

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-11-69	Ross Ayers to Speak	✓			✓	Austin, Friona
2-8-11-69	Electrical Engr Students	✓			✓	Fort Worth, Dallas, Wichita Falls, Odessa, Friona, Borger
3-8-11-69	Law Prof. Stevens Heads ABA group	✓				
4-8-11-69	Ramirez Wins Scholarship	✓			✓	Dalhert, Amarillo
5-8-13-69	McKidd, Cookbooks					special mailing for
6-8-13-69	Cutlines on above					Ranch Headquarters
7-8-13-69	Feedlot Management Courses					Regional dailies, selected
	Celebration					SW periodicals
9-8-13-69	Union Carbide Grant	✓			✓	Houston, Corpus Christi, Amarillo
	cutline on above					
9-8-13-69	Welch to get Bronze Star	✓				
10-8-13-69	Law School Gets Cities Service Books	✓			✓	Midland, Tulsa
	cutline on above					
11-8-14-69	Commencement	✓		✓		
12-8-14-69	W.F. ROTC	✓				
13-8-14-69	Bene Linn - 2nd Lt. <sup>center</sup> <del>Reserve</del>					

LUBBOCK -- Maj. Gen. Ross Ayers, adjutant general of Texas and a long-time former resident of Lubbock and Friona, will deliver the address at the ROTC commissioning ceremonies for the summer session at Texas Tech at 10 a.m. Aug. 23.

Prior to World War II, Ayers was a Lubbock school teacher and director of public school health and physical education. He had earned his bachelor of arts degree from Texas Tech in 1934 and his master of education degree from the University of Texas in 1946.

At Tech he was a football star, playing guard on the Red Raider teams of 1930, 1931 and 1932. In 1966 he was selected to the Texas Tech Athletic Hall of Honor, a distinction reserved for Tech athletes who have brought honor to the school on the athletic field and later by similar significant achievements.

Gen. Ayers was appointed Texas adjutant general by Gov. Preston Smith in the spring of this year, an appointment which climaxed his military career which began in 1931. Following the war, Ayers became commander of the 132nd Field Artillery Battalion of the 36th Infantry Division and was promoted to lieutenant colonel. From that position, he advanced to assistant executive officer, staff operations and training officer, executive officer, and commander of the 36th Artillery.

He was promoted to colonel in 1961 and to brigadier general in 1965 as assistant division commander. When the 36th Brigade was created from elements of the division in 1965, Ayers was named its commander.

Included among his military decorations are the Silver Star, Bronze Star, World War II Victory Medal and the French Croix de Guerre.

A total of 23 ROTC cadets will receive commissions in the ceremonies at Tech, held the same day of commencement exercises.

This release distributed 2-8-11-69  
Lubbock news media, hometowns

LUBBOCK -- Ten Texas Tech undergraduate engineering students are working this summer to demonstrate that the discovery of new knowledge need not always be left to the "old hands."

The ten were chosen for academic achievement to participate in a new interdepartmental experiment in teaching. The program is administered by Texas Tech's Department of Electrical Engineering and directed by Prof. Magne Kristiansen.

The program was initiated by the National Science Foundation and is supported also by industry and the university. Purposes are to help outstanding students become competent in research methods and to encourage them to continue their education through the doctoral level.

Students are working under the direction of Electrical Engineering Profs. Kristiansen, William M. Portnoy, David K. Ferry, John P. Craig and Marion O. Hagler.

In most cases, Dr. Kristiansen said, the students have completed the planning and building phases and are starting to use their equipment for research.

"The program has been tremendously valuable," he said, "for the Department of Electrical Engineering but also for the students who have gained in motivation as well as self reliance."

The 10 students and their projects include:

Emanuel M. Honig, son of Mr. and Mrs. William Honig of (2009 Avenue F) Hondo, is working on exploding wires to form a hot, dense plasma. He has improved equipment to greatly reduce the time required to take data.

Larry G. Roseland, son of SM Sgt. and Mrs. Leonard Roseland of (4603 Sherry) Wichita Falls, undertook research suggested in a thesis prepared by a graduate student, and he is using a magnetic field to study gaseous discharges in a mixture of carbon dioxide, helium and nitrogen. His results could clear up a major question in advanced research.

- more -

Add one Electrical Engineering students

James R. Burkes, son of Mr. and Mrs. L.E. Burkes of (Route 1) Odessa, and James F. Groce, son of Mr. and Mrs. Wayne Groce of (2105 28th St.) Lubbock, are redesigning and building equipment to grow crystals. Groce's experiment deals with crystals grown from the vapor phase, and Burkes', from the liquid phase of semi-conductor materials.

Erle N. Mote, son of Mr. and Mrs. Nevel Mote of (4319 49th St.) Lubbock, is working on an experiment which he hopes will lead to a receiver using solid state equipment and operating at a higher frequency than ordinary broadcast receivers. The goal is 8,000 megacycles per second.

Richard E. Dollinger of (503 W. 7th) Borger, is trying to prove that plasma can be heated with a carbon dioxide laser.

David L. Smith, son of Mr. and Mrs. Lewis L. Smith of (Route 2) Friona, is using the same equipment in a power transmission study, working toward wireless power transmission using a thermionic energy converter.

Michael E. Sadler, son of Mr. and Mrs. F.E. Sadler of Whitharral, also is working with a laser, using it to determine properties of semi-conductors.

W. Philip West, son of Hoy E. West of (200 Edgefield) Dallas, is studying superconductivity. He helped design and build the experimental apparatus in order to build a super conducting tunnel junction.

William F. Stephens Jr., son of Mr. and Mrs. W.F. Stephens of (1724 W. Edgewood) Fort Worth, is redesigning and rebuilding a thin film evaporator which will lead to thin film integrated circuitry design and production techniques.



LUBBOCK -- One of the six Texas Tech Law School faculty attending the American Bar Association convention in Dallas this week heads the sub-committee which will recommend revisions of standards for legal education and for approval of law schools.

The newest addition to the Tech law faculty, Prof. George Neff Stevens, left early for meetings of the sub-committee of the Section of Legal Education and Admissions to the Bar of the ABA.

Stevens will begin teaching duties in the fall semester, and his subjects will deal with civil and criminal procedures and professional responsibility.

Other members of the law school faculty attending and participating in the ABA convention include Dean Richard B. Amandes and Profs. Murl Larkin, Maurice Kirk, Ray Phillips and Erwin A. Elias.

Other members of the sub-committee headed by Prof. Stevens are Robert McD. Smith of Birmingham and Dean Harold G. Reuschlein of the Villanova Law School.

Stevens said the major changes recommended by his committee have to do with:

A "more humane" approach to rules governing students previously disqualified for low scholarship.

Reduction of the number of special students who can be admitted in any one year from 10 to 2 per cent.

A move to bring about a "long overdue strengthening of minimum law school manpower."

Stricter requirements for the law school libraries.

Stress with respect to direction of the library from form or structure of library control to the reality or substance of control.

Dropping of the "in residence" requirement for pre-legal education, and

Modification of the 8-hour rule with respect to "completion in residence" and efforts to control outside employment of full-time

law students.  
3-8-11-69

This release distributed 8-11-69 to  
Lubbock news media, Dalhart and  
Amarillo

LUBBOCK -- William Ramirez, a spring graduate of Dalhart High School, has been named recipient of this year's Hiram Parks Scholarship at Texas Tech.

Ramirez, whose special interest field is journalism, will enroll in Tech's College of Arts and Sciences this fall. Under the terms of the grant he will receive \$500 each year for four consecutive years of undergraduate study.

The scholarship program, primarily aimed at providing financial assistance for outstanding students of Mexican descent, was established by Mr. and Mrs. Hiram Parks of Lubbock in 1945. Selection is based on character, leadership potential and the applicant's high school records.

During his high school career, Ramirez earned membership in the DHS chapter of the National Honor Society and received school achievement awards for excellence in American history, algebra and business courses.

In his senior year he was editor and photographer of "The Lone Wolf," the student yearbook, and served on the newspaper staff. In addition to his work on student publications, he also represented Dalhart High in district Interscholastic League competitions in slide rule and number sense.

Dr. Scotti Mae Tucker, professor of foreign languages, chaired the Tech selection committee.

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4-8-11-69

By Emil Carmichael

KERRVILLE -- The name "Son-of-a-Gun Stew" might raise eyebrows on Park Avenue but to a westerner it's just "larapin' good!"

Recipes for son-of-a-gun, green tomato pie, mountain oysters, jalepeno corn bread and about three score more early ranch favorites are included in a new book, "Cookbook and Cartoons - rare recipes of necessity and stories," by Ace Reid, famed cowboy cartoonist.

To a space age cook, some of the recipes make the West sound really wild - for instance, those for Chocolate Gravy, Shut Up NOW sirup, Glass Eye and Broiled Porcupine.

Each recipe carries with it a ranch story, with one major exception -- the story without the recipe submitted by humorist H. Allen Smith. Writer Smith almost contributed a recipe for Fried Mush in the style of "Dennis, the Menace" cartoonist Hank Ketchum. Smith wrote more than a page of the cookbook, but ended without giving the recipe. You don't need it, he advised Reid. "Anybody can make fried mush!"

Jim Tully commented that "food for better fighters comes from the many fights between shepherders and cowmen." For Fight Burgers, he advises the cook to "grind and mix beef and mutton together and serve as hamburger."

Mabel Martin Ellis of Lubbock has two recipes included, both recalled from her childhood on the Martin Ranch near Sonora. One is for Shut Up NOW Sirup.

She explained in her story that there were eight children in her family. "...we were noisy and Papa didn't take kindly to noise." If a couple of warnings didn't quiet the brood he would call, "Shut Up -- NOW!"

"Since Papa was a stern and impatient man, only idiots would have ignored that order, but sometimes we qualified," she remembered.

-more-

add one --- cookbook she remembered

"next...he would go for his little jar of Shut Up NOW Sirup and a spoon... Motioning us to a chair, he would spoon about half a teaspoon of the dreadful mouth-puckering mess into each of us and retire to enjoy the silence."

The sirup was made from some sugar cooked with the juice of lots of green persimmons.

Mrs. Mamie Burns, now of Lubbock, whose husband, D., was for many years manager of the Pitchfork Ranch near Guthrie, told about the hand who would not eat a gelatin dessert -- even when topped with "a great blob of rich whipped cream."

"Ah don' eats nuthin' what won't set still while ah's a eatin' it," explained the hand.

Mrs. Estine Blakey of Lubbock remembers when her father, Jim Dorward, was foreman for the Godwin Ranch in Borden County. Her mother cooked for the hired hands, and the cookbook contains her recipe for light bread as well as one for Corn Batter Cakes calling for : 2 beaten eggs, 1 teaspoon salt, 1 teaspoon sugar, 3 cups buttermilk, 1 teaspoon soda dissolved in a little hot water and enough meal "to make a thin batter." It is baked "like pancakes" on a hot griddle, slightly greased.

