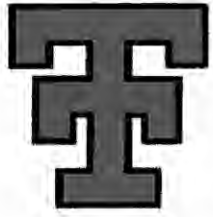


Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1/10-3-66	Leadership Institute	X				Midland, Quaker media
2/10-3-66	<sup>Management Conf.</sup> West Texas Ranch	X				Regional Farm List, Mr. Schuster
3/10-3-66	24 Cards	X				cc Mr. Vern Gatlun, Florida
4/10-3-66	<sup>the movie</sup> Texas Tech Library on	X				inaugural mailing, library file, Gateway, Tech Times file, ICASAS
5/10-3-66	Cutline: Humble Grant	X				Cutline: Midland sup, Houston Post, Houston Chron. Mr. A. R. Rommel - Humble
6/10-3-66	Cutline: <sup>Hall University</sup> German Students w/Dr. J					Copy to Weersching file Copies sent to German Maps in Hamburg
7/10-3-66	Humble Grant	X				Midland sup, Houston sup + Rommel
8/10-3-66	Antarctica Expedition	X				inaugural listing, Las Vegas, <sup>N.M.</sup> Hobbs
9/10-4-66	Jay Institute	X				inaugural listing
10/10-4-66	Cutline Geologists to Antarctic	X				Hobbs, Las Vegas, + 33 others
11/10-4-66	Dr. Connor to address Amer. Assoc. State & Local History Meeting	X				cc: to Connor & Dr. Vigness
12/10-4-66	Ripley Story	X				inaugurals
13/10-4-66	Dr. Murray to speak at U.N. observance lunch Dinu	X				—
14/10-4-66	Dr. Murray to address Tech Student Assoc. N.Y.	X				—
15/10-5-66	Dr. Edward Meece to address Cherokee Society	X				—

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
16/10-5-66	Dr. Bell, Ross address to Abilene Advertising Club	X				Abilene media
17/10-5-66	Murray to address N.Y. Exes	X				
18/10-5-66	Russian Book display	X				cc Wuerding, Jareway, & Zyla UK news bureau, UK Dept. Classics
19/10-5-66	meeting of Tech's Honor	X				
20/10-5-66	Ronald A. Williams	X				Muleshoe, parents, Rucking, & W.R. Sikes
21/10-5-66	Dr. Reese -	X				cc: Andrews w/copy to Dr. Reese
22/10-6-66	reception for Tech Exes	X				Ft Worth media
23/10-6-66	Committee for Education of School	X				cc SEM file, School of Ed. file
24/10-6-66	Tech's rodeo team	X				
25/10-6-66	Artists Course Series	X				
26/10-6-66	Cutline Grady, Arapine	X				
27/10-7-66	Dr. Larson attends Texas Speech Ass. meeting	X				cc Larson, Simpson, McQuinn & Jakes <sup>file</sup>
28/10-7-66	TES	X				cc Computer, Hutchinson
29/10-7-66	Cutline IBM optical Scanner	X				Kahha + copy to Computer Center
30/10-7-66	Cutline Post + Merice Campus Visitator	X				—
31/10-7-66	Dr. Harnness	X				Selected Universities
32/10-7-66	Registration	X				Ft. Worth Star Telegram



# NEWS

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

**FROGLEGS, ANYONE? -- Texas Tech Cheerleader Leslie Duckworth**  
apparently takes a shocking view of the froglegs scheduled to be served to Red Raiders at Thursday night's pep rally and spirit festival preceding their Saturday tilt with TCU Frogs in Fort Worth. Dallas sophomore Ed Bailey, left, helped originate the unusual feast. Marc Bryant, Waco senior, is co-captain of the Tech team. Miss Duckworth is from Lubbock. (Tech Photo).

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26/10-6-66

This release was distributed 10/3/66  
to all local Lubbock media.

LUBBOCK, Oct. 3 -- Texas Tech Air Force ROTC officials will give officer qualifying tests in the Tech Social Science Building this month, Tech Aerospace Studies Prof. Lt. Col. Henry L. Gantz Jr. announced Monday.

The examinations will be given at 6 p.m. on Oct. 6-25; and from 3-6:30 p.m. on Oct. 12-31.

Col. Gantz said the test is given in conjunction with the Air Force four year and new two year commissioning program now being offered at more than 180 colleges and universities throughout the nation.

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1/10-1-66



This release was distributed  
10-1-66 to all Lubbock media.

LUBBOCK, OCT. 1 -- Texas Tech's educational television station, KTXT-TV, set to resume fall operations after a summer of renovation and expansion, will go on the air some time during the last two weeks of October.

D. M. McElroy, Director of Educational Television at Tech, said Saturday an earlier deadline for resumption of broadcast activities was delayed because of inclement weather and shortage of needed materials.

The \$270,000 project includes an extensive renovation of interior facilities, plus acquisition of cameras and a new transmitter.

In the meantime, McElroy pointed out, instructional work via closed circuit will begin Friday (Oct. 7) in Spanish, chemistry, accounting and freshman English. The courses, covering 25 broadcast periods, will be beamed to approximately 3,600 Tech students.

All regular telecasts, McElroy said, can be picked up on Channel 5 by any conventional set.

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23/10-1-66

This release was distributed 10/3/66  
to all Lubbock, Midland, and Quanah  
media.

LUBBOCK, Oct. 3 -- Dr. Bill Lockhart, Head of Texas Tech's Applied Arts Department, will be among the speakers at a Leadership Institute sponsored by the Junior League of Midland on Oct. 18.

Dr. Lockhart, who joined the Tech faculty in 1955, will discuss the role of a leader in promoting group participation and group responsibility.

He will present steps on how group leaders may set the climate for creative problem solving within their own groups.

"We feel creativity is an activity that can be promoted ... it is really an approach to life," the Tech educator maintains.

Maurine Amis, speech instructor in the University of Texas School of Communication, will discuss the ABC's of communication and their practical application for leadership.

A panel discussion will focus on the need and means for effective involvement of lay people in a leadership capacity.

Dr. Lockhart is the author of numerous publications on design and art education and has conducted research in the fields of community understanding of art programs, education and supervision of art teachers and general creativity.

A native of Quanah, he received his bachelor of science degree from West Texas State College and his master of science and DEd degrees from Pennsylvania State University.

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1/10-3-66

This release was distributed 10/3/66  
to all Lubbock media and University  
of Nebraska alumni office.

LUBBOCK, Oct. 3-- Dr. Ivan L. Little, Associate Dean of Texas Tech's School of Arts and Sciences and Professor of Philosophy, has been named acting head of the Tech Philosophy Department, Arts and Sciences Dean S. M. Kennedy announced Monday.

Dr. Little will continue as Associate Dean in addition to his new duties.

Dr. Little holds a bachelor of arts in philosophy from Tech, and a master's and PhD from the University of Nebraska. He was a part-time instructor in sociology at Nebraska from 1942-43.

Dr. Little joined the Tech faculty in 1946 as an assistant professor, becoming an associate professor in 1953. He was named Acting Assistant Dean of Arts and Sciences in 1959 and assistant dean and philosophy professor in 1960. Dr. Little was appointed associate dean in 1964.

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2/10-1-66

This release was distributed 10/3/66  
to all Lubbock media and regional  
farm list.

LUBBOCK, Oct. 3 -- Texas Tech's fourth annual West Texas Ranch Management Conference will be held Oct. 14 in the Tech Union, Tech Range Management Prof. J. L. Schuster announced Monday.

Dr. Schuster said the conference is designed to bring together ranchmen, technicians and others interested in ranch and range management in an effort to solve problems confronting the industry. The conference theme will be "Adjusting to Risk in Ranching."

Registration and a coffee are scheduled from 8:30-9:30 a.m. Garlyn Hoffman, Range Extension Specialist from Texas A&M, will preside at the morning session.

Aims and objectives of the conference will be presented by Dr. Leroy Young of San Marcos, President of the Texas Section of the American Society of Range Management.

"Why the West is Dry," will be the topic of state climatologist Robert Orton of Austin. At 9:45 a.m. Joe Norris, state range conservationsist with the Soil Conservation Service in Abilene, will discuss "Adaptations of Range Plants to Arid and Semi-Arid Conditions" at 10:15 a.m.

"The Water Budget on Rangelands" will be discussed at 11 a.m. by Dr. Gerald W. Thomas, Dean of Tech's School of Agriculture and Chairman of the West Texas Water Institute.

Clyde Gordon Jr., vice president of the Citizens National Bank in Lubbock, will speak at 11:25 a.m. on "Reducing Ranching Risks Through Credit and Financing."

Throckmorton rancher Rob Brown will preside over the afternoon session featuring two range specialists from the Texas Agricultural Experiment Station.

Dr. Leo Merrill, range scientist with the TAES in Sonora, will discuss "Grazing Management to Reduce Ranching Risks," at 1:15 p.m., followed by E. D. Robison, TAES range scientist from Spur, who will speak on "Risks Invovled in Brush Control."

(MORE)

Conference -- add one

A panel discussion at 2:30 on management practices which reduce ranch risk will be led by John Hunter, Tech Range Management professor. Panelists will include Norman Libby of the Libby Cattle Company in Bueyeros, N.M., Ben Sims of the Sims Ranch in Paint Rock, and Merril P. Brigance of the Brigance Angus Ranch in Olton.

The conference will be sponsored by Tech, Texas A&M, the Soil Conservation Service, the Lubbock Chamber of Commerce, West Texas Chamber of Commerce, the Texas' Section of the American Society of Range Management and the Tech student chapter of the American Society of Range Management, which is making local arrangements.

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2/10-3-66



This release was distributed 10/3/66  
to all Lubbock media.

LUBBOCK, Oct. 3 -- Distribution of Texas Tech's new full-color, plasticized student identification cards will begin Tuesday (Oct. 4) at 12:30 and will continue through Friday afternoon.

Dean of Student Life James G. Allen, Chairman of Tech's Identification Card Committee, said tables would be set up in the Croslin Room of the Library so students could pick up their cards.

In the past only students enrolled for six hours or more classwork received a card. Under the new system, all students are required to have a card.

Dean Allen said the new card represented a "radical departure" from cards used the past 10 years or so because it carries the student's photograph in full color, and is encased in plastic. "The cards should prove more useable and less perishable than earlier ones," he observed.

The cards will be validated for the current semester and each succeeding semester they are used by means of a special sticker on the back. The sticker will disintegrate if tampered with.

Dean Allen said the fall sticker, used to certify a student's eligibility to hold office, for voting in student council elections etc., will be red and green. No card is valid without the sticker, he pointed out.

The committee decided on the plasticized card because it was felt it "would stand up better under longer use and would better serve the student for identification purposes."

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3/10-3-66

## "Texas Tech Library on the Move"

LUBBOCK, Tex. ---- To meet the needs of a steadily growing enrollment and the implementation of new programs, Texas Tech's library is taking a major step forward this fall.

Completion of a \$155,205 construction program begun in February paves the way for expansion of the university's library facilities in services as well as space, according to Tech Librarian R. C. Janeway.

Additional square footage, acquired by finishing the third floor and a portion of the basement of the existing building, adds 40 per cent in over all seating and book storage space and 50 per cent in seating capacity alone.

More important still, the additional room will make possible a rearrangement of books and periodicals designed to facilitate research in all areas.

In making the transfer, periodicals and books will be shelved together in a subject-oriented (rather than a form oriented) collection, an arrangement suited to the needs of university students who do most of their research in specific areas.

"Every volume in the library will be moved," says Janeway in describing the prodigious chore which will require shifting more than 800,000 items in a carefully planned maneuver so designed as not to disrupt regular daily procedures.

The new pattern dovetails neatly with Tech's library policy of "easy access" to stored materials.

Accessibility invites use, points out Janeway who is equally enthusiastic about the open shelf arrangement which was adopted when the modern \$2 million facility was occupied in 1962.

"The open shelf policy has increased student use by 100 per cent," he estimates, assessing it as "one of the most valuable services performed by the library. "Freedom to examine material

(MORE)

Library -- add one

helps the student find things he did not know existed, as well as the specific information he is looking for."

Open shelves also are largely responsible, he feels, for the library's ratio on borrowed books, which has soared to 16 checkouts per year per student enrolled, well above the accepted norm of 10.

Many other factors contribute to the library's popularity as a study center -- the scope and breadth of its materials, its unusual collections and rare books, its excellent lighting, convenient study nooks and such modern tools for learning as rapid-copy machines, microfilm and sound tapes.

Thus checkouts do not tell the whole story, since in-service use exceeds by 10 times the out-service use.

"Every student comes to the library at least three times a week," Janeway said, citing calculations based on a recent visitation census, a sampling which translates into more than 7,000 students in book stacks and reading rooms during the course of an average day.

Whether users are graduate students engaged in research or freshmen seeking background for tomorrow's assignment, most prefer to work in the library where they can excerpt needed information, either by taking notes or by using rapid-copy machines.

Probably the most valuable single collection of materials in the Library is the United States Government Documents Collection. As one of the four regional depositories for federal publications in Texas, the Tech Library receives every publication from the Government Printing Office. This includes such valuable and technical information as publications of the U.S. Geological Survey, the U.S. Department of Agriculture, material from the Interior Department, Ethnology Bureau and Smithsonian Institution.

At Tech, where administrators, faculty members and library staff conduct a continuous dialogue on library enrichment, purchases often are subjected to a thorough screening before final orders are placed.

(MORE)



Library -- add two

"Cooperation of the faculty is vital in developing a good university library," says Janeway. "Our working relationship promotes an understanding of current needs and future plans, often allowing purchase of books which suddenly become available at good prices."

The library also has had strong support from student groups, ex-students and numerous friends who have made notable contributions in books and in cash gifts which have been used to purchase rare and unique editions.

Among its rare books are a Kilmarnock edition of Robert Burns' poems, a first edition published in 1786 in Edinburgh; a nearly complete set of first editions of Scott's novels, bound uniformly and handsomely; and an unusual Kipling collection which includes rare issues of the "Indian Railway Journal" in which Kipling's early works were published.

In the Koger History of Science Collection, the library received three incunabula, books printed prior to 1500. "Most libraries consider themselves fortunate to have one," Janeway notes.

The Document Collection typifies the type of material which already has given the library a headstart on implementation of Tech's International Center for Arid and Semi-Arid Land Studies, a bold new program which will embrace all disciplines.

"The library will define its own role as work on ICASALS progresses," Janeway observes. "This will involve a re-evaluation of existing materials as well as the accumulation of new facts. As new questions arise, new facets will be uncovered, requiring interpretation and correlation.

Friends of the Texas Tech Library, an organization whose membership is devoted to library enrichment, raises funds to purchase unusual books and encourages donations of rare or unusual books.

Friends of the Library supplied 20 per cent of the funds which enabled the library last year to purchase the stock of a bookstore in Pelham, N.Y., a collection of 25,000 volumes, more than 80 percent of which was non-fiction material of interest to many of Tech's academic departments.

This release was distributed  
10-3-66 to all Lubbock media,  
Midland newspapers, Houston  
newspapers and copy to Mr.  
Ross Rommel - Humble O&R.

LUBBOCK, Oct. 3 -- The Humble Oil Foundation Monday presented a \$7,500 grant to Texas Tech as part of its \$350,000 assistance program this year to 79 U.S. institutions of higher learning.

Presenting the grant to Tech President Grover E. Murray was Larry H. Byrd of Midland, Manager of Humble's Southwestern Production Division.

With Byrd for the presentation were Production Engineer E. W. Purdy of Midland and A. Ross Rommel of Houston, Humble's Public Relations Representative for Texas and New Mexico.

The cash award is to be allocated equally between Tech's Schools of Business Administration and Engineering and the Department of Geosciences.

Participating companies in the Humble Foundation are the Humble Oil and Refining Company, the Humble Pipe Line Company, Humble Gas Transmission Company, Esso Production Research Company and Enjay Chemical Company.

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7/10-3-66



### "Texas Tech Team Set For Antarctica Expedition"

LUBBOCK, Tex. -- A Texas Tech team of four geologists, led by veteran polar explorer Dr. Alton Wade, are winding up last-minute preparations for Tech's third expedition to Antarctica which is scheduled to "hit the ice" early in November.

Dr. Wade, who made his first trip to the Antarctic with Adm. Richard E. Byrd's Second Expedition in 1933, has been named senior scientist for the first half of the 1500-mile traverse of Marie Byrd Land Coast, a highlight of the 1966-67 U.S. Antarctic Research Program.

He left Lubbock Thursday for Travis Air Force Base, San Francisco, and from there to Christchurch, New Zealand, for final briefing before flying on to the U.S. Naval Operations Base at McMurdo Sound to pick up equipment and supplies.

Leaving Oct. 16 by the same route, Asst. Geology Prof. V. L. Yeats and graduate students John Wilbanks of Las Vegas, N.M., and James Suggs of Hobbs, N.M., will join Dr. Wade and other expedition members at McMurdo on Oct. 20.

The actual field program will begin Nov. 1, during the Antarctic summer, and will continue through December. The Tech geologists expect to return to Lubbock early in January.

The operation, one of the most extensive Antarctic scientific surveys ever mounted by the National Science Foundation, will be supported by Army and Navy aircraft in transporting men, equipment and supplies. Twenty scientists will study the geology and geophysics of the area, make magnetic measurements and conduct botanical and topographic surveys. As a member of the party, Russian exchange scientist L. V. Klimov will study igneous rocks throughout the several mountain ranges encountered.

Tech's role in the expedition, financed by a NSF Grant of \$36,100, will emphasize a geological reconnaissance of Western Marie Byrd Land and charting a series of unexplored mountain ranges.

(MORE)

Expedition -- add one

Helicopters will transport geologists to and from field camps and on surveying trips over the Edsel Ford and Rockefeller Ranges, the Executive Committee Range and Hal Flood Mountain.

Geologists can be set down on the mountain peak of their choice to obtain samples, Dr. Wade explained. Once the geology of the peak is established, it can be mapped by flying around it.

The Tech party will work from a main base in the central portion of the Edsel Ford Mountain Range and from there will go out on short-term surveying trips, setting up temporary overnight camps along the way.

The landscape of snow and ice and rocky crags will be familiar terrain to Dr. Wade and Prof. Yeats, both practiced explorers. It will be Dr. Wade's fifth and Prof. Yeat's third trip to the bottom of the globe.

Dr. Wade made his second voyage as senior scientist and unit commander of the U.S. Antarctic Service Expedition in 1939-41. He was principal investigator on two previous Tech Antarctic research projects sponsored by NFS, in 1962 and 1964. Yeats was a member of both earlier Tech expeditions.

Dr. Wade, who holds two congressional honors for his work with Byrd, also achieved another type of recognition. A 14,000-foot peak discovered in 1929 during the first Byrd Expedition subsequently was named Mt. Wade.

Tech was immortalized by previous university expeditions during which formations mapped for the first time by Tech personnel were given the names Matador Mountain, Red Raider Ramparts and Lubbock Mountain.

Dr. Wade, a graduate of Western Reserve Academy, Kenyon College and Johns Hopkins University, headed Tech's Geosciences Department from 1954 until 1964 when he resigned to devote full time to teaching and research.

Wilbanks, working on his doctorate, received his master's degree from Tech in June in the area of igneous petrology. Suggs, who is working toward a master's degree, will run the unit's gravity survey.

(MORE)

Expedition -- add two

Although Suggs and Wilbanks, in making their initial trip to the frozen continent, may miss some of the excitement of those earlier expeditions, Dr. Wade noted, they also will not face the type of hazards encountered by Admiral Byrd's hardy band in "Little America."

Today the NSF sponsors all U.S. exploration in Antarctica. Planes have reduced air travel to and from the continent from months to days and motor toboggans have replaced the dog team and sled as a means of transporting supplies.

Under the terms of the Antarctic Treaty signed in Washington in 1959, the Continent is reserved for peaceful purposes. All measures of a military nature are prohibited and complete freedom of scientific investigation is guaranteed.

The Treaty, originally signed by Argentina, Australia, Belgium, Chile, France, Japan, New Zealand, Norway, Union of South Africa, the Soviet Union, the United Kingdom and the United States provides for mutual inspection of installations and the exchange of scientific personnel and information.

The United States operates permanent stations throughout the year at Byrd, McMurdo, Palmer, Plateau and South Pole which are serviced by the U.S. Naval Support Force, Antarctica, assisted by the Air Force, Army and Coast Guard.

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8/10-4-66

This release was distributed  
10-4-66 to all Lubbock media.

LUBBOCK, Oct. 4 -- Texas Tech President Grover E. Murray will be the principal speaker at the 16th annual United Nations Observance Week Dinner Oct. 24 at the KoKo Palace here.

The event, sponsored by the Lubbock United Nations Council, will be preceded by a reception at 6:30 p. m. Mrs. Granvil McElroy is council president.

D. M. McElroy and Mrs. P. E. Roddy are co-chairmen of the committee handling the event. McElroy said the observance is designed to show local support for the United Nations and its objectives.

Tickets are available from council members.

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13/10-4-66

This release was distributed  
10-4-66 to all Lubbock media.

LUBBOCK, Oct. 4 -- Texas Tech President Grover E. Murray will address a meeting of Tech's Ex-Student Chapter in New York City Wednesday at 7:30 p. m. at the Park 100 Restaurant.

