Oberhelman of the Department of Classical and Romance Languages said Alegria's appointment as visiting professor offered "an opportunity not usually available to students of a foreign language."

"Prof. Alegria is a craftsman in the performing arts," he explained "and students in advanced drama and literature have a rare opportunity to learn, not only the language but also the craft."

"I am not an academician as much as I am a craftsman and a playwright," Alegria said. "I hope that, in addition to producing a play this fall, students during the spring semester will have the interest, ability and inspiration to undertake the writing of plays. I enjoy teaching, but I expect to spend most of my life in the theater rather than on the campus."

He explained that Texas Tech Horn Prof. Faye Bumpass, who at one time taught in Peru, "has known me since I was 4 years old" and influenced his decision to teach at Texas Tech.

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Prof. Alegria holds a bachelor's degree from Yale College and the master of fine arts degree in playwriting and dramatic literature from Yale Drama School. He left his studies in architecture in 1960 to study theater. After some work at San Marcos University Theater in Lima, he formed an independent theater group with which he staged "Of Mice and Men" by Steinbeck, "Waiting for Godot" by Beckett and "The Beautiful People" by Saroyan, among others.

In 1962, he won a Fulbright travel grant and a full scholarship to study at Yale. Following his graduation, he worked as a post graduate fellow as a stage manager for the Yale Repertory Theater and, during the summer, with the New York Shakespeare Festival.

In the United States, he has directed Ionesco's "The Killer," Strindberg's "Miss Julie," Anouilh's "Becket," "The Clouds" by Aristophanes, and others.

His wife, Marta, whom he married last July, is enrolled at Texas Tech. She is taking three courses in English as a second language. The daughter of Rafael Sanchez-Alzcorbe, Peruvian diplomat, she was born in Argentina and has lived in Panama, Bolivia, Ecuador and Chile.

The Alegrias met in the theater where Mrs. Alegria was performing as an amateur actress in plays directed by Prof. Alegria.

- 30 -

17-9-18-69

By B. Zeeck

NEWS
Texas Tech University
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Cutlines ----------

PLAYWRIGHT -- Peruvian playwright Alonso Alegria and his wife, Marta, are visitors to Texas Tech this year. Alegria is visiting professor of Spanish, teaching advanced courses and Spanish drama. He will direct students in "Rosalba y los Llaveros," a three-act Mexican comedy, later this semester. Mrs. Alegria is a student at the University.

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17-9-18-69

This release distributed 9-18-69
to Lubbock news media

LUBBOCK -- Prof. Wallace Garets, chairman of Texas Tech's Department of Journalism, has been elected to the executive committee of the American Association of Schools and Departments of Journalism.

The association is an organization of nationally accredited schools. Tech was officially recognized in 1965 by the American Council on Education for Journalism.

Representing the American Society of Journalism School Administrators, Garets is serving his second three-year term on the American Council, which includes eight elected educator members and eight from news media.

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18-9-18-69

By Dee Powell

This release distributed 9-18-69
to Lubbock news media

LUBBOCK -- Representatives from about 50 colleges and universities across the nation are expected on the Texas Tech campus Oct. 18-20 for the Tech Fall Forensic.

Some 300 students will participate in debate, interpretation and persuasive and extemporaneous speaking, according to Vernon McGuire, sponsor of Tech's debate society.

While Tech students may take part in the preliminary rounds, representatives of the host school will be barred from final competition.

Clyde Vinson of Wayne State University in Detroit will speak at an Oct. 18 banquet, and awards will be presented at an Oct. 19 dinner meeting.

Vinson also will be in charge of a non-fictional prose workshop Oct. 19.

Four rounds of interpretative reading Oct. 18 and 19 will include prepared readings in poetry, journals and diaries and selections from a packet which participants have not seen before.

Eight rounds of debate are scheduled Oct. 18 and 19, and final rounds will be Oct. 20. Debate topic is "Resolved that the federal government should grant annually a specific percentage of its income tax revenue to the state governments."

All the events are open to the public.

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19-9-18-69

By Dee Powell

This release distributed 9-18-69
to Lubbock news media

FOR RELEASE THE WEEK OF SUNDAY SEPT. 21

LUBBOCK -- The unlocked secrets of the history and nature of the High Plains of Texas and the American Southwest and counterpart information on the arid and semi-arid lands of the world will be subject for discussion next Thursday and Friday (Sept. 25-26) at an internationa symposium open to the public at Texas Tech.

It is the Third International Symposium of the International Center for Arid and Semi-Arid Land Studies. It was arranged by the Board of Deputy Directors for the International Center.

Board Chairman Idris Rhea Traylor said "we've found no record of any public program like this before at Texas Tech.

"Not only will there be lectures by world authorities on campus especially for this symposium, but the many facets of arid lands problems and cultures explored by our faculty will also be offered.

"The symposium virtually represents short courses offered free of charge to anyone interested in the semi-arid land in which we are located."

He said that interest in the symposium has been evidenced by replie to invitations and that some attending will come from as far away as Washington, D. C., and Mexico. In addition to the public, faculty and students of area colleges are expected.

Eight sessions are planned and, for visitors, it's a "take-your-choice" except for two general sessions.

The first general session will feature Ralph Richardson, associate director, Rockefeller Foundation; Victor MacFarlane, Waite Institute, Adelaide, South Australia; Edward Teller, University of California at Berkeley and consulting professor at Texas Tech; and Peter H. Wycoff, National Science Foundation.

The second general session will be on history and will feature Fred Wendorf, Southern Methodist University, and Charles Di Peso, Amerind Foundation, Dragoon, Ariz., both visiting professors at Texas Tech, and W. Eugene Hollon, University of Toledo.

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Faculty members will talk about art and literature; the chemistry which causes sunlight in arid lands to produce energy; schemes to divert surplus water across continents to watershort farmlands; the electric theory of tornadoes; and down to earth talks about swine production, feedlot waste problems, food supply and world demand, and a number of other pertinent topics.

Sessions, which will take place in the Ballroom and Coronado Room of Tech Union, and session chairmen include Water for Arid Lands, Dr. Frank Conselman, executive director, International Center; Agriculture, Dr. Gerald W. Thomas, dean, College of Agricultural Sciences; History, Dr. Ernest Wallace, Horn Professor of History; Engineering, Dr. John R. Bradford, dean, College of Engineering; The Human Experience, Dr. S. M. Kennedy, vice president for Academic Affairs, and Dr. Lorrin G. Kennamer dean, College of Arts and Sciences; and Natural Sciences, Dr. Monty Davenport, associate vice president.

Dr. Conselman said the program "has been carefully planned to provide a most comprehensive survey of the many facets of the applicatic of the knowledge of a major university to the customs and problems of mankind in an arid environment.

"Texas Tech and ICASALS are proud to present this symposium which i in keeping with the concept of 'Scholarship and Service' established by President Grover E. Murray and General Director Thadis Box as the objective of the International Center.

"The variety of subjects and the prestige of the speakers will make this a major event, to which we cordially invite the public."

The initial session, opening at 8 a.m. Thursday, will be devoted to the Potential of Arid Lands. Following a welcome by Dr. Murray, speakers will discuss potential in Development, Richardson; Protein Production, MacFarlane; Nuclear Engineering, Teller, and Weather Modification, Wyckoff.

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Water subjects include Water, Feuds and Wars, William C. Holden; Continental Water Schemes, George Whetstone; Water Conservation through Multiple Reuse, Dan Wells; Enactment of the Colorado River Project Act of 1968, Ruth Wright; Ground Water in the Northern and Southern Deserts of Iraq, John P. Brand, and The Importance of Irrigated Agriculture to an Economy in the Semi-Arid Region of the Texas High Plains, James Osborn.

Agricultural topics are World Food Demand-Supply Balance -- Implications for Arid and Semi-Arid Land Studies, Mark Fowler; Factors Influencing Productivity in Arid Rangelands, Box; The Use of Hormones To Improve the Reproduction of Livestock, Sam Curl; Potential of Swine Production in Semi-Arid Climates, L. F. Tribble; Intensified Sheep Management Systems under Arid and Semi-Arid Conditions, F. A. Hudson; High Protein Foods from Grain Sorghums, Clara McPherson; Pollution Implications of Animal Waste in a Semi-Arid Environment, T. R. Owens; A Baling Wire Approach to Agricultural Education in Semi-Arid and Arid Lands, Lewis Eggenberger.

History includes New Concepts in Egyptian Pre-History, Wendorf; Pre-historic Methods of the People of Northern Mexico to Challenge Aridity, di Peso; The Role of Arid Lands in the Development of the United States in the 19th Century, Hollon.

Engineering will feature Communications and Lightning in Arid Regions, Darrell Vines; Subsurface Water - Quality Variations Detected by Surface Electrical Measurements, William Miller and John Dowling; Electrical Theory of Tornadoes - Mechanisms and Control, Marion Hagler; An Economic Model of the Cotton Industry, Milton Smith and William Sandel.

Arid Lands and the Human Experience first session will deal with Interrelationship Between the Socio-Cultural System and Economic Development, Carlton J. Whitehead; The Southwest Collection - A Research Center for the Arid Southwest, James Skaggs; Historical Resources Pertaining to the Arid Southwest, David B. Gracy; Socio-Historical Aspects of Aridity, Roy Sylvan Dunn;

Second session will cover Plant Lore - Palestine and the Southwest, Grace Wellborn; "The Green Man" in Asia Minor - Quest for a Lost Water God, Warren Walker and Ahmet Uysal; "Prairie Windmill" augmented by windmill art, Berlie Fallon and Clarence Kincaid; The Mystical and Contemplative Effects of the Sahara on the French Soldier, Harold Simpson; The Effects of North Africa on Some French Painters of the Nineteenth and Twentieth Centuries - Delacroix, Monet, Renoir, Rousseau, Matisse, Elizabeth Sasser; Aridity and Political Ideology - A Case Study in Political Ecology, Frank Baird; The Marks Beach Site and the Late Pleistocene Stratigraphy of the Llano Estacado, Kenneth Honea; Congressional Interest in the U. S. - Mexican Bordër Region, William P. Tucker.

Natural Sciences topics include Adaptations by Amphibians to Arid Environments, Francis Rose; A Synthesis of the Data Concerning the Origin and Development of the Chihuahuan Desert; Genesis of Caliche in the Semi-Arid Lands, C. C. Reeves; Ancient Arid Land Environments and Climatic Cycles Recorded in Permian Sediments of West Texas and Eastern New Mexico; Reactions in Aromatic Hydrazo Compounds Caused by Ultraviole and Visible Light, Henry Shine; Model for Quantum Conversion in Biological Systems - Transformation of Light Energy into Chemical Energy, Pill-Soon Song; Theoretical Treatment of Stereo-selective Photochemical Reactions, William Herndon.

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20-9-18-69

By B. Zeeck

This release distributed 9-18-69
to Lubbock news media

SNYDER -- Everybody who ever was "anybody" in ranching in the Snyder area had special invitations to attend a big old-fashioned gathering Saturday (Sept. 20) in Snyder.

"If anybody has been overlooked, we'd like to hear of it," said Mrs. Wilson Connell of the Lazy D Ranch who thought of the idea, developed it and is general chairman.

Mrs. Connell is a member of the Ranch Headquarters Committee established to preserve the ranching history of the Southwest, and the gathering is her idea of the "fun" way to do it.

There'll be a luncheon, exhibits, a tour, a dog and pony show and music, including fiddlers, of course. Photo displays will jog memories. Food will be the best the ranches of the far past and the near past could offer.

"The best thing about the whole gathering," Mrs. Connell said, "is that we seem to be recreating the spirit as well as the visual image of the past -- and that's good.

"Ranch people -- because they were so scattered -- valued the company of one another. They were friendly, and there was warmth in their relationships. A lot of us have felt the same thing in Snyder while we worked together to bring about this gathering."