Another of the honest-to-goodness good recipes in the book is one for French Chocolate Cake, offered by Mrs. Elizabeth Connell of Snyder whose ranch is the Lazy D. It is a cake of alternating white and chocolate layers, filled with a special custard.

"This was for the very special occasions and has been passed from dugout to dugout, box and bat house to the rock houses, with eggs and sugar saved and exchanged among the women of sparsely settled West Texas."

Both D. Burns and Mrs. Connell are members of the Ranch Headquarters Committee, established to preserve ranching history. Ranch women, including Mrs. Blakey, who work with the committee contributed recipes as a part of the human history behind the ranch industry.

-more-

add two --- cookbook she remembered

The primary focus of the committee's work will be to move and restore an authentic collection of 17 ranch buildings on the 75-acre site of the new Museum at Texas Tech, recreating a living outdoor museum of ranch life dating from the 1830's.

The cookbook provides a social commentary on ranch days remembered from the late 1880's through the Depression years of the 1930's, mentioning in one recipe the only slightly refined "Hooverized" sugar and another giving the ingredients for "radish pie" -- made when a homesteading family had no other fresh filling.

Reid said he expected the cookbook to have a successor with additional recipes including one called, "Gentleman from Odessa" -- apparently a variation of son-of-a-gun stew.

Reid's cartoon cowpokes, Jake and Zeb, are featured throughout the cookbook, the eighth of his published volumes. The cartoons are read in more than 300 newspapers, and this fall, Reid is scheduled to appear with Will Rogers Jr. in a television series for farmers and ranchers, to be called "Will Rogers Reports."

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5-8-13-69

By B. Zeeck

This release distributed 8-13-69  
to Lubbock news media

Attention Farm Editors

LUBBOCK -- Texas Tech's Animal Science Department will begin turning out graduates with feedlot management degrees within a year.

The Animal Science faculty has achieved the program with a slight reorganization and realignment of a few courses, the shift of an emphasis here and there, and the addition of a couple of new courses, according to Chairman Dale W. Zinn.

"The demand is great--more than we can meet at the moment--for men who are capable of filling management assignments at the increasing number of feedlots on the High Plains," according to animal scientist John H. Baumgardner who has just been charged with the undergraduate studies leading to a feedlot management degree.

Another Tech animal scientist, Dr. Robert Albin, has assumed responsibility for the graduate portion of the course work.

Prof. Baumgardner said many of the technically and scientifically trained people in management of feedlots on the Plains have been brought in from California, Arizona, Colorado, and the cornbelt.

"We get calls every day," Prof. Baumgardner said, "from operators who are looking for men educated in all facets of feedlot management; and the jobs in this rapidly expanding field require more than nutrition specialists," he said.

Both Albin and Baumgardner emphasized that Tech has for some time offered most of the course work required for successful cattle-feeding, but the reorganization is designed to turn out graduates more specifically qualified for feedlot management.

Albin explained that at the graduate level the reorganization provides a more distinct description of ruminant nutrition and feedlot management with emphases on the various facets involved in overall management. Nutrition is only a part of the entire program.

-more-



add one---feedlot management courses

"By setting up a program like this, we will be able to offer a student a broader background at the master's level to equip him to look over the total feedlot program. We had most of the courses, but we are working out programs so that students will become familiar with all facets of the industry--not just nutrition, "

"Another addition," Dr. Albin said, "is an on-the-job training program so that students may earn three to six hours of credit, depending on the length of time they work and how much specialization they get," he said.

A new course at the undergraduate level, Prof. Baumgardner said, is "Feed Formulation." It emphasizes such subjects as ration and mixture formulation, use of feed additives, registration with Texas Feed Control Service, and least cost feed formulation.

Students taking "Feed Formulation" must take a computer course concurrently.

Baumgardner cited figures to show the need for additional personnel trained in feedlot management.

The capacity of feedlots in West Texas has doubled in the last three years to more than 1.5 million head, and the turnover is 2.25 times per year.

"It is estimated," Baumgardner said, "that there will be another doubling of capacity in the next three years or less. This fantastic growth has created the immediate problem of a shortage of well-qualified, trained and experience personnel."

6-8-13-69

By Dan Tarpley

This release distributed 8-13-69  
to Lubbock news media

LUBBOCK -- The curtain goes up at 8:15 p.m. Friday (Aug. 15) on Texas Tech's production of "Celebration," the new Tom Jones-Harvey Schmidt musical play which is slated for a series of 10 performances in University Theater.

Booked in two sessions, the student-produced show will be repeated at 8:15 p.m. Saturday and Sunday (Aug 16-17) and again each evening from Aug 28 through Sept. 2 with a 3 p.m. performance on Aug. 31. Tickets are \$1 for both students and the general public. Reservations may be made by calling the theater box office, 742-2153.

Charles Kerr, Anton senior, is director-designer of the show, a modern-day parable which pulls no punches in presenting a confrontation between idealism and materialism.

Phil Weyland of Ballwin, Mo. heads the cast as Orphan, the young idealist who is appalled by the cynicism of Mr. Rich, a callous and corrupt businessman played by Claude Perilli of El Paso. At Rich's New Year's Eve party (the celebration), Orphan meets Angel, played by Susan Wiley of Lubbock, who, in spite of her wings, turns out to be a member of a rock group hired to entertain the guests.

Meanwhile, Glen Thomason of Lubbock, a Potemkin, the narrator, stirs the plot in an attempt to forward his own interests.

A choral group, The Revelers, underscore the theme in song and dance as they weave in and out of the story and join the main characters in the 16 songs which comprise the musical score. Music is under direction of Rom Williams, Amarillo music major.

The play, which ran earlier this year in New York, is being given its Southwest premiere at Tech.

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7-8-13-69

By Emil Carmichael

This release distributed 8-13-69 to  
Lubbock news media, Houston, Corpus  
Christi and Amarillo

LUBBOCK -- The Texas Tech School of Engineering this week received an unrestricted \$1,000 grant from Union Carbide Corporation.

The check was delivered to Tech engineering officials by R.P. Barry, manager of the Texas City plant of Chemicals and Plastics Division of Union Carbide.

The check was accepted by Engineering Dean John R. Bradford and Associate Dean A.J. Gully.

"Mr. Barry recognizes this is a contribution to the educational system upon which they are dependent for technical personnel essential for continued industrial growth and prosperity," Dr. Gully said. "The grant will be used for special developmental activities which are dependent upon such unrestricted grants."

The company has made several grants to Texas Tech's School of Engineering previously.

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8-8-13-69

By Dan Tarpley

This release distributed 8-13-69 to  
Lubbock news media

LUBBOCK -- A Bronze Star with first oak leaf cluster will be presented to Capt. Douglas M. Welch, adjutant for the Department of Military Science at Tech, at 11 a.m. Aug. 23 in the Anniversary Room of the Tech Union.

The presentation will be made by Maj. Gen. Ross Ayers, Texas adjutant general, who will deliver the address at the commissioning exercises for Tech ROTC graduates at 10 a.m. Aug. 23 in the Union Ballroom.

The award is for "outstandingly meritorious" service in Vietnam from June 9, 1968, to May 9, 1969.

Welch was assigned to the Tech Military Science Department in July 1969, upon his return from Vietnam where he was with the Fifth Special Forces Group (Green Berets). In Vietnam he was assigned as long range reconnaissance company commander of the Commanding Control Detachment North.

He holds several other military decorations, including Combat Infantry Badge, Vietnamese and United States Airborne wings, Bronze Star with V device, Air Medal, Army Commendation Medal with V device, two Regular Army commendation medals and other service medals and ribbons.

Capt. and Mrs. Welch live at 1507 Elkhart.

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9-8-13-69

By Dan Tarpley

This release distributed 8-13-69 to  
Lubbock news media, Tulsa, Midland

LUBBOCK -- Four thousand volumes valued at approximately \$17,000 have been presented to the Texas Tech Law School library by the legal division of Cities Service Oil Company.

The 300 boxes of books came from Cities Service Oil's Midland regional office and will be added to the approximately 40,000 volumes already on the Law library shelves.

Cecil C. Cammack, general counsel of Cities Service Company at Tulsa, said the company was phasing out legal departments in regional offices and moving them to Tulsa and Bartlesville.

"We received in the gift a number of out-of-print and unavailable volumes which will be most valuable additions to our library," said Law Dean Richard B. Amandes.

"We are always happy to receive currently used books and particularly pleased to receive these which can no longer be purchased.

"We are deeply grateful to Mr. Cammack and W.B. Weaver, Midland division attorney for the Texas Legal Division of Cities Service."

Many of the volumes will not be placed into use, Amandes said, until the school moves into its new building later in the year.

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10-8-13-69

By Dan Tarpley

LUBBOCK -- Texas Tech will confer degrees on its largest summer graduating class at commencement exercises Aug. 23 in Jones Stadium.

Dr. George F. Kirby of Baton Rouge, La., president of Ethyl Corporation, will deliver the main address at the 7:15 p.m. ceremonies, the first such program to be held out-of-doors at Tech in recent years.

More than 1,000 candidates have applied for advanced and undergraduate degrees. Last summer's class numbered 926.

Kirby, a research chemist, joined the Ethyl organization in 1940 and was elevated to the post of chief executive in 1964. He is a member of the President's Air Quality Advisory Board, the board of directors of the American Petroleum Institute, and a member of the American Chemical Society, the American Institute of Chemical Engineers, and the American Association for the Advancement of Science.

For a better view of the ceremonies, families and friends of graduates are advised to occupy the west side of the stadium facing the speakers' platform.

In preparation for the robed procession, graduates are requested to report to the west side of the stadium, in full academic regalia, at 6:15 p.m., according to Dr. B. J. Fallon, chairman of the commencement committee. Doctoral candidates and undergraduate honor students of each school are to assemble at the southwest corner of the stadium at 6:15. Members of the platform party are slated to take their place in line at the southwest corner at 6:50 p.m.

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add one --- commencement

Renovations now in progress at Lubbock Municipal Auditorium prompted the change of site for this year's exercises, Fallon said. In the event of bad weather the ceremonies will be transferred to the coliseum.

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11-8-14-69

By Emil Carmichael

This release distributed 8-14-69  
to Lubbock news media

LUBBOCK -- Openings are available for entry into the junior year of the Air Force ROTC program this fall, according to Col. Haynes M. Baumgardner, professor of aerospace studies at Texas Tech.

Persons desiring to apply may contact the Department of Aerospace Studies by calling PO3-3383 or in Room 27 of the Social Science Building at Tech.

