

1-9-17-84

(MEDIA ADVISORY: You are invited to a news conference for world renowned violinist Isaac Stern at 12:15 p.m. Tuesday (Sept. 18) in the Media Room of Lubbock International Airport. Stern will perform at 8:15 p.m. Tuesday in Municipal Auditorium as part of Artists Series for the University Center Cultural Events. For more information, contact Mary E. Donahue, University Center Activities assistant coordinator, at 742-3621.)

CONTACT: Preston Lewis

2-9-18-84

LUBBOCK--Ranchers from throughout the Southwest and livestock industry leaders from across the nation will honor one of their own Friday (Sept. 21) when Foy Proctor of Midland is presented the 1984 National Golden Spur Award.

Proctor, widely known southwestern rancher who operates the C Ranch near Midland and the Foy Proctor Ranch in Hartley County, will be recognized by the nation's major livestock organizations during a National Golden Spur Award and Prairie Party at 7:30 p.m. in Lubbock Memorial Civic Center Exhibit Hall.

The award presentation will highlight National Golden Spur Award Weekend activities which include Livestock Day Friday and Ranch Day Saturday.

Proctor is being honored for a lifetime of contributions to the livestock industry. He will be presented the National Golden Spur Award by Harold P. "Bo" Brown, chairman of the Ranching Heritage Association's Board of Overseers.

The presentation will be preceded by a slide show tracing Proctor's accomplishments in the industry and in his community. The slide show was written by Proctor's long-time friend Bill Collyns, former editor of the Midland Reporter-Telegram.

Entertainment for the evening will include a Ranch Hosts Revue of costumed volunteers representing nine historic structures at the Ranching Heritage Center and an ensemble of strolling musicians during the dinner.

A 6 p.m. reception for Proctor and a dance, following the presentation and featuring Weldon Reed and his Solid Country band from Justiceburg, also are scheduled, both in the Banquet Hall.

Livestock Day will begin the weekend's activities at 9:30 a.m. Friday in the DeVitt and Mallet Ranch Building at the Ranching Heritage Center (RHC). Speakers will include Jay H. Wardell, vice president of the Beef Industry Council for the National Live Stock and Meat Board, and Colorado State University animal science Professor George E. Seidel Jr., a pioneer in biotechnology.

Other speakers will include Texas Tech animal science Professor Robert A. Long; David K. Hayes, director of the Texas Tech restaurant, hotel and institutional management program; and Texas Tech Home Economics Dean Elizabeth G. Haley.

Livestock Day speakers will address beef's role in the diet and health, biotechnology and cattle, and the food service industry's attitude toward beef. Planned during the day are an exhibit of genetically identical cattle and demonstrations of two methods to determine the composition of live cattle. The urea space method will be shown on videotape by its developer, Rodney L. Preston, holder of the Thornton Distinguished Chair in Animal Science at Texas Tech. A demonstration of the ultrasound method will be conducted by Texas Tech animal science Professor C.B. Ramsey, who has extensive experience with the process.

A Livestock Day luncheon will be served by students in the restaurant, hotel and institutional management program.

Ranch Day will begin at 9 a.m. Saturday with a coffee in the parlor of the DeVitt and Mallet Ranch Building. At 9:30 a.m. area rancher John Lott will give dedicatory remarks at the formal opening of the 5,000-square-foot addition to the ranch building.

The dedication will cover the new addition funded by the late Christine DeVitt, new furnishings funded by Tom and Evelyn Linebery of Midland, the new Burnett Room, a new fireplace, a bust of Texas rancher and Texas Tech Board member C.T. McLaughlin, and a reception area recognizing Miss Helen Campbell.

After the dedication the RHC will come alive with the sights, sounds and smells of an era in ranching which disappeared after the turn of the century. Costumed volunteers in period structures will be occupied with ranch chores, crafts and social activities from the 19th and early 20th centuries during Ranch Day at the 14-acre outdoor exhibit site.

At 10:30 a.m. the annual membership meeting of the Ranching Heritage Association will begin in the Pioneer Room. The RHA Board of Overseers will meet at 12:30 p.m.

Tickets to the National Golden Spur Award and Prairie Party are \$25 apiece. Ranch Day is open to the public free, except for the luncheon which will be available for \$6 and \$3. For information on either event, contact the RHA at 742-2498. Livestock Day is open free to the public, though the luncheon will cost \$7. For information, contact the Texas Tech Animal Science Department at 742-2825.

The National Golden Spur Award is sponsored by the RHA and the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Texas Sheep and Goat Raisers, and the Texas and Southwestern Cattle Raisers associations. The same organizations plus the Texas Cattle Feeders Association sponsor Livestock Day.

CONTACT: Preston Lewis

3-9-18-84

LUBBOCK--Ghost riders are shadowing the colorful 30-year tradition of the Masked Rider mascot at Texas Tech University.

The Masked Rider made his first Texas Tech-sanctioned ride Jan. 1, 1954, when Joe Kirk Fulton led the team onto the field at the Gator Bowl.

But the modern Masked Rider had earlier, though indirect, ancestors -- a handful of students who took impromptu rides before many home football games in the late '30s and early '40s. The unknown rider would circle the football field before home games, then vanish.

Ruth Horn Andrews, daughter of Texas Tech's first president, wrote of those mysterious early riders, "Wearing a scarlet satin cape and mounted on the palomino stallion..., the rider circled the field at what looked like breakneck speed. The fans loved it."

