

16-8-5-66 Dear Amador-  
Am. Bar Assoc.  
meeting

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-1-66	Research Advisory Comm. of Coordinating Board	X				
2-8-1-66	Dr. Herbert Smith	X				
2-8-2-66	Tech. Ed. - Students Assoc. - new officers	X				(Lubbock Post) Dallas, Abilene, Houston, Austin
	Outline Coordinating Board Advisory Committee meets	X				
	Outline AIDS in Program	X				Ft. Worth, Dallas
4-8-2-66	Vietnamese Language	X				Dallas, Fort Worth
5-8-2-66	West Tex. Conference on Alcohol	X				
6-8-2-66	Research Advisory Committee meeting	X				
7-8-2-66	Temporary Building	X				
8-8-3-66	West Tex. Conf. on Alcohol Studies	X				
9-8-4-66	Young V. Post - Century Club Banquet - Ex. Students	X	X	X		
10-8-4-66	Dr. Mark L. Fowler	X				U. of Ark. Alumni, U. of Calif. Alumni Office
11-8-4-66	West Tex. Conf. on Alcohol Studies	X				
12-8-4-66	Tech. Secs. Dads Assoc. Scholarships	X				Abilene, Orange, Austin
	New Lark Newspaper	X				Dallas, Fort Worth mps & T. V. stations
	Outline For Mowing Institution	X				
13-8-4-66	Daily Student Newspaper Changes	X				Fort Worth, Dallas, Denver City
14-8-5-66	Prof. W. Clark Ellzey	X				Columbia, Mo., Perryton, Stephens College, U. of S. Carolina, Duke
15-8-5-66	Moving Tech. Assoc. Facilities	X				Amarillo, S.W. Crop & Stock
	Outline Making Way for new	X				Amarillo, S.W. Crop & Stock



Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-8-66 <del>Aug 8-66</del>	Tanner Scholarship					A-J & Olton only (typed)
2-8-8-66 <del>Aug 8-66</del>	Foreign ag visitors	✓				also local farm editors
3-8-8-66	Ninth Annual Summer Publications Workshop	X				Amarillo, Yuma, Ariz. - Taylor Pub
	Cutline Workshop Welcome	X				Amarillo, Yuma Ariz.
	Cutline Planning Session					
	Cutline Tech Sav. Disc.					
4-8-8-66	Dr. Orlo E Childs	X				Py also - Dallas, Ft. Worth, Midland, Odessa, San Angelo, El Paso, Houston, Abilene, Wichita Falls, PPT & P
5-8-9-66	1966-67 Scholarships					Ag only
	1966-67 Scholarships				X	Py also - Dallas, Ft. Worth, Midland, Odessa, San Angelo, El Paso, Houston, Abilene, Wichita Falls, PPT & P
6-8-9-66	Dr. Murray - V. -	X				Py/dallas - same as H H above
	Cutline Campus Art Class	X				
7-8-10-66	Wiggins Complex	X				
8-8-10-66	Dr. Germaine Boles	X				Austin, Baton Rouge, St. Edward - Dallas, Bul. LSE Alumni News, LSE PPA News Bul.
9-8-10-66	Dads Association Summer Meeting	X				Orange, Austin papers
10-8-11-66	Juvenile Clinic	X				
	Cutline & Coaching Session	X				Petersburg, San Angelo, Memphis, Leaveland
11-8-11-66	Summer Publications Workshop	X				Snyder, Big Spring, Amarillo, Odessa, Stephenville, San Antonio, Brady, Lubbock, Dallas
12-8-11-66	Practice	✓				
13-8-11-66	11 Foreign Ag Experts	X				



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Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-15-66	Rate Commissioning	X				
2-8-15-66	Don Myers "	X				some regional
3-8-15	Montage Outline					18 selected Texas newspapers (116 total)
4-8-15	Amundson	X	X	X		selected journals & some educators
5-8-15	Looking For Post	X				Institute 2nd day 66
6-8-15	Prof Paul Hammer	X				Dr. W. Klein, Southern Ill. Univ.
7-8-15	Dr. Bruce E. Murray Trip to Mex.	X				Quentin, New Orleans, Baton Rouge, Columbia St. Louis, U. of Tex., Univ. Mo., Dr. Wheeler, Prof. Mrs. Baker, Dr. Wall, Gen. A.S.T.
<del>8-8-15</del>	Outline Flg visitors Outline	X				
8-8-16	Prof. Coleman O'Brien	X				Local, former editor
9-8-16	Prof. Joseph I. Schuster Correction on Amundson	X				Prof. A & M alumni office, Colorado State alumni office
10-8-17	Note to Editors Story	X				Local, news, media & Amundson U. of Houston, & Murray St. News Bureau, alumni off. of schools & home towns
11-8-17	Doctoral Candidates Joining Adults Literature	X				
12-8-17	Inaugural Address					
13-8-17	Dr. Huddleston	X				Local
14-8-18	Board Meeting	X				
15-8-18	James Jackson	X				
Cut line	Scholarships Award	X				
16-8-18	Nat. Def. Loan Program	X				



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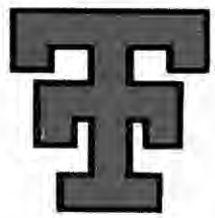


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Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-29-66	Marathon Oil Scholarships	X				Midland, Hobbs, Marathon Oil Co.
2-8-29-66	Vincent P. Luchsinger	X				Luchsinger
3-8-29-66	Deen Heather - trip to Sweden	X				
4-8-29	Meeting of Assoc. of College + University Housing Officers	X				
5-8-30	Schlumberger Award	X				
6-8-30	Peace Corps Volunteers	X				
Cutline	Medal Awarded	X				Post Dispatch
" "	Dr. Goodwin Honored					of only
8/9-2-66	Garrett appointment	X				4 press Ass. groups
8/9-2-66	Course for married	X				
9/9-2-66	Who are the Physically fit by Dr. Richard Berger	X	X	X		P.E. Journals-
10/9-2-66	Dr. Brealey	X				9 magazines
11/9-2-66	Phillips Pet. Grant	X				6 extra copies to Deane + Phillips Personnel
12/9-2-66	Comm. Awarded <sup>photo</sup> (cut lines)					+ May Brown mailed to A-J, Lamesa Reporter, Roswell Record





# NEWS

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LUBBOCK, Aug. 1 -- The Research Advisory Committee of the Coordinating Board, Texas College and University System, will hold a regularly scheduled meeting at Texas Tech Tuesday (Aug. 2).

Dr. John R. Bradford, Dean of Tech's School of Engineering and a member of the committee, issued the invitation to convene here. The meeting is set for 10 a.m. in the Blue Room of the Student Union.

Three Coordinating Board members --Eugene McDermott and Charles G. Scruggs, both of Dallas, and Dr. Joaquin Cigarroa Jr. of Laredo -- are expected to attend in addition to the 27 committee members.

McDermott, Scruggs and Dr. Cigarroa also are members of the Coordinating Board's Committee on Graduate and Professional Programs and Research.

The agenda includes a discussion of allocations and awards of matching funds, a report on Teaching Time and Research Time and a discussion of long range goals.

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1-8-1-66



This release was distributed 8/1/66  
to local media.

LUBBOCK, Aug. 1 -- Texas Tech Agricultural Economics Prof. Dr. Herbert Grubb will present a paper at the 40th annual Western Farm Economics Association meeting in Los Angeles Aug. 14-17.

Dr. Grubb, who joined the Tech faculty in 1964, will speak on "Temporal Allocation of Exhaustible Resources -- The Texas High Plains Ground Water Case."

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2-8-1-66



This release was distributed 8/2/66  
to local media, Dallas, Abilene,  
Houston, Paducah.

LUBBOCK, Aug. 2 -- C. H. Cummings of Lubbock heads a slate of nominees for posts in the Texas Tech Ex-Students Association for 1967, Ex-Student Executive Director Wayne James announced Tuesday.

Cummings, nominated for president by a committee headed by former Association President Frank Calhoun of Abilene, currently is serving as first vice president.

The first vice president nominee is Guion Gregg, a 1941 graduate from Dallas now serving as second vice president. David Casey of Lubbock, a 1934 graduate, was nominated for second vice president.

Director nominees are Bill Collins of Lubbock ('32); Jim Humphries of Guthrie ('47); and W. L. "Bill" Adair of Houston ('50).

The slate of nominees will be presented to the Association's Council during its annual Homecoming meeting Oct. 30. Nominations also will be accepted from the floor during the session, James said.

Calhoun's committee also nominated candidates for two year terms as district representatives from 18 of the Association's 37 districts. Their selection will be made by mail ballots.

Cummings, a 1934 graduate, is secretary-treasurer of Furrs Inc. He served the Association as second vice president in 1965 and was chairman of the Tech Century Club in 1964.

In addition to his duties as first vice president, Cummings is chairman of the special equipment committee, chairman of the campus entrance marker committee and co-chairman of the new outstanding alumni committee.

(More)



Ex-Students ... add one

His twin sons, Sammy and Jimmy, are Tech seniors.

Gregg, who owns a Dallas real estate firm, is past president of the Dallas Ex-Students Chapter and has served several terms as a district representative. He was recently elected president of the Dallas Real Estate Board.

A trustee of the Tech Dads Association, Gregg's son, Johnny, is a 1966 graduate.

A former Lubbock mayor, Casey has served as a director of the Association for the past three years. He is co-chairman of the outstanding alumni committee and a member of the Tech Century Club committee. Active in civic work in Lubbock, Casey serves on several boards and commissions.

Collins, president of Hemphill-Wells, has served on several Ex-Student committees and is a past president of the Tech Dad's Association. Humphries is general manager of the Pitchfork Ranch at Guthrie. Adair is sales engineer for the Lynn Elliott Company and is the immediate past president of the Houston Chapter of Ex-Students.

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3-8-1-66



FOR IMMEDIATE RELEASE

LUBBOCK, Tex. -- An attractive 22-year-old Texas Tech Home Economics major from Hue, Viet Nam, is doing her part to assist America's efforts in her homeland while obtaining her education.

She's Le Ta Bich Dao, whose father is a major in the South Vietnamese army. Miss Dao is assisting in a project at Reese Air Force Base here designed to train Viet Nam-bound Air Force personnel in the language of her country.

The project is described by a Reese spokesman as the first of its kind in the Air Force.

Sessions in the complex language are being held on a volunteer basis during an initial 90-day evaluation period. When the test period ends, Air Training Command Headquarters at Randolph AFB near San Antonio will study the results.

Miss Dao, a senior, is helping with written transcripts prepared at Reese for use in the program.

The course, according to Miss Dao, is concentrating on 50 or 60 phrases such as "Good Morning," or "Who is the Chief of the Village?" or "Which Road is the Shortest?" Miss Dao, who listens to the tapes and then writes the English version, also has included counting from one to 10 in Vietnamese.

In addition to the recordings, students have written transcripts of each tape lesson showing phonetic English pronuciations. The Reese spokesman said Miss Dao would assist in teaching the course.

"Without her help on correct pronunciation and inflection, preparation of the course would have been almost impossible," the spokesman said.

Miss Dao explained that one word in Vietnamese can have a variety of meanings depending on which syllables are emphasized.

The Vietnamese program idea originated in the Reese Public Information Office, and the classes are being held there during the 90-day trial run. Sessions are open to both military and civilian personnel.

More than 20 persons attended the first session, including the wife of one airman being sent to Viet Nam.



This release was distributed 8/2/66  
to local media.

LUBBOCK, Aug. 2 -- Dangers of alcoholism among today's youth, and plans for positive action directed toward its control will be discussed at the West Texas Conference on Alcohol scheduled Wednesday and Thursday at Texas Tech.

Featured speakers will be Assistant Education Director Cynthia L. Hull of the Texas Commission on Alcoholism, Dr. Gary E. Miller, Director of the Harlingen State Mental Health Clinic, and Dr. C. Stanley Clifton, Director of the University of Oklahoma's School of Social Work.

Miss Hull will discuss "Prevention Through Education" at the 1 p.m. opening session in Tech Union. Dr. Miller's topic at 3 p.m. will be "Personality Growth and Alcohol." Dr. Clifton will speak at 7:30 p.m. on "Alcoholism and Community Education."

Thursday's program will include a 9 a.m. address by Dr. Clifton on "Cooperative Solutions" and a panel discussion at 10:45 a.m. on "Attitude Changing Through Education." Dr. Miller will discuss "Action for Prevention" at the closing luncheon in Tech Union cafeteria.

Sessions are open to all interested persons, said Conference Coordinator Berlie J. Fallon, Tech education professor. TCA Education Director Frank Cain is conference director.

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5-8-2-66



This release was distributed 8/2/66  
to local media.

LUBBOCK, Aug. 2 -- Research and its relation to Texas' 22 publicly supported institutions of higher learning and its role in the state's present and future economy was the subject of a daylong meeting at Texas Tech Tuesday of the Research Advisory Committee, Coordinating Board, Texas College and University System.

The regularly scheduled session was held here at the invitation of Tech Engineering Dean John R. Bradford, himself a member of the committee.

Dr. Bradford said the meeting was concerned with a general discussion of criteria for support of research within the state.

Attending in addition to committee members were Coordinating Board members Eugene McDermott and Charles G. Scruggs, both of Dallas, and Dr. Joaquin Cigarroa Jr., Laredo.

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6-8-2-66



This release was distributed 8/3/66  
to local media

LUBBOCK, Aug. 3 -- The last of Texas Tech's 19 temporary classroom and office buildings was in place on the campus Wednesday following its arrival a few hours earlier from Sheppard Air Force Base at Wichita Falls.