To be eligible, the candidate must have completed the first two years of a senior division ROTC program, or have completed more than four months of honorable active military service. The candidate must have two years remaining in college, as either an undergraduate or a graduate student; have above a 2.0 grade point average on a 4.0 scale, and must meet medical and Air Force Officer Qualifying Test minimums.

Flying candidates must be commissioned before age 26 1/2, and nonflying candidates, by age 30.

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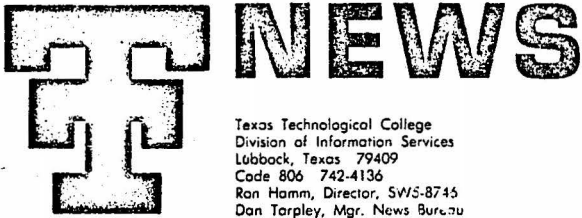
12-8-14-69

By Dee Powell

# Log File - Aug 18-23

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-18-69	Capt John Serina	✓	(ZEROX copies)			A-J-U-D + Military Sci Dept.
2-8-18-69	FEED LOT WASTE	✓		✓		+ selected dailies
2-8-18-69	CUTLINE (SEE ABOVE)					
3-8-18-69	Rodes Assoc.	✓				Rodes Assoc.
4-8-18-69	ENGINEERING CLASSES IN AMARILLO	✓	(ZEROX COPIES)			
5-8-19-69	Book Ed. Faculty -	✓		✓		10 p. to Alan or Dr. Ramsey, C. B. ✓
6-8-19-69	On/Scan instrument	✓				Category of Science
7-8-19-69	HEADQUARTERS RANCH (COOLER) T-CUT	<del>✓</del>	<del>✓</del>	<del>✓</del>		RANCH HEADQUARTERS LISTING
	CUTLINE (SEE ABOVE)					
8-8-20-69	OSCILLOSCOPE FOR TECH ENGR.	✓	(ZEROX COPIES)			
	CUTLINE (SEE ABOVE)					
9-8-20-69	overseas advertising	✓				
10-8-21-69	ROTC COMMISSIONING	✓				
11-8-21-69	Foreign students	✓				Robert Burnett
12-8-21-69	APPT. OF ROBERT BURNETT.	✓				NAT'L ASSN. STUDENT AFFAIRS

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Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SWS-8745  
Dan Tarpley, Mgr. News Bureau

LUBBOCK--Capt. John O. Simus, military science instructor for Texas Tech's Army ROTC has been discharged from active duty and has accepted employment with Electronic Data Systems in Dallas.

Capt. Simus' tours of duty included the Dominican Republic and Republic of Vietnam. Medals and awards include the Bronze Star, Armed Forces Expeditionary Medal, two Army Commendation Medals, the Vietnam Service Medal, the Vietnam Campaign Medal, the Vietnam Training Medal, the National Defense Ribbon and the Combat Infantry Badge.

He was assigned to Tech in August 1968. While with the Tech ROTC program he sponsored the Counter Guerrillas and CorpsDettes.

He is a 1964 graduate of The Colorado College with honors of Distinguished Military Graduate and Distinguished Military Student from his ROTC unit.

Capt. and Mrs. Simus will live on Route 4, Box 220, Fort Worth.

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1-8-18-69

By Dan Tarpley

LUBBOCK--Research at Texas Tech shows that Midland Bermuda grass is much more tolerant of large quantities of runoff from cattle feedlots than cotton, grain sorghum or wheat.

"The Midland Bermuda has thrived under quantities of runoff from concrete lots that prevented germination of cotton and seriously deterred the growth of grain sorghum," said Tech agronomist Eugene Coleman.

The research is designed to determine the tolerance of various crops to application of the runoff and is financed by a grant from the Texas Water Quality Board. The grant, together with companion funds from the Federal Water Pollution Control Administration, is the basis for an effort to solve a growing problem in the West Texas area.

The objectives of the particular phase in which the Department of Agronomy and Coleman are interested are to determine the effect of wastes from livestock on feedlots upon the germination and growth of different field crops and the effect of these wastes upon nutrient accumulation in the soil.

To conduct the study, wastes are caught in drainage pits immediately adjacent to both dirt surfaced and concrete surfaced feedlots, then carried to the field site or to specially constructed growth chambers where they are applied at varying rates to cotton, grain sorghum or Midland Bermuda.

The feedlot runoff wastes are applied to field sites 6 by 12 feet and 30 inches deep and allowed to percolate down. The containers used in growth chambers are 12 inches in diameter and 36 inches deep with a drainage line at the bottom, allowing a sampling of the liquid percolating through the 36 inches of soil.

The growth chambers allow the control of light and temperature so that optimum growth conditions can be provided throughout the year.

(more)



"Data recorded include germination, growth rate, total growth and nutrient content of plant materials," Dr. Coleman said. Plant nutrients analyzed include nitrogen, phosphorous, potassium, calcium, sulfur, magnesium, iron, zinc, manganese, copper and boron."

"Growth chamber tests indicate that two surface inches per week of runoff from dirt feedlots increases the growth of Bermuda grass by approximately 15 per cent over a similar amount of water but decreases the growth of grain sorghum and wheat approximately 60 per cent," Coleman said.

"Two surface inches per week of runoff from concrete feedlots decreases the growth of Bermuda grass 65 per cent, grain sorghum 90 per cent and wheat 99 per cent."

Coleman said soil analyses made from soils taken from growth chamber containers show that there is not as great an accumulation of nutrients and salts as might be expected.

Salinity levels increase from 0 to 20 per cent on most treatments of one or two inches per week for eight weeks, he said. Excessively high rates of application--eight surface inches pre-plant plus four inches per week--increased salinity by 400 per cent. Nitrate nitrogen increased less than 15 pounds per acre over the eight week period for one or two inch rates.

"It must be remembered," Dr. Coleman said, "that these soils were freely drained and the material percolating through the soils carried a high proportion of applied pollutants through the 36 inches of soil. It remains to be seen if the field plots will react similarly."

Other Texas Tech personnel and departments participating in the overall study of feedlot pollution include Dr. Dan M. Wells of the Water Resources Center, Prof. Walter Grub of Agricultural Engineering, Dr. Robert C. Albin of Animal Sciences and Dr. George Meenaghan of Chemical Engineering.

LUBBOCK -- The Texas Tech Rodeo Association will entertain present and prospective members with a free barbecue in the Aggie Pavilion on the campus at 6:30 p.m. Sept. 4.

Door prizes will be given. A business meeting will follow with the election of new officers and discussion of plans for the third annual All-School Rodeo on the agenda.

The barbecue will be provided by Luskey's Western Stores.

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3- 8-18-69

By Dan Tarpley

# **T NEWS**

Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
John Petty, Acting Director, SW2-5595  
Dan Tarpley, Mgr. News Bureau, SW2-5596

*File*

LUBBOCK -- Texas Tech University will begin offering classes in Amarillo this fall through its College of Engineering designed to help working engineers.

Engineering Dean John Bradford said the courses will add depth and breadth to the engineer's knowledge and those enrolled in the program can eventually earn the Master of Engineering degree from Texas Tech "without ever leaving Amarillo to attend classes.

"Our Associate Dean, Dr. Arnold Gully, met with 15 local engineers in Amarillo recently to make plans for the initial class," Dr. Bradford said. "The interest of the group showed that there is a definite desire on the part of these individuals to continue their education. We intend to do everything we can to carry our assistance to them since they cannot come to us."

The first class is scheduled to begin Sept. 2 in Amarillo. The course work will be involved with advanced engineering math.

"This class, as well as the others that may develop, will be taught by members of our graduate engineering faculty," Dr. Bradford said. "They will travel to Amarillo on the days the classes are scheduled. As long as we have students who are interested in learning, we will continue traveling to help them improve their knowledge."

Anyone who now has an engineering degree and is interested in enrolling in the new class is eligible, according to Dean Bradford.

"This is not restricted to any one area," he said. "Those holding degrees in mechanical, electrical, industrial, chemical or other areas of engineering can participate. Graduate resident credit will be given all those who successfully complete the course."

The coordinator for the program in Amarillo is C. C. Szalkowski. Anyone interested in additional information on the program can contact him at 335-1581.

Dr. Bradford stressed the point that as the program grows in Amarillo, the number of classes will be increased and the scope of the offerings expanded.

-30-

4-8-18-69  
By John Petty

(Ed's Note: Szalkowski is pronounced Shall COW ski)

This release distributed 8-19-69  
to Lubbock news media

LUBBOCK -- Added programs and innovative procedure are the keynotes this year for Texas Tech's College of Education, where "new" is a common adjective.

Eight new members join the faculty for the 1969-70 academic year, in addition to a new dean, bringing with them special talents to develop and strengthen the instructional fields of the college.

Leading the contingent is Dr. Gordon C. Lee, who arrived here in mid-summer to become dean of one of the newest divisions of the university. Long a department within the School of Arts and Sciences, Education was elevated to school status itself two years ago.

This year for the first time, a public school teacher has joined the teaching staff of Tech on a full-time appointment for one year for the particular purpose of bringing to the college classroom recent experiences in elementary schools.

She is Mrs. Barbara Simmons, third grade teacher, who is on leave of absence for 1969-70 to instruct prospective teachers attending Tech. When the year is over, she will return to the Lubbock school system as a demonstration teacher. The College of Education hopes to make such an arrangement a regular feature of its program.

Dr. Kenneth Freeman, former junior college president, will take a leading part, Lee said, in "developing programs for preparation of junior college faculty."

Other new faculty include Elmer Ellis, Leona Foerster, Robert Gold, Gene Rooze, Don Shane and Gerald Skoog.

Gold, who expects to receive his doctoral degree at Arizona State University in Tempe this summer will be at Tech on a one-year grant from the federal government under the Education Personnel Development Act. Gold will participate in Tech's work toward the development of a program to train counselors for Mexican American youth.

-more-

add one --- School of Education

Ellis, a specialist in elementary curriculum, has been an advisor to special projects in Pakistan, Vietnam and East Africa. He has been associated with public schools in Lamesa, Hearne, Lockhart and Corpus Christi and has taught at Texas A&M University, Southern Illinois University, Teachers College of Columbia University, the University of Chattanooga and the University of Georgia.

Mrs. Foerster, who specialized in reading and language arts for her Ed. D degree at the University of Arizona, was language arts consultant for the Migrant Child Summer Program in Willcox, Ariz., in 1968. She has taught elementary grades and girls' physical education in the United States and in U.S. military schools in Europe.

After teaching in elementary schools in Illinois, Rooze served as a program coordinator in course and curriculum adaptation at the Appalachia Education Laboratory, Inc., in Charleston, W. Va. His doctorate in curriculum and instruction was earned at Southern Illinois University.

