

Sept. 10 - 14, 1979

DATE	Stories and Cutlines	Locals	Reg. D	Reg. W	50 M's	Reg. R	x-lis	Adj.	Home to	Explanations
1-9-10-79	Stuttering Therapy Program	/						/		Copies to Hamre, & our files Hamre + Speech.
2-9-10-79	Tex. Greek Conference	/	/							Copies to David Nail & our files
3-9-10-79	Keith L. Crawly									Globe-Times
4-9-10-79	Barbara L. Buffington									Democrat
5-9-10-79	Charles T. Huffine									News
6-9-10-79	Laura E. Rister									Williamson County Sun
7-9-10-79	Martha J. Hatten									Lubbock-AJ
8-9-10-79	David C. Kremmer									Brazorian News
9-9-10-79	Coretta A. Whisenhunt									News-Record
10-9-10-79	Vicki L. Mills									Brand
11-9-10-79	Randy L. Roberts									Star Telegram, News Tribune
12-9-10-79	Hari Vishwanadha	/						/		North Ft. Worth News Copies to Vishwanadha, Eng. Dept. & our files.
13-9-10-79	PSA-Free Tutoring Program									Local Radio, Copy, to Studentlife
14-9-11-79	Cutlines-Beverly Jones									Richardson Daily News
15-9-11-79	"									AJ+UD
16-9-11-79	"									El Paso Herald Post
17-9-11-79	"									El Paso Times
18-9-11-79	PSA-Sir Harold Wilson									Local Radio, Radio + Copy + file - Cultural Events
19-9-11-79	"Cult Mentality"-V. Bugliosi	/						/		" "UC Programs + our files-UCP.
20-9-11-79	Dr. Lawrence L. Graves									Alumni, Missouri, Rochester & Wisconsin Magazines
21-9-11-79	Jay Littleton Taylor	/	/							2 copies to Ralph Green Form list, Copy to Mark Haller
22-9-11-79	Prairie Party	/	/	/						AJ-Bill Kerns, Albany, Ft. Worth, Dallas, Copy to Mark Haller, Judy Haller

Sept. 10-14, 1979

[illegible]

# Texas Tech News

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

CONTACT: Chino Chapa

LUBBOCK--A stuttering therapy program will be available to the public and Texas Tech beginning at 7:30 p.m., Sept. 18. Dr. Curt Hamre, a Speech faculty member at Texas Tech, will conduct weekly group therapy session in addition to individual programs.

Fees for individual therapy are \$7.50 per half hour session. Group therapy is \$5 per session. An initial evaluation fee is \$35. For more information, contact Hamre at the Speech and Hearing Clinic, 742-3908.

-30-

1-9-10-79

# Texas Tech News

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

CONTACT: Chino Chapa

LUBBOCK--Texas Tech's Interfraternity Council and Panhellenic will host the 1979 Texas Greek Conference, Oct. 11-13, at Greek Circle in Lubbock.

More than 200 people from Oklahoma, New Mexico and Texas are expected to attend seminars, lunches and social activities planned for the three-day convention. Programs for advisers, sorority and fraternity members, as well as pledges, will be conducted.

-30-

2-9-10-79



CONTACT: Claire Brewer

LUBBOCK--Keith L. Crawly, son of Mr. and Mrs. Glenn Crawly of 129 N. Beverly, Amarillo, has received a Texas Tech Dad's Association Scholarship.

Keith is a junior in landscape architecture.

He has been a member of American Institute of Architecture and American Society of Landscape Architecture. He is also a member of Alpha Zeta honorary society.

-30-

3-9-10-79

CONTACT: Claire Brewer

LUBBOCK--Barbara L. Buffington, daughter of Mr. and Mrs. Alvie Ray Buffington of 1091 Lariat Circle, Willow Park, was awarded a Texas Tech Dad's Association Scholarship.

A sophomore, she is a food and nutrition major, with an emphasis on clinical dietetics.

She is a member of Air Force ROTC Angel Flight and Phi Eta Sigma. During 1979 she was active in Freshman Council and Student Senate affairs.

-30-

4-9-10-79

CONTACT: Claire Brewer

LUBBOCK--Charles T. Huffine, son of Mr. and Mrs. L.E. Huffine of Wickett, has been named recipient of a Texas Tech Dad's Association Scholarship.

He is a sophomore mathematics major.

Charles is a member of Phi Eta Sigma, an honorary society.

-30-

5-9-10-79

CONTACT: Claire Brewer

LUBBOCK--Laura E. Rister, daughter of Mrs. Barbara Rister of Georgetown, has been awarded a Texas Tech Dad's Association Scholarship.

She is a sophomore in design communication.

Laura is a member of Phi Eta Sigma Freshman Honor Fraternity and Alpha Lambda Delta Freshman Honor Society. She was involved in Visual Productions at Texas Tech University during 1978-79.

-30-

6-9-10-79

CONTACT: Claire Brewer

LUBBOCK--Martha Jennie Latta, of 2404 30th St. Lubbock, has been named recipient of a Texas Tech Dad's Association Scholarship. She is the daughter of Mr. and Mrs. Joseph F. Buell of 721 Bay Street, Baltimore, Md.

She is a junior landscape architecture major.

She has been chairman of activities and treasurer of American Society of Landscape Architects. She is also a member of Texas River Recreation Association and has been involved in Chihuahuan Desert Research Institute.

7-9-10-79

CONTACT: Claire Brewer

LUBBOCK--David C. Kremmer, son of Mr. and Mrs. O.C. Kremmer of 112 Palm Lane, Lake Jackson, was awarded the Texas Tech Dad's Association Jasper "Bo" Wilson Scholarship.

David is a freshman chemical engineer major.

A 1979 high school graduate, he was National Honor Society president, member of JETS and a member of the football team. He also participated in debate and extemporaneous speaking.

-30-

8-9-10-79



CONTACT: Claire Brewer

LUBBOCK--Loretta Ann Whisenhunt of Whitesboro has been named recipient of the Texas Tech Dad's Association W.B. and Mozelle Rushing Scholarship.

A 1976 graduate of Whitesboro High School, she is currently a senior education major. Her minor is music.

Loretta is a member of Alpha Lambda Delta honorary and Tau Beta Sigma sorority.

-30-

9-9-10-79

CONTACT: Claire Brewer

LUBBOCK--Vicki Lynn Mills of 121 Avenue K, Hereford, has been awarded the Texas Tech Dad's Association Marilyn Tinney Scholarship.

She is a senior food and nutrition major.

A member of the Phi Upsilon Omicron Honorary Sorority, she was also secretary during 1978-1979. She was selected to be in Coordinated Undergraduate Program in Dietetics and National Home Economics Professional Honorary sorority in 1978.

-30-

10-9-10-79

CONTACT: Claire Brewer

LUBBOCK--Randy L. Roberts, son of Mr. and Mrs. Beecher L. Roberts of 1906 Lagonda, Fort Worth, has been awarded a Texas Tech Dad's Association Scholarship.

He is a junior range management major.

Randy is a member of Tech Range Plant Identification Team and has placed 10th in National Range Plant Identification Contest.

-30-

11-9-10-79

# Texas Tech News

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

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

CONTACT: Carole Machol

LUBBOCK--Hari Vishwanadha's love for art, history and religion has brought a new course to the Texas Tech University campus. The course, the Sacred and Profane in Medieval Christian Art, is sponsored by the Division of Continuing Education and will begin Tuesday, Sept. 11.

As a research assistant in the Texas Tech English Department, Vishwanadha wishes to share his insights into art and religion and his travels in Europe with those interested in Medieval art and religion.

The course will cover two major periods, the Romanesque and Gothic eras of art.

After a general introduction of the course, its scope and nature, Vishwanadha will begin to reveal how art depicts religious ideas.

As a general outline of the class, Vishwanadha will comment on historical backgrounds on Medieval churches, show slides and photographs and explain meanings behind each.

According to Vishwanadha, "people must contribute to the class," therefore a class discussion will follow each lecture.

Vishwanadha takes a special approach in dealing with religion and art.

"Most people look at the church in an artistic style while others look at churches as places of worship. I look at the church

-more-

as a spiritual condition or experience. To appreciate this you must understand the synthesis of art and religion," Vishwanadha said.

To Vishwanadha, Medieval churches are intriguing because of this synthesis of the aesthetic and the divine, of the sacred and profane. By studying several churches, he will explore the nature of this synthesis.

Vishwanadha later wants to write a book with this approach to Medieval art.

Vishwanadha is studying for his doctoral degree in 17th Century English Literature.

# TexasTechNews

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

CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill Dec. 1)

IF THOSE "D's" AND "F's" ARE STARTING TO ADD UP, IT MIGHT  
BE TIME TO CONSIDER HELP. THE OFFICE OF STUDENT LIFE IS OFFERING  
FREE TUTORING PROGRAMS THAT JUST MIGHT MAKE THIS SEMESTER A SUCCESS!

A FEW HOURS A WEEK COULD BE ALL YOU NEED TO TURN THOSE "D's"  
INTO "A's". SO CONTACT THE OFFICE OF STUDENT LIFE AT 742-2192,  
OR COME BY ROOM 163 OF THE ADMINISTRATION BUILDING. FREE TUTORING  
COULD BE THE ANSWER FOR YOU.

-30-

13-9-11-79



CUTLINE-----

RICHARDSON CO-ED IS EDITOR--Beverly Jones of Richardson, left, glances at the Texas Tech 1979 yearbook with university interim President Lawrence L. Graves. Jones, a 1976 Richardson Pierce graduate, is co-editor of the 1980 Texas Tech La Ventana with Elizabeth Edwin of El Paso. Jones, a senior journalism-public relations major, is the daughter of Mary C. Jones, 2630 Custer Parkway in Richardson. (Tech Photo)

-30-

14-9-11-79

CUTLINE-----

ONE FOR THE PRESIDENT--Co-editors of Texas Tech's 1980 yearbook, Beverly Jones, left, and Elizabeth Edwin, right, examine the 1979 La Ventana with interim University President Lawrence L. Graves. Jones, of Richardson, and Edwin, of El Paso, are both journalism-public relations majors. The 1979 volume arrived last week and is being distributed at the Journalism building on the Tech Campus. (Tech Photo).

CUTLINE-----

EL PASO CO-ED EDITOR--Texas Tech interim President Lawrence L. Graves, center, inspects the school's 1979 La Ventana yearbook with Elizabeth Edwin, right, of El Paso. Edwin, daughter of Dr. and Mrs. John R. Edwin of 8700 Parkland St., is co-editor of the 1980 Texas Tech yearbook with Bev Jones of Richardson. Edwin, a graduate of Burges High School in 1977, is a junior at Texas Tech majoring in journalism-public relations. (Tech Photo)

Cutline-----

EL PASO CO-ED EDITOR--Elizabeth Edwin of El Paso, right, presents Texas Tech University interim President Lawrence L. Graves, center, with a copy of the school's 1979 La Ventana yearbook. Edwin, a 1977 El Paso Burges graduate, is co-editor of the 1980 Texas Tech yearbook with Beverly Jones, left, of Richardson. Edwin, a journalism-public relations major, is the daughter of Dr. and Mrs. John R. Edwin of 8700 Parkland St. (Tech Photo)

-30-

17-9-11-79

# TexasTech News

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

CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill Sept. 18)

SIR HAROLD WILSON, FORMER PRIME MINISTER OF GREAT BRITAIN, WILL BE FIRST LECTURER IN THIS SEASON'S SPEAKERS SERIES AT TEXAS TECH. WILSON SERVED FOUR TERMS AS PRIME MINISTER BETWEEN 1964 AND HIS RETIREMENT IN 1976. HE WILL DISCUSS "EURO-COMMUNISM" TUESDAY, SEPTEMBER 18TH, 8:15 P.M. IN THE UC THEATER. TICKETS ARE AVAILABLE AT THE UC TICKETBOOTH OR BY CALLING 742-3610.

-30-

18-9-11-79

# Texas Tech News

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

CONTACT: Claire Brewer

LUBBOCK--Cultism is a subject most people find intriguing and a little frightening. Vincent Bugliosi will be speaking on "Cult Mentality" on Sept. 27 at 8:15 p.m. in the Texas Tech University Center Theatre.

