

DATE	Stories and Cutlines	Locals	Reg. Dai.	Reg. Wee.	50 M's	Reg. Rad.	x-list	Adj. Co.	Hometown	Explanations
1-11-13-78	Language lab	/					/			
2-11-13-78	Education Week	/								
3-11-13-78	Dairy product shortage	/								5 specials
4-11-14-78	PSA's - Tech Watch	/								Local radio
5-11-14-78	Formby endowment	/								
6-11-14-78	USDA contract	/	/							Ag list - 25 prabha
7-11-14-78	Correction - Schubert rec.	/								
8-11-14-78	Cutlines - Formby	/								
9-11-14-78	Raoul Dufy seminar	/					/			
10-11-14-78	Schilling outline	/								Pan Am + Edinburg
11-11-15-78	Moot Court Team	/								
12-11-15-78	Special - Dewitt	/								
13-11-15-78	Red Day	/	/							
14-11-16-78	Byssinosis study	/	/	/	/					Ag list
15-11-16-78	VD campaign	/								
16-11-15-78	Moot Court Team	/							/	
16-11-16-78	Football Exhibit <sup>is/cutline</sup> - Museum	/	/							
17-11-16-78	Senior Citizen University	/						/		
18-11-16-78	Visiting Parents	/					/			
19-11-16-78	Murray Foreland	/	/		/					

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Paula Lowe

LUBBOCK--Students at Texas Tech have the opportunity to enjoy an added dimension to their Christmas spirit during the month of December. In an effort to show that countries other than the United States observe Christmas, the Texas Tech Foreign Language Laboratory features Christmas carols and greetings in Italian, Spanish, Chinese, Latin, Czechoslovakian, German, French, Ukranian, Armenian and English.

Dr. Wolodymyr T. Zyla, director of the lab, likes to combine student satisfaction with the educational process. His philosophy encompasses stimulating the student and creating a conducive atmosphere for learning.

Zyla is interested in satisfying student needs concerning the lab operation; therefore, he distributes questionnaires to determine student likes and dislikes. He emphasized that the lab is guided by the questionnaire.

The language lab is the only place on the Texas Tech campus where a student can enjoy a truly international, cosmopolitan atmosphere by hearing foreign languages and seeing posters of different countries, Zyla maintains. This is just another way the student is brought closer to his foreign country of interest, he explained.

The Texas Tech professor emphasized that lab workers are always

-more-

language lab/add one

ready to help students with questions and equipment problems they encounter. "We don't want to have a student quit coming to the lab because he gets discouraged."

The lab is equipped with 59 listening console stations and 23 cassette players. The cassette, "Repeat-Corder," enables the student to compare his voice with the instructors. "This new device is a very helpful aid for student understanding of a foreign language," Zyla added. A soundproof room for recording master tapes is another lab feature.

Zaven Soghoyen, lab technician, is responsible for making master tapes, monitoring the control room and keeping all equipment in operation. "The lab is equipped with all modern repairing facilities to keep equipment in top condition," Soghoyen said.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Becky Patterson

LUBBOCK--Education Week at Texas Tech University began Monday with the College of Education banquet in the University Center Ballroom.

Dr. Ralph F. Schilling, president of Pan American University at Edinburg for 18 years, was recognized as a "distinguished alumnus" of the College of Education and State Senator Kent Hance, U.S. representative-elect, as a "friend of education."

Speaker was Dr. Lorrin G. Kennamer, former dean of Arts and Sciences at Texas Tech and now dean, College of Education, The University of Texas at Austin.

The week, sponsored by the Texas Tech College of Education, was coordinated by education majors. It features workshops conducted by faculty, graduate students and area instructors.

Monday's workshops included seminars on child abuse, learning centers and symbolic grammar. The agenda Tuesday calls for workshops on physical education integration, music, classroom control and discipline.

Wednesday's schedule will include workshops on early childhood care, open classrooms, grading and reporting, legal aspects of teaching and motivation of students in the secondary school.

-more-

education week/add one

Workshops Thursday will be on public law 94-142, health factors and learning centers and problems in elementary and secondary teaching. Federal Public Law 94-142 recognizes that all handicapped school children have the right to a free, appropriate public education. Public schools are obligated to provide that education.

All workshops are free and the public is invited.

