

DATE	Stories and Cutlines	Locals	Reg. Dai.	Reg. Wee.	50 M's	Reg. Rad.	x-list	Adj. Co.	Hometown	Explanations
1-10-16-78	Invitation to Techpoets	/							/	
2-10-16-78	Coulier apartment	/	/							
3-10-16-78	Marlett-NAEE	/	/							Wimberley, San Marcos
4-10-16-78	Arid Lands Conference	/	/	/						Ag list, Ft Worth
5-10-17-78	Enjoy the FHS dinner	/								
6-10-17-78	Old Masters showing	/	/							
7-10-17-78	Aristide Maillol lectures	/						/		
8-10-17-78	Farmland scholarships									New Mexico, Hackney
9-10-17-78	PSA - Travel Fair									local radio
10-10-17-78	Old Masters - Outline									10
11-10-17-78	PSA - Craighead concert									local radio
12-10-17-78	Richardson Tour of Europe	/	/	/						Ag list
13-10-18-78	Dimitri Alternative Action	/						the		
14-10-18-78	Octubafest, Prog. II	/						/		
15-10-18-78	Violinist - Truncate	/						/		
16-10-18-78	Dimitri	/						/		
17-10-18-78	Research & Training Ctr. for ^{Retardation} Mental Workshop	/								
18-10-18-78	Elsie the Cow	/						/		
19-10-18-78	BA Senator	the								New Orleans papers.
20-10-18-78	Horse judging	/	/	/						horse list (19)
21-10-18-78	NEW Director of New Construction	/	/							
22-10-18-78	Outline - Elsie the Cow	/								

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[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

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LUBBOCK--With physical scars and vivid memories, two Texas Tech University students will receive awards for courage "shown under extremely adverse conditions" on Nov. 18 at Dads Association ceremonies in Lubbock.

John A. Couch of Houston and Robert E. Williamson of San Antonio are the first recipients of the courage award from the Dads Association. The awards result from their heroic rescue of a pilot in a burning airplane almost a year ago. They have been recognized by citations from the Federal Aviation Association for their rescue effort.

Couch and Williamson, good friends and fraternity brothers at the university, had decided last Nov. 16 that it was a good day for flying at Lubbock's Town and Country Airport.

Couch was working as a part-time flight instructor, while Williamson, who happened to be at the airport, accepted a plane ride with veteran Lubbock pilot Edwin O'Connor. Standing at the end of the runway, Couch watched one of his students solo and kept an eye on the plane carrying O'Connor and Williamson.

Williamson said their flight went well until the two began their entrance into the landing pattern. He recalls a sensation as if the plane were suspended in mid-air, then the inevitable

-more-

courage awards/add one

crash. The light craft fell on its left wing and burst into flames.

Within seconds Couch arrived at the accident. Williamson had kicked out the back door and sat on the ground, numbly realizing that O'Connor was still in the pilot's seat. The cowling, engine and left wing were on fire.

Amid debris, blood and gasoline Couch and Williamson began trying to extract O'Connor from the wreckage. The pilot's left leg was caught in the debris. Williamson pried on the wreckage and an additional tug freed O'Connor. The Texas Tech students pulled the unconscious pilot 30 yards away and within seconds the plane was engulfed in flames.

Williamson retains a scar from a gash on his left arm. O'Connor suffered a broken leg and arm and third degree burns.

Couch and Williamson, both members of Tau Kappa Epsilon social fraternity, will receive Awards for Courage during the Dads Association Membership Luncheon.

Couch, a sophomore business management major, is the son of Mr. and Mrs. Thomas M. Couch, 5831 Picasso, Houston. Williamson is the son of Mr. and Mrs. Walter Williamson, 205 Rosemary in San Antonio. He is a junior international trade major.

outline-----

TECHSANS TO RECEIVE AWARDS FOR COURAGE--Robert E. Williamson (left) of San Antonio and John A. Couch of Houston will receive Awards for Courage from the Texas Tech Dads Association, Nov. 18. The Texas Tech University students will be recognized during the Membership Luncheon for their courage displayed in rescuing a pilot from a burning airplane, Nov. 16, 1977. (Tech Photo)

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LUBBOCK--The work of Houston photographer Micheal Kostiuk will be on display in the teaching gallery of the Texas Tech University Art-Architecture complex until Nov. 2.

His work has appeared in national and international exhibits and is represented in many private and public art collections.

"Kostiuk uses the book format to involve his viewer personally," gallery director Ken Dixon said. The pop-up dimensionality and clear vinyl pages of the books combine to present "elements of surprise" to the viewer.

Dixon said Kostiuk "uses various artistic experiences to create an imagery that is both clearly stated and contradictory. The concepts are seen as paired imagery, visible speech narratives and three dimensional pop-up. He incorporates various media of drawing, painting and sculpture on photographic surfaces to create his personal style."

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ATTN: Agricultural Editors

LUBBOCK--Possibilities of developing swine slaughtering facilities in West Texas are being explored by researchers at Texas Tech University, the Texas Agriculture Extension Service at College Station and Texas A&M University.

Dr. Gene A. Mathia, chairperson of Tech's Department of Agricultural Economics and one of the study's principal investigators, said research is still in the first stage.

"Right now, we are completing interviews with intermediate processors of hogs, who operate what are commonly called kill and chill plants, across the country," Mathia said. "We are really in a pre-feasibility stage---if we find that favorable conditions exist for a hog slaughtering facility, then we will look at the feasibility of initiating one in West Texas."

Favorable conditions would include an adequate supply of slaughter pigs, easy and economical access to feed grains and good contact with hog marketing firms to move the product rapidly.

Once researchers begin studying feasibility of building swine slaughtering facilities, Mathia said they will also probe why slaughtering facilities have gone out of business in the past and what problems exist.

-more-

swine/add one

If they find that building a West Texas slaughtering facility would be economically feasible, the research team will then explore possibilities of producer co-operative facilities, Mathia said.

Mathia is working in conjunction with Dr. Don Farris, professor of agricultural economics at A&M, and Dr. Ernest Davis with the Texas Agriculture Extention Service at College Station.

The project has received funding from the Texas Pork Producers Board.

The research team expects to finish the present stage of study by January.

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--The landscape of the southwestern United States may see some distinct changes during the next 15 years as scientists identify an increasing number of desert shrubs which could be used to produce oils, rubber and industrial chemicals.

These shrubs grow wild in the arid and semi-arid regions of Texas, New Mexico, Arizona and California, but they may be cultivated on an organized basis for their commercial value.

Three such crops, jojoba, guayule, and proboscidea were discussed at the International Arid Lands Conference on Plant Resources at Texas Tech University this week.

Jojoba ("Ho-ho-ba") is a desert shrub which grows naturally in parts of the Sonora Desert, near Phoenix and Tucson, and in parts of California.

The shrub produces unique oils and resins that can be used for manufacturing lubricants, floor waxes, furniture polish, and paper wax.

Dr. D. M. Yermonos, University of California, Riverside, a pioneer in research on jojoba, told conference delegates Tuesday that "the commercial value of jojoba has already been

-more-

desert shrubs/add one

proved, but there is need for greater acceptability from the farmers to produce it regularly.

"The average wax content of the jojoba seed ranges from 50 to 58 percent and an ordinary processing unit can extract the wax from the seed."

Jojoba grows under severe desert conditions and can withstand salinity, drought and high temperatures. Once planted, the shrub spreads itself and its roots prevent soil erosion. There is minimal need for fertilization.

"The shrub is not adaptable to colder conditions, especially below 5 degrees Centigrade, and it cannot be cultivated on heavy soils. Besides, there is a five-year lag between planting and commercial utilization," Yermanos said.

Dr. George P. Hanson, Los Angeles State and County Arboretum, outlined progress made in production of guayule ("Wa-you-ley"), a desert shrub which yields rubber.

"Research of guayule," Hanson said, "has definitely proved that its rubber content could be a potential source to meet future rubber needs of the world."

But the economics of producing rubber from guayule is at this stage prohibitive for any commercial use.

"Rubber technology, harvesting methods, development of extraction processes and resin by-products and the price of rubber all will affect commercialization of guayule," he said.

A Firestone International official, Don Weihe, said that his company will be ready for a "pilot run" of a commercial processing plant by the late 1980s. He predicted that commercial

desert shrubs/add two

guayule rubber may be on the market by early 1990s.