The gathering will open with a luncheon for ranch families and for special out-of-city guests -- state officials, representatives of Texas Tech University, the city of Lubbock, Lubbock and West Texas chambers of commerce, Snyder public officials, the Quarterhorse Association, the Ranch Headquarters Committee and other ranch and history oriented organizations.

Mrs. Connell will be hostess for the luncheon. Rancher Scott Casey will introduce distinguished guests, including Texas Tech President Grover E. Murray who will speak briefly on the value of preserving authentic ranching history and the role Texas Tech is prepared to play in helping ranchers and their descendants in that project.

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From 2:30 to 5:30 p.m., at the Scurry County Coliseum, a special tour is arranged. It will include an historical ranch exhibition, music, art, an antique show and the dog and pony show.

From 2 to 6 p.m., C. T. McLaughlin, Snyder rancher and civic leader, will open the Diamond M Museum for a special showing of the permanent collection of western art.

Dr. Murray will perform ribbon cutting honors at the coliseum, and then the "home folks" of Snyder will take over to return the guests to memories of the past.

Fiddlers will greet the guests at the door. Committee members at the coliseum will wear costumes of the 1890's, and even refreshments will be out of the past. An early "Dugout Coffee Table" and a "Fancy Parlor Tea Table" will serve homemade refreshments made by the women of the area.

Musicians will perform at stations throughout the coliseum tour which was arranged by the Snyder Public Schools, the Pallette Club (Snyder art association), the women's study and garden clubs, the Scurry County Historical Survey Committee, the Snyder Chamber of Commerce and the newly formed Snyder Ranch Committee.

A singing group from Snyder's public schools will set the stage for the Ranch Headquarters Dog and Pony Show to be given continuously during the afternoon in the Ranch Room of the coliseum.

A special corridor display will feature color photos of historic ranch houses and buildings from the 1830's through the early 1900's, all located and photographed by representatives of the Ranch Headquarters Committee.

Other exhibits will include antique ranch transportation, rare photos of ranch life and historic landmarks in the Snyder trade territory and paintings of historic sites and watering places by Snyder artists.

Some special exhibits will feature displays and sales which will benefit the Ranch Headquarters Committee's project of establishing an authentic ranch headquarters as a living museum on 12 acres of a 76-acre Museum site at Texas Tech.

-more-

One of these will be an exhibition of sculpture by L. E. "Gus" Shafer of Kansas City. He will attend and will exhibit 15 bronzes including his "Buffalo and Buffalo Hunter," especially appropriate because of a white buffalo legend in the Snyder area.

Ace Reid, noted for his wry humor, also will be present to autograph his "Cowpoke Cookbook" for which many Snyder area women contributed ranch-tested recipes.

The "Mini-Cookbook," which benefits the Texas Tech Museum, will be available at an ice cream booth where the younger generation of ranchers will assist, in costume.

Special guests will include Mayor W. D. Rogers of Lubbock and from Texas Tech: Dr. Murray, Executive Director Frank B. Conselman of the International Center for Arid and Semi-Arid Land Studies; Dr. Idris R. Traylor, chairman of the Board of Deputy Directors for the International Center; Dr. and Mrs. W. C. Holden, co-chairmen of the Ranch Headquarters Committee; Director Jerry Rogers of the Ranch Headquarters, who also is associate director of the Museum at Texas Tech; and Sylvan Dunn, director of the university's Southwest Collection.

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21-9-18-69

By B. Zeeck

This release distributed 9-18-69
to Lubbock news media

LUBBOCK -- A reunion of the Texas Tech class of 1944 will be held on the campus Saturday (Sept. 20) with J. Fike Godfrey of Spur, president of the West Texas Chamber of Commerce, as chairman.

Godfrey was a member of the class. Highlights of the day's activities will include a luncheon in the Faculty Club in the Tech Union at 12:15 and a reception from 2 to 3 p.m. in the new offices of the Texas Tech Ex-Students Association in the remodeled old president's home.

Ex-Students Association Director Wayne James said special guests will include members of the staff and faculty who were at Texas Tech in 1944. Between 75 and 100 members of the class are expected to attend, including some from as far away as California and New Mexico.

The visiting ex-students of the class will attend the Texas Tech-University of Kansas football game Saturday night in Jones Stadium, the season opener for the Red Raiders.

Registration is scheduled for 11:00 a.m. to 12 noon in the Union.

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22-9-18-69

By Dan Tarpley

This release distributed 9-19-69
to Lubbock news media

LUBBOCK -- Rehearsals are under way on "The Multicolored Maze," a new musical by New York composer John Vance Gilbert which is slated for its world premiere in Texas Tech's University Theater Oct. 10-13.

A lavish spectacular calling upon the combined talents of Tech's drama, music and dance students, the Tech show is being produced under the supervision of University Theater Director Ronald Schulz. Rose Lee Head is assistant director.

Prof. Charles Lawrie, director of Tech's music theater, will be in charge of music, and Prof. Suzanne Aker, director of dance in Tech's physical education department for women, will choreograph the production

Book, lyrics and music are by Gilbert who was commissioned to do the work by Tech's International Center (ICASALS) under a grant from the Texas Fine Arts Commission.

A multi-media vehicle, "Maze" utilizes a variety of sound and visual effects, ranging from electronic music to a unique stage light show. The story line, inspired by Shakespeare's "The Tempest," zeroes in on the generation gap struggle between The Establishment and The Hippies.

Troy West heads the cast as Tarot, the moderator, and portrays six roles incorporated into one. Other major roles include Dean Alexander, played by Bobby Dillard, and his two buddies, Wally and Ian, played by Gary Shackleford and Charles Bergner.

The dual role of Marianne and Miranda will be performed by Cathy Crossland. Members of The Establishment will be Larry Gallagher, John Aydelotte, Robert Brackett and Brad Bourland.

Others in the cast include David Murphy, Tommy Brown, Mike Bearden, Bob Klemer, Toy Armstrong, Rick Houston, Jimmie Jones, John Walker, Jimmy Odom, Suzanne Benton and Becky Horst.

A 16-member chorus has been selected to interpret aspects of the "generation gap" in song and dance.

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Staging will be done by Charles Kerr. Ron Williams is assistant musical director. Dr. Clifford Ashby will serve as scenic and lighting designer. Costume and makeup design will be by Prof. Larry Randolph.

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23-9-19-69
By Emil Carmichael

This release distributed 9-19-69
to Lubbock news media

LUBBOCK -- Sears Roebuck Foundation scholarships in home economics were awarded Friday (Sept. 19) to three freshmen students enrolled in Texas Tech's College of Home Economics.

Named to receive the $300 grants were Marjorie Elaine Wilhelm of Vernon, Connie Faye Wimberley of Littlefield and Rebecca Ann Teel of Tulia. Charles J. Deahl, manager of the Sears Roebuck department store in Lubbock, made the awards.

The scholarships are presented annually to students who have ably demonstrated their interest in home economics, said Dean Willa Vaughan Tinsley.

Miss Wilhelm was valedictorian of her class at Vernon High School were she served as president of Future Homemakers, the 4-H Club and the student council. She was the winner of several state awards, among them a state clothing contest, the UIL public speaking competition and the R.E.A. Essay contest. She is the daughter of Mr. and Mrs. Harry Lee Wilhelm, Rt. 3, Vernon.

Miss Wimberley, who also was graduated with top honors, served as an officer of Future Homemakers and was named outstanding student in home economics at Littlefield High School. She won academic awards in English, world history and chemistry and was a member of the National Honor Society and Future Teachers of America. Her parents are Mr. and Mrs. John O. Wimberley of 1310 W. 12th St., Littlefield.

During her high school career, Miss Teel participated in Future Homemakers from the local to state level, serving as president of the Tulia High School chapter and as an officer in the Latin Club, Thespians and the National Honor Society. She was named outstanding homemaker in her senior year and was a state delegate to Future Teachers. She is the daughter of Mr. and Mrs. W. C. Teel of 29 Adair Drive, Tulia.

-30-

24-9-19-69

By Emil Carmichael

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

Cutline ----------

AWARD SCHOLARSHIPS -- Charles J. Deahl presents Sears-Roebuck Foundation scholarship grants to Texas Tech students (from left) Marjorie Wilhelm of Vernon, Becky Teel of Tulia and Connie Wimberley of Littlefield. Deahl is manager of the Sears-Roebuck retail store in Lubbock. Three $300 scholarships are awarded annually to freshmen in the College of Home Economics. (Tech Photo)

-30-

24-9-19-69

This release distributed 9-19-69
to Lubbock news media

LUBBOCK -- More than 1,130 years of service to Texas Tech will be recognized at 4 p.m. Wednesday (Sept. 24) during the university's second annual Service Recognition Program. The program recognizes staff service.

Miss Evelyn Clewell, who began working at Texas Tech in August, 1929, will be recognized for having served 40 years of the total, and 18 other staff members also will receive certificates and pins for 35, 25 and 20 years of service. In addition, 17 employees previously recognized will be honored.

M. L. Pennington, vice president for business affairs, will preside at the program.

"These people with the long tenure have been the backbone of the institution throughout the years," he said, "and it is fitting that their service be formally recognized."

President Grover E. Murray will present the awards. Executive Vice President Glenn E. Barnett will express the appreciation of the institution.

Personnel Director Fred Wehmeyer said that invitations have gone out to the members of the Board of Regents, to all department heads and to close friends of the honorees. The program is open to any, he said, who would like to share in the demonstration of appreciation.

Miss Clewell, senior member on the honoree roster, began work as secretary to the registrar. In 1933, she was promoted to assistant registrar and on Sept. 1, 1964, to assistant registrar and coordinator of space. A year ago she was named director of Institutional Studies and Space Utilization.

H. L. Burgess, for many years coordinator of room reservations and now in the Office of the Comptroller, will be recognized for 35 years' service.

Miss Ferrelline Tucker, documents librarian, is one of five of the Library staff to be recognized. She will be honored for 25 years' service, as will James B. Downing, foreman of the power plant, Departmen of Building Maintenance and Utilities.

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Add one -- Service Recognition Program

Two of Texas Tech's vice presidents will be among the 15 recognized for 20 years of service -- Pennington and Dr. S. M. Kennedy Jr., vice president for academic affairs.

Twenty-year service awards also will go to Business Manager John Taylor; Librarian Ray Janeway; Order Librarian Sibyl A. Morrison; Associate Librarian James Platz; C. Pete Sellers, supervisor of computer operations; Director of Building Operations Charles F. Libby; Ralph G. Muniz, Building Maintenance and Utilities; Rosalio Castillo, Grounds Maintenance; Dr. Frederick P. Kallina, director, Student Health Center; Mrs. Ada E. Kloiber and Mrs. Bertha May Ponder, both Student Health Service; Mrs. M. Elizabeth Elliott, food service supervisor, and Mrs. Bertie A. Crump, both Residence Halls Food Service.

Recognized previously but to be honored Wednesday are Mrs. Virginia Snelling, head of Payroll and Employee Benefits, who has served more than 40 years, and:

For more than 35 years: Ellis R. Forman, assistant manager, University Bookstore; Anna Burt Gibson, administrative assistant, Office of the Vice President for Business Affairs;

For more than 30 years, O. Ray Downing, director, Building Maintenance and Utilities, and Miss Dorothy J. Rylander, Texas Tech Museum;

For more than 25 years, Mrs. Kathryn S. Durham, administrative assistant, Office of the Dean of Arts and Sciences; Mrs. Jean Jenkins, director, Placement Service; and W. Dudley Johns, Mail Service;

For more than 20 years, Mrs. Shirley S. Bates, director, Food Service; Mrs. Margaret R. Birkman, assistant director, Food Service; Mrs. Maudie M. Blankenship, Health, Physical Education and Recreation for Women; Mrs. Ola Lee Johnson and Mrs. Pearlye Ruth McIntire, Residence Halls Food Service; Dean of Student Life Lewis N. Jones; Mrs. Gerie Pirkey, accountant, Office of the Comptroller; Mrs. Mary Elizabeth Randal, administrative assistant, Office of the Executive Vice President and O. Harvie Wilson, electric foreman, Building Maintenance and Utilities.