2-11-13-78

-30-

# TexasTech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

ATTN: Agricultural Editors

LUBBOCK--America today is expecting fewer dairies to keep up with a per capita demand for dairy products that has remained stable for the past 20 years.

S. F. "Pamp" Howe, general manager of the Associated Milk Producers, Inc., (AMPI) said there were seven times as many dairies in the United States 30 years ago, and the only way to make fewer meet the demand is to consolidate and increase efficiency in producing, processing and distribution.

Howe was one of eight speakers who Monday (Nov. 13) addressed the 30th annual Dairy Short Course sponsored by the Texas Tech University Department of Food Technology.

Since 1940, he explained, the number of fluid processing plants has decreased from 8,500 to only 1,200; yet the remaining plants must keep up with the steady demand.

Chapman E. Dunham, milk market administrator for the U.S. Department of Agriculture, headquartered in Dallas, said that although New Mexico production is trending upward and Texas production is showing a slight increase, the southwestern states have a special problem with greatly increased population and decreasing supplies.

-more-

dairy/add one

Most of Texas' milk--68 to 70 percent--is produced in the northeastern part of the state, while the heaviest consumption is in the southern portion of the state. Texas dairymen cannot meet all the demand.

The problem is severe enough, he said, that when school milk programs started this fall it was necessary to import milk from as far away as Minnesota and Wisconsin. Texans commonly use dairy products originating in Missouri, Kansas and Oklahoma.

A major factor in solving demand is in distribution, and the producers' cooperative, the AMPI, has been the answer, but both men cited transportation costs as a primary cause for increased prices.

Howe said that dairymen are continually installing new production and processing equipment to increase efficiency.

"The rate is so fast we can hardly keep up with the demand for these installations," he said. "There is a rapid change throughout the industry."

In spite of demands put upon dairymen by increased population, Howe emphasized, the price of dairy products in "real money" has decreased, with less of the wage earner's money going to supply family needs.

"Milk is cheaper than soft drinks or beer," he said.

Other speakers at the meeting included C. W. "Ches" Cochran, division manager, specialty product division, Southland Corporation, Dallas; Patricia Smithlee, registered dietician, Dairy Council, Inc., Lubbock; Kenneth L. Ladd, Jr., senior environmentalist,

dairy/add two

Southwestern Public Service Company, Amarillo; Robert L. Martin, food industry engineer, Archer Daniels Midland Company, Cedar Rapids, Iowa; and Dr. Milton L. Peeples, food technology professor, Texas Tech. Program coordinator was Brian Gilmore, administrative associate in food technology at Texas Tech University.

3-11-13-78

-30-

dairy/add one

Most of Texas' milk--68 to 70 percent--is produced in the northeastern part of the state, while the heaviest consumption is in the southern portion of the state. Texas dairymen cannot meet all the demand.

The problem is severe enough, he said, that when school milk programs started this fall it was necessary to import milk from as far away as Minnesota and Wisconsin. Texans commonly use dairy products originating in Missouri, Kansas and Oklahoma.

A major factor in solving demand is in distribution, and the producers' cooperative, the AMPI, has been the answer, but both men cited transportation costs as a primary cause for increased prices.

Howe said that dairymen are continually installing new production and processing equipment to increase efficiency.

"The rate is so fast we can hardly keep up with the demand for these installations," he said. "There is a rapid change throughout the industry."

In spite of demands put upon dairymen by increased population, Howe emphasized, the price of dairy products in "real money" has decreased, with less of the wage earner's money going to supply family needs.

"Milk is cheaper than soft drinks or beer," he said.

Other speakers at the meeting included C. W. "Ches" Cochran, division manager, specialty product division, Southland Corporation, Dallas; Patricia Smithlee, registered dietitian, Dairy Council, Inc., Lubbock; Kenneth L. Ladd, Jr., senior environmentalist,

dairy/add two

Southwestern Public Service Company, Amarillo; Robert L. Martin, food industry engineer, Archer Daniels Midland Company, Cedar Rapids, Iowa; and Dr. Milton L. Peeples, food technology professor, Texas Tech. Program coordinator was Brian Gilmore, administrative associate in food technology at Texas Tech University.

3-11-13-78

-30-

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Pat Broyles

ATTN: PSA Directors (For use through the Thanksgiving Holidays)  
(Note: These public service announcements are a part of Tech Watch, an ongoing program designed to promote safe driving among Texas Tech students).

