

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LURBOCK, Nov. --South Plains farmers still prefer water to oil -- if they have to make a choice -- according to a survey by Dr. A.W. Young, agronomy department head at Texas Tech.

Recent restrictions on oil production have reduced oil well income to an average of \$40 per well monthly in some instances as compared to \$125 monthly prior to restrictions.

"If a farmer had one well per 40 acres, this would provide an annual income of \$480 per 40 acres of land based on the \$40 per month income," Young said.

He points out that the farmer with an irrigation well to supply an average amount of water can reasonably expect to increase his cotton yield by at least 330 pounds of lint or 3,000 pounds of sorghum grain per acre each year.

"The value of this increase in lint cotton would be \$80 or more per acre or \$3,200 for a 40-acre block. The increase in irrigated sorghum grain due to the water would have a value of \$50 or more per acre or \$2,000 or more from a 40-acre block," Young said. He noted, however, that additional production costs must be subtracted from the gross income.

"If the value of the income from the oil well is compared with the income from the irrigation well, one can see why the farmer with good soil and a good irrigation well would be wise to choose water over oil," Young said.

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Opportunities in marketing, advertising and finance are many for those with talent and imagination who have the capacity to work hard, Texas Tech students were told Thursday at the Careers Conference that will be concluded today.

Delta Sigma Pi, professional business fraternity at Tech, is sponsoring the three-day conference. Final sessions will begin at 8 a.m. today in the Tech Union ballroom.

Climax speaker is R.J. Bromell, vice-president in charge of drilling for Kindavis Industries of Fort Worth. He will discuss getting ahead after graduation at 11 a.m.

Frank Junell, Citizens National Bank vice-president, told business students Thursday that "in advertising, competition is keen for the better jobs, but opportunity for advancement is excellent for talented people."

Dudley Repp, Avalanche-Journal promotion manager, described various newspaper promotion techniques that future advertising men may encounter. He pointed out that "our carriers are the number-one link with the people we serve... they are our best public relations people."

A general education is important in banking because the profession covers all phases of business, Jim Ed Waller, Plains National Bank president, told Tech students.

And banking has one of the best-organized programs for continuing education, Waller said. The American Banking Assn. provides formal courses through graduate levels, he explained.

(More)

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LUBBOCK, Nov. --Texas Tech will celebrate its 29th annual homecoming Nov. 21-22 with a full schedule of fellowship and football.

Thousands of exes are expected to return for a homecoming queen coronation and appearance of Comedian Bob Hope Friday, Nov. 21, and a homecoming parade, luncheon, Tech-Arkansas football game and dance Saturday, Nov. 22.

Mixed with the major features will be dozens of receptions, teas, parties and class reunions.

First event will be a meeting of the Ex-Students Assn. executive board at 10:30 a.m. Friday. The Ex-Students Council -- made up of general officers, chapter presidents, and district representatives--will meet at 1:30 p.m.

New general officers will be elected and 1958-59 activities planned, Exes President Curtis Sterling of Brownfield said.

Crowning of the homecoming queen at 7 p.m. will highlight ceremonies dedicating the new Saddle Tramps Circle, a pep rally center near the new Tech Gym. A giant rally will follow.

Class reunions Friday will include: the "old timers," classes '26 through '38, at 9:30 p.m. in the Caprock Hotel; classes of '39-'49 at 8:15 p.m. in the Faculty Club, and classes of '50-'58 in the Rec Hall.

Bob Hope will appear in a special show at 8:30 p.m. in Lubbock Municipal Coliseum.

The homecoming parade through downtown Lubbock will begin at 10:30 a.m. Saturday. Floats will be classified in three groups; fraternities, sororities, and all-campus organizations. A sweepstakes winner will be selected and first and second places will be awarded in each of the three divisions.

(More)

2--Careers Conference

Waller said advancement is inevitably slow in banking because techniques can be gained only in on-the-job experience. On the other hand, he pointed out, working conditions are clean and pleasant. Bank personnel are very carefully selected for good personality and integrity.

Also speaking Thursday morning was Miss Lillian Ireland, assistant personnel director of Foley's in Houston.

This morning's first session will be devoted to Secretarial Administration and Business Education. Mrs. Pauline A. Coplin, Mrs. Dorothy Evans, Mrs. Doris T. Pegues, Mrs. Betty Jane Bennett, and Mrs. Billy Reynolds will give a panel discussion on opportunities in this field from 8-10 a.m.

Management will be the topic of R.H. Norris, president of the Dearborn Stove Co. of Dallas, at 10 a.m.

2--Homecoming

A huge luncheon for exes will begin at 11:45 a.m. in the old gym. Tech's Red Raiders will meet the University of Arkansas Razorbacks in a 2 p.m. football game at Jones Stadium. Festivities will be climaxed with a homecoming ball for exes at 8 p.m. in the Lubbock Hotel.

LUBBOCK, Nov. -- Murals that will last a thousand years. Barring an atom-bomb blast, that's how long four colorful pieces of art will last that now grace the walls of lounges in the new men's dorms at Texas Tech.

They are made of enameled copper using a process that goes back to the bronze age, according to Dr. Bill Lockhart and Mrs. Ethel Jane Beitler, Tech applied arts faculty members who made the ultra-modern murals.

Both opaques and transparents were used in the four murals which are 22 inches by 66 inches, weighing 85 to 100 pounds, and are mounted in black wrought iron frames.

The colors were planned with Ann Hubbard of Lubbock, interior decorator of the new men's dorms, to create a harmonious effect in the lounges.

Each of the four schools in which the men are most apt to major are included in the murals.

In the arts and sciences murals are figures doing calisthenics, test tubes, formulas and molecular structures, frogs, and a skeleton representing the biological sciences.

White collar workers, a calculating machine and a typewriter are among the stylized symbols in the business administration mural.

An oil well and cotton boll are representative figures of the engineering wall piece, and along with symbols in the agriculture mural, texture and color are used to obtain feeling of the elements and growth.

Much research was done by the artists to develop symbols that would represent the various schools. They planned the abstract symbols so all would not be obvious at one glance and to provide something new to see each time a person looks at them.

(More)

2--Murals

Research was also done on the medium of copper enameling and how enamel would work under various conditions. This research will be beneficial for teaching art to Tech students, Lockhart said.

The project was the first time either artist has worked with enamel on such a large scale. They began enameling during the last of August.

The enameling process, which dates back to 4000 B.C., involved copper sheets, three by eight feet which were cut into smaller irregular shapes. Each piece was cleaned with nitric acid to remove all grease.

Each piece was enameled and fired separately at approximately 1400 degrees farenheit causing it to fuse to the copper becoming a permanent medium. Each firing was for three minutes. Also each color was fired separately, making it necessary to fire some pieces 15 times.

For a three-dimensional effect, lumps of glass were exposed to the extreme heat long enough to fuse to the copper, but not long enough to melt.

The biggest problem of the artists was in keeping each piece from bubbling, chipping or cracking. If one cracks it must be put through the entire process again.

Enameled pieces make excellent outdoor murals because of their resistance to elements, Lockhart said.

Enameling reached its peak during the eighth century but only in the last four or five years have a few artist began using the process on a large scale. In more recent years the process has been used by jewelry makers.

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Ninety South Plains high school coaches and students attended a girls' basketball clinic at Texas Tech Saturday morning.

Feature of the clinic was a demonstration game between Friona and Bula in Tech's older gym. Two discussion groups were also part of the clinic.

Coaches Hank Green of Benjamin and Leroy Roberts of Tulia spoke on coaching techniques. Rule changes were discussed by a panel of Edsel Buchanan, Bill Boston and Phil Price, all of the Lubbock Recreation Department.

Schools represented at the clinic by the 30 coaches and 60 students were Quail, Rankin, Welch, Post, Lubbock, Lorenzo, Tulia, Fluvanna, Kress, Floydada, Friona, Earth and Bula.

Sponsor of the clinic was the University Interscholastic League. Ethel Rollo of the Tech physical education faculty was in charge of arrangements.

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"Antigone," Texas Tech speech department production scheduled to end Friday, is being held over through Tuesday (Nov. 11), Ronald Schulz, assistant professor of speech, has announced.

Tickets for the Fine Arts Festival's feature attraction are on sale at the Speech building box office. Performances are at 8:15 p.m. in the Livestock Pavilion.

Schulz stated that standing-room only is available for the Monday night performance, but plenty of tickets will be ready for the extended performance Tuesday.

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LUBROCK, Nov. --An art education meeting for elementary teachers from the Panhandle, South Plains and Eastern New Mexico will be held on the Texas Tech campus Saturday (Nov. 15).

The meeting, sponsored by Tech's applied arts department, will be in the Home Economics building from 9:30 a.m. to 2:30 p.m. Registration will begin at 9 a.m.

Tech elementary art education students are busily preparing exhibits, displays and demonstrations for the meeting.

The students exhibits and demonstrations will be on display for the teachers from 9:30 to 12 a.m. and from 1 - 2:30 p.m. These projects have been planned for art activities in elementary schools.

"Why Art Today?" will be discussed by Dr. Emilio Caballero, head of West Texas State College's art department at 10 a.m. His talk will be repeated at 11 a.m. for teachers who attend other sessions.

"Because of the success of past conferences we feel this conference is meeting a need of the teachers. We believe this is a way to become better acquainted with the teachers and the problems they face," said Dr. Bill C. Lockhart, associate professor of applied arts at Tech, who is in charge of the conference.

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William H. Butterfield, Texas Tech's new development director, will meet for the first time with members of the Tech Foundation Board of Directors at 9 a.m. today (Nov. 8) in the Union building.

Primary purpose of the meeting will be for Butterfield to confer with Board members on future development activities at Tech.

Butterfield formerly was executive director for the University of Illinois Foundation. He will assume duties at Tech Dec. 1.

Board Chairman George Livermore of Lubbock said a committee to nominate new Board officers will be named at today's meeting. The committee is to report at the Board's first meeting after Jan. 1, 1959.

Butterfield was named Tech development director last July, with his appointment to become effective as soon as he could fulfill commitments at the University of Illinois.

He has been at Illinois since 1948. Before that he was vice-president at Depauw University, Greencastle, Ind.

He has been at Illinois since 1948. Before that he was
At Illinois, Butterfield organized a Foundation fund program that includes annual alumni giving, major gifts for scholarships and endowments, and a research grants plan for business and industry.

