

this release distributed 9/5/68
50m finance editors, major Texas
dailies, lubbock media, ad list
w/report

LUBBOCK, TEX., Sept. 5 -- Whether commissions will be the backbone of the advertising agency business or the downfall is a question brought into sharp focus Thursday in a research report prepared by Gary L. Stevenson, Texas Tech graduate student in marketing.

Stevenson took a detailed look at the commission and fee systems of billing as outlined by 211 of the largest United States agencies, those with foreign and domestic billings of \$1 million or more.

In his report, "Commission or Fee: How Advertising Agencies Bill for Their Services," Stevenson rejected any idea that the commission system is "inherently bad." Instead, he said, it "simply has some deficiencies."

In order to plan for profit, he recommended that agencies define what they consider to be "normal agency functions" and identify services which do not fall within this area. These outlying services, Stevenson said, should be billed on a fee basis.

"The commission system is the backbone of the agency business," the researcher explained, "but if agencies are to keep providing more and more services it can also be their downfall. The establishment of a pricing policy actually would allow agencies more flexibility in using fees, as well as help them to plan for more adequate profits through the use of norms and standards."

In the 123 page report, Stevenson considered 67 services which he found were "the most basic that an agency would provide." In each case he analyzed the percentage of agencies paid through commissions, the percentage paid by fees and the percentage of agencies not performing the service.

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ad agencies stevenson add one....

Agency size, profit percentage and average account size were considered for each of the 67 services.

Stevenson found that all agency areas, traditional or otherwise, reported at least some usage of fees.

"Generally, the study analyzed in this report," Stevenson said, "has indicated that commissions provide the bulk of income for agencies; but many agencies make extensive use of fees to cover services they provide their clients which are considered 'extensions' of the normal service functions of the agency.

"This was witnessed by the predominance of agencies using fees to cover such services as publicity and public relations; promotion and collateral services; corporate identity, marketing and services for management; new product services; and marketing research and information management services.

"Some agencies reported even using fees in traditional agency services such as implementation, purchasing and production, and advertising and communications management services."

Stevenson's research was conducted under the supervision of Dr. Billy I. Ross, Texas Tech professor of advertising in the Department of Marketing.

-30-

by Bea Zeeck

2/9-5-68



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LUBBOCK, Sept. 5 -- Registration of Texas Tech's entering class of law students Friday (Sept. 13) will signal the opening of the University's 44th annual session which gets under way with full scale enrollment procedures at 1 p.m. Monday (Sept. 16) in Municipal Coliseum.

Processing of an estimated record enrollment of more than 19,300 students will continue from 8 a.m. to 5 p.m. daily throughout the week, concluding at noon Sept. 21. Last year's fall semester enrollment was 18,646.

Highlighting the registration week schedule will be a series of separate orientation meetings for various categories of new students.

Entering freshmen and transfer students who did not register early will meet for orientation at 8 a.m. Monday (Sept. 16) in Municipal Auditorium.

The 75 new law students slated for registration Friday (Sept. 13) will meet at 8:30 a.m. Monday (Sept. 16) with Dean Richard B. Amantes, members of the Law School faculty and other college officials at the Law School Complex. Board member Al Allison of Levelland will be the speaker.

Orientation for freshmen who registered during the summer will be at 9 a.m. Thursday (Sept. 19) in Municipal Auditorium. It will be followed by a meeting at 2 p.m. for freshmen who did not participate in the summer registration program.

Conferences for students interested in choir, opera, band, orchestra and stage band will be at 4 p.m. Monday (Sept. 16) in the Tech Music Building.

(MORE)

registration add one

On Wednesday (Sept. 18) newcomers will be welcomed at a "Howdy Party" for freshmen women at 7 p.m. in the Tech Union ballroom sponsored by the Association of Women Students, a 7 p.m. meeting for freshmen men on the Tech Union Green sponsored by the Student Senate and an all-school street dance starting at 9 p.m. on the Administration Building parking lot.

Members of Lubbock religious denominations will be hosts to new and returning students at a series of All-Church Night parties Thursday/at churches and student centers throughout the city.
(Sept. 19)

A giant pep rally at 7 p.m. Friday (Sept. 20) at Southwest Conference Circle will set the stage for Tech's first football game, a non-conference match with Cincinnati University, at 7:30 p.m. Saturday (Sept. 21) in Jones Stadium.

Fall semester classes will begin Sept. 23.

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By Emil Carmichael
2-9-5-68

release distributed 9/5/68
Lubbock media, major texas dailies
lead national dailies FSU

LUBBOCK, TEX., Sept. 5 -- As bullfighters learn to practice their art against less than vicious adversaries...as airline pilots rehearse trouble in sophisticated simulators, so businessmen of tomorrow now practice success or failure of their decisions long before they put their money up.

The student of business is introduced in Texas Tech classrooms to business "games," elaborate computer-based decision-making situations which simulate profits and losses, upward and downward trends, the frustrations and problems which must be resolved to compete successfully in business.

The latest to be formulated at the university is "Texas Technological College Executive Business Decision Game I," by Marketing and Management Prof. Harry H. Elwell Jr., nationally recognized authority on business simulation. Dr. Elwell developed the game through state supported research. The published game is available for use for the first time this fall. It can be used either in the classroom or as a research tool by industry.

Elwell's work compiles and develops the better aspects of other simulations in existence, providing an up-to-date top management decision game.

Texas Tech Game I basically is oriented to the overall decision problems of top level management. It contains a mathematical model which simulates an industry of up to nine firms, each offering one to three products to a wide-range market.

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Elwell game add one....

This market is not designed to simulate any specific or existing situation. Instead it represents a group of businesses with economic characteristics which are developed and discovered by participants as play progresses.

Participants make decisions by applying basic analytical tools used in accounting, finance, marketing and production management. The game is designed to emphasize the interrelationship of pricing, marketing, research and development, design and styling, and production cost decisions as these affect inventory levels, production capacity, plant investment, overtime costs, administrative charges and cash flow.

In the game, the computer is used as a tool, not a decider.

"It must be kept in mind," Prof. Elwell emphasized, "that the executive must still choose which decision actually is the best one."

He explained that simulation is a technique by which managers can test decisions in advance of actual business practice. This is done by playing these decisions into a computer. The computer interrelates the decisions mathematically and tells which is the best decision within the framework of the programmed pattern of decision-making which the manager establishes at the outset.

1-9-5-68

by Bea Zeeck

LUBBOCK, TEX., Sept. 5 -- An Editor's Institute and Workshop, with a wide-ranging field of study topics, will open at 9 a.m. Monday at Texas Tech. Discussions of various phases of communications, talks on water resources and economic trends, a chuck wagon supper and special interest study sessions will highlight the meeting, which continues through Friday.

Dr. Charles L. Allen of the Texas Tech Journalism Department is director of the institute, to be attended by about 20 newspaper and magazine editors.

Registration begins at 2 p.m. Sunday in the In Town Inn, and opening session is at 9 a.m. Monday in the Blue Room of the Tech Student Union. All other meetings will be in the In Town Inn.

Monday morning speakers are Dr. Allen, whose topic will be "Theories of Communication," and Dr. Russell Dressler, head of the Chemistry Department at Trinity University, who will speak on conservation of water resources.

Page layout, communications in art work and feature stories will be topics for Tuesday morning. Speakers are Dr. Harry Heath, director of the School of Journalism at Oklahoma State University; C. Dudley Johnston, art director of "Oil and Gas Journal;" and Tanner Laine, veteran feature writer for the Lubbock Avalanche-Journal.

editors' institute add one...

Wednesday speakers will be Dick Kirkpatrick, editor of "National Wildlife;" Roy Moskop, assistant vice president, Southwestern Bell Telephone Co., and Howard K. Smith, editor of a sales aid for Phillips Petroleum dealers.

How to write better and to make better pictures will be discussed Thursday morning by Prof. W. E. Garets, head of the Journalism Department at Tech, and Edward Hale of Eastman Kodak Co. Thursday afternoon institute participants will view a three-screen slide show by Wayne K. Tiller of "Texas Parks and Wildlife."

John M. Allen, senior editor of "Reader's Digest," will speak at a chuck wagon supper Thursday evening at the Pitchfork Ranch.

Closing session Friday will feature a talk by Ralph Green, vice president of the Federal Reserve Bank of Dallas, on the current economic and financial situation in the U.S.

Student idea sessions will also be a feature of morning meetings, and afternoons will be devoted to individual and group critiques led by Heath, Johnston, Kirkpatrick, Garets, Laine and Allen.

by Dee Powell

3-9-5-68

This release distributed 9-30-68
to Lubbock news media.

LUBBOCK, Sept. 30 -- Noted chemist Hendrik Frederik Hamerka of the University of Pennsylvania will be at Texas Tech Tuesday through Friday (Oct. 1-4) to lecture and to confer with Chemistry Department faculty and Tech administrators concerning the University's graduate program.

Dr. Hamerka's lecture at 4 p.m. Wednesday (Oct. 2) in Room 2 of the Chemistry Building will be open to all interested persons, said Dr. Joe Dennis, department chairman. The topic will be "The Use of Green Functions in Atomic and Molecular Calculations."

The visiting professor will be honored at a reception from 2 to 5 p.m. Thursday (Oct. 3) in Room 302.

Dr. Hamerka received his Doctor of Science degree from the University of Leiden in 1956. He is a theoretical chemist specializing in quantum chemistry, the magnetic properties of molecules and the interaction of radiation with matter and is the author of several textbooks and numerous research articles dealing with his specialties.

He served as a lieutenant in the Signal Corps of the Royal Dutch Army from 1953 to 1955. Before joining the chemistry faculty at the University of Pennsylvania, he was an assistant professor at Johns Hopkins University. He has been a Sloan Foundation Research Fellow and also served as an industrial consultant.

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1-9-30-68

By Emil Carmichael

LUBBOCK, Sept. 8 -- West Texas experience linked to the vast resource potential of central and northern Africa could open to those areas new economic wealth, particularly through agriculture, Texas Tech Agricultural Sciences Dean Gerald W. Thomas, said Tuesday (Oct. 8).

Thomas was reporting on his recent travels in Africa with Texas Tech Agricultural Economics Prof. James E. Osborn.

As representatives of the university and its International Center for Arid and Semi-Arid Land Studies, the men were invited by the government of Chad and by commercial interests in Algeria and Libya to survey possible areas of development.

Their report cited agriculture as a prime target for development although associated industries, arts, crafts and tourism also were suggested.

Texas Tech's interest in the great agricultural promise foreseen for Chad, Thomas said, was reflected by Chadian President Francois Tombalbaye who visited Lubbock the past weekend. After touring one of the largest feed lots and a 56,000-acre ranch, Thomas found him "receptive to the idea that we could work together to solve problems of our mutual interest in arid and semi-arid lands."

The central African country includes a portion of the Sahara desert on the north where nomad tribes travel with their herds. In the less arid, but still dry, southern portion the Lake Chad Basin Development Commission, already is at work to develop water resources. This area also is cut by the large Chari and Lagone rivers. The Lake Chad project involves not only Chad but also Niger, Nigeria and Camaroon.

With the Commission's executive secretary, Muhammodu Carpenter, Tech's International Center representatives explored the possibilities in several areas of agricultural and livestock development.

The Lake Chad projects have international problems, Thomas pointed out, because the drainage basin is so vast, extending up into Algeria on the north.

(MORE)

Africa development projects --- add one

Marketing problems in Chad are complicated by the fact that the country is landlocked with no rail transportation. Further, in beef, religious custom permits the Muslim market -- which is a primary one -- to accept only certain kinds of processed and preserved meat. Religious custom also influences some slaughtering practices.

Thomas found vegetation in Chad similar to that in Texas and pointed out that buffle grass, bluestems, and even the decorative pink pampas grass from this area have been introduced into Texas.

"The area around the capital, Fort Lamy, is similar to the Rio Grande Plains and Trans-Pecos areas of West Texas," he said.

Projects of interest to the International Center in Chad, he said, would closely parallel some of the recommendation of the Chad Basin Commission report on which Meril G. Carter of the Soil Conservation Service in Texas assisted. Thomas said many projects developed would be funded through any one of three channels -- the Lake Chad Basin Development Commission, working with the United Nations and the United States Agency for International Development, the government of Chad, through private industry or foundations.

Proposals of interest include studies of range management for the protection of native rangelands, animal sciences with a particular emphasis on the genetic improvement of Chadian cattle, nutrition and the slaughter of animals, the development of irrigated agriculture and studies of the sociological and economic influences which advanced agriculture including new markets could bring about.

Included in the last factors was the possibility of educating professional and sub-professional personnel to deal effectively with African problems under African conditions.

Chad's emphasis on agricultural growth is important, Thomas said, because of the country's lack of mineral resources -- natron (salt), being the only mineral export. Other economic benefits come from cotton and the fishing industry.

(MORE)

Texas Tech's capabilities for such programs, Thomas pointed out, include the facts that it has one of the largest range management programs in the United States; its outstanding animal sciences program is qualified to study breeding, nutrition and the physiology of cattle on range and in feed lot conditions; and its capabilities for sociological and economic studies to be carried on as progress takes place.

In Algeria, Thomas and Osborn surveyed both the coastal Tell area and the inland plateau or Kabylia. It was the inland area which held their primary interest for agricultural development through utilization of underground water.

They were invited to Algeria by Sonatrach, the national petroleum company, to "look at the possibilities of a commercialized agricultural industry as it would relate to the use of petrochemicals."

Their guide, a Sonatrach employe, was Hamocida Maoui, Texas Tech graduate with a master's degree in soil science who is married to the former Pat Parnell of Paducah. With him they traveled to the Hassi Massaoud area on the east and into the Sahara Desert beyond the Atlas mountains in the west.

"All these countries realize," Thomas said, "that while they are taking out tremendous amounts in petroleum, they need to designate a part of these resources to agriculture and other industries."

"I hope as Tech gets involved in African programs, we will utilize students from these countries as well as our own and take a particular interest in training their people to take over. All of our research programs include students participation."

Thomas said his recommendations after visiting Algeria would include a systematic study in the arts and crafts area and in tourism. He said diversification of agriculture along the coastal area, from the one-crop grape production on which the area depends now, would be useful.