-30-

25-9-19-69

By B. Zeeck

This release for distribution
9-19-69 to Lubbock news media

LUBBOCK -- Gov. and Mrs. Preston Smith of Lubbock and Austin have been named "distinguished alumni" of Texas Tech, Ex-Students Association President David Casey announced Saturday (Sept. 20).

The couple will be honored at the third annual Distinguished Alumni luncheon in the Lubbock Coliseum at noon, Oct. 31. The luncheon is a part of the Tech homecoming weekend celebration.

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

A 40-minute program of colored slides, specially written music, and narration will highlight the entertainment to be presented.

The presentation includes approximately 2,000 slides to be shown from three projectors onto a 20 by 60-foot screen, with still another screen and projector showing cartoons, drawings and other entertainment highlights.

The slide presentation has been prepared by the departments of Park Administration, History and Music. The Texas Tech Choir, Orchestra and vocalists will present the music. The slides will picture the life stories of both Governor and Mrs. Smith.

The music will include a theme song and musical score to accompany the presentation which is expected to attract some 1,200 persons, many of them from downstate, Wayne James, executive director of the Ex-Students Association, said.

Tickets to the luncheon, at $15.00 each, may be purchased from the Ex-Students Association office at Texas Tech or from the Lubbock Chamber of Commerce.

The collection of slides, accomplished under the direction of Park Administration Chairman Elo J. Urbanovsky, will eventually be given to the Southwest Collection at Texas Tech for preservation.

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The presentation, Urbanovsky said, is built around a theme that "Men who were born, reared and matured in these times are products of this age of change and are now assuming positions of leadership. But despite great technological and cultural changes in today's society, personal initiative and hard work are still major determinants of success.

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

Last year's distinguished alumni were Porter Parris, vice president and manager of Conrad Hilton Hotels; Waggoner Carr, former attorney general of Texas; former Gov. Dan Thornton of Colorado, and Rear Admiral Donald D. Chapman, deputy judge advocate of the Navy.

The first four distinguished alumni, named in 1967, were Jack Maddox, New Mexico businessman and civic leader; Dr. W. W. Aker, researcher at Rice University; Jack Tippitt, nationally syndicated cartoonist; and Fred Moore, former president of Mobil Oil.

The Texas Tech Distinguished Alumnus Award Program was established by the Ex-Students Association to recognize some of the University's most outstanding former students and alumni, James said.

Alumni chosen must be "distinguished in business, a profession, life work, or other worthy endeavor; must be persons of integrity and stature, and must have demonstrated ability that the faculty, staff, students and ex-students will take pride in and be inspired by their recognition.

The distinguished alumni are chosen by a committee of five persons, including the president of the Ex-Students Association and the president of the university.

James said further details of the program for the luncheon will be announced later.

-30-

26-9-19-69

By Dan Tarpley

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SWS-8746
Dan Tarpley, Mgr. News Bureau

LUBBOCK--Nuclear Scienctist Edward Teller told a West Texas audience in Lubbock today that the real problem with the increase in population will be room-- nices places to live in-- rather than food.

"And I for one prefer sunshine to rain," Dr. Teller said. "If I would look for a place ~~where~~ to grow not cattle, but students, I would like to put the students in a sunny place. ~~They may even learn better there, and of course that is what you are practicing in kLubbock.~~

A lot of advanced industries--electronics--and many others need human skills more than they need water. When the time comes when Energy ~~will be cheap~~ and air conditioning will be cheap the arid area will probably be the best.for people to live in.

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Homm, Director, SWS-8746
Dan Tarpley, Mgr. News Bureau

Internationally known nuclear scientist Edward Teller told a West Texaas audience at Texas Tech today importation of water from Mississippi is the best way to bring water to this area.....but this may not be the best time.

He also told the some 200 persons attending the third annual symposium sponsored by the International Center for Arid and Semi=Arid Land Studies that the real problem with the population increase will be room--nice places to live in--rather than food.

He suggested that with the decrease in cost of energy and air conditioning that the arid and semi-arid areas may be put to better use for raising people than cattle.

Speakers Friday morning include Fred Wendorf of SMU, Charles di Peso of the Amerind Foundation in Arizona and W. Eugene Hollon of the University of Toledo, Ohio. Dan Tarpley

Tech Info for news ----30---

Paper Sept 4, 1968

Nineteen staff employes of Texas Tech will be recognized for long service to the institution in ceremonies at 4 o'clock this afternoon in the Union.

Miss Evelyn Clewell, director of institutional studies and space utilization, will be recognized for more than 40 years of employment at Tech. and H. L. Burgess for many years coordinator of room reservation for 35 years. Eighteen other staff employes will receive certificates and pins for 35, 25, and 20 years of service. Executive Vice President Glenn E. Barnett will make the presentations and M. L. Pennington, vice president for business affairs, will preside. Dan Tarpley, Tech Information, for KSEL news.

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| Date | Stories and Cutlines | Locals | State | Reg. | HT's | Explanation |
|---|---|---|---|---|---|---|
| 15-9-25-69 | WELLS DAN M. | ✓ | | | | |
| 16A-9-25-69 | MOBILE OIL CO - CUTLINE | | | | | TV STAT. - AJ & U.D |
| 16B-9-25-69 | " " " CUTLINE | | | | | " " |
| 17-9-25-69 | AGRONOMY RESEARCH - ASPHALT BARRIERS | ✓ | ✓ | ✓ | | |
| 18-9-25-69 | THIRD INTERNATIONAL (SUMMARY) SYMPOSIUM | ✓ | | ✓ | | |
| 19-9-26-69 | DR. RICHARD BARTON | ✓ | | | | |
| 20-9-26-69 | BA DEDICATION | ✓ | | | | SPECIAL MAILING 110 |
| | CUTLINE WITH ABOVE | | | | | |
| 21-9-26-69 | SYMPOSIUM | ✓ | | ✓ | | |

LOG - SEPT. 22-27

| Date | STORIES & CUTLINES | Locals | State | Reg. | HT's | EXPLANATION |
|---|---|---|---|---|---|---|
| 1-9-22-69 | THOMAS TEXTBOOK | ✓ | | ✓ | | WEEKLIES |
| 2-9-22-69 | FREDDIE J. WILLIAMS | ✓ | | | | WICHITA FALLS |
| | CUTLINE WITH ABOVE | | | | | |
| 3-9-22-69 | SIGMA Xi | ✓ | | | | |
| 4-9-22-69 | BOBWHITE | ✓ | | | | |
| 5-9-22-69 | DANFORTH FELLOWSHIPS | ✓ | | | | |
| 6-9-22-69 | DR. DAHLIA TERRELL | ✓ | | | | |
| 7-9-24-69 | DR. SASSER | ✓ | | | | |
| 8-9-24-69 | JIMMY SKAGGS | ✓ | | | | |
| 9-9-24-69 | ~~LOCA~~ PETER H. WYCKOFF | ✓ | | | | |
| 10-9-24-69 | PROF CLARA McPHERSON | ✓ | | | | |
| 11-9-24-69 | HOLLON | ✓ | | | | |
| 12-9-24-69 | CHARLES C. DiPESO | ✓ | | | | |
| 13-9-24-69 | RECOGNITION SERVICE | ✓ | | | | |
| | CUTLINE WITH ABOVE | | | | | |
| 14-9-25-69 | DR. THADIS BOX | ✓ | | | | |

This release distributed 9-22-69
to Lubbock news media

LUBBOCK -- The American agricultural industry has a fantastic story to tell its city friends and customers, says Texas Tech University Dean of Agricultural Sciences Gerald W. Thomas.

And he tells a portion of it in a newly published volume designed primarily as a textbook, but slanted, too, toward the consumer who too often blames the farmer and rancher for rising prices of food and fibers

"Americans are spending less than 17 percent of their income after taxes for food compared with 31 percent for France and more than 50 percent for most of the people of the world," Dr. Thomas said.

"They're eating better than ever before and spending a smaller percentage of their disposable income for it, despite the pinch they feel when they pay for their groceries at the local supermarket," he sai

Another contributing factor to the bite, Dr. Thomas said, is that most families make their house, car, medical and major appliance payment and other installments "right off the top of their income by check, then complain when they have to dig down in their purse to pay cash for groceries."

Dr. Thomas' new volume is "Progress and Change in the Agricultural Industry." He calls it an "overview."

Consumer expenditures for food in the United States have dropped from 40 percent of disposable income in 1900 to 26 percent in 1947 and to the 1969 level of 17 percent.

"Housewives now have a choice of more than 8,000 items on the shelves of our supermarkets--all packaged as quality products unheard of only a few decades ago," he said.

Dr. Thomas refutes another misconception that has clouded the agricultural picture.

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"With the trend toward reduction in on-farm population, some people feel that agriculture is becoming less important in the world economy," he said. "Actually, the reverse is true. Although fewer and fewer people are engaged in the production aspects of agriculture, the total industry is increasing in importance as the world-wide population explosion places greater demands on agriculture for good food

The broader and more meaningful concept of the industry, referred to as "agribusiness," now includes three main segments: suppliers of machinery, fertilizers, seed and other production resources; producers on farms and ranches and managers of renewable natural resources, and processors and distributors of farm and ranch products.

"Workers in these three segments of the agricultural industry constitute more than one-third of our population," Dr. Thomas said. "Agriculture is still America's number one industry generating more than 25 percent of our gross national product."

He cited an increasing interdependence among agriculture, petroleum, transportation and many other business enterprises.

The prime beneficiary of both basic and applied research in agriculture has been the consumer, he said.

"As new technology moves into practical application, and competiti begins, the initial advantage to the farm innovator is passed on to the consuming public," Thomas said. "It has been estimated that if farmers were using the same practices now that they were using as late as 1940, food and clothing today would cost the average consumer in excess of $400 more per year."

Again documenting the case for the producer, Thomas said the farme share of the consumer's dollar has been declining steadily. In 1947, the farmer received 51 percent of the retail cost of food. The share dropped to 38 percent in 1968. The remainder of the cost goes to the marketing sector--processing, packaging, transportation and associated services.

"The farmer receives only 24 cents for the cotton in a $4.38 business shirt," Dr. Thomas says, "yet consumers are inclined to blame the high cost of shirts on the price the farmer receives for his staple. The farmer receives 3.7 cents for the wheat in a loaf of bread which retails for 22.2 cents, yet many urban purchasers believe that the price of bread is determined almost wholly on the price the farmer gets for his wheat at the elevator."

Looking into the future, Dr. Thomas' projections indicate that the costs of food and soft beverages, clothing and accessories, and alcohol and tobacco will take even smaller portions of income by the year 2,000. Bigger bites are likely to go for housing, transportation, passenger car purchases and operating expenses, personal and medical care and a category including recreation, travel, education and religio

Pointing to the production sector of agribusiness, Thomas cited the following significant changes:

The number of farms in the U. S. has declined from an all-time hig of 6.8 million in 1935 to less than 3 million today.

The average farm size has increased from 160 acres in 1935 to 377 acres today.

Nearly five million tractors have replaced 25 million horses and mules for farm work, thus releasing 72 million acres which would have been required to produce feed for the work animals.

One farm worker in the United States now supplies enough food for himself and more than 45 other persons -- in 1920 he supplied enough for only eight.

Since 1910, average production per hour on farms has increased 700 percent, production per acre has increased 600 percent and producti per breeding unit of livestock has increased 400 percent.

"Truly, progress in American agriculture has been one of the miracles of the past century," Thomas said.

-more-

Add three -- Thomas Text

The Tech dean predicts, almost without contradiction, that the agricultural industry will continue to provide challenging employment opportunities for scientists, technicians, farmers, ranchers and specialists with a wide variety of backgrounds and talent.

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1-9-22-69

By Dan Tarpley

This release distributed 9-22-69
to Lubbock news media

LUBBOCK -- Freddie J. Williams, freshman student in Texas Tech's Department of Range and Wildlife Management, became the recipient Monday (Sept. 22) of a $500 scholarship awarded by the Moody Foundation through the Texas Section, American Society of Range Management.

