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NAME OF STORY

CAPTIONS AND													
Date	NAME OF STORY	Locals	A. J. only	State List	Reg.	Ag. List	Fine Arts	Science Stories	HT's	Special Stories	News Films	Pix	EXPLANATION
18-2-10	West of the Sun Hollywood in Southern California	X											FT-1, 501 (Edison), Remington, Bellows, 4x10, 10x12, 10x14, 10x16, 10x18, 10x20, 10x22, 10x24, 10x26, 10x28, 10x30, 10x32, 10x34, 10x36, 10x38, 10x40, 10x42, 10x44, 10x46, 10x48, 10x50, 10x52, 10x54, 10x56, 10x58, 10x60, 10x62, 10x64, 10x66, 10x68, 10x70, 10x72, 10x74, 10x76, 10x78, 10x80, 10x82, 10x84, 10x86, 10x88, 10x90, 10x92, 10x94, 10x96, 10x98, 10x100, 10x102, 10x104, 10x106, 10x108, 10x110, 10x112, 10x114, 10x116, 10x118, 10x120, 10x122, 10x124, 10x126, 10x128, 10x130, 10x132, 10x134, 10x136, 10x138, 10x140, 10x142, 10x144, 10x146, 10x148, 10x150, 10x152, 10x154, 10x156, 10x158, 10x160, 10x162, 10x164, 10x166, 10x168, 10x170, 10x172, 10x174, 10x176, 10x178, 10x180, 10x182, 10x184, 10x186, 10x188, 10x190, 10x192, 10x194, 10x196, 10x198, 10x200, 10x202, 10x204, 10x206, 10x208, 10x210, 10x212, 10x214, 10x216, 10x218, 10x220, 10x222, 10x224, 10x226, 10x228, 10x230, 10x232, 10x234, 10x236, 10x238, 10x240, 10x242, 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CAPTIONS AND												EXPLANATION
Date	NAME OF STORY	Locals	A. J. only	State List	Reg.	Ag. List	Fine Arts	Science Stories	HT's	Special Stories	News Films	Pix
1-2-146	Medical Services	X										
2-2-15	Measles Threat	X										Depen Co. News, Broomfield
3-2-15	Austin Eder	X										Austin Media
4-2-15	Don Remy	X										
5-2-15	Trick's Spring Crawlout	X										Not born of Doe to Sand Point College; but wants media & parents
6-2-15	Roland Anderson	X										
7-2-15	Prof. Roney Schuly	X										
8-2-15	DEVERA RUSSELL	X										Multiple Journal
9-2-15	Dr. L. Ann Bunting	X										BP food
10-2-15	Dr. C. L. SONNICHSEN	X										Pix - Astor BR-T. W.
11-2-16	Dr. MERVYN L. RUDER	X										DEAN BRADFORD
12-2-16	AFRONS home	X										
13-2-16	Math. Assoc. for Bry. teachers ED. Jewice of Effluent	X										Special form list of about 60 Dec. edited & not furnished to DNR
14-2-16	Dr. Clark Manning											
15-2-16	Dr. Zignee's Midland Forum	X										Midland Media
16-2-16	Detg. Proceedings of Symposium	X										
17-2-16	Midland Management Science	X										
18-2-17	Prof. Res. Photographs											Special form list of about 60 Dec., of West & Nat. Journals & Nat. Special form list of about 60 Dec., of West & Nat. Journals & Nat.
19-2-17	Prof. Herbert W. Black											Product & Nat. Journals & Nat.

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CAPTIONS AND												EXPLANATION
Date	NAME OF STORY	Locals	A. J. only	State List	Reg.	Ag. List	Fine Arts	Science Stories	HT's	Special Stories	News Films	Pix
1-2-21-22	Tech Telephones	X										Also to 4 (1) 1921 B. 1922 Text: 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 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KINGSTON, Okla., Jan. 31 -- A record 300 persons braved icy roads to attend the 11th annual Southwest Park and Recreation Training Institute conducted by Texas Tech's Park Administration and Horticulture Department which opened a three-day run here Monday.

Parks and recreation executives, including one from as far away as Ontario, Canada, are discussing common problems and airing new ideas during the Institute. Elo J. Urbanovsky, head of Tech's Park Administration Dept., is Institute Director.

Park officials heard a keynote address Monday morning by J. Austin Smith of Londonville, Ohio, a discussion on the new National Recreation and Parks Association by Ray Butler, the Association's Executive Director, and a presentation by Marvin R. Springer of Dallas on parks and open spaces and land use adjacent to golf courses.

Afternoon sessions were devoted to five workshops concerning various phases of park development and maintenance.

Using the Institute's theme, "The Park -- Our Ministry," keynoter Smith urged the officials to create within themselves the simplicity to wonder, the determination to learn and the power to apply that learning in doing their jobs better than they ever have been done before.

"We need your ministry because a park can bring families together in a common activity at a time when one in every four marriages ends in divorce ... when college students are to find their own government in marches to escape the draft, and when college students are robbing banks and committing murder just for the fun of it," Smith declared.

Smith said good park and recreation planning is needed also to prevent boredom, which sociologists warn is mankind's fifth greatest threat.

(more)

Park and Recreation Training Institute--add one

Butler traced the growth of the newly created National Recreation and Park Association and said the trend for recreation and parks to combine as a single governmental unit is definitely here.

"I predict," Butler said, "that it will not be too much longer before government leaders and the American citizen will realize that we cannot neatly compartmentalize recreation into 'indoor, outdoor, resource based, user based' or any other way that implies separate and distinct disciplines within recreation."

Using portions of the Dallas area as prime examples, Springer told the gathering that the need for more open space around housing developments and industrial areas is here, citing population concentration as the main reason. He urged the park executives and workers to keep themselves fully informed on new methods and techniques in order to do the very best job possible with a fast disappearing commodity -- open land area.

Eight workshops will be the order of the day Tuesday. On Wednesday, three Tech graduate students will discuss foundations of a state parkway. A Wednesday night banquet is the final event on the Institute's agenda. Toastmaster will be Charles B. Campbell, director of Parks and Recreation in Fort Worth. Fort Worth Star-Telegram columnist George Dolan will be the featured speaker.

The Institute is sponsored jointly by the American Institute of Park Executives, Southwest Park and Recreation Training Institute and the Oklahoma Planning and Resource Board.

LUBBOCK, Jan. 31 -- Texas Tech's spring semester enrollment reached an unofficial record high Monday of 15,737, College officials announced.

The figure, still unofficial until verified on the 12th day of classes next week, represents the largest enrollment for any spring term at Tech, said assistant registrar Evelyn Clewell.

She said the new enrollment figure represented approximately the same rate of increase over 1965 as was shown in the fall semester totals.

The count by schools showed 1,181 in the School of Agriculture, 6,562 in the School of Arts and Sciences, 3,474 in the School of Business Administration, 2,103 in the School of Engineering, 965 in the School of Home Economics and 1,452 in the Graduate School.

Tabulations showed 9,954 men students were enrolled for the spring term as compared with 5,783 coeds.

Last fall's enrollment was 16,305. Spring semester enrollment customarily shows a slight decrease over fall enrollment, Miss Clewell said.

2/1/31/66...

LUBBOCK, Tex., Feb. 1--Dr. Milton Lester Peebles, associate professor of Dairy Industry in Texas Tech's School of Agriculture will present two papers at the annual meeting of the Association of Southern Agriculture Workers Feb. 7-9 in Jackson, Miss.

His papers are "Some of the Forced Convection Heat Transfer Characteristics of Ice Cream Mix" and "An Evaluation of the CVT Test for Predicting Shelf Life of Selected Dairy Products."

Dr. Peebles also will serve on an awards committee to select and recognize outstanding contributions to Southern agriculture, and as an evaluator to choose the outstanding presentation by graduate students.

Dr. Peebles joined the Tech faculty in 1951. He earned his doctorate from Ohio State University in 1960.

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4 - 2-1-66

LUBBOCK, Feb. 1--Texas Tech will present its third Artists Course program of the season, the National Shakespeare Company's production of "Macbeth," at 8:30 p. m. Monday (Feb. 7) in Lubbock Municipal Auditorium.

Tickets at \$4 each will be available to the general public beginning Wednesday (Feb. 2) at the Tech Union box office or Tech Union program office. No seats will be reserved.

The NSC troupe of experienced players has won plaudits for its dramatic interpretations of Shakespearian plays, said Dr. Harold Simpson, chairman of Tech's Fine Arts Committee.

William Metzo, whose off-Broadway credits include "The Bald Soprano" and "The Skin of Our Teeth," will portray Macbeth as an intensely human and once-honorable warrior destroyed by the corrosive effects of evil.

Texas born Pat Starr, lately of the "The Trojan Women" produced at Circle in the Square in New York City, will appear as Lady Macbeth. Miss Starr also was an original member of the Dallas Theater Center Repertory Company and served as artist-in-residence at Delmar College.

Banquo will be played by Howland Chamberlain, veteran of more than three decades in the theater, movies and television. On the screen, he played in the Academy award-winning films, "The Best Years of Our Lives" and "High Noon."

Brad Sullivan, who will play the role of Macduff, has appeared in such road company productions as "The Andersonville Trial" with Brian Donlevy, and "The Teahouse of the August Moon" with Red Buttons.

Others in the cast will include D. Keith Mano as the Murderer, Lennard DeCarl as Malcolm, Neil Flanagan as the Porter and Gene Nye as Angus.

(More)

MACBETH--add one

Mano, a former Kellett Fellow in English literature at Clare College, Cambridge, has also studied at the Royal Academy in England and performed with the Hampstead Theater Repertory Company. DeCarl won the D. H. Lawrence performing award for his portrayal of Mercutio in "Romeo and Juliet" and played feature roles in "A View From the Bridge," "Taste of Honey" and "Bus Stop."

Tech students are admitted free because Artists Course presentations are financed by an allocation from student activity fees. Half-price tickets are offered to Tech faculty and staff one week before the event.

Fourth and final event in the series will be a concert by the Pittsburgh Symphony Orchestra, April 18, with William Steinberg conducting.

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5 - 2-1-66

This release was distributed
2/2/66 to Lubbock media

KINGSTON, OKLA., Feb. 2--A banquet Wednesday night (Feb. 2) closed the 11th annual three-day Southwest Park and Recreation Training Institute conducted by Texas Tech's Park Administration and Horticulture Department.

The banquet ended three days of discussion and exploration of new ideas by 300 parks and recreation executives and workers.

Elo J. Urbanovsky, head of Tech's Park Administration Dept., was Institute Director. Dr. James W. Kitchens, head of Tech Grounds Maintenance, served as program chairman.

Wednesday's sessions were devoted to workshop reports followed by two general sessions. The first session featured a film "Ugliness in Our Environment."

Afternoon sessions included a seminar on "Recreation Potential of Trinity River Project," with Urbanovsky as panel chairman.

Tech graduate students Alden Seivers, Don Stence and Jerry Rogers delivered a presentation on "Foundations of a State Parkway." Scott Fikes, city horticulturist-forester of Fort Worth, chaired a business session and conference summary.

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8-2-2-66

This release was distributed
2/2/66 to Lubbock media and
local farm editors.

LUBBOCK, Feb. 2 -- More than 300 persons are expected to attend the fourth annual West Texas Water Conference scheduled at Texas Tech Friday, according to Tech Agriculture Dean Gerald W. Thomas.

Conducted by the West Texas Water Institute, the one-day conference will include talks by water resources specialists and the release of a summary by the Institute's research committee of all active research projects relating to West Texas water resources. The Texas Water Development also will distribute information relating to the statewide Water Plan.

Water resources specialist Harvey O. Banks of San Francisco will be the principal speaker at a noon luncheon. Banks has had more than 30 years of experience in all aspects of surface and ground water investigations and development.

Registration will be conducted from 8-9 a.m. Dr. Thomas is Director of the Institute. George McClesky, president of the Lubbock Chamber of Commerce, will welcome participants.

The conference is sponsored jointly by Tech and 28 other governmental agencies and private businesses. All sessions will be conducted in the Tech Union Building.

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LUBBOCK, Feb. 1 -- Fabri Diaz has joined the Texas Tech Foreign Languages Department as instructor in Spanish. A native of Colombia, Diaz earned his B.A. degree from Javeriana University in 1959 and completed requirements for a master's degree at the end of the fall semester at Kansas State University, Manhattan, Kans. He spent last summer in Lubbock as a member of Tech's Peace Corps language training staff.

-30-

6-1-2-66

This release was distributed
2/2/66 to all Lubbock, Dallas,
Crosbyton media, and W. M.
Parks, American Liberty
Oil Co.

LUBBOCK, Feb. 2 -- Receipt of 46 cartons of lawbooks as a gift to Texas Tech's new Law School was announced Wednesday by the Tech Ex-Students Association.

Association Executive Director Wayne James said the volumes were donated from the law library of the American Liberty Oil Company in Dallas. James praised the oil company and Dallas County Exes for making the gift possible.

The volumes were given to the Association's Loyalty Fund and designated for the Law School Library. The Law School is scheduled to open in September of 1967.

Involved in securing the gift were Dallas banker Dane Grant, president of the Dallas Exes, American Liberty president T. L. Wynne Jr., firm attorney W. M. Parks and James.

James said "The Wynne family is known throughout the Southwest for its generous support of higher education. It is through the generosity of individuals and firms like the Wynnes and American Liberty Oil that Tech will be able to build a first class Law School."

Crosby County farmer Don Anderson, president of the Tech Ex-Students Association, said he hoped the gift would encourage others to make similar contributions.

Board Member Harold Hinn of Dallas and Plainview transported the volumes to Tech.

This release was distributed
2/2/66 to Lubbock and area media.

Lubbock, Feb. 2 -- Approximately 75 representatives from colleges in a five-state area are expected to attend the annual meeting of the Southwestern College Health Association Friday and Saturday (Feb. 4-5) on the Texas Tech campus.

The two-day series of lectures and panel discussions will be of special interest to college doctors and nurses, directors of student health services, deans and athletic trainers, said Dr. Fred P. Kallina, SCHA president and director of Student Health Services at Tech.

Registration will begin at 9:30 a.m. Friday in Tech Union where sessions will be held in the Mesa Room.

M. L. Pennington, Tech's vice president for business affairs, will welcome the participants at the 10:30 a.m. general session. Mary Gilmore, R.N., from Oklahoma College for Women will be moderator of a panel discussion on "Nurses and Para-Medical Personnel in Student Health Services." Speakers will include Lillian McCavick of the University of Texas, Edith Butler of Oklahoma State University, Jane Rosin of Eastern New Mexico University, Louise Mitchell of West Texas State and Iris Norman and Shelba Flenniken of Texas Tech.

Friday's luncheon speaker will be Dr. Donald Cooper, director of Student Health Service at Oklahoma State University whose topic will be "National Level of the American College Health Association."

(more)

Health Association -- add one

Purposes and administration of college health services will be evaluated at afternoon panel discussions. Moderators will be Dr. Kenneth Young, director of Student Health Services at the University of New Mexico, and Dr. Roger Lyons, director of Texas A&M's health service. Speakers will include Tech Dean of Student Life James G. Allen, Dean S. M. Kennedy of the Tech School of Arts and Sciences, Dr. Don Robinson, of the University of Oklahoma, Louisiana State University Hospital Administrator Odell Hanchey, Dr. Charles Nester of West Texas State, and Margaret Jarrett, of Midwestern University's health staff.

Visitors will be taken on a tour of the campus Saturday morning under direction of Elo J. Urbanovsky, Head of the Department of Park Administration, and Joe B. Holmes, manager of Tech's Central Food Facilities.

Dr. Wallace Hess, Tech athletic department physician, will conduct a discussion on "Intramurals and Athletics on Campus." Speakers will be Don Sparks, head athletic trainer at Tech, Edsel Buchanan, director of intramural sports, and Dr. Cooper.

Saturday's luncheon speaker will be Berl Huffman, coach of freshman football and varsity baseball at Tech.

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

This release was distributed
2/2/66 to Lubbock and area
media.

LUBBOCK, Feb. 2--Texas Tech will receive grants totaling \$25,600 for preparation of professional personnel in special education during the 1966-67 academic year, President R. C. Goodwin announced Wednesday.

The U. S. Office of Education approved a grant of \$14,400 to provide four senior year traineeships to prepare teachers of mentally retarded children and a fund of \$11,200 to establish three senior level traineeships in Tech's speech and hearing program.

The programs will be under direction of Dr. Bruce D. Mattson, chairman of the Special Education Section of the Department of Education, and Dr. William K. Ickes, director of Tech's Speech and Hearing Clinic.

Purpose of the grants under Public Law 88-164 is to encourage students to prepare for teaching exceptional children, a field which is in short supply at present, said Dr. Morris Wallace, head of Tech's Department of Education.

"These are initial grants in an area which eventually will involve about seven departments of our special education program at Tech," Dr. Wallace added.

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11 - 2-2-66

This release was distributed
2/3/66 to Lubbock, Crosbyton
media.

LUBBOCK, Feb. 3 -- The Executive Board of the Texas Tech Ex-Students Association and trustees of the Texas Tech Loyalty Fund will hold a joint meeting at the Tech Union at 10 a.m. Saturday (Feb. 5).

Association Executive Director Wayne James said the meeting, the first of 1966, would feature reports on Association activities last year and presentation of new plans and projects.

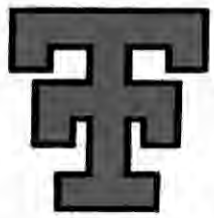
Red Raider basketball coach Gene Gibson will be featured speaker at a noon luncheon, James said.

Association President Don Anderson of Crosbyton will preside. Members are expected from Dallas, Lubbock, Midland, Abilene, Austin, San Antonio, El Paso, Lamesa, Spearman, Andrews, Hobbs, N. M., Tyler, Lockney, Arlington and Roswell, N. M.

Board members and their wives will be guests at the basketball game Saturday night between Tech and the University of Texas.

