LOG BOOK DEC. 1-6 1969 Stories and Cutlines Explanation Date 1-12-1-69 OF LIEHTS HOBBS PORTALES SNYDER 2-12-1-69 | FRENCH PLAN ANIMAL SCI 3-12-2-69 DISTINGUISHED SCIENTISTS 15 DOING STENCE UD ONLY ZEROX 4-12-1-69 CROPS TEAM 5-12-1-69 GILLIAM - CUTLINE WHITE HOUSE CONFERENCE ABILENE 6 12-1-66 7-12-2-69 GRADUATE EARN REGISTRATION -8-12-2-69 COWBON GRISTMAS BALL LAS VERAS NM 9-12-2-69 WADE 10-12-2-69 HLUMN, COUNCIL BROWN FIELD 11-12-3-69 CHILDREN'S CHRISTMAN CONCERT LEVELLAND LAMESA. CINCINNATUS - NX 12-12-3-69 RANGE MANAGEMENT 13-12-3-69 BID OPENING 14-12-3-69 ALUMN, COUNCIL 15-12-3-69 STAGE BAND READING CUNIC 16-12-4-69 KENNAMER

LUBBOCK -- Christmas music and pageantry, climaxed by the switching on of more than 25,000 multi-colored lights, will usher in the holiday season Tuesday (Dec. 2) at Texas Tech.

The Carol of Lights, a dramatic, open air program which traditionally sets the stage for the illumination of buildings on the central campus, will begin at 7 p.m. in the Science Quadrangle.

Lights outlining 11 major buildings are slated to flash on simultaneously at 7:15 p.m.

"Light the World with Joy" will be the theme of this year's program presented under direction of Tech's Women's Residence Council.

WRC President Judy Jenkins of Hamlin will welcome visitors and introduce special guests. WRC secretary Amy Trail of Dallas will give the invocation.

Santa Claus will arrive at the head of a torchlight parade composed of a massed choir of carolers representing the various university dormitories. Members of Saddle Tramps, men's spirit organization, will conduct the procession from the Administration Building plaza to the quadrangle.

Dr. Gene Hemmle, chairman of Tech's Music Department, will lead the audience in a community sing as the lights are turned on.

Luminarios (lighted candles in sacks) provided by Alpha Phi Omega, men's service organization, will line the walkways from campus entry stations to Memorial Circle.

This marks the 11th observance of the Christmas lighting project which annually attracts thousands of visitors to the Tech campus throughout the holiday season.

Add one -- Carol of Lights

Former Tech board member Harold Hinn of Plainview and Dallas is credited with originating the idea and providing the funds for the first lighting program in 1959, the illumination of four buildings. Student participation began in 1960 with the inauguration of the Carol of Lights. Aided by public interest and contributions, the project has expanded yearly to its present size.

The lights are automatically switched on at dusk each evening during December.

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1-12-1-69

By Emil Carmichael

This release distributed 12-1-69 to Lubbock news media, Regional dailies, and newspapers in Hobbs, Portales, Snyder, and Midland

LUBBOCK -- Romance, intrigue and a strange set of circumstances trigger the action in "Coelina ou l'Enfant du mystere" (Celina, or the Child of Mystery), a melodrama in French which opens a five-performance run Wednesday (Dec. 3) at Texas Tech.

The three-act play by Pixerecourt, early 19th Century French dramatist, is being produced in costume under auspices of the Tech chapter of Pi Delta Phi, national French honor society.

Performances are scheduled at 8 p.m. Wednesday, Thursday and Friday and at 2 p.m. Saturday and Sunday (Dec. 6,7) in the Qualia Room of Tech's Foreign Languages and Math Building. Tickets, at \$1 each, may be purchased at the door or reserved in advance by calling the Department of Classical and Romance languages, 742-4262.

Mrs. Elaine Lamski, graduate teaching assistant, is directing the production. Mrs. Beatrice Alexander is faculty sponsor of Pi Delta Phi.

Mireille Schellinger of Lubbock appears in the title role of the young protegee Coelina who unwittingly holds the key to a long standing riddle. Miss Schellinger, a part-time instructor in French, was born and reared in France.

Joe Tarver, Lubbock senior, is cast as Stephany, a suitor for Coelina's hand, and Jean Michel Beraud, instructor in French, portrays M. Dufour, the aged master of the household.

The villain of the piece, Truguelin, an unwelcome guest whose past is suspect, is played by Edmund T. Scott, graduate student from Hobbs. Helen Murnaghan, teaching assistant in French, appears as Tiennette, the maid and a friend of Coelina.

Add one -- French play

In supporting roles are Deva Wood, graduate student from Kermit, as Francisque, the beggar who suffers from an old injury; Jeffrey Schultz, Dickinson sophomore, as the doctor; David Howle, Lubbock junior, as the clownish servant, Faribole; Robert Goff, Midland junior, as Michaud the miller, and Al Kincer, San Antonio senior, as Truguelin's servant, Germain.

Appearing as peasants are David Hess and Skip Reed, both of Lubbock, Holly Huber of Dallas, Pam Parmer of Garland, Gail Price of Fort Worth, Giles D. Rainwater of Snyder and Jack Turquette of Frisco.

Chairmen of production crews include Carolyn Smith, Maria
Ballew and Maurice Ballew, all of Lubbock, Carol Clarke of Austin,
Nancy Kupp of Dallas and Wood.

"Coelina," first produced in 1800, was the second of a long list of successful plays which brought recognition to Pixerecourt as "king of the boulevard theaters," the popular playhouses of Paris.

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2-12-1-69

By Emil Carmichael

NOTE: Pixerecourt is pronounced "peeks-uh-ray-coor"



LUBBOCK--The key to the future economic growth of the exploding cattle feeding industry in the Southwest is new knowledge gained through research and education.

That is the opinion of Dr. Gerald W. Thomas, Dean of the College of Agricultural Sciences at Texas Tech University, an institution "in a better position than any other organization to make this contribution to the West Texas portion of the industry.

"As feedlots increase in number, capacity and complexity, much greater efficiency will be required, and cattle feeding will become an even more exacting enterprise," he said.

"It is certain that future research requirements for the dynamic cattle feeding industry of the Texas Panhandle-South Plains area will greatly exceed those of previous years. Texas Tech can provide the leadership in this region and has the basic resources to do so with respect to its professional staff and facilities."

The next great leadership need, according to Dr. Thomas, is a "Distinguished Scientist" in the Animal Science Department of the College of Agricultural Sciences.

Thomas said "the challenge is clear; the demand is unmistakeable; the need is now; the opportunity is ours."

He supports, and urges industry to join in the support of, a permanent endowment fund of \$400,000 which has been accepted by the Texas Tech University Foundation as a goal to finance such a scientist.

The Foundation board has pledged "wholehearted support of this farreaching" cause and the Foundation's Agricultural Committee has undertaken leadership of the financial effort required, with cooperation of its Feedlot Advisory Committee.

The Feedlot Advisory Committee and the Agricultural Committee, meeting jointly, have asked owners of cattle in feedlots to contribute 10 cents per head of cattle each year for three years to establish the Distinguished Scientist Chair.

Thomas said this will be a one-time, all-out financial effort to establish a permanent fund, and the annual income only will be devoted to its purposes.

Donors, Foundation officials said, "may have the privilege of extending their participation over three tax years." Contributions to the Distinguished Scientist Fund may be made payable to the Texas Tech University Foundation for income tax purposes and will be deductible.

What would such an animal scientist do?

Assistant Dean of Agricultural Sciences Sam E. Curl answered: "The Distinguished Professor in Animal Science will have the specific assignment of working on problems directly related to the cattle feedlot industry.

"His research investigations and those of his graduate students will be conducted on both the college farm at Lubbock and at the Texas Tech Research Farm at Pantex and will be directed toward the most pressing feedlot industry problems."

Such a professor would play an active role in the training of students for managerial positions in the feedlot industry and would be available to consult with feedlot owners and managers concerning their individual problems.

As a part of his public service function, Curl said, he would conduct lectures and seminars on various topics of economic importance to the cattle feeding industry.

Additional research information is needed, he said, in the areas of livestock nutrition; feedlot management; resource economics, marketing and market analysis; computer services; feedlot mechanization and design; sanitation; pollution control; disease and insect control; influence of environmental factors; endocrine regulation of growth and fattening; genetic effects on feedlot performance; feeder calf production and supply; live animal and carcass evaluation; beef processing, merchandising and quality control; and packing plant management.

"The present beef cattle research team at Texas Tech is composed of highly-trained faculty members recognized nationally as authorities in their fields of specialization," Dr. Curl said.

"The combined research efforts of these specialists and the Distinguished Professor in Animal Science will go far toward solving the growing problems of the expanding feedlot industry."

Tech animal scientists cite predictions that more than three million head of cattle will be fed in Texas feedlots in 1970, largely in the West Texas area.

In the last five years, Panhandle-South Plains area cattle raisers have seen the most dramatic expansion of the beef-feeding industry in history. Approximately 3 million head of cattle will go through the feedlots this year (1969), generating more than one billion dollars in the production, supply, processing, and distribution sectors of this phenomenon of agri-business.

This year's output will represent a direct gross income of more than 600 million dollars, which is approaching the total gross income from cotton for the entire state.

Economists estimate that area feedlot capacity will increase at the rate of about 25% per year until it reaches approximately four million head.

The cattle feeding industry is destined to continue its growth at an accelerated rate. The "beef feeding belt" of the future likely will center around the high plains region of Texas, Thomas said.

"The area's abundant supply of grain, production of feeder calves, and favorable climate, the progressive attitude of West Texans, world-wide population growth, and the increased income and demand for quality beef all contribute to the vast expansion of the industry."

Research in livestock nutrition using grain sorghum as the base has been a major factor in the development of the feedlot industry. Studies have shown that research in hybrid corn and sorghum is still yielding more than 300 percent returns per year on investment.

Texas Tech proposes to spearhead this important research for the cattle industry through an aggressive program directly related to solving problems of feedlots.

The cattlemen, feeders and businessmen making up the two committees supporting the drive for the endowment are:

The Foundation's Agricultural Committee--Earl B. Collins of Lubbock, chairman; Sam C. Arnett Jr., Frank Chappell Jr., Roy B. Davis, Joe Nislar, W. L. Stangel and Harris Underwood, all of Lubbock, Frank M. Carter of Pampa, Harold Hinn of Dallas, and Fritz Thompson of Borger.

Feedlot Advisory Committee--A. L. Black of Friona, chairman; Howard Alford and Tom Simmons of Lubbock, Grady Shepard of Hale Center, Jay Taylor of Amarillo, Gabe Anderson of Bovina, Darrell Cameron and Rex McAnally of Pampa, Jim Davidson of Sudan, George F. Ellis, Jr., of Midland, and John F. Lott of Post.



Cutline -----

TECH LEADS PROGRAM -- Texas Tech University's cattle feeding studies benefit one of the state's fastest growing industries, and new programs at the institution will gain impetus with the establishment of a Distinguished Scientist Chair in the Department of Animal Science. Dr. Ralph Durham, above is keeping statistics on part of the herds on Tech's approximately 14,000 acres of farm land.

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Special to the University Dably

Texas Tech's Crops team took first place in the National Collegiate Crops Contest in Kansas City Tuesday and second place in the International Collegeiate Crops Contest in Chicago Saturday.

It was Tech's 12th $\rm fi_r$ st place in a τ row at Kansas City and the first time in eight years that the Techsans had not won first place in Chicago..

Members of the team are Jerry Bigham, junior of Lockney; Jerry and Rice, junior from Abernathy; Rex Harris, senior from Colorado City. John Conner, senior from Seymour, was alternate. Agronomy Prof. Cecil Ayers coaches the team.

In the National contest at Kansas City, Tech won first in overall contests with 5,266.8 points out of a possible 5,400.

Oklahoma State was second with 5,059 amd the University of Minnesota was third with 5,000.4.

Bigham was the high individual, with Harris second and Rice third.

In Grain Grading, Tech was first, Minnesota was second and Oklahoma State third. In individual contests, Bigham was first with a perfect score; Rice, second; and Harris fourth.

Tech took first in Seed Analysis, with Oklahoma State second and Pennsylvania State third. Harris tied for first with an Oklahoma State entry; Rice was fifth and Bigham sixth.