Gary Nabhan, University of Arizona, reported research progress on proboscidea, a desert plant native to the Southwest and northern Mexico. The plant is also referred to as devil's claw.

Devil's claw is an oilseed crop grown by more than 10 southwestern American Indian groups for basket fiber.

"The domesticated plant bears fruit containing seeds which germinate reliably and rapidly and contain more unsaturated edible oil and more crude protein than any of the wild seeds in the Southwest," Nabhan said.

Additional research is needed on this crop and current investigations are examining the total gene pool available for crop improvement via hybridization.

The week-long international conference began at Texas Tech University, Oct. 8 and will end on Oct. 15 (Friday). It is sponsored by several agencies of the U.S. government, Texas Tech University and professional scientific associations.

18-10-11-78

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10/19/78

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LUBBOCK -- The Museum of Texas Tech University, located in the heart of rich semi-arid agricultural lands, attempts to tell the story of arid and semi-arid environments and man's adaptation to them.

Permanent and temporary exhibits in the natural and social sciences, recent and past history, and the arts reflect The Museum's mission in teaching, research and public service.

Within the building is Moody Planetarium which offers programs each Saturday and Sunday, taking visitors back to the past, forward to the space explorations of the future and explaining the newest discoveries in atmospheric sciences and astronomy.

A 12-acre outdoor living exhibit, the Ranching Heritage Center, depicts the history of ranching in America as visitors walk among a score of authentically restored ranching structures.

Museum research activities are centered in the areas of anthropology, biology, geosciences and history. The Museum houses extensive collections in each of these areas as well as in art.

Collections come from throughout the world. Noteworthy among them are mammal specimens of the southwestern United States and Mexico, an excellent collection of North American moles, the Cordry Collection of Mexican Indian costumes and an unusually large and diverse collection of historic fashions. Collection growth and direction are determined by research activities of the staff and their graduate students. -more-

TTU Museum/Add One

Films, lectures, exhibits and concerts throughout the year appeal to the entire family.

Special tours may be arranged for individual groups. In addition, special emphasis tours and related activities, coordinated with the curricula of public schools, are arranged for ^{different} ~~various~~ grade levels.

Guiding these tours are members of the Docents Guild of The Museum. Docents enroll in a rigorous training program and, as a result, they are educators as well as enthusiastic tour guides, prepared to inform visitors on a variety of educational levels. Approximately 300 volunteers are enrolled in the docents' continuous education program.

Each spring and fall a series of ^{Art America's} ~~lectures~~ deal with the history and background of architecture, sculpture and painting of ^{different} ~~different~~ cultures in ^{throughout} ~~various~~ countries of the world.

^{During} ~~Throughout~~ the school year Junior Programs take place on ^{several} ~~several~~ Saturdays for the benefit of elementary grade students. These feature museum related subjects and depend heavily upon lecture-demonstrations, puppetry, drama and film.

Summer Youth Classes ^{provide} ~~offer a variety of~~ museum related courses to students in elementary, junior high and high schools. Among the most popular are creative art, Texas wildlife and a junior level short course in geology.

A graduate program in Museum Science, offered through the College of Arts and Sciences at Texas Tech University, ^{leads to} ~~offers~~ a master of arts degree with special training in the broad range of museum activities. Several courses, using collections, are taught in The Museum.

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Museum/Add Two

The Lubbock Esthetic Education Program (LEEF), concerned with developing esthetic awareness and the knowledge of how the arts interrelate, depends upon The Museum for many of its activities. Participating are public school children, university students and faculty.

Permanent outdoor exhibits include the Goodman Gin, an authentically restored 100-year-old cotton gin, and the Ranching Heritage Center, a 12-acre exhibit depicting the history of ranching in the American West.

At the Ranching Heritage Center are more than a score of ranch structures, brought from original locations and restored with meticulous concern for historic accuracy. The exhibit begins with a log cabin built along the Guadalupe River in South Texas in the 1830s. The historic trail takes the visitor up to the turn of the century when Texas ranchers were beginning to achieve a degree of affluence and after Texas longhorns, cowboys and ranching methods had been trailed northward, even as far as Canada.

The Museum issues three series of scholarly publications: Occasional Papers of The Museum of Texas Tech University; Special Publications of The Museum of Texas Tech University and Museology. These record activities and research of The Museum and university staff.

The Museum is administered by a director responsible to the Texas Tech University vice president for academic affairs. The university's Board of Regents establishes policy. As an integral part of the Texas Tech University academic program, The Museum's collections, exhibits and research are focused primarily

The Museum/Add Three

on the environment, history and culture of the southwestern United States and the arid and semi-arid lands of the world.

The building itself was designed with this emphasis in mind. The exterior has curve-based walls of light, buff-colored, matt-glazed brick to denote the simple, clean lines of land formations in arid regions.

The exterior is dominated by the curved, truncated, pyramidal form of the planetarium which is set apart from the main building mass and surrounded on three sides by a reflecting pool, "the water to indicate the vital, life-giving role of water in arid lands."

The raised entrance terrace encompasses the building mass to denote the sparseness of vegetation in dry environments.

Interior space is arranged around a central unit with all exhibit areas on the ground level. The public entrance is through a large foyer. An exhibit passageway to the east of this leads to a 120-seat assembly room. On the second floor are offices, a library and classrooms, with two balconies overlooking the two-story high permanent exhibit area. The basement contains classrooms research laboratories, storage spaces and offices.

Funds for maintenance and operation come from the Texas Legislature, but The Museum also depends upon its friends and volunteers for the excellence of exhibits and programs.

The West Texas Museum Association is a chartered, non-profit educational organization which acts as a supporting body for The Museum.

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TTU Museum/Add Four

Through a variety of activities, the WTMA attempts to secure funds from private sources, carry out projects which supplement the program of The Museum and add to collections for the growth and betterment of The Museum. WTMA's Art-in-Business and Art Seminars are among the most popular. Its Women's Council promotes activities and volunteer service for The Museum. The association issues two regular publications, The Museum Journal and, more frequently, The Museum Digest.

The Ranching Heritage Association is a chartered, non-profit educational corporation whose purpose is to assist The Museum in developing, interpreting and maintaining interest in ranching history by obtaining support for the restoration and preservation of ranch architecture, furnishings and equipment at the Ranching Heritage Center. The association's interest is in the physical and preservation of ranch buildings/ the interpretation of the social and business culture of the ranching industry. The association publishes the Ranch Record and a library collection of Donor's Books which record personal reflections of the industry and its growth.

Each of these organizations operate a shop within The Museum, the WTMA in the principal building and the Ranching Heritage Association in the David M. DeVitt and Mallet Ranch Building. Proceeds benefit The Museum.

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TTU Museum/Add Five

The Museum Association shop features works representative of the arid lands of the world, including a striking selection in jewelry, pottery and sculpture from the Indians of the Southwest. Contemporary gifts, books and art prints are among items sold. Great care is taken in choosing the inventory and expert evaluation of items is available from shop personnel. It is a popular shop for browsing as well as buying.

Cogdell's General Store at the Ranching Heritage Center offers a ~~wide variety of~~ handmade items, quilts, pillows, delicate dollhouse furniture and, in addition, campwear, recipe books, glass and rare items that reflect ranch life of the past.

In sum, The Museum of Texas Tech University, with indoor exhibits which are brought from all areas of the world, and its outdoor exhibits which emphasize man's adaptation to southwestern lands offer West Texans a cultural advantage unique to the region.

Its collections provide exhibits as old as the earth itself and as contemporary as the works of Georgia O'Keeffe and yesterday's watercolor. Traveling exhibits enlarge the view to encompass collections of the old masters and American expressionists, traveling exhibitions from the Smithsonian Institution, art and artifacts of special statewide significance.

It is a museum that has the unusual advantage of support from a major institution of higher learning as well as the enthusiastic support of broad community of well-wishers.

The result is a range of programs and exhibits which delight all ages in all seasons.

CUTLINE.....