IT'S NOT TOO EARLY TO START MAKING PLANS FOR THE THANKSGIVING HOLIDAYS...AND IT'S NOT TOO EARLY TO MAKE SURE YOUR CAR IS IN GOOD RUNNING CONDITION. REMEMBER, IT'S A LONG DRIVE HOME SO DON'T SPOIL YOUR HOLIDAYS WITH A BREAKDOWN ALONG THE WAY. THINK TECH WATCH AND DRIVE SAFELY.

YOUR'RE PROBABLY PLANNING A TRIP HOME THIS THANKSGIVING AND THAT LONG DRIVE IS NO PLACE TO FORGET GOOD STUDY HABITS. REMEMBER TO CONCENTRATE ON WHAT YOU'RE DOING...USE COMMON SENSE... AND PLAN AHEAD. THE HIGHWAY IS NO PLACE TO EARN A FAILING GRADE. TECH WATCH URGES YOU TO DRIVE CAREFULLY AND HAVE A SAFE AND HAPPY HOLIDAY.

IT'S THE HOLIDAY SEASON AND A LOT OF PEOPLE HAVE THANKSGIVING TURKEY ON THEIR MINDS. BUT THAT'S NO REASON TO DRIVE LIKE A TURKEY! KEEP YOUR MIND ON DRIVING AND HAVE A HAPPY HOLIDAY.

4-11-14-78

-30-

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Dan Tarpley

LUBBOCK--Two veteran Texas broadcasters with close ties to Texas Tech University and its Mass Communications Department have established a \$5,000 endowment to finance an annual \$300 scholarship.

Marshall Formby of Plainview and Clint Formby of Hereford, owners of several radio properties in Texas, have been funding annual scholarships in the Mass Communications Department but this year established the endowment to underwrite the scholarships.

Marshall Formby is a member of the Coordinating Board, Texas College and University System and a former member of the Texas Tech University Board of Regents. Clint Formby is a member of the Board of Regents and past chairman of the board. Both have been active in ex-students and alumni affairs and have maintained close touch with the university.

Marshall was editor of "The Toreador," Texas Tech student weekly newspaper, in 1931-32. "The Toreador" is the predecessor of the current student newspaper, "The University Daily."

"We both have a strong allegiance to Texas Tech University and a particular interest in its continuing role in developing professional men and women for radio, television and newspapers," the Formbys said in a joint statement. "All the news media

-more-

formbys/add one

play influential roles in the maintenance of the American way of life and it is in the national interest that they remain in the control of professional men and women of unquestioned integrity.

"We compliment Texas Tech's Mass Communications Department in its program designed to provide this type of newsmen and newswomen and we dedicate this endowment to the contribution of this effort."

Mass Communications Department chairperson Billy I. Ross pledged that the earnings from the endowment would be used to help fulfill the expressed wishes of Marshall and Clint Formby.

-30-

5-11-14-78

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Prabhu Ponshe

ATTN: Agriculture Editors

LUBBOCK--Texas Tech University has received a \$40,000 contract from the U.S. Department of Agriculture (USDA) for a major study of the world's existing soil resources and project how soil erosion and degradation will affect agricultural production by the year 2000.

The one-year study, scheduled for completion in September 1979, will also identify causes and rates of soil erosion and degradation.

Much of the work will be compilation of reports and maps already prepared by various international agencies.

The late President Johnson's Science Advisory Committee had compiled an exhaustive report in 1967, "The World Food Problem." Texas Tech researchers are saying that, although that report will serve as a starting point, "a major need now is to estimate the current status of land productivity and the degree in which future land degradation can be expected to affect food and fiber supplies."

Dr. Harold E. Dregne, director of the university's International Center for Arid and Semi-Arid Land Studies (ICASALS) and a Horn Professor of soil sciences, is principal investigator for the

-more-

usda contract/add one

project. Working with him is Dr. Hong Y. Lee of the Agricultural Economics Department. Two graduate assistants will be included in the team.

The Economics, Statistics, and Cooperative Services (ESCS) of the USDA will also provide agricultural experts for the soils study. They will be Francis S. Urban and David W. Culver.

"The ESCS is regularly called upon to make agricultural commodity projections on a world, regional and country basis, creating an urgent need of a base inventory of land resources," the USDA experts said.

The land resources inventory will produce generalized maps showing land use capability of the world's agricultural soil resources, providing the basis for estimating anticipated productivity changes in cropland and rangeland to the year 2000, Dregne explained.