Wayne James, Ex-Students Association Executive Director, said more than 40 Tech Exes are expected to attend. Dr. Murray will be introduced by Fred Moore, president of Mobil Oil Company, a 1930 Tech graduate.

James will present a report on Tech activities following Dr. Murray's address. Marion W. Sprague, '47, is president of the New York Chapter which includes New Jersey and Connecticut.

A reception at 6 p. m. will precede the meeting.

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14/10-4-66



This release was distributed 10/7/66  
to all Lubbock media.

LUBBOCK, Oct. 7 -- Dr. Edward A Meyers, Professor of Chemistry at Texas A&M University, will be guest lecturer at a meeting of the South Plains Section of the American Chemical Society next Wednesday (Oct. 12) at Eastern New Mexico University in Portales.

Dr. Meyers, an authority on structural determinations by x-rays, will speak on "Crystal Structures of Certain Complex Compounds" at 7:30 p.m. (MST) in the ENMU Science Building, said Texas Tech Chemistry Prof. Dr. Joe A. Adamcik, program chairman for the South Plains Section.

A native of Buffalo, N.Y., Dr. Meyers received his BS degree in 1950 from the University of Michigan and his PhD in 1955 from the University of Minnesota. His special research interests include physical organic chemistry.

Prior to the lecture, he will visit with section members at 4:45 p.m. (MST) at Holiday Inn, Clovis, and will be guest at a 6 p.m. (MST) dinner in the Zia Room of the ENMU Student Union in Portales.

The society numbers membership throughout a wide area of Texas and New Mexico.

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15/10-5-66

This release was distributed 10/6/66  
to all Lubbock and Abilene media.

LUBBOCK, Oct. 6 -- Dr. Bill Ross, Associate Professor in Marketing at Texas Tech, will speak to the Abilene Advertising Club next Monday (Oct. 10).

Dr. Ross, currently Co-Chairman of the Education Committee, Joint Commission of the Advertising Federation of America, will talk to the Abilene group on "Misconceptions about Advertising Education."

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16/10-5-66

This release was distributed 10/5/66  
to all Lubbock media and selected  
media of the University of Kentucky.

LUBBOCK, Oct. 5 -- An exhibit of the best Russian books of 1964, based on excellence in typography and design, currently is on display at the Texas Tech Library, Librarian R. C. Janeway announced Wednesday.

The collection of 18 books, furnished by the Classics Department of the University of Kentucky, will be available for viewing here until Oct. 31.

The traveling exhibit will be sent to the University of New Mexico at Albuquerque for a month's display when the Tech showing is concluded.

The books, selected from 158 winners judged in the Seventh Annual Soviet Books Competition conducted by the Russian national library, include many outstanding examples of illustration.

Among them is a copy of Ladushki, an illustrated collection of folk stories, songs and poems for children. It is the winner of the highest prize awarded in the competition.

Also included is a handsome geographical atlas of the world, of which the Tech Library owns a permanent copy.

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18/10-5-66

This release was distributed 10/5/66  
to all Lubbock media.

LUBBOCK, Oct. 5 -- The first fall meeting of the Texas Tech Dames Club will be highlighted by a style show beginning at 7:15 p.m. Thursday (Oct. 13) in the Hob Nob Room of Hemphill-Wells Department Store in Monterey Center.

Miss Kay Hayden, 1967 South Plains Maid of Cotton, will be a special guest and will participate in the fashion show, said Dames president Mrs. Donnie Arnold.

Membership in Tech Dames, an affiliate of the National Association of University Dames, is open to wives of Tech students. Activities include bridge, arts and crafts and volley ball.

Other officers are Mrs. William Teston, first vice president; Mrs. T. L. Hird, second vice president; Mrs. Gary Scott, corresponding secretary; Mrs. Charles Clark, recording secretary; Mrs. D'Nard Arthur, treasurer; Mrs. Jack Stagner, historian; Mrs. Mack Smithey, publicity chairman, and Mrs. Keith Snedeker, parliamentarian.

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19/10-5-66

This release was distributed 10/5/66  
to all Lubbock media, the Muleshoe  
Journal, and Mr. Don McEntire of  
W. R. Grace and Co.

LUBBOCK, Oct. 5 -- Texas Tech junior Donald A. Williams of Muleshoe has been awarded a \$125 scholarship by W. R. Grace and Company of Amarillo, Tech Accounting Head Dr. Reginald Rushing announced Wednesday.

Williams, an accounting major, is a graduate of Muleshoe High School where he was class salutatorian, state finalist in debate and a golf and basketball participant.

He won the intramural extemporaneous speaking contest as a Tech freshman and has been cited twice in the All-College Recognition Service, maintaining a 3.7 grade point average. Williams is a member of the Kappa Alpha Order and Phi Eta Sigma.

He is the son of Mr. and Mrs. A. H. Williams of 520 West Fifth St. in Muleshoe.

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20/10-5-66



This release was distributed  
10-5-66 to all Lubbock media.

LUBBOCK, Oct. 5 -- Dr. Robert L. Rouse, Head of the Departments of Economics and Finance in Texas Tech's School of Business Administration, will be guest speaker Monday (Oct. 10) at a 7 p.m. dinner meeting of the Retail Credit Committee of the Andrews Chamber of Commerce in Andrews.

His topic will be "Current Trends in Retail Credit."

Dr. Rouse will discuss "Current Interest Rates and Tight Money" at a meeting of the Lubbock Homebuilders Association at 7 p.m. Tuesday (Oct. 11) in KoKo Palace.

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21/10-5-66

This release was distributed 10/6/66  
to all Lubbock and Fort Worth media.

FORT WORTH, Oct. 6 -- A reception for Texas Tech Exes will be held at the Green Oaks Inn on Interstate 20 Saturday night following the Tech-TCU game here.

W. E. "Bill" Robertson ('38), president of Fort Worth alumni and Miss Shari Vick ('60), immediate past president, are in charge of arrangements.

The Inn is located at 6901 West Freeway.

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22/10-6-66

This release was distributed 10/6/66 to  
all Lubbock media.

LUBBOCK, Oct. 6 -- Texas Tech President Grover E. Murray has named a faculty committee to select nominees for the dean of Tech's new School of Education.

History Prof. Dr. Ernest Wallace is committee chairman. Members include Home Economics Dean Willa Vaughn Tinsley, Chemical Engineering Head Dr. Arnold Gully, Agricultural Education Head Thomas L. Leach, Business Education Head Dr. William R. Pasewark, Chemistry Prof. Dr. Sam H. Lee and Education Prof. Thomas B. Livingston.

Dr. Murray has called for the nominee list by early next year. The present Department of Education at Tech was elevated to a School of Education last month by the Coordinating Board, Texas College and University System.

The approval, the result of a request made last December by the Tech Board of Directors, increases the number of schools at Tech to eight.

Already scheduled to go into operation next fall is the School of Law. Other schools at Tech include Agriculture, Arts and Sciences, Business Administration, Engineering, Home Economics and the Graduate School.

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23/10-6-66

This release was distributed 10/6/66  
to all Lubbock media.

LUBBOCK, Oct. 6 -- Texas Tech's rodeo team will be in Portales, N.M. Friday to compete in the third annual National Intercollegiate Rodeo Association rodeo.

More than 150 cowboys and cowgirls from colleges and universities in the Southwest are expected to compete in the event. Tech was the regional champion for the 1965-66 season and competed in the national NIRA finals in Vermillion, S. D., last summer.

The Eastern New Mexico University Rodeo Club, one of 11 teams in the Southwestern region of the NIRA, is host for the rodeo.

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24/10-6-66

This release was distributed 10/6/66 to  
all Lubbock media.

LUBBOCK, Oct. 6 -- Texas Tech's 1966-67 Artists Course Series will get off to a lively start Wednesday (Oct 12) with the presentation of the American Folk Ballet, new and unique dance group, at 8:15 p.m. in Lubbock Municipal Auditorium.

Burch Mann, acclaimed as the originator of a new dance concept, will direct the company of 45 dancers and musicians in a performance of "Winter at Deep Creek," a musical drama woven around the rugged challenges and roistering good times of pioneer America.

Miss Mann, in emphasizing American rather than classic ballet themes, stages the production in a setting typical of the rolling plains country--after the wagon trains have gone on Westward, leaving those who sought permanent homes to settle Texas and Oklahoma.

American Folk Ballet appearances on the West Coast have won kudos from critics. Said Dance Magazine: "This company should represent us abroad. They have captured the true spirit that made America great." Noted the Los Angeles Herald-Examiner: "The girls are pretty and expert dancers .. .... The boys are stalwart and jump like Russians."

Tickets will be available to the general public, beginning Monday, at Tech Union box office or may be purchased at the door on performance night. Admission will be \$2.50 for adults and \$1.50 for students in public school or colleges other than Tech.

Tickets to Artists Course programs, which are financed by activities fees, may be obtained by Tech students free of charge upon presentation of I.D. cards.

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25/10-6-66



This release was distributed 10/7/66 to all  
Lubbock media.

AUSTIN, Oct. 7 -- Texas Tech Speech Department Head Dr. P. Merville Larson and two faculty members are attending the annual meeting of the Texas Speech Association here this weekend.

Accompanying Dr. Larson are faculty members Vernon R. McGuire and Mrs. Vera Simpson. Dr. Larson is executive secretary of the Association.

Speech Prof. Dr. William K. Ickes is here to attend a Texas Speech and Hearing Association meeting.

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27/10-7-66

This release was distributed 10/7/66 to  
all Lubbock media.

LUBBOCK, Oct. 7 -- Installation of an IBM 1231 Optical Scanner in Texas Tech's Computer Center was announced Friday by Center Director G. K. Hutchinson.

The new equipment will provide the university with an ideal means of recording source data of all types in an easily readable form, Dr. Hutchinson said.

He explained that information read from sheets coming from the scanner is written onto magnetic tape which can then be directly processed by Tech's powerful IBM 7040 computer.

The scanner is capable of reading as many as 2,000 8 1/2 x 11-inch sheets, each containing 1,000 bits of information, per hour.

"Our first heavy use of the scanner," Dr. Hutchinson explained, "will be educational, where we plan to implement a Test Evaluation System. In the future, we also expect the scanner to make significant contributions to Tech's research program."

Dr. Hutchinson pointed out that recording source data in a machine readable format greatly reduces the possibility of input error and the cost of preparing input data for Tech's computers.

Assistant Director T. S. Johnston, in charge of overseeing the Test Evaluation System, said TES essentially will automate scoring of student examinations and provide the results more quickly.

Johnston, who estimates that Tech faculty members now grade about 400,000 examinations each semester, said "there is no doubt that TES will relieve this work load."

Students are expected to benefit, too, as test results will be available while the actual examination is still fresh in their minds. A complete analysis of the exam will be available to the instructor.

(MORE)

Test Evaluation System -- add one

Dr. Hutchinson's staff worked closely with Psychology Department faculty in designing TES. The actual programming was performed by Psychology major Charles Burdsal, a Computer Center Research Assistant.

Johnston said TES initially would be used in connection with multiple use and true-false type examinations, but could be expanded to include other types of tests.

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28/10-7-66

This release was distributed 10/7/66  
to all Lubbock media and Vanderbilt,  
Illinois, and Catawba alumni offices.

LUBBOCK, Oct. 7 -- Dr. Carl Hammer Jr., nationally known Goethe expert, has been named Head of Texas Tech's new Germanic and Slavonic Languages Department, Arts and Sciences Dean S. M. Kennedy announced Friday.

The establishment of the new department, effective in September of 1967, was approved last year by the Texas Commission on Higher Education, now the Coordinating Board, Texas Colleges and University System.

Dr. Hammer, a native of North Carolina, has been a member of the Tech Foreign Languages faculty since 1963.

Dr. Kennedy attributed creation of the new department to increased interest in foreign languages studies in "both enrollment and diversification.

"An intensive search for a senior scholar of distinction in German was started two years ago," Dr. Kennedy explained. He described Dr. Hammer as a scholar "highly respected in his field who adds experience and stature to the university."

Foreign Languages Head Dr. Harley D. Oberhelman termed Dr. Hammer's appointment "a richly deserved honor for one of the best known German scholars in the nation.

"He is internationally recognized in the research field and is a stimulating and creative classroom instructor," Dr. Oberhelman said.

Dr. Hammer said his new role presents "a special challenge" because of the "rapidly increasing enrollment" and the growing interest in advanced study.

"The rapid advance of German instruction at Tech during recent years," he said, "seems all the more appropriate in view of the large German element among those who settled Texas." He credited Foreign Languages Prof. Theodor W. Alexander with spurring increased interest in German study.

(MORE)

Hammer -- add one

Dr. Hammer was invited in 1964 by the German government to tour the Federal Republic under Bonn's foreign guest program.

A feature article in the Bremerhaven North Sea Times this summer referred to the Tech professor as "one of the best Goethe scholars of America." Dr. Hammer wrote his doctoral dissertation in German, on Goethe's autobiography, Dichtung und Wahrheit (Poetry and Truth).

Dr. Hammer holds an AB from Catawba College, a master's from Vanderbilt University and a PhD from the University of Illinois. He also has studied at the University of North Carolina and the University of Jena in Germany.

The new department head was acting chairman of the German department at Louisiana State University in the summers of 1949 and 1952 and sub-chairman in 1954-55-62. Dr. Hammer was chairman of the LSU Goethe Bicentennial celebration in 1949 and secretary of the LSU Philological Club in 1954-55. He also served on numerous university, college and departmental committees.

Dr. Hammer received the Schiller sesquicentennial medal in 1956, conferred by the Republic of Germany through the New Orleans consulate, in recognition of "efforts on behalf of promoting cultural relations between the United States and Germany."

He was cited in 1958 by the University of Illinois, as one of 10 of the best graduate students in our Department of German during the last 50 years."

Dr. Hammer is listed in the Directory of American Scholars, Who's Who in the South and Southwest and North Carolina Lives.

He has written numerous books, reviews, articles and essays.



### "Fourteenth Texas Tech Tax Institute Announced"

LUBBOCK, Tex. -- More than 200 persons are expected for Texas Tech's 14th annual Tax Institute Oct. 13-14 in the Tech Union.

Haskell G. Taylor, Tech Accounting Professor and the Institute's Executive Secretary, said several recognized speakers will discuss Federal estates and Federal income taxation of trusts and estates.

Lubbock attorney, Norton Baker, is president of the 1966 Tech Tax Institute.

Speakers include Kenneth Mutzel, Charles W. Dickey, and Frank T. Rea, all of Houston; Charles J. Anthony, Ronald M. Mankoff, Donald D. Harvey, William I. Henderson, J. W. Bullion and W. C. Hatfield, all of Dallas; William L. Raby, Tucson, Ariz.; R. Gordon Appleman, Fort Worth; and Albert G. Hamilton of Midland.

Richard B. Amandes, Dean of Tech's new School of Law, will speak at a Friday luncheon. Taylor will welcome participants.

Mutzel, who directs the tax department of the firm of Lybrand, Ross Bros. and Montgomery, will open the sessions Thursday at 9 a.m. with a discussion on "Current Developments."

A certified public accountant in Texas, Louisiana and Pennsylvania, Mutzel currently is serving as a member of the Editorial Board of the Banking Law Journal for its publication "Federal Income Taxation of Banks and Financial Institutions."

Henderson will speak on "Dissolution and Sale of Partnership Interests" at 10 a.m. A CPA, he is manager of Peat, Marwick, Mitchell and Co., and a frequent speaker on federal taxation.

"Tax Considerations in Transferring Assets into Corporations" will be Dickey's topic. He is manager of the Ernst and Ernst Accounting Firm, and belongs to the American Institute of CPA's and the Texas Society of CPA's.

Raby, a lecturer in taxes at the University of Arizona and a partner in the firm of William L. Raby and Company, will open the afternoon session with a talk on "Building and Maintaining a Successful Tax Practice."

(MORE)

Tax -- add one

One of Raby's books, "The Income Tax and Business Decisions," is used in numerous colleges and universities. He is a former lecturer in economics at Rockford College and associate professor at Ohio University.

"Recent Developments in Oil and Gas Taxation" will be the topic of Gordon Appleman at 1:50 p.m. He is associated with the firm of Weeks, Bird, Cannon and Appleman and is a graduate of the Harvard Law School.

Hamilton, a graduate of The University of Texas School of Law, will cover "The Sale of Oil and Gas in Place-Lookback and Lookout," at 3 p.m.

He is a partner in the law firm of Lynch, Chappell and Allday and holds memberships in the American Bar Association, Texas and Mississippi Societies of CPA's, and Permian Basin Chapter of CPA's. Hamilton is listed in Who's Who in South and Southwest.

Bullion will open Friday's session with a talk on "Income Tax Considerations in Estate Planning." He, a member of the law firm of Thompson, Knight, Simmons and Bullion, serves as a lecturer at various tax institutes. He is a former special attorney for the Internal Revenue Bureau.

Hatfield will speak on the "Use of Trust for Minors and Uniform Gifts to Minors Act." He is assistant vice president and trust officer of the Republic National Bank of Dallas.

"Trust, Distributable Net Income, Five Year Throwback Rule and Trust Accounting Concepts," will be discussed by Rea. He is a partner in Price Waterhouse and Co. in Houston.

Anthony will discuss "Preparation of Federal Income Tax Returns of Estates and Trusts" at 1 p.m. He is a partner in Arthur Anderson and Co. and holds the master's degree from Northwestern.

Mankoff will speak on "Appellate Procedures and Problems -- From the Taxpayers' Standpoint" at 1:50 p.m. He is a partner in the law firm of Durant, Mankoff and Davis.

(MORE)

Tax -- add two

Harvey will discuss "Appellate Procedures and Problems -- From the IRS Standpoint." Harvey is assistant chief of the IRS appellate branch office in Dallas and a graduate of the University of Michigan's Internal Revenue Service Advance Training Center.

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9/10-4-66

This release was distributed  
10-7-66 to all Lubbock media,  
and Fort Worth Star Telegram

LUBBOCK, Oct. 7 -- Texas Tech, which has experienced a whopping 74 per cent gain in students since 1961, set another enrollment record this fall with a final registration figure of 17,768, Tech Dean of Admissions Floyd D. Boze reported Friday.

The final count, Dr. Boze pointed out, represented a nine per cent increase and a gain of 1,463 over last fall's enrollment of 16,305.

"During the past two decades," Dean Boze said, "Tech has experienced an average annual enrollment increase of seven per cent for each 10 year period. Thus, nine per cent this year is well above the average."

"We experienced a very good increase this year," Dean Boze observed, "although no state-supported institution reached its expected enrollment."

The final Tech figure, as compiled on Oct. 6 after 12 days of classes, is the official report to the Coordinating Board, Texas College and University System, as attesting to the university's complete fall enrollment.

Dean Boze, in analyzing the final figures, noted that they reflected a 13 1/2 per cent increase in graduate students over last year.

Women students increased by 10 per cent and men by eight, although the males still constitute 61.7 per cent of Tech's enrollment.

Dean Boze, in citing a four per cent decline in freshmen enrollment from last year, said "this is the first time in eight years that we have experienced a drop in freshmen. There were fewer males, percentage

(MORE)

Registration -- add one

wise," he said. "This may have been because some went into service while others hesitated to begin their college education for fear it would be disrupted by military obligations."

Dr. Boze pointed to U. S. Census Bureau figures which showed a slight decrease in high school graduates last spring. The report, however, predicted a small gain beginning next year with a peak expected by 1975.

Some breakdowns of the university's fall enrollment show 10,970 male students registered and 6,798 women.

There are 5,643 freshmen, 4,248 sophomores, 3,363 juniors and 2,931 seniors. Graduate students numbered 1,583 for the total count of 17,768.

Breakdowns by schools: Agriculture 1,222; Arts and Sciences, 7,331; Business Administration 3,098; Engineering 2,383; Home Economics 1,251 and Graduate 1,583.

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32/10-7-66



Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1/10-10-66	77A Convention	X				Quitague & Carrizo Sprs. papers
2/10-10-66	Mr. Morris S. Wallace	X				cc Wallace, <sup>file</sup> School Ed. & Hgt Ed. files
3/10-10-66	Dr. Gunn	X				cc: Gunn & Dr. Kenneth Davis Eng. Dept
4/10-10-66	address Lions Club. Dean Armandus to	X				
5/10-10-66	Ned Creed Scholarship	X				cc: Conn. Nup & copy to Mark Creed
6/10-10-66	Phi Delta Kappa Murray speech	X				
7/10-11-66	Inf Institute	X				
8/10-11-66	Barber, Release, Cancer	X				AS: att. Jack Sheridan
9/10-11-66	Thaddeus Box Story	X				
10/10-11-66	Cutline GE. Grant-Engineering	X				
11/10-12-66	Leopard Story	X				Inaugural list
12/10-12-66	Music Dept Contest	X				
13/10-12-66	Burl Hubbard	X				
14/10-12-66	West Delta Ranch Manufacturing Conference	X				
15/10-12-66	Shushine Day	X				
16/10-12-66	West receives Air Force <sup>Message</sup>	X				Muleshoe Nup.
17/10-12-66	Delta Personnel & Guidance Asso.	X				

[illegible]

This release was distributed 10/10/66  
to all Lubbock, Quitaque, and Carrizo  
Springs media.