Williams, who made an outstanding record in agriculture at Montague High School, was valedictorian of his class and "showed particularly fine leadership qualities in extracurricular activities," according to Dr. Joseph L. Schuster, president of the Texas Section.

Williams participated in the Future Farmers of America, 4H Club work and the Beta Club. He is the son of Mr. and Mrs. Fred Williams of Montague.

Schuster is chairman of the Department of Range and Wildlife Management at Texas Tech.

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2-9-22-69

By B. Zeeck

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Jarpley, Mgr. News Bureau, 792-5596

Cutline ----------

SCHOLARSHIP WINNER -- Freddie J. Williams, son of Mr. and Mrs. Fred Williams of Montague, Tex., is awarded a $500 scholarship by Dr. Joseph L. Schuster, president of the Texas Section, American Society of Range Management. The scholarship is supported by the Moody Foundation and administered through the state organization of ASRM. Williams is a student of range management at Texas Tech.

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2-9-22-69

This release distributed 9-22-69
to Lubbock news media

LUBBOCK -- Memory, and the conversion of short-term memory to long-term memory, will be discussed by Texas Tech Psychology Prof. Richard H. Carlson at a noon meeting Tuesday (Sept. 23) of the Society of the Sigma Xi. The meeting is open to the public.

Dr. Carlson will discuss "Recent Evidence Concerning Memory Consolidation in Animals" for faculty, students and interested public.

Luncheon reservations may be made by calling 742-7238. Chairs will be provided for those who wish to hear the lecture without participating in the luncheon, to take place in the Mesa Room of Tech Union from 12 noon to 1:30 p.m.

"Contrary to common sense ideas about memory," Dr. Carlson said, "there is a period after learning has taken place in which that learning has to be consolidated in order for it to be remembered for a long time.

"We have evidence that this is essentially a chemical process. The mechanism involved in memory storage apparently is in the RNA or DNA molecule in the nucleus of the nerons of the brain."

Carlson said he would review some of the work going on at Texas Tech relating to memory consolidation and the conditions which speed up or slow down or in other ways affect memory consolidation.

-30-

3-9-22-69
By B. Zeeck

This release distributed 9-22-69
to Lubbock news media

LUBBOCK -- A film famous to wildlife experts -- "Bobwhite Through the Year" -- was given Monday (Sept. 22) to Texas Tech's Department of Range and Wildlife Management.

District Conservationist W. Y. Reece of the Soil Conservation Service, United States Department of Agriculture, Lubbock, made the presentation to Wildlife Management Profs. John Hunter and Eric Bolen.

The 50-minute color film, with sound, took about three years to make and was produced by the Missouri Department of Conservation. It shows the bobwhite quail's dependence upon man's use of the land for food, cover, weather, predation (including hunting) and all other ecological factors. It follows the quail through each season and all weather from spring to spring.

"From 350 to 400 students per year will see the film," Prof. Hunter siad, "including those enrolled in an introductory wildlife course and advanced students of upland game."

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4-9-22-69

By B. Zeeck

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Don Tarpley, Mgr. News Bureau, 792-5596

Cutline ----------

BOBWHITE TRANSFER-- W. Y. Reece, left, district conservationist with the USDA Soil Conservation Service, presents a famous nature film, "Bobwhite Through the Year," to Texas Tech Profs. John Hunter and Eric Bolen. The film will be used for students of wildlife management at the university.

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4-9-22-69

NEWS
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John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

LUBBOCK -- Publication of the first book in a multi-volume series containing the works of Washington Irving has been announced by the University of Wisconsin Press.

Dr. Dahlia Terrell of Texas Tech's English Department is one of 30 U. S. educators engaged in editing the series, a project sponsored by the Modern Languages Association under direction of the Center for Editions of American Authors.

She has contributed to the groundwork by making an extensive study of spelling and punctuation so that the series will be uniform and also will edit Volume 18 containing five important works by Irving.

Other volumes will be published at intervals.

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5-9-22-69

By Emil Carmichael

This release distributed 9-22-69
to Lubbock news media

LUBBOCK -- Nov. 1 will be the deadline for accepting applications for Danforth Graduate Fellowships to be awarded in March, 1970, Texas Tech Dean of Arts and Sciences Lorrin Kennamer has announced.

Applicants or persons interested in the fellowships may obtain additional information from his office.

The fellowships, offered by the Danforth Foundation of St. Louis, are open to men and women who are seniors or recent graduates of accredited colleges in the United States, who have a serious interest in college teaching as a career and who plan to study for a Ph.D. in a field common to the undergraduate college.

Applicants may be single or married, must be less than 30 years of age at the time of application, and may not have undertaken any graduate or professional study beyond the baccalaureate.

Candidates must be nominated by liaison officers of their undergraduate institutions since the Foundation does not accept direct applications for the fellowships.

Danforth Graduate Fellows are eligible for four years of financial assistance with a maximum annual living stipend of $2,400 for single fellows and $2,950 for married fellows, plus tuition and fees. Dependency allowances also are available. Financial need is not a condition for consideration.

Danforth Fellows may hold certain other fellowships, such as Ford, Fulbright, National Science, Rhodes and Woodrow Wilson, and will be Danforth Fellows without stipend until the other awards lapse.

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6-9-22-69

By Emil Carmichael

NEWS
Texas Tech University
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9/24/69

cutlines...

NEWCOMERS -- New officers of the Texas Tech Newcomers Club are, left to right: Mrs. Jay H. Peterson, president; Mrs. Clift M. Epps, second vice president; Mrs. George Tershkovich, corresponding secretary; Mrs. Emmanuel T. Van Nierop, treasurer, and Mrs. George S. Innis, publicity chairman. Not pictured are Mrs. John V. Gladden, first vice president, and Mrs. Joseph D. Acree, recording secretary. All are wives of faculty members who have served less than three years.

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btz

This release distributed 9-24-69
to Lubbock news media

FOR RELEASE AFTER 4 P.M. FRIDAY

LUBBOCK -- The power exerted by the sun and luminous air of the arid lands of Africa on French painters from Delacroix to Matisse provides interesting insight into the development of modern painting, Dr. Elizabeth Sasser told an audience at Texas Tech Friday (Sept. 26).

Dr. Sasser is professor of architecture with a specialization in architectural history at Texas Tech. She spoke before a session on "Arid Lands and the Human Experience" during the Third International Symposium sponsored by the International Center for Arid and Semi-Arid Land Studies.

The enduring effects of the near-East and North Africa "were not the colorful subjects and exotic landscapes revealed," she said, "but the revelation of color seen in an atmosphere of light and sun, totally unlike that experienced by Europeans.

"African travel offered a particular excitement for those artists in the forefront of art movements preoccupied with color, and color is the key to an understanding of French painting throughout the nineteenth and much of the twentieth century," she said.

The emotional power present in the brilliant color of Delacroix, Dr. Sasser explained, was intensified by his visit to Morocco and heightened the sensations sought by the Romanticists.

"The quality of color and light found in Africa by Monet and Renoir was an important factor in defining the goals of the Impressionists."

She said that Matisse attributed the beginnings of his expression with color and with black to travel in North Africa.

The effect of brilliant light on color, texture, and form became the catalyst, she said, freeing painting from the Neo-Classic concept that sobriety is an element of the beautiful.

-30-

7-9-24-69

By B. Zeeck

This release distributed 9-24-69
to Lubbock news media

FOR RELEASE AFTER 11:30 A.M. FRIDAY, SEPT. 26

LUBBOCK -- Ask a dozen people to describe the "American Southwest," and there will be 12 different answers, an archivist for the Southwest Collection at Texas Tech said today (Friday).

Jimmy M. Skaggs, deputy archivist for the regional archive, spoke before the Third International Symposium sponsored by Texas Tech's International Center for Arid and Semi-Arid Land Studies.

"The region is in fact too complex to generalize about -- except to say that it is almost uniformly dry," he said. "From its mountain ranges to its coastal plains, its sparse population is affected by an aridity which transcends regional and national political boundaries."

Skaggs explained that it is almost as difficult to generalize about the Southwest Collection, "for its varied holdings mirror the complexities and the youthfulness of the region in which it operates."

He described methods of obtaining material for the archive and its uses.

"The same open-handed attitude which characterizes the repository's gathering of materials," he said, "is applied to its efforts to make the available.

"The holdings are considered to be in the public domain, subject to occasional time restrictions requested by the donor, and therefore are completely open for use by any interested person."

Open-handed collection, Skaggs said, has resulted in a broad base of information on all southwestern topics -- cotton, mining, town-building as well as an outstanding collection of ranch materials.

The rapid growth of the Southwest Collection, he said, has been aided by "a tremendous regional support from the citizenry at large. This popular support cannot be overemphasized."

-30-

8-9-24-69

By B. Zeeck

This release distributed 9-24-69
to Lubbock news media

FOR RELEASE AT 12 NOON, THURSDAY, SEPT. 25

LUBBOCK -- The scoffer's view of the rainmaker can change.

"The weather modifier today is a professional in every sense of the word," one of the nation's leading authorities in weather modification told a Texas Tech audience Thursday (Sept. 25).

Peter H. Wyckoff, program director for weather modification of the National Science Foundation, was one of four principal speakers at the first general session of the Third International Symposium sponsored by the Texas Tech International Center for Arid and Semi-Arid Land Studies

He said the weather modifier of today "is not to be confused with the rainmaker of 20 years ago who promised rain from a cloudless sky over the desert.

"The weather modifier has learned that before he can modify the weather, he must try to understand what the situation truly is in the atmosphere and then determine whether any of the tools in his bag of tricks will provide the missing ingredient which the atmosphere needs to produce the desired effect."

To form a single raindrop, he explained, it is estimated that more than one million cloud droplets must be brought together.

"How nature accomplishes this miracle is one of the great problems yet to be solved," he said.

Dr. Wyckoff cited several experiments which have succeeded and some which are to take place in the future -- including work with hurricanes off the Florida coast, dissipation of warm fog tested at Los Angeles and Sacramento municipal airports, salt seeding of clouds to increase rainfall over the Virgin Islands, hail control efforts in the Caucasus of Russia and the plains country of the United States, and even improved techniques for increasing the mountain top snow pack available for melting and runoff during the spring thaw.

-more-

Wyckoff also spoke of the social implications of weather modification. The National Science Foundation, he said, is supporting research at several universities relating to these implications.

"These Foundation supported research projects barely scratch the surface, but are unique since they represent the first instance where the physical scientist has recognized the need to consult with the social scientist in the early phases of a research program to discuss the human problems involved."

Although he said it was difficult to make a 20-year forecast of the impact weather modification would have on human life, Wyckoff said he was "convinced that man will never learn to control the weather, bu he can learn to work with the weather and to assist nature to distribu her bounties somewhat more favorably.

"The greatest obstacle to practical weather modification in the future," he said, "is man himself, since he must face up to the proble of taking positive action to insure that the environment will remain fit for human habitation."

Other speakers during this opening general session included Ralph Richardson, associate director of the Rockefeller Foundation; Victor MacFarlane, Waite Institute, Adelaide, South Australia; and Edward Teller of the University of California at Berkeley and consulting professor of physics at Texas Tech University.

-30-

9-9-24-69

By B. Zeeck

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
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FOR RELEASE AFTER 4 P.M. THURSDAY, SEPT. 25

LUBBOCK -- Snacking -- important "in the American pattern of eating -- may be in for a new look, a new taste and big improvement in nutritional quality, according to researchers in Texas Tech's Department of Food and Nutrition.

Prof. Clara McPherson told an international symposium audience at Texas Tech Thursday (Sept. 25) that a new low calorie, high protein, taco-flavored chip made of grain sorghum proved popular with well over half the people asked to taste test it.

Sixty-one per cent said they liked it and would choose it over corn, potato or tortilla chips on the basis of its higher nutrition rating.