(more)

Crops Team--2

In identification, Tech was first with Penn State second and Minnesota third. Bigham and Haris tied for first place with perfect scores and Rice was 12th.

In the International Crops contest, Minnesota came in first with 5,252 points to Tech's 5,204.8 for second and Penn State's third with 5,104.4. Oklahoma State was fourth.

In individual honors, Bigham was first, Rice fourth, and Harris 10th.

In Seed Analysis, Tech was first, Minnesota second and Oklahoma State third. Bigham was first in individual honors, with Rice second and Harris fifth.

In Grain Grading, Tech came in fourth. Minnesota took first, and Oklahoma State second, Penn State third.

In Identification Tech came in third behind Minnesota and Penn State. Bigham was sixth in individual competition, with Rice seventh and Harris eighth.

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4-12-1-69

LUBBOCK -- Education for progress is the unofficial slogan for three students in Texas Tech's College of Business Administration -the three newest enrollees from the Middle East.

The students -- Ibrahim A. Al-Moneef from Riyadh, Saudi Arabia, Saleh F. Khasawneh of Irbid and Fuad Salem of Amman, Jordan -- except to return to their home countries to apply their learning to national economic development.

The Jordanian students are among the estimated 25,000 from that country studying abroad, 5,000 of them in the United States.

"Jordan's resources are so limited," Khasawneh said, "education is the only way to progress."

In addition to the students abroad, he said, Jordan is "a major exporter of manpower." Approximately 60,000 Jordanians live outside the country, he explained, contributing their educational skills in other nations and sending money to their homeland.

Khasawneh explained that education in Jordan is compulsory through the ninth grade. The nation's secondary school system is large, and six junior colleges and the University of Jordan also serve to educate.

This is Khasawneh's second enrollment at Texas Tech where he now is working toward the doctor's degree in economics. He was one of the first Jordanians to study at the Lubbock university in a program supported cooperatively in 1965-66 by the Jordanian government and the Ford Foundation.

When he returned, he worked with others to help establish the Beit Hanina Junior College of Commerce which fell to Israel in 1967. He since has served with the Ministry of Education and on the faculty of the University of Jordan. He has returned to Texas Tech "on his own," because, he said, "I have grown beyond my first experience, and I have a responsibility in Jordan's future."

Add one -- Jordan

Salem also is working toward the doctor's degree, with a major in marketing and a minor in management. He received his bachelor's degree from Damascus University in Syria and the master's degree at Indiana University.

Salem taught marketing two years at the University of Jordan and was a graduate assistant there when Texas Tech Professor of Business Education John Gilliam was working with the Ford Foundation in Jordan and other Middle Eastern countries.

Salem's and Al-Moneef's studies are sponsored by their governments in cooperation with the Ford Foundation.

Al-Moneef is the first of several Saudi Arabian business students who have indicated they will enroll at Texas Tech. An undergraduate in business education, he expects to teach in programs training middle management staff members for employment in civil service and business. He formerly served as director of administration at the Institute of Public Administration in Riyadh.

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5-12-1-69

By B. Zeeck

LUBBOCK -- Texas Tech senior Gail Carter of Abilene has been selected to participate in the White House Conference on Food, Nutrition and Health slated to meet Tuesday through Thursday (Dec. 2-4) in Washington, D. C.

Miss Carter, a food and nutrition major in Tech's College of
Home Economics, will represent the Texas College Section of the
American Home Economics Association at the national conclave called
by President Nixon to study problems relating to hunger and
malnutrition among the nation's poor.

Objectives will include an evaluation of the state of nutrition in the U.S., establishing guidelines for the nutrition of vulnerable groups, the provision of food as it affects the consumer, nutrition teaching and education, food delivery and distribution and voluntary action to help the poor.

Approximately 2,500 persons have been invited to attend, including educators, scientists, members of the medical and health professions and representatives of agriculture and the food industry.

Miss Carter is the only home economist from West Texas and the only student home economist from the state invited to attend. An outstanding student, she holds the Texas Dietetic Association's Scholarship Award for 1969 and is an active member of the AHEA student section at both local and state levels.

She is the daughter of Mr. and Mrs. Lew Lloyd Carter, 2510 Woodridge St., Abilene.

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6-12-1-69

By Emil Carmichael



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TO: All Deans, Department Heads and Chairmen

FROM: Jerry Kelly, Manager Publications Bureau

DATE: December 2, 1969

The Division of Information Services is preparing a spring campus telephone directory, to be distributed shortly after registration in January.

Faculty and staff whose addresses have changed or whose names were not included in the fall directory may fill in one of the enclosed cards to provide data for the new book. We will assume that the listings from your department are correct unless notified of changes, additions or deletions.

The deadline for changes and additions is Dec. 15. To meet the printer's schedule, we will be unable to accept them after the Christmas holidays.

If you need additional cards or have questions, please call us at 742-4136.

LUBBOCK -- Friday (Dec. 5) is the final day for graduate students at Texas Tech to take advantage of an early sign-up period which will remove them from registration lines in January.

Dr. Lawrence L. Graves, interim dean of the Graduate School, reminded Spring Semester graduate students that they may register for 500-level courses and above during the early registration.

A student may pick up his packet at Window No. 4 in the Registrar's effice, then report to advisors in his major department for selection of courses. Registration is then completed in the basement.

"Students are urged to pay registration fees during the early registration period," Graves said, "but those not wishing to do so may have their packets held by the registrar's office for issuance to them at the emergency exit to the Coliseum at the regular registration time, Jan. 12-14."

Graduate students who prefer to join the regular registration lines may pick up packets in the Coronado Room in the Tech Union Dec. 11-19 or at the Registrar's office Jan. 12-14.

This release distributed 12-2-69 to Lubbock news media

LUBBOCK -- The Texas Tech Rodeo Association will conduct its annual Cowboy Christmas Ball at the Tech Union at 8 p.m. Saturday (Dec. 6).

All Tech students are invited to attend the program of what sponsors call "rompin' and stompin'," with tickets priced at \$ 1.50 for non-members of the association.

Music will be provided by Chuck Hall.

-30-

by Dan Tarpley

8-12-2-69

McMURDO STATION ANTARCTICA -- Scientists working in "this strange land learn never to put all their eggs in one basket."

If the weather fouls one operation, another study begins.

This was the report Tuesday (Dec. 2) from F. Alton Wade, project leader for a National Science Foundation Antarctic Research Project. Wade, who is Horn Professor of Geosciences at Texas Tech, is on his seventh trip of exploration to the south polar continent.

Weather prevented the party from reaching the Antarctic until Nov. 1, and then it was "rather pleasant when we arrived -- plus 8 degrees F. and a gentle wind of 10 to 15 knots."

The good weather didn't last, however, and for three weeks flying operations had to be curtailed.

"A radio communications blackout also had kept the planes on the ground. The station was overrun with scientists who were ready to be transported to their areas where they were to conduct their investigations, and they were forced to wait -- really frustrating experiences for those who were here for the first time.

"The old timers have learned to relax and to live with the whims of Mother Nature in this part of the world.

"Our primary program, the determination of the thickness of the ice cover along a network of flight lines in Marie Byrd and Ellsworth lands suffered more than the others," Wade said.

Added to the bad weather were equipment troubles.

Ready, however, was a secondary program which could go into operation during the wait.

"We are presently engaged in studying the basement complex of rocks that is the foundation unit of the great trans-Antarctica mountain system," Prof. Wade said. "Fortunately there are nearby areas where we can conduct our studies -- places within helicopter range of McMurdo Station."

On Nov. 5, the three scientists from Texas Tech -- Dr. Wade, Dr. John Wilbanks and Lawrence D. Osborn, a graduate student -- and a geologist from Ohio State set up a tent camp on Marble Point, about 75 miles from the main station.

"We remained there for nine days and were able to work on four of them," he said. "High winds on the other five days forced us to remain in camp."

The party was picked up and returned to McMurdo by helicopter Nov. 14, and on Nov. 18, Wilbanks and Osborn left for another area -- about 60 miles from McMurdo -- to continue the study of the basement complex for another 10 days.

Wade referred to the journey of Texas Tech President Grover

E. Murray to the Antarctic. Dr. Murray left Nov. 19 for an
inspection tour of National Science Foundation sponsored research
activities in the Antarctic.

"We hope to convert him to an enthusiastic backer of research in Antarctica." said Wade.

The explorer-scientist also commented on changes in Antarctica.

"I was assigned to the Senior Scientist Quarters and was startled to find that the four young lady geochemists from Ohio State University were also quartered there. They had arrived one hour ahead of us and were busy getting settled in their rooms.

"Times have certainly changed since I first visited this continent 35 years ago. But that is a long story in itself."

Of Ather changes at McMurdo Station, he said:

"There had been some major changes in the two-year interval since I had been here. The mess hall portion of the new building which eventually will house all Navy personnel in the winter was open and in use.

Add two -- Wade

"Compared to the old one that had been in use for 10 years, the new one was a Lubbock Club and the old, Joe's Hash House "" new hospital, new quarters for the flight squadron and, in construction, a new building to quarter USARP (U.S. Antarctic Research Project) personnel in future years."

Dr. Wade said that he expected to return to the United States in late December, with Wilbanks and Osborn following in mid-January.

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9-12-2-69

By B. Zeeck

LUBBOCK -- The District IV conference of the American Alumni Council moves into its second day of programming Wednesday (Dec. 3).

Texas Tech Ex-Students Association executive director Wayne James, and his assistant director, Tony Gustwick, are conference chairman and coordinator, respectively.

Jack Maguire, executive director of the University of Texas Ex-Students Association, is district chairman and presided at the Tuesday night session at the Red Raider Inn.

The principal speaker was Arthur J. Horton, chairman of the board, American Alumni Council. The Chairman's Banquet followed a reception honoring newcomers, with C. C. Nolen of Texas Christian University as hospitality chairman.

The opening general session at 9 a.m. Wednesday will feature a welcoming address by Dr. Glenn E. Barnett, executive vice president of Texas Tech.

Morning sessions will deal with "Alumni Motivation From Ground Zero" with Joe Bishop, executive director of the Texas A&I Alumni Association speaking; "From A to Z in the 70's," by Horton, director of development, Princeton University, with Jim Reid of Southwestern University moderating a panel; and "Bridging the Editor-Printer Communication Gap" by Les Miller, vice president of Evans Press. and Forrest Foster, vice president of the Commercial Sales Division, Steck-Warlick Co., Austin.

Afternoon speakers will be Maguire; Graves Blanton, associate director, Development Board, University of Texas; Horton, Corbin Gwaltney, editor of the Chronicle of Higher Education; Richard (Buck) Weirus, executive director of the Association of Former Students, Texas A & M; Warren Gould, president of the American Alumni Council; Dr. George Stokes, executive director of the Ex-Students Association, Baylor University; Tom Norfleet, vice president of Success Motivation Institute and Mrs. Kay Boyland, Louise S. McGehee School's director of development.
The program will continue through Thursday.

This release distributed 12-3-69 to Lubbock news media and to newspapers in Brownfield, Levelland and Lamesa

LUBBOCK -- Music, ballet and story-telling designed to appeal to South Plains youngsters will be offered at Texas Tech's ninth annual Children's Christmas Concert at 2 p.m. Sunday (Dec. 7) in Lubbock Municipal Auditorium.

Tech's Symphony Orchestra under direction of Paul Ellsworth will join Tech's Dance Theater, directed by Suzanne Aker, in presenting a varied program featuring selected works by Russian composer Dimitri Kabalevsky and Texas musician Don Gillis.

The concert, scheduled an hour earlier than in previous years, will be open to the public without charge.

Gillis' work, "The Man Who Invented Music," in which a grandfather tells his granddaughter how music came about, will be narrated by Robert Bernard of Tech's music faculty.

Tech dancers will perform 10 excerpts from "The Comedians," a ballet suite choreographed by Mrs. Aker to Kabalevsky's music for orchestra.

Other highlights will include Reznicek's "Overture to Donna Diana," Leroy Anderson's "A Christmas Festival," and Variations on "America," by Charles Ives.

Continuing a custom established several years ago, a youngster will be selected from the audience to assist in conducting one of the numbers.

