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# Texas Tech News

## AFTER HOURS CALL:

Joe Sanders, Director, (806) 742-2235  
Preston Lewis, Manager, News Bureau, (806) 745-1718  
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

NEWS AND PUBLICATIONS/P.O. BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

CONTACT: Beverly Taylor

1-6-8-87

LUBBOCK -- Four evenings of entertainment and education are in store this summer in "Thursday Nights at The Museum" at Texas Tech University.

Designed to introduce the public to The Museum, Thursday Nights at The Museum will be from 7-8:30 p.m. June 18, July 16, Aug. 6 and Aug. 20. The programs are free.

The June 18th program, "I Know What I Like: Understanding and Evaluating Art," will include formal and informal approaches to evaluating art. Terry Morrow of the Texas Tech Art Department will discuss formal approaches to art criticism and Dr. John Filippone, a collector from Lubbock, will talk about how he became interested in collecting art and how he learned to understand and evaluate art.

A film, "Question of Taste: A Panel Discussion," will also be shown. Several New York art critics are on the panel.

"How to Read a Carpet" will be the theme for the July 16 program. A Persian carpet expert will talk about traditional patterns and weaving techniques. A film, "Art of the Persian Carpet," will be shown.

Theme for the Aug. 6 event is "The Museum: A User's Guide." The program will feature a film, "The National Gallery of Art: A Treasury of Masterpieces." The National Gallery of Art is one of the Smithsonian Institution museums.

Gary Edson, director of The Museum of Texas Tech University, will talk about development of the local museum and its collections, function and purpose.

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The series will end on Aug. 20 with "Behind the Scenes at The Museum: How Exhibitions are Developed." Future Akins, curator of art, will explain how some of the most popular museum exhibits have been developed and Karen Wylie, exhibit planner for the City of Lubbock, will discuss how exhibits are planned for the city.



CONTACT: Beverly Taylor

2-6-8-87

LUBBOCK -- E. Dale Cluff, director of Texas Tech University Libraries, has been elected chair of the board of trustees of the AMIGOS Bibliographic Council, Inc., a network service and product supplier for libraries.

Dr. Cluff, who has been director of Texas Tech libraries since 1982, was elected for the 1987-88 term. The 12-member board governs operations and sets policies for AMIGOS, a non-profit corporation with a budget of more than \$10 million.

Cluff has been a member of the board since 1985 and has served as secretary.

From offices in Dallas, AMIGOS provides network services to more than 300 member libraries in the Southwest and Mexico, including the Texas Tech University Libraries. Academic, public, corporate and school libraries are members of the cooperative network which allows access to a centralized database for cataloging, inter-library loan and acquisitions.

AMIGOS, which was founded 12 years ago, is also a national supplier of library automation services and products.

Cluff was formerly director of Library Services at Southern Illinois University at Carbondale. He holds a bachelor's degree in English and a doctorate from the University of Utah. His master of librarianship was earned at the University of Washington.

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CONTACT: Preston Lewis

3-6-9-87

(MEDIA ADVISORY--You are invited to cover the sixth annual program review of the Texas Tech University Health Sciences Center School of Nursing. For details, contact TTUHSC Nursing Dean Teddy Langford at (806) 743-2738.)

LUBBOCK--The sixth annual program review of the Texas Tech University Health Sciences Center School of Nursing will be conducted 8:30 a.m. to noon Tuesday (June 16) in Room 2C103, TTUHSC.

The annual review brings to the school two outside evaluators who assess the school's programs and recommend improvements to help the school better meet its mission.

This year's reviewers will be Leah L. Curtin, editor of Nursing Management, and Dr. Sherry L. Pontious, assistant dean of the University of Texas at El Paso College of Nursing and Allied Health.

The review session is open to the public and offers an opportunity for the school's supporters to meet with its faculty and administrators and to hear an outside evaluation of the nursing program.

For information on the program review, contact TTUHSC School of Nursing at (806) 743-2738.