(30)

12-2-3-66



NEWS

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

This release was distributed to
all Lubbock media on 2/3/66.

LUBBOCK, Feb. 3 -- Texas Tech's Noon Forum series of faculty lectures will continue during the Spring semester on a variety of topics ranging from anthropology to history.

This month's lecturers and their topics will include:

Feb. 16 -- Dr. David Vigness, professor of history, "Revolution and Change in Latin America;" Feb. 25 -- Dr. Metin Tamkoc, visiting professor in government, "The Role of the United Nations in International Civil Wars."

Speakers in March will be : March 2 -- Richard Furlow, instructor in anthropology, "Personality in Anthropology"; March 16 -- Dr. Van Mitchell Smith, associate professor of history, "Contemporary Africa"; Frank Simpson, teaching assistant in history, "Another Tired American."

Dr. Kenneth Davis, associate professor of English, will speak on "Satire: the Voice of Criticism," April 20, and Ralph Macy, Episcopal Chaplain at Tech, will discuss "Changing Patterns in Christianity" on May 4.

The series of lectures, sponsored by Tech Union Ideas and Issues Committee, is open to the public at no admission charge. Luncheon reservations (\$1 each) however must be made by 5 p.m. of the day preceding the lecture at the Tech Union program office.

This release was distributed to all
Lubbock media and farm editors
on 2/3/66.

LUBBOCK, Feb. 3 -- Registration for the fourth annual West Texas Water Conference opens at 8 a.m. today (Friday, Feb. 4) in Texas Tech's Student Union Building.

The one-day conference, conducted by the West Texas Water Institute, is expected to attract more than 300 persons, said Tech Agriculture Dean Gerald W. Thomas, Institute Director.

The formal program will get underway at 9 a.m. following registration and a coffee. Among the speakers are specialists on state and national water problems.

Harvey O. Banks, nationally known water resources specialist from San Francisco, will discuss "Water Importation to the Texas High Plains--Available Sources and Expected Costs," at a noon luncheon.

Banks has had more than 30 years experience in all aspects of surface and ground water investigations and development. He is a graduate of Syracuse University, and holds a master's degree from Stanford.

A conference highlight will be the presentation of reports on five studies by Tech faculty members for the Texas Water Development Board.

The reports were prepared at the request of Gov. Connally to assist the TWDB in developing the Texas water plan. They cover water reuse, relation of water to public health and the importance of irrigation to the economy of the Texas High Plains.

Tech President R. C. Goodwin and Dr. Thomas will present the reports to Marvin Shurbet, vice chairman of the TWDB, and Joe G. Moore Jr., executive director of the board.

A summary by the Institute's research committee on all active research projects relating to West Texas water resources also will be released.

Joe G. Moore Jr., Executive Director of the Texas Water Development Board, will discuss the "Texas Statewide Water Plan" at 9:20 a.m. Herbert W. Grubb, assistant professor of Agricultural Economics at Tech, will speak at 9:50 on the "Importance of Irrigation to the High Plains Economy."

(more)

Water Conference--add one

O. F. Dent, member of the Texas Water Rights Commission, will discuss "Groundwater in Texas." Dr. Clark Harvey, Tech Agronomy professor, will discuss the "Status of Sewage Effluent Use in Texas" at 11:10 a. m.

Panel discussions are scheduled from 2-3:15 p. m. J. T. Musick, research agricultural engineer with the U. S. Department of Agriculture, will lead the opening panel on "Maximizing Rainfall Use Efficiency Through Limited Use of Irrigation Water."

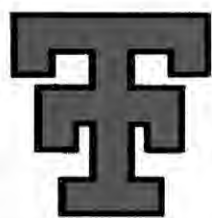
"Soil Moisture Dissipation During Fallow Periods in the Southern Great Plains," is the topic of W. C. Johnson of the USDA at Bushland, Tex.

Crosby County farmer Don Anderson will discuss "Water Conservation Experience on a Texas High Plains Farm."

O. R. Stark, executive vice president of the Quitaque National Bank, will speak on "A Bank's Obligation in Water Conservation."

Robert Orton, state climatologist from Austin will explore "The Weather and Climate of West Texas."

P. M. Price of the Soil Conservation Service in Temple will discuss "Contributions of Soil and Water Conservation Districts and the Soil Conservation Service Toward Conservation of Rainfall and Irrigation Water in the Texas High Plains."



NEWS

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NEW ORLEANS, Feb. 3--~~Texas~~ Tech's range plant identification team walked off with top honors here Wednesday for the second consecutive year in judging competition with 10 other colleges and universities.

The Tech team won the national contest, sponsored by the American Society of Range Management, with a total score of 2,975 out of a possible 3,000.

Utah and Texas A&M were tied for second with 2,958; Colorado State was fourth with 2,922 and Wyoming was fifth with 2,918.

Jimmy Brown, a senior member of the Tech team from Wellington, was first among individual competitors with a score of 995 out of a possible 1,000. Darrell Ueckert, a senior from Merkel, and Sherman senior Jack Prichard were tied for fifth place with scores of 990.

George Mitchell, junior from Breckenridge, is the fourth member of the team. Dr. Joseph L. Schuster, an assistant professor of range management at Tech, is team coach.

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This release was distributed 2/4/66
to Lubbock, Borger and Amarillo
media.

LUBBOCK, Feb. 4--Texas Tech cheerleader Jan Fauske of Borger has been designated as an official entrant in the 1966 Miss Cheerleader USA Contest.

The contest, an annual event, is sponsored by Florida Cypress Gardens. Five finalists will be selected from photographs and entry blanks, and each will win an expense-paid trip to Florida for final judging on the weekend of April 9-10.

The winner, to be chosen on her ability to lead cheers and enthuse a crowd, will receive a \$200 scholarship, a trophy and other honors.

Miss Fauske, daughter of Mr. and Mrs. S. C. Fauske of (228 Moreland) Borger, is a senior physical education major.

She has been a finalist in the La Ventana Miss Mademoiselle Contest for the past two years, was a member of the 1965 Homecoming Queen's Court and is a former Miss Borger High School.

A member of the Flying Matadors trampoline team, she has taught tap dancing, twirling, ballet, gymnastics and synchronized swimming.

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16 - 2-4-66

This release was distributed
2/4/66 to local media.

LUBBOCK, Feb. 4--A gift of foreign language Bibles containing volumes in 38 languages and dialects was presented to Texas Tech library today (Feb. 4) by students of the Church of Christ Bible Chair at the College.

The unusual collection, evaluated at \$264, was selected on a basis of nationalities of foreign students currently enrolled at Tech, said Marston Meador, Dallas senior, chairman of the selection committee.

Several of the translations are in one or more volumes, containing modern and ancient versions, as well as colloquial versions of the Old and New Testaments.

Included are translations in Arabic, Portuguese, Chinese, Spanish, Thai, Vietnamese, Russian, Italian, Greek, Warau, Cambodian, Bengali, Urdu, Tagalog, Turkish, Sanskrit, Quechua, Guajira, Basque, French, Persian, Syriac, Japanese and the original Hebrew.

Two volumes were obtained from the American Bible Society, Meador said.

--30--

This release was distributed
2/4/66 to local media.

Release at 6 p.m. or thereafter, Saturday, Feb. 5

LUBBOCK, Feb. 4 -- Advertising majors in Texas Tech's School of Business Administration will join in the observance of National Advertising Recognition Week in a series of events beginning Sunday (Feb. 6) on the Tech campus.

"Miss Advertising of 1966" will be presented at a coffee for Alpha Delta Sigma and Gamma Alpha Chi, professional advertising fraternities, at 2:30 p.m. Sunday in the Student Union Building.

Initiation of professional members will be conducted at a mixer for fraternity members at 7:30 p.m. Tuesday in the Union.

Climaxing the week will be a seminar on "The World of Advertising" beginning at 9:30 a.m. Thursday in the Tech Union Ballroom.

Lecturers will include Dan K. Loveland and J. Walter Thompson of Dallas and Rex Brack, senior vice president of Braniff International, Dallas.

Panelists for a discussion on "What Did Advertising Do For You Today?" will include Art Pinson, Albuquerque; C. Don Curphey, Amarillo; Rex Webster, Mrs. Jack Dufaney, Dr. C. Melvin Ratheal, and Bill Parsley, all of Lubbock, and H. S. Walker, assistant professor of economics at Tech.

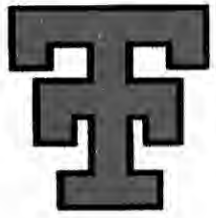
Alec Chesser, vice president and director of advertising for Houston Natural Gas Co., will be principal speaker at the Silver Medal Award Dinner at 7 p.m. Thursday at Koko Palace.

Tickets for the dinner are \$2.25. Reservations may be made by calling Dr. Billy Ross at PO 2-8811, Ext. 3119.

The weeklong observance is being sponsored by Alpha Delta Sigma, Gamma Alpha Chi and the Lubbock Advertising Club.

-30-

18-2-4-66



NEWS

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

AT TEXAS TECH MEETING -- Texas Tech Student Health Service Director Fred Kallina, center, discusses common problems with Dr. Lester Keyser, director of Student Health Service at Southern Methodist University, and Mrs. Odell Hanchey, assistant administrator of Student Health Service at Louisiana State University, at a coffee break between sessions of the Southwestern College Health Association annual meeting today (Feb. 4) on the Tech campus. Approximately 65 directors and nurses from colleges and universities in a five state area are attending the meeting which will continue through Saturday. Dr. Kallina is president of the Association. (Tech Photo)

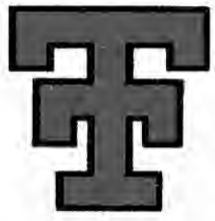


NEWS

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

DISCUSSION AT CONFERENCE -- Approximately 300 persons attended the fourth annual West Texas Water Conference held at Texas Tech Friday. Shown discussing program highlights are, from left, O. R. Stark Jr., Executive Vice President of the Quitaque National Bank; Joe G. Moore Jr., Director of the Texas Water Development Board in Austin; Tech Agriculture Dean Gerald W. Thomas; and Don Anderson, Crosbyton farmer. Dr. Thomas has been named to a second term as Institute chairman. Anderson is president of the Tech Ex-Students Association. (Tech Photo)

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TECH LIBRARY RECEIVES BIBLES -- Examining a gift of foreign language Bibles presented to the Texas Tech Library by the Church of Christ Bible Chair are, left to right, Tech Librarian Ray Janeway; Bobby Rogers, Lubbock, president of the Church of Christ student organization; Jorene Smith, Amarillo, member of the selection committee, and Jimmy Lane, Childress, vice president. (Tech Photo)

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REPORTS PRESENTED--Marvin Shurbet, left, vice chairman of the Texas Water Development Board, receives reports of five studies by members of the Texas Tech faculty for the TWDB from Tech President R. C. Goodwin at the opening session of the West Texas Water Conference held at Tech Friday. The reports, prepared at the request of Gov. Connally to assist the TWDB in developing the Texas Water Plan, cover water reuse, relation of water to public health and the importance of irrigation to the economy of the High Plains.
(Tech Photo)

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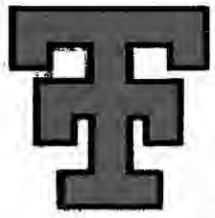
RECEIVES ACHIEVEMENT AWARD-- Col. B. W. Paden, Texas Tech professor of Military Science, presents an Academic Achievement Ribbon to Cadet Lt. Richard L. Garlitz of Balmorhea. This is Garlitz's seventh award. The ribbon is presented to cadets in the upper 10 per cent of their military science class. Assisting Colonel Paden is Carol Craver, Hereford, who is a member of the Army ROTC CorpsDette Drill Team and is on the Army ROTC Information Staff. (Tech Photo)

WINS LETTERMAN RIBBON-- Hall H. Hudson, Junior from Lubbock, was awarded the Varsity Letterman Ribbon for the Fall Semester of Army ROTC. Coach Polk Robison, Athletic Director at Texas Tech, presented Cadet Hudson his second award. (Tech Photo)

MISS CHEERLEADER USA CONTESTANT -- Texas Tech cheerleader Jan Fauske of Borger has been designated as an official entrant in the 1966 Miss Cheerleader USA Contest, sponsored by Florida Cypress Gardens. Five finalists, to be selected on the basis of photographs and entry forms, will receive an expense-paid trip to Florida in April for final judging. Entries for the annual contest have been received from major colleges and universities throughout the United States. (Tech Photo)

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LAWBOOKS GIVEN TO TEXAS TECH--W. M. Parks (Center), attorney for the American Liberty Oil Company in Dallas, examines a law volume from 46 cartons of lawbooks given to Texas Tech's Law School by his firm. The Law School is scheduled to open in September of 1967. The books were given through Tech's Ex-Students Association. Shown with Parks are (left to right) Charles Wooldridge of Dallas, former member of Tech's Board of Directors; Tech Director Harold Hinn of Dallas and Plainview; Dallas banker Dane Grant, President of the Dallas County Exes; and American Liberty Oil president T. L. Wynne Jr. (Tech Photo)



NEWS

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Distribution was made
2/5/66 to Lubbock media

LUBBOCK, Feb. 5 -- Scoggin-Dickey Buick Company of Lubbock has presented a 1966 Buick station wagon to the Texas Tech Ex-Students Association to help further the Association's work with the College's alumni.

Scoggin-Dickey vice president Richard Dickey, a 1950 Tech graduate, handed over keys to the new vehicle Friday to Association Executive Director Wayne James.

Dickey said his firm was aware of the Association's needs and wanted to be of some help. "Key Association officials are constantly traveling in performance of their duties," Dickey said, "and we simply are attempting to be of as much assistance as possible."

Association President Don Anderson of Crosby County praised the firm's action, and said "the Association staff will now be able to travel more extensively among Tech Exes in promotion of the College."

Other Scoggin-Dickey officials on hand for the presentation were firm president Richard Dickey and new car sales manager Cecil Kelsey, a 1932 Tech graduate.

1/2/5/66...

LUBBOCK--The appointment of Dr. Grover E. Murray, 49, as the eighth President of Texas Technological College has been announced by the College Board of Directors. Dr. Murray, now Vice President of Academic Affairs for the Louisiana State University System, will assume his new duties Sept. 1, 1966.

He will succeed Dr. Robert C. Goodwin, who has served as Tech's President since 1960. Dr. Goodwin joined the Tech faculty in 1930 and became Acting President in 1959.

Dr. Murray said he was "pleased and flattered to be chosen to serve Texas Tech as its President. I pledge to devote all my energies to fulfilling the destiny of excellence that exists. Working for continuing excellence in higher education is a challenge no one can honestly turn down. I look forward to successfully meeting this challenge at Texas Tech in the days ahead."

Dr. Goodwin said the appointment came at "a particularly appropriate time since we have just celebrated our 40th anniversary, and are experiencing an all time high in growth and prospects for the future. Dr. Murray faces an exciting prospect for a wonderful opportunity to promote the College."

Dr. Murray, native of Maiden, N. C., holds a bachelor of science degree from the University of North Carolina and a master of science and Ph. D. from Louisiana State University. He was a research geologist with the Louisiana Geological Survey from 1939-41 and served as a geologist with the Magnolia Petroleum Co. until 1948 when he became a professor of geology at Louisiana State University. Dr. Murray was named chairman of the Department of Geology at LSU in 1950 and served in that capacity until 1953.

He became Dean of Academic Affairs at LSU in 1963, and was named vice president for Academic Affairs in 1964 for the Louisiana State System.

Dr. Murray is a contributor to educational and scientific journals and is in demand as a public speaker. He is known as a fluent and able speaker who captivates his audience and sells himself and his ideas quickly. He is active in the Methodist Church.

He is married to the former Nancy Beatrice Setzer. The couple has two daughters, Martha (Mrs. C. Wiley Poag) and Barbara Elizabeth. Mrs. Murray once served as Queen of the New Orleans' Mardi Gras.

This release was distributed
2/7/66 to local media

LUBBOCK, Feb. 7--Dr. Willa Vaughn Tinsley, Dean of Texas Tech's School of Home Economics, is participating in a conference on the training of school lunch personnel in Washington, D. C., Monday (Feb. 7) through Wednesday (Feb. 9).

The conference, sponsored by the U.S. Departments of Agriculture and of Health, Education and Welfare, will explore ways of providing job training for workers involved in preparing meals for children and youth, a nutrition area in which Dr. Tinsley is keenly interested.

Dr. Tinsley has taken the lead in planning and directing summer workshops for school lunch personnel since the program was inaugurated in Texas in 1948 and has directed many such workshops at Tech. She also has assisted in school lunch programs in Oklahoma, Louisiana and New Mexico.

Dr. Tinsley became dean of the Tech School of Home Economics in 1953.

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3 - 2-7-66

This release was distributed
2/7/66 to local media.

LUBBOCK, Feb. 7--More than 180 Texas Tech Army ROTC cadets have received awards in areas ranging from military excellence to varsity athletics for the fall semester at Tech.

The Military Excellence Ribbon for excellence in Military History was presented to J. Floyd Carter, III, and to Steven G. Elliot, both of Hereford, by Dr. Paul J. Woods, associate professor in the Tech History Dept.

Tech Athletic Director Polk Robison presented the Varsity Letterman Ribbon to James L. Haney, Hereford; Hal H. Hudson, Earth, and John F. Scovell, Dallas.

First Squad, First Platoon, F Company was designated as the Best Drilled Squad at the regular 4 p.m. drill. Forming the squad were Edson A. Wilder, Brownfield; Richard K. Johnson, Lubbock; Donald C. Woodhouse, El Paso; China B. Smith, Iowa Park; Faustino Soto, Slaton; Oscar Trevino, Lubbock; and Robert H. Martin Jr. of Houston.

First Squad, Second Platoon, G Company was named the Best Drilled Squad during the 1 p.m. drill. Squad members were David B. Elle, Lubbock; Michael B. Cavanaugh, San Antonio; Wayne E. Brincefield, Lubbock; James W. Tobin, Richardson; Charles W. Duncan, Post; Daniel A. Ehle, Houston; Johnny C. Faubus, McAdoo; John S. Gage, Bellaire; Jan P. Meador, Lubbock; and Jamie C. Hahn, San Antonio.