Lee said that future projections will consider three rates of population growth-- low, medium and high-- and also incorporate the influence of advanced technology on land degradation.

"Economic data from the USDA and other sources will also be analyzed by countries and related to current food and fiber production in the various agricultural areas within each country," Lee added.

A significant part of the project has already been completed as Dregne has compiled a map on the "Status of Desertification in the Hot Arid Regions of the World." Additional work on the arid regions will be needed, however, as data on the humid areas is more readily available.

-more-

usda contract/add two

Dregne expects to use various sources of information for the USDA project, including maps prepared by United Nations' Food and Agriculture Organization (FAD) and Educational, Scientific and Cultural Organization (UNESCO), the World Bank, international scientists, and satellite photos.

A final report will be submitted to the USDA by Texas Tech upon completion of the project.

-30-

6-11-14-78

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Becky Patterson

NOTE TO THE EDITOR: This story was originally released on Nov. 8. The original information from the Music Department stated that the recital would be given at 8:15 p.m., Nov. 19, in the Recital Hall. The department has since corrected the time and place to 3 p.m. in the University Center Theater.

LUBBOCK--Pianist Patty Shurbet, graduate student in piano at Texas Tech University, will present a free graduate recital on Nov. 19 at 3 p.m. in the University Center Theater at Texas Tech. She will be assisted by Barbara Barber on violin.

Shurbet, a recipient of the Eva Browning Piano Scholarship, plans to complete the master of music degree in May 1979. She is a teaching assistant in the Music Department of Texas Tech and member of the teaching staff of the William A. Murphy Piano Studios.

Barber is director of the Suzuki String Program at Texas Tech and assistant concertmaster of the Lubbock Symphony Orchestra.

The program will include piano and violin sonatas by Beethoven and Faure and piano solos by Serge Rachmaninoff.

cutline-----

FORMBYS ESTABLISH ENDOWMENT--Texas radio broadcasters Clint Formby, left, of Hereford, and Marshall Formby, center, of Plainview establish a \$5,000 endowment to support scholarships in mass communications at Texas Tech University. The check is accepted by Dr. Billy I. Ross, chairperson of the Department of Mass Communications at the university. Clint Formby is a member and former chairman of the Board of Regents of Texas Tech and Marshall Formby is a member of the Coordinating Board, Texas College and University System, and former Texas Tech board member. Texas Tech alumni, both have been active in ex-students' affairs, and Marshall was editor of "The Toreador," Texas Tech weekly newspaper in 1931-32. (Tech Photo)

cutline-----

COMMUNICATORS ENDOW SCHOLARSHIPS--Marshall Formby, right, of Plainview, editor of the Texas Tech University student newspaper, formerly "The Toreador," in the early 30s and now a Texas radio broadcaster, joins Clint Formby, second from left, of Hereford and also a Texas broadcaster, in a visit to the "University Daily" newsroom. The occasion was the establishment of a \$5,000 endowment by the Formbys to fund scholarships in mass communications. Dr. Billy I. Ross, left, chairperson of the Department of Mass Communications, and news editor Janet Warren host the tour. Both Formbys are Texas Tech alumni. Marshall is a member of the Coordinating Board, Texas College and University System, and former member of the Texas Tech Board of Regents. Clint is a current regent and former chairman of the board. (Tech Photo)

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

(Rah-OOL doo-FEE)

LUBBOCK--Raoul Dufy, (1877-1953) noted for the gaiety, wit and brilliant colors of his paintings, will be the topic for a 10 a.m. art seminar Tuesday at The Museum of Texas Tech University.

Rabbi Alexander Kline, who has spent a lifetime studying western art, will lecture and illustrate his points with screen-projected prints from his collection of more than 100,000. The seminars are sponsored by the Women's Council of the West Texas Museum Association. They are open to the public at a nominal charge.

Dufy made two visits to the United States, painting race tracks, Boston's Charles River, Times Square and, in the West, sketching rodeos and recording dramatic southwestern sunsets. Most of his American works will be covered in the seminar.

He viewed art as "a creation, like music or poetry," and he chose colors from his imagination as often as from nature. His 1940 "Race Track," for instance is predominantly green. "The Blue Train," representing the train connecting Paris and the Riviera, shows a selection of colors that promise a journey into the realm of fancy. The 1946 "Red Concert" is described by some critics as the work of an artist who had "an eye for music."