VIETMEYER--Dr. Noel Vietmeyer, National Research Council, Washington, D.C., delivering the keynote address at the International Arid Lands Conference on Plant Resources at Texas Tech University. Dr. Vietmeyer urged scientists to develop desert plants to help solve world food and forage shortages. More than 150 international agricultural experts from about 20 countries are attending the week-long conference, Oct. 8-15, at the University Center Theatre. (Tech Photo)

cutline-----

LECTURESHIP ENDOWMENT--A \$5,000 endowment is presented by the Dallas law firm of Strasburger and Price to the Texas Tech University School of Law. The endowment, first of its kind for the Law School, will provide funds to bring top lecturers in trial advocacy to the university. Making the presentation is Roland Anderson, (second left), representative of the prestigious legal firm. Accepting for the Law School are Jon Kerr, (left), president of the Student Bar Association, Frank W. Elliott, (second right), dean of the Law School and Steve Watkins, chairman of the Tech Board of Barristers.

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LUBBOCK--The Fifth Annual Conference on Higher Education will be held in Lubbock on Thursday and Friday (Oct. 12-13) and hosted by Texas Tech University.

Approximately 200 educators from Texas and New Mexico community colleges and other institutions of higher learning will attend the Hilton Inn sessions.

Theme is "Reflections on Current Issues in Higher Education."

Presiding over the 7 p.m. dinner session on Thursday will be Dr. Kenneth H. Freeman, chairperson of Higher Education at Texas Tech. The keynote address, "Student Development and Values in Higher Education," will be delivered by Dr. W. Harold Grant, special assistant to the president at Auburn University.

Grant, former professor at Michigan State University, has been with Auburn since 1969. "Chicago Tribune Magazine" at one time termed him "one of the most exciting professors in the Big Ten Universities in the nation." He has published extensively in the area of student personnel services.

The second day will start with an 8:30 a.m. session, "Academic Leadership: Reflections on Patterns and Styles." Speaker will be Dr. J. Victor Baldridge, senior research sociologist at the Higher Education Research Institute, Inc., Los Angeles.

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conference on higher education/add one

Baldrige previously was a Stanford University professor and assistant vice president of Academic Affairs at California State University-Fresno. His most recent publication is a national study on policy-making and effective leadership in academic management.

Later that morning there will be two concurrent discussions, "Can Leadership Survive Today's Constraints?" coordinated by David Townsend, director of New Mexico State University at Alamogordo, and "Politics and Leadership," coordinated by Dr. Jim M. Williams, president of Vernon Regional Junior College.

Dr. Robert H. Anderson, dean of Tech's College of Education, will preside over the afternoon session, featuring Dr. Patricia Barnes-McConnell on "The Heterogeneous Classroom." Barnes-McConnell, author of numerous publications on topics in developmental psychology, has been teaching at Michigan State University since 1971.

Two concurrent discussions, concluding the conference, will be led by Delores Behrens, assistant professor at Amarillo College, on new instructional approaches at that institution and Dr. David Caffey, director of Student Activities at Midland College, on "Faculty Development---What It Is---What It Should Be."

The conference is sponsored by Texas Tech's College of Education, area of Higher Education, and Division of Continuing Education.

cutline-----

CONFERENCE SPEAKER--Delores Behrens, associate professor at Amarillo College, will lead a discussion session on "New Instructional Approaches--Amarillo College" at the Fifth Annual Conference on Higher Education at Texas Tech University Oct. 12 and 13. She joins speakers from Texas Tech, Auburn University in Alabama, New Mexico University at Alamogordo, Vernon Regional Junior College at Vernon, Michigan State University and the Higher Education Research Institute, Inc., in Los Angeles. The theme for his year's event is "Reflections on Current Issues in Higher Education."

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LUBBOCK--"The Killing of Sister George" premieres on Friday (Oct. 13) at 8:15 p.m. in the Texas Tech University Lab Theater.

Written by Frank Marcus, the play is a "tragic-comic drama about a radio serial actress whose avante-garde personal life brings about the demise of her career," Deborah Bigness, lab theater business manager, said.

The cast includes J. K. Fannin as Sister George, Claudio Beach as Alice "Childie" McNaught, Toni Cobb as Mrs. Mercy Croft and Suzanne Wiley Tapia as Madame Xenia. The production is directed by Alessandro Carrillo, a Texas Tech student.

"Sister George" will be staged nightly at 8:15 p.m., Oct. 13-18, with a matinee Sunday at 2 p.m. Admission is \$2 for the general public. Tickets are available from the University Theater Box Office, 742-3601.

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LUBBOCK--Donald Woods, a native of South Africa, has experienced what perhaps only a handful of human beings have. On October 19, 1977, Woods, then editor of the "Daily Dispatch," became a "public non-person" by order of the Nationalist Government of South Africa.

Woods was kept under constant police surveillance. His mail was intercepted and his car bugged. He was barred from journalism and forbidden to write anything, even a postcard. But he did write, in secret, and following his escape from South Africa he continues today to tell the story of the imprisonment, torture and murder of his friend, Black Consciousness leader Steve Biko.

The South African expatriate will be on the Texas Tech campus Tuesday, October 24, to present a lecture entitled "Biko, Apartheid and the Crisis in South Africa." The 8:15 p.m. lecture will be in the University Center Theater. Tickets are \$2 for Tech students and \$3 for the public.

Since his self-imposed exile Woods has addressed the Security Council at the United Nations and also met for discussions with President Carter and Vice-President Mondale. His talks with the Executive Council of the AFL-CIO have been, in part, responsible for the strong position the union has taken on sanctions against

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donald woods/add one

South Africa.

Woods is studying under a Neiman Fellowship at Harvard University.

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CONTACT: B. Zeeck

LUBBOCK--The 19th year of Art Seminars at The Museum of Texas Tech University will begin Oct. 17 with a 10 a.m. lecture on "Art Nouveau."

Subject for the fall series is "French Painting in the 20th Century."

Rabbi Alexander Kline has conducted all of the seminars, sponsored by the Women's Council of the West Texas Museum Association. They are presented at 10 a.m., each Tuesday, Oct. 17-Dec. 19.

The 1978 Fall series is designed to provide participants with basic concepts necessary for an appreciation of the best in modern art.

Subject for the 10-lecture series, in addition to "Art Nouveau," include the works of Aristide Maillol, Henri Matisse, Georges Rouault, Maurice de Vlaminck, Raoul Dufy, Andre Derian, Georges Braque and Pablo Picasso.

Cost for the series is \$12.50 for non-members, \$10 for members of the Women's Council and \$5 for students. The West Texas Museum Association and its Women's Council are open to any who care to join.

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CONTACT: B. Zeeck

LUBBOCK--Hundreds of visitors who have stopped to study the Iranian Qashqa'i exhibit at The Museum of Texas Tech University, and even those who haven't, will have an opportunity Oct. 17 to learn more about tribal life from an expert.

Dr. Lois Beck will be the lecturer. She is a member of the Tehran-Utah Division of Iranian Studies, Middle East Center, University of Utah. She has done field work among Iranian tribes with the support of a Fulbright Hays Fellowship and wrote her dissertation on the Qashqa'i while earning the doctoral degree at the University of Chicago. She is co-editor of "Women in the Muslim World."

Beck's slide-lecture, "The Qashqa'i: An Iranian Tribe in Transition," is sponsored by the West Texas Museum Association. It will begin at 7:30 p.m., Oct. 17 in The Museum. It is free to the public. Beck will conduct training sessions for the Docent Guild of The Museum on Oct. 18.

The Museum's Qashqa'i exhibit is considered one of the finest in the United States. Articles for it were collected in 1975 by Dr. Richard Salzer, then a member of the Texas Tech University anthropology faculty. The exhibit has become particularly popular with children.

qashqu'i exhibit/add one

Beck attended Pahlavi University in Shiraz, Iran for a year.

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LUBBOCK--The foremost program for the study of classical ballet on the university level might just be found at Texas Tech University, according to Peggy Willis, ballet instructor at Texas Tech and authority on the teaching of classical dance.

The department's excellence stems from the mode of classical ballet instruction that is employed," she said.

Willis learned the program for the study of classical ballet from John Barker in New York City. He is recognized as an authority on teaching of classical ballet by V. S. Kostrovitskaya, senior teacher at the Vaganova Choreographic School in Leningrad and the world's leading authority on the teaching of classical ballet.

"The program is strictly progressive," she said. "Each movement is learned thoroughly before students move to the next one, or A is taught before B and B is taught before C. The classical technique is scientifically based. It is a near-perfect way of teaching.

"With this program I can help every student in the class, whereas before I could just help the gifted ones. It's fun. And it requires much discipline."

