

Date	Stories and Outlines	Explanation					
		Locals	Reg. Daily	Reg. Weekly	50 M's	Hometowns	Selected
1-4-18-77	Rudolph David	✓					
2-4-18-77	BA Council Scholarships	✓					
3-4-18-77	Design Communication	✓				✓	
4-4-18-77	Southern Collection of Sewing	✓					
5-4-18-77	Archaeology	✓	✓	✓	✓		Museum list, Archaeology list
6-4-18-77	Gay Rosses	✓					
7-4-18-77	PSA Music		✓	✓			
8-4-18-77	PSA		✓	✓			
9-4-18-77	"			✓	✓		
10-4-18-77	"			✓	✓		
11-4-19-77	Hometowns						
12-4-19-77	National Collegiate Skills Contest	✓					
13-4-19-77	Santa Fe	✓	✓	✓			77th. Dallas' weeklies
14-4-19-77	Dr. Herschel in Yuma	✓					
15-4-20-77	Varsity Bands Concert	✓					
16-4-20-77	Ag. Judging Contest	✓	✓	✓			
17-4-20-77	Commencement Concert						
18-4-20-77	Michael Robertson Concert	✓					✓ adjacent counties
15-4-19-77	Women's Convention						

Date	Stories and Outlines	Explanation				
		Locals	Reg. Daily	Reg. Week	50 M's	Hometowns
						Selected
19-4-20-77	Accounting Emphasis Week	✓				
20-4-20-77	Jeck Sengul Spring concert	✓				
21-4-20-77	(PSA) Jeck Chori's Concert Band	✓	T.V.			
22-4-20-77	(PSA) Spring Dance Concert	✓	T.V.			
23-4-20-77	PSA					
24-4-20-77	PSA					
25-4-20-77	PSA					
26-4-20-77	PSA					
27-4-20-77	Luchsinger					
28-4-21-77	Man	✓	✓			✓ adjacent counties
29-4-21-77	"Graduation Ball"	✓				✓ adj. counties
30-4-21-77	Chemistry awards	✓				
31-4-21-77	"Mother Earth... Father's Sky"	✓				✓ adj. counties
32-4-21-77	Art in Business exhibition	✓				✓ " "
33-4-21-77	PSA Jeck Chori's Concert Band	✓	Radio			
34-4-21-77	PSA Spring Dance Concert	✓	Radio			
35-4-21-77	gays concert	✓				✓ adj. counties
36-4-21-77	Ag Judging Contest	✓	T.V. & Radio			

Date	Stories and Cutlines	Locals	Reg. Dail	Reg. Week	50 M's	Hometowns	Selected	Explanation
37-4-21-77	Dr. Aldo Zinco	✓						
38-4-21-77	Petroleum Short Course							AT, WD
39-4-22-77	Mass Comm Hometowners					✓	✓	
40-4-22-77	Broadcasting Competition					✓		
41-4-22-77	WD ed. for hometowners					✓		
42-4-22-77	PSA Graduation	✓	TV					
43-4-22-77	PSA Realtors Exam	✓	TV					
44-4-22-77	PSA " " "	✓	Radio					
45-4-22-77	Art Show	✓						ady. counties
46-4-22-77	PSA "Machop East-Jackie Sky"	✓	Radio	✓	Radio	✓		
47-4-22-77	PSA " " " "	✓	Radio	✓	"	✓		"
48-4-22-77	Ag Science Competition Hometowners							
49-4-22-77	Stephen Moore - army fellow	✓						
50-4-22-77	PSA - Art		TV					Art Exhibit - local
51-4-22-77	" "		Radio					" " "
52-4-22-77	" "		Radio					" " "
53-4-22-77	Dance workshop	✓	✓	✓				
53-4-22-77	Petroleum Short Course							WD, AT

# TexasTech News

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

CONTACT: Gail Molsbee

LUBBOCK--Rudolph Davis, Texas Tech University graduate student in fine arts, is exhibiting work in the First Annual Black Southwest Art Exhibition on the campus of Bishop College, Dallas, through April 30.

Davis' work was accepted on a nationally competitive basis. Judging the entries were John Biggers, Texas Southern University, and Will Hipps, University of Texas at Dallas.

The mixed media work of Davis is on display at the Museum of African-American Life and Culture.

-30-

1-4-18-77



# Texas Tech News

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CONTACT: Gail Molsbee

LUBBOCK--Three Texas Tech University students have been selected from 48 applicants to receive Business Administration Council scholarships.

Recipients are Laura G. McDonald, junior accounting major from Fort Worth, Sarah K. King, junior accounting major from Lovington, N.M., and Thomas W. Myers, sophomore finance major from Dallas.

McDonald is a member of Beta Gamma Sigma, a Business Administration scholarship fraternity, and Phi Kappa Phi honor society. Her permanent address is 3709 Kimberly Lane of Fort Worth.

King is a member of Phi Gamma Nu, a national professional business sorority, and the Texas Tech Accounting Society. Her permanent address is 402 W. Ave. L., Lovington, N.M.

Myers is a member of Kappa Alpha Order, the Texas Tech Pre-Law Society, and a Students Association Senate-aide. His permanent address is 6926 Teakwood, Dallas.

An interviewing committee chose the recipients for the three \$200 1977-78 school year scholarships.

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2-4-18-77

# Texas Tech News

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

CONTACT: Nita Gilger

LUBBOCK--For the third consecutive year Texas Tech University students in the Design Communications Area of the Department of Art have won the annual student competition and trophy sponsored by the Dallas Society of Visual Communications.

Texas Tech students were presented the award for having won five first places and for Tech's having been chosen as the best school represented. More than 900 entries from 10 states were entered. Seventy-six pieces were chosen for exhibition. Forty were from Texas Tech.

Students may enter a maximum of four pieces in 15 categories. Twelve of the 15 students who had more than one piece exhibited were from Tech.

First place winners from Texas Tech were Perry V. Jackson, sophomore, Cindi H. Joiner, senior, and Meadow Green, senior, all of Lubbock, Judy Salmon, Midland senior, and Teressa Beyer, Waco senior.

Other design communications students included in the show were M. Elaign Caughlin, Temple junior, Ron Overmyer, Robert B. Joiner, Skip Alexander, and Jerold E. Beazley, all Lubbock seniors.

Also, Tonnie E. Chamblee, junior, and Jannet Kinney, senior, both of Dallas, Mark R. Geer, sophomore, and Harry Walther, junior, both of Houston, Margaret Needham, Llano senior, Guillermo R. Rodriguez, El Paso senior, Brent W. Combs, Hereford senior, and Penny Coleman, Brownfield senior.

# TexasTech News

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

CONTACT: Nita Gilger

LUBBOCK--The Southwest Collection at Texas Tech University has acquired a unique collection of tape-recorded reminiscences of J. Evetts Haley, historian and cattleman.

The recordings document little-known anecdotes related to colorful ranch characters of West Texas and the Southwest. The tapes, called "If the Range Could Talk," demonstrate the ancient, fading art of story-telling.

Haley tells about West Texas cowmen and their families, windmillers, camp cooks and even horses.

Haley maintains homes in Lubbock and Canyon. He also is a former member of the Texas Tech University Board of Regents.

-30-

4-4-18-77

# Texas Tech News

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

CONTACT: B. Zeeck

LUBBOCK--Archeology, by definition, calls for the "systematic recovery by scientific methods" of material evidence of mankind's past but, in reality, the system can be lost in the search.

The Department of Anthropology at Texas Tech University, in an effort to bring more system into the search, will host a May 4-6 workshop on management techniques applied to archeology.

Invited are a group of persons nationally recognized either for their archeological or management studies. They will review three systems used in business or by engineers to achieve objectives.

Dr. William J. Mayer-Oakes, chairman of the Department of Anthropology at Texas Tech, explained that archeology has developed into a complex and often sophisticated mixture of theory and method which support the carrying out of a wide range of field and laboratory activities.

"It is clear that modern archeology is no longer a simple or pastime effort, in either concept or implementation," he said.

"We need to make explicit plans for carrying out particular public-supported projects for a variety of reasons, among them a need for efficiency and accountability.

"Most important is that better management should lead to better results in archeological studies."

-more-

The workshop, supported by the National Park Service, will have six participants and, as observers, six faculty and staff archeologists of the Texas Tech Cultural Resource Institute and representation from the National Park Service.

Expected to attend as participants are: Mayer-Oakes; Dr. Richard Adams, dean of the College of Social Sciences and Humanities, University of Texas at San Antonio (UTSA); Dr. Michael Schiffer, Department of Anthropology, University of Arizona at Tucson; Dr. Thomas Hester, director, Center for Archeological Research, UTSA; Michael E. Roberts, research director, Institute of Conservation (cq) Archaeology, Peabody Museum of Archaeology and Ethnology, Harvard University; Dr. Albert A. Dekin Jr., director, Public Archeology Facility, State University of New York at Binghamton; and Dr. Fred P. Wagner Jr., a specialist in management techniques and a member of the Texas Tech faculty in engineering technology.

