

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-2-5-68	Home Economics meetings in Ill. & Michigan	✓				
2-2-5-68	"Briefs"					
X 2-2-5-68	"Streets Named Desire" ^{appointment}	✓				
3-2-5-68	Herb Langfitt as ^{assist. Dir. of} Building ^{PH} operations	✓				Las Cruces, NM SU
X 4-2-5-68	Park & Recreation ^{drov} Cong	✓				
5-2-6-68	Language Conference ^{se}	✓				Converse PIO, UT PIO & Austin Naps.
6-2-6-68	Chemistry Seminar ^{se}	✓				Nazarene College PIO
7-2-6-68	Peace Corps Recruiters ^{se}	✓				
8-2-7-68	Mr. N. Hackerman - guest speaker ^{se}	✓				{ Austin, ENM & PIO, Portales, Houston, Midland, Odessa, San Angelo, Dallas, Ft. Worth, Hobbs.
9-2-7-68	"Briefs"	✓				
10-2-7-68	Park & Recreation Institute ^{drov}	✓				
11-2-7-68	David Speth ^{se}	✓				
X 12-2-7-68	Faculty Recital ^{se}	✓				
13-2-7-68	"Stop The Word - I Want to Get Off" ^{se}	✓				

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
14-2-8-68	Grant to Accounting Dept. dno	✓				Houston
15-2-8-68	Grant to Accounting Dept. Schulz re	✓				
16-2-8-68	Textile Report dno	✓				San Angelo, Chamber of Commerce
17-2-8-68	Dr. J. J. W. Ellingham dno	✓		✓		Dallas, Fort Worth, Stock + Crop, Cattlemen
18-2-8-68	Dr. Herb Grubb (Washington) dno	✓				South Plains Agriculture
19-2-8-68	Cutline on Ad week	✓				
20-2-9-68	Army Commendation medal Gen. Schriener	✓				Niagara Falls, Niagara Falls N.
"	Cutline on above dno	✓				
21-2-9-68	Ag. Chemical Conf dno	✓				South Plains Agriculture, Cattlemen, Crop + Stock, AP, San Angelo, Dallas + Fort Worth
22-2-9-68	Board Meeting rh	✓				
23-2-9-68	Urbanovsky dno	✓				Austin, Dallas, Fort Worth, Houston, Amarillo and other places
24-2-10-68	Planetarium Grant re	✓				Houston, Galveston, AP, UP)
25-2-10-68	Bd. Mtg rh	✓				

This release distributed 2-2-68
to Lubbock news media, Fort Worth
and Dallas.

KINGSTON, Okla., Feb. 2 -- The 13th annual Southwest Park and Recreation Training Institute conducted by the Texas Tech Park Administration and Horticulture Department opens here Sunday (Feb. 4) at Lake Texoma Lodge.

Parks and recreation personnel from throughout the nation will attend, according to institute director Elo J. Urbanovsky, head of Tech's Park Administration Department.

"Regional Planning" will be the theme of the institute which will get underway with meeting of officers and board members at 4 p.m. Sunday. Three days of discussions on common problems and new ideas will complete the agenda.

Keynote speaker at the opening general session Monday in Convention Hall will be Mayor William F. Laman of North Little Rock, Ark. His topic will be "Political Aspects of Regional Planning."

Dr. Ted Story, professor of Park Administration at the University of Illinois, will give "A Review of the Philosophy of Regional Planning."

Dr. Sal J. Prezioso, executive director of the National Recreation and Park Association, Washington, will discuss "New Concepts in Planning for Parks and Recreation."

"How to Improve Communications" will be discussed by Dr. Lee H. Roloff of the Department of Speech Arts at Southern Methodist University.

Workshops will feature six panel discussions. Sam Huddleston of Sam L. Huddleston and Associates, Denver, will head a panel on "Regional Planning."

"Historical Interpretation" will be the subject of a panel led by Jerry Rogers, historian for the National Park Service, Washington.

Johnny L. Buck, director of design and construction for Texas Parks and Wildlife Department, will chair a panel on "State Parks." "Turfgrass" will be the subject of a panel headed by Oklahoma City's planning, maintenance and forestry superintendent James G. Cansler.

(MORE)

PARKS INSTITUTE -- add one

Dave Loughridge, director of parks and recreation at Richardson will lead a panel on "Personnel Management."

Workshops on topics ranging from horticulture to legal aspects of park administration will highlight Tuesday's program.

Dr. Les Reid, head of the department of recreation and parks at Texas A&M, will chair a panel on "Environmental Development." Oklahoma State University horticulturist Steve Ownby will lead a panel on "Horticulture."

"Concessionaire's Specification and Contract Documents" will be discussed by a panel headed by Grover Keeton, superintendent of special activities for the Dallas Park Department.

Lubbock attorney Dane Everton will chair a panel on "Legal Aspects and Responsibilities."

"Bureau of Outdoor Recreation" will be the topic of a discussion led by Warren Kelvie, assistant regional director of the Bureau of Outdoor Recreation, Denver.

Robert M. Black, park planner for the U.S. Corps of Engineers, will lead a discussion on "Marinas." "Wildlife Management" will be the subject of a panel chaired by Hal Kirby, director of the Dallas Museum of Natural History.

H. K. Berry, metropolitan development representative for the Department of Housing and Urban Development, will direct talks on "Housing and Urban Development."

"Forest Recreation" will be discussed by a group moderated by Dr. Eugene Hastings of the School of Forestry, Stephen F. Austin State College.

William E. McLaughlin, assistant director of Parks and Recreation, Houston, will chair a panel discussion on "Vest Pocket Parks."

Addresses beginning Wednesday morning include "Recreation Potential of the Texas Water Development Plan" by Joe Moore, executive director, Texas Water Development Board, and "The Obsolescence of the Systems Approach to Parks and Recreation" by Louis Twardzik of Michigan State University's Department of Resource Development.

Texas Tech graduate students in the Department of Park Administration, will present "A Tourway Proposal for the West Texas Area."

(MORE)

PARKS INSTITUTE -- add two

"Sell Yourself to Sell Your Program" will be the topic of an address by Thomas B. Bordon, director of the Colorado State Forest Service.

Hibbert Hill of Excelsior, Minn., will open the afternoon session with "Emanicipation from Labor -- A Case History."

Soil Conservation Service Recreation specialist Ralph C. Wilson will explain the role of the Soil Conservation Service in regional planning for public and private recreation facilities.

Dr. P.W. Ogilvie, director of the Oklahoma City Zoo, will speak on zoo management. His topic will be ".....And Iron Bars a Cage."

A Wednesday night banquet ends the Institute's program. Toastmaster will be William A. Scott, supervisor of park maintenance, Houston. Director Curt Schwartz of the Oklahoma Arts and Humanities Council, will be the featured speaker.

The Institute is sponsored by the American Park and Recreation Society, Southwest Park and Recreation Training Institute and the Oklahoma Industrial Development and Park Department.

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24-2-2-68

By Emil Carmichael

This release distributed 2-5-68
to Lubbock news media, Las Cruces
and NMSU news bureau.

LUBBOCK, Feb. 5 -- Appointment of Herb Langfitt as Assistant Director of Building Operations at Texas Tech was announced Monday by Tech Vice President for Business Affairs M.L. Pennington.

Langfitt, 28, joined the staff of Building Operations Director Charles F. Libby Feb. 1.

A native of New Mexico and an alumnus of New Mexico State University, Langfitt is married and has one son. The family resides at 2008 16th St.

Prior to coming to Tech, he was Supervisor of the Custodial Department of NMSU's Physical Science Laboratory for two and one-half years.

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3-2-5-68

By Ron Hamm

This release distributed 2-5-68
to Lubbock news media.

LUBBOCK, Feb. 5 -- Because of the great demand for tickets, Texas Tech University Theater production of Tennessee Williams' "A Streetcar Named Desire" will be held over for an 8:15 p.m. performance Tuesday (Feb. 6).

Director Ronald Schulz said reservations may be obtained by calling the University Theater boxoffice, 742-2153. Admission is \$2 for the general public, \$1 for non-Tech students and 50 cents for Tech students with ID cards.

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2-2-5-68

By Emil Carmichael

This release distributed 2-5-68
to Lubbock news media.

LUBBOCK, Feb. 5 -- Five members of Texas Tech's School of Home Economics faculty will participate in professional meetings this month in Illinois and Michigan.

Dr. Margaret Sitton and Dr. Camille G. Bell will join approximately 200 educators and behavioral scientists in Chicago Thursday (Feb. 8) for the annual national conference of the American Educational Research Association. Both are members of the Home Economics Education staff.

Home Economics Education Department Chairman Dr. L. Ann Buntin will attend sessions of the American Association of Colleges for Teacher Education Feb. 14-17, also in Chicago.

Miss Virginia Thompkins, coordinator of Tech's student teaching program in home economics, will participate in the conference of the Association for Student Teaching which meets in conjunction with AACTA.

Mrs. Betty Wagner, instructor in Home and Family Life, will represent Tech at the Miller-Palmer Institute's seventh annual conference on Research and Teaching of Infant Development, Feb. 15-17, in Detroit.

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By Emil Carmichael

1-2-5-68

KINGSTON, Okla., Feb. 5 -- Two of the nation's top park and recreation spokesmen called Monday for elimination of artificial political and geographic boundaries to help meet leisure time needs of the people.

The 13th annual Southwest Park and Recreation Training Institute is being conducted at nearby Lake Texoma by Texas Tech's Department of Park Administration.

Keynoting the institute, North Little Rock, Ark. mayor William F. Laman stressed inter-governmental cooperation.

He described how five Little Rock metropolitan area municipalities created the Metropolitan Area Planning Commission to cope with common problems, including planning and development park and recreation facilities.

Access to the federal government, Laman said, through regional planning resulted in financing which otherwise "would have had to be provided through local funds because the people demanded the facilities."

Dr. Sal J. Prezioso, executive vice president of the National Recreation and Park Association, said "just as we must cross political boundaries, so must we cross ethnic, racial and social boundaries. We must provide outlets for people of all types.

"Our job is to preserve the beauty and resources, and provide park and recreation facilities for more people under more pressure."

University of Illinois Prof. Ted Storey told the 350 conferees that both political and geographic limitations must be erased when regional recreational planning is involved.

"There is also a need," he said, "for more information about the user-resource relationship. As long as we know more about turf and water than we do about people, we are at a disadvantage in park and recreation planning."

4-2-5-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 6 -- Two veteran Texas educators will be honored and new programs in language instruction reviewed at the spring conference of the Texas Foreign Language Association Saturday (Feb. 10) at Texas Tech.

Singled out for commendation at the group's "Appreciation Luncheon" in Tech Union will be Dr. Theodore Andersson, chairman of the Department of Romance Languages at the University of Texas, and Tech Languages Prof. Dr. T. Earle Hamilton, a member of the Tech faculty since 1940.

Approximately 300 Texas school and college teachers are expected to participate in lectures and group discussions hosted by Tech language departments, Lubbock Public Schools and Lubbock Christian College.

Keynote speaker at the 9 a.m. session in Tech Union will be Dr. Sanford H. Newell, Chairman of the Department of Modern Languages at Converse College, Spartanburg, S.C. Theme of the conference will be "Foreign Language -- Motivation and Innovation."

Dr. Newell is a director of the Southern Conference on Language Teaching and the Test Advisory Committee of the Modern Language Association of America. He is noted for his institutes for secondary school teachers of French, including several held in France.

Tech President Grover E. Murray will welcome the visitors. TFLA president Genelle Kelly will preside at the general session. Mrs. Kelly is foreign language consultant for Lubbock Public Schools.

Travis Poole Jr., director of the National Education Association's Department of Foreign Languages, Region V, will speak on the work of the national association. Poole is consultant for foreign languages in the Champaign, Ill., public schools. A native of Cotulla, Tex., he earned degrees at the University of Texas and the University of Houston before receiving his academic diploma from the University of London.

Mrs. Elizabeth B. Davis of Stephen F. Austin State College, TFLA vice president, will preside at the luncheon meeting. Mrs. Julia Mellenbruch of Austin will conduct the appreciation service.

(MORE)

Dr. Andersson is widely known for his leadership in the movement to teach languages in elementary schools, and for his organization in 1958 of a statewide conference to emphasize the role of languages in the development of Texas. He is co-author of The Teaching of Modern Languages and the author of A Handbook on Teaching Languages in the Elementary Schools.

Dr. Hamilton was instrumental in instituting the Hamilton Plan in 1953 whereby various foreign languages sections of the State Teachers Association were reorganized into the TFLA. He founded and served as the first editor of the group's newsletter and is a past association president (1958). He is president of Sigma Delta Pi, national Spanish honorary, an office he has held since 1959.

Sectional meetings will be in Tech's new Foreign Languages-Mathematics Building.

Sectional chairmen are Mrs. Margaret James of Lubbock; Mrs. Dolores Earles, Laredo; Mrs. Lucia Sybert, and Mrs. Margaret Dickson, both of El Paso; Dr. Jane Neustein of Austin; Mrs. Agnes Lehmann, New Braunfels; Mrs. Helene Prikot of Fort Sam Houston; Miss Mary Lee Poindexter, Fort Worth, and Dr. Peder Christiansen and Dr. Henry Maxwell, both of Tech.

Consultants are Alonso M. Perales of San Antonio; Miss Clare Gregory, George Blanco and Bob LaBouve, all of the Texas Education Agency; Dr. Ples Harper of West Texas State; and Dr. Faye Bumpass, Dr. William Patterson, Dr. W.T. Zyla and Prof. Theodor W. Alexander, all of Tech.

The conference will close with a 2 p.m. business meeting.

5-2-6-68

By Emil Carmichael

LUBBOCK, Feb. 6 -- A new technique which speeds up molecular analysis will be the subject of a chemistry seminar at 4:30 p.m. Thursday (Feb. 8) at Texas Tech.

Dr. Lowell Hall, head of the chemistry department at Eastern Nazarene College, Quincy, Mass., will conduct the seminar on "Computer Assisted Determination of Molecular Structure" in Room C-2 of the Chemistry Building.

Dr. Hall, an authority on the use of digital computers to reduce the time factor in molecular research, is engaged in a project to determine the molecular structure of croton compounds, natural products of certain tropical plants.

After receiving the PhD from Johns Hopkins University in 1961, Dr. Hall did post doctoral studies in X-ray crystallography for the National Bureau of Standards. He taught and conducted research at Florida Atlantic University prior to joining the ENC faculty last fall.

His lecture is expected to be of special interest to chemistry majors and faculty members at Tech and at other junior and senior colleges in the area, said Dr. William C. Herndon, Tech chemistry professor and a former colleague of Dr. Hall.

The two educators have collaborated on a number of articles and papers published in professional and technical journals.

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6-2-6-68

By Emil Carmichael

LUBBOCK, Feb. 6 -- A team of Peace Corps recruiters is on the Texas Tech campus this week to confer with students interested in the program.

In charge of an information booth in Tech library from 9 a.m. to 6 p.m. each day are Team Coordinator Bob Walsh of Trenton, N.J., Vernelle Johnson of Ocala, Fla., and John Wall of Columbus, Ohio. Miss Johnson served as a PC volunteer in Malaysia. Walsh and Wall served in India.

A total of 57 countries are cooperating in the Peace Corps program, Walsh said. He noted that the greatest need at present "is for persons with agricultural or trade skills."

Members of the recruiting team also are available for talks to groups or organizations or can be reached for evening conferences by calling SH7-3251.

Tech, which participates in the Peace Corps training program, has prepared groups for PC service in Bolivia, Ecuador, Peru, Costa Rica and Columbia.

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7-2-6-68

By Emil Carmichael

This release distributed 2-7-68
to Lubbock news media, Austin,
ENMU PIO, Portales, Houston,
Midland, Odessa, San Angelo,
Dallas, Fort Worth, Hobbs.

LUBBOCK, Feb. 7 -- Dr. Norman Hackerman, president of the University of Texas at Austin, will be guest speaker, at a meeting of the South Plains Section of the American Chemical Society Monday (Feb. 12) at Texas Tech.

His lecture on "Molecular Structure and Corrosion Inhibition" will be at 8 p.m. in Room C-2 of the Chemistry Building.

Dr. Hackerman, who was named president of the Austin campus in November, serves the multi-branched University of Texas system headed by Dr. Harry Ransom.

Since joining the University of Texas faculty in 1945, Dr. Hackerman has distinguished himself in research, teaching and administration. He served as chairman of the Chemistry Department, director of the Corrosion Research Laboratory, vice president and provost of the University prior to becoming vice-chancellor for academic affairs in 1963, a post he held until assuming his present position.

Dr. Hackerman's research interests have dealt principally with the chemistry and physics of surfaces, especially as these phenomena apply to metal corrosion. His studies of corrosion in natural gas and sulfur production processes have proved valuable to Texas' petroleum industry. In 1956, during a newsprint shortage, he and a student obtained a patent for a de-inking process whereby waste paper is treated with chemicals, heat and electricity to restore the qualities of original pulp.

He is co-author of a textbook, "Pre-Medical Physical Chemistry", and has written numerous articles for scientific journals.

Arrangements for Dr. Hackerman's appearance here are under direction of Tech Chemistry Prof. Dr. John A. Anderson, chairman-elect of the South Plains Chapter which has members in West Texas and Eastern New Mexico.