Although he had great dexterity as a draftsman and was a

-more-

dufy/add one

noted fabric designer, Dufy is primarily a colorist, using it as a pleasurable experience for its own sake.

He was born in a port city, Le Havre, and at 23 won a scholarship to study in Paris. Five years later he joined "Les Fauves," described as "the wild animals" by critics. In addition to fabric design, Dufy tried his hand at ceramics, tapestries, ballet decor and book illustrations. Crippling arthritis brought him to America first to Boston and then to Arizona.

Although he found some relief from this disease, arthritis continued to plague him. But he refused to give up his painting, continuing to chronicle through his work a lighthearted, worldly society, smartly dressed ladies and gentlemen enjoying themselves, countless images of the bright, beautiful world he saw with poetic vision.

9-11-14-78

-30-

cutline-----

DISTINGUISHED ALUMNUS--Dr. Ralph F. Schilling, right, was recognized as a "Distinguished Alumnus" of Texas Tech University in ceremonies at the University this (Monday night) week. The official presentation was made by Dr. Robert H. Anderson, dean of the College of Education at Texas Tech. The Pan American president received the Doctor of Education Degree from Texas Tech in 1957. He received the B. A. Degree from Oklahoma City University in 1948 and the Master's Degree from the University of Oklahoma in 1950. Dr. Schilling joined the Pan Am state system in 1965 which in 1971 became a university. The presentation was made at a recognition dinner sponsored by the Texas Tech College of Education.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zwick, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Gail Molsbee

LUBBOCK--Members of the Texas Tech University School of Law Moot Court Team will travel to New York in January to compete in national finals.

Kelly Utsinger, Odessa, and Thomas J. Henry, Erie, Pa., will compete as oralists. W. Michael Greene, Arlington, is brief writer for the team.

Members were selected from 28 candidates during a school-wide law competition in September. Late in October they competed in regional competition at Baylor University School of Law. The regional competition involved teams from Texas, Oklahoma, and Arkansas.

The Texas Tech team was one of two finalists which will compete against approximately 30 other regional finalists from the nation's law schools.

Team members credited much of the success to Donald M. Hunt. The Lubbock attorney and adjunct professor in the Law School serves as team coach. His teams have consistently dominated regional competition. The Texas Tech Law School is the only one in the three-state region to have teams reach national finals three of the last four years.

Judges for the New York competition will include a U.S.

-more-

finals/add one

Supreme Court judge and other high appellate judges and legal scholars.

Winner of the case is determined by the skill of the team members and their preparation. Oral presentation constitutes 60 percent of the total score and the legal brief makes up the remaining 40 percent.

The brief, prepared by Greene early in the year, is filed at the beginning of regional competition, submitted to a New York committee and judged again during December.

Utsinger, son of Mr. and Mrs. E. N. Utsinger, 1107 W. 19th, Odessa, is a third-year law student. He has been on three previous teams.

Henry is the son of Rev. and Mrs. Thomas J. Henry, 6204 Raymond St., Erie, Pa. He is a second-year law student.

Greene, a 1979 graduate candidate, is the son of Mr. and Mrs. Charles A. Greene, 3419 75th St., Lubbock. He is originally from Arlington. He was a member of the International Moot Court Team last year.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Paula Lowe

LUBBOCK--Lisa L. Dewitt, daughter of Mr. and Mrs. Jerry W. Dewitt of Cleveland, Texas, ranks among outstanding students in the College of Home Economics at Texas Tech.

The home economics education major will graduate next May and hopes to teach in a small high school.

Dewitt is president of the Texas Tech student chapter of American Home Economics Association (AHEA), co-host of the Texas Home Economics Student Section (THESS) convention held at Texas Tech last week. Dewitt was chairperson of the intrasessions. Her responsibility was selection of individuals and organizations to conduct workshops pertaining to various areas in home economics. She was one of the five "Home Economists of the Year" at the THESS banquet.

Dewitt is chaplain, in charge of initiation services, for Phi Upsilon Omicron, home economics honorary society. She is a member of Phi Theta Kappa, alumni honorary of junior colleges. Last June she was a student delegate to the national AHEA convention in New Orleans.