Butterfield has a bachelor's degree from the University of Nebraska and a master's degree from Oklahoma University. He has taught business communication at OU and is the author of 17 books on effective business letters and public relations.

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LUBBOCK, Nov. --Hundreds of West Texas high school musicians will honor Texas Tech's band sweetheart Saturday (Nov. 8) at the institutions annual Band Day.

Thirteen high school bands consisting of approximately 730 students will be Tech guests for the Saturday afternoon game in Jones Stadium between the Red Raiders and University of Arizona Wildcats.

The guest musicians will join Tech's Big Red Band in a halftime show. The Tech Band will form a heart and arrow and present its 1958 Band Sweetheart. Guest bands will form nine block letters spelling out Texas Tech. All 14 bands will play the "Matador Song."

Bands participating are: Lamesa, Tom S. Lubbock High School, Whiteface, New Deal, Childress, Sudan, Slayton, Hale Center, Wilson, Kress, Springlake, Ralls and Frenship.

Tech's band consists of 100 students and is directed by D.O. Wiley.

"Miracle Area, U.S.A." --the story of the great South Plains in 160 pages of facts and photographs -- is now available as the 1958 edition of the Parade of Progress comes off the press.

Featuring 33 communities in the fertile 19-counties that comprise the heart of this expansive Texas-New Mexico region, the Parade of Progress yearbook is being sent to industrial and investment corporation executives throughout the nation, Robert G. Wilson, Lubbock publisher, announced.

"The yearbook is designed to tell the story of the South Plains and the economic potential that exists here," Wilson said. Copies are also being placed in college and high school libraries for ready reference on current area history.

In addition to being a modern "almanac" of civic and economic information about South Plains cities, photographs of community leaders, education, business and industrial sites and churches are featured.

Businessmen who wish to acquaint themselves with names of civic club leaders or government officials in one of the featured communities will find this information in the Parade of Progress. Statistics about various community and county business conditions are included along with brief historical sketches about the towns and counties.

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Editor's Please Note: A copy of the Parade of Progress will be presented to your newspaper in the near future.

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Answers to the dairy industry's public relations needs will be given by George M. Clarke of Austin Monday (Nov. 10) in the opening address of a Texas Tech short course for dairymen.

Clarke, executive vice-president of the Dairy Products Institute, will speak at 10 a.m. in Tech's Agriculture building auditorium, headquarters for the three-day course.

More than 100 dairymen from Texas and surrounding states are expected for the study of dairy industry developments.

In another Monday morning talk, Dr. G.M. Trout of Michigan State University will discuss dairy industry trends.

At the Monday afternoon session, beginning at 1:15 p.m., Dr. J.E. Edmondson of Missouri University will speak on public health problems of antibiotics in milk.

"As Our Customers See Us" will be the subject of Dr. Perry R. Ellsworth, Milk Industry Foundation representative from Washington, D.C. Dr. Trout will speak again on "How Can I Do the Job Better?"

The session will close with a description of automation cleaning by Dale Seiberling of Klenzade Products Inc., Beloit, Wis.

In conjunction with the short course, the Texas-New Mexico Dairy Technology Society will meet at 7 p.m. Monday in the Tech Faculty Club.

In Tuesday sessions, Dr. Edmondson will speak on "Bulk Milk Tank Sanitation" and "A Training Program for Bulk Tank Operators," Dr. Ellsworth on "Costs, Carelessness and Collisions," and Dr. Trout on "Elimination of Off-Flavors in Milk at the Milk Plant."

(more)

2--Tech Dairy Industry Course

"Engineering for Automation of Milk Processing Operations" will be described by Seiberling. "Starters and Cultures for Cottage Cheese and Buttermilk" will be discussed by E.R. Jarman of the Tech dairy industry department.

A period will be set aside Tuesday afternoon for audience questions.

The short course will close Wednesday morning after a cottage cheese and buttermilk clinic conducted by Jarman.

Dr. J.J. Willingham, Tech dairy industry department head, is in charge of arrangements for the short course.

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LUBBOCK, --Texas Tech will be host for a girls' basketball clinic Saturday (Nov. 8).

More than 75 Panhandle and South Plains coaches and players are expected for the clinic, scheduled from 8:30 a.m. until noon in Tech's older gym. Sponsor is the University Interscholastic League.

The clinic will feature a demonstration game between Friona and Bula at 10:30 a.m.

Coaches Hank Green of Benjamin and Leroy Roberts of Tulia will speak on coaching techniques. Rule changes will be discussed by a panel of Cliff Jones, Bill Boston, and Phil Price, all of the Lubbock Recreation Department.

Ethel Rollo of the Tech physical education faculty is in charge of arrangements.

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LUBBOCK, --Four members of the Texas Tech history faculty are attending the Second International Congress of Historians of the U.S. and Mexico, being held this week (Nov. 3-6) at the University of Texas.

They are Drs. L.L. Blaisdell, David H. Kelley, David H. Vigness, and William M. Pearce, who was co-chairman Wednesday morning of a session on "Mexican and American Conceptions of the Frontier."

The conference will be climaxed tonight (Nov. 6) with a banquet at which Dr. Nabor Carrillo, University of Mexico rector, and Dr. Logan Wilson, University of Texas president, will speak.

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LUBBOCK, Nov. --Challenges in the fields of accounting and economics were described Wednesday morning by five speakers at the opening sessions of the annual Careers Conference at Texas Tech.

More than 400 Tech business students attended the first sessions of the conference that is sponsored by Delta Sigma Pi, professional business fraternity. The conference will continue from 8 a.m. until noon today (Thursday) and Friday in the Tech Union ballroom.

Three phases of accounting -- governmental, public and private -- were discussed Wednesday by Hugh S. Thomas, Brownfield C.P.A., Dewey J. Berglund and Lionel E. Gilly, both of Dallas.

Thomas outlined the advantages of government service and how accountants are utilized in the various federal agencies. "Service to the government is important," he said. "Our democracy needs good personnel."

"Public accounting presents a great variety of challenging problems from day to day," Berglund told the business students. He said his firm, Pest, Marwick, Mitchell & Co., expect all of its accountants to become technically proficient in accounting.

"Those who are getting ahead are those who can write and express themselves well...those who produce good, concise reports," he said in pointing to the need for a well rounded education.

Gilly, who is vice-president of Producing Properties, Inc. of Dallas, described the broad field of work available in private accounting. "Business is complex today," he added, "but look upon these complexities not as obstacles but as challenges."

(more)

2--Careers Conference

Newspapers must have a "new look" if they are to continue to compete successfully for the reader's time, Frank P. McGowan, executive director of the Wall Street Journal's Southwest edition, Dallas, told the conference audience.

Directing his remarks to advertising and marketing students, McGowan said: "The publisher serves his advertiser best who serves his readers first."

He added that circulation alone is no longer a valid basis for advertising rates.

"A newspaper must also be read," he stated. "It must report the news authoritatively without being pompous, thoroughly without being dull."

"While advertising is the life blood of a newspaper, readership is its heart," he advised.

A subject of interest to every business senior -- employment -- was discussed by Robert B. Lindsey, chief of employment services for the Texas Employment Commission.

He noted that while non-specialists often start at a lower salary with corporations, surveys reveal that the typical non-specialist is earning more after five to ten years than the typical specialist.

"Remember," he said, "getting a job is simply the first step in a career. Your future depends upon your development -- how you learn the business you've chosen -- how you get along with people -- how you develop skills of leadership -- and finally, how you sell those skills and abilities to your employers, your co-workers and to the public which you must serve in one way or another."

(more)

3--Careers Conference

Miss Lillian Ireland, assistant personnel director of Foley's in Houston, will discuss opportunities in marketing at 8 a.m. today.

Frank Junell, a vice-president of Citizens National Bank, Lubbock, and Dudley Repp, promotion manager for the Lubbock Avalanche-Journal, will tell of advertising careers at 9 a.m.

Careers in finance will be described at 10 a.m. by Hollis L. Manly Jr. of Amicable Life Insurance Co. in Waco and Jim Ed Waller, president of Plains National Bank, Lubbock.

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Texas Tech's 822nd Air Force ROTC Squadron will have a formal dinner today (Nov. 6) at 7 p.m. in the Tech Union.

This will be the first "dining-in" for members of the Air Force ROTC Assn. Three other squadrons will hold similar dinners as a part of their cadet training.

Capt. Vincent P. Luchsinger of Reese Air Force Base will be guest speaker telling of his Korean combat experiences.

Cadet Capt. Clifford H. Hewett, commander of the 822nd Squadron, is in charge of the dinner arrangements. Cadets will wear their uniforms with white shirts and black bow ties.

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LUBBOCK, Nov. --Texas Tech's 10 nationally affiliated social fraternities have announced pledging of 150 men.

New pledges are:

PI KAPPA ALPHA

Alanreed--Mickey Voyen Allen

Anton--Richard Lewis Howard; James Monroe Johnston

Corpus Christi--Benjamin Kirby Rodgers (626 Cunningham)

Cotton Center--Max Sageser

Dallas--Ronald Sterling Piret (3308 Dartmouth)

El Paso--Kenneth Ford Francis (3117 Fillmore); James Kirby
Read (143 Buena Vista)

Floydada--Donald Wayne Colley

Fort Worth--Michael David Riley (3055 Odessa Ave.); Arthur

Friona--James Wesley Barnett

Garland--Malcolm Dennis Lafferty

Lee's Summitt, Mo.--David C. Garrison

Meadow--Jerry Don Keesee

Midland--Claude W. Stovall Jr. (1604 Bedford Dr.)

Whitmire (Star Route A)

Monahans--John Henry Watkins

Post--Gary Espy Welch

San Angelo--David Louis Hirschfield (222 North Park)

Slaton--Gomer Harold Troutt

Stephenville--James Opie Herrin

Tyler--David Edward Potter (1421 Cochran)

Vernon--William Don Moore

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New pledges are:

DELTA TAU DELTA

Bovina--Philip Bedford Caldwell

Bowie--James Windell Smith

Dallas--Jerrold Phillip Beeler (3015 Amherst); Frank Davies
(1631 Elmwood); Charles Douglas Howell (9034 Santa Clara)

Fort Worth--Charles Calvin Knowles (1041 Colvin)

Haskell-- John Watson Darnell Jr.

Houston--William Rodgers Yancey (3703 Roxton)

Midland--Carl Otis Hyde, Jr. (Box 4245); John Edward Ratliff
(2005 West Missouri)

Odessa--Robert Francis Palmer (2410 Park Blvd.)