LUBBOCK, Feb. 7 -- Texas Tech's Symphony Orchestra, conducted by Paul Ellsworth, will perform Friday at the annual meeting of the Texas Music Educators Association in Austin.

The orchestra will play Mozart's "Solemn Vespers" at a 7:30 p.m. concert featuring the All State Chorus in Austin's Municipal Auditorium Theater.

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LUBBOCK, Feb. 7 -- Prof. W. Clark Ellzey of Texas Tech's Department of Home and Family Life will attend the annual meeting of the Division of Christian Education, National Council of Churches, in Dallas Feb. 9-17.

Ellzey is a member of the NCC Commission on Family Life.

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LUBBOCK, Feb. 7 -- Texas Tech's Music Department will present Jay Peterson, organist, in a faculty recital at 8 p.m. Friday (Feb. 9) at First Methodist Church.

Peterson will play compositions by George Muffat, Francois Couperin, J. S. Bach, Cesar Franck, Jehan Alain and Maurice Durufle. The program is open to the public.

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9-2-7-68

KINGSTON, Okla., Feb. 7 -- Bill Landahl of Kansas City, Mo., Director of Jackson County Parks, was elected 1968 President of the Southwest Parks and Recreation Training Institute Wednesday at the close of the Institute's 13th annual session at nearby Lake Texoma.

Landahl succeeded Arthur Johnson, Parks Superintendent from Muskogee, Okla. as head of the Institute conducted each year by Texas Tech and sponsored by the American Parks and Recreation Society and the Oklahoma Industrial Development and Parks Department.

Mark Gosdin of Austin, Director of Parks Services for Texas State Parks and Wildlife Department, was named vice president, and Eugene German, a 1960 Tech graduate from Slaton and now Superintendent of Forestry and Landscaping for the Kansas City, Mo. Department of Parks and Recreation, was elected secretary-treasurer.

New directors are Melvin Shanks of Arlington, Tex., Director of Parks and Recreation, and Wayland Blackstock, another Tech graduate who now serves North Little Rock, Ark., as Parks and Recreation Director.

Earlier, a Michigan State University professor said "new and innovative recreation programs have to be brought to the people. We cannot expect all the people to come to the central dispensaries we call recreation centers for their periodic doses of recreation."

Prof. Louis F. Twardzik told the Institute that "municipal recreation programs no longer reflect the changing recreation needs of today's population.

(MORE)

"There must be a movement to go beyond present responsibilities to meet current situations and needs in the community. The community should not have to wait until a crisis develops before it expects action from its parks and recreation department.

Dr. P. W. Ogilvil, director of the Oklahoma City Zoo, said modern zoo administrators must bring "some of our research to bear on animal exhibits if we are to improve the public's appreciation of the zoo and thus increase its recreation enjoyment and its passive education."

A final banquet during which various awards will be announced closed the four-day meeting Wednesday night. Principal speaker was Kurt Schwartz, director of the Oklahoma Arts and Humanities Council.

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10-2-7-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 7 -- Texas Tech instructor David Spaeth will speak on "Modern Architecture" at a meeting Thursday sponsored by Tech Union's Ideas and Issues Committee.

The 8 p.m. address in the Union's Blue Room will be open to the public, said Tom Melton, committee chairman.

Spaeth, who joined the Tech faculty in 1966, holds bachelor's and master's degrees in architecture from the Illinois Institute of Technology. He also studied under the noted architect Mies Van de Rohe and has designed several buildings, including St. John's Lutheran Church in Townsend, Wis., and an office building in Lubbock.

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11-2-7-68

By Emil Carmichael

This release distributed 2-7-68
to Lubbock news media.

LUBBOCK, Feb. 7 -- Texas Tech's Music Department will present Arthur G. Follows, violocellist, and Thomas A. Mastroianni, pianist, in a joint faculty recital at 8:15 p.m. Friday (Feb. 16) in the Museum Auditorium.

The program will include "Pieces en Concert" (Couperin), "Sonata in E minor, Op. 38 (Brahms) and "Sonata in C" (Ross Lee Finney).

The meeting is open to the public at no admission charge.

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12-2-7-68

By Emil Carmichael

LUBBOCK, Feb. 7 -- "Stop the World I Want to Get Off," the British musical which has captured audiences around the world with its hit songs and unusual staging, will be brought to Lubbock for a one-performance run at 8:15 p.m. Sunday (Feb. 11) in Municipal Auditorium.

Jackie Warner heads the Broadway cast as Littlechap, a kind of 20th Century Everyman whose life story is told in song, pantomime and dialogue against a circus tent background.

The award winning score by Leslie Bricusse and Anthony Newley features such now-familiar songs as "What Kind of Fool Am I," "Gonna Build a Mountain," and "Once in a Lifetime."

The Lubbock performance by the National Touring Company is being sponsored by Texas Tech's Artists Course Series as the third major evening in the current season.

Tickets, available at Tech Union program office and at the door on performance night, are \$2.50 for the general public, \$1.50 for non-Tech students and are free to Tech students with ID cards. Reservations may be made by calling 742-4151.

Hailed as a new-type show "that follows no previous pattern for musical entertainment, "Stop the World" ran for 17 months in London and racked up an impressive 556 performances on Broadway before going on tour in the U.S., Canada and Australia.

Said the Saturday Review: "In these days when musicals are getting colder, louder and faster, it is a pleasure to come across something like "Stop the World" which glows with theatrical imagination."

Warner, who became star-director of the tour production after understudying the role in the Broadway production, is a veteran performer whose credits include comedy roles in "Wish You Were Here," "Damn Yankees," and "Bells are Ringing."

He also appeared in the New York casts of "Irma La Douce," "Carnival," and "Wildcat" and on television where for several seasons he was a regular on the Shari Lewis Show.

LUBBOCK, Feb. 8 -- Dr. Reginald Rushing, chairman of Texas Tech's Accounting Department, announced Thursday receipt of a \$1,000 unrestricted grant from Ernst & Ernst, national accounting firm headquartered in Cleveland.

Formal presentation of the gift will be made next Thursday (Feb. 15). Rushing hopes to use part of the money to develop special accounting seminars featuring outstanding accounting authorities as principal speakers.

Robert L. Burdette, manager of the Lubbock office of Ernst & Ernst, said the grant was made "in accord with the firm's continuing policy of upgrading the accounting profession through support of business administration programs in America's top universities."

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14-2-8-68

By Dawson N. Oppenheimer

This release distributed 2-8-68
to Lubbock news media

LUBBOCK, Feb. 8 -- Texas Tech Speech Prof. Ronald Schulz will be in Kilgore Friday and Saturday for the annual meeting of the Texas Educational Theater Association at Kilgore Junior College.

Schulz, director of Tech's University Theater, is president of TETA, which formulates minimum criteria for Texas junior and senior colleges offering programs in theater.

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15-2-8-68

By Emil Carmichael

LUBBOCK, Feb. 8 -- Lubbock civic leaders heard a Texas Tech report Wednesday indicating the possibility that area textile mills eventually can anticipate significantly reduced pollution control problems.

The report, submitted to the Chamber of Commerce and Board of City Development by Tech Engineering Dean John R. Bradford, noted that "textile mills currently are faced with severe water pollution controls -- controls which will become even more stringent in the future."

However, research at Tech under the direction of Dr. Dan Wells, director of the Tech Water Resources Center, shows that "textile waste water can be treated economically to the point that it can be discharged safely into the city's sewage system."

The Chamber said the report "enhances Lubbock's position in attracting textile mills to the area.

"This important community development project," the Chamber said, "serves to further emphasize the importance of community-university relations and the value of mutual cooperation."

The Tech project, funded by the Chamber and the Board of City Development, began last June.

The first report, dealing with industrial water sources and waste water renovation, was released in September. Working with Dr. Wells on the second phase of the investigation was Herman Clay, a graduate student now living in Mesquite, and Postex Mill officials at Post.

16-2-8-68

By Dawson N. Oppenheimer

This release distributed 2-8-68
to Lubbock news media, Dallas,
Fort Worth, regional dailies,
Stock and Crop, Cattleman, South
Plains Agriculture.

LUBBOCK, Feb. 8 -- Dr. J.J. Willingham, veteran Texas Tech Dairy Industry Department chairman, has been honored by the Dallas-Fort Worth Dairy Society as the first recipient of the Charles Galyen Award.

The annual award was created by the society as a memorial to Galyen, a dairy industry leader in the Dallas-Fort Worth area prior to his death.

Willingham, chairman of the Tech department for 20 years, was cited for having "contributed a lifetime of energetic service and dedicated work to the dairy industry."

The tribute said "many of us feel a very special attachment to 'Doc' for his guidance and patient understanding during our college days and since. Dr. Willingham is a builder of men, many of whom are the backbone of our Texas dairy industry today or will be tomorrow."

Listed among Willingham's greatest contributions were his "conscientious efforts of recruiting talented young persons to prepare for a career in our industry.

"His inspiration has helped many young people find a worthwhile place in life. Approximately 175 persons have received degrees in the department under his supervision, most of whom are in some way associated with the dairy and food industry," the citation said.

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17-2-8-68

By Dawson N. Oppenheimer

This release distributed 2-8-68
to Lubbock news media, Gainesville
and San Angelo.

LUBBOCK, Tex., Feb. 8 -- Dr. Herbert W. Grubb, Texas Tech agricultural economics professor, will be in Washington Friday to confer with officials of Resources for the Future, Inc., a non-profit organization currently backing research at Tech under Grubb's direction.

He will meet with Dr. Charles Howe, director of the Water Resources Section of Resources for the Future. The private corporation is supporting a two-year, \$19,000 economic analysis of interbasin diversions which is part of Tech's investigation into problems surrounding various proposed water importation plans for West Texas.

Grubb will go from Washington to Gainesville, Fla., to conduct a seminar Monday on "Methodological Problems in Analyzing Transbasin Water Diversion."

In Gainesville, Grubb will address an interdisciplinary University of Florida seminar interested in environmental sciences.

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18-2-8-68

By Dawson N. Oppenheimer

This release distributed 2-9-68
to Lubbock news media, Niagara
Falls, Niagara U. PIO.

LUBBOCK, Feb. 9 -- An Army Commendation Medal with Oak Leaf Cluster, an Air Medal and the Bronze Star Medal with two Oak Leaf Clusters, were awarded this week to Texas Tech Asst. Military Science Prof. Kenneth W. Schreiber for battlefield action and aerial support in Vietnam.

The medals were presented by Dr. S.M. Kennedy, Tech vice president for academic affairs, during an Army ROTC orientation program.

The citation accompanying the Army Commendation Medal said Schreiber "distinguished himself last December by exceptionally meritorious service in support of allied counterinsurgency operations. He astutely surmounted extremely adverse conditions to obtain consistently superior results."

The Air Medal recognized his "meritorious achievement while participating in sustained aerial flight in support of combat ground forces of the Republic of Vietnam during September, 1967."

The Bronze Star was awarded for October, 1967, action "for heroism in connection with military operations against a hostile force."

The citation traced his leadership in "the extraction of an infantry battalion which had suffered heavy casualties in a battle with numerically superior hostile force. His courage and outstanding leadership contributed significantly ..."

Capt. Schreiber is a graduate of Niagara University.

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20-2-9-68

By Dawson N. Oppenheimer

This release distributed 2-9-68
to Lubbock news media, South
Plains Agriculture, Cattleman,
Crop and Stock, AP, San Angelo,
Dallas and Fort Worth.

LUBBOCK, Feb. 9 -- Dr. Gerald W. Thomas, Texas Tech interim executive vice president, called on the agricultural industry Friday to "halt the brain drain out of the industry" by improving the image of careers in agriculture, upgrading salaries and recruiting talent in the high schools.

Dr. Thomas moved into the vice presidential post February 1 from the position of Dean of Agriculture.

"Today's agricultural industry is facing a near crisis in trained manpower. For several years," he said, "we have not been attracting the best brains into this endeavor.

"Our failure to interest and recruit good talent," Dr. Thomas warned, "not only will affect American agriculture but will have an even more serious impact on the ability of the world to meet impending food crisis."

Thomas told the Agricultural Chemical Conference meeting at Tech that "we need to work together, work harder and work more effectively to improve the image of America's number one industry.

"We must start at the high school or grade school level in our recruitment campaigns to convince qualified young people that the dynamic agricultural industry can provide a challenging future for them.

"Industry," he said, "must accept more responsibility for recruiting, for advertising the benefits of employment in agriculture, for providing summer work and part-time employment of young students, for increasing salaries and for providing more fringe benefits to potential employees."

(MORE)

AGRICULTURAL CHEMICAL CONFERENCE -- add one

He noted that starting salaries for agricultural positions, ranging from \$556 per month for a man with a bachelor's degree to \$871 for a PhD, lagged well behind salaries for beginning engineers, chemists, mathematicians, accountants and physicists.

Dr. Thomas said "I do not believe that the requirements for agriculture are properly emphasized by the general high school counselors.

"I realize these counselors cannot be trained in every field of specialization, but a better image of agriculture would help them in their work with students."

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21-2-9-68

By Dawson N. Oppenheimer

This release distributed 2-9-68
to Lubbock news media

LUBBOCK, Feb. 9 -- The Texas Tech Board of Directors will hold its regularly scheduled meeting at 9:30 a.m. Saturday in the Anniversary Room of the Tech Union.

The agenda includes a report from Tech President Grover E. Murray, Vice President for Development Bill J. Parsley and committee reports on academic affairs, building and finance.

The board will hear a special report on the International Center for Arid and Semi-Arid Land Studies from Director Thadis W. Box.

-30-

22-2-9-68

By Ron Hamm

This release distributed 2-9-68
to Lubbock news media, Dallas,
Fort Worth, Houston and Amarillo.

KINGSTON, Okla., Feb. 9 -- The 13th annual Southwest Park and Recreation Training Institute concluded its most successful program ever this week at nearby Lake Texoma, and the hundreds of park directors from throughout the nation already are making plans for next year's conference.

Founder and guiding spirit of the Institute, conducted by the Texas Tech Department of Park Administration, is Elo J. Urbanovsky, a distinguished Horn Professor at the Lubbock university.

Park directors, attending the Institute, many of them Urbanovsky's former students, look to him for park management innovation and for the talent that continues to pour out of his department each commencement day.

Frank Vaydik, who directs the activities of more than 700 members of the Department of Parks and Recreation in Kansas City, Mo., said, "Frankly, we have more management personnel from Texas Tech than any other college or university in the country."

Vaydik, a former guest lecturer at Tech and past president of the American Institute of Park Executives, recruits management personnel through Urbanovsky because, "I think he has the finest park administration course in the country. It is better grounded with fundamentals and basics in park management than any other institution with which I am familiar.

"And most important," the Kansas City park chief said, "Tech has Urbanovsky. He is a tough, demanding teacher whose demands for excellence follow each student from the campus to wherever his career takes him.

(MORE)

"This intense personal interest goes far beyond administration and includes his insistence on courtesy, personal appearance, moral conduct and all the elements that go into the makeup of a perfect man," Vaydik said.

"He helps them with job placements that best suit their talents and when they make good, he is prouder than a parent could be.

"But," Vaydik said, "we don't hire a boy because he is well groomed or has good manners; we hire them from Tech because Urbanovsky's recommendations and observations have never been wrong."

Urbanovsky, according to Vaydik, "has raised the educational standards for our entire profession. There is no school in the country that has not benefited from the Urbanovsky educational spin off, and oddly enough, as competitive as educational institutions are becoming, I believe most of them would admit this.

"Without Texas Tech's parks department and Urbanovsky, the Southwest would have been years behind in getting top professional park and recreation management personnel and programs."

Vaydik's department includes Eugene German, a 1960 Tech graduate from Slaton, now superintendent of forestry and landscaping in Kansas City. There is Larry Flatt, of Wichita Falls and a Tech graduate of 1964, who started out as a greenskeeper and now serves the Kansas City department as superintendent of golf courses, one of which he designed himself.

Lonnie Ueckert of Abilene, also a 1964 Tech-Ex, is superintendent of one of the city's four districts after starting out as a management trainee.

Neighboring Johnson City County, Kan., took one of Vaydik's top people recently -- Gordon Johnson, a 1964 alumnus from Lubbock who left the Kansas City system to become Director of Parks for Shawnee Mission Park.

LUBBOCK, Feb. 9 -- An Army Commendation Medal with Oak Leaf Cluster, an Air Medal and the Bronze Star Medal with two Oak Leaf Clusters, were awarded this week to Texas Tech Asst. Military Science Prof. Kenneth W. Schreiber for battlefield action and aerial support in Vietnam.

The medals were presented by Dr. S.M. Kennedy, Tech vice president for academic affairs, during an Army ROTC orientation program.

The citation accompanying the Army Commendation Medal said Schreiber "distinguished himself last December by exceptionally meritorious service in support of allied counterinsurgency operations. He astutely surmounted extremely adverse conditions to obtain consistently superior results."

The Air Medal recognized his "meritorious achievement while participating in sustained aerial flight in support of combat ground forces of the Republic of Vietnam during September, 1967."

The Bronze Star was awarded for October, 1967, action "for heroism in connection with military operations against a hostile force."