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11-12-3-69

By Emil Carmichael

SPOT ANNOUNCEMENT

TEXAS TECH EXTENDS SEASONS GREETINGS....AND A CORDIAL
INVITATION TO VISIT THE CAMPUS DURING THE CHRISTMAS HOLIDAYS.
THE STAFF, FACULTY AND STUDENT BODY WELCOME YOU TO DRIVE ON
CAMPUS ANY NIGHT TO SEE THE SPECTACULAR CHRISTMAS LIGHTS.
MORE THAN 25,000 MULTI-COLORED LIGHTS OUTLINE THE MAJOR
BUILDINGS ON THE CENTRAL CAMPUS, A SCENE WHICH ANNUALLY ATTRACTS
VISITORS FROM ALL PORTIONS OF WEST TEXAS AND NEW MEXICO. IT'S
TEXAS TECH'S WAY OF WISHING FRIENDS A HAPPY HOLIDAY SEASON.

LUBBOCK -- President Joseph L. Schuster of the Texas Section, American Society of Range Management, said Wednesday (Dec. 3) that approximately 200 are expected to attend the section's 19th annual meeting Dec. 4-6 at Green Oaks Inn, Fort Worth.

Two honor students in the Department of Range and Wildlife
Management at Texas Tech, six faculty members from the department
and one consulting professor will participate.

Theme of the meeting is the "Conversion of Grass into Dollars."

Speakers at the meeting will include Dr. Schuster, chairman of the department, who is the co-author of a paper on "Saltcedar Spread and Its Influence on Water Supply in the Upper Brazos."

The paper was prepared by Schuster and a research associate, Frank E. Busby. As president, Prof. Schuster also will preside at the meeting.

The master of ceremonies for the annual banquet Friday night will be Dr. W. J. Waldrip Jr., Renderbrook-Spade Ranch, Colorado City, Tex., who is a consulting professor at Texas Tech.

Wendell Holder of Lubbock, as outstanding lower classman, and Richard Pudney of Cincinnatus, N.Y., as outstanding upper classman -- by a vote of student members of the Texas Tech Range and Wildlife Management Club -- will be honored with other Texas students at the banquet.

Other faculty attending from Texas Tech include Profs. Henry Wright, who is secretary-treasurer of the Texas Section, B. E. Dahl, John Hunter, Ronald E. Sosebee and Russell Pettit.

LUBBOCK -- H. R. Bundock, Lubbock contractor, sumbitted the apparent low base bid for the construction of the Athletic Dining Facilities at Texas Tech Wednesday (Dec. 3).

His base bid was \$559,000, followed by the Lubbock firm of Knox, Gailey and Meador with a figure of \$566,619, and Claude Martin & Sons, also of Lubbock, with a bid of \$566,700.

Eight firms submitted bids with the base bids ranging up to \$619,950. There were eight alternates, seven of which called for deductions, one for an addition.

The bids will be tabulated and submitted to the University's Board of Regents for consideration at a regular meeting Saturday (Dec. 6).

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13-12-3-69

LUBBOCK -- Joe Belden, president of Belden Associates of Dallas, marketing and opinion research firm, will speak at 10:15 a.m. Thursday (Dec. 4) at the District IV Conference of the American Alumni Council at Red Raider Inn.

His subject will be "How to Communicate." Other group meetings will precede the Belden talk, with still others to follow. New officers will be elected at a business session at 2:15 p.m.

Other Thursday morning speakers will include Jack Maguire, of the University of Texas; Miss Beatrice Field of Tulane University, Wayne James, executive director of the Texas Tech Ex-Students Association; John Rosso of the University of Arkansas; Robert L. Chambers of Tulane; Raymond Vickery and Dr. George Stokes of Baylor; Clyde Foltz of Texas Christian University;

Richard Dini, consultant; Jim Llamas of Tulane, Mrs. Paula
Marvel of Our Lady of the Lake College, Gary McCaleb of Abilene
Christian College, C. C. Nolen and Ed Kallenburg of Texas Christian,
Paul Youngdale of Southern Methodist, Norris Loeffler of St. Stephens
Episcopal, and Les Miller of Evans College Publication Service,
Fort Worth.

The Thursday luncheon speaker will be Dean John R. Bradford of the College of Engineering at Texas Tech, and the Awards Banquet speaker will be Berl Huffman of Texas Tech's coaching staff.

Tony Gustwick of Tech's Ex-Students Association staff will present the awards.

This release distributed 12-3-69 to Lubbock news media and to newspapers in Amarillo, Plainview, Odessa, Midland, Hobbs, San Angelo and Snyder

LUBBOCK -- Band directors from a three-state area are expected to participate in a Reading Clinic of newly published stage band materials Saturday (Dec. 6) at Texas Tech.

The clinic will get under way at 9 a.m. in Room 1 of the Music Building, according to Paul Mazzacano, coordinator of the one-day session sponsored by the Tech Jazz Ensemble in cooperation with the Department of Music.

The Tech Ensemble, directed by Mazzacano, will perform music from 20 of the nation's leading publishing companies. Visiting directors will be provided with complimentary scores of the music being performed so that they can evaluate each composition. Displays of related musical equipment also will be available.

Bob Seibert, chief arranger of KSM Publishing Co., will conduct an "idea-exchange" session concerning the publishing and arrangement of stage band music.

Mazzacano came to Tech this fall from Kansas State College where he was director of bands and percussion. A graduate of DePaul University, his professional experience includes appearances on radio, recordings and television and with several of the nation's name bands.

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15-12-3-69

By Emil Carmichael

LUBBOCK -- Dean Lorrin G. Kennamer of Texas Tech's College of Arts and Sciences is one of 18 contributors to "Geography of Population," the 1970 yearbook of the National Council for Geographic Education.

The yearbook is the first of a series to be published by the national council, and the second is to deal with environmental quality.

Dr. Kennamer contributed the third chapter of the new book.

Entitled "Present Distribution of the World Population," the chapter is an overview of world population patterns.

Describing the population explosion as "potentially catastrophic to mankind," the volume points out that man has lived on the earth some 2.5 million years, and during most of that time his numbers were few.

"In the time of Christ, there were about 300 million people on earth -- less than half the number of people who live in China alone today. In the 18th Century, mankind began to experience an amazing increase in numbers, and by 1850 the population of the world had reached 1 billion. Between 1850 and 1925, it doubled to 2 billion.

"At this rate of growth," according to the geographers, "world population will reach 4 billion by 1980 -- 7 billion by the end of the century."

"Perhaps," said Dr. Kennamer, "no subject today is of greater importance than the population problem."

Paul F. Griffin, chairman of the Division of Social Sciences, Oregon College of Education, is editor of the book.

Publisher is Fearon Publishers/Lear Siegler, Inc., Palo Alto, Calif.

LUBBOCK -- Edsel Buchanan, Texas Tech faculty member since 1956, will receive the 1969 Honor Award granted by the Texas Association for Health, Physical Education and Recreation at its state meeting now in progress in Corpus Christi.

The convention opened Thursday (Dec. 4) in the Driskoll Motel.

Buchanan is associate professor of health, physical education
and recreation for men and director of the intramural program for
men at Tech.

The Honor Award "is the highest honor the TAHPER can bestow," according to Dr. Ruth Cady, association president.

Requirements for the award include "significant contribution to health education, physical education or recreation through excellence in teaching, outstanding administrative achievement, leadership in professional association, scholarly publications and community service."

Buchanan has been guest instructor, lecturer and consultant at Texas Woman's University, Midwestern University and Arlington State University and for public schools in El Paso and Lubbock.

He served as president of the National Intramural Association, and of the Lubbock chapters of the Southwest Football Officials

Association and the Southwest Basketball Officials Association and was an officer of the Recreation Division of the TAHPER.

Author or co-author of 14 publications, Buchanan is sponsor for the Texas Tech Cheerleaders, Phi Epsilon Kappa and Flying Matadors Trampoline Team. He directs the Summer Cheerleading School on the Tech campus and the girls regional basketball competition under University Interscholastic League. He is co-director of UIL regional track and field events. LUBBOCK -- The Marlboro Trio, internationally-known ensemble featuring planist Mitchell Andrews, violinist Gerald Tarack and cellist Charles McCracken, will come to Texas Tech for a concert performance at 8 p.m. Monday (Dec. 8) in Tech Union's Coronado Room.

The program, presented under auspices of Tech's Artists

Course series, will include Dvorak's Trio in E Minor, Op. 90

("Dumky"); Leon Kirchner's Trio (1954) and Beethoven's Trio in

D Major, Op. 90, No. 1 ("Ghost").

Admission, which is free to Tech students, will be \$2.50 for the general public and \$1.50 for non-Tech students and university-related personnel. Tickets may be purchased in advance at Tech Union or at the door on performance night.

Since its founding in 1961 at Marlboro, Vt., the trio has appeared on nearly every major chamber music series in America, coast-to-coast radio and television and has won critical acclaim on three European tours.

Each member of the ensemble is an artist in his own right.

After completing his formal training with Rosina Lhevinne, Andrews performed as soloist with orchestra, recitalist and chamber musician in the U.S. and abroad. His versatility is reflected in his many recordings, including a performance as a soloist with Leopold Stokowski.

Tarack, who also has recorded with Stokowski, is familiar to New York concert audiences as a frequent soloist with the Mozart Festival Orchestra and Clarion Concerts. A former student of Max Senofsky and Ivan Galamian, he has served as concertmaster of the Puerto Rico Symphony and participated in the Casals Festivals. His European appearances include a State Department tour of Russia,

Add one -- Marlboro Trio

McCracken, a former pupil of Felix Salmond, has a State

Department tour of Germany, five years' membership in the Galimir

Quartet and a myriad of chamber music recordings to his credit.

He has been beard as a soloist with the Metropolitan Opera

Orchestra, the Little Orchestra Society, the Lincoln Festival

Orchestra and Alexander Schneider's chamber orchestra.

The three artists have shared many musical experiences. All have worked at Marlboro, the musical center established under the leadership of Rudolf Serkin in the 1950s to encourage the development of young talent. Andress and McCracken were both Juilliard students, studied chamber music with Salmond and performed in concerts together. McCracken and Tarack have had a long association as musical colleagues in concerts and recordings.

-30-

18-12-4-69

By Emil Carmichael

LUBBOCK -- Texas Tech and Lubbock Christian College took their share of honors as American Alumni Council District IV continued its conference at a Thursday night (Dec. 4) banquet in the Lubbock Club.

Tech's awards included citation for a special event, the 1969 Distinguished Alumnus Awards Luncheon; honorable mention for the Ex-Students Association building fund campaign and special recognitions for a cover on the "Techsan," ex-students magazine, and for the magazine itself.

Lubbock Christian College's alumni magazine received a special recognition award, and the school's publications on estate planning and a special event were cited.

Other winners of multiple awards included Tulane University, 7; University of Texas, 6; Texas A&M and Our Lady of the Lake College, 5 each; St. Mary's University, East Texas State University and Texas A&M University, 3 each.

Wayne James, executive director of the Texas Tech Ex-Students Association, was conference chairman, and Tony Gustwick, assistant director of the association, presided at the awards banquet.

Representatives of about 90 secondary schools, colleges and universities have attended the conference, which concludes Friday morning (Dec. 5) with a coffee in the Tech Ex-Students Association offices.

-30-

19-12-4-69

By Dee Powell

LUBBOCK -- Wayne James, executive director of Texas Tech
Ex-Students Association, was elected chairman when American
Alumni Association District IV chose new officers at a Thursday
afternoon meeting in the Red Raider Inn.

Named to head various divisions of the district organization were Loraine Jackson, director of on-campus activities at the University of Texas; Gary McCaleb, executive director of Abilene Christian College ex-students; Jim Reid, director of development at Southwestern University; (Mr.) Connie Eckard, director of publications at Texas A&M, and Mrs. Lucye Bogan, development director of St. Martin's Protestant and Episcopal School, New Orleans.

Other officers include John Bailey, executive director of ex-students at Stephen F. Austin University, treasurer; Mrs. Betty Stocker, Texas Christian University assistant director of alumni affairs, newsletter editor, and John Rosso, executive director of the Alumni Association at the University of Arkansas, membership chairman.

James has been general chairman of the district conference, which concludes Friday (Dec. 50 with a coffee in Texas Tech Ex-students Association offices on the university campus.