Plainview--Blake Victor Bolton

San Antonio--Nelson Christian Sager (2327 St. Anthony)

Stinnett--Boyd C. Clodfelter

Texas City--Michael Mansfield Griffin

PHI KAPPA PSI

Amarillo--James Andrew Hedgecock Jr. (1032 Travis)

Andrews--John Charles Porter

Holliday--Leslie B. Finnell

Ralls--Joe Ellis Wheeler

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New pledges are:

ALPHA TAU OMEGA

Alvin--Claude Raymond McEwen

Houston--Glynn Richard Bandy (3130 Midlane); Tommy Warren
Ewens (Rt. 4 Box 122); Lee Mark Smith (2622 Cason)

LaMarque--Robert David Jones

Levelland--Jackie Leon Wiles

McLean--Robert Earl Stubblefield Jr.

Memphis--Jerry Edward Hill

Odessa--Billy Ralph Sparks (3012 37th)

Oklaunion--Jerry Wayne Bagley

Shamrock--Wilson Wayne Henry

Stinnett--Lonnie Whelchel

Sunray--Darrell Dean Isham

Vernon--Bill David Lantz

Wichita Falls--Robert Allen Marlow

PHI DELTA THETA

Amarillo--Robert Paul Hutto (4205 Washington)

Cooper--Fred Hugh Weaver

Cotton Center--Hally Steven Lee

Garland--Charles Lynn Skelton

Ingram--James M. Simmonds

Littlefield--Robert Lee Brune

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New pledges are:

SIGMA ALPHA EPSILON

Andrews--Julian Curtis Hart
Big Spring--Donald Edward Bryant
Brady--Rufus Winston Boeker; Jan Ogden
Childress--Danny George Howard
Del Rio--Richard Dorman Phelps
Memphis--James Carrol Hill
Midland--Arthur Edwin Mayhew (806 N. Loraine)
Seminole--Bartlett Allen Burke
Sonora--Preston Olen Love
Stamford--Nickey Garron Jackson
Wichita Falls--Elbert Edward Thomas (1509 Westlake)

PHI GAMMA DELTA

Childress--Ernest C. Holleman
Colorado City--Doyle Hayden Herring
Garland--Tommy Earl Barksdale
Houston--Gerald Lange Holm (4837 Willow Bend)
Odessa--Richard Wayne Murphy (1312 N. Golder)
San Antonio--Sid A. Seligmann (2006 Waverly
Slaton--James Frederick Hayes
Waco--Richard Frederick Flatt (3012 Daughtery)
Winters--Vernon Lee Smith

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New pledges are:

KAPPA SIGMA

Abilene-- Billy George Edwards (1502 N. 16th); Gay Lee Moore (1402 Tanglewood); William Douglas Parker (2549 S. 21st)

Cisco--Frank Ronald Qualls

Dallas--Drew Anderson Dorsey Jr. (3922 Bowser); Tommy Duwain Prichard (5500 S. Beckley); Billy Dale Smith (2623 Bonnywood)

Floydada--James Franklin Collins

Gainesville--George Hart Culp

Glen Ellyn, Ill.--William Nixon Holmes

Hereford--Duwayne Wallace

Houston--Bernard Frank Johnson (1613 Ronson)

Lampasas--Stephen Darwood Jones

Lefors--Claude Michael Nichols

Memphis--Truman Paul Smith

Pecos--Roy Verb Baker

San Antonio--Henry Santos Coy (3335 W. Woodlawn)

Sudan--Jimmy Lynn Williams

Sulphur Springs--Wallace Harlin Emerson

Wichita Falls--George Allen Bartosh (Rt. 3 Box 353); Charles Giegling (1804 McGregor); Robert Lee Stayton (2423 Cambridge)

John Lewis Webb Jr. (2009 Wenonah)

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New pledges are:

SIGMA NU

Amarillo--Ray Thomas Pace (2102 Ony)

Andrews--Bill Thomas Greaves

Dallas--Earl Thomas Asel (4409 Ashford)

Dayton--Carl Albert Thompson Jr.

Dimmitt--Garland DeWayne Brown

Fort Worth--Gary Wetter (2308 Lotus); Edward Langston Wills
(851 Perry)

SIGMA CHI

Childress--John Rike Robinson

Colorado City--Dru Vowell

Dallas--William Jarett Miller (11017 Midway Road)

Dumas--Maurice Brown Williams

El Campo--Paul Bryan Bergstrom

Fort Worth-- William Hayes Frawley (7201 Richlynn Terrace);
Richard Lee Leddon (1311 7th)

Hereford--John Taylor Sims

Kerrville--Bobby Don Blackburn

McLean--Milton Gayle Mullanax

Sweetwater--Charles Michael Turner

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Ability to make decisions and to accept responsibility are the attributes of a good executive, Texas Tech business students were told at the final sessions of the Careers Conference that ended Friday.

More than 400 business students attended the Friday sessions that were devoted to secretarial administration and management. The three-day conference was sponsored by Sigma Delta Pi, professional business fraternity.

Six Lubbock secretaries at the 8 a.m. session described the various kinds of work coeds might encounter after graduation.

Advantages and disadvantages of entering the management field were outlined by R.H. Norris, president of Dearborn Stove Co., Dallas.

"The management field is one that requires many decisions," Norris said, "but its challenge gives one a great satisfaction after accomplishments."

He advised the business students that "extra effort is the key to a successful career" adding that "willingness and a desire to make decisions" are also important to young executives.

Norris warned against those wishing to enter the management field becoming too rigid in their outlook. "You must keep yourself in balance in an age that is becoming more and more specialized. Be able to bend with the needs of the whole enterprise," he urged.

Climax speaker R.J. Bromell, vice-president in charge of drilling for Kendavis Industries of Fort Worth, told Tech students that "success depends on what you decide is the most satisfactory for you" and is not necessarily based on financial gain or social recognition.

The youthful executive said top managers have the ability to think positively, make decisions under pressure and to accept responsibility.

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LUBBOCK, Nov. --Texas Tech will celebrate its 29th annual homecoming Nov. 21-22 with a full schedule of fellowship and football.

Thousands of exes are expected to return for a homecoming queen coronation and appearance of Comedian Bob Hope Friday, Nov. 21, and a homecoming parade, luncheon, Tech-Arkansas football game and dance Saturday, Nov. 22.

Mixed with the major features will be dozens of receptions, teas, parties and class reunions.

First event will be a meeting of the Ex-Students Assn. executive board at 10:30 a.m., Friday. The Ex-Students Council -- made up of general officers, chapter presidents, and district representatives--will meet at 1:30 p.m.

New general officers will be elected and 1958-59 activities planned, Exes President Curtis Sterling of Brownfield said.

Crowning of the homecoming queen at 7 p.m. will highlight ceremonies dedicating the new Saddle Tramps Circle, a pep rally center near the new Tech Gym. A giant rally will follow.

Class reunions Friday will include: the "old timers," classes '26 through '38, at 9:30 p.m. in the Caprock Hotel; classes of '39-'49 at 8:15 p.m. in the Faculty Club, and classes of '50-'58 in the Rec Hall. Bob Hope will appear in a special show at 8:30 p.m. in Lubbock Municipal Coliseum.

The homecoming parade through downtown Lubbock will begin at 10:30 a.m. Saturday.

A huge luncheon for exes will begin at 11:45 a.m. in the old gym. Tech's Red Raiders will meet the University of Arkansas Razorbacks at 2 p.m. Festivities will be climaxed with a homecoming ball for exes at 8 p.m. in the Lubbock Hotel.

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LUBBOCK -- Enrolled in Texas Tech as freshmen this fall are 66 students who were graduated from high school as valedictorians of their classes.

The boys slightly outnumber the girls, 34 to 32. This year's total is 11 above last fall's 55 valedictorians.

"We are expecting great things from this group of students, and we know that they will set the pace this year as in years before," said Dr. Floyd D. Boze, Dean of Admissions and Registrar.

High school valedictorians now enrolled in Tech are:

Big Spring--Nita Jean Dodds, Big Spring High School

Bledsoe--Hettie Jane Webb, Bledsoe High School

Boling--David M. Cooper, Boling High School

Bovina--Daniel B. Morton, Bovina High School

Briscoe--Weldon Dwain Strawbridge, Briscoe High School

Breckenridge--Mary B. Welch, Breckenridge High School

Chillicothe--George Lloyd Metcalf, Chillicothe High School

Clarendon--Martha Beth Gillham, Clarendon High School

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Earth--Freddie Gene Spies, Springlake High School

Flomot--Ervin Lee Willard, Flomot High School

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Gail--Jerry Paschall Reddell, Borden County High School

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Hale Center--Hulan Henry Hill, Hale Center High School

(more)

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Hermleigh--David Arlon Groves, Hermleigh High School
Holliday--Nancy Jo Mankins, Holliday High School
Humble--Glen Edward Terrell, Humble High School
Idalou--Ottis W. Isom, Idalou High School
Iowa Park--Ginger Darlene Simmons, Valley View High School
Kerens--Marvin Leroy Henderson, Kerens High School
Kermit--Ben H. Tefertiller Jr., Kermit High School
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Lubbock--Jerry Luther Akins, Roosevelt High School (Route 1);
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Pep--B illy Gawain Hogue, Pep High School
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Quitaque--Verlon Dee Hamilton, Quitaque High School
Ralls--Terry L. Morris, Ralls High School
Robert Lee--Doris Marie Sparks, Robert Lee High School
Rosenberg--Patricia McNabb, Lamar Consolidated High School
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Shallowater--Sandra Kay Weber, Shallowater High School
Spade--Juanella Faye Mouser, Spade High School
Stephenville--Robert Bitts Palmer, Stephenville High School
Sugar Land--Jane Margaret Baird, Sugar Land High School
Taft--Marvin Francis Veselka, Taft High School
Tahoka--James Douglas Adams, Tahoka High School
Taylor--Carlyn P. Grau, Taylor High School
Throckmorton--Betty Gayle Davis, Throckmorton High School
Tulia--Grant F. Carruth, Tulia High School
Turkey--Nelda Ruth Jones, Turkey High School
Vernon--William M. Streit, Vernon High School
Water Valley--Nancy Ellen Williams, Water Valley High School
Wheeler--Carl H. Freeman, Wheeler High School
Wilson--Helen Joyce Church, Wilson High School
Wolfforth--Sylvia Jane Williams, Frenship High School

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

FOR RELEASE IN A.M.'S OF SUNDAY, NOV. 9, AND THEREAFTER

NO TUBA THIS TIME -- Sweetheart of Texas Tech's Red Raider Band this year is Miss Jill Jost of Marlin. Pretty Jill, petite for a tuba player, was without her large instrument Saturday as the band honored her at halftime of the Tech-Arizona football game. Jill is a junior majoring in elementary education.