The citation traced his leadership in "the extraction of an infantry battalion which had suffered heavy casualties in a battle with numerically superior hostile force. His courage and outstanding leadership contributed significantly ..."

Capt. Schreiber is a graduate of Niagara University.

20-2-9-68

By Dawson N. Oppenheimer

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-2-12-68	Dr. James Kitchen { People to - People Enc. } rh	✓				Abilene, Alice, Amarillo, Arlington, Austin, Baytown, Beaumont, Big Spring, Borger, Brownsville, Bryan, Corktown, Dallas, Hill Rio, Denison, Denton, Edinburg, El Paso, Farmers Branch, Fort Worth, Galveston, Garland, Grand Prairie, Greenville, Harlingen, Houston, Laredo, Longview, Lubbock, Marshall, Midland, Nacogdoches, Odessa, Orange, Pampa, Pasadena, Piquette, Richardson, San Angelo, San Antonio, Sherman, Temple, Texarkana, Texas City, Tyler, Uni. Park, Victoria, Waco, Wichita Wills, Corpus Christi
2-2-12-68	Lecture series to honor F. Alton Wade	✓				
3-2-12-68	Tex. Tech's Herp Ensemble	✓				
4-2-12-68	Speaker at World Affairs Conf.	✓				
5-2-12-68	Grant to Special and Education + Speech	✓				

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
6-2-12-68	Justin Smith (speaker ^{1st} Pre-law society)	✓				
7-2-12-68	Cutline on Campus Security Conference	✓				
8-2-13-68	George Shirley ll	✓				
9-2-13-68	Army ROTC dno					
	Cutline on Army ROTC	✓				
10-2-13-68	Jack Lee Ceremony - Cutline	✓				
11-2-14-68	Dept. of Music recital ll	✓				
12-2-14-68	Book written by P.M. Larson dno	✓				{ Fullerton, Cal., Gainesville, Calif. State College, U. of Fla., Penn. State, P.O., Brown Company P.O.
13-2-14-68	The Jena Jackson rh	✓				{ Midland
14-2-14-68	Klas Museum Conf. ll	✓				
15-2-15-68	David Hardy Lecture ll	✓				
16-2-15-68	Meeting of Rany Mtn. Society dno	✓				{ Fort Worth, Dallas, San Angelo, Ft. Lottman, Stock & Crop, Great Plains Agriculture, S.W., Dallas, A.P. U.P.I.
17-2-15-68	Army ROTC Commissioning					{ Amarillo
17-2-15-68	Cutline on above					
18-2-15-68	Shoshone Day ll	✓				

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
19-2-15-68	Charles Roe Appearance <i>dm</i>					
20-2-15-68	Texas Tech Foundation Meeting <i>dh</i>					
21-2-16-68	Mr. Robert Rouse (Have Talk) <i>dm</i>					
22-2-16-68	Student Assoc. elections <i>dm</i>					Dallas, Austin, Beaumont
"	Cutline on above <i>dm</i>					
23-2-16-68	Cutline on Plant U.S. <i>dm</i>					
24-2-16-68	Cutline on Shreshine Program <i>dm</i>					
24-2-16-68	Shreshine Program <i>dm</i>					AP, KPI, Stock + Crop, Dallas Houston, San Angelo, Fort Worth.
25-2-16-68	Ad. Week <i>dm</i>					

This release distributed 2-12-68
to Lubbock news media.

LUBBOCK, Feb. 12 -- Texas Tech's Department of Geosciences has established a pre-college lecture series in honor of veteran polar explorer F. Alton Wade.

Dr. Wade, recently returned from his sixth Antarctic expedition, will be a featured speaker at the 1968 series set for March 8, 15 and 22 in Tech's Biology Auditorium.

"Purpose of the Wade Lectures will be to provide non-technical discussions of broad topics in the field of the geological sciences," said Dr. Richard B. Mattox, Geosciences Department chairman.

"The current trend toward geological course work in junior and senior high schools gives Tech an opportunity to be of greater service to school systems," Dr. Mattox said.

Subjects slated for discussion in the initial series include the development and current status of the geological sciences, general aspects of economic geology and geological exploration in Antarctica. Dr. Wade will speak on Antarctica.

Participants in this year's series, produced in cooperation with Lubbock Public Schools, will include students and teachers in the city's senior and junior high schools.

"If the series proves to be of value to the school system, we shall expand the effort and provide a similar service for the teachers and students of other school systems in the area," Dr. Mattox said.

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2-2-12-68

Bv Emil Carmichael

This release distributed 2-12-68
to Lubbock news media.

LUBBOCK, Feb. 12 -- Texas Tech's Harp Ensemble will be featured in the 7 p.m. Musical Showcase time slot Tuesday (Feb. 13) over Tech's Station KTXT-TV, Channel 5.

Mrs. Gail Barber, conductor, will preface the concert with an historical resume, using concert and troubadour harps to demonstrate techniques. She will present two solo numbers, an 18th Century aria by Kirchhoff and a contemporary composition by Marcell Grandjany.

The ensemble will play Mrs. Barber's arrangement of a 16th Century pavanne, a Ravel pavanne, and several Hungarian folk pieces, including a Purcell aria, a Bartok folk song and Pierre Beauchant's "Triptic Dance."

Members of the ensemble are Miss Billie Wolfe, Mrs. John Anderson, Mrs. Myrle Watts, Barbara Jeffress and Julie Richards.

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3-2-12-68

By Emil Carmichael

LUBBOCK, Feb. 12 -- Former Russian Air Force officer Leon Volkov, Newsweek Magazine's expert on Soviet affairs, will be a principal speaker at Texas Tech's World Affairs Conference March 7-9.

Volkov will speak on "The Conflict of Generations in the USSR" at the 9 a.m. general session March 8. He also will conduct a conference seminar for students participating in the three-day event sponsored by Tech's Student Union.

Russian born and reared, Volkov is in the unique position of having seen both Soviet and American systems at work.

He had risen to the rank of lieutenant colonel and was assigned to a Soviet military mission in Germany when, in August of 1945, he parachuted to safety in the French zone from a plane that crashed and left few survivors. He immediately requested asylum with the Americans, and the French authorities told the Russians all of the plane's occupants had been killed.

Volkov's escape served as a basis for William L. White's popular book, "Land of Milk and Honey."

Until Russia's political atmosphere changed following Stalin's death in 1953, Volkov lived in the United States under an assumed name. He served as a consultant on Soviet affairs to several agencies of the U.S. government, including the State Department and the Department of Defense, receiving the Freedom House Award in 1951. He also served as an advisor to Newsweek for several years before joining its staff as Soviet Affairs Editor in 1953.

Volkov became a United States citizen when Congress passed a special bill in 1954 legalizing his entry.

As a Newsweek journalist, he has reported many exclusive stories. He is credited with detecting the initial stages of the Sino-Soviet rift in 1958 and with predicting that Premier Khrushchev would seek a partial test-ban agreement.

In addition to regular meetings with diplomats and officials dealing with Soviet affairs, Volkov covers U.S.-USSR cultural exchange events, interviews performing artists, writers and scientists traveling under the program and accompanies Soviet dignitaries on tours of the United States.

(MORE)

VOLKOV --- add one

He also is a playwright. Before the war, two of his plays were produced on Moscow's professional stage and, since coming to this country, he has had three plays produced off Broadway with subsequent productions at Harvard, in England and in Denmark.

In 1948, under a pseudonym, Volkov wrote a series of articles for The Saturday Evening Post entitled "Stalin Thinks I'm Dead." A more recent article, for the same magazine, was "The Intellectual Ferment Behind the Iron Curtain." Other articles have appeared in The Reader's Digest, Look, True, Pageant, Commentary and the British literary magazine, Encounter.

Volkov holds a graduate engineering degree from Moscow's Technical Institute and a diploma in history and literature from Moscow University. After coming to this country, he married the former Galina Tzvetcova, a professional Broadway actress until her marriage. The couple and their three children live in Bethesda, Md.

Fort Worth senior Ronnie Brown is conference director and heads the 12-member student committee in charge of arrangements. Tech history Prof. Idris Traylor is faculty sponsor. The World Affairs Conference is the successor to Tech's Model United Nations held in previous years.

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4-2-12-68

By Emil Carmichael

LUBBOCK, Feb. 12 -- The U.S. Department of Health, Education and Welfare's Office of Education has approved \$54,800 in graduate and undergraduate grants for Texas Tech's Departments of Special Education and Speech.

Dr. Bruce D. Mattson said \$33,600 granted the Special Education Department of the School of Education was more than twice similar funds allocated Tech for the current academic year. The money will be used to finance three fellowships for graduate training of teachers of the mentally retarded, six senior traineeships and three junior traineeships.

The \$21,200 grant to the Speech Department for training of teachers of youngsters whose speech or hearing is impaired will finance four graduate fellowships, compared to the three fellowships approved for the current year, according to Dr. William K. Ickes of Tech's Speech and Hearing Clinic.

Dr. Mattson, noting that "we are critically short of qualified teachers for the mentally retarded and other disabled or handicapped children," said Texas now has about 4,000 trained teachers for the handicapped or less than a fifth of the needed 22,000. He said he would "welcome applicants from qualified graduate and undergraduate students. We hope to be able to announce the recipients of these fellowships and traineeships by the middle of March."

Fellowship recipients will receive \$2,000 stipends, plus \$600 for each dependent and tuition and fees. Senior traineeships will be financed with \$800 stipends plus tuition and fees. Junior traineeships will provide \$300 stipends.

Applicants for the Special Education program are asked to contact Dr. Mattson, Box 4038, Lubbock, or to apply at Room 201 in the Tech Administration Building.

The speech and hearing fellowships may be applied for by contacting Dr. Ickes at Tech's Speech Department or the Speech and Hearing Clinic.

This release distributed 2-12-68
to Lubbock news media.

LUBBOCK, Feb. 12 -- Texas Tech Law Prof. Justin Smith will speak Wednesday (Feb. 14) to the Tech Pre-Law Society.

Smith will discuss "Judicial Administration" in Room 110 of the Social Science Building, beginning at 7:30 p.m. The society is made up of Tech's undergraduates who plan to attend law school.

-30-

6-2-12-68

By Dawson N. Oppenheimer

This release distributed 2-13-68
to Lubbock news media.

LUBBOCK, Feb. 13 -- Noted tenor George Shirley, in his appearance here Tuesday (Feb. 20) with Texas Tech's Symphony Orchestra, will perform selections from an extensive repertoire which has brought him recognition as a soloist as well as a Metropolitan Opera star.

The program, designed as a showcase of his impressive talents, will include operatic arias from "Carmen" and "Werther" and a cantata based on Negro spirituals by composer John Carter.

"Shirley," said Tech Orchestra conductor Paul Ellsworth, "is the most successful Don Jose in years, a role he has sung in some 24 highly-acclaimed performances."

The orchestra, under Ellsworth's direction, also will perform compositions by Brahms and Tchaikovsky at the 8:15 p.m. concert in Lubbock Municipal Auditorium.

The special event, sponsored by Tech Student Union, will be open to the public. Tickets are \$1 and may be purchased at the door.

A lyric tenor with a baritone range, Shirley once distinguished himself by singing both the bass and tenor roles in Handel's "Messiah" when a colleague fell ill during a performance of the famous oratorio in New York's Philharmonic Hall.

He has been commended for his acting ability, particularly for the "dash and style" with which he interprets the wide variety of roles in which he appears at the Metropolitan, notably as Adorno in "Simon Boccanegra," Fenton in "Falstaff," Pinkerton in "Madame Butterfly," and Steersman in "Flying Dutchman."

His voice can be heard in RCA's recording of "Cosi Fan Tutte," in Angel's Mozart Requiem and in Columbia's St. John Passion with the Philadelphia Orchestra under the baton of Eugene Ormandy.

Two years ago Shirley scored in his Glyndebourne Festival debut as Tamino in Mozart's "The Magic Flute." He also appeared in a concert performance of the opera at Tanglewood under Leinsdorff, on CBS-TV in a televised production, and at the Met in the newly designed production by Chagall with Josef Krips as conductor.

(MORE)

SHIRLEY --- add one

The 33-year-old Shirley is one of the few American-born and entirely American-trained artists to rise to the stellar ranks at the Metropolitan.

He was born in Indianapolis; and as a boy moved with his muscically oriented family to Detroit where he early decided to become a music educator.

After graduation from Wayne University in 1955, he taught music until he was inducted into the army. There he started serious voice study under Themy S. Georgi, director of the U.S. Army Chorus.

After he was discharged, he moved to New York for further study and in 1959 made his formal operatic debut as Eisenstein in Strauss' "Die Fledermaus" with a group of opera players in Woodstock, N.Y.

The following year, he made his debut as Rudolfo in "La Boheme" with opera companies in Milan and Florence, won the American Opera auditions and the National Arts Club Award.

He won the Metropolitan Opera audition in 1961 and joined the Met two years later as a regular. Since then he has toured the United States, performed in England, Scotland and in Argentina where he appeared as Gonzalve in Ravel's "L'Heure Espagnole."

In the summer of 1965, Shirley sang the leading role in the American premiere of Hans Werner Henze's "The Stag King" with the Santa Fe Opera where he also was featured in "Lucia," "La Traviata" and "Madame Butterfly."

Shirley and his wife, Gladys, a portrait painter, make their home in Upper Montclair, N.J. The couple has a 10-year-old daughter, Olwyn, and a son, Lyle, almost two.

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8-2-12-68

By Emil Carmichael

This release distributed 2-13-68
to Lubbock news media, Amarillo,
AP and UPI.

LUBBOCK, Feb. 13 -- Sgt. Joe Lovato Jr. of Lubbock, a medical aidman with the infantry in Vietnam, posthumously will be awarded the Silver Star and Bronze Star medals at Texas Tech Thursday, in recognition of his battlefield heroics the day he died in action.

The medals will be presented to Lovato's grandparents, Mr. and Mrs. Victor Amador (411 Hubb Homes), by Col. Maxwell C. Murphy Jr., Tech professor of military science.

The awards will highlight a ceremony in the Army ROTC offices during which two Tech graduates will receive ROTC commissions. Second lieutenants' bars will be pinned on Ronald W. Horn, a "distinguished military graduate," and Tom F. Ohnemus, both of Amarillo.

The 10 a.m. ceremonies also will be attended by Lovato's mother, Mrs. Rosie Baca (1908 5th St.), who expressed the desire that the grandparents be given the medals because they had taken care of Lovato as a child.

The Silver Star Medal is the third ranking U.S. military award, ranking next only to the Medal of Honor and the Distinguished Service Cross.

Lovato was cited "for gallantry in action against a hostile force" Oct. 17, 1967, when he was serving as a medical aidman with Co. D of the First Infantry Division on a search and destroy mission near Chon Thanh.

(MORE)

ROTC AWARDS --- add one

The citation described the dense jungle scene of action, and said "numerous casualties were sustained in the first few moments of battle.

"With complete disregard for his personal safety, Sergeant Lovato moved from casualty to casualty and administered medical aid," the citation said. "On one occasion, he moved to within meters of an enemy machine gun position to treat a wounded comrade. As he treated the soldier, Sergeant Lovato shielded him from the hostile machine gun fire with his own body.

"He continued to ignore the enemy fire and assisted in moving the casualties to an evacuation point. Even when the collection point came under heavy fire, he returned several times to assist the wounded and move them to protective cover.

"He had removed approximately 20 casualties from the line of fire and was returning to the point of heaviest contact to evacuate another one when he was mortally wounded," the citation added.

The Bronze Star Medal citation said Lovato "consistently manifested exemplary professionalism and initiative in obtaining outstanding results" during the summer of 1967. "His rapid assessment and solution of numerous problems inherent in a counterinsurgency environment greatly enhanced the allied effectiveness against a determined and aggressive enemy."

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9-2-13-68

By Dawson N. Oppenheimer

TECH TREE CEREMONY -- Dewey L. Shroyer, Texas Tech superintendent for care and maintenance of grounds, places a live oak carefully into near-frozen ground Tuesday near the north entrance to Weeks Hall. The tree is a gift of Tech's newly formed Jewish Student Organization, which planted the tree in recognition of Tu Bishvat, a minor holiday similar to Arbor Day. JSO President Charles Shelan, left, Roscoe sophomore, handles one shovel, while San Antonio sophomore Phil Spiegel handles the other. Bob Whitehill, Lubbock junior, who officiated at a brief blessing, is in the background. (Tech Photo)

-30-

10-2-13-68

LUBBOCK, Feb. 14 -- Texas Tech's Department of Music will present two faculty groups in recitals Feb. 23 and Feb. 25 in Tech's Library foyer.

The Woodwind Quintet, composed of Margaret Redcay, flute; Orland Thomas, oboe; Keith McCarty, clarinet; Richard Meek, bassoon, and Anthony Brittin, french horn, will play at 8:15 p.m. Friday (Feb. 23). The program will include compositions by G. Rossini, Paul Angerer, Charles Wuorinen and Carl Nielsen.

The Brass Quintet, with Richard Tolley and Dean Killion on the trumpets; Robert Deahl, trombone; David Payne, tuba, and Brittin will play at 3 p.m. Sunday (Feb. 25). The program will include the music of J.S. Bach, Johann Pezel, Walter S. Hartley, Arthur Meulemans and Victor Ewald.