The 10 a.m. Tuesday Squad was honored as the Best Drilled Squad of the arranged drill periods. Members of the squad were Michael C. King, Lubbock; William R. Holmes, Houston; Donald L. Ivies, Corsicana; Michael R. Currance, Abilene; Ronald A. Cagle, Lawton, Okla.; and George W. Cantrell, Twitty.

Maj. George Turain, assistant professor of Tech Military Science, presented the awards.

Col. B. W. Paden, professor of Tech Military Science, presented the Academic Achievement Ribbon to seven seniors, six juniors, 12 sophomores, and 32 freshman cadets.

This release was distributed
2/7/66 to local media.

LUBBOCK--Texas Tech's Department of Aerospace Studies will host an Air University Inspection Team from Maxwell Air Force Base in Alabama Tuesday through Thursday (Feb. 8,9,10), according to Maj. Henry L. Gantz, Jr., professor of Aerospace Studies.

Maj. Gantz said the team will be here to evaluate the routine operation of the Tech Air Force ROTC. The three-man team includes Col. George A. Finnan, Lt. Col. Franklin D. Blanton, and Maj. Donald G. Simpson.

An honor guard of Tech Sabre Flight, a precision drill team, will meet the inspection team Tuesday at 8:30 a.m.

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5 - 2-7-66

LUBBOCK, Feb. 7 -- Dr. Blake Smith, widely known Austin minister, counselor and educator, will be on the Texas Tech campus March 7-10 to deliver the 1966 spring series of Willson Lectures.

Much in demand as a speaker, Dr. Smith has become thoroughly familiar with topics of special interest to college communities through participation in forums, seminars and conferences on more than 100 campuses in recent years, said Dean of Student Life James G. Allen.

Dr. Smith is pastor of the University Baptist Church in Austin where he recently served as a member of the faculty for a Marriage and Family Relations Counseling Seminar conducted by the University of Texas in cooperation with the U. S. Air Force.

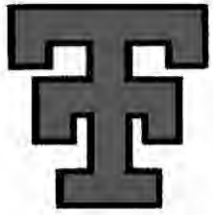
He also has served as Hazen Foundation Lecturer in Colorado Springs, Colo., was twice selected Scott Foundation Lecturer by Texas Christian University and was a Ford Foundation Lecturer on Ethical Values at the University of Arkansas.

Dr. Smith's speaking engagements have taken him to the International Christian Youth Conference in Oslo, Norway, to England where he lectured at U. S. A. F. military bases and to the Middle East for talks at American military bases in Turkey and Crete and visits to Israel, Jordan, Lebanon and Greece.

He is a past president of Hardin College for Women, Mexico, Mo., and served pastorates in Missouri and Arkansas before moving to Texas in 1943.

The Tech lectures will be at 10 a. m. March 7 and 8 and at 9 a. m. March 9 and 10 in Tech Union Ballroom. They will be open to Tech students, faculty and Lubbock residents free of charge, Dean Allen said.

The March programs will be the 18th in a series of lectures made possible by an endowment fund established by South Plains pioneer residents Mr. and Mrs. J. M. Willson of Floydada in 1946.



NEWS

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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

AMARILLO, Feb. 8--The annual PanTech Bull Sale at Texas Tech's Research Farm near here is scheduled for March 24, according to James A. Carpenter, assistant animal husbandman at the facility.

Carpenter said plans are being made for a pre-sale banquet for which there will be no charge. Awards will be presented at the banquet. Burl Huffman, assistant football coach at Tech, will be the banquet speaker.

Cooperators who wish to withdraw bulls from the sale must do so before Feb. 28. The sale fee of \$25 per bull should be paid by this date, Carpenter said. The sale fee will be refunded on bulls that do not qualify or that are withdrawn before the sale catalog is printed.

(30)

7-2-8-66

This release was distributed 2/8/66
to Lubbock media and farm editors.

AMARILLO, Feb. 8--The average daily gain for 97 bulls performance fed at the Texas Tech Research Farm near here was 2.92 pounds, Assistant Animal Husbandman James A. Carpenter Jr. said Tuesday.

The top gainer was a bull owned by Leonard Ford of Calude and sired by Zara Kermac M 96. It showed an average daily gain of 4.25, Carpenter said.

(30)

8-2-8-66

This release was distributed 2/8/66 to Lubbock media; also Muenster, Sherman, Paris, Garland, Winters and Happy media.

LUBBOCK, Feb. 8 -- Three seniors in Texas Tech's Dairy Industry Department of the School of Agriculture will begin a week's field trip next Wednesday (Feb. 16) with department head J. J. Willingham.

Willingham said the trip will include visits to the North Texas Producers byproducts plant at Muenster, a visit to the Anderson-Clayton facility in Sherman and an inspection of the Campbell Soup Company plant in Paris.

Other sites to be visited include the Weyerhaeuser paper plant in Garland, which manufactures milk cartons, and the Kraft facility, also in Garland.

On Feb. 19, the group will visit the Foremost Dairies facilities and the Federal Food and Drug Administration laboratories, both located in Dallas. Willingham and the students also will attend the annual Dairy Products of Texas Institute in Dallas from Feb. 20-22.

The students are Gary E. Vaughan of Winters, James Roberson of (2816 3rd) Lubbock and Dwight McGehee of Happy.

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

LUBBOCK, Feb. 8--Dr. Bill Lockhart, head of the Department of Applied Arts in Texas Tech's School of Home Economics, will be one of the principal lecturers at a Family Life Seminar Thursday (Feb.10) at Arizona State University, Tempe, Ariz.

In his talk on "Art in the Home," Dr. Lockhart will discuss how choice of design reflects and affects the personality of the home decorator.

The seminar is being sponsored by the Sears-Roebuck Foundation in cooperation with Arizona State University's Department of Home Economics.

--30--

10 - 2-8-66

This release was distributed
2/9/66 to Lubbock, Plainview,
Odessa, Hobbs, N. M., and
Levelland media.

RELEASE at 6 p.m. or Thereafter, Saturday, Feb. 12

LUBBOCK, Feb. 11 -- Dr. Raymond E. Dessy of the University of Cincinnati's Department of Chemistry will be guest speaker at a meeting of the South Plains Section of the American Chemical Society Friday (Feb. 18) on the Texas Tech campus.

His topic will be "Organometallic Electrochemistry."

The meeting will begin with a dinner at 6 p.m. in Tech Union, followed by the lecture at 7:30 p.m. in Room 101 of the Tech Chemistry Building.

A native of Pennsylvania, Dr. Dessy received his B.S. and Ph.D. degrees from the University of Pittsburgh. He was a post-doctoral fellow and instructor at Ohio State University before joining the University of Cincinnati staff in 1957. An Alfred P. Sloan Fellow from 1962-64, he was on sabbatical leave during the final year for study at the University of California at Los Angeles and the University of Illinois.

Dr. Richard J. Thompson, assistant professor of chemistry at Tech, is chairman of the South Plains Section of ACS and Dr. Joe Adamcik, associate chemistry professor is chairman-elect. The society has members throughout a wide area of Texas and New Mexico.

(30)

11-2-9-66

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

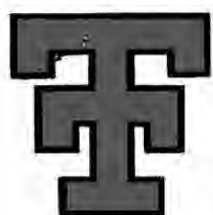
LUBBOCK, Feb. 9 -- Mrs. Jeanette Jenkins of the Department of Home and Family Life in Texas Tech's School of Home Economics will participate in a bi-district institute for church school nursery and kindergarten teachers in Fort Worth Thursday (Feb.10).

Mrs. Jenkins will discuss teaching methods and philosophies employed in Tech's child development classes at a session for pre-school teachers.

The institute is being sponsored by the Texas Association of Christian Churches.

(30)

12-2-9-66



NEWS

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

LUBBOCK, Feb. 9 -- More than 400 farmers and agricultural leaders are expected to attend the 13th annual Agricultural Chemicals Conference scheduled to open Thursday (Feb. 10) at 8:30 a.m. in the Texas Tech Union.

Sponsoring the two-day meeting, along with Tech, are the Texas A&M University System, Lubbock Chamber of Commerce, West Texas Chamber of Commerce and the Soil Fertility Committee.

Dr. Clark Harvey, Tech professor of agronomy and Elmer Hudspeth Jr., agricultural engineer for the South Plains Research and Extension Center, are program committee chairmen.

Tech Dean of Agriculture Gerald W. Thomas will welcome conference participants. George McCleskey, president of the Lubbock Chamber of Commerce, will preside at the opening session.

Dr. Tom J. Army, senior research associate for International Minerals and Chemical Corporation of Skokie, Ill., will deliver the keynote address. He will discuss the problem of finding a solution to the threat of worldwide famine. Dr. Army, for several years, was in charge of fertility research for Western states.

"The Future Role of Pesticides in Food Production," will be the topic of Gordon L. Berg, editor of "Farm Chemicals" and "Farm Technology," at 10:05 a.m. Berg's work in agricultural journalism won him the Distinguished Service Award of the Texas Vocational Agricultural Teachers Association in 1957.

Other speakers Thursday include entomologist Dr. Richard Ridgway and Beverly Reeves, cotton ginning specialist, who will share the topic, "Stem Application of Systemics," and Dr. Calvin Orr, whose subject will be "The Nematode Problem in West Texas."

Three special seminars are set for 1:15 p.m. Dr. Arthur B. Onken of the South Plains Research and Extension Center, will chair a seminar on "Fertilizer and Irrigation."

"Insects and Insecticides" will be the topic of Area Extension Entomologist Donald Rummel. Hudspeth will head a seminar on "Weed Control."

(More)

CHEMICAL CONFERENCE...add one

Dr. Billy Tucker, agronomist and project leader for soil fertility research and education at Oklahoma State University, will discuss "Measurement for Accumulated Soil Nitrates as a Soil Testing Tool," to open the Friday session.

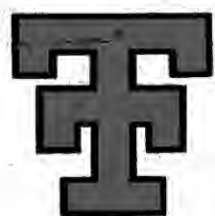
Dr. Alex Pope of Plainview, former coordinator for research in soil chemistry and fertility on the High Plains, will outline the work of the Soil Fertility Committee..

Dr. Carlo M. Ignoffo, entomologist for International Minerals and Chemical Corporation, will present a talk on "Viruses; Living Insecticides," at 10:20 a.m.

The closing address will be a discussion of "Soil-Borne Disease Problems in West Texas," by Dr. Robert W. Berry, pathologist for Texas Agricultural Extension Service at the South Plains Research and Extension Center.

--30--

13-2-9-66



NEWS

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

LUBBOCK, Tex., Feb. 9 -- Dr. George K. Hutchinson, a research specialist with the Lockheed Missiles and Space Company since 1956, has been named director of Texas Tech's Computer Center, Tech President R. C. Goodwin said Wednesday.

Dr. Hutchinson, who also will serve as assistant professor of Industrial Engineering, has a bachelor's in Mechanical Engineering from the University of Maine, a master's in Mechanical Engineering from the Carnegie Institute of Technology and a Ph.D. in Management Science from Stanford.

Dr. Hutchinson was a project leader with Lockheed's Computation Center, responsible for the administrative and technical direction of research projects and contracts. In 1960-61, he served as a senior mathematical analyst for Lockheed in problem definition, programming and system checkout.

Dr. Hutchinson supervised and performed computer analysis and programming from 1956 to 1959.

Dr. Hutchinson served as part-time assistant professor at San Jose State College from 1964-65. He was an instructor in the executive development program in Rome in 1963 conducted by the Stanford Graduate School of Business and TransWorld Airlines. During 1959-60, he served as a part-time research assistant for the Western Data Processing Center at Stanford.

The Maine native holds memberships in Tau Beta Pi, Association for Computing Machinery, Operations Research Society of America and the Operational Research Society, Ltd.

He has held a Wales Fellowship, 1951-55; Pulp and Paper Foundation Award, 1954-55; Teaching Assistantship, 1955-56; and a Western Data Processing Center Research Assistantship, 1959-61.

(more)

Dr. Hutchinson--add one

His publications include "Optimum Tape Writing Procedures," "Vibrations of a Simply Supported Flat Plate with Point Masses Mounted Thereon," "Evaluation Techniques for Planning and Administering a Computation Center," "A Computation Center Simulation Project," "Lockheed Multiprocessor Simulator System," and "Systems Design and Analysis Through Simulation," a joint paper with J. N. Maguire presented at the 1965 Fall Joint Computer Conference in Las Vegas, published in the AFIPS Conference proceedings.

Dr. Hutchinson is married and has three children, Pamela, 7; Blake, 4; and Spencer, 11 months.

-30-

14-2-9-66

This release has been distributed
2/9/66 to local media and local
farm editors.

LUBBOCK, Feb. 9--Dr. Thadis W. Box, professor of Range Management in Texas Tech's School of Agriculture, has been installed as vice president of the Range Management Council, an organization of colleges and universities offering curricula in range management.

The Council establishes professional standards for range managers, approves courses and curricula, and reviews programs in range management at member schools, Dr. Box said.

Eighteen universities now have approved curricula in range management. Thirteen others offer four year programs in range and another 30 offer range management as a service course.

In addition to being program chairman for the Council's next meeting, Dr. Box will review graduate work in range management and publish enrollment figures for member schools.

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This release was distributed
2/9/66 to local media.

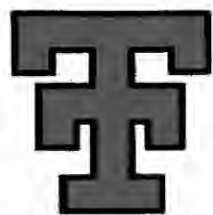
LUBBOCK, Feb. 9--A group of 42 Texas Tech Air Force ROTC cadets will go to Roswell, N. M., Thursday (Feb. 10) for a day of instruction at Walker Air Force Base.

The program will include a complete tour of the base, with briefings on the mission of the 6th Strategic Aerospace Wing at Walker, a tour of a B-52 simulator and a briefing on the purpose of the SAC alert teams. The cadets will have lunch in the Officers Club.

Traveling by C-123 aircraft, the cadets will leave Lubbock Municipal Airport at 8 a.m. and will return at 4 p.m. Capt. Herman A. Jones, assistant professor of aerospace studies at Tech, will accompany the group.

--30--

16 - 2-9-66



NEWS

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

LUBBOCK, Feb. 9 -- Dan K. Loveland, of J. Walter Thompson Agency in Dallas, Rex Brack, senior vice president of Braniff International, and Alex Chesser, vice president of advertising and public relations for Houston Natural Gas, will be featured speakers at the World of Advertising Seminar which opens Thursday (Feb. 10) morning in the Tech Union.

The seminar, sponsored by advertising fraternities Alpha Delta Sigma, Gamma Alpha Chi, and the Lubbock Ad Club, includes a series of addresses, a luncheon, a panel discussion and the Silver Medal Award Dinner.

The seminar is part of National Advertising Recognition Week with the theme at Tech being "Advertising: The Gentle Giant."

Loveland became associated with the Thompson Company in Detroit 15 years ago, writing advertising and sales promotion copy. He later specialized in direct mail for Ford Trucks. He moved to Texas in 1964. "The Ford Mustang Story," is Loveland's speech topic.

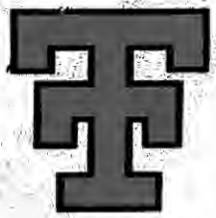
Brack became a senior vice president with Braniff in 1960. He has direct responsibility over advertising and public relations for the airline.

"Away with the Plain Plane" is his topic. He will discuss where the idea for this advertising campaign was born and present highlights of the campaign.

"What Did Advertising Do For You Today?" will be the topic of an afternoon panel discussion. Panelists include Art Pinson, sales manager, KOAT-TV, Albuquerque; G. Don Curphey, vice president of McCormick Advertising Agency, Amarillo; Rex Webster of Webster, Harris, and Welborn; Mrs. Jack Dulaney, housewife; Dr. C. Melvin Ratheal, pastor of the Trinity Baptist Church and Bill J. Parsley, Tech's Vice President for Development.

The Silver Medal Award Dinner scheduled for 7 p.m. at the Koko Palace will conclude the days activities. Alex Chesser will be the principal speaker. His topic will be "Advertising: The Gentle Giant."

Chessser attended the University of Cincinnati and has worked as a newsman with WCOP, Cincinnati; as chief announcer with KABC in San Antonio; program director of KIT, San Antonio; and McCann-Erickson before joining Houston Natural Gas in 1955.



NEWS

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

This release distributed 2/10/66
to Lubbock, regional sports
editors, Anchorage, Alaska
media.

LUBBOCK, Feb. 10--One sure way to put a game on ice at Texas Tech is to add hockey, West Texas style, to Tech's intramurals program.

Ice hockey, a sport not usually associated with Southwestern athletics, was introduced into intramurals last year, says program director Edsel Buchanan. The teams use a local ice skating rink for their matches.

"It's quite unusual to have a sport of this nature in our program," Buchanan explained. "In fact, we are one of the very few schools outside the hockey belt in the North and East to have ice hockey in its intramurals program."

Ice skating, a prime requisite for hockey, and usually a rare talent in these parts, is now offered by Tech's physical education program--one reason for the growing interest in the rough contact sport. Original roster of five hockey teams swelled to eight this year. But the danger often associated with the sharp skating blades, the hard rubber puck, and the flashing sticks seems to be one big reason for hockey's growing popularity in Tech intramurals.

Mike Sterzenback, sophomore from Helotes, prefers hockey to other sports. "It's a little rougher than football and a whole lot faster. That's why I like it." Sterzenback plays defense for a men's dorm team.

Lacking necessary protective equipment, Tech enthusiasts have modified the puck from the regulation hard disc to a tape-wrapped soft rubber center.

Some of the participants, like Steve Wells, a junior from Anchorage, Alaska, are old hands at the cold-weather sport. Wells has been playing for the past five years.