LUBBOCK, Oct. 10 -- James Lee McDonald of Quitaque and Thomas Risinger of Carrizo Springs are representing the Texas Tech Future Farmers of America Chapter this week at the National FFA Convention in Kansas City, Mo.

The students also will attend the National Conference of Student Teachers in Agriculture Education being held in conjunction with the convention.

McDonald is a junior agricultural education major and is the son of Mr. and Mrs. J. H. McDonald of Quitaque. Risinger, a sophomore agricultural education major, is the son of Mr. and Mrs. Clyde Risinger of Carrizo Springs.

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1/10-10-66

This release was distributed 10/14/66  
to all Lubbock media.

LUBBOCK, Oct. 14. -- Dr. I. Frank Tullis, Professor of Medicine and Director of the Clinical Research Center at the University of Tennessee, will be on the Texas Tech campus Wednesday (Oct. 18) to conduct a seminar for pre-med students and to deliver a lecture at 8 p.m. in Room 101 of the Chemistry Building.

His lecture on "Problems Concerning Weight Reduction of Obese Individuals" also is expected to be of special interest to students in Tech's Food and Nutrition classes, said O.B. Jackson, president of Alpha Epsilon Delta, pre-med honorary.

Dr. Tullis is widely known as an educator, speaker and author of scientific papers in such areas as arrhythmias and cardiac emergencies, treatment of hepatic diseases, nephrosclerosis and clinical problems in obesity.

He is a graduate of the University of Tennessee College of Medicine where he served as chairman of the Department of Medicine from 1954 until he became director of the Clinical Center in 1964.

Dr. Tullis currently is president of the UT College of Medicine faculty and, since, 1964, president of the Tennessee Society of Internal Medicine. He is a Fellow of the American College of Physicians and a Diplomat of the American Board of Internal Medicine.

His appearance here is being sponsored by Alpha Epsilon Delta in cooperation with the Texas Medical Association and the Lubbock-Crosby-Garza County Medical Society.

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1/10-10-66

This release was distributed 10/10/66  
to all Lubbock media.

LUBBOCK, Oct. 10 -- Dr. Morris S. Wallace, Head of Texas Tech's Department of Education, will attend a meeting in Washington Thursday and Friday of the Advisory Council to the American Association of Colleges for Teacher Education.

Dr. Wallace, serving a third term on the council which will run through 1968, just completed an assignment as chairman of a committee to revise the by-laws and constitution.

Tech holds membership in the AACTE by virtue of its accreditation by the National Council on Accreditation in Teacher Education.

On Friday night Dr. Wallace will attend a meeting in Dallas of the Texas Board of Examiners for Teacher Education. He was reappointed in January for a third term.

He will report to the board as chairman of a committee for new teacher certification programs in Texas.

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2/10-10-66



This release was distributed  
10-10-66 to all Lubbock media.

LUBBOCK, Oct. 10 -- Texas Tech English Prof. Alan M. F. Gunn will deliver an invited paper Tuesday (Oct. 11) at Indiana University as part of the Horizons of Knowledge Lecture Series for 1966-67.

Dr. Gunn, a recognized authority on the medieval masterpiece, "The Roman de la Rose," will lecture at IU on "The Fountain and the Rose in English Letters."

Dr. Gunn, a member of the executive council of the Texas Conference of College Teachers of English and an author for Collier's Encyclopedia, was invited to lecture at Indiana by its Departments of Spanish and Portuguese, French and Italian and Comparative Literature.

His book, Mirror of Love, presents an analysis of the famous 13th Century French poem and is considered one of the authoritative treatments of the subject.

Dr. Gunn has recently published an article, "Teacher and Student in the Roman de la Rose: A Study in Architypal Figures," and has reviewed works on Scottish Literature for the "Journal for Studies in Scottish Literature."

A member of the Tech faculty since 1939, Dr. Gunn attended Huron College and the University of Denver and received his PhD from Princeton.

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3/10-10-66

This release was distributed  
10-10-66 to all Lubbock media.

LUBBOCK, Oct. 10 -- Texas Tech Law Dean Richard B. Amade s  
will address a breakfast meeting of the Southwest Lubbock Lions Club at  
7 a. m. Wednesday (Oct. 12) at the Village Inn on the Brownfield Highway.

The School will admit its first class next fall with enrollment limited  
to 75.

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4/10-10-66

This release was distributed  
10-10-66 to all Lubbock media  
with copy to Hartford, Conn.  
newspaper.

LUBBOCK, Oct. 10 -- A scholarship in memory of Ned Creed, son of Mr. and Mrs. Mark Creed of Lubbock, has been established at Texas Tech, Vice President for Development Bill J. Parsley announced Monday.

The young sailor was recently killed in action in Viet Nam.

Called the Ned Creed Memorial Athletic Scholarship, it will go a student athlete at Tech who is participating in any one of the Southwest Conference sports. Recipients of the scholarship will be chosen by the Tech Athletic Council upon the recommendations of the Athletic Director and coaches.

Parsley said the Tech Foundation is still accepting money for the endowed scholarship. Among those who have contributed are servicemen still in action in Viet Nam who served with Creed.

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5/10-10-66

FOR RELEASE UPON DELIVERY

LUBBOCK, Oct. 10 -- Texas Tech President Grover E. Murray told a meeting of Tech's Delta Zeta Chapter of Phi Delta Kappa Monday night that he is in favor of "the close relationship between Tech and other colleges and universities and public schools in this area."

Special guests at the meeting in the Tech Union Ballroom where members of the West Texas Association for Supervision and Curriculum Development.

Dr. Murray said there is a need for constant interchange of information about accomplishments and problems. "Meaningful research, service and leadership cannot flourish on a one way basis," Dr. Murray pointed out, adding that he hopes to encourage "reciprocal efforts in every way possible."

Tracing the university's current programs, Dr. Murray pointed to the upgrading of the Department of Education into a School of Education. "This will enable us," he said, "to upgrade the already excellent work which has been carried on under the Department of Education."

Dr. Murray discussed the International Center for Arid and Semi-Arid Land Studies and told the group he believes this type of program to be "especially fitting for Tech."

He described ICASALS as the "capstone of a pyramid," with Tech's undergraduate program forming the solid foundation and the Graduate School providing the middle stone.

This release was distributed 10/11/66  
to all Lubbock media.

LUBBOCK, Oct. 11 -- Plans are complete for Texas Tech's 14th annual Tax Institute scheduled Thursday and Friday (Oct 13-14) in the Tech Union Ballroom.

Registration will begin at 8 a.m. Thursday with the formal program slated to begin at 9 a.m.

Haskell G. Taylor, Tech Accounting Professor and the Institute's Executive Secretary, said the program will feature discussions on Federal estates and Federal income taxation of trusts and estates.

Speakers will include Kenneth Mutzel, Charles W. Dickey and Frank T. Rea, all of Houston; Charles J. Anthony, Ronald M. Mankoff, Donald D. Harvey, William I. Henderson, J. W. Bullion and W. C. Hatfield, all of Dallas; William L. Raby, Tucson, Ariz.; R. Gordon Appleman, Fort Worth; and Albert G. Hamilton of Midland.

Richard B. Amandes, Dean of Tech's new School of Law, will speak at a Friday luncheon.

Lubbock attorney, Norton Baker, is president of the 1966 Tech Tax Institute.

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7/10-11-66



This release was distributed  
10/11/66 to all Lubbock media.

LUBBOCK, Oct. 11-- Texas Tech's Music Department will present Prof. James Barber, violinist, and Prof. Thomas Redcay, pianist, in a concert at 8:15 p.m. Friday (Oct. 14) in West Texas Museum Auditorium.

In their first duo-performance since joining the Tech faculty in September, Dr. Barber and Dr. Redcay will present works by Mozart, Prokofieff and Faure.

Their association, however, began a dozen years ago when they started playing sonatas for pleasure and diversion from their responsibilities as soloists with the U.S. Marine Band Symphony Orchestra in Washington, D.C.

After leaving military service, they continued their professional careers while on the faculty at Furman University and, later, at Baylor. Both received their professional training at Eastman School of Music and have toured the country as soloists and duo-recitalists. They presented a debut recital in Carnegie Hall in 1962.

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8/10-11-66

NEW ORLEANS, Oct. 14 -- Texas Tech Range Mangement Prof. Thadis W. Box received the E. Harris Harbison Award for Distinguished Teaching at the annual meeting of the American Council on Education here Friday.

Sponsored by the Danforth Foundation of St. Louis, the award is designed to honor outstanding teachers who excel not only in scholarship and classroom teaching, but also in concern for students as individuals.

Dr. Box, who joined the Tech faculty in 1962, was among nine faculty members from colleges and universities throughout the nation receiving the award in 1966.

The Foundation will provide a grant to each institution served by the recipients. The grant will be in the amount of the professor's full salary for one semester or two quarters, depending upon the institution's academic schedule.

Award winners are asked to request release from current teaching assignments and other academic duties for one semester in order to pursue inter-disciplinary studies and inquiries into the relationship of their subject matter with philosophical and religious thought.

Dr. Gerald W. Thomas, Dean of the Tech School of Agriculture, said it was his understanding that this is the first time anyone in a school of agriculture has received the Harbison Award.

(MORE)

Thadis Box -- add one

"It is a fine recognition of Dr. Box's conduct in the classroom and his high ethical standards. We are most honored that someone from the School of Agriculture and Tech received the award," Dr. Thomas said. The award not only honors Dr. Box, but adds prestige to Tech, Dean Thomas added.

Dr. Box recently was a member of a five-man team of experts selected by the Food and Agriculture Organization of the United Nations to conduct a survey of range resources in Somalia.

He was born in Llano County, and received his bachelor of science degree in agriculture from Southwest Texas State College and the master's and PhD from Texas A&M.

Dr. Box also has worked as a rancher, farm editor and research fellow at the Welder Wildlife Foundation near Sinton.

He is a member of the American Society of Range Management, Ecological Society of America, Wildlife Society, American Association for the Advancement of Science, American Institute of Biological Sciences, American Association of University Professors and Sigma Xi.

Dr. Box is currently vice president of the Range Management Council, an organization of colleges and universities offering curricula in range management.

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9/10-11-66

This release was distributed  
11-12-66 to all Lubbock media.

LUBBOCK, Oct. 12 -- Texas Tech's Music Department will conduct a piano competition Nov. 19 for the purpose of selecting two teenage soloists to appear with the Tech Symphony Orchestra's annual Christmas Concert.

The competition will be open to students in grades 8 through 12. Deadline for entry is Nov. 1. Entry blanks may be obtained from Tech Music Prof. Thomas Mastroianni.

Pianists selected will perform the two piano parts in "Carnival of the Animals" by Camille Saint-Saens, which will be a featured selection on the program presented Dec. 18 in Municipal Auditorium under direction of Orchestra Conductor Paul Ellsworth.

In addition to an appearance with the Tech Symphony, the young pianists also will receive a piano scholarship to Tech upon completion of high school.

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12/11-12-66

This release was distributed 10/12/66  
to all Lubbock media.

LUBBOCK, Oct. 12 -- Texas Tech Economics Prof. Burl Hubbard will participate in a panel discussion here at the Panhandle-South Plains Regional Consumer Credit Conference Saturday and Sunday (Oct. 15-16).

Hubbard will discuss "Utilization of Personnel Under the Wage and Hour Law." The conference will be at the Pioneer Hotel.

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13/10-12-66



This release was distributed 10/12/66  
to all Lubbock media.

LUBBOCK, Oct. 12 -- Registration for Texas Tech's fourth annual West Texas Ranch Management Conference will begin at 8:30 a.m. Friday (Oct. 14) in the Tech Union.

The one-day conference is designed to bring together ranchmen, technicians and others interested in ranch and range management in an effort to solve problems confronting the industry. The conference theme will be "Adjusting to Risk in Ranching."

Speakers will include Dr. Leroy Young of San Marcos, president of the Texas Section of the American Society of Range Management; State Climatologist Robert Orton of Austin; Joe Norris, State Range Conservationist with the Soil Conservation Service in Abilene; Dr. Gerald W. Thomas, Dean of Tech's School of Agriculture and chairman of the West Texas Water Institute.

Also, Clyde Gordon Jr., Vice President of the Citizen's National Bank in Lubbock; Dr. Leo Merrill, Range Scientist with the TAES in Sonora; and E. D. Robison, TAES Range Scientist from Spur.

A panel discussion at 2:30 p.m. on management practices which reduce ranch risks will be led by Tech Range Management Prof. John Hunter. Panelists will include Norman Libby of the Libby Cattle Co. in Bueyeros, N.M., Ben Sims of the Sims Ranch at Paint Rock, and Merrill P. Brigance of the Brigance Angus Ranch in Olton.

The conference will be sponsored by Tech, Texas A&M, Soil Conservation Service, Lubbock Chamber of Commerce, West Texas Chamber of Commerce, Texas Section of the American Society of Range Management and the Tech student chapter of the ASRM, which is making local arrangements.

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14/10-12-66

This release was distributed  
11-12-66 to all Lubbock media

LUBBOCK, Oct. 12 -- Friday (Oct. 14) will be "Shoeshine Day" at Texas Tech.

Members of the University's Junior Council will operate a battery of shoeshine stations from 8 a.m. to 5 p.m. in Tech Union, announced Cathy Harrison, chairman of the unusual fund raising project.

Prices will range from 75 cents for cowboy boots to 35 cents for regular foot gear. Polish jobs for "Rah-Rahs" (saddle oxfords) will be at the special rate of 55 cents per pair.

The Council, an honorary for junior students, has a membership of 25 young women selected for their scholarship and leadership abilities. Proceeds from Shoeshine Day will be used to defray expenses for the Council's annual recruiting project when honor students from area schools are invited to the campus for a day-long round of activities designed to introduce them to college procedures.

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15/10-12-66

This release was distributed 10/13/66  
to all Lubbock media.

LUBBOCK, Oct. 13 -- Four professors from the Guidance and Counseling Division of Texas Tech's Education Department are attending the 10th annual conference of the Texas Personnel and Guidance Association in Dallas today through Saturday (Oct. 15).

Dr. Owen Caskey, Dr. Julian Biggers, Dr. Charles Jones and Dr. Welborne Willingham are participating in the conference whose theme is "Multidisciplinary Approaches of Guidance Functions."

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17/10-13-66

This release was distributed  
10-13-66 to all Lubbock media.

LUBBOCK, Oct. 13 -- Texas Tech resident pianist Thomas Mastroianni will present a recital and conduct a piano workshop at Marion College (Marion, Ind.) on Oct. 24-25.

Mastroianni, who has been widely acclaimed in concert appearances in this country, Mexico and Europe, will be a featured lecturer and performer at the Marion College Fine Arts Series.

His concert at 8 p. m. Tuesday (Oct. 25) will climax the day's workshop programs at which many of the works to be presented will be discussed.

At the Monday morning Fine Arts session, emphasis will be placed on understanding the diversity of 20th century trends. Examples from Schoenberg, Krenek and John Cage will be employed to establish points leading to a better appreciation of two 20th century works, by Scriabin and Samuel Barber, to be performed by Mastroianni at the evening concert.

At the workshop on "Piano Technique," Mastroianni will present a survey of classic ideas and theories, followed by a demonstration of new ideas and principles. Results of recent research in movility and ideo-kinetics also will be shown.

The concert program will be open to the public. In addition to Scriabin's Sonata No. 5 and Barber's Sonata opus 26, Mastroianni will perform Variations K. 613 (Mozart), Sonata opus 109 (Beethoven), and Toccata in E Minor (Bach).

( MORE )

Mastroianni -- add one

A native of Pennsylvania, Mastroianni joined the Tech faculty in 1961. He is a scholarship graduate of the Juilliard School of Music and a doctoral candidate at Indiana University where he has studied under Beveridge Webster, William Bergsma, Peter Mennen, Bela Nagy and Sidney Foster.

Music critics have been lavish in praise of the young artist at concerts at home and abroad. Said the Copenhagen Politiken of his performance in that city, "Mastroianni created moments of sonorous rapture." In Amsterdam, he was cited for "musical movement and insight into the spiritual structure.... beautiful execution of style and feeling.... enviable fluency.... compelling interpretation." The London Times referred to his playing as "glitteringly brilliant." In this country he is praised as a "sincere artist.... one cannot help but comment on his superb technique, speed and expression."

He received standing ovations in Mexico City.

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18/10-13-66



This release was distributed 10/13/66  
to all Lubbock media.

LUBBOCK, Oct. 13 -- Texas Tech's 14th annual Tax Institute opened Thursday in the Tech Union with discussions centered around Federal estates and Federal income taxation of trusts and estates.

More than 200 persons registered for the two-day conference.

A highlight will be a talk by Richard B. Amandes, Dean of Tech's new School of Law, at a Friday luncheon. The Law School will admit its first class next fall with enrollment limited to 75.

Speakers Thursday included Kenneth J. Mutzel and Charles W. Dickey, both of Houston; William I. Henderson, Dallas; William L. Raby, Tucson, Ariz.; and R. Gordon Appleman of Fort Worth.

Haskell G. Taylor, Tech Accounting Professor and the Institute's Executive Secretary, welcomed the delegates. Lubbock attorney, Norton Baker, is president of the 1966 Tax Institute.

J. W. Bullion of Dallas will open Friday's session with a talk on "Income Tax Considerations in Estate Planning." W. C. Hatfield will speak on the "Use of Trust for Minors and Uniform Gifts to Minors Act;" Frank T. Rea of Houston will discuss "Trust, Distributable Net Income, Five Year Throwback Rule and Trust Accounting Concepts."

During the afternoon Charles J. Anthony will cover "Preparation of Federal Income Tax Returns of Estates and Trusts;" Ronald M. Mankoff will speak on "Appellate Procedures and Problems--From the Taxpayers' Standpoint;" and Donald D. Harvey will discuss "Appellate Procedures and Problems--From the IRS Standpoint." All of Friday afternoon's speakers are from Dallas.

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19/10-13-66

This release was distributed 10/14/66  
to all Lubbock media.

LUBBOCK, Oct. 14 -- Texas Tech Professor of Education Raymond L. Davidson will participate in the Texas Audiovisual Education Association's annual meeting and leadership conference in Houston Oct. 16-19.

Dr. Davidson is president of the state organization.

Theme of the meeting will be "Perspective: Basis for Action." Keynote speaker will be Dr. Wesley Meierhenry, Associate Dean of the University of Nebraska Teachers College. Dr. Meierhenry is president-elect of the National Education Association's Audiovisual Instruction Department.

Plans for the 1968 National AEA convention to be held in Houston will be made at the closing conference, Dr. Davidson said.

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20/10-14-66

This release was distributed 10/14/66  
to all Lubbock and regional media,  
Amarillo, Big Spring, and Odessa.

LUBBOCK, Oct. 14 -- An awards luncheon, panel discussions and a business meeting of the Southwestern Council of Student Publications will highlight Texas Tech's 11th annual J-Day Saturday (Oct. 15), Journalism Head W. E. Garets announced Friday.

More than 400 students, representing some 35 junior highs, high schools and junior colleges, will participate in the day's activities which get underway with registration in the Journalism Building at 8 a.m.

J-Day is jointly sponsored by the Tech Journalism Department and the Southwestern Council of Student Publications.

Philip D. Carter, Newsweek Bureau Chief in Houston, will be the principal speaker at the awards luncheon in Tech Union.

Carter, a native of Mississippi, has covered integration stories throughout the South and was the magazine's alternate White House correspondent while stationed in Washington. His assignments in Texas have included a wide range of coverage, including state politics and the space program.

A general assembly will be held from 9:30 to 10 a.m. in the Coronado Room of Tech Union, followed by panel discussions on newspapers, yearbooks, and photography.

(MORE)

J-Day ... add one

A tour of the Journalism Building facilities at 11 a.m. will be directed by the student chapters of Sigma Delta Chi and Theta Sigma Phi.

Participants will attend a careers conference in the Coronado Room from 1:45 p.m. to 3 p.m. Business meetings of students and faculty are scheduled from 3-4:45 p.m.

Activities will be capped by the attendance at the Tech-Florida State football game Saturday night.

Faculty officers of SCSP include Mrs. Erma Steward, Big Spring High School, president; and Miss Dorothy Bowles, Coronado High School, vice president.

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

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21/10-14-66

This release was distributed  
10/14/66 to all Lubbock media and  
Austin and San Antonio newspapers.

LUBBOCK, Oct. 14--A watercolor by Lynwood A. Kreneck, Texas Tech Architecture and Allied Arts Instructor, has been selected for inclusion in a traveling exhibition originating at the Museum of Fine Arts in Springfield, Mo.

The painting, "Still Life With Kite," was among 59 selected from 200 submitted for the exhibit, entitled "Watercolor, U.S.A."

Kreneck joined the Tech faculty in 1965.

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24/10/14/66



This release was distributed  
10-14-66 to all Lubbock media and  
to Throckmorton, and Spur newspapers.

LUBBOCK, Oct. 14--Certificates of merit were presented to two area ranchers during the Ranch Management Conference at Texas Tech Friday.

Awards were made to Rob Brown of Throckmorton and O. J. Barron of Spur. Presenting the awards on behalf of the Texas Tech Chapter of the Texas Section of the American Society of Range Management was George Mitchell, chapter president.

Brown is a director of the Texas Section of ASRM and a member of the Texas Experimental Ranch Committee. He also is a director of the Tech Ex-Students Association.