Best known as prosecuting attorney for the Tate-LaBianca murder trial involving Charles Manson and his "family," Bugliosi has long had a reputation for excellence as a prosecuting attorney.

The frightening spread of cultism, dangers of cult phenomena and the strange case of Jonestown in Guyana are just some of the subjects Bugliosi covers. He also will discuss his experience in the Manson trial, the techniques Manson used to control his "family" and the methods other cult leaders use to program their followers into mindless zombies. Bugliosi will speak of his current work which includes investigation into Robert Kennedy's assassination and his efforts to reopen files based on evidence of a second assassin.

"Helter Skelter", which he co-authored with Curt Gentry, spent a year on the best seller list and was then turned into a top-rated television special.

Bugliosi has become one of the nation's most requested speakers. This will be his second engagement at Texas Tech.



# Texas Tech News

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

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

CONTACT: Jane Brandenberger

LUBBOCK--Dr. Lawrence L. Graves was appointed interim president of Texas Tech University and the Health Sciences Center in mid-summer by the Boards of Regents.

Since 1970 Graves has served as dean of the College of Arts and Sciences at Texas Tech, an academic and medical complex with more than 23,000 students.

The new interim president was graduated from the University of Missouri with the B.A. degree in 1942 in classical languages and ancient history. He received the M.A. in American history in 1947 from the University of Rochester and the Ph.D., also in American history, from the University of Wisconsin in 1954.

An artillery officer with the 96th Infantry Division in the Pacific during the World War II years of 1942-'46, the 61-year old Graves was retired from the U.S. Army Reserve as a lieutenant colonel in '65.

His first teaching post was at the Woman's College of the University of North Carolina in 1950-'51 and 1952-'55.

In 1955 he accepted an assistant professorship of history at Texas Tech. In subsequent years he rose to a full professorship and served as associate dean of the Graduate School in '67-'68 and interim dean of the Graduate School, '68-'70.

Graves has served on many major committees at Texas Tech, one of Texas' four major universities. He also has been elected to various offices in several professional and scholarly associations. He has published extensively in the field of history.

# Texas Tech News

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

CONTACT: B. Zeeck

EDITOR'S NOTE: This material will reach some of you too late for publication prior to presentation of the National Golden Spur Award. It, or portions of it, might be useful to you, however, to use in a followup after the Sept. 21 presentation.

LUBBOCK--Jay Littleton Taylor, who left his family's Oklahoma farm to earn a commanding position in two of the nation's bedrock industries -- oil and agriculture -- will receive the National Golden Spur Award Sept. 21, less for what he has achieved than for for what he has given.

Seven of the nation's largest livestock associations will present the Steuben-designed award at a Prairie Party in the Lubbock Memorial Civic Center. The public is invited and more than 1,000 are expected to attend. Tickets to the event, to the National Golden Spur Livestock and Money Symposium and to Ranch Day are available through the Ranching Heritage Association headquartered at The Museum of Texas Tech University. The symposium precedes the award presentation Sept. 21. Ranch Day, Sept. 22, takes place at the Ranching Heritage Center of The Museum.

The National Golden Spur Award is presented annually to an individual who has brought distinction to and made significant contributions to the livestock or ranching industries. Jay Taylor of Amarillo has, indeed, done that.

In addition to contributing leadership to major livestock organizations, he began to give far-sighted public service to stockmen during the Great Depression, although he was then a newcomer to ranching.

It was in 1934 that he went, with H.L. Kokernot Sr. of Lubbock, to Washington to see President Franklin D. Roosevelt. He returned with FDR's pledge to purchase 8.5 million head of starving cattle for slaughter, canning and delivery to people who had no funds for butcher shops. Returning to Amarillo, Taylor was instrumental in turning laundries into canneries to make the National Emergency Cattle Buying Program effective.

In the same year he helped to write the National Grasslands Conservation Program, important in thwarting the dust storms that devastated Great Plains farms and ranches in the '30's.

From this time forward Taylor became known as an adviser to Presidents and a national leader in the livestock industry. He served on the Advisory Committee for Livestock under Presidents Truman, Eisenhower, Kennedy and Johnson.

Later he would spend 20 years (1937-57) as a member of the National Livestock and Meat Board, an industry organization devoted to research and promotion for the livestock industry. He was chairman in 1951-53 and has been named a director for life.

"I loved that job," Taylor said, probably because it fit his philosophy of "work hard and enjoy what you do." It was during the board's "Eat More Beef" campaign that Taylor helped establish the National Beef Council and earned the sobriquet, "Mr. Beef." He was the council's first president in 1957.

Taylor was 38 when he was elected president of the Texas and Southwestern Cattle Raisers Association in 1940, and he served until recently as TSCRA director.

Some of his strongest service was rendered the livestock industry during his tenure as president of the American National Cattlemen's Association, a forerunner of the recently organized National Cattlemen's Association. In 1954, when many wanted federal price supports for cattle, Taylor appeared before the House Agriculture Committee, carrying the industry's banner in opposing supports on the grounds that such a program could not be administered fairly and equitably to benefit the industry.

"We don't want less for the farmer and cattleman," Taylor said. "We want more. But we don't want it in the form of government subsidies. We want to earn it ourselves in a free market." His remarks were made when drouth was hurting the rangelands and the livestock industry. He recommended the continuation of the emergency beef purchasing program in drouth areas but stood steadfast against subsidies.

Taylor has been president and chairman of the board of the Texas Livestock Marketing Association, president of the Panhandle Livestock Association, a member of the Texas Hereford Association and a charter member of the Panhandle Hereford Breeders Association. He has worked closely with the Texas Sheep and Goat Raisers Association and keeps a small herd of goats on his Rafter O Ranch.

In 1940, with Eddie Johnson, he acquired Amarillo's Western Stockyards, which used to handle thousands of sheep and hogs as well as cattle. From this developed the world's largest livestock auction, Amarillo Auction Company, still owned by Taylor and Johnson and Taylor's nephew, J.R. Taylor who manages it.

As a teenager, Jay Taylor thought he was through with farming and ranching forever, even though he was born to ranch life. He

was the youngest of the four children of James Littleton and Margaret Lou Guinn Taylor, and he was born Jan. 24, 1902, on the Suggs Ranch near Bowie, Texas, where his father was wagon boss. When Jay was 6, his father filed on 160 acres of Oklahoma land and moved his wife and children--Bob, Eva, Sally and Jay--across the Red River to settle near Walters and Comanche. "We looked for rain most of the time," Taylor recalls.

It was there Jay learned from his mother how to work and from his father how to hunt, fish and enjoy life. From both he acquired a sense of merriment that permeates most of what he does and says. He thinks his brother, Bob, might have influenced his choice of law over farming.

"The hardest thing I ever did," Taylor said, "was shovel corn into our granary." Bob had chosen the job for his younger brother, and the scoopsful of corn had to be thrown backward over his head to go into a small door in the granary. Taylor can still remember the ache in his shoulders. He thinks the experience might have been a turning point in his career. After high school he wanted no part of country living.

He went to the oil fields to earn money for college. There, by chance, he met Earl Halliburton. Respect between the two grew, and Halliburton eventually offered to send Taylor to the University of Oklahoma and persuaded him to study petroleum engineering instead of law. Within a year of finishing in 1926, Taylor left school forever. There was an oil boom in the Texas Panhandle, and he became a cementer for Halliburton. In less than 20 years he was executive vice president and general manager of the Halliburton Company.

It was Halliburton who encouraged his interest in oil, but it was his mother-in-law, Elizabeth Herring, who initiated him into the cattle business.

Taylor was married in 1927 to Imogene Herring, daughter of Col. C.T. Herring, pioneer Texas cattleman. This was the year Taylor returned to ranching.

"Imogene's mother set me up in the cattle business as a partner," Taylor recalls. "She encouraged me and taught me the range cattle business." He learned the business on the family-owned Rafter O Ranch near Vega, Texas, and then extended his interest by purchasing land near Magdalena, N.M.

In gratitude to Mrs. Herring and to Halliburton, who "was like a father to me," Taylor named his New Mexico place the HH Ranch and increased it to more than 130,000 acres, mostly grassland for registered Herefords, commercial cattle and horses. Eleven hundred acres are in alfalfa, irrigated by sprinklers.

With his rise in the petroleum and livestock industries, Taylor was gaining widespread recognition as a man with imagination firmly rooted in growing knowledge and common sense.

In 1936 he was named a director of the Federal Reserve Bank in Dallas, the youngest man ever named to that position. By 1942 he was chairman of the board.

When World War II erupted, he enlisted. Because of his banking experience he was assigned for nine months to the Advance Payment and V-Loan Division to help finance start-ups for production of war materiel. With his agricultural background he was transferred to the War Food Administration to set up a farm labor program to find workers to replace servicemen. His solution was to bring in 75,000



workers from Mexico and 8,000 from Jamaica and let them "help win the war." Some prisoners of war also were used. With that experience behind him Taylor was appointed director of the Fuels and Lubricant Division and a member of the Army Petroleum Board and brought to those positions his knowledge of the oil business. In each of the wartime jobs his ability to cut through to the heart of a problem, simplify it and solve it paid off for the war effort.

He was on duty in Europe when the German surrender was signed, and he attended the Potsdam Conference, leaving it for his first visit to Russia. This and other of Taylor's world travels have served the cattle industry well, particularly when he was appointed in 1964 as a representative to the General Agreement on Tariffs and Trade. He knew beef eating habits and, consequently, markets the world over. Once he had even joined Italian women picketing for more beef. He knew what American stockmen needed and represented their interests in the agreement.

Taylor is a hunter, fisherman, avid baseball fan and cook, but a common thread running throughout his life is a high regard for education. While he didn't finish college himself, he has educated his four children, Steve, Sally (Mrs. Barney Young of Dallas), Jane (Mrs. Thomas F. O'Toole of Dallas) and Penny (Mrs. Armin Rembe of Albuquerque). But he has paid the college bills for other youngsters, too, although he doesn't count the numbers. He is a director of Cal Farley's Boys Ranch and Boys' Clubs of America and has served as a trustee of the Eisenhower Exchange Fellowships. He is a former chairman of the Gulf District Rhodes Scholarship Selection Committee. He has been a trustee of

Opportunities Industrialization Centers.

He is chairman of the board of Baker & Taylor Drilling Co., Yucca Petroleum Co., the National Finance Credit Corp., the Texas Livestock Marketing Association and Micronizing (U.K.) Ltd. He is a partner in Pierce Micronizing Co. and a shareholder in Micronizing (Japan) Ltd.

He is former chairman of the Southwestern Region Subcommittee of the National Advisory Commission on Food and Fiber and former director of American Telephone & Telegraph Co., Southland Life Insurance Co., Scott Paper Co., Halliburton Co., Missouri Beef Packers Inc., Ft. Worth & Denver Railway Co., and the First National Bank of Amarillo.

But with big business Taylor mixes pleasure. From a top desk drawer he draws special treasured, snapshots of children, grandchildren, employees' children. On his ranch he raises quail for the pleasure of his hunting friends and for his fisherman friends, he stocks his tanks with bass and catfish.

Sponsors of the National Golden Spur Award are the American National CowBelles, the American Quarter Horse Association, National Cattlemen's Association, National Wool Growers Association, Ranching Heritage Association, Texas Cattle Feeders Association, Texas Sheep & Goat Raisers Association and the Texas & Southwestern Cattle Raisers Association.

# Texas Tech News

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

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

CONTACT: B. Zeeck

ATTENTION: ENTERTAINMENT EDITORS

LUBBOCK--A gala evening, with the National Golden Spur Award (NSGA) to Jay Taylor of Amarillo and a Prairie Party with Dale Robertson as master of ceremonies, will take place at the Lubbock Memorial Civic Center Friday, Sept. 21.

Headlining the event will be a special Ft. Griffin Fandangle Sampler.

The nation's largest livestock associations sponsor the NSGA, scheduled to begin with a party at 6:30 p.m. before the steak dinner, award ceremony and entertainment. Close to 2,000 guests from more than 10 states are expected.

Everyone who wants to come is invited and tickets can be purchased from the Ranching Heritage Association at The Museum of Texas Tech University.

The event follows a day-long National Golden Spur Livestock and Money Symposium at The Museum. It precedes the 10th annual Ranch Day at the Ranching Heritage Center.