--(Texas Tech Photo)

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Department of Public Information
Texas Technological College.
Adrian Vaughan, Director

Five Texas Tech faculty members--two from the foreign languages department and three from the English department--will read papers at the South-Central Modern Language Assoc. in Tulsa, Okla., Friday and Saturday (Nov. 7-8).

Presenting papers will be Dr. Elaine Boney, assistant professor of German; Dr. John C. Dowling, professor of Spanish; Dr. W.B. Gates, English professor and Graduate School Dean; Dr. J.T. McCullen, English professor, and Dr. Lawrence E. Bowling, assistant professor of English.

Dr. Boney will present a paper before the modern German literature section entitled "The Concept of Being in Rilke's Elegien." Last year she completed her Ph.D. dissertation on the subject of poet Rainer Maria Rilke.

Dr. Dowling will read a paper before the modern Spanish literature section on "The Theme of Bankruptcy in the Novels of Zunzunegui." He published an article in the summer issue of "Books Abroad," on the Spanish novelist's election to the Royal Spanish Academy.

Dr. W.B. Gates will present a paper on "Shakespearean Influence in Washington Irving's Sketchbook."

Dr. J.T. McCullen's paper will be on "Two Quests for Truth: 'King Oedipus' and 'Winterset'."

"Faulkner's Theme of Isolation in 'The Sound and the Fury'," is the title of Dr. Bowling's paper.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Jones Stadium will take on a rainbow-like hue today (Nov. 8) as area high school musicians gather to celebrate Texas Tech's annual Band Day.

The bands will be Tech guests for the 2 p.m. football game between the Red Raiders and University of Arizona Wildcats.

The presentation of Tech's Band Sweetheart will highlight halftime activities.

Sweetheart candidates are Charlotte Caskey, freshman from Crane; Jill Jost, junior from Marlin; and Deana Ward, freshman from Wilson.

Tech's 100-piece band, directed by D.O. Wiley, will form a heart and arrow and present its 1958 Band Sweetheart. Guest bands will form nine block letters spelling out Texas Tech. All 14 bands will play the "Matador Song."

Bands scheduled to participate include: Lamesa, Tom S. Lubbock High School, Whiteface, New Deal, Childress, Sudan, Slaton, Hale Center, Wilson, Kress, Springlake, Ralls and Frenship.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

SUITABLE FOR TIME COPY

LUBROCK, --Sixty-six high school valedictorians are entering freshmen this fall at Texas Tech.

The boys outnumber the girls 34 to 32. This year's total is 11 more than last fall's 55 valedictorians.

"We are expecting great things from this group of students and we know they will set the pace this year as in years before," Dr. Floyd D. Roze, dean of admissions, said.

###

LUBROCK, --Dr. William R. Pasewark of Texas Tech has been elected 1958-59 president of the West Texas Business Teachers Assn. He is head of Tech's department of business education and secretarial administration.

###

LUBROCK, --Texas Tech's final fall enrollment is 8,768, an all time high, the Registrar's Office Reports. The total makes Tech the second largest state-supported college or university in Texas.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Dr. William R. Pasewark, Texas Tech business education department head, has been elected president of the West Texas Business Teacher's Assn.

Dr. Pasewark was elected at the association's fall convention in Amarillo.

As president, Dr. Pasewark will lead the association for the coming year and preside at next year's convention to be held in Lubbock.

--30--

Dr. Willa Vaughn Tinsley, Texas Tech home economics dean, will be principal leader for a vocational homemaking teachers' conference today (Nov. 8) at Midland High School.

Teachers will come from as far as El Paso, Tahoka, and Alpine to discuss today's challenges in homemaking education. In developing the theme, Dean Tinsley will discuss the socio-economic forces acting on families.

Also to be discussed are the competencies needed by family members if they are to meet their greatest potentials. Ways of adapting local homemaking programs to meet community challenges will be described.

--30--

MAILING SCHEDULE FOR Nov. 3-8

| Day | Name of Story | A | B | C | R | WS | Explanation |
|--------|---|---|---|---|---|----|---|
| Tues | Foreign Students Pics | | | | | | Houston, and U.S. Information Service |
| | Fraternity Fall Pledges | | | | | | HT's |
| | Annual Band Day | X | X | | | | |
| Wed. | AFROTC "Dining Ins" | X | | | | | |
| | Careers Conference | X | X | | | | 2 pages to dailies HT's |
| | Girls' basketball clinic | X | X | | | X | |
| | 4 Faculty members attend International Congress of Hist | X | X | | | X | |
| Thurs. | 5 faculty memb. at South Central Modern Language Assoc. | X | | | | | |
| | Dairy Industry Short Course | X | | | | | Photo to AJ |
| | High School Valedictorions at Tech | X | X | | | X | HT's |
| | Homecoming | X | X | | | X | |
| | Careers Conference | X | | | | | |
| Fri. | Homecoming | | | X | | | |
| | Oil Survey by Young | | | X | | | |
| | Pasewark - President of W. Texas Business Teachers Assoc. | | | X | | | |
| | Valedictorians enrolled | | | X | | | |
| | Final Fall enrollment | | | X | | | |
| | Careers Conference Final | X | | | | | |
| | Pasewark, Pres. W. Texas Bus. Teachers | X | | | | | Midland |
| | Tinsley Speaks at Midland | X | | | | | |
| | Band Day | X | | | | | |
| | Butterfield meets with Tech Foundation | X | | | | | |
| Sat. | Art Conference for elementary Education teachers | X | X | | X | | Ft. Worth, Odessa and San Angelo, Pics to AJ, Amarillo, |
| | Antigone, | X | | | | | |
| | Basketball Conference | X | | | | | |
| | Men's Dorm's Murals | | | | | | AJ Only |

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's 10 nationally affiliated social fraternities have announced pledging of 150 men.

New pledges are:

SIGMA ALPHA EPSILON

Andrews--Julian Curtis Hart
Big Spring--Donald Edward Bryant
Brady--Rufus Winston Boeker; Jan Ogden
Childress--Danny George Howard
Del Rio--Richard Dorman Phelps
Memphis--James Carrol Hill
Midland--Arthur Edwin Mayhew (806 N. Lorraine)
Seminole--Bartlett Allen Burke
Sonora--Preston Olen Love
Stamford--Nickey Garron Jackson
Wichita Falls--Elbert Edward Thomas (1509 Westlake)

PHI GAMMA DELTA

Childress--Ernest C. Holleman
Colorado City--Doyle Hayden Herring
Garland--Tommy Earl Barksdale
Houston--Gerald Lange Holm (4837 Willow Bend)
Odessa--Richard Wayne Murphy (1312 N. Golder)
San Antonio--Sid A. Seligmann (2006 Waverly)
Slaton--James Frederick Hayes
Waco--Richard Frederick Flatt (3012 Daughtery)
Winters--Vernon Lee Smith

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LUBBOCK, Nov. -- Texas Tech's 10 nationally affiliated social fraternities have announced pledging of 150 men.

New pledges are:

KAPPA SIGMA

Abilene-- Billy George Edwards (1502 N. 16th); Gay Lee Moore (1402 Tanglewood); William Douglas Parker (2549 S. 21st)

Cisco--Frank Ronald Qualls

Dallas--Drew Anderson Dorsey Jr. (3922 Bowser); Tommy Duwain Prichard (5500 S. Beckley); Billy Dale Smith (2623 Bonnywood)

Floydada--James Franklin Collins

Gainesville--George Hart Culp

Glen Ellyn, Ill.--William Nixon Holmes

Hereford--Duwayne Wallace

Houston--Bernard Frank Johnson (1613 Ronson)

Lampasas--Stephen Darwood Jones

Lefors--Claude Michael Nichols

Memphis--Truman Paul Smith

Pecos--Roy Verb Baker

San Antonio--Henry Santos Coy (3335 W. Woodlawn)

Sudan--Jimmy Lynn Williams

Sulphur Springs--Wallace Harlin Emerson

Wichita Falls--George Allen Bartosh (Rt. 3 Box 353); Charles Giegling (1804 McGregor); Robert Lee Stayton (2423 Cambridge)
John Lewis Webb Jr. (2009 Wenonah)

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. -- Texas Tech's 10 nationally affiliated social fraternities have announced pledging of 150 men.

New pledges are:

SIGMA NU

Amarillo--Ray Thomas Pace (2102 Ony)

Andrews--Bill Thomas Greaves

Dallas--Earl Thomas Asel (4409 Ashford)

Dayton--Carl Albert Thompson Jr.

Dimmitt--Garland DeWayne Brown

Fort Worth--Gary Wetter (2308 Lotus); Edward Langston Wills
(851 Perry)

SIGMA CHI

Childress--John Rike Robinson

Colorado City--Dru Vowell

Dallas--William Jarett Miller (11017 Midway Road)

Dumas--Maurice Brown Williams

El Campo--Paul Bryan Bergstrom

Fort Worth-- William Hayes Frawley (7201 Richlynn Terrace);
Richard Lee Leddon (1311 7th)

Hereford--John Taylor Sims

Kerrville--Bobby Don Blackburn

McLean--Milton Gayle Mullanax

Sweetwater--Charles Michael Turner

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

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New pledges are:

DELTA TAU DELTA

Bovina--Philip Bedford Caldwell

Bowie--James Windell Smith

Dallas--Jerrold Phillip Beeler (3015 Amherst); Frank Davies
(1631 Elmwood); Charles Douglas Howell (9034 Santa Clara)

Fort Worth--Charles Calvin Knowles (1041 Colvin)

Haskell-- John Watson Darnell Jr.

Houston--William Rodgers Yancey (3703 Roxton)

Midland--Carl Otis Hyde Jr. (Box 4245); John Edward Ratliff
(2005 West Missouri)

Odessa--Robert Francis Palmer (2410 Park Blvd.)