Two Texas Tech graduate students also will make presentations at the workshop. They are Daniel E. Fox, 106 Fawn Drive, San Antonio, and Jerry W. Alexander, 504 Ave. T, Lubbock.

Participants will review three systems that are in use by other disciplines. They are the Management by Objectives (MBO), Critical Path Method (CPM), and the Project Evaluation and Review Technique (PERT) ways of systematizing the resources of time, money and people to accomplish a project.

"Few, if any, archeologists are employing these systems or any similar to these," Mayer-Oakes said. "We have been used to following academic planning, which is much less precise a method."

-more-

archeology / add two

The workshop is designed to introduce possible methods of planning, to discover which techniques appear to hold the most promise for successful planning, and to lead to implementation of better project planning.

-30-

5-4-18-77



# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--"I don't expect to be the most loved person on campus next year," said Jay E. Rosser of Dallas. Rosser was recently selected as the 1977-'78 editor of the Texas Tech University student newspaper, "The University Daily."

"I'm going to take a much stronger editorial stand next year. My editorials are going to be shorter, more to the point and written purposely to make people angry.

"Texas Tech students have a reputation for being apathetic, and if I can do anything to change that image, I will."

As editor, he will coordinate a staff of approximately 50 students, provide editorial leadership, set policy and represent Texas Tech.

"This year the staff has had organizational problems," Rosser said, "and I'm trying to straighten that out. If we can get this straight this year, then we'll have more time next year to do more legwork."

Rosser also said that the budget has been increased to include another fine arts writer, and the sports department will have an editor, assistant editor and two writers, compared with the previous editor and three writers.

-more-

# Texas Tech News

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

CONTACT: Gail Molsbee

LUBBOCK--Canadian Sen. Paul Yuzyk of Ottawa, Ontario, will speak on "The Human Rights Movement in the Soviet Union", April 28, 7:30 p.m., Texas Tech University Business Administration building, room 202.

Yusyk was appointed to the Canadian Senate for life by Prime Minister John G. Diefenbaker in 1963. He participated in the Canadian delegations to the United Nations and sessions of the North Atlantic Assembly, associated with North Atlantic Treaty Organization.

He has served the Canadian Senate Special Committee on Mass Media, Joint Parliamentary Committee on Immigration Policy and Legal and Constitutional Affairs of the Senate Standing Committee.

Founder and first president of the Ukrainian National Youth Federation of Canada, he has worked on the magazine staffs of "Holos Molodi" (Youth Speaks) and "Opinion." Yusyk was also founder of the Ukrainian Canadian University Student's Union and Canadian Association of Slavists.

This year the Canadian Institute of Ukrainian Studies, University of Alberta, will publish the study, "Statistical Compendium on the Ukrainians in Canada, 1891-1971," which he has directed for five years.

-more-

"We're going to realign our beat system, too. I think we can combine some or cut out some altogether and maybe gradually increase our coverage in some areas that are suffering, such as city news and Greek intramurals.

"There'll be some make-up changes next year, too. The 'News Briefs' section that usually carries short wire news stories may be changed to brief campus news stories that are often left out of the newspaper because of a shortage of space."

Rosser served as a volunteer reporter for the "University Daily" during the first semester of his freshman year and received a scholarship-supported reporting position the second semester. He then became a reporter for the next year and assumed the position of news editor during his junior year. He has served as vice president and president of The Society of Professional Journalists/Sigma Delta Chi.

His parents are Mr. and Mrs. J. N. Kent, 5818 Elderwood, Dallas.

# Texas Tech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you.)

10 seconds

## VIDEO

## AUDIO

---

SLIDE #1 ....

WHAT'S WHAT AT TEXAS TECH? VARSITY BANDS CONCERT,  
FREE IN THE UNIVERSITY CENTER THEATRE, EIGHT-FIFTEEN  
P.M., THURSDAY, APRIL TWENTY-EIGHTH.

--30--

7-4-18-77

# TexasTech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What radio spot. Thank you.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? SLIDE PRESENTATIONS ON "THE HERITAGE OF ANCIENT EGYPT" IN THE ASSEMBLY ROOM OF THE MUSEUM, APRIL TWENTY-SIXTH AND MAY THIRD, BOTH AT SEVEN-THIRTY P.M.

-30-

7-4-18-77

# TexasTechNews

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CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you very much.)

10 seconds

## VIDEO

## AUDIO

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SLIDE #1 ....

WHAT'S WHAT AT TEXAS TECH? FREE IN RECITAL HALL, TECH  
ORCHESTRA COMMENCEMENT CONCERT, AT EIGHT-FIFTEEN P.M.,  
FRIDAY, APRIL TWENTY-NINTH.

--30--

8-4-18-77



# TexasTech News

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

CONTACT: Kay Hord

LUBBOCK--Dr. Hally Beth Walker Poindexter, president of the Texas Association of Health, Physical Education and Recreation, will keynote the Texas Tech University Department of Health, Physical Education and Recreation Major-Minor Club Awards Banquet.

The banquet will be at 7 p.m., Tuesday (April 19), at the Lubbock Civic Center Banquet Hall. Tickets are \$5 per person and can be purchased at the department's office or at the door.

The Major-Minor Club is for students majoring or minoring in health, physical education and recreation at Texas Tech.

Poindexter is listed in "Who's Who in American Education," "Who's Who in American Women," "The World Who's Who of Women," and the "Dictionary of International Biography." She is the recipient of the Hugh Scott Cameron Award (Rice University Service Award) and TAHPHER (Texas Association of Health, Physical Education and Recreation) State Honor Award.

She received bachelor's degrees from Rice University and the University of Houston, the M.A. from the University of Northern Colorado and the Ph.D. from Columbia University, Teachers College.

# Texas Tech News

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

CONTACT: Jean Terrell

LUBBOCK--Dr. Virginia Y. Trotter, assistant secretary for education in the Department of Health, Education and Welfare (HEW) during the Ford administration, will deliver the commencement address at the 1977 graduation exercises of Texas Tech University.

In her role as assistant secretary of HEW, Trotter led federal programs designed to research, develop and implement innovations in education and to aid disadvantaged students.

The first woman to hold the highest education post in the nation, she also has been a teacher and administrator at the universities of Vermont, Utah and Nebraska.

Trotter served as the official delegate to the UNESCO conference in Paris and Cultural Conference in Tokyo and was the U.S. representative for the International Women's Year.

Prior to her HEW appointment, she was a member of the President's Committee on Employment of the Handicapped, Defense Advisory Committee on Women in the Services, National Advertising Review Board and board of directors of the National Center for Higher Education Management Systems (NCHEMS).

Trotter earned the B.S. and M.S. in Family Economics at Kansas State University and the Ph.D. in Family Economics, Housing, Higher Education at Ohio State University.

-more-

commencement speaker / add one

The University commencement program will begin at 7:30 p.m., Friday, May 13, in Jones Stadium. In the event of inclement weather, it will be moved inside the Lubbock Municipal Coliseum.

Diplomas will be presented at individual college ceremonies the following Saturday morning.

During the 1977 commencement Texas Tech's ten-thousandth graduate degree and one-thousandth doctoral degree will be conferred.

-30-

9-4-18-77

CONTACT: Dan Tarpley

EDITOR: Please note last paragraph

LUBBOCK--More than 100 Texas Tech University business administration students were inducted into Beta Gamma Sigma honor society this spring.

Membership is the highest scholastic honor a student in business administration can attain. Junior members must rank in the top 5 per cent of their class, seniors in the top 10 per cent and graduate students in the top 20 per cent.

Purposes of the society are to encourage and reward scholarship and accomplishment, to promote business education and to foster integrity in the conduct of business operations.

Among this spring's inductees were:

From \_\_\_\_\_

# Texas Tech News

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

CONTACT: Jean Terrell

ATTN: Agriculture Editors

LUBBOCK--For the fifth time in 17 years Texas Tech University's soils team won first place in the National Collegiate Soils Contest. This honor marks Texas Tech as the most frequent winner in the competition's history.

Clemson University hosted the 17th annual contest last week in Clemson, S.C.

Two teams from each of eight regions compete each spring. Last fall Texas Tech and Texas A&M, in competition with other area universities, won the right to represent their region this year.

Students are judged on ability to classify soils and determine their potential uses.

Texas Tech swept the top places, with Mark Walthall, senior soils major from Anton, winning first place, John Galbraith, junior range management major from San Antonio, second, and John Wilkey, senior crops major from El Paso, third. Boone Kauffman, junior range management major from Midland, was the fourth team member.

Dr. B. L. Allen, professor of Plant and Soil Science, coached the team and was assisted by Ray Bryant, graduate student in soils from Plainview.