Arch Lamb, a founder of the Saddle Tramps men's spirit organization and a 1939 Texas Tech graduate, said there was indeed an earlier rider. That rider, Lamb believes, provided the genesis of the idea by Texas Tech football coach DeWitt Weaver to have a rider lead the team onto the field at the Gator Bowl.

"We called him the Red Raider Rider," Lamb said. "Few people have spoken much about it because they didn't want to take anything away from Joe Kirk Fulton as the first Masked Rider, but there was an earlier rider."

Lamb identified the first of the mysterious riders as George Tate, Class of '37.

"It's true," said Tate, now a retired ranch manager living in Weatherford.

Lamb, head yell leader during the 1936 season, said, "Most of our competition had some kind of mascot, and we didn't. We were known as the Matadors until some sportswriter dubbed the team 'Red Raiders.' Several of us in the Saddle Tramps decided if we were Red Raiders, we ought to have a Red Raider."

Tate remembered how he became the original rider.

"I wasn't the first Red Raider Rider because I was popular," he said, "but because I could get a horse and saddle."

Tate worked as a student horse herdsman in the horse barn on campus. When it came time for the ride, he borrowed from the stables a palomino named "Tony" and galloped around the football field.

Lamb said the identities of Tate and his successors were kept secret from other students for symbolic reasons.

"We thought the Red Raider Rider should represent the school spirit of Texas Tech," he said. "Now what is school spirit? It's kind of like a phantom. Like the soul of a man, you can't put your finger on it, can't draw a picture of it. School spirit just appears when you need it, then disappears until it is needed again. Same thing with the rider."

Tate remembered another reason for the hurried gallop and disappearance.

"It was a sneaked out horse," Tate recalled. "I had to get him back quick."

With his borrowed horse and a red satin cape made by students in home economics, Tate took his first ride around the track circling the field on a cold and rainy Sept. 26, 1936.

"The first night I rode," Tate said, "it was muddy and the track coach didn't like me running around the track."

The only other people upset that night, however, were Texas Tech's opponents. Just as Joe Kirk Fulton's 1954 Gator Bowl appearance preceded an unexpected Texas Tech victory, 35-13 over Auburn, Tate's maiden ride kicked off one of Texas Tech's first victories of national significance.

"As I remember it, the first time I rode was before the TCU game when TCU brought 'Slinging' Sammy Baugh to town," Tate said. "They were supposed to beat us."

However, Texas Tech shut out Baugh and the Horned Frogs to claim a 7-0 victory over the national powerhouse.

Tate said he rode at only two of the seven home games in 1936. And, the Red Raider Rider survived on a sporadic basis until the middle years of World War II when most of the early riders had graduated or been caught up in the war.

Though the Red Raider Rider was largely forgotten, the Techsans who had ridden as the mysterious horseman always remembered.

Former Saddle Tramp Rob Lake, in an interview with the Southwest Collection, said "At many alumni functions, a few exes have divulged to the Saddle Tramps that they, at one time or another, had made appearances as the rider. And, they have always prided themselves in having kept the secret."

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CONTACT: Preston Lewis

4-9-19-84

LUBBOCK--A new addition to the DeVitt and Mallet Ranch Building will be dedicated during Ranch Day activities Saturday (Sept. 22) at the Ranching Heritage Center of The Museum of Texas Tech University.

The 9:30 a.m. dedication will cover the new 5,000-square-foot addition to the ranch building, new furnishings, the new Burnett Room, a new fireplace, a bust of Texas rancher and former Texas Tech Board Member C.T. McLaughlin and a reception area recognizing Miss Helen Campbell.

John F. Lott of Lubbock, the grandson of pioneer West Texas ranchers Mr. and Mrs. John B. Slaughter, will deliver the dedicatory address.

Ranch Day will conclude National Golden Spur Weekend activities which include the presentation of the 1984 National Golden Spur Award to southwestern rancher Foy Proctor of Midland at a 7:30 p.m. Friday ceremony in Lubbock Memorial Civic Center.

Ranch Day will begin with a 9 a.m. coffee in the Parlor of the DeVitt and Mallet Ranch Building. After the dedication, the 14-acre RHC will come alive with the sights, sounds and smells of ranch life as it was up through the turn of the century. Old-time ranch chores, crafts and social activities will be recreated at many of the 30-plus structures at the outdoor exhibit site.

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The new addition to the DeVitt and Mallet Ranch Building will include an additional 3,515 square feet of exhibit space, plus 735 more square feet for offices of the Ranching Heritage Association (RHA) and 400 more square feet for Cogdell's General Store.

The addition is the result of a gift from the late Christine DeVitt, a long-time supporter of the RHA. Miss DeVitt gave the original funds for the construction of the DeVitt and Mallet Ranch Building as well as for the major portion of the expansion. The response to the dedication will be offered by Miss DeVitt's long-time friend, Mrs. E.H. Boedeker.

New furnishings, including carpeting and furniture, were acquired through a gift by Tom and Evelyn Linebery of Midland. Tom Linebery is a former member of the Texas Tech Board. Mr. and Mrs. Linebery will respond to the dedicatory remarks.

Part of the new exhibit area will be the Burnett Room. The room will be furnished with the belongings of pioneer Texas rancher Samuel Burk Burnett of the 6666 Ranch. The furnishings from Burnett's bedroom will include his brass bed, a rug, grandfather clock, fireplace mantel, fire screen, table and lamp, a portrait of Burnett and framed photographs. Also to be displayed will be his saddle and bridle.