Executive director of Tech's Ex-Students Association since 1960, James received bachelor's and master's degrees from Tech.

This release distributed 12-5-69 to Lubbock news media and other selected newspapers

LUBBOCK, "Tex. -- Texas Tech University announces a national jewelry competition to be held in the spring of 1970, sponsored by the university's Department of Art in conjunction with Tech's International Center for Arid and Semi-Arid Land Studies.

Robert von Neumann, award winning jeweler and professor of art at the University of Illinois, will jury the show.

Cash awards will include \$500 for first place, \$300 for second place and two \$100 prizes.

The deadline for entry cards is Feb. 25, and works should be on hand by March 2: Items will be judged on March 7. The show will be on exhibition in the Tech Library from March 22 through April 19.

Further information may be obtained by writing Francis
Stephen, Show Chairman, Department of Art, P. O. Box 4720, Texas
Tech University, Lubbock, Tex. 79409.

-30-

21-12-5-69

By Emil Carmichael

LUBBOCK -- Texas Tech's Arnold Air Society and Angel Flight will host the 1970 four state area conclave of the two organizations next November.

Approximately 175 Arnold Air Society and Angel Flight members are expected to attend.

Tech's Angel Flight was recently named Area Angel Flight Headquarters for the next two years.

This year's conclave was held in Fort Worth, with Texas Tech sending a delegation of nine Air Force ROTC cadets and ten Angel Flight members.

AFROTC Cadet Emanual M. Honig, commander of the University's Arnold Air Society Squadron, and Cadet Col. John R. Valusek, commander of Tech's AFROTC cadet wing and national archives officer for the 165 organizations comprising the national honorary professional organization of the Society, headed the cadet delegation.

The young women's organization delegation was headed by
Angel Major Marilyn Davies, commander of the flight, and Angel
Major Susan Goering, national publications officer for the
organization of Angel Flight.

Capt. Ronald Knipfer, faculty advisor in Aerospace Studies, accompanied the cadets, and Col. and Mrs. Haynes M. Baumgardner accompanied the Angels. Col. Baumgardner is professor of aerospace studies.

In addition to those from Tech, Society and Flight members attended from Baylor University, University of Texas, Texas Christian, Southern Methodist, North Texas State, Southwest Texas State, East Texas State, Louisiana Polytechnic Institute, University of Tulsa, Oklahoma State, University of Oklahoma and the University of Arkansas.

LUBBOCK -- The first Texas Tech Student Jewelry Exhibition and Sale opened Friday (Dec. 5) at the Texas Tech University Student Union with 19 students in beginning jewelry classes exhibiting both cast and constructed work.

All are students of Art Prof. Francis Stephen.
The show will close Dec. 17.

The work has been done in sterling silver and gold, some of it set with semi-precious stones. The constructed work is cut from flat sterling sheets, assembled and silver-soldered together. Students used the lost wax process -- in which a wax pattern is replaced by metal -- in the cast pieces.

"The students have done some unusually good work," Stephen said, "and we hope to make this exhibition and sale an annual pre-Christmas event."

The work is displayed in the lobby of Tech Union.

Students participating in the exhibition include Patti
Beck, Mary Hall, Carol Parrish, and Tom Valentine, Lubbock; Linda
Kittlitz, Waco; Kathy Thorngren and Mariann Thornton, Houston;
Cathy Condrey, Philadelphia, Pa.; Don McCown, Big Spring; Carol
Underwood, Garland; Elaine Duncan, Brownfield; Laurie Dowell,
Fort Worth; Jack Averitt, Dallas; Jeanne Spitler, Richardson;
Missy Alford, Plainview; Becky Smith, Del Rio; Karen Estes, Bovina;
Mary Ann Townsend, Childress, and Holly Bell Toland, San Antonio.

If it appears a bit quiet on the Texas Tech campus today, it's because the students are making last-minute preparations for final exams for the fall semester. The finals begin tomorrow--Friday--and will continue through T hursday next week. Meanwhile, registration packets for the spring semester are being distributed today and tomorrow and Monday through Thursday of next week. Permits for students whose last names begin with A and B are available today; and for students with names begining with C through F tomorrow.

The others are scheduled to get theirs next week. This is Dan Tarpley, Texas Tech Information, for + ______ news.

Texas Tech's Board of Regents will meet in regular session in the Board room at 9:30 Saturday morning to hear reports and recommendations from several committees.

Reports are scheduled from Academic Affairs, finance, Campus and Building, public relations and legislative committee and from Executive Vices President Glenn E. Barnett.

		The	e next	rec	gular	meet	ting	of	the	boar	rd of	regents
will	be	held	Febru	ary	14.	Dan	Tar	oley	, т	exas	Tech	
Info	rmat	tion,	for				1	news				

Beeper

Registration packets for the spring semester at Texas Tech will be distributed from the Tech Union
Thursday and Friday of this week and Monday through Thursday of next week.

Permits will be available according to last names as follows:

A and B Thursday, Dec. 11; C through F, Friday, Dec. 12;

G through J, Monday, Dec. 15; K through N, Tuesday, Dec. 16;

O through S, Wednesday, Dec. 17; and T through Z, Thursday, Dec. 18.

Final exams for the fall semester start Friday of this week and continue through next week. Registration for the spring semester will be conducted Monday through Wednesday, January 12 through 14. Dan Tarpley, Texas Tech Information, for _______ news



FOR RELEASE SATURDAY (DEC. 6)

LUBBOCK -- The gift of the Lubbock home of Mrs. John Euans
(Mignon Sanford Euans) to ICASALS, Inc., was announced today at a
meeting of the Board of Regents of Texas Tech University.

The presentation was made by Mrs. Euans' attorney, Clarence P. Brazill Jr.

"I feel that ICASALS, Inc., will do more good over the years than any of the other worthy organizations, not only for this area but for other parts of the world," Mrs. Euans said in making the gift.

"I am making the gift in the hope that it will attract the help of other people who, in understanding the role of ICASALS, Inc., may want to do something similar."

ICASALS, Inc., is a non-profit research and education organization located at the International Center for Arid and Semi-Arid Land Studies at Texas Tech. The International Center was established in 1966, when the university chose as its particular role in Texas higher education the special study of arid and semi-arid regions of the world.

Mrs. Euans has spent a great deal of time in the past four years in Peru, working with the Partners of the Alliance, an organization established to further the goals of the Alliance for Progress. Peru and Texas have a special partnership within the organization and Ica, Peru, is Lubbock's "Sister City."

She said she is particularly interested in the development of the Western Hemisphere and that ICASALS, Inc., "can do a great deal for that development."

Mrs. Euans said her faith in the future of the arid and semi-arid lands of the world was akin to her grandfather's faith in semi-arid West Texas. Her grandfather was the pioneer lawyer-farmer L. G. Wilson who died in Plainview in January, 1938.

"I have received the benefits of my grandfather's faith," she said. "If he could see what has happened in the last 31 years -- with irrigation, contour plowing, fertilizers, insecticides and herbicides -- he wouldn't believe what has happened, how productive the land has become since his death.

"I'm hoping that 31 years from now as much improvement will be shown as was developed in the last 31 years."

She said she had the same enthusiasm for undeveloped lands in the Western Hemisphere that her grandfather had when he arrived in Plainview on May 1, 1888.

"The grass was green," he later remembered, "and covered with herds of antelopes and wild horses, and I was convinced that it was the land Horace Greeley referred to when he said 'go west young man, and grow up with the country.'"

Wilson was the first county attorney in Hale County and the first district attorney for a new judicial district of 16 counties, including Hale. He served for a time as attorney for the XIT Syndicate and was granted an honorary doctor of laws degree by the University of Louisville in 1912. He was one of the first trustees of Wayland Baptist College in Plainview.

Add two -- Euans

His interest in the land extended to Lamb County where he acquired a sizable ranch in addition to land he operated in Hale County, and he also held land as far away as Arizona and Mexico.

Mrs. Euans is the daughter of his daughter, Ethel Wilson
Sanford, and a native of Plainview. She said she would maintain a
residence at a different location in Lubbock.

-30-

Texas Technological College

Post Office Box 4650

LUBBOCK, TEXAS 79409

OFFICE OF THE VICE PRESIDENT FOR DEVELOPMENT

Beeper

No sooner had classe's been resumed at Texas Tech teday after
a long Thanksgiving holiday than graduate students began pre-regis
tration for the spring semester today .
Graduate School Finterim Dean Lawrence L. Graves said the
new system is being tried for the first time this semester as a convienience for graduate students, permit them to
complete the procedures for the spring semester before leaving
for the Christmas holidays at the conclusion of the fall semester.
The pre-registration will continue through Friday. The early
registration also will # allow departments offering graduate
courses to better plan their course offerings., Dr. Graves said.
Dan Tarpley. Texas tech Information, for KRYA news.

Robert M. White - One of America's leading journalists - is an editor-in-residence at Texas Tech this week. He is lecture and discuss with students problems of current interest in journalism.

(White will be on the campus House and Transley (Dog 1-2).

He is a third generation editor, publisher and owner of the Mexico, Missouri, Evening Ledger. He has served as president, editor and chief executive officer of the New York Herald Tribune, and as special consultant to the editor and publisher of the Chicago Sun-Times.

White is one of seven outstanding editors of daily newspapers visiting the Texas Tech campus this year in an editor=student program sponsored by the American Society of Newspaper Editors.

Dan Tarpley Light Tech Sugo. Gar

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			REGISTRATION PERMITS	12-8-69
			PROF. R.D. SHELTON	2-8-69
Explanation	Reg.	State	Stories and Cutlines	Date

LUBBOCK -- A grant of \$22,954 to the Texas Tech Department of Electrical Engineering for the development of improved communications techniques was announced Monday (Dec. 8) by the university's Office of Research.

The grant was awarded by the National Aeronautics and Space Administration (NASA).

Prof. R. D. Shelton is the principal investigator for the studies, and he said the grant will support three doctoral dissertation research projects related to communications problems.

A. F. Adkins, an instructor at Texas Tech, is developing computer systems, he said, and these can be used for the design of communications components such as filters.

The other two graduate students working on projects are Maj. O. E. Williams and Maj. F. S. Yeatts, both attending Texas Tech under a U. S. Air Force Institute of Technology program which permits outstanding career officers to study for advanced degrees at selected civilian universities.

Maj. Williams is studying methods of reducing the distortion present in frequency modulation (FM) systems.

Maj. Yeatts is developing new techniques for measuring signal parameters -- such as the arrival time of a received radar pulse -- which can be used to determine the distance to a target.

The research on "performance improvement analysis for the Apollo Unified S-Band System" was begun on Sept. 1, 1968, and the new grant provides for a continuation of last year's studies. Two projects were completed by master's degree candidates last year, and the reports forwarded to NASA.

LUBBOCK -- Registration packets for the Spring Semester at Texas Tech will be distributed from the Coronado Room in the Tech Union Thursday and Friday (Dec. 11 and 12) and Dec. 15-18.

Permits will be available according to last names as follows:
A and B, Thursday (Dec. 11); C-F, Friday (Dec. 12); G-J, Dec. 15;
K-N, Dec. 16; O-S, Dec. 17; and T-Z, Dec. 18.

Printed on the back of each registration permit will be the student's assigned time to register during the sign-up period, Jan. 12-14.

Dates and places for counseling in each college of the university will be explained in a dean's letter included in the packet, along with the permit to register, Form B, and other auxiliary forms.

Equipment and personnel will be available in the Coronado

Room to make corrections, to accommodate requests for academic

transfers and other problems concerning registration permits, said

D. N. Peterson, registrar.

"A careful check of the permit by the student before he leaves the Coronado Room", Peterson said, "will eliminate errors and delay when he registers in the Coliseum. The student should check his permit as to correct name, social security number, college, classification and residency before leaving the Coronado Room."

Persons who lose packets will be assigned automatically on the replacement permit to a late third-day registration time, Peterson said. LUBBOCK -- Three professors and two graduate students in Texas Tech's Department of Electrical Engineering will participate Dec. 10-12 in the Asilomar Conference on Circuits and Systems.

The meeting will take place at Pacific Grove, Calif.