# Texas Tech News

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

CONTACT: B. Zeeck

ATTN: Book Editors

LUBBOCK--The story of the Santa Fe Trail, an account of business efficiency which grew and prospered despite terrors known and unknown on the American frontier, is the subject of a new book, "Broadcloth and Britches," by historians Seymour V. Connor and Jimmy M. Skaggs.

Drs. Connor and Skaggs have written the first historical overview of the famous trail to be published in 50 years. Their account deals with the opening of the Missouri to New Mexico trail in 1821 to the opening of a rail route in 1879, when even the Atchison, Topeka and Santa Fe Railroad reckoned the Santa Fe stop worth no more than a spur track.

Connor is professor of history at Texas Tech University. Skaggs, who earned his doctorate at Texas Tech, is chairman of American Studies at Wichita State University. Both are known for books and articles on western and American history.

The principal appeal of Santa Fe and the New Mexico territory, the authors state, was the "profit potential that its relative isolation afforded American merchants."

It started with manufactured goods being trekked to Santa Fe and furs returned. While the traders from Missouri wanted gold or silver bullion for their wares, they often settled for barter. Livestock in New Mexico was described by one pioneer as being in

-more-



either one of two categories: "poor and sheep," and wool became one export returned to the manufacturing east.

Despite hazards of unknown terrain, marauding Indians, possible imprisonment and even death at the hands of Mexican government officials suspicious of traders, and increasing tariffs, the trade grew and prospered.

It was worth the hazards. One report said that almost every wagon train was attacked at least once by Indians. Graves along the trail told a gruesome tale. A slant cross meant death by violence, a straight cross death by natural causes. Most markers bore a slant cross.

The Mexican War and the American Civil War impeded traffic. But when the Civil War ended and more soldiers could be assigned to protect the West against the Indians, merchants discovered new markets in supplying the army posts.

The authors describe the social appeal of Santa Fe but hold that the "principal appeal continued to be the profit potential that its relative isolation afforded American merchants."

"The Santa Fe Trail was blazed by profit-conscious businessmen, who sought to fill an economic vacuum, a vacuum in which demand far outstripped supply," the authors said. "Those eager entrepreneurs annually shipped an ever increasing volume of goods along the trail to exploit this market of opportunity, only to see their own efficiency eventually erode their excellent profit margins. And finally they were replaced by the railroad, which offered more efficiency still."

santa fe / add two

The book, published by Texas A&M University Press and written both for the scholar and the amateur historian, is of special interest to economic historians. It is illustrated with more than a score of historic photographs and maps showing expeditions and routes.

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13-4-19-77

# Texas Tech News

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

CONTACT: Nita Gilger

LUBBOCK--Dr. Herschel M. Mann, Texas Tech University business administration professor, has received the Edwin E. Merriman Outstanding Accounting Professor Award.

The award was presented by Merriman, Lubbock CPA, on Monday.

The luncheon ceremony also featured guest speaker Dr. Sybil C. Mobley, dean of the School of Business and Industry at Florida A&M University. Mobley spoke on "Socio-Economic Accounting Equals a Function of Socio-Economic Realities." She was lead-off speaker for Accounting Emphasis Week at Texas Tech.

The outstanding Professor Award is given for excellence in classroom teaching and for contributions to Tech's accounting program and to the accounting profession.

The award recipient is selected by six students who are presidents and vice presidents of Beta Alpha Psi, Tech Accounting Society, and by two graduate students.

Mann's contributions to accounting in the past year include extensive committee work on the Standards for Accounting Majors Committee. He also served as coordinator of "Intermediate Accounting," which involved many hours of student counseling,

Last year one of Mann's publications was published in the "Accounting Review." The article, "Modification of Standards: A

-more-

11-4-19 80

mann awarded / add one

Proposed Solution to the Problem of Increased Accounting Enrollment,"  
covered one of his research interests.

-30-

14-4-19-77

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK--The Texas Tech University Varsity Bands will perform in concert at 8:15 p.m., Thursday, in the University Center Theatre.

The Tech Brass Band under the direction of Prof. Richard E. Tolley will perform first. The group will play Franz Schubert's "Ballet Music from Rosamunde," Cesar Franck's "Panis Angelicus" and "Brass Band Sketches" by Edrich Seibert.

Varsity Band II, directed by Prof. Anthony N. Brittin, will perform Don Keller's "Trombones Triumphant," Jerry Bilik's "First Fugue for Band," Jared Spears' "Dramatic Episode" and selections from Lerner and Lowe's "My Fair Lady," transcribed by Robert Russell Bennett.

Varsity Band I, directed by Prof. Robert B. Mayes will play O. R. Farrar's "Bombasto March," Joseph Jenkins' "American Overture for Band," Cole Porter's "Begin the Beguine" and Johann Sebastian Bach's "St. Anne's Fugue," arranged by William E. Rhoades.

The concert is open to the public at no charge.

-30-

15-4-20-77

CONTACT: Worth Wren

ATTN: A-J Women's News Section Editor, U-D News Editor, and West Texas Times  
News Editor

(Please use this story in your April 24th section or whenever possible. Thank you much.)

LUBBOCK--A free program for would-be businesspersons will begin at 7:30 p.m., Tuesday, April 26, in the University Center Lubbock Room at Texas Tech University.

Women's Continuum and the Small Business Administration are preparing a panel discussion on "How to Start Your Own Business." Six women and one man will give practical information and advice to women and men thinking of turning a pastime or idea into a profit-making venture.

Panel members include Dr. L. Louise Luchsinger, recently named Woman of the Year by Women in Communications, Inc., and Mortar Board at Texas Tech; Neta Tillman, million-dollar securities producer several times for Investors Diversified Services; and Joy Lambert, vice president of Lubbock National Bank.

Also on the panel are Judy Abraham, owner of Intimate Apparel; Betty Wright, successful builder and apartment owner; Halcyon Baggett, creative copy director for Webster & Harris Advertising Agency; and the one man on the panel, Robert Prock, management assistance officer at the Small Business Administration office for the South Plains region.

Luchsinger, an associate professor in the College of Business Administration at Texas Tech and successful businesswoman, will be moderator.



# TexasTech News

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

CONTACT: Jean Terrell

LUBBOCK--Approximately 1600 students of vocational agriculture in West Texas high schools will participate in the 50th Annual Texas Tech Vocational Agriculture Judging Contest Saturday (April 23).

Eleven competitive events will be held in the departments of Animal Science, Food Technology, Plant and Soil Science and Agricultural Engineering and Technology.

Six competitions will serve as elimination contests for Areas I and II of the state Future Farmers of America (FFA) in livestock, dairy cattle, milk and dairy foods, poultry, meats and agricultural mechanics. The other five competitions--cotton, wool, crops, land and range and pasture plants--are Texas Tech contests, held because of their importance to the economy of the South Plains.

Results will be announced at 2:30 p.m. in the auditoriums of the Agricultural Engineering Building and the Agriculture Building. Immediately thereafter, teams from Areas I and II qualifying to attend the State FFA Judging Contest April 30 at Texas A&M University will be certified.

Professor Levi M. Hargrave is general superintendent of the contest, which is being coordinated by the Department of Agricultural Education of the Texas Tech College of Agricultural Sciences.

-more-

ffa judging contest / add one

Special guests will be Wilber Meischen, executive director of the Texas Vocational Agriculture Teachers Association, and Raymond Holt, consultant for the Texas Education Agency.

-30-

16-4-20-77

# Texas Tech News

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

CONTACT: Jean Terrell

LUBBOCK--The Texas Tech Symphony Orchestra will present its Commencement Concert at 8:15 p.m., Friday, April 29, in the campus recital hall.

Featured performers will be Cherry Kilgore Jay and Thomas Stampfli, pianists, and James D. Wagoner, composer. These outstanding senior music students were selected by an audition committee.

The orchestra will begin the concert with Frederick Delius' "On Hearing the First Cuckoo in Spring." Following will be Jay playing the "Piano Concerto, No. 2 in D Minor" by Edward MacDowell. After intermission Wagoner will conduct his composition "Death Be Not Proud," which will feature the Texas Tech Choir with the orchestra. To conclude the concert Stampfli will play "Concerto for Piano" by Aram Khachaturian.

At age 9 Jay began studying the piano in South Carolina. After moving to Lubbock she studied with the late Mrs. Louis Catuogno. She is presently a student of Georgette E. Gettel, Texas Tech associate professor of music.

Jay has performed frequently in the Lubbock area, and among her performance awards are first place honors in the Lubbock Music Teachers' Concerto Contest in 1971 and second place in the Texas Tech Eva Browning Piano Scholarship auditions in '72.

-more-

Stampfli, originally from California, is a piano performance major studying with Texas Tech faculty member William Dawson. A member of the Pacific Music Society Junior Auxiliary, he was accorded major awards in various music competitions in California. He has sung in several Texas Tech Music Theatre productions.