The Burnett items were donated by Mrs. Anne Burnett Tandy and Mrs. Anne Sowell, Burnett's granddaughter and great-granddaughter, respectively. Mrs. Sowell is a member of the Texas Tech Board of Regents. The dedicatory response will be offered by J.J. Gibson, manager of the 6666 Ranch and a member of the Board of Overseers of the Ranching Heritage Association.

RANCH DEDICATIONS/ADD TWO

Also to be dedicated is a fireplace given by Mrs. Howard Hampton of Lubbock in memory of her late husband, a founding committeeman of the Ranching Heritage Center. The fireplace is built of bricks from a cattle pen at the site of old Fort Bascom, a Civil War era fort 15 miles north of what is now Tucumcari, N.M. The remains of the cattle pen are on the Hampton Ranch. Mrs. Hampton will offer the response.

A bust of West Texas rancher C.T. McLaughlin will be unveiled at the dedication. The bust was donated by McLaughlin's daughter, Mrs. Jean McLaughlin Kahle of Fort Worth. McLaughlin founded the Diamond M Ranch. The Diamond M Foundation has supported the RHA throughout its existence. Mrs. Kahle will offer the response to the dedication of the bust.

A reception area in the new RHA offices will be dedicated in honor of Miss Helen Campbell, a trustee of the estate of rancher Ewing Halsell. The late Christine DeVitt requested the recognition for Miss Campbell, her lifelong friend. Miss Campbell has been a supporter of the RHA. Her gifts have included the sheltered drive-through on the east end of the ranch building.

After the dedication, Ranch Day activities will continue at the RHC through 3:30 p.m. All activities are open free to the public.

A Ranch Day barbecue luncheon will be available for \$6 and \$3.

For information on Ranch Day or the National Golden Spur Award and Prairie Party, contact the RHA at 742-2498.

CONTACT: B. Zeeck

5-9-19-84

LUBBOCK--The president as well as the executive director of the Association of American Geographers (AAG) will join about 80 geographers from six states and the District of Columbia in the Friday (Sept. 21) fall meeting of the Southwest Division of the association.

Risa I. Palm of the University of Colorado, Boulder, is AAG president, and she will discuss "Geography and Consumer Protection: The Response of the Housing Market to Hazards Disclosure" at the association's banquet beginning at 6:30 p.m. Friday at the 50-Yard-Line Restaurant.

Representatives of 18 universities in addition to geographers who are not affiliated with educational institutions will participate on the program. A field trip planned for Saturday morning (Sept. 22) will take participants to the Ranching Heritage Center, the Plains Co-op Oil Mill and the Llano Estacado Winery.

Other possible field trip sites will include a cattle feedlot and the Yellowhouse Canyon Lakes area.

All AAG lecture sessions will take place in the Texas Tech University Center. Welcoming guests will be geographer William B. Conroy, dean of the Texas Tech College of Arts and Sciences and president-elect of the Southwestern Social Science Association.

Also attending will be Dr. Robert T. Aangeenbrug, AAG executive director, Washington, D.C., and the Southwest Association of American Geographers' President Henry W. Bullamore of the University of Southwestern Louisiana.

At a general session, Dr. Robert M. Sweazy, director of the Texas Tech University Water Resources Center, will discuss the West Texas water problem.

Concurrent sessions will deal with geography curriculum in Texas public schools; historical geography; politics, migration and culture; land and water resources; energy, minerals and natural hazards; and the status of women in the field of geography.

Papers presented will discuss many concerns other than those of the American Southwest.

G. Taylor Barnes of the U.S. Air Force Academy, for instance, will discuss military retirement migration. Peter Siska of Lubbock will talk on geographical perspectives of Czechoslovakia. A paper by Bradley T. Cullen of the University of New Mexico, James H. Johnson Jr. of the University of California at Los Angeles, and Lawrence H. Sommers of Michigan State University will offer an analysis of a household energy use survey.

A graduate student paper competition will be held with winners announced at the banquet.

Late registration is open to those with a special interest in geography. The fee is \$10. For information call Dr. Otis W. Templer, chairperson of the Texas Tech Department of Geography, who chairs the Program Committee (742-3838).

CONTACT: Darla Hightower

6-9-19-84

LUBBOCK--Nine Texas Tech University graduate students have been named 1984 recipients of the Paul Whitfield Horn Fellowship for women.

Each student was awarded \$500 from the fund, which is administered by a joint committee of the University Quarterly Club and the University Women's Club.

The recipients are Teresa Jean Burroff, 2400 Melrose Ave., Bossier City, La.; Cheryl Ann Sigsbee, 310 Merribrook, Duncanville; Esther Sundell Lichti, 1202 Dover Ave., Lubbock; Marsha Ann Daniels, 4402 62nd St., Lubbock; Nancy Gayle Allen of Wolfforth; Rhoda Elizabeth Cummings, 6205 Knoxville Drive, Lubbock; Carol Foster Masson, 5412 40th St., Lubbock; Margaret Gammage Tucker, 2222 Fifth St., Lubbock; and Patricia Joyce Wiles, 1103 Brookhaven, Canyon.

The Paul Whitfield Horn Fellowship, named in honor of Texsa Tech's first president, was established in 1941.

Burroff and Sigsbee are studying law. Lichti, Masson and Wiles are pursuing doctorates in fine arts. Allen is working on a doctoral degree in English and Cummings on a doctorate in education. Daniels is seeking a doctorate in educational administration and Tucker a master's degree in museum science.