In Libya, the Tech faculty men visited with government officials and petroleum company representatives involved in the Kufra Oasis irrigation development program and discussed the possibility of further development of water resources for irrigation.

LUBBOCK, Sept. 16 -- Names of the nine men who will appear at Texas Tech during the 1968-69 long term as participants in the University Speakers Series were released Monday (Sept. 16).

They are, in the order of their appearance , Harold Hayes, editor of Esquire; Ashley Montagu, anthropologist and biologist; Paul Engle, poet; Philippe Thyraud de Vosjoli, former head of French intelligence in the U.S. and authority on espionage; Erich Fromm, German-born psychoanalyst, social philosopher and author; Albert C. Outler, professor of historical theology at Southern Methodist University; Walter W. Heller, nationally-known economist; Andreas Papandreou, former faculty member at Harvard University and the universities of Minnesota and California at Berkeley; and Fred Harvey Harrington, president of the University of Wisconsin.

The series opens Oct. 17 with Hayes, a member of the executive committee on the American Society of Magazine Editors. For two years he taught magazine journalism at the New School for Social Research.

More recently, Hayes has used Esquire to stir controversy with provocative articles on the Manchester-Kennedy dispute, the Black Power Establishment, the Svetlana industry, and the magazine's "Report from Iron Mountain."

Montagu will be presented Nov. 10. He courts controversy by upsetting what he calls "venerable errors," and he has ventured into such sensitive areas as race, the relations between the sexes and child rearing.

Montagu has been popularizing science since his first book, "Coming Into Being Among the Australian Aborigines" in 1938.

Engle, who will be heard Feb. 11, 1969, was the poet who founded the University of Iowa's famed Creative Writing Program. He is the only poet on the National Council on the Arts and a member of the Advisory Council for the Kennedy Center for the Performing Arts in Washington, D. C.

His most recent volumes of verse include "Embrace," "American Child" and "A Woman Unashamed."

(MORE)

speaker series -- add one

Expert on espionage, counter espionage and foreign intrigue, de Vosjoli will be presented one week later, Feb. 18. The former French intelligence head in the United States became disenchanted by what he felt to be the mounting influence of communism in the government of France and resigned to take up residence in the United States.

De Vosjoli once revealed a French plan to begin military and scientific espionage against the United States from which the Soviets would profit. He obtained his information from a Soviet defector--a comprehensive array of details that led to the exposure of some 200 agents in the West.

Fromm, who will speak March 27, has become internationally known for his application of psychoanalytic theory to the problems of culture and society.

A prolific writer in both German and English, he is best known in this country for his most recent books, "Escape From Freedom," "Man for Himself" and "The Forgotten Language."

SMU's Albert C. Outler was named to conduct the Willson Lecture series March 31 to April 2. He was a delegate-observer to the Second Vatican Council, a member of the academic council at Jerusalem Institute for Advanced Theological Studies and twice a delegate to the World Council of Churches Assemblies.

He holds honorary degrees from six colleges and universities and has taught at Duke University, Yale University, Union Theological Seminary and Southern Methodist University.

A regular participant in Danforth Conferences since 1951, he has presented more than 20 lecture series across the nation during the past 15 years.

Heller, who has been fiscal and tax adviser to governors, presidents and kings, is described as "the most recognized name in economics to the average man on the street."

On leave of absence as a professor of economics at the University of Minnesota, he was chairman of the President's Council of Economic Advisers under Kennedy and Johnson. He was a contributing author of "The Economists of the New Frontier." His lecture is scheduled for April 29.

(MORE)

Speaker Series --- add two

Papandreou, who will make his appearance on the Tech campus May 5, was the founder of the Panhellenic Liberation Movement (PAK) which is active in Europe, the United States, and Canada. He is dedicated to the overthrow of the military dictators in Athens.

He is the son of George Papandreou, former premier of Greece and was a member of the Greek Parliament and Minister of Economics Coordination until his Center Union Party fell in 1965. He was imprisoned in 1967 from April 21, until Dec. 24.

The commencement speaker May 31, 1969, will be Harrington, who believes that the cost to an individual of gaining advanced knowledge must be held down.

"An education," he says, "is a benefit not only to the individual but to society as a whole."

The president of the University of Wisconsin has been adviser to the federal government under Presidents Eisenhower, Kennedy and Johnson, working with the Defense and State Departments, the Agency for International Development, the Peace Corps and Department of Health, Education and Welfare.

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2-9-16-68

By Dan Tarpley

This release distributed 9-16-68
to Lubbock news media.

LUBBOCK, Sept. 16 -- Dr. A. J. Gully, chairman of Texas Tech's Department of Chemical Engineering since 1963, has been named to the newly-created post of associate dean in charge of research in Tech's School of Engineering.

The appointment becomes effective immediately, said Engineering Dean John R. Bradford.

Succeeding Dr. Gully as departmental chairman will be Dr. George F. Meenaghan (pronounced "meen-a-han"), currently professor of chemical engineering at Clemson University, who will assume his duties here Jan. 1, 1969, after completing his commitments at the South Carolina University.

"We are fortunate in being able to fill these key positions with educators experienced in research and industry, both of whom are experts in their respective fields," Dean Bradford said.

Prior to coming to Tech, Dr. Gully was a research supervisor for Texaco, Inc., at Port Arthur. He was professor of chemical engineering at Mississippi State University for eight years, from 1951 to 1959, before joining the Texaco organization. In addition to his teaching and administrative duties at Tech, he also is chief investigator of a research project for the National Aeronautics and Space Administration (NASA).

A native of Preston, Miss., Dr. Gully earned his bachelor's at Auburn University, his master's and PhD degrees in chemical engineering at Louisiana State.

(MORE)

Gully -- add one

Dr. Meenaghan has been a member of the Clemson faculty 12 years. A specialist in problems relating to water pollution, he has conducted research sponsored by Oak Ridge National Laboratories, the U.S. Public Health Service and the U.S. Army. He developed a design of waste treatment and process water system for Owens-Corning Fiberglass Co. and regularly serves as a consultant to such firms as Armco Steel Corp, International Pulp and Paper Co., Dow Badische Co. and several large textile firms.

At Clemson he chaired the committee which instituted the university's honors program, is a past president of the faculty senate and the Sertoma Club, and is faculty advisor to the student chapter of the Association of Industrial Chemical Engineers.

Scientific and professional societies of which he is a member include the American Institute of Chemical Engineers, American Society of Engineering Education, Water Pollution Control Federation, American Men of Science, Sigma Xi, which he served as president in 1963-64, and Phi Lambda Epsilon.

A native of Holyoke, Mass., he holds BS, MS and PhD degrees in chemical engineering from Virginia Polytechnic Institute.

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3-9-16-68

By Emil Carmichael

This release distributed 9-16-68
to Lubbock news media.

LUBBOCK, Sept. 16 -- The Saddle Tramps, spirit organization at Texas Tech, has announced a freshman pep rally for 7:30 p.m. Tuesday (Sept. 17) in Jones Stadium. Saddle Tramps officers said all freshmen are invited to participate.

The first all-school pep rally will be held at 7 p.m. Friday at Southwest Conference Circle in preparation for activities at the Texas Tech-Cincinnati University football game Saturday night.

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4-9-16-68

By Dan Tarpley

This release distributed 9-17-68
to Lubbock news media.

LUBBOCK, Sept. 17 -- Three graduates of Texas Tech, sons of Mr. and Mrs. C. E. Nolan, have established a music scholarship at Tech in honor of their parents.

The Charlie and Alice Nolan Scholarship, earmarked for men music majors, carries an annual stipend of \$100, said Music Dept. Chairman Gene Hemmle.

Each of the donors participated in choral groups while attending Tech.

Charles E. Nolan Jr. of Alamogordo, N.M., is a former member of the Men's Glee Club. He received a degree in architecture from Tech in 1953.

Lt. Col. John D. Nolan, a 1954 civil engineering graduate now stationed in Panama, participated in both the Men's Choir and the Tech Choir.

Capt. William K. (Bill) Nolan, a 1964 graduate and also an architecture major and former member of the Tech choir, currently is serving with the armed forces in Vietnam.

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5-9-17-68

By Emil Carmichael

This release distributed 9-17-68
to Lubbock news media, regional
dailies.

LUBBOCK, Sept. 17 -- Jack D. Towery, a native West Texan recognized internationally in the field of textile engineering, has been named director of the fiber laboratory in Texas Tech's Textile Research Center.

Dean John R. Bradford of the School of Engineering made the announcement Tuesday and, at the same time, said that Harry Arthur has been promoted to assistant director of the Center. Arthur previously served as assistant to the director.

"We are extremely well pleased," Dr. Bradford said, "to obtain a man of Towery's caliber in the field of textiles."

The university's research center, now in the process of a \$1.375 million expansion, will be one of the few facilities in the world capable of studying textile processing from fiber production to finished fabric.

Full processing is expected to start in 1969. This will include chemical treatment and dyeing. A total of 32,000 square feet of space is being added along with new equipment, some of it already in use.

Towery was born in Plainview and is a graduate of Texas Tech's Department of Textile Engineering. A registered professional engineer, he is the author or co-author of some 38 technical papers and the holder or co-holder of several patents, both electronic and mechanical.

He holds memberships in three national organizations, the Fiber Society, the American Association of Textile Technologists and the American Association for the Advancement of Science, and is a fellow in the British Textile Institute.

(MORE)

Jack D. Towery --- add one

Towery comes to Texas Tech from the Continenal Moss-Gordon Company of Lubbock where he was director of Textile Research. Prior to his association with that company, he was, from 1950 to 1956, textile engineer and research associate at Texas Tech.

In addition to his work in the Texas textile industry, he has served as engineer and researcher with the Institute of Textile Technology, the Plymouth (Mass.) Cordage Company, Riegel Development Laboratories, Ware Shoals, S. C., and Werner Textile Consultants, New York and Canada.

His former affiliations include membership on the National Research Advisory Committee for the U.S. Department of Agriculture, the American Society for Testing Materials and the American Association for Textile Chemists and Colorists. He has served as a researcher with the Texas Cotton Research Committee, the National Cotton Council and the Office of Production, Research, and Development, War Production Board, during World War II.

Towery and his wife, Margaret, are the parents of three daughters, Anne, Jane and Lori. They live at 2819 26th Street, Lubbock.

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6-9-17-68

By Dan Tarpley



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PLAN CEREMONY FOR GROUNDBREAKING--Saddle Tramp Sponsor Joe Winegar, center, and two Saddle Tramp officers, Don Guest, sergeant at arms, left, and Bill Pittman, president, are mapping plans for the groundbreaking ceremony for the new Entrance Marker at Texas Tech Friday, Sept. 27. Construction of the first phase of the marker is scheduled to begin shortly after the ceremony. (Tech Photo)

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7-9-17-68

LUBBOCK, Sept. 17 -- Groundbreaking ceremonies for the long-awaited entrance marker at Texas Tech will be held at 4 p.m. Friday, Sept. 27, at the campus site on Amon G. Carter Plaza near Broadway and University Avenue.

Saddle Tramp President Bill Pittman said plans for this first phase of the two-phase construction program will begin immediately after the ceremony and will require 60 to 90 days, depending upon delivery of materials from suppliers.

The Saddle Tramps began a campaign to raise money to build the project in 1963 and have the \$35,000 needed to complete the first phase which includes the seven 30-foot tall fountains in the reflecting pool and the base for the seal.

The financial campaign has been sparked by members of the Saddle Tramps, but members and officials of the organization have emphasized that the project is for all students and has received the approval of the Student Senate.

Lt. Gov. Preston Smith, the Democratic nominee for governor of Texas, will head the list of dignitaries who will appear at the program to which all students, faculty, administrative staff, ex-students and friends of the college are invited. More than 500 formal invitations will be mailed to persons who have been active in promoting the project.

Mayor W. D. (Dub) Rogers is expected to head the list of city officials expected to participate. Lubbock radio executive Bob Nash will serve as master of ceremonies and Wendell Newman, pastor of the First Baptist Church, Tyler, will offer the invocation. Both are former students of Tech and Newman drew up the original sketch of the scope of the marker.

Tech President Grover E. Murray or his special representative will welcome guests.

The marker, when complete, will feature a fountain sending seven columns of water into the air and a 75-foot reflecting pool to surround and accent the 12-foot diameter of the seal of the college.

(MORE)

The entrance also has been designed to provide for maximum flexibility of materials in order to make allowances for any change in Tech's name or status. The complex will provide a dramatic, near classic setting at the Broadway and College Avenue site.

Development of the area will include consideration of student use and convenience. Placement of walks and benches will provide an efficient and beautiful area.

"Another \$45,000 will be needed to complete construction of the marker," Pittman said. "We are hoping that this first phase will stir interest and serve as an impetus to the student body to lend support to the marker."

Dr. Murray recently commented on plans to begin construction. "An immediate need of Texas Tech to enhance the beauty of the campus is a fitting entrance marker. Such a project has already been envisioned. It merits the support of every friend of the institution. I join the faculty, staff and student body in urging a joint effort for the campaign which will bring it to fruition."

Executive Director Wayne James of the Ex-Students Association had this to say: "This project certainly warrants the support and backing of any person who has attended, or who is interested in, Texas Tech."

The president of the class of 1934 which gave the present marker, Henry Godeke, said it was his opinion that the original marker has served its purpose and "I suggest that you proceed with the proposed improvement....It is good to know that efforts toward campus improvements are being continued."

Persons wishing to make donations to the fund for financing the construction of the second phase may make checks payable to the Texas Tech Foundation and mail them to Box 4650, Tech Station, Lubbock, and designate the gifts for the entrance.

The gifts are deductible.

As a part of what the Saddle Tramps say will be a "unique groundbreaking ceremony," a 10 by 13-foot sign showing an architect's conception of the marker will be erected.

This release distributed 9-18-68
to Lubbock news media.

LUBBOCK, Sept. 18 -- The largest yearbook in Texas Tech's history is being distributed, according to Bill Dean, director of student publications.

The 1968 La Ventana contains 660 pages in 12 sections.