The Hoyle Nix Band from Big Spring will play Bob Wills' and other favorites for dancing from 9 p.m. till midnight. Featured entertainers during the dinner hour will be fiddler Cecil Caldwell and Charles Terry's Badlands Band. Terry's first record is scheduled for release Sept. 19.

-more-

Singers and dancers of Albany, the town that has been staging the outdoor musical, Ft. Griffin Fandangle, since 1938, will bring a special Sampler with songs ranging from the sentimental to the rowdy, but all depicting life near the U.S. military fort when Texas was building its frontier legend.

A smaller Fandangle Sampler toured Great Britain earlier this year during a five-day visit sponsored by the Texas Tourist Development Agency, U.S. Travel Service in London and British Caledonian Airways. Europeans described the show as "the best tourism development party ever shown in the United Kingdom." Everywhere there was enthusiastic applause.

The Fandangle recreates the life around the outpost and town of Fort Griffin, Texas. The fort was established in 1867 when Indians, cowboys, card sharp gamblers and sturdy settlers intermingled on the frontier.

More than 10,000 travel to Albany annually for the June weekends when the townspeople stage their show under starlit skies. It is history set to music composed by Albany musicians. There are tender love lyrics, stirring choral arrangements and funny ballads, all audience tested throughout the years.

Sampler numbers will include such Fandangle favorites as "Prologue and Flag Parade," "Shank of Evening," "Let's Settle This Country," "Come and Get It--Son-of-a-Gun Stew," "You Can't Change Them Ways," "The Beehive Saloon," "Think of Me Now and Then," "Frozen Cowboy," "Ranch on a Branch," "Toast to the Ranching Families," and "Prairie Land."

Although the cowboys and Indians on horseback may be missing, the audience is promised a unique blend of the Wild West and ballet, fantasy and realism, laughter and solemnity, musical gems mixed with pageantry and play acting. Most of all the Fandangle recreates an authentic feeling for the West that was, the West that gave birth to the West that is.

Performing at the Prairie Party will be Clifford and Sonona Teinert, Sandra and Richard Fox, Glenn and Linda Key, Robert and Jeannie Echols, Earl and Marie Garren, Connie and Quay Parker, Ronnie and Diana Nail, Bud and Gayla Leach, James and Marilyn Martin, Harold and Betty Low, Lynn and Barbara Duggan, Robert Williams, Lou Ann George, Nadine Brewster and John Bray.

Originator and first composer-author was the late Robert Nail who had directed the Fort Worth Little Theater before moving to Albany. When Nail died in 1968, Marge Bray became director. Performing with the Prairie Party cast will be Musical Director Alice Reynolds, who helped Nail with a high school production which grew into the Fandangle and who has helped plan and cast the show, designed and supervised set construction, designed costumes and composed much of the music.

Other composers whose works will appear in the Sampler are James Ball, Bill Overton and Jackie Miller.

Caldwell, who began fiddling as a youngster, initiated the fiddlers' contest at the Panhandle South Plains Fair in 1969 and watched the contest grow into one of the largest in the state. He's won and judged contests and is popular both as a performer and master of ceremonies.

Terry's new band promises basic country, progressive country and Bluegrass for diners. Fast gaining in popularity, the band has played for parties, dances and clubs in Lubbock. Appearing with Terry will be his vocalist-pianist wife, Brenda Terry, Jess Pollard, Dan Helmers and Ray Wooten.

Robertson, star of 63 major films and more than 400 television shows, was master of ceremonies for the formal opening of the Ranching Heritage Center in 1976. Earlier he performed as narrator for a popular documentary film made about the center. He was the special guest at a progress and planning dinner given in 1974 in preparation for the center's formal opening.

Any proceeds from the National Golden Spur Award and Prairie Party go for the benefit of the Ranching Heritage Association which helps support the Ranching Heritage Center.

The event is sponsored by the American National CowBelles, and the American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas and Southwestern Cattle Raisers and Texas Sheep and Goat Raisers associations.

The cost is \$17.50 per person with tables of eight available for parties. The cost is the same for the Livestock and Money Symposium, with a beefsteak luncheon included. Ranch Day tickets are \$6 for adults and \$2.75 for children, including a barbecue lunch for adults and a special children's lunch. Ranch Day prices for members of the Ranching Heritage Association are \$5 for adults and \$2.25 for children. Anyone may join the association.

To purchase tickets checks, made out to the Ranching Heritage Association, should be sent to the association, P.O. Box 4499, The Museum of Texas Tech University, Lubbock, Texas 79409. The telephone number is (806) 742-2498.

Cutlines-----

DISTINGUISHED ALUMNUS--Dr. Scott M. Grundy, center, of Solana Beach, was named a "distinguished alumnus" of Texas Tech in ceremonies at the university. Grundy was presented the award by Dr. Joe Dennis, chemistry professor-emeritus, and Prof. Margret Stuart. Grundy is chief of the metabolic section of the Veterans Administration Hospital in San Diego. (Tech Photo)

-30-

23-9-12-79

Cutlines-----

DISTINGUISHED ALUMNUS--Roy Butler, right, of Ardmore, was named a "distinguished alumnus" of Texas Tech in ceremonies at the university. Butler was presented the award by Ray Butler, a Texas Tech "distinguished engineer", 1975. Roy Butler is president of Noble Affiliates Inc. (Tech Photo)

-30-

25-9-12-79



# Texas Tech News

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

CONTACT: Prabhu Ponkshe

ATTENTION: Ranch Editors

LUBBOCK--A wide range of ranching issues from fencing to computers will be discussed at the 17th Annual Ranch Management Conference at Vernon Regional Junior College in Vernon, Texas, on Oct. 5.

More than 350 area ranchers and ranch managers are expected to attend the meeting which will feature 20 speakers, including university researchers, federal officials and industry representatives.

The event is sponsored by Texas Tech University; Texas Section, Society for Range Management; Texas A & M University System; Abilene Christian University; Soil Conservation Service, USDA; and the Rolling Plains Economic Program.

A \$5.00 registration fee will cover a barbeque lunch for conference participants. Registration will be held in the lobby of the college auditorium at 8:30 a.m.

The conference will open with introductory remarks by Dr. Tommy G. Welch, brush and weed control specialists, Texas Agricultural Extension Service, College Station, followed by a brief welcome from Dr. Jim Fritze, associate dean of instruction, Continuing Education, Vernon Regional Junior College.

The morning session will be presided over by Jim Humphreys, manager of the Pitchfork Ranch, Guthrie, while Gary Mathis, assistant manager of the Swenson Ranches Partnership, Stamford, will preside in the afternoon.

-more-

ranch conference/add one

The first speaker will be Dr. W.J. (Dub) Waldrip, general manager, Spade Ranches, Lubbock. He will discuss methods of reducing cost and maintenance in fencing.

Texas Tech speakers at the conference will include Bev Herndon, research associate in range and wildlife at Quanah; Dr. C. Reed Richardson, assistant professor of animal science; and Dr. Willie L. Ulich, professor of agricultural engineering. The three will talk on the impact of shredding frequency on mesquite control, use of mesquite as a feed source and harvesting mesquite.

Participants from the Texas Agricultural Extension service will be Norman Brints, area economist, and Dr. Whitney Rounds, area livestock specialist, both of Vernon; Dr. Ray Sammons, area economist, Amarillo; and Dr. Dennis White, area livestock specialist, Dallas. Brints will talk on benefits of improved ranch management, Rounds and Sammons on the use of mini-computers on the ranch, and White on ways to save on supplemental feed.

The Texas Agricultural Experiment Station will be represented by Dr. Rod Heitschmidt, who will discuss economical beef production. Texas A & M will send Dr. Bob Whitson, who will talk on management and profits in ranch operations.

Two West Texas ranchers, Stanton Brown of the League Ranch near Benjamin, and Lawrence Harmel, Seymour, will speak during the conference. Brown will talk on keeping good production records and Harmel on the use of accounting records on the ranch.

The cause of winter losses in Kleingrass production will be discussed by Dan Caudle, Soil Conservation Service, Abilene, and

ranch conference/add two

the market outlook will be presented by Bob Price of the Texas Cattle Feeders Association of Amarillo.

The conference will conclude at 4 p.m.

-30-

26-9-12-79

# Texas Tech News

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

CONTACT: Carole Machol

LUBBOCK--Prof. David S. Kidwell, formerly a member of the Krannert Graduate School of Management faculty at Purdue University, has been appointed to the I. Wylie and Elizabeth Briscoe Chair of Bank Management at Texas Tech University.

The Briscoe Chair is the first in bank management to be established at a public university in Texas.

During the past five years at the Krannert School the 39-year old Kidwell twice received the Alumni Foundation Outstanding Undergraduate Teaching Award for classes in corporate finance and financial institutions. He achieved national prominence in financial and banking circles for his research in municipal bond financing.

Texas Tech Business Administration Dean Carl H. Stem said, "Prof. Kidwell's experience, maturity and breadth of training will make a significantly positive contribution to the quality staff and educational programs we are building in our college."

The Briscoe Chair is one of the most heavily endowed positions in banking management in U.S. business schools. It was created in early 1978 by a \$500,000 gift from I. Wylie Briscoe, a retired executive of Anderson, Clayton and Company. Briscoe is an active director of Lubbock's American State Bank which he helped found 31 years ago.

-more-

Kidwell received a Master of Business Administration degree with an emphasis in finance and accounting from California State University at San Francisco in 1970. He then joined Coopers and Lybrand as a management consultant. Although he dealt with all aspects of business there, he was increasingly attracted to finance.

Under National Science Foundation grants totaling more than \$750,000, Kidwell, who helped establish the Southwest School of Municipal Finance in 1977 at Texas Tech, has participated in extensive research into effects of public regulation on consumer financial services.

Kidwell's primary goal will continue to be research in banking. Another goal will be development of contact with banking communities in the Southwest, and a third "to continue the fine banking school Texas Tech has."

Kidwell shares with Briscoe the vision that Texas Tech can become a major educational force in banking.

"I would like Texas Tech to have the number one banking school in the country and for its graduates to be in demand by the banking industry and to excel in their future banking careers," Kidwell said.

According to Kidwell, the future of banking is bright, but he sees a barrier in the industry.

"One major problem is the growing competition from other thrift institutions such as savings and loan associations and credit unions. Credit unions are the fastest growing competitors for banks."

# Texas Tech News

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

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

CONTACT: Pete McNabb

LUBBOCK--Two new officers have joined the Texas Tech University faculties for Aerospace Studies and for Military Science.

Capt. Richard A. Mallahan was transferred to the Tech Air Force ROTC from Randolph Air Force Base, San Antonio. He will teach a freshman class.

Capt. Henry Kinnison joins the Army ROTC faculty after attending Graduate School at Texas Tech for the last 15 months. He will serve as assistant professor for Military Science and teach a sophomore level course.

-30-

28-9-12-79

# Texas Tech News

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


CONTACT: B. Zeeck

EDITOR'S ADVISORY:

LUBBOCK--Tickets will be held for the media for the Sept. 21 (10 a.m.-2 p.m.) Livestock and Money Symposium; Sept. 21 (6:30-9 p.m.) National Golden Spur Award and Prairie Party; and the Sept. 22 (9:45 a.m.-2 p.m.) Ranch Day. (Times are approximate and relate to periods of activities only, not registrations, etc.) For each radio station one ticket will be reserved. For print and television media there will be a reporter's and a photographer's ticket. If your coverage requirements necessitate additional tickets, please advise us. To keep the Ranching Heritage Association's reputation clean with the caterers, please RSVP to (806) 742-2136 if your staff will be using these tickets. Thanks.



B. Zeeck (University News and Publications)



Mark E. Haller (Ranching Heritage Association Field Representative)

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

ATTN: City Editors

LUBBOCK--The common household cockroach is as old as the dinosaur, but while the mammoth reptiles vanished over time, the roach survived through adaptation to become the world's number one domestic pest.

The roach has consequently become the number one pest problem and a workshop arranged by Texas Tech University, Sept. 16-18, will focus, among other things, on the "A to Z" of roach control.

The Texas Tech Pest Control Operators (PCO) Workshop, sponsored jointly by the university's Department of Entomology and the Texas Pest Control Association, will be held in the Hilton Inn. There is a \$20.00 registration fee.