CONTACT: Terri Lloyd

7-9-19-84

LUBBOCK--Texas Tech University will celebrate homecoming 1984 Friday and Saturday (Sept. 28-29) as "Tradition Rides Again," a theme recognizing the 30th anniversary of the Masked Rider mascot.

It was at the Gator Bowl New Year's Day 1954 when the Masked Rider first led the Red Raider football team onto the field. Since that ride by Joe Kirk Fulton, 22 other Techsans have served as the Masked Rider at football games and other university functions.

Eighteen of the former riders are expected to participate in special ceremonies during the weekend's activities.

Special homecoming events will include receptions, open houses, luncheons, breakfasts, a pep rally, a parade and a homecoming dance, all culminating with the Texas Tech-Baylor game at 7 p.m. Saturday in Jones Stadium.

From Monday through Friday an exhibit tracing the history of the Masked Rider will be on display in the University Center Courtyard. The exhibit, compiled by the Southwest Collection, the university archives, will be up daily 10 a.m. to 3 p.m.

Friday activities will include the Ex-Student's Association's annual Council and Awards Luncheon at 12:15 p.m. in the University Center Coronado Room. Top Techsan awards will be presented at the luncheon to four outstanding non-faculty university employees: Janie E. Blount, senior administrative assistant, Office of Research Services; Mildred I. Caldwell, retired bursar; Charles W. Graves, system operation and control manager, Computer Center; and Mary H. Reeves, assistant dean of students. Cost of the luncheon is \$5.

The Ex-Students Association's Century Club reception will begin at 6 p.m. in the University Center Courtyard and be followed at 6:30 p.m. with the Century Club Dinner. Cost is \$12.50.

Finalists for the 1984 homecoming queen will be announced at the bonfire and pep rally at 8 p.m. at the Southwest Conference Circle.

The Class of '49 is invited to a reunion reception Friday at 8:30 p.m. at the home of Texas Tech President Lauro F. Cavazos, who graduated in 1949.

The homecoming dance, featuring the band Texas Gold, will begin at 9 p.m. in Municipal Coliseum. Cost is \$5 per person.

Saturday activities will begin with a 7 a.m. breakfast for members of the Lettermen's Association in the Lettermen's Lounge.

The College of Agricultural Sciences will host a 7 a.m. breakfast in the University Center Ballroom for alumni and their families. Cost is \$5. Departments in the college will hold open houses after the breakfast.

The Mass Communications Department will honor outstanding alumni Robert Montemayor and Bill Crume during an 8 a.m. breakfast in the Faculty Club. Los Angeles Times reporter Montemayor, a 1975 graduate, received a Pulitzer Prize earlier this year. Crume, a 1955 graduate, is founder and chairman of Crume and Associates, a Dallas advertising firm. Tickets are \$5 and may be reserved by calling 742-3385. The department will hold an open house at 10 a.m. in the Mass Communications Building.

The Red Raider Road Race, sponsored by the Ex-Students Association to benefit the scholarship fund, will begin south of the band parking lot at 9:00 a.m. Anyone can participate in either the 5- or 10-kilometer race. Registration is \$7.50.

HOMECOMING '84/ADD TWO

The Student Association will sponsor a pre-parade breakfast at 8:30 a.m. by the Texas Tech Seal at the Broadway entrance to the campus. The homecoming parade will begin at 9:15 a.m. traveling on Broadway from Avenue G to Memorial Circle on campus. Former Masked Riders will serve as honorary parade marshals.

A reception for former Music Department students is scheduled 10 a.m. to noon in the lobby of the Music Building. Former choir members will meet at 11 a.m. in Room M01 of the Music Building for a sing-along.

The Civil Engineering Department will hold a reception 10 a.m. until noon in Room 154, Civil and Mechanical Engineering Building.

The women's varsity swim team will challenge the alumni during the alumni swimming and diving meet at 10 a.m. and the men's team will face exes at noon, both at the Aquatic Center.

The varsity baseball team will take on alumni players who have graduated since 1975 during a 10 a.m. game at the Texas Tech Diamond. At 11:30 a.m. baseball alumni who graduated before 1975 will show the "youngsters" how the game should be played.

The College of Business Administration will hold a reception and open house 11 a.m. to 12:30 p.m. in Room 150 of the Business Administration Building.

The College of Home Economics will have a Red Raider Roundup Brunch 11 a.m. to 1 p.m. in El Centro, open to alumni, students and faculty of the college.

A reception for former students of the College of Education will be at 11 a.m. in the student lounge of the Administration Building.

The Electrical Engineering Department will hold an alumni reception 11:30 a.m. to 1:30 p.m. in the Bullen Room of the Electrical Engineering Building.

HOMECOMING '84/ADD THREE

Saturday luncheons will include reunions of the Class of 1949 in the University Center Ballroom and the Classes of 1959 and 1964 in the University Center Coronado Room. Registration for each will begin at 11:30 a.m.

A luncheon for former Texas Tech women athletes and friends of women's athletics will begin at noon in the University Center Lubbock Room. Tickets are \$7. For details, call 742-3360.

The College of Home Economics will also sponsor an Alumni Chapter Workshop 2 p.m. to 4 p.m. in Room 102, Home Economics.

Departments in the College of Engineering will hold open houses 2-5 p.m. A reception for new Engineering Dean Mason H. Somerville and his wife will run 3-5 p.m. in the Engineering Courtyard.