Copies are available in the Journalism Building, with student identification card, fee receipt or driver's license being required for identification. One student may pick up the yearbook belonging to another only with written permission from the owner.

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9-9-18-68

By Dee Powell

This release distributed 9-18-68
to Lubbock news media, regional
farm editors, San Angelo Standard
Times and fram listing.

LUBBOCK, Tex -- The once "haw-hawed" idea that cattlemen could feed their way out of brush-ridden rangelands is getting serious consideration at Texas Tech.

Animal Science Prof. Ralph M. Durham's pilot study, now in its eighth month, has demonstrated that cows can survive on a hammer-knifed grind of mesquite trees and produce acceptable calves on that diet.

The daily ration is 1.5 pounds of supplement, 1 pound of molasses and 14 pounds of the mesquite -- the entire tree chopped to sawdust fine, hay-like feed.

The Holgus (Holstein-Angus cross) cows used in the maintenance diet experiment were put on mesquite last spring. They were taken off the diet and put on range forage for four months and now are back on mesquite feed.

The cows maintained their weight on the diet for two to three months before they calved. After calving they showed a sharp decline in flesh and weight.

At this time the grain concentrate in the diet was brought up to five pounds. On this diet they supported their calves for a minimum of 50 days before being put on the range forage.

No appreciable difference is apparent between the calves produced from these cows and those from cows on other diets, Durham said.

Of the five cows with which Durham started his study, two died, one as a result of abnormal calving. The other was found to have a high concentration of wood in the true stomach.

The three survivors now are 30 days into their second four-month stint on the diet and "look good." They show vitality, a good coat and no appreciable weight loss.

Five steers, Angus-Hereford crosses, also are on the mesquite diet in Texas Tech pens.

Durham's goal in the investigation is to determine eventually if a rancher could break even on a program which would clear his land of brush and maintain his dry cows with the chopped growth.

(MORE)

Durham Study --- add one

The research is projected to the discovery of a type of bacteria which might be identified in the rumen of deer and goats to be implanted in the rumen of cattle to aid digestion.

"Since deer and goats consume brouse, the idea is perhaps that these animals may have some organisms which already are adapted to digesting fibrous material," Durham explained.

Durham said that some rumens from deer have been obtained and material from them deposited in the rumens of the cattle undergoing the test. No conclusive data yet is available on this facet of the investigation.

The possibility of locating such bacteria through a study of termites also is under consideration, he said.

Like olives with humans, the mesquite took "some getting used to" on the part of the cows.

Durham said the animals had to get "really hungry before they would eat it when it first was placed in their troughs. On the second go-round, however, they took to the mesquite diet almost immediately.

The researcher does not propose any immediate brush clearance-feeding program on the range, and he emphasized that his investigation is a preliminary study.

"I'm satisfied," he said, "that we have some positive results here, however, and we hope to continue to work on feeding as a possible solution to brush control."

Durham said the Texas Tech experiments were part of an extensive search among animal scientists to find new low-cost feeds for cattle. Some of these include the use of such refuse as paper.

Eucalyptus trees, tropical plants, even the creosote bush are possibilities, he said.

10-9-18-68

By Dan Tarpley



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SWS-0423
Don Torpley, Mgr. News Bureau, SW2-5596

MESQUITE FED -- These are two of the Holgus cows existing on a diet of finely ground mesquite trees -- wood, leaves and beans -- in a pilot study undertaken by Animal Science Prof. Ralph M. Durham of Texas Tech. The cows produced healthy calves on the diet. They spent four months on range forage last summer and now are going into the second month of their second stint on the mesquite maintenance diet. (Tech Photo)

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10-9-18-68

LUBBOCK, Sept. 18 -- Twenty-four students from Lubbock are among the 65 entering Texas Tech's two-year-old School of Law this fall.

The new law students are participating in an orientation program this week. Registration for law courses was concluded last week and classes will begin September 23.

Thirteen of the 24 Lubbockites are graduates of Texas Tech who have returned for work on their law degrees.

They are James C. Brummett, Dale P. Campbell, Claude W. Harland, Charles E. Nance, William B. Magness, Alfred D. Neill, David A. Norman, Jimmy D. Rudd, William E. Singleton III, Thomas E. Tollett, Judkins T. Walton, William Z. Weems and Jerry L. Williams.

Other new law students from Lubbock are James W. Beard Jr. and William T. Womble, graduates of Hardin-Simmons University; Mary Reed Bobbitt and Macon D. Strother, North Texas graduates; Michael W. Hubbard and John M. Sanders from Abilene Christian College; and Peter C. Harmonson, University of Texas at El Paso.

In addition, the following Lubbock collegians are entering the Law School, Alan O. Johnson, Oklahoma State graduate; Jess H. Hall Jr., graduate of David Lipscomb in Tennessee; Carey B. Boethel, from the law school at the University of Houston, and James Roy McCoy, University of Oklahoma.

This release distributed 9-18-68
to Lubbock news media, U.S.
Information Service and Romanian
Embassy.

LUBBOCK, Sept. 18 -- New gifts to the Texas Tech Library this week included an assortment of Romanian books sent to the university's International Center for Arid and Semi-Arid Land Studies by Romania.

The 65 books were presented by Romanian Ambassador to the United States Corneliu Bogdan and Embassy Second Secretary Teodor Otoi. International Center Deputy Director Idris R. Traylor conferred with both men concerning an exchange of cultural and scientific information. He spoke with Ambassador Bogdan when he and Mme. Bogdan visited the Tech campus last year. The ambassador spoke before the World Affairs Conference. Last July, Dr. Traylor visited with the Bogdans and Otoi in Washington and was offered the gift of books.

Subjects covered vary widely and most are in English. Some are in French, Romanian and other languages.

Included are studies of folk art, novels in English translation and a series on Romanian monestaries. Many include outstanding works of photography or art.

Among them are: "Oriental Art in Romania," "The Romanian Journal of Sociology," "Stage Design in Romania," "Soil Science Dictionary," "Photographic Art in Romania," "History of Romanian Postage Stamps," "Introduction to Romanian Literature," "Research Reactor Experimental Techniques," "Forestry in Romania" and "Romanian Archeology. "

The International Center previously turned over to the Tech Library 2,000 items received through similar exchanges with other countries. The Center's policy calls for a continuation of the international exchanges. All materials will be turned over to the Tech Library for general use.

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12-9-18-68

By Bea Zeeck

LUBBOCK, Sept. 18 -- The Preservation Hall Jazz Band which captured Lubbock audiences with its authentic New Orleans sound last fall will play a return engagement at 7:30 p.m. Wednesday (Sept. 25) in the Texas Tech Union Ballroom.

The program, described as "plain, unadorned, foot-stamping early jazz," is expected to be an informal one, highlighted by the group's special styling and improvisations on well-known themes.

Featuring Bille and DeDe Pierce on piano and trumpet, the musical quintet includes Jim Robinson on trombone, William Humphrey Jr. on clarinet and drummer Josiah Cie Frazier.

Members of the band, all over 60, are among the few living talented jazzmen who originated the New Orleans beat. They are regularly featured at New Orleans' Preservation Hall, one of the outstanding jazz centers of the world.

Tickets will be \$1 to Tech faculty, staff and the general public. Admission is free to Tech students on presentation of ID cards.

The program launches a season of top talent sponsored by the Union's Special Events Committee. Nuclear physicist Stanton T. Friedman, expert on UFOs, will give an illustrated lecture on "Flying Saucers are Real" Sept. 30.

Slated in the near future are Jazz pianist Max Morath, Oct. 18; the First Chamber Dance Quartet, Nov. 18, and Daniel H. Watts, editor of The Liberator, Dec. 10.

LUBBOCK, Sept. 19 -- Rep. George Mahon, D-Tex., notified Texas Tech Thursday (Sept. 19) that the National Science Foundation has granted the institution \$11,700 to be used in the study of electronic structure and photochemistry of flavins.

The research will be conducted under the direction of Chemistry Prof. Pill-Soon Song who had initiated the application for the grant.

He said the money will be used for purchasing spectroscopy equipment which will be used to investigate biological molecules excited with light.

"This kind of study will provide information as to the nature and mechanism of transformation of light energy into chemical energy in biological systems," Dr. Song said.

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15-9-19-68

By Dan Tarpley

LUBBOCK, Tex., Sept. 19 -- An old world will begin a new journey Friday (Sept. 20) from Dallas to the Texas Tech Library.

A 300-year-old globe made by world-famous Vincenzo Maria Coronelli has been stored by its owner, Robert B. Moody, at the Southwest Center for Advanced Studies for the past five years.

Now as the gift of Moody and others, it will become a part of the permanent display of Tech's Library, available to students of geography, history, art and even to mathematicians and devotees of the mechanical arts.

President Grover E. Murray has taken a personal interest in Tech's acquisition of the globe, brought to the United States from Europe by William Randolph Hearst and believed to be the only one of its kind in this country.

"The globe has immense educational and historical value," Dr. Murray said, "and I believe its placement in the Library will be of great value to the student body, faculty and staff of Texas Tech and to the general public."

The globe, probably completed between 1683 and 1688, is a smaller version of one 15 feet in diameter made for King Louis XIV of France. Like the king's "Marly" globe, the Texas Tech globe probably has a mate somewhere; for Coronelli's globes were made in pairs of a celestial globe and a matching terrestrial globe.

Phil Simpson, president of the Texas Tech Friends of the Library and chairman of the board of National Gypsum Company, arranged for its shipment to Lubbock. Mrs. Simpson has overseen the crating to protect the globe grown delicate with age. Luther Transfer and Storage (Allied Van Lines) is helping with the shipment to Lubbock.

Coronelli's globes are famous for many features, including extensive sites recorded in North America, even on the West Coast. The globe-maker also was the first to establish a course for the lower Nile River and interior borders of Ethiopia and other points of interest in interior Africa. His record of the Zambesi River suggests his information came from Portuguese maps which since have been lost to historians.

(MORE)

Coronelli Globe --- add one

Coronelli, who in later life headed the Franciscan Order, was the founder of the first geographical society in the world, Accademia Cosmografo degli Argonauti.

Despite extensive legends and an abundance of information, including the Mississippi River explored by LaSalle just before the globes were made, the work appears uncluttered and artistically far superior to others of its period.

Courses of certain transoceanic expeditions are noted, with distances traveled on successive days and atmospheric conditions. The appearance of sea birds and certain marine animals are depicted. In some instances pictures show seal and whale hunting and men running from an alligator.

Coronelli placed the prime meridian in the most western part of the Island of Ferro as assigned by Louis XIII in 1634. The globe map is composed of 12 gores truncated in latitude 80 degrees both north and south, the polar spaces covered with circular discus cut on the line of the equator.

Coronelli is famed for his large globes but he also made some pocket size, as small as two inches in diameter.

-30-

16-9-19-68

By Bea Zeeck

This release distributed 9-20-68
to Lubbock news media, Texarkana,
Bastrop, Goldthwaite, Weimar,
Hebbronville, Johnson City, Mt.
Pleasant and SMU Ex-Student Assn.

LUBBOCK, Sept. 20 -- Prof. Walter Cartwright, a member of the Texas Tech faculty six years, has been named chairman of the university's Sociology and Anthropology Department, according to announcement Friday (Sept. 20).

Dr. Cartwright, who served as a Methodist pastor 17 years, received his doctorate from the University of Texas at Austin in 1964. Four years earlier he had earned his master's from the same university.

He received his Bachelor of Arts degree from Southern Methodist University in 1943 and a Bachelor of Divinity from SMU in 1946.

Before entering the teaching field at the collegiate level, Dr. Cartwright served as pastor of Methodist churches in Bastrop, Goldthwaite, Weimar, Hebbronville and Johnson City. He also was associated with Tennison Memorial Methodist Church in Mt. Pleasant.

At Southern Methodist he graduated with honors. He and Mrs. Cartwright live at 5417 8th Place, Lubbock, and have two children in the public school system, a son, Danny, 13, and a daughter, Debbie, 12.

Dr. Cartwright is the son of Mr. and Mrs. J. W. Cartwright of (1522 Nolthenius St.) Texarkana.

-30-

17-9-20-68

By Dan Tarpley

LUBBOCK, Sept. 20 -- Texas Tech's classes of 1932 and 1933, whose ranks include a former governor and a lieutenant governor's lady, will meet for a joint reunion Saturday (Sept. 21) at the university's Student Union Building.

The day's scheduled activities, highlighted by a luncheon meeting and an afternoon reception, will begin with registration at 10 a.m. in the Union's Mesa Room according to Executive Director Wayne James of Tech's Ex-Students Association.

"Invitations have gone out to exes whose addresses are available and we hope others will get the word in time to attend," James said.

Reunion chairmen are Bill Collins of Lubbock, class of '32, and Manuel DeBusk of Dallas, class of '33. Collins is a member of the Tech Foundation Board and a past president of the Dads Association. DeBusk is a former member and past chairman of Tech's Board of Directors.

Among those receiving degrees in 1932 were former Colorado Governor Dan Thornton, Englewood, Colo., and Tech board member and former State Senator Marshall Formby of Plainview.

Representatives of the class of 1933 also include Mrs. Preston E. Smith of Lubbock, wife of Texas' lieutenant governor, and O. B. Ratliff of Lubbock, former member of Tech's board of directors.

Tech Executive Vice President Glenn E. Barnett will welcome visiting exes at Saturday's luncheon meeting in the Union Ballroom. Featuring the program will be a slide presentation, "Then and Now," depicting the history of the university, and a series of slides concerning college life and campus events during the early thirties, narrated by Formby.

The 2:30 p.m. reception, also in the ballroom, will honor members of the faculty and staff in 1932 and 1933.

Climaxing event will be the Texas Tech--Cincinnati University game starting at 7:30 p.m. in Jones Stadium.

This release distributed 9-20-68
to Lubbock news media.

LUBBOCK, Sept. 20 -- Mike Riddle, Texas Tech student body president, has announced the policy to be followed this fall in the sale of student "date" tickets to the Tech vs. University of Texas football game, Sept. 28.