(MORE)

ICE HOCKEY...add one

"I learned to ice skate when I was 12 and played hockey in high school. Tech has a pretty good system here. It sure has improved since last year," he said.

One common complaint from the Tech stick-swingers touches another hard fact of the new Tech sport. "When a man falls down, that ice is the hardest thing he could ever land on."

More than 50 men students are currently enrolled for ice skating classes, being offered at Tech for the second year.

Dr. Ramon Kirilis, director of Men's Physical Education Department in the School of Arts and Sciences called hockey "a very healthy activity, similar to running--one of the best exercises.

"Ice hockey is very comforting in summer," Kirilis said. "In an area three and one-half hours from the skiing, ice hockey is the closest thing to a winter sport in Lubbock."

(30)

18-2-10-66

This release was distributed
2/10/66 to local media and local
farm editors.

LUBBOCK, Feb. 10--Delegates attending Texas Tech's 13th annual Agricultural Chemicals Conference were told Thursday (Feb. 10) that farmers and agribusinessmen "must look beyond their own activities to see the global food production challenges which face men today."

The statement was delivered during the Conference's keynote address by Dr. T. J. Army, senior research associate with International Minerals and Chemical Corporation. More than 350 agricultural chemical dealers, distributors, and manufacturers are attending the conference which continues until Friday noon.

"It is an overwhelming paradox of our time," Dr. Army said, "that half of the human race is hungry while we in the U.S. struggle with diets and schemes to control surplus production."

"The truth is that there is a food deficiency--not surplus--when the problem is viewed in its international perspective. And this shortage will become even more acute with the exploding population." Dr. Army declared.

Dr. Army warned that most of the earth's arable land is already being farmed, and there is little chance of farming oceans on a commercial basis for several decades.

"Man will have to increase food production on existing acreage," he asserted, "by utilizing new technology and proven farm inputs, such as fertilizers and other agricultural chemicals."

"For the first time in history, man has the ability to feed his neighbors, but he must be ready to change his habits and accept new ideas which will open the way to meeting the global demand for food and fiber."

In another major address Thursday, Gordon L. Berg, editor of "Farm Chemicals" and "Farm Technology," told delegates that "the pendulum will begin to swing in favor of pesticides in 1966. Increased sales...expanding markets can be expected in an industry which has already reached the \$1 billion mark."

(More)

CHEMICALS...add one

"Pesticide critics soon will be forced by public opinion to recognize publicly the importance of pesticides in the drive against world hunger," Berg said. "World trade doors will open in 1966. The world's need for pesticides and fertilizer, the impending population explosion, and man's basic desire to improve his lot are all tied together."

Three special seminars exploring the topics, "Fertilizer and Irrigation," "Insects and Insecticides," and "Weed Control," were held Thursday afternoon.

Dr. Billy Tucker, agronomist and project leader for soil fertility research and education at Oklahoma State University, will open the Friday Session with a discussion on "Measurement for Accumulated Soil Nitrates as a Soil Testing Tool."

The work of the Soil Fertility Committee will be outlined by Dr. Alex Pope of Plainview, former coordinator for research in soil chemistry and fertility on the High Plains.

Dr. Carlo M. Ignoffo, entomologist for International Minerals and Chemical Corporation, will present a talk on "Viruses; Living Insecticides," at 10:20 a.m.

The closing talk will be a discussion of "Soil-Borne Disease Problems in West Texas," by Dr. Robert W. Berry, pathologist for Texas Agricultural Extension Service at the South Plains Research and Extension Center.

--30--

20 - 2-10-66

This release was distributed
2/10/66 to local news media.

LUBBOCK, Feb. 10--Texas Tech's spirit organization, the Saddle Tramps, has scheduled an "All I See Is Red Day" for Tuesday, Feb. 15.

Texas Tech meets Texas A&M in basketball Tuesday night, and the Tramps are asking all Tech students and fans to "wear as much red as possible."

Taber Bearden, senior from Baird, is in charge of the annual project. He said the Coliseum will be decorated and signs posted at campus entrances.

"We are hoping all Tech students and fans will cooperate in this effort," Bearden said. "We want the Raiders to know the fans are still behind them."

--30--

21 - 2-10-66

This release was distributed 2/10/66
to all Lubbock media.

LUBBOCK, Feb. 10 -- The Board of Directors of the Texas Technological College Foundation will meet at 11 a. m. Friday in the Student Union, according to Bill J. Parsley, Tech's Vice President for Development.

Parsley said Thursday that Dr. Grover E. Murray, newly named Tech President, would be a special guest. Chairman Retha Martin will preside.

Reports on last year's Foundation activities and election of new officers, including an executive committee, will be meeting highlights.

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.

About 40 persons are expected to attend, Parsley said. A noon luncheon in the Tech Union will follow the meeting.

-30-

22-2-10-66

This release was distributed 2/10/66
to all Lubbock media.

LUBBOCK, Feb. 10 -- Texas Tech's Board of Directors will meet in regular session Saturday at 9:30 a. m. in the Office of the President.

Board Chairman Wright Armstrong of Fort Worth will preside. Board committee meetings Friday will precede Saturday's session.

Items to be considered Saturday include a report from the Board's Academic Program Committee, consideration of a request for addition of a new degree program leading to the Master of Engineering, consideration of a request for addition of the Department of Engineering Analysis and Design within the School of Engineering and a Finance Committee report.

Other items include consideration and approval of the 1966 Summer School budget and a report from the Board's Campus and Building Committee.

-30-

23-2-10-66

This release was distributed
2/10/66 to local media.

LUBBOCK, Feb. 10 -- The inside story on how two national advertising and promotion campaigns captured the public's imagination and resulted in successful sales efforts highlighted a seminar Thursday on the "World of Advertising" at Texas Tech.

The seminar was part of the weeklong Advertising Recognition Week at Tech, sponsored by the College chapters of Alpha Delta Sigma and Gamma Alpha Chi, advertising fraternities, and the Lubbock Ad Club.

Dan K. Loveland of the Dallas office of the J. Walter Thompson Agency said the firm's efforts to publicize the Ford Mustang could "epitomize a 'how to do it' marketing success" story.

Loveland outlined the intensive research, preparation and planning that went into initial efforts to make the Mustang a success with the driving public.

Rex Brack, senior vice president for Braniff, told his listeners that "the air transportation business is enjoying the greatest public patronage in history...yet 62 per cent of our population has^{never} been in an airplane, and 78 per cent has never been on a jet."

Brack said the "Plain Plane" campaign evolved because of a realization that "sales potential can be limited if the packaging doesn't project or communicate in a dramatic way.

"It was our belief at Braniff, " he said, "that there was room for beauty in air travel and that a flight could and should be as interesting and exciting as a passenger's destination."

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This release was distributed
2/11/66 to local media.

LUBBOCK, Feb. 11--Texas Tech's Department of Music will present the 65-member Tech Symphony Orchestra in a public concert at 8:15 p.m. Friday (Feb. 18) in Tech Union Ballroom.

Guest conductor will be Dr. Kurt Overhoff, distinguished conductor and professor of music at the Academie Mozarteum in Salzburg, Austria. Dr. Overhoff is a guest professor in the Tech Music Department for the current academic year.

Soloist will be Benjamin Smith, assistant professor of cello, who will perform the Concerto for Violoncello and Orchestra, Op. 107, by Dimitri Shostakovich.

Orchestra selections will include Richard Wagner's Prelude to "Die Meistersinger von Nurnburg" and Beethoven's Symphony No. 5, Op. 67, in C minor.

There will be no admission charge for the concert.

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This release was distributed
2/11/66 to local media.

LUBBOCK, Feb. 11--Ronald Schulz, associate professor of speech and director of Texas Tech's University Theater, will attend the annual meeting of the Texas Educational Theater Association at Arlington State College Saturday (Feb. 12).

A featured speaker at the meeting will be Dr. Jack Morrison, theater specialist from the U.S. Office of Education, Washington, D.C., who will explain availability of federal funds for educational theater projects.

Tech is one of 14 colleges in Texas who are organizational members of TETA.

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26 - 2-10-66

This release was distributed 2/11/66
to local media and Hobbs News-Sun.

LUBBOCK, Feb. 11 -- The Board of Directors of the Texas Technological Foundation heard brief talks by Tech president-elect Dr. Grover E. Murray, Tech President Dr. R. C. Goodwin and Bill J. Parsley, Vice President for Development, during its meeting at Tech Friday.

Dr. Murray predicted that Tech "has a bright future as a great university," Dr. Goodwin reviewed the history of the College's growth and Parsley brought the members up to date on Foundation activities.

Board officers announced the reappointment of six directors and the appointment of several new members. Reappointed for six year terms were Harold Hinn, Dr. Dysart E. Holcomb, Retha R. Martin, O. B. Ratliff, Dr. W. L. Stangel and Dr. D. M. Wiggins.

Appointed to six year terms were R. H. Brummal, Leon Ince, Mrs. Helen D. Jones, W. B. Rushing, Fritz Thompson, Charles Verner, Jim Ed Waller and E. W. Williams, Jr.

New Board Chairman is J. F. Maddox of Hobbs, N.M. Joe H. Bryant is vice chairman, and W. D. Hord is board secretary. Members of the Executive Committee are Maddox, Bryant, Hinn, Hord and Loyd Lanotte.

-30-

27-2-11-66

This release was distributed
2/11/66 to local media and Fort
Worth Star Telegram.

LUBBOCK, Feb. 11--Students of Texas Tech's Hulen Hall will honor the memory of their dorm's namesake, the late Gen. John A. Hulen, with a dinner in the dormitory cafeteria at noon Sunday (Feb. 13).

Hulen, of Fort Worth, was head of the Burlington Railroad and a former director of Tech. He was a commander of Texas' famous 36th Division during World War I.

Tech Board Chairman Wright Armstrong, also of Fort Worth, and a former lieutenant colonel on Hulen's staff, will serve as master of ceremonies.

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28 - 2-11-66

This release was distributed 2/11/66
to all Lubbock media.

LUBBOCK, Feb. 11 -- Dr. Olive Boone Wheeler, Texas Tech associate professor of education, has been selected to participate in Governor Connally's Conference on Libraries which will meet March 23 in Austin.

Purpose of the conference will be to review state-wide problems relating to libraries and to work toward an accelerated library developmental program throughout Texas. It is believed to be the first such conference ever called by a Texas governor for the purpose of library study.

Invited to attend are leaders in education, government, industry and other professions.

Dr. Wheeler is regarded as an expert in the field of children's literature and has conducted workshops on this subject at Tech and at other schools in the state. She has worked as a volunteer with the Children's Story Hour at Lubbock Public Library and has experimented widely with puppetry in dramatizing childrens' stories and books.

-30-

29-2-11-66

This release was distributed 2/11/66
to all Lubbock media.

LUBBOCK, Feb. 11 -- Dr. Morris Wallace, head of Texas Tech's Department of Education, has been invited to participate and to serve on the resource staff of the ninth National Conference on School Finance April 3-5 in Chicago.

Purpose of the conference will be to discuss the "new partnership" between the federal, state and local governments, Dr. Wallace said, and to determine how educators and other citizens can be aided in understanding what is involved in federal support and how control can be kept at local and state levels.

The conference is sponsored by the National Education Finance Commission. Participation is by invitation only.

Dr. Wallace, long a member of the State Board of Examiners for Teacher Education in Texas, recently was re-appointed to his third successive three-year term to membership in this group.

He also was named chairman of an 11-member sub-committee to draft new teacher certification programs for the state. The sub-committee is composed of five members of the State Board of Examiners, one from the State Board of Education, and five from public school certified personnel.

This release was distributed 2/11/66
to all Lubbock media.

LUBBOCK, Feb. 11 -- Mrs. Perry H. Bell, instructor in the Home and Family Life Department of Texas Tech's School of Home Economics, will attend a meeting of the Floydada School Evaluation Team in Floydada, Monday through Wednesday (Feb. 14-16). Mrs. Bell is a member of the evaluation team and a consultant for the Floydada school homemaking department.

-30-

31-2-11-66

LUBBOCK, Feb. 12 -- Dr. Grover E. Murray, newly named Texas Tech President, met with Tech President R. C. Goodwin and the Board of Directors during a regular session Saturday.

The Board said Dr. Goodwin will retire as Tech's seventh president Aug. 31, but will be retained for an indefinite period in the capacity of presidential advisor.

Tech's new School of Law, scheduled to open in September of 1967, received attention when Richard B. Amandes, Assistant Dean and Professor of Law at the University of California's Hastings College of the Law, was named to head the new facility. He will assume his duties July 1.

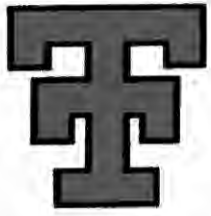
Dr. Goodwin submitted a plan from the Tech Traffic Commission calling for port of entry stations to be established on campus by Sept. 1, the possibility of a parking building to be located in the center of the campus, and plans for a proposed parking lot to accommodate 2,000 cars located west of Flint Avenue. The Board had authorized the commission to submit plans to relieve campus traffic problems.

The Board heard a Campus Planning Committee request for final plans and specifications on three towers to provide campus housing for 1,716 students. Plans will be presented at the April 23 meeting.

Each tower would house 572 students and would have 11 stories.

The Board also approved a request for the addition of the Department of Engineering Analysis and Design within the School of Engineering. The request will be submitted to the State Coordinating Board.

The Board also approved the appointments of 51 new faculty members.



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

CUTLINE #1

TEXAS TECH SPINNING EXPERIMENT -- Miss Helen Ludeman, Texas Tech junior from Cotulla, Tex., examines experimental threads produced in Tech's spinning laboratory where tests are being run on a spandex and cotton thread to be used in stretch fabrics. Miss Ludeman is majoring in textile technology and management. (Tech Photo)

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CUTLINE #2

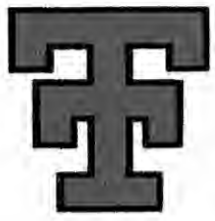
DISCUSS NEW PROCESSES -- Polyester and cotton blends are proving successful in today's textile markets, according to L. E. Parsons of Texas Tech's Department of Textile Technology and Management. Parsons and Tech junior Helen Ludeman of Cotulla, Tex. examine a loom holding a dacron-cotton blend suitable for shirts and dresses for casual wear. (Tech Photo)

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CUTLINE #3

BLENDS PROVE POPULAR -- Texas Tech junior Helen Ludeman of Cotulla, Tex. adjusts a loom in Tech's weaving laboratory for a 45-inch dacron-cotton blend in a colorful plaid design. Blends such as this, which lend themselves to durable press treatment, are becoming popular among designers of sports clothes, work clothes and garments for casual wear. Miss Ludeman is a textiles technology and management major. (Tech Photo)

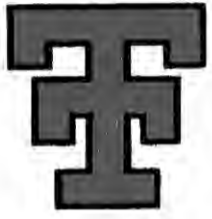
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Ron Hamm, Director, SH 7-1415
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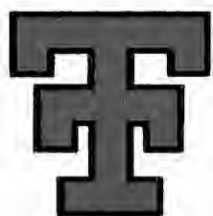
MISS ADVERTISING -- Texas Tech sophomore Nan Todd, daughter of Mr. and Mrs. F. E. Todd (of 3943 Paradise) Vernon, chats with Lubbock Mayor Max Tidmore as Tidmore prepares to sign a proclamation citing Feb. 6-13 as National Advertising Recognition Week. Miss Todd, a journalism major and member of Kappa Alpha Theta social sorority, was named "Miss Advertising" for the event sponsored by advertising fraternities Alpha Delta Sigma and Gamma Alpha and the Lubbock Ad Club. (Tech Photo)



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ALL UP IN THE AIR -- Texas Tech advertising students were literally up in the air over observance of National Advertising Week on the Tech campus and in Lubbock, Feb. 6-13. Getting a closeup look at a signboard proclaiming the event are Tech sophomore Nan Todd, who is the College's "Miss Advertising," and Ziggy Nicholson of Plainview, Tex., general chairman for the observance and designer of the billboard. (Tech Photo)



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CHEMICAL CONFERENCE--The 13th annual Agricultural Chemicals Conference opened Thursday at Texas Tech with more than 300 persons in attendance. Dr. Tom J. Army, center, senior research associate for International Minerals and Chemical Corporation, Skokie, Ill., delivered the keynote address Thursday. With Dr. Army are program committee chairmen, from left, Dr. Clark Harvey, Tech professor of agronomy and Elmer Hudspeth Jr., agricultural engineer for the South Plains Research and Extension Center. The conference will continue until Friday noon. (Tech Photo)

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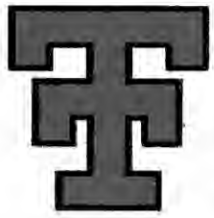


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ABOLITION OF PLAIN PLANE--Braniff International senior vice president Rex Brack, who conceived of the airline's "Away With the Plain Plane" promotion discusses his idea with Braniff hostesses Gwen Johnson (left) and Ann Hogan, both of Dallas, during a break in the World of Advertising Seminar at Texas Tech Thursday.
(Tech Photo)

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IT'S THAT TIME OF YEAR -- Valentine's Day is Monday and no one is more aware of it than this pair of Texas Tech students who find themselves right in the "middle of things." Exchanging appropriate glances as befits the occasion are junior English major Sharon Rhoades, daughter of Dr. and Mrs. J. W. Rhoades of (4017 Harlandwood) Fort Worth, and Don Foster, a Houston senior and son of Mr. and Mrs. William Foster.

(Tech Photo)

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This release was distributed
2/15/66 to local media.

LUBBOCK, Feb. 15--Two visiting physicians from M. D. Anderson Hospital and Tumor Institute, Houston, will present a seminar at 5 p.m. Thursday (Feb. 17) in the Biology Auditorium on the Texas Tech campus.

Dr. Bill R. Brinkley and Dr. Tom S. Matney are staff members of the Department of Molecular Biology at the hospital, a medical facility of the University of Texas.