The homecoming pre-game buffet will run 4:30-6:30 p.m. in Municipal Coliseum. Tickets for the meal, featuring barbecue, fried chicken and fish with all the trimmings, are \$6.

A reception is scheduled at 4:30 p.m. in the Band Hall for current and former band members. A 5:30 p.m. rehearsal will follow for the band and for band alumni who want to participate in the pre-game show. The band will march to the stadium at 6 p.m.

Pre-game activities will begin in Jones Stadium at 6:30 p.m. with the crowning of the homecoming queen. Former Masked Riders and the Top Techsans will be introduced at that time. The Ex-Students Association will also present its annual Community Service Award to a Texas Tech organization for outstanding community service and Distinguished Service Awards to three people for outstanding contributions to the university.

During halftime, a special performance by the "Goin' Band from Raiderland" will be featured.

CONTACT: Preston Lewis

8-9-19-84

LUBBOCK--Few collegiate debuts have been more striking nor more favorably received by the press than the first formal appearance of Texas Tech's Masked Rider in the 1954 Gator Bowl.

A subsequent account said the rider leading the Red Raiders onto the field awed the crowd into a momentary stunned silence. "Then the silence was broken as the electrified crowd burst into cheering."

A Gator Bowl account by an Atlanta Journal sportswriter was even more laudatory. "No team in any bowl game ever made a more sensational entrance," he reported.

The rider was Joe Kirk Fulton and his Gator Bowl gallop helped spawn a 35-13 Texas Tech upset over Auburn and a tradition that has continued ever since.

This year the 30th anniversary of that ride will be celebrated by a reunion of the masked riders during homecoming activities Sept. 28-29 on campus. Joe Kirk Fulton and Anne Lynch Hansen, the first female Masked Rider, are expected to be among the former riders participating in the ceremony.

Fulton, now chairman of the board of Plains National Bank, Lubbock, in an interview with the Southwest Collection, said fan reaction has always been positive.

"It was all very favorable from the very beginning," he said. "I never heard a derogatory remark. I heard a few opposing coaches who really didn't like the horse on the football field, but that wasn't the fans."

At the Gator Bowl Fulton rode a horse borrowed from Bert Eads of the Hockley County Sheriff's Posse which had sent members to Jacksonville, Fla., to ride in the Gator Bowl Parade. At subsequent games, Fulton provided his own horse, Blackie. He also saw to the costume and the tack for his mount, all without reimbursement.

Today the Masked Rider receives a scholarship and has expenses for travel and care of the horse. There were other differences between today and the first year with Fulton as Masked Rider. For instance, the rider didn't circle the field after each touchdown in the early years.

"When the team would come out I would circle the field one time," Fulton said, "and when I came back, then the team followed me out."

"I think Texas Tech has the best of all mascots in the Southwest Conference," he said. "Personally, I think the Masked Rider is the most colorful and I wish I could take credit for the idea, but it was Coach (DeWitt) Weaver's."

Weaver may have gotten the idea from a mysterious rider that periodically galloped around the football field prior to games in the late 1930s. That Raider rider, according to students attending Texas Tech in the 1930s, was really several students who, over the years, kept their identities a secret.

But one thing the early Red Raider had in common with the reincarnation by Fulton and his immediate successors was that all were male. That changed in 1974 when Anne Lynch was named the Masked Rider.

"There was a lot of controversy when I was chosen," she said, "but I was so happy I didn't really think about any ramifications of being the first girl selected."

"That aspect wasn't the main thing that made an impression on me at the time. It was just the excitement of being able to represent the school and anxiety over whether I could really do it and do it well."

Now Anne Lynch Hansen of MacLean, Va., she recalled the anticipation that preceded her selection as the Masked Rider.

"I remember before I became the Red Raider I felt like a little kid standing on the corner watching shiney fire engines race by to a fire," Hansen said. "You just say 'I want to get on, I want to do that.' It was something so exciting and represented so much good that you just had to do it."

Though there was the excitement of game day and parades and rodeos, there was also the daily routine of tending the horse. Hansen estimated she spent two to three hours a day feeding and grooming Happy Five and caring for the tack. And there were the anxieties as game day approached.

"It wasn't always safe before the football games," Hansen said. "I was always afraid another team was going to shorten his tail or something like that so I'd spend a lot of the time the week before a home game making sure there were always people at the barn."

The highlight of her reign was Texas Tech's 26-3 defeat of Texas in 1974.

After graduating from Texas Tech, Hansen worked for chemical companies in agricultural sales and later in real estate management of farms and ranches held in trust by the Wells-Fargo Bank in San Francisco. In her jobs, she traveled extensively across the country and in Latin America.

"I met Texas Tech alumni everywhere, even in Latin America," she said. "I'm pretty proud of the school, and I'm so especially proud to have been the rider that I usually don't let the alumni get away without telling them I was the Red Raider."

Hansen is one of three female Red Raiders, but male or female, they all shared a common trait -- a devotion to horses. Hansen today keeps horses in Virginia and reports 1½-year-old daughter Marie has already taken to them. Her newborn son is still a bit young to make his preferences known.

In spite of, or maybe because of, all the attention, Hansen said she felt a special sense of relief when her rides before Jones Stadium crowds were over.

"At the end of the season," she said, "I was happy I hadn't fallen off. I thought that would probably be the worst thing I could have done."