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11-2-14-68

By Emil Carmichael

This release distributed 2-14-68
to Lubbock news media, Fullerton
(Calif.), Gainesville (Fla.),
Calif. State College, U. of Fla.,
Penn. State P10, Brown Co. P10.

LUBBOCK, Tex., Feb. 14 -- Texas Tech Speech Department Chairman P. Merville Larson is co-author of a new text "designed to improve the prospective teacher's self-command of the basic requirements of good speech."

The book, Speech for the Creative Teacher, was released this month by Wm. C. Brown Co. of Dubuque, Ia.

Working with Dr. Larson were Seth A. Fessenden and Kaye M. Good, both of California State College at Fullerton and Roy Ivan Johnson of the University of Florida. The foreword, written by Robert T. Oliver, research professor of international speech at Penn State, said the authors' combined experience "guarantees to the student a solid body of wise counsel."

The book, said Dr. Larson, "is addressed to the alert classroom teacher and to the teacher-in-preparation. It deals with communicational skills and experiences essential in teaching and learning.

"This book is designed to improve the teacher's self command of the basic requirements of good speech and his understanding of the practical application of speech experience in guiding and promoting the learning of students."

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12-2-14-68

By Dawson N. Oppenheimer

This release distributed 2-14-68
to Lubbock news media and Midland.

LUBBOCK, Feb. 14 -- The February issue of the The Texas Techsan, official magazine of the Texas Tech Ex-Students Association, went into the mail Wednesday to 10,000 alumni and friends of the university

The cover features a full-color photograph of pretty Tech coed Melodie Shute of Midland, daughter of Mr. and Mrs. J.R. Shute (of 2313 W. Dengar).

The lead article, "Man and His Land" by Dr. Dan E. Feray and Dr. Justin C. Smith, deals with land, man, ideas and law. Tech President Grover E. Murray wrote the introduction.

Other articles include a feature on Tech's School of Home Economics by Dean Willa V. Tinsley.

Wayne James, Executive Director of the Ex-Students Association, is editor of the magazine, which is mailed to all contributors to the Texas Tech Loyalty Fund.

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13-2-14-68

By Ron Hamm

This release distributed 2-14-68
to Lubbock news media.

LUBBOCK, Feb. 14 -- Texas Tech Museum Director Dr. Earl Green and staff members Mrs. Lou Keay, field representative and Mrs. C. Paul Mills, assistant curator of collections, will attend the Texas Museum Conference in Waco Thursday through Saturday (Feb. 15-17).

Dr. Green will conduct a workshop on museum operation. Mrs. Keay will narrate a slide presentation on "Current Museum Happenings."

Mrs. Keay will speak at the Friday meeting of the Waco Advertising Club. Her topic will be "West Texas Museum: Past, Present and Future."

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14-2-14-68

By Emil Carmichael

This release distributed 2-15-68
to Lubbock news media.

LUBBOCK, Feb. 15 -- David Keith Hardy, foreign correspondent, documentary film producer and communications expert, will lecture Feb. 22 at Texas Tech on "The Crisis in Asia."

His 8 p.m. talk in Tech Union will be sponsored by the Union's International Interests Committee. Lubbock freshman Hugh (Trey) Harbert, Vietnam veteran, is chairman of the special event.

Hardy, recently was named director of the Morse Communications Center at Brandeis University, has filmed documentaries in Burma, China, Vietnam, Malaysia, Cambodia, Thailand and Africa for commercial and educational television networks.

His ~~hour~~ long color report on India's food, population and economic crisis, "The Mounting Millions," was broadcast over NET-TV. In addition to on-the-spot news reports, he has written articles for the New York Times Sunday Magazine, Saturday Review, Reader's Digest, This Week Magazine and Asia Magazine.

A native of Ireland, Hardy became interested in Asian affairs during World War II when he served as a captain in the Royal Marine Commandos in Africa, Burma and China.

Following the war he came to the United States and, subsequently, held various positions as news analyst for NBC, director of the motion picture division for Look and director of special projects for Time.

Prior to joining Brandeis University, Hardy was associated with the national urban renewal program of the American Council To Improve our Neighborhoods (ACTION).

This release distributed 2-15-68
to Lubbock news media, Fort Worth,
Dallas, San Angelo, AP, Cattleman,
Stock & Crop, Great Plains Agric.

ALBUQUERQUE, Feb. 15 -- Dr. Gerald W. Thomas, interim executive vice president at Texas Tech, called Thursday for reexamination of "our use of a very limited and extremely valuable water resource."

The Tech executive told the 21st annual meeting of the American Society of Range Management "water expenditures on native range lands, particularly in the arid and semi-arid Southwest, are not now very effectively utilized toward production of human food."

Later in the day, Tech Prof. Joseph L. Schuster described research in control and eradication of prickly pear plants which indicated best results came from night spraying with Trinoxol in diesel oil although "more research is necessary to pinpoint proper combinations of carriers for herbicides when used at night."

Thomas observed that "more than 100 tons of water are used in the production of a pound of beef on many ranges in this area.

"Recent research points toward the possibility of increasing water efficiency on native range area through:

"Mechanical land treatment, including such techniques as range pitting, land shaping for modified water harvest, contour furrowing, water spreading and micro-climate modification. Research on both irrigated and dry cropland points toward more concentration of water to increase effective use."

Vegetation manipulation toward more efficient water use, including another hard look at certain annual weeds and sub-climax grasses. Climax vegetation, although in equilibrium with the environment, may not be the best in terms of water expenditures for food production through livestock."

"Manipulation of livestock with special emphasis on drylot feeding, combinations of cattle, sheep and goats and grazing systems for optimum vegetation-to-meat conversion. Recent research on drylot feeding has implications for the ranch operator who is trying to get maximum feed conversion from a given range area. Also, the use of rumen-micro-organisms inoculations may help in the feed-to-meat conversion process. Better use of mixed classes of livestock and seasonal grazing offers good possibilities for improving water efficiency."

(MORE)

"Protein and food energy production through more complete utilization of total bio-mass, including rodents, insects and all types of wildlife and livestock combinations. This is a relatively new idea which merits additional research as the population pressure places greater demands on the land for all types of food energy and protein production."

Dr. Schuster, a Tech professor, described 1966 spraying techniques used in prickly pear control research. Two different chemical combinations were used in diesel oil in both day and night spraying. He said "all plants regardless of treatment were dead by spring of 1967," although a check two weeks after spraying indicated nighttime spraying of the plant with Trinoxol was "significantly more effective."

"In 100 percent kill on all plants," he said, "we cannot see the advantage of night spraying. So treatments were repeated with lower rates."

Dr. Schuster said 1967 treatments showed the same results when herbicide was used with diesel carrier, but not with water carrier.

"This means," he added "that diesel enters plants through the stomatal opening or through the cuticle better at night than day. The result is quicker reaction to the herbicide because more enters the plant."

"Diesel without herbicide does not show this difference between night and day; nor does herbicide in water or water-diesel mixture."

16-2-15-68

By Dawson N. Oppenheimer



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hammy, Director, SW5-8746
D. N. Oppenheimer, Mgr. News Bureau, SW2-1115

TAKE OATH -- Tom F. Ohnemus, left, and Ronald W. Horn, both of Amarillo, take their oaths as second lieutenants in the U.S. Army Reserve during commissioning ceremonies at Texas Tech Thursday. Ohnemus was commissioned with the designation of "Distinguished Military Graduate." Both new officers are Tech graduates. (Tech Photo).

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17-2-15-68

This release distributed 2-15-68
to Lubbock news media.

LUBBOCK, Feb. 15 -- Friday (Feb. 16) will be Shoeshine Day at Texas Tech with members of the Junior Council women's honorary, in charge of the shine parlor in Tech Union.

The Tech coeds, working in teams, will be on hand throughout the day to polish campus footgear at a charge of 50 cents for boots and 35 cents for shoes.

Proceeds from the special event will be used to purchase a directory billboard and map for locating offices in the Administration Building, said Chairman Mary Lynn Anderson.

The Junior Council, one of the oldest women's organizations on campus, selects its membership on the basis of scholarship, leadership and dependability.

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18-2-15-68

By Emil Carmichael

LUBBOCK, Feb. 15 -- Charles Roe, Texas Tech voice instructor and widely-acclaimed baritone, will be in Sherman Tuesday (Feb. 20) for an appearance as guest soloist with the Sherman Civic Chorus.

Roe, named "Singer of the Year" in the Southwest region by the National Association of Teachers of Singing in 1966, also has a March 5 concert engagement in Plainview. In both appearances, he will be accompanied by Lubbock pianist Mrs. Gertrude Post, wife of Tech voice Prof. Charles Post.

The Sherman Civic Chorus concert is set for 8 p.m. at Austin College. He will offer "Five Mystical Songs" (for baritone and chorus), by Ralph Vaughn-Williams. He also will sing "Der Kontra Kontrabandiste" by Robert Schumann; "Die Lorelie" By Franz Liszt; Eri tu che Macchiavi (The Masked Ball) by Guiseppe Verdi; "The Rich Man, by Richard Hageman, and "The Instruments" by Jean Berger.

The Plainview recital will be held at 8 p.m. at Wayland Baptist College. Sponsor will be the Plainview Musical Arts Club.

His program will include numbers by such varied composers as Galuppi, Purcell, Mozart, Loewe, Schumann, Liszt, Wolf, Verdi, Ravei Hageman, Dello Joio, Dougherty and Berger.

Roe, a member of the Tech faculty since 1964 when he was awarded his master's degree in voice from the University of Illinois, has appeared as soloist with the Cleveland Summer Pops Orchestra; Roswell, Lubbock and Midland-Odessa symphonies. After having won regional "Singer of the Year" honors two years ago, he was runnerup in the national "Singer of the Year" competition.

This release distributed 2-15-68
to Lubbock news media.

LUBBOCK, Feb. 15 -- The Board of Directors of the Texas Tech Foundation will meet in regular session at 4 p.m. Friday (Feb. 16) in the Tech Union.

The agenda, according to Chairman William H. Evans of Lubbock, includes the 1967 Foundation annual report by Bill J. Parsley, Tech Vice President for Development.

DeWitt P. Thompson, Director of Special Projects at Tech, will discuss progress of the ICASALS & Museum Development Campaign, and Parsley will report on the new President's Council for Institutional Planning.

Board member R.H. Brummal will give a committee report on the Institute of Science and Engineering with reports scheduled from the executive committee and the nominations and membership committee.

Guest speaker will be Mrs. Jean A. Jenkins, Director of the Placement Service at Tech. She will discuss "The Placement Service -- An Open Door to Texas Tech."

-30-

20-2-15-68

By Ron Hamm

LUBBOCK, Feb. 16 -- Dr. Robert L. Rouse, chairman of the Department of Economics and Finance at Texas Tech, will discuss "And Now -- The Mini-Pound" during the Tech International Interest Committee's 8 p.m. meeting next Wednesday (Feb. 21).

The meeting, open to the public at no charge, will be held in the Coronado Room of Tech Union.

Dr. Rouse will review the implications of the British Government's recent moves in national and international finance and their effect on the world situation.

Dr. Rouse's talk will be followed by a floor discussion.

-30-

21-2-16-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 16 -- The Texas Tech Law School student body organized itself into a Student Bar Association Thursday and elected Jack Cowley, Hillsboro, president.

Cowley, a graduate of South Oak Cliff High School in Dallas and of the University of Texas, said the group was organized to "establish a continuing program of professional excellence in the Law School and to instill in our student body the highest ideals of the Texas Bar."

Michael L. Fostel, a Texas Christian University journalism graduate and son of Mr. and Mrs. L.D. Fostel of Irving, was named vice president. Scott H. Bush, a business administration graduate of Texas Tech and the son of Mr. and Mrs. Francis M. Bush of Dallas, was named secretary-treasurer.

William G. Shaw, of Texas A&M's School of Business Administration and the son of Mr. and Mrs. Lyman Shaw of Brownwood, was elected SBA representative to the Tech Student Senate. Board of Student Organizations representative named by the law group was Gary Sanderson, Lamar State College government graduate and the son of Mrs. W.O. Sanderson of Nederland.

-30-

22-2-16-68

By Dawson N. Oppenheimer



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SW5-8746
D. N. Oppenheimer, Mgr. News Bureau, SW2-1115

BEST IN THE LAND -- Texas Tech's Range Plant Identification Team continued its traditional stranglehold on the national title Wednesday in Albuquerque. The Tech students, under the direction of Coach Henry A. Wright, won top honors for the fourth consecutive year in the National Range Plant Identification Contest held during the annual meeting of the American Society of Range Management. From the left they are Jim E. Neaville, a junior from Shamrock; James F. George, a Spur junior; Frank E. Busby, a Nolan senior; Jon Weddle, a senior from San Angelo, and Joe B. Watson, a Silverton junior. (Tech Photo)

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23-2-16-68

ALBUQUERQUE, Feb. 16 -- A brand new coach, a brand new lineup, but the same old results were announced Thursday by Texas Tech Prof. Arthur W. Young as Tech's Range Plant Identification Team continued its stranglehold on top national competitive honors.

Dr. Young, chairman of Tech's Department of Agronomy and Range Management, said the Tech team placed first in the National Range Plant Identification Contest held here in connection with the annual meeting of the American Society of Range Management.

It was the Tech team's fourth consecutive national title and the first since Dr. Henry A. Wright, assistant range management professor took over as coach. Dr. Joseph L. Schuster, associate professor and head of Tech's brush control research, coached the three previous title-winning teams.

Top Tech man in the competition was James F. George, a range management junior from Spur, who won individual honors with a perfect score. Tied with near-perfect scores of 99.7 percent were Tech senior Jon (cq) Weddle of San Angelo and junior Joe Bob Watson of Silverton.

Tech's final team score was 99.8 percent, with Utah State placing second at 99.1 percent and Idaho third with 98.8.

Working with Dr. Wright as assistant coach was Jimmy Brown, a range technician at Tech and member of last year's team. Tech alternates were Frank E. Busby, Noland senior, and Jim Neaville, a junior from Shamrock.

FOR RELEASE ON SUNDAY, Feb. 18. This release was distributed 2/16/68 to all Lubbock media.

LUBBOCK, Feb. 18 -- Advertising Recognition Week, featuring speakers from Europe, Canada and the United States, begins today (Feb. 18) in Lubbock.

The week's activities, under the theme of "Advertising: International Communicator," will be highlighted with the World of Advertising Seminar, scheduled for Thursday at Texas Tech.

Sponsors are the Lubbock Ad Club, the Lubbock chapter of the American Women in Radio and Television and the Tech chapters of Alpha Delta Sigma and Gamma Alpha Chi, national advertising fraternities for men and women.

The observance will begin at 3:30 p.m. in the Ballroom of Tech Union Sunday with the selection of Miss Advertising from six finalists chosen earlier by the two fraternities. Final screening will be done at this time by representatives from the Ad Club and AWRT. The new Miss Lubbock will be on hand to congratulate Miss Advertising.

The finalists for the Ad Week honors are Elaine Leslie, Wichita Falls; Rita Williams, Lubbock; Toni Epps, Borger; Nancy Hicks, Canyon; Jacque Husketh, Hurst; and Barbara Owens, Corpus Christi.

Monday Lubbock Mayor W. D. (Dub) Rogers, former president of the Ad Club, will proclaim Advertising Recognition Week in Lubbock. Tuesday night, ADS and GAX will present filmed segments of the outstanding international television commercials of 1967. The free public showing will be at 7:30 in the Coronado Room of the Union.

(MORE)

Advertising Recognition Week . . . add one

On Thursday, the World of Advertising Seminar will be held in the Coronado Room, with free registration beginning at 9:00 a.m.

The first speaker will be John Straiton, president and creative director of Ogilvy and Mather, Ltd., of Toronto, Canada, at 9:30 a.m. Dr. Fladger F. Tannery, chairman of PepsiCo International and member of Tech's Board of Directors, will speak at 10:30 a.m.

A luncheon featuring Don Belding, director of the Eversharp Corporation, will begin at noon in the Union Ballroom. Belding, ^a founder of the internationally known advertising firm of Foote, Cone and Belding and also of the Freedom Foundation, will be making a return visit to the campus for Ad Week, having spoken to the group last year.

An open forum beginning at 1:30 p.m. in the Coronado Lounge will give advertising students, faculty, Lubbock businessmen and the general public an opportunity to talk to the speakers informally.

Thursday evening, Dr. Goran Tamm, president of A. B. Svenska Telegrambyran of Stockholm, Sweden's largest advertising firm, will speak at the Lubbock Ad Club's Silver Medal Award Dinner at the Lubbock Country Club at 7:30 p.m. The Silver Medal Award will be given at this time to Lubbock's outstanding citizen in the field of marketing and communications.

Tickets for all events, including the dinner, will be available at the seminar or by calling 742-2173.