The method is used at several private schools in and outside

-more-

willis/add one

the United States, but Texas Tech is the first university to employ it.

In 1977 Barker invited Willis and 14 other professional teachers from the Western world to attend the International Ballet Competitions in Russia. Only two groups from outside the Soviet Union--Barker's and a group from Japan--were allowed to view the entire competitions.

Willis was the first recipient of a \$3,200 monetary gift from Mrs. Harmon (Jean) Jenkins. The award was initiated to encourage innovative teaching in the Department of Health, Physical Education and Recreation at Texas Tech.

The money was used to finance Willis' travels to Russia and New York, where she studies with Barker three times each year.

Willis was first exposed to ballet while her father was stationed in Europe. Her mother enrolled the 8-year-old in an Italian ballet class. Willis was fascinated by the art and continued to study with instructors in Europe and America.

She received the bachelor's fine arts degree in ballet in 1970 and the master's fine arts degree in 1972 from Texas Christian University. She became an instructor at Texas Tech in 1972.

The artist has choreographed Lubbock productions of "The Music Man," "Gaité Parisienne," "Camelot," "The Seven Last Words of Christ," and "Coppelia," the first full-length ballet performed by Lubbock dancers.

She referred to a letter she received from a man who viewed Lubbock's "Coppelia" and a production in New York. He

willis/add two

praised the Lubbock production as being "overall, comparable, and in the first and second acts, superior," to the production by the professional ballet company in New York.

She expressed pride in "Coppelia" performers. "Some of the dancers in the production had been dancing for only about three months," she said.

Willis is now producing a record of music for the classical ballet lesson to be available in November. She also has been nominated chairperson of the dance section of the Texas Association of Health, Physical Education and Recreation.

Willis devotes her talents to choreography, directing and teaching. "I love my work. I love what it's doing for my students. Ballet really seems to make a difference in their lives. For as Zaharova said in the Soviet Union, 'there is friendship through beauty.'"

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CONTACT: B. Zeeck

LUBBOCK -- The elegant art of the old masters seldom is seen in the original in West Texas, but that changes Oct. 22 when 21 works selected from the famous Sarah Campbell Blaffer collection will go on display at The Museum of Texas Tech University.

The works in the exhibit are from 200 to 600 years old, many of them by masters who developed their talents in the ancient guild system of Europe.

The paintings date from a 14th century Jacopo del Casentino "Madonna and Child" to an 18th century work by Carle Van Loo. Other artists represented in the collection include El Greco, Mantegna, Ribera, Rubens and Murrillo.

The late Sarah Campbell Blaffer, born and reared in Lampasas, became one of Texas' major art collectors. The Blaffer Foundation, responsible for the traveling exhibitions, pays all costs and so provides a full-fledged "free art" program to regions which might not otherwise have an opportunity to display such works. This outreach was of special interest to Mrs. Blaffer, an heiress to two major oil fortunes.

For the opening, the West Texas Museum Association will be host for a reception from 2:30 to 4:30 p.m. A Blaffer Foundation film, providing background interpretation of the exhibit, will be shown at 3:30 p.m. The public is invited to all events and there is no charge.

-more-

OLD MASTERS/ADD ONE

The exhibit will close Nov. 25.

On display will be "Madonna and Child with Angels," by Jacopo del Casentino, 1297-1358; "The Nativity," Piero di Cosimo, 1462-1521; "St. Francis in Meditation with Fray Leon," El Greco, 1541-1614; "Young Woman Playing a Lute," Parrasio Micheli, 1516-1578;

"Still Life," Pieter Gerritsz van Roestraeten, 1627-1698; "Hounds Resting from the Chase," Jan Fyt, 1611-1661; "Christ's Descent into Limbo," Andrea Mantegna, 1431-1506; "Lucretia," Lucas Cranach the elder, 1472-1553; "St. John the Evangelist," School of Aragon, 15th century; "Ecco Homo" and "Mater Dolorosa," Bartolome Esteban Murillo, 1618-1682;

"The Mass of St. Gregory," Pieter Claeissens the elder, 16th century; "St. Carlo Borromeo," Carlo Maratta, 1625-1713; "Portrait of Andre Ernest Gretry," Jean Baptiste Greuze, 1725-1805; "Virgin and Child with Angels," Bartolomeo Cavarozzi, 1590-1625; "Madonna and Child with St. John the Baptist and the Martyrdom of St. Sabastian," Pinturicchio, 1454-1513; "Archimedes," Jusepe de Ribera, 1591-1651;

"Young Woman Playing a Lute," Parrasio Micheli, 1516-1578; "Mars and Venus," Carle Van Loo, 1705-1765; "Landscape," Frederic de Moucheron, 1633-1675; "St. Peter Sleeping," School of Botticelli, about 1500; "Knight in Armor on a White Horse," School of Paolo Uccello, 1397-1475; and "The Mystical Marriage of St. Catherine," Peter Paul Rubens, 1577-1640.

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CONTACT: Dan Tarpley

LUBBOCK--A recent \$3,200 gift from Mrs. Harmon (Jean) Jenkins to Texas Tech University's Department of Health, Physical Education and Recreation for innovative teaching has gone to work and produced results.

This week Mrs. Jenkins, former longtime director of the university's Placement Service (now Career Planning and Placement Service), received a report from the department's chairperson, Dr. Martin H. McIntyre. The first recipient, Prof. Margaret E. (Peggy) Willis, teaches classical ballet in the department.

"The money supported her travels for improvement of teaching ballet, including a trip to Russia for study with internationally famous ballet teachers and performers and study last year with John Barker of New York City," McIntyre said. "Barker is the moving force in the United States in the Russian classic ballet movement and Peggy has studied with him on several occasions.

"We are most pleased with the generosity of Mrs. Jenkins. It is a first for this department and we need this kind of support to do the kind of things this gift makes possible. Such support is exciting and encouraging to faculty in the department."

Mrs. Jenkins began her employment with the university

-more-

jenkins gift/add one

some 30 years ago and set up the central placement service in 1947. She retired about four years ago. Both she and her husband, Harmon Jenkins, former retail furniture dealer and banker, are devotees of ballet.

15-10-11-78

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outline-----

INNOVATIVE TEACHING GRANT--Mrs. Jean Jenkins receives a report on innovative teaching which her \$3,200 grant to the Texas Tech Department of Health, Physical Education and Recreation supported from Dr. Martin H. McIntyre, department chairperson. At right is Dean L. L. Graves of the College of Arts and Sciences. The funds supported travels for improvement of teaching for Prof. Margaret E. (Peggy) Willis, teacher of classical ballet.

(Tech Photo)

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Oct. 18)

"FRENCH PAINTING IN THE 20TH CENTURY" IS THE SUBJECT FOR THE 1978 FALL ART SEMINAR AT THE MUSEUM OF TEXAS TECH UNIVERSITY. THE LECTURES WILL BE PRESENTED AT 10 A.M. EACH TUESDAY, OCTOBER 17TH THROUGH DECEMBER 19TH. THE SERIES IS DESIGNED TO GIVE PARTICIPANTS THE CONCEPTS NECESSARY TO APPRECIATE THE BEST IN MODERN ART. FOR INFORMATION CONTACT THE WEST TEXAS MUSEUM ASSOCIATION AT 742-2443.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Oct. 25)

DONALD WOODS IS A FORMER SOUTH AFRICAN JOURNALIST
AND ONE OF THE MOST VOCAL CRITICS OF THE RACIAL SEGREGATION
PROMULGATED BY THE NATIONALIST GOVERNMENT OF SOUTH AFRICA.
AN ATTEMPT BY THE GOVERNMENT TO SILENCE WOODS RESULTED IN
HIS SELF-IMPOSED EXILE AND TODAY HE IS TELLING HIS STORY.
HEAR DONALD WOODS AND HIS LECTURE, "THE CRISIS IN SOUTH
AFRICA," TUESDAY, OCTOBER 24TH, 8:15 P.M. IN THE TEXAS TECH
UNIVERSITY CENTER. FOR TICKETS CALL THE UC TICKETBOOTH AT
742-3610.

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--A leading botanist urged development of desert plants, while another cautioned man against "overuse" of the fragile dry environments at a conference on desert plant resources that began Sunday (Oct. 8) at Texas Tech University.