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CONTACT: Preston Lewis

4-6-9-87

LUBBOCK--A video conference on proprioceptive neuromuscular facilitation (PNF) for physical therapists, occupational therapists and related health practitioners will be conducted 10:45 a.m. to 3 p.m. Tuesday (June 16) at the Texas Tech University Health Sciences Center.

The conference will feature Physical Therapist Greg Johnson and Occupational Therapist Beverly Myers, who have taught extensive courses on the PNF procedure used in rehabilitation areas of orthopaedic, neurological and sports medicine.

Registration for the conference in Room 4A100, TTUHSC, costs \$65 for health professionals and should be made by calling (312) 948-9006. Reduced rates for Lubbock General Hospital and TTUHSC faculty, staff and students are available by calling 743-2213 in advance.

The program will offer a framework for evaluating the neuromuscular system and will provide guidelines for treating patients with ataxia, flaccidity, spasticity and spinal cord injury.

The conference is geared for physical and occupational therapists and assistants, nurses, athletic trainers and speech therapists.



MEDICAL TIPSHEET  
from  
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER  
June 11, 1987

DANGER SIGN--Moles can always turn deadly because of their cancerous potential, but for one group of people the threat of developing melanoma is a near certainty at some time in their lives. These are people who have a family history with at least two cases of malignant melanoma and who suffer from dysplastic nevus syndrome or DNS. DNS is the development of large moles over the body. These variably colored moles a fifth of an inch in diameter have irregular borders and surfaces. When these moles, or nevi, change in size and color they may ultimately develop into the deadly melanoma if they are not removed early. DNS and other skin maladies are particularly prevalent in the Southwest because of overexposure to the sun and its ultraviolet rays, a major factor involved in most skin cancers. For more on DNS and skin cancers, contact TTUHSC Dermatology Department Chairman Kenneth H. Neldner, M.D., at (806) 743-2463.

WEIGHT BLOTCHERS--When it comes to keeping their weight under control, Americans are failures. Depending on age, 40-60 percent of us are more than 10 percent over our ideal body weight. Figures like that make being overweight the nation's No. 1 nutrition problem. The health implications increase our risk of numerous medical problems, including degenerative joint disease, heart disease, low back pain, adult-onset diabetes and hypertension. Though individual body metabolism may vary some, the the bottom line for everyone, says TTUHSC Family Medicine Professor Berry N. Squyres, M.D., is still a matter of reducing the calories we consume and increasing the calories we burn. For a look at the problem and the solution, contact Squyres at (806) 743-2770.

FIRE IN THE SKY--When Americans celebrate Independence Day, one of the mainstays of most July 4th festivities is the firecracker. But in the hands of a child, fireworks can be dangerous, especially to young eyes. Severe eye damage and even blindness are always a possibility in children and, surprisingly, to adults as well. To discuss the frequency of fireworks-related eye injuries and the common types of damage, contact TTUHSC Ophthalmology Department Chairman James Price, M.D., Ph.D., at (806) 743-2412.

For assistance in covering these or other stories, contact TTUHSC news manager Preston Lewis at (806) 743-2143. Photographs and video footage can be arranged upon request.

6-6-11-87



By Beverly Taylor  
7-6-11-87

New Endocrine System  
May Offer Hope  
To Infertile Women

Mysteries being unraveled through discovery of a new endocrine system and undocumented hormonal interactions in early pregnancy may someday mean new hope for infertile women and those who have miscarried.

Wendell W. Leavitt, Texas Tech University Health Sciences Center professor of biochemistry and obstetrics and gynecology, said the complex chemical balance of life and death and growth and change in the uterus governs real life and death situations such as whether a woman can conceive and maintain a pregnancy.

In the complexities of uterine functioning, Leavitt and his colleagues discovered a previously unknown endocrine system which is triggered by implantation of an embryo in the lining of the uterus.

"This whole feedback loop has to be explained," Dr. Leavitt said. "Any abnormalities in the system could result in problems in early pregnancy. The more we know about the loop and what hormones are important throughout pregnancy, the better we'll be able to understand infertility and miscarriage."