Prof. McPherson reported on research she and a graduate student, Judith S. Elliott, have done on developing high protein foods from grain sorghums. She spoke before the Third International Symposium sponsored by Texas Tech's International Center for Arid and Semi-Arid Land Studies.

Poverty has been cited as a primary reason for malnutrition among the American population, Mrs. McPherson said, but of greater importance is the fact that people do not know what foods to buy for a balanced and nutritious diet.

"The need for a nutritious snack food with an appealing flavor, texture, and appearance is apparent," she said. "Grain sorghum offers potential for the development of such a high quality snack food.

"It has a nutritional value similar to corn and, with supplementation with quality vegetable proteins, it can be used to produce a variety of nutritious foods as well as adding a unique flavor and texture to the American diet."

-more-

She said that the use of grain sorghum for food has never been very widespread in the United States although in the pioneer days of the American West, grain sorghum, or "gypcorn," used as bread or porridge often allowed a family to remain on the homestead after drought or other misfortune had destroyed the wheat or corn crops. During World War I, she pointed out, the federal and several state governments published grain sorghum recipes.

Mrs. McPherson, who for several years has been associated with the development of foods from grain sorghums in research at Texas Tech, said that the sorghum wafer developed and market tested by the Department of Food and Nutrition, "is unique in that it is a high protein wafer composed of 60 per cent sorghum supplemented with vegetable proteins.

"It is not a variation or a copy of a standard recipe," she said.

"The protein content of sorghum wafers was almost six times greater than that found in any of the other chips" -- corn, potato and tortilla, she said.

In calories, the sorghum wafers (per 100 grams in a dried sample) had almost 200 fewer calories than potato or corn chips and 70 fewer than the tortilla chips. The fat content was less than half that of the tortilla chips and less than a third of the fat content of potato and corn chips.

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10-9-24-69

By B. Zeeck

This release distributed 9-24-69
to Lubbock news media

FOR RELEASE AFTER 10:30 A.M. FRIDAY (SEPT. 26)

LUBBOCK -- Although man invariably remains the trespasser in the arid American West, he cannot abandon it, says W. Eugene Hollon of the University of Toledo, because "he now has no other place to go."

Hollon discussed past problems and future needs in his talk on "The Role of Arid Lands in the Development of the American West" at Friday's (Sept. 26) general session of Texas Tech's Third Symposium on Arid Lands.

"Not until land was scarce elsewhere did the arid regions between the 98th meridian and the Sierra Nevadas hold much attraction," said Hollon in tracing the settlement of the Western frontier from Spanish explorations in the 16th Century to the present.

Climate and geography posed a constant threat to the homesteader in the late 1800's who battled blizzards, droughts, dust storms, grasshopper plagues and crop failures. Eventually science and invention came to the aid of the West in the form of barbed wire and the windmill, new farming methods and new types of drough resistant plants, irrigation and electric power.

"The revolution in agriculture brought by chemicals and machines, and the mushrooming factories, have contributed to a greater migration of people to the Far West during the past 25 years," said Hollon, "than has ever occurred in comparable time, in any other region of the world, throughout the long history of mankind."

In spite of the many problems of the past and worries about the future, it is far too early to give up, Hollon maintains.

"There is still a lot of space in the U.S. capable of supporting additional millions of people. The arid regions of the American West at present constitute about 40 per cent of the land area of the conterminous United States. Yet these lands support no more than four people per square mile compared to 60 for the country as a whole.

-more-

"It has been predicted that within another century man would have established a permanent colony on the moon, that he would be manufacturing water there by atomic power and growing food under giant plastic domes.

"Even with the obvious handicaps of climate, geography and water, the worst of the arid stretches of Nevada, Utah, Arizona, Wyoming and other Western states have a lot more going for them than any region of the moon's surface."

-30-

11-9-24-69

By Emil Carmichael

This release distributed 9-24-69
to Lubbock news media

FOR RELEASE AFTER 10 A.M. FRIDAY, SEPT. 26

LUBBOCK -- The ability of man to inhabit the earth without disrupting the harmony of nature is what an international symposium at Texas Tech "is all about," Charles C. Di Peso told participants today (Friday).

Di Peso, director of the Amerind Foundation, Inc., Dragoon, Ariz., is one of the nation's leading anthropologists and a consulting professor at Texas Tech. He spoke before a general session of the Third International Symposium sponsored by the Texas Tech International Center for Arid and Semi-Arid Land Studies.

Di Peso's comments related to a Casas Grandes expedition of which he was the principal investigator. The expedition, which recovered more than 10,000 artifacts from an almost unknown prehistoric culture, was sponsored jointly by the United States and Mexico.

To command nature, Di Peso held, is "to obey her," and that "appears to have been the ideal of a group of pre-Hispanic residents who chose to dwell in the Casas Grandes valley between A.D. 1050 and 1340."

He explained that the land is located in northwestern Chihuahua and was part of the northern frontier of Mesoamerica. He described in detail the irrigation system which helped the valley to flourish, supporting a city of some 110 hectares.

Through the course of 300 years, he said, hundreds of satellite farming communities sprang up in the bottomlands to support the growing urban population of the central city, which drew more and more people from the soil and set them to non-food producing tasks.

"It is apparent that in this burst of economic energy, the population grew to fill the lush valley lands and then, at least by A.D. 1150, more satellite villages were built to the westward, up the mountain slopes, to the upper limit of agriculture which was frost-free for only three months of the year," he said.

-more-

Whoever controlled the people during this period of growth, he said, used the indigenous labor pool "to instigate a surface water-soil conservation system which proved to be an amazing piece of prehistoric engineering, involving five mountainous areas."

The upslope systems, which he described in detail, controlled the "violence of the thunderstorms throughout the downslope portions of the valley until the waters reached the rich bottomlands.

"Here a series of irrigation canals were built, crisscrossing the valley, thus permitting widespread hydraulic farming.

"The entire system was so effective that the people fearlessly founded a number of their satellite farming villages on the valley flood plain," said Di Peso. He concluded by quoting a fellow archeologist.

"All in all, the archeological evidence indicates that the soil exploiters of Casas Grandes, in the words of Leopold, were 'capable of inhabiting a river without disrupting the harmony of its life' and in the final analysis, isn't that what this conference is all about?"

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12-9-24-69

By B. Zeeck

This release distributed 9-24-69
to Lubbock news media

LUBBOCK -- Thirty-six employees with a total of 1,130 years of service at Texas Tech were honored Wednesday at the university's second annual Service Recognition Program.

Miss Evelyn Clewell, who began working at Tech in August, 1929 was recognized for having served 40 years of the total, and 18 other staff members also received certificates and pins for 35, 25 and 20 years of service. Also honored were 17 other long-time employees who had been previously recognized.

M. L. Pennington, vice president for business affairs and himself cited for 20 years of service at the university, presided at the program. Awards were presented by Executive Vice President Glenn E. Barnett, who also expressed the appreciation of the institution.

H. L. Burgess, for many years coordinator of room reservations and now in the Office of the Comptroller, was recognized for 35 years' service.

Honored for 25 years' service were Miss Ferrelline Tucker, documents librarian, and James B. Downing, foreman of the power plant.

Two of Tech's vice presidents were among the 15 recognized for 20 years of service, Pennington and Dr. S. M. Kennedy Jr., vice president for academic affairs.

The 20-year list also includes Business Manager John Taylor, Librarian Ray Janeway, Order Librarian Sibyl A. Morrison, Associate Librarian James Platz, C. Pete Sellers of computer operations, Director of Building Operations Charles F. Libby, Ralph G. Muniz of Building Maintenance and Utilities, Rosalio Castillo of Grounds Maintenance, Dr. Frederick P. Kallina of Student Health Center, Mrs. Ada E. Kloiber and Mrs. Bertha May Ponder of the Student Health Service and Mrs. M. Elizabeth Elliott and Mrs. Bertie A. Crump, both of Residence Halls Food Service.

-more-

Also honored Wednesday were 17 employees who had been recognized earlier. They included Mrs. Virginia Snelling, head of Payroll and Employee Benefits, who has served more than 40 years; Ellis R. Forman, assistant manager of the University Bookstore, and Anna Burt Gibson, administrative assistant in the Office of the Vice President for Business Affairs, who have been employed by Tech more than 35 years.

Others cited included:

For more than 30 years, O. Ray Downing, director of Building Maintenance and Utilities, and Miss Dorothy J. Rylander, Texas Tech Museum;

For more than 25 years, Miss Kathryn S. Durham, administrative assistant, Office of the Dean of Arts and Sciences; Mrs. Jean Jenkins, director of the Placement Service, and W. Dudley Johns of Mail Service;

For more than 20 years, Mrs. Shirley S. Bates, director of Food Service; Mrs. Margaret R. Birkman, assistant director, Food Service; Mrs. Maudie M. Blankenship, Health, Physical Education and Recreation for Women; Mrs. Ola Lee Johnson and Mrs. Pearlye Ruth McIntire, Residence Halls Food Service; Dean of Student Life Lewis N. Jones; Mrs. Gerie Pirkey, accountant, Office of the Comptroller; Mrs. Mary Elizabeth Randal, administrative assistant, Office of the Executive Vice President and O. Harvie Wilson, electric foreman, Building Maintenance and Utilities.

-30-

13-9-24-69

By Dee Powell

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

Cutline ----------

SERVICE TO TECH NOTED -- Dr. Glenn E. Barnett, Texas Tech executive vice president, and Miss Evelyn Clewell check personnel records showing that she has been employed at the university for 40 years. Miss Clewell and 18 other staff members received certificates and pins for their long service to the university in ceremonies Wednesday. (Tech Photo)

-30-

13-9-24-69

This release distributed 9-25-69
to Lubbock news media

FOR RELEASE AFTER 2 P.M. THURSDAY, SEPT. 25

LUBBOCK -- Tradition and local cultures -- as well as physical and biological limitations on land use -- are "major factors inhibiting adequate production of food on a worldwide basis," according to Director Thadis W. Box of Texas Tech's International Center for Arid and Semi-Arid Land Studies.

In an address before the Third International Symposium sponsored by the International Center, Box said that not only the traditions and local cultures restrict efficient land use in developing countries but also in the developed countries.

He cited attitudes toward goat meat in North America.

"With the exeption of small areas in the southwestern United States and Mexico, goats are not considered edible in North America. Although they are a prized meat in other parts of the world, they are considered worthless by the American housewife."

The producer traditionally shuns goats also, Dr. Box said, despite the fact that the goat is one of the more important animals for utilizing and improving dry ranges.

"The fact that goats have a high survival threshold and are often the last animals remaining on severely deteriorated ranges cause them to be blamed for ruining the range.

"As a consequence, goats have acquired an unearned reputation as being destroyers of land."

Box, who is a professor of range management at Texas Tech, reviewed other factors which affect the use of arid and semi-arid rangelands and told his audience that "the most important determinant in future range use will be the size and distribution of the human population.

"It is imperative," he said, "that sociologists, psychologists, ecologists and scientists of all kinds work together to remove the human population pressure from the dry regions of the world and concentrate it in localized areas in order that the remainder be productive and available for recreational, watershed and animal production use."

-more-

Add one -- Thadis Box

The rangelands of the world, Box said, whether in developed or developing countries are not producing their potential. The increase in human population will bring about changes in the use of arid and semi-arid regions now described as rangelands, he said, and suggested that:

1) Food chains will be shortened and more vegetable crops eaten.

2) Many of the semi-arid rangelands will be converted to crop production.

3) Animal protein will be produced from those areas unsuitable for crop production.

4) Rangelands will be producing luxury crops (red meat) and also serving as major recreational and waste disposal areas.

5) Even if the human population can be controlled, multiple use of the rangeland resource for services other than meat will be a necessity.

He said the changes in rangeland use should incorporate these principles: concurrent uses of rangeland for multiple goods and services; uses compatible with ecological constraints of environment; consideration for the ecological carrying capacity of the land; shifting of populations -- both human and animal -- where they exceed the capacity of the environments and are being maintained artificially; and the acceptability to social and moral structures of the concept of population control.