Riddle said, "A very limited number of date tickets are available. One-third of them will go on sale at 8:30 a.m. Monday (Sept. 23). Another one-third will go on sale at 1:30 p.m. and the remaining one-third at 5 p.m.

"A purchaser of a date ticket must have a validated ID or a current, signed fee receipt and will be required to sign for the ticket. The tickets cost \$5."

Riddle also said the sale of \$15 season tickets for non-student spouses of students will end Saturday (Sept. 21). These tickets must also be purchased with a validated ID or fee receipt.

"Beginning with the Tech vs. Texas game," Riddle said, "only valid ID cards will be recognized as proper identification at football games."

-30-

19-9-20-68

By Don Hancock

outlines

REGISTRATION BIG EVENT---atching her son, Brooks, start registration at Texas Tech on her birthday Monday was Mrs. Clifford Barr, who was born the week the university first opened its doors in 1925. Mrs. Barr is the former Ava Stengel, daughter of Prof. Emeritus of Agriculture and Mrs. W.L. Stengel, 3013 28th St. Processing Brooks' papers is Mrs. Gay Barbee.

(Tech Photo)

-30-

Dee Powell

This was distributed to Lubbock media, regional dailies, major southwest newspapers (incl. Texas) and ICASALS list.

LUBBOCK, Tex., Sept. 9' -- An agreement for cooperative research, teaching and public service programs dealing with arid and semi-arid environments was announced Monday by the University of San Luis Potosí in Mexico and Texas Tech.

Dr. Harley D. Oberhelman, representing Texas Tech, completed the agreement with the rector of the Universidad Autónoma de San Luis Potosí, Lic. Guillermo Medina de los Santos.

Texas Tech's International Center for Arid and Semi-Arid Land Studies will implement the agreement on the Lubbock campus.

Dr. Oberhelman is chairman of a committee working to develop a similar relationship with four other northern Mexican institutions. Working with him are Vice President for Academic Affairs S.M. Kennedy, Dean of Arts and Sciences Lorrin G. Kennamer, Acting Dean of Agriculture J. Wayland Bennett, International Center Director Thadis W. Box and ICASALS Deputy Director Idris Rhea Traylor.

A similar agreement is in the final stages of negotiation with the University of Ankara in Turkey which also has, with Texas Tech, a common interest in the understanding and development of water-short lands. Texas Tech Dean of Agriculture Gerald W. Thomas is expected to visit Ankara this month with the hope of concluding the agreement with the Turkish university.

The University of San Luis Potosí is the parent institution of the Instituto de Investigación de Zonas Desérticas, similar in interest to Texas Tech's International Center. Prof. Fernando Medellín is director of the San Luis Potosí institute.

-MORE-

ICASALS agreement continued...add one

Rector Medina said he welcomed the agreement.

"It is anticipated that cooperative efforts between these institutions," he said at the signing of the agreement, "will improve the effectiveness of each institution in carrying out its responsibilities as^a/producer of world citizens."

Dr. Oberhelman explained that some courses and curricula at each institution touch on certain phases of man's relationship to arid environments.

"Through this agreement and others which we hope to reach," he said, "the cooperating institutions can work together to strengthen such programs, encouraging the free flow of information through faculty and student exchanges and cooperative research." Dr. Oberhelman is chairman of Texas Tech's Department of Classical and Romance Languages.

To better serve the public through continuing education, the cooperating institutions will work together in presenting short courses, symposia, conferences and other public services which relate to man and his environment.

As director of the International Center, Dr. Box hailed the first of the interuniversity agreements as a major step in Texas Tech's expanding concern for a "genuine understanding of the world's arid and semi-arid lands, including all facets of research relating to the people, their problems and customs."

-30-

9-9-68-4

By Bee Zeeck

LUBBOCK, Texas, Sept. 9---Dr. Lorton G. Kennamer, dean of Texas Tech's School of Arts and Sciences, has been appointed to a second term on the Council on College-Level Examinations by the College Entrance Examination Board.

Purpose of the College-Level Examination program is to provide a means of awarding credit by testing, particularly for students who have studied outside a traditional classroom situation.

Dee Powell

T NEWS

LUBBOCK, Sept. 10 -- The \$125,000 renovation of the snack bar in the Student Union at Texas Tech will have been completed by Monday (Sept. 16), the first day of registration for the fall semester, if all goes well, according to Director Nelson Longley.

The snack bar was closed soon after the end of the spring semester so that repairs could begin. Completely new kitchen equipment has been purchased, and it is scheduled to arrive Wednesday, Longley said.

The snack bar will open with new chairs, tables and carpeting, and the seating arrangement will accommodate 50 more customers than the old.

"We hope to have everything ready to go by the opening of the fall term next Monday," Longley said, "and we will if unexpected hitches don't delay us a day or two."

The remodeling project began about June 15.

Tech's Care and Maintenance of Grounds Department is paving with brick the open areas leading to the entrances on the north, east and west. The paving will reduce the problem of sand, mud and slush being tracked inside the building.

Supt. Dewey Shroyer of the department said most of the paving on the north side of the Union will be completed by Monday, but the entire project, which calls for the use of 163,000 bricks, will require about 10 days of work.

"There was so much foot traffic in the immediate area of the Union," Shroyer said, "it was impossible for grass to grow, so brick paving is being installed. Some areas on the Library grounds also will be paved."

Several open areas have been left in front of the Union for planters, and the retaining walls will be capped with redwood benches to accommodate students.

The two projects, Longley said, will make the Union more accessible and more attractive to the enlarged student body at Tech this fall.

LUBBOCK, Sept. 10 -- Texas Tech's marching band will begin rehearsals this week, Band Director Dean Killion has announced.

Freshmen and new band students are asked to report for drill at 9 a.m. Thursday (Sept. 12). Full rehearsal for both new and returning members will be at 9 a.m. Saturday (Sept. 14).

-30-

By EC

LUBBOCK, Sept. 10 -- Texas Tech Physics Prof. Kamalaksha Das Gupta will leave Friday (Sept. 13) to deliver a paper on his X-ray investigations at an International Symposium on "X-ray Spectra and Electronic Structures of the Substance" at the Institute of the Physics of Metals at Kiev, USSR, Sept. 24-30.

Dr. Das Gupta has been invited to visit laboratories in Europe and confer with Prof. Malcolm Cooper of the Cavendish Laboratory in Cambridge, England, Prof. A. Faessler of the University of Munich and faculty members at Ohmura University of Tokyo. He is invited to visit the X-ray laboratories at the Kiev Institute and the University of Kiev.

The subject of his Kiev address will be "Modified Coherent Scattering Close to the Bragg Spectrum," a paper which is relative to Das Gupta's discovery of Compton-Raman scattering and an extension of this work at California Institute of Technology and at Texas Tech.

Dr. Das Gupta recently has observed coherent crystal radiation, and this is the main topic the symposium's organizational committee has asked him to discuss at the Kiev meeting. The paper will be published in Russian, French, German and English.

Several world famous physicists have shown a keen interest in Das Gupta's most recent findings and have expressed willingness to work out theoretical details. His Compton-Raman scattering discovery has been confirmed by physicists in the United States, England, Germany and Japan.

LUBBOCK, Sept. 11 -- Approximately 50 new international students at Texas Tech will begin a broadly expanded orientation program Thursday (Sept. 11).

It is designed to acquaint them with the difference between a tight end and a flanker back, the taste of ranch barbecue, the intricacies of government regulations and the finer points of American social customs, including dating.

In addition, close attention will be given their academic interests.

International Student Adviser Jon Hartshorne announced an eight-day program arranged for the new students by American and international students at the university, faculty, staff and Lubbock citizens.

Innovations for the program include a tour of the campus conducted by the Saddle Tramps, a Lubbock Chamber of Commerce Women's Division tour of Lubbock ending with a barbecue at a nearby ranch, a student panel discussion of social customs in America, and a party which will include an American Indian dancer, a magician, games and dancing.

Veteran American and international students will offer informal counseling regarding schools and departments at Tech.

Red Raider Vice President Lee Jackson will describe American football. On the same program, Dr. Dan Croy of Lubbock will discuss the psychological adjustment of new students and Jay Stanley will speak on personal finance, including American systems of banking and insurance.

Working with Hartshorne's office to develop the program were students Jim Wood, Suzie Shaw, Paul Herbert, Gail Curbo, Prabal Roy, and International Club President Abdurrahim M. Ashour.

The schedule follows:

Thursday, Sept. 12 -- Registration for orientation at the Student Union Building at 9 a.m. and a 1 p.m. tour of the campus. The tour of Lubbock ending with the barbecue will leave the Union at 3:30 p.m.

(MORE)

Friday, Sept. 13 -- English language placement examinations, 8 a.m.; a faculty panel on higher education at Texas Tech with Profs. Charles L. Burford, School of Engineering, Charles S. Hardwich, School of Arts and Sciences, Vincent Luchsinger, School of Business Administration, and Ira L. Williams of the School of Agriculture, 4 p.m.; and orientation of new students and new host families, Dr. and Mrs. Elbert J. Loveless, chairmen, 8 p.m. in the Coronado Room of the Tech Union.

Saturday, Sept. 14 -- Explanation of registration by Registrar James A. Watkins, 8:30 a.m.; tour of Library, Associate Librarian James E. Platz, 10 a.m.; explanation of immigration rules and regulations, Thomas P. Stover; 2 p.m.; explanation of Student Union program, Program Director Dorothy M. Pijan, 3 p.m.

Sunday, Sept. 15 -- Informal academic counseling with American and international students, 4 p.m.

Tuesday, Sept. 17 -- Student panel discussion of social customs in America, 8 p.m.

Wednesday, Sept. 18 -- Presentation of campus opportunities by Director of Intramurals H. Edsel Buchanan, Vice President for Student Affairs Owen L. Caskey and Museum Field Representative Lou C. Keay.

Thursday, Sept. 19 -- Personal finance, psychological adjustment and American football discussions, 8 p.m.

Friday, Sept. 20 -- Party hosted by the Women's Service Organization and the International Club in the Ballroom of the Tech Union, 8 p.m.

-30-

1-9-11-68

By Bea Zeeck

NOTE TO EDITORS: You are invited to plan reporting or photo coverage of all events except examinations and counseling sessions.

LUBBOCK, Sept. 11 -- A series of meetings designed to acquaint West Texas ranchers with plans for establishment of an authentic ranch headquarters on the new museum complex at Tech was launched at the Renderbrook Ranch near Colorado City Sunday.

Frank H. Chappell Jr. of the Renderbrook-Spade Ranch and a member of the Museum Ranch Headquarters Committee, told the 30 neighboring ranch owners at an outdoor barbecue that "the re-creation of a typical ranch in all its details has been a dream of many who come from a ranching heritage to preserve this fast fading era of the old West.

"It will serve as a permanent outdoor museum and memorial to the pioneer cattlemen who settled the Southwest and carved a colorful niche in American history."

John F. Lott of the Lazy S Ranch, and member of the committee promoting the project, showed a slide presentation of numerous ranches and buildings in the area available for transporting and re-building on the site.

Longtime Pitchfork Ranch manager D. Burns reviewed the history of several old ranches, and declared that the project is almost 30 years too late. He urged prompt support and action to start work on the Ranch Headquarters.

With a goal of \$400,000 required to establish the 10-acre re-created ranch, it was reported that \$80,700 had been pledged. When approximately \$200,000 is raised, work will commence on the project, Chappel said.

-30-

2-9-11-68

By Dan Tarpley

LUBBOCK, Sept. 12--Lt. Gov. Preston Smith, Democratic nominee for governor of Texas, will lead a host of state officials to Texas Tech for groundbreaking ceremonies for the new Museum Complex at 2 p.m. Sept. 28.

The ceremony will be conducted at the campus site at Fourth Street and Indiana Avenue with on-site parking along the south side of Fourth Street.

Approximately 1,500 invitations will be mailed to residents of West Texas and New Mexico who are interested and active in the West Texas Museum Association and who have as individuals supported the museum movement.

Other state officials who will have a part on the program include House Speaker Ben Barnes, Democratic nominee for lieutenant governor, and State Representative Gus Mutscher of Brenham, an active candidate to replace Barnes as Speaker of the House. Mutscher has been instrumental in the establishment of the Washington-on-the-Brazos museum near Brenham.

Tech Vice President for Development Bill Parsley said most of the state legislators from Lubbock and the West Texas area would attend the ceremony as will many other state legislators, inasmuch as the date for the groundbreaking coincides with the Tech-University of Texas football game here on the night of Sept. 28.

"The groundbreaking ceremony for the Museum will make real the dream of thousands of West Texans who some 30 years ago began plans for the first museum at Texas Tech," Parsley said.

"All of us feel that the State of Texas, West Texas and Lubbock will benefit tremendously as will Texas Technological College from the new museum.

"A great deal of credit for the project reaching this point must go to those connected with the West Texas Museum Association. The entire Southwest will benefit from the new museum, and with it serving as the showcase for the

museum groundbreaking -- add one

International Center for Arid and Semi-Arid Land Studies, international acclaim should be forthcoming in a short period of time."

Robert H. Brummal, immediate past president of the West Texas Museum Association, will serve as master of ceremonies for the groundbreaking. Tech President Grover E. Murray will welcome guests, and the new Museum Association president, Clem Boverie, will speak.

Lubbock attorney William H. Evans, chairman of the board for the Texas Tech Foundation, will express appreciation for gifts. Jack F. Maddox, past chairman of the Foundation Board, will offer the invocation.

The Texas Tech band will provide music.

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jdt

This release distributed 9-12-68
to Lubbock news media, regional
dailies and regional weeklies.

LUBBOCK, Sept. 13 -- Entry forms are available for a district "Make It Yourself With Wool" contest Dec. 7 in the Home Economics Building at Texas Tech, Dr. Gene Sheldon of the Clothing and Textiles Department announced Friday (Sept. 13).

The contest is sponsored by the Women's Auxiliary to the National Wool Growers Association and the American Wool Council.

Entry forms are to be filed with the School of Home Economics at Texas Tech by Nov. 14.

The forms may be obtained by writing to Dr. Sheldon, School of Home Economics, Texas Technological College, Lubbock, Texas, 79409, and are to be completed by Nov. 14.