Wagoner is a music composition major from Irving. He has performed with the Texas Tech Choir and in several productions of the Texas Tech Music Theatre. A chorus director of the Phi Mu Alpha Male Chorus, he has conducted and performed in premiers of his own works and those of other composers. He is a student of Dr. Mary Jeanne van Appledorn.

All three students are candidates for graduation in May.

The Texas Tech Symphony Orchestra will be directed by Paul R. Ellsworth.

There is no charge for admission.

-30-

17-4-20-77

18-4 20-77

# TexasTech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you.)

10 seconds

VIDEO

AUDIO

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SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? TECH CHOIR AND CONCERT  
BAND, EIGHT-FIFTEEN P.M., TUESDAY, MAY THIRD, FREE  
IN THE UNIVERSITY CENTER THEATRE.

-30-

21-4-20-77

# Texas Tech News

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

CONTACT: Nita Gilger

LUBBOCK--Michael Robberson, the first Texas Tech University graduate student to major in double bass, will present a recital April 27, 7 p.m., in the Recital Hall.

He will perform Faure's "Elegy, Op. 24," Franchi's "Introduction and Tarentelle," and Frank Proto's "Sonata" (1963), one of the latest works written for double bass. Pronto's work also offers a variety of ways for the artist to play the bass instrument jazz, artificial harmonics and improvisational sections.

Robberson also will perform Gliere's "Prelude, Op. 32, No. 1," Gliere's "Intermezzo, Op. 9, No. 1" and Serge Koussevitzky's "Concerto, Op. 3". Koussevitzky, formerly one of the world's finest double bassists, was conductor of the Boston Symphony.

The graduate student will receive the master's degree in music in May. He has performed in the Lubbock, Midland-Odessa, Roswell and Amarillo symphonies. He also performs in the Texas Tech jazz ensemble.

Lora Deahl, Texas Tech faculty member, will be accompanist.

The public is invited at no cost.

-30-

18-4-20-77

# Texas Tech News

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

CONTACT: Jean Terrell

LUBBOCK--The annual Accounting Recognition Banquet at 7 p.m., Thursday (April 21), at the Lubbock Country Club will conclude Accounting Emphasis Week activities at Texas Tech University.

Speaker will be Robert S. Kay of New York City, CPA, partner and national director of accounting and auditing for Touche Ross & Co. His topic will be "The Complete Accountant and Auditor--Circa 1982."

Kay has served on both the accounting standards executive committee and the auditing standards executive committee of the American Institute of CPA's. He is author of numerous professional publications.

Robert H. Temkin of Stamford, Conn., partner with Arthur Young & Co., spoke Wednesday on "Tentative Conclusions of the Commission on Auditors' Responsibilities."

-30-

19-4-20-77

# Texas Tech News

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

CONTACT: B. Zeeck

LUBBOCK--Tech Singers will perform a spring concert for the public at 8:15 p.m., Tuesday (April 26), in the Recital Hall of the Texas Tech University Center/Music Building.

There are two sections of the Tech Singers and they will perform portions of the program independently. The final portion will feature the combined choirs singing Daniel Pinkham's "Festival Magnificat." Prof. Gene Kenney is the director.

The first portion will feature Hassler's "Agnus Dei" and "Contate Domino," Mozart's "Ave Verum," Lock's "She Is Like the Swallow" and Frackenpohl's "Hogamus-Higamus."

The second will feature Lotti's "Crucifixus," Scarlatti's "Laudati Dominum, Omnes Gentes," Wilkinson's "Rise Up My Love" and "Happy the Man" and Brahms' "Vier Ziguernerlieder, Opus 112," "Four Gypsy Songs."

The concert is free.

-30-

20-4-20-77



yuzyk / add one

He is listed in "Canadian Who's Who," "Directory of American Scholars," "Who's Who in America," "Men of Achievement" and other publications.

He has received the Canadian and Manitoba centennial medals and the Shevchenko and City of Sudbury gold medal.

Yuzyk has B.A. degrees in mathematics, physics and history and M.A. and Ph.D. in history.

The Texas Tech Student Association, Slavic Club and National Slavic Honorary Society will sponsor his appearance. His lecture on the subject of human rights, a topic of international debate during recent weeks, is free to the public.

-30-

21-4-20-77

# TexasTechNews

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CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you.)

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VIDEO

AUDIO

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SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? SPRING DANCE CONCERT  
'77, EIGHT-FIFTEEN P.M., APRIL THIRTIETH, AND  
TWO-FIFTEEN P.M., MAY FIRST, UNIVERSITY CENTER  
THEATRE, TICKETS TWO-FIFTY AND ONE-FIFTY.

-30-

22-4-20-77

# Texas Tech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thanks a lot.)

10 seconds

## VIDEO

## AUDIO

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SLIDE #1 ..... WHAT'S WHAT AT TEXAS TECH? FACULTY RECITAL, RICHARD  
(RED-EN-"hard g"-GER')  
REDINGER ON PIANO, EIGHT-FIFTEEN P.M., MONDAY, MAY  
SECOND, FREE IN RECITAL HALL.

--30--

24-4-20-77

# TexasTech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What radio spot. Thank you very much.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? FREE IN RECITAL HALL, TECH  
ORCHESTRA COMMENCEMENT CONCERT, AT EIGHT-FIFTEEN P.M., FRIDAY,  
APRIL TWENTY-NINTH.

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25-4-20-77

# TexasTech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What radio spot. Thank you.)

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WHAT'S WHAT AT TEXAS TECH? VARSITY BANDS CONCERT, FREE  
IN THE UNIVERSITY CENTER THEATRE, EIGHT-FIFTEEN P.M., THURSDAY,  
APRIL TWENTY-EIGHTH.

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26-4-20-77

# TexasTech News

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

CONTACT: Nita Gilger

LUBBOCK--Dr. Louise Luchsinger, Texas Tech University marketing professor, was named Woman of the Year by Women in Communications, Inc. and Mortar Board, campus organizations, and two Lubbock community organizations.

The Altrusa Club of Lubbock named Luchsinger 1977 Woman of the Year and the city's Business and Professional Women named her Woman of the Year for 1976.

The student chapter of Women in Communications, Inc., is made up of students majoring in mass communications and Mortar Board is a national scholarship honorary. Altrusa Club is a service organization for women.

Luchsinger is listed in "Who's Who of American Women" and "Community Leaders of America."

Positions held by Luchsinger include chief executive officer of Carousel and Cavalier Enterprises, and area administrator and area coordinator for marketing in Texas Tech's College of Business Administration.

Luchsinger also is a director of the American Marketing Association.

Luchsinger has participated in trade seminars in Moscow and Leningrad.

-more-

Honorary memberships include Sigma Iota Epsilon, management honorary, and Beta Gamma Sigma, business administration honorary.

Luchsinger received the doctorate of business administration in marketing degree from Texas Tech University, the masters in management from Texas Tech and the bachelor's in marketing from the University of Arkansas.

-30-

27-4-20-77

# 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

LUBBOCK--Home life in Iran, not in the cities but among the nomadic pastoral tribes, will be the subject of a slide lecture and exhibit demonstration at 2 p.m. in The Museum of Texas Tech University Sunday (April 24).

Dr. Richard E. Salzer, who has lived with a nomadic family at two different times, will talk about the family structure, the families' everyday activities, family networks and other aspects of the pastoral life in Iran. His lecture will touch upon the life of similar cultures throughout the Middle East.

Salzer, a member of the Texas Tech anthropology faculty, lived with the Qashqa'i Tribe in Iran for nine months in 1969-70 and for seven months in 1975. There is on exhibit at The Museum now a Qashqa'i tent, tribal costumes and paraphernalia. Salzer will explain this exhibit to his audience and show slides of his life with the nomads.

He said there are an estimated 250,000 people in the Qashqa'i Tribe now and between 10 and 15 million domestic animals.

Salzer is himself a member of the Qashqa'i family network through which tribesmen make food purchases, obtain credit, carry on family business and communications.

The program at The Museum is part of a series established for adults this year by students of museum science at Texas Tech University.

The lecture is free to the public.



# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--"Graduation Ball," a full-length ballet in one act, will be featured in the Spring Dance Concert '77 at 8:15 p.m., April 30, and 2:15 p.m., May 1. Both performances will be at the University Center Theatre.

The concert is sponsored by the Dance Division of the Department of Health, Physical Education and Recreation at Texas Tech.

The ballet, set to a Strauss score, takes place in an exclusive finishing school for girls in Vienna in the late 1850's and depicts what happens when cadets from a nearby military academy attend the graduation ball.

The program also will include "Womansong," choreographed by Valerie Komkov with original score written by Daniel Johnson. Komkov, of Lubbock, has the B.F.A. and M.F.A. from Texas Tech, and Johnson is a music major at Texas Tech.

Three short senior recital pieces will be presented by dance majors Franki Hastings, Debbie Sowell and Tammy Biggs in partial fulfillment for their degrees.