He was honored for ranch management achievements including a four pasture deferred rotation system, feed lot combination with grazing system and range improvements.

Barron, manager of the Spur Headquarters Ranch, has been a leader in developing a cattle cross-breeding system and range and drylot combination system. His deferred rotation system and water spreading has resulted in range land improvement.

He is a member of the Board of the Texas and Southwestern Cattle Feeders Association, and is on the governing body of the Texas Experimental Ranch at Throckmorton.

More than 80 persons attended the conference sponsored by Tech, Texas A&M, Soil Conservation Service, Lubbock Chamber of Commerce, West Texas Chamber of Commerce, Texas Section of the American Society of Range Management and the Tech student chapter of the ASRM.

25/10/14/66

FOR RELEASE AFTER 6 P.M. SATURDAY,  
Oct. 15, 1966 to all Lubbock media and  
Grants, New Mexico, Floydada, Crane,  
Amarillo, Plainview, Colorado City, Ralls  
and Tahoka newspapers.

LUBBOCK, Oct. 13--Recognition awards were presented to high school newspapers and yearbooks during the annual J-Day activities at Texas Tech Saturday (Oct. 15).

Recipients of superior newspaper ratings were Lubbock High School in Class 4-A, Grants, N.M. High School in Class 3-A, Floydada and Crane High Schools in Class 2-A and Texico High School in Class A.

Yearbook honors went to Amarillo Tascosa High, Lubbock High and Plainview High School in Class 4-A, to Littlefield in Class 3-A, Crane and Colorado City high schools in Class 2-A and to Tahoka, Texico and Ralls high schools in Class 1-A.

Principal speaker at the awards luncheon in Tech Union was Philip Carter, Newsweek Bureau Chief in Houston.

The morning session included a general assembly, three panel sessions and a tour of Tech's Journalism Building.

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27/10-14-66

This release was distributed 10/14/66  
to all Lubbock media.

LUBBOCK, Oct. 14 -- Texas Tech Business Education and Secretarial Administration Prof. Irol Balsley will be in Washington Sunday through Tuesday for a planning conference of the Research Foundation of the National Business Education Association.

Dr. Balsley currently is vice president of the Research Foundation.

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28/10-14-66

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1/10-15-66	Dr. Mina Wolf Lamb	X				cc Mr. Lamb's file
2/10-15-66	Jim Northcutt	X				cc Amarillo, Northcutt & his file
3/10-15-66	Prof. Clark College	X				
4/10-15-66	Donald G. Davis	X				cc McAllen rep., Davis & Wheeler files
5/10-17-66	Allied Auto Dept.	X				Donley Co. Leaks, Clarendon
6/10-17-66	Board of Dir. Meeting	X				
7/10-18-66	Dr. Tony D. Vaughan	X				w/pix
8/10-18-66	Dean Kennedy	X				
9/10-18-66	Marianne Rhenz Miss Rodeo of Texas	X				
10/10-18-66	Mkt. Prof Howard Balsley	X				cc: Balsley
11/10-18-66	Mr. D. Z. Williams Amer. Accounting Assoc.	X				cc: Williams
12/10-18-66	Phil Orman Trip to Philadelphia	X				Miner City, Odessa, Big Spring, Odessa <sup>sup.</sup>
13/10-18-66	Outline-- Homecoming awards	X				
14/10-18-66	Homecoming Queen & Honor	X				
15/10-18-66	Board of Dir. Meeting					St. Worth Star Telegram - pix
16/10-18-66	marker Outline - New entrance	X				St. Worth Star Telegram
17/10-18-66	Outline New facility	X				

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
18/10-19-66	Parties - Gil	X				Inaugural + 10 Mexico + 50 N.Y. w/pist
19/10-19-66	Dr. Bruce J. Fallon	X				Slaton - cc: Fallon
20/10-19-66	Dr. <del>Rouse</del> Hildebrand	X				cc: <del>Rouse</del> hildebrande
21/10-19-66	Dr. Rouse	X				cc: Rouse
22/10-19-66	Mrs. Jenkins - Placent Sr.	X				cc: Mrs. Jenkins, Mrs. Willington,
23/10-19-66	Saddle Tramp - Football game + weekend events	X				cc: Joe Winegar
24/10-19-66	Tech Professors articles in publication of Levee. Tribune Soc.	X				cc: Billis + McCullen
25/10-19-66	Wiggins Home Complex	X				
26/10-20-66	Dr. Truittland 1966 Willson Lecturer	X				Flaydada
27/10-20-66	Installation of Rev. Arthur A. Piusinger	X				
28/10-20-66	Dean Amendes	X				cc Law School
29/10-20-66	meeting Lex. Assoc. College Teachers	X				cc Progs.
30/10-20-66	Der Liederkreis Club	X				
31/10-20-66	Speech Prog. Marion S. Kleinsaw	X				
32/10-20-66	Century Club	X				
33/10-20-66	Cutliney Surren Barbara Zimmerman					Pampa, Altus, Okla. + land files
34/10-20-66	Nellis AFB-	X				



Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
35/ 10-20-66	Cutline Inaugural Photo-Pill for posterity					75 copies to selected media.
36/ 10-20-66	Cutline - Matador Workout - POPS					70 copies
37/ 10-20-66	Inaugural Story POPS	X				Inaugural Mailing
38/ 10-20-66	Inaugural Story - Mouth Tech	X				Inaugural Mailing
39/ 10-21-66	Tech fraternities	X				
40/ 10-21-66	Cutline - Home-coming Queen					Brady Standard, El Paso Herald, Fort Worth Star, Dallas Morning News and Dallas Times-Herald
41/ 10-21-66	Campus Christian Fellowship Lecture Series	X				cc Props
42/ 10-21-66	Football Card Section	X				
43/ 10-21-66	Fly-over Jets	X				
44/ 10-21-66	Home Economics	X				
45/ 10-21-66	Visiting Scientist Prog.	X				cc. Props
46/ 10-21-66	Fine Arts Festival	X				
47/ 10-21-66	Ex. Students Officers	X				
48/ 10-22-66	Home coming Queen					Dallas Times-Herald F.W. Star-Tribune, Dallas Morning News
49/ 10-22-66	Mongolian Mong	X				

This release was distributed 10/17/66  
to all Lubbock media.

LUBBOCK, Oct. 17 -- Dr. Mina Wolf Lamb, Head of Texas Tech's Department of Food and Nutrition, has been selected Faculty Member of the Month in Tech's School of Home Economics.

The selection was made by Tech's Home Economics Club.

Dr. Wolf, listed in Who's Who in American Education and Who's Who of American Women, received a Piper Professor Award last year.

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1/10-15-66

This release was distributed 10/17/66  
to all Lubbock media and Amarillo.

LUBBOCK, Oct. 17 -- Jim Northcutt, Texas Tech's Environmental Health and Safety Director, will be in Amarillo Wednesday through Friday (Oct. 19-21) to preside at the annual meeting of the West Texas Association of Sanitarians.

Northcutt is the current president of the Association which encompasses 98 West Texas counties.

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2/10-15-66

This release was distributed 10/17/66  
to all Lubbock media.

LUBBOCK, Oct. 17 -- Texas Tech Home and Family Life Prof. W. Clark Ellzey has returned home after attending the fifth national Family Conference of the Methodist Church in Chicago last weekend.

Ellzey was a panel moderator for a discussion following the presentation of an original play written for the conference. He also wrote a chapter for the pre-conference study book.

The conference theme was "The Responsible Christian Family In the Home, Church and Community." Vice President Hubert H. Humphrey was the principal speaker.

Discussion groups were led by bishops, educators and specialists on family life selected from throughout the nation.

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3/10-15-66

This release was distributed 10/17/66  
to all Lubbock media and the McAllen  
paper.

LUBBOCK, Oct. 17 -- Texas Tech Applied Arts Prof. Donald J. Davis will be in McAllen Oct. 24-27 to attend the fourth annual Workshop for Personnel in the Texas Project for the Education of Migrant Children.

Sponsored by the Texas Education Agency, the sessions will include personnel associated with the migrant worker program. Davis will serve as a consultant in art education.

Speakers are Tech Education Prof. Dr. Olive B. Wheeler and professors from the University of Minnesota, University of Texas, Florida State University and the University of Arizona.

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4/10-15-66



This release was distributed  
10-17-66 to all Lubbock media  
and the Donley County Leader,  
Clarendon, Texas

LUBBOCK, Oct. 17 -- Works by two professors in Texas Tech's Architecture and Allied Arts Department have been selected for inclusion in the fifth biennial National Religious Art Exhibition at the Cranbrook Academy of Art in Bloomfield Hills, Mich.

A two-color woodcut by Assistant Professor Paul D. Hanna entitled "Charisma Found" and an oil painting by Associate Professor James Dean Howze entitled "Job" were selected for the international showing.

The exhibition features work from eight countries and offered a competitive section for the first time this year. Judges were members of the Cranbrook Academy staff and the director of the Archives of American Art.

Hanna holds the bachelor's of arts degree from Austin College and the master's degree from Texas Christian University. He took his undergraduate professional training at the Chouinard Art School.

Howze took the bachelor's of art degree at Austin College and a master's degree at the University of Michigan. He received undergraduate professional training at the Art Center School.

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5/10-17-66

This release was distributed 10/17/66  
to all Lubbock media.

LUBBOCK, Oct. 17 -- Three Faculty members in Texas Tech's Clothing and Textile Department will attend the annual conference of College Teachers of Textiles and Clothing in Chicago Oct. 27-29.

Department Head Dr. Gene Shelden will be a discussion leader on "The Use of Textile Information in Clothing Classes." Dr. Florence Petzel will deliver a paper on "New Types of Fabrics and Fabric Constructions." She also will study textile collections of the Chicago Art Institute, the Oriental Institute and the Field Museum. Mrs. Lila Kinchen will attend as a delegate.

More than 75 college and university teachers are expected to attend the conference sponsored by the American Home Economics Association.

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5/10-15-66

This release was distributed  
10-17-66 to all Lubbock media.

LUBBOCK, Oct. 17 -- The Texas Tech Board of Directors will meet at 1:30 p.m. Tuesday (Oct. 18) in the Tech Union Blue Room.

Following the approval of the preliminary small class report for the fall semester, the Board will hear reports from its Academic, Finance and Campus and Building Committees.

The Board also will consider the engagement of a bond counsel in connection with the building program.

Tech President Dr. Grover E. Murray will present a report during the session.

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6/10-17-66

This release was distributed  
10-18-66 to all Lubbock media.

LUBBOCK, Oct. 18 -- Dr. Tony D. Vaughan, Special Education Chairman at Colorado State College, will meet with faculty members in Texas Tech's Education Department Wednesday and Thursday (Oct. 19-20).

Dr. Vaughan will serve as a consultant for expansion of Tech's Special Education program for exceptional children. He has participated in numerous studies for the Western Interstate Commission on Higher Education and works closely with the U.S. Office of Education in the selection of colleges and universities to receive special education traineeships, fellowships and summer scholarships.

He is the national Vice President of the United Cerebral Palsy Association and is active in numerous professional organizations including the Colorado Education Association.

Dr. Vaughan holds the bachelor of arts degree from Northeastern Oklahoma State College and the master of education and PhD from the University of Oklahoma.

He also will address the fall meeting of the West Texas Chapter of the Council for Exceptional Children Wednesday at 5:45 p.m. in the Toreador Room of Furr's Cafeteria in the Town and Country Shopping Center. He will discuss "Trends in Special Education." The public is invited.

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7/10-18-66

This release was distributed  
10-18-66 to all Lubbock media.

LUBBOCK, Oct. 18 -- Texas Tech Arts and Sciences Dean S.M. Kennedy has been named secretary of a statewide committee to study academic freedom, responsibility and tenure in Texas colleges and universities.

The ten member committee was appointed by Dr. Jack Williams, Commissioner of the Coordinating Board, Texas College and University System. The committee's initial session was held at Baylor on Oct. 11.

Baylor Philosophy Prof. W.J. Kilgore heads the committee. Other members include Coordinating Board member Harry Provence, Southern Methodist University President Willis Tate, Navarro Junior College President Ben Jones, University of Houston Dean Alfred Neuman, Texas A&M Dean Frank Hubert, Texas Women's University History Prof. J. H. Shofner, Texas Christian University Economics Prof. Allan Self and University of Texas Philosophy Prof. Edmund Pineoffs.

Five subcommittees were named with Dr. Kennedy heading the tenure subcommittee.

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8/10-18-66



This release was distributed  
10-18-66 to all Lubbock media.

LUBBOCK, Oct. 18 -- Texas Tech senior Marianne Munz of Alvin will compete for the Miss Rodeo of Texas title in Dallas Wednesday and Thursday (Oct. 19-20).

Miss Munz is sponsored by the Tech Rodeo Association. The contest will be held at the state fair grounds. The winner will compete in the Miss Rodeo of America contest to be held next spring in Las Vegas.

Miss Munz is a Home Economics major. A transfer from Alvin Junior College, she is a member of the Tech Rodeo team. She won the National Intercollegiate Rodeo Association goat tying championship for the 1965-66 season and is a member of the Rodeo Association Board.

Contest judging will be based on personality, attire and horsemanship.

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9/10-18-66

This release was distributed  
10-18-66 to all Lubbock media.

LUBBOCK, Oct. 18 -- Texas Tech Marketing Prof. Howard Balsley is in Sioux Falls, South Dakota, gathering material for a new book he is writing on Business and Economic Research.

Dr. Balsley will examine the business research procedures of the Rich Brothers Company, a Sioux Falls importing firm.

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10/10-18-66

This release was distributed  
10-18-66 to all Lubbock media.

LUBBOCK, Oct. 18 -- The American Accounting Association has named Dr. Doyle Z. Williams, Assistant Professor of Accounting at Texas Tech, to chair a committee to revise The Accounting Teachers' Guide.

The Guide, a publication of the AAA, represents an attempt to state teaching principles, practices, concepts, procedures and policies to assist the inexperienced teacher of accounting.

Dr. Williams said his committee's task would be to update the publication since its original issuance in 1953, and to make it more useful and meaningful to the beginning accounting teachers.

The Tech professor, active in association activities, served on a committee last year to consider action on The Guide. He also helped plan the group's 1965 regional meeting and will participate in organizing the 1967 regional session.

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11/10-18-66

This release was distributed  
10-18-66 to all Lubbock media,  
Denver City, Idalou, Big Spring  
and Odessa newspapers.

LUBBOCK, Oct. 18 -- Texas Tech Student Publications Director K. P. Orman will attend the National Council of College Publications Advisors convention in Philadelphia Oct. 20-22.

Orman is serving as national president for the organization.

Four Tech journalism students will accompany Orman to attend the Associated Collegiate Press convention meeting jointly with the NCCPA. University Daily editor David Snyder of Denver City and managing editor Mack Sisk of Idalou will make the trip along with Nancy Huddleston of Big Spring and Charlotte Shive of Odessa, co-editors of the university's yearbook, La Ventana.

Orman will preside at the business meetings and the awards luncheon. On the final day of the convention, he will speak to the delegates on "The Shape of Yearbooks In The Future: New Departures From The Standard Format."

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12/10-18-66

This release was distributed  
to all Lubbock media 10-18-66.

LUBBOCK, Oct. 18 -- Competition among float entries is expected to be unusually brisk at Saturday's Homecoming Parade as Texas Tech student organizations set their caps for an array of prizes being offered for the first time this year.

Downtown Lubbock Inc., an organization of 50 Lubbock firms, will present a Sweepstakes Trophy and a \$100 cash award to the top float in the parade.

In addition, first and second place awards will go to top ranking floats in each of three divisions: entries by fraternities, by sororities and by all-campus organizations.

Division first place awards will be engraved cups plus \$75 in cash. Second place prizes will be engraved plaques plus \$50 in cash.

"We hope the awards will offer incentives for more and better floats each year," said Clarence Solnick, president of Downtown Lubbock Inc.

Brown's Varsity Shop will donate awards for the residence hall decoration competition, also a feature of the Homecoming weekend festivities. Winners of float and dorm decoration awards will be announced at 1:30 p.m. preceding the Texas Tech-SMU football game in Jones Stadium.

Meanwhile, preparations are underway for another Homecoming event -- selection of the 1966 Homecoming Queen.

(MORE)



Homecoming -- Add One

Finalists are Chris Adrean, Lesley Duckworth and Marcie White, all of Lubbock; Carolyn Case and Liz Gerbetz, both of Dallas; Sherrill Reagan and Judy Stewart, both of Fort Worth; Mary Beth Hand of Midland, Mary Charlotte Henry of El Paso, and Diane King of Brady.

The Queen will be voted on in a campuswide election Wednesday, but her identity will not be revealed until the 8:45 p.m. coronation ceremonies Friday in Municipal Auditorium immediately following a giant pep rally in Southwest Conference Circle.

Other highlights of the Homecoming weekend will include alumni class reunions Friday night, and dances for both students and Exes Saturday night, in addition to receptions Friday and Saturday by various fraternities, sororities and Tech academic departments.

Tech's Ex-Students Association will hold a series of business meetings and luncheons Friday.

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14/10-18-66

This release was distributed  
10-18-66 to all Lubbock media  
and the Fort Worth Star Tele-  
gram.

LUBBOCK, Oct. 18 -- The Texas Tech Board of Directors, meeting here Tuesday, voted to call for bids Nov. 29-30 on Tech's new \$4.5 million Business Administration Building prior to the anticipated awarding of the contract at its Dec. 3 session.

The structure will be located at 15th Street and Flint Avenue.

The Board also authorized architects and engineers to proceed with design development of the proposed Central Heating and Cooling Plant so the Campus and Building Committee can review drawings Dec. 3. The Board will consider awarding the contract at its Jan. 24, 1967, session. The facility will cost approximately \$3.5 million.

Board approval was given for the construction of a marker to the newly named Amon G. Carter Plaza located near the Broadway entrance to the campus. The Tech Saddle Tramps have raised \$11,500 for the project. The remainder of the proposed cost of \$32,600 will be provided by the university.

The area was designated this year in memory of the late Amon G. Carter of Fort Worth.

The marker will feature a fountain with seven 30-foot sprays of water. A 75-foot reflection pool will surround and accent the 12-foot wide Tech seal.

The Board approved a resolution by Tech President Grover E. Murray to establish the rank of consulting professor and adjunct professor. The adjunct rank will be conferred on those appointed

(MORE)

Board of Directors -- Add One

to the faculty on a part-time basis. The consulting rank will be conferred on educators with national or international reputations in their respective fields.

The Board also approved a resolution by Dr. Murray endorsing formula proposals adopted by the Coordinating Board, Texas College and University System to support higher education in Texas during the next biennium.

The firm of McCall, Parkhurst and Horton of Dallas was employed as bond counsel in issuing bonds in connection with the Tech building program.

A resolution by Board Member Al Allison of Levelland calling for preservation of the Livestock Judging Pavilion was unanimously approved. Allison's resolution said in part, "Be it resolved by the Board of Directors of Texas Tech that the Livestock Judging Pavilion one of the first four buildings on the Tech campus, be preserved and never demolished."

The resolution called for the building to remain on the campus "as a memorial building to remind all of the early days of Tech."

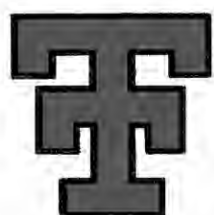
The Board renewed a three-year contract with the Pioneer Natural Gas Co. and authorized architects to proceed with plans for new goat and sheep facilities.

The Board heard reports from Dr. Murray and the Academic, Finance and Campus and Building Committees. Professor emeritus rank was conferred on former Tech biology professors Dr. James C. Cross and Dr. Milton Fred Landwer. Board approval was given to the preliminary small class report for the fall semester.

The Board also approved 45 faculty appointments.

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15/10-18-66

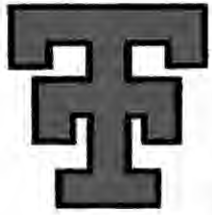


# NEWS

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

**NEW ENTRANCE MARKER --** A new Texas Tech entrance marker for the Amon G. Carter Plaza fronting the College and Broadway entrance to the campus was authorized Tuesday by Tech's Board of Directors. The marker will feature a fountain with seven 30-foot water sprays. A 75-foot reflecting pool will surround and accent a 12-foot wide Tech seal. A Tech spirit group, the Saddle Tramps, raised \$11,500 toward meeting the estimated \$32,600 cost. The university will provide the remainder. (Tech Photo)

16/10-18-66



# NEWS

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

**NEW FACILITY -- Texas Tech's proposed new Central Heating and Cooling Plant is shown in this architect's drawing. The new facility will be located immediately southwest of the Central Food Facilities west of Flint Avenue. The Tech Board will consider the awarding of the contract for the facility at its Jan. 25, 1967 session. The facility is expected to cost approximately \$3.5 million. (Tech Photo)**

17/10-18-66

This release was distributed  
10-19-66 to all Lubbock media  
and the Slaton newspaper

LUBBOCK, Oct. 19 -- Texas Tech Education Prof. Dr. Berlie J. Fallon will be the featured speaker for a teacher appreciation banquet in Slaton Thursday night.

The banquet, scheduled for the junior high school auditorium at 7:30 p.m., is sponsored by the Slaton Rotary Club. Dr. Fallon's topic will be "Emerging Images of the Effective Speaker."