Dr. Noel Vietmeyer of the National Research Council, appealing to international scientists to pay attention to desert shrubs and plants as a possible solution to food and forage problems, said that "man has been very narrow-minded in what he eats."

Of the 500,000 known plant species, only eight are used as basic cereals by man and only 100 others are domesticated, Vietmeyer said in his keynote address Sunday (Oct. 8) to 150 international scientists attending the International Arid Lands Conference on Plant Resources at Texas Tech.

"Some of the world's best crops are waiting in the deserts for scientists and man to make use of them," Vietmeyer said.

However, Dr. Daniel I. Axelrod of the University of California at Davis, on Monday cautioned scientists that man has historically misused the deserts, resulting in their spread and proliferation.

Axelrod, a paleobotanist, reviewed the origin of deserts and

arid lands conference/add one

desert vegetation in a one-hour presentation which outlined the various desert plants and their distribution during the last 60 million years.

Axelrod also pointed to changing weather patterns during the last 60 million years and how those changes, with man's help, have contributed to the spread of deserts.

"Let us use those plants that grow in the desert naturally. But let us not irrigate the deserts to produce crops that do not belong there," he emphasized.

"Man should not try to produce cotton, alfalfa and other crops in desert regions with the help of irrigation, especially if those crops do not belong naturally in the deserts."

The paleobotanist's speech marked the first session on the Origin and Evolution of Arid and Semi-Arid Lands.

The next speaker, Dr. Harold E. Dregne, director of Texas Tech's International Center for Arid and Semi-Arid Land Studies (ICASALS), outlined various types of desert soils and some problems associated with them.

"Desert soils," Dregne said, "are generally coarse in texture, contain low biological activity and are characterized by salt deposits on or below the soil."

The Texas Tech soil scientist presented slides which demonstrated desert soils' various textures and their salt deposits and how these factors affect plant growth.

The international conference is being sponsored by the Committee on Deserts and Arid Zone Research of the American Association for the Advancement of Science (CODAZR), Consortium of Arid Lands

arid lands conference/add two

Institutions, International Shrub Coordinating Committee and Texas Tech's ICASALS and Department of Biological Sciences.

Funding has been received from CODAZR, U.S. Agency for International Development, U.S. Forest Service and National Science Foundation.

Delegates from more than 20 countries, including the USSR and China, registered for the conference Sunday (Oct. 8).

Purpose of the conference is to determine current status of and recommend approaches for improving use of plant resources of the world's dry regions in producing food, fiber, forage, medicines, industrial chemicals and energy.

President Cecil Mackey welcomed the delegates on behalf of the university during Sunday's ceremonies, which included a prelude by the Texas Tech University Concert Band.

A Harvard University professor, Dr. Otto Solbrig, Monday outlined development of vegetation patterns in arid and semi-arid lands. Dr. Edward Ayensu of the Smithsonian Institution discussed plant resources for medicinal and other economically important uses.

The week-long conference will end Friday (Oct. 13).

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CONTACT: Marcia Lundy

ATTN: Agricultural Editors

LUBBOCK--Providing a nutritious diet is often not enough to get the best weight gains in livestock.

The taste, or palatability, to the animal must be considered, according to Dr. Donald E. Orr, Jr., of the animal science faculty at Texas Tech University. Orr has been working to find a palatability rating for each ingredient used in various diets.

"Most diets are nutritious enough," Orr said, "but some contain ingredients that have a bad taste to the livestock."

The first phase of his research has centered on determining palatability of different components in diets of four-week-old weaned pigs.

"If an adequately nutritious diet is fed just weaned pigs, then the amount of weight they are able to gain initially depends on the amount of feed they eat. By making the diet as good tasting as possible, we may help increase the amount the young pigs will eat."

Orr has obtained some basic ratings for feedstuffs used in two experiments--free choice (preference) and single diet (no preference permitted).

The control diet was a corn-soy based diet. All diets

-more-

palatability/add one

were mixed to contain one percent lysine, a necessary nutrient for young pigs.

In free choice feedings the control corn-soy diet and one other feed were offered free choice to the pigs.

The corn-soy diet was rated at an arbitrary 100 points, the wheat-soy diet at 128 and the corn-soy with sucrose (a natural sugar) at 126. Additional diets fed fell below the 100-point level. Ratings were based on the amount the young pigs consumed.

In single diet experiments pigs were offered only one feed. The only diet offered which had a higher palatability rating than the control corn-soy diet was the sorghum-soy based one. In the free choice diet the sorghum-soy feed had been rated at 55 to the corn-soy's 100. In the single diet sorghum-soy scored 104 to the 100 for corn-soy.

Also in the single diet category the wheat-soy was rated at 96 and the corn-soy plus sucrose was rated at 97. These were the two rated closest to the corn-soy diet, other than the sorghum-soy feed.

Orr said free choice tests showed that pigs really do exhibit a preference for certain feeds. The single choice tests demonstrated that when given only one choice, pigs will eat although they may not gain as well

Less palatable feeds are often more economical than the more preferred ones, Orr said. By using less palatable feeds, but including flavors preferred by pigs, producers should be able to maintain optimum feed consumption with corresponding weight gain.

palatability/add two

Orr said this research is the first stage of a long-term study which he hopes will end with the development of a rating system for all ingredients used in diets.

Such a system would enable the producer to decide which combinations and added flavors will give the best taste to increase consumption.

Orr recently presented his findings at the First International Symposium on Palatability and Flavor Use in Animal Feeds at Zurich, Switzerland.

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CONTACT: Gail Molsbee

LUBBOCK--David J. Murrah, university archivist and director of the Southwest Collection at Texas Tech, will present "An Entrepreneur Adapts" at the 18th annual conference of the Western History Association, Thursday-Saturday (Oct. 12-14), in Hot Springs, Ark.

Murrah's paper deals with development of West Texas range land by cattle baron C. C. Slaughter.

More than 1,000 participants will attend the three-day conference designed to cover all aspects of Western American history and culture.

Murrah will join eight other Texas Tech graduates and former faculty members presenting papers.

Roy Sylvan Dunn, former director of the Southwest Collection, will speak on "The Texas Experience," documenting the development of cotton "sleds" on the South Plains.

Former Texas Tech history faculty members Timothy P. Donovan, professor at the University of Arkansas, William R. Johnson, president of Stephen F. Austin State University, and R. Douglas Hurt, former visiting professor, will also make presentations.

History graduates of Texas Tech participating are Dwight Pitcaithley, Donald E. Green, James McReynolds and Odie B. Faulk.

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CONTACT: Prabhu Ponkshe

ATTN: Medical/Science Writers

LUBBOCK--Modern medicine cannot ignore the healing power of certain plants which, even today, manage to keep well over 80 percent of the world's rural population in reasonably good health, an official of the Smithsonian Institution told an international conference at Texas Tech University.

A similar plea for development of herbal medicines was also made by a University of Texas professor, who said "the rising cost of health care in the western world may require scientific inquiry of the medicinal properties of wild plants."

Dr. Edward S. Ayensu, Smithsonian Institution, and Dr. Marshall C. Johnston, of The University of Texas at Austin, were addressing the International Arid Lands Conference on Plant Resources at Texas Tech University.

"Traditional systems of medicine, such as herbs and plants, and modern medicine have gone their separate ways in mutual antipathy," Ayensu said, "in spite of the fact that both have identical goals--to improve the health of mankind.

"Unfortunately, few attempts have been made to tap the incredibly large amount of information currently stored in the heads of herbalists and traditional healers."

-more-

medicinal plants/add one

Modern medicine would have suffered a tremendous lack if one removed from it all the preparations, chemicals and compounds whose origins lie in herbs, fungi, flowers, fruits and roots, he added.

"Yet, very little research has been encouraged in herbal medicine throughout the world, and especially in those regions where health services available to the population are very inadequate."

Johnston told the 150 international delegates attending the conference that of the 7,000 plant species of the southwestern United States, more than one-fifth or about 1,400 plants are alleged to have some medicinal importance.

"These plants contain hundreds of compounds which need to be tested for medical properties," he added.

Johnston gave several examples of medicinal plants, including desert willow, the prickly pear, creosote bush and others.

The desert willow bears lovely flowers containing chemicals that could be developed as remedies for coughs and serve as heart stimulants. Taken internally, the prickly pear can combat kidney ailments, gallstones and indigestion. The creosote bush could be used, he said, for rheumatism, head sores, diarrhea, venereal disease, body odor and other ailments.