The 29x80 structures, formerly used to house Sheppard AFB trainees, are rapidly being converted to classrooms, laboratories and faculty offices as Tech braces for an expected fall enrollment approaching 20,000.

Director of Building Maintenance Ray Downing said all the buildings have been seated on solid foundations and will be ready for classes by the start of the fall term.

"We will have the inside of the buildings ready for the start of classes and both the inside and outside will be completed by Oct. 1," Downing said. The classroom buildings are being renovated to accomodate 120 students each, with the office buildings designed for 19 faculty offices.

Purchased for \$1 each by the College, Downing said the buildings are being sheet rocked inside and new lighting and heating fixtures added along with redecoration work.

Five of the buildings are serving as temporary quarters for Tech's new Law School and library. The new school is scheduled to admit its first students in September of 1967.

The buildings have been located near the Traffic-Security facilities, south, west and east of the Plant Sciences Building and west of the Science Building.

Purchase of the buildings was approved by the Tech Board of Directors in its April meeting.

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7-8-2-66



This release was distributed 8/3/66  
to local media.

LUBBOCK, Aug. 3 -- Youth counselors and teachers were advised to "be honest with students in discussing problems related to alcoholism" at opening sessions of the West Texas Conference on Alcohol Studies Wednesday at Texas Tech.

"Teach toward the issues, not around them," said Assistant Education Director Cynthia L. Hull of the Texas Commission on Alcoholism, "so that young people understand the use, non-use and misuse of alcohol."

Keeping the way open for free interchange of ideas between counselors and students enables the educator to "give the student a view of the world before he actually moves out into it," Miss Hull emphasized in her talk on "Problem Prevention Through Education."

She stressed the value of realistic information, rather than bias, prejudice or threats, in giving young people a basis for making decisions as they approach the mid-teens.

"Contrary to the opinion of many adults, young people do not feel threatened by alcoholism as a personal possibility," she declared, "thus admonitions are never sufficient in themselves. The teacher is effective only as long as she is completely honest."

Dr. Gary E. Miller, Director of Harlingen State Mental Health Clinic, outlined the effects of progressive drinking in his address on "Personality Growth and Alcohol."

(More)



Alcohol ... add one

He suggested a three-way counseling program, involving student, parents and counseling adult as a practical "method with possibilities" for assisting a young person to make his own decision concerning alcohol.

Dr. C. Stanley Clifton of the University of Oklahoma is scheduled to present a third viewpoint, that of the social worker, at the 7:30 p.m. conference meeting Wednesday. His subject will be "Alcoholism and Community Education." Dr. Clifton is Director of OU's School of Social Work.

Thursday's workshop program will open with an address on "Cooperative Solutions" at 9 a.m. in Tech Union. Workshop sessions are scheduled at 10 a.m. and a panel discussion on "Attitude Changing Through Education at 10:45 a.m.

Dr. Miller will speak on "Action for Prevention" at the closing luncheon in Tech Union Cafeteria.

Conference sessions are open to the public, said Workshop Coordinator Dr. Berlie J. Fallon.

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8-8-3-66



FOR IMMEDIATE RELEASE

LUBBOCK, Aug 4 -- Nationally known financier Troy V. Post of Dallas will address the annual Century Club banquet of the Texas Tech Ex-Students Association on Oct. 21, Association Executive Director Wayne James announced Thursday.

James said the banquet, part of the yearly over all Homecoming observance, would be held on the Tech campus.

Post, a well known business executive, was born and raised in Haskell. He has been the subject of numerous articles in national publications. Life Magazine recently noted that Post may be the largest individual financier in the nation.

His holdings include life insurance companies, a major airline, banks and real estate. Fortune Magazine, in a recent lengthy article, had this to say of him:

"At first glance, he seems the very stereotype of a minor executive of some insurance company or bank calmly waiting out the years to his retirement. But Troy Post is nothing that he seems. Behind the facade there is a man most emphatically in insurance and banking, but a quite remarkable man who almost singlehandedly controls assets of more than \$2 billion ..."

Clint Formby, Hereford radio station operator and Century Club chairman, noted that the Association was "fortunate to secure a speaker -- a native West Texan -- of Mr. Post's reputation and ability."

Past Century club speakers have included President Johnson, then the Vice President, Rep. George Mahon, television newsman Frank Blair, "Tex" Thornton, Chairman of the Board of Litton Industries, and Ford Motor Company Vice President E. F. Laux.



This release was distributed 8/4/66  
to local media, U. of Ark. Alumni Off  
and U. of Calif. Alumni Office.

LUBBOCK, Aug. 4 -- Dr. Mark L. Fowler, Texas A&M agricultural economics professor, will join the Texas Tech faculty in September, Tech Agricultural Economics Head, Dr. Willard F. Williams, announced Thursday.

Dr. Fowler, a national authority on agricultural policy and cotton marketing, holds a bachelor of science degree from the University of Arkansas and the PhD from the University of California.

He was a research assistant and lecturer in agricultural marketing at California in 1955-56, before going to Oklahoma State University as an assistant professor of agricultural economics.

At Oklahoma State, Dr. Fowler taught agricultural policy, price analysis and marketing. He has written numerous articles on agricultural policy, international trade and marketing of cotton and cotton products.

Dr. Fowler joined the Texas A&M faculty in 1963 where he has been teaching advanced and graduate courses in policy and marketing, and has been in charge of much of the agricultural economics marketing research at A&M. Dr. Fowler also has conducted research for the program of cotton marketing in Texas through the Texas Agricultural Experiment Station.

Dr. Fowler and his wife, Cathy, have two children, Ricky, 13, and Robert, 5.

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10-8-4-66



This release was distributed 8/4/66  
to local media.

LUBBOCK, Aug. 4 -- A teenager who grows up in a home where there is free exchange of ideas will likely have a healthy attitude toward drinking, delegates were told at Thursday sessions of the West Texas Conference on Alcohol Studies at Texas Tech.

"Prevention of alcoholism is more to be desired than treatment," said Education Director Frank Cain of the Texas Commission on Alcoholism, in advocating education of parents, teachers, health agency personnel and youth workers as a means of giving young people the information they need about the use, non-use and misuse of alcohol.

Community responsibilities toward alcoholism, its prevention and treatment, were brought out by Dr. Stanley Clifton, Director of the University of Oklahoma's School of Social Work, in his address on "Cooperative Solutions."

"Alcoholism is a complex and costly problem," Dr. Clifton noted, "affecting everybody, even those who do not drink. Through coordinated group action the public can be made aware of the dangers and cost, as well as the size of the problem."

The role of the local Council on Alcoholism, he said, includes assessment and coordination of the community program.

Dr. Gary E. Miller, director of the Harlingen State Mental Health Clinic, discussed "Action for Prevention of Alcoholism Among Youth" at the closing luncheon.

Approximately 65 Lubbock and area educators and social workers attended the two-day conference sponsored by the Texas Commission on Alcoholism, the University of Texas and Tech.

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11-8-4-66



This release was distributed 8/4/66  
to local media, Abilene, Orange, &  
Austin.

LUBBOCK, Aug. 4 -- Recipients of six Texas Tech Dads Association Scholarships for the 1966-67 academic year were announced Thursday by Tech Dean of Student Life James G. Allen.

The grants, each in the amount of \$250, will go to Shielda Gaye Richards, a junior history major at Tech this fall, daughter of Mr. and Mrs. H. Richards, Amarillo; Charles Alton Wilcox, a freshman accounting major and son of Mr. and Mrs. Charles J. Wilcox of Lubbock; Leo A. Whitman Jr., senior government major, son of Mr. and Mrs. L. A. Whitman Sr., Garland; James Edward Thomson, senior accounting major and son of Mr. and Mrs. John W. Thomson of Muleshoe; Katherine Armintor, sophomore secondary education major, daughter of Mrs. E. D. Armintor of Fort Worth; and Diane Stanley, a freshman English major and daughter of Mr. and Mrs. Edgar D. Stanley, Longview.

Each of the students will receive \$125 each semester. The scholarships are awarded on the basis of scholarship, character, and leadership potential.

Scholarship funds are provided by membership dues to the Association composed of fathers of Tech students.

The Association, organized in 1957, has been a strong supporter of both academic excellence and athletics and has been instrumental in acquainting fathers with the aims and purposes of the College through its newsletters, Dads Day celebrations and scholarship programs.

The Hall of Honor, one of the first projects sponsored by the Association, brings special recognition to former Red Raiders and others who have made outstanding contributions to Tech athletics. All fathers of Tech students are eligible for Association membership.

Hart Shoemaker of Abilene is Association president. Other officers are Bill Butler of Orange, first vice president; H. P. Shepherd of Austin, second vice president; George W. Weiss of Brownfield, secretary, and L. Edwin Smith of Lubbock, treasurer. Dean Allen serves as activities coordinator.

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12-8-4-66



This release was distributed 8/4/66  
to local media, Fort Worth, Dallas,  
and Denver City newspapers.

LUBBOCK, Aug. 4 -- Texas Tech's daily student newspaper, long known as The Toreador, will become The University Daily beginning with the first issue published in the fall semester, Tech Director of Student Publications Phil Orman announced Thursday.

Orman said the newspaper not only would bear a new name, but would be increased in size from the present tabloid format to the larger and more familiar size found in most commercial newspapers.

He said the change in name was approved recently by the Tech Board of Directors acting on a recommendation by the College's Student Publications Committee.

Dr. Everett A. Gillis, Chairman of the Committee and Head of Tech Tech's English Department, said the recommendation was in keeping with a recent decision of the Coordinating Board, Texas College and University System, granting university status to Tech.

The recommendation said in part that a new name was suggested "in view of the new aura of maturity and sophistication which will accrue to the new-sized format, and in view of university status granted Tech."

David M. Snyder, a junior from Denver City, will serve as editor of the Daily during the 1966-67 academic year.

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13-8-4-66



This release was distributed 8/5/66  
to local media, Columbia, Mo., U. of  
N. C., Duke

FOR RELEASE: Sunday, Aug. 7, or thereafter

LUBBOCK, Tex., Aug. 6 -- Nationally known marriage and family authority W. Clark Ellzey will join the Texas Tech faculty in September as Professor of Home and Family Life, Home Economics Dean Willa Vaughn Tinsley announced Saturday.

Prof. Ellzey, 59, comes to Tech from Stephens College, Mo., where he was Professor of Marriage and Family Life. He also taught at Mississippi State University, Garrett Theological Seminary and Hampton Institute.

He holds the BA from Southeast Missouri State and the Bachelor of Divinity from Duke University. He has done extensive graduate work at Duke where he was assistant to Dr. Ernest Groves, known as the father of marriage studies in this country.

Born on an Oklahoma cattle ranch, Prof. Ellzey has close family ties in the West Texas area. A brother, Jack, is a Methodist minister in Littlefield. Another brother, Lawrence, runs the L Z ranch near Perryton.

His background includes stints as a cattle puncher and oilfield worker. He is a former minister and was attached to the Air Force during World War II as a Red Cross Field Representative responsible for two American air bases, an RAF base and two German POW camps.

(More)



ELLZEY ... add one

Prof. Ellzey is much in demand as a speaker and consultant, and has written extensively in his field. Among his books are How to Keep Romance in Your Marriage, Romance in Christian Marriage and Preparing Your Children for Marriage. A soon-to-be-published fourth book is entitled, Making the Most of Interfaith Marriage.

A pamphlet published by the National Council of Churches, "Sex, Love and Marriage," has sold in the millions. He is the author of hundreds of newspaper and magazine articles, wrote a newspaper column, "Inside Marriage," for two years and was president of the Missouri Writers Guild.

Last summer, Prof. Ellzey lectured and conducted seminars in Trinidad under auspices of the World Council of Churches and has been keynote speaker for two meetings of the National Congress of Parents and Teachers.

He will be in England later this month as a delegate to the World Methodist Conference on the Family, and will go to New Delhi in December to attend the International Congress on Family Relations.

Prof. Ellzey is a Fellow of the American Association of Marriage Counselors, past Secretary and Chairman of the College Section of the National Council on Family Relations, chairman of a Missouri advisory committee for mental health studies, a member of the Groves Conference for Conservation of Marriage and the Family, a past member of the Methodist National Committee on the Family and a member of the National Council of Churches Commission on the Family.

Mrs. Ellzey, Elly Maria, is a native of Vienna, Austria. The couple has a married daughter, another daughter teaching school in Illinois and a son in the Air Force.

A member of the Airplane Owners and Pilots Association, Prof. Ellzey lists his hobbies as flying, fishing and hunting.



This release was distributed 8/5/66  
to local media, Amarillo.

FOR RELEASE: SUNDAY, AUG. 7 or thereafter

LUBBOCK, Aug. 5-- Another chapter in Texas Tech's 41-years of progress is unfolding on the Lubbock campus as workmen go about the task of tearing down the old horse barns and corrals at 15th Street and Flint Avenue.

The barns are being razed to make room for Tech's new \$4.5 million Business Administration Building, expected to be ready for occupancy by September of 1968.

But Tech's horses haven't been forgotten by campus planners. They have been moved into a new 6,832 square foot building located across the Tech freeway. The move was part of a continuing program to locate Tech poultry, swine, beef cattle and horses in the same area, according to Agriculture Dean Gerald W. Thomas.

Animal Husbandry Prof. and College Veterinarian Dr. Fred G. Harbaugh, closely associated with the horse facilities since joining the Tech faculty in 1927, remembers well the days when horses played a major role at Tech.