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19/10-19-66



This release was distributed  
10/19/66 to all Lubbock media.

LUBBOCK, Oct. 19--Mrs. Verna Hildebrand, Assistant Professor of Home and Family Life in Texas Tech's School of Home Economics, will be in Austin Friday and Saturday (Oct. 21-22) for a meeting of the Texas Association of College Teachers.

Mrs. Hildebrand, treasurer of the local chapter, will be Tech's official delegate at the meeting.

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20/10-19-66

This release was distributed  
10/19/66 to all Lubbock media.

AUSTIN, Oct. 19--Texas Tech Economics and Finance Head Dr. Robert L. Rouse is attending a seminar here of leading Texas educators hosted by the Southwestern Bell Telephone Company.

The seminar is designed for the informal and formal exchange of ideas between educators and top management in the telephone company. As part of the formal program, Dr. Rouse will present the educator's response to the paper, "The Problems of Earnings."

Fifteen Texas colleges and universities are represented at the conference.

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21/10-19-66

This release was distributed  
10-19-66 to all Lubbock media.

LUBBOCK, Oct. 19 -- Texas Tech Placement Service Director

Mrs. Jean A. Jenkins Wednesday called on Lubbock employers to list job openings with her office to help find positions for Tech students currently seeking employment.

"Approximately 1,200 students and 100 students wives have registered for part-time or full-time jobs since the beginning of the fall semester," Mrs. Jenkins said. "Many have found employment, but others still are seeking jobs."

The Tech job seekers, she pointed out, represent a variety of work skills and often fill such positions as clerks, service station attendants, secretaries, bus boys, PBX operators, janitors, bell hops and bus drivers.

The hours vary that a student has available for work, but many arrange their class schedules to leave entire mornings or afternoons free for employment.

Employers interested in listing part-time jobs for students or full-time positions for student wives may contact the Placement Service at PO2-8811, Extension 4131.

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22/10-19-66

This release was distributed  
10-19-66 to all Lubbock media.

LUBBOCK, Oct. 19 -- Thousands of Texas Tech alumni return to campus this weekend for a variety of events and with high hopes that the Red Raiders will snap a losing streak and down the Southern Methodist Mustangs in Saturday's football tilt at Jones Stadium.

That sentiment was echoed and reaffirmed Wednesday with an announcement by the Saddle Tramps, Tech spirit booster group, that they would stage a giant pep rally Friday night at the Southwest Conference Circle.

A Tramp spokesman, in setting the rally time at 7 p.m. Friday, called on all Tech students, faculty and staff and all Lubbock citizens to turn out and demonstrate their support for the team.

The Tramps also plan to put stickers on cars all day Friday at various points around the campus.

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23/10-19-66

This release was distributed  
10-19-66 to all Lubbock media.

LUBBOCK, Oct. 19 -- Articles by two Texas Tech professors appeared in the recently published "Sunny Slopes of Long Ago," Vol. No. 33 in the publications of the Texas Folklore Society.

Dr. Everett A. Gillis, Professor and Head of the Department of English, is the author of "Laureates of the Western Range," an article dealing with the poets and songwriters who immortalized the American West in poetry and cowboy ballads.

English Prof. Dr. J. T. McCullen's contribution, entitled "Tobacco and Longevity," is a witty and scholarly presentation of the effect of tobacco on the life span of the individual, as reflected in the folk tales of the Southwest.

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24/10-19-66

This release was distributed  
10-19-66 to all Lubbock media.

LUBBOCK, Oct. 19 -- The U.S. Department of Housing and Urban Development has approved a loan of \$3 million to be applied on the second phase of Texas Tech's new six-tower, 12-story Wiggins dormitory complex, Rep. George Mahon announced Wednesday.

Construction is proceeding on the first phase of the complex, expected to be ready for occupancy by September of 1967. Second phase construction, including three towers and completion of the dining and kitchen area, is expected to begin next October with completion set for September of 1969.

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

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25/10-19-66



This release was distributed to  
10-14-66 to all Lubbock media  
and regional media.

LUBBOCK, Oct. 15 -- "Happiness is Texas Tech" will be the theme of Tech's 1966 Homecoming Celebration Friday and Saturday (Oct. 21-22).

The Homecoming parade and all other major weekend events will be based on the "Happiness" theme as Tech observes its 41st anniversary and honors students from past years.

While alumni are looking forward to reunions with old friends, Tech students will be busy next week selecting Homecoming Queen finalists, putting the finishing touches on floats and dorm decorations and preparing for the multitude of receptions by the various fraternities, sororities and departments of the university.

Special guests on campus during the festive weekend will include 41 former editors of The Toreador.

Highlighting the jam-packed schedule will be the Tech-SMU football game at 2 p.m. Saturday in Jones Stadium, preceded by the presentation of the Homecoming Queen and her Court.

The two-day program will include events of interest to both current and former students, as well as thousands of fans, friends and boosters.

The Friday agenda of the Tech Ex-Students Association includes an executive board meeting at 10 a.m., and the annual meeting of the Ex-Students Council at 1:30 p.m., at which new officers will be elected. Both meetings will be in Tech Union.

Two Association luncheons will be held, one for past presidents in the Anniversary Room, Tech Union, and another honoring presidents of all local Texas Tech Ex-Student chapters and members of the Executive Council in Coronado Lounge.

Friday night's whirl of activities will begin at 6 p.m. with the sixth annual Century Club dinner meeting in the Union Ballroom. Guest speaker will be Troy V. Post of Dallas, chairman of the board of Greatamerica Corporation. Honored guests will be Tech Board members and University faculty and staff members who have retired during the past year.

( MORE)

Homecoming -- add one

Century Club members are those who have contributed \$100 or more to the Ex-Student Association's Loyalty Fund.

At 7:30 p. m., the Southwest Conference Circle will be the scene of a giant pep rally, featuring members of the Red Raider football team, that Goin' Band from Raiderland and thousands of students.

After the pep rally, the scene will shift to Municipal Auditorium where Post will crown the Homecoming Queen in an elaborate ceremony beginning at 8:30 p. m. Identity of the Queen, chosen by campuswide vote from the 30 nominees representing Tech student organizations, will not be revealed until time for the ceremonies.

Alumni will gather for class reunions Friday night. Members of the classes of 1925-45 will hold their get-together and oldtimers dance at KoKo Palace Ballroom, 50th Street and Avenue Q, beginning at 9 p. m.

Members of the classes of 1946-66 will assemble for a reunion and dance in the Union's Coronado Room, beginning at 9:30 p. m. Both dances will feature the "Happiness" theme.

Saturday's schedule will kick off at 10 a. m. with the annual Homecoming Parade through downtown Lubbock which will include more than 25 floats and six bands.

Traditionally one of the most colorful events of the gala weekend, the 1966 parade will be given an added incentive in the way of trophies and cash awards.

Downtown Lubbock Inc., an organization of 50 Lubbock firms, will present a Sweepstakes Trophy and a \$100 cash award to the top float in the parade.

In addition, first and second place awards will be presented to top ranking floats in each of three divisions: entries by fraternities, by sororities and by all-campus organizations. First place awards will be engraved cups plus \$75 in cash. Second place prizes will be engraved plaques plus \$50 in cash.

"We plan to continue the program each year," said Clarence Solnick, president of Downtown Lubbock, Inc., "and in this way offer incentives for an even greater number of floats in future parades."

( MORE )

Homecoming -- add two

Winners of float and residence hall decoration competition will be announced prior to the opening of the football game.

Home Economics Exes and their families will be honored at a Homecoming coffee from 9 to 10 a. m. Saturday in the Home Economics Building.

All Exes will be guests of several Lubbock firms at 11:30 a. m. Saturday at a free luncheon in Lubbock Municipal Coliseum. Hosts will be Furr's, Dunlap's and Frontier Stamps.

Finale of the Homecoming weekend will be a series of Saturday night dances. The Exes Dance, sponsored by the Ex-Students Association, will begin at 9 p. m. at KoKo Palace to the music of the Mark Anthony Orchestra.

Union sponsored dances will start at 8:30 p. m. in Municipal Coliseum and in the Union Ballroom. Music in the Coliseum will be by The Outsiders. The Al Good Orchestra will play in the Ballroom. Tickets will admit students to either dance.

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26/10-14-66

This release was distributed  
10-22-66 to all Lubbock media  
and Floydada newspaper

LUBBOCK, Oct. 22 -- Author-professor-minister Dr. D. Elton Trueblood, Texas Tech's 1966 Willson Lecturer, will give his initial address Monday (Oct. 24) in the Tech Union Ballroom.

The four-part series, scheduled at 10 a.m. Monday and Tuesday and at 9 a.m. Wednesday and Thursday will be open to the public. There is no admission charge.

Speaking on the theme "The Fallacy of Contemporaneity," Dr. Trueblood is expected to discuss the role of the layman in today's society and the relationship of Judeo-Christian principles to individual dignity and spiritual growth.

His lecture topics, in order of sequence, will be "Idols of the Space Age," "The Idea of a Classic," "The Strengths and Weaknesses of Scientism" and "A Timeless Faith."

Dr. Trueblood, an eighth generation Quaker, is Professor of Philosophy at Earlham College, Richmond, Ind. He holds a BA degree from William Penn College, a Bachelor of Sacred Theology degree from Harvard and a PhD from Johns Hopkins.

He has held professorships at Guilford, Haverford, Harvard and Stanford and is the author of more than 20 books, his latest being "The Humor of Christ" and "The People Called Quakers."

To help give concrete form to some of his ideas about education, Dr. Trueblood helped to found the Earlham School of Religion which opened in 1963.

Among his many honors are selection as Churchman of the Year in 1964 and the Christian Service Award in 1952. Professional appointments have included Chief of Religious Information for the U.S. Information Agency and adviser to the Voice of America.

The Willson Lecture Series is sponsored by prominent lay leaders Mr. and Mrs. J. M. Willson of Floydada.

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This release was distributed  
10-20-66 to all Lubbock media.

LUBBOCK, Oct. 20 -- Installation services for the Rev. Arthur A. Preisinger as the first full-time Lutheran campus pastor at Texas Tech will be conducted Sunday.

The services are set for 4 p.m. at the University Lutheran Church and Student Center at 2615 19th St.

Principal speaker for the ceremonies will be the Rev. Charles Born, campus pastor at the University of Texas and Coordinator of Campus Ministries for the Lutheran Church -- Missouri Synod in Texas.

Installation will be conducted by the Rev. E. G. Neunaber Vice President of the Texas District and pastor of Lubbock's Redeemer Church.

The Rev. Preisinger, 32, and a native of Canada, is married and is the father of three. He is a chaplain with the rank of captain in the Air Force Reserve.

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27/10-20-66

This release was distributed  
10-20-66 to all Lubbock media.

LUBBOCK, Oct. 20 -- Texas Tech Law Dean Richard B. Amandes will address a noon meeting of the Lubbock County Bar Association Friday (Oct. 21) at the Caprock Hotel.

The Law School will admit its first class next fall with enrollment limited to 75.

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28/10-20-66

This release was distributed  
10-20-66 to all Lubbock media.

LUBBOCK, Oct. 20 -- Five Texas Tech faculty members will be in Austin Friday and Saturday (Oct. 21-22) for a meeting of the Texas Association of College Teachers.

Attending will be Animal Husbandry Prof. Dr. Coleman O'Brien, Mathematics Prof. Robert Parker, Home and Family Life Prof. Verna Hildebrand, Dr. W. G. Steglich, Sociology and Anthropology Head and Librarian R. C. Janeway.

Dr. O'Brien is president of the local chapter and Mrs. Hildebrand is treasurer. Janeway is second vice president of the state association and Parker is secretary-treasurer.

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29/10-20-66



This release was distributed  
10-20-66 to all Lubbock Media.

LUBBOCK, Oct. 20 -- Many German universities follow traditional patterns established as early as the 14th century, teaching assistant Gunter Scholzel told members of Texas Tech's Der Liederkrantz Club at the group's October meeting.

Scholzel, a native of Stuttgart, attended the University of Tübingen which was founded in 1477.

"University students in Germany have five-month vacations, time which may be used for study, work or travel," he said. He also noted that the German educational system does not include private or church-sponsored universities.

Club President Linda Draughon presided at the meeting in Tech Union. Subject of the club's November meeting will be "Travel and Work in Germany." Membership is open to language students and to those interested in German culture.

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30/10-20-66

This release was distributed  
10-20-66 to all Lubbock Media.

LUBBOCK, Oct. 20 -- Speech Prof. Marion S. Kleinau of Southern Illinois University will be on the Texas Tech campus next Thursday and Friday (Oct. 27-28) to lecture and conduct a workshop for the Oral Interpretation Division of Tech's Fall Forensic.

She will present a demonstration lecture on "Styles and Techniques for Readers' Theater" at a 7 p.m. banquet Thursday in Coronado Room of Tech Union. Tickets are \$2. Reservations may be by calling Oral Interpretation Division Director Vera Simpson at P02-8811, Extension 2146.

Dr. Kleinau will conduct a Readers Theater Workshop from 8:30 a.m. to 12:30 p.m. Friday in the University Theater at which students from area colleges will present demonstration productions.

These will include a cutting from John G. Neidhardt's "Song of the Indian Wars" by Lubbock Christian College directed by Mrs. June Bearden; a production by Odessa Junior College directed by Mrs. Lee Buice; Edna St. Vincent Millay's "Two Slatterns and a Queen," West Texas State University, directed by Dr. Zell SoRelle, and Tech's production of Euripides' "The Trojan Women," directed by Mrs. Ramona Peebles.

Workshop sessions, expected to be of particular interest to teachers at the high school, college or university level, are open to any interested persons, Mrs. Simpson said.

Dr. Kleinau, a popular lecturer, director and consultant, holds a BS from Central Missouri State College, an MA from Louisiana State University and a PhD from the University of Wisconsin. Also an author, her most recent article on "Scene Location in Readers Theater: Static or Dynamic?" appeared in the September issue of The Speech Teacher.

Other Fall Forensic events, including public speaking and debate will be held Friday and Saturday under the direction of Speech Prof. Vernon McGuire.

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31/10-20-66

Editors Note: KLEINAU pronounced "kly-no"

This release was distributed  
10-20-66 to all Lubbock Media.

LUBBOCK, Oct. 20 -- Texas Tech's annual Century Club dinner meeting, a highlight of the university's homecoming celebration, is scheduled for 6 p.m. Friday (Oct. 21) in the Tech Union Ballroom.

The Century Club, founded in 1961 to aid and support Tech and its programs, is made up of ex-students and friends of the university. Chartered with 130 members, the organization has grown to more than 200.

Troy V. Post, chairman of the board of the Greatamerica Corp., will deliver the main address following the dinner. A financier of national portions, Post controls and manages several major insurance companies, banks and an international airline, Braniff.

Special guests at this year's dinner will be the 41 former editors of the Toreador, university newspaper. Eighteen former Tech faculty and staff members who retired during the past year will be honored along with four members of the school's board of directors whose terms recently expired.

Post joins an impressive array of speakers when he appears before the Century Club. President Lyndon Johnson, then vice-president, addressed the club in 1961 followed by Congressman George Mahon in 1962, national television personality Frank Blair in 1963, industrialist Charles B. (Tex) Thornton in 1964 and automotive executive E.F. (Gar) Laux in 1965.

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32/10-20-66

This release was distributed  
10-20-66 to all Lubbock media.

LUBBOCK, Oct. 20 -- A contingent of Texas Tech Air Force and Army ROTC cadets and 11 faculty and staff members left Thursday for a two-day inspection and visitation of Nellis AFB, Nev.

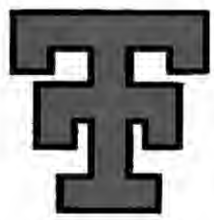
The group left at noon, via an Air Force plane from Reese AFB, and will return early Saturday.

The group will be greeted upon its arrival at the Nevada base by the vice wing commander at Nellis.

A movie of Nellis operations and a tour of the facility will acquaint the Tech visitors with the latest aircraft being used in Viet Nam.

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34/10-20-66



# NEWS

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

AN INSTITUTION IS BORN -- Orators predicted a great future for "the college on the plains" as thousands of wellwishers gathered on Nov. 11, 1924, to witness the cornerstone laying for Texas Tech's Administration Building, the first structure on campus, and to greet Tech's first president, Dr. Paul W. Horn. Spectators were packed shoulder-to-shoulder and visiting dignitaries were almost as crowded, judging from this photograph showing the improvised speakers stand at the northeast corner of the building and a portion of the crowd. On hand to launch the fledgling institution were such notables as Texas Gov. Pat M. Neff, Texas Tech Board Chairman Amon G. Carter, publisher of the Fort Worth Star Telegram; State Senator William H. Bledsoe of Lubbock, author of the Senate Bill 103 which created Tech, and several Tech Board Members. "Texas Tech is not a local institution," said Gov. Neff, in a prophetic statement that will be ably demonstrated at another ceremony 42 years later when Tech inaugurates its eighth president Dr. Grover E. Murray on Nov. 1. (Courtesy of Pictures for Posterity Photo)

35/10-20-66



"Texas Tech Preserves its History Through 'Pictures for Posterity'"

LUBBOCK -- Texas Tech, young as universities are reckoned, is keeping an eye on its past through a unique pictorial collection as it plunges headlong into the future.

The Lubbock institution, which admitted its first class of 910 students just 41 years ago this fall, is mindful that it must preserve its heritage on a current basis; or run the risk of losing some priceless records forever.

The answer? "Pictures for Posterity."

Texas Tech Vice President for Business Affairs M.L. Pennington, a prime mover behind the project, explains the concept this way, "Through 'Pictures for Posterity', we are attempting to bring together as many original prints and negatives as possible which depict the early days of Tech.

To insure that we maintain a current pictorial record, we simply add contemporary photos as they become available."

The concept, now entering its second full year of realization, has received the whole hearted support of campus groups and organizations, as well as friends of the university.

The Tech chapter of Mortar Board, womens' senior honorary, the Southwest Collection, The Department of Student Publications and the Department of Public Information, all play key roles in keeping the idea alive and vibrant.

Mortar Board, with Nan Faulkner of Lubbock serving as chairman of its 'Pictures for Posterity' committee, devotes many hours each week to recording and documenting contributions to the collection. In addition, the group actively solicits new contributions and attempts to explain the project to prospective donors.

One idea still in the planning stage is the preparation and distribution of an illustrated brochure on 'Pictures for Posterity' that would inspire further contributions to the collection.

"It's one of our most exciting projects," says Miss Faulkner, "and we're happy to be part of preserving the history and heritage of a great university."

(MORE)



Pictures -- add one

Mortar Board also has formed a Heritage Club which honors donors with a handsomely engraved citation upon receipt of their contribution.

Tech archivist Roy Sylvan Dunn, Director of the Southwest Collection which houses 'Pictures for Posterity', is another enthusiastic backer of the project.

"We try to render technical assistance when needed," Dunn points out, "but the Mortar Board girls do the work, and we help out in any way we can." He pointed to one example of the organization's zeal in setting up an attractive display of some of the collection's most striking examples which was exhibited at the Tech Union during the Oct. 22-23 Homecoming weekend.

Although the project still is in the embryonic stages, Dunn points with pride to an outstanding record of achievement during the first 12 months. "One-hundred-fifty-eight photographs have been donated," he notes, "and an additional 59 have been loaned for copying. Thirty-five persons have qualified for charter membership in the Heritage Club as a result of their interest and assistance."

Tech's Departments of Student Publications and Public Information are a rich source of current photos as both steadily feed new photos into the collection.

The project received a big boost last year when Tech purchased the files of prints and negatives accumulated by early day Lubbock photographer W.L. Daniels, who now lives in Fort Worth.

Daniels, who maintained a studio near the campus in the days that Tech was taking shape, recorded on film all important and noteworthy events of the time.

Some of these photos, many of them the only ones in existence, show the laying of the cornerstone for the Administration Building, the opening day ceremonies, first football workouts etc.

A beginning has been made, but Dunn and Miss Faulkner are certain many other rare photos of the first years of Tech still remain in a now forgotten picture album or tucked away in a musty attic.

It remains, then, the goal of the various individuals and organizations concerned with the project that these photos find their way to 'Pictures for Posterity'.

## "Tech Ceremonial Changes Reflect University's Growth"

LUBBOCK, Tex. -- At Texas Tech's first official ceremony on a crisp November day 42 years ago, visiting dignitaries occupied an open-air platform in the midst of an expanse of raw Texas prairie.

Although the orators spoke from a lectern improvised from a bale of newly-ginned cotton, their words expressed in glowing terms their predictions for the "college that was to be." The occasion was the cornerstone laying for Tech's Administration Building, the first structure on campus.

In the years since that auspicious service, Tech has celebrated many milestones -- many accomplishments of students, faculty and administration -- as it developed into a multi-purpose university of constantly expanding scope and depth.

Preparations are now completed for a ceremony of unusual significance on Nov. 1, the inauguration of Tech's eighth president, Dr. Grover E. Murray.

The formal service, traditionally one of the most colorful of academic pageants, also will attest to Tech's coming of age as one of the nation's major educational institutions.