Dr. Brinkley will speak on "The Fine Structure of Cells During Mitosis" and Dr. Matney, noted for his work in bacterial genetics, will discuss opportunities for graduate research at the hospital. The program is open to undergraduate and graduate students and faculty members.

Informal discussion with the visitors may be arranged prior to the seminar by appointments made with the Department of Biology, Ext. 3208.

--30--

1 - 2-14-66

This release was distributed
2/15/66 to local media; also
Lynn Co. News, Tahoka and
Brownfield News

LUBBOCK, Feb.15--Dr. W. T. Parry and C. C. Reeves Jr., Texas Tech geosciences professors in the School of Arts and Sciences, have been awarded a \$24,000 National Science Foundation research grant, Tech President R. C. Goodwin said Tuesday.

The grant is in support of a project under their direction concerning "Dolomite Sediments of Pluvial Lake Mound, Lynn and Terry Counties, Texas." The grant continues until Jan. 31, 1968.

The men hope to determine whether or not the calcium magnesium carbonate formations found in the area will shed any light on determining the climate of the Dry Lake Basin some 20,000 years ago

Dr. Parry holds bachelor of science, master of science and Ph.D. degrees from the School of Mines and Mineral Industries at the University of Utah. He was an exploitation engineer with Shell Oil in Midland before joining the Tech faculty.

Reeves holds a bachelor of science and masters degree from the University of Oklahoma. He has served as a geologist with Texaco in Oklahoma and has written more than 40 professional publications.

--30--

2 - 2-15-66

This release was distributed 2/15/66
to all Lubbock media and Austin media

AUSTIN, Feb. 15 -- Texas Tech Exes living in the Austin area are planning big things for the Tech-Texas basketball game here Saturday.

Local chapter officials said Tuesday the group would meet at noon Saturday at the Grotto Restaurant, 2607 Guadalupe, for lunch and would then go to the 2 p. m. game in Gregory Gymnasium as a group.

The Red Raiders will be out to avenge an earlier loss to the Longhorns, and Tech Exes will attempt to provide as much support as possible.

All alumni and friends of the College are invited to the noon luncheon. Tickets will be available for group seating at the game.

-30-

3-2-15-66

This release was distributed
2/15/66 to local media and
Renner's file.

AUSTIN, Feb. 15 -- Don L. Renner, Assistant Dean of Admissions and Registrar at Texas Tech, Tuesday was appointed to the Auditing Committee of the Texas Association of Collegiate Registrars and Admissions Officers.

The one year appointment was announced here by Association President Byron Shipp, who is Registrar and Dean of Admissions for the University of Texas.

Appointed to serve with Renner were Don Anthony of Mary Hardin Baylor College and Madge Grba of Hardin-Simmons.

(30)

4-2-15-66

This release was distributed
2/15/66 to local media and the
National Association of Land
Grant Colleges.

LUBBOCK, Feb. 15--Texas Tech has enrolled a record-smashing 15,790 students for the spring semester, according to official and final figures released Tuesday by Assistant Registrar Evelyn Clewell.

Tabulations topped by 2,410 the 13,380 enrollment set in the 1965 spring semester. Last fall's figure soared to 16,305, a new all-time enrollment at Tech.

In line with long-established tradition, the School of Arts and Sciences continues to be the largest school on campus, with 6,592 students enrolled.

A total of 3,476 students are enrolled in the School of Business Administration, 2,103 chose the School of Engineering, 1,185 in the School of Agriculture and 966 are enrolled in the School of Home Economics. The Graduate School reports an enrollment of 1,468 students.

The final figures revealed several items of more than passing interest.

Tabulations reveal that men still outnumber women students. Reporting for classes are 9,992 men students as compared to 5,798 women.

Among undergraduates, the freshmen class leads with an enrollment of 5,693. Sophomores number 3,410; juniors, 2,679, and seniors, 2,540.

Although spring enrollment normally drops below fall registration, this year's second semester trailed but slightly the new high of 16,305 of last fall.

(30)

5-2-15-66

This release was distributed
2/15/66 to local media, Fort
Worth Media and parents

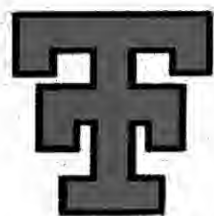
LUBBOCK, Feb. 15--Roland Anderson, Texas Tech Student Association president, left Tuesday for Washington, D. C. to attend the Presidential Prayer Breakfast this week.

President Johnson, members of the cabinet and other top political figures will be present at the breakfast, held in conjunction with the Student Leadership Conference.

Anderson, a senior from Fort Worth, will return Saturday.

--30--

6 - 2-15-66



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LUBBOCK, Feb. 15--Prof. Ronald Schulz of Texas Tech's Speech Dept., has been elected president of the Texas Educational Theatre Association.

Schulz will serve until the Association's 1968 meeting. Dr. Charles Schmidt, chairman of the Department of Speech and Drama at Sam Houston State College, was named vice president.

The Association's aim is to promote development of quality theatre programs in Texas colleges and universities. The group was instrumental in developing a criteria policy which has been adopted by the Southwest Theatre Conference and the American Educational Theatre Association.

"Regularly revised course outlines for basic courses in theatre arts have been developed by the Association to represent the best thinking and teaching practices of most of the college theatre instructors in Texas," Schulz said.

--30--

7 - 2-15-66

This release was distributed
2/15/66 to local media and
Muleshoe Journal.

LUBBOCK, Feb. 15--Texas Tech freshman Devorah Russell of Fort Worth has been chosen as one of the Young Artists of the year by the Muarda Junior Women's Club of Fort Worth.

A voice major, she will present a program of French, Italian and English art songs in a recital at 8 p.m. Wednesday (Feb. 16) in Margaret Meacham Hall, Fort Worth. Her accompanist will be Susan Birdsong, Tech music major from Muleshoe.

--30--

8 - 2-15-66

This release was distributed
2/15/66 to all local news media.

LUBBOCK, Feb. 15 -- Dr. L. Ann Buntin, head of the Department of Home Economics Education in Texas Tech's School of Home Economics, will participate in the annual meeting of the American Association for Colleges for Teacher Education which opens Wednesday (Feb. 16) in Chicago, Ill. The meeting will end Saturday (Feb. 19).

-30-

9-2-15-66

This release was distributed
2/15/66 to local media and
El Paso newspapers.

LUBBOCK, Feb. 15--Dr. C. L. Sonnichsen, Dean of the Graduate Division of Texas Western College in El Paso, will speak Friday night (Feb. 18) on the Texas Tech campus.

The 8 p.m. address in the School of Agriculture Auditorium is under the auspices of the Tech Graduate English Club. Admission is 50 cents for students, and \$1 for all others.

Dr. Sonnichsen, author of a dozen books dealing with the Southwest's history, will speak on "Southwestern Literature--Coming or Going?".

He will be honored at a reception following the lecture in the Anniversary Room of the Student Union. The public is invited to attend.

His books include Billy King's Tombstone, Roy Bean: Law West of the Pecos, Cowboys and Cattle Kings, I'll Die Before I'll Run, Alias Billy the Kid, Ten Texas Feuds, The Mescalero Apaches, Tularosa: Last of the Frontier West, The El Paso Salt War, The Southwest in Life and Literature, Outlaw: Bill Mitchell, Alias Baldy Russell, His Life and Times, Pass of the North.

Dr. Sonnichsen, a native of Iowa, joined the TWC faculty in 1931 and assumed his present position in 1960. He holds the master's degree and doctorate from Harvard, and is a member of many historical societies.

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LUBBOCK, Feb. 16--Dr. Mervyn Lee Rudee of the Rice University faculty will speak at 4 p.m. Friday (Feb. 18) in the Texas Tech Architecture Auditorium on the subject, "Material Science--An Emerging Discipline."

Dr. Rudee, an assistant professor of Materials Science at Rice since 1964, will speak under auspices of Tech's Engineering Lecture Series.

The lecture is free and open to the public.

Dr. Rudee, who holds all three degrees from Stanford University, is particularly interested in the study of defects in crystals by X-ray diffraction and electron microscopy.

He presently is directing research at Rice on neutron irradiation damage in semiconductors under a grant from the National Science Foundation. Other current research is centered on the nature of ferromagnetic thin films.

His professional affiliations include the American Physical Society, Sigma Xi and the Texas Society for Electron Microscopy, of which he is president and co-founder.

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This release was distributed 2/16/68 to
all local media.

LUBBOCK, Feb. 16 -- Texas Tech's outstanding Air Force ROTC cadets will be honored at a Wing Awards Ceremony at 1 p.m. Thursday (Feb. 17) in Tech Union Ballroom.

Recognition will go to cadets who made distinctive contributions during the fall semester, said Maj. Henry L. Gantz, Tech professor of aerospace studies. College officials will make the presentations.

Awards will include leadership plaques to senior cadets, commendation awards, flight awards, air science awards, good conduct ribbons, Sabre Flight and Angel Flight drill team awards, and intramural participation awards.

-30-

12-2-16-66

This release was distributed 2/16/66
to all local media.

LUBBOCK, Feb. 16 -- Three faculty members from Texas Tech's School of Business Administration will be in Chicago this weekend (Feb. 18-19) for the annual convention of the National Association for Business Teacher Education.

The three, all in the School's Department of Business Education, are Dr. Irol Balsley, Dr. John Binnion and Dr. John Gilliam.

Dr. Balsley, President of the National Collegiate Association for Secretaries, also will preside at a meeting of the NCAS Executive Board to be held in connection with the NABTE meeting.

She also is Vice President of the NABTE's Research Division.

Also attending the convention are five Jordanian graduate students studying in the Tech Business School under a Ford Foundation grant. They are Khalid Abdullah, Naim Dahmash, Hamed Hadidi, Saleh Khassowneh and Hashem Sabbagh.

-30-

13-2-16-66

This release was distributed
2/16/66 to all local news media.

LUBBOCK, Feb. 16 -- The impact of an emerging middle class and the breakup of colonialism were cited as significant factors in a continuing pattern of "revolution and change in Latin America" at Texas Tech's Noon Forum lecture Wednesday (Feb. 16).

"Changes in Latin America today differ from those taking place elsewhere in the world, in Asia and Africa, for example," said Dr. David M. Vigness, "in that leadership in Latin America leans toward its Western heritage."

Approximately 50 students and faculty members attended the luncheon meeting, the first in the spring semester Noon Forum Series of faculty lectures sponsored by Tech Union Ideas and Issues Committee.

Dr. Vigness pointed out that both revolution and evolution share the spotlight as education brings enlightenment and the caste system gives way to a new social order in the 21 republics comprising Latin America.

Still to be determined, however, is how well the developing middle class of doctors, lawyers, university professors, manufacturers and company managers will fit into the picture.

"There is also a vertical change in the caste system," Dr. Vigness said, "as the Indians begin to awaken and to seek a place in society."

Similarities between the U.S. and its southern neighbors were noted in a brief outline of history from colonialism to the present.

"Mexico's revolution of 1910 was indigenous and, like our own, aimed at welding the country together into a nation." Mexico, he pointed out is now termed the most "secure" of the Latin American countries.

"Their constitution of 1917 fits the people and the country seems to be on a firm footing."

(More)

Latin America...add one

"Revolution frequently leaves a power vacuum," he said, "and poses another problem: Who is to take charge? This power vacuum paves the way for the militarist, the man with the most guns and followers."

Along with the social revolution there is also a "consumers revolution" that is being fostered, in many instances, by the "extraordinarily successful salesmen" from America who are creating a desire for new products.

Dr. Vigness concluded that "completion of the revolutionary process depends upon each republic fulfilling its destiny and maturing within the framework of its own history."

Dr. Vigness, head of Tech's history department, is a specialist in Latin American history. He speaks Spanish fluently and in 1957 went to Santiago, Chili, as a Fulbright lecturer at Catholic University and University of Santiago.

--30--

15 - 2-16-66

This release was distributed 2/16/66 to
all Lubbock and Midland media.

LUBBOCK, Feb. 16 -- Four area men will take a Certified Data Processor examination administered Saturday (Feb. 19) at Texas Tech by Tech's School of Business Administration.

Taking the exam will be Ronald N. Brown, 5506 38th St., Lubbock; Thomas Chapman (3213 Frontier) and James Messer(4407 Wilshire Dr.) both of Midland, and Hancle Stevenson, 3004 37th St., manager of data processing for the City of Lubbock. All four currently are working in the field of data processing.

Burl Hubbard, assistant professor of management in the School of Business Administration, will supervise the testing. This is the third time Tech's School of Business Administration, in cooperation with the Data Processing Management Association, has administered the three-hour certifying test.

Preparatory courses and background in data processing are offered through the Department of Accounting in the Business School.

-30-

16-2-16-66

This release was distributed
2/17/66 to all local news media.

LUBBOCK, Feb. 17 -- Two faculty members of Texas Tech's School of Business Administration, Dr. Howard Balsley and Dr. Vincent Luchsinger, will attend sessions of the Institute of Management Sciences in Dallas Friday and Saturday (Feb. 18-19).

Dr. Balsley is professor of marketing and Dr. Luchsinger is an associate professor of the Management Department.

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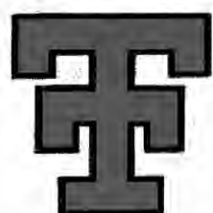
17-2-16-66

This release was distributed
2/17/66 to local media.

LUBBOCK, Feb. 17--Maj. Robert B. Frazier of Air Force ROTC Headquarters at Maxwell AFB, Ala., will visit the Texas Tech AFROTC detachment next Monday and Tuesday (Feb. 21-22) to discuss the unit's academic activities with cadets and instructors.

--30--

21 - 2-17-66



NEWS

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

This release was distributed
2/18/66 to special farm list
consisting of 60 Tex., Southwest
and National Farm Journals and
Newspapers.

LUBBOCK, Tex., Feb. 18--A detailed look at the importance of irrigation to the Texas High Plains is contained in a report prepared for the Texas Water Development Board by Texas Tech Agricultural Economics Prof. Herbert W. Grubb.

The report, prepared to assist the TWDB in developing the Texas Water Plan, was presented at the recent West Texas Water Conference held at Tech.

Grubb reveals that total local High Plains irrigation benefits presently are estimated at \$444 million per year. The estimate is based on an annual irrigated acreage of five million acres and the assumption that irrigation benefits are consumed within the High plains area. "Of this total benefit," Grubb said, "approximately 22 per cent or \$100 million are direct returns to water. The remaining 78 per cent or \$344 million, are indirect benefits from irrigation."

Grubb explains that the total High Plains disposable income was reported at approximately \$1.8 billion in 1964. "Based on the estimates of irrigation benefits, irrigation is responsible for approximately 25 per cent of High Plains income in the mid 1960's" he declared.

Commenting further, the report said "recent estimates made by a High Plains task force show that with present water supplies, ~~maximum~~ potential irrigated acreage in the 42 county High Plains area is 5.8 million acres. It is anticipated that this maximum will be reached around 1980 and that by the year 2000, irrigation from present water supplies will be 3.5 million acres or reduced to the level known around 1959.

(More)

GRUBB...add one

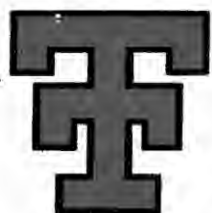
"Unless efficiency increases offset irrigated acreage declines, primary benefits to High Plains irrigation will be around \$70 million as compared to present levels of approximately \$100 million. If other benefits are reduced proportionately to primary benefits, secondary benefits would be \$66 million as compared to present levels of \$91 million. Agricultural inputs tertiary benefits would be \$60 million as compared to present levels of \$85 million and consumption tertiary benefits would be \$121 million as compared to present levels of around \$168 million.

"These estimates," Grubb said, "represent an attempt to identify which groups and in what degree these groups benefit from High Plains irrigation. Since irrigation water supplies are exhaustible, many beneficiaries of irrigation will want to consider ways in which these benefits can be used to develop a more permanent water supply."

Prof. Grubb pointed out that "benefits, of course, can be enhanced on an annual basis and perhaps extended in time with improved efficiency in using present water supplies, although much is yet to be learned about reducing the amount of water required to produce the composite irrigated acre. As market conditions change, the composition of the composite irrigated acre will change.

"For example," he said, "if the new cotton program results in an across the board reduction in cotton acreage of 35 per cent, primary benefits to irrigation can be expected to decline by about \$1.40 per composite irrigated acre, for a total of \$7 million. But there would be a release for other uses of about .12 acre feet of water per composite irrigated acre."

Grubb concluded his report by saying that "there is much yet to be learned about intersectoral relationships within the High Plains economy. Flows between High Plains business firms is important in determining the area's economy level. Further study and quantitative analysis is needed to finally develop effective approaches to solving the long range irrigation water supply problems facing the High Plains."



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and National Farm Journals and
Newspapers.

LUBBOCK, Tex., Feb. 18--Encephalitis, a disease all too familiar to High Plains residents, receives a through examination in a report prepared for the Texas Water Development Board by Tech faculty members Dr. Ellis W. Huddleston and Virginia C. Riggs. Entitled "Public Health Aspects of High Plains Water," the report was presented at the recent West Texas Water Conference here.

Dr. Huddleston, Associate Professor of Entomology, and Mrs. Riggs, an Entomology Research Assistant, collected information from many sources, including the U.S. Public Health Service, State Department of Health and Lubbock health units.

The report traces the history of encephalitis in this area pointing out that three main types exist in the United States -- eastern equine, western equine and St. Louis encephalitis. The report states that the arthropod-borne encephalitides have become the most important group of mosquito-transmitted diseases in the United States.

Arboencephalitis is the major health problem associated with High Plains surface water because mosquito breeding is directly associated with it. Since more than 90 per cent of the Texas High Plains drains into small intermittent lakes or shallow depressions ranging in diameter from a few feet to almost a mile, and in depth from a few inches to several feet, more than 70 per cent of the High Plains mosquitoes come from these areas.

"Arboencephalitis epidemics occur at irregular intervals when weather conditions and prevalence of virus become optimum during the same year. The disease is especially prevalent in younger age groups where it may be confused with many childhood diseases," the report said.