-30-

By Dawson Oppenheimer
25/2/16/68

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-2- 19 ²⁰ -68	Spa School given accreditation ^{Int}	✓				AP, UPI, Fort Worth, Dallas, San Angelo, Wichita Falls, Midland,
1-2-20-68	Cutline on above	✓				Odessa, El Paso, Houston, Austin, San Antonio, Amarillo.
2-2-20-68	Von Braun ^{Int}	✓		✓		UPI AP
3-2-20-68	Conf. on S.W. Council for Latin Amer. Studies ^{Int}	✓				Fort Worth
4-2-20-68	AIR FORCE ^{Int} AFC deadline for ^{appearing in} students ^{Int}	✓				
5-2-20-68	Paul Martin - ^{Int}					
6-2-20-68	Cutline on \$1,000 grant to Eng. Dept. ^{Int}	✓				
7-2-20-68	Meeting of Lewis & Clark Museum ^{Int}					
8-2-21-68	Agronomy Range Mtn. ^{Int} for Plant St. P. Farms	✓				
9-2-21-68	Aid Week ^{Int}	✓				
10-2-21-68	Intramural Basketball ^{Int}	✓				
11-2-21-68	Mr. Allen testifies in ^{Int} libel ^{suit}	✓		✓		Fort Worth, Dallas, UPI & AP
12-2-21-68	Ich Union Bridal ^{Int} Style Show	✓				

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
13-2-21-68	"Jobacco Road" ll	✓			✓	
14-2-21-68	P.E. Workshop ll	✓	✓			Oreg. St. P10, Utah P10, Ore. Corvallis, ^{Dr.} Logan, Utah.
15-2-22-68	Ad week dno	✓				AP, Toronto, Dallas, B.A., AD City.
16-2-22-68	Dr. Irene Nagy ll	✓				
17-2-22-68	Ad week dno	✓				
18-2-23-68	Faculty Advisory Comm. dno	✓				
19-2-23-68	Wads Assoc. Institute Meeting rh	✓				Amarillo Corpus Christi.
20-2-23-68	Conf. for Texas state inst. teachers & Tex. Sch. Bus. Ed. Dept. ll	✓		✓		Cincinnati
21-2-23-68	Dr. Hans Buxton ll	✓				
22-2-23-68	Weekly Architect Seminars dno	✓				
23-2-23-68	Data Processing Inst dno	✓		✓		
24-2-23-68	Speaker at Home Cos. Conf ll	✓				
25-2-23-68	Editors Advisory ll	✓				
26-2-24-68	Glenn Barnett rh	✓				AP, WPI, newspapers & Rep's of all cities & schools he lived & taught Colo. P10.
27-2-24-68	Natl Sci. Foundation rh	✓				
28-2-24-68	grad. traineeships Dad's Association rh	✓				

This release distributed 2-20-68
to Lubbock news media, AP, UPI,
Fort Worth, Dallas, San Angelo,
Wichita Falls, Midland, Odessa,
El Paso, Houston, Austin, San
Antonio, Amarillo.

LUBBOCK, Feb. 20 -- Texas Tech's new School of Law was advised Tuesday of its recommendation for accreditation by the Council of the Section of Legal Education and Admissions to the Bar of the American Bar Association.

Dean Richard B. Amandes received the word from John G. Hervey, adviser to the council. Hervey said the "council voted unanimously to recommend that your school be placed on the list of approved law schools." The action is tantamount to final approval, although the recommendation must be passed on to the full section at the ABA meeting in Philadelphia next August and to the House of Delegates next February.

The Supreme Court of Texas gave the school provisional approval last June and will rule on final state approval in the spring. The Texas action opened the door for Tech Law School graduates to take the Texas bar examination following graduation. The ABA recognition will make Tech law graduates eligible to take the bar examination in all 50 states.

Dean Amandes termed the ABA recommendation "welcome recognition of the progress we have made. It is another of many steps being taken to bring prestige to Texas Tech and represents a growing recognition of the Tech School of Law among the ranking schools in the Southwest.

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1-2-20-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 20 -- Wernher von Braun, director of the George C. Marshall Space Flight Center of the National Aeronautics and Space Administration at Huntsville, Ala., will be here Monday (Feb. 26) as the fifth guest lecturer in Texas Tech's University Speaker Series.

The German-born scientist, now America's foremost rocket engineer and the leader of the team which built Saturn V, will discuss current aspects of space exploration in his 7:15 p.m. address in Lubbock Municipal Auditorium.

Dr. von Braun is optimistic concerning the role of the U.S. in space exploration.

"The United States has crossed over the threshold into the second decade of the Space Age, and it holds the promise of becoming one of the finest periods of scientific achievement in American history," he said in predicting that space research will find solutions to mysteries which long have tantalized scientists.

At the Marshall Center, development site for NASA's large launch vehicles, von Braun is responsible for the Saturn space vehicles which are being developed to carry men safely to the moon and back.

Moon travel, he pointed out in a recent article, will be only the first step in opening the way for revolutionary space research in such areas as medicine, communications, food, mineral and water resources, map making, weather prediction and control and air pollution.

Von Braun's enthusiasm for rocketry dates back to his student days in Berlin when he became absorbed in space flight and its ultimate goal, interplanetary travel.

Born March 23, 1912, in Wirsitz, Germany, the son of Baron Magnus von Braun, he attended technical schools in Zurich and Berlin, earning his bachelor's degree at the age of 20 and his doctorate in physics two years later from the University of Berlin.

By the time he had received his BS degree in 1932, he had made 85 tests and his rockets had reached an altitude of a mile in free flight.

(MORE)

Wernher von Braun --- add one

He was employed the same year by the Ordnance Department of the German government and for several years was chief of a small rocket development station near Berlin where the liquid-fueled rockets identified as the A1, A2 and A3, forerunners of the V2, were developed.

Dr. von Braun became director of the Peenemuende Rocket Center in 1937 and was largely responsible for development of the V2 rockets which pounded Britain in the closing months of World War II. In March 1945, he led more than 100 of his fellow scientists to the West and surrendered to the Allied Powers.

That September he and his colleagues came to the United States under contract to the U.S. Army. He directed high altitude firings of captured V2 rockets at White Sands Missile Range in New Mexico and later became project director of the guided missile development unit at Ft. Bliss, Tex., which also employed some 120 of his Peenemuende colleagues. In 1950 the entire group was transferred to Huntsville where the Army centered its rocketry activity.

Dr. von Braun and about 80 of his associates and their families received American citizenship in Huntsville on April 14, 1955.

Five years later, the Army Ballistic Missile Agency which he headed was transferred to NASA and was made responsible for developing and launching NASA's large space vehicles.

At Huntsville, Dr. von Braun directed the development of the 200-mile Redstone rocket, which was America's first large ballistic rocket, and the Jupiter IRBM. He also directed the Pershing rocket development program.

Special versions of the Redstone, the Jupiter C and the Juno II were used by the von Braun team in launching the Western World's first satellite of the earth and sun, Explorer I and Pioneer IV, and in the first successful space flight and recovery of animal life
(MORE)

Wernher von Braun --- add two

"The most urgent challenge of space," Dr. von Braun says, "is the development of manned space stations and satellites with remote sensors which can help solve earth problems by observations in a number of areas such as agriculture, forestry, hydrology, geology, geography, cartography and oceanography."

Dr. von Braun is the author of The Mars Project and coauthor of The Conquest of the Moon and The Exploration of Mars. He has received many professional and scholastic honors for his role in rocketry and space research, including the distinguished Federal Civilian Service Award presented in 1959.

-30-

2-2-20-68

By Emil Carmichael

EDITORS ADVISORY: A glossy print of Wernher von Braun was sent to you earlier.

This release distributed 2-20-68
to Lubbock news media and Fort
Worth.

LUBBOCK, Feb. 20 -- Three Texas Tech faculty members will participate in the annual conference of the Southwest Council for Latin American Studies in Fort Worth Thursday through Saturday (Feb. 22-24).

Dr. Harley D. Oberhelman, chairman of the Department of Classical and Romance Languages, will present a paper on contemporary Argentine literature.

History Department Chairman Dr. David M. Vigness will deliver a critique on a paper written by Dr. Hubert J. Miller of St. Mary's University. The topic is "The Church and State Question in the Guatamalan Constitution of 1879."

Government Prof. Dr. William P. Tucker will present a paper on "Local Government in Latin America."

Texas Christian University will host the meeting. The council, an interdisciplinary organization for educators, covers all areas relating to Latin America.

-30-

3-2-20-68

By Emil Carmichael

This release distributed 2-20-68
to Lubbock news media.

LUBBOCK, Feb. 20 -- The Texas Tech Department of Aerospace Studies (Air Force ROTC) announced Tuesday a Feb. 29 deadline for Tech students interested in applying for the two-year officer training program.

Col. Henry L. Gantz Jr., professor of Aerospace Studies, said names of cadets accepted for the program would be announced by April 1.

Basic requirement for the relatively new program is that the student have two academic years remaining at either undergraduate or graduate level, or a combination of the two.

Gantz advised interested students to make immediate applications at Room 19, Social Science Building, Texas Tech.

-30-

4-2-20-68

By Dawson N. Oppenheimer

This release distributed 2-20-68
to Lubbock news media, Abilene.

LUBBOCK, Feb. 20 -- Texas Tech's Department of Music will present baritone Paul Marlin of Abilene in a student recital at 8 p.m. Tuesday (Feb. 27) in the West Texas Museum Auditorium.

Marlin will sing compositions by Robert Schumann, Aaron Copland, Anton Tenaglia, Giovanni Legrinzi, Carlo Pietragurua and Salvator Rosa. Mary Clare Babin will play the accompaniment.

Marlin, a music education major, is a student of Charles Post.

-30-

5-2-20-68

By Emil Carmichael



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SW5-8746
D. N. Oppenheimer, Mgr. News Bureau, SW2-1115

PIPELINE FUNDS TO TECH -- Texas Tech Engineering Dean John R. Bradford, left, accepts a \$1,000 check from C.F. "Chuck" Rupe Jr. of Chicago, supervisor of training for the Natural Gas Pipeline Company of America. The unrestricted gift to the Tech Engineering School is one of 12 the Chicago firm makes to various institutions of higher education with which it relates through faculty research or personnel recruitment. This is the fourth year that Tech has benefited from the company's program of "Grants to Corporate Institutions." (Tech Photo)

-30-

6-2-20-68

This release distributed 2-20-68
to Lubbock news media.

LUBBOCK, Feb. 20 -- Members of the speakers Bureau of the iCASALS & Museum Development Program met Tuesday for briefing and assignments.

Ben Low, Chairman of the Public Relations Committee which coordinates the Speakers Bureau, outlined plans to discuss the fund campaign before local civic groups and organizations.

DeWitt P. Thompson, Director of Development Projects at Texas Tech, stressed the importance of the speakers bureau in presenting plans for the campaign to construct a new \$6 million museum complex at Tech.

Members present included Dr. Earl Green, Mrs. Lou Keay, Bill Holder, Mrs. David M. Vigness, Mrs. Russell Bean and Loyd M. Lanotte, general campaign chairman.

-30-

7-2-20-68

By Ron Hamm

FOR RELEASE AFTER 6:30 P.M. WEDNESDAY, FEB. 21

LUBBOCK, Feb. 21 -- Dr. and Mrs. A. W. Young honored Texas Tech's championship teams from the Department of Agronomy and Range Management Wednesday night with a dinner at Tech Union.

On hand to join in the tributes to students and coaches were administration officials and agriculture faculty members.

Dr. Young, chairman of the department, and his wife annually host the dinner "to let these young men and their coaches know we appreciate the recognition they bring to Tech and admire their dedication to a task performed on their own time without any academic rewards other than satisfaction gained from a job well done."

Guests of honor were:

The Crops Team, headed by Prof. Cecil Ayers, which won the national championship in Kansas City last fall and then went on to capture top honors in international competition in Chicago,

The Soils Team, headed by Dr. B.L. Allen, which won the regional contest last fall in Baton Rouge, La., and will go to Manhattan, Kans., in April to defend the national title it won last year, and

The Range Plant Identification Team under Coach Henry A. Wright, which returned last week from Albuquerque where Tech took first place in the national competition with the highest team score ever recorded in the event.

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8-2-21-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 21 -- Advertising Recognition Week reaches its high point at Texas Tech Thursday as national and international figures gather for the annual World of Advertising Seminar.

Participating in formal talks, forums and informal discussions, will be John S. Straiton, president and creative director of Ogilvy & Mather Ltd. of Toronto; Dr. Fladger F. Tannery, member of the Tech Board of Directors and chairman of the board of PepsiCo International; Don Belding, founding partner of Foote, Cone and Belding; and Dr. Goran Tamm, managing director of the AB Svenska Telegrambyran, Stockholm, Sweden.

They also are members of the executive committee of the Don Belding Foundation, a grant-in-aid program to bring international advertising and marketing students to Tech to more effectively pass on American advertising know-how to other countries.

The 9 a.m. registration in Tech Union will be followed at 9:30 by a Coronado Room address on "Canadian Advertising" by Straiton. Dr. Tannery will tell "The PepsiCo International Story." Belding will discuss "Advertising and the American Economy" during a noon luncheon. Special luncheon guests will be international students currently enrolled at Tech.

The afternoon program will get underway with an open forum, during which Straiton, Tannery, Belding and Tamm informally will visit with students, faculty members and Lubbock area advertising and marketing personnel.

The annual "Silver Medal Awards Dinner" is scheduled for the Lubbock Country Club at 7:30 p.m. Dr. Tamm will discuss "Swedish Advertising" prior to the presentation of the Silver Medal Award.

-30-

9-2-21-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 21 -- The Texas Tech Intramural Basketball League headed for a weekend showdown Wednesday night as eight teams opened tournament play in the Intramural Gym.

The All College Championship will be decided Saturday night in the Lubbock Municipal Coliseum when the finalists meet prior to the Tech-Baylor game.

The winners in the Moonrakers-Phi Delta Theta "B" game Wednesday night play Thursday against the winners of the contest between the Independents and Phi Delta Theta "A".

Survivor of Wednesday's contest between Phi Epsilon Kappa and Gordon Hall "B" will play Thursday against the winner of the Wednesday's Rinkidinks-Carpenter Hall "A" game.

The Thursday night winners will meet for the All College title Saturday.

The playoff bracket represents the conclusion of the 1967-68 intramural basketball schedule in which 78 teams, involving more than 350 students, participated.

Intramural basketball is one of some 30 sports offered in the men's Intramural Program at Tech. Last year 6,478 different participants, or about 65.5 percent of Tech's male undergraduate students, played in one or more intramural sports.

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10-2-21-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 21 -- A Texas Tech journalism professor, appearing as an expert witness, used the results of "recall and recognition readership studies" as evidence that "readership of a newspaper story is determined by inherent interest in material, rather than its position in a newspaper."

Dr. Charles L. Allen, director of graduate courses in Tech's Department of Journalism, testified in a libel suit against the Wisconsin State Journal in Madison. The suit ended this week when the Madison newspaper was cleared of charges by a Wisconsin attorney.

Dr. Allen's testimony concerned the position in which a correction was published. According to Wisconsin libel law, a correction or retraction in case of alleged libel must be published "in type and in a position equally as prominent" as the original story.

Allen based his testimony on 91 newspaper readership research studies he has directed in recent years. He showed that page reader traffic was high throughout the Journal and that readership of a particular item depended primarily on the interest of the reader.

"You may put certain vital information anywhere in the newspaper and it will be well read," said Dr. Allen. "For example, the weather news, obituaries, marriages, births, divorces, children's misfortunes, court records and any story of great local human interest always will be well read. It is what is on a page that brings readers to it."

In the past two years Dr. Allen has directed recall and recognition readership studies on ten of the Lee Group newspapers in Davenport, Muscatine, and Mason City, Ia.; Billings, Helena, Butte and Missoula, Mont., and Madison. An innovation in readership research was a depth of reading study done in Madison.

This release distributed 2-22-68
to Lubbock news media.

LUBBOCK, Feb. 22 -- Dr. Ferenc Nagy, former prime minister of Hungary now living in exile in the United States, will be a principal speaker at Texas Tech's World Affairs Conference March 7-9.

Nagy will speak on "The Future of Eastern Europe" at the 10:45 a.m. general session March 9 and also will conduct a conference seminar for students participating in the three-day forum sponsored by Tech's Student Union.

As Hungary's last Democratic premier, Nagy headed the party which won 57 percent of the vote in the 1946 election. Pressured by the Russians to take Communists into his cabinet, Nagy was unseated the following year when the Reds seized his son Laszlo and, in return for sparing the boy's life, forced the prime minister to resign.

A U.S. resident since 1947, Nagy is a member of the Hungarian National Council, president of the International Peasants Union and a past chairman of the Assembly of Captive European Nations.

He keeps in constant contact with European affairs through participation in international conferences including some 50 trips to Europe where he has met with leading statesmen from a dozen countries.

He has traveled extensively in the Far East and has conferred with such political leaders as Prime Minister Nehru, President Nasser, President Chaing Kai-shek, President Magsaysay, Prime Minister Ikeda and Prime Minister Mohammed Ali.

(MORE)

NAGY --- add one

Nagy's political fortunes in Hungary were linked to the Independent Smallholders Party which he helped to found and later served as national president.

He was a member of the Hungarian Parliament in 1939, founded the Hungarian Peasants' Association two years later and in 1944 was a prisoner of the Gestapo.

Returned to power as Minister of Reconstruction in 1945, he was named president of the Hungarian National Assembly the same year and prime minister in 1946.

As an official representative of his country, he participated in the Paris Peace Conference and conferred with Premier Stalin in Moscow, President Truman in Washington, Prime Minister Attlee in London and Prime Minister Bidault in Paris.