Categories for the competition include Sub-Debs, age 10-13, jumpers, ponchos or skirts; juniors, age 14-16, dresses, coats, capes or two piece suits; seniors, age 17-21, dresses, coats, capes or two piece suits; adults, age 22 and over, dresses, coats or suits.

Entries should not include pants, slacks, ensembles or costumes. Garments must be made of 100% wool or fibers accepted as wool, such as mohair, camel, cashmere, alpaca, llama, guanaco and vicuna. All garments must be constructed entirely by the contestant.

Each county in the West Texas district may send ten contestants, whose names should be filed with Dr. Sheldon by Dec. 2. The state competition will be Dec. 13-14 in Lubbock, and national finals are set for Feb. 16 in San Francisco.

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4-9-13-68

By Dee Powell

LUBBOCK, Sept. 13 -- The Distinguished Flying Cross was presented to the parents of Sergeant Kenneth R. Rucker of Denver City Friday (Sept. 13) by Col. Maxwell C. Murphy, professor of military science at Texas Tech.

Mr. and Mrs. Charles K. Rucker of 215 Rogers Circle in Denver City also received their son's Bronze Star, the Air Medal with the ninth through the sixteenth oak leaf clusters and the Purple Heart for his heroic action while serving with the 45th Medical Evacuation Company of the United States Army in Vietnam.

Sgt. Rucker, a medical technician and crew member of a medical evacuation helicopter, was killed while participating in a medical evacuation flight in Vietnam May 27, 1968.

The citation for the Distinguished Flying Cross read in part: "...Fully aware that the enemy was in the immediate area, Sgt. Rucker unhesitatingly volunteered to attempt the rescue. ... The aircraft came under intense enemy automatic weapon fire. ... Rucker volunteered to remain in the area to lower the patient to safety and was fatally wounded."

Mr. and Mrs. Rucker also received the Air Medal with the first through the eighth oak leaf clusters, the Good Conduct Medal, the American Defense Medal, the Vietnam Campaign Medal, the Vietnam Campaign Ribbon, the Aircraft Crewman's Badge and the Marksman's Badge, all of which had been won by Sgt. Rucker.

-30-

5-9-13-68
By Don Hancock

LUBBOCK, Sept. 16 -- Freshmen girls at Texas Tech will be welcomed to the campus at a Howdy Party set for 7 p.m., Wednesday (Sept. 18) in the Student Union ballroom.

Miss Susan Morrissey is in charge of arrangements for the event, which will introduce incoming girls to representatives of all woman's organizations on the campus.

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1-9-16-68

By Dee Powell

NEWS

Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SW2-5596
Dan Tarpley, Mgr. News Bureau, SW2-5596

LUBBOCK, Sept. 23 -- Appointment of Dr. James E. Archer as Halliburton Professor for 1968-69 and as professor of engineering analysis and design at Texas Tech has been announced by Dr. John R. Bradford, dean of the university's School of Engineering.

The Halliburton Professorship was established by the Halliburton Educational Foundation of Dallas.

With the beginning of the 1968 school year, engineering analysis and design was designated as a separate department in the School of Engineering.

Archer has taught at Massachusetts Institute of Technology, been director of research for Pittsburgh Plate Glass, studied at Sloan School of Management and served as corporate director of management systems for Texas Instruments, Inc., in Dallas.

He attended public schools in Anson and received a Bachelor of Science degree in engineering from Texas Tech in 1947, having interrupted his college career to serve 36 months as a first lieutenant in the Air Force. His PhD degree was awarded by MIT in 1950, and he taught there for two years.

In 1952 he became associated with Pittsburgh Plate Glass as a research engineer. He was assistant director and associate director and in 1956 he became director of research, a position he held for four years.

As a Sloan Fellow, he attended Sloan School of Management in 1962. In 1963 he went to Texas Instruments, Inc., in Dallas as corporate director of management systems. He was named to the Tech faculty June 1, 1968.

(MORE)

Archer --- add one

Dr. and Mrs. Archer reside at 6208 Lynnhaven Drive. Their son, James E. Jr., 20, is a senior at MIT. Mrs. Archer, the former Reta F. Turner, is the daughter of Mr. and Mrs. Jesse Turner of Salado, Texas

Contributions to the Halliburton Educational Foundation include Halliburton Co., Duncan, Okla.; Brown & Root, Inc., Houston; Otis Engineering Corp. and Life Insurance Co. of the Southwest, Dallas; Jet Research Center, Inc., Arlington; Highlands Insurance Co., Southwestern Pipe, Inc., Joe D. Hughes, Inc., and Mid-Valley, Inc., Houston.

-30-

2-9-23-68

By Dee Powell



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SWS-0423
Dan Torpley, Mgr. News Bureau, SW2-5596

RECEIVE SCHOLARSHIPS--Guion Gregg of Dallas, president of Texas Tech Ex-Students Association, presented scholarships in weekend ceremonies in the Law Library to four new students in the university's School of Law. Left to right are Gregg, James W. Beard Jr. of Chillicothe, Ohio, W. Bruce Magness of Lubbock, Thomas Tollett of Borger and Jack Driskill of Tulia. (Tech Photo)

-30-

1-9-23-68

LUBBOCK, Sept. 26 -- Texas Tech's Saddle Tramps announced Thursday (Sept. 26) plans have been completed for what they term a "most unique" groundbreaking ceremony at 4 p.m. Friday for the first phase of the entrance marker near University Avenue and Broadway.

The groundbreaking will be synchronized with a flyover of four jets from Reese Air Force Base at 4:35 p.m. The colorful ceremony will feature Lt. Gov. Preston Smith, Democratic nominee for governor, as the principal speaker.

Saddle Tramp President Bill Pittman said approximately 600 special invitations have been mailed to persons instrumental in the drive for funds for the entrance marker. However, he emphasized the ceremony is open to the public and all interested persons are invited to attend.

A weather balloon brought to Lubbock from San Antonio will fly over the campus Friday announcing the groundbreaking. Tech Military Science Prof. John Baumgardner, a former Saddle Tramp, made arrangements for the balloon.

Bob Nash will serve as master of ceremonies. Dr. Glenn E. Barnett, executive vice president of Tech, will welcome guests.

Wendell Newman of the First Baptist Church at Tyler will offer the invocation. The Army and Air Force ROTC will provide a color guard and 40 members of the Texas Tech band will play.

Platform guests will include Tech Ex-Students Association President Guion Gregg of Dallas, Dr. and Mrs. Clifford B. Jones of Lubbock, First Vice President of the Texas Tech- Ex-Students Association Board David Casey, entrance marker architect Howard Schmidt, Arch Lamb, founder and first president of the Saddle Tramps, and Wayne James, director of the Ex-Students Association.

The ceremony officially heralds the beginning of construction of the first phase of the marker which, when complete, will cost approximately \$80,000.

The first phase, which includes the fountain, the reflecting pool and the base for the seal, will cost \$35,000 and will be complete in 60 to 90 days.



Texas Technological College
Division of Information Services
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CONTROL RETURNED TO ROTC -- The control of the Army ROTC corps was officially and symbolically returned to the cadets in the traditional change-of-colors ceremony at Texas Tech Thursday (Sept. 26). Cadet Col. J. S. Kay passes the colors to his cadet sergeant major, J. F. Scott, after having received them from Major Gilbert H. Schumpert Jr., commandant of cadets. (Tech Photo)

-30-

18-9-26-68



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SW5-0423
Don Tarpley, Mgr. News Bureau, SW2-5596

LUBBOCK, Sept. 23 -- Four holders of Texas Tech Ex-Students Association scholarships were among new students beginning classes Monday in the university's School of Law. They are James W. Beard Jr., of Chillicothe, Ohio, Jack Driskill of Tulia, Bruce Magness of Lubbock and Thomas Tollett of Borger.

Weekend presentation of the scholarships was made by Guion Gregg of Dallas, a graduate of Lubbock High School and Texas Tech and president of Texas Tech Ex-Students Association.

Beard is the son of Mr. and Mrs. James Beard, 550 Mills St., Chillicothe. He is a 1967 graduate of Hardin-Simmons University.

A graduate of Happy High School, Driskill is the son of Swisher County Judge and Mrs. J.L. Driskill of Tulia.

Magness was graduated from Tascosa High School in Amarillo. He is the son of Mrs. Martha Sue Magness, 4610 27th St., Lubbock.

Mr. and Mrs. Earl Tollett, Route 7, Borger, are the parents of Tollett, who resides at 1307 65th Drive, Apt. 13, in Lubbock.

-30-

1-9-23-68

By Dee Powell



Texas Technological College
Division of Information Services
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Code 806 742-4136
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Dan Torpley, Mgr. News Bureau, SW2-5596

LUBBOCK, Sept. 24 -- The Bronze Star awarded posthumously to Spec. 5 Robert H. Walker of Spur was presented to his mother Tuesday (Sept. 24) by Maj. Bobby V. Carter, acting professor of military science in ceremonies at Texas Tech.

Mrs. Ethel Lee Walker of Spur also received her son's Purple Heart and the Valor Device for the Bronze Star, awarded for action while serving in Vietnam March 4, 1968.

Spec. 5 Walker was killed during a search and destroy mission, when his company came under hostile fire.

"Throughout the battle," the citation reads, "Spec. 5 Walker exposed himself while firing his machine gun. When his personnel carrier was hit by an enemy rocket, he stayed with his weapon, placing maximum fire on the enemy position. His vehicle was hit by another enemy rocket, causing it to explode."

Mrs. Walker also received other medals won by her son, the Good Conduct, National Defense Service and Vietnam Service Medals, the Vietnam Campaign Ribbon, Parachutists' Badge, Marksmanship Badge and Expert Marksmanship Badge.

-30-

6-9-24-68

By Dee Powell



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SWS-0423
Don Tarpley, Mgr. News Bureau, SW2-5596

VENEZUELAN VISITS TECH--Dr. Luis J. Medina, special consultant for research direction in Venezuela's Ministry of Agriculture, visits with Texas Tech Executive Vice President Glenn E. Barnett. Dr. Medina is visiting with Tech officials and faculty this month concerning post-graduate education for Venezuelan students of agriculture. The South American soils expert said he was hopeful that his government and the Lubbock university could develop an exchange program involving specialists, faculty and students.
(Tech Photo)

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5-9-24-68



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SW2-5595
Don Tarpley, Mgr. News Bureau, SW2-5596

LUBBOCK, Tex., Sept. 24 -- Dr. Luis J. Medina, special consultant for research direction in the Venezuelan Ministry of Agriculture, is a visitor this week on the Texas Tech campus, consulting with ministry officials and faculty concerning post-graduate study for Venezuelan agriculturalists.

His visit, arranged by the International Center for Arid and Semi-Arid Land Studies, is in connection with Venezuela's 10-year-old program to improve the nation's agriculture through post-graduate training. The total program is effective at all levels of education. On its highest level, agreements between Venezuela and several United States universities provide for an exchange of professors, specialists and students.

"I hope that a similar program can be arranged with Texas Tech," Dr. Medina said. He explained that the plains country of his nation has crops similar to those of West Texas -- cotton, sorghum, soybeans and castor beans.

"These crops are developing and have an important place in our agriculture," he said. "I feel we could work with Texas Tech to our mutual advantage in solving problems of growing and handling."

He said the Lubbock university's interdisciplinary approach to problems of agricultural technology, including engineering and business aspects, was of particular interest to Venezuela.

"I am much impressed with Texas Tech," he said. "It appears to be an institution of great promise and a bright future. It can serve a very important role in education, in its broadest interdisciplinary sense."

(MORE)

Dr. Luis J. Medina --- add one

Venezuela's special problems were outlined by Dr. Medina. In climate, the country's environments range from coastal lands to plains to mountains and from tropical to permanent snow on 15,000 foot peaks.

Fields of agriculture holding special interest for the South American nation also cover a great range and include plant pathology, plant breeding, soil management and fertility, irrigation, the improvement of livestock -- poultry, goats, cattle, horses and burros -- and veterinary medicine for disease control not only in domestic animals but also in wildlife which can transmit diseases to humans and livestock.

Medina, a soils specialist who earned the master's degree at the University of California at Davis and began work toward his doctorate there, is the founder and first editor of Agronomia Tropical, the journal of the Agricultural Research Center in Maracay, Venezuela. This publication, for which he still writes, has been voted by UNESCO as one of the three best agricultural science journals in Latin America. He founded the journal when he was on the faculty of the university at Maracay.

-30-

5-9-24-68

By Bea Zeeck

This release distributed 9-24-68
to Lubbock news media.

LUBBOCK, Sept. 24 -- Dr. C. G. Gray, Texas Tech graduate and former Lubbock Public School administrator, has been named a national sales director for Science Research Associates, Inc., Chicago-based educational publishing firm.

Gray, a resident of Austin, joined the SRA sales force in 1960 and was promoted to manager of the East Texas sales region in 1963. In his new position he will be responsible for the firm's nation-wide elementary and high school sales force.

Prior to joining SRA, he served as director of guidance, assistant principal, counselor and math teacher in Lubbock schools. He holds BA, MA and Doctor of Education degrees from Tech.

Dr. Gray and his wife, the former Barbara Jeanne Morlan of Abilene, have three sons.

-30-

4-9-24-68

By Emil Carmichael



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SWS-0423
Dan Torpley, Mgr. News Bureau, SW2-5596

LUBBOCK, Tex., Sept. 24 -- Word was received in Lubbock Tuesday (Sept. 24) that Director Thadis W. Box of Texas Tech's International Center for Arid and Semi-Arid Land Studies, has been appointed to the Board of Directors of the National Council of Churches.

Dr. Box will serve on the Faculty Interest Committee of the board. Although he is spending the current year in Australia, he will engage in Council overseas interests there.

As a member of St. Mark's Presbyterian Church in Lubbock, Box has served on the Board of Deacons and as the church's representative on the Lubbock Association of Churches. He also has taught adult church school classes and done some lay preaching for his church.

-30-

3-9-24-68

By Bea Zeeck

LUBBOCK, Sept. 25 -- Texas Tech's enrollment figures broke records this week, with Mrs. Mickey Benson, 4819 38th St., receiving honors as the 19,000th student to register at the university for the 1968 fall semester.