Presenting papers on their research will be Dr. K. S. Chao,
"On the Asymptotic Stability of Linear Systems with Periodic
Parameters;" R. J. Kuhler, a graduate student and research assistant,
and Chairman Russell H. Seacat of the department, "Orthonormal
Functional Expansion of Residual Error Between a System and Its
Model;" and A. F. Adkins, an instructor as well as a graduate
student, and Dr. R. D. Shelton, "A Computer Aided Design of Filters."

-30-

3-12-8-69

LUBBOCK -- Texas Tech Physics Prof. Kamal Das Gupta said Monday (Dec. 8) that he has been reappointed by the National Aeronautics and Space Administration as consultant to the Jet Propulsion Laboratory at California Institute of Technology.

Dr. Das Gupta will assist in interpreting scientific data relating to the moon and the planets of Mars and Venus.

His new appointment is effective for the 1970 calendar year.

Dr. Das Gupta's research interests include radiation physics.

His work on the "Das Gupta Line" in Compton Scattering from

crystals was the subject of discussion at an August meeting of

physicists at Stonybrook, L. I.

The work done by Das Gupta and others recently was recommended by the American Association of Physics Teachers for graduate studies.

In addition to his work at Texas Tech and Cal Tech, Prof.

Das Gupta often has been invited to conduct seminars and serve as a consultant at Massachusetts Institute of Technology.

-30-

4-12-8-69

LUBBOCK -- Ancient and always new, always changing, is chemistry.

And at the forefront in developing new understanding of the science are Texas Tech faculty researchers whose support funding exceeds that in any other department of the university.

The vast growth of the department can be measured partially by the need for a new \$5.5 million structure to add 128,000 square feet to the present Chemistry Building, scheduled for occupancy in late August, 1970.

Close to one-half million dollars (\$469,300) in research is funded by independent sources for the current year, but this represents only a portion of the \$1,085,735 in support of research now underway in the Department of Chemistry. Most of the grants are for three-year periods.

The \$1,085,735 includes the operating expense for the Welch Chair in Chemistry at Texas Tech but does not include the principal sum of the endowment -- \$1 million.

Several of the faculty have achieved reputations of national and international stature, and the work of others is helping to establish similarly strong recognition for the department.

Chemistry was among the first subjects offered Texas Tech students when the institution opened in 1925. Yet because of heavy teaching loads and little funding the big swing to research began only about 10 years ago. In 1958-59, funding totaled \$150,000.

"Since that time the change has been vast," according to Horn Professor of Chemistry Henry J. Shine who is department chairman.

Research in chemistry often includes undergraduate students, Shine said, and all of the research staff "are deeply involved" in undergraduate instruction. "Research is essential for development," he explained.

"Chemistry cannot be static; so, in reality, not only students
but most of the faculty are learners, providing the vital atmosphere
in which students learn best."

With a current faculty of 21 members of professorial standing, the department is working with 36 graduate students and eight post-doctoral fellows in more than 20 research projects.

Joining the Texas Tech faculty next semester will be Dr.
Charles W. Shoppee, fellow of the Australian Academy and the Royal
Society of London. He will become Robert A. Welch Professor of
Chemistry.

His appointment is further evidence of the Welch Foundation's confidence in the Texas Tech Department of Chemistry. The foundation supports the annual Welch Lecture in Chemistry at Texas Tech -- to be given next January by Dr. Milton Harris, chairman of the board, American Chemical Society -- and contributes many thousands of dollars in support of the department's research.

Last May, announcement was made of \$190,000 provided by the Welch Foundation to cover 13 grants-in-aid for research in chemistry at Texas Tech.

Other research funds in any given year are to be found in the department from such sources as the State of Texas, the Air Force Office of Scientific Research, similar branches of the Army and Navy, the American Chemical Society, the National Science Foundation and the National Aeronautics and Space Administration.

Some of the Texas Tech research is in areas of common understanding -- water pollution studies under the direction of Dr. Robert G. Rekers or Dr. William B. Guerrant's study of the juice of the aloe vera plant.

Others, on the surface, appear unrelated to common applications, but in fact they are as important to the man in the street as the cotton seed is important to the cotton shirt.

While the official jargon of chemistry may deal with such things as "excited flavin molecules," "ion radicals" or "synthetic routes to cyclic and bicyclic organic compounds," the chemists are fundamentally interested in the "how" and the "why" of chemical reactions.

Researchers often deal with particles as small as molecules and sometimes with particular atoms which make up the molecules.

Because each molecule of matter is composed of a specific and orderly arrangement of atoms, some research deals in the geometry of molecules. A chemist might also work to determine the speed with which change occurs in molecular structure and reactions as the result of experimentally imposed changes -- measuring, for instance, the effect of light or temperature.

In dealing with such minute quantities in research, observations are measured by extraordinarily sophisticated and expensive instruments instead of the limited and unreliable eye.

The "why" and the "how" are important, explained Dr. Shine, because the more that is known about these, "the easier it becomes to tailor reactions to suit particular purposes," making the new knowledge available for practical use in anything from agriculture to medicine.

A meaningful discussion of the chemist's work requires some understanding of chemistry, but Prof. Richard L. Redington summarized types of studies by his research group involving the geometry of molecules and the forces that exist between them.

"Several different chemical systems are under investigation," he said, "These include a family of flourine compounds, some important to rocketry; the alkali halides -- compounds of which common table salt is an example -- which are important because they serve as models for the study of certain types of forces between molecules; several acids which are of interest because of their hydrogen bonding capability; and a compound named "indole" that serves as the basic skeleton for many biologically significant compounds -- including LSD."

In order to advise other chemists of their findings the faculty publish their work -- sometimes with students -- in professional journals, lecture at other universities and participate in information exchanges at meetings, local, national and international.

Prof. Shine already has been invited to speak next summer in New Hampshire and in Italy, Switzerland and Poland. He has been invited to write a book on ion-radical chemistry, which is a relatively new field. He is also, by invitation, contributing chapters to two other chemistry books.

Shine is called a physical-organic chemist because his research is in the mechanism of certain kinds of reactions of organic compounds, determining how the reactions take place.

One group working with Shine is studying reactions which remove a single electron from a molecule and, by this, create a class of compounds called "ion radicals." They are pioneers, exploring today a field of chemistry which will be in the textbooks of the future.

Prof. William C. Herndon last year participated in seminars at eight universities and others sponsored by both industry and chemistry organizations. Reports on his research have appeared recently in five different scientific publications.

Herndon's interest, in part, is in calculating the speed of organic reactions.

"We believe we have discovered the best way to calculate these velocities," he said, "but proving that our theoretical approach can be applied generally will probably take years of additional work."

The proven theory would give scientists a new guideline to simplify future work.

Dr. Pill-Soon Song has been an invited speaker at meetings on such widely separated campuses as those of New York City University and the University of California and, in Korea, at Seoul National University. He has been an invited speaker at symposia within the United States and as far away as Jerusalem.

Add four -- Chemistry

Under study by Prof. Song and his colleagues is a model for biological conversion of light energy into chemical energy which relates to the synthesis of sugar in green plants -- for example the capability for producing sugar in cane or beets -- as well as the synthesis of protein, fats and other biological processes.

Other Texas Tech researchers contributing to new knowledge in chemistry include Profs. Joe Dennis, Arthur L. Draper, John A. Anderson, Joe A. Adamcik, Richard E. Wilde, David W. Carlyle, Lynn S. Marcoux, Roy E. Mitchell, Thomas J. O'Brien and John N. Marx.

-30-

5-12-9-69



Cutlines -----

#1

MOLECULAR STRUCTURE -- Dr. Carole Schoening, left, a post doctoral fellow in Texas Tech's Department of Chemistry, and Department Chairman Henry J. Shine discuss results recorded by a spectrophotometer which automatically reports how much ultraviolet and visible light is absorbed by a substance placed in the instrument. From that information, the chemists learn more about the structure of the molecules in the substance. Robert A. Welch Foundation funds provided the instrument. (Tech Photo)

-30-

#2

REACTION TIME -- Prof. William C. Herndon has a primary interest in developing a theory for calculating the speed of organic reactions in his chemistry research at Texas Tech. In his work, he uses a gas chromatograph used for the purification and analysis of organic compounds. Undergraduate and graduate students and post doctoral fellows work with faculty in chemistry research at Texas Tech. (Tech Photo)

-30-

#3

LIGHT ENERGY CONVERSION -- Prof. Pill-Soon Song of Texas Tech's

Department of Chemistry has a research interest in the biological conversion of light energy into chemical energy. Working with

Dr. Song, left, is graduate student Thomas A. Moore who is studying toward a doctoral degree. Insert shows what the chemists see in the oscilloscope, the phosphorescence emitted from a sample of riboflavin confined at a temperature of minus 200 degrees centigrade.

(Tech Photo)

LUBBOCK -- The Texas Tech Singers, the Tech Choir and the Tech Concert Band will present a Christmas Concert at 8:15 p.m. Tuesday (Dec. 9) in the Student Union Building Ballroom.

The concert will be open to the public without charge.

Gene Kenney will direct the vocalists in compositions by Spencer, Dello Joio, Vaughan Williams, Gevaert, Ringwald-Shaw and Gilbert. Featured soloists will be Harriet Snider and Floyd Montgomery.

Richard E. Tolley will conduct the brass choir in a performance of "Gloria in Excelsis Deo."

The Concert Band, directed by Dean Killion, will perform works by Robert Jager, Alfred Reed, Clare Grundman, Pietro A. You and Katherine K. Davis. Guests conductors will include Tolley and graduate students Everett Maxwell and Bill Woods.

-30-

6-12-8-69

By Emil Carmichael

LUBBOCK -- An abstract of an article by Dr. Nancy Boze, assistant professor of secondary education at Texas Tech, appears in the December issue of Research in Education (RIE).

RIE is the basic abstract journal of the Educational
Resources Information Center system of the U. S. Office of
Education and is a resource for significant educational research
materials.

The title of Dr. Boze's article is "Screening Points in Secondary Teacher Education Programs."

-30-

7-12-9-69

By Emil Carmichael

LUBBOCK -- Fall semester final exams begin Friday (Dec. 12) at Texas Tech, nearly a month earlier than in previous years, as the university prepares to wind up the first semester prior to rather than after the Christmas holidays.

Thursday (Dec. 11) will be a day of no classes to give Tech's 19,490 students a breather before moving into exam week which ends Dec. 19.

There's a bright spot on the horizon for the brain-weary scholars, however.

According to the academic calendar initiated last fall,

Tech's mid-year holiday officially begins Dec. 20 and ends Jan. 11,

affording a minimum of 23 days vacation time -- or longer, perhaps,

for those who finish their exams early.

Residence halls will close for the holidays at 10 a.m.

Dec. 20 and reopen for the spring semester at 10 a.m. Jan. 11.

The Texas Tech Library will be closed Dec. 21 through Dec. 23 and on Jan. 1, Jan. 4 and Jan. 11. During the remainder of the holiday period it will be open from 7:20 a.m. to 5 p.m. on Dec. 19, from 8 a.m. until noon on Dec. 20 and from 9 a.m. to 9 p.m. on Dec. 29-31, Jan. 2-3, Jan. 5-10 and Jan. 12-14, resuming regular schedule on Jan. 15.

The Museum will be closed Dec. 25 and Jan. 1, observing holidays hours, from 2 to 5 p.m., Dec. 21-24 and Dec. 26-28. It will be open on regular schedule, from 9 a.m. to 5 p.m., Dec. 29-31, and from 2 to 5 p.m. Jan. 2-4, resuming regular hours on Jan. 5.

Tech's spring semester registration will be Jan. 12-14. Classes will begin Jan. 15.

LUBBOCK -- Dr. Max Rafferty, campaigning for re-election as California state superintendent of public instruction, has notified Texas Tech University Speakers Series officials that he will be unable to re-schedule an appearance in Lubbock during the current academic year.

Rafferty cancelled his November engagement at Tech when bad weather interferred with flight scheduling.

Announcement of the removal of Rafferty from the 1969-70 schedule was made by Col. Haynes M. Baumgardner, chairman of the University Speakers Series committee.

Next speaker on the series slate is Ralph Nader, whose indictment of auto safety propelled him to national prominence. His appearance at 7:15 p.m. Jan. 29 in Municipal Auditorium will be open to the public without charge.