His major publications in English include The Struggle Behind the Iron Curtain, Appeal to the Governments of the Free Nations and Report on the Bandung Conference. He also wrote a series of syndicated articles for the Associated Press and articles for the Saturday Evening Post, Reader's Digest and Life.

Arrangements for the Tech conference are under direction of a 12-member student committee headed by Fort Worth senior Ronnie Brown. Dr. Idris Traylor, deputy director of Tech's International Center for Arid and Semi-Arid Land Studies, is faculty sponsor.

-30-

12-2-22-68

By Emil Carmichael

LUBBOCK, Feb. 21 -- Roles have been cast and production crews named for Texas Tech's third major drama of the season -- Jack Kirkland's famous adaptation of "Tobacco Road" slated for a four-performance run in University Theater March 16-18.

Speech Prof. Larry Randolph will direct the play based on Erskine Caldwell's novel about poverty-stricken Georgia sharecroppers during the 1930's.

Glen Thomason of Lubbock heads the 11-member student cast as Jeeter Lester, the impoverished farmer. El Paso's Nancy Fly will play his pellagra-ridden wife, Ada.

Thomason, a sophomore drama major, will be remembered for performances in "Richard III" and "Right You Are!" Miss Fly, a senior, has appeared in "The Trojan Women," "Right You Are!" and in Tech's Summer Repertory Theater production of "Spoon River."

Other members of the Lester clan include Jay Brown of Roby as Dude; Julie Schuerger, Amarillo, as Ellie May; Trudy Turner, Plano, as Pearl, and Cheri Brownlee, Lubbock, as Grandma Lester.

Janet Crowe, Battle Creek, Mich., will play the itinerant woman preacher, Sister Bessie Rice. Glen Polk of Post is cast as Pearl's husband, Lov Bensey.

Others in the cast are Billy Huddleston, Uvalde, as Henry Peabody, a neighboring farmer; George Chaffin of Odessa as Captain Tim, the landlord, and Dan Sample, Abilene, as Payne, the banker.

The play's one set, featuring a dilapidated farm house, is being constructed under direction of Dr. Clifford Ashby, assisted by Huddleston and Cindy Hale, Snyder. Iowa Park junior Ysidra Smith is assistant director.

Randolph is designing costumes, assisted by Venita Turcotte, Pampa; Rose Lee Head, San Angelo, and Blynda Roth, Harrold.

Other members of the production crew include Phil Weyland, Houston; Anna Karen Frost, Abilene; Kathleen McCullough and Diane Meadows, both of Lubbock; Tony Rick, Victoria; Linda Snow, Laredo; Rick Houston, Richardson; Miss Fly, Miss Brownlee and Brown.

This release distributed 2-21-68
to Lubbock news media, regional
dailies, Utah St. PIO, Oregon St.
PIO, Corvallis, Ore, Logan, Utah.

LUBBOCK, Feb. 21-- Recreation and physical education programs for the mentally retarded will be explored March 1-2 at a Texas Tech workshop designed to assist teachers, directors and administrators of special education programs and projects in West Texas.

Nationally known special education authorities will conduct seminars and give demonstrations on teaching techniques, said Tech physical education instructor Will Holsberry, workshop chairman.

The discussions are expected to be of interest to representatives from many civic organizations as well as educators, Holsberry said.

Speakers will include Dr. Julian Stein, director of the Project on Recreation and Fitness for the Mentally Retarded for the American Association for Health, Physical Education and Recreation; Miss Lois Downs, Utah State University physical education professor, and Miss Lois Pye, of the physical education faculty of Oregon State University.

Workshop sponsors include the Tech chapter of Phi Epsilon Kappa, men's physical education fraternity, Tech's departments of Physical Education for Men and for Women and Special Education and the Governor's Interagency Council for Mental Retardation.

The program will begin with a series of sectional meetings at noon Friday. Dr. Stein will speak to special educators at a luncheon in Tech Union Ballroom and Miss Pye will address a meeting for physical educators at the Gridiron Restaurant.

(MORE)

WORKSHOP -- add one

Afternoon sessions at Coronado High School gymnasium will include demonstrations on "Teaching Skills Through Movement Exploration," and "Activities for the Trainable Mentally Retarded."

Speaking at the 7 p.m. general session in Tech Union Ballroom, Dr. Stein's subject will be "Community Responsibility for the Mentally Retarded" and Miss Downs' topic will be "Learn to Play."

Miss Downs will demonstrate activities suitable for the educable mentally retarded at the 9 a.m. session Saturday in Tech's Women's Gymnasium.

Tech Special Education Prof. Dr. Charles Jones will lead a panel discussion on "The Role of Physical Education in the Growth and Development of the Mentally Retarded in Various School Settings."

Panelists will include Prof. Peggy Williams of Tech's Physical Education Department for Women; Dr. John Bladden, superintendent of the Lubbock State Schools for the Mentally Retarded, and Dr. David Jordan of Tech's Department of Physical Education for Men.

The workshop closes at noon.

-30-

14-2-21-68

By Emil Carmichael

This release distributed 2-22-68
to Lubbock news media, AP, Toronto,
Dallas, Los Angeles, Advertising
Age.

LUBBOCK, Feb. 22 -- A leading Canadian advertising executive told Texas Tech's World of Advertising Seminar Thursday "Madison Avenue is working itself into an ecstasy of advertising mannerisms that are as far out of touch with reality as Marie Antoinette."

Speaking at the opening seminar session at Tech Union, John S. Straiton, president and creative director of Ogilvy & Mather Ltd. of Toronto, suggested a second look at advertising appeals to youth.

Straiton and Dr. Fladger F. Tannery, chairman of the board of PepsiCo International and a member of the Tech Board of Directors, were the morning speakers.

The seminar luncheon, which drew an estimated 250 persons, was featured by a talk by Don Belding, a founding partner of Foote, Cone and Belding, one of America's leading advertising agencies.

The Thursday night banquet, during which the Silver Medal Award was presented to an outstanding Lubbock area Advertising man, heard an address by Dr. Goran Tamm, managing director of AB Svenska Telegrambyran of Stockholm, Sweden.

Straiton said advertising executives have been "deceived by the catch-phrase: 'Half the population is under 25'."

Straiton observed, however, that if the marketing man looked closely, he would notice also that "half the population is over 25 and that this half spends about 90 percent of the consumer dollars.

"The consumer is not a moron," Straiton declared. "She is your mother."

The Canadian executive said "an inexperienced middle management is arising in business. Traditional advertising for old products is becoming less effective. Television itself is losing selling power.

"Volume of advertising," he said, "is ballooning so that yesterday's big budget is today's voice in the crowd. Consumers' criticisms of advertising are receiving more press, so that management -- middle and upper -- is in a rather frantic, try-anything mood."

(MORE)

He said that with today's social and economic pressures, the marketing director, brand manager and president "want to be youthful. They want to have amusing advertising so their wives and mothers-in-law will think they're in a respectable business.

"Women don't want funny comments," Straiton said. "They want to see what the cake or the soup looks like. Women would rather read a recipe book than a joke book."

Straiton added that the "disjointed, swinging commercials that are floating out of never-never land these days ... don't work much on the young. We have done a fair amount of research and discussing with young people.

"They hate most attempts to be groovy. Things move so fast these days most commercials are out of date by the time they're on the air.

"Kids," he observed, "enjoy funny commercials. But they don't believe much of it."

Dr. Tannery described the international marketing practices of PepsiCo International and briefly outlined the impact of American business investments overseas.

"Last year," he said, "American firms invested \$10.2 billion, or about 14 percent of all their capital spending on plant and equipment, in ventures outside the United States.

"This rising annual amount brought their total overseas ante to \$64.8 billion, more than the gross national product of many a nation and eight times the amount foreign businessmen have invested in the U.S. in the 191 years of the republic.

"There is good reason," Dr. Tannery said, "for expansion of American business interests overseas." He noted that his company enjoys a "healthy annual increase in our domestic beverage business, but our international business is growing twice that rate."

He said two major obstacles to foreign business expansion are "the antagonism engendered by American ownership of local business facilities and the dominant part Americans play in the management of their overseas operations."

(MORE)

PepsiCo combats this, he explained, by setting up locally-owned franchises with the work force made up predominantly of natives.

PepsiCo's advertising programs are designed to "say different things to different people in order to reach them in their own realms of comprehension."

Belding described advertising's relationship to this nation's economic system, saying that the U.S. Revolution, which began 192 years ago, "has produced the highest standard of living, has distributed its wealth more evenly and has produced more individual freedom than any political and economic system ever developed by the human race. In this attainment, the business of advertising has played a critical and important part."

The Los Angeles marketing specialist said, however, "advertising cannot successfully sell a product or idea or institution that cannot be sold on a small scale without advertising."

"Advertising simply speeds up the selling process," according to Belding. "It is the cheapest known method of reaching people in the mass with a uniform sales message."

15-2-22-68

By Dawson N. Oppenheimer



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SW5-8746
D. N. Oppenheimer, Mgr. News Bureau, SW2-1115

LUBBOCK, Feb. 22 -- Dr. Ferenc Nagy, former prime minister of Hungary now living in exile in the United States, will be a principal speaker at Texas Tech's World Affairs Conference March 7-9.

Nagy will speak on "The Future of Eastern Europe" at the 10:45 a.m. general session March 9 and also will conduct a conference seminar for students participating in the three-day forum sponsored by Tech's Student Union.

As Hungary's last Democratic premier, Nagy headed the party which won 57 percent of the vote in the 1946 election. Pressured by the Russians to take Communists into his cabinet, Nagy was unseated the following year when the Reds seized his son Laszlo and, in return for sparing the boy's life, forced the prime minister to resign.

A U.S. resident since 1947, Nagy is a member of the Hungarian National Council, president of the International Peasants Union and a past chairman of the Assembly of Captive European Nations.

He keeps in constant contact with European affairs through participation in international conferences including some 50 trips to Europe where he has met with leading statesmen from a dozen countries.

He has traveled extensively in the Far East and has conferred with such political leaders as Prime Minister Nehru, President Nasser, President Chaing Kai-shek, President Magsaysay, Prime Minister Ikeda and Prime Minister Mohammed Ali.

(MORE)

NAGY --- add one

Nagy's political fortunes in Hungary were linked to the Independent Smallholders Party which he helped to found and later served as national president.

He was a member of the Hungarian Parliament in 1939, founded the Hungarian Peasants' Association two years later and in 1944 was a prisoner of the Gestapo.

Returned to power as Minister of Reconstruction in 1945, he was named president of the Hungarian National Assembly the same year and prime minister in 1946.

As an official representative of his country, he participated in the Paris Peace Conference and conferred with Premier Stalin in Moscow, President Truman in Washington, Prime Minister Attlee in London and Prime Minister Bidault in Paris.

His major publications in English include The Struggle Behind the Iron Curtain, Appeal to the Governments of the Free Nations and Report on the Bandung Conference. He also wrote a series of syndicated articles for the Associated Press and articles for the Saturday Evening Post, Reader's Digest and Life.

Arrangements for the Tech conference are under direction of a 12-member student committee headed by Fort Worth senior Ronnie Brown. Dr. Idris Traylor, deputy director of Tech's International Center for Arid and Semi-Arid Land Studies, is faculty sponsor.

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16-2-22-68

By Emil Carmichael

LUBBOCK, Feb. 22 -- Canadian advertising executive John S. Straiton of Toronto, here to speak to Texas Tech's World of Advertising Seminar, had some good-natured fun Thursday at the expense of his American hosts, his home country and himself.

Upon his arrival at Tech, he observed that Thursday was Washington's birthday and recalled that twice previously he has been in the U.S. on a national holiday.

"Twice, I've been trapped in New York on Columbus Day. That's the day Americans set aside to celebrate the discovery of the British West Indies by an Italian."

Straiton made it clear that "although I am a Canadian, I am not French. Along with about 15 million other Canadians, I speak French poorly.

"There are another six million Canadians who do speak Franch," he said. "But they don't speak to us. They talk to General De Gaulle."

Straiton said that, like a lot of Canadians, he is "Scottish in heritage and outlook. We have a reputation for not investing in risky things, which may be the reason that over 60 percent of Canadian industry is controlled by Americans."

Straiton also tried to straighten out his American neighbors about some misconceptions they harbor about Canada. "It's not true that we have 10 months of winter and two months of poor skiing. We have about five months of poor skiing."

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17-2-22-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 23 -- Texas Tech Education Prof. Berlie Fallon, chairman of the Faculty Advisory Committee, announced Friday the results of this week's election of the executive committee of the new Tech Faculty Council.

The council, which replaces the FAC, was organized to enlarge the scope of faculty advisement on academic policies including establishment of curricula, standards of instruction and details on degree requirements.

The council consists of one representative elected within each of seven schools at Tech and 14 members elected at-large by the entire faculty.

School representatives include B.L. Allen of Agriculture, Charles Dale of Business Administration, Fallon of Education, Estelle Wallace of Home Economics, Don Helmers of Engineering, Glen Shellhaas of Law and William E. Oden of Arts and Sciences. Oden, immediate past president of the Faculty Advisory Committee now being phased out, was election chairman.

The 14 at-large members include Paul Prior of Biology, David Vigness of History, W.G. Steglich of Sociology, John Baumgardner of Animal Husbandry, Robert Rouse of Economics, Harley Oberhelman of Classical and Romance Languages, Mina Lamb of Foods and Nutrition, Margaret Stuart of Chemistry, Kline Nall of English, Haskell Taylor of Accounting, Paul Woods of History, Henry Shine of Chemistry, Mary L. Brewer of English and Timothy P. Donovan of History.

Fallon said the new council will "allow for broader faculty representation and provides for direct communication with the university administration."

The constitution of the Faculty Council provides that the president of Texas Tech shall serve as chairman and presiding officer of the organization but that the executive committee also shall select a chairman and vice chairman annually from committee membership.

This release distributed 2-23-68
to Lubbock news media.

LUBBOCK, Feb. 23 -- Trustees of the Texas Tech Dads Association will meet at the Tech Union Saturday morning, president Finley Hurlbut of Corpus Christi announced Friday.

Prime purpose of the session, according to Hurlbut, will be to provide an orientation and briefing for new trustees.

The Dads Association is a voluntary organization of fathers of Tech students dedicated toward improving all areas of the university. It sponsors Dads Day each fall at which time contributions toward athletic and academic excellence are recognized.

Dean of Student Life James G. Allen is coordinator of the group's various activities.

O'Brien Thompson of Amarillo will present opening remarks and give a progress report. Dr. W.H. Gordon of Lubbock will discuss the organization's purposes and goals.

Dean Allen will report on the Association's scholarship program, and its annual Spencer A. Wells Faculty Award activities, and L. Edwin Smith of Lubbock will trace the organization's legal status.

Hurlbut said Paul Gustwick of Yoakum would outline the Athletic Hall of Honor program, and that Jerry Kelly, Manager of Tech's Publications Bureau, would discuss the association's publications and newsletter.

Thompson will present concluding remarks to be followed by a question and answer session.

19-2-23-68

By Ronald Hamm

LUBBOCK, Feb. 23 -- A joint conference of the Texas State Teachers Association and the Texas Tech Business Education Department March 1-2 will feature appearances by the vice president of South-Western Publishing Company and the editor-in-chief for typewriting publications of McGraw-Hill Book Co.

The conference opens noon Friday with registration at the Villa Inn.

McGraw Hill executive Dr. Alen C. Lloyd will discuss "The Future of Business Education" at the 1 p.m. opening luncheon at the Villa Inn.

Banquet speaker Friday night will be Dr. John C. Gilliam, Tech Business Education professor who will discuss his work in establishing a junior college of business in Jordan.

The Saturday luncheon speaker at the Johnson House will be R.D. Copper of Cincinnati, senior vice president for South-Western. He will discuss "Business Problems for Business Teachers."

The conference is for Lubbock area high school, junior and senior college business teachers, and for graduate and undergraduate business education students. More than 100 are expected to attend.

The program includes a series of "discussion-demonstration" sessions Friday afternoon and Saturday morning. On Friday, sessions have been set for 2:30 p.m. to 3:45 p.m. on bookkeeping, EDL Skill Builder, data processing, office machines/procedures; typewriting and vocational office education.

From 9 a.m. to 10:15 a.m. Saturday, discussion-demonstration will be repeated in bookkeeping, EDL Skill Builder, office machines/procedures and typewriting. Saturday's session will also include a look at business communications and offset process of duplicating.

LUBBOCK, Feb. 23 -- Dr. Hans Buetow, former editor of German newspapers and widely known political and cultural writer, will be a guest lecturer at Texas Tech Wednesday (Feb. 28).

Dr. Buetow will speak at 7:30 p.m. in the Tech Faculty Club under auspices of the Tech Department of Germanic and Slavonic Languages and Delta Phi Alpha, German honorary. His topic will be "The Modern German Theater -- How Does It Work?"

The lecture, delivered in German, will be open to third and fourth year German language students, graduate students and other interested persons. There will be no admission charge.

Dr. Buetow, whose American tour is being sponsored by the Goethe Institute of Munich, is a former fiction editor of the Allgemeine Zeitung and the Frankfurter Neue Presse. He was political editor of the Frankfurter Zeitung from 1934 until 1943 when the paper was banned by the Nazi government.