Distinguished guests here for the impressive installation in Municipal Coliseum will include internationally known personages in government and business from the United States and Mexico, representatives from colleges and universities throughout the nation and representatives from learned and professional societies across the land.

Scores of delegates, garbed in brilliantly-hued academic regalia, will participate in the academic procession which signals the beginning of the 9 a.m. ceremony. Led by the Texas Tech marshals, the procession will include representatives of the Student Council, delegates of learned and professional societies, delegates from institutions of higher learning, Tech faculty representatives, special guests, members of the Tech Board of Directors and the presidential party.

Music will be by the Tech Concert Band, Symphony Orchestra, Choir and Tech Singers. Color guards will be from the U.S. Air Force and Army ROTC units at Tech.

(MORE)

Inauguration -- add one

A highlight will be the presentation of the school song, "O College Mother Beautiful" written by Tech's first president Dr. Paul W. Horn.

Greetings from the University will be extended by Student Council President Bill Bueck of Midland, Ex-Student Association President Don Anderson of Crosbyton and Tech History Professor Dr. Ernest Wallace.

Dr. Earl Rudder, president of Texas A&M University, will introduce the principal speaker, Rice University Chancellor Dr. Carey Croneis.

Tech Academic Vice President Dr. W.M. Pearce will present Dr. Murray for induction and Tech Board Chairman Roy Furr will perform the installation.

Honorary degrees will be presented to Emilio Portes Gil, former president of Mexico; Interior Secretary Stewart L. Udall, Health, Education and Welfare Secretary Dr. John W. Gardner and Laurance S. Rockefeller.

An estimated 8,000 will be able to view the colorful *panorama* from the tiered seats in the spacious Coliseum, an advantage not enjoyed by audiences on ceremonial occasions when the college was younger.

Lack of facilities kept large formal gatherings to a minimum during the tenures of Dr. Horn (1925-32), Dr. Bradford Knapp (1932-38) and Dr. Clifford B. Jones (1938-44).

World War II contributed a patriotic theme to the installation services (the first formal inauguration held at Tech) for Dr. William M. Whyburn which were held Sept. 30, 1944, in the Tech gymnasium.

Special music included "God Bless America," and "America" by the Tech Band and Chorus and the National Anthem.

The principal speaker, Bishop Ivan Lee Holt, in discussing the effects of the military draft on institutions of higher learning, concluded with the prediction: "The College will be crowded when the war is over. There will be such a demand for courses in science as never before. There will be an ever-increasing demand for training for technical efficiency in economic development."

(MORE)



Inauguration -- add two

At Tech, as at other colleges and universities across America, enrollment had dropped sharply during the war years, from a high of 3,890 in 1940 to half that number by 1943. True to Bishop Holt's prediction, registration in 1946 leaped forward to a spectacular 5,366, beginning the upward spiral that has continued, except for a slight decrease during the Korean conflict, to the present record high enrollment of 17,768.

Inaugural ceremonies for Tech's fifth president, Dr. Dossie M. Wiggins, were the first formal services to be held in Clifford and Audrey Jones Stadium. Florida State University President Dr. Doak S. Campbell, now retired, gave the principal address at the 8 p.m. open air service on May 10, 1949. The Arrangements Committee, aware of the vagaries of West Texas climate, thoughtfully appended a program note to the effect that "in case of inclement weather" the ceremony was to be removed to Lubbock High School.

Dr. Wiggins', successor, however, was not so fortunate. Inaugural ceremonies for Dr. Edward Newlon Jones, set for 9 a.m., May 18, 1953, on the Administration Building Green were transferred, because of rain, to the First Baptist Church Auditorium.

In speaking to the reassembled group, Dr. Henry Nash Smith of the University of Minnesota told his listeners: "Education has stepped out of its provincial role into the world. International needs will become stupendous. We must rely on humanistic scholarship as well as technology in meeting the challenges of the new role we are called upon to play in world affairs."

Dr. Robert C. Goodwin, who retired as president at the beginning of the current fall semester, was installed at 10 a.m. services Dec. 9, 1960, in Lubbock Municipal Auditorium. Guest Speaker Dr. Herman E. Spivey of the University of Tennessee, discussed values of an inter-disciplinary curriculum, higher admission standards and the role of foreign languages in the universities of the future. He also advocated year-around schedules of study. "Time is too precious," he noted, "to permit long holidays."

Several special events will be held in connection with Dr. Murray's inaugural ceremonies. They will include a Symposium on Arid and Semi-Arid Lands scheduled from 9 a.m. to 3:30 p.m. Monday in Municipal Auditorium; an address by Gov. Connally at a noon luncheon in Municipal Coliseum and a reception honoring Dr. and Mrs. Goodwin and Dr. and Mrs. Murray from 5:30 to 7 p.m. Monday in the Tech Library.

All Tech students, faculty and staff, Lubbock citizens and West Texans are invited to the inauguration, symposium and reception.

This release was distributed 10-21-66 to  
all Lubbock media.

LUBBOCK, Oct. 21 -- Texas Tech's fraternity system gained its sixth consecutive Summa Cum Laude rating from the National Interfraternity Conference for the 1965-66 academic year.

The rating is given to campuses where the grade point average of all the fraternities on campus exceeds that of the all-men's average, said Fraternity Advisor Thomas Stover.

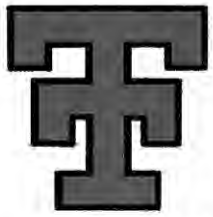
Tech fraternities last year had a grade point average of 2.366 as compared to the all-men's average of 2.029.

Psi Kappa Psi's 1965-66 average of 2.740 gave them a national Summa Cum Laude Chapter Award for the second consecutive year.

Tech is one of five institutions in the nation which has achieved a Summa Cum Laude rating since it was initiated in 1960. Others who attained the ranking for the four consecutive years 1960-65 are University of Akron, Arkansas State College, Murray State College and Wisconsin State University. The complete list of 1965-66 ratings has not yet been released, Stover said.

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39/10-21-66



# NEWS

Texas Technological College  
Office of Public Information  
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## **TEXAS TECH QUEEN CANDIDATES -- Adding sparkle to Texas Tech's**

1966 homecoming activities were these 10 Queen finalists. They are (from left), Diane King, Brady; Charlotte Henry, El Paso; Marcie White, Lubbock; Sherrill Reagan, Fort Worth; Judy Stewart, Lubbock; Carolyn Case, Dallas; Chris Adrean, Lubbock; Leslie Duckworth, Lubbock; Liz Gerbetz, Dallas; and Mary Beth Hand, Fort Worth. (Tech Photo)

40/10-21-66



This release was distributed  
10-21-66 to all Lubbock media.

LUBBOCK, Oct. 21 -- "What would you say if you had just one more lecture to give?

Answers to this provocative question will be offered by four Texas Tech professors who are slated to participate in the Last Lecture Series, a succession of Sunday evening discussions to be held Oct. 23 -- Nov. 13 in the Tech Union.

Campus Christian Fellowship, an organization of Presbyterian and Episcopal students, is sponsoring the 7:30 p.m. lectures which will be open to the public at no charge.

"Purpose of the Last Lecture Series is to stimulate student discussions on current issues and philosophies by presenting experts in their respective fields," said CCF President Jim Collie.

Guest speaker at Sunday's opening session will be Dr. Elizabeth Sasser, Professor of Architecture and Allied Arts. A pungent and witty speaker, Dr. Sasser has chosen the subject "Living in the Now" as the theme for comments on life and the arts.

Her writings have appeared in numerous professional publications including The Instructor and The Romanic Review. She was responsible for the art bibliography for Vol. II of A Critical Bibliography of French Literature. Dr. Sasser holds BFA, MA and PhD degrees from Ohio State University. She taught at Marshall College, W. Va., prior to joining the Tech faculty in 1949.

Biology Prof. Vernon W. Proctor will deliver the second lecture, Oct. 30. His subject will be "The Classroom Lecture: What Should One Expect?"

(MORE)

Lectures -- add one

Dr. Proctor received his AB, MA and PhD degrees from the University of Missouri, and has been associated with Tech since 1956. He is a member of the Ecological Society of America and the Botanical Society of America and is the author of The Systematics of Chara and The Dispersal of Seeds by Birds.

Government Prof. William E. Oden, whose specialty is political theory and thought, will speak Nov. 6. A member of the Tech faculty since 1948, Dr. Oden received his BA and MA degrees from the University of Oklahoma and his PhD from Indiana University.

He is a member of the American Political Science Association and is the author of many scholarly articles. Among the most recent are "Tenure and Turnover in Recent Texas Legislatures," which appeared in Southwestern Social Science Quarterly, and "Rural Counties Have Problems Too" in National Civic Review.

Dr. Robert L. Rouse, Professor and Head of the Departments of Economics and Finance, will give the concluding lecture Nov. 13. He is expected to discuss a phase of economic development derived from his major field of interest in monetary policy and central banking.

A member of the Tech faculty since 1950, Dr. Rouse did his undergraduate work at Coe College and received his MA and PhD degrees from the University of Iowa. Honoraries to which he belongs include Phi Kappa Phi, Beta Gamma Sigma and Omicron Delta Epsilon.

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41/10-21-66

This release was distributed  
10-21-66 to all Lubbock media.

LUBBOCK, Oct. 21 -- A new dimension to Texas Tech football fanfare will be unveiled at the Red Raider-SMU game Saturday (Oct. 22) with the addition of a colorful card section.

More than 600 Tech students will be involved in the complicated maneuvers -- a joint venture between the university's Army and Air Force cadet corp.

Air Force Cadet Captain John Ireland of Wichita Falls, in charge of planning the card section, said a pre-game show is planned plus various demonstrations during the game.

Salutes will be made to the Homecoming Queen, Tech alumni, the United Fund drive, SMU and the Red Raiders.

Plans call for the card section to be a feature of the remaining games in Jones Stadium -- Oklahoma State on Nov. 5, Baylor University on Nov. 12 and Arkansas on Nov. 19.

The most complicated aspect of the show comes behind the scenes, according to Ireland.

"It is necessary that we practice before each game," he said, "and the task of getting the cadets and their dates together for rehearsals is pretty big.

"But we are very satisfied with the way things have gone so far. We feel we have a show that Tech students and football fans will appreciate," he said.

Army Cadet Major Bill Mabus of Los Altos, Calif. is assisting with the arrangements.

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42/10-21-66

This release was distributed  
10-21-66 to all Lubbock media.

LUBBOCK, Oct. 21 -- A 9 a.m. fly-over of jet aircraft from Reese Air Force Base will launch Texas Tech's Saturday schedule of Homecoming events.

Base officials said the formation flight would include three T-41s, three T-37s and three T-38s scheduled at approximately one-minute intervals.

The air salute will precede the mammoth Homecoming parade which is slated to begin its march through downtown Lubbock at 10 a.m.

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43/10-21-66

This release was distributed  
10-21-66 to all Lubbock media.

LUBBOCK, Oct. 21 -- Texas Tech Home Economics Prof. Angela R. Boren will attend the American Dietetic Association annual convention in Boston, Mass. Oct. 24-28.

Mrs. Boren will present a research paper to the more than 1500 delegates attending on food aversions of teenaged youth. She spent many years on research concerning this problem and did all her work with young people in the Lubbock area.

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44/10-21-66



This release was distributed  
10-21-66 to all Lubbock media.

LUBBOCK, Oct. 21 -- Four Texas Tech faculty members were named (Friday) as participants in the Visiting Scientist Program of the Texas Academy of Science.

Program Director Addison E. Lee of Austin said the Tech professors were Dr. Arthur L. Draper, Associate Professor of Chemistry; Dr. Paul V. Prior, Professor of Biology; Dr. Richard J. Thompson, Associate Professor of Chemistry; and T. Karl H. Wuerschling, Assistant Professor of Geography.

The program, which makes available the services of professional scientists to junior and senior high schools throughout Texas, is supported by the National Science Foundation and various industrial organizations.

It is designed to improve science and mathematics education in the state by providing university teachers to junior and senior high schools to discuss current knowledge in scientific fields with students and teachers.

The service is provided at no cost to the schools. Requests for speakers are channeled through the Academy at Austin.

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45/10-21-66

This release was distributed  
10-21-66 to all Lubbock media

LUBBOCK, Oct. 21 -- Movies, music and modern art will share the spotlight at Texas Tech's Festival of Fine Arts which will get underway Sunday (Oct. 23) in Tech Union.

Opening attractions will include an exhibit of paintings by Allied Arts students displayed on the Union sunporch and a music program, "Afternoon of Jazz" presented by students in the Union's Coronado Room.

Other events on the week's agenda will include the popular Kaleidoscope Players in "Other Sides of the Looking Glass" at 7:30 p.m. Tuesday, and a lecture on "The Motion Picture as an Art Form" by Bosley Crowther, motion picture critic of the New York Times, at 7:30 p.m. Wednesday. Both programs will be in Coronado Room.

Noted pianist Stephen Manes will present a program of music by Bach, Mozart, Beethoven, Coplin and Chopin at 7:30 p.m. Thursday in the Union Ballroom.

Pianist-composer Leo Smit will give a lecture-recital at 7:30 p.m. Friday in Union Ballroom. Speaking on the topic, "The Masters of Jazz," Smit will give an informative and humorous account of the impact of jazz on the great composers of the 20th Century.

La Contrescarpe, a group of French singers and musicians, will give two performances Saturday, <sup>(Oct. 29)</sup> at 3 p.m. and at 8 p.m., in the Coronado Room.

Tech's Music Department will present Gertrude Adler Post in a piano recital at 8:15 p.m. Nov. 1 in Tech's Music Building.

Final event in the two-week Festival will be a concert by Tech Choir and Tech Singers at 4 p.m. Nov. 6 in the Union Ballroom.

This release was distributed  
10-22-66 to all Lubbock media.

LUBBOCK, Oct. 22 -- Marianne Munz, Texas Tech's entry in the Miss Rodeo of Texas Contest, was named first runner-up in the event held this week at the state fair grounds in Dallas.

Miss Munz, sponsored by the Tech Rodeo Association, won first place in the horsemanship competition. A Home Economics major, she is a member of the Tech Rodeo team.

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49/10-22-66

Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
1/10-24-66	Farmer + Williams Agricultural Authors	X				Sul Crops Stock, Farmer Stockman
2/10-24-66	Former AEC Presidents on hand for inauguration	X				Texas inaugurals
3/10-24-66	Dr. Donald Dwyer	X				Dallas, Ft. Worth, Houston, Amarillo, Abilene, Wichita Falls, San Angelo, nps
4/10-24-66	Cutline Ag. men. Elec. Corps	X				Selected area papers
5/10-24-66	Cutline Scholarships Awarded	X				Selected area paper
6/10-24-66	Opening Willson Lecture	X				Flagstaff, Dean Allen
7/10-24-66	Cutline Drake Representative	X				Inaugural File
8/10-24-66	Inauguration - Symposium	X				Inaugural <del>file</del> mailing
9/10-24-66	Utah Fertilizer Association Convention	X				cc Austin nps. & Murray file
10/10-25-66	Gulf Union. Ranch Corp	X				cc Murray File + GURC File
11/10-25-66	Nat'l Ec. Grps. to attend meetings	X				cc individuals named
12/10-25-66	Gamma Alpha Chi Convention	X				cc Ross, Dallas, San Antonio, Kileen
13/10-25-66	Balsley - Mkt. Prog.	X				cc Balsley
14/10-25-66	Dr. Binnion -	X				cc Binnion
15/10-25-66	Willson Lecture	X				
16/10-25-66	Fall Science	X				



Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
17/10-26-66	Murray's appointments	X				Houston mup. GEM file
18/10-26-66	attend meeting Kim Bennett to	X				Computer Center file cc Bennett, Dr. Hutchinson, Benson
19/10-26-66	Murray Story	X				Selected Inaugural (Texas)
20/10-26-66	Dean John R. Bradford	X				cc Bradford & his files
21/10-26-66	Dr. Ferdinando Maurino	X				cc Maurino and his file
22/10-26-66	Willson lectures	X				
23/10-26-66	KTXT story	X				A-5: Atte. Jack Sheridan
24/10-27-66	Prof. John Binnion	X				alumni may be at UT, Highland Un., Oklahoma State, Binnion & file
25/10-27-66	Pre-School Meeting	X				Brownfield, Lamesa, Midland, Odessa
26/10-27-66	Dr. Tuler	X				
27/10-27-66	Dean Bradford's Talk	X				cc Arnauillo, Enq. file, Bradford & file
28/10-27-66	Inauguration Story	X				Inaugural Mailing
29/10-27-66	Mexican reception	X				
30/10-27-66	Willson Lecture	X				Lloyd's Hispanic
31/10-27-66	Brazilian Astronomists	X				cc Duane Howell - a. g.
32/10-28-66	Saddle Tramps	X				cc Joe Winegar



	Date	STORIES & CUTLINES	Locals	State	Reg.	HT's	EXPLANATION
33	10-28-66	Isaacs Cutline	X				Inaugural Mailing
34	10-28-66	Prof. Eclay-	X				
35	10-28-66	Inaugural Story	X				Inaugural Mailing
36	10-28-66	Wad's Way Story	X				radio, TV's 12 c Helen Allen, Dr. <del>to</del> tips,
37	10/28/66	Library Reception	X				
38	10/28/66	ICITALS-Symposium					Inaugural listing
39	10/28/66	Chicago conference	X				cc individuals & their files
		Doss cutlines	X				
40	10/28/66	Band Show	X				
41	10/28/66	Wirth	X				Inaugural
42	10/28/66	GEM inaugural guests	X				
43	10/28/66	ISTXT-TV	X				
44	10/29/66	Luna B. Leopold	X				
45	10/29/66	Advisory to Mr. P. Nichols					
46	10/29/66	Food price study	X				
47	10/29/66	S. Dillon Ripley speech	X				175 copies
48	10/29/66	Dr. Pecora speech	X				175 copies
49	10/30/66	(dated on release as 10 (31) 66) " Udaeo					175 cc
50	10/30/66	" Gardner					175 cc

This release was distributed  
10-24-66 to all Lubbock media,  
Local Farm Editors, and  
selected area Farm magazines.

LUBBOCK, Oct. 24 -- Two Texas Tech professors have written chapters for a recently published book entitled "Market Structure of the Agricultural Industries." It was published by the Iowa State University Press.

Agricultural Economics Prof. Dr. Mark L. Fowler is the author of a chapter on "The Cotton Industry." Dr. Williard F. Williams, Agricultural Economics Head, wrote a chapter on "The Meat Industry."

Both chapters analyze the competitive organization of the industries and evaluate the effects of the changing number, size, type and competitive strategy of firms in the marketing system on producers, consumers and the market itself.

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

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

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1/10-24-66

This release was distributed 10/24/66  
to all Lubbock, Dallas, Fort Worth,  
Houston, Amarillo, Abilene, Wichita  
Falls, and San Angelo news media.

LUBBOCK, Oct. 24 -- Dr. Donald S. Noyce, Professor of Chemistry at the University of California, will speak at Texas Tech Wednesday (Oct. 26) as a visiting lecturer in the 1966 Robert A. Welch Foundation lecture series.

Dr. Noyce will discuss "Acid Catalyzed Reactions in Concentrated Sulfuric Acid" in his 8 p.m. lecture in the Chemistry Building.

Dr. Noyce earned his bachelor's degree at Grinnell in 1944, his master's in 1945 and his PhD in 1947, both from Columbia University. He joined the University of California faculty in 1948, and from 1952 to 1960 served as Assistant Dean of the College of Chemistry at Berkeley.

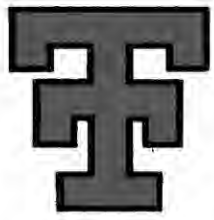
He has received several awards for advanced study, among them a National Institutes of Health Post Doctoral Fellowship in 1947, a Guggenheim Fellowship in 1957 and a National Science Foundation Senior Post Doctoral Fellowship in 1964. He currently is chairman-elect of the California Section of The American Chemical Society.

Dr. Noyce's research interests are in the fields of the kinetic and mechanisms of organic reactions, stereo-chemistry and acid catalysis. In his lecture at Tech he is expected to discuss mechanisms of cyclization, dehydration and isomerization reactions.

Tech last year received a \$1 million grant to endow a professorship in chemistry from the Robert A Welch Foundation of Houston. It was the largest gift in the school's history.

3/10-24-66

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# NEWS

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

SCHOLARSHIPS AWARDED--Ray Archibald (center), Employment Staff Advisor for Mobil Oil Company in Midland, presents \$400 scholarship checks to Texas Tech petroleum engineering students Ronald H. Thrash (left) and Glenn W. Gilbreath. Thrash is a sophomore from Dallas and Gilbreath is a Coleman sophomore. The awards were designated for the 1966-67 academic year. (Tech Photo)

5/10-24. 66



This release was distributed 10/24/66  
to all Lubbock and Floydada media.

LUBBOCK, Oct. 24 -- Today's "senseless crimes" are not necessarily being committed by those on the wrong side of the tracks, nor is education the total answer, approximately 500 Texas Tech students were told at Monday's opening Willson Lecture in the Tech Union.

"Educated people have a drive and an impulse toward sin as deep as the uneducated," said Dr. Elton Trueblood, Professor of Philosophy at Earlham College, in his 10 a.m. lecture on "The Idols of the Space Age."