Plainview--Blake Victor Bolton

San Antonio--Nelson Christian Sager (2327 St. Anthony)

Stinnett--Boyd C. Clodfelter

Texas City--Michael Mansfield Griffin

PHI KAPPA PSI

Amarillo--James Andrew Hedgecock Jr. (1032 Travis)

Andrews--John Charles Porter

Holliday--Leslie B. Finnell

Ralls--Joe Ellis Wheeler

Department of Public Information
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LUBBOCK, Nov. --Texas Tech's 10 nationally affiliated social fraternities have announced pledging of 150 men.

New pledges are:

ALPHA TAU OMEGA

Alvin--Claude Raymond McFwen

Houston--Glynn Richard Bandy (3130 Midlane); Tommy Warren
Ewens (Rt. 4 Box 122); Lee Mark Smith (2622 Cason)

LaMarque--Robert David Jones

Levelland--Jackie Leon Wiles

McLean--Robert Earl Stubblefield Jr.

Memphis--Jerry Edward Hill

Odessa--Billy Ralph Sparks (3012 37th)

Oklaunion--Jerry Wayne Bagley

Shamrock--Wilson Wayne Henry

Stinnett--Lonnie Whelchel

Sunray--Darrell Dean Isham

Vernon--Bill David Lantz

Wichita Falls--Robert Allen Marlow

PHI DELTA THETA

Amarillo--Robert Paul Hutto (4205 Washington)

Cooper--Fred Hugh Weaver

Cotton Center--Hally Steven Lee

Garland--Charles Lynn Skelton

Ingram--James M. Simmonds

Littlefield--Robert Lee Brune

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's 10 nationally affiliated social fraternities have announced pledging of 150 men.

New pledges are:

PI KAPPA ALPHA

Alanreed--Mickey Voyen Allen

Anton--Richard Lewis Howard; James Monroe Johnston

Corpus Christi--Benjamin Kirby Rodgers (626 Cunningham)

Cotton Center--Max Sageser

Dallas--Ronald Sterling Piret (3308 Dartmouth)

El Paso--Kenneth Ford Francis (3117 Fillmore); James Kirby

Read (143 Buena Vista)

Floydada--Donald Wayne Colley

Fort Worth--Michael David Riley (3055 Odessa Ave.); Arthur
Dennis Crumley (1412 Mistletoe Dr.)

Friona--James Wesley Barnett

Garland--Malcolm Dennis Lafferty

Lee's Summit, Mo.--David C. Garrison

Meadow--Jerry Don Keese

Midland--Claude W. Stovall Jr. (1604 Bedford Dr.) Jack Norman

Whitmire (Star Route A)

Monahans--John Henry Watkins

Post--Gary Espy Welch

San Angelo--David Louis Hirschfield (222 North Park)

Slaton--Gomer Harold Troutt

Stephenville--James Opie Herrin

Tyler--David Edward Potter (1421 Cochran)

Vernon--William Don Moore

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Hundreds of West Texas high school musicians will honor Texas Tech's band sweetheart Saturday (Nov. 8) at the institutions annual Band Day.

Thirteen high school bands consisting of approximately 730 students will be Tech guests for the Saturday afternoon game in Jones Stadium between the Red Raiders and University of Arizona Wildcats.

The guest musicians will join Tech's Big Red Band in a halftime show. The Tech Band will form a heart and arrow and present its 1958 Band Sweetheart. Guest bands will form nine block letters spelling out Texas Tech. All 14 bands will play the "Matador Song."

Bands participating, their directors and number of bandsmen are: Lamesa, Ed Burt, 80; Tom S. Lubbock High School, Paul Branon, 80; Whiteface, Ray Showalter, 51; New Deal, Pat Kelly, 50; Childress, W.J. Jackson, 70; Sudan, Lee Boyd Montgomery, 47; Slaton, Bill Townsend, 75; Hale Center, J.W. King, 66.

Also expected are Wilson, Frank Smith, 38; Kress, Clyde H. Rowe, 28; Springlake, Norman Hemphill, 50; Ralls, Nils Person, 36, and Frenship, D.W. Dennis, 50.

Tech's Band consists of 100 students and is directed by D.O. Wiley.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech's 822nd Air Force ROTC Squadron will have a formal dinner today (Nov. 6) at 7 p.m. in the Tech Union.

This will be the first "dining-in" for members of the Air Force ROTC Assn. Three other squadrons will hold similar dinners as a part of their cadet training.

Capt. Vincent P. Luchsinger of Reese Air Force Base will be guest speaker telling of his Korean combat experiences.

Cadet Capt. Clifford H. Hewett, commander of the 822nd Squadron, is in charge of the dinner arrangements. Cadets will wear their uniforms with white shirts and black bow ties.

LUBBOCK, Nov. --Challenges in the fields of accounting and economics were described Wednesday morning by five speakers at the opening sessions of the annual Careers Conference at Texas Tech.

More than 400 Tech business students attended the first sessions of the conference that is sponsored by Delta Sigma Pi, professional business fraternity. The conference will continue from 8 a.m. until noon today (Thursday) and Friday in the Tech Union ballroom.

Three phases of accounting -- governmental, public and private -- were discussed Wednesday by Hugh S. Thomas, Brownfield C.P.A., Dewey J. Berglund and Lionel E. Gilly, both of Dallas.

Thomas outlined the advantages of government service and how accountants are utilized in the various federal agencies. "Service to the government is important," he said. "Our democracy needs good personnel."

"Public accounting presents a great variety of challenging problems from day to day," Berglund told the business students. He said his firm, Pest, Marwick, Mitchell & Co., expect all of its accountants to become technically proficient in accounting.

"Those who are getting ahead are those who can write and express themselves well...those who produce good, concise reports," he said in pointing to the need for a well rounded education.

Gilly, who is vice-president of Producing Properties, Inc. of Dallas, described the broad field of work available in private accounting. "Business is complex today," he added, "but look upon these complexities not as obstacles but as challenges."

(more)

Newspapers must have a "new look" if they are to continue to compete successfully for the reader's time, Frank P. McGowan, executive director of the Wall Street Journal's Southwest edition, Dallas, told the conference audience.

Directing his remarks to advertising and marketing students, McGowan said: "The publisher serves his advertiser best who serves his readers first."

He added that circulation alone is no longer a valid basis for advertising rates.

"A newspaper must also be read," he stated. "It must report the news authoritatively without being pompous, thoroughly without being dull."

"While advertising is the life blood of a newspaper, readership is its heart," he advised.

A subject of interest to every business senior -- employment -- was discussed by Robert B. Lindsey, chief of employment services for the Texas Employment Commission.

He noted that while non-specialists often start at a lower salary with corporations, surveys reveal that the typical non-specialist is earning more after five to ten years than the typical specialist.

"Remember," he said, "getting a job is simply the first step in a career. Your future depends upon your development -- how you learn the business you've chosen -- how you get along with people -- how you develop skills of leadership -- and finally, how you sell those skills and abilities to your employers, your co-workers and to the public which you must serve in one way or another."

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, --Texas Tech will be host for a girls' basketball clinic Saturday (Nov. 8).

More than 75 Panhandle and South Plains coaches and players are expected for the clinic, scheduled from 8:30 a.m. until noon in Tech's older gym. Sponsor is the University Interscholastic League.

The clinic will feature a demonstration game between Friona and Bula at 10:30 a.m.

Coaches Hank Green of Benjamin and Leroy Roberts of Tulia will speak on coaching techniques. Rule changes will be discussed by a panel of Cliff Jones, Bill Boston, and Phil Price, all of the Lubbock Recreation Department.

Ethel Rollo of the Tech physical education faculty is in charge of arrangements.

###

LUBBOCK, --Four members of the Texas Tech history faculty are attending the Second International Congress of Historians of the U.S. and Mexico, being held this week (Nov. 3-6) at the University of Texas.

They are Drs. L.L. Blaisdell, David H. Kelley, David H. Vigness, and William M. Pearce, who was co-chairman Wednesday morning of a session on "Mexican and American Conceptions of the Frontier."

The conference will be climaxed tonight (Nov. 6) with a banquet at which Dr. Nabor Carrillo, University of Mexico rector, and Dr. Logan Wilson, University of Texas president, will speak.

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Department of Public Information
Texas Technological College
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Five Texas Tech faculty members--two from the foreign languages department and three from the English department--will read papers at the South-Central Modern Language Assoc. in Tulsa, Okla., Friday and Saturday (Nov. 7-8).

Presenting papers will be Dr. Elaine Boney, assistant professor of German; Dr. John C. Dowling, professor of Spanish; Dr. W.B. Gates, English professor and Graduate School Dean; Dr. J.T. McCullen, English professor, and Dr. Lawrence E. Bowling, assistant professor of English.

Dr. Boney will present a paper before the modern German literature section entitled "The Concept of Being in Rilke's Elegien." Last year she completed her Ph.D. dissertation on the subject of poet Rainer Maria Rilke.

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Dr. W.B. Gates will present a paper on "Shakespearean Influence in Washington Irving's Sketchbook."

Dr. J.T. McCullen's paper will be on "Two Quests for Truth: 'King Oedipus' and 'Winterset'."

"Faulkner's Theme of Isolation in 'The Sound and the Fury'," is the title of Dr. Bowling's paper.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Answers to the dairy industry's public relations needs will be given by George M. Clarke of Austin Monday (Nov. 10) in the opening address of a Texas Tech short course for dairymen.

Clarke, executive vice-president of the Dairy Products Institute, will speak at 10 a.m. in Tech's Agriculture building auditorium, headquarters for the three-day course.

More than 100 dairymen from Texas and surrounding states are expected for the study of dairy industry developments.

In another Monday morning talk, Dr. G.M. Trout of Michigan State University will discuss dairy industry trends.

At the Monday afternoon session, beginning at 1:15 p.m., Dr. J.E. Edmondson of Missouri University will speak on public health problems of antibiotics in milk.

"As Our Customers See Us" will be the subject of Dr. Perry R. Ellsworth, Milk Industry Foundation representative from Washington, D.C. Dr. Trout will speak again on "How Can I Do the Job Better?"

The session will close with a description of automation cleaning by Dale Seiberling of Klenzade Products Inc., Beloit, Wis.

In conjunction with the short course, the Texas-New Mexico Dairy Technology Society will meet at 7 p.m. Monday in the Tech Faculty Club.

In Tuesday sessions, Dr. Edmondson will speak on "Bulk Milk Tank Sanitation" and "A Training Program for Bulk Tank Operators," Dr. Ellsworth on "Costs, Carelessness and Collisions," and Dr. Trout on "Elimination of Off-Flavors in Milk at the Milk Plant."