The son of a German father and an English mother, Buetow speaks and writes fluently in both languages. Following World War II he served as an interpreter for the American military government in Frankfurt and as liaison for the German civil administration.

Educated in Frankfurt and Hamburg, he did doctoral research in English studies, including the history of art.

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21-2-23-68

By Emil Carmichael

Editors Note:

Buetow -- pronounced "bee--tof"

LUBBOCK, Feb. 23 -- Texas Tech President Grover E. Murray attended a luncheon with Tech architecture students Friday--one of a series of weekly seminars begun last fall to encourage dialogue between students, Tech and community leaders.

The idea came from the students and each week they invite an architect, a civic leader, a minister, a Tech official or anyone else they may desire.

The students bring their own lunches and meet in the courtyard of the Architecture Building, weather permitting. The seminar is sponsored by the student chapter of the American Institute of Architects.

-30-

22-2-23-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 23 -- Twenty-one West Texans will be on the Texas Tech campus Saturday to take the Data Processing Management Association's certification test in data processing.

DPMA is an international organization of management personnel "dedicated to advancing data processing by increasing the professional value of the individual."

The test will be administered for the fifth consecutive year by Tech Accounting Prof. Burl Hubbard. Award of the certificate, according to DPMA, "is based on the successful completion of a prescribed course of academic study, three years' direct work experience in data processing, high character qualifications and passing the CDP Examination."

Saturday's test is for data processors from the Midland area north to the Oklahoma line.

Expected here for the examination are Byron D. Branch, Donnie L. Caruthers, Michael J. Flood, Jarrell C. Grout, David L. Holder, Billy J. King, Joseph L. McGregor, Dwayne B. McMinn, William W. Rowell, John C. Schwab, Gary M. Simms and Jimmy L. Stover, all of Amarillo; Leslie D. Henderson and Frank G. Landram Jr., both of Canyon; Frank Smith, Hereford; Newman D. Jones Jr., Lubbock; Donald E. Cassling and Roger W. Coil, both of Midland; H.E. Hair, Odessa, and James L. Whatley and Billy G. Wilkinson, both of Pampa.

-30-

23-2-23-68

By Dawson N. Oppenheimer

This release distributed 2-23-68
to Lubbock news media.

LUBBOCK, Feb. 23 -- Mrs. Estelle Wallace, chairman of Texas Tech's Department of Home and Family Life, will be a speaker at the Texas Home Economics Association regional Career Day conference for high school students in Odessa Saturday (Feb. 24).

Mrs. Wallace's topic will be "Career Opportunities for Child Development and Family Relations Majors."

-30-

24-2-23-68

By Emil Carmichael



Texas Technological College
Division of Information Services
Lubbock, Texas 79409
Code 806 742-4136
Ron Hamm, Director, SW5-8746
D. N. Oppenheimer, Mgr. News Bureau, SW2-1115

LUBBOCK, Tex., Feb. 24 -- Appointment of veteran educator Glenn E. Barnett, currently a University of Colorado vice president, as Executive Vice President and Dean of the new School of Education at Texas Tech, was announced Saturday by Tech President Grover E. Murray.

Dr. Barnett's appointment becomes effective July 1. He succeeds Dr. William M. Pearce, who resigned as Executive Vice President Feb. 1 to accept the presidency of Texas Wesleyan College.

The School of Education, which opened last fall after being expanded from departmental status by the State Coordinating Board, has been operating without a dean. Dr. Donald McDonald has been serving as acting dean.

"I am particularly happy," said Dr. Murray, "to welcome Dr. Barnett to the Tech administration because of his broad educational background and varied administrative experience.

"He has been named to both posts because of the pressing need to fill them at this time. It is essential that someone take up Dr. Pearce's work where he left off, and the School of Education demands strong leadership and guidance in its crucial, formative stages."

Dr. Murray said plans call for Dr. Barnett to relinquish one of his responsibilities at a later time. "His outstanding record and academic stature," Dr. Murray said, "make Dr. Barnett an admirable choice both for the position of vice president and dean."

(MORE)

GLENN E. BARNETT --- add one

Barnett, currently Vice President for Student Affairs and Professor of Education at Colorado, said "the opportunity to be associated with Texas Tech represents a great challenge.

"The growth of the university during the past several years, and its recent efforts toward even more improved status are signs of a healthy institution and a fine student body, faculty, administration and staff. I look forward to joining them."

Barnett, 51 and a native of Missouri, had ample opportunity to observe Tech's growth and accomplishments during an eight year association with the University of Texas at Austin.

He joined the UT faculty in 1955 as a Professor of Curriculum and Instruction, serving also until 1961 as Associate Dean of the College of Education.

From 1959 until 1960, he was Acting Chairman of the Department of Curriculum and Instruction, and in 1961 was named Dean of Students at UT.

Barnett held that post until 1963 when he went to the University of Colorado with his Texas colleague, Dr. Joseph R. Smiley, who became president of UC.

President Smiley said he was "exceptionally sorry to lose my friend and long-time co-worker. We have been closely associated for several years and he has, without exception, discharged each of his many and substantial responsibilities with understanding, with diplomacy and with brilliance.

"I wish for Glenn Barnett," said Dr. Smiley, "the continued success I know he will have in his new assignment and congratulate Texas Tech on its choice of an outstanding man."

(MORE)

GLENN E. BARNETT -- add two

Barnett began his teaching career in 1937 as a rural high school teacher in Bucyrus, Kan., following graduation that same year from Teachers College in Kansas City, Mo. He received the Master of Education degree from the University of Missouri in 1939, and the Doctor of Education from the same institution four years later.

He has served as teacher, principal and supervisor of various schools, and from 1946 until 1947 was Assistant Executive Secretary of the National Education Association and the American Association of School Administrators.

From 1943 until 1946, Barnett served in the Navy and was assigned as a Lieutenant to the Office of the Chief of Naval Operations.

He married the former Miss Eva Dale in 1945, and they have one son, Robert, 15.

Active in professional organizations and scholarly societies, he is a member of the National Association for Student Personnel Administrators and the American Association for the Advancement of Science, and belongs to Phi Delta Kappa education honorary and Phi Kappa Phi.

A Rotarian, Barnett has been active in many civic endeavors and currently is a Director of the West Central Area of the YMCA.

A prolific writer, his publications include Education for All American Children, The Student Teacher in the Elementary School, Educational Relations in the United States and Preparation of Elementary Teachers.

GLENN E. BARNETT -- add three

Barnett, a member of the College Entrance Examination Board's Federal Loan Program advisory committee, also has had teaching experience at George Washington University, Montana State and Utah State.

He has served as a consultant to seven school systems in California, Caddo Parish in Louisiana, and Austin, Andrews, Dallas, Midland, Corpus Christi and Spring Branch in Texas.

Barnett has chaired accreditation visits in education to the University of New Mexico and the University of Southern California, and has participated in other visitations to San Jose State, Fresno State, Incarnate Word College, the University of Houston, the University of Colorado, the University of Texas at El Paso and to the University of Kansas.

He was Director of the Elementary Education Study of Educational Policies Commission of the NEA, the California Cooperative Study of Elementary Education, the 19th Texas Conference on Teacher Education in 1962 and headed a Danforth Foundation project grant on Doctoral Internships in Teacher Education Programs from 1958 until 1962.

Other professional activities include participation in the special United States mission to Yugoslavia in 1963 for a Seminar on Social and Cultural Problems, chairmanship for five years of the Texas State Board of Examiners for Teacher Education and co-directorship of a \$500,000 research project at the University of Texas on Mental Health in Teacher Education.

He is the author of 12 articles, three yearbooks and four books.

26-2-24-68

-30-

EDITORS NOTE: Dr. Barnett's salary will be \$30,000 a year.

By Ron Hamm

Glenn
Barnett
file

WASHINGTON, Feb. 24 -- Texas Tech has been approved for continuation and inauguration of 17 National Science Foundation graduate traineeships for 1968 totaling \$73,479, Rep. George Mahon, D-Tex., announced Saturday.

Rep. Mahon said \$43,800 was to continue eight traineeships for the fall semester with \$29,679 earmarked for five new traineeships in the fall and four more in the summer of 1968.

"This program," the Congressman explained, "is designed to accelerate the output of students with advanced degrees in science, mathematics and engineering."

-30-

27-2-24-68

By Ron Hamm

This release was distributed
2/24/68 to all Lubbock media

LUBBOCK, Feb. 24 -- Nearly 75 trustees and officers of the Texas Tech Dads Association met here Saturday for their annual mid-winter meeting and orientation for new members.

Current president Finley Hurlbut of Corpus Christi and seven past presidents of the 13-year-old organization were on hand, including George Weiss, Brownfield; Paul Gustwick, Yoakum; Cecil Schwalbe of Dallas; Rigdon Edwards, Sweetwater; O'Brien Thompson, Amarillo; and Bill Collins and Dr. W.H. Gordon, both of Lubbock.

Hurlbut told the trustees Saturday that, "We're really making an effort to increase our membership, and to make a worthwhile contribution to Texas Tech."

The Dads Association is a voluntary organization of parents of Tech students dedicated toward upgrading all areas of the university's life. Annual projects include sponsorship of Dads Dad, the Athletic Hall of Honor and the Spencer A. Wells Faculty Award.

Several committees were organized and chairmen named, including W.H. Tinney, Nominations; R.C. "Bob" Blon, publications; L. Edwin Smith, budget and finance; Schwalbe, membership; and Samuel Martin Mastenbrook, Dads Day.

The morning general session and committee meetings were capped by a luncheon in the Tech Union.

28-2-24-68

By Ron Hamm

1-10

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-2-26-68	Theresa Lee ^(awarded dno) Army ROTC medals	✓				AP, Colo. City, Weatherford
1-2-26-68	"Culline" of about	✓				
2-2-26-68	Matris Symposium dno	✓				P10's of prof schools
3-2-26-68	Voice + Inba. recital ll	✓				
4-2-26-68	Culline on Von Braun	✓				
5-2-27-68	Circle K dno	✓				{ Dallas, Fort Worth, San Angelo, OK City, AP, Dallas, AP & UP (OK City), Tulsa, Houston, Austin, El Paso.
6-2-27-68	Recital by Robt. Whalin ll	✓				
7-2-27-68	Teacher Training Grant dno	✓				{ Hereford, Plainview, Littlefield, Jewelland, Brownfield, Lamesa, Colo. City, Snyder, Sweetwater, Big Spring, Fort Worth, Dallas, AP, Clovis, Postalls, Hobbs
8-2-27-68	Evelyn Clewell rh	✓				{ P10's mentioned + Alum Mag
9-2-28-68	Wiggins Open House ll	✓	✓			{ Dallas, Fort Worth, Houston, Austin, El Paso, AP, Colo. City, Amarillo, Sweetwater

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
10-2-28-68	Alan C. Lloyd ^{N.Y. Publishing} executive featured at BA Conf. dnt	✓	✓			Dalveston, Bowling Green Ky
11-2-28-68	Cutline on new flag	✓				
X12-2-29-68	Student Body Statistics dnt?	✓		✓		J.W. Dallas, Houston, El Paso, Austin, Abilene, Amarillo, A.P. Cumberland, Rd., all cities mentioned in story.
13-2-29-68	Los Indios Sabapras H	✓				
14-2-29-68	Home Eco. Conf. ee	✓		✓		
15-2-29-68	Teacher Education Workshop ee	✓				
16-2-29-68	Cutline on Capt. Shreiber	✓				Niagra Falls
17-3-1-68						
17-3-1-68	Wiggins Open House ee	✓				
18-3-1-68	Sch. of Educ. Publications ee	✓				
19-3-1-68	T.Tech's Sym. Orchestra ee	✓				San Antonio

[illegible]

LUBBOCK, Feb. 26 -- Texas Tech coed Theresa Lee of Colorado City Monday was awarded four Army ROTC medals as one of the only two coeds ever to complete a semester's course in military science at Tech.

The attractive coed was one of four girls who enrolled in ROTC last fall. Two of the original enrollees dropped the course, while Miss Lee and Diana L. Williams of Weatherford completed their studies under the supervision of Maj. Gilbert H. Schumpert Jr., assistant professor of military science. Miss Williams did not return to Tech this spring.

In Monday's ceremony, Dean of Admissions and Registration Floyd D. Boze presented Miss Lee with medals for Academic Achievement, Good Conduct, participation on the Rifle Team and Marksmanship.

She maintained a "straight 'A'" average in her military science studies. A junior in the School of Business Administration, Miss Lee said, however, she did not plan to continue with her military education.

Attending the presentation were Col. Maxwell C. Murphy Jr., Tech's professor military science, Maj. Schumpert and Dr. George G. Heather, dean of the School of Business Administration.

-30-

1-2-26-68

By Dawson N. Oppenheimer

LUBBOCK, Tex., Feb. 26 -- Sixteen of the nation's top mathematicians will be at Texas Tech March 7-8 for a "Matrix Symposium" that would make today's parents happy to settle with the complexities of "new math."

Tech math Profs. Patrick L. Odell and Thomas L. Boullion, co-directors of the symposium, said faculty members from more than a dozen universities and research centers will discuss a "mathematical concept usually spoken of as the theory of generalized matrix inversion.

"For the laymen," Dr. Odell explained, "matrices are rectangular arrays of numbers, a definition that would make most mathematicians wince." These arrays, he said, "can be manipulated somewhat as real numbers are manipulated."

Among the scheduled participants is Dr. T.N.E. Greville of the University of Wisconsin, described by Odell as "the American mathematician who wrote the early papers which I feel made the concept a popular topic for study."

The meeting is designed to bring professional leaders together for formal presentation of their most recent results and informal discussions of present conjectures and topics for study.

"The symposium not only is important nationally as a scholarly endeavor but will allow Tech's 80 graduate mathematics students to see and hear leaders in our field," Odell said.

In addition to Drs. Odell and Boullion, Tech will be represented by Dr. Harold W. Milnes.

Participants include Drs. C.A. Rohde, Johns Hopkins University; G.H. Golub, Stanford; L.D. Pyle, Purdue; R.E. Cline, University of Michigan; W.T. Reid, University of Oklahoma; J. Scroggs, University of Arkansas; H.P. Decell, NASA-Manned Spacecraft Center; I. Erdelyi, Kansas State; A. Charnes, Northwestern; A. Ben-Israel, Northwestern; J. Amburgey, Wayland College, and J. Chipman, University of Minnesota.

This release distributed 2-26-68
to Lubbock news media.

LUBBOCK, Feb. 26 -- Texas Tech's Department of Music will present Dana Gibson and Richard Colvin in a voice and tuba student recital at 8:15 p.m. Wednesday (Feb. 29) in Room One of the Music Building.

Mrs. Gibson, soprano, will sing compositions by Handel, Faure, Massenet, Schubert, Rorem, Nordorff and Hageman. Gene Pickens will be her accompanist.

Colvin, will play music by Beversdorf, Tchersepnin and Hartley. His accompanists will be Lynn Saulsbury, piano, and Michael Gafford, flute.

-30-

3-2-26-68

By Emil Carmichael

This release distributed 2-27-68
to Lubbock news media, Dallas,
Fort Worth, San Angelo, Oklahoma
City, AP (Dallas), AP&UPI
(Oklahoma City) Tulsa, Houston,
Austin and El Paso.

LUBBOCK, Tex., Feb. 27 -- The annual Texas-Oklahoma district convention of Circle K International, national college and university service organization sponsored by Kiwanis International, will be hosted by the Texas Tech chapter in Lubbock March 22-24.

Convention chairman Marshall Grimes of Morton, lieutenant governor of the district, said the convention would feature a Saturday night (March 23) banquet talk by Texas Lt. Gov. Preston Smith, who now is in the race for the Democratic nomination for governor.

The banquet speaker Sunday (March 24), when new district officers will be installed, will be David Keyko, a senior at Drew University in Madison, N.J., and national president of Circle K.

Most convention activities will take place at the KoKo Palace, beginning with poolside registration Friday afternoon and a Kiwanis Barbecue Friday night. The barbecue will be followed by the district's annual "Ugly Man Contest," during which a selection of Texas Tech coeds will judge contestants on "their lack of looks and lack of talent." A Friday night board meeting and committee meetings also are slated.

The first general session, during which the delegates will be welcomed by Lubbock Mayor W.D. Rogers and Tech President Grover E. Murray, gets underway at 9 a.m. Saturday. Top speakers at the morning session will be Milton McQuaye, Key Club governor of the Texas-Oklahoma District, and Brad Moore, a senior from Bethany (Okla.) College.

The Saturday luncheon speaker will be C.H. "Slim" Livermon of Oklahoma City, Kiwanis district governor. The afternoon will feature various workshops.

Sunday morning's devotional period will be followed by an executive session with the main address to be delivered by L.C. "Pappy" Bowling, Channelview, Tex., Kiwanis district adviser. New officers will be elected during the executive meeting.

This release distributed 2-27-68
to Lubbock news media, Hereford,
Plainview, Littlefield, Levelland,
Brownfield, Lamesa, Colorado City,
Snyder, Sweetwater, Big Spring,
Fort Worth, Dallas, AP, Clovis, Port
Portales, Hobbs.