"I'm proud of our new facilities across the freeway," Harbaugh said, "but I can't help experiencing a little nostalgia as I see the old barns coming down."

When Dr. Harbaugh arrived, Tech had eight Percheron mares, a big black stallion named "Holber," and a couple of mules. The Percherons, weighing as much as 1,800 pounds, were used in farming at Tech. The number of horses gradually increased to about 35.

"We raised our own and bought a few," Dr. Harbaugh said. Two mares were purchased from Texas A&M.

The barns were built in the early 1930's as the number of horses increased. The facilities were equipped with 14x14 square foot stalls and feed rooms with lots. Feed was produced on the Tech farm.

The first section of the barns was erected in 1930, the north section in 1935 and the south in 1938. A farm shop was built in 1936 and a bull barn was added in 1947.

(More)



HORSE BARNS...add one

Dr. Harbaugh taught area farmers the correct way to hook a team of horses to farm implements. "A lot of them had their own idea about how it should be done and it proved to be an interesting series of classes," he said. In those days, the tractor was beginning to emerge as a power in South Plains farming and Dr. Harbaugh had his work cut out for him trying to convince farmers that the horse provided an economical way of farming.

"I still think they're the best for close work, such as cleaning pens."

Dr. Harbaugh has worked with every School of Agriculture Dean in Tech's history. The late Arthur H. Leidigh was the first Dean, serving until his retirement in 1945. He was succeeded by Dean W. L. Stangel, who joined the Tech Department of Animal Husbandry when the School opened its doors in 1925.

The Tech professor has been in charge of the horses for most of his Tech career. As veterinarian he has spent many sleepless nights administering to the needs of sick animals.

"After a while," he said, "you get attached to the animals and find yourself worrying about their welfare when they become ill."

Several horses used as Red Raider football mascots, including the late Tech Beauty, have called the old horse barns home. Several masked "Raider" riders have ridden their own horses and quartered them at home. Charcoal Cody, a black gelding owned by Bill Price, is the current Raider mascot.

As the years passed, Dr. Harbaugh explained, the need for large work horses diminished. "Mechanized farming became the order of the day and the work horse faded away."

During the past several years interest in horses--the Quarter Horse variety--has increased steadily and <sup>today</sup> they are in great demand.

"I think it's a good thing too," he said, "because people who own horses today have them because they really want them." Work horses were often merely a necessary evil, he said, and didn't receive proper care in many instances.

"People today take great pride in their Quarter Horses and treat them accordingly," Dr. Harbaugh said. Tech now has 26 Quarter horses, used mainly to work cattle and for breeding.

Tech continues to change with the times, but Dr. Harbaugh believes there will always be room for the horses.

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5-8-5-66

*"This story was picked up by the A.P. & moved over the Texas Wires the week of Sept 26, 1966"*



This release was distributed 8/5/66  
to local media.

LUBBOCK, Aug. 5 -- Texas Tech's Law School Dean Richard B. Amandes will represent Tech at the national meeting of the American Bar Association in Montreal, Canada, Aug. 6-10

Dean Amandes has been requested to report on Tech's newest and seventh School at a Council meeting of the Section on Legal Education and Admission to the Bar, ABA accrediting group.

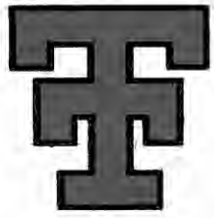
The Law School is scheduled to open September 1967 with a first year class limited to 75.

Dean Amandes also will attend the Southeastern Conference of the Association of American Law Schools in Lexington, Ky., Aug. 25-26.

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16-8-5-66



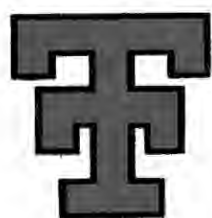


# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POrter 2-8811 Ext. 4136  
Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

COORDINATING BOARD ADVISORY COMMITTEE MEETS -- Lunch provided a midday break Tuesday for the Advisory Committee of the Coordinating Board, Texas College and University System, during an all-day session at Texas Tech. Here, (from left) Tech President R. C. Goodwin, Coordinating Board member Eugene McDermott of Dallas and committee chairman Gifford K. Johnson, also of Dallas, pause in the Tech Union serving line. Behind Johnson are committee members Dr. Charles J. Samson Jr. of Texas A&M and C. A. Duval of Beaumont. (Tech Photo) 8/2/66



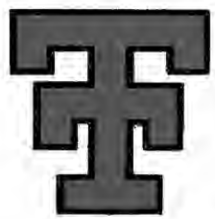


# NEWS

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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

AIDS IN PROGRAM -- Texas Tech Home Economics major Le Ta Bich Dao from Hue, Viet Nam is assisting Reese Air Force Base personnel in training Viet Nam-bound Air Force personnel in the Vietnamese language. The project has been described as the first of its kind in the Air Force. Miss Dao's father is a major in the South Vietnamese Army. The Tech senior is shown preparing for one of the Reese classes. (Tech Photo) 8/2/66





# NEWS

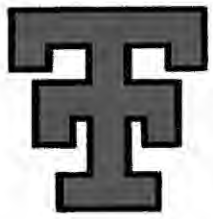
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NEW LOOK NEWSPAPER FOR GROWING INSTITUTION -- Senior journalism honor student Cheryl Russell of Fort Worth compares present Texas Tech daily student newspaper The Toreador with the larger one bearing the new title The University Daily which will greet Tech's expected 19,000-plus students when they enroll for fall classes next month. Officials explained that the newspaper's size was increased and its name changed in keeping with recent action of the State Coordinating Board granting Tech university status. Miss Russell is the daughter of Mr. and Mrs. Claude D. Russell of (5116 Melbourne Dr.) Fort Worth. (Tech Photo)

8/4/66

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# NEWS

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MAKING WAY FOR THE NEW -- Texas Tech Animal Husbandry Prof. and College Veterinarian Dr. Fred G. Harbaugh, watches as workmen raze the old horse barns and corrals at 15th Street and Flint Avenue. The site will be used for Tech's new \$4.5 million Business Administration Building, to be ready for occupancy by September of 1968. The horse facilities have been moved across the Tech freeway as a part of a continuing program to locate Tech poultry, swine, beef cattle and horses in the same area. (Tech Photo) 8/5/66



Distributed 8/8/66 to  
Lubbock, Plainview news  
media & local farm editors

FOR RELEASE: Thursday, Aug. 11, or thereafter

LUBBOCK, Aug. 10 -- Eleven foreign agricultural experts, representing six nations, will visit Texas Tech and the Lubbock area Aug. 15-16 as part of an 11-week special course in seed improvement sponsored by the Agency for International Development, U.S. Department of Agriculture.

The visitors, including six from Ghana and one each from Guyana, Iran, Laos, Thailand and Morocco, will come here from Saginaw, Mich., and will go on for a similar visit to Oklahoma State University and a meeting there of the American Society of Agronomy.

Dr. A.W. Young, Head of Tech's Department of Agronomy and Range Management, said emphasis during the visit here would be placed on grain and forage sorghums.

He said the objective would be to observe and study agriculture as it is practiced in a semiarid region of the United States with emphasis on breeding and production of grain sorghums and sorghum-sudan hybrids.

The group will visit Tech's agricultural research facilities as well as those at the South Plains Research and Extension Center, and will tour the farms of local and area commercial seed companies.

Sites to be visited, in addition to Tech and the South Plains facility, include the Lindsey Seed Company Research Center and the DeKalb Seed Farm, both in Lubbock, and the Paymaster Seed Farms and the Pioneer Seed Company in Plainview.

2-8-8-66



This release was distributed 8/8/66  
to local media, Amarillo, Yuma, Ariz.  
and Taylor Publishing Co.

LUBBOCK, Aug. 8 -- Texas Tech's ninth annual Summer Publications Workshop opened Monday with more than 400 high school and college students and teachers, representing 90 schools in eight states, registered for the six-day meeting, according to Tech Journalism Head W. E. Garets.

The sessions, sponsored by Tech's Journalism Department and the Southwestern Council of Student Publications, began with a general assembly and briefing. Delegates later separated into groups for studies in news reporting, editing and make-up, yearbook designing, copywriting and make-up, picture making, processing and editing.

Classes meet daily from 8:30 a.m. to 4:30 p.m. in the Tech Union and photographic laboratories and classrooms in the Journalism Building. Newspaper students will publish a newspaper, using the Daily Toreador facilities.

Entertainment will include a talent show featuring workshop participants at 7:30 p.m. Tuesday. The annual "Miss Workshop" contest is slated for 7:30 p.m. Wednesday. Other activities include a barbecue and dance. A film furnished by the Newspaper Fund Inc., a subsidiary of the Wall Street Journal, will be shown Thursday.

Garets is serving as workshop director and Student Publications Director Phil Orman is coordinator.

Yearbook instruction is being directed by Charles Dolan, educational director of the Taylor Publishing Company of Dallas. This division includes lectures and work sessions together with the production of the workshop yearbook, Sine Nomine.

Guest lecturers for the newspaper sessions include Ed Cole of San Angelo Central High, Mrs. Evelyn Stroder of Crane High School, Bill Dean, student activities director at Lubbock Coronado High, and Bill Moseley of Odessa High School.

Journalism Prof. Ralph Sellmeyer is directing the photo workshop with Allyn Harrison of the Student Publications staff assisting. Journalism Prof. Robert Rooker is supervising the newspaper section. Moseley will direct recreation and assist with the yearbook.

The workshop will close Friday with presentation of certificates and awards. Advanced registration was conducted Sunday.



This release was distributed 8/10/66  
to local media, and Newspapers in  
Dallas, Ft. Worth, Midland, Odessa,  
San Angelo, El Paso, Houston, Abilene  
Wichita Falls & AP & UPI in Dallas.

FOR RELEASE: Sunday, Aug. 14, or thereafter

LUBBOCK, Aug. 13 -- Dr. Orlo E. Childs, President of the Colorado School of Mines, will be commencement speaker for Texas Tech's summer graduation exercises here Aug. 20, Tech President R. C. Goodwin announced Saturday.

Dr. Goodwin said approximately 800 students had applied for degrees. Ceremonies are scheduled for 7:15 p.m. in the Lubbock Municipal Auditorium.

Dr. Childs, a petroleum geologist with extensive professional experience in petroleum exploration, became the 11th president of Mines in 1963. Before going to the Golden, Colo., institution he directed research in marine geology and hydrology for the U.S. Geological Survey.

A native of Utah, he holds the bachelor's and master's degrees from the University of Utah and the doctorate from the University of Michigan. He has taught at Weber State College, Utah, Michigan, Colgate and the University of Wyoming.

President Childs, married and the father of three, has served as geologist and exploration projects director for two major U.S. oil corporations.

Dr. Childs is past president of the Intermountain Association of Petroleum Geologists and of the Rocky Mountain Section of the American Association of Petroleum Geologists. He served the 15,000-member professional association earlier as vice-president.

He is a member of the Colorado Fulbright Committee, the Geological Society of America and the Rocky Mountain Association of Geologists. He was for two years chairman of AAPG's Industrial-Academic Relations Committee.

Dr. Childs has written extensively in the professional journals of geology and education. Most of his papers concern his professional specialty, the application of research to exploration for gas and oil.

In June he was appointed to the Oil Shale Advisory Board. He was elected President of the American Association of Petroleum Geologists for 1965, and in that same year was appointed to the Advisory Council of the Public Land Law Review Commission.

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4-8-8-66



Distributed 8/9/66 to local media,  
AP-Dallas, Dallas, Ft. Worth, Midland,  
Odessa, San Angelo, El Paso, Houston,  
Abilene, Wichita Falls, UPI.

LUBBOCK, Aug. 9 -- Dr. Grover E. Murray, President-Elect of Texas Tech, has just returned from Venezuela where he advised officials of the Venezuelan Petroleum Corporation, that country's national oil company, regarding the petroleum exploratory program there. He also conferred with the Venezuelan Minister of Mines and Hydrocarbons.

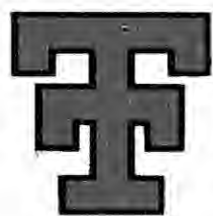
Dr. Murray, an internationally recognized authority in the field of geology, will become Tech's eighth president on Sept. 1. He will succeed Dr. R. C. Goodwin.

Meeting in Caracas and Maracaibo, Dr. Murray also spoke to the Venezuelan Society of Petroleum Geologists and the College of Engineers on the subject of stratigraphic petroleum.

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6-8-9-66





# NEWS

Texas Technological College  
Office of Public Information  
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Code 806 POrter 2-8811 Ext. 4136  
Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

LUBBOCK, Aug. 10 -- Two of the three residence halls in the first phase of Texas Tech's new six-tower, 12-story Wiggins dormitory complex have been designated for women students, Tech President R. C. Goodwin announced Wednesday.

Coleman Hall, located near 19th and Flint, and Chitwood Hall, located on the north side of the complex, will house women. Weymouth Hall, located near Flint Avenue, will house male students.

The complex has been named for Dossie M. Wiggins, in honor of the former Tech President who is now a member of the Coordinating Board, Texas College and University System.

Construction is proceeding on the first phase of the complex, expected to be ready for occupancy by September of 1967. When completed it will contain 450,000 square feet in three towers, each accommodating 572 students, for a total of 1,716.

Existing dormitories at Tech now house 7,771 of the College's more than 16,000 students. Approximately 19,000 students are expected this fall.