(More)

HUDDLESTON, RIGGS...add one

"Although other species are capable of transmitting encephalitis, the Culex tarsalis is the main enemy. It becomes most numerous in the late summer, corresponding with the peak in cases. The mosquito prefers the warm weed and grass choked shallow waters of the shallow depressions as breeding sites. Breeding conditions become more favorable toward the end of summer. This fact, together with the adult mosquitoes over-wintering in small numbers, leads to gradual population increase from June through early August.

"Large numbers of other species are present during the summer, especially in years of above-normal rainfall. These mosquitoes, although not now thought to cause significant health problems, seriously interfere with outdoor recreation and work in the late afternoon and evening.

"Very few other disease carriers are associated with High Plains surface waters," the report says. "Lack of cultivation of the shallow depressions allows weeds and grass to grow, thus providing an important overwintering site for several important insect pests, such as the cotton fleahopper and thrips."

The report included a section on Projections to the Year 2020: "Arboencephalitis has been endemic in the High Plains for many years. There is no reason to anticipate any change in the pattern of irregular epidemics with attack rates as high as 2.6 per 1,000 population, unless certain changes occur. Factors influencing mosquito breeding, and thus encephalitis epidemics, include irrigation, cultural practices, mosquito control, population density and possible development of effective immunization.

"The decrease in available irrigation water should lead to more effective utilization of available water, with a consequent reduction in the amount of waste water flowing into sinks, thus providing mosquito breeding sites.

In addition, more and more direct utilization of playa lake water for irrigation can be foreseen, creating a reduction in duration and size of mosquito-breeding habitats. Cultural practices, especially bench leveling and terracing, should reduce runoff from farmlands into playa sinks.

(More)

HUDDLESTON...RIGGS...add two

"Entomologists and officials involved with public health problems recognize that the most effective and efficient method of mosquito control is the Mosquito Abatement District approach. Lawmakers already have provided the legislative basis for establishing these tax-supported districts.

The report concludes by saying that "if by the year 2020, an educated public has learned to use underground and surface water more effectively, and has established efficiently operated mosquito abatement districts, mosquitoes and encephalitis should become a lesser problem than at present."

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20 - 21-17-66

T NEWS

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This release was distributed
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consisting of 60 Tex., Southwest
& National Farm Journals and
Newspapers.

LUBBOCK, Tex., Feb. 18--Texas Tech agricultural engineering Prof. William F. Schwiesow, reporting on "Playa Lake Use and Modification in the High Plains" for the Texas Water Development Board, conducted a detailed study of area lake modification activity and recharge well construction. A lake by lake count was made in 27 counties with samples taken from three counties and projected to the total area.

"Playas numbered 19,241 with active recharge wells totaling 90," he said. "An estimated average of three million acre-feet of runoff accumulates annually in the lakes. Considering unavoidable losses, 2.1 million acre-feet should be available for productive agricultural uses."

His report points out that use of water collecting in playas was a haphazard thing for many years. "Probably the greatest benefit in early times was their use as watering places for livestock roaming the range. The shift from ranching to farming eliminated this beneficial use, causing the playa to be considered a nuisance and detriment to the farmer," Schwiesow said.

Usually no crops could be grown in the playa, Schwiesow explained. The bare soil was an ideal place for dust movement to start in high winds. "However," Schwiesow said, "playa areas do remain dry long enough to encourage farmers to attempt cultivation. The gamble is great and generally results in long-term loss."

He reported that the realization of the importance of irrigation water to the High Plains brought action on the part of community leaders between 1940-50. Playing a leading role in this, he said, was the High Plains Underground Water Conservation District No. 1 at Lubbock. Cooperating groups included the Texas Board of Water Engineers, U.S. Soil Conservation Service, Texas Agricultural Experiment Station and the State Extension Service.

(More)

SCHWIESOW...add one

Schwiesow asserted that "education in efficient use of irrigation water was an early part of the program and continues to be an important phase of conservation activities.

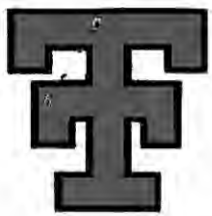
"Research in more efficient practices has aided the water use program. It was not long after heavy irrigation pumping began that people started to realize that underground water was exhaustible and efforts were made to reduce use of this depletable resource and make more use of the recurring resource--natural rainfalls.

"Estimates were made of the number of playas available and the volume of water runoff that accumulated in these lakes. Then means were sought to utilize the water. Placing this water in gravel formations was one of the early plans and it still has many promising features.

"Land preparation came into prominence--both as a means of improved irrigation efficiency and for rainfall conservation. More recently lake modification to reduce the water surface area and its accompanying evaporation losses has come to the fore.

"This somewhat localized problem has come to be a part of a much greater picture. Not only does it become part of the water problem in Texas, but is of concern in national and continental water plans."

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Newspapers

LUBBOCK, Tex., Feb. 18--"The re-use of water through many cycles will be a routine practice in 50 years." predicts Texas Tech Civil Engineering Prof. George A. Whetstone in a report prepared for the Texas Water Development Board.

Reports of five studies by members of the Tech faculty were presented at the recent West Texas Water Conference at Tech. The reports for the TWDB were prepared at the request of Gov. Connally.

Entitled "Re-Use of Effluent in the Future," Dr. Whetstone's report predicts that water re-use will become a routine practice "due to the critical need for water on the one hand, and the improved technology of sewage treatment leading to the economical production of completely purified water on the other."

The report asserts that with the water supply essentially constant, and the demand growing, "the luxury of discarding once-used water will become but a bitter memory of ancestral squandering." The report explains that through the utilization of modern developments in the production of effluent and in the disposal of sludge, sewage systems can be made flexible enough to deliver effluent of a desired quality "where and when needed."

The design--and the continuing redesign--of piping and plants to produce these results with the maximum economy will require sound engineering on a system-by-system basis, the report says. Broad knowledge of solutions which have been employed elsewhere, tempered with the modifications desirable to adapt them to local needs, will be required, Dr. Whetstone asserts.

The report says industries in many arid regions which require large flows of water now operate successfully by recirculation of their own water and re-use of treated effluent.

(More)

WHETSTONE...add one

Industries cited as making effective use of reclaimed water include canneries, chemical plants, cornstarch plants, dairies, electronic manufacturers, electroplating, gas works, packing plants, power plants, railroads, refineries, steel mills and golf courses.

Texas cities named in the report as using effluent for irrigation, industry, and recreation include Lubbock, Abilene, Amarillo, Andrews, Big Spring, Midland, Odessa, Quanah, San Antonio, San Angelo, Eagle Pass, Port Lavaca, and Dallas.

"Technically," Dr. Whetstone says, "effluent meeting the bacteriological standards for drinking water may be-and has been produced." He cited Ottumwa, Iowa as an example, where for two months one third to one half of the water supply consisted of raw sewage from the upstream city of Des Moines. In another instance Chanute, Kansas re-circulated its own effluent for several months without disaster.

Dr. Whetstone pointed out, however, that such intensive use "is not contemplated." Better effluent from increasingly effective treatment plants will presumably be diluted with river water which may be expected to be better than the present quality as pollution control becomes more general, he said.

In discussing effluent for irrigation purposes, Dr. Whetstone writes that; "the future of agricultural re-use would seem to be essentially an economic problem. If the irrigation is viewed as primarily a means of sewage disposal with the added advantage of the avoidance of stream pollution, then the farmer should be paid for making his land available especially if he is required to accept the full effluent flow at all times.

"If, however, the effluent be priced at its value to potential industrial users, or even priced at cost of raw water plus cost of treatment and cost of delivery to the farm, the picture is very different. The most probable long-term development in Texas would seem to be an increasing industrialization of the metropolitan areas with a corresponding shift of their use of effluent from irrigation to industrial use.

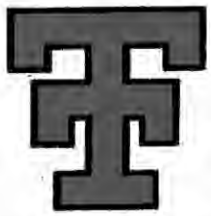
(More)

WHETSTONE...add two

"Smaller municipalities probably will continue the trend to reveal an ever-increasing interest in the use of effluent for irrigation. The correlation of use with the use of the city is related to the shorter transmission distances, more moderate land and water values and reduced competition for effluent in the smaller communities."

--30--

18 - 2-17-66



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

This release was distributed
2/18/66 to special farm list
consisting of 60 Tex., Southwest
& National Farm Journals and N.P.

LUBBOCK, Tex., Feb. 18--A statewide survey conducted by Texas Tech agronomist Dr. C. Clark Harvey revealed that 135 towns and cities in Texas already are utilizing sewage effluent for irrigation and that other municipalities are making similar plans for the near future.

"Sewage irrigation can make use of water that is usually wasted, can contribute to the economy of an area and reduce pollution in waterways," noted Dr. Harvey in a report presented to the State Water Development Board at the recent West Texas Water Conference held here.

Since domestic sewage effluent ordinarily is more than 99.9 per cent water and the remaining .01 per cent was originally present in the water, it becomes an excellent substitute for or supplement to irrigation water, Dr. Harvey said.

Survey findings were based on questionnaires sent to all cities and towns in Texas with a population of more than 100.

In his report on the effectiveness of the use of sewage effluent for agricultural purposes, Dr. Harvey had this to say:

"Sewage plant effluents have been approved in Texas for the irrigation of crops grown for animal feed. In tests conducted in Arizona barley, wheat and oats produced higher yields when irrigated with effluent than when irrigated with well water and fertilized at the rates of 200 pounds of nitrogen, 150 pounds of phosphorus and 100 pounds of potassium per acre.

"Sewage irrigation was started in Lubbock in the early 1930's and is still being practiced on the same land. Its use on the Agronomy Farm of Texas Technological College was initiated in 1965.

"Sewage systems in Texas produce about one and one third million acre-feet of effluent per year.

(More)

SEWAGE...add one

"The economic contribution that could be made to the state through efficient use of this resource would be difficult to estimate. A value of \$44 - \$51 per acre-foot is commonly quoted. Used on cotton it might be \$75 - \$80 per acre-foot.

"Certainly, the value is sufficiently high to justify expenditures necessary to properly distribute it over productive soils. Despite this, there seems to be a general lack of appreciation for the value of effluent.

"Pasture grasses are most commonly irrigated with effluent. This may be native pastures, Johnsongrass or Coastal Bermuda grass. This type of vegetation is normally adjacent to sewage disposal plants and represents minimum cost to the grower in seedbed preparation, seeding, tillage, harvesting, etc. Other crops being irrigated with effluent include cotton, grain sorghum and wheat.

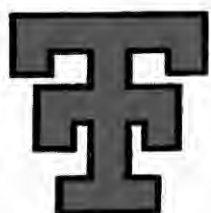
"The tendency with land disposal of sewage is to apply as much sewage as possible on a limited area at rates higher than can percolate through the soil. Waterlogging of the soil and development of odors result from such practices.

"When the application of sewage effluent to the land is geared to the needs of the soil and the crop, odor and waterlogging difficulties do not arise. Effluent may have an unpleasant odor also if the processing plant is overloaded and the sewage is not properly treated."

Ronald Cantrell, senior agronomy student at Tech, worked with Dr. Harvey in preparing the study.

After studying the information on hand, the authors drew the following conclusions:

1. A resource of great economic value is not being used.
2. Much of the effluent is used on low-value crops.
3. Under proper climatic and soil conditions, the use of effluent need not create nuisance conditions or health hazards.
4. Crop irrigation with effluent can contribute to the economy of the area and solve satisfactorily the sewage disposal problem.



NEWS

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This release was distributed to
local media 2/17/66.

LUBBOCK, Feb. 17 -- Pulitzer Prize winner Arthur M. Schlesinger Jr. will be on the Texas Tech campus Friday (Feb. 18) to deliver the first lecture in the College's University Speaker Series.

"The World We Want -- and How to Get It" will be the subject of the address at 7:15 p.m. in Lubbock Municipal Auditorium.

In his discussion, Schlesinger will focus attention on such topical issues as world peace, co-existence of democracy and communism, and the role of the new nations in today's troubled political climate.

Schlesinger became the youngest historian ever to receive the Pulitzer Prize when he won the coveted award in 1946 at the age of 28 for his book, "The Age of Jackson."

Named to the Harvard University history staff in 1947, he became the only faculty member in Harvard's history to be appointed to full professorship with only a bachelor's degree. (He was graduate summa cum laude from Harvard in 1938.)

Schlesinger's writings on political themes include several Book-of-the-Month selections, notably "The Crisis of the Old Order" and "The Politics of Upheaval." He discussed contemporary and social problems in "The Vital Center," published in 1949, and American foreign policy in terms of issues raised by President Truman's dismissal of General MacArthur in "The General and the President" (1951).

During the war he served in the Office of War Information in Washington and in the Office of Strategic Services in London, Paris and Germany.

Schlesinger also has been active in public affairs, serving as special assistant to President Kennedy and later to President Johnson. He left the White House in 1964 to write an in-depth study of the Kennedy Administration.

Born in Columbus, Ohio, he is the son of Arthur M. Schlesinger, also a distinguished historian.

Tech Dean of Student Life James G. Allen is chairman of the University Speakers Series which brings world figures to the campus for lectures on a wide variety of subjects. Planned primarily for Tech students, the lectures are made possible by a special allocation of student activity fees.

22-2-17-66

LUBBOCK, Feb. 17 -- More than 275 of Texas Tech's outstanding Air Force ROTC cadets were honored, individually and in group presentations, in Thursday's Wing Awards Ceremony in Tech Union ballroom.

The fall semester's top award, the Professor of Aerospace Studies Leadership Plaque, went to George M. Burnup, Austin senior. William C. White, senior from Dallas, received the Special Achievement plaque. Maj. Henry Gantz, professor of aerospace studies, made the presentations.

Ten cadets received commendation awards for outstanding contributions to the cadet corps and for outstanding performance of duties within the cadet wing.

Tech Registrar Dr. Floyd D. Boze presented these awards to Winston H. King of El Paso, Robert J. Vacker of Seymour, Don B. Kennedy of Burkburnett, Thomas W. Fisher of Midland, George A. Steward of Levelland, Norman G. Schussler of San Angelo, Gary L. Graves of Lubbock, Michael G. Gurley of Marlin, Earnest C. Casstevens of Lubbock and Don M. Mitchell of Claude.

Air Science I Squadron Awards went to Lou Garcia of San Antonio, Jack Easter of Lubbock, William B. Hogan of Abilene, William W. Duncan of Fort Worth and Larry Lewter of Perryton. Capt. Herman Jones, assistant professor of aerospace studies, made the presentations.

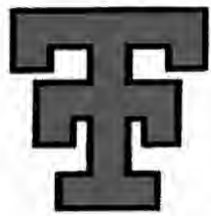
The Flight Commendation Award presented to "F" Flight by Maj. Robert L. Paradis was accepted by Cadet Commander Clarence Hester of Abilene.

Drill team awards were accepted by Jane Sosnowy of Texas City, commander of Angel Flight, and by Don Mitchell of Goodnight, commander of Sabre Flight.

Good conduct ribbons went to approximately 200 freshmen and sophomore cadets for fall semester attendance and overall contribution to the corps.

Also recognized were members of the AFROTC intramural football team.

More than 600 cadets are enrolled in Tech's AFROTC program.



NEWS

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This release was distributed
2/18/66 to local media.

FOR RELEASE AFTER 6:30 P. M. SATURDAY, OR THEREAFTER

LUBBOCK, Feb. 18 -- Charles W. Post, associate professor of music and chairman of vocal studies at Texas Tech, has been named to a one-year term as Lieutenant-Governor for North Texas in the Southwestern Regional Division of the National Association of Teachers of Singing.

His duties will include coordinating activities of North Texas chapters, serving on the regional Board of Control, and officiating as judge and host at the annual regional convention to be held this fall on the campus of the University of Oklahoma.

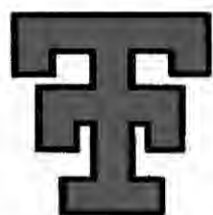
The Southwest Region, largest in the national organization, includes chapters in Arkansas, Colorado, Kansas, New Mexico, Oklahoma and Texas. Its highly successful student auditions last year attracted more than 350 student vocalists competing for 50 awards, Post said.

NATS also sponsors a Singer-of-the-Year competition, initiated at the regional level, which offers a New York debut in Town Hall and a concert tour to the national winner.

Post joined the Tech faculty in 1957. He holds bachelor of music and bachelor of science degrees from Colorado State University and a master's degree from the University of Denver.

(30)

25-2-18-66



NEWS

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

This release was distributed
2/18/66 to local media.

LUBBOCK, Feb. 18--Texas Tech Faculty Club's February dinner meetings will be at 6:30 p.m. Thursday and Friday (Feb. 24-25) in the club room in Tech Union. Reservations should be made by Tuesday noon with Dr. Larry Graves, P02-8811, Ext. 2291. Members may bring guests.

--30--

26 - 2-18-66

This release was distributed
2/18/66 to local media

LUBBOCK, Feb. 18--Construction was launched at Texas Tech Wednesday on a \$155,205 project to finish one third of the existing basement and the third floor of the library.

The work, under the direction of Lubbock contractor Ed Lampe, will increase the capacity of the library to 750,000 volumes and provide for a seating capacity of 950.

Lampe said the estimated completion date is Nov. 10, 1966.

"The work is coming along fine and if nothing happens we will wind the work up before the estimated completion date," Lampe said Friday.

The first phase of the building was completed in 1962. Bids for the current work were opened Dec. 7, and were approved by the Tech Board of Directors on Dec. 11.

--30--

28 - 2-18-66

This release was distributed
2/21/66 to local media and
to Wesley Byrom.

LUBBOCK, Feb. 21 -- Direct dialing to any telephone on the Texas Tech campus, be it faculty office or student dormitory room, will become a reality for the 1967 fall semester under terms of an agreement just announced between Tech and Southwestern Bell Telephone Co.