Shane's interest area is special education. His degrees were granted by Oklahoma Baptist University and Central State College in Edmond, Okla., and he received his doctorate from the University of North Carolina, where he was an instructor. He was a children's court probation counselor in Oklahoma City and was a teacher and supervisor in Oklahoma City public schools.

Skoog, who will teach in the department of secondary education, specializes in the preparation of teachers of science. A former instructor of biology and chemistry in Nebraska and Illinois high schools, he received degrees from the University of Nebraska and the University of Northern Iowa.

Mrs. Simmons studied at Texas Woman's University and at Texas Tech and has taught in the public schools of Albuquerque, N.M., as well as in Lubbock.

Freeman was president and trustee of Christian College in Columbia, Mo., from 1956 to 1965, then was chief officer for two years at Metropolitan Junior College in Kansas City, Mo., and at Illinois Valley Community College.

add one --- School of Education

He also has experience as a public school teacher and official, junior college dean, director of elementary schools and professor at the University of Nebraska State University Teachers College at Geneseo, N. Y., and University of California at Berkeley. He received his bachelor's degree from Northeast Missouri Teachers College and his master's and doctor's from the University of Missouri.

-30-

5-8-19-69

By Dee Powell



This release distributed 8-19-69  
to Lubbock news media

ATTENTION FARM EDITORS ---

LUBBOCK -- A new ultrasonic instrument which measures back fat thickness and ribeye area of live cattle, sheep and hogs will be demonstrated at Texas Tech at 9 a. m. Thursday (Aug. 21)

Tech animal scientist C. B. Ramsey said the instrument, An/Scan, is a modification of the widely-used Sonoray.

"Measurements taken by the instrument," Dr. Ramsey said, allow an animal breeder to select herd replacements with known muscling and fatness characteristics."

The demonstration will be conducted at the Tech beef cattle feedlot on campus by representatives of the instrument's manufacturer, Ithaco, Inc., of Ithaca, N. Y. The public is invited to attend.

-30-

6-8-19-69

By Dan Tarpley

FOR RELEASE AT 10 P. M. SATURDAY AUGUST 23

LUBBOCK -- The Ranch Headquarters Committee today (Aug. 23) announced that the meat and milk house from the historic JA Ranch near Clarendon will become a part of the collection of authentic ranch buildings recreating on the Texas Tech campus an outdoor museum of ranch life.

M.H.W. Ritchie, current owner and operator and grandson of the original owner, Cornelia Wadsworth Ritchie Adair, made the gift to the Ranch Headquarters, established to preserve the ranching history of the Southwest.

"I am conscious of the historic significance of the JA Ranch Headquarters buildings and loathe to part with any of them," Ritchie said, "but by letting the Ranch Headquarters at Texas Tech have the milk house and meat cooler, I feel it will be a very appropriate and permanent monument to my ranch and to my family."

The "cooler" is the third acquisition announced by the committee. The first was a blacksmith shop from the Renderbrook-Spade Ranch at Colorado City, and the second was the headquarters of the Capote Ranch 18 miles west of Gonzalez.

The meat and milk house was described in 1885 by a correspondent for the ~~U~~Galveston News."

"Near the (mess house) is a dairy where the butter is made and the milk stored."

Attached to the buttery was the meat house where beeves, hams and bacon were strung up to cure by means of heavy hooks in an immense roof log. Vats of lard were also put up in the meat house.

The structure of the stone buttery reveals the pioneer ingenuity credited so often to the builder of the JA Ranch, Charles Goodnight.

It was serviced by spring water piped down a grade to the milk house and meat cooler on the Palo Duro Canyon ranch. The spring water was fed into a trough in which crocks of milk and butter were placed and covered with cloths. The vessels were cooled by the evaporative process.

Add one -- Ranch headquarters

What Goodnight built, he intended to last. The log cabin he built on the JA still stands as part of the ranch's big house, the mortised ends of the logs as stable today as they were when they went up in 1879.

The cooler is equally sturdy, though it has stood in disuse for many years, abandoned when electricity was brought to the ranch. Dr. W. C. Holden, ranch historian and co-chairman of the Ranch Headquarters Committee, said that the historic structure could be restored to its original condition.

The JA, now a ranch of about a quarter of a million acres in the Panhandle of Texas, once was far larger. It belonged to John Adair and Goodnight, with Adair furnishing the capital to start it and Goodnight managing and building it. During the 10 years of Goodnight's direction, the JA earned a substantial annual profit on the capital invested by Adair, an Irish country gentleman with a large estate at Rathdair, Ireland.

Following the death of Adair, the ranch ownership went to his widow and to Goodnight, and in 1887 the partnership was dissolved, as provided by the terms of the original contract.

During the time that the ranch was building under Goodnight's direction, 300,000 cattle were handled. Several of the ranch buildings he had built still stand and continue to do useful service. The Ranch Headquarters are registered as a national historic landmark.

John George Adair and his wife, Cornelia, had been intrigued by the campfire stories told by Goodnight about the open range he knew in the Panhandle of Texas, when he was their guide in 1875 on a buffalo hunt east of Pueblo, Colo. The Adairs had spent the summer in Colorado with the idea of making mining investments in that state, but because of the Goodnight accounts, they decided to come to the Panhandle in 1876, with Charles and Mary Goodnight and two cowboys as escort. Mrs. Adair rode her horse, sidesaddle, all the way, and Mrs. Goodnight drove a team.

The agreement between the two men was effected June 18, 1877. Adair financed the ranch that was to be. Goodnight furnished the foundation herd and the experience, establishing the JA brand as a mark of excellence. One buyer described the JA cattle as having a Texas foundation, several crosses of Shorthorn and then a Hereford top.

Add two -- Ranch headquarters

Holden emphasized that the JA building had significance in addition to its age and architectural features.

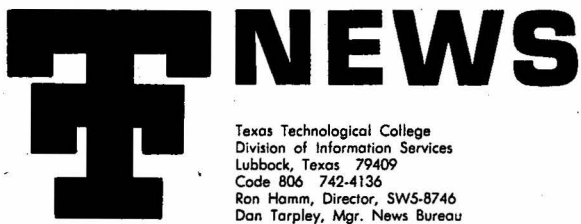
"It is representative of the cattlemen who went into the ranching business to stay," he said. "The Adairs were more than speculators, and Goodnight was more than a ranch manager. They combined to form a ranch that would endure, and it has."

Other members of the Ranch Headquarters Committee who have helped locate and secure these authentic examples of ranch architecture from historic ranches during the past two years are Mrs. W.C. Holden, co-chairman; D. Burns, Pitchfork Ranch; Frank H. Chappell Jr., Chappell-Spade Ranches; John F. Lott, Slaughter U Lazy S Ranch; Watt Matthews, Lambshead Ranch; Mr. and Mrs. Charles Schreiner III, YO Ranch; Miss Christine DeVitt, Mallet Ranch; Mrs. Wilson Connell, Lazy D Ranch; and Mr. W. G. McMillan Jr.

-30-

7-8-19-69

By B. Zeeck



Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SWS-8746  
Dan Tarpley, Mgr. News Bureau

## Cutlines -----

**RANCH COOLER --** The meat and milk house from the historic JA Ranch near Clarendon is being moved to the authentic Ranch Headquarters on the 12-acre site of the new Museum at Texas Tech. Before electric power was available, spring water kept milk and dairy products cool in the stone structure, foreground. Attached to it, left background, was the meat house where beeves, hams and bacon were strung up to cure by means of heavy hooks in an immense roof log. Vats of lard also were put up in the meat house. The cooler will be restored to its original condition at Texas Tech so that visitors may see a true picture of 19th Century ranch life.

-30-

7-8-19-69

# T NEWS

Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
John Petty, Acting Director, SW2-5595  
Dan Tarpley, Mgr. News Bureau, SW2-5596

LUBBOCK--The Texas Tech Mechanical Engineering Department Tuesday (Aug. 19) was presented an oscilloscope with auxiliary equipment by the Hewlett-Packard Company of Richardson.

The presentation was made by the company's field engineer, Bill Leavelle, and Associate Dean of Engineering Robert Newell and L. J. Powers, chairman of the Mechanical Engineering Department, accepted.

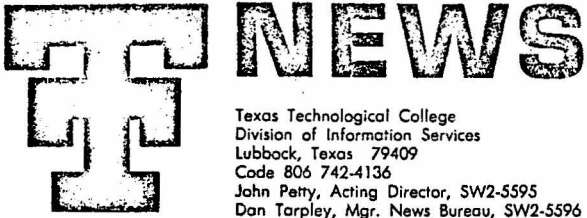
"The oscilloscope will be placed in the laboratory of the Mechanical Engineering Department," Dean Newell said. "The equipment is valued at \$1,840 and will be a valuable addition to our laboratory equipment.

"We are indebted to Hewlett-Packard Company's instrument donation program to colleges and universities for this gift. The company has promised another oscilloscope for the Electrical Engineering Department laboratory at Texas Tech within the next few weeks."

-----30-----

Dan Tarpley

8-8-20-69



Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
John Petty, Acting Director, SW2-5595  
Dan Tarpley, Mgr. News Bureau, SW2-5596

#### Cutlines--

GIFT FOR TECH ENGINEERING--Associate Dean of Engineering Robert Newell, left, and Mechanical Engineering Chairman L. J. Powers, center, accept for Texas Tech an oscilloscope presented by Hewlett-Packard Company field engineer Bill Leavelle of Richardson. The oscilloscope and auxiliary equipment will be placed in the Department of Mechanical Engineering laboratory. The equipment was valued at \$1,840. (Tech photo)

-30-

8-8-20-69

LUBBOCK -- Overseas advertising by American companies will jump to a predicted \$5 billion in 1970, an increase of 400 per cent in five years, according to Marketing Prof. Billy I. Ross of Texas Tech.

Dr. Ross made the statement in his report on a new "Study of the Advertising Practices and Procedures of U. S. Firms Selling Products Overseas" published Thursday, (Aug. 21). He is distributing a summary of the study to 4,200 American companies who were operating in foreign countries in 1966.

Predicting a rapid increase in American participation in the international market, Dr. Ross cited as a major contributing factor the improvement of travel and communication. With the increased interest in overseas markets, he said, would come an increase in budget allotments.

"The reason for the increase is simple," said Ross. "Many companies found that advertising had helped them gain sales volumes in America, and they will want to use advertising to gain such sales in the international market place."

Texas Tech has a special interest in international advertising education and through its Don Belding Fund this year aided advertising students from Thailand, Ecuador, Japan, Sweden, Mexico, Germany, Turkey, England and Switzerland. In addition, the Department of Marketing has worked cooperatively with a work-study program for scholars aided by the Carl Duisberg Society of Cologne.