Weymouth Hall was named for former Board Member Chanslor E. Weymouth of Amarillo; Chitwood Hall for the late Rep. Richard M. Chitwood of Sweetwater who worked for Tech's establishment while in the Texas House of Representatives; and Coleman Hall in honor of the late P. C. Coleman of Colorado City. Dr. Coleman was instrumental in forming the West Texas Chamber of Commerce, a strong advocate of placing Tech in Lubbock.



This release was distributed 8/10/66 to local media, Austin, Baton Rouge, St. Edward's Alumni Bulletin, LSU alumni news, and Texas CPA News Bulletin.

LUBBOCK, Aug. 10 -- Texas Tech Accounting Prof. Dr. Germain Boer will leave for Chicago on Aug. 15 to spend a one-year faculty residency with the accounting firm of Arthur Andersen & Co., Tech Accounting Head Dr. Reginald Rushing announced Wednesday.

Dr. Boer, who served as Acting Assistant Dean of Tech's School of Business Administration from 1964 until June of 1966, received a bachelor of science degree in commerce at St. Edward's University, a master of business administration in accounting at Tech and a PhD in Business Administration at Louisiana State University.

The Tech professor, who will spend the year working as a member of the internationally known firm, said he expects to gain "practical insights that will be of substantial benefit in the teaching of accounting."

Dr. Boer is listed in the 1966 Outstanding Young Men of America, and Who's Who in American Education. He received the Certified Public Accountant certificate in 1964 and served as chairman of the Tech Credit Union Supervisory Committee in 1965.

He is a member of the American Accounting Association, American Institute of Certified Public Accountants and the Texas Society of Certified Public Accountants.

Dr. Boer's publications in the Accounting Review include "Ethics of the Accounting Profession," and "A Historical Look at Replacement Cost."

He is married to the former Elinor O'Brien of Baton Rouge.

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8-8-10-66



Distributed 8/10/66 to local media;  
also Orange and Austin papers.

LUBBOCK, Aug. 10 -- The regular summer meeting of the officers and past presidents of the Texas Tech Dads Association is scheduled Saturday (Aug. 13) at 9 a. m. in the Student Life Conference Room, Tech Dean of Student Life James G. Allen announced Wednesday.

Dean Allen said the purpose of the meeting is to complete plans for Dads Day set for Nov. 5 and to discuss the aims and objectives of the Association.

Hart Shoemaker of Abilene is president. Other officers are Bill Butler of Orange, first vice president; H. P. Shepherd of Austin, second vice president; George W. Weiss of Brownfield, secretary, and L. Edwin Smith of Lubbock, treasurer. Dean Allen serves as activities coordinator.

-30-

9-8-10-66



This release was distributed 8/11/66 to local media.

LUBBOCK, Aug. 11 -- National-International Champion Twirler Terry Stephens will conduct a twirling clinic at Texas Tech Aug. 15-18. Classes will meet from 9 a.m. until noon each day on the band practice field adjacent to the Tech Music Building.

The Stephenville sophomore was named Texas champion in 1965 and captured the national-international boys' crown the following year. He is a featured twirler with the Tech Band.

Further information about the clinic may be obtained by calling the Tech Band Office, Ext. 2114.

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10-8-11-66



This release was distributed 8/11/66  
to local media, Snyder, Big Spring,  
Amarillo, Odessa.

LUBBOCK, Aug. 11 -- High school journalism students attending Texas Tech's ninth annual Summer Publications Workshop served as staff members for the Friday edition of the Tech student newspaper, The Toreador.

The staff was headed by Editor Steve Rookard of Christ the King High School of Lubbock and Managing Editor Debbie Seguin of Lubbock's Coronado High School. Both are editors of their school newspapers.

The workshop, sponsored by Tech's Journalism Department and the Southwestern Council of Student Publications, will close Friday (Aug. 12).

Julia Beal, a Richardson High School senior, was named "Miss Workshopper" during a beauty review staged Wednesday night. Other activities have included a dance and barbecue.

SCSP faculty officers include Mrs. Erma Stewart, president, Big Spring; Dorothy Bowles, vice president, Lubbock; and Carolyn Payne, secretary, Snyder.

Student officers are Jeanette Jenkins, president, Amarillo; Debbie Douglas, vice president, Big Spring; and Janie Parks, secretary, Odessa.

More than 400 high school and college students and teachers, representing 90 schools in eight states, are participating in the meeting.

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11-8-11-66



This release was distributed 8/12/66  
to local media, Amarillo, San  
Antonio, Stephenville, Brady, Sudan,  
Dallas.

FOR RELEASE: Sunday, Aug. 14, or thereafter

LUBBOCK, Aug. 13 -- More than 200 members of the Texas Tech Marching Band will open practice sessions for the 1966-67 academic year on Sept. 16, Band Director Dean Killion announced Saturday.

Freshmen band hopefuls will arrive for practice one day earlier, Killion said. The band, which appeared on national television during the Gator Bowl, will open its season with the Tech-Texas game on Sept. 24.

Band drum majors are senior Jimmy Harvey of Amarillo and junior Jack Woody of Lubbock. Feature twirlers include national-international champion Terry Stephens, a junior from Stephenville, and freshmen Marsha Dement of Lubbock and Sally Taylor, San Antonio.

Lubbock junior, Chris Adrean, is head majorette. Others include juniors Diane King of Brady, Dyanne Curry of Sudan, and Sandy Parmer and Judy Stewart, both of Lubbock; sophomore Donna Snyder of Dallas, and freshmen Pattie Porter of Sundown and Brenda Curbo, Lubbock.

The Tech Band will make two out-of-town performances this fall, appearing at the Tech-TCU game in Fort Worth and the Tech-Rice tilt in Houston.

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12-8-11-66



This release was distributed 8/12/66  
to local media ( including local farm  
editors)

LUBBOCK, Aug. 12 -- Texas Tech and the Lubbock area will host 11 foreign agricultural experts from six nations Monday and Tuesday (Aug. 15-16) as part of an 11-week special course in seed improvement sponsored by the Agency for International Development, U.S. Department of Agriculture.

The visitors, including six from Ghana and one each from Guyana, Iran, Laos, Thailand and Morocco, will come here from Saginaw, Mich. From Lubbock, they will go to Oklahoma State University and a meeting there of the American Society of Agronomy.

The visitors will concentrate on grain and forage sorghums during their South Plains visit. The group will observe and study agriculture as it is practiced in a semiarid region of the United States with emphasis on breeding and production of grain sorghums and sorghum-sudan hybrids.

Dr. A. W. Young, Head of Tech's Department of Agronomy and Range Management, said the group will visit Tech's agricultural research facilities as well as those at the South Plains Research and Extension Center, and will tour the farms of local and area commercial seed companies.

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13-8-11-66



This release was distributed 8/12/66 to local media, Albuquerque, Crane, Iowa Park, Pecos, Odessa, Midland, Munday, Lockney, Rising Star, Colorado City and San Angelo & Hurst.

LUBBOCK, Aug. 12 -- Sandia High School of Albuquerque and Crane High School produced the outstanding yearbook layouts in their respective divisions of Texas Tech's ninth annual Summer Publications Workshop which ended Friday, Journalism Head W. E. Garets announced.

Runner-up in the division for schools with more than 750 students was Plainview. Iowa Park was the runner-up in the under-750 division.

Results were announced at a general session ending the workshop, attended by more than 400 high school and college students and teachers, representing 90 schools in eight states.

Awards were presented for outstanding layouts in special sections of yearbooks.

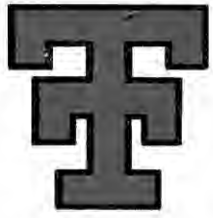
Winners in the over-750 two-page spread division included: Faculty Section--Cathy Carpenter, Pecos High School, first; Nancy Woodward, L. D. Bell High School of Hurst, second. Sports--Shane Stewart, Odessa High School, first; Miss Carpenter, second. Student Life--Betty Shaddix, Midland High School, first; Gordon Zeigler, Plainview High, second.

In the under-750 two-page spread division winners included: Faculty Section--Donnie Voss, Munday High School, first; Cheryl Seago, Lockney High, second. Sports--Richard Frick, Iowa Park High School, first; Jan Myers, Munday High, (cq) second. Student Life--Pam Geye, Rising Star High School, first; Janay Cheathan, Central Junior High, Hurst, second.

Recognized as the outstanding newspaper journalists were Steve Rookard, Christ the King High School, Lubbock; Debbie Sequin, Lubbock Coronado; Cay Bunton, Odessa High School; Dale Redman, Colorado City High School; and Janis Grief, San Angelo Central High School.

Named outstanding photojournalist was Sharon Childers of Odessa Ector High School.





# NEWS

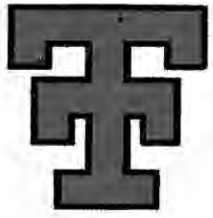
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Ralph Carpenter, Ass't Dir., SW 2-3378

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PLANNING SESSION -- Texas Tech Law School Dean Richard B. Amandes, right, confers with Law Librarian U. V. Jones concerning selection of basic reference works for the College's Law School scheduled to open in September of 1967. The new school, Tech's seventh, will offer three years of graduate study leading to a Juris Doctor degree. (Tech Photo) 8/8/66



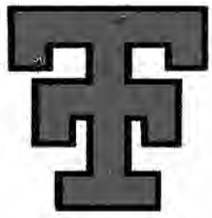


# NEWS

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WORKSHOP WELCOME -- Texas Tech Journalism Head W. E. Garets welcomes  
(cq)  
Barbara Ramsey (center), of Amarillo, and Sheri Daniell of Yuma,  
Ariz., to Tech's ninth annual Summer Publications Workshop which  
opened Monday for a six-day run. Miss Ramsey attends Amarillo's  
Tascosa High School and Miss Daniell is a student at Kofa High  
School in Yuma. More than 400 high school and college students and  
teachers representing 90 schools in eight states, registered for the  
event. (Tech Photo) 8/8/66





# NEWS

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CAMPUS ART CLASS -- Local children enrolled in the summer art course sponsored by the Lubbock Garden and Arts Center visited the Texas Tech campus Tuesday to sketch the West Texas Museum. Here, Mrs. Richard Dickey (of 3304 39th St.), a member of the Lubbock Art Association and volunteer instructor, examines some of the work done by the class which includes youngsters in grades seven through 12. (Tech Photo) 8/9/66



This release was distributed  
8/16/66 to all Lubbock media.

LUBBOCK, Aug. 16 -- Twenty-one Texas Tech Air Force and Army ROTC cadets will receive commissions as second lieutenants in a joint commissioning ceremony at 11 a.m. Saturday (Aug. 20) in the Tech Union.

Brig. Gen. Ross Ayers of Friona, Commander of the Texas National Guard's 36th Infantry Brigade and a 1934 Tech graduate, will deliver the principal address.

Cadets scheduled to receive their commissions in the Air Force Reserve include John R. Combs, Baytown; Don B. Kennedy, Burkburnett; Billy D. Lane, Turkey; Robert J. Sanford, Stephenville; James R. Stewart, Lamesa; Leland S. Stranathan, Abilene; and Henry Brummett III and Benjamin H. Snowden, both of Lubbock.

Army ROTC cadets include Herman L. Daniels, Longview; Kenneth R. Hendrix, San Antonio; Leonard L. Piel, Bynum; William A. Roussel III, Port Arthur; Horace C. Sims, Abilene; Randy B. Simmons, Oil Center, N.M.; Richard L. Spore, Brownwood; Robert E. Taubert, Wichita Falls; and Jesse Alvarado, Dwight B. Fullingim, James A. Gamble, William M. Wimberly and Scott G. Wood, all of Lubbock.

The commissioning exercises will precede Tech's summer commencement scheduled for 7:15 p.m. in Lubbock Municipal Auditorium.

1/8/15/66



This release was distributed 8/15/66  
to Lubbock media & newspapers in  
Friona, Amarillo, Clovis, Muleshoe,  
Dimmitt & Westminister. Cc Cols.  
Paden & Gantz. Photos accompanied.

LUBBOCK, Aug. 15 -- Brig. Gen. Ross Ayers of Friona, Commander of the Texas National Guard's 36th Infantry Brigade and a Texas Tech alumnus, will be the principal speaker for Tech's joint summer commissioning exercises Saturday (Aug. 20), ROTC Department Heads Col. B.W. Paden and Lt. Col. Henry L. Gantz announced Monday.

Thirteen Army ROTC cadets and eight Air Force cadets will receive commissions as second lieutenants during the 11 a.m. ceremony in the Tech Union. Col. Paden heads the Army ROTC Department and Lt. Col. Gantz is AFROTC Head.

Gen. Ayers, a native of Westminister, earned the Bachelor of Arts from Tech in 1934 and the MA from the University of Texas.

A World War II veteran, Gen. Ayers began his military career in 1931 by enlisting in the 36th Infantry Division. He was commissioned an artillery second lieutenant in the Texas National Guard in 1939. Entering active Federal service in 1940, Gen. Ayers served as motor officer, battery commander, operations officer and intelligence officer of artillery elements of the 36th Division.

Gen. Ayers, who lists agriculture as his civilian occupation, rapidly rose in rank and by 1942 was a captain and battery commander. He was promoted to major in 1944, and lieutenant colonel three years later and assigned as battalion commander of the 132nd Field Artillery Battalion of the Texas National Guard.

He was named assistant executive officer of the 36th Infantry Division Artillery in 1960, and elevated to division executive officer and the rank of colonel the following year.