Tickets are \$1.50 for students and \$2.50 for adults and are on sale at the University Center ticket booth.

-30-

29-4-21-77

# 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

LUBBOCK--Pedro N. Juri of San Luis, Argentina, and Patrick E. Hillman of Kress, Tex., both students at Texas Tech University, will be honored by the South Plains Section of the American Chemical Society at its annual awards banquet, The Museum of Texas Tech University, Friday (April 22).

Juri was awarded a prize of \$25 for the best graduate research presentation in the fourth annual meeting-in-miniature held by the section. Hillman won a \$15 prize for the best undergraduate research presentation.

Awards will be presented at the banquet, to be held jointly this year by the South Plains Section and Sigma Xi, an honor society for persons with a special interest in scientific or engineering research. Banquet guests will see a planetarium show on "The Loneliness Factor" and have a guided tour of The Museum.

Accorded second place and a \$15 prize in graduate competition was Terry Bogey, student at Eastern New Mexico University and Portales resident. Third place and a \$10 prize went to Huey-Ju Liang, Texas Tech student from Tsaotum, Taiwan.

Only two prizes were given in the undergraduate competition. Second prize of \$10 went to Douglas W. McCann, Marshall, student at Texas Tech.

-more-

The meeting-in-miniature was initiated to give students opportunities to communicate their research findings before a critical audience. Papers were judged on lecture preparation, organization and clarity, use of audio-visual aids, response to questions and quality of the research.

Prof. Richard A. Bartsch was co-author of Juri's, Hillman's and McCann's papers. Prof. John A. Anderson was co-author of Liang's paper, and H. S. Tung and Prof. T. W. Russell were co-authors of Bogey's paper.

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30-4-21-77

EDITOR'S NOTE: For information of special interest to your audience please see Add 2.

# Texas Tech News

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

CONTACT: Duron Hobbs  
742-2424

LUBBOCK--American Indian concepts of the sky are the subject of the public star program at the Moody Planetarium from May 7 through June 26. The program, "Mother Earth--Father Sky," is highlighted by a variety of Indian myths and legends.

"Mother Earth--Father Sky" begins with the Indian myth about the Great Magician who prepared a map in the sky for all the stars and proceeds in successive legends through the creation of the star pictures. It tells of the Coyote who sprinkled the sky carelessly with stars. Another myth tells of the Milky Way, seen as Navajo warriors waiting their turn on earth. Finally, there is the legend of the eclipse, ended when the little fisher leaps from a mountain, thus tearing a hole in the sky and letting the sun shine through.

The myths retold come from eight different Indian nations, spread across the breadth of the continent.

Performances will continue at the Moody Planetarium every Saturday and Sunday afternoon at 3 p.m. through May and daily (except Monday) at 3 p.m. through June.

-30-

31-4-21-77

# TexasTechNews

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

CONTACT: B. Zeeck

LUBBOCK--The annual Art-in-Business exhibition will open May 1 at The Museum of Texas Tech University, with participants in the program invited to name their selections on May 10.

The Art-in-Business program, sponsored by the West Texas Museum Association (WTMA), began in 1962 to raise funds for additions to the organization's art collection. Its success will be visible during the May 1-29 exhibition.

A contribution of \$100 per year enables participants to choose two paintings to hang in their places of business. On Selections Night, doors to the exhibit open at 7 p.m. for participants, and selections are made and confirmed between 7 and 8 p.m. Promptness on the part of participants is important, WTMA officers said, because of competition for paintings.

The Museum exhibit staff delivers and hangs the first selection in early June and replaces it with the second selection in November.

By contributing to and using the Art-in-Business program, business and professional persons can enjoy original art work in the office and still have a change of scene twice a year.

The program began with 13 firms participating. During the 1976-77 season there were 66 participants. While it is not open for home exhibition of paintings, any business or professional persons may participate by making arrangements with the West Texas Museum Association, 742-2424.

# TexasTechNews

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CONTACT: Worth Wren

ATTN: Public Service Directors

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WHAT'S WHAT AT TEXAS TECH? TECH CHOIR AND CONCERT BAND,  
EIGHT-FIFTEEN P.M., TUESDAY, MAY THIRD, FREE IN THE UNIVERSITY  
CENTER THEATRE.

-30-

33-4-21-77

# TexasTech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What radio spot. Thank you.)

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WHAT'S WHAT AT TEXAS TECH? SPRING DANCE CONCERT '77,  
EIGHT-FIFTEEN P.M., APRIL THIRTIETH, AND TWO-FIFTEEN P.M., MAY  
FIRST, UNIVERSITY CENTER THEATRE, TICKETS TWO-FIFTY AND ONE-FIFTY.

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34-4-21-77

# TexasTechNews

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: Nita Gilger

LUBBOCK--Texas Tech University Jazz Bands will present a free concert in the University Center Theatre, April 25, 8:15 p.m.

The Varsity Jazz Ensemble, directed by Robert B. Mayes, assistant director of Tech bands, will present part one of the program. The ensemble will perform Niehaus' "When I Fall in Love," Wright's "Blues for an Elm," and "Toraoc," Levy's "Decoupage" and "Time for a Change," Curnow's "Promise of Dreams," "Turner's Tune" by Tech music major Mike Turner, and Lyle Mays' "Sir Gawain and the Green Knight."

Tech Jazz Ensemble, directed by F. Don Turner, instructor of clarinet and jazz, will perform the second part of the program. It will include Pemberton's "Thomas O'Malley Cat," Clausen's "Captain Perfect," Pach's "IRA," Stapleton's "Come Rain or Come Shine," "Looking With New Eyes" by Marine, "Bones Alone" by Menza, "Groovin' High" by Clark, "Wind Jammer" by Nondal, and "Chicken Feathers" by Williams.

Saxophone and trombone sections will be featured in several numbers.

Soloists will be Mike Robberson, Mark Marty, Cliff Newton, Jim Green, Scott McDonald, Brian Campbell, Jerry Killion, and Nick Fadely, all Texas Tech students.

The stage bands are for students in select jazz groups. Membership is by audition only.



# Texas Tech News

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

CONTACT: Dan Tarpley

LUBBOCK--Approximately 400 engineers, technicians and management personnel associated with the production of oil and gas registered today for the 24th annual Southwestern Petroleum Short Course at Texas Tech.

The two-day program of lectures, demonstrations and presentations will continue through Friday.

Dr. C. L. Kay, executive director, Center for Business and Economic Education, Lubbock Christian College, spoke at the noon luncheon to highlight the opening-day program. He spoke on the principles of the American system of private enterprise as it has contributed to this nation's well-being.

Registrants and participants were welcomed by Dr. Glenn E. Barnett, executive vice president of Texas Tech, and Billy W. Baker, industrial liaison officer, College of Engineering.

Scholarship recipients Carl Brown, Seminole senior, and Steve Culp, Lubbock junior, both petroleum engineering students, were recognized. The scholarships were underwritten by the short course and by the late Dr. Norman Lamont, former member of the Texas Tech petroleum engineering faculty.

The short course is sponsored by the petroleum industry of West Texas in cooperation with the Texas Tech Petroleum Engineering Department.

-more-

petroleum engineering short course / add one

The editor of "World Oil" magazine, Bob Scott of Houston, will assess the petroleum situation for the short course participants at noon Friday. Scott is recognized as an authoritative spokesman for the nation's oil industry.

His speech will deal with "where the oil industry is and where it is going."

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38-4-21-77

# TexasTechNews

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

CONTACT: B. Zeeck

ATTN: Features Editor

LUBBOCK--A 17th century Bishop of Chester, Queen Isabella of Spain and George Washington are in the best of company at the Texas Tech University Library where their names are associated with about 300 others in a unique autograph collection.

The collection was a gift to the Library from a retired San Angelo physician, Dr. L. A. Whitehill. He has named it for his father, Samuel Weiselberg.

Although collected for the autographs, the collection's letters, documents, manuscripts, books and even photographs bearing signatures contribute sidelights to history.

The Bishop of Chester, one John Wilkins, inscribed a small 1638 book suggesting life on the moon to Galileo, the renowned Italian astronomer.

George Washington's signature is on Nicholas Dill's discharge from the Continental Army dated June 8, 1783.

Queen Isabella, the same who paid for Columbus' first voyage to the New World, attached her well known signature, "Yo la reyna," to a motherly letter to her daughter, the queen of Portugal. The letter refers to no matters of state but only describes the four hats she is forwarding to her daughter.

Library Dean Ray C. Janeway said the material will be known as the "Samuel Weiselberg Autographs Collection."

-more-

"Autographs are more than a piece of paper with the signatures of the famous," he said. "Often a document or letter can illuminate an obscure part of the past or, at least, furnish a clue to the biographer or historian.

"They may be considered historical artifacts which enable us to examine the sidelights of history, literature, the arts and sciences."