The innovation will be accomplished through conversion to a system known as Centrex, and the assignment to Tech of a completely new and exclusive prefix.

"It was simply to everyone's advantage to go to this new system," said Tech Vice President for Business Affairs M. L. Pennington. "Our present system, while it was good when we installed it," Pennington added, "has just grown faster than anyone anticipated.

"Tech eventually will realize a savings through conversion to Centrex," he explained, "rather than just continuing to spend more money in adding to the old system, which already is near the overload point."

Southwestern Bell will add one more switchboard and install additional outside trunk lines this year to relieve pressure at the College until conversion to Centrex can be accomplished.

Centrex, which will eliminate funneling incoming calls through the College switchboard, means that the only reason a call cannot be completed is because the telephone being called is in use.

The decision to switch to the new system is the result of an awareness by College and telephone officials of increased demands by Tech for telephone service in the future.

(MORE)

CENTREX. . .add one

Predictions of a 20,000 student body by 1970 and an enrollment near the 35,000 level by 1975 caused Tech and telephone company engineers to turn to Centrex.

Officials said the new system, when installed, would accommodate a total number of 6,000 campus telephones, with built-in expansion features designed to increase the capacity to 10,000. Currently, 4,414 telephones are in use at Tech with that number destined to go up next fall and again in 1967 with anticipated completion of three new dormitories.

Tech Business Manager John Taylor also pointed to the increased number of students living off campus who telephone the College daily to check on class assignments, meetings and activities or just calling classmates who live in dormitories.

Southwestern Bell Communications Sales Manager Wesley Byrom of Lubbock said engineering of necessary equipment will be done in the Dallas office and would require six months to a year with another six months needed for actual on-campus installation. Work already is underway in Dallas, he added.

Byrom emphasized that installation of the new system would not interfere in any way with present Tech telephone service, and that the only noticeable change would be the announcement of a new prefix, once the system is ready to go into operation.

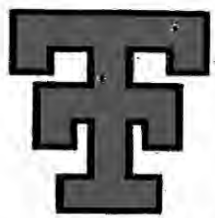
"This system is almost impossible to outgrow," he said. "It is based on the best scientific data available, and is the result of anticipating future needs and planning for them."

Byrom said that Tech, once the conversion is accomplished, would be the first school in the Southwest Conference to have the new system. The University of Texas now employs a partial Centrex system.

Byrom said advantages to Centrex are that it allows complete privacy of all calls, ease of transfer and simplification of long range planning both for college and telephone officials.

He pointed out that the new system, based on actual experience results in an average of 28 seconds saved in callers reaching their party. All calls also go out immediately with no attendant assistance needed.

Tech's new prefix is to be announced by the telephone company later. The new system will be housed in Doak Hall, site of the present installation.



NEWS

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

LUBBOCK. Feb. 21 -- About the nearest thing to perpetual motion at Texas Tech these days is a red-shirted, spirit-building band of energetic young men known as the Saddle Tramps.

Whether they are leading cheers at athletic events or giving a visiting dignitary the red carpet treatment, the Tramps always seek to improve and advance Tech.

That's the way it's been ever since the organization was formed in 1936 by then head cheerleader Arch Lamb, now a Lubbock County Commissioner.

Lamb, feeling that his classmates might be overly exuberant and unorganized, conceived the idea to lead that spirit into constructive channels.

With Lamb as president, the organization was born--dedicated to the improvement and advancement of Tech.

Tech Athletic Director Polk Robison probably best described the Tramps when he said, "I know of no other organization which better typifies the true spirit of Texas Tech." Robison, with more than 25 years of service to the College, is well qualified to offer judgment.

Tech football coach J. T. King describes the Tramps as "The best group to build moral among squad members and the student body that I have ever seen."

What does an organization do to earn such high praise? "We strive to work as hard as possible," said Tramp president Bob Fillpot. "We try to be mindful that the spirit we are trying to build is not just an outpouring of emotions at athletic contests, but something truly within ourselves and the student body we are attempting to serve."

(MORE)

TRAMPS. . .add one

The 90-member organization also works to uphold and preserve College traditions. The Victory Bells are an example. Donated by the Class of '36, they are located in the Administration Building east tower and are faithfully rung by Tramp members after each football and basketball victory.

"Banging Bertha" is a big bell carried by the Tramps to all football and basketball games. The bell, donated by the Santa Fe Railroad, is an object of personal pride for all Tramps and several times they have defended her honor against over-zealous students from opposing schools.

A little bell, donated by the Lubbock Fire Department, is rung in the Tramp section during athletic events.

A typical day during the basketball season will find some Tramps visiting workouts to lend vocal encouragement to the team. Before a recent game against Texas A&M, the Tramps presented each Raider with a workout shirt reading "Beat The Hell Out Of A&M." "The players and coaches seem to appreciate these thoughts and we are constantly on the alert for new and better ideas," Fillpot said.

On game days, a delegation of Tramps usually meet the visiting team at the airport and often provide a red carpet welcome. Such was the case for University of Texas coach Harold Bradley, who only a few days earlier, had offered criticism of Tech basketball fans.

At the game the Tramps sell programs, usher, toss souvenir basketballs to the crowd, form lines for the Red Raider cagers and "anything else we're asked to do."

Fillpot said A&M coach Shelby Metcalf has shown interest in the group and has publicly praised the Tramps as "a fine organization."

Fillpot and his cohorts are in charge of football pep rallies at the Southwest Conference Circle, built with funds contributed by the Tramps, Circle K and Alpha Phi Omega.

(MORE)

TRAMPS. . .add two

Another fall activity is the placing of scarlet and black streamers on cars as they drive around the Tech Memorial Circle. "This is one way to make people aware of the upcoming game and to boost spirit at the same time," Fillpot remarked.

To prove their support of last year's football team, the Tramps spent more than 300 man hours producing hundreds of signs reading, "Eat More Pork," aimed at the Arkansas Razorbacks.

The Tramps further assist Tech's Athletic Department by accompanying visiting athletes on campus tours and answering questions about the school.

Always on the alert, the Saddle Tramps learned that Tech president-elect Grover E. Murray was arriving in Lubbock for a visit. Tramps met Dr. Murray at the airport and rolled out the red carpet for him.

Tramp officers include Joe Minkley, Stratford, first vice president; Jerry Bawcom, Monahans, second vice president; Jack Bennett, Afton, secretary; Harold Cain, Plainview, treasurer; and Dave Unfred, New Home and F. E. Busby, Nolan, sergeants-at-arms.

"With 90 members," Fillpot said, "it is important that each man carry out his assigned task. By working this way, we accomplish a great deal for ourselves and for Tech."

Membership is \$5 per semester, but is on a selective basis. The number of new pledges are determined by the number of graduating actives at the end of the semester.

Tech History Prof. Paul J. Woods is Tramp sponsor. Joining the Faculty in 1960, Dr. Woods is active in community and campus life. He holds the rank of Lieutenant Colonel in the Army Reserve, is a member of the Executive Board of the Boy Scout South Plains Council and serves on the Tech Athletic Council.

Robison, King and Gibson, along with Bruce Stark II, are honorary Tramp members. Honorary life members are former sponsors W. C. Cole, Tech Bookstore manager, and Joe Winegar, manager of the Tech Mimeograph Department.

This release was distributed 2/21/66 to all local media; also Borger, Phillips, Bartlesville media and Philnews.

PHILLIPS, Tex., Feb. 21 -- It's likely that many of the automobiles you might see in these parts bear the well-known "Double-T" emblem on their windshields, proclaiming the owner's affiliation with Texas Tech.

There is a simple explanation, says A. M. L. Kube, Panhandle District Manager for the Phillips Petroleum Company here. Kube just conducted a count of all Tech Exes employed by Phillips and came up with no less than 125!

Kube, himself a '42 Tech graduate in industrial engineering, says some Tech Exes have been with the company since 1935.

Many of the Tech graduates employed by Phillips, of course, hold degrees in some area of geology or engineering.

But the firm has many of the College's alumni on its rolls with degrees in such diversified fields as journalism, foreign trade and study, marketing and management.

-30-

3 - 2-21-66

This release was distributed
2/21/66 to local media.

LUBBOCK, Feb. 21--A Peace Corps team from Washington will visit Texas Tech all next week (Feb. 27 - March 5) to explain various facets of the organization and the opportunities it offers.

The team will staff an information center. The Peace Corps placement test will be given daily. The group also will accept applications for the Corps.

Team members will be available as speakers during thier stay. Arrangements may be made by contacting Dr. Martin T. Kyre, associate Government professor at Tech.

--30--

4 - 2-21-66

This release was distributed 2/23/66 to
all Lubbock media.

LUBBOCK, Feb. 23 -- Dr. Arden L. Albee, Geology professor at the California Institute of Technology, will lecture at Texas Tech next week (Feb. 28-March 1-2), according to Dr. Richard B. Mattox, head of Geosciences in the School of Arts and Sciences.

The lectures, scheduled in the Science Building, are set for 4 p.m. Monday and Tuesday and 8 a.m. Wednesday. The lectures are supported by the American Geological Institute.

Dr. Albee received his bachelor and master of arts degrees and Ph. D. from Harvard. Before joining Caltech he was a geologist for the U. S. Geological Survey. Dr. Albee has written more than 18 scientific papers in the past eight years.

Dr. Albee also is in charge of graduate student admissions at Caltech in geology, geochemistry, geophysics, geobiology and planetary science.

His lecture topics are "Phase Equilibria in Pelitic Schists," "Redistribution of Radiogenic Strontium During Metamorphism," and "Geologic Investigations at a Proposed Nuclear Power Plant Site in Malibu, California."

-30-

5-2-23-66

This release was distributed
2/23/66 to local media.

LUBBOCK, Feb. 23 --Two Texas Tech coeds from Dallas are featured performers in a special television program, "Campus Talent '66" to be shown throughout Texas in February and March.

Sherry Cannon, sophomore speech major, and Nancy Slaughter, sophomore education major, are members of the dance group, "Ballet Exports U.S.A.", one of 15 acts on the hour-long variety entertainment "spectacular."

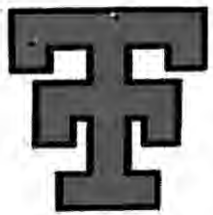
Lubbock television station KCBD will broadcast the show at 9 p.m. Monday (Feb. 28) and again at 2 p.m., March 6.

"Campus Talent '66," sponsored by Southwestern Bell Telephone Co., was videotaped on the campuses of Texas Tech, Rice, University of Texas, Lamar State, University of Houston, Hardin-Simmons, Baylor, Trinity, SMU, Tyler Junior College, Arlington State and McMurry.

The sequence featuring the Tech coeds was filmed here in the fall semester.

The show, involving acts ranging from ballad singers to a contemporary instrumental quartet, required the production crew to travel 2,000 miles throughout Texas for on-location shootings of the show. Sixteen state television stations will air the show twice to enable a greater number of people to see it.

--30--



NEWS

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

LUBBOCK, Tex., Feb. 23--Two hundred years of science, language, philosophy and literature will be explored when visiting professors and Texas Tech faculty members present a two-day symposium, "The English Renaissance," March 11-12 on the Tech campus here.

English instructors from universities and colleges from Texas, New Mexico, Oklahoma, Arkansas and Louisiana and high school English teachers from throughout West Texas are expected to attend the event, sponsored by Tech's English Department.

Four outstanding English Renaissance scholars, including two Tech faculty members, will be featured on the program. Presenting lectures on varied aspects of the period will be Dr. Kester Svendsen, University of Oregon, internationally recognized authority on Milton; Dr. Andrew S. Cairncross, Tech professor, editor of works on Shakespeare; Dr. Berthold C. Friedl (Free-del), visiting professor at Tech and internationally known linguist, and Dr. Robert G. Collmer, Dean of Wayland Baptist College, Plainview, prominent area Renaissance scholar.

The rapid growth of science with the corresponding import on all areas of thought, religion, philosophy, literature and politics in the Renaissance will be considered during the symposium.

Opening with a reception and coffee hour in the Student Union at 10 a.m. March 11, the program includes noon luncheon in the Union followed by three lectures at 1:30 p.m. in the Agriculture Auditorium. Chairman for the series of addresses will be Dr. Everett Gillis, Tech English Dept. head.

"The Frame of Nature: Science and Literature in the Seventeenth Century" will be the topic of Prof. Svendsen. Dr. Svendsen, who took his master's and doctorate from the University of North Carolina, has conducted "The Poet's Eye," a poetry series televised from the University of Oregon. A program from the series was awarded first place in recent competition sponsored by the San Francisco State College Radio-Television Guild.

(More)

SYMPOSIUM...add one

A leading Milton scholar, he is the author of "Milton and Science, and Milton's Pro Se Defensio", soon to be published by the Yale Press, and of more than 50 articles and reviews on Milton.

The second topic, "The Fragmented Logic of John Donne," will be presented by Dr. Collmer, who holds the Ph.D. from the University of Pennsylvania. He has taught at Pennsylvania, Hardin-Simmons and was a Fulbright scholar at the Instituto Tecnológico, Monterrey, Mexico. Dr. Collmer did post-doctoral research on the Dutch translations of Donne's poetry at the University of Leiden in 1960 and further work on Donne at the Folger Shakespeare Library on a Southern Fellowships Fund Grant.

Author of many literary articles, he has served as an officer of the South-Central Renaissance Conference and for two years was regional representative to the Renaissance Society of America meetings in New York.

Dr. Friedl will present the final ^{lecture} in the series, "Language, Linguistics, and Literature in the Renaissance: Some Observations."

A native of Pueblo, Colo., he took his master's at the University of Chicago, a Diploma Ecole des Langues and a Docteur de l'Université at the University of Paris. Author of numerous books and articles on linguistics and Romance Languages, Dr. Friedl wrote "Problems in Teaching Modern Languages" and was a bibliographer for "Encyclopedie Francaise." President of the Inter-American Bureau of Educational Research in 1953, he is professor emeritus, University of Miami and was a visiting professor at Wisconsin State University.

A tea is scheduled at 4 p.m. to coincide with an exhibit of Renaissance books at the Tech Library.

Dr. Cairncross will present the main address, "The English Renaissance," at a 7 p.m. banquet in the Union. Prof. Truman Camp will be master of ceremonies.

A visiting professor at Tech, the Scottish born scholar earned his D.Litt. at Glasgow University in 1932 and has taught at Hardin-Simmons and Texas Western universities. Author of numerous articles on Shakespeare, Dr. Cairncross ^{was} editor of the "New Arden Shakespeare, Henry VI, Parts I, II, III," "Henry V," and wrote "Hieronimo and The Spanish Tragedy."

(More)

SYMPOSIUM...add two

He is a member of the Modern Languages Association, the South Central Modern Languages Association, Bibliographical Society, Malone Society, and the Bibliographical Society of Virginia.

A panel discussion, "Science and Literature: the Old and the New" is scheduled for 9 a.m. March 12, in the Agriculture Auditorium.

Panelists include Dr. J. T. McCullen of Tech and professors Cairncross, Collmer and Svendsen.

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7 - 2-23-66

This release was distributed
2/23/66 to all local media.

LUBBOCK, Feb. 23 -- Applications for U.S. Office of Education traineeships for the academic year 1966-67 are now being accepted by Dr. Bruce Mattson, chairman of the Special Education Section of Texas Tech's Department of Education.

The four traineeships, amounting to \$1,600 each plus tuition and fees, are available to top-ranking senior education majors who intend to enter the field of special education.

Specific purpose of the grants, Dr. Mattson said, is to prepare teachers to teach mentally retarded children, a field currently needing teachers.

"A recent survey of West Texas public school systems showed 42 districts need 90 additional teachers of mentally retarded for the coming year," Dr. Mattson said.

A large proportion of teachers currently employed to teach the mentally retarded in these districts, hold emergency permits only, he said, and must remove the deficiencies as soon as possible.

Tech's Special Education program has been expanded to include additional courses and staff in an effort to combat the teacher shortage. A comprehensive program of courses and workshops is planned for the 1966 summer term, Dr. Mattson announced.

Information and application forms for the traineeships may be obtained from Dr. Mattson, Room 253, Tech Administration Building. Deadline for applications is May 1.

-30-

8-2-23-66

This release was distributed 2/23/66 to all Lubbock media and 5 Bangkok newspapers.

LUBBOCK, Tex. Feb. 23 -- Life in an American university on the high plains of Texas is providing a wealth of new friendships, mixed with a few surprises, for a Thai graduate student enrolled in Texas Technological College.

When Sanga Moleechati of Bangkok chose Texas Tech for graduate studies in economics early last Spring, he based his decision on practical as well as academic reasons.

"I wanted to study administrative structures in an environment where small-scale industry predominates, rather than the patterns employed by heavy industry in thickly-populated urban areas," explained the 25-year-old career economist.

Texas Tech, a multi-purpose university of 16,000 students, is located in Lubbock, a city of 150,000 situated in the heart of a vast cotton and oil-producing area of Texas where small industries abound.

Moleechati -- as a serious student of labor economics -- is primarily concerned with plans for training workers in this type of small-scale industry, programs which have a direct bearing on his work as a government employee in Thailand.

A 1961 graduate of Thammasat University, he is one of four promising young Thai economists selected by his government to study abroad on fellowships provided by the International Labor Organization through arrangement of the United Nations.

As the only Thai student at Texas Tech, he enjoys unique popularity both as speaker and conversationalist, discovering, to his pleasant surprise, that many of his fellow students are as eager to know more about Thailand as he is to learn about American philosophies and customs.

(more)

Moleechati -- add one

He particularly enjoys talking to youngsters when time permits. In a recent talk at a Lubbock elementary school, his discussion of life and customs in his homeland so enthralled his young audience that they requested an extension of the lecture period to ask questions.

The soft-spoken Moleechati makes friends easily, not only among fellow residents of the huge dormitory complex where he lives, but also among professors, advisors and classmates. He speaks with warmth of his American "host family," Mr. and Mrs. Jim Daniels, with whom he visits informally and on special holidays.