Ross drew a profile of typical advertising practices and procedures for an American company doing business overseas. The profile was based on 117 usable replies to questionnaires sent 336 companies.

"The major problems that the company would encounter with overseas advertising," the study reported, "would include a lack of current marketing information, media information, and research on the use of proper appeals."

The profile also described the company as administering direct control on all advertising from the home office.

-more-



add one --- overseas advertising

Advertising budgets for the U. S. and overseas would be separate. The "objective and task" method would determine the amount of the budget, although one respondent candidly stated his company used the "by guess and by God" method. Based on sales of products, the company would spend a higher percentage of the total budget for American advertising than for overseas advertising.

The typical company would be under contract to an American advertising agency which would be paid by the traditional commission method. The agency would perform creative, research and media selection functions.

Supplementary information in the study was supplied by interviews conducted by Ross during June visits with advertising executives in Germany and England.

-30-

9-8-20-69

By B. Zeeck

LUBBOCK -- Twenty-three ROTC cadets will receive commissions in exercises at Texas Tech at 10 a.m. Saturday (Aug. 23).

The commissioning address will be delivered by Texas Adjutant General Ross Ayers, a former resident of Lubbock and Friona. Ayers was appointed to the state office by Gov. Preston Smith soon after his inauguration.

Prior to his appointment, Maj. Gen. Ayers was commander of the 36th Brigade which had been created from elements of the 36th Division.

Ayers' appointment to the post of adjutant general climaxed a military career which began in 1931. Following World War II, he became commander of the 132nd Field Artillery Battalion of the 36th Infantry Division and was promoted to lieutenant colonel. From that position, he advanced to assistant executive officer, staff operations and training officer, executive officer, then commander of the 36th Artillery.

He was promoted to colonel in 1961 and to brigadier general in 1965 as assistant division commander, an assignment he held until he was named commander of the 36th Brigade.

Included among his military decorations are the Silver Star, Bronze Star, World War II Victory Medal and the French Croix de Guerre.

Prior to World War II, Ayers was a Lubbock school teacher and director of public school health and physical education. He earned his bachelor of arts degree from Texas Tech in 1934 and his master of education degree from the University of Texas in 1946.

Scheduled to receive commissions as second lieutenants are:

Gary Condra and Michael Horton of Lubbock; Jack Pritchard, Jacob P. Moore, and Jared Knott of Dallas, Terry Burkholder of Pecos, Rodney Trant of Kingsville, William Olivo of Denver City, Dale Rickey of Liberal, Kan., Gary Soliday of Smyrna, Ga.,

Jackson B. Love of Llano, Dean Gambrel of Ralls, John Genduso of Roswell, N.M., Robert Marshall of Plainview, George Hrcncir<sup>(cq)</sup> of Corpus Christi, Christopher Alford of Houston, Anthony Digirolamo of Elmont, N.Y., Jim Murphy of Amarillo,

Add one -- ROTC Commissioning

James Williams of Tulsa, James S. Kay of Seymour, Wiley D. Williams of Dexter, N.M., and Thomas J. Hasson of Barksdale Field, La. All but Hasson, who is Air Force ROTC, are Army ROTC.

-30-

10-8-21-69

By Dan Tarpley

This release distributed 8-21-69  
to Lubbock news media

LUBBOCK -- A five-day orientation for new foreign students at Texas Tech will begin with a reception from 7 to 9 p. m. Friday (Aug. 22) in the ballroom of Tech Union.

The Division of Student Life and the International Center for Arid and Semi-Arid Land Studies will sponsor the reception where incoming students will meet faculty, community representatives and visit with volunteer student hosts assigned to assist the newcomers in all phases of their orientation.

Saturday highlights of the orientation program include a bus tour of Lubbock at 3:30 p. m. and a barbecue supper in MacKenzie Park at 6:30 p. m., sponsored by the Lubbock Chamber of Commerce and arranged by the Community Coordinating Board for International Student Projects.

Veteran international students will offer a panel discussion at 7 p. m. Sunday in the Blue Room of the Tech Union. Panelists will be Tarek Khalil of the United Arab Republic (Egypt), Masroor Shah of Pakistan, Enrique Martin Marino of Mexico and Tony Chok of Hong Kong. They will discuss "Adjusting to Academic and Social Life in a New Culture."

The English Language Placement Examination, required of all incoming foreign students, will be given at 9 a. m. Monday in Room 4 of the Psychology Building.

All other activities will take place in Tech Union.

Robert Burnett, director of International Student Services, will address the students at 3 p. m. Monday in the Blue Room, and newcomers will meet host families at 7:30 p. m. in the same location.

Tuesday, faculty members will present a panel discussion of "Academics at Texas Tech" at 9 a. m. in the Mesa Room; and at 2 p. m. in the Mesa Room students will hear a representative of the U. S. Immigration and Naturalization Service discuss immigration rules and regulations.

-more-

add one --- foreign students

Because of early registration, university officials said they could not predict the number of incoming students expected although arrangements have been made for about 75 newcomers at all events.

-30-

11-8-21-69

By B. Zeeck



Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
John Petty, Acting Director, SW2-5595  
Dan Tarpley, Mgr. News Bureau, SW2-5596

**Cutlines-----**

**NEWCOMERS -- Robert Burnett, left, newly appointed director of International Student Services at Texas Tech, visits with two of the university's foreign students. Mrs. Anthony Farina of Verona, Italy, will be a sophomore studying interior design. Jerry Chen, right, arrived this week from Taipei, Taiwan. He will study textile engineering before returning to his homeland to resume work with a chemical corporation which manufactures synthetic fiber.**

**(Tech Photo)**

**-30-**

**11-8-21-69**

This release distributed 8-21-69  
to Lubbock news media

LUBBOCK -- The appointment of Robert Burnett as director of International Student Services at Texas Tech was announced Thursday (Aug. 21) by Dr. William H. Duvall, assistant dean of students for programs.

Burnett succeeds Jon Hartshorne who resigned to accept an appointment at Michigan State University.

The office of International Student Services assists foreign students at Texas Tech and U. S. students who want overseas experiences or who have special interests in international relations.

"I have found my own overseas experience valuable, particularly in developing an understanding of world affairs," Burnett said. "I am eager, to expand study abroad programs for U.S. students at Texas Tech, helping U.S. students to find opportunities in other countries."

He said he expected to continue the close cooperation between his office and the university's International Center for Arid and Semi-Arid Land Studies, encouraging Foreign students to participate in activities of the International Center.

Burnett received his bachelor's degree at the University of Washington and his master's in Hispanic American Studies at Stanford University. He also studied one year at the Universidad de Madrid in Spain and holds an honorary degree from that institution.

In 1965 he received a State Department grant to participate in a six-week cultural tour of Brazil, and from 1966 to 1968 he served in the Peace Corps as a volunteer and director of courses at the U.S. Information Services Bi-National Center in Salvador-Bahia, Brazil. There he was responsible for the preparation and supervision of course curricula, class and teacher schedules and examinations, the hiring of teachers and the interviewing of scholastic candidates. The center had 30 English Teachers and approximately 1,000 students.

-more-

**Add one -- Appointment of Robert Burnett-Director of International  
Student Services**

His travels have taken him to several Western European countries as well as to Mexico, Argentina, Chile and Uruguay.

Burnett taught Spanish last year at Campbell (Calif.) High School. He is a native of Seattle.

-30-

12-8-21-69

By B. Zeeck



LUBBOCK -- A grant of \$140,050 for training in rehabilitation counseling at Texas Tech was announced Friday (Aug. 22) by the university's Office of Research.

The grant represents continuing support from the U.S. Department of Health, Education and Welfare for the counseling program which began in 1956. Dr. Beatrix Cobb is project director.

In its 13-year existence the program has graduated more than 200 students with the master's degree and will have graduated 22 with the degree of doctor of philosophy by Saturday (Aug. 23). The first to earn the degree of doctor of education in the program will be graduated Saturday. He is McCoy Johnston of Florence, S.C., who will join the regional representative's staff for the federal rehabilitation agency in Charlottesville, Va.

The program trains for work in counseling for the rehabilitation of all handicapped persons, those who have physical handicaps and others who might be handicapped emotionally, socially or economically. Graduates work in programs for instance, involving public offenders, drug addicts and alcoholics as well as in the broader areas of concern.

Dr. Cobb explained that the goal of the work is "to enable disabled people to become self-sufficient," eliminating their need for public health and welfare concern.

Texas Tech students in the program have come from 19 states and now are employed in 21 states, including Hawaii, as counselors, teachers leaders and administrators in research and service programs.

"The demand for those with the doctoral degree is exceptional," Dr. Cobb said, explaining that about 10 are sought for every doctoral degree awarded.

More than \$100,000 of the grant will be allocated for student traineeships and tuition grants.

A Comprehensive Rehabilitation Center is planned at Texas Tech. Lubbock's Junior League has given \$15,000 toward the initial \$80,000 requirement, and has pledged an additional \$10,000. Chairman for the advisory committee for the center is Jack L. Thurman, regional director for vocational rehabilitation in Lubbock for the Texas Education Agency.

Add one -- Cobb Education Agency

"This is our greatest need at this time," Dr. Cobb said. "Our program needs the facilities to advance research and to provide for expansion of counselor training."

-30-

13-8-22-69

By B. Zeeck

LUBBOCK -- Dr. S. P. Yang, new chairman of the Food and Nutrition Department of Texas Tech, will leave Monday (Aug. 25) to address the eighth annual International Congress of Nutrition in Prague.

The subject of his presentation is "The Nutritional Value of Single-Cell Protein." He will return to the Tech campus Sept. 8.

His visit to Prague is supported by funds from the American Institute of Nutrition. The research on which he will report is funded by grants from the Department of Health, Education and Welfare, the American Sugar Cane League and the Florida Sugar Cane League.

"I will report on research into conversion of agricultural and industrial by-products into nutritious human foods," Dr. Yang said.

He also is working on studies into conversion of petroleum by-products and sugar cane by-products, into quality proteins.

Dr. Yang said a micro organism, cellulomona, isolated in a sugar cane field near Baton Rouge, La., can produce high quality protein from cellulose.

"I also believe this micro organism can produce high quality protein from stalks of sorghum and cotton," Dr. Yang said, and he has made plans to send quantities of sorghum and cotton stalks to a pilot plant in Mississippi for processing.

Dr. Yang's report in Prague will have to do with studies conducted to determine the protein qualities of cellulomonas, produced from cellulose.

-30-

14-8-22-69

By Dan Tarpley

LUBBOCK -- Two Texas Tech physics professors will deliver papers at the American Physical Society meeting Sept. 2-4 at the University of Hawaii in Honolulu.

Dr. Young N. Kim, theoretical nuclear physics, will deliver three papers and R. Raymond W. Mires, atomic physicist with the solid state and atomic theory group, will deliver one.