Norman Ehmann, a nation-wide authority on roach control, will present a two-hour talk on the "The Cockroach -- 'A to Z" during the workshop. He is associated with NAMCO/Van Waters and Rogers, a commercial pest control supply company in San Mateo, Calif.

Dr. Darryl P. Sanders, chairman of the Department of Entomology at Texas Tech, said "the workshop is a continuing education effort by the university to provide the industry with the latest information in pest control and covers legal, environmental, biological and administrative issues."

Other speakers at the three-day workshop will include William D. Fitzwater, bioLOGIC Consultants, Albuquerque, N.M., and Charlie Chapman, executive director of the Texas Structural Pest Control Board, Austin, a government licensing agency.

-more-



Fitzwater will speak on vertebrate pest biology and control, while Chapman will discuss his agency's role in governing the pest control industry. A presentation by the head of the Texas pest control agency is an annual feature of the PCO Workshop.

Besides the roach, other pests that affect lawns and ornamental plants around domestic and industrial structures will also be studied during the three-day event.

Other workshop experts will represent the Texas Pest Control Association, Texas Tech, Texas A&M University, Redd Pest Control of Lubbock, The Burnett Company of Dallas and V.P. Exterminators of Houston.

A "stump the pros" session will allow workshop participants to ask questions of the entire panel of speakers. Questions may be oral or can be left in a question box.

The Department of Entomology will also present the Fannie Glass Redwood Chemical Pest Control Scholarship during the workshop. This year's recipient is Roy Lee Carter, a senior in entomology. He will receive a check for \$500 from Buddy Glass of Redwood Chemical Company, Houston. The recipient is the son Mr. and Mrs. Roy Carter, of 2901 33rd Street, Snyder.

In addition to pest control operators, the public is invited to register for the workshop.

# Texas Tech News

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

CONTACT: Chino Chapa

LUBBOCK--Sir Harold Wilson, former Prime Minister of Great Britain, will speak on Euro-Communism at 8:15 p.m., Tuesday (Sept. 18), in the University Center (UC) Theater.

Wilson served four terms between 1964 and 1976 as British Prime Minister and leader of the Labor Party. He was in office during the Rhodesian crisis, Britain's entrance into the Common Market and many of the country's financial troubles.

Wilson has met with heads of state of the United States, Africa, the USSR, the Caribbean as well as most of the European countries.

Tickets for Wilson's speech are on sale at the UC Ticket Booth. Admission is \$2.50 for Texas Tech students with an ID and \$3.50 for the general public.

-30-

-----  
All media are invited to a news conference on Tuesday, Sept. 18, at 3 p.m. with Wilson in the Press Room of the Lubbock Airport.

31-9-13-79

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

LUBBOCK--William J. Dyess, deputy assistant secretary of the U.S. State Department, will speak on SALT-II, the second Strategic Arms Limitation Treaty between this country and U.S.S.R. on Wednesday (Sept. 19) at Texas Tech University.

The lecture, open to the public, will be held at 3:30 p.m. in Room 104 of Holden Hall.

A career diplomat, Dyess has the responsibility of assessing the American public's attitude toward all major foreign policy issues, including relations between Washington and Moscow.

During the past two decades Dyess has negotiated several diplomatic and trade agreements with countries of the communist world. He has served as chief of liaison with Soviet authorities in East Berlin and political officer at American Embassies in Moscow, Belgrade and Copenhagen. He has also served as Czechoslovak desk officer in the State Department.

His visit to Lubbock is sponsored by the university's Student Association; the Student Senate; Omicron Delta Kappa, national leadership and scholastic honorary; and Delta Phi Epsilon, professional foreign service and international business fraternity.

Dyess is associated with the Bureau of Public Affairs within the State Department. Before that he was chief of the U.S.-Soviet Bilateral Affairs Staff in Washington, D.C.

-more-

Other Lubbock engagements include a luncheon address at the Rotary Club meeting in the Civic Center on Sept. 19.

Local arrangements for the lecture are being made by Dr. Idris R. Traylor, deputy director of the International Center for Arid and Semi-Arid Land Studies at Texas Tech.

In his current assignment of assessing the American public's attitude toward foreign policy issues Dyess has said that the best way for him to learn about public sentiments is "to visit the heartland of the country and listen closely to what American citizens are saying."

A member of Phi Beta Kappa, Dyess was educated at the University of Alabama, Syracuse University and Oxford.

CONTACT: Carole Machol

LUBBOCK--John Daniel Rice, of 3823 Viewsite, San Antonio, has recently completed requirements for his Doctor of Jurisprudence Degree from the Texas Tech University School of Law.

Rice received the Bachelor of Arts degree from Baylor University in 1971 and the Master of Arts from Murray (Ky.) State University in 1974.

Texas Tech is one of four major state university systems in Texas, with an enrollment of approximately 23,000 students.

CONTACT: Carole Machol

LUBBOCK--Thomas Patrick Bryla of 603 N. Pine, Fredericksburg, has recently completed requirements for his Doctor of Jurisprudence Degree from the Texas Tech University School of Law.

Bryla was graduated Cum Laude with a Bachelor of Environmental Design degree from Texas A & M University in 1976.

Texas Tech is one of four major state university systems in Texas with an enrollment of approximately 23,000 students.

-30-

34-9-13-79

# Texas Tech News

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

CONTACT: B. Zeeck

LUBBOCK--A Saturday packed with activities is planned for the tenth annual Ranch Day at the Ranching Heritage Center Sept. 22. Highlight will be an address by the former U.S. Attorney General Griffin Bell.

All events are planned as family affairs and tickets can be purchased through the Ranching Heritage Association at The Museum of Texas Tech University. Registration begins at 9 a.m. and activities end at 3 p.m.

Before the annual meeting of the association begins at 11 a.m., there will be a dedication of a recently constructed porte cochere which protects the eastern entrance to the David M. Devitt and Mallet Ranch Building, used as an orientation center.

The porte cochere will be dedicated at 9:45 a.m. to Harry and Ella Campbell, parents of Helen Campbell of San Antonio. It was Miss Campbell's gift which made the porte cochere possible, and she was highly instrumental in the initiation of the Ranching Heritage Center.

The center is a 12-acre outdoor exhibit of The Museum. On the site are more than a score of structures brought from early Texas ranches and authentically restored to depict the history of ranching in the American West.

For the first time Ranch Day activities on the site will not be held in the morning but will begin at noon and continue until 3 p.m.

-more-

Ranch Day on Saturday will follow Friday's National Golden Spur Award and Prairie Party and a day-long National Golden Spur Livestock and Money Symposium. The award and party will be at the Lubbock Memorial Civic Center, beginning at 6:30 p.m., and the symposium will be at The Museum. Tickets for these also are available through the Ranching Heritage Association.

Bell will speak following the brief 11 a.m. business meeting of the 1,500-member association. Following Bell's resignation as attorney general this summer, he returned to the private practice of law in Atlanta. Before his Cabinet appointment, he was a judge on the U.S. Fifth Circuit Court of Appeals. In the American Bar Association, he has served as chairman of the Division of Judicial Administration. He is a member of the prestigious Order of the Coif.

Privately Bell likes fishing and hunting and he has been a frequent West Texas visitor, hunting on the Borden County Muleshoe Ranch of Mr. and Mrs. J.R. (Rich) Anderson. Anderson, second vice president of the Ranching Heritage Association, will introduce the speaker.

Also participating in that program will be interim Texas Tech President Lawrence L. Graves, Museum Director Leslie C. Drew, Ranching Heritage Association President Jim Kassahn and Cliff Teinert, singing the "Cowboy Prayer" from the musical, "Ft. Griffin Fandangle." George Miller of Lubbock will be master of ceremonies.

A Texas Trails chuckwagon lunch will be served following Bell's address. Tickets for all activities, including the barbecue, are \$6 for adults and \$2.75 for children. Association members' tickets are \$5 and \$2.25 and anyone may join.

Ranch Day site activities in the afternoon will include horseshoeing demonstrated at the Spade Renderbrook Blacksmith Shop



by Bernie Chapman; campfire cooking by Larry Kyle; traveling music by fiddler Cecil Caldwell and country and western music furnished by the Charles Terry band on the Richard T. Campbell Patio. In addition docents will be in each of the structures on the site to interpret their historic significance. Topping it off will be school sessions in the Bairfield Schoolhouse and harmonica playing in the Matador Half Dugout. Museum staff members will be doing the laundry, including making soap, at the Box and Strip House.

For morning visitors there will be two exhibits and a Moody Planetarium demonstration in The Museum. The exhibits are Pins, Patterns and People and Photographs by Laura Gilpin.

The National Golden Spur Award, which will be presented on Friday evening to Jay Taylor of Amarillo will be on display in the David M. DeVitt and Mallet Ranch Building.

That award is presented annually to an individual who has made significant contributions of national significance to the livestock and ranching industry. Taylor is the second recipient. The first was Albert K. Mitchell of the Tequesquite Ranch in New Mexico.

Sponsor of Ranch Day is the Ranching Heritage Association. For the symposium and the award, that association is joined in sponsorship with the American National CowBelles, American Quarter Horse Association, National Cattlemen's Association, National Wool Growers Association, Texas and Southwestern Cattle Raisers Association and the Texas Sheep and Goat Raisers Association. Another of the symposium sponsors is the Texas Tech College of Agricultural Sciences.

# Texas Tech News

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

CONTACT: Pete McNabb

LUBBOCK--A sizable increase in enrollment for both the Army and Air Force ROTC corps at Texas Tech offer an encouraging outlook to both programs in the volunteer armed forces.

Enrollment in the Military Science Department (Army ROTC) is approximately 465, an increase of 55, or 12.6 percent, since last fall. Enrollment in the Aerospace Studies Department (Air Force ROTC) is 198, up by 35 cadets, or 17.6 percent since last fall.

Air Force Col. Fred D. Barnes attributes the increase to the "mood of the country--particularly today's young people -- they're showing more interest in the military."

In a report on enrollment the Army ROTC attributes its increased enrollment to a variety of factors: an intensive advertising campaign, a 'we care attitude', veterans' counseling and favorable comments by students who have completed the course.

The Military Science Department has the largest enrollment of freshmen and sophomores, while Aerospace Studies counts the most juniors and seniors. Military Science also has a higher percentage of women.

In Military Science there are 350 freshmen, 75 sophomores, 27 juniors and 13 seniors. In Aerospace there are 88 freshmen, 47 sophomores, 29 juniors, and 34 seniors. Forty-six percent of the students enrolled in Military Science are women, compared to nine percent in Aerospace Studies.

# Texas Tech News

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

CONTACT: B. Zeeck

LUBBOCK--Two of Texas' major universities, Houston and Texas Tech, will be getting together Sept. 20 in a Bi-University Energy Research Conference to share information, promote interaction, eliminate duplication and spur creativity.

The joint conference is sponsored by the Energy Foundation of Texas, the Texas Tech University Center for Energy Research and the University of Houston Energy Laboratory.

The meeting will take place in 110 Engineering Center on the Texas Tech campus with more than 20 speakers participating in four technical sessions.

Dr. Arnold J. Gully, associate vice president for research at Texas Tech University, has coordinated the conference. He said that the public may make arrangements for attending the sessions by calling the Center for Energy Research.

"The sessions are technical, however," he emphasized, "and the conference is designed as a get-together for researchers to learn what is being done, how these two institutions can cooperate in energy research efforts, eliminating duplication of effort and stimulating creativity among the participants."

Dr. A.E. Hildebrandt, University of Houston Department of Physics, is president of the Energy Foundation of Texas and Gully is executive vice president. Hildebrandt also heads the UH Energy Laboratory. Interim director of Texas Tech's Center for Energy Research is Dr. Marion O. Hagler.

energy conference/add one

Energy sources to be discussed by participants include biomass, solar, geothermal, and petroleum. Topics will range from "Vortex Shedding in Solar Collector Trays" to "Policies and Procedures for Funding Alternative Residential Energy." There will be a technology assessment of thermochemical conversion of biomass and of leaching of oil shale after in situ retorting.

Participating will be faculty in chemical, mechanical, civil, electrical and industrial engineering, physics, geosciences, economics, agricultural economics, chemistry and family management, housing and consumer services.

-30-

37-9-13-79

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--Fires and explosions in grain elevators are of interest to agricultural engineers and so are gasohol and wind energy systems.