"Host families" are members of Lubbock Hospitality Committee, a local organization whose members open their homes to students from other countries in a gesture of friendship and good will.

It was as a guest of the Daniels that Moleechati was introduced to an exciting American activity -- horseback riding, at which he proved unexpectedly adept. He has yet, however, to see a Texas-style rodeo.

Moleechati finds little time for many extra-curricular activities as studies come first and his busy schedule allows little time for relaxation. A top-ranking student, he has maintained a 3.25 grade point average at Tech where he is within a few semester hours of fulfilling the requirements of a master's degree.

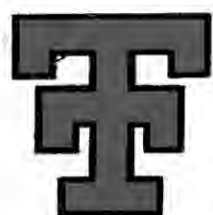
Much time and thought has gone into the careful preparation of his master's thesis, now nearing completion, on the subject "The Problems Confronting Labor Organizations in Thailand."

In addition, regulations governing the fellowship award require that he submit a monthly report of his progress to the head office of the International Labor Organization in Geneva, Switzerland.

When his work is completed here, Moleechati will go to Geneva for more training before returning home to apply his newly gained knowledge.

He also is looking forward to telling his parents and other members of his family about a portion of Texas which differs greatly from accounts of cowboys and cattle rustlers presented on movie and television screens around the world.

His parents, Mr. and Mrs. Khanchana Moleechati, live in Ubon where his father is headmaster of the public schools. Several others in his immediate family also are teachers.



NEWS

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

LUBBOCK, Tex., Feb. 24 -- Agriculture has moved into town-- a shift involving almost 40 per cent of this country's working population--yet the image of the agriculture graduate is still that of an educated farmer.

In reality, only one of every 10 graduates in agriculture returns to the farm.

The other nine are quickly grabbed up for an ever-increasing number of white-collar jobs in business and scientific aspects of farming, said Dr. Gerald Thomas, Dean of Texas Tech's School of Agriculture, one of the major agriculture schools in the nation.

Modern farming is a highly specialized, costly business, explained Thomas, which demands greater investments than general industry.

"The number of farmers is down and the trend will continue," Dean Thomas said this does not mean the industry is becoming less important, but more specialized.

"It means the farmer has to be a businessman and scientist and that he also has to employ the services of additional scientists and businessmen," he added. "Now even the specialized cotton farmer needs to consult specialists--an entomologist, a plant breeder, a soils expert.

"We're replacing the non-frained farmer with the educated farmer," he explained. "And though there's a continued decline in the number of farmers, there is still need for the trained agriculture graduate.

"The size of the average farm has increased and it takes a bigger operation to stay in business," he said. "To get on the farm now, you have to be wisely born or artfully wed because it takes too much investment to get started. It's a reverse of the old pattern: those born on the farm used to work their way to the city. Now those in the city work to get enough capital to go back to the farm."

(MORE)

FUTURE OF AGRICULTURE. . .add one

This certainly doesn't mean the agriculture graduate goes looking for jobs. On the contrary, the dean said, the jobs come looking for him.

"In America, there are two jobs available for every graduate, and we're falling behind in meeting the demand," pointed out Thomas. "Though some may prefer not to identify with agriculture, 30 to 40 per cent of the total United States labor force is employed in the broad agriculture field."

This broad area of agriculture encompasses not only the actual production and growing end, but supplying the farmer with necessary production materials and the storage and processing and distribution procedures, explained Dean Thomas, currently president of the Texas Agricultural Workers Association.

Some may be in seed or feed, or supply the petroleum for farm machinery, Thomas continued, or may be dealing with farmers in insurance or banking. In all these areas, however, the employer prefers people trained in agriculture.

"The agriculture school is still the place for the farmer and rancher. There are more college graduates on farms in West Texas than most major agricultural areas, but today's student can't expect to stay in the area in which he was raised. Like everyone else, the agriculture businessman is a world traveler and will become increasingly so as underdeveloped areas expand their food production to meet the growing population," said Dr. Thomas, who has served as a consultant with the U. S. Department of Agriculture.

"Thus we're training students not just for West Texas, the state or the nation," he said, "but for international agriculture."

He pointed to the expanding world population as a reason for the greater need for men trained in utilizing national resources. The extensive research program in Tech's Agriculture School is designed with this goal in mind.

(MORE)

FUTURE OF AGRICULTURE ... add two

"We think we can do three things to facilitate international agriculture development--train the foreign student, train American students for foreign service and work with foreign institutions," said Thomas, a Fellow in the American Association for the Advancement of Science and often a consultant in overseas agriculture studies and research.

Part of Tech's contribution has been to supply faculty members for consultation projects in 19 countries throughout the world since Dr. Thomas became dean in 1958.

He was part of a team that helped market the first grain sorghum to Greece. Dr. J. Wayland Bennett, associate Dean of Agriculture, was appointed by Gov. John Connally to a team to study the European Common Market.

The School also has won national recognition from the development of an all concentrate feeding in research under direction of Dr. Ralph Durham, head of the Animal Husbandry Department. Prof. Elo J. Urbanovsky, head of Tech's nationally recognized Department of Horticulture and Park Management, was invited to confer last year with President Johnson on state and national parks.

Tech's Killgore Beef Cattle Center at the 14,000 acre Pantex farm near Amarillo is nationally known for its performance testing, said Dr. Thomas, a Director for the American Society of Range Management.

"Still we do not get our share of good talent because of the undesirable image of agriculture," pointed out Thomas. "A lot of people think of the aggie as a man with a big hat and big boots. This is not a true picture. At a job interview, he looks like anyone else, because he's also a businessman and a scientist."

Talk of farm surpluses and the decreasing number of farms have detrimental effects on those students considering studies in agriculture, he said.

"We would like to do a better job of selling agriculture as a career to the high school student," said Thomas, who predicted an increasing problem in recruiting such students.

"As deficiencies in graduates for available jobs become more apparent, salaries will increase and more people will move into the field," Thomas said.

The agriculture student at Texas Tech needs four and one-half to five years to complete his degree program. Five per cent of these graduates are ending up in research and education on the college level, also fertile areas for employment.

This release was distributed
2/24/66 to local media.

LUBBOCK, Feb. 24-- Dr. Ralph M. Durham, professor of Animal Husbandry in Texas Tech's School of Agriculture, will be a featured speaker at Friday morning (Feb. 25) sessions of the Western States Meat Packers Association annual convention in Los Angeles, Calif.

His subject will be "Will Tradition or Dollars Dictate Our Business?"

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11-24-66

This release was distributed
2/24/66 to local media

LUBBOCK, Feb. 24--A three-day Book Fair, sponsored by Texas Tech's Women's Service Organization and Friends of the Library, will open Monday (Feb. 28) at 8 a.m. in the Tech Union Coronado Room.

Tech Librarian R. C. Janeway said 1,000 books, representing the Library's excess stock of the recently purchased Pyetell's Book Shop of New York, will be available.

"Books on sale will be those we already have in sufficient number at the Library," Janeway said.

The "Dutch Auction" system will be used to sell the books, said Linda Pennell, member of the WSO Book Fair Committee. The books will be priced at \$1.25 beginning Monday and will be reduced by 25 cents each morning and
^afternoon until they reach a quarter on the final day of the sale Wednesday.

Miss Pennell said the books will be displayed according to subject matter. Proceeds will go to further the work of the Friends of the Library. The sale is open to students, faculty and the general public.

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12 - 2-24-66



NEWS

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This release was distributed 2/24/66
local media.

LUBBOCK, Tex., Feb. 24--Gil Hall, returned Peace Corps Volunteer from Ecuador, will head a Peace Corps recruitment team from Washington which will conduct a series of programs at Texas Tech during the week beginning Monday (Feb. 28).

Other members of the team will include Miss Ginny Prytherch, who served in West Pakistan; Richard Wanush, who was a teacher in Liberia, West Africa, and Dave Lewis, who served in Nepal.

Team members will staff an information center in the Tech library lobby and will be available for consultation, talks and discussion programs. Placement exams will be given twice daily all week.

Those desiring specific information about the Peace Corps service program may call PO2-8811, Extension 2170, on Friday or Saturday, or drop by the information center next week, Hall said.

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This release was distributed 2/24/66
to local media

LUBBOCK, Feb. 24--An official of the National Aeronautics Space Administration from Houston will be the featured speaker at the third annual Management Conference scheduled March 17 in Texas Tech's Student Union.

Phillip Hamburger, head of NASA's Congressional Relations, will discuss "Business, Government and the Space Program" at the Conference's noon banquet.

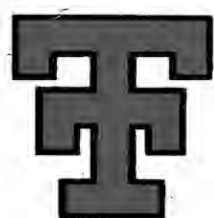
"The Business Firm and its External Environment" is the theme of the one-day Conference sponsored by the Texas Tech Chapter of the Society for Advancement of Management.

Other speakers include Bill Parsley, Tech's Vice President for Development; Lubbock banker Frank Junell; and Lubbock attorney Kenneth Hobb.

The Conference, held as an aid to area businessmen, businesswomen and Tech management majors, will begin at 9:30 a. m.

Reservations may be made by calling Mike Dyer, PO2-8811, Ext. 3700.

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This release was distributed 2/24/66
to local media.

LUBBOCK, Feb. 24--Five members of Texas Tech's School of Home Economics staff will participate in state-wide professional meetings in Austin and Waco this weekend.

Mrs. Wildring S. Edwards and Mrs. Jeannette C. Greenwaldt, both of the Home and Family Life Department, will take part in a meeting of the Texas Council on Family Relations in Austin Friday and Saturday (Feb. 25-26).

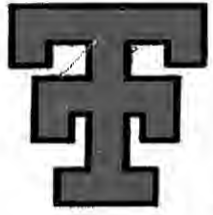
Mrs. Edwards is a member of the TCFR board of directors and is chairman of the Council's Evaluation Committee.

Representing Tech at the Texas Art Educators Association's annual meeting in Waco Saturday and Sunday (Feb. 26-27) will be Dr. Bill C. Lockhart, professor and head of the Department of Applied Arts, Donald Jack Davis, assistant professor, and Dr. Clarence E. Kincaid, professor of applied arts.

Davis will be keynote speaker at Saturday's first general session. His topic will be "Creativity Research and Art Education."

Dr. Kincaid is TAEA treasurer and council member and Dr. Lockhart is a council member. Approximately 300 art teachers and supervisors from Texas colleges and public schools are expected to attend.

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FOR RELEASE 6:30 P. M. SATURDAY, FEBRUARY 26, OR THEREAFTER

LUBBOCK, Feb. 25 -- Dr. Sara M. Hunt, professor of Food and Nutrition in Texas Tech's School of Home Economics, will be a speaker at the second annual Seminar in Adolescent Medicine to be held Monday through Wednesday (Feb. 28-Mar.2) in Washington, D.C.

Dr. Hunt will present an original research paper on the topic, "Is A Nutritionist Necessary in an Adolescent Clinic?"

The seminar for physicians and nutritionists is being sponsored by Children's Hospital of the District of Columbia and Georgetown University School of Medicine.

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16-2-25-66

This release was distributed 2/25/66
to local media, except Avalanche
Journal and Toreador.

LUBBOCK, Feb. 25 -- Texas Tech's Department of Music will present the Faculty Woodwind Quintet in a public concert at 8:15 p.m. Friday, (March 4) in the Foyer of the Texas Tech Library building.

Members of the quintet are Frank Bowen, flute; Benjamin Woodruff, oboe; Keith McCarty, clarinet; Richard Meek, bassoon, and Anthony Brittin, French horn. They will be assisted by Richard Tolley, trumpet; Richard Snider, bass clarinet, and Miss Georgette Gettel, piano.

The concert is being sponsored by Friends of the Texas Tech Library. There will be no admission charge.

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17-2-25-66

This release was distributed
2/25/66 to local media.

LUBBOCK, Feb. 25 -- Texas Tech's Symphony Orchestra will present a series of concerts Wednesday and Thursday in Amarillo and Hobbs, N. M.

The first concert will be Wednesday at Caprock High School, Amarillo, said Conductor Paul Ellsworth. Thursday's schedule will include performances at Amarillo High School and Tascosa High School in Amarillo and an evening concert at Hobbs High School auditorium in Hobbs.

Soloists will be Mrs. Lise Elson, violinist, featured in Henri Wieniawski's "Concerto No. 2," and Benjamin Smith, cellist, in Tschaikovsky's "Variations on a Rococo Theme." Smith and Mrs. Elson are members of the Tech music faculty.

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18-2-25-66

This release was distributed 2/25/66 to
all local media; also Pampa media.

LUBBOCK, Feb. 25 -- Texas Tech will be host this weekend to a group of Explorer Scouts from Pampa who will be visiting the campus to learn more of the College.

Pampa businessman Billy B. Davis, who is sponsoring the visit, said the Scouts, all high school juniors or seniors, will be deciding at which institution they want to begin their college careers.

The Scouts were scheduled to attend the Tech-Arkansas basketball game Friday, then visit a number of facilities on the campus Saturday.

Saturday's tour will include visits to the Tech Union, the Library, KTXT-TV, the Computer Center, the Museum, Textile Engineering and Men's Dormitory 9-10.

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19-2-25-66

This release was distributed
2/25/66 to local media.

FOR RELEASE 6 P.M. SATURDAY, FEB. 26, OR THEREAFTER

LUBBOCK, Feb. 25--Texas Tech's College Panhellenic Association will honor members of the College's newest sorority, Alpha Delta Pi, at a reception from 3 to 5 p.m. Sunday (Feb. 27) in Tech Union Ballroom.

Officers and members from the other 12 sororities and 11 fraternities on campus will be among those extending a welcome to the 65 members of the newly chartered Epsilon Epsilon Chapter, said Panhellenic President Becky Wilson.

The guest list of more than 600 also will include national and regional ADPi officers here for official initiation and chartering services, representatives from other college ADPi chapters in Texas, alumnae and parents.

The Tech ADPi chapter was colonized last fall and received its charter Saturday. Colonizing officer was Beth Waters, Tech junior from Orange.

Alpha Delta Pi, founded at Wesleyan Female College, Macon, Ga., in 1851, is credited with being the first secret society in the world for college women. Membership in its 111 collegiate chapters in the United States and Canada now totals more than 60,000, in addition to 335 alumnae associations.

National projects sponsored by the organization include a Memorial Fellowship Fund for outstanding foreign women who wish to continue graduate study in American Colleges and to aid ADPi's who wish to do graduate study here and abroad, the Abigail Davis Student Loan Fund for undergraduate study, and a service project for handicapped children.

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This release was distributed
2/25/66 to local media, Alumni
Magazines, Waco, Baylor News
Bureau, and Holms.

LUBBOCK, Feb. 25--The 1966 Texas Tech yearbook, La Ventana, was dedicated to William Morley Jennings, Men's Physical Education professor at a surprise ceremony Friday.

Attending what he thought was a staff meeting in Men's Gym, Jennings was surprised by La Ventana co-editors Winston Odom and Diane Weddige, who cited him as "a man who has served long and well, both at Tech and at other schools in the Southwest, gaining the respect of all who know him."

Present for the informal ceremonies were Mrs. Jennings, Tech President R. C. Goodwin, other college administrators and members of the Physical Education faculty.

Jennings was presented a framed color copy of the cover page containing his photograph which will appear on the front of the "Tyme" magazine section of La Ventana.

He will retire at the end of the summer session after 54 years as a coach and professor. Jennings came to Tech as athletic director and professor of health, physical education and recreation in 1941 after serving as head coach and athletic director at Baylor University.

Jennings was inducted into the Helms Athletic Foundation Hall of Fame in 1965 for his achievements in athletics.

The Tech professor received his bachelor of science degree in Chemistry from Mississippi A&M, now Mississippi State, in 1912. After graduation, he became head coach at Ouachita College in Arkansas compiling a 62-14-10 mark from 1913-25. He moved to Baylor as head coach and athletic director in 1926 and his teams compiled a 83-60-6 mark.

He then came to Tech as athletic director until 1951, when he became a fulltime member of the Men's Physical Education Department.

A grandson, Rick Jennings, attended Tech several years ago and was a member of the golf team.

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21-2-25-66

This release was distributed
2/25/66 to local media.

LUBBOCK, Feb. 25--Texas Tech will be host to the 12th annual Grain Drying and Storage Institute Friday (March 4).

Registration for the more than 200 expected delegates will begin at 8 a.m. in Tech Student Union Building.

Speakers at the morning session will include Dr. Roland B. Shepherd, supervisory inspector for the Department of Health, Education and Welfare, Dallas; J. W. Sorenson, research engineer, and Nat Person, agricultural engineer, both of Texas A&M University and D. G. "Bill" Nelson, executive vice president of Grain Sorghum Producers Association, Amarillo.

Dr. Shepherd will discuss "Pure Food Requirements for Grain in Storage and in Transit." Sorenson and Person will share the topic "Controlled Atmosphere of Grain in Storage," and Nelson will discuss "Changing Farm Policy and Its Effect on Grain Production and Marketing."

Opening speaker at the afternoon session will be Dr. Samuel N. Little, Lubbock research agronomist, whose topic will be "Making Higher Grain Yields with Narrow Rows and Increased Fertility."

Dr. Bob L. Pearson, traffic manager for Goodpasture Grain and Milling Co., will discuss grain warehousing management problems, and W. S. Allen, farm structures specialist of A&M University, will explain how empty grain storage space may be utilized.

Agricultural engineer Robert A. Saul of Iowa State University will speak on the topic "Relation of Mechanical Damage in Harvesting to the Deterioration Rate of Grain."

Robert B. Reedy, traffic consultant for Lubbock Chamber of Commerce, will explain freight rate advantages in marketing grain.

Samuel A. Thomas of Amarillo, president of the Grain Drying and Storage Association, will conduct a business meeting at 4:40 p.m.

Closing event will be a dinner meeting at 7 p.m. at Hilcrest Country Club. Main speaker will be Don Smith, director of Agriculture and Soil Conservation Service commodity office in Kansas City, Mo.

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22-2-25-66