Kim will discuss "Deuteron Polarizability Effect on Elastic Coulomb Scattering," "Electric Quadrupole Effect in the Scattering of Charged Particles by Polarized Nuclei" and "Scattering of Electrons by Atomic Systems."

Mires' paper will deal with the arrangement of electrons in atoms and the influence of one electron on another. The carbon, vanadium and titanium atoms will be among those discussed.

-30-

15-8-22-69

By B. Zeeck

LUBBOCK -- A Law Enforcement Education Program (LEEP) will open at Texas Tech for the first time during the 1969 Fall Semester with the support of the Law Enforcement Assistance Administration of the Department of Justice.

An initial grant to Texas Tech of \$8,000 was announced Friday (Aug. 22) by the Office of Research.

The initial award was described as a partial award based upon currently available funds. LEEP is authorized under the federal Omnibus Crime Control and Safe Streets Act, and permits grants and loan for students in three categories -- in-service law enforcement officers, law enforcement officers who are on academic leave and students who plan to enter the field of law enforcement.

By continuing to serve within law enforcement agencies, loans and accrued interest may be forgiven over a period of years.

The program is administered by Thomas P. Stover, director of Financial Aid at Texas Tech, and course work counseling is provided by Chairman Walter J. Cartwright of the Department of Sociology and Anthropology.

Students may work toward certification or a degree in either sociology or political science. Although the program allows for a wide range of courses which could lead to improvement of law enforcement practices, core courses, for instance, include criminology, major social problems, collective behavior including riots, law and society, minority problems, local government administration and the government of metropolitan areas.

The department of Sociology, in cooperation with the city of Lubbock, last year provided course work for members of the police force.

Although law enforcement officers employed by federal agencies are eligible for LEEP, priority is given to state and local officers.

For additional information, interested persons may call Stover at 742-2214 or Cartwright at 742-4180, Lubbock.

**This release distributed 8-22-69 to  
Lubbock news media**

**LUBBOCK -- Eighty-five first year law students, including seven women, registered at Texas Tech Friday (Aug. 22) and will begin four days of orientation Saturday.**

**Registration for the law school preceded by almost a week registration for the remainder of the institution.**

**This year's first year class is the largest since the school went into operation in the fall of 1967. New students come from 28 colleges and institution A total of 28 received their undergraduate degrees at Texas Tech.**

**Tech Law School officials said this year's class boosts total enrollment for the school this year to approximately 190. First graduates of the Tech Law School will finish at the end of the fall semester this year.**

**Assistant Law Dean Tom Reese said second and third year law students will begin classes Monday. Classes for new law students will start Thursday.**

**The new class is the last to begin an academic year in the school's temporary facilities. Dean Richard B. Amandes said the schools' new \$3 million building, "the most attractive and functional law school building in the United States" will be open and ready for occupancy just in time for final exams in December of this year.**

**This year's new crop of law students, Dean Reese said, was chosen from among approximately 300 applicants, representing a 25 per cent increase over the applications received the previous year.**

**-more-**

**add one -- first year law students**

**The new class ranges in age from 21 to 37, with the median age being 23. About one-fourth of the new class is comprised of service veterans. Most are recent college graduates, but some have been engaged since undergraduate school in engineering, sales and teaching careers.**

**First year law students come from the following colleges and institutions:**

**Texas Tech, Howard Payne, University of Iowa, University of Texas at El Paso, San Diego State, West Texas State, Hardin-Simmons University, Washington & Lee, Va., Texas Christian, North Texas State, University of Texas, Texas A and M., Midwestern, Panhandle State, Okla., Bethany Nazarene Nazarene, Okla.,**

**Southern Methodist, Auburn, University of New Mexico, Tarleton State, Abilene Christian, University of Texas at Arlington, Texas Lutheran, Eastern New Mexico, McMurry, University of California at Los Angeles, Baylor, University of Nebraska at Omaha, and Colorado School of Mines.**

**-30-**

**17-8-22-69**

**By Dan Tarpley**

LUBBOCK -- International authorities, along with 38 Texas Tech faculty members, will participate Sept. 25-26 in the Third International Symposium offered by the university's International Center for Arid and Semi-Arid Land Studies.

Dr. Thadis W. Box, director-at-large of the International Center, said the multi-disciplinary program would demonstrate the scope of interest in arid lands. The program was arranged by the center's deputy directors.

Visiting participants will include;

Ralph Richardson, associate director of the Rockefeller Foundation;

Peter H. Wyckoff, program director for weather modification of the National Science Foundation;

Victor McFarlane, animal physiologist, Waite Institute, Adelaide, S. Australia;

W. Eugene Hollon, Ohio Regents Professor of History, University of Toledo;

And Texas Tech Consulting Profs. Edward Teller of the University of California Livermore Radiation Laboratory, Charles C. Di Peso, director of the Amerind Foundation, Inc. at Dragoon, Ariz., and Fred Wendorf of the Department of Sociology and Anthropology at Southern Methodist University.

"We have selected outstanding international speakers to focus attention on the potential of arid lands," Prof. Box said, "and have asked our own faculty to discuss their research.

"We think we have put together a program which will be of interest to both laymen and people in the scientific community. We are looking forward," he said, "to participation by the people of West Texas."

Texas Tech Faculty members who will participate include: English Profs. Warren Walker and Grace Wellborn and former Prof. Ahmet Uysal; Education Prof. Berlie Fallon; Art Prof. Clarence Kincaid, Government Profs. Ruth Wright and Frank Baird;

-more-



Electrical Engineering Profs. Marion O. Hagler and Darrell Vines;  
Range Management Prof. Box; Southwest Collection Archivists David Gracy  
and James Skaggs; History Professor Emeritus W. C. Holden; Geology  
Profs. John P. Brand, C. C. Reeves, William Miller and John Dowling;

Civil Engineering Profs. Dan M. Wells and George A. Whetstone;  
Agricultural Education Prof. Lewis Eggenberger; Biology Profs. Chester  
Rowell and Francis Rose; Anthropology Prof. Kenneth Honea; Economics  
Prof. Carlton J. Whitehead; Sociology Prof. R. Sylvan Dunn;

Chemistry Prof. Pill-Soon Song; Food and Nutrition Prof. Clara  
McPherson; Animal Science Profs. Samuel E. Curl; L. F. Tribble and  
Frank A. Hudson; Romance Languages Prof. Harold Simpson; Industrial  
Engineering Profs. Milton Smith and William Sandel; Agricultural  
Economics Profs. James Osborn, T. R. Owens, Mark Fowler and Willard  
Williams; and Architecture Prof. Elizabeth Sasser.

-30-

18-8-22-69

By B. Zeeck

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1-8-25-69	Kennedy	✓				Kennedy distribution
2-8-25-69	CHECK FROM TEXAS					MIDLAND ODESSA MR. D. SMITH
3-8-26-69	DR. DANIEL O'CONNOR	✓				DR. O'CONNOR - DEPT. EDUCATION
	CUTLINE (SEE ABOVE)					
4-8-28-69	(DEAF) FINGER COURSE SIGN LANGUAGE & SPELLING	✓				JOE BURKS DR. COSTELLO, DR. MATTSOY
5-8-28-69	PROF. WELLS - RESEARCH - RUNOFF WATER	✓				DR. WELLS
6-8-28-69	ADVANCED RESEARCH PROJECTS - LASER	✓				
	2 - CUTLINES (SEE ABOVE)					
7-8-28-69	"CELEBRATION" - MUSICAL PLAY	✓				✓
8-8-28-69	DR. WM. GILLIS	✓				
9-8-29-69	FREDA PIERCE STORY	<del>✓</del>				XEROX COPIES
10-8-29-69	DUISBERG CARL (Outline to above)					" "
						" "
11-8-29-69	LEWIS JONES - DEAN					" "

This release distributed 8/25/69  
to Lubbock news media

LUBBOCK -- Dean Lorrin G. Kennamer of Texas Tech's School of Arts and Sciences has accepted an invitation to serve as chairman of the Committee on Examinations for the College Entrance Examination Board (CEEB).

His 1969-70 term will begin with the annual meeting in October.

More than 1,000 colleges and universities, secondary schools and education associations are members of the College Board.

The Board's programs include the Scholastic Aptitude Test (SAT) taken annually by more than one and a half million high school students, achievement and placement tests and other guidance services.

The Committee on Examinations works in close cooperation with teachers and experts who help develop the tests which provide students, parents and institutions a uniform and effective method of evaluating scholastic ability and academic promise.

Dr. Kennamer has served on the Committee on Examinations for three years.

-30-

1/8/25/69

By B. Zeeck



Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
John Petty, Acting Director, SW2-5595  
Dan Tarpley, Mgr. News Bureau, SW2-5596

LUBBOCK--A check for \$1,200 was presented to Texas Tech by Texaco, Inc., Friday (Aug. 22) "in continued support of scholarships at your institution," during the 1969-70 academic year.

The check was presented to Tech President Grover E. Murray by Darrell Smith of Midland, division manager of the Producing Department of the Midland Division of Texaco, Inc.

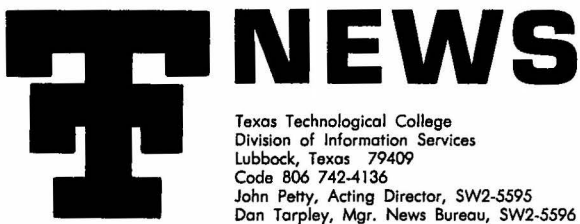
A total of \$950 will go for student awards and \$250 is designated as an administrative supplement. The funds will be administered according to the oil company's scholarship rules.

"We are grateful for this grant from Texaco and others which are made to Texas Tech to help needy and worthy students to finance their education. We know that such investments from business will pay dividends in the kind of graduates we turn out to return to the business and professional world," Dr. Murray said.

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Dan Tarpley

2-8-25-69



Texas Technological College  
Division of Information Services  
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Code 806 742-4136  
John Petty, Acting Director, SW2-5595  
Dan Tarpley, Mgr. News Bureau, SW2-5596

cutlines--

CHECK FOR TECH--Texas Tech President Grover E. Murray, right, accepts a check for \$1,200 from Darrell Smith of Midland, division manager of the Producing Department of the Midland Division of Texaco, Inc. The funds are for "continued support of scholarships at Texas Tech during the 1969-70 academic year." A total of \$950 will go for student awards and \$250 is designated as an administrative supplement. (Tech photo)

2-8-25-69

LUBBOCK -- Vermont's deputy commissioner of education, Dr. Daniel G. O'Connor, visited Texas Tech Monday (Aug. 25) to discuss an educational problem his state has in common with Texas.