Cells in the lining of the uterus are hormonally stimulated each month to change in structure and function. In months where there is no pregnancy, the lining of the uterus is shed at menstruation. When a pregnancy occurs, special cells called decidual cells -- the maternal contribution to the placenta -- surround the embryo as it attaches to the wall of the uterus.

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"The decidual cells form a barrier to keep the mother's immune system from rejecting the embryo," Dr. Leavitt said. "We discovered that these specialized cells communicate with the mother's body in an interesting way."

Leavitt has compared decidual cells taken from pregnant hamsters and non-decidualized cells from non-pregnant hamsters to determine the purpose and effects of decidualization -- the cellular changes caused by embryonic implantation.

Two sets of proteins -- 60K and CBG -- show up in the blood of the mother when decidual cells form in the uterus.

"We were surprised to learn that these proteins were not produced by the decidual cells themselves," Leavitt said. "Instead, the decidual cells send a signal to the mother's liver to make these two proteins. It's an endocrine way of the placenta telling the mother there is a pregnancy and to send more of these two proteins to the pregnant uterus."

"We don't know for sure what the purpose of 60K is, but there is a 50-100 fold increase of it in the maternal circulation and we suspect it's doing something," Leavitt said. "We think it could have something to do with regulation of the mother's immune responses, but more work is needed to prove this."

The CBG protein, which is found in decidual cells in quantities 10 to 50 times greater than in other cells, may help deliver the hormone progesterone to the decidual cells which require progesterone to grow and function.

The discovery of a totally unknown endocrine system is exciting, Leavitt said, because most endocrine loops, such as ones involving the pituitary, thyroid and adrenals, are well documented.



Leavitt said an endocrine loop similar to the one found in pregnant hamsters likely exists in pregnant women.

CBG and 60K proteins may also be used someday as early indicators of pregnancy and to determine if a pregnancy is normal. Current indicators of pregnancy are based on measurements of the hormone hCG, produced by the embryo. Absence of the new proteins, which are produced by the mother, in adequate amounts could be another indication of pregnancy abnormalities.

Besides finding the endocrine loop, the researchers have untwined previously undocumented interactions between the hormones estrogen and progesterone.

Hormones are substances which originate in endocrine glands and are sent to other parts of the body to stimulate increased activity of the receiving organ or to increase production of another hormone.

Hormones, Leavitt said, have specific target cells and receptor molecules. A hormone fits like a key into a lock into the receptor protein. The target cell responds to the hormone by changing its function or structure.

"We found that estrogen and progesterone regulate the number of receptor molecules in target cells," he said. "Estrogens turn on synthesis of receptors for both estrogen and progesterone. At other times, progesterone reduces the number of receptors for estrogen."

In hypothesizing about how progesterone reduces the number of estrogen receptors, the researchers found another protein which works with hormone and receptor proteins. The new protein, named the "acceptor site", is the final link in a hormone's journey to trigger the target cell response.



Progesterone causes production of a substance which the researchers named estrogen receptor-regulatory factor (ReRF). ReRF destroys the acceptor sites for estrogen receptor, limiting production of an estrogen response by the target cell.

"This could have a lot to do with infertility," Leavitt said. "Progesterone prepares the lining of the uterus, the endometrium, for embryonic implantation. The placenta develops to support implantation and pregnancy. If production of ReRF is not stimulated by progesterone, then the uterus may not be able to support implantation or pregnancy."

If ReRF is found to have no other important hormonal functions, it could have significant applications in treating hormone-dependent breast and endometrial cancers, he said.

"Estrogen stimulates proliferation of these hormone-dependent tumor cells. If we could knock out the acceptor sites with ReRF, we could shut off proliferation of these tumor cells."

Leavitt's colleagues in the research are postdoctoral fellows Andrea Cobb, Gary Gray and Kyle Selcer; research technicians Sabine Rundle and Kevin Thompson; and biology graduate student Abraham Alecozay.