Baumgardner said the committee is developing the schedule of speakers for the 1970-71 season and will welcome suggestions. Names of proposed speakers may be forwarded to the University Speakers Series, P. O. Box 4033, Texas Tech University.

The committee schedules each year some eight speakers of national, and often international, reputation who will be of "interest to and meet the educational needs of varied campus groups," Baumgardner said.

-30-

9-12-10-69

By Dee Powell

LUBBOCK -- Four faculty members of Texas Tech's Department of Health, Physical Education and Recreation for Women hold new positions in the Texas association for women in their field.

Elected within the Texas Association for Health, Physical Education and Welfare are Prof. Suzanne Aker, chairman-elect of the Dance Section; Prof. Betty W. Bailey, chairman of the Health Professional Preparation Section, a new unit within TAHPER; Instructor Ruth Morrow, chairman for track and field of the State Division for Girls and Women's Sports; and Dr. Margaret E. Wilson, chairman of the Texas Tech department, secretary of the College Administrators Section.

Eight members of the department attended the TAHPER convention in Corpus Christi last week.

-30-

10-12-10-69



LUBBOCK -- More than 600 delegates from some 100 major institutions will attend the National Association of College and University Residence Halls (NACURH) convention at Texas Tech March 11=14, 1970, according to William R. (Bill) Hibbs II, chairman.

The junior telecommunications major in the College of Arts and Sciences at Texas Tech is the son of Mr. and Mrs. William R. Hibbs of (2810 42nd St.) Snyder and a graduate of S. H. Rider High School. He lives in Sneed Hall at Tech.

As chairman, Hibbs will lead in organizing, coordinating and conducting the 1970 national conference. Member institutions are situated in all parts of the United States and parts of Canada.

"People who will attend this conference," Hibbs said, "are the leaders in their respective residence hall organizations and will represent their institutions in all issues relating to residence hall living.

"The convention chairmanship," he said, "has given me a better insight into Texas Tech's fine residence hall system and it also has given me the opportunity to meet and work with the outstanding administration of the University and the businessmen who make up the Lubbock community.

"In addition, I have had the chance to meet people who I feel are the real campus leaders on American college campuses. By and large, the vast majority of these students are mature, rational and intelligent young men and women."

Hibbs has been nominated for "Who's Who on American College Campuses" and is a member of the Men's Residence Council at Texas Tech.

LUBBOCK -- Dr. Panze Kimmel, chairman of Texas Tech's Artists

Course Committee, will represent Tech at the annual conference
of the Association of College and University Concert Managers
in New York City Dec. 14-17.

Discussions will emphasize methods of selecting, promoting and presenting cultural events of all kinds, Dr. Kimmel said.

Some 10 major events, in music, drama, dance and the graphic arts, are presented at Tech each year under auspices of the artists series.

-30-

12-12-11-69

By Emil Carmichael

LUBBOCK -- A popular Mexican comedy, performed in Spanish and directed by a prize-winning Peruvian playwright, will be performed for the public at 8 p.m. Saturday (Dec. 13) at Estacado High School in Lubbock.

Admission prices are 50 cents for adults and 25 cents for students enrolled at any level.

Performers are advanced students of Spanish at Texas Tech.

The play is Emilio Carballido's "Rosalba y los Llavaros," depicting the misadventures of the Llavaro family if Otatitlan, Veracruz.

The director is Alonso Alegria, visiting professor in Texas

Tech's Department of Classical and Romance Languages and author

of the prize-winning "El Cruce sobre el Niagara."

Maria Rocha as Rosalba and John Timothy Curbo as Lazaro head the cast. Others performing include Charles Brooks, Maria Elena Vidaud, Mary Clark Nesmith, Pamela Freeman, Rosemary Patterson, Beatrice Sanz, Larry Nicholl, Raymond Morales, Paulina Jacobo and Cynthia Walker.

-30-

13-12-11-69

By B. Zeeck

CARBALLIDO - Pronounced "car-bah-yee-do"

LLAVAROS - Pronounced "Yah-vah-ros"

LUBBOCK -- The appointment of Dr. Gene L. Hemmle, chairman of Texas Tech's Department of Music, to the Commission on Research and Publication of the Texas Association of Music Schools was announced Thursday, (Dec. 11).

Prof. Hemmle also is a member of the Articulation Committee of the association which includes approximately 50 Texas colleges and universities offering a strong emphasis in music.

The commission is responsible for developing and carrying out official research projects for the association, for publication of the findings and for cooperation in distribution of information among the member institutions which are both publicly and privately supported.

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14-12-11-69

DEC. 15-JAN. 3

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This release distributed 12-16-69 to Lubbock news media and Regional Dailies

LUBBOCK -- The eighth annual West Texas Water Conference has been set for Feb. 6, 1970, it was announced Tuesday (Dec. 16). The program will have a double emphasis -- availability of water for West Texas uses and water quality problems.

The daylong meeting will be held at the Red Raider Inn in Lubbock.

The announcement was made by West Texas Water Institute

Co-Chairmen Gerald W. Thomas, dean of the Texas Tech University

College of Agricultural Sciences, and William Miller, professor of geosciences.

The institute's vice chairman for education, Marvin J. Dvoracek, is in charge of the program which, he said, will include discussions of water pollution problems resulting from feedlot operations and new approaches to public understanding of the need for a statewide water plan.

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1-12-16-69

LUBBOCK -- Dr. Thadis W. Box, Texas Tech professor of range management and, since 1967, director of the university's International Center for Arid and Semi-Arid Land Studies, will be honored at a coffee from 3:30 to 5 p.m. Wednesday (Dec. 17) in the Mesa Room of Tech Union.

Dr. Box will leave Texas Tech Jan. 1 to assume new duties as dean of the School of Natural Resources at Utah State University in Logan.

Friends and colleagues of Box -- students, faculty and Lubbock area residents -- are invited to attend by the co-hosts, the International Center and the Texas Tech University College of Agricultural Sciences.

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2-12-16-69



Cutline	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_	-	-	_	_	-	
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WINNING TEAM AT TEXAS TECH -- The six members of a Texas Tech
University team of architectural and industrial engineering students
who won first prize in a contest for the best plans for a laundry
and dry cleaning installation split the \$300 prize money. Members,
from left, are Jon Irwin of Odessa, Ronnie Hutchinson of
Alamogordo, N. M., Tom McCormick of Cleveland, O., Panayiota Dallis
of Greece, Richard Moore of Lubbock, and G. R. Adams of Fort
Worth. The senior students were awarded the money by the Texas
Laundry and Dry Cleaning Association. They competed against nine
other teams.

(Tech Photo)



The Texas Laundry and Dry Cleaning Association, through Bruce Ferrell of Lubbock, Laundry owner and operator and member of the state organization's board of directors, presented \$650 in awards to Texas Tech architectural students Thursday (Dec. 11).

The prize money was awarded to winning teams of a class which assigned a project of developing designs for laundry and dry cleaning plants that would be attractive in appearance and efficient in operation.

Lynn B. Shaw, executive secretary of the association, participated in the presentation.

Members of the team which produced the winning design were

Jon Irwin of Odessa, Ronnie Hutchinson of Alamogordo, N. M.,

Tom McCormick of Cleveland, O., Panayiota Dallis of Greece,

Richard Moore of Lubbock, G. R. Adams of Fort Worth, and K. Sardjito

of Indonesia. All are seniors. First place team members split a

\$300 award.

The second place team was presented \$200; third place \$100, and fourth and fifth places \$25 each.

Ten teams competed in the contest.

"We are inviting top members from the winning teams," Shaw said, "to the spring convention of the association to make their presentations. The Texas Tech display is outstanding and we know our members will be impressed with the designs they have produced."

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Cutlines--

LAUNDRY INSTALLATION OF THE FUTURE--Three members of a winning team of senior architectural students at Texas Tech discuss left. Their plans for a laundry installation with Bruce Ferrell Lubbock Laundry owner and operator and member of the board of directors of the Texas Laundry and Dry Cleaning Association. Members shown from left, are Ronnie Hutchson of Alamogordo, N. M., Panayiota Dallis of Greece and Tom McCormick of Cleveland, O. Members of the team not in the picture are Jon Irwin of Odessa, Richard Moore of Lubbock, G. R. Adams of Fort Worth and K. Sardjito of Indonesia. The

LUBBOCK -- Twenty-six Army and three Air Force ROTC cadets will receive their commissions in ceremonies at 11 a.m. Saturday (Dec. 20) in the University Theater.

The keynote address will be delivered by Brig. Gen. Ernest T. Cragg of Headquarters United States Air Force in the Pentagon and former commander of the 3500th Pilot Training Wing at Reese Air Force Base in 1966-67.

Tech President Grover E. Murray will host the program to which parents of cadets and friends of the students and the University are invited.

Refreshments will be served in the Green Room of the University
Theater following the formal ceremony. The Air Force second
lieutenants will enter pilot training in January. The new Army
officers will enter active duty soon in various branches of the
Army.

-30-

4-12-17-69

By Dan Tarpley

LUBBOCK -- Texas Tech's School of Law will soon graduate its first class.

Fifteen law students, early finishers in the class of 1970, are slated to complete course requirements at the end of this fall semester. Law Dean Richard B. Amandes has announced.

The mid-year graduates, who accelerated their professional training period by attending on a year-round basis, thus become eligible for the first Doctor of Jurisprudence degrees to be awarded by the university at commencement ceremonies in May.

"They are to be commended as individuals and as members of Tech's excellent opening class," Dean Amandes said.

Some 45 other third-year students are expected to qualify for degrees by the close of the spring or summer sessions, he said.

The roll of mid-year degree candidates, listed in alphabetical order, includes:

J. Perry Abbott, 1319 43rd St., Lubbock; Charles William Adams, 2529 75th St., Lubbock; Mrs. Barbara S. Benson, 2601 26th St., Lubbock; Joan Blanscet, Midland; Clifton R. Byrd, Fort Worth; Jack Berry Cowley, Brownfield; R. Tim Evans, 5421 46th St., Lubbock.

Also, Errol Friedman, Texarkana; Mrs. Dennis Fullingim, 3024
67th St., Lubbock; R. Charles Gentry, Roswell; Robin M. Green,
Clarendon; Ronald M. Jackson, 3210 66th St., Lubbock; Cornelius B.
Marsh IV, Amarillo; John L. Shepherd, Tahoka; and Buford Terrell,
2508 70th St., Lubbock.

Tech's School of Law, the first professional graduate school of its type in West Texas, opened in the fall of 1967 with an enrollment of 72 first year students. Since then, the academic careers of several of those initial students have been interrupted by military service and other circumstances, Dean Amandes noted.

Add one -- Law Graduates

Another major event highlighting the school's immediate future -- and one which unfortunately the mid-year graduates will miss -- will be attending classes in the \$3 million law facility now nearing completion.

Target date for occupying the new building has been set for Jan. 12, the beginning of Tech's spring semester.

-30-

5-12-17-69

By Emil Carmichael

LUBBOCK -- Texas Tech graduate student Joanna Healey Shurbet has been named recipient of Tech's 1970 Paul Whitfield Horn Fellowship for women.

The \$500 award, sponsored by the Tech Quarterly Club and the Tech faculty Women's Club, is presented annually to an outstanding student seeking an advanced degree.

Mrs. Shurbet, who is working toward a doctorate in history, has a special interest in American history, particularly in those areas relating to economic and diplomatic developments. She studied two years at Vassar prior to enrolling at Tech where she received a bachelor's degree with high honors in 1968.

After completing requirements for a Ph.D. degree, she plans a career in teaching at the college level. Her husband, G. Lynn Shurbet, is assistant professor of mathematics at Tech. The couple and their four daughters, aged 16 to six, live at 3112 20th St.

Mrs. Shurbet is the daughter of Mrs. C. M. Anderson of Nyack, N. Y. and Giles G. Healey of Big Sur, Calif. Her father, a noted archaeologist, is known for his discovery and exploration of Mayan art at Bonanpak in the Yucatan peninsula.

The Horn Fellowship, named in honor of Tech's first president, was established in 1941 and until recently was operated as a loan fund. It is supported by gifts from faculty women and friends of the university. Fellowships are administered by a joint committee composed of three members from each of the sponsoring organizations and a permanent secretary.