Ayensu criticized the Institute of Medicine of the National Academy of Sciences for failing to recommend to Congress development of medical plants.

The Institute conducted a study on "Strengthening U.S.

medicinal plants/add two

Programs to Improve Health in Developing Countries," which later became an act of Congress, Section 315 of Public Law 95-83 (a) (1).

"The Institute's reports were thorough in conventional modern medicine, but their goals will not be fully realized unless and until the expenditures and programs envision the upgrading of traditional healing practices," he said.

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cutline-----

STUDENT CITED--Robert C. "Bobby" Mays, Fort Worth business administration major at Texas Tech University, receives recognition for achieving the highest grade point average (GPA) while pledging Kappa Alpha Order. The citation came from the national Kappa Alpha Order. The presentation was made by Dr. Charles S. Hardwick, vice president for Academic Affairs at Texas Tech. At right is Dr. Idris R. Traylor, Texas Tech chapter advisor and national vice president and national scholarship officer. Mays, son of Mr. and Mrs. Charles D. Mays of 3913 Summercrest, Fort Worth, is a Texas Tech sophomore and a 1977 graduate of R. L. Paschal High School in Fort Worth. The Texas Tech student achieved a perfect 4.0 average during the last semester. (Tech Photo)

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Oct. 18)

FOR IMMEDIATE RELEASE

ONE OF THE FINEST EXHIBITS IN THE UNITED STATES DEPICTING
(KAHS-KAH-HEE)
THE NOMADIC LIFESTYLE AND CULTURE OF THE IRANIAN QASHQA'I TRIBE
IS ON DISPLAY AT THE MUSEUM OF TEXAS TECH UNIVERSITY. PERSONS
INTERESTED IN LEARNING MORE ABOUT THE LIVES OF ONE OF THE LAST
NOMADIC TRIBES IN THE WORLD WILL HAVE THE OPPORTUNITY TUESDAY,
OCTOBER 17TH. DR. LOIS BECK, WHO HAS DONE FIELD WORK WITH THE
TRIBE WILL PRESENT A FREE LECTURE AND SLIDE PRESENTATION AT
7:30 P.M. IN THE MUSEUM. FOR INFORMATION CONTACT THE WEST TEXAS
MUSEUM ASSOCIATION AT 742-2443.

23-10-12-78

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CONTACT: Pat Broyles

ATTN: PSA Directors (for continuous use)

Note: "TECH WATCH" is an ongoing program to promote safe driving habits among Texas Tech students. In an effort to promote safe driving your help is needed to remind students to drive safely. Emphasis on safe driving could be especially effective prior to all Texas Tech holidays and out of town football and basketball games. Thank you.

"TECH WATCH" IS A PROGRAM DESIGNED TO PROMOTE SAFE DRIVING HABITS AMONG TEXAS TECH STUDENTS. TECH WATCH CAN WORK IF YOU GIVE IT A CHANCE. THINK "TECH WATCH" BEFORE YOU DRIVE, AND DRIVE SAFELY.

WHAT DOES "TECH WATCH" MEAN TO YOU? SOME DAY IT COULD MEAN THE DIFFERENCE BETWEEN LIVING AND DYING. TECH WATCH IS A PROGRAM DESIGNED TO PROMOTE SAFE DRIVING HABITS AMONG TEXAS TECH STUDENTS. BUT ONLY YOU CAN MAKE THE CHOICE BETWEEN SAFE AND RECKLESS DRIVING. SO REMEMBER "TECH WATCH" AND MAKE THE RIGHT DECISION...DRIVE SAFELY.

24-10-12-78

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CONTACT: Pat Broyles

ATTN: Fine Arts and PSA Directors (Kill Oct. 23)

FOR RELEASE OCTOBER 16

THE ART OF THE OLD MASTERS, DATING FROM THE 14TH TO THE 18TH CENTURY, WILL GO ON DISPLAY SUNDAY AT THE MUSEUM OF TEXAS TECH UNIVERSITY. ALL OF THE PAINTINGS HAVE BEEN SELECTED FROM THE SARAH CAMPBELL BLAFFER COLLECTION AS PART OF A PROGRAM TO BRING FREE ART EXHIBITS TO AREAS WHICH MIGHT NOT OTHERWISE HAVE ACCESS TO SUCH WORKS. FEATURED IN THE 21 PAINTING EXHIBIT (ROO-BEHNS) (REE-BEHRA) (MEW-REEOH) ARE WORKS BY EL GRECO, RUBENS, RIBERA, AND MURILLO. A RECEPTION WILL OPEN THE EXHIBIT SUNDAY, OCTOBER 22ND, AT 2:30 P.M. THE WORKS WILL REMAIN ON DISPLAY THROUGH NOVEMBER 25TH.

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CONTACT: Paula Lowe

LUBBOCK--Some students attend college just for fun, others go strictly for academic purposes and still others go to find a mate. There are a few students, however, who devote some of their time to improving the university they attend and Beaumont native Pamela C. Pipes is one of them.

The daughter of Mr. and Mrs. Oscar B. Pipes, 950 Belvedere, Beaumont, she is director of the Texas Tech Student Foundation.

Pipes described the Student Foundation as a student group who volunteer to work for Texas Tech University in areas of academic recruiting, scholarships, alumni relations and freshman orientation. Funds generated through the foundation are divided among these four areas to improve the university's growth and development.

The 50-member organization uses a caricature of the thumb for a logo, with its motto for recruiting members being "Be Thumbbody! Join the Student Foundation."

"Warm-Up for the Slopes," an all-university mixer, is scheduled to be the foundation's first fund-raising project this year. The mixer, to be in November, also will welcome ex-students to Homecoming.

Pipes pointed out, however, that Student Foundation is not

-more-

student foundation/add one

only concerned with fund-raising. Members also are working with Ex-Students Association in academic recruiting. A reception for Lubbock area high schools is planned for this purpose. A high school program targeted at all Texas metro areas also is envisioned. Pipes believes better academic recruiting will be achieved if Tech students visit personally with prospective students.

The foundation's major spring project is Senior Challenge. Members contact graduating seniors by telephone to encourage them to stay involved with the university by donating \$10 a year for three years after graduation. The goal for the 1979 challenge is to encourage graduating seniors to join Ex-Students Association while also contributing money to Texas Tech.

A pre-med biology major, Pipes wants to attend medical school after graduation. Her duties as foundation director include coordinating various committee activities and acting as liaison between the organization, Texas Tech and the community.

Pipes also is active in Omicron Delta Kappa, senior honorary, Mortar Board, senior women's honorary, Rho Lambda, Panhellenic honorary, and Kappa Kappa Gamma, social sorority.

FOR IMMEDIATE RELEASE TO THE UD ONLY

Contact: Dan Tarpley

More than \$20,939.27 have been raised in the '78 United Way campaign to date, chairperson Cecil Mackey announced today.

Total goal is \$46,900 with the campaign scheduled to end by Oct. 25.

Targets and amounts raised to date are:

Agricultural Sciences:	\$ 2,255 (target)	\$ 966.50 (to date)
Arts & Sciences:	11,475	5,947.58
Business Administration:	1,940	894.00
Education:	1,445	1,627.00
Engineering:	3,420	1,088.50
Home Economics:	1,220	790.00
Law School:	810	0.00
Graduate School, Museum, Cont' Education, Research Services, ICASALS:	830	635.00
Library:	1,045	521.50
Physical Plant/Grounds:	2,965	460.45
Auxiliary & Student Services:	5,570	1,763.04
General Administration:	3,185	3,101.00
School of Medicine:	10,740	3,144.70

-more-

Campaign vice chairperson Robert H. Ewalt commended the scores of Tech workers for their efforts to date. "I urge those who have not returned their United Way pledge cards to do so as soon as possible," he added.