Because she needed to accompany her husband, E-4 Gray Benson, to San Antonio for an operation at Brook Army Medical Center, Mrs. Benson did preliminary registration early this month and completed the process Monday. E-4 Benson was injured while serving with the Army in Vietnam.

A senior secondary education major, Mrs. Benson expects to graduate in July, 1969. She is the daughter of Mr. and Mrs. J. R. Henry of Shamrock and is a graduate of Shamrock High School.

Final enrollment figures will be announced after an audit of registration count.

-30-

9-9-25-68

By Dee Powell

This release distributed 9-26-68
to Lubbock news media.

LUBBOCK, Sept. 26 -- The National Aeronautics and Space Administration (NASA) has awarded a \$27,021 grant to Texas Tech's Electrical Engineering Department for computer analysis of the Apollo communications system.

This system will be used for communicating with astronauts during the lunar mission, said Dr. Russell H. Seacat Jr., department chairman.

Dr. R. D. Shelton, associate professor of electrical engineering, will be the principal investigator. The Information Systems Division of the Manned Spacecraft Center in Houston will supervise the research.

Dr. Shelton came to Tech in June from the University of Houston where he also had performed grant research for NASA. A native of Dublin, Tex., he received his bachelor's degree from Tech, his master's from Massachusetts Institute of Technology and his PhD from the University of Houston.

The new grant brings to approximately \$300,000 the amount of research grants and contracts currently being administered by the department, Dr. Seacat said.

-30-

9-9-26-68

By Emil Carmichael

This release distributed 9-25-68
to Lubbock news media, regional
dailies.

LUBBOCK, Sept. 25 -- The Texas Tech School of Law will hold its second annual Legal-Medical Institute for members of the bar and judiciary Saturday (Sept. 28). The meeting will be held in the University Theater.

This year's program is entitled "Medical Aspects of Trauma" and will concentrate on the care and management of the traumatized patient, according to Law Prof. Justin C. Smith, associate law dean and past chairman of the Association of American Law Schools committee on Law and Medicine.

The institute is expected to attract 175 local and area attorneys, with some coming from as far away as Del Rio, San Antonio, Houston, El Paso, Wichita Falls and Dallas.

One of the guests will be Gene Cavin, director of Continuing Legal Education, State Bar of Texas.

Law Dean Richard B. Amandes said, "Attorneys regardless of their area of practice find it increasingly necessary to have some knowledge of legal-medical problems in order to discharge their professional responsibilities. Thus, we feel particularly pleased that the faculty has chosen this as one of several areas for concentration in terms of evolving an on-going program of post-graduate legal education."

In selecting the various topics to be covered at the Institute an attempt has been made to develop a plateau of knowledge on the part of the practitioners as to the complications which follow trauma, according to Smith who is heading up this year's program.

(MORE)

Legal-Medical Institute --- add one

Topics to be covered are "The Etiology and Treatment of Shock," "Injuries to the Spinal Cord," "Crushing Injuries," "Management of Head Injuries," "Pain," "Medication and the Severely Injured Patient," and "Medical Evaluation of Residual Disability Resulting from Injuries to Bones and Joints."

A luncheon for all participants will be highlighted by an illustrated talk on planning problems of border communities between Texas and Mexico, delivered by Dudley Thompson, association professor of architecture.

As part of this year's Institute, a workbook has been prepared with the cooperation of Texas Tech Press affording participants additional reading materials in the area of trauma and its relationship with disease.

Participants in this year's program will be Drs. Joe Harrison of Levelland and Jack Dunn, Royce Lewis, William G. Evans, George P. Beck and Charles E. Ratliff, all of Lubbock.

-30-

8-9-25-68

By Dan Tarpley

LUBBOCK, Sept. 25 -- "The Loves of a Poet," a cycle of six madrigals by composer-playwright John Vance Gilbert, will go into rehearsal soon, according to announcement by Music Department Chairman Gene Hemmle.

The Tech Madrigal Singers will perform the cycle under direction of Choir Director Gene Kenney.

Individual titles in the work recently published by Walton Music Corp. include "Vocal Scherzo," "My Corinna," "When as in Silks My Julia Goes," "Fond Lover," "Dirge" and "Jenny Kissed Me."

"These contemporary madrigals may be performed separately or as a group," the author notes. "The cycle depicts the poet from his philosophy of love as a youth, through his loves for Corinna and Julia, his disappointments, his disillusionment and his resignation in his old age when he can reflect that at least Jenny kissed him."

Gilbert also has been commissioned to write a musical to be performed by Tech's speech and music departments as a feature of next spring's International Focus on the Arts.

A Tech alumnus and a former instructor in the music department, Gilbert currently is completing requirements for his doctorate in music at Columbia University. He has prepared the musical scores and libretti for several works, including the highly acclaimed "If This Be Madness." He has been a guest conductor at Lincoln Center and has composed and directed background music for filmstrips produced by the Metropolitan Museum of Art.

This release distributed 9-26-68
to Lubbock news media and coop
towns mentioned.

LUBBOCK, Sept. 26 -- The actual dollar and cents cost of irrigation is tied to a down-to-the-penny cost of each well's pumping efficiency. This irrigation efficiency problem will get some vital answers at a Texas Tech conference Saturday (Sept. 28).

Research Associate Albert W. Sechrist will report to approximately 40 sponsors on his three and a half-year, \$38,260 research project on the irrigation efficiency of pumping plants at 134 wells in West Texas, eastern New Mexico and southwestern Oklahoma. Most of the sponsors are rural electric cooperatives in the area studied.

The research was done in Texas Tech's Department of Agricultural Engineering. About 85 people are expected to attend the Irrigation Efficiency Conference which will start with a Dutch luncheon at noon Saturday in the Tech Union ballroom.

Chairman Willie L. Ulich of Agricultural Engineering said that results showed "great variations in irrigation pumping plant efficiency and consequent costs."

The report is especially significant, he said, not only because of the close cost problems encountered by irrigation farmers now but also because of its importance to future plans for importing irrigation water.

"This is the first time we have really had on-the-spot, valid information on irrigation pumping costs," Ulich said.

In addition to the funding sponsors, the study had the support, principally in equipment, of the General Electric Company, Westinghouse Electric Company and the High Plains Underground Water Conservation District.

(MORE)

Ag. Engr. Comparative Analysis --- add one

Two hundred wells, in all, were involved. Those studied included electrical vertical hollowshaft motor powered pumps, electric submersible motor powered pumps, natural gas engine powered pumps and liquified petroleum gas engine powered pumps. Gasoline powered pumps also were studied, but were not included in the report because of their insignificant number. Sechrist's report covers the 134 wells providing all the necessary data for a comparative analysis.

The project was carried on through consultation with a sponsors' Executive Committee which included: electric cooperative managers Leo Forrest of Hereford, O.B. Bryan of Stanton, W. G. Newton of Lubbock; Alton Higginbotham, power use adviser to the electric cooperative in Floydada; Joe Harbin, educational director for the Muleshoe electric cooperative; John Shanklin of Albuquerque, representing the Department of Agriculture's Rural Electrification Administration; Sechrist and Dr. Ulich. This committee will meet prior to the Saturday luncheon.

Sponsoring cooperatives are located in Texas, Hondo, Floydada, Hereford, Lubbock, Eldorado, Brady, Austin, Muleshoe, Dalhart, Tulia, Tahoka, Stanton, Gonzales, Colorado City, Bartlett, Muenster, Bellville, Roby, Perryton, Comanche and Wellington; in New Mexico, Portales, Clovis, Lovington, Truth or Consequences and Albuquerque; in Oklahoma, Tipton, Hollis, Binger, Walters and Anadarko; and cooperatives at Duncan, Ariz., and Norton, Kan.

-30-

11-9-26-68

By B. Zeeck

EDITOR'S NOTE: We would appreciate knowing in advance if you will have a representative at this meeting. If you cannot let us know, we'd like to see you there anyway. This meeting will be covered by the Division of Information Services with both a release and picture.

Dan Tarpley,
News Bureau Manager

LUBBOCK, Sept. 26 -- Receipt of 150 shares of Gulf Insurance Co. stock to establish a scholarship for a student of finance in the Business Administration School at Texas Tech was announced Thursday (Sept. 26) by Wayne James, executive director of the Tech Ex-Students Association.

The stock, with a current value of approximately \$10,000, was presented to the Loyalty Fund of the Ex-Students Association by Mr. and Mrs. Thomas A. Graham of (2500 Galewood) Austin in memory of their son, Lt. Steve Graham.

Lt. Graham, a 1966 finance graduate of Tech, was killed in an automobile accident near Austin April 27, this year. He was stationed at Ft. Hood at the time of the fatal accident.

"We want the scholarship to be based, not on academic standing," the father said, "but upon the character and determination of a deserving student. We are happy to be able to make this gift to Texas Tech, knowing that the income from it will be used wisely."

James, who is also the executive director of the Texas Tech Loyalty Fund, said, "the money received from the endowment will be used as requested with the utmost care given to the selection of students on the basis asked by Mr. and Mrs. Graham."

"Such scholarships," he said, "are most welcome by the officers of the Loyalty Fund and the Ex-Students Association and they often times determine whether a young man or woman is able to continue his higher education."

James said the first recipient likely will be named in the next few weeks.

This release distributed 9-26-68
to Lubbock news media and coop
towns.

LUBBOCK, Sept. 26 -- The first meeting of a Farm Electrification Education and Research Committee will be held at 3 p.m. Saturday (Sept. 28) in the Tech Union ballroom following an Irrigation Efficiency Conference.

The permanent committee represents electric cooperatives in Central and West Texas with a common interest in efficient application of electric power.

The 1968-69 membership on the committee includes these electric cooperative managers: Johnnie Ammons, Roby; Clinton Cox, Stephenville; James T. Hull, Colorado City; O.B. Bryan, Stanton; Leo Forrest, Hereford, and W. G. Newton, Lubbock. John Shanklin, representing the United States Department of Agriculture Rural Electrification Administration in Albuquerque, also will serve on the committee as will two professors in Texas Tech's Department of Agricultural Engineering, Chairman Willie L. Ulich and Walter Grub.

-30-

12-9-26-68

By B. Zeeck

This release distributed 9-26-68
to Lubbock news media.

LUBBOCK, Sept. 26 -- Nuclear physicist Stanton T. Friedman who has spent nine years collecting data about unidentified flying objects will tell why he thinks "flying saucers are real" in an illustrated lecture Monday (Sept. 30) at Texas Tech.

At his 7:30 p.m. presentation in Tech Union's Coronado Room, Friedman will discuss evidence which he says has convinced him "that the earth is being visited by intelligently controlled vehicles whose origin is extraterrestrial."

His appearance here is under auspices of the Union's Special Events Committee. There is no admission charge.

Friedman, a research scientist for Westinghouse Astronuclear Laboratory in Pittsburgh, charges that lack of information is responsible for many popular misconceptions and that ridicule has been used to discredit UFO sightings.

"Sightings of UFO's are relatively common and have occurred all over the world. One out of 25 adult Americans have seen a UFO," he says. The distressing fact, as he sees it, is that "fewer than 1 per cent of these sightings have been investigated or reported. An entire mythology of false information has been widely distributed instead."

Friedman will lay his convictions on the line in discussing data from an official scientific study, misconceptions about UFO's, evidence for the reality of extraterrestrial visitors, the feasibility of interstellar travel, atmospheric electromagnetic propulsion and the possibility of life on Mars.

(MORE)

Friedman --- add one

This release distributed 9-26-68
to Lubbock news media

He holds bachelor's and master's degrees in physics from the University of Chicago and during his professional career has been actively involved in the development of advanced systems for nuclear aircraft, nuclear power for space, terrestrial nuclear rockets and fusion rockets.

Prior to joining Westinghouse, Friedman worked on the Military Compact Reactor program at General Motors' Allison Division in Indianapolis, for Aerojet General Nucleonics in California, and at General Electric's Aircraft Nuclear Propulsion Department in Cincinnati.

He is a member of the board of directors of the UFO Research Institute of Pittsburgh and of the National Investigations Committee on Aerial Phenomena. Among his other professional affiliations are the American Physical Society, the American Nuclear Society, the American Institute of Aeronautics and Astronautics and the Aerial Phenomenon Research Organization.

He is the author of numerous technical papers and reports, many published articles about flying saucers and has given more than 60 lectures since 1967. His appearances on radio and TV include the Joe Pyne Show, the Long John Nebel Show and the J.P. McCarthy Show.

-30-

13-9-26-68

By Emil Carmichael

This release distributed 9-26-68
to Lubbock news media, Midland,
Odessa.

LUBBOCK, Sept. 26 -- The Texas Tech Faculty Woodwind Quintet has been engaged by the Midland-Odessa Symphony for appearances in Odessa Jan. 28 and Midland Jan. 29.

Plans for the performances were announced Thursday (Sept. 26) by Prof. Robert Deahl, administrative associate of the Department of Music at Tech.

Members of the faculty quintet are Richard Meek, bassoon, Mary Morriseau, flute; Anthony Brittin, french horn; Keith McCarty, clarinet; and Orlan Thomas, oboe.

The group will play Mozart's "Sinfonia Concertante." The quintet will present a concert for the general assembly of the Texas Music Educators Association in San Antonio Feb. 6.

-30-

14-9-26-68

By Dan Tarpley



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
John Petty, Acting Director, SW5-0423
Dan Tarpley, Mgr. News Bureau, SW2-5596

LUBBOCK, Sept. 26 -- Four international students at Texas Tech were identified Thursday as Institute of International Education Youth Development Fellows. The announcement was made by International Student Adviser Jon (cq) Hartshorne.

The four are: Abdul Aziz Ashraf, graduate student in geophysics from Karachi, West Pakistan; Maria Rocha, senior student of psychology from Tucuman, Argentina; Kamran Nikjoo, senior electrical engineering student from Tehran, Iran; and Numa Pompilio Bermudez, senior in mechanical engineering from Bogota, Colombia.