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comp Durham (B Transfer) / To go with sleep  
story  
Lecop signed copy  
for my file.

June 11, 1987

Mr. John Durham  
Asst. Lifestyles Editor  
Austin American-Statesman  
P.O. Box 670  
Austin, TX 78767

Dear John:

Per our conversation, I am enclosing a copy of the feature I have written on sleep for consideration in your "Mind and Body" section. Please feel free to use it for background if you would like to expand upon the topic.

Should you need photos to illustrate the article, please contact our office and they can be arranged.

As I mentioned to you, I will be out the next two weeks, but I will contact you once I return. In the interim, if you need support from our office for the story, contact Joseph Sanders, our director.

Should you need to contact the sources in the story, Dr. Roman can be reached at (806) 743-2721 and Dr. Orem at (806) 743-2527.

Thanks for your consideration.

Sincerely,

Preston Lewis  
Manager, HSC Bureau



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CONTACT: Preston Lewis

8-6-11-87

LUBBOCK--It's a battle millions of people fight each night -- and lose.

It's the battle within themselves for a good night's sleep.

Until some 25 years ago, it was a battle each individual fought alone. But since then, medical science has developed an arsenal of knowledge that has allowed physicians to enter into the fray. And in the process, researchers have turned up some surprises about sleep. But for all they have discovered, doctors are still not sure what sleep is.

"We once thought sleep was the brain at rest," said Dr. Gustavo Roman, "but that's not necessarily so. There is a time during sleep when the brain is at rest, but there is also a time when there is tremendous activity in the brain."

And in fact, the most physically relaxing rest normally comes when the brain is most active, said Roman, a neurologist and director of the Center for Sleep Disorders at Texas Tech University Health Sciences Center.

That finding underlies the fact that not all sleep is alike. It comes in two states -- REM sleep and non-REM sleep, which is made up of four stages ranging from drowsiness to a deep sleep, called "delta sleep." REM sleep, or paradoxical sleep as it is also known, is the deepest state of sleep when the body's muscles are virtually paralyzed, but the brain is extremely active, Roman said.

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REM is an acronym for "rapid eye movement," one of the unexplained indicators of this state of sleep. REM sleep occurs four to five times during an average night's rest and normally accounts for about 22 percent of the average person's sleep time.

If you've ever had one of those nights when you slept a full eight hours or more, but awoke tired or drained anyway, then you may have had a problem going into REM sleep. Or, if your spouse ever kept you awake with leg jerks or even kicking, chances are he not only ruined your night's sleep but also his own because those excessive leg movements likely kept him out of REM sleep. Or, if you've every had one of those scary dreams when you had to move quick and realized you couldn't, your body was likely paralyzed during REM sleep when your dreams are most active.

"We can explain what occurs in REM sleep," Roman said, "but we can't explain why. Characteristics of REM sleep differ as much from non-REM sleep as from wakefulness."

John Orem, a TTUHSC physiologist who has done extensive studies on sleep, said the dual nature of sleep traditionally has been defined by the measuring eye movements, muscle contractions and brain activity. Brain activity and eye movement increase greatly during REM sleep, compared to non-REM (NREM) sleep, while muscle activity slows.

Those, though, are just a few of the physiological differences between REM and NREM sleep. For instance, during NREM sleep blood pressure decreases, the heart rate slows, oxygen consumption decreases, the respiratory rate drops and the body's thermoregulatory reflexes which direct the body's temperature control mechanism remain operable.



During REM sleep, blood pressure and heart rate increase intermittently, body oxygen consumption increases, the respiratory rate increases, muscle tone drops and the body's thermoregulatory reflexes are impaired, meaning you won't sweat or shiver.

"The physiological changes during REM sleep may possibly be our response to dreams, but the logic of REM sleep is puzzling," Orem said.

While most muscles are virtually paralyzed during REM sleep, the brain is at its peak of activity. Dreams and nightmares occur during REM sleep, causing some researchers to suggest that the rapid eye movement might be attributable to people "watching" the action in their dreams. Further, the muscle paralysis may be the body's mechanism for keeping a person from acting out the dreams.