Gen. Ayers assumed command of division artillery in 1963, and was reassigned as Assistant Division Commander, 36th Infantry Division in 1965. He was named Commanding General in November of 1965 upon formation of the 36th Infantry Brigade.

Gen. Ayers holds numerous decorations and awards including the Silver Star and the French Croix de Guerre. He is a member of the Lions Club, American Legion, the National Guard Association of Texas and the United States, and is an Elder in the Presbyterian Church.

2/8/15/66





# NEWS

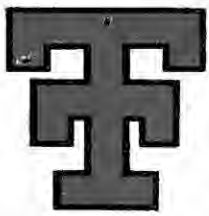
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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

## PHOTO CAPTION

### EXCLUSIVE TO YOU IN YOUR CIRCULATION AREA

PANORAMA OF PROGRESS -- Texas Tech's landmark Administration Building framed by a construction project in the upper left panel, serves as a focal point for this photo montage depicting current building now underway at the Lubbock institution. Tech, a 41-year-old multi-purpose university deriving its support from public funds, welcomes a new President on Sept. 1 with the arrival of Dr. Grover E. Murray and is expecting an all-time record enrollment approaching 19,000 this fall and 40,000 students by 1978. It is anticipated that within the next four years an additional \$30 million will be added to the physical plant -- already valued at more than \$61 million. The upper right panel shows construction on the new \$1,394,000 Mathematics-Foreign Languages Building located to the southwest of the Administration Building. The new facility, scheduled for completion in March of 1967, will contain 61,392 square feet of interior space. The lower left panel shows construction in progress on the first phase of Tech's new \$17 million six-tower, 12-story Wiggins Dormitory Complex at 19th Street and Flint Avenue on the extreme southwestern border of the sprawling 1,839-acre campus. The first phase of the complex, named in honor of former Tech President Dossie M. Wiggins, will accomodate 572 students in each of its three towers for a total of 1,716. Tech Directors and administrators, realizing that this fall's record enrollment would necessitate increased classrooms and office space, authorized purchase of 19 barrack buildings from Sheppard Air Force Base. The lower right panel shows renovation and remodeling underway at the structures located north and west of the Administration Building. (TECH MONTAGE BY NELDA THOMAS) 3-8-15-66





# NEWS

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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378 4

FOR RELEASE: SUNDAY, AUGUST 21

LUBBOCK -- Texas Tech's new Law School Dean doesn't give the impression of a man working against time.

Unruffled by the construction clamor going on around him, tall (6'3"), soft-spoken Dean Richard B. Amandes calmly deals with the complicated business of organizing a law school "from the foundation up."

When he can spare a glance out of the window, he appears more fascinated than perturbed by the remodeling project now nearing completion in which a number of former barrack buildings acquired from Sheppard Air Force Base are being converted into temporary quarters for Tech's new school scheduled to open in September of 1967.

"It's the Law School's first home," Dean Amandes remarks as he observes College maintenance and building crews busily at work refurbishing and renovating the once austere quarters.

The barracks complex, located on the north campus adjacent to Sixth Street, will house the Law School until such time as a permanent building, now in the planning stage, can be designed and built -- hopefully by as early as 1969.

"We are studying architectural styles and gathering suggestions from all over," Dean Amandes notes, "in an effort to design a building which will combine aesthetics and function to the best advantage."

"Best" is a qualifying term that pops up often in conversations with the Tech educator who is primarily concerned with excellence in all phases of the emerging law school -- its teaching staff, its curriculum, its library and its student body, as well as its physical plant.

And which -- among this multitude of responsibilities -- takes top priority?

"Just about everything -- in that order," responds Dean Amandes with a wry smile. "Everything must move along together, or as nearly so as possible. Actually, at first, personal contacts become an important objective. You must meet the people who can tell you what you want to know."

(More)



Amandes ... add one

In West Texas, he has found this surprisingly easy.

"Reaction to the School has been wonderful," he declares, "among both the general public and the professional community. Nowhere have I experienced greater friendliness, or greater interest in a specialized field."

Tech backers have been as eager to introduce him to the professional community as he is to become acquainted with members of the bar, Tech exes and "all those who have made Tech what it is today."

Much credit is due, he feels, to the many individuals who have created a "felicitous climate" for the new school, notably Tech Board Member Al Allison of Levelland who has played a leading role in the establishment of the Law School and continues to be one of its most enthusiastic supporters.

Recognized as "the father of the Tech Law School," Atty. Allison not only authored the motion adopted by the College's Board of Directors, but also gave generously of his time in accumulating informational data to back up the recommendation presented to the State Commission for Higher Education (now Coordinating Board, Texas College and University System) for final ratification.

A Tech graduate ('30), Allison has long nurtured the dream of a law school for his Alma Mater. As a member of the State Legislature in 1939 when the Self Governing Bar Bill was passed, he became increasingly aware of the need for "a quality school to teach youngsters personal ethics as well as law, so that when called upon for advice they can act with self-confidence and responsibility."

Tech's School of Law, he is convinced will be such an institution.

Predicts Allison "Tech's Law School, from the day it opens, will be as fine a law school as can be found anywhere. Headed by a Dean who has already demonstrated his ability to train lawyers, and with the quality of instruction to be offered, Tech's Law School within a very short time will become one of the outstanding legal institutions in the nation. We will rank at the top!"

With this concept of what a law school should be Dean Amandes modestly, but heartily, agrees.

(More)



Amandes ... add two

The key objectives of the School and its faculty, as he sees it, will be to train young men and women for the practice of law, whether it be as advocate, counselor, judge or law teacher, in accordance with the highest traditions of professional responsibility.

"It also should recognize," he emphasizes, "the use of law as a stepping stone to a career in government, politics or business. The curriculum and the methods of instruction should be designed to develop the student's highest potential, whatever may have been his reason for entering the School."

Tech's new School has engendered national as well as regional interest. Dean Amandes was invited to present a progress report at a meeting of the American Bar Association's Council of the Section on Legal Education and Admissions to the Bar at the session just concluded in Montreal. He is scheduled to confer shortly with leading law school administrators at the Southeastern Conference of the Association of American Law Schools in Lexington, Ky.

Meanwhile, the search for teaching talent continues.

"We are looking for experienced law teachers who can bring informed opinions as well as teaching techniques to the classroom," Dean Amandes says. "With good luck, two of our four-member faculty will be selected by the end of the year, and the others as soon as possible thereafter."

Indications are that numerical enrollment will be no problem. In fact, since the first class will be limited to 75, there undoubtedly will be many more applicants than openings. Numerous requests for information, many of them containing test scores and other credentials, have been received in the months that have elapsed since Dean Amandes' appointment was announced in February.

To these, as well as to all who have expressed an interest in the upcoming program, have gone copies of the School's "Preliminary Announcement," with information concerning admissions requirements and other necessary procedures. Enrollment in the three-year program is expected to reach 585 by 1975.

As soon as the interior of the law library has been readied for use, Dean Amandes and Law Librarian U.V. Jones will begin assembling the many valuable lawbooks which have been donated by public spirited citizens. Already underway is selection of volumes to complete a basic law library.

(MORE)



Amandes ... add three

The Dean, who likes to work at his desk in shirt-sleeved comfort, prefers a casual atmosphere "whenever possible, as an aid to concentration and imagination."

A native Californian who has traveled to most of the 50 states, Dean Amandes expressed a keen appreciation of the West Texas climate, especially the sunshine and clear weather. He is no stranger to Texas, however, having visited here many times in addition to teaching one summer at Southern Methodist University.

Mrs. Amandes, also a native Californian, together with son Chris, 11, and daughter Robin, 10, just completed a late summer move to Lubbock where Chris will be a seventh grader at Hutchinson Junior High and Robin will attend the sixth grade at Wheelock Elementary.

The family home at 3306 39th St. was formerly the residence of former Tech President and Mrs. Clifford B. Jones.

Dean Amandes, who grew up in Berkley, holds an A.B. from the University of California, the LL.B. from California's Hastings College of the Law in San Francisco and the LL.M. from the New York University School of Law.

Immediately prior to coming to Tech he was Associate Dean and Professor of Law at Hastings. He also has taught at the University of Washington, New York University, the University of <sup>Wyoming</sup> ~~Washington~~ and Southern Methodist.

4-8-15-66



This release was distributed  
24Aug66 to Lubbock media, NIU  
news bureau, DeKalb, Ill.  
Chronicle. Caskey pix locals.

LUBBOCK, Tex., Aug. 24 -- Texas Tech's Dr. Owen L. Caskey will head a team of educators leaving Aug. 29 for the Far East to conduct a series of Behavioral Science workshops for teachers in U.S. Defense Department Dependents Schools in Japan and Korea.

Dr. Caskey, Professor of Education and Chairman of Guidance and Counseling in Tech's Department of Education, prepared the agenda for the three-week series of training sessions.

Other workshop staff members will include Dr. Charles Jones, Associate Professor of Education at Tech, and Dr. Carroll H. Miller, Professor of Education at Northern Illinois University.

The program will open with a three-day workshop in Tokyo, to be followed by individual assignments in other areas. Dr. Caskey will go to Seoul, Dr. Jones to Misawa and Chitose in northern Japan, and Dr. Miller to Itazuke and Sasebo.

Workshop participants will include school counselors, speech therapists, special education teachers, psychologists, medical and psychiatric consultants and school social workers.

Dr. Caskey said workshop headquarters would be at Tachikawa Air Force Base near Tokyo. The three educators are scheduled to return to the United States on Sept. 20.

5-8-15-66



This release was distributed 8/15/66  
to local media, Dr. W. Klein, Southern  
Ill. Un.

LUBBOCK, Aug. 15 -- Texas Tech Prof. Carl Hammer returns home this week following two and one-half months in Germany where he served as Visiting Professor of Conversation and Composition on the staff of Southern Illinois University's NDEA Overseas Institute for Advanced Study in Germany.

The Institute, under a grant from the U.S. Office of Education, directed advanced instruction of 50 selected American secondary German teachers. The teachers spent nine weeks in northern Germany, including a month near Bremerhaven, a month near Hannover and one week in Berlin, receiving additional training in German and learning of daily life in Germany.

Dr. Hammer, a Goethe expert and teacher of German on Tech's Foreign Languages Department faculty, was invited by the German government two years ago to participate in a tour of the Federal Republic under Bonn's foreign guest program.

A feature article in the Bremerhaven North Sea Times this summer referred to the Tech professor as "one of the best known Goethe scholars of America." Dr. Hammer wrote his doctoral dissertation, in German, on Goethe's autobiography, Dichtung und Wahrheit (Poetry and Truth), maintaining that the work should be interpreted as "cultural experience," rather than "literary history."

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6/8/15/66



This release was distributed 8/17/66  
to local media, Austin, New Orleans,  
Baton Rouge, Columbus, Mo., LSU, U.  
of Tex., U. of Mo., Dr. Weidie, Prof.  
McBride, Dr. Wolleben, NSF, Washington

FOR RELEASE: Sunday, Aug. 21, or thereafter

LUBBOCK, Aug. 20 -- Dr. Grover E. Murray, President-Elect of Texas Tech and an internationally recognized geologist, will lead a team of researchers from the Universities of Texas, Missouri and Louisiana State into northeastern Mexico beginning Monday through Aug. 30 for intensified geological field studies.

Dr. Murray, who will become Tech's eighth president on Sept. 1 succeeding Dr. R. C. Goodwin, said the \$20,000 joint National Science Foundation study would be conducted in Sierra Madre Oriental, adjacent areas and Mexico's Parras Basin.

Also involved in the project are Dr. A. E. Weidie Jr, Associate Professor of Geology at LSU in New Orleans; University of Texas Associate Geology Prof. Earle F. McBride Jr, and Dr. James Wolleben, Assistant Professor of Geology at Missouri, and students from the three universities.

This year's study is a continuation of work begun in 1956 by Dr. Murray, Dr. Weidie and Dr. Wolleben.

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7-8-15-66



This release was distributed 8/16/66  
to local media.

LUBBOCK, Aug. 16 -- Texas Tech Animal Husbandry Prof. Coleman A. O'Brien is attending the ninth annual International Congress of Animal Production now underway in Edinburgh, Scotland.

Dr. O'Brien, who has been studying the reproductive physiology of farm animals for many years, will present a paper on "Plastic Devices for Use in Sire-fertility Tests."

Enroute to Edinburgh, Dr. O'Brien attended the 58th annual meeting of the American Society of Animal Science at Rutgers University where he presented a paper on "New Equipment for Male Fertility Testing."

Dr. O'Brien, accompanied by Mrs. O'Brien, spent three days in Ireland visiting Father John J. O'Brien, formerly with Lubbock's St. Elizabeth Catholic Church. They also visited North Scotland, and will tour agriculture centers in West Germany, Holland and Denmark before returning home.

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8-8-16-66



This release was distributed 8/17/66  
to local media, Tex.A&M Alumni and  
Col.St. Alumni Offices.

FOR RELEASE: 7:30 p.m. Wednesday, Aug. 17

ALBUQUERQUE, Aug. 17 -- Texas Tech Range Management Prof. Joseph L. Schuster was among 18 conservationists honored here for special services Wednesday night by the Soil Conservation Society of America.

Society President John R. J. Bradshaw of Salt Lake City presented the awards during an honors and awards banquet, which concluded the group's 21st annual meeting at the University of New Mexico.

Dr. Schuster, who joined the Tech faculty in 1964, was honored for his work as president of the South Plains Chapter of the Soil Conservation Society of America.