This release distributed 12-17-69 to Lubbock news media, newspapers in Logan, Utah and Abilene and ICASALS mailing

FOR RELEASE AFTER 4 P.M. WEDNESDAY, DEC. 17

LUBBOCK -- Dr. Thadis W. Box, director of Texas Tech's
International Center for Arid and Semi-Arid Land Studies (ICASALS),
was honored Wednesday (Dec. 17) for his "dedicated services" to the
institution.

Texas Tech University President Grover E. Murray presented Box with an ICASALS "branding iron" in recognition of his work, first as an organizational director and then director of the International Center. The center was created in 1966 and since has brought a knowledge of the university to countries throughout the world.

The branding iron carries the ICASALS symbol -- a sand-colored disc crossed by waving blue lines to represent man's total environment, and the inscription on its base read:

"Presented to Dr. Thadis W. Box in appreciation of his dedicated services as director of the International Center for Arid and Semi-Arid Land Studies, Texas Tech University, 1966-1969.

Box will leave Texas Tech Jan. I to assume new duties as dean of the College of Natural Resources at Utah State University at Logan. He has been named consultant to the International Center and will retain his active interest in its future through that office.

Dr. Frank B. Conselman has been named executive director of the International Center. He is immediate past president of the American Association of Petroleum Geologists and a widely recognized authority on water and mineral development.

Creation of the International Center was announced in October, 1966, by President Murray. A faculty self-study revealed a 40-year continuing interest in problems of aridity within the university which made the field a logical choice as the institution's special role in education.

Among the hundreds of agencies, universities and institutes devoting attention to arid land problems, Texas Tech's International Center is unique for its broad scope of interest, involving all disciplines within the university.

Since 1966, its impact has been felt around the world. It has conducted three international symposia and brought together people from throughout the world who have arid and semi-arid lands as a common interest.

It has given substantial support to 39 research projects at Texas Tech and has encouraged arid land research and study at other institutions, both in the United States and abroad.

The International Center has exchanged personnel and expertise with established institutions in Latin America, Africa, Turkey, India, Australia and Mexico. Individuals and developing institutions have sought and received ICASALS guidance for specific activities in Mexico, India, Australia and Kenya; and research interest in arid land problems in many more countries has responded to interest generated by the International Center.

At the University, the center has attracted scholars and students from around the world, with several applying to spend sabbatical leaves at Texas Tech.

Faculty with international reputations in the field of arid lands problems have been attracted to the teaching staff of the university and courses have been added in many disciplines to educate students for work in arid and semi-arid lands.

The International Center, through its emphasis on an exchange of information, has contributed more than 3,000 items of special arid land research interest to the Texas Tech Library.

ICASALS has published 27 special reports and has made available 74 published contributions relating to special studies in arid lands problems.

Regular contact is made with 3,643 national and foreign individuals, research centers, government departments and agencies, universities, foundations, libraries and embassies -- giving them an informal report on activities of arid land interest at Texas Tech.

To measure the total impact of the International Center, said Dr. Box, is impossible.

"But the International Center has a sound beginning. As the world population increases, space will be at a premium.

"The potential of arid lands for providing a quality environment for men is much like the potential of Texas Tech University. With support and the enthusiasm of good scholarship, the potential is almost unlimited."

Box is an ecologist who was appointed organizational director of the International Center in March, 1967, six months after it was established. He became director in the fall of 1967 and served as director-at-large during 1968 while he was working on ICASALS related projects in Australia.

He came to Texas Tech from Utah State in 1962, and he established the curricula for both the master's and the bachelor's degrees in range management. He has taught classes as a professor of range and wildlife management.

This release distributed 12-20-69 to Lubbock news media and various selected newspapers in Texas.

FOR RELEASE 11 A.M. SATURDAY (DEC. 20)

LUBBOCK -- Brigadier General Ernest T. Cragg, former commanding officer of the 3500th Pilot Training Wing at Reese Air Force Base, delivered the principal address at an ROTC commissioning ceremony at Texas Tech Saturday (Dec. 20).

Gen. Cragg, who now is with Headquarters United State Air Force in the Pentagon, was stationed at Lubbock in 1966-67.

Twenty-six Army and three Air Force ROTC cadets received their commissions as second lieutenants in the joint ceremony hosted by Tech President Grover T. Murray in the University Theater.

The new Air Force officers will enter pilot training in January and the Army officers will go on active duty soon in various branches of the service.

Refreshments were served in the Green Room of the Theater to cadets and their relatives and friends and other interested persons.

Air Force cadets who received commissions include Roger E. Estes of Star Route A, Midland, Michael E. Fain of 833 Westview Drive, Abilene and Steven J. Neal of 706 Crothers St., Brady.

New army second lieutenants, with hometowns, are Gary L. Bauch of Corpus Christi; Norman E. Bonner and Roger G. Pickett of Dumas; John D. Carter, Davis M. Chapman, Billie G. Daniels Jr., Travis B. Lincecum Jr., Larry W. Mitchell, Donald W. Pharr, Gregory D. Ross, and Galen B. Thompson, all of Lubbock;

Carl J. Ekmark Jr., Alfred L. Kincer III, and Roderick R. Hays Jr. of San Antonio; Gerald R. Frye of Borger, Robert S. Gosnell of Wellington, Andrew J. Jahnel of Canadian, Robert A. Junell and Lawrence W. Williams of San Angelo,

Ronnie D. Lott of Roswell, N.M.; Bill R. Moore of Brownfield, Richard C. Pearce and William B. Jennings III of Fort Worth, John H. Pinkerton of Plainview, Johnny M. Standlee of Knox City, and Evert M. Urech of Sellaire.

Add one -- Commissioning

Bauch will go into Transportation; Bonner, Chapman, Mitchell, Pinkerton, Ross, and Urech into Infantry; Carter, Hays, Kincer, Lincecum, and Williams into Armor; Daniels and Jahnel into Quartermaster Corps; Ekmark and Jennings into the Field Artillery; Frye into Air Defense Artillery; Gosnell, Junell, and Pharr into Signal Corps; Lott and Thompson into Ordnance; Moore and Pearce into Military Intelligence; and Pickett and Standlee into the Corps of Engineers.

-30-

8-12-20-69

By Dan Tarpley

LUBBOCK -- Nine students from five foreign countries are enrolled in Texas Tech University's College of Business

Administration, all studying advertising with the support either of the Carl Duisberg Soc ety of Cologne, Germany, or Texas Tech's Don Belding Fund for international advertising education.

Six Duisberg Scholars already have left the Texas Tech classrooms for industry. Two are studying in industry in the United States, and four have returned to Europe.

The first three to study at Texas Tech are; Eckhardt Sturm, named account supervisor for J. Walter Thompson Advertising Agency in Frankfurt (effective Jan. 1, 1970); Urs A. Maltz-Kummer, communications manager for Europe for Texas Instruments with headquarters in Geneva, Switzerland; and Klaus Schmedtmann, product manager for the DuPont Company in Duesseldorf.

From the second group of Duisberg scholars at Texas Tech,

Karl Strohmeier of Bubingen has returned to Germany, working with

Farbwerke Hoechst in Frankfurt.

Those in U. S. industry are Bernhard M. Haeder of Essen, with McCann Erickson in New York, and Wolfgang A. Hunold of Baden Baden with DuPont of Wilmington, Del., and Frankfurt, Germany.

Now studying under Duisberg Society sponsorship are Michael Rathschlag of Cologne and Gerhard Fuss of Duesseldorf.

Among the Belding scholars is Suporn Premsrirat of Yannawa,
Bangkok, Thailand, formerly employed with the Southeast Asia Trading
Company, who has completed work this semester for the master's
degree. The degree -- the first to be awarded a Belding scholar -will be presented in May.

Working toward degrees with Belding Fund aid are:

Add one -- Advertising

Gunter Sprattler of Nurenberg and Erlangen, Germany, who holds the master's degree in psychology from the University of Stockholm and now is working toward the master's degree in marketing with a specialization in advertising;

Harold Vorbek of Quito, Ecuador, who has worked in the advertising industry and now is working toward the bachelor's degree in advertising;

Rolf T. Wigand of Mayen, Germany, working toward the bachelor's degree;

Shimao Ishihara of Osaka, Japan, working toward the master's degree;

And Chien-Da Chung of Chungli Taoyuan, Taiwan, formerly employed with Ipoch Publishing Co., working toward the master's degree in journalism with a minor in advertising.

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9-12-19-69

By B. Zeeck



cutlines....

#7

ADVERTISING STUDENTS -- Rolf Wigand of Mayen, Germany, left, and Shimao Ishihara of Osaka, Japan, discuss an ad layout in a classroom at Texas Tech University's College of Business Administration. Wigand is working toward the bachelor's degree in advertising, and Ishihara is working toward the master's degree in marketing with a specialization in advertising. Both receive support from the university's Don Belding Fund for international advertising education, established to encourage foreign students who want to study American advertising methods for application in their homelands.

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#6

ADVERTISING SPECIALISTS -- Harold Vorbek of Quito, Ecuador, and Michael Rathschlag of Cologne, Germany, discuss an ad layout in a classroom at TexasTech University's College of Business Administration. Rathschlag is a Duisberg Society Scholar and Vorbek has support from Texas Tech's Don Belding Fund for international education in advertising, established to encourage foreign students who want to study American advertising methods for application in their homelands. Both men have had experience in industry, and Vorbek now is working toward the bachelor's degree in advertising.

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#5

CLASSROOM STUDY -- Texas Tech Advertising Prof. Billy I. Ross, left, discusses an ad layout with foreign students studying at the university with the support of the Don Belding Fund to aid international advertising education. With him are, left to right, Harold Vorbek, Quito, Ecuador, Gunter Sprattler, Nurenberg, Germany, and Shimao Ishihara, Osaka, Japan. Ishihara and Sprattler are working toward the master's degree in marketing with a specialization in advertising. Vorbek is working toward the bachelor's degree in advertising. He has worked in the industry in Ecuador. Sprattler's master's degree is in psychology from the University of Stockholm.



cutlines....

#4

GERMAN AD STUDENTS -- Gerhard Fuss, left, and Michael Rathschlag, right, are Carl Duisberg Society scholars in advertising at Texas

Tech University. Discussing an ad layout with them is Rolf Wigand, also from Germany, who is working toward the bachelor's degree in advertising with the support of the Don Belding Fund, established at Texas Tech to aid international education in advertising.

Wigand is from Mayen, Germany, Rathschlag from Cologne and Fuss from Duesseldorf and Rueningen.

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#3

GERMAN AD STUDENTS -- Four students of advertising from Germany are enrolled now in Texas Tech University's College of Business Administration. Left to right are: Gunter Sprattler, Nurenberg, Rolf Wigand, Mayen, Michael Rathschlag, Cologne, and Gerhard Fuss, Rueningen and Duesseldorf. Fuss and Rathschlag both are scholars assisted by the Carl Duisberg Society in Cologne. Sprattler and Wigand receive support from Texas Tech's Don Belding Fund to aid international advertising education.

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#2

SALES COMMUNICATION -- Foreign students enrolled in advertising courses in Texas Tech University's College of Business Administration study American methods for application in their homeland. These students are, left to right: Gunter Sprattler, Nurenberg, Germany, Chien-Da Chung, Chungli Taoycuan, Taiwan, and Suporn Premsrirat of Yannawa, Bangkok, Thailand. Premsrirat, who formerly worked with the Southeast Asia Trading Company, has complted work for the master's degree with a specialization in advertising. Sprattler is working toward the same degree. Chung has just begun his studies for the master's degree in journalism with a minor in advertising. All three have support from the Texas Tech Don Belding Fund to aid in international advertising education.

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#1

ADVERTISING STUDENTS -- Nine foreign students are enrolled in advertising classes at Texas Tech University, some with the aid of the Carl Duisberg Society of Cologne, Germany, and some aided by the Texas Tech Don Belding Fund for international advertising education. The students are, left to right: first row, Michael Rathschlag, Cologne; Rolf Wigand Mayen, Germany; Shimao Ishihara, Osaka, Japan, and Harold Vorbek, Quito, Ecuador; second row, Gerhard Fuss, Duesseldorf, Germany; Chien-Da Chung, Chungli Taoyuan, Taiwan; Gunter Sprattler, Nurenberg, Germany, and Suporn Premsrirat, Bangkok, Thailand. Rathschlag and Fuss are Duisberg scholars, and the other students receive support from the Don Belding Fund. Premsrirat is the first to earn his degree as a Belding scholar.