Dewitt attended San Jacinto Junior College in Pasadena, Texas. She chose Texas Tech when she learned that its College of Home Economics was ranked among the top in the nation.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Gail Molsbee

LUBBOCK--Red balloons will fill the air above Jones Stadium, Nov. 18, 2 p.m., as the Texas Tech Red Raiders host Southern Methodist University.

Kevin Williams, member of the Saddle Tramps spirit committee, said the balloons will break a world record set by SMU earlier this year. He also said the Dads Day game has been proclaimed Red Day by Mayor Dirk West.

A total of 151,000 balloons will float from under plastic as the Red Raiders enter the field.

Williams said the Saddle Tramps would not be able to accomplish the world record if local contributors and campus organizations were not helping.

Budweiser Distributing Company and Patty Lewis, owner of the party supplies store, Paper Tiger, contributed money for the balloons. Lubbock Equipment and Supplies is contributing helium for the balloons.

Members of organizations will meet at 6:30 a.m., Saturday, before the game and inflate the record setting number of balloons. Organizations involved are Alpha Phi Omega, service organization; Women's Service Organization; Angel Flight, Student Foundation; Residence Housing Association; Circle I, service agriculture club;

-more-

red day/add one

and social fraternities Phi Delta Theta, Kappa Alpha, Sigma Chi and Sigma Phi Gamma.

Williams said, "The student body needs to let the Raiders know we're behind them. The Saddle Tramps decided this was one way of showing it."

Williams added the Saddle Tramps hope to have the event documented in the Guinness world records. The organization will send pictures, receipts of materials and publicity of the event to the Guinness office.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Marcia Lundy

ATTN: Agricultural Editors

LUBBOCK--Byssinosis is a formidable term with formidable potential impact on the cotton industry unless researchers can find ways to help prevent its occurrence among workers.

Byssinosis, or brown lung disease, has been associated with presence of cotton dust, generated by various cotton processing industries, particularly textile milling.

Characterized first by occasional tightness in the chest, byssinosis can lead to breathlessness and chronic chest tightness and ultimately to permanent incapacity due to reduced breathing ability.

Dr. Philip R. Morey, professor of biological sciences at Texas Tech University, is conducting research to provide starting points for medical, engineering and plant breeding scientists in fighting byssinosis.

His research has two aspects. First is an investigation to determine exact botanical components present in respirable cotton dust generated in cotton textile mills. Second is a study of dust emitted by the garnetting trade. Garnetting is the manufacture of batting, upholstery filling and felt.

"One of the problems is that, although we know cotton dust is the cause of byssinosis, we do not yet know the dust's exact botanical composition," Morey said. "We suspect, but have not yet proved, that bract and leaflike particles are the culprits."

-more-

byssinosis / add one

If scientists are able to find which plant trash part is the disease's major cause, they will have established starting points for elimination of this trash type in cotton breeding or processing or the finding of means to reduce its effect on workers. One result might be development of a cotton variety without bract, Morey explained.

Morey and his associates are using graded cotton samples and separating trash particles in order to classify them. General trash types include leaflike, stem, burr, bract (present on the underside of the cotton boll), bark, seed and grass. One or more of these trash materials in baled cotton is the source of the harmful dust.

Once the trash has been separated, each type is put through simulated milling processes and ground up.

These processes will enable researchers to predict the percentage of each botanical trash type present in breathable dust.

Scientists have determined that leaflike particles (bract and leaves) not only make up the largest portion of the trash, but also cause more than 50 percent of breathable dust.

Though the relative proportion of leaflike particles in the dust did not vary greatly from grade to grade, the total amount of dust produced by each did vary. Morey explained that, for example, the middling grade of raw cotton generated only about one-fifth the amount of leaflike dust generated by the low-middling grade.

Leaflike trash particles present in raw cotton and in inhalable cotton dust seem now to be the main toxic factors in the incidence in byssinosis. However, research results remain inconclusive.

The second aspect of Morey's research involves comparing dust emissions of the primary cotton textile industry with that in the secondary ginning trade.

byssinosis / add two

Cotton garnetting uses waste fibers produced by gins, textile mills and cottonseed oil mills. Although the garnetting industry also produces a significant amount of cotton dust--more in some cases than cotton processing because the raw materials are dirtier--the number of byssinosis cases and their severity are considerably less than in the cotton textile trade.