The Tech professor also was recognized for his work in promoting the Society's Gildea Scholarships in the conservation program and in training students in soil conservation and range management.

The 23-year-old organization works to promote and advance all phases of the science of soil and water conservation and facilitate exchange of facts, thoughts and experiences on soil and water conservation. The approximately 11,000 members reside throughout the United States and in 80 foreign countries.

Dr. Schuster, who holds two degrees from Texas A&M, served as a student trainee with the Soil Conservation Service in Alpine in 1953. After receiving his Bachelor of Science degree in range management from A&M in 1954, he was assistant range conservationist with the SCS in Lubbock and San Angelo.

(More)



DR. SCHUSTER ... add one

He served with the army beginning in 1954, and became a rated light aircraft pilot after completing the Army's flight training program in Ft. Rucker, Ala.

During 1957-59 Dr. Schuster was a teaching assistant in range management at Colorado State University. He received his Master of Science degree in range management from Colorado State in 1958.

Dr. Schuster returned to A&M as a teaching assistant in range management during 1959-61 and received his PhD in 1962.

After two years at A&M, Dr. Schuster joined the U.S. Forest Service in Nacogdoches as a range conservationist specializing in research.

A member of the American Society of Range Management, Dr. Schuster also has held membership in Alpha Zeta, agriculture honorary, and Sigma Xi, graduate research society.

As an undergraduate, Dr. Schuster received two merit awards. He was named the second outstanding range management student in Texas Colleges in 1953 by the Texas Section of the American Society of Range Management and received the honor senior award from the A&M Range and Forestry Department in 1954.

Dr. Schuster coaches Tech's Range Plant Identification team which has won the national championship the last two years. He also is in charge of range research at the Tech Research Farm.

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9/8/16/66



This release was distributed 8/17/66  
to local media, U.of Houston & Murray  
St. News bureaus, Alumni offices of  
school named and hometwon newspapers.

LUBBOCK, Aug. 17 -- Seven Texas Tech doctoral candidates are scheduled to receive degrees at Summer Commencement Exercises Saturday (Aug. 20).

Presentation of the top degrees will climax the 7:15 p.m. ceremony in Lubbock Municipal Auditorium honoring some 800 candidates for advanced and undergraduate degrees, the largest summer class in Tech history.

The ceremony also will bring to 154 the number of doctorates conferred by Tech since the first PhD, in English, was presented in 1952.

Candidates for Doctor of Philosophy degrees are psychology majors Joel Friedman of New York City, William J. Jackson of El Paso, Harry Grayson Davis of Elgin, Willard Medlin Hill of Big Spring, James Leslie Higgins of Sherman, and history major Donald Wayne Whisenhunt of Meadow.

George Ray Musgrave of Seminole is a candidate for the Doctor of Education Degree.

Dissertation topics selected by the candidates reflect a wide range of scientific and professional interests.

Friedman elected to explore "The Relationship Between Intelligence and Channel Capacity." A former staff psychologist at New York's Bellevue Hospital, he has done clinical research at New York University Medical Center and was for two years a consulting psychologist for the New York City Department of Welfare.

Friedman earned his BA degree at Williams College, Williamstown, Mass., and his MS at City College of New York. He plans to teach in Boston and to continue research in vocational rehabilitation.

Jackson's dissertation is entitled "Effect of Hippocampal Lesions Upon Activity and Learning." A research and teaching assistant in Tech's Psychology Department since 1962, he holds a BA degree from Texas Western College. His future plans include a research associateship at Holloman Air Force Base, N.M., under auspices of the National Academy of Science and National Research Council.

(More)



DOCTORATES ... add one

<sup>DAVIS</sup>  
~~Grayson~~, who holds a BS degree from the University of Houston and MS from Tech, elected to do special studies on "Variables Associated with Sobriety in Male and Female Alcoholics Following Hospitalization." For the past two years he has been acting director of Big Spring State Mental Health Clinic and currently is supervising a federally supported project designated as the "Hospital Improvement Program" at Big Spring State Hospital.

Hill, a clinical psychologist at Big Spring State Hospital, termed his dissertation "An Evaluation of Two Research Instruments for the Measurement of Certain Ego Defense Mechanisms." A former staff psychologist at Nebraska State Hospital, Hill earned his BA at Texas Western and his MS at Tech.

Higgins' dissertation is entitled "Instrumental Conditioning of the Galvanic Skin Response." He holds a Bachelor of Arts degree from Austin College.

Historian Whisenhunt did his doctoral study on "Texas in the Depression, 1929-1933: A Study of Public Reaction." A teaching assistant at Tech the past three years, he will join the history staff of Murray (Kentucky) State College, in September.

Musgrave, who has taught in Lubbock and Seminole public schools and at West Texas State, chose the topic "Factors That Identify Effective Elementary Teachers on the Basis of Critical Incident Reaction." He earned his undergraduate degree at Texas Christian and his master's at Tech. Following graduation he will join the education faculty at the University of Houston.

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10-8-17-66



Distributed 8/17/66 to local media.

LUBBOCK, Aug. 17 -- The Texas Tech Library will co-sponsor a Young Adults Literature Workshop directed by University of Texas Prof. Dr. Geneva Pilgrim at the Lubbock Public Library Aug. 24-26, Tech Librarian R. C. Janeway announced Wednesday.

Dr. Pilgrim, who holds a bachelor of arts from Hamline University and the masters and PhD from Northwestern, currently is Associate Professor of Curriculum and Instruction of English Education at the University of Texas.

Co-sponsors with Tech are the Lubbock Library and the Texas State Library Field Services Division.

Born and reared in Minnesota, Dr. Pilgrim is a recognized authority in her field. She served as teacher-librarian in several schools in Minnesota and Iowa and taught in Ohio State's experimental high school.

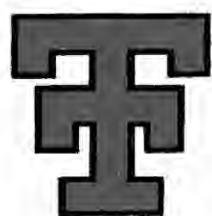
Dr. Pilgrim joined the UT faculty in 1950. She has co-authored several articles for "Harpers Magazine," including "Books," "Young People," and "Reading Guidance."

Janeway said all public librarians and school librarians are invited . Certificates of completion will be awarded to participants by the TSLFSD.

-30-

11-8-17-66





# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POster 2-8811 Ext. 4136  
Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

LUBBOCK, Aug. 17 -- Dr. Carey Croneis, Chancellor of Rice University, will deliver the principal address at the Nov. 1 inaugural ceremonies of Dr. Grover E. Murray as Texas Tech's eighth president, Dean Gerald W. Thomas, Chairman of the committee planning the inauguration announced Wednesday.

Dr. Murray, currently Vice President for Academic Affairs for the Louisiana State University System, will assume his duties at Tech on Sept. 1 with his inauguration to be preceded by a symposium on arid and semiarid lands on Oct. 30-31.

Dean Thomas made the announcement Wednesday at a report meeting of the various committees.

Tech Academic Vice President Dr. W. M. Pearce will preside at the two-hour inaugural ceremonies beginning at 9 a.m. Tuesday (Nov. 1) in the Lubbock Municipal Coliseum.

Tech Student Body President Bill Bueck of Midland, Ex-Students Association President Don Anderson of Crosbyton and a member of Tech's Faculty Committee will present greetings.

Dr. John Gray of Beaumont, Chairman of the Coordinating Board, Texas College and University System, will introduce Dr. Croneis.

Dr. Pearce will present Dr. Murray for induction and the Tech Board Chairman will perform the installation.

Tech's Music Department will present musical selections.

Outstanding experts in their fields are expected to participate in the symposium on arid and semiarid lands which will explore the various aspects of the arid and semiarid regions of the world.



Distributed 8/18/66 to local media and  
local farm editors

FOR RELEASE SUNDAY, AUG. 21

LUBBOCK, Aug. 20 -- Texas Tech Entomology Prof. Dr. Ellis W. Huddleston will take a year's leave of absence from the College beginning Sept. 1 to do teaching and research on biological control of insects at the University of Hawaii.

Dr. Huddleston, who joined the Tech faculty in 1960, has conducted intensive research in insect control during the past few years. He said his Hawaii studies should produce control method principles applicable to the West Texas area.

The Tech professor received a bachelor of science degree in agriculture at Tech and a masters and PhD in entomology at Cornell University.

Dr. Huddleston was among several Tech faculty members asked to prepare reports for the Texas Water Development Board on the public health aspects of High Plains water. The report was presented at the 1966 West Texas Water Conference held at Tech in February.

Dr. and Mrs. Huddleston and their children, Jim Bob, 6, and Kimberly, 4, will reside at 892 Hao St. in Honolulu.

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13-8-17-66



This release was distributed 8/18/66  
to local media.

LUBBOCK, Aug. 18 -- The Texas Tech Board of Directors will meet at 9:30 a.m. Saturday in the Office of the President.

Following approval of degrees to be conferred at Summer commencement later Saturday, the Board will hear a report from its Campus and Building Committee.

Tech President-Elect Dr. Grover E. Murray will present a report during the session and President R. C. Goodwin will report on recent and pending Coordinating Board sessions.

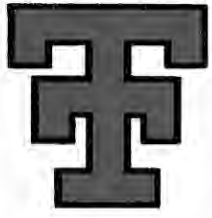
The election of new board officers also is on the agenda.

Several board members are expected to attend the 7:15 p.m. commencement exercises in Lubbock Municipal Auditorium. Dr. Orlo E. Childs, President of the Colorado School of Mines, will be the commencement speaker.

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14-8-18-66





# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POrter 2-8811 Ext. 4136  
Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378.

LUBBOCK, Aug. 18 -- The August issue of the "Texas Techsan," official magazine of the Tech Ex-Students Association, will go into the mail this week to some 10,000 alumni and friends of the College, Executive Director Wayne James announced Thursday.

The current issue of the 32-page magazine, published eight times throughout the year, features a four-color cover depicting a portion of the huge building program currently underway at the Lubbock institution.

Other articles of interest in addition to the cover story include a look at this fall's grid prospects and a personality sketch on Tech coed Susan Logan, the reigning Miss Texas.

-30-

15-8-18-66



Distributed 8/18/66 to local media.

LUBBOCK, Aug. 18 -- The Health, Education and Welfare Department has approved a \$247,029 National Defense Loan Program grant for Texas Tech in 1967, Tech President R. C. Goodwin announced Thursday.

Rep. George Mahon of Lubbock notified Dr. Goodwin of the approval.

Of every \$10 loaned, Stover said, \$9 will come from the federal government and \$1 from the Tech Foundation.

Stover said students qualifying for the loans have up to 10 years to repay them, depending on the amount borrowed. Students must apply before the Nov. 1 deadline for the 1967 spring and summer sessions.

Stover said his office has already considered more than 500 student loan applications for the 1966-67 academic year.

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16-8-18-66



Distributed 8/19/66 to local media.

LUBBOCK, Aug. 19 -- Some 800 students -- the largest summer class in Texas Tech's history -- are scheduled to receive degrees during Summer Commencement Exercises Saturday in Lubbock Municipal Auditorium.

Dr. Orlo E. Childs, President of the Colorado School of Mines, will be the speaker for the 7:15 p.m. ceremonies. Seven doctoral candidates will receive degrees.

The ceremony will bring to 154 the number of doctorates conferred by Tech since the first PhD, in English, was presented in 1952. Candidates for Doctor of Philosophy degrees are psychology majors Joel Friedman of New York City, William J. Jackson of El Paso, Harry Grayson Davis of Elgin, Willard Medlin Hill of Big Spring, James Leslie Higgins of Sherman and history major Donald Wayne Whisenhunt of Meadow.

George Ray Musgrave of Seminole is a candidate for the Doctor of Education Degree.

Dr. Childs, a petroleum geologist with extensive professional experience in petroleum exploration, became the 11th president of Mines in 1963. Before going to the Golden, Colo., institution he directed research in marine geology and hydrology for the U. S. Geological Survey.

A native of Utah, he holds the bachelor's and master's degrees from the University of Utah and the doctorate from the University of Michigan. He has taught at Weber State College, Utah, Michigan, Colgate and the University of Wyoming.

Married and the father of three, President Childs has served as geologist and exploration projects director for two major U. S. oil corporations.

Dr. Childs is past president of the Intermountain Association of Petroleum Geologists and of the Rocky Mountain Section of the American Association of Petroleum Geologists. He served the 15,000-member professional association earlier as vice-president.

He is a member of the Colorado Fulbright Committee, the Geological Society of America and the Rocky Mountain Association of Geologists.



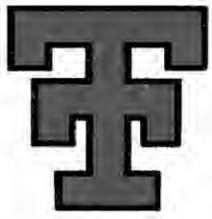


# NEWS

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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378v

**EXPERTS EXAMINE SEEDS --** Agricultural experts from six nations visited Texas Tech Tuesday as part of an 11-week special course in seed improvement sponsored by the Agency for International Development. Dr. A.W. Young, Head of Tech's Department of Agronomy and Range Management, (second from right) discusses seed testing with K.N. Murty, plant breeder from India, (extreme left) John Kofi Peprah, senior scientific assistant from Ghana, and Abbass Moradi, Department of Agriculture for Iran (extreme right). (TECH PHOTO) 8/16/66



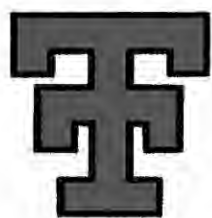


# NEWS

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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378<sub>W</sub>

**SCHOLARSHIP AWARD** -- Mrs. Roy M. Wilkins, president of the Lubbock Kappa Kappa Gamma Alumni Association, presents Texas Tech graduate student Frank Lawlis a \$200 scholarship for the 1966-67 academic year. Lawlis, seeking a PhD degree in vocational rehabilitation counseling, is from Lubbock. The scholarship was awarded as a part of the Association's national philanthropy program. Tech has sent more than 150 graduates into rehabilitation work since the program was formed in 1956. Supported by a federal grant, the training can lead to both the masters and doctorate. (Tech Photo) 8/18/66





# NEWS

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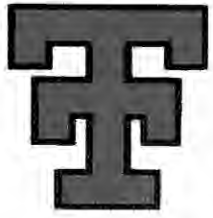
## CORRECTION

NOTE TO EDITORS: In the story furnished you by this department regarding Texas Tech's new Law School Dean, Richard B. Amandes, for release Sunday, Aug. 21, please correct the last sentence to read: "He also has taught at the University of Washington, New York University, the University of Wyoming and Southern Methodist". We inadvertently used the University of Washington twice. (Eliminating second reference to the University of Washington).