LUBBOCK, Feb. 27 -- A teacher-training grant of \$18,000 to help relieve teacher shortages in West Texas has been awarded Texas Tech's Department of Elementary Education.

Project director C.L. Ainsworth said the funds will finance four two-year fellowships in elementary education from the U.S. Office of Education through its Prospective Teacher Fellowships Program. The Tech project is aimed at helping prepare prospective teachers of children with bi-cultural backgrounds, particularly Mexican-American youngsters, in cities of 10,000 to 35,000 population.

Dr. Ainsworth said "fellowship recipients will be selected from applicants who are residents of towns with the prescribed population requirements within 150 miles of Lubbock. These include Hereford, Plainview, Littlefield, Levelland, Brownfield, Lamesa, Colorado City, Snyder, Sweetwater and Big Spring and Portales, Clovis and Hobbs, N.M.

Although candidates must hold a college or university degree, they cannot be teaching during the current school year. Recipients will be enrolled in a graduate program leading to teacher certification and a master's degree.

Each person selected will receive a \$2,000 fellowship for the 1968-69 academic year, plus \$400 for each dependent.

The program is named the Advanced Bi-Cultural Improvement and Educational Re-Training Opportunity. The initials, ABIERTO, mean "open" in Spanish, Dr. Ainsworth pointed out, adding that "through this program we hope to open more doors of opportunity to the Mexican-American youngsters of the area."

Interested persons may apply for fellowships through Tech's Department of Elementary Education, Box 4081, Lubbock, Texas, 79409.

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7-2-27-68

By Dawson N. Oppenheimer

This release distributed 2-28-68
to Lubbock news media, regional
dailies, Dallas, Fort Worth,
Houston, Austin, El Paso, AP,
Colo. City, Amarillo, Sweetwater.

LUBBOCK, Feb. 28 -- Texas Tech will dedicate its new high rise residence halls -- Wiggins Complex -- at an open house from 2:30 to 4 p.m. Sunday (March 3) honoring the educational leaders for whom the housing facility is named.

Lobbies, lounges and other public areas in Weymouth, Coleman and Chitwood Halls, together with a section of student rooms in Coleman, will be open for inspection.

Saluted at the public observance will be:

-- Dr. Dossie M. Wiggins of Lubbock, former Tech president for whom the complex is named.

-- Chanslor Weymouth of Amarillo, former longtime Tech board member who was influential in acquiring Tech's Agricultural Research Farm at Pantex.

-- The late Dr. P. C. Coleman, pioneer Colorado City physician, and a leader in the campaign to bring a college to the High Plains.

-- The late Richard M. Chitwood, state legislator from Sweetwater, and staunch supporter of the bill creating Tech in 1923. He became Tech's first business manager.

The building project, completed at a cost of \$11,000,000, includes three towers plus Wiggins Commons, a separate dining facility. Original plans call for a six-tower complex.

Joining Wiggins and Weymouth in the receiving lines in the respective halls will be Mrs. Richard M. Chitwood of Lubbock, widow of the early day legislator and a former assistant dean of women at Tech. Also expected to attend are Mrs. H.C. Wheeler of Midland, Dr. Maxwell Thomas, Dallas, and Preston Coleman Burchard of Palo Alto, Calif., granddaughter and grandsons of the Colorado City physician.

Student guides will assist visitors in tours of the buildings.

Each tower can house 572 students in double rooms with bath, built-in furniture and air conditioning with individual room control.

The large formal lounge on the first floor of each unit is supplemented by a kitchenette for social functions.

(MORE)

Other public areas include television rooms with cushioned theater-type seats, ceiling speakers and controlled lighting, laundry facilities with adjacent study rooms which enable students to handle chores without interrupting their studies, and a games room with facilities for ping pong, billiards, checkers, chess and similar activities.

Residence hall officers comprising the arrangements committee are:

Chitwood Hall -- Judy Caldwell, Panhandle, president; Judy Jenkins of Hamlin, freshmen section president, and Katherine Ritter of Many, La., food service representative.

Weymouth Hall -- Dan Gill of Dallas, president, and Phil Hall, Houston, food service representative.

Coleman Hall -- Paula Leathers of Paducah, president.

All four of the honorees played major roles in the establishment and development of Tech.

Dr. Wiggins served as Tech's fifth president from 1948 until 1952, a period marked by great expansion. Some 11 buildings were erected, among them the Music and Museum buildings, Petroleum Engineering, Science and Student Union buildings, as well as major additions to several others.

A native of Crowley, La., Dr. Wiggins was reared at Canadian, and educated at Hardin-Simmons and Yale University, where he received his PhD. Prior to coming to Tech, he was president of the University of Texas at El Paso (formerly Texas Western).

Dr. Wiggins is a member of the Tech Foundation Board, the Coordinating Board for the Texas College and University Systems and is chairman of the Executive Committee of the Citizens National Bank of Lubbock.

Weymouth, prominent Panhandle rancher, had one of the longest tenures as a board member in Tech's history, from 1941 to 1953. He was instrumental in securing approximately 13,800 acres of agricultural lands northeast of Amarillo where Tech's School of Agriculture operates a research farm laboratory for studies in livestock, crops, soils and water use. Additional facilities include Tech's Killgore Beef Cattle Center, headquarters for scientific research in beef cattle improvement.

(MORE)

Weymouth early became interested in the educational needs of West Texas. He is a director and one of the founders of Boys' Ranch at Tascosa. He is chairman of the Killgore Foundation, a former president of the Texas and Southwestern Cattle Raisers Association and a former director of the Texas Lines for the Santa Fe Railroad.

Dr. Coleman earned the title "Father of Texas Tech" when in 1916 he took the initiative in organizing a campaign to bring a four-year college to the High Plains.

He presided at the first meeting called in Sweetwater for the purpose of securing establishment of such a college and later served as chairman of the pilot organization until its work was taken over by the West Texas Chamber of Commerce. He continued to serve higher education as vice president of the Chamber and chairman of its education committee. He was president of the Texas Medical Association and for 15 years served as a regent of Austin College.

Dr. Coleman died in 1932 at the age of 78.

Although Chitwood's tenure as Tech's business manager was brief -- from June 1925 until his death, November 1926 -- he had been identified with the plans for the new college almost from the beginning.

First elected to the State Legislature in 1920, he represented Noland, Mitchell and Fisher counties three terms during which he distinguished himself as vice chairman of the House Committee on Education, chairman of the Committee on Recommendations, a member of the Appropriations Committee, administrative floor leader and secretary of the Joint Legislative Investigative Committee.

Initially hopeful that the college would be located in Sweetwater, Chitwood soon became one of Tech's strongest and most loyal supporters with the announcement that "no matter where the college is located, it can never be located outside the domain of my heart."

The statement was repeated in the 1926 edition of La Ventana, Tech student yearbook, which was dedicated to Chitwood in memoriam.

9-2-28-68

By Emil Carmichael

This release distributed 2-28-68
to Lubbock news media, regional
dailies, AP, Galveston and Bowling
Green, Ky.

LUBBOCK, Feb. 28 -- New York publishing executive Alan C. Lloyd will keynote a Joint Conference of the Texas Tech Business Education Department and District 13 of the Texas State Teachers Association Friday (March 1).

The two-day meet, open to all area business teachers, is designed to allow the educators "to seek solutions to common teaching problems through the use of small group discussion-demonstrations on business education."

Top speakers slated for the conference, in addition to Lloyd, are R. D. Cooper of Cincinnati, senior vice president of South-Western Publishing Co., and Tech Business Education Prof. John C. Gilliam.

Cooper will discuss "Business Problems for Business Teachers" at the closing luncheon Saturday while Dr. Gilliam will describe business education in Jordan during the Friday night banquet at the Villa Inn.

Dr. Gilliam recently returned to Tech after spending one and one-half years in Jordan on a Ford Foundation project to establish a junior business college.

Dr. Lloyd, a native of Pennsylvania, is editor-in-chief of typewriting publications for McGraw-Hill. He divides his time between the public lecture circuit and publication of Gregg typing books. He joined Gregg in 1945, where he eventually became editor and publisher of Business Education World, Business Teacher and Today's Secretary. He serves as consultant and contributor to the magazine.

(MORE)

ALAN C. LLOYD --- add one

He is credited with more than 50 publications and is widely known for developing time saving devices and typewriting simplifications.

Cooper has been associated with South-Western as a field representative, assistant general sales manager, assistant editor of The Balance Sheet, vice president and general sales manager and senior vice president.

A native of Taylorsville, Ky., and graduate of Western Kentucky State University, he has taught in Florida and Alabama, in a Galveston business college and at Western Kentucky.

He is a frequent visiting summer lecturer in U.S. colleges and universities.

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10-2-28-68

By Dawson N. Oppenheimer

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to Lubbock news media, regional
dailies, AP, Galveston and Bowling
Green, Ky.

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10-2-28-68

By Dawson N. Oppenheimer

TEXAS TECH FLAG PRESENTED -- Tech President Grover E. Murray addresses the crowd as Lubbock clothier "Coach" Brown and student body president Max Blakney unfurl the institution's new official flag during halftime ceremonies of the Raider-A&M basketball game. Brown donated the flag. (Tech Photo)

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11-2-28-68

This release distributed 2-29-68
to Lubbock news media, Fort Worth,
Dallas, Houston, regional dailies,
El Paso, Austin, Abilene, Amarillo
AP, Cumberland, R.I. and all cities
listed.

LUBBOCK, Feb. 29 -- Figures released Thursday by Evelyn Clewell, director of Institutional Studies, show that Texas Tech's student body last fall came from 49 states, two U.S. territories, the District of Columbia and 30 foreign lands.

Even little Rhode Island was represented by Business Administration sophomore William McKee of Cumberland. Every other state was represented by two or more students, with 308 from neighboring New Mexico leading the immigration to Tech.

Tech's growth in national and international stature, however, did not overshadow its primary role of serving Texas. Some 5,228 of the university's 18,646 students were from the Lubbock area and more than 12,000 came from other areas of the state.

Dallas and Harris (Houston) counties, the state's two most populous metropolitan regions, easily led all Texas areas. Dallas sent 1,551 undergraduates and 51 graduate students. Harris, Dallas and Lubbock counties were the only ones from which the Tech population exceeded 1,000. The Houston area accounted for 985 undergraduates and 35 persons working on graduate degrees.

The only other county to be represented by more than 500 students was Tarrant (Fort Worth), with 684, including 34 graduates.

Among the 242 of Texas' 254 counties represented, 22 others had 100 or more students. They were Potter (Amarillo), 490; Midland, 458; Bexar (San Antonio), 429; Hale (Plainview), 409; Ector (Odessa) and Taylor (Abilene), 344 each; El Paso, 212; Lamb (Littlefield), 207; Hockley (Levelland), 196; Gray (Pampa), 166; Tom Green (San Angelo), 152; Howard (Big Spring), 148; Wichita, 146; Terry (Brownfield), 140; Scurry (Snyder), 130; Floyd (Floydada), 129; Dawson (Lamesa), Nueces (Corpus Christi) and Travis (Austin), 126 each; Hutchison (Stinnett), 117; McLennan (Waco), 116, and Crosby (Crosbyton), 108.

Sixty Californians made up the second largest out-of-state contingent, with Colorado's 47 and Oklahoma's 43 Tech students running next. A total of 877 students came from the various states, territories and District of Columbia.

(MORE)

Eighty-eight international students, evenly divided between graduate degree seekers and undergraduates, came from 30 foreign lands, including nine from China, eight from Mexico, and five each from Argentina, India, Iran and Pakistan.

Other foreign nations represented include Australia, Bolivia, Brazil, Canada, Columbia, Costa Rica, Egypt, England, Germany, Holland, Hong Kong, Iraq, Japan, Jordan, Korea, Lebanon, Libya, Peru, Phillipines, Saudi Arabia, Spain, Syria, United Arab Republic and Venezuela.

The information showed Tech's growing Graduate School program attracted 1,858 students, with 1,667 coming from Texas, 147 from other states and 44 from abroad.

Of the 16,788 undergraduates, 6,521 were freshmen, 4,024 were sophomores, 3,485 juniors and 2,758 seniors.

There were 10,048 undergraduate men, compared with 6,740 women, with 1,288 men graduate students and 570 women,

The School of Arts and Sciences maintained its traditional role as Tech's largest school, with 6,212 students, followed by Business Administration with 4,167; Engineering, 2,395; Education, 1,412, Home Economics, 1,374, and Agriculture, 1,228.

12-2-29-68

By Dawson N. Oppenheimer

LUBBOCK, Feb. 29 -- Los Indios Tabajaras, Brazilian guitarists whose first record, "Elena," became a best seller, will come to Lubbock March 10 for a concert performance sponsored by Texas Tech's Student Union.

Tickets to the 3 p.m. performance in Lubbock Municipal Auditorium, available at Tech Union, are \$1 for Tech students and \$1.50 for the general public.

For more than 15 years, the brothers Mussapere and Herundy, members of an Indian family of the Tabajaras tribe in the Brazilian state of Ceara, have won acclaim for their virtuosity on two guitars. Drawing upon a repertoire which ranges from folk and popular music to the classics, they have performed in Latin America, Japan, Europe and the U.S., where they have appeared on the Tonight and Ed Sullivan television shows.

Among their more recent albums are "Always in My Heart," "The Mellow Guitar Moods of Los Indios Tabajaras," "Many-Splendored Guitars " and "Casually Classic."

How the brothers made the transition from their primitive existence in the equatorial rain forest of northeastern Brazil to their present musical eminence has been called one of the most remarkable stories of modern times.

Sons of a Tabajaras chief, Mitanga, they were walking down a path in the forest, so the account goes, when they came upon a guitar which had, presumably, been abandoned by a white man. Fascinated by the sounds the instrument produced, they eventually learned to accompany themselves in singing their native songs.

MORE

When several members of the family migrated to Rio de Janeiro, the boys went along, traveling by foot, a distance of some 3,000 miles. Hoping to become entertainers, Mussapere and Herundy set out to master the guitar by listening to all the western music they could hear and by trying out their technique, which they recall was "bad, but flashy," on local audiences.

Seven years of intensive voice and guitar study led to a contract with a Rio de Janeiro radio station and they were on their way. As their fame spread throughout Latin America and Spain, RCA Victor signed them for a recording contract and brought them to the United States.

Using their own transcriptions from classic works written for the piano, the violin and full orchestra, Los Indios Trabajaras have developed their own unique style.

In the U.S. they also have appeared on the Jimmy Dean and Arthur Godfrey shows and filled a three-month engagement at the smart New York City supper club, the Blue Angel. Engagements in Europe included appearances at the Olympia in Paris and with the Concertgebouw Orchestra in Amsterdam.

13-2-29-68

By Emil Carmichael

LUBBOCK, Feb. 29 -- Dean Willa Vaughn Tinsley of Texas Tech's School of Home Economics will head a delegation of Tech faculty members and students at the annual conference of the Texas Home Economics Association in Fort Worth Friday and Saturday (March 1-2).

Dr. Tinsley will chair the Food and Nutrition sectional meeting and, as a past THEA president, will attend the association's executive board meeting.

Mrs. Wildring Edwards of the Home and Family Life Department, a nominee for secretary of the Family Relations section of the American Home Economics Association, will participate in a regional session on accreditation.

Miss Mary Boswell of the Department of Home Economics Education, THEA membership chairman, will attend the executive board meeting.

Three members of the Department of Home and Family Life, Chairman Estelle Wallace and instructors Jan George and Cheryl Power, will accompany Tech students enrolled in courses in household equipment. The group will visit several equipment businesses which employ home economists.

Miss Opal Wood of the Department of Food and Nutrition will participate in the Texas State Nutrition Council meeting in conjunction with THEA.

Representing the Tech student chapter of AHEA will be Lynn Bourland, Clarendon, president; Elizabeth Jackson of Levelland; Jeanette Nathan, Lubbock; Debbie Mumme of Slaton; Judy Banduch, Hobson; Mary Lynn Nixon of Floydada; Judy Watson, Littlefield; Janet Israel, Fort Worth and Helen Wilhelm of Happy. Instructor Mary Jo Campbell of the Department of Clothing and Textiles, sponsor-elect of the Tech chapter, will accompany the group.

LUBBOCK, Feb. 29 -- Approximately 65 faculty members from colleges and universities in Texas and Oklahoma will be on the Texas Tech campus March 7-8 for a Workshop in Teacher Education sponsored by Tech and the American Association of Colleges for Teacher Education.

Dr. Walter J. Mars, director of the AACTE Media Project, will coordinate the program dealing with the use of instructional media in undergraduate teacher education.

Such subjects as micro-teaching, interaction analysis, nonverbal behavior in the classroom and simulation will be evaluated in demonstration and discussion sessions in Wiggins Commons.

Consultants will be Dr. William Johnson of the University of Illinois, Dr. Russell French of Ohio State University, Dr. Edmund J. Amidon of Temple University and Dr. Donald M. Cruickshank of the University of Tennessee.

Tech chairmen are Dr. L. Ann Buntin, professor of home economics education, and Dr. Morris Wallace, professor of education. They will preside at workshop sessions, along with Dr. Berlie Fallon, chairman of the Department of Education, and Mrs. Camille G. Bell, instructor in home economics education.

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15-2-29-68

By Emil Carmichael