-30-

14-9-25-69

By B. Zeeck

This release distributed 9-25-69
to Lubbock news media

FOR RELEASE AFTER 3 P.M., THURSDAY, SEPT. 25

LUBBOCK -- A bid for man to recognize municipal wastewater -- or sewage -- as a new and valuable source of much needed water was made today (Thursday) by Director Dan M. Wells of Texas Tech's Water Resource Center.

Wells, a professor of civil engineering, spoke before the Third International Symposium sponsored by Texas Tech's International Center for Arid and Semi-Arid Land Studies.

"In the State of Texas," Dr. Wells said, "the quantity of water used for municipal and industrial purposes are approximately equal. Hence, if all municipal wastewater were reused for industrial purposes, the available supply of municipal and industrial water would essentially be doubled."

He said that industrial waste water generally is of much poorer quality than the quality of municipal wastewater and is not a "very attractive source of supply" for subsequent use.

He called attention, however, to one California plant which "uses and reuses its intake water for processes that require lower quality water until the solids buildup in the water renders it completely unusuable."

Agricultural wastewater, he said, "is reusable without any further treatment for agricultural purposes."

In discussing reuse of municipal wastewater for municipal use, Wells described the experience of Chanute, Kan., and Windhoek, Southwest Africa. In neither case, he said, was there an adverse effect on the health of citizens reported or recorded.

Chanute has abandoned use of the system, but Windhoek, he said, is probably "the only city in the world that has made and executed definite plans for the complete reuse of all of its effluent within the city water system."

-more-

He said the city has been recycling all its wastewaters into the water distribution system for about one year with no adverse effects reported as yet.

"The process is relatively expensive -- about 40 cents per 1,000 gallons -- but is less expensive than any alternative means of supply available," he said.

Most municipal wastewater can be used for industrial purposes after it is subjected to additional treatment, according to Wells.

"The additional treatment required," he explained, "will obviously depend upon the use to be made of the water, but the cost of such additional treatment is frequently the lowest cost alternative available in arid or semi-arid areas."

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15-9-25-69
By B. Zeeck

NEWS
Texas Tech University
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Cutline ----------

FUNDS FOR TECH -- Charles F. Underrinner, center, division engineer for Mobil Oil Company's Midland Division presents a $500 check to William A. Ducker, chairman of Texas Tech's Department of Petroleum Engineering. At left is Philip Johnson, professor of petroleum engineering.

(Tech Photo)

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16A-9-25-69

NEWS
Texas Tech University
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Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Don Tarpley, Mgr. News Bureau, 792-5596

Cutline ----------

GIVES CHECK TO TECH -- Richard Church, left, presents a $500 check from Mobil Oil Company to Richard Mattox, center, chairman of the Department of Geosciences at Texas Tech. Church, who is exploration superintendent for the oil company's Midland Division, was accompanied to Tech by Bill Williams of Lubbock, right, area operations engineer for Mobil Oil. (Tech Photo)

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16B-9-25-69

This release distributed 9-25-69
to Lubbock news media

LUBBOCK -- A new type of research project involving the use of asphalt barriers 22 to 26 inches beneath the surface of the soil to increase water use efficiency has been launched by a Texas Tech team in several West Texas and New Mexico areas.

"This is the first study of this type in Texas," Tech Agronomist William F. Bennett, who with Tech's Dr. Ray Meyer make up the team, sai

"Such studies have been undertaken in Michigan, and the results with vegetable and field crop production show that the output is greate with the use of the asphalt barriers on dry land than on irrigated lanc without the barriers," Dr. Meyer said.

The research in West Texas has begun on two Howard County plots, one at the USDA Soil and Water Conservation Research Division station at Big Spring and the other on the F.W. White farm near Big Spring, anc another in Terry County northwest of Brownfield on the Tommy Winn farm.

Other plots are situated in southern Parmer County and near Fort Sumner, N. M.

The asphalt barrier is placed beneath the surface of the land by heavy machinery pulling a "shoe" from which the asphalt is released through nozzles at the desired depth, Dr. Bennett said.

Cooperating in the research are the American Petrofina Company of Big Spring, which provided asphalt and financial support; Goodpasture, Inc., of Brownfield, which contributed financial support for applicatic and Barnett Construction Company of Clovis which provided application machinery.

Drs. Bennett and Meyer will be joined in parts of the research project by Supt. D. W. Fryrear of the Big Spring station.

Other cooperators, Dr. Bennett said, include Dr. Earl Erickson, research agronomist at Michigan State University, and the American Oil Company. Dr. Erickson conducted research leading to the technique of using asphalt moisture barriers.

-more-

"The subsurface asphalt barriers have been used in Michigan, Florida and Taiwan to bring deep sands into production," Dr. Meyer explained. "The barrier is placed below the surface to prevent movement of water past the root zone and keep it available for plant growth.

"We placed the barrier in several different types of soils -- including a springer sand and an Amarillo loamy sand -- to study the possible use of these barriers under West Texas conditions of both dryland and limited irrigation. A number of different crops will be used in the experiments, including vegetables, cotton and grain sorghums.

"Of particular benefit is the fact that the water is held at low tension and thus may be of greater efficiency in prevention of temporary stress on plants under high evaporative demand prevalent under West Texas conditions."

Dr. Meyer said the asphalt formed a continuous barrier and allowec very little seepage of water unless under pressure. The plots used are 200 feet square.

The one-sixteenth to one-eighth inch asphalt layers are applied in 96-inch widths. Dr. Meyer said the barriers used in Michigan had shown little or no deterioration in 10 years.

-30-

17-9-25-69

By Dan Tarpley

NEWS
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Cutline ----------

SITE FOR EXPERIMENT -- Four soil scientists pick the site for Texas' first agricultural research involving the placing of asphalt barriers about two feet below the surface of the ground to hold irrigation and rain water. It is a part of water use efficiency experiments being conducted by Texas Tech and USDA Soil and Water Conservation Research Division station near Big Spring. The men squatted are Dr. Earl Erickson, research agronomist at Michigan State University, left, and Dr. Harold Dregne, chairman of the Agronomy Department at Texas Tech; and standing, from left, are Bill Fryrear, superintendent of the Big Spring Station, and Dr. Ray Meyer, Tech agronomy professor who is a member of the institution's research team. (Tech Photo)

-30-

17-9-25-69

This release distributed 9-25-69
to Lubbock news media

LUBBOCK -- Edward Teller told a West Texas audience today that importation of Mississippi water is a "very cheap" solution to the area's water problem, a plan "you can't beat."

He also proposed that the best solution for use of the world's arid and semi-arid lands is to move advanced industry there and to live where it's sunny.

Dr. Teller, one of the world's leading nuclear physicists, shared the opening session of an international symposium with Victor McFarlane of Waite Institute in Adelaide, South Australia, and Peter H. Wyckoff, program director for weather modification of the National Science Foundation.

The two-day Third International Symposium is sponsored by the Texas Tech International Center for Arid and Semi-Arid Land Studies. President Grover E. Murray of Texas Tech introduced the speakers.

Dr. Teller spoke of water importation costs, of water catchment reservoirs which nuclear explosions might provide, of desalination processes, and then he said:

"I'd rather do research in a sunny place than a place where it rains.

"When energy is cheap, and air conditioning is cheap, the arid areas of the world probably will be best for people to live in."

He said that nuclear energy could help bring this situation about.

"Where there are no people, nuclear explosions are not needed," he said. "Where there are people, no nuclear explosions are wanted. The best place for nuclear explosions are where there are no people yet.

He said they could be used for deep underground mining operations, adding that "these deep deposits, I believe, will be found under these arid surfaces."

He said the nuclear explosions also could be used for "geographical engineering" or landscaping on a massive scale -- to build valleys, passes, and large catchments for water -- for big engineering works.

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Dr. Teller also said, of desalination, that he preferred the idea of a chemical scheme rather than evaporation schemes -- using a chemical process to desalinate water and then "getting rid of the chemical in a second operation."

He also proposed, as not yet feasible but perhaps possible in the future, using an immense nuclear explosion, "deeper than the recent one at Grand Junction, Colo.," at a spot on the earth where there would be great geo-thermal heat. Water might be pumped down and heated under pressure at high temperatures underground and the vapor brought to the surface for desalinated water.

The advantage over surface desalination by evaporation, he said, would be in the automatic breaking of the water bonds.

Teller referred to his lecture at Texas Tech three years ago, referring again to the "Texas size budget" of $10 billion for 500 million acre feet of water.

"This is very cheap," he said. "For an investment of only $20 to get an acre foot of water each year."

The main question, he said is the capital investment.

"When the prime interest rate is 8½ per cent and going up, it isn't the best time to raise capital," he said.

When the time is right, however, Teller said, "it has to be done."

He reviewed his earlier proposals to use nuclear explosions to develop reservoirs which would store surplus imported water until the time it would be applied to the land.

MacFarlane, a brain surgeon and animal physiologist whose research has led to worldwide water efficiency studies of various animals, emphasized both agricultural and sociological problems.

"Man has a sociological problem he has never solved," Dr. MacFarlane said.

He explained, for instance, that people in highly developed countries, including the United States, consume 60 to 80 grams per day of animal protein whereas people of India consume only 8 grams, Africans about 15 and the Japanese 20 to 25 grams per day.

Worldwide, he said, 26 grams per person per day from animal sources is available, and this is sufficient.

He said that leaf protein could provide more, but "man doesn't care for it."

Besides man's taste, other factors compounding the problem of insufficient protein diet, MacFarlane said, are man's resistance to killing some animals -- for instance draft animals used in some parts of the world or by custom in other countries -- and the fast-growing world population.

As a result of the poor protein distribution, he said, "the number of infants dying after weaning -- between the ages of 1 and 4 - is four times higher in South America, India and Africa than it is in the countries having a high protein diet."

MacFarlane praised the goat and the camel for their efficient protein production and added that in Africa and some other countries more exotic animals could be increasingly useful. He mentioned, for instance, the gazelle in Africa which is "a very efficient animal in low rainfall areas."

As solutions to the protein production problem, he proposed more careful selection, breeding and feeding to obtain the proper types of animals, using water availability in determining the amount of land to be grazed, more fencing in the world's open rangelands to "keep some regions free of stock" in order to build up the forage, and recommended "nomadism" in order to move livestock from one range to another to maintain better lands.

The deserts, MacFarlane said, can yield protein. To obtain the yield, he said, "we are going to have to control man -- the most destructive animal there is."

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18-9-25-69

By B. Zeeck

This release distributed 9-26-69
to Lubbock news media

LUBBOCK -- Many university administrators do not make use of the operations research and management science talent they have on their faculties, Dr. Richard F. Barton of Texas Tech charged at a Friday meeting in Albuquerque, N.M., of the Southwestern Chapter of the Institute of Management Sciences.

"Operations researchers and management scientists teaching in universities seem to work on university problems only casuall y and from a peripheral position," said Barton, who is director of Planning and Analyses and professor of management at Tech.

Although some are implemented, "many operations research and management science projects in university administration terminate with a report," he pointed out.

Efforts are being made to distribute programs and methods among colleges and universities, Barton said, citing the Purdue scheduling system which has been partially implemented at Texas A & M. Another example was the library system of Midwestern University, which works well for small libraries, he said.

Also a speaker at the one-day meeting was T. L. Edmonds, a Tech graduate, who is vice president of Computer Utilization, Inc., of Austin, a management consulting firm.

-30-

19-9-26-69

By Dee Powell

This release distributed 9-26-69
to Lubbock news media

LUBBOCK -- Dedication ceremonies, guided tours and a symposium will highlight the formal opening of Texas Tech's new Business Administration Building Oct. 6.

Charles F. Jones, president of Humble Oil and Refining Co., will deliver the main address at the 10 a.m. dedicatory service in the auditorium of the $4.5 million facility.