"At no other time during the day, even when you are awake," Roman said, "does the cerebral blood flow come close to levels in REM sleep. It may be, as some have suggested, that this is a purging of the brain just like the purging of a computer to erase extraneous information."

REM sleep tends to relax the muscles, Roman said. The deepest stage of NREM sleep, known as "delta sleep," seems to rest both the brain and body systems.

"We now know you need to have both delta sleep and REM sleep for a good night's rest," Roman said.

As medical researchers have learned more about the sleep process, they have identified several common sleep maladies, the understanding of which may ultimately lead to their prevention or cure. These disorders include:

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\*Insomnia -- Insomniacs have problems falling asleep, staying asleep, sleeping late or arising rested. Contributing factors can be involuntary leg movements, breathing problems, anxiety, depression, personal problems and even the effects of long-term use of sleeping medications.

\*Narcolepsy -- Narcoleptics have a pervasive REM-sleep mechanism which may make them fall asleep when they should be awake. They may have sudden hallucinations when they are awake or suffer sudden weakness and drowsiness, often brought on by anger or laughter.

\*Sleep apnea -- People with sleep apnea suffer a temporary stop in respiration. This halt in breathing may last anywhere from 10 to 90 seconds and may occur from once to several hundred times a night. Symptoms include excessive daytime sleepiness, high blood pressure and heavy snoring.

\*Abnormal sleep/wake rhythm -- Once a regular sleep pattern is disrupted, say to a change in work shift or daily schedule, some people cannot adjust their sleep-wake schedule to fit their new regimen.

\*Others -- Sleepwalking, sleeptalking, bedwetting, night-terrors, and nocturnal convulsions are problems seen most frequently in children though they may plague adults as well.

Sleep disorders clinics like the one operated by the TTUHSC Neurology Department in Lubbock General Hospital have sprung up nationally to help people with these disorders. Sleep specialists review a patient's basic medical history and any information related to the sleep problem.

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Patients may then spend one or two nights in a clinic where they are monitored electronically during sleep. The collected data is then used to evaluate the problem and recommend a treatment.

Whether you are having a problem or not, Roman recommends a list of pointers for good "sleep hygiene."

1. Avoid caffeinated beverages after noon.
2. Do not take long naps.
3. Go to bed at the same time nightly.
4. At bedtime, go through a regular routine to help your inner body mechanisms adjust for rest.
5. Read for awhile in bed to further prepare the body and mind for rest.
6. Understand your personal body clock. Some need more sleep than others and the length of sleep generally declines with age.
7. Upon waking, go through a regular routine that helps tell your body that rest is over and conscious activity will be increasing.

With sleep as an emerging medical speciality, people with serious sleep disorders can turn to clinics nationally which can help them deal with the malfunctions that are preventing them from getting the night of rest that they need.

"We've all been confronted at one time or another with a sleepless night and we all know how bad that can feel," Roman said. "A bad night's sleep can reduce our job productivity and even increase our chances of being in an accident. But in helping people overcome their disorders, we are finding that sleep is a lot more complicated phenomenon than it looks."

Comp SI Letter (B transfer)

to go with baseball  
story

Have signed copy for my  
file

June 11, 1987

Mr. Rob Fleder  
Articles Editor  
Sports Illustrated  
Time & Life Building  
Rockefeller Center  
New York, NY 10020-1393

Dear Mr. Fleder:

A new all-star team is selected for the major leagues each year, but Jim Harper and Joe King have put together what may be the first "all-significance team." Harper and King are historians at Texas Tech University and they alternate teaching a course in baseball history each spring.

Their "all-significance team" recognizes individuals not necessarily for their playing skills, but for their impact on the sport and on the country. Like most all-star teams, the members they selected are bound to draw arguments, but that's the fun of the game. In fact, Harper put his students to the test this spring by asking them on their final exam to select their own "significance" team.