Vermont's problem is the Canadian American student whose home language is French. Texas' is the Mexican American student who learned Spanish at home but must learn in English at school.

O'Connor spent a day in conference with Dr. Faye L. Bumpass, internationally recognized authority on the teaching of English as a second language and Texas Tech Horn Professor of Spanish.

"It's crazy," said Dr. O'Connor, "to take a resource like language and drive it out with an educational policy. It is time," he said, "to look at the individual needs of a child, to teach children instead of a subject or an educational concept."

He said the problem in Vermont was "virtually identical" to the problem in Texas, the only difference being that between French and Spanish.

"We have children who can score 130 or 140 on non-verbal I.Q. tests, but who cannot perform well in school and have defeat after defeat," he said. The dropout rate is similar to that for Mexican American children in Texas.

Nineteen million people in the U.S., he said, are involved in the problems of language barriers, with about three million of these in school.

Texas Tech this year has started programs for training teachers and counselors to work in bi-lingual programs designed to educate children to be fully literate in two languages by the time they are graduated from high school.

Dr. O'Connor and Dr. Bumpass agreed that teaching children in their native language as well as English when they first start to school accomplishes three major purposes:

-more-

Add one -- O'Connor

By learning their own concepts in French or Spanish, students learn English more rapidly, so the native language serves as a bridge to learning English;

Emphasis on the culture the child brings to school gives him a positive self-concept and aids in his progress in school;

And the whole culture is enhanced by the contributions which come from the French or Spanish cultures.

The result hoped for, the educators said, is a cutback in the dropout rate and the enrichment of the whole culture by encouraging students to appreciate and use two languages instead of one.

O'Connor said his state hoped to establish soon a demonstration project in the Newport, Vt., school system which would involve teachers, teachers' aides, parents and children.

Funding for the proposed project, which has had preliminary approval, would come from the federal government under a bill written by Texas Sen. Ralph Yarborough. Vermont Sen. Winston Prouty worked on the bill to make it applicable for the education of all non-English speaking students.

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3-8-26-69

By B. Zeeck



Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SW5-8746  
Dan Tarpley, Mgr. News Bureau

## Cutlines -----

**BI-LINGUAL EDUCATION --** Dr. Daniel G. O'Connor, left, deputy commissioner of education for Vermont, visits with Texas Tech Horn Professor of Spanish Faye Bumpass and Dr. Harley Oberhelman, chairman of the university's Department of Classical and Romance Languages. The three educators conferred on a subject of common interest -- bi-lingual education for students whose native language is other than English. In Vermont, the problem arises with Canadian American school children and in Texas with Mexican Americans. (Tech Photo)

-30-

3-8-26-69



LUBBOCK -- A new course in sign language and finger spelling will be taught for the first time on the graduate level during the fall semester at Texas Tech.

Joseph Burks, principal of the Lubbock State School, will be the instructor for the course offered by the Department of Special Education. The course is provided for those preparing to teach the deaf.

Dr. Bruce Mattson, chairman of the department, said that while the course is primarily for teachers of the deaf, "the course will be of value for anyone working with deaf people.

"Enrollment is contingent upon eligibility for graduate study at Texas Tech," he said, "and we are hopeful that many who are not in the field of special education will enroll for the course."

The department's first graduate especially trained to teach the deaf retarded was awarded the bachelor's degree Aug. 23. She is Barbara Chamberlain who will teach in California.

Prof. Patrice Costello, who has a special interest in education for the deaf retarded, said the university expects to graduate its first class of teachers prepared for deaf retarded instruction in January.

Fifteen other persons have this training, she said. They were prepared for the field at Northern Illinois University where Dr. Costello formerly taught. Only Texas Tech and Northern Illinois University offer the specialized training, she said.

Texas Tech students working with the deaf take course work at Lubbock and teacher training at the New Mexico School of the Deaf at Santa Fe and Dixon School for the Deaf at Dixon, Ill.

Dr. Costello said the university students will work with the deaf retarded when they are enrolled in the Lubbock State School. The sign language course, she said, will help in communication in this area because it is easier to learn than lip reading. The sign language and finger spelling also is used by deaf persons who are not mentally handicapped.

This release distributed 8-28-69  
to Lubbock news media

LUBBOCK -- Rainfall may "wash a city clean" but what about the quality of runoff water flowing into lakes or streams?

This is the question which will be studied in a Lubbock residential area under a grant announced Thursday by the Texas Tech Office of Research.

Taking measurements and analyzing the quality of the runoff will be graduate students working under the direction of Prof. Dan M. Wells, director of the university's Water Resources Center (WRC).

The Office of Water Resources Research of the U.S. Department of the Interior made the grant of \$17,655 to Wells as principal investigator for the study of "The Variation of Urban Runoff Quality with the Duration and Intensity of Storms."

Results of the study are expected to be useful in evaluating water pollution problems caused by urban runoff.

WRC tests will be made in K.N. Clapp Park, and the pollution measurements taken from the playa lake in that park, Wells said.

"We will be able to measure the amount of pollution caused when the storm first hits and washes the greatest amount of pollutants into the lake," he said, "and the amounts a steady rain might continue to carry into the lake.

"It could be possible then," he said, "to devise means to separate the first runoff -- which should carry the heaviest amounts of impurities -- and treat it before it is turned into the lake."

The information gained in Lubbock could be applied, Wells pointed out, to almost any urban residential area.

In Texas, he said, practically all storm runoff from urban areas is discharged into the nearest watercourse without treatment.

"This problem will become more acute as the population increases," he said, "as a higher percentage of the population is concentrated in urban areas, and as increasing quantities of fertilizer, pesticides and herbicides are used by urban residents.

-more-

Add one -- Prof. Dan Wells -- urban residents

"The need for better treatment of city sewage in the future will make it increasingly important that the quality of urban runoff be controlled to prevent continued deterioration of stream quality."

In the more arid regions of the country, Wells explained, the possibility of using the runoff to supplement other water resources is becoming increasingly attractive.

Wells said the research project should indicate the magnitude of the pollution problem created by urban runoff, and this he described as the "starting point" for finding a solution.

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5-8-28-69

By B. Zeeck

For release distributed 8-28-69  
to Lubbock news media

LUBBOCK -- For the third consecutive year, four Texas Tech professors have been awarded a \$100,000 research grant to study nature's invisible forces in the most minute forms at the lowest temperatures -- about minus 454 degrees Farenheit.

Dealing with ions -- which are atoms with one or more electrons removed -- and with molecules are Physics Profs. Raymond W. Mires and C. Richard Quade and Chemistry Profs. Richard L. Redington and Richard E. Wilde.

Supporting their research is the Defense Supply Service of the Army under its Advanced Research Projects Agency. Texas Tech's Office of Research announced the latest grant for \$99,153 Thursday (Aug. 28).

Each of the investigators is studying the light absorbing properties and the magnetism of the minute particles in alien environments. The physicists are working with vanadium and titanium atoms and the chemists with molecules of salts and silicon. The forces involved are "extremely weak" but "very important" in expanding scientific knowledge, Dr. Quade explained.

"The magnetic forces which interest us," he said, "are about a million times weaker than the force associated with magnetized iron."

The alien environments used are inert gases for the chemists and, for the physicists, synthetic jewels. Mires and Quade are using the sapphire which, in the laboratory, is recognized as aluminum oxide made into a crystal by a very orderly arrangement of its atoms.

Each of the four scientists, with the help of graduate students, has designed and built equipment necessary to meet the requirements of each set of experiments.

In all the experiments, the material under study is reduced to a temperature about as low as possible, minus 454 degrees Farenheit.

-more-

Add one -- Advanced Research Projects Agency

The research of each of the four is basic, although the application of the knowledge being developed could be in many directions.

"Application is as broad as the imagination," said Dr. Mires.

General applications could be in the detection of radiation, the detection of other magnetic fields or, a "doped crystal" -- one with an impurity added -- might even be a source of radiation such as needed to produce a laser.

To "dope" a crystal, ions of the element under study are substituted for some of the crystal's atoms.

With Mires' experiment, the crystal then is dropped into boiling, liquid helium -- which just happens to boil at the minus 454 degrees Fahrenheit temperature. At this point the changes in the magnetic properties of the vanadium or titanium are measured and other data taken.

In Quade's series of experiments, the sample is radiated while it is in a strong magnetic field. Instruments record a small change in the magnetism of the sample at the point where radiation is absorbed.

"The microwave frequency at which resonance absorption occurs," he explained, "is directly related to the forces the rest of the crystal exerts on the titanium ion."

In the university's chemistry laboratories, Dr. Redington and Dr. Wilde share elaborate equipment they devised to test bonding theories relating to molecules. They also are taking infrared absorption measurements -- the places in the spectrum where infrared rays are absorbed by the materials under study.

Dr. Wilde has a special interest in the intermolecular forces in the silicon hydride molecule observed when it is in Argon or other inert gases. "These are extremely weak forces," he said, "but they can be observed at extremely low temperatures."

Dr. Redington's special interests are in the bonding of salt molecules. To perform his experiments the compounds -- about 20 different ones -- are heated to the stage where they become gas. The gas is mixed in Argon or another inert gas and then solidified at the extremely low temperature.

-more-

Add two -- Advanced Research Projects Agency

Working with the scientists will be six to eight graduate students and three postdoctoral fellows.

-30-

6-8-28-69

By B. Zeeck



Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SW5-8746  
Dan Tarpley, Mgr. News Bureau

**Cutlines -----**

**CHEMISTS -- Texas Tech Chemistry Profs. Richard E. Wilde, left, and Richard L. Redington stand before equipment they designed to test bonding theories relating to molecules. Their research is part of a \$100,000 project supported by Advanced Research Projects Agency of the Army Defense Supply Service. (Tech Photo)**

**-30-**

**6-8-28-69**

# **T NEWS**

Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SW5-8746  
Dan Tarpley, Mgr. News Bureau

## **Cutlines -----**

**SAPPHIRE MOLECULE -- Texas Tech Physics Profs. C. Richard Quade, left, and Raymond M. Mires hold a model of the sapphire molecule. They are using a sapphire crystal in experiments designed to give scientists new information on the magnetism and light absorbing properties of the vanadium and titanium atoms. (Tech Photo)**

**-30-**

**6-8-28-69**



This release distributed 8-28-69 to  
Lubbock news media

LUBBOCK -- Texas Tech's production of "Celebration," new musical play by Tom Jones and Harvey Schmidt, reopens Thursday (Aug. 28) for a second series of performances which will continue through Tuesday (Sept. 2) in University Theater.

Curtain time is 8:15 p.m. each evening with a matinee performance at 3 p.m. Sunday (Aug. 31). Tickets are \$1 for both students and the general public. Reservations may be made by calling the theater boxoffice 742-2153.