These and other major topics that cover engineering aspects of food production and distribution will be discussed during the 15th annual meeting of the Texas Section of the American Society of Agricultural Engineers (ASAE) on Oct. 4-5 in Lubbock.

The meetings will be held at the South Park Inn. Registration fee is \$8 and delegates can register at 10 a.m. on Oct. 4. Students will be admitted at no charge.

Federal officials, private engineering consultants, university researchers and representatives of industrial associations will speak to delegates attending the meeting.

Topics discussed will be wind energy generators for irrigation power; causes and prevention of tornado wind damage; ways to establish and develop a consulting engineering practice; land treatment of municipal waste water; groundwater injection of cold water for energy recovery; development of equipment for low-cost, low-energy brush control and rangeland seeding; use of cotton gin trash for energy generation; agriculture and the energy production system (gasohol); grain elevator fires and explosions; and "how to stay alive in the agricultural engineering profession."

# TexasTech News

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

CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill Oct. 17)

FOR IMMEDIATE RELEASE

IT'S TIME TO BLAST OFF INTO THE NEW SUPER SEASON AT THE TEXAS TECH UNIVERSITY THEATRE...AND, BY ORDERING SEASON TICKETS NOW, TAKE ADVANTAGE OF SUPER SAVINGS! ONLY EIGHTEEN DOLLARS ASSURES YOU OF A CHOICE SEAT FOR ALL TEN THEATRE PRODUCTIONS...AND WITH PLAYS LIKE "TWELFTH"... "THE SEAGULL"... "HARVEY"...AND "LONG DAY'S JOURNEY INTO NIGHT" YOU CAN SEE WHY UNIVERSITY THEATRE SEASON TICKETS ARE THE BEST ENTERTAINMENT BARGAIN IN TOWN. CALL THE THEATRE BOX OFFICE TODAY AT 742-3601 AND DON'T MISS THIS SUPER SEASON OF ENTERTAINMENT!

-30-

39-9-14-79

# TexasTech News

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

CONTACT: B. Zeeck

LUBBOCK--Public schools and other public places with unused open spaces can, with imaginative planning, use the area as an open-air learning center, like one proposed for Roscoe Wilson Elementary School in Lubbock.

The Wilson proposal takes about 12,000 square feet of unused space and turns it into an open-air theater with terraced seating; a stream that reuses its own water and teaches children the difference between a waterfall, rapids, fountain and pool and even demonstrates a water diversion gate; a small garden and greenhouse to teach how plants are grown; an arbor for grapes and other vines; a picnic area; flag plaza; and even a small zoological garden where children can learn the care of animals.

A team of architecture students at Texas Tech University and their instructor, Prof. Robert G. Venn, will present their concept and model of the Roscoe Wilson Learning Center to Lubbock School Board members at 7:30 a.m. Thursday, (Sept. 20).

Later that day they will present the same idea to members of the school's Parent-Teacher Association and the UNIT Neighborhood Association. (UNIT stands for the streets bordering the neighborhood: University, Nineteenth, Indiana and Thirty-Fourth.)

The design was created at the request of a PTA committee headed by Mrs. Durward (Pug) Mahon.

"We are pleased with the project," Vern said. "The university should be involved in the community and students should have the

learning center/add one

opportunity to work with clients. Besides, the students learn from presenting a concept and getting client response rather than a teacher's response."

The landscaped area is apart from the school's playground, Venn said, and the land incorporated into the learning center was not designated for any other specific use.

The students elected to landscape it with ornamental and shade trees, and their model shows earthen berms to provide a sense of enclosure as well as separate the center from a parking lot. The picnic area with tables and benches has access to the school cafeteria.

Lighted walkways have two bridges, each of a different design, which cross over the shallow stream. The stream has stepping stones to cross from the theater stage to the terraced seating, which could accommodate an audience of about 200. Dressing rooms for production casts would be school classrooms directly behind the stage.

The greenhouse juts out from one classroom, which the architecture students envision as a science room.

Because the learning center could be used for community as well as school functions, Venn said, it might be constructed without public funds.

The cost will depend upon how much community involvement there is and how much labor and material might be donated by residents of the neighborhood, he said.

Students participating in the project are all third-year architecture students. They are Tom Redmond, son of Mr. and Mrs.



learning center/add two

James W. Redmond, 111 Brown Street, Elbridge, N.Y.; Kim Bailey, daughter of Mr. and Mrs. Harvey N. Bailey, Livingston, Texas; and Kerry Elder, son of Amos G. Elder, Joshua, Texas.

-30-

40-9-14-79

Cutline-----

VISITOR--Ramon Lira, a senior official of the Chilean Ministry of Agriculture, center, visiting with Dr. Robert Warren, of the Texas Tech University Range and Wildlife Department, left, during a visit to the university this week. Lira was interested in learning about range and wildlife research in arid and semi-arid lands. He was a guest of the university's International Center for Arid and Semi-Arid Lands Studies (ICASALS). At right is his escort-interpreter, Brooks Michell (TECH PHOTO).

# Texas Tech News

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

CONTACT: Pete McNabb

LUBBOCK--Dr. C. Richard Quade, professor of physics and engineering, has been elected a Fellow of the American Physical Society because of his research contributions.

Quade's research deals with the quantitative value of the forces that hold atoms together in molecules, with particular emphasis on those forces with fairly low frequencies in gas phase molecules.

The American Physical Society is an organization for professional physicists. The title of "fellow" is awarded to those who have made outstanding research contributions.

Quade became a member of APS in 1962 and came to the Texas Tech faculty in 1965.

-30-

42-9-14-79

Cutline-----

SCHOOL LEARNING CENTER--Texas Tech University architecture students designed this learning center for Roscoe Wilson Elementary School in Lubbock. Designers included, left, Kim Bailey of Livingston, Texas, and, right, Tom Redmond of Elbridge, N.Y. With them is their instructor, Prof. Robert G. Venn of the Texas Tech architecture faculty. (TECH PHOTO)

-30-

43-9-14-79

Cutline-----

SCHOOL LEARNING CENTER--Texas Tech University architecture students designed this learning center for Roscoe Wilson Elementary School in Lubbock. The design was developed at the request of a PTA committee, and the concept will be presented to the Lubbock School Board at its meeting at 7:30 a.m. Thursday. Within the center children could learn to care for plants and animals, present theatrical productions, picnic and participate in other learning activities. Working with the PTA has been the UNIT Neighborhood Association. (TECH PHOTO)

-30-

44-9-14-79

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

LUBBOCK--Walter W. Minger, senior vice president of Bank of America, will speak on "Availability of Funds" at the second annual National Golden Spur Livestock and Money Symposium on Sept. 21 at Lubbock, Texas.

Minger, a native of Buxton, Ore., is head of the bank's worldwide agribusiness relationships in San Francisco and is responsible at the policy level for the bank's extensive agricultural lending activities.

He and other leading personalities in agriculture will address livestock producers, agribusinessmen and financial experts during the symposium.

The symposium is sponsored by the Texas Tech University College of Agricultural Sciences, American National CowBelles, and the American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep & Goat Raisers, and Texas & Southwestern Cattle Raisers associations.

Preceding the symposium will be the National Golden Spur Award, through which the sponsors recognize one person who has "brought distinction to, and made significant contributions to, the livestock or ranching industry."

This year's recipient will be Jay Littleton Taylor, owner and operator of farms and ranches in Texas and New Mexico. Taylor's lifetime career as rancher, businessman and public servant has paralleled the development of the cattle industry for the past half century.

-more-

Minger studied agricultural economics at the University of California's Berkeley and Davis campuses and joined the bank following his discharge from the U.S. Navy in 1946. His entire banking career, spanning 33 years, has been with the Bank of America.

He has served as the 1978 chairman of the Executive Committee, Agricultural Bankers Division of the American Bankers Association, and was appointed a member for the 1978-79 term of the U.S. Chamber of Commerce, Food and Agriculture Committee, and the International Investment Subcommittee.

Other speakers during the Livestock and Money Symposium will be Dr. Lawrence L. Boger, agricultural economist and president of Oklahoma State University; Richard A. "Dick" McDougal, immediate past president of National Cattlemen's; Bartley P. "Bart" Cardon, chairman of Arizona Feeds Board of Directors; Lauren E. Carlson, president of National Cattlemen's; and W.P. "Bill" Flatt, director of Agricultural Experiment Stations, University of Georgia-Athens.

A steak luncheon will be served symposium participants. The pre-registration fee of \$17.50 may be sent to the Ranching Heritage Association, The Museum of Texas Tech University, Lubbock, Texas 79409. The National Golden Spur and Prairie tickets are also \$17.50, including a predinner party, steak dinner, entertainment and late dancing. Ranch Day tickets, including a chuckwagon lunch, are \$6 for adults and \$2.75 for children, and for members of the Ranching Heritage Association--which has an open membership--\$5 and \$2.25.

# Texas Tech News

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

CONTACT: B. Zeeck

LUBBOCK--Richard S. MacNeish, director of the Robert S. Peabody Foundation for Archeology, will present the 1979 Faye LaVerne Bumpass Lecture at Texas Tech University on Sept. 18.

His topic will be "Earliest Man in Ayacucho, Peru, and Its Implication for the Peopling of the New World."

The fourth annual Bumpass Lecture will take place at 8 p.m. in Room 104, Holden Hall. The lectures honor Horn Professor Emeritus Faye Laverne Bumpass who taught in Texas Tech's Department of Classical and Romance Languages from 1959 to 1978.

The lecture is presented by the Texas Tech Latin American Area Studies Program, and a committee within that program selects the speaker.

MacNeish's career spans more than 40 years and has taken him to more than 40 areas from Alaska to Peru. He is perhaps best known for his work on the origins of agriculture, but he also has worked on such problems as Mexico-Southeast United States prehistoric relationships, early migration of man in the New World and the rise of New World civilization. He has published more than 216 scholarly works.

The theme of his lecture at Texas Tech is derived from his research in Ayacucho, Peru, conducted between 1969 and 1972. It pertains particularly to his interest in migration of early man in the new world.

-more-



# Texas Tech News

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

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

CONTACT: Chino Chapa

LUBBOCK--Orienteering is involving more and more Texas Tech students and because of this interest the Military Sciences Department is sponsoring a new organization, the Red Raider Orienteers.

The sport of navigation in unfamiliar terrain, orienteering allows only the use of a compass and a map to follow a trail. The sport requires speed, accuracy and mental decisiveness but the orienteer does not need outstanding physical ability. Men and women both enjoy the sport as a hobby or as an exercise program.

Red Raider Orienteers will be competing at various levels this year. They will attend open meets for individuals around the state of Texas, as well as divisional meets with teams from New Mexico and Texas. Regional meets will consist of competitors from Alabama, Louisiana, Mississippi, Kansas, Oklahoma, New Mexico and Texas. If individuals place first, second or third in any event, they are invited to a national meet with teams from every state in the union and Puerto Rico represented.

Person interested in joining the Red Raider Orienteers should contact Steve Smith, president of the organization, at 742-5791 or Jeff Reinke, 742-2141.

-30-

29-9-10-79

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

LUBBOCK--W.P. "Bill" Flatt, director of Agricultural Experiment Stations, University of Georgia-Athens, will be the luncheon speaker during the second annual National Golden Spur Livestock and Money Symposium, Sept. 21, at Lubbock, Texas.

A native of Newbern, Tenn., Flatt is recognized for having the "fastest drawl in the south" but is even better known for his scientific work as an animal nutritionist.

He heads a team of more than 250 agricultural research scientists engaged in about 450 research projects at stations within Georgia.

The Livestock and Money Symposium is sponsored by the Texas Tech University College of Agricultural Sciences, American National CowBelles, and the American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep & Goat Raisers and Texas & Southwestern Cattle Raisers associations.

Preceding the symposium will be the National Golden Spur Award, through which the sponsors recognize one person who has "brought distinction to, and made significant contributions to, the livestock or ranching industry."

This year's recipient will be Jay Littleton Taylor, owner and operator of farms and ranches in Texas and New Mexico. Taylor's lifetime career as rancher, businessman and public servant has paralleled the development of the cattle industry for the past half century.

-more-

Flatt has served as chairman of the Southern Association of Agricultural Experiment Stations and is chairman-elect of the National Experiment Station Section of the National Association of State Universities and Land Grant Colleges, Division of Agriculture.