The IIE fellowship awards are supported by the U.S. Agency for International Development. In addition to having good academic standing, recipients must be otherwise self-supporting and must agree to return to their home countries following graduation to help in needed areas of development.

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15-9-26-68

By B. Zeeck

LUBBOCK, Sept. 26 -- Approximately 30 top officials of the State of Texas will visit Lubbock and Texas Tech this week-end for a round of activities at the college and in the Lubbock area.

Most of them will be accompanied by their wives. The state officers and members of the Legislature will attend groundbreaking ceremonies at 2 p.m. Saturday for the new Museum complex at Tech, a reception at the Lubbock Country Club at 5 p.m. and the Texas Tech-University of Texas football game Saturday night.

The delegation will be headed by Lt. Gov. Preston Smith of Lubbock, Democratic nominee for governor; House Speaker Ben Barnes, the Democratic nominee for lieutenant governor; Attorney General Crawford Martin, Agriculture Commissioner John C. White and Railroad Commissioner Jim C. Langdon. All will be accompanied by their wives.

Smith, Barnes and State Rep. Gus Mutcher of Brenham will participate in the groundbreaking ceremony. The reception and buffet at the Lubbock Country Club is sponsored jointly by the Texas Tech Foundation and the Lubbock Chamber of Commerce.

State Senator and Mrs. H. J. Blanchard will represent the Senate. Others scheduled to attend from the Texas House of Representatives are:

Rep. and Mrs. Malouf Abraham of Canadian, Rep. and Mrs. Frank Calhoun of Abilene, Rep. and Mrs. Bill Clayton of Spring Lake, Rep. and Mrs. W. S. Heatly of Paducah, Rep. and Mrs. Delwin Jones of Lubbock, Rep. and Mrs. John Kendrick of Brownfield, Rep. Walter Knapp Jr. of Amarillo, Rep. and Mrs. Dick McKissack of Dallas, Rep. and Mrs. Hudson Moyer of Amarillo, Rep. Burke Musgrove of Breckenridge, Rep. and Mrs. R. G. Pendleton of Andrews, Rep. and Mrs. Ace Pickens of Odessa, Rep. and Mrs. Glenn Purcell of Houston, Rep. and Mrs. Tati Santiesteban of El Paso, Rep. and Mrs. Tommy Shannon of Fort Worth, Rep. and Mrs. Richard C. Slack of Pecos, Rep. and Mrs. Vernon Stewart of Wichita Falls, Rep. and Mrs. Elmer Tarbox of Lubbock, Rep. and Mrs. Ralph Wayne of Plainview, and Rep. and Mrs. John Wright of Grand Prairie.

Advisory to news editors and directors:

The following events are scheduled at Texas Tech Friday (Sept. 27) and Saturday (Sept. 28). You are invited to cover any and all of them. We will staff them and provide releases and pictures.

- 4:00 p.m. Friday -- Groundbreaking for Entrance Marker on Amon Carter Plaza near University Ave. and Broadway, with Lt. Gov. Preston Smith as speaker.
- 9:00 a.m. Saturday -- Legal-Medical Institute for attorneys of this area in University Theater. Registration begins at 8 a.m. and the institute will continue until about 4 p.m.
- 9:30 a.m. Saturday -- Tech Board Meeting in Board Room in Administration Building.
- 11:15 a.m. Saturday -- Tech Foundation Board Meeting, Mesa Room, Student Union.
- 12:00 Noon Saturday -- Research report meeting on results of 3½-year study of irrigation efficiency in agriculture. Meeting will continue until 3 p.m. and will be of particular importance to farm editors and directors.
- 2:00 p.m. Saturday -- Groundbreaking for ICASALS-Museum at 4th Street and Indiana. Speakers will include Lt. Gov. Preston Smith, House Speaker Ben Barnes and Rep. Gus Mutscher.
- 5:00 p.m. Saturday -- Reception for visiting state officials at Lubbock Country club. (We will not staff this one).

-30-

17-9-26-68

By Dan Tarpley

LUBBOCK, Sept. 26 -- In a traditional change of colors ceremony at Texas Tech Thursday (Sept. 26) control was returned from the cadre officers of the Army ROTC to the cadet corps.

Major Gilbert H. Schumpert Jr., commandant of cadets and professor of military science, presented the colors to Cadet Col. James S. Kay, senior agricultural sciences student, who in turn gave them to Sgt. Major J. F. Scott.

The ceremony was viewed by the entire corps of approximately 575 cadets.

"During the summer the control and inner workings of the corps," Maj. Schumpert said, "are assumed by the cadre officers, then in the fall, with the arrival of the cadets, the control is returned to the corps. Actually the corps of cadets handles its own activities with the cadre officers acting in an advisory capacity."

-30-

18-9-26-68

By Dan Tarpley

Advisory to news editors and directors:

The following events are scheduled at Texas Tech Friday (Sept. 27) and Saturday (Sept. 28). You are invited to cover any and all of them. We will staff them and provide releases and pictures.

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- 5:00 p.m. Saturday -- Reception for visiting state officials at Lubbock Country club. (We will not staff this one).

-30-

17-9-26-68

By Dan Tarpley

LUBBOCK, Sept. 27 -- That powder blast that mildly shook the Texas Tech campus Friday (Sept. 27) afternoon at the same time a flyover of jets rocked University Avenue and Broadway marked the beginning of construction of the new Entrance Marker.

The unique groundbreaking ceremony punctuated the end of a five-year campaign by the Tech Saddle Tramps to raise \$35,000 for the first phase of the marker which will include a fountain sending seven jets of water 30 to 40 feet in the air.

The first phase calls for the reflecting pool with the fountain and the base for the Texas Tech seal. The second portion of the project--to cost \$45,000--will call for a matching pool, the seal, and an esthetic lay-out of benches and walkways to accommodate students and visitors.

"My only wish is that we could have done this groundbreaking a year or two ago, so that we could be moving into the second phase which without a doubt will make this entrance one of the most impressive to be found in this nation," said Lt. Gov. Preston Smith, who was the principal speaker.

"We owe a tremendous debt of gratitude to the Saddle Tramps at Texas Tech," the Democratic nominee for governor said, "not only for having nurtured this project to this point, but also for the hundreds of betterment programs they have fostered and led to fruition."

Lubbock radio announcer Bob Nash presided over the groundbreaking ceremony attended by an estimated persons.

Tech President Grover E. Murray welcomed the guests. The invocation was offered by Rev. Wendell Newman of the First Baptist Church at Tyler.

The color guard was provided by the Tech Army and Air Force ROTC and members of the Tech band played.

(MORE)

Entrance Marker --- add one

"The move to enhance the beauty of Texas Tech by the installation of this Entrance Marker deserves...and indeed has received...the good wishes and the support of all the students of this fine institution and the spirited backing of the faculty and administration and all friends of Tech and of Lubbock," Smith said.

"For this marker, when complete, will belong not only to Texas Tech and its family of students, faculty and friends, but will be an esthetic contribution to the art and culture of Lubbock and West Texas."

Saddle Tramp President Bill Pittman pointed out that the groundbreaking for this phase of the Entrance Marker also kicks off the drive for the funds to finish it.

Platform guests included Lubbock County Commissioner Arch Lamb, the founder and first president of the Saddle Tramps, and Dr. and Mrs. Clifford B. Jones. Dr. Jones is a former president of Tech and has held other top executive and advisory assignments at the institution.

The Texas Tech Ex-Students Association was represented by its director, Wayne James, and David Casey, first vice president. Also on the platform was architect Howard Schmidt who drew plans for the marker.

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21-9-27-68

By Dan Tarpley

LUBBOCK, Sept. 27 -- Ceremonial groundbreaking inaugurating the construction of the first phase of the new museum at Texas Tech will be conducted at 2 p.m. Saturday (Sept. 28), at the museum site at 4th Street and Indiana.

Three top officials of Texas, administrative officers from Texas Tech, present and past officials of the West Texas Museum Association, city officials and scores of other civic, business and government leaders will attend and be recognized.

Lt. Gov. Preston Smith, Democratic nominee for governor, will be the principal speaker. Remarks also will be delivered by Texas House Speaker Ben Barnes, the Democratic nominee for lieutenant governor, and State Representative Gus Mutscher of Brenham.

More than 25 other state officials and senators and representatives will attend, with most of them accompanied by their wives.

Robert H. Brummal, immediate past president of the West Texas Museum Association, will preside over the groundbreaking.

Tech President Grover E. Murray will welcome the guests after an invocation by Jack F. Maddox of Hobbs, past chairman of the Texas Tech Foundation.

Museum Association President Clem Boverie of Lubbock will speak, and Tech Foundation Board President William H. Evans, Lubbock attorney, will express special appreciation for challenge gifts.

Chairman Loyd Lanotte of the campaign leadership steering committee will address his remarks to contributors to this \$2.5 million phase of the Museum which will house the International Center for Arid and Semi-Arid Land Studies.

The Texas Tech band, under the direction of Dean Killion, will provide music.

(MORE)

Museum Groundbreaking --- add one

The new Museum will be situated on a 76-acre site in the northwest portion of the campus property, bounded by the Tech Freeway and Railroad, Fourth Street and Indiana Avenue.

This first phase will include the Central Hall, Moody Planetarium, Pioneer Hall, part of the Main Exhibit Wing and part of the Agricultural and Industrial Gallery.

Eventually the \$7.5 million complex will contain more than 241,000 square feet, with an auditorium which will seat 650 persons. There will be additions to the Exhibit Wing and Agricultural and Industrial Gallery. Also included in the master plan are a sculpture court, education and service areas, eight classrooms and an outdoor ranch headquarters to be re-created on 10 acres in the northeast corner of the complex starting in 1969.

The general contractor, Area Builders, Inc., of Odessa, has begun excavation work at the site. Roche Newton and Company of Lubbock has the mechanical contract and Tarver Electric of Lubbock the electrical contract.

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22-9-27-68

By Dan Tarpley

LUBBOCK, Sept. 28 -- An inefficient pumping plant on an irrigation well can cost a farmer as much as 93.8 per cent of his power input, and it did on one well included in an irrigation efficiency study conducted over a three-and-a-half year period at Texas Tech.

Research Associate Albert Sechrist in the Department of Agricultural Engineering reported to the sponsors of his research project at an Irrigation Efficiency Conference Saturday (Sept. 28) in the Tech Union ballroom.

"The efficiency of the 134 pumps tested averaged 52 per cent and ranged from 6.2 per cent to 82 per cent," Sechrist reported.

The average cost per hour of pump operation ranged from 6 cents to \$2.72 and averaged 82 cents.

The total cost of water ranged from \$1.82 to \$72.76 per acre foot pumped and averaged \$15.61 per acre foot for the pumping plants tested.

Cost of pumping water per acre foot for each foot of lift ranged from \$.0130 to \$.8458. The average unit pumping cost was \$.0808 per acre foot per foot of lift.

Sechrist urged farmers and equipment suppliers to test pumping plants periodically and keep accurate cost records to avoid large energy losses and consequent income cuts.

He said that several farmers, during the study, made changes and repairs to their pumping plants soon after they learned how inefficient their pumps were operating and how much they were paying for irrigation water. He gave the example of one farmer who spent approximately \$1,000 to repair a pump.

"As a result," Sechrist's report said, "he doubled the useful output of the pump while reducing his cost from \$13.93 to \$7.56 per acre foot of water pumped.

(MORE)

Irrigation Efficiency Conference --- add one

"With the old pump he was pumping 100 acre feet of water per year. At this quantity of annual pumping he will save \$637 during the first year after the repair." The pump's efficiency, Sechrist pointed out, was raised from 33 to 79 per cent by the repair."

The wide variation in pumping costs was attributed to a number of reasons. Sechrist listed some as the lowering of the water level, badly worn pumping equipment, inefficient design, improper installation, type of power unit used and, in some cases, lack of proper maintenance of the power unit.

"Many of the pumping plants in the project area were found to be operating inefficiently due to improper matching of the pump and the available water," the researcher said. "This could be caused by poor design of the initial installation, by lowering of the water level in the well, and/or a lowering of the well yield."

Sechrist explained that if the pump bowls and impellers installed are efficiently designed and properly combined to match the yield of the well and gearhead, the pump should operate at a high efficiency. If the water level changes significantly, the efficiency of the pump is reduced, creating a higher water cost.

"Unless a farmer keeps records and attempts to calculate what he is paying for pumping water, he has no way of determining whether or not his irrigation system is economical," Sechrist said.

Two hundred wells were surveyed in the study. Of these, sufficient data were supplied on 134 for analysis, and these are included in the report. Gasoline powered pumps were studied but not included in the report because of their insignificant number.

Those used for analysis were the electrical vertical hollowshaft motor powered pumps, electric submersible motor powered pumps, natural gas engine powered pumps and liquified petroleum gas engine powered pumps.

The L. P. gas engine powered pumping plants showed the highest unit cost of water pumped, Sechrist said, primarily because of the high cost of fuel.

(MORE)

The small pumping plants of less than 30 brake horsepower show a definite cost advantage for the electric powered units over the internal combustion engine units, he said, adding that the electrical vertical hollowshaft units continued more economical for pumping water through the approximately 42 brake horsepower range.

In the relationship of the two types of electric power studied, Sechrist said that the small cost advantage of the vertical hollowshaft over the submersible motors was due primarily to a slightly higher efficiency. The water-proofing of submersible motors presents design problems which slightly affect efficiency, he explained.

"In the 30 to 60 brake horsepower range, the difference between the cost of pumping water with electric power or natural gas engines is very slight and any small factor could provide an advantage for one type or the other.

"Above the 60 brake horsepower range of the plants tested, an economic advantage is evident for natural gas."

Sechrist made it clear that all individual units did not necessarily conform to the curves shown in his report and added that cost factors which must be considered include local fuel-energy cost relationships, available service and personal preference.

"When all factors are considered," he said, "each particular type of pumping plant appears to have a place within the realm of pumping water for irrigation purposes."

He emphasized the cost reductions possible through proper design and installation of new pumping plants.

Texas Tech's Department of Agricultural Engineering, under the direction of Chairman Willie L. Ulich, conducted the project.

This release distributed 9-27-68
to Lubbock news media.