Morey said there may be three explanations. First, there is apparently a reduced amount of leaflike trash present in some garnetting raw materials. For some as yet unexplained reason, leaflike trash present in garnetting materials is less likely to produce breathable dust than trash in raw baled cotton. Also, the fiber and seed fragments found in most garnetting raw materials entangled in the processing may form a filter above the processing machine, which prevents escape of the dust.

Cotton dust standards for the garnetting industries have been temporarily suspended by the Occupational Safety and Health Administration pending determination of health hazards.

Morey will present his final results in two months at the Beltwide Cotton Conference in Phoenix, Ariz. His work on the primary cotton textile industry is being funded by Cotton, Inc., while the National Institute of Occupational Safety and Health of the U.S. Department of Health, Education and Welfare is funding research on the garnetting industry.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Heinrich H. Steiner

LUBBOCK--Advertising students at Texas Tech University and their efforts to unveil "America's best kept secret," sexually transmissible diseases (STD), were honored Monday.

Almand "Bo" Carroll, semi-retired Atlanta, Ga., advertising executive, presented four plaques to Ralph L. Sellmeyer, director of the Advertising Division of the Mass Communications Department, for a multi-media advertising campaign, designed by students of a creative strategy course under former instructor Ziggi Nicholson, to combat STD.

The students, who placed second nationally for their entire campaign and first in their geographic region, submitted the nation's best proposal for a television campaign. A fourth award was granted in honor of the instructor "in appreciation of his support and motivation during the project."

An advertising veteran with more than 40 years of experience, Carroll conceived and sponsored the competition, challenging students as well as professors for this unique task.

"STD is America's best kept secret. Until we break the communication gap, we never can solve the problem," he said, explaining his activities and involvement in the issue.

Carroll claimed the fight against the diseases his cause

-more-

campaign against vd/add one

in 1977 when he learned about scope and danger of STD through studying the role of the state of Florida in fighting STD and through his contacts with Georgia health officials.

He approached about 100 advertising, journalism and marketing professors at colleges and universities across the nation through a letter which outlined his concept of a pertinent media crusade.

Entries came from 10 institutions, including The University of Texas at Austin, San Francisco State University and the University of Tennessee.

"If we can wipe out polio, we can wipe out VD," said Carroll, indicating that medicine has made major advances since 1970 and in its battle against various forms of STD.

According to Carroll, social attitude has been preventing a breakthrough. He hopes his negotiations with prominent media and their representatives will lead to concerted activities altering the public's perception and awareness of the subject.

Some people in the media business reject any cooperation, fearing a stigma, but others are interested, according to Carroll. He is in contact with the Texas PTA for an upcoming workshop in Waco, featuring information and documentation on the topic.

cutline-----

TECH CAMPAIGN WINS PLAQUES--Advertising students in Texas Tech's Mass Communications Department were presented plaques for a media campaign designed to reduce the incidence of sexually transmissible diseases. The plaques were delivered to Prof. Ralph L. Sellmeyer, left, director of the Advertising Division of the Mass Communications Department, by Almand "Bo" Carroll, semi-retired Atlanta, Ga., advertising executive.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

ATTENTION: SPORTS EDITORS

LUBBOCK--Football, for whatever reasons, apparently holds a nostalgic grip on all ages--if the popularity of a current exhibit at The Museum of Texas Tech University is any measure.

The exhibit, called "When King Football Was Just a Prince," has attracted large numbers of visitors of all ages. It depicts spectators from the stands and people--the player, coach, cheerleader, Saddle Tramp, musician and sports writer--from the field. The labels don't tell visitors everything, however.

They don't explain that the football player's shoulder pads once were worn by a Knute Rockne-coached Notre Dame player in the 1920s. The pants were worn by Pete Streb, playing in the semi-pros in 1929. Butch Gibson's New York Giants purple jersey was worn in the 1930s. Nobody knows who wore the shoes from the 1920s. The helmet was worn by a Texas Tech Red Raider.

Betty Mills, curator of textiles and historic costumes, said that the Football Hall of Fame in Canton, Ohio, lent the articles when The Museum found them almost impossible to come by.

"Teams don't keep old jerseys, pants or other gear, once the uniforms are changed," she explained. "They pass them along to poorer teams or throw them out." She added that she hopes coaches "will think of museums more often in the future."

One result of the exhibit has particularly surprised Mills.

"I didn't expect so many women to be interested, but they seem to enjoy it as much as men."