His honors and awards include a Presidential Citation, the USDA Superior Service Award, the American Dairy Science Association AFMA Nutrition Research Award, and he was co-winner of the \$10,000 Hoblitzelle National Award for contributions to American agriculture.

Flatt received the bachelor's degree in animal husbandry from the University of Tennessee and the doctoral degree in animal nutrition from Cornell University. He also did postdoctoral study at the Rowett Research Institute and the University of Aberdeen, Scotland.

He has presented invitational lectures throughout the United States, Europe and South Africa.

Other speakers during the Livestock and Money Symposium will be Dr. Lawrence L. Boger, agricultural economist and president of Oklahoma State University; Walter Minger, senior vice president and head of Bank of America's worldwide agribusiness relationships; Richard A. "Dick" McDougal, immediate past president of National Cattlemen's; and Lauren E. Carlson, president of National Cattlemen's.

A steak luncheon will be served symposium participants. The pre-registration fee of \$17.50 may be sent to the Ranching Heritage Association, The Museum of Texas Tech University, Lubbock, Texas 79409. The National Golden Spur and Prairie Party tickets are also \$17.50, including a predinner party, steak dinner, entertainment and late dancing. Ranch Day tickets, including a chuckwagon lunch, are \$6 for adults and \$2.75 for children, and for members of the Ranching Heritage Association--which has open membership--\$5 and \$2.75.

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

LUBBOCK--Bartley P. "Bart" Cardon, chairman of the Board of Arizona Feeds, will be one of the principal speakers on government regulations for the livestock industry during the second annual National Golden Spur Livestock and Money Symposium on Sept. 21 at Lubbock, Texas.

Cardon, a native of Tucson, will be joined by other livestock professionals in a series of talks with producers, agribusinessmen and financial experts.

An innovator in the feeding and nutrition industry, Cardon's international career in livestock spans more than 40 years, including teaching, research, commercial operations and public service.

The Livestock and Money Symposium is sponsored by the Texas Tech University College of Agricultural Sciences, American National CowBelles, and the American Quarter Horse, National Cattlemen's (NCA) National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep & Goat Raisers and Texas & Southwestern Cattle Raisers associations.

Preceding the symposium will be the National Golden Spur Award, through which the sponsors recognize one person who has "brought distinction to, and made significant contributions to, the livestock or ranching industry."

This year's recipient will be Jay Littleton Taylor, owner and operator of farms and ranches in Texas and New Mexico. Taylor's

-more-

lifetime career as rancher, businessman and public servant has paralleled the development of the cattle industry for the past half century.

Cardon, who was appointed to his present position in 1973, has served as consultant to several national and international businesses and has been a prominent participant in U.S. and overseas conferences and programs on nutrition.

He has been an officer and member of various Arizona groups, including Arizona National Livestock Show, Arizona Cattle Feeders Association, Arizona Council on Economic Education, Arizona International Livestock Association and Arizona 4-H Youth Foundation. He has been active among national groups including the National Cattlemen's, American Society of Animal Science, Society of Range Management and the New York Academy of Science. He is past president of the Council for Agricultural Science and Technology and has served on the Committee on Agricultural Production Efficiency of the National Research Council.

Cardon received the bachelor's degree in agricultural chemistry and master's in soil microbiology from the University of Arizona. He attended the University of California Berkeley, and earned the doctoral degree in enzyme chemistry and microbiology.

Other speakers during the Livestock and Money Symposium will be Dr. Lawrence L. Boger, agricultural economist and president of Oklahoma State University; Walter Minger, senior vice president and head of Bank of America's worldwide agribusiness relationships; Richard A. "Dick" McDougal, immediate past president of NCA; Lauren E. Carlson, NCA president; and W.P. "Bill" Flatt, director of Agricultural Experiment Stations, University of Georgia-Athens.

A steak luncheon will be served symposium participants. The pre-registration fee of \$17.50 may be sent to the Ranching Heritage Association, The Museum of Texas Tech University, Lubbock, Texas 79409. The National Golden Spur and Prairie Party tickets are also \$17.50, including a predinner party, steak dinner, entertainment and late dancing. Ranch Day tickets, including a chuckwagon lunch, are \$6 for adults and \$2.75 for children, and for members of the Ranching Heritage Association--which has open membership--\$5 and \$2.25.

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

LUBBOCK--Richard A. "Dick" McDougal, president and senior executive officer of several livestock and ranching industries in Nevada and California, will speak at the second annual National Golden Spur Livestock and Money Symposium on Sept. 21 at Lubbock, Texas.

McDougal, a native of Huntington Park, Calif., will discuss "Survival Techniques for the Producer" during the symposium. Producers, agribusinessmen and financial experts are expected to attend.

An immediate past president of the National Cattlemen's Association (NCA), McDougal will be joined by other leading livestock and ranching personalities at the one-day symposium.

The symposium is sponsored by the Texas Tech University College of Agricultural Sciences, American National CowBelles, and the American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep & Goat Raisers and Texas & Southwestern Cattle Raisers associations.

Preceding the symposium will be the National Golden Spur Award, through which the sponsors recognize one person who has "brought distinction to, and made significant contributions to, the livestock or ranching industry."

This year's recipient will be Jay Littleton Taylor, owner and operator of farms and ranches in Texas and New Mexico. Taylor's lifetime career as rancher, businessman and public servant has paralleled the development of the cattle industry for the past half



century.

McDougal was graduated from the University of California with a bachelor's degree in agricultural economics. He has been active in several California and Nevada groups, including the cattle feeder's and the cattlemen's associations. He has served as president of the Cattle Market Information Service and was director of the Water Conservation District in Pershing County, Nev.

Other speakers during the Livestock and Money Symposium will be Dr. Lawrence L. Boger, agricultural economist and president of Oklahoma State University; Walter W. Minger, senior vice president of Bank of America; Bartley P. "Bart" Cardon, chairman of Arizona Feeds Board of Directors; Lauren E. Carlson, president of National Cattlemen's; and W.P. "Bill" Flatt, director of Agricultural Experiment Stations, University of Georgia-Athens.

A steak luncheon will be served symposium participants. The pre-registration fee of \$17.50 may be sent to the Ranching Heritage Association, The Museum of Texas Tech University, Lubbock, Texas 79409. The National Golden Spur and Prairie tickets are also \$17.50, including a predinner party, steak dinner, entertainment and late dancing. Ranch Day tickets, including a chuckwagon lunch, are \$6 for adults and \$2.75 for children, and for members of the Ranching Heritage Association--which has an open membership--\$5 and \$2.25.



Cutline-----

AWARD RECIPIENTS--This year's "Distinguished Alumni" at Texas Tech University were awarded citations and plaques at the 13th annual awards banquet Friday. They are, from left, Charles Robert Black, of London, England, president and general manager of Texaco Iran Ltd.; Roy Butler of Ardmore, Okla., president of Noble Affiliates Inc.; Dr. Scott M. Grundy, chief of the metabolic section of the Veterans Administration Hospital in San Diego, Calif.; and Dr. Mina Wolf Lamb of Lubbock, professor-emeritus of food and nutrition at Texas Tech.

Sept. 17 - 21, 1979

DATE	Stories and Outlines	Local	Reg.	Reg. W	50 M's	Reg. R	x-lis	Adj.	Home to	Explanations
1-9-17-79	Dr. Norman W. Hopper	/	/							Hopper - our files Hugs - AJ, UD, West Tex. Times, Alumni Assn Alumni Assn at Towson, Still, Ohio State
2-9-17-79	Dr. Arnold Gully									Chemical Engineering Progress Chemical + Engineering News Copy - Student Life
3-9-17-79	PSA - Red Raiders									Local Radio, File - Tech Watch
4-9-18-79	Science Fiction	/	/							Except UD, copy - Dr. Marx + our
5-9-18-79	William Dyess - Editor's Advisory	/	/							
6-9-18-79	Coaches	/	/	/						Selected Ag. list
7-9-19-79	Fulbright or Rhodes Scholarship	/	/							Rhodes copy - Trayler - our files - Fulbright Scholarships
8-9-18-79	Cutline - Pest Control									UD, AJ, Snyder
9-9-19-79	Youth Goodwill Mission of Rep. China	/						/		our files - International Students Photos - AJ, U-C, West Tex. Times Rest to Dan. Copy - UC, Schrock + our files 5 copies to Dan, to Eng. Dept. Terrell + our files - Eng. Dept. + Terrell
10-9-19-79	Schrock	/								
11-9-19-79	Dahlia J. Terrell	/								AJ, UD + West Tex. Times
12-9-19-79	Schrock Cutline									
13-9-19-79	Fred Kveton									Copy to - Local Radio, File - Cul. Events
14-9-20-79	PSA - Vincent Bugliosi									Our files
15-9-20-79	Elementary School Educators	/						/		Copy - College of Ed., Dr. Nina Ranshaw for files - Education + Linda McDonald Pix - AJ, UD, W. Tex. Times, our
16-9-20-79	Editor's + Director's Advisory Att. General Griffin Bell	/								
17-9-20-79	Teacher Corps	/								
18-9-20-79	" " Cutline									AJ, UD, West Tex. Times our files
19-9-20-79	Management + Training	/								Copy - Center for Public Service, Page
20-9-20-79	Cutline - " "									AJ, UD, West Tex. Times
21-9-20-79	Fire Ant	/	/	/	/					Pix - AJ, UD, West Tex. Times, TDA Selected Ag. list, + See file
22-9-21-79	Mary Reeves	/								UD, West Tex. Times, Tex. Tech. Sch. Hugs - AJ, Copies - Mary Reeves +

[illegible]

# Texas Tech News

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

CONTACT: Claire Brewer

LUBBOCK--Dr. Norman W. Hopper, professor of plant and soil science, will be presented the Spencer A. Wells Faculty Award at the Texas Tech Dad's Association membership luncheon on Oct. 20.

The \$1,000 award is given annually to a faculty member who has made outstanding contributions to the university and its program in the preceding year.

Hopper is the 14th recipient of the award.

Dwane G. Miller, chairman of the Department of Plant and Soil Science, said, "Dr. Hopper is truly an innovator in teaching techniques and presentation." Hopper is responsible for the development of the audio tutorial system of instruction for the beginning agronomy course in plant and soil science.

Principal undergraduate student advisor, Hopper demonstrates an intense interest in his students, his colleagues said. He adds a personal touch to his classes by getting to know each student on a first-name basis. "He supports students, motivates them and encourages them to give 100 percent of their efforts in all of their pursuits," said Prof. Frank M. Hons.

Hopper received B.S. and M.S. degrees in agronomy from Texas Tech and the Ph.D from Iowa State University.

A professor for nine years, he taught at Ohio State University before coming to Texas Tech in 1976.

-more-

The next year he helped organize and served as advisor to Texas Tech Collegiate 4-H club, a position in which he is still active. He is a member of FarmHouse Fraternity and was area high school coordinator for FFA Cotton Contest in 1977-78.

At Ohio State University he received "Distinguished Faculty," "American Men of Science," "Who's Who in the Midwest" and "Outstanding Young Men of America" recognition.

The student Agriculture Council honored Hopper as Outstanding Teacher for the fall semester in 1978. Ray Hinton, graduate student, stated, "Dr. Hopper is not only an excellent teacher, but also a complete faculty member. I know of no other person who gives so much to his students and thus to the university."

Hopper has served on a number of committees at Tech, including Teaching Improvement, Recruitment, Search, Space, and Undergraduate Affairs.

Concerned with progress of his students, Hopper feels that "teaching is a very rewarding profession for me. I enjoy not only the classes, but also the personal contacts associated with being involved with students."

Cutline-----

WHAT'S COOKING?--Jay Schrock, manager of Texas Tech Catering Service, discusses the preparation of an upcoming banquet with cooks Inez Taylor (left) and Doris Ford. (Tech Photo)

# Texas Tech News

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

CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill Sept. 22)

THE RED RAIDERS MEET THE ARIZONA WILDCATS THIS WEEKEND IN ARIZONA. IF YOU'RE PLANNING TO DRIVE, YOU NEED TO PLAN AHEAD AND MAKE SURE YOUR CAR IS IN TOP RUNNING CONDITION. YOU DON'T WANT TO SPEND YOUR WEEKEND HALF WAY BETWEEN HERE AND THERE. THINK TECH WATCH AND DRIVE SAFELY.

\*\*\*\*\*

IF YOU'RE PLANNING TO MAKE THE LONG DRIVE TO THE TECH-ARIZONA GAME THIS WEEKEND, PLAN ON SPENDING A FEW MINUTES TO MAKE SURE YOUR CAR CAN MAKE THE TRIP. THINK TECH WATCH AND DRIVE SAFELY.

-30-

3-9-17-79

# Texas Tech News

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

CONTACT: Pete McNabb

LUBBOCK-- "'Nineteen eighty-four.' Now there's a book that people don't recognize as science fiction, but it's a classic. Unfortunately, lots of it is coming true. We haven't done it in class yet -- I think we're going to wait four years."

Such is the opinion of Dr. John Marx, an organic chemistry professor at Texas Tech, who grew up as a farm boy in Nebraska and didn't know what a newsstand was until he was 14.

What makes him an authority on George Orwell's bestseller, "1984"?

It could have something to do with what he uses to line the walls of a room in the basement of the Chemistry Building -- part of his collection of over 15,000 science fiction books -- the second largest collection of its kind in Texas.

"I read my first s.f. (science fiction) book when my high school got 10 books on approval from Winston Publishing in 1952," said Marx. "I had to talk an old fuddy-duddy teacher into keeping them."

Marx read three of the books that day and finished the other seven by the end of the week. Now he buys them by the "grocery bagful," obtaining up to 25-30 books a week.

In addition to collecting, Marx joins with two fellow science fiction buffs and teaches a class (without pay) in the study of science fiction that even fulfills certain degree requirements.

-more-



"We do it because we like it," said Marx. "Besides, s.f. is harder to write than anything else."

Marx explains that the science fiction author must be able to create a background "world" complete with geography, people, creatures, the length of day, and other factors that must be consistent throughout the entire book.

"He has to create a whole new world and make it real to the reader." He stared at a shelf of his collection and stated in an almost spell-bound manner, "He must make it come alive."

Some of the more popular topics of science fiction are: time travel, space exploration, empire in space, abnormal mental powers, robots and alien contact.

However, Marx emphasizes that no matter how unbelievable the circumstances of science fiction are, the tale must stick with those same circumstances to be effective.

"S.F. at least attempts to stick with the facts. It can postulate on one fundamental thing, but then it must stick with the 'givens', "said Marx.

The "givens" are those facts that modern science have already given to man. A book that makes Mars look like a planet with civilized life on it would not qualify itself as being science fiction in Marx's eyes because exploration has shown that life on Mars does not exist.

"I'll be honest with you," said Marx, "there are a lot of people who can't write science fiction."

In addition to those who can't write it, Marx said that he has heard of one author who copied an entire book word-for-word but changed the names of the characters. The book he had plagiarized had been in bookstores 10 years before. However, Marx explained that doesn't happen very often.

Despite his mammoth collection, Marx does not write much science fiction, outside what he does in class. One story he wrote dealt with an alien invasion that persuaded earthlings to go to an alien planet through an advertising campaign.

Marx admitted that he would like to become a published author, but he is happy with his career in teaching.

"The collecting part is where the money is," said Marx. "I won't be selling my collection in the foreseeable future, but people have been known to retire by selling theirs."

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

ATTN: City Editors

LUBBOCK--Cockroaches don't carry passports and visas, but it is extremely important to know which variety, German or American, you have in the house, office, or any other indoor space.

The best cure is proper sanitation.

The "nationality" is important because one egg of a German variety can result in more than 100,000 adult cockroaches by the end of a year, while the American cockroach egg produces only 15 adult roaches after 12 months. The difference in appearance between the two species is visible.

"The German variety," a roach expert told a Texas Tech University pest control workshop, "is about half-an-inch long with greyish-amber color, while the American roach is about an inch and-a-half long and is dark brown in color."

Norman Ehman, the roach expert from San Mateo, Calif., was addressing delegates at the annual Texas Tech Pest Control Operators Workshop at Lubbock, Tuesday (Sept. 18). The three-day workshop, sponsored by Texas Tech's Department of Entomology and the Texas Pest Control Association, began Sunday (Sept. 16). More than 75 pest control operators attended the meeting.

The German species, Ehman said, is more common in the United

-more-

States and especially West Texas. Ehman is associated with NAMCO/Van Waters and Rogers, a pest control supply company in California.

He reminded delegates that the most important aspect of good pest control is sanitation, "as organic debris provides an ideal environment for pest infestation."

Other speakers at the three-day workshop included university faculty, commercial pest control operators, governmental licensing agencies, and representatives of the Texas Pest Control Association.

Charlie Chapman, director of the Structural Pest Control Board, a state agency headquartered in Austin, spoke about the board's role in licensing pest control operators, the organization of the board, and its brief legislative history.

Chapman told the operators that the board's new charter includes two consumer advocates.

Urban pests and pesticides were discussed by Ted Granovsky and Phil Hamman of Texas A & M University. Diagnosis of lawn and ornamental pest problems were presented by Dr. Donald Ashdown of Texas Tech, while box car fumigation was detailed by Bob Cercy of Redd Pest Control, Lubbock.

William D. Fitzwater, bioLOGIC Consultants, Albuquerque, talked on vertebrate pest control and outlined the different methods on controlling rodents, bats, squirrels and pigeons. Rick Rogers, The Burnett Company, Dallas, discussed industry issues of enforcement of regulations, supplies, and the individual operator. Loss controls through insurance programs were also discussed at the meeting by Emile Pappas, V. P. Exterminators, Houston.

cockroaches/add two

Dr. Darryl Sanders, chairman of the Texas Tech Department of Entomology and workshop chairman, concluded the meeting with an open discussion on future workshops and themes.

-30-

6-9-18-79

# Texas Tech News

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

CONTACT: CAROLE MACHOL

LUBBOCK--Competition is drawing to a close for persons seeking Fulbright or Rhodes scholarships for 1980-81.

Applications must be submitted no later than Oct. 15 and, because of lengthy preparation, students are advised by Dr. Idris R. Traylor Jr., campus adviser, to pick up forms as soon as possible.

Traylor has assumed duties of adviser since the death of Dr. David M. Vigness, professor of history.

Fulbright Scholarships are for graduate study or research abroad in academic fields and for professional training in the creative and performing arts. Rhodes grants are for study only in England.

Purpose of the grants is to increase mutual understanding between people of the United States and other countries through exchange of persons, knowledge and skills.

Applicants must be U.S. citizens at the time of application, who generally hold a bachelor's degree or its equivalent before the beginning date of the grant and, in most cases, will be proficient in the language of the host country.

Candidates for 1980-81 are ineligible for a grant to a country if they have been doing graduate work or conducting research in that country for six months or more during the academic year 1980-81.

Creative and performing artists are not required to have a bachelor's degree, but they must have four years of professional study or equivalent experience after the Master of Social Work degree; candidates in medicine must have an M.D. at time of application.

Traylor will work with a committee to review applications. Every person on the committee must have had a Fulbright fellowship. This year's committee has four members with the possibility of a fifth person being selected.

Each applicant will meet with the Texas Tech University committee to discuss a specific program of study abroad. If the application passes through the first committee, it will be submitted to a regional committee, then to a national committee. After the national committee reviews the application, it is sent to the country in which the student wishes to study.

"We have had one or two Fulbright awardees from Texas Tech every year and we are happy for this," Traylor said.

Approximately 500 Fulbright awards to 50 countries will be available for the 1980-81 academic year, while there is no fixed number of Rhodes scholars.

# Texas Tech News

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

CONTACT: Pete McNabb

LUBBOCK--A group of Chinese student entertainers who performed in Lubbock during their U.S. tour in 1977 will be back in Lubbock for a free performance in the Texas Tech University Center Theatre.

The 16 students in the group, who call themselves the "Youth Goodwill Mission of the Republic of China," will offer a program of dances, folksongs, flute playing and even Kung-Fu demonstrations.

The program will be presented through the Texas Tech chapter of the Chinese Student Association and will be presented on Sept. 30 at 7:30 p.m. in the UC Theatre. Free tickets are available through the UC ticket booth or through David Hsiao at 745-5486.

-30-

9-9-19-79



# Texas Tech News

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

CONTACT: Claire Brewer and Carole Machol

LUBBOCK--Catering to students is Jay Schrock's business. The catering manager of the Texas Tech University Center will provide almost any type of food service for students and faculty.

Working with sororities, fraternities, service organizations and other student-related groups is a big part of Schrock's job. Awards banquets, rush and smokers are examples of the functions he arranges for students.

In conjunction with University Center Programs, Schrock plans a variety of events and special dinners. Programming this year includes old favorites, such as Dinner Theatre, foreign dinners and the Storm Celler, a coffee house.

Sunday Night at the Center is a newly-planned program which offers Sunday dinner and a movie. Although designed for those students living on campus who are not served Sunday dinner, it is open campus-wide.

Campus catering prices compare more than favorably with competitive catering services. "There is an advantage to students using campus catering because we don't have high markups," Schrock explained.

Schrock works with each student organization to plan a unique menu. "We will do almost anything, within reason," Schrock said.

Buffets are the most popular type of meal planned because they are inexpensive and easy to handle. However, Schrock emphasizes his willingness to try new ideas.

-more-

"The more creative we are, the better I like it. Every dinner I do winds up special for the people I'm doing it for," Schrock said.

Business has been growing steadily for the Texas Tech catering service. Schrock supervises an average of two to three meals a day.

He looks for more expansion and improvement in catering service and expects to better fulfill student needs.

With exception of one supervisor and full-time cooks, who do the actual preparation of food, all employees working for the catering service are Texas Tech students. Student workers set up the dining area and clean up for the special events.

"We have a super crew at Texas Tech," Schrock added. "The students are more than willing to work and do more than a good job. This has been the best group of students I've worked with."

# Texas Tech News

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

CONTACT: Chino Chapa

LUBBOCK--The publication release of definitive work on writings by Washington Irving has culminated 12 years of research for Texas Tech Prof. Dahlia J. Terrell.

Terrell was one of only two Texas professors chosen to analyze Irving's work for re-publication, a project that involved 35 literature specialists from the United States and Canada. Her definitive edition, "The Crayon Miscellany," is one of 13 volumes completed and released by Twayne Publishers.

All of Irving's previously published materials, along with original manuscripts, notes, journals and personal letters, will be included in the project which consists of 29 books. "The Crayon Miscellany" is volume 22 of that series, which has already been purchased by every major library in the United States, Canada and England. When the project is finished in the early 1980s, it will be the first and only definitive work available on Irving.

Terrell was well acquainted with "The Crayon Miscellany" even before she began work on the book. As a graduate student at The University of Texas, her dissertation was on "A Tour on the Prairies," a book describing Irving's travels through the Oklahoma territory in 1832. "A Tour on the Prairies" is one of four separate works included in "The Crayon Miscellany." "Abbotsford," "Newstead Abbey," and "Legends of the Conquest of Spain" are also included in the book. All except "Legends of the Conquest of Spain" were released by Irving as separate books in 1835.

terrell/add one

Director of Graduate Studies in English at Texas Tech, Terrell received no royalties or commission for her scholarly work. "I'm very proud of my work on this book," she said. "It was a lot of hard effort and required many years of careful studying, reading and checking, but the final production is one to be proud of and, hopefully, a work that can be appreciated and used by all people who love literature."

-30-

11-9-19-79

# Texas Tech News

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

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

CONTACT: CAROLE MACHOL

LUBBOCK--A lifelong, patriotic American by choice, born in Moravia more than 82 years ago, will discuss his Czech heritage with Texas Tech students learning his native language at noon Friday (Sept. 21).

Fred Kveton of Abernathy will be the visiting speaker at a beginning Czech class in the Foreign Language Building, Room 102, from 11:30 a.m.-12:30 p.m. The public is welcome to attend and hear the widely known West Texan who has lived in the Abernathy area since 1930.

The class has 13 students, including one of Kveton's granddaughters. Two other granddaughters are students at Texas Tech and will attend the class meeting to hear their grandfather.

The West Texas citizen-at-large has assumed leadership roles in agricultural and civic activities and organizations throughout the area.

Kveton was born in the forest near Brno, Moravia (then a state of Austria-Hungary), and attended a Czech school for two years until his father died. He then went with an uncle to the border town of Moravska Ostrava, where he completed second through fifth grades in a German school.