There is a greater need for understanding the individual than ever before, he emphasized, in calling attention to changing concepts in space, time, technology and education.

"Many students get out of college without any knowledge of world events," he said. "They want a degree, a job and a late model car, in that order."

Man's exploits in space, he noted, have not changed the universality of God, nor has human nature changed with the changing times. He suggested that man needs more than technology and education to cope with tensions and pressures imposed upon him.

Tech President Grover E. Murray introduced the speaker.

Dr. Trueblood will speak at 10 a.m. Tuesday on "The Idea of a Classic," and at 9 a.m. Wednesday on "The Strengths and Weaknesses of Scientism."

His final and closing lecture, "A Timeless Faith" will be at 9 a.m. Thursday.

He will be guest at a coffee at 4:30 p.m. Tuesday in the Anniversary Room of the Union. He will speak to students in West, Sneed, Bledsoe and Gordon residence halls at a joint meeting at 7 p.m. Tuesday.

The Willson Lecture series is sponsored by Mr. and Mrs. J. M. Willson of Floydada.

6/10-24-66

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This release was distributed 10/25/66  
to all Lubbock media and Austin  
newspapers.

AUSTIN, Oct. 25 -- Texas Tech President Grover E. Murray told delegates attending the Texas Fertilizer Association Convention here Tuesday that Tech's future growth is "aimed toward increasing knowledge, broadening understanding and improving conditions under which a good portion of mankind live."

Drawing a parallel between the fertilizer business and higher education, Dr. Murray pointed out that the one fundamental quality which they have in common is the "stimulation of growth."

"Fertilizers cost little in comparison to the increased yields they produce," he noted, adding that the "cost of an education is low in relation to the greater earning power of the university graduate."

Referring to the new International Center for Arid and Semi-Arid Land Studies recently established at Tech, Dr. Murray told the delegates he believes that the ICASALS program will "put and keep Tech in the main stream of knowledge, and will promote the spread and application of knowledge for the benefit of mankind."

Dr. Murray explained that ICASALS will not be confined to the School of Agriculture but will be "spread across the entire institution, including all schools and departments."

In a review of the university's expansion, Dr. Murray touched on the School of Law which will accept its first students in 1967, the upgrading of the Department of Education into a School of Education and Tech's designation by the Coordinating Board, Texas College and University System, as one of four state-supported universities which will be encouraged to develop graduate programs leading to doctoral degrees.

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9/10-25-66

This release was distributed  
10-25-66 to all Lubbock media

LUBBOCK, Oct. 25 -- Texas Tech President Dr. Grover E. Murray has been re-elected President of the Gulf Universities Research Corporation, a consortium of educational institutions formed to stimulate research activities in the Gulf of Mexico.

Ringling the Gulf, GURC membership includes marine and engineering facilities from Texas to Florida.

Membership includes Tech, the University of Texas, Texas A&M, Texas Christian University, Southern Methodist University, University of Houston, Rice, Tulane, Louisiana State University, Florida State University, University of Miami, University of Florida, Southwest Research Institution and the Gulf South Research Institute.

Other officers for 1966-67 named at a recent Board meeting hosted by the University of Miami include Dr. Carey Croneis of Rice, past president; Archie W. Striaton of the University of Texas, first vice president; Horace R. Byers of A&M, second vice president; Joseph M. Reynolds Jr. of LSU, third vice president; Eugene H. Man (cq) of Miami, secretary; and Joseph R. Crump, University of Houston, treasurer.

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10/10-25-66

This release was distributed 10/25/66  
to all Lubbock media.

LUBBOCK, Oct. 25 -- Three members of the Texas Tech School of Home Economics faculty will attend national meetings in the Midwest this week.

Miss Billie Wolfe, Assistant Professor in the Department of Home and Family Life, will attend the national Housing Educators Conference in Urbana, Ill., Wednesday through Saturday (Oct. 26-29).

Home and Family Life Asst. Profs. Mrs. Wildring S. Edwards and Mrs. Jeanette Greenwaldt will attend a meeting in Minneapolis at the same time of the National Council on Family Relations.

Mrs. Edwards, President of the Texas Council on Family Relations, will serve as a representative of the TCFR to the NCRF Board of Directors.

Mrs. Greenwaldt also will serve as a representative of the TCFR.

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11/10-25-66

This release was distributed 10/25/66  
to all Lubbock, Dallas, San Antonio,  
and Kileen news media.

LUBBOCK, Oct. 25 -- Three Texas Tech students and a faculty member will attend the national convention in Phoenix Oct. 28-30 of Gamma Alpha Chi, women's professional advertising fraternity.

Tech Associate Professor of Marketing Dr. Bill Ross will accompany the delegation of Laurie Moore of Kileen, Patty Carpenter of San Antonio and Kay Loewen, Dallas.

Dr. Ross also will meet with the Education Committee of the Phoenix Advertising Club, and will address the Tucson Advertising Club on Oct. 31.

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12/10-25-66

This release was distributed  
10-25-66 to all Lubbock media

LUBBOCK, Oct. 25 -- Texas Tech Marketing Prof. Dr. Howard Balsley will be in Dallas Thursday and Friday for the annual meeting of the Committee on Statistics of the Southern Regional Education Board.

Dr. Balsley will investigate membership requirements in the organization for Tech.

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13/10-25-66

This release was distributed  
10-25-66 to all Lubbock media.

LUBBOCK, Oct. 25 -- Texas Tech Business Education Prof. Dr. John E. Binnion will be in Miami Beach Oct. 28 through Nov. 6 for the semi-annual meeting of the Accrediting Commission for Business Schools.

Dr. Binnion will attend the sessions in his capacity as a member of the U.S. Office of Education Advisory Committee for Student Loans.

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14/10-25-66



This release was distributed 10/25/66  
to all Lubbock media.

LUBBOCK, Oct. 25 -- "Read the classics if you wish to avoid the trivia of daily living that erodes the mind," Texas Tech students were advised at Tuesday's Willson Lecture.

"College is intended as an alternative to triviality by affording students an opportunity to consort with greatness," said Dr. D. Elton Trueblood, distinguished educator, author and religious leader in his second of a four-part series of daily lectures in Tech's Student Union.

Classics place the student in direct contact with the greatest minds that ever lived, he added, defining a classic in literature as "a book that is as relevant to the life of anybody here now, today, as it was when it was written.

"Human nature has not changed in 3,000 years, nor is it likely to change in the future," he said. "We still have the same dangers, the same temptations, the same possibilities of greatness.

"A thousand years from now some men will still want to ride roughshod over other men and totalitarianism will still be a danger," he predicted.

He suggested that the student who cannot find anything relevant in Shakespeare is revealing far more about himself than he realizes. "Shakespeare is not on trial--but the student is."

(MORE)

Willson lecture -- add one

Because of its relevancy, the Bible offers "a way to become sophisticated," the speaker said.

"Moral progress is impossible apart from the habitual vision of greatness," Dr. Trueblood said in concluding his lecture on "The Idea of a Classic."

Dr. Ivan Little, Associate Dean of Arts and Sciences, introduced the speaker.

Dr. Trueblood will speak at 9 a.m. Wednesday on "The Strengths and Weakness of Scientism." His closing lecture at 9 a.m. Thursday will be on "A Timeless Faith."

The Willson Lecture series is sponsored by Mr. and Mrs. J. M. Willson of Floydada.

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15/10-25-66

This release was distributed 10/25/66  
to all Lubbock media.

LUBBOCK, Oct. 25 -- More than 200 speech students from 23 colleges and universities in Arizona, New Mexico, Colorado and Texas will participate in Texas Tech's Invitational Fall Forensic which opens Thursday.

The three-day program will include events in oral interpretation, persuasive speaking, extemporaneous speaking, and six rounds of debate.

Oral interpretation events, scheduled to begin with registration at 8 a.m. Thursday in Tech Union, will include individual competitions, a 7 p.m. dinner Thursday in the Union's Coronado Room and a Readers Theater Workshop Friday morning in University Theater, said Mrs. Vera Simpson, division coordinator.

Dinner speaker and workshop director will be Dr. Marion S. Kleinau, speech professor at Southern Illinois University, whose lecture topic will be "Styles and Techniques for Readers' Theater."

Tech Speech Prof. Vernon McGuire will coordinate the events in public address, beginning at 8 a.m. Friday, and the debate tournament which will get underway at 1 p.m. Friday and continue through Saturday.

Debaters will present the pros and cons of this year's national collegiate debate topic: "Resolved--That the United States Should Substantially Reduce its Foreign Policy Commitments."

(MORE)

Fall Forensic -- add one

Sweepstakes trophies will be awarded to the top schools in overall competitions, trophies to debate teams in both the undergraduate and upperclass divisions, and individual awards to contenders in public address and oral interpretation events.

Participating colleges will include the U.S. Air Force Academy, University of New Mexico, Eastern New Mexico University, Southern Methodist University, North Texas State, Texas Christian University, Midwestern University, Angelo State, Odessa Junior College, McMurry, Hardin-Simmons, West Texas State, Lubbock Christian College, Colorado College, University of Arizona, Southern Colorado State, University of Texas, Arizona State, Baylor, Abilene Christian College, University of Texas at El Paso, Wayland Baptist College and Christian College of the Southwest.

Tech, as host school, will not participate in judged events.

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16 / 10 - 26 - 66

This release was distributed 10/27/66  
to all Lubbock and Houston news media.

LUBBOCK, Oct. 27 -- Texas Tech President Dr. Grover E. Murray will be in Lafayette, La. Friday (Oct. 28) for a meeting of the Gulf Coast Association of Geological Societies.

Dr. Murray, a noted geologist in his own right and former Boyd Professor of Geology at Louisiana State University, has been named dedicatee of the meeting.

On Saturday, President Murray will go to Houston for the Tech-Rice football game and two receptions in his and Mrs. Murray's honor by the Tech Ex-Students of the Houston area.

The receptions are set for 11:30 a.m. until 1:30 p.m. and again from 4:30-6 p.m. in the Shamrock Hilton Hotel.

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17/10-26-66



LUBBOCK, Oct. 28 -- Kim Bennett, Systems Engineer with the Texas Tech Computer Center, will be in San Diego Oct. 31 through Nov. 3, to chair a session at the national meeting of the Users of Automatic Information Display Equipment.

Bennett, who presented a paper during last year's UAIDE conference, will chair a session Nov. 3 on "Software Developments."

"Software," in computer terminology, is the actual programming techniques used for computers and other types of "hardware."

Bennett, who joined the Tech staff last July, did considerable research in the software field while with Lockheed Missiles and Space Co. in Palo Alto, Calif.

The San Diego meeting, sponsored by the Stromberg-Carlson Corp., is designed to share current developments and information through workshops, discussions and presentation of technical papers.

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18/10-26-66

This release was distributed 10/26/66  
to all Lubbock media.

LUBBOCK, Oct. 26 -- Texas Tech Engineering Dean John R. Bradford will be in Amarillo Thursday (Oct. 27) to address a noon meeting of the Society of Petroleum Engineers of AIME.

Dr. Bradford's topic for the regional meeting at the Holiday Inn West will be "Engineering Education: The Demands of Tomorrow."

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20/10-26-66

This release was distributed 10/28/66  
to all Lubbock media.

LUBBOCK, Oct. 28 -- Dr. Ferdinando D. Maurino, Dante scholar and professor of Italian and Spanish at Tech, will be in San Antonio Wednesday (Nov. 2) to deliver a series of guest lectures at San Antonio College.

Dr. Maurino will speak to student convocations at 10 a.m. and 2 p.m. His topics will be "Poetic Imagery in Dante," and "Pirandello: The Absurd without Being Absurd."

Dr. Maurino also is scheduled to speak at a 4:30 p.m. meeting of the San Antonio English Teachers Club.

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21/10-26-66

This release was distributed 10/26/66  
to all Lubbock media.

LUBBOCK, Oct. 26 -- Dangers inherent in "scientism" were cited as contributing factors to confused thinking and mental breakdowns among college age youth by Texas Tech's Willson Lecture Wednesday.

"Scientism should not be confused with science, however," Dr. D. Elton Trueblood cautioned in his introductory remarks to his lecture on "The Strength and Weakness of Scientism" before a capacity crowd of approximately 500 students in Tech Union ballroom.

"We are grateful to science for teaching us how to handle the elements of nature," Dr. Trueblood emphasized in noting developments in such areas as medicine, soil use and technology.

"By scientism," he explained, "we mean the dogma that nothing is real unless it can be investigated and measured in a physical laboratory. It is more a philosophy than a science."

Scientism's greatest weaknesses, he suggests, are that it denies God, "because He cannot be seen," denies responsibility and all objective moral law, because they are values which cannot be measured and supports the new paganism known as "The New Morality."

"If you are naive enough to take scientism seriously," he told the students, "then you can't talk about truth or about moral values."

"You cannot analyze values as you analyze a chemical compound."

(MORE)

Willson lecture -- add one

The laws of cause and effect may be applied to science but not to moral actions, he said.

"By erasing all moral judgment, scientism erases distinctions between persons and things," Dr. Trueblood said. "Anything that destroys responsibilities will destroy our civilization."

Science, itself, depends on values such as integrity, trustworthiness, and honesty, he pointed out adding that, uniquely, "The glory of science depends upon that which is not science."

The "new morality," as presented in today's periodicals, has had a great influence on young people, Dr. Trueblood said, without giving them any answers to their personal problems.

"Science has taken care of the danger, but the new morality does not realize how complex the human being is. Marriage is a sacrament that cannot succeed unless it is lifted to the highest level of reverence."

The result has been an increasing demand for physicians and psychiatrists on college campuses "to take care of students during what should be the healthiest time of their lives."

Dr. Trueblood's fourth and concluding lecture on "A Timeless Faith" will be at 9 a.m. Thursday. An author, professor and minister, he is professor of philosophy at Earlham College, Richmond, Ind.

Dr. Trueblood is the author of 23 books, his latest being "The Humor of Christ," and "The People Called Quakers."

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22/10-26-66



This release was distributed 10/26/66  
to all Lubbock media.

LUBBOCK, Oct. 26 -- Texas Tech's Educational Television  
Station KTXT (Channel 5) will present the Warsaw Philharmonic's  
interpretation of the Shostakovich Symphony No. 5 at 9 p.m.  
Friday, Nov. 5.

Dmitri Shostakovitch, now dean of Russian composers, wrote the  
Symphony in 1937, when he was in his early thirties and had just  
come under fire from Stalin for his so-called "bourgeois tendencies."

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23/10-26-66

This release was distributed 10/27/66 to all Lubbock media, the Alumni magazine at the University of Texas, Highlands University, and Oklahoma State.

LUBBOCK, Oct. 27 -- Texas Tech Business Education Prof. John E. Binnion has been named recipient of the 1966 Mountain-Plains Business Education Association leadership award.

The award, established in 1962, annually recognizes the influence of a business education teacher or administrator in promoting better education for business in the Mountain-Plains Region of the National Business Education Association.

Hollis Guy, Executive Director of NBEA, said Dr. Binnion was recognized for his contributions as a teacher in Colorado, Kansas, Oklahoma and Texas, as a leader in business and professional associations, in his church and community organizations and as a member of the Policies Commission for Business and Economic Education.

Dr. Binnion joined the Tech faculty last fall coming from the University of Denver.

He holds the bachelor's degree from the University of Texas, the master's from Highlands University in Las Vegas, N.M., and the doctorate from Oklahoma State University.

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24/10-27-66

This release was distributed  
10-27-66 to all Lubbock media

LUBBOCK, Oct. 27 -- Texas Tech will host the fall meeting of the South Plains Preschool Association Nov. 11.

Miss Ruth Huey, Austin, preschool education consultant for the Texas Education Agency, will speak on "What's Ahead For Young Children in Texas."

Mrs. Estelle H. Wallace, head of the Department of Home and Family Life of the School of Home Economics at Tech, has invited all persons interested in preschool education to attend.

"We feel those persons responsible for parochial or private kindergartens, nursery schools or day care centers will be especially interested in hearing Miss Huey speak," Mrs. Wallace said.

The meeting will be in the Mesa Room of the Tech Student Union at 7:30 p. m.

Officers of the South Plains Preschool Association are Mrs. Francis Lyle, president; Mrs. Verna Hildebrand, vice president; Mrs. Zoe Ward, secretary and Mrs. J'Ceal Murphy, treasurer. All are from Lubbock.

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25/10-27-66

AMARILLO, Oct. 27 -- Texas Tech Engineering Dean John R. Bradford told a regional meeting of the Society of Petroleum Engineers of AIME here Thursday that today's engineer finds himself "caught up in an era of frenetic technological change."

Dr. Bradford pointed out that the engineer also is confronted with a "torrential out-pouring of new ideas and information overload."

He declared that education must respond to developments in modern engineering including the increasing interaction among various fields, especially those with strong social, political and economic implications, the direct involvement of engineers in both basic and applied research and the increasing need for advanced study and continuing education.

"Cognizant of these forces," Dr. Bradford said, "engineering education is bending every effort, within the framework of the nation's universities, to prepare its graduates to cope with them and to ensure the high competency that will be demanded of tomorrow's practicing engineer."

Dr. Bradford noted that more bright young high school graduates must be encouraged to enter engineering. "We must produce a better undergraduate engineer and prepare the superior graduate student for the programs which will confront him," he said.

"Learning must again become a lifetime process," he noted, adding that the process must "include the sum of all experience outside the classroom, and instruction within it."

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27/10-27-66

This release was distributed  
10-27-66 to all Lubbock media  
and the Floydada Hesperian

LUBBOCK, Oct. 27 -- "Don't worry about the 'God Is Dead' fad," Dr. D. Elton Trueblood advised Texas Tech students in his fourth and final address in the Willson Lecture Series Thursday. "In five years," he predicted, "the entire movement will be forgotten."

Speaking on the topic, "A Timeless Faith," Dr. Trueblood emphasized that "man cannot survive by a religion that is vague, by passing fads," that he needs "a timeless faith that is evangelical and rational."

"Without God, much of the lift and the thrust and meaning of life would be gone," he said. "Through Christ we learn that God is tender, compassionate and forgiving. God is personal, a center of consciousness, unlimited, infinite and eternal. Through Him we become a part of the eternal. That is what makes us different from a 'thing.'"

"Personal" does not mean physical only, he explained, in that "persons are purposes: spiritual, intellectual, valuing..."

Christianity teaches what Dr. Trueblood calls a "revolutionary idea," -- the dignity of man, that "it is a sin to treat another human being as a chattel."

"If this idea were taken seriously," he said, "it would destroy all slavery, all prejudice, all wanton discrimination, all oppression in the world."

The concept of the dignity of man has, through repetition, become "old hat" to many in the Western World, however.

(MORE)



Trueblood -- Add One

"In some ways," Dr. Trueblood noted, "it is harder to be a revolutionary Christian in America than anywhere else in the world. People think they understand, but they don't."

He said: "We have become a 'burned over' culture. We are immunized against these ideas. We no longer have 'official' slavery, but the idea is still potent."

Christ's teachings are timeless in that they are as applicable today as they were yesterday, and will be as applicable in the future.

"Christianity," he concluded, "means an inner life of devotion, an outer life of action and a life of rationality."

Dr. Trueblood, an eighth generation Quaker, is professor-at-large at Earlham College. He is the author of numerous books on philosophy, education and religion and will go next week to England for several months of study, research and writing.

Approximately 500 Tech students and visitors heard the 9 a.m. lecture in Tech Union. The lecture series is sponsored by Mr. and Mrs. J. M. Willson of Floydada.

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30/10-27-66

LUBBOCK, Oct. 27 -- A group of Brazilian agronomists who are in the United States for a study of grain production are due to arrive in Lubbock Nov. 2 for a tour of Texas Tech's agricultural facilities and visits to South Plains farms and seed processing plants.

Dr. A. W. Young, Head of Tech's Department of Agronomy and Range Management, will coordinate the two-day program of instruction and demonstrations in this area.

Approximately 26 Brazilian agricultural leaders are expected to participate, Dr. Young said. The Brazilians are visiting the United States on a 10-week study of the seed industry sponsored by Mississippi State College, the United States Seed Industry, the Agency for International Development and the International Agricultural Development Service.

While on the South Plains, the visitors will study sorghum and castorbean production and observe harvesting, drying, processing and warehousing of grain and forage sorghum seed.

-- 30 --

31/10-27-66

This release was distributed 10/28/66  
to all Lubbock media.

LUBBOCK, Oct. 28 -- Texas Tech's Saddle Tramps will be on hand to support the Red Raiders at the Tech-Rice game in Houston Saturday, Bob Fillpot, president of the spirit organization, has announced.

More than 70 of the group's 90 members are expected to make the trip to Houston and to play a leading role in the pre-game Tech Pep Rally scheduled at noon at the Shamrock Hilton Hotel.

Traveling by train, the group will take along their favorite noise-maker, "Bangin' Bertha," the huge Saddle Tramp bell which traditionally is a part of Tech pep rallies.

Members will sit together at the game, in a section which has been designated for their organization.

The Saddle Tramps also will attend the Ex-Students Association 11 a.m. reception at the Shamrock Hilton honoring President and Mrs. Grover E. Murray.

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32/10-28-66

This release was distributed  
10/28/66 to all Lubbock media.