(more)

2--Tech Dairy Industry Course

"Engineering for Automation of Milk Processing Operations" will be described by Seiberling. "Starters and Cultures for Cottage Cheese and Buttermilk" will be discussed by E.R. Jarman of the Tech dairy industry department.

A period will be set aside Tuesday afternoon for audience questions.

The short course will close Wednesday morning after a cottage cheese and buttermilk clinic conducted by Jarman.

Dr. J.J. Willingham, Tech dairy industry department head, is in charge of arrangements for the short course.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK -- Enrolled in Texas Tech as freshmen this fall are 66 students who were graduated from high school as valedictorians of their classes.

The boys slightly outnumber the girls, 34 to 32. This year's total is 11 above last fall's 55 valedictorians.

"We are expecting great things from this group of students, and we know that they will set the pace this year as in years before," said Dr. Floyd D. Boze, Dean of Admissions and Registrar.

High school valedictorians now enrolled in Tech are:

Big Spring--Nita Jean Dodds, Big Spring High School

Bledsoe--Hettie Jane Webb, Bledsoe High School

Boling--David M. Cooper, Boling High School

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(more)

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Taft--Marvin Francis Veselka, Taft High School
Tahoka--James Douglas Adams, Tahoka High School
Taylor--Carlyn P. Grau, Taylor High School
Throckmorton--Betty Gayle Davis, Throckmorton High School
Tulia--Grant F. Carruth, Tulia High School
Turkey--Nelda Ruth Jones, Turkey High School
Vernon--William M. Streit, Vernon High School
Water Valley--Nancy Ellen Williams, Water Valley High School
Wheeler--Carl H. Freeman, Wheeler High School
Wilson--Helen Joyce Church, Wilson High School
Wolfforth--Sylvia Jane Williams, Frenship High School

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Opportunities in marketing, advertising and finance are many for those with talent and imagination who have the capacity to work hard, Texas Tech students were told Thursday at the Careers Conference that will be concluded today.

Delta Sigma Pi, professional business fraternity at Tech, is sponsoring the three-day conference. Final sessions will begin at 8 a.m. today in the Tech Union ballroom.

Climax speaker is R.J. Bromell, vice-president in charge of drilling for Kindavis Industries of Fort Worth. He will discuss getting ahead after graduation at 11 a.m.

Frank Junell, Citizens National Bank vice-president, told business students Thursday that "in advertising, competition is keen for the better jobs, but opportunity for advancement is excellent for talented people."

Dudley Repp, Avalanche-Journal promotion manager, described various newspaper promotion techniques that future advertising men may encounter. He pointed out that "our carriers are the number-one link with the people we serve... they are our best public relations people."

A general education is important in banking because the profession covers all phases of business, Jim Ed Waller, Plains National Bank president, told Tech students.

And banking has one of the best-organized programs for continuing education, Waller said. The American Banking Assn. provides formal courses through graduate levels, he explained.

(More)

2--Careers Conference

Waller said advancement is inevitably slow in banking because techniques can be gained only in on-the-job experience. On the other hand, he pointed out, working conditions are clean and pleasant. Bank personnel are very carefully selected for good personality and integrity.

Also speaking Thursday morning was Miss Lillian Ireland, assistant personnel director of Foley's in Houston.

This morning's first session will be devoted to Secretarial Administration and Business Education. Mrs. Pauline A. Coplin, Mrs. Dorothy Evans, Mrs. Doris T. Pegues, Mrs. Betty Jane Bennett, and Mrs. Billy Reynolds will give a panel discussion on opportunities in this field from 8-10 a.m.

Management will be the topic of R.H. Norris, president of the Dearborn Stove Co. of Dallas, at 10 a.m.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --South Plains farmers still prefer water to oil -- if they have to make a choice -- according to a survey by Dr. A.W. Young, agronomy department head at Texas Tech.

Recent restrictions on oil production have reduced oil well income to an average of \$40 per well monthly in some instances as compared to \$125 monthly prior to restrictions.

"If a farmer had one well per 40 acres, it would provide an annual income of \$480 per 40 acres of land based on the \$40 per month income," Young said.

He points out that the farmer with an irrigation well to supply an average amount of water can reasonably expect to increase his cotton yield by at least 330 pounds of lint or 3,000 pounds of sorghum grain per acre each year.

"The value of this increase in lint cotton would be \$80 or more per acre or \$3,200 for a 40-acre block. The increase in irrigated sorghum grain due to the water would have a value of \$50 or more per acre or \$2,000 or more from a 40-acre block," Young said. He noted, however, that additional production costs must be subtracted from the gross income.

"If the value of the income from the oil well is compared with the income from the irrigation well, one can see why the farmer with good soil and a good irrigation well would be wise to choose water over oil," Young said.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech will celebrate its 29th annual homecoming Nov. 21-22 with a full schedule of fellowship and football.

Thousands of exes are expected to return for a homecoming queen coronation and appearance of Comedian Bob Hope Friday, Nov. 21, and a homecoming parade, luncheon, Tech-Arkansas football game and dance Saturday, Nov. 22.

Mixed with the major features will be dozens of receptions, teas, parties and class reunions.

First event will be a meeting of the Ex-Students Assn. executive board at 10:30 a.m. Friday. The Ex-Students Council -- made up of general officers, chapter presidents, and district representatives--will meet at 1:30 p.m.

New general officers will be elected and 1958-59 activities planned, Exes President Curtis Sterling of Brownfield said.

Crowning of the homecoming queen at 7 p.m. will highlight ceremonies dedicating the new Saddle Tramps Circle, a pep rally center near the new Tech Gym. A giant rally will follow.

Class reunions Friday will include: the "old timers," classes '26 through '38, at 9:30 p.m. in the Caprock Hotel; classes of '39-'49 at 8:15 p.m. in the Faculty Club, and classes of '50-'58 in the Rec Hall. Bob Hope will appear in a special show at 8:30 p.m. in Lubbock Municipal Coliseum.

The homecoming parade through downtown Lubbock will begin at 10:30 a.m. Saturday.

A huge luncheon for exes will begin at 11:45 a.m. in the old gym. Tech's Red Raiders will meet the University of Arkansas Razorbacks at 2 p.m. Festivities will be climaxed with a homecoming ball for exes at 8 p.m. in the Lubbock Hotel.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

SUITABLE FOR TIME COPY

LURBROCK, --Sixty-six high school valedictorians are entering freshmen this fall at Texas Tech.

The boys outnumber the girls 34 to 32. This year's total is 11 more than last fall's 55 valedictorians.

"We are expecting great things from this group of students and we know they will set the pace this year as in years before," Dr. Floyd D. Roze, dean of admissions, said.

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LURBROCK, --Dr. William R. Pasewark of Texas Tech has been elected 1958-59 president of the West Texas Business Teachers Assn. He is head of Tech's department of business education and secretarial administration.

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LURBROCK, --Texas Tech's final fall enrollment is 8,768, an all time high, the Registrar's Office Reports. The total makes Tech the second largest state-supported college or university in Texas.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Ability to make decisions and to accept responsibility are the attributes of a good executive, Texas Tech business students were told at the final sessions of the Careers Conference that ended Friday.

More than 400 business students attended the Friday sessions that were devoted to secretarial administration and management. The three-day conference was sponsored by Sigma Delta Pi, professional business fraternity.

Six Lubbock secretaries at the 8 a.m. session described the various kinds of work coeds might encounter after graduation.

Advantages and disadvantages of entering the management field were outlined by R.H. Norris, president of Dearborn Stove Co., Dallas.

"The management field is one that requires many decisions," Norris said, "but its challenge gives one a great satisfaction after accomplishments."

He advised the business students that "extra effort is the key to a successful career" adding that "willingness and a desire to make decisions" are also important to young executives.

Norris warned against those wishing to enter the management field becoming too rigid in their outlook. "You must keep yourself in balance in an age that is becoming more and more specialized. Be able to bend with the needs of the whole enterprise," he urged.

Climax speaker R.J. Bromell, vice-president in charge of drilling for Kendavis Industries of Fort Worth, told Tech students that "success depends on what you decide is the most satisfactory for you" and is not necessarily based on financial gain or social recognition.

The youthful executive said top managers have the ability to think positively, make decisions under pressure and to accept responsibility.

###

Dr. William R. Pasewark, Texas Tech business education department head, has been elected president of the West Texas Business Teacher's Assn.

Dr. Pasewark was elected at the association's fall convention in Amarillo.

As president, Dr. Pasewark will lead the association for the coming year and preside at next year's convention to be held in Lubbock.

--30--

Dr. Willa Vaughn Tinsley, Texas Tech home economics dean, will be principal leader for a vocational homemaking teachers' conference today (Nov. 8) at Midland High School.

Teachers will come from as far as El Paso, Tahoka, and Alpine to discuss today's challenges in homemaking education. In developing the theme, Dean Tinsley will discuss the socio-economic forces acting on families.

Also to be discussed are the competencies needed by family members if they are to meet their greatest potentials. Ways of adapting local homemaking programs to meet community challenges will be described.

--30--

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Jones Stadium will take on a rainbow-like hue today (Nov. 8) as area high school musicians gather to celebrate Texas Tech's annual Band Day.

The bands will be Tech guests for the 2 p.m. football game between the Red Raiders and University of Arizona Wildcats.

The presentation of Tech's Band Sweetheart will highlight halftime activities.

Sweetheart candidates are Charlotte Caskey, freshman from Crane; Jill Jost, junior from Marlin; and Deana Ward, freshman from Wilson.

Tech's 100-piece band, directed by D.O. Wiley, will form a heart and arrow and present its 1958 Band Sweetheart. Guest bands will form nine block letters spelling out Texas Tech. All 14 bands will play the "Matador Song."

Bands scheduled to participate include: Lamesa, Tom S. Lubbock High School, Whiteface, New Deal, Childress, Sudan, Slaton, Hale Center, Wilson, Kress, Springlake, Ralls and Frenship.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

William H. Butterfield, Texas Tech's new development director, will meet for the first time with members of the Tech Foundation Board of Directors at 9 a.m. today (Nov. 8) in the Union building.

Primary purpose of the meeting will be for Butterfield to confer with Board members on future development activities at Tech.

Butterfield formerly was executive director for the University of Illinois Foundation. He will assume duties at Tech Dec. 1.

Board Chairman George Livermore of Lubbock said a committee to nominate new Board officers will be named at today's meeting. The committee is to report at the Board's first meeting after Jan. 1, 1959.