With the All-Star game approaching, I wanted to offer Sports Illustrated the first opportunity to consider this idea for one of your section pieces. I have enclosed a story you may use for background should you care to develop this idea further. Should you want to discuss this with Harper and King, they may be reached at the following numbers: Harper--Office: (806) 742-2355 or 742-3754, Home: (806) 762-3223; King--Office: (806) 742-3591 or 742-3754, Home: (806) 797-0359.

Please call if this office can be of further assistance.

Sincerely,

Preston Lewis



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CONTACT: Preston Lewis

9-6-11-87

LUBBOCK--Baseball would not have been the same without them.  
And, neither would America.

They are the representatives of baseball's "All-Significance Team" as selected by Texas Tech University history Professors James W. Harper and Joseph E. King.

The two professors were among the first historians nationally to develop for college credit a course using baseball as a window on American history. Though many courses in sports history had been taught at universities previously, theirs focused on baseball because it, more than any other sport, had become entwined in the nation's social fabric, literature and conscience for a century and a half.

Their "All-Significance Team" was selected on the basis of the individual's influence on the game and their symbolic stature on national issues.

"Baseball is the scholar's sport," Harper said. "Its pace provides time for reflection and its penchant for record-keeping provides the documentation valued by historians."

"Among all the sports," King said, "it is the most democratic. It has more ethnic, cultural and national diversity than the nation's other major team sports. Further, the range of athletic skills needed in baseball is broad enough that a slow or short player may still be able to make the team because of other attributes."

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Besides providing a unique view of American history, the course also allows King and Harper to pursue their lifelong interests in baseball. King grew up in South Brooklyn, just a quick subway ride from Ebbetts Field, and followed the Dodgers during an era when they were always battling for a pennant and that elusive World Series Championship.

King's most memorable baseball moments were being a member of "Happy Felton's Knothole Club" and, at 10 years of age, shaking hands with Gil Hodges.

Harper grew up in West Virginia and became a St. Louis Cardinals fan. His first visit to a major league game was a major disappointment as a 150-mile drive to Cincinnati ended in a rainout and a long trip home.

Between King and Harper exists a friendly rivalry of baseball scholarship and partisanship, each teaching the course in alternate spring semesters. But in the interest of history, they did put aside their personal differences to come up with a combined "All-Significance Team." Well, almost!

As Harper put it, "The good choices are mine, the bad are King's."

Replied King, "Harper can no more make a sound choice than hit a baseball with a barn or even a barn with a baseball."

Now, their "All-Significance Team" and the reasons for their selection:

Left Field: George Herman "Babe" Ruth (1914-1935) -- Any all-time team begins with Babe Ruth. Perhaps the ultimate sports hero with awesome accomplishments on the field as a pitcher and hitter. His home runs pointed a new direction in the game and he was the major factor in baseball's overcoming the Black Sox scandal.



Catcher: Josh Gibson (1930s-1940s) -- Great home run-hitting catcher of the Negro Leagues, he symbolizes the lost opportunities of those shut out of the money and prestige of the major leagues by baseball's color line. Gibson died tragically young.

First Base: Stan Musial (1940s-1960s) -- Musial is remembered as a seven-time batting champion and three-time most valuable player. He was very successful off the field and stands as a symbol of the non-controversial, low key stars of the 1940s and 1950s.

Second Base: Jackie Robinson (1940s-1950s) -- Although there have been better players at this position, none did more to alter the course of baseball history than this Hall of Famer who integrated the modern game. Even the 40th anniversary of his appearance in the major leagues caused baseball to look at its racial practices.

Shortstop: John Montgomery Ward (1880s-1890s) -- Though he was the second major leaguer to pitch a perfect game and though he became a Hall of Famer as a shortstop, Ward was even more noteworthy as an early baseball labor leader who organized the Brotherhood (Players) League of 1890. He is representative of the conflict between labor and management that has been common to most eras of baseball.