Preserving manuscript records of the past is as essential a function of the library as preservation of the printed word, he said.

The material in the Weiselberg collection will be catalogued and made available to scholars in the rare books room of the Library.

There appears to be no particular specialization in the collection. There are represented men of science and inventors, 26 American presidents, kings and queens, religious leaders, philosophers, world known statesmen, philanthropists, educators, military leaders, musicians, stage personalities, authors, astronauts and aviators, and one explorer, Robert E. Peary.

One of the most ornate of the documents is signed by Philip II of Spain. It is on vellum, bound in velvet and bears a hand painted gold and colored frontispiece with the initial letter in gold. The 1597 document grants nobility to Francisco de Ulloa, who accompanied Hernando Cortes on his conquest of Mexico. Appended to the front is a large lead seal encased in a colorful, finely woven sack.

A white leather bound manuscript with metal clasps apparently is a volume of teaching notes, from St. Thomas Aquinas' "Summa Theologiae" and portions of "Exodus," of a monk who took the pains to list in the back other members of the seminary faculty.

Four volumes are folio size portions of "Don Giovanni" by Mozart. Although not in the composer's hand, the work is by a skilled copyist. The volumes, from Acts I and II, are parts for violin, viola and cello.

Two works of special significance to students of literature are limited editions of Robert Graves' "Goliath and David" and his "Ten Poems More," set by hand on handmade paper. Both of the slim volumes were printed in editions of 200 and were "not for sale." The 1917 "Goliath and David" was a copy presented to poet John Drinkwater.

Two of the most beautiful of the books are early Korans, one a gold and multi-colored manuscript made before 1500 and the other, equally brilliant, a slightly later edition. Each shows evidence of having been well read, although the gold, embossed leather bindings still are secure. The pages are of hand burnished paper.

A 1785 Persian story, "Nouche Aferrine" by Govhar Tadj, is bound in Morocco leather and has 12 full page handpainted illustrations in gold and color.

Among the kings and queens are Catherine the Great of Russia, Louis XIV and Louis XVI of France, several of the Holy Roman Emperors, many of the British royalty, Christian X of Denmark and King Faisal of Syria.

And there are letters from such well known persons as Mohandas K. Gandhi, Benjamin Disraeli, Aaron Burr, Alexander Hamilton, Andrew Carnegie, Bertrand Russell, John Stuart Mill, Lillian Russell, George B. McClellan, Philip Henry Sheridan, George Washington Carver, Thomas Edison, Michael Faraday, John Quincy Adams, Grover Cleveland.

autographs / add three

There are manuscripts and first editions and even a note by  
Franz Liszt on how one of his compositions should be played.

-30-

35-4-14-77

# TexasTechNews

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

CONTACT: Worth Wren

ATTN: News Directors

ELEVEN COMPETITIVE EVENTS WILL DRAW SOME 1,600 HIGH SCHOOL VOCATIONAL AGRICULTURE STUDENTS TO THE FIFTIETH ANNUAL TEXAS TECH UNIVERSITY VOCATIONAL AGRICULTURE JUDGING CONTEST SATURDAY (April 23).

CONTESTS WILL BE CONDUCTED IN THE DEPARTMENTS OF ANIMAL SCIENCE, FOOD TECHNOLOGY, PLANT AND SOIL SCIENCE AND AGRICULTURAL ENGINEERING AND TECHNOLOGY.

SIX EVENTS WILL SERVE AS ELIMINATION CONTESTS FOR AREAS ONE AND TWO OF THE STATE FUTURE FARMERS OF AMERICA (FFA) IN LIVESTOCK, DAIRY CATTLE, MILK AND DAIRY FOODS, POULTRY, MEATS AND AGRICULTURAL MECHANICS.

THE OTHER FIVE COMPETITIONS--COTTON, WOOL, CROPS, LAND AND RANGE AND PASTURE PLANTS--ARE TEXAS TECH CONTESTS, HELD BECAUSE OF THEIR IMPORTANCE TO THE ECONOMY OF THE SOUTH PLAINS.

RESULTS WILL BE ANNOUNCED AT TWO-THIRTY P.M., SATURDAY, IN THE AGRICULTURAL ENGINEERING BUILDING AND THE AGRICULTURE BUILDING. QUALIFYING TEAMS FOR THE STATE FFA JUDGING CONTESTS APRIL THIRTIETH WILL BE CERTIFIED IMMEDIATELY AFTER THE CONTEST RESULTS ARE ANNOUNCED.

-30-

36-4-21-77

# Texas Tech News

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

CONTACT: Nita Gilger

LUBBOCK--Dr. Aldo Finco, Texas Tech University professor of Romance languages, will be presented the rank of Knight of the Order of Merit of the Italian Republic by the Consul General of Italy, Dr. Giorgio Bosco, May 2, 4 p.m., in the University Center Senate Room.

The Italian Parliament established the knightly order in 1951 to honor those who "through their constant and dedicated service, had special and outstanding merits toward Italy."

Finco will be honored for his contributions to his native country.

The professor came to the United States after completing studies in letters and philosophy at the University of Florence in the early 1950's.

Finco continued studies at Boston University and Middlebury (Vermont) College in humanities and Romance languages. He holds the doctoral degree in Italian and French languages and literature.

His teaching positions before coming to Texas Tech in 1968 include professorships at the University of New Hampshire and the University of Iowa.



# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Shauna T. Hill of Big Spring received the \$300 C.W. Ratliff West Texas Society of Professional Journalists/Sigma Delta Chi scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Hill, a journalism major, is the daughter of Mr. and Mrs. Harlan J. Hill, 1706 Runnels St., Big Spring.

-30-

39-4-22-77

# TexasTech News

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

CONTACT: Kay Hord

LUBBOCK--Brenda Kay Hord of Brownfield received the Texas Tech University student chapter of the Society of Professional Journalists/Sigma Delta Chi Outstanding Senior award.

The presentation was made at the Texas Tech Department of Mass Communications Awards Banquet Sunday, (April 17).

Hord, a journalism major, is the daughter of Mr. and Mrs. Bobby T. Hord, 1604 E. Buckley, Brownfield.

-30-

39-4-22-77

# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Chris D. Hooten of Fredonia received the \$1,000 Joe H. and Mary Lee Bryant scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Hooten, a graduate mass communications student, is the son of Mrs. Elsa Eola Hooten, Mason Route, Fredonia.

-30-

39-4-22-77

# TexasTech News

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

CONTACT: Kay Hord

LUBBOCK--Mark K. Clardy of Lovington, N.M., received the \$250 Joe H. Bryant scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Clardy, a mass communications major, is the son of Mr. and Mrs. Nat E. Clardy, 403 W. Ave. M, Lovington, N.M.

-30-

39-4-22-77

# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Renee M. Bergenheier of Wichita Falls received the \$250 Joe H. Bryant scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Bergenheier, a telecommunications major at Texas Tech, is the daughter of Mr. and Mrs. Harry J. Bergenheier, 4445 Phillips, Wichita Falls.

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39-4-22-77

# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Laurie R. Hutson of Lubbock received the \$200 Greater Lubbock Press Club scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Hutson, a liberal arts major, is the daughter of Mrs. Nancy Hutson, 3409 20th, Lubbock.

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39-4-22-77

# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Paula Sharon Lowe of Arlington received the \$150 Texas Tech University Society of Professional Journalists/Sigma Delta Chi scholarship at the Texas Tech Department of Mass Communications Awards Banquet Sunday, (April 17).

Lowe, a journalism major, is the daughter of Mr. and Mrs. William M. Lowe, 1705 Brad Dr., Arlington.

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39-4-22-77

# Texas Tech News

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CONTACT: Kay Hord

LUBBOCK--Brenda Murray of Jal, N.M., received the \$500 Houston Chapter of Business/Professional Advertising Association scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Murray, an advertising major, is the daughter of Mr. and Mrs. Joe B. Murray, Jal, N.M.

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39-4-22-77



# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Juan A. Sanchez of Lubbock received the \$100 Amarillo Advertising Club scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Sanchez, an advertising major, is the son of Mr. and Mrs. John C. Sanchez, 1410 17th St.

-30-

39-4-22-77

# Texas Tech News

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CONTACT: Kay Hord

LUBBOCK--Becky B. Stribling of Littleton, Col., received the \$200 C.W. Ratliff scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Stribling, an advertising major, is the daughter of Mr. and Mrs. Gilbert T. Stribling, 7039 S. Curtice, Littleton, Col.

-30-

39-4-22-77

# TexasTech News

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CONTACT: Kay Hord

LUBBOCK--Carol May Webb of Albany received the \$150 Louise Allen scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Webb, a journalism major, is the daughter of Mr. and Mrs. Sam R. Webb, Box 428, Albany.