Guest speaker at the symposium, set for 2:30 p.m., also in the auditorium, will be public relations expert Dorothy Gregg of the U. S. Steel Corp. Open house will be observed from 11 a.m. until 5 p.m. to give visitors ample opportunity to inspect the building.

The public is invited to attend all three events, said Interim Dean Reginald Rushing, who will welcome guests at the opening ceremony. Tech President Grover E. Murray will introduce the speaker. Economics Prof. Harry S. Walker will preside.

Economics Dept. Chairman Robert L. Rouse will preside at the symposium which also will include a panel discussion by Profs. Richard F. Barton, John C. Gilliam, Frank J. Imke, William R. Pasewark, Louis D. Ponthieu and John Wittman.

T. C. Root, vice president of Texas Power and Light Co., will address a luncheon meeting planned in conjunction with the day's activities.

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Add one -- BA Building Dedication

The College of Business Administration Complex, which was completed last spring, includes nearly a quarter-million square feet of space in a 13-story office tower, four-level classroom building and the octagon shaped auditorium which seats 460 persons.

Designed to permit utilization of the latest equipment and teaching aids, the facility provides special purpose classrooms, seminar rooms, business machine labs, experimental labs, conference halls, tiered classrooms, accounting workshops, an advertising lab and a central audio-visual department. Among the special conveniences for students are such items as a spacious and well-lighted reading room, a study room and lounge and a snack area.

One of the largest collegiate schools of its type in the nation, Tech's College of Business Administration has an enrollment of some 4,500 undergraduate students and more than 325 graduate students seeking degrees at the master's and doctoral levels.

Opportunities for specialization in a variety of business fields are offered through the College's six departments: The Department of Accounting, the Department of Business Education and Secretarial Administration, the Department of Economics, the Department of Finance, the Department of Management and the Department of Marketing.

Attesting to the quality of education provided, the College of Business Administration is accredited by the American Association of Collegiate Schools of Business and holds membership in the National Association of Business Teacher Education.

-30-

20-9-26-69

By Emil Carmichael

NEWS
Texas Tech University
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, 792-5595
Dan Tarpley, Mgr. News Bureau, 792-5596

Cutline ----------

EXTERIOR VIEW OF THE recently completed College of Business Administration Building at Texas Tech University showing the 13-story office tower and portions of the connecting classroom unit and octagon shaped auditorium comprising the multi-million dollar complex.

(Tech Photo)

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20-9-26-69

This release distributed 9-26-69
to Lubbock news media

LUBBOCK -- Man's early efforts to conquer the arid lands of the world -- specifically the Egyptian Desert, the watershort Casas Grandes area of Mexico and the American Southwest -- were described Friday before a morning audience at Texas Tech.

Fred Wendorf, chairman of the Department of Anthropology at Southern Methodist University, Charles C. Di Peso, director of the Amerind Foundation at Dragoon, Ariz., and W. Eugene Hollon of the Department of History, University of Toledo, were the speakers.

They addressed the second general session of the Third International Symposium sponsored by the Texas Tech International Center for Arid and Semi-Arid Land Studies. Close to 50 speakers during the two-day symposium were invited to discuss almost as many aspects of arid land problems and solutions.

Other sessions during the day dealt with engineering, science and the humanities with discussions ranging from tornado control to the Chihuahuan Desert to the influence of the Sahara Desert on French literature.

Wendorf, formerly on the Texas Tech faculty and assistant director of the Tech University Museum, reported on his work at "some of the richest paleolithic sites known in the world."

When the Egyptian government decided to build the Aswan Dam, he said, most archeologists worried about the loss of temples and visible sites along the Nile. They believed time and silt had erased any possible evidence of pre-history man. Wendorf said:

"I didn't know enough to stay away, and I reasoned that a major waterway through a fairly inhospitable desert would have pre-historic sites.

"We were naive to have believed otherwise."

Dr. Wendorf said "thousands" of sites have been found, providing evidence of man's activities back as far as 19,000 B.C.

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His research in the Nubia, stretching over a 60 by 400 square mile area, and to the north "almost to Cairo" and south into Sudan has been supported "at least by half" by the Egyptian government and by the National Science Foundation, the State Department, the Smithsonian Institution and European countries and Canada.

He described one group of people who inhabited the valley between 12,000 and 13,000 B.C. as primitive of features, rugged -- men as tall as 6 feet -- and violent people. He said evidence from graves indicated that about 40 per cent of the 70 skeletons found were people who died violently -- with weapon points buried with them.

The research has uncovered the oldest known sickles and grinding stones, indicating the early dwellers along the Nile cut wild grasses and ground a type of grain which might be similar to wheat.

"This is one of the most important steps in man's development," he said, "because the next step is food production."

Another prehistoric culture, this one in Mexico, was described by Dr. Di Peso.

To command nature, Di Peso said, is "to obey her," and that "appears to have been the ideal of a group of pre-Hispanic residents who chose to dwell in the Casas Grandes Valley between A.D. 1050 and 1340."

He described Casas Grandes and hundreds of satellite villages in the valley and up the mountain slopes, all supported by an elaborate irrigated agricultural industry.

Whoever controlled the people during this period of growth, he said, used the indigenous labor pool "to instigate a surface water-soil conservation system which proved to be an amazing piece of prehistoric engineering, involving five mountainous areas."

Hollon told his audience that a "revolution in agriculture" has contributed to "a greater migration of people to the Far West during the past 25 years than has ever occurred in comparable time, in any other region of the world, throughout the long history of mankind."

He predicted an even larger population.

-more-

He called attention to the prediction that within another century men would colonize the moon, manufacturing water by atomic power and growing food under giant plastic domes.

"Even with the obvious handicaps of climate, geography and water, the worst of the arid stretches of Nevada, Utah, Arizona, Wyoming and other western states have a lot more going for them than any region of the moon's surface."

Later Friday sessions of the symposium were devoted to engineering science and the humanities.

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21-9-26-69

By B. Zeeck

NEWS
Texas Tech University
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cutlines...

WEATHER AND FUSION -- Peter H. Wyckoff, program director for weather modification of the National Science Foundation, left, visits with nuclear physicist Edward Teller, a consulting professor of physics at Texas Tech. Dr. Wyckoff and Dr. Teller both were speakers at the opening session of the Third International Symposium sponsored by the International Center for Arid and Semi-Arid Land Studies at Texas Tech University.

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btz

NEWS
Texas Tech University
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9/25/69

cutlines....

ARID LAND SPECIALISTS -- Victor MacFarlane of South Australia's Waite Institute, center, visits with officials of Texas Tech's International Center for Arid and Semi-Arid Land Studies during the center's Third International Symposium at the university. Dean Gerald W. Thomas of the College of Agricultural Sciences is a deputy director of the International Center and Dr. Thadis W. Box, right, is director. Dr. Box spent last year in Australia studying the arid rangelands of that continent.

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btz

SEPT. 29 - OCT. 4

| Date 1969 | Stories and Cutlines | Locals | State | Reg. | HT's | Explanation |
|---|---|---|---|---|---|---|
| 1 - SEPT - 30 | STILLWATER - EX-STUDENTS | ✓ | | | | |
| 2 - 9-30-69 | DR. IROL W. BARSLEY | ✓ | | | | |
| 3 - 9-30-69 | DR. EDWARD HANTEN | ✓ | | | | |
| [redacted] 10-1-69 | Univ Theatre ("Multicultural Mag") | | | | ✓ | |
| 4 - 10-1-69 | HARLEY D OBERHELMAN | ✓ | | | | |
| 5 - 10-1-69 | WINTERS RETIREMENT | ✓ | | | | |
| 6 - 10-1-69 | MAJ. TRACY MEDAL | ✓ | | | | |
| 7 - 10-1-69 | B.A. BLDG. + EDITORS NOTE | ✓ | | | | |
| 8 - 10-1-69 | EX-STUDENTS MELTING | ✓ | | | | |
| 9 - 10-3-69 | RANCH MANAGEMENT CONF | ✓ | | | | FARM EDITORS - AMARILLO, DALLAS, PLAINVIEW, BIG SPRING, SAN ANGELO, FORT WORTH, ABILENE, ODESSA, MIDLAND |
| 10 - 10-3-69 | FLYING PROFESSORS | ✓ | | ✓ | | |

NEWS
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LUBBOCK -- Texas Tech's fair share of the 1969 United Fund campaign and the plans for raising it were outlined at a luncheon meeting Thursday in Tech Union.

The university's goal for 1969 is $21,500. In 1968, Tech raised $18,207, with 956 persons contributing.

Marshall Pennington, Tech vice president for business affairs and luncheon chairman, outlined the Fair Share method as a guide for giving, with an hour's pay per month being the suggested contribution.

Other luncheon speakers were Judge Hal O. Woodward, head of the Public Employee Division, which includes Tech, and J.C. Chambers, Tech graduate who heads the 1969 United Fund campaign.

Woodward emphasized the leadership of the university in the community, and Chambers discussed details of the fund drive.

In detailing the approach to the forthcoming fund appeal, Pennington explained that Tech President Grover E. Murray will solicit United Fund pledges from the university's vice presidents, who will contact the deans, and they, in turn, will request department heads to canvass faculty and staff.

-30-

Dee Powell

This release distributed 9-30-69
to Lubbock news media

STILLWATER, OKLA. -- A reception for Texas Tech Ex-Students and other friends of the university will be held Saturday (Oct. 4) in Stillwater prior to the Texas Tech-Oklahoma State football game.

Members of the Oklahoma City chapter of the Tech Ex-Students Association will host the function from 10 a.m. to noon in the Holiday Inn, Stillwater. A continental breakfast will be served.

Chapter President D. N. (Nick) Pope of Oklahoma City is in charge of the arrangements.

All Tech exes in the area are invited to attend.

-30-

1-9-30-69

By Emil Carmichael

This release distributed 9-30-69
to Lubbock news media

LUBBOCK -- Dr. Irol W. Balsley will go to Chicago Sunday (Oct. 5) to preside at the second annual institute sponsored by the Research Foundation of the National Business Education Association.

Dr. Balsley, a professor in the College of Business Administration at Texas Tech and a nationally known author and lecturer in the field of business education, is president of the Research Foundation.

"Mental and Emotional Factors in Learning and Job Competence" will be the subject of the 2½-day institute for state and city supervisors of business education, delegates from selected business firms and representatives of member institutions in the National Association for Business Teacher Education.

Consultants will include Dr. Ralph M. Reitan, director of the neuro-psychology laboratory of the Indiana University Medical Center in Indianapolis, and Dr. Homer Reed Jr. and Dr. James Reed, both of the Tufts-New England Medical Center in Boston.

-30-

2-9-30-69

By Emil Carmichael

This release distributed 9-30-69
to Lubbock news media

LUBBOCK -- Dr. Edward Hanten, director of the Center for Urban Studies at the University of Akron, will discuss problems in city development in a public lecture Tuesday (Oct. 7) at Texas Tech.

His 7:30 p.m. address in the Tech Union Coronado Room is being sponsored by the Union's Ideas and Issues Committee. The topic will be "The Urban Dilemma and Prospects for the Future." There is no admission charge.

Dr. Hanten, who also is chairman of the Department of Urban Studies at the Ohio university, has done extensive research in local government fiscal policy.

He has served as consultant on community development to the Housing and Urban Development Agency (HUD), the Ohio Department of Development, and city governments in Pittsburgh, Philadelphia, Boston and Chicago.

He chaired the Welfare Advisory Commission and the Planning and Priorities Committee of the United Community Council in Akron and is executive secretary of the Summit County Council of Governments which he helped to organize.

Dr. Hanten will be guest at a faculty coffee at 3 p.m. Tuesday in the Union's Blue Room and will meet informally with students following his lecture.

-30-

3-9-30-69

By Emil Carmichael

This release distributed 10-1-69
to Lubbock news media

LUBBOCK -- A two-volume Spanish textbook, co-authored by Chairman Harley D. Oberhelman of Texas Tech's Department of Classical and Romance Languages, has been accepted for use in Texas high schools, it was announced Wednesday (Oct. 1).