Butterfield was named Tech development director last July, with his appointment to become effective as soon as he could fulfill commitments at the University of Illinois.

He has been at Illinois since 1948. Before that he was vice-president at Depauw University, Greencastle, Ind.

At Illinois, Butterfield organized a Foundation fund program that includes annual alumni giving, major gifts for scholarships and endowments, and a research grants plan for business and industry.

Butterfield has a bachelor's degree from the University of Nebraska and a master's degree from Oklahoma University. He has taught business communication at OU and is the author of 17 books on effective business letters and public relations.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --An art education meeting for elementary teachers from the Panhandle, South Plains and Eastern New Mexico will be held on the Texas Tech campus Saturday (Nov. 15).

The meeting, sponsored by Tech's applied arts department, will be in the Home Economics building from 9:30 a.m. to 2:30 p.m. Registration will begin at 9 a.m.

Tech elementary art education students are busily preparing exhibits, displays and demonstrations for the meeting.

The students exhibits and demonstrations will be on display for the teachers from 9:30 to 12 a.m. and from 1 - 2:30 p.m. These projects have been planned for art activities in elementary schools.

"Why Art Today?" will be discussed by Dr. Emilio Caballero, head of West Texas State College's art department at 10 a.m. His talk will be repeated at 11 a.m. for teachers who attend other sessions.

"Because of the success of past conferences we feel this conference is meeting a need of the teachers. We believe this is a way to become better acquainted with the teachers and the problems they face," said Dr. Bill C. Lockhart, associate professor of applied arts at Tech, who is in charge of the conference.

Ninety South Plains high school coaches and students attended a girls' basketball clinic at Texas Tech Saturday morning.

Feature of the clinic was a demonstration game between Friona and Bula in Tech's older gym. Two discussion groups were also part of the clinic.

Coaches Hank Green of Benjamin and Leroy Roberts of Tulia spoke on coaching techniques. Rule changes were discussed by a panel of Edsel Buchanan, Bill Boston and Phil Price, all of the Lubbock Recreation Department.

Schools represented at the clinic by the 30 coaches and 60 students were Quail, Rankin, Welch, Post, Lubbock, Lorenzo, Tulia, Fluvanna, Kress, Floydada, Friona, Earth and Bula.

Sponsor of the clinic was the University Interscholastic League. Ethel Rollo of the Tech physical education faculty was in charge of arrangements.

--30--

"Antigone," Texas Tech speech department production scheduled to end Friday, is being held over through Tuesday (Nov. 11), Ronald Schulz, assistant professor of speech, has announced.

Tickets for the Fine Arts Festival's feature attraction are on sale at the Speech building box office. Performances are at 8:15 p.m. in the Livestock Pavilion.

Schulz stated that standing-room only is available for the Monday night performance, but plenty of tickets will be ready for the extended performance Tuesday.

--30--

LUBBOCK, Nov. -- Murals that will last a thousand years. Barring an atom-bomb blast, that's how long four colorful pieces of art will last that now grace the walls of lounges in the new men's dorms at Texas Tech.

They are made of enameled copper using a process that goes back to the bronze age, according to Dr. Bill Lockhart and Mrs. Ethel Jane Beitler, Tech applied arts faculty members who made the ultra-modern murals.

Both opaques and transparents were used in the four murals which are 22 inches by 66 inches, weighing 85 to 100 pounds, and are mounted in black wrought iron frames.

The colors were planned with Ann Hubbard of Lubbock, interior decorator of the new men's dorms, to create a harmonious effect in the lounges.

Each of the four schools in which the men are most apt to major are included in the murals.

In the arts and sciences murals are figures doing calisthenics, test tubes, formulas and molecular structures, frogs and a skeleton representing the biological sciences.

White collar workers, a calculating machine and a typewriter are among the stylized symbols in the business administration mural.

An oil well and cotton boll are representative figures of the engineering wall piece, and along with symbols in the agriculture mural, texture and color are used to obtain feeling of the elements and growth.

Much research was done by the artists to develop symbols that would represent the various schools. They planned the abstract symbols so all would not be obvious at one glance and to provide something new to see each time a person looks at them.

(More)

Research was also done on the medium of copper enameling and how enamel would work under various conditions. This research will be beneficial for teaching art to Tech students, Lockhart said.

The project was the first time either artist has worked with enamel on such a large scale. They began enameling during the last of August.

The enameling process, which dates back to 4000 B.C., involved copper sheets, three by eight feet which were cut into smaller irregular shapes. Each piece was cleaned with nitric acid to remove all grease.

Each piece was enameled and fired separately at approximately 1400 degrees fahrenheit causing it to fuse to the copper becoming a permanent medium. Each firing was for three minutes. Also each color was fired separately, making it necessary to fire some pieces 15 times.

For a three-dimensional effect, lumps of glass were exposed to the extreme heat long enough to fuse to the copper, but not long enough to melt.

The biggest problem of the artists was in keeping each piece from bubbling, chipping or cracking. If one cracks it must be put through the entire process again.

Enameled pieces make excellent outdoor murals because of their resistance to elements, Lockhart said.

Enameling reached its peak during the eighth century but only in the last four or five years have a few artist began using the process on a large scale. In more recent years the process has been used by jewelry makers.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

More than 150 high school students from throughout the Panhandle, South Plains and Eastern New Mexico are expected today (Nov. 15) at Texas Tech's annual High School Speech Activities Conference.

Sponsored by the Tech speech department, the conference will feature four major areas of speech: demonstrations, declamations, poetry readings and extemporaneous speeches.

Demonstration debate will be held at 9 a.m. in the Agriculture Memorial Auditorium. Vera Simpson of Lubbock is chairman, with Monterey High School taking the affirmative side and Panhandle High School, the negative.

Gayle Kilgore of Albuquerque, N.M., is in charge of the junior declamation demonstrations which will be held at 10:40 a.m. in the Agriculture Memorial Auditorium. Candace Parker of Houston will lead the senior declamation demonstration at 10:40 a.m. in the Speech Auditorium.

The poetry reading demonstration will be in the Agriculture Memorial Auditorium at 11:40 a.m. with Mabel Harris of O'Donnell as chairman. Extemporaneous speaking demonstration, led by Leta Warren of Tahoka, will be held at the same time in the Speech Auditorium.

Each of the four events will be followed by a discussion of the critiques by members of the critic's panel.

Students will attend a luncheon at 12:30 in the Tech Recreation Hall. There will be a registration fee of \$1.35 per person (student, teacher or visitor), which will include the conference events and the luncheon.

Climaxing the conference will be a drama workshop at 2 p.m. in the Speech Auditorium which will be led by Ronald E. Schulz, assistant professor of speech at Tech.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

The Saddle Tramps Circle--Texas Tech's unique new pep rally center--will be dedicated Friday night, highlighting the opening of Tech's 29th Homecoming.

Representatives from at least six of the eight Southwest Conference institutions are expected to be on hand for the dedication, which will be a part of the Homecoming Queen coronation and pep rally beginning at 7 p.m.

Candidates for Homecoming Queen will be narrowed to 10 finalists in judging beginning at 1:30 p.m. today in the Tech Union building.

Judging will be by a panel of representatives from organizations entering a candidate in the contest. The Queen will be chosen in an all-campus student election Wednesday. The four runners-up will be her princesses.

Other features of Friday night festivities will be an appearance of comedian Bob Hope in Lubbock Municipal Coliseum and numerous class and club reunions.

The campus will be decorated as never before with signs welcoming the several thousand returning exes. A plaque will be given the dormitory with the best display.

At 10:30 a.m. Saturday, 28 colorful floats plus marching bands, ROTC units and Tech dignitaries will wend their way through downtown Lubbock and out to the Tech campus.

Exes will be honored with a huge luncheon beginning at 11:45 a.m. in the old gym.

At 2 p.m. in Jones Stadium, Tech's Red Raiders will meet the University of Arkansas Razorbacks in football. It will be the first clash between the two Southwest Conference institutions in Lubbock.

(More)

2--Tech Homecoming

The game will not count in SMC standings because Tech cannot play a round-robin schedule of conference teams until 1960.

However, competition is expected to be strong and there are signs that the two institutions will become traditional late season rivals.

The competition was started on a high plane last fall when University of Arkansas students presented Techsans with a plaque welcoming them into the Southwest Conference.

Tech students are expected to reciprocate with special welcoming activities for the Arkansans.

Festivities will be climaxed Saturday with a Homecoming ball for exes at 8 p.m. in the Lubbock Hotel and a student dance at 8 p.m. in Lubbock Coliseum.

Mixed with major activities will be numerous social events sponsored by Tech organizations.

First Homecoming event will be a meeting of the Ex-Students Assn. executive board at 10:30 a.m. Friday. The Ex-Stüdenets Council --made up of general officers, chapter presidents, and district representatives--will meet at 1:30 p.m.

New general officers will be elected and 1958-59 activities planned, Exes President Curtis Sterling of Brownfield said.

Registration of exes will begin at 2 p.m. in the Union and major Lubbock hotels.

Class reunions Friday will include: the "old timers," classes '26 through '38, at 9:30 p.m. in the Caprock Hotel; classes of '39-'49 at 8:15 p.m. in the Faculty Club, and classes of '50-'58 in the Rec Hall. Bob Hope will appear in a special show at 8:30 p.m. in Lubbock Municipal Coliseum.

More than 500 Home Economics School exes are expected for a coffee beginning at 8:30 a.m. in the Home Economics building. The event will mark the School's 30th anniversary of graduating classes and the class of '28 will be honor guests.

(More)

3--Tech homecoming

Other social events of Tech organizations Saturday will include:

Alpha Phi Sorority--4:30-6:30 p.m.--Alumnae reception, Alpha Phi lodge.

Alpha Phi Omega--6:30 p.m.--20th Anniversary Banquet, Rec Hall.

Baptist Ex-Students Assn.--Immediately after ballgame--coffee, fellowship, Baptist Student Center, 2401 13th St.

Block and Bridle Club--7:30 a.m.--Breakfast, Veterinary Science Bldg.

Church of Christ Bible Chair--All day Saturday--Open House--coffee and donuts, 2406 Broadway.

Dairy Industry Club--7 a.m.--Breakfast, Agriculture Bldg., room 230.

Delta Delta Delta--9-10 a.m.--Reception, Delta Delta Delta lodge, 15th Street and Ave. X.

Double T Assn.--After ball game--Reception for Ex-Double T, West Hall Lounge.