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LUBBOCK -- Groundbreaking ceremonies for Texas Tech University's new athletic dining facilities will be conducted at the site adjacent to the Wiggins Dormitory complex at 11:30 a.m. Monday. (Dec. 22).

Polk Robison, newly named Texas Tech athletic administrator of finance and development, announced plans for the ceremony. He will preside.

Special invitations have gone out to members of the University's Board of Regents, the Tech Athletic Council, members of the institution's staff, and officials of the Red Raider Club.

"All friends and supporters of Texas Tech Red Raider athletics are cordially invited to the brief ceremony," Robison said.

Representatives of H. R. Bundock Construction Co., the general contractor, and architectural firms of Howard Schmidt & Associates and Stiles, Roberts and Messerschmith, will also attend.

The general contract for \$555,143.00 was awarded to Bundock at a recent meeting of the board of regents. The contract calls for completion within 270 days.

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10-12-19-69

By Dan Tarpley

LUBBOCK -- Fourteen Army officer returnees from Vietnam and another officer soon to be on his way to Saigon are working toward master's degrees "tilted toward information systems, management and data processing" from Texas Tech University.

Dr. Vincent P. Luchsinger, chairman of the Management
Department in Tech's College of Business Administration, said five
more are scheduled to enroll in the spring semester "and we have
indications of a class of approximately 30 by next fall" in a
program which he says "the Pentagon also wants to see broadened."

The officers are attending Tech under the Army Graduate Degree Program which permits them to attend college full time, with tuition, books and fees paid for by the U. S. Army.

"If they were not, the Army would not have sent them here. The officers, ranging in rank from captain through lieutenant colonel, also have praise for the training they are receiving and are unanimous in the belief they will be able to adapt the management and computer training to their future assignments in the different branches of the U. S. Army.

"The program is attracting a lot of attention," Dr. Luchsinger said. "The Army needs officers who can manage this kind of (computer) shop and we at Tech are manned and equipped to train them; we get full cooperation from Tech's Computer Center and computer science faculty, too.

Some are from Transportation, others from Ordnance, Signal Corps,
Adjutant General's Corps and Intelligence."

The officers are given mostly management courses and training but they also get "a healthy amount of computer science, operations research and information systems," the Tech professor said.

"Not only has the experience in a civilian learning institution been beneficial for the officers, but the student body and faculty have had a healthy interchange of perspectives with the officerstudents," Dr. Luchsinger said.

A good number of the officers will return to the Computer Systems Command, a new Army organization at Fort Belvoir, Va., which is working toward unification of the Army's computer effort.

Lt. Col. Paul E. Floyd, first to enroll in the program and who graduated with the completion of his work during this fall semester, will report to Fort Belvoir to the Combat Developments Command "for a utilization tour."

"I have found the work most helpful and informative and I have no doubt that I will be able to put the training received at Tech to use in my assignments with the Army as the service moves more and more toward computerized operations."

The officer graduate students are with the 4th Army Student Detachment, with headquarters at Fort Sam Houston, San Antonio, to which they report regularly.

Col. Floyd, U. S. Army, Ordnance Corps, has spent 18 years in service, one year in South Vietnam, part of that time as a battalion commander. He received his bachelor of science degree from West Point in 1953.

Saigon-bound Major Guy M. Lovelace, Fairburn, Ga., finds the program not only educational technically and academically, but it helps regular military personnel to mix with the civilian public and keep abreast of the attitudes of the people.

Lovelace is scheduled to qualify for his master's degree in May 1970, then report to MAC V Hq. in Saigon. He served a hitch in Korea in 1964-65. He received his bachelor of science degree from North Georgia College in 1961 and has been in service $8\frac{1}{2}$ years.

He previously was executive officer for the U. S. Army, Technical Escort Unit, Edgewood Arsenal, Md.

Add two -- Army Graduate Degree Program

Capt. Francis J. Collins, another Vietnam returnee, a native of Salem, Mass., and a 1964 West Point graduate, cites the value of the program to the Army and to himself.

He will receive his master's degree in management in December 1970, then return to an assignment not yet determined but he expects it to be a "utilization tour." He has been in service five years and was a detachment commander and battalion adjutant in Vietnam.

Officers enrolled in the master's degree in management program include Major Herman J. Clark of Mobile, Ala., Major Otis D. Jones of Lake Providence, La., Major Stanley B. Joosse of Racine, Wis., Major James L. Tracy of Lubbock, Texas, Major James E. Riley of Houston, Texas, Major Collin I. Hunsaker of Brigham City, Utah,

Major Robert J. Bavis III of Baltimore, Md., Major William H. Campbell of Kaukauna, Wis., Capt. George A. Landis of Stow, Ohio, Major James W. Blase of Hyde Park, Mass., Capt. Davis W. Garner of San Antonio, Texas, and Capt. George D. Clark, Jr. of Houston.

12-29-69

2 Dan Tarpley

VIETNAM VETS STUDY COMPUTERS AT TEXAS TECH -- Three of the 15 U.S.

Army officers enrolled in management courses leading to master's degrees at Texas Tech get a "healty dose of computer operations research and information systems." Three of them at a key punch machine are, from left, Major Guy Lovelace of Fairburn, Ga., Lt. Col. Paul E. Floyd of Tuscaloose, Ala., and Capt. Francis J. Collins of Salem, Mass. (Tech Photo)

Lt. Col. Floyd is the son of Mr. and Mrs. J. P. Floyd of (53 Cedar Knoll) Tuscaloosa, Ala.

Major Guy M. Lovelace is the son of Mrs. Willie Mae Lovelace of

Cross St.) Salem, Mass.

LUBBOCK -- Texas Tech's Department of Chemistry was celebrating a victory Tuesday, (Dec. 30) along with receipt of its "trophy" -- a CEC 21-130C mass spectrometer.

The Monsanto Company of Texas City shipped the mass spectrometer to the department which was the winner in a "competition" open to 20 universities.

The instrument's current value (new) is \$50,000, according to Chairman Henry J. Shine of the Department of Chemistry.

The Monsanto Company announced in October that it had two mass spectrometers to give away, and the company asked the 20 institutions to compete for them by describing the use to which such an instrument would be put.

"We are pleased that Texas Tech was given first choice," said Shine who is a Horn Professor of Chemistry.

The mass spectrometer has many uses in chemistry research, he explained.

"It tells us molecular weights very quickly," he said. "Also from the way a molecule behaves in the instrument, one can get a very good idea of the way in which it is put together."

The new instrument will complement another mass spectrometer the department has been using for the past 15 years.

Using the instrument for research will be Profs. Shine, Charles W. Shoppee who holds the new appointment of Welch Professor of Chemistry at Texas Tech, William C. Herndon, Arthur L. Draper, Richard L. Reddington, Robert G. Rekers and John N. Marx.

Dr. Rekers will supervise maintenance of the instrument as he has of the mass spectrometer already in use.

The new acquisition will not be unpacked until it can be permanently placed in the new \$5.5 million addition to the Chemistry Building which now is under construction.

Add one -- Spectrometer

The CEC 21-130C will be used for: continuation of analytical studies; identification of gaseous products from thermally-induced, solid-state decompositions; identification of gaseous species involved in catalytic and adsorption studies; determination of purity and the nature of impurities in certain fluoro compounds which are undergoing infrared studies for the establishment of molecular constants; examination of molecular beams used in the preparation of samples in the study of alkali halide systems and surface reactions; the search for dihydropolynuclear aromatic intermediates in the photochemistry of aromatic hydrazo compounds; and the identification and characterization of organic products obtained in many mechanistic studies now going on in the department.

-30-

12-12-30-69

By B. Zeeck

GIFT -- Dr. John N. Marx is one of the Chemistry faculty who will be using this mass spectrometer (a 21-103C) in his research.

The instrument is the gift of the Monsanto Company of Texas City which offered it as one of two to 20 universities competing for them on a basis of the use to which they would be put. Texas Tech University was given first choice of the two instruments. The gift includes three major pieces, one of which is a two-ton magnet. It will be unpacked and put in use when laboratories are moved to the new \$5.5 million Chemistry Building addition, about August, 1970.

(Tech Photo)



FOR RELEASE AT 10 A.M. WEDNESDAY, DEC. 31

LUBBOCK -- Col. Maxwell C. Murphy Jr., professor of military science at Texas Tech University since 1967 retires from the Army at midnight tonight (Dec. 31).

His certificate of retirement was presented to him by Dean of Arts and Sciences Lorrin Kennamer in brief, informal ceremonies today. The ceremonies were conducted in the offices of the Military Science Department in Room 10 of the Social Science Building at the university.

Military Science is the course of study and training given Army ROTC cadets at Tech. Col. Murphy's retirement marks the end of $25\frac{1}{2}$ years in service, dating back to his graduation from West Point with a bachelor of science degree in 1944.

In commenting on ROTC, Col. Murphy said he considers the program "an elective in applied citizenship." It provides the student the opportunity to continue to develop those qualities essential to assure "responsible participation" in the community while he is obtaining the knowledge necessary for "productive participation," he said.

Through classroom study, research and homework, Col. Murphy said, the student "acquires the knowledge and tools for effective production." But through properly organized military training, he learns "responsible citizenship, which can be acquired only through self-discipline, teamwork, and the ability to take and give orders, respect authority and assume leadership roles according to his ability."

A native Texan, Murphy was born in Sherman, graduated from Temple High School, then attended Texas A. & M. prior to entering the U. S. Military Academy.

Upon graduation, he was commissioned in the Regular Army as a second lieutenant of Infantry and joined the U. S. 10th Mountain Division at Camp Swift, Texas, remaining with the division during its subsequent move to the Mediterranean Theater of Operations. He participated in combat operations in Italy as an Infantry platoon leader during World War II.

At the end of World War II in Europe, Col. Murphy joined the U. S. Second Corps Headquarters and became aide for the commanding general, Lt. Gen. Geoffrey Keyes. He continued with Keyes in subsequent assignments at Headquarters, U. S. Seventh Army and Headquarters, U. S. Third Army until 1947.

Col. Murphy returned from Europe to Camp Carson, Colo., for duty with the Second Infantry Division in the Mountain Training Center at Camp Hale, Colo. In 1948 he entered the University of Virginia Graduate School and earned a master of arts degree in geography.

Subsequent overseas travels took him to Vienna, Austria, as a personnel staff officer in Headquarters, U. S. Forces, Austria.

Upon return to the U. S., he was stationed at Fort Benning, Ga., where, in addition to completing the Regular Infantry Advanced Course, he participated in the reactivation, organization and operation of the Infantry Officer Candidate School.

Col. Murphy then attended the Command and General Staff College at Fort Leavenworth, Kan., successfully completing the regular course. From Fort Leavenworth, he went to the Presidio of San Francisco in the 6th Army Headquarters G-I (personnel) section prior to serving at Eniwetok Island in the Marshall Islands as the S-3 (operations) officer for the Army Group of Task Force Seven in the Atomic Energy Commission Pacific Proving Grounds.

Add two -- Col. Murphy

Upon his return to the U. S., Col. Murphy served as an Armored Infantry battalion commander and Division G-4 (logistics) in the 4th Armored Division.

From this assignment, Col. Murphy returned to West Point where he was an instructor in the Military Psychology and Leadership Office at the Military Academy. After that duty, he was assigned to the Army General Staff in Washington for duty in the Office of the Deputy Chief for Logistics, Headquarters, Department of the Army.

Col. Murphy's most recent assignment, prior to coming to Texas

Tech, was as a member of a combined tri-service U. S./German Logistics

Planning Staff in Bonn, Germany.

Col. Murphy holds the Bronze Star medal, Joint Commendation medal, Army Commendation medal and the Combat Infantryman's badge.

The retired officer and his wife and five children will remain in Lubbock where he likely will be engaged in the real estate business.

Murphy, his wife, the former Hilda Louise White of Columbus, Ga., and their children, Maxwell, 15; Geraldine, 13; Jeffrey, 12; Mary, 6; and Patrick, 3, live at 2505 60th St.

A replacement for Col. Murphy is expected to arrive at Texas

Tech early in January to become professor of military science.