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39-4-22-77

# Texas Tech News

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CONTACT: Kay Hord

LUBBOCK--Theresa Ann Cullen of El Paso received the \$400 Doc Sellers Scholarship at the Texas Tech University Department of Mass Communications Awards Banquet Sunday, (April 17).

Cullen, a journalism major, is the daughter of Mr. and Mrs. Francis X. Cullen, 1408 Fairfield Dr., El Paso.

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39-4-22-77

# Texas Tech News

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

*Transcript  
Texas Tech News  
4 copy to Hanna  
Mass Comm*

CONTACT: Kay Hord

LUBBOCK--Five Texas Tech University students made the final rounds in four categories of a broadcasting competition at Texas Tech, and one was a winner.

Vicki M. Robbins, telecommunications major, competed in the final newswriting and television announcing rounds, and won third place in announcing.

Pamela J. Baird, journalism major, competed in newswriting final competition; Brent H. Boynton, telecommunications major, radio announcing; Richard J. Flora, telecommunications major, copy writing; and Arthur G. Woolever, telecommunications major, copy writing.

The five mass communications students competed against approximately 100 students from the University of Oklahoma, North Texas State University, East Texas State University, Southwest Texas State University, University of Texas at Austin, University of Texas at El Paso, Southwestern Union College, Eastern New Mexico University, North East Louisiana University, Amarillo College and San Antonio College.

-more-

Robbins is the daughter of Ed R. Robbins, 13320 Spring Grove, Dallas; Baird is the daughter of Kay H. Baird, 3902 Cabeza DeVaca, Irving; Boynton is the son of Hal Boynton, 1214 W. Crawford, Pampa; Flora is the son of Alfred Richard Flora, 819 Saboda Court, Houston; and Woolever is the son of Dale E. Woolever, 6801 W. 19th, Sp. 349, Lubbock.

-30-

40-4-22-77

# Texas Tech News

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CONTACT: Kay Hord

LUBBOCK--Terry W. Gann and Gary T. Skrehart, both of Ft. Worth, have been chosen to fill editors positions on the Texas Tech University student newspaper, "The University Daily."

Gann will serve as the 1977-'78 managing editor, and Skrehart will serve as the 1977-'78 sports editor.

Gann, a journalism major, is the son of G.C. Gann, 4921 Marks Place, Ft. Worth.

Skrehart, a business major, is the son of Eireen D. Skrehart, 4071 Cole, Ft. Worth.

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41-4-22-77

# TexasTech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you.)

10 seconds

VIDEO

AUDIO

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SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? GRADUATION CEREMONIES,  
SEVEN-THIRTY P.M., FRIDAY, MAY THIRTEENTH, IN  
JONES STADIUM. DIPLOMA CEREMONIES BY COLLEGE,  
SATURDAY, MAY FOURTEENTH.

-30-

42-4-22-77



# TexasTech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you.)

10 seconds

## VIDEO

## AUDIO

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SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? A SEMINAR ON NARRATIVE  
REPORTING AND THE R-TWO REALTORS EXAMINATION, MAY  
TWELFTH THROUGH THIRTEENTH, EIGHT-THIRTY A.M. TO  
FIVE P.M., IN UNIVERSITY CENTER SENATE ROOM.

-30-

43-4-22-77

# TexasTech News

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What radio spot. Thank you.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? A SEMINAR ON NARRATIVE REPORTING  
AND THE R-TWO REALTORS EXAMINATION, MAY TWELFTH THROUGH THIRTEENTH,  
EIGHT-THIRTY A.M. TO FIVE P.M., IN UNIVERSITY CENTER SENATE ROOM.

-30-

44-4-22-77

# 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: Nita Gilger

LUBBOCK--The Texas Tech University Art Department is sponsoring an exhibition, lectures and workshop by photographer Charles Swedlund through May 8.

The 40 color photographs are on display from 12 noon-5 p.m., Mondays-Fridays, and 1-4 p.m., Sundays, in the Art Building Gallery.

Family relationships and love of color are frequent themes of Swedlund's works.

The schedule of lectures, workshops and demonstrations includes:

Wednesday (April 27)--slide lecture on Swedlund's photographs, objects, puzzles, machines and publications, 7:30 p.m., room 102, Art Building;

Thursday (April 28)--lecture on color separation, 9-10 a.m., darkroom and room S-09; Art Building; granulation demonstrations and work sessions, 1:30-4:30 p.m., darkroom and room S-09; talk on a collector's view of the history of photography, 7:30 p.m., room 102, Art Building; and

Friday (April 29)--color coating and registration, 9 a.m.-12 noon, darkroom and room S-09; an exhibit and discussion of workshop photographs and a dye transfer colorprinting demonstration, 3-4:30 p.m., room S-09, Art Building.

-more-

The Southern Illinois University professor has photographs in permanent collections in the Museum of Modern Art, George Eastman House International Museum of Photography, the Smithsonian Institution, Bibliotheque Nationale-Paris and the National Museum of Canada.

His work is included in every major anthology of 20th century photography. Swedlund also is author of a photography textbook.

Interested persons can obtain additional information from Prof. James A. Broderick, Art Department chairperson, at 742-3825.

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45-4-22-77

# Texas Tech News

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

CONTACT: Dan Tarpley

Failure of students to give permission to University News and Publications (UN&P) to send reports of their achievements and honors to hometown newspapers has led to frequent misunderstandings on the part of parents and editors, according to Jane H. Brandenberger, director.

"As a result, we are urging students during fall registration to give this office that permission when filling out registration forms," Brandenberger said. "We believe that failure of students to grant this in the past has been an oversight in most cases.

"We recognize students' rights to privacy but believe that most students appreciate public recognition of their achievements and that many who have not granted permission simply have been negligent."

It is UN&P's policy to send news releases to students' hometown newspapers only when the students have earned honors, recognitions, listing on deans' honor rolls or participated in other newsworthy activities on campus.

Such news is beneficial both to Texas Tech and to career-minded students, Brandenberger said.

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46-4-22-77

# TexasTechNews

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

CONTACT: Duron Hobbs  
742-2424

ATTN: Public Service Directors

30 seconds

Suggested use May 2-May 28

THE LEGENDS OF THE INDIANS ARE OUT OF A PAST OLDER THAN ANYONE KNOWS. THEY ARE SIMPLE LEGENDS BORN OF THE WAYS OF PEOPLE WHO HAVE LIVED AS BROTHERS AND SISTERS WITH ALL OF NATURE'S CREATURES. THE MOODY PLANETARIUM PRESENTS THE MYTHOLOGY AND SKY LORE OF THE AMERICAN INDIAN IN ITS NEW STAR SHOW "MOTHER EARTH-FATHER SKY." AN UNUSUAL LOOK AT THE WORLD AND SKY, SEE AND HEAR "MOTHER EARTH-FATHER SKY" AT THE MOODY PLANETARIUM EACH SATURDAY AND SUNDAY AT 3 P.M. THE MOODY PLANETARIUM, A PART OF THE MUSEUM OF TEXAS TECH UNIVERSITY, FOURTH AND INDIANA

-30-

46-4-22-77

# Texas Tech News

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

CONTACT: Duron Hobbs  
742-2424

ATTN: Public Service Directors

30 seconds

Suggested use May 2-May 28

TODAY, MAN STRUGGLES TO FIND HIS PLACE IN NATURE...YET, FOR CENTURIES, THE AMERICAN INDIANS LIVED IN HARMONY WITH THE LAND. WITH MYTH AND LEGEND, THEY TOLD OF THEIR REVERENCE FOR THE SUN, MOON AND STARS, AND EXPLAINED THE MYSTERIES OF THE EARTH. MOODY PLANETARIUM PROUDLY PRESENTS "MOTHER EARTH-FATHER SKY," THE SKY LORE OF THE AMERICAN INDIAN, AT 3 P.M. EACH SATURDAY AND SUNDAY. THE MOODY PLANETARIUM, A PART OF THE MUSEUM OF TEXAS TECH UNIVERSITY, FOURTH AND INDIANA.

-30-

47-4-22-77

# 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

LUBBOCK--A team of vocational agriculture students from \_\_\_\_\_ won \_\_\_\_\_ place in \_\_\_\_\_ competition Saturday (April 23) in the 50th annual Texas Tech University Vocational Agriculture Judging Contest.

Approximately 1,700 students participated in 11 competitive events held in the Agricultural Sciences departments of animal science, food technology, plant and soil science, and agricultural engineering and technology.

Six events served as elimination contests for Future Farmers of America Areas I and II. These were judging contests in livestock, dairy cattle, milk and dairy foods, poultry, meats and in agricultural mechanics skills.

Contests in cotton, wool, crops, land and range, and pasture plants were Texas Tech contests, held because of their importance to the West Texas economy.

Prof. Levi M. Hargrave of the Texas Tech agricultural education faculty was superintendent of the events.