Third Base: Dottie Schroeder (1940s-1950s) -- She was a member of the All-American Girl's Baseball League, founded by William Wrigley. The league in 1949 drew more than 900,000 fans in small cities throughout the Midwest. The women received beauty tips from Helene Rubenstein and Dottie played in pigtails. Charlie Grimm said of Schroeder, "She'd be worth \$50,000 if she were a man." Though she was a shortstop she's been assigned to third on this team as a symbol of women's exclusion from the professional ranks.

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Center Field: Mike "King" Kelly (1870s-1890s) -- Hero of the 1880s, he is remembered in the song "Slide, Kelly, Slide," making him one of the first sports personalities to become subject of a song. Next to paintings of Custer's Last Stand, reproductions of Kelly sliding into base were likely the most popular barroom paintings of the 19th century. Symbolic of the adventuresome day of the early major leagues, Kelly also caught and played some third and first.

Right Field: Roberto Clemente (1950s-1970s) -- Gifted hitter and superb fielder, Clemente is a member of the 3,000 hit club and the Hall of Fame. His career signifies the growing prevalence of the Latin ballplayer after the 1960s. His tragic early death in a plane crash while on a humanitarian relief mission is reflective of the private side of many players who have used their prestige to help humanity.

Pitcher: Albert P. Spalding (1870s) -- A star pitcher but Spalding is even more important as a founder of the National League in 1876. His post-playing career saw him serve as a key baseball executive and sporting goods mogul, a blend of the game and big business that has continued to the present.

Designated Hitter: Sadaharu Oh (1960s-1970s) -- Japanese home run king and Japan's greatest star of the game. Baseball reached Japan in the 1890s and boomed there after 1950. Oh is representative of how far the American national game has spread in world popularity.

Manager: Harry Wright (1860s-1870s) -- Member of the original Cincinnati Redstockings and dominant figure as manager of the National Association of Professional Baseball Players, the first major league run by the players.



General Manager: Branch Rickey (1900s-1960s) -- He devised the farm system in the minors, pioneered player development, integrated baseball and urged expansion of the game in the 1960s. He was largely responsible for the success of the Cardinals, Dodgers and Pirates.

Board of Directors: Chris Von Der Ahe (1880s-1890s) -- A flamboyant owner of the 1880s St. Louis Browns, he saw baseball as entertainment. He was responsible for one of the oddest stunts in American history when, while hosting Buffalo Bill's Wild West Show, he put Sitting Bull on the mound to pitch.

Bill Veeck (1940s-1970s) -- Baseball's greatest fan and innovative promoter, he integrated the American League and urged expansion and a sharing of TV revenues. "Old Will" was also responsible for one of the most memorable moments in baseball when he sent to the plate a midget who drew a walk because of his minuscule strike zone.

Walter O'Malley (1950s-1970s) -- He was perhaps the most influential modern owner. He was the man who brought the majors to the West Coast.

Ted Turner (1970s-present) -- Turner symbolizes the new role of cable television and the new promoter-owner. His Atlanta super station's national cable exposure of his Atlanta Braves has made the Braves into "America's Team" in spite of a mediocre record.

Commissioner: Byron Bancroft Johnson (1900s-1920s) -- A former sportswriter who founded the American League, he served as its president from 1901 until 1920s. He was also noteworthy for his efforts to professionalize and improve respect for umpires.

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Umpire: Bill Klem (1900s-1940s) -- Established the umpire's authority to control the game by dint of his honesty, impartiality and knowledge of the rulebook. He had the firm conviction he never made a bad call. Klem represented the importance of playing the game by intricate rules and making split-second decisions.

Announcer: Gordon McLendon (1950s) -- Texas born and reared announcer and businessman, McLendon pioneered daily network baseball radio with his Liberty Network. He is also recognized as perhaps the master of game recreations from the wire.

Flake: Bob Uecker (1960s-present) -- His .200 lifetime batting average isn't major league, but his sense of humor is. He represents the American sense of humor and its compatibility with the game. Though he remains a baseball announcer and commentator, he is better known for his TV situation comedy and for getting good game seats than he ever was for catching the knuckle ball.