And like Hansen, the tradition which Fulton put on the permanent road hasn't fallen off either, but has kept riding through 30 years of fond memories among Texas Tech faithful.

CONTACT: B. Zeeck

9-9-19-84

LUBBOCK--Texas Tech President Lauro F. Cavazos has been recognized by the U.S. Department of Education for outstanding leadership in education. The plaque of recognition was awarded Cavazos by President Ronald Reagan in a White House Rose Garden ceremony.

Present at the White House ceremony Sept. 14 was the Texas Tech president and six other Hispanic educators. Eighty Hispanic students also were honored. The students were selected by the U.S. Hispanic Chamber of Commerce for achievement in education, civic participation and community leadership.

Cavazos' commendation was for outstanding leadership and "setting an example" for community leadership.

Others honored included Jaime Escalante, high school mathematics teacher from Monrovia, Calif.; the late Dr. Tomas Rivera, professor of Spanish literature, author, and chancellor of the University of California, Riverside; Dr. Edward Aguirre, former U.S. commissioner of education of San Mateo, Calif.; Pilar Barbosa de Rosario, teacher, author and historian of Santucce, Puerto Rico; Dr. Miguel Nevarez, president of Pan American University, Edinburg; Frank Sanchez, superintendent of schools, Albuquerque, N.M.; and Olimpia Rosado, teacher and author of Miami, Fla.

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LFC AWARD/ADD ONE

Cavazos said that President Reagan, in connection with the ceremony, spoke briefly on Hispanic problems, including the school dropout rate of Hispanics.

Cavazos said that only about 55 percent of the Hispanics in the United States complete high school. President Reagan's expressed concern about that rate "parallels my own concern," Cavazos said.

Dr. Cavazos is president of both Texas Tech University and the Texas Tech University Health Sciences Center. Among his prominent assignments in education, he is a regent of the national Uniformed Services University for the Health Sciences and has served as chairman of the Texas Governor's Higher Education Management Effectiveness Council and as a member of: the Governor's Task Force on Higher Education, Adult and Continuing Education Subcommittee; and the Committee on Policies and Issues, National Association of State Universities and Land Grant Colleges.

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10-9-20-84

RED RAIDER RIDER--The impromptu rides of George Tate on the palomino Tony before some home football games in 1936 may have been the genesis for one of the most colorful mascots in collegiate history, Texas Tech University's Masked Rider. Tate and Tony, above as they appear in the 1937 Texas Tech yearbook, would gallop around the football field before game time and then vanish into the night.

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(Editor's Note: This photo, copied from the yearbook, is the only available photo of Tate with the horse.)

Texas Tech News

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CONTACT: R. Gary Cates

11-9-20-84

LUBBOCK--Gifted and talented students in the Lubbock area may enroll in non-credit courses covering everything from the arts to zoology during Super Saturdays, Sept. 29 to Nov. 17, at Texas Tech University.

The gifted learning program was developed by the Division of Continuing Education to allow students of exceptional abilities to broaden their education.

Students in Super Saturdays can explore a field of interest while utilizing the facilities of Texas Tech and the expertise of university instructors.

Through various courses students can discover the art of photography, learn about the dance customs of other cultures, create their own ceramics and even improve their play in games of strategy.

Students can also learn the beauty of Japanese ink painting and calligraphy or participate in a Young Actors Workshop.

Courses will take students into subjects on a deeper level than is often possible in public school. Subjects like bacteriology, biochemistry, ecology, and severe weather studies are among the challenging areas for students interested in a more detailed understanding of scientific fields. Young people interested in computers can receive hands-on training in BASIC and LOGO programming languages. Students gifted in math can take studies in recreational math and linear algebra.

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SUPER SATURDAYS/ADD ONE

Students currently in first through 10th grades and who are classified as gifted, who have a B+ average or who have previously been accepted into Super Saturdays or the Shake Hands With Your Future program are eligible to enroll.

Class costs are \$50 or \$60 plus lab fees in some courses. Some financial aid is available for students demonstrating need. Class sizes are limited.

For information on Super Saturdays or any courses offered this fall, contact Donna Wiener, Division of Continuing Education, 742-2353.

CONTACT: Terri Lloyd

12-9-20-84

LUBBOCK--More than 60 representatives from business, industry and government will be available to answer questions at Career Information Day at the Texas Tech University Center Ballroom from 9 a.m. through 3 p.m. Wednesday (Sept. 26).

Students and the general public may obtain information about various companies and job opportunities.

Organizations represented at the career day will include departments from the state and federal government, corporations like Rockwell International and Gulf Oil, the military and university graduate schools.

Representatives of the accounting, agriculture, data processing, insurance, real estate, research and travel industries will be available.

CONTACT: Preston Lewis

13-9-20-84

LUBBOCK--A three-judge panel of the 5th Circuit U.S. Court of Appeals will conduct appellate hearings on civil and criminal cases 9 a.m. to 1 p.m. Tuesday through Friday (Sept. 25-28) in the Courtroom of the Texas Tech University School of Law.

The hearings, open to the public, will be the first conducted by the 5th Circuit Court in the Texas Tech Law School. The full 15-member court normally sits in New Orleans, but does hear cases away from its regular court for the convenience of litigants and their legal representatives. Such sessions are generally held in Federal Court Buildings, but occasionally in law schools to give law students a chance to see the court in action.

Judges who will hear the appeals cases, primarily from the West Texas area, will be John R. Brown, Patrick Higgenbotham and Albert Tate Jr.

Texas Tech Associate Law Dean Joseph B. Conboy said the hearing will offer the public an opportunity to observe the appellate process and the court as it considers a variety of issues. Four to six cases will be presented during each daily session with oral arguments lasting 30 to 90 minutes per case.

Observers will be seated in the courtroom during breaks between cases.

CONTACT: Darla Hightower

14-9-20-84

LUBBOCK--The Texas Tech University Child Development Center is offering a new eight-week after school program for elementary school children, ages 6-12.

The program involves individual or group games curriculum and includes a snack time.

Beginning Oct. 1, the program will be offered 4-5:30 p.m. Monday through Thursday. Two- and four-day options are available. The cost is \$160 for the four-day option or \$80 for the two-day plan. To enroll a student or receive more information, call Valinda Bolton, 742-3024, or Pat Menke, 742-3016.

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

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CONTACT: Preston Lewis

15-9-20-84

LUBBOCK--As of the 12th class day Wednesday, enrollment at Texas Tech University was 23,433 for the 1984 fall semester.

That compares with the record set last fall of 23,704.

The 1984 12th class day enrollments by college or school and the 1983 official totals are: Agricultural Sciences, 1,273, 1,338; Arts and Sciences, 6,413, 6,169; Business Administration, 4,822, 4,732; Education, 1,389, 1,481; Engineering, 4,118, 4,379; Graduate, 3,137, 3,362; Home Economics, 1,471, 1,365; Law, 560, 587; Nursing, 161, 121; Allied Health, 52, 170; unclassified, 37,0.

These unofficial totals for 1984 will be reviewed and the official figures sent to the Coordinating Board, Texas College and University System, Texas Tech officials said.

CONTACT: Darla Hightower

16-9-21-84

LUBBOCK--Area women can exchange ideas and draw knowledge from experts in a variety of occupations at the sixth annual Prime Time for Women Nov. 10 at Texas Tech University.

"Innovators" will be the theme of the all-day workshop, beginning at 8 a.m. and featuring addresses from people in politics, education, finance, child care, law, medicine and other occupations. Registration fee for the conference is \$20, including lunch. Students may attend the sessions free, with a \$7 charge for lunch optional.

The 1984 conference will honor the "Pathfinders" of Lubbock, 75 women recognized for their contributions to the community. A reception honoring the Pathfinders and the speakers for Prime Time for Women will be at 7:30 p.m. Nov. 9 in the University City Club Baron Room.

Keynote addresses will be "Swept Away: Why Women Fear Their Own Sexuality," by author Carol Cassell, and "Unity Among Women's Groups," by Texas State Rep. Irma Rangel, D-Kingsville.

Concurrent workshops throughout the day will include topics such as women in aviation, financial planning for women, women in education, women and the law, women in politics, starting your own business, childcare issues, and what is "tough love."

Informal tabletop discussions during lunch will serve as a forum for exchange of ideas and provide networking opportunities. Discussions will center on topics such as the eye bank the League of Women Voters and the Referral Office of the City of Lubbock.

In "Swept Away: Why Women Fear Their Own Sexuality," Cassell explores the ambiguous sexual standards that lead women to confuse love and sex. She offers women and men new ways to look at themselves and their relationships, and exhorts them to take control of their sexual and emotional lives.

Cassell is president of the American Association of Sex Educators, Counselors and Therapists. She was the first director of Planned Parenthood Federation of America's Department of Education, and was awarded a Margaret Sanger Award in 1979 for her "contributions to enlightened sexuality" by the Institute for Family Research and Education.

She holds a doctorate in community health education, and is a consulting editor to "The Journal of Sex Education and Therapy."

Aside from serving in the Texas House of Representatives, Rangel is an attorney, teacher and author. She is a partner in the law practice of Garcia and Rangel in Kingsville.

She previously taught school in Venezuela and in several Texas and California cities. She has served on numerous state, county and municipal boards and committees.

Workshop leaders include Marilyn Copeland, president of International Women's Pilot's Association; Maria Luisa Mercado, Assistant Attorney General's office, Lubbock; Jackie Lindsey of Merrill Lynch; Sharon Goldston of Pennington Bass Corp.; Libby Blume, director of the Texas Tech Child Development Center; Velma Ruth Shambeck, Lubbock Independent School District; and Dr. Mary Bubliss, psychiatrist.

For reservations or more information, contact the Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2354.

Story ideas for the week of
Sept. 24-28, 1984
17-9-21-84

Texas Tech University
University News & Publications
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Radio & Television NewService

REMEMBER RANCH DAY SATURDAY MORNING SEPTEMBER 22 AT THE MUSEUM

HOMEcoming--"Tradition Rides Again" is the theme of Texas Tech Homecoming (Sept. 28-29) 1984. The theme recognizes the 30th anniversary of the Masked Rider Mascot. 17 former riders are expected to participate in the parade, a special reception for them (Friday) and at the football game with Baylor University. (See packet story 7-9-19-84 for Homecoming details or call University News and Publications, 742-2136.)

REGENTS MEETING--Texas Tech regents will meet in committee AND regular session Friday, September 28. Committee meetings begin at 8 a.m. in the Board of Regents suite in the Administration Building. The regular session begins at 3 p.m. in the Administrative Conference Room (2B152) Health Sciences Center.

MUSEUM ARCHEOLOGY PRESERVATION--The Museum of Texas Tech University has been awarded a National Science Foundation grant of \$55,000 for work on the conservation of the archeology core collections held in the research areas of the main building. Dr. Eileen Johnson is the principal investigator for this project. For more information call Dr. Johnson or Dr. Clyde Jones, 742-2428.

SUPER SATURDAYS--Gifted students from kindergarten through the 10th grade may enroll in classes covering subjects from bacteriology to dance. Courses start Sept. 29. The Super Saturdays program is sponsored by the Division of Continuing Education. Call Donna Weiner, 742-2353.

For assistance in developing these and other story ideas contact Christy Bingham/Bill Wideman, UN&P, 742-2136.

Texas Tech News

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CONTACT: Preston Lewis

18-9-21-84

HOLD FOR RELEASE AT NOON SATURDAY (SEPT. 22)

LUBBOCK--A tribute to a woman called "the grand lady of West Texas ranching" and activities for the whole family highlighted Ranch Day 1984 Saturday at the Ranching Heritage Center (RHC).

The late Christine DeVitt, a major benefactor of the RHC and the Ranching Heritage Association, was lauded by John F. Lott at the dedication of the new addition to the DeVitt and Mallet Ranch Building at the RHC.

Lott, a founding committeeman on the Ranching Heritage Center Planning Committee, said the new addition funded by Miss DeVitt would provide 5,000 more square feet of floor space to the building, including an additional 3,515 square feet of needed exhibit space.

"This will allow for indoor exhibits to complement the outdoor exhibits," Lott said. "With great joy, because of her good works, we dedicate this addition to the DeVitt-Mallet building in memory of Miss Christine DeVitt."

Dedicated during the ceremony in honor of Miss Helen Campbell, Miss DeVitt's long-time friend, was a reception area in the new RHA offices. New furnishings, made possible by a gift from Tom and Evelyn Linebery of Midland, also were dedicated.

A bronze bust of West Texas rancher C.T. McLaughlin was unveiled. The bust was given in memory of McLaughlin by his daughter, Mrs. Jean McLaughlin Kahle of Fort Worth.

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Also dedicated were the new Burnett Room and a wall and fireplace in the addition. The Burnett Room was furnished with the belongings of pioneer Texas rancher Samuel Burk Burnett of 6666 Ranch and was made possible by gifts from Mrs. Anne Burnett Tandy and Mrs. Anne Sowell, Burnett's granddaughter and great-granddaughter.

The fireplace and wall were made possible by a gift from Mrs. Val Hampton in memory of her husband, Howard Hampton, a founding committeeman of the RHC. The wall is made from brick taken from a cattle pen at old Fort Bascom on the Hampton Ranch.

After the dedication ceremonies, the RHC came alive with chores, crafts and activities common to ranching of a bygone era. Visitors inspected the 14-acre outdoor site and watched costumed docents occupied with labors from the past.

At the annual meeting of the RHA, new officers were elected. They were: John R. "Rich" Anderson of Gail, chairman, RHA Board of Overseers; J.D. Cage of Muleshoe, president; Jerry Worthy of Big Spring, first vice president; Buddy Baldrige of Clairemont, second vice-president; Mrs. Jean Jones of Lubbock, secretary; and Mrs. Kay Howard of Lubbock, treasurer.

Texas Tech University
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Radio & Television New Service

Attention: PSA Director

19-9-21-84

:30 sec. PSA

The Texas Tech University Child Development Center is offering a new eight-week after school program for elementary school children that includes individual and group games. The program begins October 1 and will be offered 4-5:30 p.m. Monday through Thursday. Children ages 6-12 are invited to enroll for either 2 or 4 days a week. To enroll a student or get more information about the program, call 742-3024 or 742-3016.

CONTACT: Preston Lewis

20-9-21-84

SPECIAL TO THE LUBBOCK AVALANCHE-Journal

LUBBOCK--Southwestern rancher Foy Proctor of Midland received the 1984 National Golden Spur Award Friday night as more than 900 of his friends and associates in the livestock industry gathered to recognize his lifetime of achievement.

The award was presented by Harold P. "Bo" Brown, chairman of the Ranching Heritage Association Board of Overseers, who lauded Proctor for more than six decades of ranching achievements. Proctor was also congratulated by Texas Tech President Lauro F. Cavazos.

Proctor expressed his thanks to the sponsoring organizations in accepting the award.

Proctor operates the C Ranch near Midland and the Foy Proctor Ranch in Hartley County. His previous livestock operations have included ranches in Arizona and New Mexico and extensive cattle selling in the Midwest.

The National Golden Spur is a golden OK spur in a Steuben-designed crystal presentation piece. The award is sponsored by the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Sheep and Goat Raisers, and the Texas and Southwestern Cattle Raisers associations.

Recipients are chosen by a vote from a representative of each sponsoring organization, based on the individual's accomplishments and contributions to the ranching industry.

Proctor's Hartley County ranch is on land originally belonging to the fabled XIT Ranch. The ranch near Channing has received numerous awards for its range management practices. In addition to his extensive cattle operations, Proctor at one time ran 30,000 head of sheep on a ranch near Midland.

For more than 15 years he was an active rodeo judge in Texas and New Mexico. He was on the board of directors of the Texas and Southwestern Cattle Raisers Association for many years.

At various times Proctor has served the Midland school board, Midland City Council, Midland Memorial Hospital Board of Governors, Midland Fair Inc., and the Midland Chamber of Commerce. He was a director of the Midland National Bank and later of the First National Bank for 25 years.