He left Czechoslovakia in 1908 at age eleven. He departed from Bremen, Germany, and landed in Baltimore two weeks later. One week after that, his boat landed in Galveston, and from there he and his sister took a train to San Angelo. The entire trip cost him the half-price child's fare of \$20.

Since his one other sister had come to Texas two years earlier, his entire family was now in Texas. He went to school nine months in Texas, three months a year for three years.

He did farm work, making \$40 a year, until World War I when he enlisted in the army. This gave him a chance to become a U.S. citizen, which he did in May of 1918, just prior to being sent overseas. Although he spoke very little English, he learned it very quickly and was promoted to corporal in less than a year. He was awarded a Purple Heart for being wounded in action in France.

Upon returning to the United States, he began farming on rented acreage near Electra, Texas, in 1921. He also married Mary Cervenka that year. He bought land near Abernathy in 1924 and moved there in 1930. He has been farming there ever since.

He joined the Texas-Czechoslovakian fraternal life insurance organization, SPJST, in 1935. He was also active in World War II, serving as a drill sergeant in the defense guard in Lubbock and Abernathy. He has six children, 20 grandchildren and two great-grandchildren.

NOTE TO MEDIA: You are cordially invited to attend the class meeting at any time between 11:30 a.m. and 12:30 p.m. on Friday, Sept. 21, for interviews, filming, etc. A representative from University News and Publications will be there to assist, if you need us.

# Texas Tech News

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

CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill Sept. 28)

(BOO-LEE-OH-SIH)

VINCENT BUGLIOSI, PROSECUTING ATTORNEY FOR THE TATE/LABIANCA MURDER TRIAL, WILL SPEAK AT TEXAS TECH THURSDAY, SEPTEMBER 27, AT 8:15 P.M. IN THE UNIVERSITY CENTER. BUGLIOSI HAS LONG BEEN CONSIDERED ONE OF THE NATION'S MOST EFFECTIVE PROSECUTING ATTORNEYS. HE WILL TALK ON THE ISSUE OF CULTISM AS HE DEALT WITH IT THROUGH CHARLES MANSON AND HIS FAMILY. HE WILL ALSO DISCUSS HIS INVESTIGATION OF THE ROBERT KENNEDY ASSASSINATION. FOR TICKETS TO HEAR THIS FASCINATING AND TIMELY SPEAKER CALL OR COME BY THE UNIVERSITY CENTER TICKET BOOTH...742-3610.

-30-

14-9-20-79



# Texas Tech News

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

CONTACT: Claire Brewer

LUBBOCK--November 21 is the deadline for applications to a Texas Tech University six-week institute for elementary school educators, beginning next January.

The institute, sponsored by the Tech College of Education, is to be funded by the National Science Foundation.

The course of study will emphasize methods of integrating social studies and mathematics for grades kindergarten through six. The institute will prepare participants to meet requirements which mandate economics instruction in Texas' elementary schools.

Beginning Jan. 26, 1980, and continuing for six Saturdays, the course will be held on the Texas Tech campus.

Participants may earn three hours of university credit which may be applied to a graduate degree and for a Texas teacher's certificate.

Tuition and fees will be waived and some mileage reimbursed.

Applicants should apply to Drs. Nina Ronshausen or Shirley Koeller, College of Education, P.O. Box 4560, Texas Tech University, Lubbock, Texas 79409, telephone (806) 742-2348.

# Texas Tech News

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

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

CONTACT: B. Zeeck

## EDITOR'S AND NEWS DIRECTOR'S ADVISORY

A news conference for former Attorney General Griffin Bell has been set tentatively for 10:30 a.m. Saturday, Sept. 22, in the Quarter Horse Room of the DeVitt Building at the Ranching Heritage Center. There is a slight possibility that this might have to be cancelled. If it is, University News and Publications will make every effort to notify all media to whom this advisory is sent. We cannot guarantee 100 percent notification. We will reserve a Ranch Day ticket for you and, if you need one, for a photographer representing your organization. Bell will be making his formal address at the 11 a.m. annual meeting of the Ranching Heritage Association on the patio of the DeVitt Building. Luncheon will follow his address, and your ticket covers the luncheon.

-30-

16-9-20-79

# Texas Tech News

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

CONTACT: Dan Tarpley

LUBBOCK--Overall objective of Teacher Corps, a new project in the Texas Tech University College of Education, is to develop and use a new approach in designing improved teacher education and professional development programs.

The project will involve collaboration between the university, Lubbock Independent School District and the community. Its premise is that successful adaptation hinges upon the principle that affected persons must participate in every phrase of decision-making related to the research.

The research focuses on involvement of the affected persons. This involvement includes identification of needs, collection of information, data interpretation and analysis and application of findings to solve identified problems.

The project is directed by Linda L. McDonald of the College of Education. Participating project schools and their principals are Jackson Elementary, Richard Ybarra; Thompson Junior High, Carl Knight; and Lubbock High School, Knox Williams.

Research efforts began last year with development and administration of an instrument for use as a statistical model. Dr. Billy E. Askins, associate professor and associate dean of the college, is primary researcher in evaluation and director of needs assessment.

-more-

teacher corps/add one

Each project school has an individual program based on specific needs identified by that school's faculty. A lead professor from the College of Education is assigned to each project school to direct research efforts and program development at that school. Lead professors include Dorothy J. Filgo, associate professor of elementary education, Jackson Elementary; Dr. Duane Christian, associate professor of secondary education, Thompson Junior High; and Dr. Shamus Mehaffie, associate professor of secondary education and associate dean for programs, Lubbock High School.

Research is centered around school climate, multicultural education, individualized instruction and education for the gifted/talented child. The community element includes parent involvement and community education programs, which have been designed using information obtained from the schools' needs assessments and a community concerns survey.

Teacher Corps is designed so that successful results will be continued by participating schools after project funding ends. Some educational innovations of the project also can be adopted by other schools.

Cutline-----

RESEARCHERS AT WORK--A long-range research project in which the Texas Tech University College of Education is participating involves not only the Texas Tech college but also the Lubbock Independent School District and community leaders. Discussing the project prior to a planning session are, from left, Mrs. Ellis Loter, representing community and parental involvement; Linda L. McDonald, director of the Teacher Corps research project and member of the College of Education faculty; Education Dean Robert H. Anderson of Texas Tech; and Supt. Ed Irons of the Lubbock Independent School District. (Tech Photo)

# Texas Tech News

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

CONTACT: Pete McNabb

LUBBOCK--Sending employees back to school is a practice used by many a boss; however, the City of Lubbock is sending school back to the bosses.

This fall more than 25 middle- and upper-level supervisors will attend a six-day management training program delivered by the Texas Tech University Center for Public Service (CPS).

Experts from around the state of Texas will teach them basic management skills, including such topics as motivating employees, managing time and work, resolving employee complaints and supervising the handicapped.

The CPS presented a similar program for Lubbock administrative officials in the spring of 1978. It is being repeated, however, because of content changes in technical aspects and changes in Federal government regulations, according to Dr. N. Joseph Cayer, center director, who is in charge of planning and implementing the training program.

The Texas Department of Community Affairs is supporting the program through a grant of \$8,000. The same type program has been presented by the CPS in Midland, Odessa, Abilene and some smaller towns in West Texas.

The Lubbock program is scheduled for early November, although actual dates have not been set.

Supervisors enrolled in the program do not have to go to an actual educational institution for class; but they will be evaluated at the end of the program to determine how much they learned.

20-9-20-79

CONTACT: Prabhu Ponkshe

~~AJ, UD, West Texas Times~~

CUTLINE....

RESEARCH PROGRESS-- After two years of research on ways of controlling the spread of the imported red fire ant, Texas Tech University officials present a report to Reagan Brown, second from left, commissioner of the Texas Department of Agriculture (TDA). TDA has provided a total of \$400,000 to Texas Tech for fire ant research. Explaining a portion of the progress report is Dr. James K. Wangberg, right, Texas Tech entomologist. Second from right is David A. Ivie, director of TDA's Agricultural and Environmental Sciences program. At left is Dr. Samuel E. Curl, dean of the university's College of Agricultural Sciences (TECH PHOTO).

# Texas Tech News

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

CONTACT: Chino Chapa

LUBBOCK--Mary Reeves, assistant to the dean of students at Texas Tech University for three years, has been appointed assistant director of Student Life.

Dean Moses Turner said the appointment became effective Sept. 1.

"Mary Reeves has accepted every challenge of her job in the time she has been here," Turner said. "She is an able individual. She possesses the responsibility and interest that the new assignment warrants and because of this I know she will work in every interest of Texas Tech and its students."

Reeves will continue to coordinate summer registration conferences, leadership workshops, and fraternity, sorority and club functions.

"I'm pleased with my appointment," Reeves said. "I've learned much in the time I have spent here. We have made great strides in working closer with the students, but we still have much more to do. We must remember that we would not be here if it were not for the students; they should always come first."

Reeves received the bachelor's and master's degree in home economics from Texas Tech in 1965 and 1976. She is a member of several educational, religious and civic organizations and was nominated last year to be "Woman of the Year" at Texas Tech.



# Texas Tech News

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

CONTACT: B. Zeeck

ATTENTION: Sports and Agriculture Editors

LUBBOCK--Early handling of horses makes the training easier later on, but too much handling turns out a bored horse.

The degree to which young horses should be handled for better training is a serious research question for Dr. James C. Heird, director of Texas Tech University's horse program. He has finished a major study comparing three groups of yearling fillies, each group experiencing a different degree of handling.

Animal scientists, he explained, have performed research on horse nutrition, physiology and genetics, but learning research is an entirely new kind of study for horses. Yet a horse's value depends on training.

"The horse is unique among farm animals," Heird said. "The value is increased only with training."

In his research Heird used a maze to test the horses. He found that horses which had been handled intermittently since birth performed maze tasks best.

Horses that had been extensively handled came in second in performance. The group allowed to run in the pasture without handling had the most difficulty learning a maze.

Heird interpreted the results to indicate that a moderate amount of handling works best, because horses in this group could maintain interest long enough to conquer the maze task.

-more-

heird/add one

Yearlings in the group handled extensively needed harder tasks to hold their interest.

Heird is continuing his animal learning project, using five groups of quarter horse weanlings, each group to begin handling experience at a different age.

-30-

23-9-21-79

# Texas Tech News

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

CONTACT: Claire Brewer

LUBBOCK--Fleet of finger, yet sensitive and expressive, Youri Egorov, Russian pianist, is widely known for his musical artistry.

His performances have been called "dazzling" and "romantic".

The young Soviet emigre will make his Lubbock debut on Sept. 29 at the Texas Tech University Center Theatre. His performance will begin at 8:15 p.m.

A strange turn of events launched his career in the United States in September 1977. His failure to advance beyond semi-finals in the Van Cliburn International Competition attracted more attention from the audiences than the winner did. A group of his admirers at the Fort Worth competition were so enraged, they raised \$10,000 to match the top award.

Prize winner in a number of competitions, including the Tchaikovsky International Piano Competition in 1974, Egorov was described by a reviewer for "The New Yorker" as "the biggest and most poetical young pianist talent I have ever encountered."

Egorov lives in Amsterdam. He defected to Holland from Russia in 1974.

Encouraged by his mother, Egorov began playing the piano at the age of 6 at the Kazan Conservatory, where he spent 11 years. The next six years were spent with the famous teacher Yakov Zak.

Since leaving Russia, he is his own teacher.

# TexasTech News

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

CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill Sept. 29)

FOR IMMEDIATE RELEASE

INTERNATIONALLY ACCLAIMED PIANIST YOURI EGOROV WILL MAKE HIS LUBBOCK DEBUT SATURDAY, SEPTEMBER 29th, 8:15 P.M. IN THE TEXAS TECH UNIVERSITY CENTER. THE STYLE OF THE 24 YEAR OLD EGOROV HAS BEEN COMPARED TO THAT OF VLADIMIR HOROWITZ. FOR AN EVENING OF CLASSICAL ENTERTAINMENT PLAN TO HEAR YOURI EGOROV, SATURDAY NIGHT IN THE UNIVERSITY CENTER. TICKETS AVAILABLE AT THE UC TICKETBOOTH...CALL 742-3610.

-30-

25-9-21-79