CONTACT: Preston Lewis

10-6-11-87

Six Lubbock residents were among students receiving medical degrees during spring commencement at Texas Tech University Health Sciences Center TTUHSC.

The degree recipients with their parents and where they will serve their residencies were:

Paul Franklin Brown, son of Mr. and Mrs. Sam Brown of 4525 17th St., TTUHSC in pediatrics.

Bradley J. Lott, son of Leecy Lott of 4822 73rd St. and Grant Lott of 204 E. Main, Post, University of Texas Medical School at Houston in anesthesiology.

John D. Pappas, son of Mrs. Margaret Pappas of 2719 57th St., TTUHSC in internal medicine.

David C. Riojas, son of Ralph and Gloria Riojas of 4620 46th St., Baylor College of Medicine at Houston in family medicine.

Carl David Rowlett, son of Mr. and Mrs. L.L. Rowlett of 5610 72nd St., University of Iowa, Iowa City, in occupational medicine-internal medicine. Rowlett was elected by his classmates to receive the Gold-Headed Cane Award, the school's most prestigious award, for displaying the characteristics of the good physician.

George Jeffrey Young, son of Mrs. Catherine E. Young, 3710 61st St., TTUHSC in family medicine. Young received the award as the outstanding student in family medicine at the Lubbock Regional Academic Health Center.

CONTACT: Beverly Taylor

11-6-11-87

LUBBOCK -- The founder of the National Farm Life Insurance Company, W.C. "Brigham" Young, has been memorialized through establishment of a \$10,000 endowment fund to provide scholarships in the Texas Tech University College of Agricultural Sciences.

Young was a native of Ralls and graduated from Texas Tech with a major in agricultural economics in 1935. He played football at Texas Tech under "Pete" Cawthorn who was responsible for Young's nickname.

Don Jones, president and chairman of the board of National Farm Life, said "Brigham Young felt strongly about the importance of a college education and always wanted to encourage young people in this regard. He always had a warm spot in his heart for Tech and what it did for him."

The interest earned from the endowment fund will provide scholarships to agricultural sciences students.



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12-6-11-87

AG SCIENCES ENDOWMENT -- Don Jones, left, president and chairman of the board of National Farm Life Insurance Company, presents Sam E. Curl, dean of the Texas Tech University College of Agricultural Sciences, with a check to establish a \$10,000 endowment fund in the college. Ron Downing, vice president for marketing for National Farm Life, looks on. The fund, which will provide scholarships for agricultural sciences students, was established in memory of W.C. "Brigham" Young, the company's founder who graduated from Texas Tech in 1935 with a major in agricultural economics.

Story ideas for week  
of June 15.  
14-6-11-87

**Texas Tech University**  
University News & Publications  
BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

# Radio & Television NewService

**MEETING THE QUEEN---**Nine dancers and a ballet professor from Texas Tech are part of a dance company that has been invited to perform before the Queen of England this summer. The group, led by Tech Professor and Dance Devision Coordinator Peggy Willis, will leave Lubbock Wednesday, June 17. The Queen will not only see the talents of Texas dancers, but will also witness original Texas ballets as well. For more on the trip, call Peggy Willis. 742-3361.

**MUSEUM NIGHTS---**Four evenings of entertainment and education are in store this summer in "Thursday Nights at The Museum" at Texas Tech. Designed to introduce the public to The Museum, "Thursday Nights at The Museum" will be from 7-8:30 p.m. June 18, July 16, Aug. 6 and Aug. 20. The program is free.

**FOR THE GIFTED---**Summer Explorations, a collection of enrichment classes for gifted children, will be July 20-30 at Texas Tech University. Sponsored by the Texas Tech Institute for the Gifted, the Summer Explorations program will introduce participants to new study areas or provide in-depth training in areas of interest. The classes are designed for gifted three-year-olds through 8th-graders. For more, contact the Institute for the Gifted, TTU. 742-2353.

For assistance on these and other storys, contact Dorothy Power/Don Vanlandingham. News and Publications Broadcast Bureau. 742-2136.