Public Information Department

Texas Tech





# NEWS

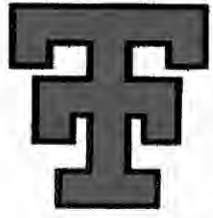
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**TECH COMMISSIONING --** Brig. Gen. Ross Ayers of Friona, Commander of the Texas National Guard's 36th Infantry Brigade and a Texas Tech alumnus, is shown delivering the principal address at Tech's joint ROTC summer commissioning exercises held Saturday in the Tech Union. Twenty-one Army and Air Force ROTC cadets received commissions during the ceremony.  
(Tech Photo) 8/22/66





# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POrter 2-8811 Ext. 4136  
Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

**A FAMILY AFFAIR --** Texas Tech Board Member Al Allison of Levelland signs diploma which was awarded at the College's summer commencement exercises Saturday to his daughter, Mrs. Sharon Allison Martin of Lubbock. Watching the proceedings with more than casual interest is Retha Martin of Lubbock who earlier had signed the diploma, along with other graduates-to-be, in his role as Board Member. Martin's son, Eddie, is married to Sharon. He is scheduled to be graduated from Tech next January at which time the role of father and father-in-law will be reversed between the two board members.  
(Tech Photo) 8/22/66



This release was distributed  
8/23/66 to local media, Iowa State  
University and Virginia Polytechnic  
Institute News Bureaus, Chemical  
and Engineering News, and Chemical  
Engineering Progress

LUBBOCK, Tex., Aug. 23 -- Dr. Robert M. Betha, formerly associated with the National Aeronautics and Space Administration in Virginia, has been named assistant professor of chemical engineering at Texas Tech, Chemical Engineering Head Dr. Arnold J. Gully announced Tuesday.

Dr. Betha, actively engaged in environmental research for aerospace applications, formerly taught at Iowa State University.

He holds a bachelor of science degree in chemical engineering from Virginia Tech and a master's and PhD from Iowa State. Dr. Betha was a process engineer with DuPont before entering the teaching profession.

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1-8-23-66



This release was distributed  
8/23/66 to local media and The  
Western Horseman

LUBBOCK, Tex., Aug. 23 -- The Texas Tech Rodeo, the largest indoor collegiate rodeo in the world, is featured in the September issue of The Western Horseman, which goes on sale at newsstands here Thursday.

The two-page article, illustrated by numerous photos, pays tribute both to the rodeo, held annually in the spring, and to Tech. The story notes that Tech "is ideally located to interest many students."

Western Horseman, published in Colorado Springs, has the largest circulation of any horse magazine in the world with a current readership in excess of 168,000.

--30--

2-8-23-66



This release was distributed 8/23/66  
to local media.

LUBBOCK, Aug. 23 -- The U.S. Office of Education has approved a grant of \$551,014 as matching funds for the graduate portion of Texas Tech's new Biology Building, Rep. George Mahon announced Tuesday.

Architects were authorized by the Tech Board of Directors last Saturday to begin work on final plans and specifications for the new facility, to be located north and west of the Science Building.

The matching funds were provided under Title II of the Higher Education Facilities Act of 1963. The Title I application for undergraduate funds for the project will be filed through the Coordinating Board, Texas College and University System, before Sept. 6, according to Tech Vice President for Business M. L. Pennington.

The total cost of the project will be \$4,669,000.

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4-8-23-66





# NEWS

Texas Technological College  
Office of Public Information  
Lubbock, Texas 79409  
Code 806 POrter 2-8811 Ext. 4136  
Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

LUBBOCK, Tex., Sept. 3 -- Texas Tech President Dr. Grover E. Murray will preside at the Gulf Universities Research Corporation's "Symposium on Science and Engineering in the Gulf of Mexico" Sept. 8-9 in New Orleans.

Dr. Murray, president of GURC, said the Symposium's purpose is to provide an opportunity for scientists and administrators to review what is known about the Gulf and to discuss needs for new research.

Setting a scientific-educational precedent, the sessions will be devoted exclusively to science and engineering in the Gulf of Mexico. The Symposium, featuring speakers of national and regional eminence representing colleges and universities, state and federal agencies and industry, is expected to attract participants from throughout the United States.

Tech Geosciences Prof. Dan E. Feray will present a paper on "Hurricane Carla and Coastal Erosion" at the meeting. Dr. Feray joined the Tech faculty in June.

"We believe this is the first time such a meeting has been devoted specifically to interdisciplinary problems, resources and accomplishments in the Gulf region," said Dr. Murray.

"The Gulf of Mexico is a resource of tremendous national importance," Dr. Murray declared. "But our knowledge currently is limited to a small part of what we need to know about the Gulf, particularly how the various geological, meteorological, biological, chemical and other parameters are tied together."

The Symposium is the first of its kind to be sponsored by GURC, a non-profit organization formed in 1965 to provide a focal point for universities, corporations, associations, foundations and government agencies with research interests in the Gulf as a great national laboratory.

The New Orleans meeting will include presentations in the fields of oceanography, meteorology, biology, geology, geophysics, marine engineering and economics.

(more)



Symposium--add one

Ringling the Gulf, GURC membership includes marine and engineering facilities from Texas to Florida. Organized to stimulate activity in the Gulf-Caribbean region, Corporation membership includes Tech, the University of Texas, Texas Christian, Louisiana State, Tulane, University of Miami, University of Florida, Florida State, University of Houston, Rice, Texas A&M, Southern Methodist, Southwest Research Institute and the Gulf South Research Institute.

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5-8-24-66



LUBBOCK, Aug. 24 -- Texas Tech must raise \$27,455 in matching funds immediately to qualify for \$247,029 in National Defense Education Act student loan funds or risk losing the grant through default, Tech Vice President for Development Bill J. Parsley said Wednesday.

Parsley, who has set a Sept. 1 deadline for the project, explained that terms of the NDEA grant awarded last week require Tech to provide \$27,455 as its part of the nine-to-one matching funds.

He pointed out that a \$10 contribution would result in a \$100 loan for qualified Tech students. All persons interested in participating may send their contributions to the Texas Tech Foundation, Box 4650, Tech Station, Lubbock.

Foundation President J. F. Maddox of Hobbs termed the drive "a very worthwhile and urgent undertaking." He said he was calling on all Foundation Board members to contribute to a special "1966 Foundation Board of Directors Loan Fund."

Tech Student Loan Advisor Thomas P. Stover underscored the need, and added that "we simply lack sufficient funds at the moment."

Stover said his office already had processed 542 loan applications and had approved 391, but "some of these had to be for lesser amounts than were originally sought."

Of the 391 loans approved to date, he explained, 137 were made for smaller amounts than requested and were less than the federal program allows because not enough money was available.

Stover also said he had approved many loans running though next spring and summer, "but if sufficient monies are not forthcoming, and soon, we may be faced with the unhappy task of calling back some of these after the fall semester is completed."



This release was distributed 8/24/66  
to local media, Oregon State Alumni  
Office, & University of Calif.  
Alumni Office, Roddy Peeples.

COLLEGE PARK, Md., Aug. 24 -- Dr. Willard F. Williams, Head of Texas Tech's Department of Agricultural Economics, Wednesday was named third place winner in a special essay contest sponsored by the American Farm Economics Association.

Dr. Williams, attending the Association's annual meeting here, received a \$1,000 check during an awards ceremony.

The Tech professor's winning essay was entitled "Toward Improved Performance in Agricultural Marketing Research." It discussed the effectiveness and adequacy of agricultural marketing research relating to effective competition and changing patterns in marketing agricultural products.

Contest judges were John J. Jueck of the University of Chicago, William H. Nicholls of Vanderbilt University and Frederick V. Waugh, formerly of the U. S. Department of Agriculture.

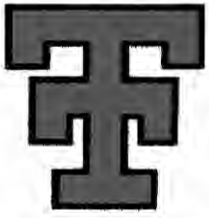
Dr. Williams, who joined the Tech faculty in 1963, received his bachelor of science from Oregon State in 1947; his master of science from the University of California in 1948 and the PhD from Purdue University in 1952.

He also taught agricultural economics at Oklahoma State University before coming to Tech. Before going to OSU Dr. Williams was agricultural economist and head of USDA marketing information and statistics section of the marketing research division.

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7-8-24-66





# NEWS

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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

## ATTENTION: EDITORS & NEWS DIRECTORS

You might want to circle August 31 in your future books as a good time for coverage signalling start of the Peace Corps training project here.

Tech faculty member George Elle, who will head up the PCV program for the College, advises that the trainees will be arriving in Lubbock throughout the day for advance registration. Some activity should be taking place all day August 31 at the Pioneer Hotel, where the PCV's will be quartered. They will be at the Tech pool at 4:30 p.m. for a swim.

Dr. Elle points out that -- due to the heavy training commitment and an intensified study schedule -- special interviews, film coverage etc. should be confined to August 31 only.

We had a story on this subject June 29, and plan another early next week.

Please let us know if we can help.

Public Information / Texas Tech



Distributed 8/26/66 to local media,  
Evansville Courier, Princeton Clarion-  
News, Univ. of Maryland & Indiana Univ.  
alumni offices, Air Force Times and  
Ralls Banner.

LUBBOCK, Aug. 26 -- James A. Watkins has been named Director of Undergraduate Admissions at Texas Tech, Dean of Admissions Floyd Boze announced Thursday.

Watkins has been a professor and freshman adviser in the School of Business Administration since 1965. He succeeds Donald Cates who has been named Director of Registration and Records.

A native of Princeton, Ind., Watkins spent 21 years in the Air Force, retiring as a captain. He received a bachelor of science degree in military science from the University of Maryland in 1961 and a master's degree in management from Indiana University in 1962.

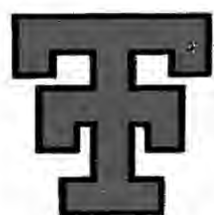
Watkins served as an Air Force intelligence officer in Hawaii for three years and taught night courses in business and management at the University of Hawaii.

He was a Phi Kappa Phi member at Maryland and at Indiana was a member of Sigma Iota Epsilon, national honorary management fraternity, and Beta Gamma Sigma, business honor fraternity.

His wife is the former LaVerne Exum of Ralls, Tex. They have four children, Mark, 19, a Tech sophomore; David, 16, a Monterey High School sophomore; Sarah, 10, and Paul, 6.

The family attends Grace Presbyterian Church, and resides at 3608 57th St. in Lubbock.





# NEWS

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## "Chancellor Croneis Named Inauguration Speaker"

LUBBOCK, Texas, Aug. 30 -- "Academic Success and Educational Failure" will be the topic of Dr. Carey Croneis, Chancellor of Rice University, at the Nov. 1 inaugural ceremonies of Dr. Grover E. Murray as Texas Tech's eighth president.

Tech Academic Vice President Dr. W. M. Pearce will preside at the two-hour inaugural beginning at 9 a.m. Tuesday (Nov. 1) in the Lubbock Municipal Coliseum. Dr. John Gray of Beaumont, Chairman of the Coordinating Board, Texas College and University System, will introduce Dr. Croneis.

Student Body President Bill Bueck of Midland, Ex-Students Association President Don Anderson of Crosbyton and a Tech faculty representative will present greetings.

Dr. Pearce will present Dr. Murray for induction and Tech Board Chairman Roy Furr of Lubbock will perform the installation.

Dr. Murray assumes his duties at Tech on Sept. 1. His inauguration will be preceded by a symposium Oct. 31 on "Arid and Semi-Arid Lands -- A Preview."

Interior Secretary Stewart L. Udall and John W. Gardner, Secretary of Health, Education and Welfare, will be among participants in the symposium which will focus attention on the special mission relating to arid and semi-arid lands that Dr. Murray has proposed for Tech.

Dr. Croneis was appointed Chancellor at Rice in 1961 after serving one year as acting president. He joined the Rice faculty in 1954 as Provost and Harry C. Wiess Professor of Geology after serving as president of Beloit College for 10 years.

The educator-geologist graduated from Denison University in 1922 with Phi Beta Kappa honors. He took his doctorate in geology at Harvard in 1928.

While a faculty member at the University of Chicago, he served as consultant to the National Defense Research Committee, designed the geology section of the Chicago Museum of Science and Industry, headed the Hall of Science at the Chicago Century of Progress Exhibition and was a member of the National Science Foundation Committee on Mathematics, Physical and Engineering Sciences.