Winners from \_\_\_\_\_, who were coached by \_\_\_\_\_, included:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Texas Tech News

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

CONTACT: Nita Gilger

LUBBOCK--Stephen M. Moore, Texas Tech University senior history student, has been presented an Army fellowship by Brig. Gen. Daniel W. French, new commander of the Third Reserve Officer Training Corps (ROTC) Region.

Moore, a participant in the Army ROTC program, will be commissioned a second lieutenant in Infantry of the Regular Army in May.

The award will enable Moore to complete the master's degree after four years of military service.

Moore, recipient of the Academic Achievement and Parachute Badges, has previously been named Cadet of the Month and of the Semester.

The ROTC student is a member of the National Sojourners Society and Sigma Tau Delta, an honorary English society. He has been Cadet Battalion Commander and Assistant Commander, Tyrian Rifles.

He is the son of Mr. and Mrs. Johnny M. Moore, Route 2, Sweetwater.

The visiting general commented on his recent service in Europe. French said the Army in Europe is in "excellent shape" and the volunteer concept is "working well".

-more-

army fellow / add one

"The Reserve and National Guard are looking to ROTC for active duty servicemen," French added.

Texas Tech will commission five ROTC students as second lieutenants in the Army Reserve, the National Guard and the Active Army this spring and summer.

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49-4-22-77

# Texas Tech News

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

CONTACT: Kay Hord

LUBBOCK--Ballet, modern dance, tap dance, jazz, variations and choreography workshops will be offered May 31 to June 18 by the Texas Tech University Dance Division of Health, Physical Education and Recreation.

Dance Workshop '77 will have a qualified professional staff, and classes are open to teachers as well as students. Students may enroll for a maximum of two hours of college credit.

Advanced and beginner level courses will be offered and placement auditions will be held in the Women's Gym, Texas Tech, the first day of registration.

Fees for the workshop are: ballet, \$60; modern dance and jazz, a combined class, \$60; ballet, modern dance and jazz, \$120; variations, choreography and tap, \$22.50 each or all three for \$60.

Instructors will be: Diana Moore, chairperson of the Division of Dance; Karen Steele, a member of the Repertory Dance Theatre at Salt Lake City, Utah; Maniya Barredo, soloist with Les Grands Ballet Canadienne and the Atlanta Ballet Company; Mannie Rowe, associate director of the Atlanta Ballet Company; Buster Cooper, director of tap and jazz for Dance Educators of America Training Schools at Kentucky Western University and in New York City; and Kristina Gintautiene, originator and director of the Revolving Dance Company.

For further information, contact Diana Moore, Department of Health, Physical Education and Recreation, Dance Division, Texas Tech University, Lubbock, Texas 79409.

# TexasTech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What slide spot. Thank you.)

10 seconds

## VIDEO

## AUDIO

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SLIDE #1 .....

WHAT'S WHAT AT TEXAS TECH? A FREE THREE-DAY WORKSHOP  
ON COLOR PHOTOGRAPHY WITH WORLD FAMOUS PHOTOGRAPHER  
CHARLES SWEDLUND, APRIL TWENTY-SEVENTH THROUGH APRIL  
TWENTY-NINTH, IN THE ART BUILDING.

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50-4-22-77

# TexasTechNews

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

CONTACT: Worth Wren

ATTN: Public Service Directors

(\*This is a What's What radio spot. Thank you.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? A FREE THREE-DAY WORKSHOP ON  
COLOR PHOTOGRAPHY WITH WORLD FAMOUS PHOTOGRAPHER CHARLES SWEDLUND,  
APRIL TWENTY-SEVENTH THROUGH APRIL TWENTY-NINTH, IN THE ART  
BUILDING.

--30--

51-4-22-77

# TexasTech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(Please use this PSA prior to or on April 28. Thank you.)

30 seconds

TEXAS TECH UNIVERSITY ART DEPARTMENT PRESENTS AN EXHIBITION, LECTURES AND WORKSHOP BY WORLD FAMOUS PHOTOGRAPHER CHARLES SWEDLUND, APRIL SEVENTEENTH THROUGH MAY EIGHTH IN THE ART BUILDING. SWEDLUND WILL DEMONSTRATE RECONSTRUCTION OF COLOR WORK DURING HIS THREE-DAY WORKSHOP APRIL TWENTY-SEVENTH THROUGH APRIL TWENTY-NINTH. ALL ACTIVITIES ARE FREE TO THE PUBLIC, AND THE ARTIST WILL DISCUSS HIS PHOTOGRAPHS, WHICH CAN BE FOUND IN PERMANENT COLLECTIONS ACROSS THE WORLD, INCLUDING THE MUSEUM OF MODERN ART. FOR TIMES CALL 742-3825.

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52-4-22-77

CUTLINE-----

OUTSTANDING PROFESSOR--Dr. Herschel M. Mann, Texas Tech University business administration professor, left, was awarded the Edwin E. Merriman Outstanding Accounting Professor Award by Merriman, right, as a part of Accounting Emphasis Week. The award is given for excellence in classroom teaching and for contributions to the accounting profession. (Tech Photo)

CUTLINE-----

ARMY FELLOWSHIP--Stephen M. Moore, Texas Tech University senior history student, right, was presented an Army fellowship by Brig. Gen. Daniel W. French, <sup>(left,)</sup> new commander of the Third Reserve Officer Training Corps (ROTC) Region. The award will allow Moore to complete the master's degree after four years of military service. (Tech Photo)



# Texas Tech News

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

FOR RELEASE AT NOON FRIDAY, APRIL 15

CONTACT: Kay Hord

LUBBOCK--Texas Tech University President Cecil Mackey presented certificates of citation to four graduates of the College of Engineering who were recognized Friday as "distinguished engineers."

Approximately 250 faculty, staff, former recipients of the recognition and friends attended the Distinguished Engineer Awards Luncheon in the University Center Ballroom.

The 1977 recipients were Donald R. Clark, vice president, International Marketing, Continental Oil Co., Houston; A.L. Kincheloe, vice president and general manager of Operations, Mosher Steel Co., Houston; Orval L. Lewis, director of Projects, Davy Powergas Inc., Houston; and John S. Ball, director, U.S. Energy Research and Development Administration, Energy Research Center, Bartlesville, Okla.

Certificates of citation were also presented to Phillips Petroleum Co. and Pioneer Corp. This was the second year the College of Engineering recognized corporations and individuals who have made outstanding contributions to the college.

Engineering Dean John R. Bradford introduced guests.

# TexasTech News

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

CONTACT: Kay Hord

LUBBOCK--Julie Schiebl of Houston and Melinda Weatherbee of Childress, members of Texas Tech University horse judging Team A, helped their team take second place in overall judging in the Southwest Regional Intercollegiate Horse Judging Contest.

Competition was at Texas A&M University Friday (April 15).

Team A was high in halter judging and Weatherbee, junior animal science major, was high individual in overall judging, halter judging and performance judging.

Schiebl, freshman psychology major, is the daughter of Peter P. Schiebl, Jr., 14114 Kingsride, Houston. Weatherbee is the daughter of Orville Weatherbee, Arlie Route, Box 26, Childress.

Teams from nine universities and colleges participated in the competition.

# Texas Tech News

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

CONTACT: Dan Tarpley

LUBBOCK--"World Oil" editor Bob Scott of Houston told the Texas Tech University Petroleum Short Course today (Friday) that the state of energy supplies is not good, that domestic production prospects are not bright, and that gas production is declining.

"Few of us associated with producing oil and gas have much to be cheerful about after hearing Mr. Carter's message," he said, "but the President admirably made the nation aware of the oil and gas shortage, something the industry has been telling the nation for years."

Scott was the noon speaker on this final day of the annual short course which brings engineers, technicians and management persons in the oil and gas production business to the university.

Touching on coal as an alternate source of fuel, he said it is of questionable dependability in emergencies. For example, in January and February the nation expected an increase in coal output in response to the bad weather. Conversely, production fell by a third because the same cold weather that spurred demand immobilized coal preparation plants, caused miners to stay at home, prevented barging on frozen rivers, and made it necessary to thaw frozen coal before it could even be unloaded from rail cars.

However, it is the one fossil fuel which we have in ample quantity, he said.

Scott, recognized as an authoritative spokesman for the nation's oil industry, said the President's main thrust to dampen demand and eliminate waste by increasing cost of energy to the consumer is a proper goal and something that has been needed for years.

-more-

"As admirable as his conservation goals are, and ignoring the several cheap shots he took at the petroleum industry in his speeches, his proposals for production--which he said would provide incentives--are about as desirable as a nationwide epidemic of the bubonic plague," he said.

Scott's summation was that "It would have simplified things considerably if the policy had called for decontrol of all oil and gas prices with the provision that revenue accrued to the oil industry be reinvested to develop new resources. This approach, coupled with an excess profits tax that would have required plowback, would have stimulated both conservation and the production effort."

The short course is sponsored by the petroleum industry of West Texas in cooperation with the Department of Petroleum Engineering at Texas Tech.