LUBBOCK, Oct. 28 -- Texas Tech Home and Family Life Prof. W. Clark Ellzey will be in Oklahoma City Saturday (Oct. 29) to participate in the Oklahoma Youth Power Conference.

Ellzey will speak to the delegates on "Tommorrow is Today." The conference is sponsored by the Oklahoma govenor's Children and Youth Committee.

Hundreds of high school students are expected to attend.

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34/10-28-66

LUBBOCK, Oct. 29 -- Hundreds of Texas Tech Dads-- many of them accompanied by their families--are expected here for Tech's 10th annual Dad's Day celebration Nov. 4-5 and the jam-packed program of events leading up to the 7:30 p.m. game Saturday in Jones Stadium between the Red Raiders and Oklahoma State.

Anniversary events scheduled Friday include a noon luncheon for past presidents of Tech Dad's Association and a Trustees Dinner at 7:30 p.m., both in Tech Union.

Saturday's activities get underway with a registration coffee at 9:30 a.m. in the Union Coronado Room, said Dean of Student Life James G. Allen, coordinator of the annual program.

Next on the agenda for Dads only will be the annual Association business meeting at 11 a.m. in the Union ballroom, followed by the annual luncheon for association members and special guests. Association President Hart Shoemaker of Austin will preside.

Tech President Grover E. Murray will be the luncheon speaker. Honored guests will be the 1966 recipients of the six student scholarships awarded by the association, and inductees to the Athletic Hall of Honor.

Another highlight will be the announcement and presentation of the Spencer A. Wells Memorial Honorarium to a faculty member who has made a significant contribution to Tech. The \$500 grant established by the Wells Foundation was named in memory of a former chairman of the Tech Board of Directors.

Scheduled for induction into the Hall of Honor, which recognizes outstanding Red Raider athletes of past years, are Winfield (Windy)

(MORE)



Dad's Day -- add one

Nicklaus of Amarillo, captain of Tech's first football team, and Ross Ayers of Friona who captained the 1932 eleven, the nation's leading scoring team.

Dads and their families may tour the campus during the afternoon and will have further opportunity to greet old friends and meet new ones at the 5:30 p.m. barbecue in Lubbock Municipal Coliseum.

Dads will be spotlighted at pre-game ceremonies with the presentation of engraved plaques to the Youngest Dad, the Oldest Dad the and the Dad who came the greatest distance.

Tech Academic Vice President Dr. William M. Pearce will be the principal speaker at the Friday Trustee dinner.

Dads Association past presidents to be honored include Cecil O. Schwalbe of Dallas; Dr. W. H. Gordon, Lubbock; O'Brien Thompson, Amarillo ; Raymond Pfluger of Eden; Mark Gardner, Dallas; Paul F. Gustwick of Yoakum; Rigdon Edwards, Sweetwater; Fred Hill, Fort Worth; and Bill Collins of Lubbock.

Arrangements for Dads Day are under direction of representatives from Tech's Association of Women Students, headed by Janie Moser of Abilene, general chairman. Special events chairmen are: Beth Rutledge of Houston, registration; Gwen Henry of Port Arthur, coffee; Marilyn Loveless of Fort Worth, publicity; Lorrie Woods of Lubbock, luncheon arrangements; and Terry Terrell of Victoria, pre-game activities.

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36/10-28-66

ADVANCE RELEASE

On Nov. 15, 1940, the Nazis in Poland walled off a square mile of Warsaw.

That small slice of a once-great city became the famous Warsaw Ghetto. Into it were poured the city's 600,000 Jews. Old and young alike were crowded 10 or more to a room and denied normal rations of food, warmth, and clothing. Education ceased. Medical care for those under 3 and over 45 was cut off.

Starvation, freezing cold, and death-dealing typhus and tuberculosis began to take their toll. Many of those who endured were marched off to work for the Reich in factories. Others had a different destination -- the extermination camp at nearby Treblinka.

Thus grew one of history's greatest infamies. It is a story that has been told before, but rarely, if ever, with the authentic and harrowing power of Channel Five's presentation of the "Warsaw Ghetto" which will be shown on December 6.

What gives this hour-long documentary its exceptional quality is the fact that most of the motion pictures and still photos from which it was made was taken by the German captors themselves -- the people best able to do it.

On orders from the top of the Nazi command, cameramen of the German Army, the S. S., and Gestapo were given the job of taking photographs and films of life in the Ghetto. It was to be a complete anthropological record of the life and death of the 600,000 for the archives of none other than Heinrich Himmler, Hitler's police chief.

It was not surprising, therefore, that the photographers were meticulous in their work. Time and again they returned to photograph the same individuals -- so that there would be a record before the effects of starvation and torture were noticeable, and after.

Obviously, it was material the Germans never thought would be seen by anyone else. But now the pathos and grim truth of one of history's greatest cruelties is revealed as never before in this brilliantly edited documentary originally produced by BBC-TV.

The comment of "The Sun" was typical of the reception in the British press: "The photography was superb in quality as a scientific record should be. What kind of hands could hold a camera steady while dead children were shot down chutes into graves? What kind of mind could collect fare money from the cattle-children being ferried to the gas chamber? The BBC made us suffer some last night, and, like the Jews, we paid for the privilege. But it was a privilege to see this kind of documentary. It is the thorny crown of television."

Said the "Sunday Telegraph": "Producer Hugh Burnett's painful documentary was most telling when it depicted the everyday routine inside the square mile -- the improvised rickshaws instead of taxis, the Ghetto theater, girls sunbathing."

"Variety," in a foreign television review, called the BBC program "painful, harrowing, and deeply moving," and said that producer Hugh Burnett had assembled the material "with superb skill, and dodged none of the horrors."

Collecting this photographic material was a "life's work" after World War II for one of the few survivors of the Ghetto, Alexander Bernfes. Toward the end of the war, much was scattered -- some even thrown into lakes to prevent discovery. But Mr. Bernfes gathered it all, slowly and deliberately. Early in 1965 he telephoned BBC to tell them what he had.

BBC-TV was impressed by his collection of photographs, most of them never published, and decided to use them as the nucleus for a film telling

the full story of the Ghetto from its creation to its destruction by the Germans in 1943. Additional film for the program was collected from different parts of Europe.

Mr. Bernfes, who twice escaped the Warsaw Ghetto and who now lives alone in Britain, acted as adviser on the program and served as its narrator, recounting the grim deeds of the Ghetto with rare restraint and "an amazing absence of emotion," to quote from the "Variety" review. For South Plains audiences, he has also recorded a special prologue.

This release was  
distributed 10/28  
to Lubbock media.

LUBBOCK, Oct. 28 -- Inaugural events honoring Texas Tech President and Mrs. Grover E. Murray and former President and Mrs. Robert C. Goodwin include a reception from 5:30 to 7 p.m. Monday in the Croslin Room of the Tech Library.

The reception is open to all Tech students, faculty and staff, and the general public.

Joining Dr. and Mrs. Murray and Dr. and Mrs. Goodwin in the receiving line will be Tech Board Chairman and Mrs. Roy Furr.

Music will be provided by Tech's Faculty Woodwind Quintet and the Faculty String Trio.

Ladies of the Friends of the Texas Tech Library will serve, assisted by members of the President's Hostesses.

37/10/28/66....



This release was distributed  
10/28/66 to Lubbock media.

LUBBOCK, Oct. 28 -- Three members of the Texas Tech School of Home Economics faculty will attend a meeting in Chicago Nov. 2-5 of the National Association for the Education of Young Children.

Attending will be Home and Family Life Department Head Mrs. Estelle H. Wallace, Assistant Professor Mrs. Verna Hildebrand and Mrs. Frances U. Lyle, Head Start Regional Training Officer.

Mrs. Wallace will participate in the Association's laboratory school and Mrs. Hildebrand and Mrs. Lyle will take part in a conference forum.

More than 600 educators are expected to attend the conference which has as its theme, "The Young Child Rediscovered."

39/10/28/66

This release was distributed  
10/28/66 to all Lubbock media

LUBBOCK, Oct. 28 -- Texas Tech's Goin' Band from Raiderland will present a colorful halftime show at the Tech-Rice football game in Houston Saturday, climaxing the performance with a formation honoring retiring Rice Coach Jess Neely.

Band Director Dean Killion will conduct the 286-member marching band in "Colorama '66," a series of precision drills and twirling specials woven around such lively tunes as "Camelot," "Cherry Pink," "The Lady in Red," and "Walk Right In."

As a finale, the band will spell out the word "TECH" to the rhythm of "Over the Rainbow," to be followed with the word "JESS" as a tribute to Coach Neely who is retiring this year after 26 years in the Southwest Conference.

Drill leaders will be drum majors Jimmy Harvey and Jack Woody and majorettes Chris Adrean, Diane King, Dyanne Humphries, Judy Stewart, Sandi Palmer, Donna Snyder, Brenda Curbo and Barbara Zimmerman.

Feature twirlers will be Marsha Dement, Sally Carroll and Terry Stephens.

40/10/28/66...

LUBBOCK, Tex. -- Conrad L. Wirth, consultant for the Rockefeller Brothers Fund and Laurance S. Rockefeller, will keynote a special evening program Oct. 30 in Texas Tech's University Theater signalling the opening of events surrounding the Inauguration of Dr. Grover E. Murray as Tech's eighth president.

Wirth, Director of the National Park Service from 1951-64, will introduce special presentations by the Texas Parks and Wildlife Department and Tech's Park Administration Department. The program is for out-of-town guests and delegates.

A presentation by the Texas Parks and Wildlife Department entitled "Murder of Silence," will feature more than 800 colored slides on outdoor recreational areas throughout the state.

Tech Park Administration graduate students Don Stence, Alden Sievers, Jerry Rogers and Harold Dollins will present a program entitled "Preview of the Texas State Parkway."

Tech Vice President for Business Affairs M. L. Pennington will introduce Wirth.

Wirth, who also serves as Executive President of the National Recreation and Park Association, is keenly interested in the provision of adequate recreational facilities. He initiated a movement in 1936 which resulted in the passage by Congress of the Park, Parkway and Recreational Area Study Act. He also directed the state-by-state studies which were undertaken under that Act.

He was one of the leaders in an effort to combine major professional and lay organizations in the field of parks and recreation. As a result, the National Recreation and Park Association was founded last year. The Association includes what formerly were the American Institute of Park Executives, the National Recreation Association, the National Conference on State Parks and the American Recreation Society.

Wirth was a member of the Virginia Outdoor Recreation Commission from 1964 until the completion of its duties last year. He also has served as an advisor to the Minnesota Outdoor Recreation Resources Commission and to the University of Massachusetts.

He has received numerous honors, including the Pugsley Gold Medal in 1946 for service on behalf of the national parks, the Congressional Selective Service Award in 1948, Honorary Fellowship in the American Institute of Park Executives in 1954 and the Rockefeller Public Service Award in 1960-61 for "achievement and long and distinguished career service in conservation and resources."

Wirth last year was awarded the Theodore Roosevelt Medal for service in the conservation of natural resources and the Everly Gold Medal of the American Institute of Park Executives for outstanding merit in parks and recreation.

This release was distributed  
10-28-66 to all Lubbock media

LUBBOCK, Oct. 28 -- Among the thousands of spectators at Tuesday's inaugural ceremonies for Texas Tech's President Grover E. Murray, two young women will have a very special interest in the colorful proceedings.

They are Dr. and Mrs. Murray's daughters, Mrs. C. Wylie (Martha) Poag Jr. of New Orleans, who will be here with her husband and young daughter, 10-month-old Tracy, and Barbara, a sophomore at Rice University.

Also expected to attend are Dr. Murray's mother and stepfather, Mr. and Mrs. Hugh P. Williams of Hickory, N. C., and Dr. Murray's brother, James L. Murray, an aviation firm executive from San Diego, Calif.

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42/10-28-66

This release was distributed  
10/29/66 to all Lubbock media.

LUBBOCK, Oct. 29 -- KTXT-TV, Texas Tech's education television station, will return to the air on Channel 5 with its regular broadcast schedule at 5:30 p.m. Monday (Oct. 31).

The station was off the air during the summer for expansion, renovation and addition of new equipment made available by a \$170,000 grant from the Department of Health, Education and Welfare.

Station manager D.M. McElroy said the station now has monochrome facilities equal to those of any commercial station in the area.

KTXT-TV is a member of the NET television network, and programming for the coming season should appeal to viewers of all ages.

A new addition this season is "TV Kindergarten," to be shown each day at 5:30 p.m.

Other programming features will include in-depth political studies, foreign documentary films and several weekly fine arts programs such as the "Warsaw Philharmonic" and "NET Playhouse," a series of dramatic presentations from Shakespeare to the modern Theater of the Absurd.

43/10/28/66...



For release: PM's Monday, October 31, 1966

"SOCIAL PROBLEM OF WATER" DEFINED BY U.S. HYDROLOGIST

LUBBOCK, TEX., Oct. 31 -- Dr. Luna B. Leopold, Research Hydrologist with the U. S. Geological Survey suggested here Monday that "the social problem of water" should be added to the list of major problems of the world.

Speaking at a Symposium on Arid and Semi-Arid Lands at Texas Tech, Dr. Leopold defined the social problem of water as "the relationship of society to its water resources expressed through attitudes, procedures for economic evaluations, legislation, standards and custom."

He said that "these, in their interaction, may be more important than any other water problem we face, such as problems of water availability, pollution and custom.

"Owing to the fact that society is demonstrably changing its attitudes, desires and values toward the environment, the water scientist, the planner and the developer might well be turning their attention to the social problem of water," the USGS hydrologist said.

"Innovations in facing this problem would take effective form mainly through the medium of actual development plans or pilot projects on the ground," he emphasized, and "they do not lend themselves to technical papers in the scientific literature.

"Needed research in the water field," said Dr. Leopold, "should not be considered to lie primarily in the realm of high-speed computers and sophisticated laboratories, but it must become involved with actual landscape, liquid water and with people," he concluded.

This release was distributed  
10-29-66 to all Lubbock media.

LUBBOCK, Oct. 29 -- Answers to rising food prices in Texas are being sought by two Texas Tech agricultural economics professors following a special request from Gov. John Connally.

Gov. Connally asked for the study Thursday in letters to Tech President Dr. Grover E. Murray and the presidents of Texas A&M University and the University of Texas.

Dr. Murray requested Tech's School of Agriculture to conduct the study and report to the governor by Dec. 1. Agriculture Dean Gerald W. Thomas assigned Agricultural Economics Head Dr. Williard Williams and Associate Professor Dr. Mark Fowler to the project.

"We are ready, willing and able to work on this study," Dean Thomas said Saturday.

Dr. Williams and Dr. Fowler will be in Austin Tuesday for a planning session with State Budget Director Bill Cobb and representatives from A&M and Texas.

Dr. Williams has worked on similar projects while serving as Information Statistics Section Head of the Food Marketing Margins and Cost Division of the U. S. Department of Agriculture. Dr. Fowler also has had considerable experience in marketing margins and costs.

Gov. Connally said he was concerned "with the danger of inflation. I am particularly disturbed about mounting food prices and their effects on the family budget," he added.

(MORE)

Food Price Study -- add one

Gov. Connally directed that the study encompass a detailed analysis "both of the present food costs and the causes of the increases. I would hope," he said, "that this study could relate what has caused the increase in food prices and where and to whom this additional money is going."

Dean Thomas said Tech researchers would like to compare U.S. figures with Texas statistics to determine changes since 1965 statistics were compiled on how the consumer dollar is spent.

"It has been consistently true," he said, "that the American consumer spends less of his take home dollar for food than anyone else in the world." He added that in Russia more than 50 per cent of take home pay is spent for food.

The governor requested that the universities make both a short-term and long term comparison study, covering a period from a year ago to as far back as 20 years ago.

Gov. Connally's letter said although he had outlined the scope of the study, "I do not want you to be limited by the specifics I have mentioned. If your research leads you to other meaningful statistics or comparisons, they could be included."

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46/10-29-66

FOR RELEASE: PM's Monday, October 31, 1966

"SMITHSONIAN SECRETARY SAYS MAN MUST ADAPT"

LUBBOCK, Tex. Oct. 31-- Dr. S. Dillon Ripley, Secretary of the Smithsonian Institution, declared here Monday that "man is faced more than ever before with the challenge of adapting human societies to arid environments."

Speaking at a Symposium on Arid and Semi-Arid Lands at Texas Tech, Dr. Ripley said "International programs designed to meet this challenge, such as Tech President Grover E. Murray is planning, are urgently needed.

"As you probably know," Dr. Ripley said, "the UNESCO arid-zone program that flourished between 1957 and 1962 by providing research support at certain institutions in arid regions and sponsoring symposia is fading away. It is timely for institutions such as Texas Tech to take leadership in both pure and applied research and education on arid lands."

He said solutions to arid-land problems do not lie simply in ever-increasing irrigation. "It has been well documented by archaeologists that the giant irrigation schemes of the ancient past lasted only for a century or two," he pointed out.

"One of the dangers today," Dr. Ripley said, "is our failure to recognize that most desert ecosystems are not isolated and self-contained and we cannot change their landscapes by irrigation without influencing other and remote nonarid ecosystems."

He explained that by drawing water from the Columbia River in the Pacific Northwest to irrigate the deserts of Southern California and Arizona there is a danger of unintentionally degrading or destroying present or future ecosystems in British Columbia, Washington, Idaho and Oregon which may need these waters some day for a full realization of their own natural resources.

-MORE-



Ripley..add one

Dr. Ripley pointed out that the museum being planned at Texas Tech as a part of the developing International Center for Arid and Semi-Arid Land Studies can serve both as a "trademark and a showcase."

He said it can be used for educational purposes for all students and the general public and can be utilized as a model for students and educators from abroad who may wish to develop similar museums in their countries.

"Ecological science alone," Dr. Ripley said, "cannot reverse man-induced dessication in semi-arid lands--nor can ecological technology alone solve this problem. This means that a university, such as Texas Tech, must provide strong competence in several areas of knowledge, or else join with other universities in a consortium that will encompass the relevant fields."

Dr. Ripley said inter-university programs, both on a national and international scope, are essential to rapid development of new sciences.

He explained that the Smithsonian Institution, as a private, government-related institution, has an important role to play in developing a new science concerned with systems of human societies and their total environment.

"As we increase our capabilities in our new ecology program we will collaborate more and more with universities," he said.

Dr. Ripley said that man, in the process of adapting his societies to arid environments, has an opportunity not only to contribute "towards his own survival," but also to evolve intellectually and culturally, utilizing the arid environments to their full potential within the scope of a "one-world composed of many types of environments."



FOR RELEASE: PM's Monday, October 31, 1966

"GEOLOGY HELD KEY SCIENCE IN MAN'S FUTURE"

LUBBOCK, Tex. Oct. 31--Dr. William T. Pecora, Director of the United States Geological Survey, said here Monday that "it is my belief that geology is now the critical science that will insure the continued progress of our civilization."

In a speech for a Symposium on Arid and Semi-Arid Lands, Dr. Pecora said "it is geoscience which provides for the resources and energy required to keep our civilization viable in future years."

At the Symposium, which precedes ceremonies marking the Nov. 1 inauguration of Dr. Grover E. Murray as Texas Tech's eighth president, the USGS Director said that "having exceeded the critical mass in population and the critical distribution in all geographic zones on earth, man can protect himself, can build for himself, can provide for himself as no other creature heretofore over the past billion years.

Dr. Pecora said "human civilization, like ~~life~~ life in any form, requires two basic ingredients to remain viable -- raw resources coupled with energy.

"If, as others predict, the world's population doubles in 40 years to reach six billion, civilization as we know it is imperiled if the energy and resources coupling it are not reinforced," he said, adding that, "we have no need to worry about the next decade or two; we ask the question, however, upon whom falls the responsibility for future generations?"

Dr. Pecora underlines the often-observed but simple fact that "the crust of the earth has been the immediate or ultimate source of all man's material needs. Shelters, water supplies, fuel, metals soils; all have their source in the crust beneath our feet.

"With the development of geology as a formal science," he said, "there has been a great increase in mineral wealth because hidden resources that could not otherwise been found have been uncovered;

-more-

Geological Survey...add one

increases in our water supplies from underground sources made possible communities and industry where none could exist before; and data and information about the land and the rocks beneath it have been provided without which many of our greatest engineering enterprises could not have materialized."

The USGS Director said we have reached downward into the "third dimension" to capture its underground sources of wealth that provide for survival and economic exchange.

While noting that at this point in history, tremendous sources of energy are available to us, Dr. Pecora emphasized that "the future of our other coupling parameter -- raw resources -- is not so clear," pointing out that "in the past 50 years man has consumed more mineral resources than in all his previous history, and supplies of many are now critical.

"This is the point at which the geologic sciences become truly necessary -- when man needs it most," he said, "I believe the future prospects for new raw materials can be regarded as optimistically as the prospects for energy."

The Geological Survey Director reminded his audience that "there are vast areas -- both on land and under sea -- that have not yet been explored, and that even in areas which have been explored there is wealth below the surface which lies waiting to be discovered and exploited by use of more refined techniques and instruments and through the greater understanding of the geologic factors controlling their occurrences.

With the continued support of our sister sciences of physics, chemistry and biology, and with the aid of engineering, geologists can now even hope to decipher the 3-D jigsaw puzzle which is the crust of the earth -- a bounteous cornucopia."