LUBBOCK Sept. 27 -- The Texas Tech Board of Directors will meet at 9:30 a.m. Saturday (Sept. 28) in the Board Room in the Administration Building at Tech.

It will be the first meeting since Lubbock business executive Retha Martin was elected chairman of the board and Fladger Tannery of Dallas was named vice-chairman.

The board of directors of the Texas Tech Foundation will meet at 11:15 a.m. Saturday in the Student Union. Lubbock attorney William H. Evans is chairman.

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23-9-27-68

By Dan Tarpley

This release distributed 9-27-68
to Lubbock news media.

LUBBOCK, Sept. 27 -- Employers seeking part-time workers will find a variety of special skills and talents represented in Texas Tech's student work force, according to Mrs. Maxine Willingham of the University Placement Service.

Some 500 students have placed job applications on file in recent weeks.

"Many from industrial areas have had previous work experience," Mrs. Willingham noted. "Others from farms and ranches have had equally valuable experience as participants in a family-business type of activity."

Applicants range from freshmen to upperclassmen. Beginning students, however, are advised to keep their outside work load to a minimum.

More than 100 young women whose husbands are enrolled as students are seeking part-time or full-time employment with business firms.

Employers may obtain further information by calling the Placement Service, 742-4131.

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24-9-27-68

By Emil Carmichael

This release distributed 9-28-68
to Lubbock news media.

LUBBOCK, Sept. 28 -- Two Texas Tech professors in the School of Law are scheduled to address the South Plains Trial Lawyers Association in October.

Dr. Glen W. Shellhaas will discuss a "Comparison of Federal and Texas Rules of Discovery" at 6 p.m. Thursday, Oct. 3. Approximately 25 trial lawyers are expected to attend the \$3.50-a-plate dinner meeting in the In-Town Inn in Lubbock.

Professor Tom Reese will speak on "The Effect of the Uniform Commercial Code on Products Liability in Texas" at 7:30 p.m., Oct. 17. The meeting place is to be announced.

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25-9-28-68

By Don Hancock

This release distributed 9-28-68
to Lubbock news media

LUBBOCK, Sept. 28 -- Texas Tech's Department of Management Saturday (Sept. 28) wound up a week-long Supervisors' Short Course for 70 postal employes who were preparing to take a supervisor's civil service examination.

Three students working toward the doctoral degree in business administration taught the course under the direction of Management Chairman Vincent P. Luchsinger.

Lubbock Postmaster Earnest J. Ohnemus proposed the course, and there was no charge for the instruction. Students who developed the short course from supervisory courses taught at the university were Richard Vaden, James Blain and Jim Wilterding.

-30-

26-9-28-68

By B. Zeeck



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This release distributed 9-28-68
to Lubbock news media.

LUBBOCK, Sept. 28 - Texas Tech is moving rapidly toward establishing a reputation as a "multiuniversity with many functions," members of the University's Foundation Board were told Saturday at a noon meeting in Tech Union.

"Significant gains in enrollment at the junior and senior levels indicate that Tech is taking over its rightful role in cooperation with other schools in the state," said Executive Vice President Glenn E. Barnett.

Dr. Barnett was principal speaker at the Foundation Boards' noon meeting in conjunction with the executive board of the Tech Ex-Students Association.

"Another of Tech's goals is to carve out a role that fits the institution," Barnett said in calling attention to the University's International Center for Arid and Semi-Arid Land Studies (ICASALS).

Among the university's most pressing needs at present, he said, are a wider representation of students, and greater financial support per capita for each student enrolled.

Preceding the luncheon, the board met in business session to elect officers and hear reports.

Re-elected were William H. Evans of Lubbock, chairman; Joe Bryant, Lubbock, vice chairman; Roy Tolk, Amarillo, secretary; Bill J. Parsley, Lubbock director of development, and M. L. Pennington, Lubbock, treasurer.

In his report, Parsley noted that gifts and grants received through the first half of the 1968 calendar year totaled \$561,594.42 as compared to \$357,771.82 for a comparable period in 1967.

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29-9-28-68

By Emil Carmichael

T NEWS

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LUBBOCK, Sept. 28 -- A groundbreaking ceremony which symbolically spanned the progress of half a century in the Southwest officially proclaimed the beginning of construction of the new museum at Texas Tech Saturday (Sept. 28).

Lt. Gov. Preston Smith, who delivered the principal address, broke ground first with a modern-day tractor with a plow attachment, then joined House Speaker Ben Barnes, Tech President Grover E. Murray and other state, area and regional dignitaries in coaxing a 24-year-old mule across the site pulling a hand-guided plow.

Approximately 450 persons made up of scores of distinguished visitors, many of them state officials and members of the Texas House of Representatives, attended and participated in the program which formally announced the construction of the first phase of the museum which ultimately will contain 241,000 square feet of floor space and cost \$7.5 million.

The museum, which will house the International Center for Arid and Semi-Arid Land Studies, will be situated on a 76-acre site in the northwest portion of campus property, bounded by the Tech Freeway and the railroad, Fourth Street and Indiana Avenue.

The first phase will include the Central Hall, Moody Planetarium, Pioneer Hall and parts of the Main Exhibit Wing and Agricultural and Industrial Gallery. This phase will cost approximately \$2.4 million.

State Rep. Gus Mutscher of Brenham, a candidate for speaker of the Texas House next year, also spoke after he was introduced by Lubbock Rep. Elmer Tarbox.

(MORE)

Museum Groundbreaking -- add one

Smith, Democratic nominee for governor, was introduced by Lubbock Sen. H. J. "Doc" Blanchard and Rep. Delwin Jones of Lubbock introduced Barnes.

The program, with Past President Robert H. Brummal of the West Texas Museum Association presiding, included an invocation by Jack F. Maddox of Hobbs, past chairman of the Texas Tech Foundation; welcome by President Murray; remarks by Museum Association President Clem Boverie of Lubbock; expression of appreciation for challenge gifts by Tech Foundation President William H. Evans; expression of thanks to contributors by Loyd Lanotte of Lubbock, chairman of the Campaign Leadership Steering Committee, remarks by Smith, Barnes and Mutscher, and music by the Tech band.

"This new museum," Smith said, "represents the partial fruition of the dreams of a few people who envisioned a fine regional museum for a great university back in 1929--when all they had was a branding iron, a pack saddle and a son-of-a-gun pot.

"Today, we turn the sod for a building appropriate to their vision, one with monumental forms to rim Lubbock's horizon like the starkly beautiful detached mesas rim our caprocks."

Continuing, Smith said, "In the three decades that I have been involved with Tech as a student and as a member of the Legislature, I have seen the museum grow from a hole in the ground to its present position on the threshold of greatness.

(MORE)

Museum Groundbreaking --- add two

"The first phase of this new building will show the rest of the world what has made West Texas great, in cattle, agriculture, water and oil. The next phase of the building, I am told, when completed will reflect what other people in similar lands are doing to solve their problems--in agriculture, water, cattle, oil, the environmental sciences and other vital areas of concern."

Smith commended Tech and museum officials, friends of Tech and members of the museum association for the "courageous ideas and vision embodied in this undertaking. On behalf of all the members of the Legislature, I wish to say we are proud to have played a part in developing this museum on this university campus. May we all live to enjoy the benefits thereof."

Both Barnes and Mutscher praised the efforts which have resulted in the provision of funds for the first phase of the project.

Boverie, in reviewing the history of the Plains Museum Society, founded in 1929 to the present 500-member association, paid tribute to supporters, contributors and the museum staff.

Evans paid tribute to Mrs. Helen DeVitt Jones of Lubbock for her "challenge grant" of \$500,000 toward the new museum in 1966, a grant which boosted the campaign to raise \$2 million for the initial phase.

"Every great university has staunch supporters who put bricks and mortar into their dreams," Evans said. "They provide the spark of leadership and vision so necessary to the continuing growth and service of higher education."

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30-9-28-68
By Dan Tarpley

This release distributed 9-39
This release distributed 9-30-68
to Lubbock news media, San Angelo
and El Paso.

LUBBOCK, Sept. 30 -- Two graduates of Texas Tech's Department of Military Science were presented commissions as second lieutenants in the Army Reserve today by Col. Maxwell C. Murphy, professor of military science.

Second Lt. John A. Phinizy, II, psychology major from San Angelo, has been assigned to the Adjutant General's Corps and will go to Ft. Benjamin Harrison in Philadelphia for training.

He then will go to the Oakland Army Induction Center near San Francisco as a psychologist.

Second Lt. Samuel Miller Rhoades, El Paso architecture major, will go to Ft. Belvoir, Va., where he has been assigned to the Army Corps of Engineers.

-30-

2-9-30-68

By Don Hancock

This release distributed 9-30-68
to Lubbock news media.

LUBBOCK, Sept. 30 -- The Texas Tech Rodeo Association will entertain present and prospective members with a free barbeque in the Aggie Pavilion at 6:30 p.m., Thursday (Oct. 3).

To head the business meeting agenda will be plans for Tech's Annual All-School Rodeo, Oct. 19-20 at the Tech Arena, 4th and Indiana.

Bill Cornett, association representative, said all individuals and organizations are welcome to enter the various rodeo events. Details of entering will be announced.

Cornett also said that one aspect of this year's rodeo will be different. Fraternities and sororities will be eligible to enter certain events as teams and will be judged on a special point system in competition for team trophies.

Events for fraternities will include "horseless steer wrestling," the "gold rush" and a wild mare race.

Girls may enter barrel racing, goat tying and calf dressing.

The barbecue will be provided by Luskey's Western Stores.

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3-9-30-68

By Don Hancock

RECEIVE LIEUTENANT'S BARS -- Second Lt. Samuel Miller Rhoades (left) and 2nd. Lt. John A. Phinizy receive their lieutenant's bars after a commissioning ceremony Monday (Sept. 30). Their wives have the honor of pinning the bars on the new army officers. (Tech Photo)

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2-9-30-68

LUBBOCK, Sept. 30 -- A retired Albuquerque attorney, nephew of the late Sen. Robert M. LaFollette of Wisconsin, has named the Southwest Collection at Texas Tech as the repository, for his personal and political papers.

The contribution from Robert Hoath LaFollette, the New Mexico lawyer, ranges over a varied field, "reflecting the life of a man whose interests touch on politics and petroglyphs, law and labor, space travel and stamp collection," said Southwest Collection Director. Sylvan Dunn.

"The personality of Robert H. LaFollette emerges as one surveys the memorabilia collected by this dynamic and vigorous man."

Because of his relation to the late Sen. LaFollette, the nephew early became an active participant in politics. He, as did his uncle, provided the Progressive movement ardent support during its brief, but productive period of existence, Dunn said.

"The attorney's collection contains material from his own half-dozen or more New Mexico campaigns as well as those of Estes Kefauver, John F. Kennedy and Lyndon B. Johnson," the archivist said. "In addition, there is material concerning various legislative measures which Mr. LaFollette supported or opposed."

(MORE)

Southwest Collection --- add one

As a practicing attorney, Mr. LaFollette often had the opportunity to engage personally in backing his beliefs, as in the 1951 New Mexico campaign to enlarge the primary system through direct election of party candidates for president and vice president.

The New Mexican was a charter member of a corporation, "Direct Selection of Presidential Candidates, Inc.," instituted to fight for the change in election processes.

Letters to and replies from notable persons such as Harry Truman, Nelson Rockefeller, Mahatma Gandhi, J. Edgar Hoover and Lyndon Johnson also were donated.

LaFollette is the author of two books housed in the Southwest Collection and numerous articles. He has also produced oil portraits and is an expert on New Mexico petroglyphs.

Dunn said many of the papers, scrapbooks and documents which LaFollette wants to keep are being microfilmed for the collection.

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4-9-30-68

By Dan Tarpley

This release distributed 9-30-68
to Lubbock news media, Amarillo,
Dallas, Fort Worth, El Paso,
Austin, Houston, Rochester, N.Y.

LUBBOCK, Sept. 30 -- Texas Tech Prof. Mary Jeanne van Appledorn is the author of "Keyboard, Singing and Dictation Manual," a new guide book for the beginning student which is being introduced this fall in the University's music theory classes.

Published in May by the William C. Brown Co. of Dubuque, Iowa, the manual is programmed for use in conjunction with current standard elementary theory texts. At Tech, the accompanying text is Prof. Raymond Elliott's "Fundamentals of Music," published by Prentice-Hall.

In compiling her book, Dr. van Appledorn, a member of the Tech faculty since 1950, drew upon some 18 years of teaching music theory classes at the undergraduate level.

This experience, the author commented, made her aware of the "need for a large body of tonal musical materials in all major and minor keys especially designed for the beginning student in the areas of keyboard, singing and dictation."

A unique feature of the manual is the inclusion of music dictation materials for outside assignments wherein students participate in playing musical examples for each other at the piano.

The book also is designed for use in high school and private studio theory classes as preparation for prospective college music majors. One of its principal objectives is to guide all students, even those non-keyboard oriented, to a marked level of proficiency at the keyboard.

(MORE)

Appledorn -- add one

Mrs. Dorothy Shelton Nagy of Tech's music education faculty is assisting in launching the classroom use of the new book. Mrs. Nagy holds a master's degree from the University of Texas.

Dr. van Appledorn, who received her PhD in music from the University of Rochester in 1966, is chairman of the division of music theory at Tech. Her activities in the field of music have been extensive, ranging from compositions of all media to solo piano performances throughout Texas and the United States. She is well known as a lecturer and workshop director and in 1952 inaugurated Tech's Symposium of Contemporary Music, an annual observance.

Among Dr. van Appledorn's publications are nine piano pieces commissioned by Charles Scribner and Sons, New York, for inclusion in the New Scribner's Music Library.

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5-9-30-68

By Emil Carmichael

DISCUSS NEW BOOK -- Dr. Mary Jeanne van Appledorn, left, and Mrs. Dorothy Shelton Nagy confer concerning the use of Dr. van Appledorn's new book, "Keyboard, Singing and Dictation Manual," in teaching music theory at Texas Tech. Dr. van Appledorn is chairman of the division of music theory at Tech. (Tech Photo)

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5-9-30-68