Ex-Double T Assn.--7:30 a.m.--Breakfast, Luby's on Broadway.

Gamma Delta--After ball game--Coffee--Lutheran Student Center, 1508 Ave. X.

Gamma Phi Beta--After ball game--Coffee--Gamma Phi Beta Lodge, 1810 Ave. X.

Journalism Dept.--Theta Sigma Phi--Sigma Delta Chi--9-10:30 a.m., Reception, Journalism Reading Room.

Kappa Kappa Gamma and Las Chaparritas--9:30-11:30 a.m.--Coffee, Kappa Kappa Gamma Lodge, 1303 College Ave.

Kappa Sigma Fraternity--7-9 p.m. Reception, Chicken Shack.

Mortar Board--9-10 a.m.--Reception (Ex members and Forum), President Jones' home.

Phi Delta Theta Fraternity--7 p.m.--Dinner, Caprcock Ballroom.

Phi Gamma Delta Fraternity--7 p.m.--Reception, Palm Room.

Pi Beta Phi--After game--Tea, Phi Phi lodge, 2421 19th St.

Presbyterian Student Center--After game coffee and chatter, 2414 13th.

Sigma Alpha Epsilon--After game--Reception, lodge.

Sigma Nu--4:30-5:30 p.m.--Coffee and reception, lodge.

Student Chapter of American Institute of Architects--8:30 a.m.--Breakfast for members and alumni, Leslie's Chicken Shack.

Wesley Foundation--5-7 p.m.--Reception, 2420 15th St.

Zeta Tau Alpha--After game--Reception, ZTA lodge, 2008 Broadway.

(More)

4--Tech Homecoming

Homecoming Queen candidates and their sponsoring organizations include:

Jean Brown, Weeks Hall; Pat Rainer, Pi Phi; Peggy Miller, Kappa Sigma; Perry Thompson, Rodeo Assn; Helen Fields, Delta Tau Delta; Ruth Corry, Men's physical education; Enna McDaniel, Horn; Libby Balzar, Mortar Board; Ann Denny, Tri Delts; Yvonne Skinner, Alpha Chi Omega.

Kay Adkins, Delta Sigma Pi; Mary Ann Lindley, Junior Council; Gail Peterson, Ski Club; Jean Gilliland, Kappa Kappa Gamma; Cookie Puig, Newman Club; Sandra Standefer, Casa Linda; Leta Merle Roberts, Bledsoe Hall; Marilyn Guetersloh, Optimates; Anease Pritchett, Sigma Kappa; Annett Rose, Delta Gamma.

Denise Magness, Phi Mu Epsilon; Sylvia McAden, Doak; Mayme McDaniel, Gamma Phi Beta; Paula Shaw, Student NEA; Judy Ecklund, Double T Assn; Donna Pearson, Angel Flight; Barbara Garnett, Sock and Buskin; Candy Parker, Zeta Tau Alpha; Linda Runger, Phi Gamma Nu; Marilyn Warren, Sneed; and Kathy White, Home Economics Club.

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Department of pPublic Information
Texas Technological College
Adiran Vaughan, Director

Dr. George C. Kennedy, national lecturer for Sigma Xi, organization for the encouragement of scientific research, will speak at Texas Tech Wednesday (Nov. 19) at 8 p.m. in Chemistry building 101.

"Recent Studies at High Pressures and Implications Concerning the Crust of the Earth" will be discussed by Kennedy, a physicist and geologist.

A banquet for members and guests of Tech's chapter of Sigma Xi will be held in the Tech Union at 6:30 p.m. preceding Kennedy's talk, which will be open to the public.

Kennedy, who is a professor at the University of California, received his B.S. from Harvard University in 1940, his M.A. from Harvard in 1941, and his Ph.D. from there in 1947.

He worked for the U.S. Geological Survey as a geologist from 1942 to 1945. From 1945 to 1949, he was a physicist at the Naval Research Laboratory and junior Fellow at the Society of Fellows at Harvard.

Kennedy was an associate professor at Harvard from 1949 until 1953, when he went to the University of California at Los Angeles as a professor.

The Mineralogical Society of America Award was given to Kennedy in 1956 for the most outstanding contribution to the study of mineralogy for the preceding year.

Kennedy's lecture at Tech is the 18th in a series of 21 he is giving at different colleges and universities throughout the nation this academic year.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech will feature exhibits and demonstrations in its annual art education conference today (Nov. 15).

Tech's elementary art education students worked into the night Friday, preparing the displays which will be viewed from 9:30 a.m. to 12 noon and 1 p.m. to 2:30 p.m. in the Home Economics building.

Teachers from West Texas and Eastern New Mexico are expected for the conference, sponsored by the Tech applied arts department.

A conference highlight will be a lecture at 10 a.m. and again at 11 a.m. by Dr. Emilio Caballero of West Texas State College on "Why Art Today?".

The exhibits will demonstrate ideas which art teachers may use in their public school activities. The visiting teachers may browse through the displays and confer informally with Tech staff members and other teachers.

More than 200 teachers are expected for the conference, according to Dr. Bill C. Lockhart, in charge of arrangements.

"In addition to giving teachers ideas, we also expect to get ideas from them and to become better acquainted with them and with their problems," Dr. Lockhart said.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

"Electronic Guidance Systems for Missiles" will be explained by Dr. Walter T. White Monday (Nov. 17) at Texas Tech.

A motion picture of flights of various U.S. missiles will be shown in addition to Dr. White's talk at 7:30 p.m. in the Rec Hall.

Dr. White is currently Engineering Department Head for Advanced Studies in the Surface Armament Division of the Sperry Gyroscope Co. in Great Neck, N.Y. A graduate of Texas Tech, he received a Doctor of Science degree from the Massachusetts Institute of Technology in 1941.

A brief history of guided missile development and the tactical uses of such weapons will be discussed by Dr. White. He will also present some basic missile guidance systems and the design problems encountered in making these systems useful in the field.

Dr. White has been associated with guided missiles and their systems since 1947. During this time his assignments have included guided missile control systems, flight evaluation and missile project management.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Two members of the Texas Tech applied arts faculty will make trips to obtain information for improving academic training.

Arne W. Randall, department head, will visit two rehabilitation centers Sunday through Thursday (Nov. 16-20) in connection with Tech's training program for vocational rehabilitation counselors.

Randall will amake a comparative study of two institutions, the Rehabilitation Institute of Kansas City, Mo., and the Vocational Guidance and Rehabilitation Center in Cleveland, Ohio.

Tech's applied arts, psychology and rehabilitation departments cooperate in teaching the training program for advanced students.

"I plan to make a study of the latest developments in rehabilitation at these institutions, so that these developments can be aapplied at Tech," said Randall.

Dr. Bill C. Lockhart, applied arts associate professor, will attend the annual meeting of Texas Art Education Assn. in Fort Worth, Nov. 27-29.

Dr. Lockhart is chairman of the Association and Research Committee which will meet during the convention. He will also participate as a member of the association's Policy Committee.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

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LUBBOCK -- Texas Tech foreign students are receiving more than formal education thanks to 33 Lubbock families who are making them feel at home.

Through visits with the host families, the students are learning the customs of our nation and home life and perhaps receiving a better understanding of our way of life.

Participating in this program is Nikolaos Demetrius Filomedes, agriculture graduate student from Salavidam Greece and his host family Mr. and Mrs. Joe Leaverton, 3021 22nd.

Filomedes is attending Tech for the fall semester taking courses pertaining to "Irrigation on the Farm." He is the first student attending Tech on a program of the International Cooperation Administration and other agencies.

Filomedes and the Leavertons have a common interest -- farming and irrigation. The Leaverton land between Wolfforth and Ropesville has irrigated cotton and grain sorghum crops on it.

"We think Nik is delightful company and we enjoy having him as a guest in our home," Mrs. Leaverton said.

The family and Nik have visited the Leaverton farm. Joe Leaverton and Nik recently visited one of the large cotton compresses in the Lubbock area.

Before coming to the U.S., Filomedes was employed in the Directorate of Agriculture of Ighomenitsa, Greece. He had worked there since 1955 and will return to that office following his year's study in the U.S.

(More)

2--Filomedes

He attended the University of Salonica and was graduated from its School of Agriculture in 1955. From 1950 to 1953, he was a second lieutenant in Greece's army.

Filomedes said there are not many differences between Greek and U.S. agricultural practices, primarily because of similar climatic conditions.

Irrigation water in Greece comes from wells, rivers and springs and the Greeks raise cotton, tobacco, wheat, fruits and rice, but not too much grain, Filomedes said. Greece exports some cotton.

Greek farmers follow practices instituted by the American Mission, Filomedes added.

Discussing the Tech program, Filomedes remarked that he liked the system of irrigation and specialization of departments used by U.S. colleges and universities. In Greece there is only a School of Agriculture with all the agricultural departments lumped within it.

He also complimented the informal relationship between faculty and students at Tech.

During his year's stay in this country, Filomedes will receive training to equip him to recognize and deal with on-the-farm irrigation problems.

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In the spring he will do experimental work at Temple, Tex., as an aide to a farmer in an irrigated area, at the University of Arizona in Tucson working with technicians on irrigated experiment stations, and in Boise, Idaho, observing and working on irrigation farms.

Department of Public Information
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Adrian Vaughan, Director

LUBBOCK, Nov. -- The Associated Collegiate Press' annual national meeting in session this week (Nov. 13-15) in Chicago, is being attended by three representatives of Texas Tech student publications.

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More than 900 student publications officials from throughout the U.S. are scheduled to exchange ideas at the sessions and hear reports of latest editorial, business and technical developments in their fields.

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LUBBOCK, Nov. -- Three Texas Tech faculty members will be in Austin Saturday (Nov. 15) for a meeting of the Texas Assn. of College Teachers policy committee.

They are Dr. Emmett Hazelwood, a committee member and former president of TACT, and two officers of the Tech chapter -- Dr. John Dowling, president, and Robert M. Parker, vice-president.

The group will discuss TACT policies for 1959 at the regular fall meeting.

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ATTN: FARM EDITORS

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Texas Technological College
Adrian Vaughan, Director

ATTENTION TRAVEL EDITORS

LUBBOCK, Nov. -- Texas Tech students and other interested persons will have an opportunity to tour Europe for 63 days this summer under the guidance of Mrs. Alan L. Strout, English instructor.

The tour, which may be taken by qualified students, for six semester hours of credit in English, will include visits to England, Holland, Germany, Switzerland, Liechtenstein, