

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
7/5/66	Army ROTC Cadets	X				Post
2-7-5-66	Times Registration Summer Schedule	X				
3-7-6-66	Dr. W. M. Pearce	X				
4-7-6-66	Swine Day	X				Local Farm Editors
5-7-6-66	Don Cates	X				San Angelo, Howard Payer alum mag + Brownwood
6-7-6-66	West Texas Museum	X				
7-7-6-66	Speech Dept's Production "The Will to Win"	X				Kerrville, Port Arthur, Post, Corcoran, Abilene, etc. Phoned to AP & UPI
8-7-6-66	Inauguration Committee	X				Midland, Crosbyton
9-7-7-66	Swine Day Program	X				
Cutline	Participate in Swine Day Program	X				
10-7-8-66	Biology Institute field trip	X				
11-7-8-66	Language Trips	X				hometowns -

[illegible]

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-7-18-66	Freshmen Orientation	X				
2-7-18-66	degree - approved by Coordinating Board	X				
Cut line	Jack Freshman orientation				X	Pampa, George Monahan
3-7-19	ug short course Jones	X				
Cutline	Workshop Luncheon	X				Odessa
4-7-19	Kem Bennett	X				Orlando, Florida, Tex State Ex - Tulsa Reg. Tulsa State paper
Cutline	Receive Scholarships	X				
5-7-21	Petroleum Eng. Scholarships	X				Dallas, Texas ad 10
6-7-21	New locations for entry Stations	X				
7-7-21	Summer Enrollment	X				
8-7-22	Cheerleaders school	X				
9-7-22	Loans under - Texas Opportunity Plan	X				
10-7-22	Jack Budget Requests	X				
11-7-22	Board Meeting Austin	X				

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
7-25 1-25	Ses. Tech Computer Center Seminars	X				Abilene, Wichita Falls, El Paso, San Angelo, Harlingen, Austin, A.P., UPT, L.A., Okla., Mgr. St. Naps, AP, UPS, Clothing makers, Moys, Cotton Council, Cleveland Coater, Cleveland Maps, Shouston, Houston, El Paso, Abilene, Fort Worth, Wichita Falls, Dallas, Amarillo
2-7-25	Alcohol Conference	X				
3-7-26	Clothing Workshop	X				
Cutline	Adaptable Coat	X				
4-7-28	7th International Congress on Nutrition - D.E. Faculty Animal Husbandry Prof. Meeting Am. Soc. of animal Sci.	X				
5-7-28	Weight Control	X				State women's editors, UPI,
6-7-28	Arid-Semi arid Study	X				Dallas, Fort Worth, Houston, El Paso, Wichita Falls, Abilene, Austin, Angell
7-7-28	World Climatic Map	X				Big Spring, Snyder, Lamson, Hereford, Austin, Marville, Calif.
8-7-29	West Tex. School Study Council Workshop	X				Dallas, Amarillo, Abilene, Perryton, Spur, Seymour, Ok. Roswell, Dal., Eunice, H.M. Delguin, El Paso, Littlefield, Pampa, Crosbyton, Andrews, Big Spring, Emissionfield, El Paso Julia
9-7-29	Cheerleaders School	X				
10-7-29	Lt. Col. John W. Buechler	X				

This release was distributed to local media 7/5/66 and to Post newspaper.

LUBBOCK, July 5--Four Texas Tech Army ROTC cadets will be awarded commissions by Tech Military Science Prof. Col. B. W. Paden in ceremonies Saturday (July 9) at 11 a.m. in the Social Science Building.

Col. Paden will present second lieutenant bars to Robert M. Jones, and Scott G. Wood, both of Lubbock; Thomas N. Whitsett, Levelland; and Lee W. Williams, Post.

Whitsett will report for active duty in December, while Jones, Williams and Wood will enter Graduate School.

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1-7/5/66

This release was distributed 7/5/66 to local media.

LUBBOCK, July 5 -- Final exams will be Thursday and Friday for Texas Tech's 7, 216 first term summer students.

Registration for the second summer term will be from 1:30 to 5 p. m. Monday (July 11) and from 8 a. m. until noon Tuesday (July 12). Orientation assembly for second term entering freshmen will be at 1:30 p. m. Monday.

Second term classes will begin July 13 and will end Aug. 17. Commencement exercises for summer graduates will be Aug. 20.

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2-7-5-66

This release was distributed
7/6/66 to local media.

LUBBOCK, July 6--Texas Tech Academic Vice President Dr. W.M. Pearce has been appointed to an eight-member committee of the Association of Texas Colleges and Universities.

The committee will work with the Texas College and University System Coordinating Board in the development of a core curriculum of junior college courses which are freely transferable to state-supported senior colleges and universities.

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LUBBOCK, July 6--Texas Tech Academic Vice President Dr. W. M. Pearce will attend the IBM Corporation's Course for College Administrators on Data Processing in San Jose, Calif., July 10-15.

The course is designed to give administrators a basis for evaluating the data processing needs of their institutions and to acquaint them with the development of computer systems and their uses.

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3-7-6-66

This release was distributed
7/6/66 to local media and local
farm editors.

LUBBOCK, July 6--More than 200 persons are expected for the 14th annual Swine Day Thursday (July 7) in the Texas Tech Union, Animal Husbandry Prof. Sam E. Curl said Wednesday.

A talk by Carroll Plager, livestock extension manager of the Hormel Packing Co., will highlight the one-day event. Plager will discuss "Hog Farm Management" at 10 a.m. and "Merchandizing Pork: Packer and Producer" at 1:15 p.m.

Plager is widely known for his contributions to the pork production industry and is one of the nation's most sought-after swine speakers, Dr. Curl said.

Holding a degree in animal husbandry from Iowa State University, Plager has served as superintendent of the National Barrow Show since its inception in 1946. He also serves as swine judge for numerous state and local shows.

Roast pork and barbecued ham "with all the trimmings" will be served at a noon luncheon just west of the Tech Livestock Pavilion. Meal tickets will cost \$1.25.

The program will begin at 9 a.m. with a welcome from Tech Agriculture Dean Gerald W. Thomas.

Acting Animal Husbandry Head Dale W. Zinn will preside at the morning session with Agricultural Education Prof. L. M. Hargrave presiding during the afternoon.

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4-7-6-66

This release was distributed
7/6/66 to local media, San Angelo,
Brownwood and Howard Payne Alumni
magazine.

LUBBOCK, July 6--Donald Cates has been named Director of Registration and Records at Texas Tech, effective Aug. 1, President R. C. Goodwin announced Wednesday.

Cates has been Director of Undergraduate Admissions at Tech since 1965.

A native of West Texas, Cates was reared in San Angelo. He received his bachelor's degree in secondary education from Howard Payne College in 1960 and a master's in education from Tech in 1963. He also has done advanced work at Tech toward a doctorate in educational administration.

Cates has had experience as both a classroom teacher and school administrator. He was elementary principal in Slaton Public Schools prior to joining the Tech staff and has taught at Brownfield and in the Lakeview Public School District at San Angelo.

He is a member of the state and national associations for Collegiate Registrars and Admissions Officers.

His wife is the former Alice Kay Irby of San Angelo. His parents, Mr. and Mrs. J. A. Cates Jr., reside in San Angelo.

In his new position, Cates succeeds Don Renner who recently resigned.

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5-7/6/66

This release was distributed
7/6/66 to local media.

LUBBOCK, July 6--Texas Tech president-elect Dr. Grover E. Murray will attend a meeting of the West Texas Museum Association at 4 p.m. Thursday in the Museum Auditorium.

Dr. Murray has been invited to discuss his proposal for the development of an Arid and Semi-Arid Lands study and research center, according to Robert L. Snyder, President of the West Texas Museum Association.

Dr. Murray envisions the assumption of a role of international leadership in this area by Tech.

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6-7/6/66

This release was distributed 7/6/66 to local media. Also Kerrville, Port Arthur, Post, Corsicana, and Abernathy

LUBBOCK, July 6 -- Texas Tech speech students will present Ramsey Yelverton's "The Will to Win" at 8:15 p.m. Saturday (July 9) in University Theater.

Tickets, at 50 cents each, may be purchased at the door. There will be no reserved seats.

Graduate student Ramona Peebles of Kerrville is director of the full-length drama, presented as a thesis production toward a master of arts degree in speech.

Staged in an American college setting, the play dramatizes Yelvington's belief that society benefits from the competitive spirit fostered by college athletics.

G. W. Bailey of Port Arthur plays the role of College President Lockridge and Glenn Polk of Post portrays Head Coach Bud Kellum.

Others in the cast include Sharon Stewart of Corsicana as Kellum's secretary, Roland Myers of Lubbock as Kellum's son, Iris Osmond of Houston as Lockridge's wife and Michael Struve of Abernathy as "Bull," star football player.

This release was distributed 7/6/66 to local media. Also Midland and Crosbyton.

LUBBOCK, July 6 -- A preliminary meeting to form the committee to plan the inauguration this fall of Dr. Grover E. Murray as Texas Tech's eighth president, was held Wednesday in the Office of Tech President R. C. Goodwin.

Dr. Murray, currently Vice President for Academic Affairs for the Louisiana State University System, will assume his duties at Tech on Sept. 1 with his inauguration set for Nov. 1, preceded by a symposium on arid and semiarid land on Oct. 30-31.

Committee members include John Ben Shepperd of Midland, President of the West Texas Chamber of Commerce; George McClesky, President of the Lubbock Chamber of Commerce; and Tech Board Members Harold Hinn of Plainview and Dallas and Roy Furr, Lubbock.

Other members include Crosby County farmer Don Anderson, President of the Tech Ex-Students Association; Bill Bueck of Midland, President of the Tech Student Body; Academic Vice President W. M. Pearce, Vice President for Business Affairs M. L. Pennington, Vice President for Development Bill J. Parsley, Lubbock Mayor W. D. "Dub" Rogers and Charles A. Guy, Editor of the Avalanche-Journal.

Also, Dean of Home Economics Willa Vaughn Tinsley, History Prof. Dr. Lawrence L. Graves, History Department Head Dr. David Vigness, Music Head Dr. Gene Hemmle, Mechanical Engineering Head Dr. Louis J. Powers, Economics and Finance Head Dr. Robert L. Rouse, and Public Information Director Ron Hamm.

Dr. Gerald W. Thomas, Dean of the Tech School of Agriculture, will serve as chairman with Dr. Goodwin as honorary chairman. Elo J. Urbanovsky, Head of the Department of Park Administration, Horticulture, and Entomology, is vice chairman. Jerry Sanders of Littlefield represented Shepperd at Wednesday's session.

This release was distributed
7/7/66 to local media.

LUBBOCK, July 7--Technical aspects of pork production, ranging from hog farm management to swine research, were discussed at Texas Tech's 14th annual Swine Day program Thursday.

More than 150 breeders, merchandisers and swine specialists attended the one-day meeting in Tech Union.

Carroll Plager, livestock extension manager for Hormel Packing Company, in a discussion on "Farm Management," emphasized the values of crossbreeding and full rations for pigs in producing "a superior animal."

Plager discussed the packer and producer's roles in merchandising pork and participated in a panel discussion at the afternoon session.

Swine specialist Don Hudman of Texas Agricultural Extension Service spoke on "Swine Management Problems in Texas."

Animal Husbandry Professor Robert C. Albin discussed "Swine Research at Texas Tech."

Other speakers included Clyde Fort, agricultural representative of Lubbock's First National Bank, whose topic was "Playing It Safe: Hedging on the Live Hog Futures Market," and Buddy Winter of Lubbock, president of the Texas Swine Breeders Association.

Dale W. Zinn, acting head of Tech's Department of Animal Husbandry, presided.

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9-7/7/66

This release was distributed 7/8/66 to local media.

LUBBOCK, July 8 -- Participants and staff of Texas Tech's Summer Biology Institute for High School Teachers will leave Saturday on a field trip to New Mexico to study the flora and fauna of the region around Taos.

The 50 teachers enrolled in the institute will be housed in a ski lodge during their two-week stay, said Institute Director Dr. Paul Prior.

Other members of the staff are Tech Biology Department Head Dr. Earl D. Camp and biology professors Dr. Robert L. Packard, Dr. Robert Mitchell and Chester Rowell.

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10-7-8-66

FOR RELEASE: Sunday, July 10, or thereafter

LUBBOCK, July 9 -- A group of 54 Texas Tech students will spend the second summer term in Mexico studying the Spanish language, the history, literature and culture of Mexico.

Individual members of the party will assemble Tuesday (July 12) in San Antonio, traveling from there by train to San Luis Potosi where headquarters for the field course will be set up under direction of Foreign Languages Department Head Harley D. Oberhelman and Language Professor Dr. Scottie Mae Tucker.

The special course of study is designed to perfect the student's fluency in Spanish and to explore various phases of Hispanic and pre-Hispanic civilization, Dr. Oberhelman explained.

Class members will speak Spanish only during their stay in Mexico. They will be lodged in a hotel in San Luis Potosi and during the week will attend class, visit places of interest in and near the city and will be given an opportunity to attend operas, concerts, plays, lectures, exhibitions and bullfights.

Early in August they will visit Mexico City. They will return to Texas Aug. 20.

The field course, offered in alternate years by Tech, may be taken for six hours of advanced undergraduate or graduate credit. This will be the 16th field course in a program inaugurated more than 30 years ago, Dr. Oberhelman noted, making it one of the oldest programs of its type in U.S. college curriculums.

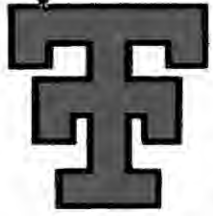
The roster of students from Lubbock includes: Mary Lynn Anderson, Cheryl Baldwin, Robert Carter, Jack Chappell, William Cox Jr., Olga DeLeon, Diane Doyle, Billy Edwards, Stephanie Elder, Mary Gabel, Jimmie Gafford, Carlynn Harris, Linda Hicks, Victor Huser, Catherine Jay, Larry Lance, Hugo Lentze, Mrs. Muriel Mann, Frank Medley Jr., Carolyn Moore, Estelle Pesina, Karen Poff, and Cletis L. Tatum.

(more)

Language trip -- add one

Others are: Donna Jean Allred, Wellington; Beverly Baldwin, Stamford; Lucy E. Brim, Mertzon; Leon Brown, Lamesa; Judy Kaye Bryant, Sherman; Betty Caesar, Houston; Hubert Carson, Pampa; Judy Crews and Elizabeth Curry, both of Midland; Danelle Crowley, Dimmitt; Hazel Dewey, Victoria; Annie Douglass, Washington, D. C.; Rosa Escamilla, Plainview; Margaret Fallis and Martha Strother, both of Dallas.

Also, Anna Ruth Fite, Crosbyton; Claudia Henderson, Wichita Falls; Carolyn Houston, Morton; Pauline Jacabo, Big Lake; George Keeter, Groom; Mary Keller, Carlsbad; Philip Kimball, Alpine; Billy Lane, Turkey; Suzie Nelson, Brownfield; Rosemary Patterson and Ray Renteria, both of Amarillo; Cara Ann Pollard, Fort Worth; George Rice, Big Spring; Roberta Sappington and Marcheta Woicikowski, both of Levelland; and Edward G. Harley of Mexico City, Mex.



NEWS

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PARTICIPATE IN SWINE DAY PROGRAM--Hormel Packing Company representative Carroll Plager, center, discusses successful methods of pork production with Buddy H. Winter (left) of Lubbock, President of the Texas Swine Breeders Association, and Dale W. Zinn, acting head of Tech's Department of Animal Husbandry. Plager was principal speaker at Tech's annual Swine Day program Thursday.

(Tech Photo)

This release was distributed to
local media, San Antonio, Idalou
7/12/66.

LUBBOCK, July 12--Two Texas Tech Air Force ROTC cadets
received commissions as Air Force second lieutenants in special
ceremonies here Monday.

Lt. Parkay Louie, son of Mr. and Mrs. Lim Louie of San Antonio
was assigned to Eglin AFB, Florida.

Lt. Charles R. Alexander, son of Mr. and Mrs. R.G. Alexander
of Idalou, will report to Mather AFB, Calif. next month to begin
navigator training.

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1-7/12/66

This release was distributed 7/12/66 to local media. Also Harlingen paper.

LUBBOCK, July 12 -- Monterey High School graduate Olivia Hernandez has been named recipient of this year's \$2,000 Hiram Parks Scholarship to Texas Tech.

Miss Hernandez, who plans to become a Spanish teacher, will enroll in Tech's School of Arts and Sciences this fall. She is the daughter of Mr. and Mrs. Jose Hernandez, (2284 East 48th St.) Lubbock.

Parks Scholars are selected on the basis of character, promise of leadership and high school records by a committee composed of members of the Spanish staff of Tech's Foreign Languages Department.

The scholarship, established in 1945 by Mr. and Mrs. Hiram Parks of Lubbock, is awarded annually to a student of Mexican descent who has graduated from a Panhandle or South Plains high school.

Miss Hernandez will receive \$500 each year for four consecutive school years by maintaining a satisfactory academic record.

At Monterey, where she was an above-average student, she held membership in Los Buenos Vecinos Spanish Club and participated actively in many club-sponsored projects, notably a program at Guadalupe Center where she helped youngsters to learn English.

She placed first in 1965 and again in 1966 in national Spanish examinations sponsored by the South Plains region of the American Association of Teachers of Spanish and Portuguese.

As the eldest in a family of six children, she also worked part time while attending high school. The family moved to Lubbock several years ago from Harlingen.

In recommending Miss Hernandez for the scholarship, a high school department chairman commented upon her "diligence, industry and willingness to help others," adding that "she contributed much to our class by her native speaking ability.

Miss Hernandez is the first Lubbock resident to be honored since 1947.

Tech Professor of Foreign Languages Dr. Scotti Mae Tucker chaired the scholarship selection committee.
2-7-12-66

This release was distributed 7/12/66 to local media. Also Dallas, Fort Worth, El Paso, San Angelo, Abilene, Wichita Falls & Amarillo.

LUBBOCK, July 12 -- Successful completion of a research project concerning water utilization here was announced Tuesday by Texas Tech Computing Center Director G. K. Hutchinson.

The study, performed for the City of Lubbock by the local consulting engineering firm of Parkhill, Smith and Cooper Inc., examined two stages in the future development and expansion of Lubbock's water distribution system. City Engineer Sam Wahl said the system was divided into the western and eastern section, each containing about 200 major distribution mains.

"Our prime objective," he explained, "was to ascertain the most economical means of delivering an adequate high quality water supply with satisfactory pressure." Wahl reported City officials pleased with results of the study, which he said "has given us something to think about."

Tech's Computing Center processed the computerized model of the water distribution system. "We're happy," Dr. Hutchinson said, "to use our research capabilities to serve the community when it falls within the scope of our normal functions.

"This is an example," the Director pointed out, "of combining Tech resources -- both faculty and equipment -- to benefit the entire community." He termed the study of general interest because economical use of water is a problem facing every city, particularly those in arid and semiarid areas.

(more)

Water utilization study -- add one

Parkhill, Smith and Cooper project leader H. B. Reaves said a thorough analysis of large water systems such as Lubbock's would have been impractical without a computer because of the many calculations involved.

He said Lubbock was "fortunate" to have access to Tech's Computer Center for the study. "Without it," Reaves pointed out, "an extensive analysis of Lubbock's distribution system would not have been feasible."

Tech Civil Engineering Prof. C. M. Parrish, who prepared the computer programs and served as project advisor, said the methods and techniques used were of a general nature applicable to similar programs in the future.

"We have understood for some time the technique used," he said, "but the availability of a large scale computer has limited practical application on large systems until now." Prof. Parrish said the techniques used in the study will prove highly beneficial as research continues on water supply and distribution systems.

This release was distributed
7/13/66 to local media.

FOR RELEASE: Sunday, July 17, or thereafter

LUBBOCK, July 16 -- Tabulations on visitors to the Texas Tech campus reveal that the college is establishing a reputation in a totally unexpected field.

It is becoming a tourist attraction.

"The number of campus visitors is surprising, now that we have an exact daily check on vehicular traffic," said Tech Security Chief Bill Daniels, after reviewing figures on visiting permits issued by the College's four entry stations.

A total of 17,029 permits were issued during a 75-day period after the entry stations were put into operation on campus streets in mid-April of this year. Previously there had been no method of separating campus callers from student and city traffic.

The count, which has reached as high as 515 cars on a busy day, does not include cars driven by faculty and staff, public transportation or delivery vehicles.

Visitors receive a special permit, together with a campus map, imprinted with the "Double-T" emblem in red and black. Campus patrolmen also dispense information and directions to those who want to view the tree-lined campus or to explore buildings and college facilities.

Visitors appreciate the courteous welcome.
(more)

Entry Stations--add one

"I've heard a great deal about Texas Tech," said the driver of a station wagon bearing a Minnesota license, "and I'm happy to have a chance to visit the home of the Red Raiders."

Old grads also like to show off their Alma Mater to summer guests. Former students like to take a nostalgic trip for old times sake. Parents want to get a look at their son or daughter's future school.

Regulation of vehicular traffic, by which student cars and crosstown motorists are excluded between the hours of 6 a.m. and 2 p.m. on weekdays, was inaugurated to relieve the heavy congestion of cars, particularly during class changes, Chief Daniels explained.

The new system has been deemed highly successful for another reason. It has provided greater safety for pedestrians, students as well as visitors.

It also has released more parking space for visitors, making their tour of Tech a more memorable experience.

Manning the stations at the four points on campus are Tech Patrolmen Allen Summers at the Broadway and College entrance, Carl Francis at 15th St. and Akron, Joe Strange at 18th and Boston, and N. L. Barr on 15th Street, adjacent to the Veterinary Science Building.

This release was distributed 7/13/66 to local media.

LUBBOCK, Tex., July 13 -- A research grant for improvement of Air to Surface Missiles has been awarded Texas Tech by the Missile Development Center, Air Force Systems Command, of Holloman Air Force Base, Alamogordo, N. M.

Electrical Engineering Department Head R. H. Seacat will direct the study on "Effects of Control Parameters on ASM Terminal Guidance Testing."

Dr. W. W. Wilkins will be associate investigator.

The research will be directed toward enhancing accuracy and improving the design of the missiles, Dr. Seacat said.

Funds of \$15,000 have been budgeted for the first year's study, which is being set up on a cost-plus basis.

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6-7-13-66

This release was distributed 7/14/66 to local media.

LUBBOCK, July 14 -- An appearance by Dr. Jan Bonsma, beef cattle reproduction specialist from South Africa, will highlight a Beef Reproduction Clinic at Texas Tech Friday (July 15).

Dr. Bonsma, Head of the Animal Husbandry Department at the University of Pretoria, will lecture and demonstrate his abilities to detect the reproductive efficiency of cattle by visual appraisal.

The meeting, sponsored by the American Hereford Association with the Tech Department of Animal Husbandry serving as host, is open to all interested cattlemen.

Registration will get underway at 8 a. m. in the Tech Union. The morning session is scheduled in the Union with afternoon demonstrations in the livestock pavilion.

AHA officials Lorin E. Duemeland and Watt R. Matthews will outline the purpose of the meeting during the 8:30 a. m. opening session. Acting Animal Husbandry Head Dale W. Zinn will report on Tech's activities in beef cattle fertility and allied research at 8:45 a. m.

A report on American Junior Hereford Association activities will be given at 9:15 a. m. by Lawrence Kuhlmann, president.

John W. Jones, director of Total Performance Records for the AHA, will discuss the organization's TPR program.

Dr. Bonsma will lecture at 10:30 a. m. and will present a demonstration at 1 p. m. A question and answer period at 2:30 p. m. will conclude the demonstration.

Dr. A. E. Darlow, special public relations representative for the AHA, will conclude the program with a summary.

Dr. Bonsma is a world-renowned specialist in detecting reproductive efficiencies of beef cattle. His visit here will be one of 10 meetings being held across the United States sponsored by the AHA.

FOR RELEASE: Sunday, July 17, or thereafter

LUBBOCK, July 16 -- Dress designs for the physically handicapped will be emphasized at Texas Tech's Clothing and Textiles Workshop during the week beginning Monday (July 18), Workshop Director Dr. Gene Shelden announced Saturday.

Visiting lecturer will be Mrs. Dorothy Behrends, from the Cleveland Vocational and Rehabilitation Center, one of the first fashion experts to design custom made clothing for women with special needs.

A display of representative garments will be used to demonstrate styles, fabrics and sewing techniques, Dr. Shelden said. These will include dresses for wheel chair invalids, women crippled with arthritis or those with physical handicaps requiring specially constructed garments.

As a pioneer in the field, Mrs. Behrends has gained recognition for her fashionable designs featuring quality fabrics at nominal cost, Dr. Shelden noted.

The three-week workshop on "Meeting Human Needs Through Clothing and Textiles" will end Friday. The course offers graduate credit in Tech's School of Home Economics.

This release was distributed 7/14/66 to local media. Also Crosbyton and Midland papers.

LUBBOCK, July 14 -- Dr. Gerald W. Thomas, Chairman of the Texas Tech committee planning the inauguration this fall of Dr. Grover E. Murray as Tech's eighth president, Thursday named nine sub-committees.

Dr. Murray, currently Vice President for Academic Affairs for the Louisiana State University System, will assume his duties at Tech on Sept. 1 with his inauguration set for Nov. 1, preceded by a symposium on arid and semiarid lands on Oct. 30-31.

Serving with Thomas on the executive committee of the inauguration and symposium steering committee named July 6 are Elo J. Urbanovsky, Head of the Department of Park Administration, Horticulture, and Entomology, Tech Board Member Roy Furr, History Prof. Dr. Lawrence L. Graves, Economics and Finance Head Dr. Robert L. Rouse, and Public Information Director Ron Hamm.

Named to the sub-committee on invitations were History Department Head Dr. David Vigness, chairman; Civil Engineering Head Dr. Keith R. Marmion, vice chairman; John Ben Shepperd, President of West Texas Chamber of Commerce; George McCleskey, President of Lubbock Chamber of Commerce; Don Anderson, President of Tech Ex-Students Association; Board Member Harold Hinn, Hamm, and Tech Student Senate member Gary Rose.

Dr. James W. Kitchen, Park Administration, Horticulture and Entomology Prof., was named chairman of the Sunday night program and arrangements committee. Economics Prof. Dr. William Hendon will serve as vice chairman. Other members include Urbanovsky, Vigness, Max Blakney of the Tech Student Senate, Wall Hall Counselor Ruth Norton and Speech Head Dr. P. Merville Larson.

Monday symposium committee members are Urbanovsky, chairman; Vigness, vice chairman; Hinn, John Logan, Executive Vice President of the Lubbock Chamber of Commerce; Marmion, Chas. A. Guy, Editor of the Lubbock Avalanche-Journal; Dean of Home Economics Willa Vaughn Tinsley, Geosciences Prof. Karl Wuerschling, and Calvin Brints, Student Senate.

(more)

Sub-Committees -- add one

Dr. Rouse is chairman of the committee on inauguration program and arrangements with Dr. Roger L. Brooks, Associate Dean of the Graduate School, vice chairman. Others include Agronomy and Range Management Prof. Chester Jaynes, Marmion, Graves, Dean of Student Life James Allen, Home Economics Prof. Mrs. Estelle Wallace, and Frank Busby, Student Senate.

Hamm will head the publicity committee. Assistant Public Information Director Ralph Carpenter is vice chairman. Committee members include Guy, Editor of the Avalanche-Journal; Duncan Ellison, news director, KLBK-TV; C. W. Ratliff, news director, KCBD-TV; Wes Youngblood, news director, KSEL; Bill Strickland, news director, KLLL; Jim Poteet, news director, KDAV; Bill Wilkerson, news director, KFYO; and Toreador Editor David Snyder.

Music Department Head Dr. Gene Hemmle will chair the committee on music with Tech Band Director Dean Killion as vice chairman. Others are Applied Arts Prof. Mrs. Jane Beitler, Civil Engineering Prof. George Whetstone, and Richard Edwards, Student Senate.

Dean Tinsley is chairman of the food committee with Food and Nutrition Head Dr. Mina Lamb as vice chairman. Members are Food Service Manager Gertrude Morse, Food Service Director Shirley Bates and Carol Best, Student Senate.

Mechanical Engineering Head Louis J. Powers will chair the transportation and escort committee. Others named include Applied Arts Department Head Dr. Bill Lockhart, Agricultural Economics Prof. Dr. James Osborn, Management Prof. Dr. William Cain, Wayne James, Executive Director of the Ex-Students Association; Logan and Bill Beuck, Tech Student Body President.

Tech Librarian R. C. Janeway is chairman of the library reception committee. Foreign Languages Prof. Dr. Harold Simpson is vice president. Other members are Student Union Director Nelson Longley, Economics and Finance Prof. Charles Dale, Horticulture Prof. Ed Zukauckas, and President's Hostess Jane Edwards.

This release was distributed 7/15/66 to local media. Also Abernathy, Andrews, Big Spring, Denver City, Hale Center, Hereford, Kermit, Lamesa, Morton, Olton, Petersburg, Post, Seagraves, Seminole, Shallowater, Slaton, Snyder & Floydada.

FOR RELEASE: SUNDAY, JULY 17 OR THEREAFTER

LUBBOCK, July 15 -- Two nationally-known educators will discuss public school curriculum and administrative problems at the West Texas School Study Council's Summer Workshop for teachers and principals at Texas Tech Aug. 1 and 2.

Consultants and featured speakers will be Dr. Dick Foster, superintendent of San Ramon Valley Unified School District, Danville, Calif., and Dr. Kenneth McIntyre, Professor of Education Administration at the University of Texas.

Both speakers are experienced teachers and administrators, said Tech Education Prof. Berlie J. Fallon, WTSSC executive secretary and workshop director.

Dr. Foster, a former staff member of San Francisco State College, has served as consultant for such professional organizations as the National Association of Secondary School Principals, the American Association of School Administrators and the National Association for Supervision and Curriculum Development.

Dr. McIntyre is nationally known for his "block of time" training program for high school principals, a plan which emphasizes internships and field work as a means of gaining on-the-job experience.

Opening event for principals will be a dinner and seminar at 6:45 p. m., July 31, in Furr's Cafeteria. Dr. Foster and Dr. McIntyre will lead the discussion.

Dr. Foster will speak on "What is Effective Instruction?" at the 9:30 a. m. general session Monday (Aug. 1). He will lead teachers in a discussion of "Individualizing Instruction" at 2 p. m. and will discuss "Adapting to Change" at 7 p. m.

(more)

WTSSC Workshop -- add one

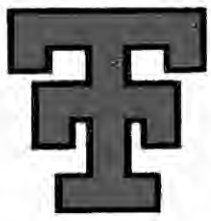
Dr. McIntyre will speak to principals on the topics "Observation Techniques and Guides" and "Supervisory Interview Techniques." He will discuss "Evaluating Pupils' Work" at the 9 a.m. general session Tuesday (Aug. 2).

Representatives from each of the Council's 24 member-schools will attend general sessions in Lubbock Municipal Auditorium. Workshop sessions for principals will be in Coronado Room of Tech Union.

Membership includes schools in Abernathy, Andrews, Big Spring, Brownfield, Cooper, Denver City, Floydada, Hale Center, Hereford, Kermit, Lamesa, Levelland, Littlefield, Lubbock, Morton, Olton, Petersburg, Plainview, Post, Seagraves, Seminole, Shallowater, Slaton, Snyder and the host school, Tech.

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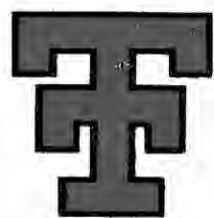
10-7-15-66



NEWS

Texas Technological College
Office of Public Information
Lubbock, Texas 79409
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Ron Hamm, Director, SH 7-1415
Ralph Carpenter, Ass't Dir., SW 2-3378

PHOTO DRILL -- Lynda Wade of Levelland is the model as several of the high school and junior college teachers attending Texas Tech's Photo Journalism Workshop practice photo composition under the direction of Tech Journalism Prof. Ralph Sellmeyer. Teachers from eight states are attending the workshop which is sponsored by a grant from the Newspaper Fund Inc., a subsidiary of the Wall Street Journal. Limited to 20, the program offers two hours of graduate credit. The two-week course ends July 26. (Tech Photo)

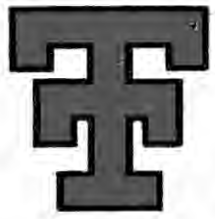


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WATER STUDY--Results of a research project concerning water utilization in the City of Lubbock are discussed by (from left) Lubbock City Engineer Sam Wahl; Dr. G. K. Hutchinson, Director of Texas Tech's Computer Center; H. B. Reaves, project leader; and Tech Civil Engineering Prof. C. M. Parrish. The study, conducted by Lubbock Consulting Engineers Parkhill, Smith and Cooper Inc., examined two stages in the future development and expansion of the Lubbock water distribution system. Tech's Computer Center was utilized during the study.

(Tech Photo)



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PHOTO WORKSHOP--Texas Tech Journalism Prof. Ralph Sellmeyer (center), offers pointers to Mrs. Eleanore Hermanson of Gresham, Ore., and Bob Wiener of Santa Barbara, Calif., during Tech's two-week Photo Journalism Workshop which opened Tuesday. The workshop, sponsored by a grant from the Newspaper Fund Inc., a subsidiary of the Wall Street Journal, will continue through July 26. (Tech Photo)

This release was distributed 7/18/66 to local media.

LUBBOCK, July 18 -- Several hundred high school graduates took initial steps Monday toward becoming full-fledged college students at the first of ²⁴ Tech's two-day summer orientation clinics for freshmen who will start classes in September.

Together with their parents, the enrolling freshmen are attending a program of academic advisement and general orientation before signing up Tuesday for the fall semester.

More than 4,000 of next fall's freshmen will be advised and counseled at the series of nine clinics scheduled this month and next, said Dean of Admissions Floyd D. Boze. Similar clinics will be held July 21-22, 25-26, 28-29, and August 1-2, 4-5, 8-9, 11-12, and 15-16.

Chief objectives of the clinic program are to give the entering freshmen an opportunity to visit the campus, to engage in individual counseling, to determine courses to be taken this fall and to accomplish registration.

Dean of Admissions Floyd D. Boze explained that participation is voluntary but is limited to those students who have completed all of Tech's admissions procedures, including the filing of all test scores and high school records.

Parents are invited to attend and are full participants in the program. Each clinic begins with registration before noon on the day of arrival. The formal program begins following lunch with a general session for everyone in Tech Union Ballroom.

Students then meet with academic advisors in their respective schools for consultations concerning course programming.

The Office of the Dean of Student Life conducts evening sessions for parents and students at which college officials and Student Senate representatives discuss various College policies and orientate students to campus life and to what to expect outside the academic area.

(more)

Freshmen orientation -- add one

The morning of the second and final day is occupied with completion of academic advisement and registration for students and bus tours for parents.

Students who complete registration may also purchase their textbooks while on campus. Those who pay by mail may pick up packets containing their class tickets when they return to the campus in the fall.

Freshmen who have not attended one of the summer clinics must go through regular, complete registration process in September, Dean Boze noted.

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1-7-18-66

This release was distributed 7/18/66
to local media.

LUBBOCK, July 18 -- Five Texas Tech degree program requests were approved Monday by the Coordinating Board of the Texas College and University System, Tech Academic Vice President Dr. W. M. Pearce announced.

The Board approved master of science degrees in accounting and agricultural engineering, the bachelor of arts degree, major: geography, the bachelor of science in physical education for men and the bachelor of science in physical education for women. Effective date of the programs is Sept. 1, 1967.

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2-7-18-66

This release was distributed 7/19/66 to local media.

LUBBOCK, July 19 -- More than 30 vocational agriculture teachers from throughout West Texas have registered for the agricultural short course tour to be hosted by Texas Tech's Agricultural Education Department Wednesday through Friday (July 20-22).

Agricultural Education Prof. L. M. Hargrave said the tour would leave Lubbock at 8:30 a.m. Wednesday. Lubbock stops will include the Lubbock Swine Breeders operation, the Greenhouse Tomato Plant and the Simmons Feed Lot.

Area visits will be made to the Holly Sugar Plant, Rinhour Vegetable Processing Plant, and vegetable production fields, all of Hereford. A tour of the Swift Packing Plant and auction sales facilities at Clovis, N.M. and a visit to the Don Stout farm near Tulia will be included.

Before returning, the teachers will visit the Abernathy Vocational Agriculture Department and calf feeding operations. Hargrave said the short course is a non-credit offering. T. L. Leach is Head of the Agricultural Education Department.

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3-7-19-66

This release was distributed 7/19/66 to local media. Also Hollywood, Orlando & Tallahassee papers and Florida State Alumni bulletin.

(cq)

LUBBOCK, July 19 -- Kem Bennett, programming specialist from Palo Alto, Calif., has been named Systems Engineer of Texas Tech's Computer Center, Director George K. Hutchinson announced Tuesday.

Bennett has a background of experience in both scientific and business applications programming. He has designed and implemented sophisticated computer systems for automatic page composition, text editing, and in information retrieval.

Dr. Hutchinson said, "Bennett is expected to make a valuable contribution to Tech's Computer System, particularly in the area of information retrieval," which the director predicts will become increasingly important in the future.

Prior to joining the Tech staff, Bennett was engaged in developmental programming at Lockheed Research Laboratories in Palo Alto and worked as an engineer for Martin Company in Florida where he specialized in the automatic test and checkout of electrical components for complex missile systems.

A native of Orlando, Bennett received his bachelor's degree from Florida State University and has done graduate work at San Jose State College in California.

He is married to the former Cindy Bull of Hollywood. The couple resides at 2801 Slide Road, Apt. 50.

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4-7-19-66

This release was distributed 7/21/66
to local media, Dallas papers, Sun
Oil Co.

LUBBOCK, July 21 -- Texas Tech received an \$800 petroleum engineering scholarship Thursday from the Sun Oil Company, Assistant Dean of Engineering Robert L. Newell announced.

Newell said that Johnny Neal Parker, a senior petroleum engineering major from Lubbock, would receive the scholarship.

Making the presentation to Tech were Sun Oil officials Robert A. Matteson director of college relations, and Henry C. England Jr. of Dallas, manager of industrial relations.

Matteson said that as a large employer of scientific and professional personnel, his company recognizes its obligation "to encourage higher education, and is glad to have the opportunity to do so through a positive aid program."

England said that Sun Oil awarded grants, scholarships and fellowships totaling \$143,000 to 33 colleges and universities during the 1965-66 academic year.

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5-7-21-66

This release was distributed 7/21/66 to local media.

LUBBOCK, July 21 -- Two of Texas Tech's portable entry stations will be placed in new locations early next week in a move to further ease driving at Tech, Traffic Chief Bill Daniels announced Thursday.

Daniels said that Station No. 1, located on the Broadway entrance, will be moved approximately 200 yards to the east. Station No. 2, currently near the Tech Bookstore, will be moved to the east about 100 yards. Daniels said the moves may be temporary.

"We want to make the faculty, students and townspeople aware of the move in order to keep the new traffic system functioning smoothly," Daniels said.

Daniels said that a new entry station is scheduled to begin operation in September on the street near the Tech Men's Gym. This will bring the number of entry stations to five.

-30-

6-7-21-66

This release was distributed 7/21/66 to local media.

LUBBOCK, July 21 -- Enrollment for Texas Tech's second summer term is 4,976, Assistant Registrar Evelyn Clewell announced Thursday.

Last year's second summer term enrollment was 4,349. Second term classes opened July 13 and will end Aug. 17. Commencement exercises for summer graduates will be Aug. 20.

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7-7-21-66

This release was distributed 7/22/66 to local media.

LUBBOCK, July 22 -- Plans are complete for the third annual cheerleaders school which opens Sunday (July 24) at Texas Tech, School Director Edsel Buchanan announced Saturday.

More than 600 student cheerleaders representing schools in four states, have registered for the event. Students will report Sunday between 1 and 5 p. m. with classes scheduled to begin the same day. Students will be dismissed at 11:30 a. m., July 29.

School headquarters will be in the Tech Intramural Gym. Students will be housed in campus residence halls.

The school's 14 woman and four man instructor corps will be furnished by Lawrence R. Herkimer of Dallas. The instructors are former high school or college cheerleaders who work at cheerleading schools at numerous colleges and universities across the country each summer.

The sessions will include novelty yells, crowd psychology, demonstration of new stunts, skits and yells, cheerleading techniques, planning pep rallies, tumbling and footwork routines, songs and chants.

Students enrolled will have use of Tech's varsity swimming pool and varsity tennis courts following class periods. In addition, special entertainment programs have been arranged.

Enrollment will include junior high, high school and college cheerleaders from Texas, Oklahoma, Colorado, and New Mexico.

More than 550 students were enrolled last year.

-30-

8-7-22-66

This release was distributed 7/22/66
to local media.

FOR RELEASE: Sunday, July 24, or thereafter

LUBBOCK, July 23 -- Texas Tech students who wish to apply for 1966-67 loans under the recently-inaugurated Texas Opportunity Plan are being urged to submit their applications as soon as possible.

Application forms may be obtained by writing or calling Tech Loan Officer Thomas P. Stover, Office of the Dean of Student Life, Tech Administration Building, P02-8811, Extension 2214.

Promptness is important since approximately 45 days are required for processing applications, Stover said Saturday.

To qualify for a loan a student must be a resident of Texas, show proof that he cannot finance his college education, be accepted for admission or enrolled in good standing at Tech and be recommended by at least two reputable residents of his hometown. Entering freshmen and transfer students are eligible if they have been officially admitted by the College.

There is no minimum grade point average requirement, Stover said.

Maximum loans, based upon need, are not to exceed \$1,000 per academic year and a \$5,000 total for undergraduate students, or \$1,500 per academic year and \$7,500 for graduate and professional students. Summer session loans may not exceed one-third of the amount approved for the academic year.

Borrowers are required to enroll for at least one-half the normal full academic load. One-half of Tech's normal fulltime load is considered to be not fewer than eight resident hours per semester or not fewer than three resident hours per summer term. Graduate or professional students must be making satisfactory progress toward the completion of ^{their} educational programs in addition to the one-half normal load requirements.

Repayment of the loan principal and interest will be made directly to the Texas College Coordinating Board in monthly installments of not less than \$15, beginning not later than four months after the borrower ceases to be a student.

(More)

Opportunity Plan ... add one

The Texas Opportunity Plan, launched this summer by an initial sale of \$10 million in student loan bonds under direction of the Coordinating Board, has been called "the most comprehensive aid program to higher education ever enacted in the state."

The bonds were the first of \$85 million authorized by the 59th Legislature and approved by voters to finance the state student loan program.

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9-7-22-66

This release was distributed 7/22/66 to local media.

FOR RELEASE: SUNDAY, JULY 24, OR THEREAFTER

LUBBOCK, July 23 -- Texas Tech Directors and administrators will be in Austin Monday (July 25) for legislative budget committee hearings on Tech budget requests for the 1968-69 biennium, Tech President R. C. Goodwin announced Saturday.

Tech representatives will appear before the staffs of the Legislative Budget Board, the Governor's Budget Office, and the Coordinating Board, Texas College and University System.

The 1968 budget request totals \$22,601,747, an increase of 100.98 per cent over the 1967 budget of \$11,246,013. The 1969 request is \$25,235,773, a percentage increase of 11.65 over the 1968 request.

The bulk of the request is contained in the seven formula areas designated by the Coordinating Board for Texas' 22 state-supported schools and approved unanimously by Tech's Directors. Formula areas include general administration and student services, faculty salaries, departmental operating expenses, library, organized research, building maintenance and custodial services. Requests are based on an anticipated enrollment of 22,072 in 1968 and 24,850 in 1969.

The 1967 request includes \$11,415,865 in the seven formula areas. The 1968 request calls for \$19,318,896 for these areas, representing an increase of 69.23 per cent. The 1969 request for the specified areas is \$22,524,733, a 16.59 per cent boost over '68.

The 1968 request has \$1,347,050 earmarked for general administration and student services, an increase of 74.41 per cent over '67. The faculty salaries request, reflecting the increased enrollment which will necessitate an increased faculty, is \$12,585,661, a 56.87 per cent hike over '67.

(more)

Budget--add one

Tech Comptroller Robert B. Price said 773 fulltime equivalent instructors are scheduled for 1967. The figure is expected to increase to 1,060 in 1968 and to 1,193 by 1969.

Departmental operating expense is set for \$2,339,031 in the '68 request, an increase of 124.79 per cent. The Library request is \$1,329,356 for '68, an increase of 66.52 over '67. The organized research request is \$663,090, increasing 224.11 per cent over '67. Building maintenance request is \$576,460, 129.17 per cent more than '67. Custodial services are set at \$386,935, increasing 28.02 per cent.

Figures in the '69 request list \$1,502,786 for general administration and student services, an increase of 11.56 per cent over '68. The '69 faculty salaries request is \$14,915,517, a percentage increase of 18.51 over '68. The '69 departmental operating expense request is \$2,771,558, representing an increase of 18.49 per cent. The Library figure is \$1,499,070, 12.77 per cent more than '68. The organized research request for '69 is \$780,515, an increase of 17.71 per cent. The building maintenance figure is \$593,649, increasing 2.98 per cent. The custodial service request is \$507,038, increasing 31.04 per cent.

The Coordinating Board has named Tech as one of the four state-supported institutions to maintain doctoral programs. Tech, Texas A&M, the University of Texas and the University of Houston will be the key institutions in the state's advanced degree arrangement.

Tech's new School of Law, scheduled to open in the fall of 1967, is expected to admit a first year class of 75 with enrollment totaling more than 500 by 1975.

Tech's 1965 fall enrollment reached 16,305. More than 19,000 students are expected this fall.

This release was distributed 7/22/66
to local media.

FOR RELEASE: Sunday, July 24

AUSTIN, July 23 -- Texas Tech Board members and administrators will meet here Monday and Tuesday for a variety of meetings of concern to the College.

On Monday, officials will attend hearings on Tech's budget requests for the 1968-69 biennium. The hearings, slated for 9 a.m. in the Capitol will deal with Tech's request for \$22,601,747 in funds for 1968, and \$25,235,773 for 1969.

In the afternoon, Board members will meet in special session at the Commodore Perry Hotel to consider several items.

On Tuesday, Board members and other College officials will turn their attention to the opening of bids and proposed sale of bonds authorized by the voters with passage of the Constitutional Building Amendment last fall.

Tech Comptroller Robert B. Price said Tech Directors will receive bids on \$1.5 million in bonds. Board members of the 16 other state-supported institutions of higher learning which participated in the amendment also will attend to consider their respective bond bids.

He said the total amount of bonds to be considered was nearly \$35 million. The bond openings will be held at 10 a.m. Tuesday in the House Chamber of the Capitol with the various institutional boards scheduled to retire shortly after to consider their respective bids.

Monday's 1:30 p.m. board meeting, presided over by Chairman J. Edd McLaughlin of Ralls, will consider an administrative request proposing the separation of the Department of Agronomy and Range Management into two departments -- the Department of Agronomy and the Department of Range and Wildlife Management.

(More)

Austin Meeting ... add one

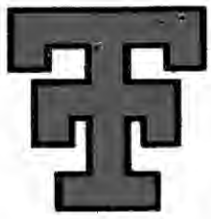
The Preliminary Small Class report will be submitted for approval. Tech Academic Vice President Dr. W. M. Pearce will report on Tech courses.

A report will be made by the Campus and Building Committee and President R. C. Goodwin will report on recent meetings of the Coordinating Board, Texas College and University System.

Tech administrators and all Board members, with the exception of Dr. Fladger F. Tannery of Dallas, who is out of the country, will be in Austin for the special session.

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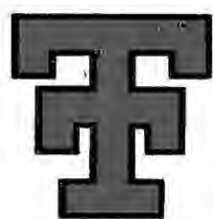
11-7-22-66



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Ron Hamm, Director, SH 7-1415
Ralph Carpenter, Ass't Dir., SW 2-3378

TECH FRESHMAN ORIENTATION -- Texas Tech Senior Butch Frazer, right, distributes campus map and informational booklets to prospective freshmen Becky Botkin and Brice Fowler at opening sessions of Tech's summer clinic for entering students. Frazer, the son of Mr. and Mrs. Ray Frazer of Pampa, is a member of Saddle Tramps Service Club which is assisting the Student Senate in welcoming the newcomers. Becky's parents are Mr. and Mrs. Jack V. Botkin of Borger and Brice is the son of Mr. and Mrs. B. W. Fowler of Monahans. (Tech Photo) 7/18/66



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WORKSHOP LUNCHEON -- Paul Swensson (center), Executive Director of the Newspaper Fund Inc., a subsidiary of the Wall Street Journal, visited Texas Tech Tuesday to confer with the staff and students of Tech's Photo Journalism Workshop for high school and junior college teachers. During a luncheon in the Tech Union he discussed the workshop with Tech President Dr. R. C. Goodwin and Mrs. Rosemary Tittle, journalism instructor at Odessa Permian High School. The workshop, sponsored by a grant from the Newspaper Fund, is directed by Journalism Prof. Ralph Sellmeyer. (Tech Photo) 7/19/66



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RECEIVES SCHOLARSHIP -- Texas Tech Architecture Prof. Paul K. Goeldner has been awarded a \$2,000 Arthur Everett Waid Fund scholarship by the Lubbock Chapter of the American Institute of Architects. Goeldner, who joined the Tech faculty in 1962, will study toward his PhD at Columbia University. Hoyse McMurtry, Lubbock AIA president, made the presentation. (Tech Photo) 7/20/66

This release was distributed 7/25/66
to local media.

LUBBOCK, July 25 -- Texas Tech Computer Center is sponsoring a special seminar for students and faculty members this week on "Basic Fortran IV Computer Programming."

Purpose of the seminar is to introduce principles and application of Fortran IV, described as "a scientific language used in problem solving," to non-scientific personnel and to orientate them in the use of the Computer Center.

Representatives from various College Departments are attending the 5 p.m. sessions scheduled daily through Friday in Room 101 of the Architecture Building.

A second and more advanced course will be offered during the week beginning Aug. 1, said Computer Center techologist Jim Stone, instructor.

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1-7-25-66

This release was distributed 7/28/66
to local media, Abilene, Wichita Falls,
El Paso, San Angelo, Harlingen,
Austin, AP, UPI, U.of Okla. News
bureau

FOR RELEASE: Sunday, July 31, or thereafter

LUBBOCK, July 30 -- Alcoholism and its relation to problems faced by young people in today's society will be spotlighted at the Third Annual West Texas Conference on Alcohol Studies to be held at Texas Tech Aug. 3 and 4.

"With Focus on Youth" will be the theme of lectures, workshops and discussions designed to explore "plans for positive action" which might be used to control or prevent alcoholism, said Conference Director Dr. Berlie J. Fallon. Sessions will be held in Tech Union.

The program, featuring viewpoints of an educator, a physician and a social worker, is designed for school administrators, teachers, health nurses, coaches, counselors and others who work with youth, said Dr. Fallon.

Assistant Education Director Cynthia L. Hull of the Texas Commission on Alcoholism will discuss "Problem Prevention Through Education."

Dr. Gary E. Miller, director of Harlingen State Mental Health Clinic, will speak on "Personality Growth and Alcohol."

Dr. C. Stanley Clifton, director of the University of Oklahoma's School of Social Work, will discuss "Alcoholism and Community Education" and "Cooperative Solutions."

(More)

Alcohol Conference ... add one

TCA Education Director W. F. Cain will moderate a panel discussion on "Attitude Changing Through Education." Panelists will be Miss Hull, Dr. Clifton and Dr. Miller.

Dr. Miller will speak on "Action for Prevention" at the closing luncheon Thursday (Aug. 4).

Approximately 150 persons are expected to participate in the two-day conference sponsored by Tech, the Texas Commission on Alcoholism and the University of Texas Extension Division.

Registration will be at 12:30 p.m. Wednesday (Aug. 3) and will close with a luncheon meeting Thursday (Aug. 4).

Cain is chairman of the planning committee. Other members are Dr. Fallon, Executive Director Macon W. Freeman of the Texas Commission on Alcoholism, and Tech Education Department Head Dr. Morris Wallace.

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2-7-25-66

This release was distributed 7/28/66 to local media, major state newspapers, UPI, AP, National Cotton Council, Clothing Makers Maz. List, Cleveland Center and Cleveland Newspapers.

FOR IMMEDIATE RELEASE

FASHION KNOWS NO HEALTH BARRIERS, DESIGNER SAYS

LUBBOCK, Texas -- Fashionable clothes have a built-in therapy all their own. They add zest to everyday living, lift the spirit and promote self confidence, according to a designer of chic wardrobes for women with special needs.

"Comfort does not necessarily mean dowdiness, even in a low-budget wardrobe," said Mrs. Dorothy Behrens, visiting lecturer at Texas Tech's Summer Workshop on "Meeting Human Needs Through Clothing and Textiles."

As Director of Clothing Development for Cleveland Rehabilitation Center, Mrs. Behrens concentrates on designing functional and fashionable apparel for women who have physical disabilities caused by illness or injury.

In achieving both style and comfort in clothes for the woman with unique physical problems, great attention should be paid to pattern and cut as well as fabric and color, she emphasized.

"Women who are confined to wheelchairs and those whose fingers are not as supple as they once were appreciate easy-to-get-into dresses with simple fasteners."

Many of these convenience features can be masked, however, by skillful tailoring, as Mrs. Behrens demonstrated, using sample garments produced by Cleveland Center's workshops.

Current and popular style trends are reflected in wrap-around skirts with elasticized waistbands, double breasted jackets, and one-piece dresses with full-length back openings, enhanced, both front and back, with inverted pleats for extra fullness.

Full length side and sleeve openings can be made to fit smoothly by the use of pile-and-hook tape fasteners which are easy to manipulate.

(More)

CLOTHING WORKSHOP ... add one

A high-style all weather coat designed in colorful plaid and matching solids features cape sleeves and huge pockets. Amply cut to allow freedom of movement in wheelchair or on crutches, the coat can be worn with or without a zip-in bonded foam lining.

All garmets are custom made to individual measurements in the Center's four workshops which provide regular employment to handicapped individuals who are trained at the rehabilitation center for this particular program.

Since it is a subsidized program, customer costs can be kept to a popular price level, Mrs. Behrens explained.

An eye-catching coachman style dress developed in an attractive fabric blend, for example, is listed at \$12.95 in a catalogue distributed by the Cleveland facility, the only workshop of its type in the United States.

Mrs. Behrens began pioneering specialized fashion design in 1962 after a nursing home operator asked her to make a dress rather than a hospital-type gown for elderly patients. Since then the program's line has mushroomed to more than 40 items, including all types of undergarments as well as outer wear.

She noted that it is often both possible and practical to incorporate several special features in one basic pattern so it may be adapted to serve more than one physical disability.

For instance, the original wrap-around, back-opening dress may also be had with adjustable waistband to accomodate temporary changes in girth, a high neck and three-quarter length sleeves for the woman whose circulation is poor and with special fasteners and a sewed-down collar for smoother fit and easier laundering.

The same dress, with shorter sleeves, lower cut neckline and pouch pockets on the belt becomes suitable for the wheelchair-bound woman because of its fullness of cut and overlapping skirt panel. Many of the same features were adapted for a jumper dress that can be donned independently by a hemiplegic woman.

(More)

CLOTHING WORKSHOP ... add two

A reversible shoulder shrug has proved a boon to clients who object to the struggle of getting into a close fitting sweater. Its three-quarter length sleeves will stay in place when pushed up, without binding. It falls softly from shoulders in back with a bateau drape that gives the illusion of sleeves as well as a better or more comfortable fit.

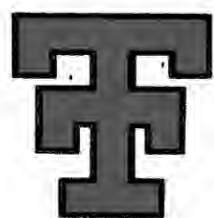
Mrs. Behrens prefers all-cotton fabrics when feasible because the natural fibers withstand abrasion, a factor of prime consideration when designing garments for those who wear leg braces or other prosthetic devices.

Fabrics should lend themselves to easy laundering and colors should be selected carefully, with an eye to their non-fading qualities as well as their attractiveness.

Dr. Gene Shelden, Professor and Head of the Department of Clothing and Textiles in Tech's School of Home Economics, is directing the workshop, a graduate course in which teachers, extension service and social workers are enrolled.

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3-7-26-66



NEWS

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Ron Hamm, Director, SH 7-1415
Ralph Carpenter, Ass't Dir., SW 2-3378

ADAPTABLE COAT -- Texas Tech Workshop Director Dr. Gene Shelden models all-weather coat designed by Mrs. Dorothy Behrens to meet the needs of women with physical disabilities. Mrs. Behrens, Clothing Development Director for Cleveland's Rehabilitation Center, was visiting lecturer at the School of Home Economics summer workshop. (Tech Photo) 7/27/66

This release was distributed 7/28/66
to local media.

LUBBOCK, July 28 -- Texas Tech will be represented by three School of Home Economics faculty members at the Seventh International Congress on Nutrition in Hamburg, Germany, Aug. 3-10.

Tech participants will include Food and Nutrition Department Head Dr. Mina W. Lamb; Dr. Ilse H. Wolf, Professor of Home Management in the Department of Home and Family Life; and Mrs. Clara M. McPherson, Assistant Professor of Food and Nutrition and a member of Tech's Peace Corps Staff.

At one of the Aug. 3 sessions, Dr. Lamb will give a progress report on a current research project, "Determination of Frame as a Factor in Determining Normalcy of Body Weight." The research, conducted by Dr. Lamb in collaboration with Tech Home Economists Helen C. Brittin and Margaret Kassouny, is directed toward establishing a formula by which body frame size can be determined.

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4-7-28-66

This release was distributed 7/28/66
to local media.

LUBBOCK, July 28 -- Three Animal Husbandry professors in Texas Tech's School of Agriculture will participate in the 58th annual meeting of the American Society of Animal Science July 31-Aug. 4 at Rutgers University, New Brunswick, N. J.

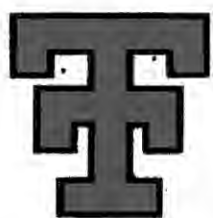
Acting Department Head Dale Zinn will attend a pre-convention meeting of the ASAS board of directors.

Dr. Sam Curl will read a scientific paper on "Use of Intravaginal Progestion To Synchronize Estrus in Sheep," and Dr. Coleman O'Brien will present a paper on "New Equipment for Male Fertility Testing."

More than 1,000 researchers from the United States and several foreign countries are expected to attend the five-day conference.

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5-7-28-66



NEWS

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WORLD CLIMATIC MAP -- This map depicts the geographic distribution of the world's climatic regions, and the proximity of arid and semiarid regions to Lubbock. Lubbock is located in the lightly shaded region marked "BSk" on the North American continent at the upper left of the map. All symbols are abbreviations for German terms which describe the various regions. "BSk" stands for high latitude steppes, the geographic designation for the semiarid region in which West Texas is located. "BWh" depicts low latitude deserts and "BSh" low latitude steppes. (Tech Map) 7/28/66

This release was distributed 7/28/66
to local media, Dallas, Fort Worth,
Houston, El Paso, Wichita Falls,
Abilene, Austin & San Angelo.

FOR RELEASE: Sunday, July 31, or thereafter

LUBBOCK, July 30 -- Aridity and semiaridity are terms that have been cropping up regularly in the news following a recent proposal that an International Center for Arid & Semiarid Land Studies be created at Texas Tech.

Tech President-Elect Dr. Grover E. Murray, in securing unanimous endorsement last month of Tech's Directors to submit the proposal to the Coordinating Board, Texas College and University System for approval, observed that Tech not only is located in a semiarid region, but that it has a close proximity to the great western desert of the United States and Mexico. Six major arid or semiarid sub-categories can be found within 800-900 air miles of Lubbock, he said.

Dr. Murray said two-thirds of the world's land surface can be classified either as arid or semiarid, and added that he thought it "appropriate and advantageous to the welfare of Texas Tech, the State, the Nation and the world" to consider establishment of such a center at Tech.

Tech Geographer Karl Wuerschling, in noting that the proposal pointed up that "the world's exploding population will result in an increasing invasion of desertic or semi-desertic areas," said recent population estimates show slightly less than one billion of the world's population of 3,200,000,000 people live in arid or semiarid areas.

Prof. Wuerschling added that "with population explosion and its accompanying pressures in the minds of people everywhere, a tremendous challenge lies ahead in conquering these arid and semiarid regions for the benefit of all mankind.

"But before we conquer," he said, "we must understand; and this is what could be the largest single contribution of the proposed center at Tech." The geographer said the bold new concept comes at a time when everyone is extremely water conscious."

(More)

ARIDITY ... add one

Prof. Wuerschling said when the aridity definition of "without moisture" is applied to over all climatic conditions it means more precisely that precipitation amounts are so negligible as to be of no tangible benefit to human activity. "For instance," he said, "a cloudburst may occur in one of the world's most forbidding deserts -- the Sahara. But runoff, evaporation and seepage quickly erase any effectiveness the rainfall might have had."

Semiaridity implies that a region is without moisture part of the year, although it includes areas which have a fairly even distribution of annual rainfall; but never enough to facilitate non-irrigated agriculture.

Prof. Wuerschling said arid and semiarid lands come about in one of two basic ways. In the low latitudes centered on water and land masses near the Tropics of Cancer and Capricorn they are caused by near permanent high pressure conditions. When these dry belts are moved along by the sun in its apparent migration, they cause arid conditions on a seasonal basis in the marginal or adjacent areas.

Prominent examples of low latitude arid regions are the Sahara, Arabian, Iranian, Thar, Sonoran and Chihuahan deserts in the northern hemisphere, and the Atacama, Kalahari and Australian deserts in the southern hemisphere. Geographers depict these areas on their maps by the symbol "BWh." Semiarid regions caused by these pressure conditions are marked as "Aw," "BSh," "Cwa," "Csa," and "Csb."

"As can be seen," the Tech geographer pointed out, "almost all of the remaining regions of Africa, large parts of India, the remainder of Australia and more than two-thirds of the South American continent fall in this classification." A small "w" indicates winter dry, and a small "s" depicts summer dry.

Centered on about 40 degrees latitude, and most dominant in the northern hemisphere, is another belt of arid and semiarid lands. North-south mountain ranges or vast land areas to the west prevent moisture-bearing winds from reaching these deserts and steppes.

High latitude deserts are mapped as "BWk" and include Soviet Central Asia and the Takla Makan and Gobi Deserts of Eastern Asia. In North America, this includes the northern prts of the Great Basin. Semiarid regions appear on the map as "BSk" and "Dwc." Included in this category are the Great Basin country generally north of a line drawn at the Great Salt Lake, and the Great Plains of the Western U.S. In Asia and parts of European Russia, these semiarid regions ring the high latitude deserts.

This release was distributed 7/29/66
local media, Big Spring, Snyder,
Lamesa, Hereford, Austin, & Danville
Calif.

FOR RELEASE: Sunday, July 31, or thereafter

LUBBOCK, July 30 -- Texas Tech will host principals and teachers from 24 area public schools at the West Texas School Study Council's Summer Workshop Monday and Tuesday (Aug. 1-2).

More than 800 educators are expected to participate in discussions on teaching techniques, curriculum content and administrative problems, said Dr. Berlie J. Fallon, WTSCC executive secretary and workshop director.

Consultants and featured speakers will be Dr. Dick Foster, Superintendent of San Ramon Valley Unified School District, Danville, Calif., and Dr. Kenneth McIntyre, Professor of Education Administration at the University of Texas.

The program opens with a lecture on "What is Effective Instruction?" by Dr. Foster at the 9:30 a.m. general session Monday. He will speak on "Individualizing Instruction" at 3 p.m. and will discuss "Adapting to Change" at 7 p.m.

Dr. McIntyre will address principals on "Observation Techniques and Guides" and "Supervisory Interview Techniques." He will discuss "Evaluating Pupils' Work" at the 9 a.m. general session Tuesday.

General sessions and meetings for teachers will be in Municipal Auditorium. Workshop sessions for principals will be in Coronado Room of Tech Union. A preliminary dinner meeting for principals is scheduled at 6:45 p.m. Sunday at Furr's Cafeteria.

Workshop planning committee members include Mrs. Bernice Railsback and Mrs. Davis Pounds, both of Levelland; Dr. Bob Clinton and Ben Brock, both of Snyder; Mrs. Elizabeth Grady and Bill Stanford, both of Plainview; Al Langford, Lamesa; Jerry Crawford, Lubbock; and Bill Michael, Hereford.

The workshop will close Tuesday noon.

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8-7-29-66

This release was distributed 7/29/66
to local media, Dallas, Amarillo,
Abilene, Perryton, Spur, Sequin, El
Paso, Littlefield, Pampa, Tulia,
Crosbyton, Andrews, Big Spring,
Guymon, Okla., Roswell, Jal, & Eunice
N.M.

FOR IMMEDIATE RELEASE

LUBBOCK, Tex., July 29 -- Texas Tech's third annual cheerleaders school, which attracted a record enrollment of 623 participants from 126 cities in Texas, New Mexico, Oklahoma and Colorado, ended Friday with squad competition.

Director Edsel Buchannan of Tech's Intramural Department said the weeklong event was capped by squad yell competition divided into three categories -- large squads of six or more members, medium of four or five and small and junior high squads with no more than three members.

Four high schools -- Tascosa of Amarillo, Roswell, N.M. Goddard, Bryan Adams of Dallas and Abilene Cooper -- wound up in a four-way tie for first place in the large squads category.

Frenship High, Plainview and Palo Duro of Amarillo tied for second and Amarillo Caprock was third. Honorable mention went to Perryton, Spur and Guymon, Okla.

Three Lubbock high schools -- Coronado, Monterrey and Lubbock High -- tied for first in the medium competition with Sequin and Jal, N.M., deadlocked for second place.

Roswell High, Coahoma and Meadow shared third place honors, while honorable mention went to Eunice and Elida, both of New Mexico, El Paso Burgess High and Rockwell.

Robert E. Lee Junior High of Pampa tied for first place in the junior high and small squad event along with Frenship Junior High. Tulia Junior High won second and Littlefield Junior High third. Sam Houston Junior High of Amarillo took the honorable mention award.

Squads also vied for best poster awards in open competition which was won by Cooper High of Abilene. Andrews was second followed by Spur and Garden City tied for third, Tulia, Crosbyton and Amarillo Caprock.

Judging was conducted by the school's 18-member instructor corps headed by Lawrence R. Herkimer of Dallas. The instructors are former high school or college cheerleaders who conduct cheerleading schools each summer at colleges and universities throughout the country.

This release was distributed 7/29/66
to local media.

LUBBOCK, July 29 -- Lt. Col. John H. Buechler Jr., associate professor of military science in Texas Tech's Army ROTC program since 1961, was honored Friday in special ceremonies marking his retirement from service and instructional duties July 31.

Lt. Col. Buechler was presented a commendation medal and citation in recognition of meritorious service as Executive Officer and Chief in the Operations Division of the Instructor Unit. Col. B. W. Paden made the presentation.

This was the second commendation medal for Buechler who also holds the Bronze Star, American Defense, Asiatic Pacific Campaign and World War II Victory medals, along with awards for Korean, United Nations and National Defense service and the Armed Forces Reserve Medal.

Commissioned in April, 1942, Buechler served in Burma during World War II, as an artillery battalion commander ^(in Korea) and was a military assistance advisor to Chinese Army units in 1955-56. He was security control officer for the Air Defense School at Fort Bliss immediately prior to coming to Tech.

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10-7-29-66

This release was distributed 8/3/66
to local media, state women's editor
list, UPI.

FOR RELEASE: Sunday, Aug. 7, or thereafter

LUBBOCK, Texas, Aug. 6 -- Ideal weight, cautions a Texas Tech team of research home economists, should be based on body frame size rather than height.

Strenuous dieting can be dangerous, warns Dr. Mina Lamb, Head of Tech's Department of Food and Nutrition, in that individual weight patterns differ, depending upon bone size and structure.

Scales don't lie, but weight calculations are open to interpretation. In fact, a larger-boned woman may weigh more yet possess less actual fat than her more slightly built sister of the same height who appears thinner.

Sound paradoxical?

Not at all, say researchers Lamb, Helen C. Brittin and Margaret Kassouny, when bone size is taken into consideration.

Because bones are heavier, sizewise, than adipose tissue deposit, they account for a proportionately greater part of body weight. Nor can they be reduced by pounding, massage or fad diets.

Thus weight watchers, particularly those of college age, can be misled by commonly used height-and-weight tables which ignore frame size in calculating "normal" weight.

"In seeking an ideal weight, college women are among those most likely to fall victim to crash diets and risky reducing regimen," Dr. Lamb emphasizes.

Close association with young women who are intensely concerned with good grooming and personal attractiveness alerted the Tech nutritionists to health hazards posed by reducing fads and self-imposed fasting.

These dangers, plus the fact that preliminary investigation revealed no previously developed formulas to measure frame size, prompted the Tech nutritionists to set their sights on devising a more accurate and reliable index to individual weight norms.

While the idea of frame size as a determinant of normalcy in weight is not altogether new, Dr. Lamb notes, formulas for establishing frame size have been noticeably lacking.

(More)

Body Frame ... add one

For years, height-weight tables used to assess normalcy of body weight were based on the assumption that weight in excess of the "average" was due to excessive deposit of fat. Realization that people weighed in excess of normal weight, yet had no excess deposit of adipose tissue called attention to wide differences in frame size.

Aware of the importance of these findings, the Tech economists began delving into the problem: What simple, accurate measurements can be used to determine frame size?

Lacking clues, they began by assembling a comprehensive array of measurements on 68 women from 17 to 24 years of age. Data included 22 body measurements: seven of diameters, six of circumferences, five skinfolds, standing height, sitting height, weight and age.

Data were analyzed by factor analysis designed and executed by Tech Psychology Prof. Arthur B. Sweney in an effort to provide a simplified description of relationships between variables and project them into patterns reflecting underlying concepts.

Although the painstaking task required many checks and double-checks, the researchers soon were convinced they were on the right track.

As the picture became clearer, several measurements were discarded as irrelevant, including some of the diameter, circumference and skinfold measurements, height and age.

In the interest of practicality, the initial formula based on six measurements has been further reduced to three important factors dealing with weight, wrist circumference and chest diameter as determinants of frame size.

The three-part formula based on measurements most highly correlated to frame size is now being tested as a valid measure to determine normalcy of body weight, Dr. Lamb reports.

In its final equation, the formula is expected to provide a method of establishing a more realistic weight chart, predicated on the relationship between fatty tissue deposit, frame size and good health.