(More)



Croneis ... add one

Currently, Dr. Croneis is a member of the Manpower Panel of the President's Scientific Advisory Committee and was recently appointed by the U. S. Commissioner of Education to membership on the newly created National Advisory Committee on Graduate Education. He also is Chairman of the Board of Directors of the Gulf Universities Research Corporation.

Chancellor Croneis is a past president of the American Geological Institute, the National Association of Geology Teachers and the Society of Economic Paleontologists and Mineralogists. He is the author and co-author of several books and numerous scientific articles and reviews. Dr. Croneis is Chairman of the Board of Educators of the United Educators of Chicago and is editor of the Harper and Row series of texts and monographs in the Earth Sciences.

He has received six honorary degrees, as well as a special citation from the Guatemalan government. He has served as Chairman of the Southwestern Assembly sponsored by Rice and Columbia Universities.

Chancellor Croneis was the first President of the Houston Council on World Affairs and is a past Chairman of the Board of Directors of the Contemporary Art Association. He also has served as a board member of the Houston Chamber of Commerce, the Houston Museum of Natural Science, the Kinkaid School, the Graduate Research Center of the Southwest and Geotechnical Corporation of Dallas.

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10-8-26-66



Distributed 8/29/66 to local media,  
Midland & Hobbs, copy to Marathon  
Oil Co.

LUBBOCK, Aug. 29 -- Recipients of two Texas Tech scholarships provided by the Marathon Oil Company of Ohio were announced Monday by Tech President R. C. Goodwin.

Judith R. Grant, a sophomore mathematics major from Hobbs, N. M., was awarded her second \$800 scholarship through Marathon's four-year scholarship plan. The daughter of Mr. and Mrs. Roger R. Grant of (202 E. Llano St.) Hobbs, Miss Grant has maintained a 3.82 overall grade point average. She is in the School of Arts and Sciences Honor Program.

Robbie L. Allen of Midland, who will be a freshman chemistry major this fall, received a four-year award which provides \$600 each school year.

Allen is the son of Mr. and Mrs. C. L. Allen of (1811 McDonald St.) Midland. He is a graduate of Midland Lee High School.

-30-

1-8-29-66



This is was distributed 8/29/66 to local media.

LUBBOCK, Aug. 29 -- Texas Tech Management Prof. Vincent P. Luchsinger will present a paper on the "Role of Behavioral Scientists in Business Schools" Sept. 3 at a meeting in New York of behavioral scientists associated with schools of business and industrial administration.

The meeting is being held in conjunction with the national convention of the American Psychological Association.

Dr. Luchsinger will present a paper on "Integrating Science and Management Science" in Philadelphia on Sept. 8 at the international meeting of the Institute of Management Science.

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2-8-29-66



Distributed 8/29/66 to local media

LUBBOCK, Aug. 29 -- Texas Tech Business Administration School Dean George G. Heather is among 24 U.S. business educators invited by the Swedish government to spend September in that country as part of a "Meet Modern Sweden" program.

The educators, all business administration deans or professors, were selected on the basis of recommendations supplied by the American Association of Collegiate Schools of Business. The group will visit various Swedish cities, studying industry and business.

Dean Heather, who joined the Tech faculty in 1950, will leave Lubbock Wednesday.

Highlights of the trip will include a visit to Murjek on the Polar Circle where the group will be guests of the Swedish Water Power Board. A visit to large power stations in the area and a trip to the "Harspranget" waterfall will be included.

A trip to Kiruna will include visits to underground mines and Laplanders' camps. The final week will be spent in Stockholm where visits are scheduled to the Royal University, the Swedish Cooperative Union and Wholesale Society and to the Federation of Swedish Industries.

Dean Heather, a native of Missouri, received his bachelor of science degree from Southwest Missouri State College and took his masters and PhD from Iowa State University.



Distributed 8/29/66 to local media.

LUBBOCK, Aug. 29 -- A Texas Tech delegation has returned from the 1966 meeting of the Association of College and University Housing Officers at Purdue University.

Attending were Food Service Director Mrs. Shirley Bates, Assistant Director Mrs. Margaret R. Birkman and Residence Hall Director Guy J. Moore.

More than 700 college housing officials from American and Canadian colleges and universities attended.

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4-8-29-66



Distributed 8/30/66 to local media.

LUBBOCK, Aug. 30 -- Texas Tech's \$1,000 Schlumberger Collegiate Award has been renewed for the 1966-67 academic year, Tech President R. C. Goodwin announced Tuesday.

Established by the Schlumberger Foundation of Houston, the award provides assistance to qualified students in engineering and scientific fields.

-30-

5-8-30-66



Distributed 8/30/66 to local media.

LUBBOCK, Aug. 30 -- Fifty-five Peace Corps volunteers for Costa Rica arrive here Wednesday (Aug. 31) for an intensive 11-week training program to be directed at Texas Tech.

Tech Prof. of Park Administration, Horticulture and Entomology George O. Elle will direct the program. Corpsmen will receive instruction in urban community development and credit union operation.

The volunteers will conclude their training here Nov. 15, then go to Puerto Rico for an additional month of instruction. Sixty Tech faculty members and consultants for other colleges and universities will be involved in the program here.

It is the second Peace Corps project for Tech in as many years. Last year, 56 trainees received training here for assignments in Ecuador.

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6-8-30-66





# NEWS

Texas Technological College  
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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

This release was distributed 9/2/66  
to all Lubbock media.

LUBBOCK, Sept. 2--Texas Tech Journalism Head W. E. Garets has been elected to a two-year term as a representative of the American Society of Journalism School Administrators to the American Council on Education for Journalism.

The ACEJ is the national accrediting organization for journalism schools. Tech's department won accreditation from the group in May, joining 47 similarly accredited schools or departments of journalism throughout the United States.

The Tech department also has been admitted to membership in the American Association of Schools and Departments of Journalism, an organization of accredited schools.

--30--

7-9-2-66



This release was distributed 9/2/66  
to all Local media.

LUBBOCK, Sept. 2--A course specifically designed for young marrieds will be offered by the Texas Tech School of <sup>Home</sup> Economics' Department of Home and Family Life this fall.

Entitled "The Early Years of Marriage," the course in family relationships will be taught by Prof. W. Clark Ellzey, whose professional experience includes 35 years in family counseling and teaching.

Prof. Ellzey said the course would examine such areas as money matters in marriage, relationships with relatives, the changing nature of love in marriage, planning for children and methods of dealing with crisis.

The course is not planned as therapeutic treatment for those in serious marital difficulties, he emphasized, but is designed "to help those who are beginning with basically good marriages to acquire knowledge and skills with which to make them better."

The new course is believed to be the first of its type in the nation, said Department Head Mrs. Estelle Wallace.

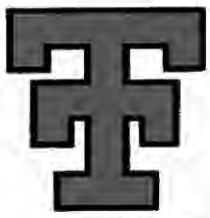
Daytime classes will be offered from 3 to 4:30 p.m. Monday and Wednesday and from 11 a.m. to 12:30 p.m. Tuesday and Thursday. An evening class, from 7 to 10 p.m. Thursday, will be restricted to married couples only. Fall semester registration begins Sept. 19.

Prof. Ellzey came to Tech from Stephens College. He is a Fellow in the American Association of Marriage Counseling.

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9-2-2-66





# NEWS

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## "Who Are The Physically Fit?", asks Tech Educator

LUBBOCK, Tex. -- Who are the physically fit?

The businessman who fancies himself "in the pink" if he can complete his daily stint at the office and still have energy to outdraw his favorite gunslinger on TV? The health faddist who claims that he has never been ill a day in his life, can digest nails, pizza or apple pie with all the trimmings?

Possibly . . . . but these attributes are not indications of physical fitness according to Dr. Richard Berger, Texas Tech physical education professor and advocate of regular exercise for adults who wish to function at top level efficiency, both mentally and physically.

Dr. Berger has established training programs for high school and college athletes and also has done research in adult physical fitness. He is the author of numerous articles, among them "The Important Components of Physical Fitness" published in The Journal of the Association for Physical and Mental Rehabilitation.

"Physical fitness means not only good health," Dr. Berger emphasizes, "but also the capacity to enjoy it. This means that the individual possesses, along with good health, the physical ability to perform daily tasks without excessive tiredness, plus sufficient energy in reserve to meet sudden emergency demands."

Individual differences should be taken into consideration.

"Activity which produces 'excessive' tiredness in a white collar worker may be very mild for an athlete," Dr. Berger explains. "In other words, the amount of physical fitness needed to avoid excessive tiredness is relative to a person's age, sex, health status and occupation.

"An individual is physically fit," he says, "when his muscles, heart and circulatory systems are able to adapt readily to daily physical activity--with a little to spare."

For individuals desiring more organic efficiency than this, however, activity must be increased, he notes.

(MORE)



Berger -- add one

"Research shows that those in physically strenuous occupations have a lesser incidence of cardiovascular failures than individuals in sedentary occupations, which indicates the relationship between physical activity and physical efficiency."

Physical fitness is measured by physical qualities of accuracy, agility, balance, strength, endurance and speed.

Dr. Berger singles out three qualities as being especially important for increasing an adult's fitness to meet most effectively the stresses of modern-day living: cardio-respiratory endurance, muscular endurance and muscular strength.

He also points out that strength and endurance are the limiting factors for prolonged activity in many occupations.

"When strength and endurance are increased, the same amount of work can be performed with less expenditure of energy and, therefore, less fatigue."

Stronger muscles are less susceptible to injury, and when injury does occur, the damage is less likely to be severe and recovery is quicker.

Another bonus is that exercises designed to improve one physical function generally will benefit other functions.

"Activities such as running and swimming may also increase flexibility and coordination. Strength training also improves power, speed, coordination and balance."

Here, too, Dr. Berger emphasizes, the exercise program should be based on the occupational and recreational needs of the individual. Physical fitness can be developed during the course of an ordinary workday, as well as during recreational periods.

Walk, he suggests, instead of riding in an automobile or golf cart.

Walk up a few flights of stairs rather than use the elevator.

Walk faster than usual.

Ride a bicycle to and from work or during leisure time.

Participate in active sports, such as handball, tennis or swimming.

(MORE)



Berger -- add two

Nor does an exercise program, to be effective, need to be time consuming.

"Set your goal at 15 minutes of 'extra perspiration' daily," Dr. Berger recommends.

"The important factor to keep in mind is that exercise aimed at increasing, or maintaining, physical fitness must be 'stressful,' a type of activity that is strenuous enough to produce fatigue."

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9/9-2-66



LUBBOCK, Sept. 2--Dr. Earl B. Braly, a Texas Tech alumnus with a wide background in Texas newspaper and public relations work, joined the Tech faculty Thursday as Professor of English and Special Assistant to the President.

A native of Eastland, Dr. Braly earned his bachelor's degree in 1939 and his master's in 1946, both from Tech. He received a PhD in English from the University of Texas in 1955.

He is a Lieutenant Colonel in the Army Reserve and has just completed a tour of active duty at Fort Monroe, Va., where he was assigned to the Information Office of the U.S. Continental Army Command Headquarters.

Dr. Braly, a former press secretary to Gov. Allan Shivers, has taught at the University of Texas and has worked on newspapers in Lubbock, Breckenridge and Perryton.

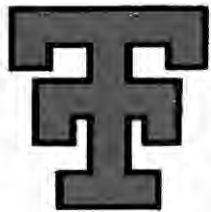
He has served as consultant to the president of the American Council on Education and to Human Sciences Research, Inc., in McLean, Va.

He is a member of Sigma Delta Chi, professional journalistic society, and of the Public Relations Society of America, the National Press Club and the Association for Education in Journalism.

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10/9-2-66





# NEWS

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Ron Hamm, Director, SH 7-1415  
Ralph Carpenter, Ass't Dir., SW 2-3378

LUBBOCK, Sept. 2 -- Texas Tech was named Friday as one of the first institutions of higher learning to benefit from a Professional Development Fund established by Phillips Petroleum to support higher education.

Tech President Grover E. Murray, in announcing the \$4,000 grant for Tech's Schools of Arts & Sciences, Engineering and Business Administration, said the funds would be used to support and encourage professional growth and development of students and faculty in engineering, the physical sciences, business administration and related fields vital to the petroleum and petrochemical industries.

The grant, covering the 1966-67 academic year, was presented for Phillips by Tech alumni A. M. L. Kube, District Manager of the Exploration Department, and R. V. Jones, Technical Services Development Director in Phillips Chemical Department. Both men reside in Phillips, Texas.

Kube, who pointed out that the amount of the grant was based on the number of Tech alumni employed by Phillips as well as current students now on the company's recruitment schedule, said more than 200 Tech graduates are now employed by Phillips.

Dr. John R. Bradford, Dean of Tech's School of Engineering, said establishment of the fund "is another manifestation of the increasing rapport between industry and the university."

"I am most happy to see Phillips join the multiplying numbers of industrial organizations which are entering into the support of professional development."

(MORE)



Phillips -- add one

"I am particularly pleased," Dean Bradford added, "that Tech enjoys the distinction of having been among the very first institutions chosen as the recipients of this practical aid, since this is indicative of the esteem in which Tech graduates are held."

Arts and Sciences Dean S. M. Kennedy termed the program "the kind of occasion which distinguishes maturing academic institutions."

"The generosity of the Phillips Petroleum Company will make possible improvements and enrichments in several of our programs by providing financial support for special lectures of considerable significance."

Business Administration Dean George Heather said, "the money is most welcome, I am sure it will prove helpful in the designated areas of the School of Business Administration."

The fund was established by Phillips in addition to its fellowships, scholarships and other established financial support programs.