Agencies affiliated with the United Way include:

American Red Cross, American Social Health, Big Brothers/Big Sisters, Boy Scouts, Boys' Clubs No. 1, Boys' Club No. 2, Boys' Club No. 3, Camp Fire Girls, Carver Heights Day Nursery, Christmas Clearance Bureau,

Community Clothing Center, Community Planning Council, Family Service Association, Girl Scouts - Caprock Council, Goodwill Industries, Guadalupe Neighborhood Center, International Social Service, Legal Aid Society, Lubbock Council on Alcoholism, Lubbock Day Nursery No. 1, Lubbock Day Nursery No. 2, Milam Children's Training Center, Neighborhood House, Parkway Neighborhood Center,

Rape Crisis Center, Reading Is Fundamental, Reese Youth Activities, Salvation Army, Texas Council on Crime & Delinquency, United Service Organization, Volunteer Bureau, Well Baby Clinic, YMCA, YWCA, Summer Camping and Motivation Project for Disadvantaged Youths.

Agencies affiliated with the United Way include:

American Red Cross, American Social Health, Big Brothers/
Big Sisters, Boy Scouts, Boys' Clubs No. 1, Boys' Club No. 2,
Boys' Club No. 3, Camp Fire Girls, Carver Heights Day Nursery,
Christmas Clearance Bureau,

Community Clothing Center, Community Planning Council,
Family Service Association, Girl Scouts - Caprock Council, Goodwill
Industries, Guadalupe Neighborhood Center, International Social
Service, Legal Aid Society, Lubbock Council on Alcoholism, Lubbock
Day Nursery No. 1, Lubbock Day Nursery No. 2, Milam Children's
Training Center, Neighborhood House, Parkway Neighborhood Center,

Rape Crisis Center, Reading Is Fundamental, Reese Youth
Activities, Salvation Army, Texas Council on Crime & Delinquency,
United Service Organization, Volunteer Bureau, Well Baby Clinic,
YMCA, YWCA, Summer Camping and Motivation Project for Disadvantaged
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CONTACT: B. Zeeck

LUBBOCK--West Texas and eastern New Mexico bankers will meet in the sixth annual Bankers Agriculture Credit Conference at Texas Tech University Dec. 1-2 to get a preview of 1979 credit needs and opportunities.

"Marketing Bank Services and Customer Relations" will be discussed by Larry Reding, vice president, and Neil Stadlman, agricultural representative, Sac City, Ia., State Bank. Both men have been instrumental in developing several specialized services in loans and management programs for their farm customers.

Bob Murphy, a practicing lawyer, humorist and well known after-dinner speaker from Nacogdoches, Texas, will entertain at a banquet Friday, Dec. 1. Murphy is noted for observations on current events, down-to-earth philosophy and clean humor.

The conference emphasis will be on "Meeting Agricultural Credit Needs in 1979."

Other speakers will represent the Farmers Home Administration, the Small Business Administration and members of the faculty of the Texas Tech Department of Agricultural Economics.

Buel Berry, Hopkins County FHA supervisor, will represent the Farmer's Home Administration, discussing new legislation

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bankers/add one

expanding FHA loan services and its application to banks. With an SBA representative he will explain how commercial banks can take advantage of federal programs.

Texas Tech agricultural economists will present 1979 agricultural outlook projections and budgeted production costs for major crop and livestock enterprises.

Faculty participating will include: Dr. Gene A. Mathia, departmental chairperson; Horn Professor Willard F. Williams; Dr. Rex P. Kennedy, director, Division of Agricultural Services; Dr. Billy G. Freeman; Dr. Don E. Ethridge, USDA staff and adjunct professor at Texas Tech; and Dr. Calvin Brints, visiting professor.

A special program for spouses of conferees and other guests is planned.

Additional information may be obtained by calling or writing Dr. J. Wayland Bennett, conference coordinator, Box 4190, Texas Tech University, Lubbock, Texas 79409; (806) 742-2876.

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CONTACT: B. Zeeck

LUBBOCK--Texas Tech University architecture students will benefit from two autograph parties planned for author W. Curry Holden's newest book, "Teresita."

Proceeds from sales of the book at the parties will go to a scholarship fund established by alumni of the Texas Tech Division of Architecture.

The 300-member association will sponsor the first of the parties from 2 to 6 p.m., Sunday, Oct. 22, in the Croslin Room of the Tech Library. Proceeds will go to the association foundation which will grant the scholarships to architecture students.

The second party to benefit students will be from 5 to 7 p.m., Nov. 3, in the Renaissance Room of the Menger Hotel, San Antonio. The Texas Society of Architects will hold its annual meeting in San Antonio Nov. 1-3. The Halsell Foundation will sponsor that autograph party.

Dr. and Mrs. Holden are honorary members of the Texas Society of Architects, an honor accorded them for their work in historical preservation. A recent book by Holden was "A Ranching Saga: The Lives of William Electious Halsell and Ewing Halsell."

"Teresita" records the life of a woman once known as the Saint of Cabora, credited with miraculous cures and legendary

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holden/add one

extra-sensory perception. Her fame first spread throughout northern Mexico in the latter part of the 19th century. Because of political turbulence she was forced to emigrate to Arizona and later toured the United States on healing missions.

Newspapers from California to New York recorded her achievements, although Teresita refused to accept personal gain for any cure. She died in Clifton, Ariz., in 1906.

Holden spent almost a quarter of a century gathering information about Teresa Urrea, her formal name. In addition to newspaper accounts, he depended upon travels in the United States and Mexico, interviewing relatives and others who could remember her origins and unusual powers. From this research he wrote the 220-page account published by Stemmer House in both hard and paper back.

Illustrations, pen and ink drawings, are by the well known El Paso artist, Jose Cisneros.

Holden, professor emeritus of history at Texas Tech University, is the author of a dozen other books dealing with Mexico and southwestern United States. The Texas Institute of Letters designated his "Espuela Land and Cattle Co., Ltd." as the 1970 "Best Book on Southwestern History."

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CONTACT: Gail Molsbee

LUBBOCK--Development of training materials for state protection and advocacy agencies will result from a \$200,000 grant to Texas Tech University's Research and Training Center in Mental Retardation.

The Developmental Disabilities Office of the U.S. Department of Health, Education and Welfare announced the one-year grant.

Training materials will assist in developing a corps of volunteer advocates for state agencies to assist the mentally handicapped.

Protection and advocacy agencies use volunteers to assure handicapped citizens of their rights in employment, education and everyday living.

According to Dr. Gerard J. Bensberg, center director at Texas Tech, focus of the grant is on developmental disabilities, including mental retardation, cerebral palsy, epilepsy and autism.

Center staff will include Dr. Carolyn Rude, project coordinator, Linda I. Baucom, public information specialist, and Mary Ellen Michael, materials development specialist.

The center is one of 19 facilities of its kind in the nation. Three of those, including Texas Tech's, specialize in study of mental retardation and similar handicapping conditions.

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CONTACT: Heinrich H. Steiner

LUBBOCK--"Rational Self Counseling," or "How to Stay Cool," is the title of a course offered by Texas Tech University on Oct. 19-Nov. 30.

Texas Tech's Division of Continuing Education, in cooperation with the Center for the Study on Aging and the Junior League of Lubbock, has prepared the seminar to help persons better cope with problems of everyday life.

It is a non-credit course and there are no academic prerequisites. Enrollment is open to all interested persons; fee is \$25.

According to Dr. Paul A. Knipping, interim director of the center and professor in the Department of HPER (Health, Physical Education and Recreation), rational self counseling can minimize unpleasant emotions, reduce tensions, facilitate stress-management, aid in avoiding a heart attack and increase the individual's state of happiness.

The method can help persons to become more productive, enjoy life to a greater degree and "it can measurably help those experiencing difficulties in marriage, divorce, drinking, smoking and in interrelationships with others," Knipping said.

As course instructor, he will provide an understanding of

rational self counseling/add one

the origin, maintenance and extinction of emotions, attitudes and beliefs. Knipping will encourage participants to channel undesirable behavior into a supportive and useful direction.

Classes will meet Thursdays, 7-9 p.m., at the Junior League of Lubbock, 1901 50th, except Nov. 23.

For more information contact Division of Continuing Education, 104 Administration Building, Texas Tech University, Lubbock, Texas 79409, telephone (806) 742-3797.

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CONTACT: Becky Patterson

LUBBOCK--Information about foreign customs, accommodations, transportation and travel discounts can be obtained at the second annual Travel Fair, Nov. 1 and 2, in the Courtyard of the University Center at Texas Tech University. The fair is sponsored by the UC Programs Committee.