The all-student production is under direction of Charles Kerr, Anton senior.

As an example of experimental theater, "Celebration" uses a cast of four principals, assisted by a musical chorus known as the Revelers, to present a modern parable concerning the relative merits of idealism and materialism.

Appearing in leading roles are Phil Weyland of Ballwin, Mo., Claude Perilli of El Paso, Susan Wiley and Glen Thomason, both of Lubbock.

Music is under direction of Ron Williams of Amarillo.

-30-

7-8-28-69

By E. Carmichael

This release distributed 8-28-69 to  
Lubbock news media

LUBBOCK -- Dr. William Gillis, chairman and professor of English at Bradley University, Peoria, since 1963, has been appointed chairman of the English Department at Texas Tech.

Announcement of the appointment was made Thursday (Aug. 28) by Dean Lorrin Kennamer of the College of Arts and Sciences.

Dr. Gillis, who received his doctorate from Edinburgh University, Scotland, in 1953, has written and taught in 18th century literature, old and middle English and German and has authored two text books in German.

The new English Department chairman received his bachelor of arts degree in English and history in 1949 from Northeastern University, Boston, and his master of arts in English from Boston University in 1950. He did graduate studies in English language and literature at Boston University from 1950 to 1952 before entering Edinburgh in 1953.

He did post-doctorate work in German at the University of Colorado at Boulder, in the summer of 1959.

He and Mrs. Gillis, who received her doctorate in English from the University of Arkansas in 1963, have co-authored a book of freshman composition readings, "The Theme of Justice," published by Wm. C. Brown Company of Dubuque, Iowa.

Dr. Gillis has also completed a translation of German poetry, "The Ship of Fools," by Sebastian Brant.

"This is the first complete translation in English verse from the original which was published in 1494," Dr. Gillis said. "It is a middle-high German poem of 8,000 lines." It will be published by Folio Society in London in 1971. The manuscript has been completed.

Dr. Gillis was a lecturer and guest professor of American literature at the University of the Saar at Saarbrücken, Germany, in 1963, and two years prior to that was professor of humanities in charge of the academic program and acting director of the Humanities Division at Delta College, University Center, Michigan.

During 1960 he was special consultant in the Language Development Section, U. S. Office of Education.

-more-

Add one -- Dr. Gillis

At Moorhead (Minnesota) State College from 1956-61, he was associate professor, director of student and college publications, director of public relations and publicity, and English and German teacher.

Prior teaching employment was with Berlitz School, Boston; Robert College, Istanbul, Turkey; and Endicott Junior College at Beverly, Mass.

Mrs. Gillis, a native Texan, received her bachelor's and master's degrees in history from Baylor University. The Gillises live at 3601 35th St. They have an 8-month-old son, William.

Dr. Gillis succeeds Dr. Everett A. Gillis (no relation) as English Department chairman at Tech.

-30-

8-8-28-69

By Dan Tarpley

LUBBOCK -- Two West German advertising specialists registered at Texas Tech Aug. 29 as Carl Duisberg Society scholars in the Department of Marketing.

Gerhard Fuss, an account executive in Troost KG Advertising Agency in Dusseldorf, and Michael Rathschlag, for the past three years a professional photographer in Germany and Switzerland, will study at Texas Tech and then gain experience in on-the-job training before returning to Germany.

Advertising Prof. Billy I. Ross, counselor for the students, said the Duisberg Society of Cologne, aids outstanding West German students to obtain international study-work experiences.

Fuss and Rathschlag are the seventh and eighth students to study marketing and advertising at Texas Tech under Duisberg Society sponsorship.

Rathschlag is the son of Dr. Hans Rathschlag, known throughout Europe for his commercial photography. With his wife, Inge, he is associated with a Cologne studio large enough to photograph, for instance, several automobiles at one time.

Michael worked with his father for more than a year before joining, in 1968, Kaufhof AG, a major department store. He later worked with Studio Schmutz, a leading fashion studio in Zurich, Switzerland.

He is particularly interested in sales promotion, product managing and advertising.

Fuss, the son of Mr. and Mrs. Albert Fuss of Rueningen, has experience as a consultant and account executive for the advertising of brand products, in addition to varied experience in other advertising fields. He studied at Hanover's School of Advertising and Marketing and has worked as assistant advertising manager for Voigtlander AG, Brunswick, and as a consultant in Partner Advertising Agency, Dusseldorf

His major interests in the U. S., he said, are new marketing ideas, methods for making preliminary evaluations of new marketing ideas and for gathering quantitative feedback on the success of marketing strategies.

10-8-29-69

By B. Zeeck



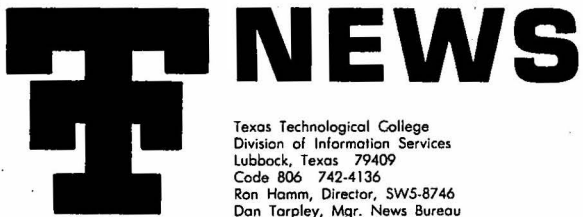
Texas Technological College  
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Code 806 742-4136  
Ron Hamm, Director, SWS-8746  
Dan Tarpley, Mgr. News Bureau

**Cutlines -----**

**ADVERTISING STUDENTS --** New Duisberg Society scholars studying advertising at Texas Tech register for the fall semester. They are Michael Rathschlag, left, photographer from Germany and Switzerland, and Gerhard Fuss, account executive with a Dusseldorf advertising firm. Helping with registration are, left to right, Marketing Instructors Charles McCullough, John Clark and Douglas Howell.

**-30-**

**10-8-29-69**



Texas Technological College  
Division of Information Services  
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Code 806 742-4136  
Ron Hamm, Director, SW5-8746  
Dan Tarpley, Mgr. News Bureau

*Skip Watson*

*Beeper*

For Beeper for radio stations  
graduate level

A new course for teachers preparing to work with the deaf,  
sign language and finger spelling, will be taught for the first  
time at Texas Tech this fall. The principal of the Lubbock  
State School, Joseph Burks, will be the instructor for the  
course offered by the Department of Special Education.

Department Chairman Dr. Bruce Mattson said the course also will  
be of value for anyone working with deaf people. Enrollment  
is contingent upon eligibility for graduate study  
at Texas Tech. Dan Tarpley, Texas Tech Information Services,  
for news.

# **T NEWS**

Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SWS-8746  
Dan Tarpley, Mgr. News Bureau

(At 11 o'clock this morning, registration for the fall semester at Texas Tech had reached 7,887, with the registration period continuing through noon Saturday. The official projection ~~is~~ for ~~a~~ record enrollment of 19,745. The final figure is determined by audit on the 12th day of classes. Classes get underway Tuesday morning, Sept. 2. Dan Tarpley, Texas Tech Information Services, for news.

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8-28-69

8-28-69



*File*

*fall*

*P*

*today*

Registration continues at Texas Tech with the figure hitting 10,589 at a late hour this afternoon. ~~Enrollment~~ The official prediction for the fall semester is 19,745, ~~which~~ which would be a record enrollment. Registration will continue in the coliseum through noon Saturday, with classes scheduled to start Tuesday morning. The <sup>total</sup> enrollment which finally becomes official for the semester is announced on the 12th day of classes when an audit is taken.

Dan Tarpley, Texas Tech Information, for KDAV news.

*KSEL*

*KDAV*

8-29-69



# T NEWS

Texas Technological College  
Division of Information Services  
Lubbock, Texas 79409  
Code 806 742-4136  
Ron Hamm, Director, SW5-8746  
Dan Tarpley, Mgr. News Bureau

Beeper

The enrollment figure at Texas Tech continues to mount with the total at a late hour this afternoon hitting 16 thousand 866.

Official registration will continue through noon Saturday in the Coliseum, with no change having been announced in the ~~figure of 19,745~~ <sup>anticipated</sup> figure of 19,745.

After the close of registration at noon tomorrow, the University will close down for the Labor Day week-end, with classes scheduled to start Tuesday morning. This is Dan Tarpley, Texas Tech Information for news.

8 29-69

LUBBOCK -- Mrs. Freda Pierce, assistant vice president of the First National Bank of Lubbock, will become secretary to the Texas Tech Board of Regents Sept. 1.

A longtime resident of Lubbock, Mrs. Pierce has held positions at several other banks, including the First National Bank in Wichita Falls and the First National Bank in Waco.

She and her husband, Billy J. Pierce, assistant executive director of the Housing Authority of the City of Lubbock, live at 5217 8th Street. They have a daughter, Libby, 17.

Mr. and Mrs. Pierce are members of the First Baptist Church. She is a member of the National Association of Bank Women and the Lubbock Women's Club.

She will succeed J. Roy Wells who has served in the position at Tech 19 years. Wells will join the faculty of the College of Business Administration.

"We are happy to find a person with the qualifications of Mrs. Pierce to fill this important position with the Board of Regents," University President Grover E. Murray said. "We regret that Mr. Wells is retiring as secretary to the board after serving in that capacity for almost two decades. During his tenure at Texas Tech, the university has grown tremendously, and much of this development can be attributed to the outstanding work of Roy Wells.

"He has served during four administrations at the university, providing excellent continuity, coordination and support," Dr. Murray said. "His experience and expertise will add much to our faculty."

-30-

9-8-29-69

By Dan Tarpley

LUBBOCK -- Lewis N. Jones, a student affairs administrator at Texas Tech since 1947, has been named dean of students, according to announcement Tuesday (Aug. 26) by Vice President for Student Affairs, Dr. Owen Caskey.

Jones joined the Texas Tech administrative staff in 1947 as assistant dean of men. In 1953 he became dean of men, the position he held until last fall when he was appointed assistant dean of students. He has served on numerous committees, both for the Division of Student Life and the University, and has been active in state and national student personnel professional organizations for a number of years.

The dean received a bachelor's degree in education from Tech in 1938 and a master's in history in 1939. He first entered Texas Tech as a student in 1932. Two years, 1936 and 1937, he was line captain for the Tech Red Raider football team.

After graduation from Tech, he served as coach at Mt. Pleasant and later as a member of the U.S. Navy Hospital Corps before joining Tech in 1947.

Jones has served as assistant dean of students for administration in the Division of Student Life since the fall of last year. As dean of students, he will have broad responsibilities in administering rules, regulations, programs, and policies affecting student life on the Tech campus.

"Dean Jones's long service in the field of student personnel qualifies him fully for this promotion, one which he richly deserves and one in which he can and will render a greater service to the University and its student body," Dr. Caskey said.

Dean and Mrs. Jones live at 4502 22nd Street. A daughter, Mrs. Frank Claunts, lives in Washington, D. C., and a son, a 1969 graduate of Texas Tech, is a graduate student at the University of Texas at Arlington.

11-8-29-69

By Dan Tarpley