The work, "Espanol Moderno," was published first in 1964 with a second edition in 1966, both used widely in communities across the nation, including Los Angeles, Madison, Wis., Akron, Ohio, and the San Francisco Bay area.

The third edition will be ready for use in secondary schools in Texas next year with the approval of the textbook committee of the Texas Education Agency. The publisher is Charles E. Merrill, Columbus, Ohio.

Prof. Agnes M. Brady is the co-author. Formerly a member of the faculty of the University of Kansas and one of Dr. Oberhelman's major professors, she is now retired. Prof. Mario Iglesias, Ohio State University, is a contributing editor.

-30-

4-10-1-69
By B. Zeeck

This release distributed 10-1-69
to Lubbock news media

LUBBOCK -- Master Sergeant Lindel B. Winters was retired from the United States Army after 25½ years service in Wednesday ceremonies in the Military Science Department at Texas Tech.

Winters, who has been Arms Room NCO with the Tech ROTC unit since January 1967, plans to accept a position as advisor with the Slaton High School ROTC unit.

Col. Maxwell C. Murphy presented Winters with a retirement certificate during the ceremonies.

Winters, whose overseas assignments included Europe and Korea, holds the Bronze Star, Combat Infantry Badge, Purple Heart, Army Commendation Medal, Presidental Unit Citation, Meritorious Unit Citation, Korean Presidental Unit Citation, European Campaign Medal, European Occupation Medal, Korean Campaign Medal, United Nations Medal, Army Expeditionary Medal and the National Defense Medal in addition to eight awards of the Good Conduct Medal.

-30-

5-10-1-69

By Dee Powell

This release distributed 10-1-69
to Lubbock news media

LUBBOCK -- The Meritorious Service Medal will be awarded to Maj. James L. Tracy in 1:30 p.m. ceremonies Friday at the offices of Texas Tech's Department of Military Science.

The award is for Tracy's service as automatic data processing plans and operations officer at Fort Monroe, Va., from July 1968 to May 1969.

He is assigned to Tech's ROTC student detachment.

-30-

6-10-1-69

By Dee Powell

EDITOR'S NOTE: You are invited to attend and cover the ceremonies in Room 10 of the Social Science Building.

This release distributed 10-2-69
to Lubbock news media

EDITOR'S NOTE

A press conference will be held in the College of Business Administration Dean's Conference Room (Room 150) at 11:15 a.m. October 6. Members of the media are invited.

Meeting with the media will be dedication speaker C. F. Jones; T. C. Root Jr., Vice President of Texas Power and Light, and Dorothy Gregg of the U. S. Steel Public Relations Department.

-30-

7-10-1-69 John Petty

This release distributed 10-1-69
to Lubbock news media

# BUSINESS ADMINISTRATION BUILDING

## TEXAS TECH UNIVERSITY

Dedication: October 6, 1968

Dedication Speaker: C. F. Jones, President
Humble Oil Company

Building Completed: Spring, 1969

Total Cost: $4.5 million

Gross Square Feet: 198,658 (Approximately 5 acres)

Texas Tech University College of Business Administration enrollment for the fall of 1969 was 4469 undergraduates and 310 graduates, giving it the largest, fulltime day enrollment among schools of business in the United States.

### About the Building

The building is designed to house an enrollment of 6,000 students. Until this enrollment is reached, 25 general classrooms and seminar rooms will be available for other disciplines. In addition, 34 classrooms and seminar rooms will be available for Business Administration use. There are a total of 21 laboratories, one 450-capacity lecture hall and a 400-capacity study area in the facility. Offices for 160 faculty, eight offices within the dean's complex and seven within the department chairmen's complex, and spaces for 62 teaching assistants are contained in the twelve-story office element.

The facility can accommodate 3,990 students per hour.

-30-

7-10-1-69

This release distributed 10-2-69
to Lubbock news media

LUBBOCK -- A change of place has been announced for the meeting of the Texas Tech Ex-Students Association chapter meeting slated at 11 a.m. Saturday (Oct. 4) in Stillwater, Okla., prior to the Tech-Oklahoma State football game.

The reception and breakfast hosted by the Oklahoma City chapter will be at The Family Dog rather than Holiday Inn as originally announced.

All Tech exes are invited to attend.

-30-

8-10-1-69

By Emil Carmichael

This release distributed 10-3-69
to Lubbock news media

ATTENTION: FARM EDITORS

LUBBOCK -- Range practices and other techniques of special interest to ranchers in the Southwest will be spotlighted in sessions of the Seventh Annual Ranch Management Conference Friday (Oct. 10) at Koko Palace in Lubbock.

Registration will begin at 9 a.m. for the one-day meeting sponsored by the Texas Section of the American Society of Range Management, the West Texas Chamber of Commerce and Texas Tech.

Dr. Bill Pope, associate director of Texas A & M Agricultural Experiment Station, will be the keynote speaker. His topic will be "The Changing Market Demands for Feeder Cattle in the West."

Paul Marion, superintendent of the Rolling Plains Livestock Research Center, Spur, will discuss the use of dry-lot and other management techniques to enlarge the cow herd for increased production of feeders.

Dr. Dale Furr, nutritionist for Hi-Pro Feeds, Inc., Friona, will speak on "Feeder Cattle for West Texas." Dr. Sam Curl, assistant dean of Tech's College of Agricultural Sciences, will discuss techniques for providing a year-round supply of feeder calves. Rancher Jack Lott of Post will preside.

Speakers at a noon luncheon for conference participants will be Tech President Grover E. Murray and John Matthews of Abilene, chairman of the Brush Control and Range Improvement Association. Tech Agriculture Dean Gerald Thomas will be master of ceremonies.

Rancher Ben O. Sims of Paint Rock will open the afternoon session with a discussion of "The Rancher's Dilemma."

Dr. Joseph L. Schuster, president of the Texas Section of ASRM, will discuss vegetation management for maximum livestock production. Schuster is chairman of the Department of Range and Wildlife Management at Tech.

-more-

Soil Conservation Service specialist Arnold Davis of Temple will discuss new plant materials for increasing range production.

Dr. Thad Box, who recently returned from a year's study of the ranching industry in Australia, will speak on "The Australian Cattle Industry and the U.S. Rancher." Box is director of Tech's International Center for Arid and Semi-Arid Land Studies.

Robert Steger, Extension Service Range specialist from Fort Stockton, will moderate the afternoon session.

Tom Copeland of Levelland is chairman of the conference committee. Dr. Bill Dahl of Tech's Department of Range and Wildlife Management is program chairman, and Tech Prof. John Hunter is in charge of arrangements.

-30-

9-10-3-69

By Emil Carmichael

This release distributed 10-3-69
to Lubbock news media

LUBBOCK -- When the man can't come to the university, the the University can go to the man -- at Texas Tech.

A unique "Flying Professors" master's degree program in engineering takes Texas Tech graduate engineering faculty to Pampa, Borger, Midland-Odessa and now Amarillo one night a week to offer continuing education to almost 100 students.

One of the students is expected to receive his master's degree next May in a program speeded up by an academic leave last summer. Sixteen have completed 18 hours credit -- half the required number. Forty-six students began the program this semester, and 25 of them are in the new class which meets at Amarillo College.

Eighteen companies in West Texas support the project, and many pay 50 per cent or more of the student registration fee.

Dean John R. Bradford of Texas Tech's College of Engineering devised the solution to an obvious need and, he pointed out, the benefits work both ways.

"This Master of Engineering program is a direct community service," he said, "and a proper role for Texas Tech University as a responsible partner in the growth and development of this entire region.

" The contacts our professors have made with practicing engineers who are working daily in engineering career fields have been invaluable to us," he said. "We learn first hand of the engineer's current problems, and this knowledge is reflected in our classrooms on campus. Although there are other advantages, this alone is important."

The largest number of students -- 42 per cent -- are updating their knowledge of chemical engineering while 32 per cent have a major interest in mechanical engineering. Civil, electrical, industrial and petroleum engineering are other majors listed by the students.

-more-

With the cooperation of the faculty from the College of Business Administration, management courses also have been taught.

"One thing which makes this course of study so attractive," Dr. Bradford said, "is its flexibility. The curriculum is applicable for all of the several engineering disciplines. We teach what the students and companies indicate need to be learned."

The Flying Professors program began in 1966 with classes in Pampa and Borger. It was extended to Midland-Odessa in 1967. The number of requests received from engineers in the Amarillo area since classes began there in September indicates that a second class will be offered in the spring semester, Bradford said.

The program is the only one of its kind approved by the Coordinating Board, Texas College and University System, and is particularly useful in West Texas where the distance between field work and the university is great.

"It is a logical program," Dean Bradford said. "The knowledge explosion is so great that a man holding a bachelor's degree in engineering cannot hope to keep up with new information unless he makes a real effort to continue his education.

"Within seven years after his graduation, he knows about half what he needs to know to compete favorably with the new graduate -- and his background knowledge is continually being outdated by new information.

"By offering the master's degree," Bradford said, "the student has a goal incentive, and what he learns serves both himself and industry."

Lee Phillips, director of the program, cited as student benefits advancement to managerial positions, increased prestige with a master's degree, and a surer knowledge that the engineer is turning in a more competent performance on the job.

In one particular case, Phillips said, a 50-year-old student had apparently reached the point of maximum advancement with the education he had.

"Now, with what he has gained from this program," said Phillips, "he's moved on to a more responsible position, better pay and a better future."

Dean Bradford explained that the Flying Professors program was the spark which set off plans for the Western Information Network (WIN), a plan nearing reality whereby universities, colleges and communities can communicate in West Texas by television.

"So many more could be taught so much more through an electronic circuit," he explained. "This off-campus program has demonstrated the need for it and the usefulness of the continuing education program to the individual and to business. As WIN becomes operational it's obvious that more people can do what our off-campus engineering students are doing -- keeping up."

Students in the Flying Professors program are registered in the Texas Tech Graduate School and come to the Lubbock campus for their final comprehensive examinations, to confer with advisers or whenever it is convenient for them.

Library and computer facilities at Texas Tech are made available, with professors often providing the "messenger service" -- checking books out and in and delivering programs from the student to Computer Services and back again.

Volunteer coordinators work with the program in each community, making arrangements, registering students, serving as liaison between the classroom and university, and handling other detail.

They are C. C. Szalkowski, coordinator of graduate studies, Mason & Hanger-Silas Mason Co., Inc., Amarillo; Jack Clark, Phillips Petroleum Co., Borger; Loyd Braffett, Celanese Chemical Co., Pampa; John Wright, Cabot Corp., Pampa, and Don Cooper, Dart Industries, Odessa.

Also community institutions have cooperated, providing classroom facilities, libraries and computer facilities. These cooperators include Frank Phillips College, the Phillips Petroleum Co., West Texas Education Services, Odessa College, Ector County, El Paso Products Co., Pampa High School, Celanese Chemical Co., the Cabot Corp. and Amarillo Junior College.

Other participants include Huber, Inc., Rexall Chemical Co., Elco Chemical Co., American Institute of Chemical Engineers (both the Texas Panhandle and the Permian sections), Southwestern Public Service Co., Cosden Oil Co., Shell Oil Co., Rexene Polymers Co., Texas Pacific Oil Co., Atlantic Richfield and Calgon Corp.

Professors are chosen according to the classes required, and they rotate from community to community to serve the needs of the classes. This semester they are: in Amarillo, Mechanical Engineering Prof. Donald J. Helmers; in Midland-Odessa, Chemical Engineering Prof. James E. Halligan and Chairman George F. Meenaghan of the Department of Chemical Engineering; in Pampa, Chemical Engineering Profs. Robert M. Bethea and H. R. Heichelheim; and in Borger, Mechanical Engineering Prof. Elbert B. Reynolds and Industrial Engineering Prof. Milton Smith.

-30-

10-10-3-69

By B. Zeeck