The fair will feature booths staffed by representatives from travel agencies, airplanes and auto rental services. Although this year's participants are still being assembled, some of the companies represented last year were Braniff Airlines, Continental Airlines, Transamerica Airlines, Southwest Airlines, Lubbock travel agencies and the American Automobile Association.

Students interested in studying or traveling abroad may visit with representatives from the Texas Tech Travel Service, the Experiment in International Living, and the Council on International Educational Exchange.

Participants will be treated to noontime entertainment with an international flavor.

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--A compartmented rainwater reservoir system reducing evaporation and seepage losses may provide a solution for West Texas' cotton producers who face water shortages.

Dr. C. Brent Cluff, Water Resources Research Center, University of Arizona, told delegates at an international conference at Texas Tech University last week that this system can be easily adapted to the flat terrain of West Texas.

"The playa lakes around Lubbock will increase the cost-efficiency of the system because it is more easily installed here than in some other areas," Cluff said in his presentation at the International Arid Lands Conference on Plant Resources

He proposed use of salt-treated catchment slopes to increase available rainwater by one-half. The salt treatment will last for about ten years and prevent the growth of weeds in the catchment area.

Cluff has developed a computerized system capable of predicting the exact size of the compartments and furrows needed in the reservoir system, depending upon amount of rainfall, crop variety and size of the farm.

"It is an economical system of water storage and one that

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reservoir system/add one

can increase yields significantly in areas where dry land farming is practiced," Cluff explained.

Seepage control is achieved without extra effort as a minimal amount of salt from the catchment slopes flows into the reservoirs and seals them. A reduction of area-to-water-volume ratio decreases evaporation losses by reducing both temperature and exposure of the water to the atmosphere.

The University of Arizona professor urged West Texas farmers to contact him to find out more details of the system. Write Dr. C. Brent Cluff, Water Resources Research Center, University of Arizona, Tuscon, Ariz. 85721.

The international conference was sponsored by Texas Tech's International Center for Arid and Semi-Arid Land Studies and Department of Biological Sciences, with financial support from several federal agencies and professional scientific associations.

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CONTACT: Becky Patterson

LUBBOCK--Organist David Craighead, professor at Eastman School of Music, will present a visiting artist recital Oct. 20 at 8:15 p.m. in the Recital Hall of the Music Building at Texas Tech University. He will be performing on the 4,484-pipe Holtkamp organ.

Craighead first studied music with his mother. At the age of 18 he continued his studies at the Curtis Institute of Music in Philadelphia, where he received the bachelor of music degree in 1946. During the last of his four years at the institute he made his first transcontinental recital tour.

From 1948-1955 the organist taught in the Music Department of Occidental College in Los Angeles. Since 1955 he has been on the faculty of the Eastman School of Music, and now serves as organist of St. Paul's Episcopal Church in Rochester, N.Y. He has performed for five national conventions of the American Guild of Organists.

A review in "The Christian Science Monitor" described his playing as "so satisfying that it challenges one to spell out what characterizes the playing of an outstanding organist."

The artist will perform a program of classical organ music, including selections by Antonio Vivaldi and J.S. Bach. Admission is \$4 for the general public. Proceeds from the recital benefit

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craighead recital/add one

the Lubbock chapter of the American Guild of Organists and
support the Texas Tech Scholarship Fund for student organists.

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CONTACT: Gail Molsbee

LUBBOCK--Autumn leaves, brisk winds and icy frost are inevitable signs of fall. For Texas Tech University fall also heralds Homecoming Weekend.

The theme, "Reflections of Yesterday, Visions of Tomorrow," will prevail at Texas Tech beginning Nov. 2 and ending Nov. 4.

To kindle spirit in the student body Saddle Tramps will sponsor a bonfire and pep rally on Nov. 2 at Memorial Circle on campus. The cheerleaders and Texas Tech band will lead the students.

On Nov. 3 the Student Foundation will continue spirit bolstering with an all-university mixer highlighted by modeling of ski wear from Lubbock firms by Texas Tech students. The mixer will be from 3-6 p.m. at Cold Water Country. Also, to be held will be a drawing for a prize of a gala weekend in Red River, N.M.

Alumni will join in the activities with a dance at the Hilton Inn on the night of Nov. 3. There also will be receptions for graduates, with special recognition of the classes of 1953 and 1958.

Preceding the 2 p.m. kick-off of the Texas Tech-Baylor football game on Nov. 4, a 10 a.m. homecoming parade will travel

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homecoming/add one

from Ave. H west on Broadway to the campus.

Dignitaries, area bands, floats, cheerleaders and candidates for homecoming queen will join in the procession.

Pre-game activities at 1:30 p.m. will feature float presentations and Greek yard decoration winners. Homecoming queen candidates also will be introduced. Announcement of the winning beauty will come during half-time.

Nomination applications for homecoming queen from student organizations are due by Oct. 27, 5 p.m., in the Saddle Tramps office.

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LUBBOCK--Two 35mm camera courses open to all amateur photographer citizens of the South Plains have been scheduled at Texas Tech University in time for completion for Christmas shooting.

"Intermediate Photography" will begin Nov. 8 and meet one night each week for six weeks. The course is designed for students who have had some experience in operation of a 35mm camera but feel need for more skills in composing and shooting better pictures, according to course instructor John McKinney of Texas Tech's Mass Communications Department faculty.

"Beginning Photography" will start Nov. 6 and meet one night weekly for six weeks. The course opens with a camera drill, designed for participants who have had limited or no experience in operating a camera. Basic skills in how to operate the 35mm camera will be taught before major interest is placed on how to take good pictures.

Common errors to avoid in composing, lighting, focusing and timing will be treated on levels appropriate for each of the two courses.

"These are practical shooting courses," said McKinney. "It is assumed students will use their own cameras and have their

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camera courses/add one

films processed commercially."

Among subjects to be studied are people, landscapes, sports, travelogues, wildlife, flowers, farms and ranches, aerals and sunsets.

Tuition for both beginning and intermediate photography is \$30 per person. A certificate will be awarded to each student qualifying at the end of the courses. Information and enrollment forms are available in Room 102, Mass Communications Department, fourth building on the right upon entering the campus from Broadway. To obtain additional information and enrollment forms by mail, telephone 742-3385.

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CONTACT: Gail Molsbee

LUBBOCK--Dr. H. Paul Chalfant, professor and chairperson of the Department of Sociology at Texas Tech University, will assume the presidency of the Mid-South Sociological Association at the annual meeting, Nov. 1-5.

He has been president-elect of the association this past year and program chairperson for the meeting this year. The meeting will be held in Jackson, Miss.

The association's more than 500 members, are from Texas, Oklahoma, Alabama, Mississippi, Louisiana, Georgia, Arkansas, Kentucky and Tennessee.

Dr. C. Eddie Palmer, assistant professor of sociology at Texas Tech, is chairperson of the nominations committee for the association.

Others in the Sociology Department participating in the meeting will be Dr. Charles R. Chandler, associate professor; Dr. Brent S. Roper, associate professor; Catherine Allen, assistant professor; Dr. Evans W. Curry, assistant professor; Dr. George D. Lowe, associate professor; and Dr. Marietta Morrissey, assistant professor. Dr. Patricia Ross, member of the faculty on leave, also will participate.

Graduate students having presentations are Linda McGowan, Susan Dubberly, J. Foster Creagan, Kary Reid and David England.

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LUBBOCK--Sculptor Les Lawrence, a 1964 graduate of Texas Tech University and ceramics instructor at Grossmang College, El Cajon, Calif., returned to Texas Tech Oct. 9-10 to conduct a workshop in ceramics. The artist demonstrated techniques of photo-silkscreening on wet clay to approximately 200 workshop participants.

Lawrence received his teaching certificate from Texas Tech in 1964. He also holds the B.A. degree in painting and commercial art from Southwestern State College in Oklahoma and the master of fine arts degree in ceramics from Arizona State University.

Since he left Texas Tech, Lawrence's work has appeared in more than 100 exhibitions nationwide, including a traveling exhibit sponsored by the Smithsonian Institution from 1968-70, and "The Great American Foot," now touring the United States under the auspices of the Museum of Contemporary Crafts in New York.

"Basically, as an artist I'm concerned with my own personal ideas," he said. "I work from insight, not intellect. Whatever I feel comes out in visual form."

The workshop was the first in a series of four that will be sponsored this year by the newly-formed Texas Tech Clay Club. The next workshop will be held in November.