16-11-16-78

outline-----

FIRST DOUBLE T SWEATER--The Double T football letter sweater in a Texas Tech display was presented by W. W. "Windy" Nicklaus of Amarillo to The Museum last May. Nicklaus was captain of Texas Tech's first football team organized for competition during the first fall of the institution's beginning year, 1925. Nicklaus lettered three years, received three sweaters, and presented all of them to the university. (Tech Photo)

-30-

16-11-16-78

outline-----

YESTERDAY'S FOOTBALL HERO--The Football Hall of Fame contributed to the current exhibit in The Museum of Texas Tech University. The display, "When King Football Was Just a Prince," depicts a football player and coach, along with spectators and other traditional people at a game. The player's uniform was assembled in part from Football Hall of Fame articles once used by Notre Dame University, the New York Giants and a semi-pro team. (Tech Photo)

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Becky Patterson

LUBBOCK-- Development of a "University for Senior Citizens" will be discussed at a meeting in building X-14 at Texas Tech University on Nov. 21 at 2:30 p.m. Persons interested in teaching and who have suggestions for courses are invited to attend.

Proposed courses would be taught by retired volunteers. Suggested course topics deal with political discussion, current events, book reviews, or "anything that provides an intellectual stimulus," according to Fay H. McKim of the Texas Tech Center on Aging.

Although the courses would be non-credit, continuing education units could be earned through the Texas Tech Division of Continuing Education, sponsor of the project.

Interested persons are invited to call McKim at 742-2546 between 8 a.m. and noon weekdays or Dr. Suzan Schafer, Texas Tech Division of Continuing Education, between 8 a.m. and 5 p.m. weekdays, 742-2354.

-30-

17-11-16-78

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Gail Molsbee

LUBBOCK-- Visiting parents of Texas Tech University students will participate in Dads Day activities on Saturday (Nov. 18) highlighted by the Red Raider-Southern Methodist University football game at 2 p.m.

A two-hour campus tour and a 9-11 a.m. coffee are opening events Saturday, designated as Red Day by Mayor Dirk West. The coffee will be in the University Center (UC) Courtyard.

At 11 a.m. a business meeting for all dads will precede a Dads Association membership luncheon and two mothers' luncheons. Dr. Charles S. Hardwick, academic vice president at Texas Tech, will address association members in the UC ballroom.

Mothers may lunch in the Wall-Gates Cafeteria and the UC Coronado Room. Fashion shows will highlight both luncheons.

During the Dads luncheon DeWitt T. Weaver, athletic director and head football coach from 1951-60, and Donny Anderson, All-American running back in 1964 and 1965, will be inducted into the institution's Athletic Hall of Honor.

Certificates of courage will be awarded to John A. Couch of Houston and Robert A. Williamson of San Antonio, both Tech students, for risking their lives on Nov. 16, 1977, to release a pilot from a burning airplane at Town and Country Airport.

The Spencer A. Wells Faculty Award will also be presented to Dr. Marion O. Hagler, professor of electrical engineering.

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Dan Tarpley

LUBBOCK--A foreland in Antarctica has been named in honor of Dr. Grover E. Murray, former president of Texas Tech University and internationally known geologist. The Texas Tech University Professor was honored because of his interest in Antarctica and his contributions to geological research there.

Dr. Norman Hackerman, president of Rice University and chairman of the National Science Board (NSB), made the announcement. Murray is vice chairman of the board.

A foreland is a promontory of land projecting into the sea. Murray Foreland is a prominent ice-covered land area located about 750 nautical miles from the geographic South Pole on the northern end of the Martin Peninsula on the coast of Marie Byrd Land. It is about 20 nautical miles long and 10 nautical miles wide and projects into the Amundsen Sea.

Murray is president of the Association of Professional Geological Scientists and vice president and president-elect of the American Geological Institute. He has served as editor and president of the Society of Economic Paleontologists and Mineralogists and editor and president of the American Association of Petroleum Geologists. He is a "distinguished alumnus" of the University of North Carolina and member of the Board of Directors of Ashland Oil, Inc.

-more-

murray / add 1

During Dr. Murray's presidency of Texas Tech the university fielded a number of geological parties in Antarctica under the U. S. Antarctica Research Program.

A mountain in Antarctica was named in honor of the late Dr. F. Alton Wade, Horn Professor-emeritus of Geosciences.

-30-

19-11-16-78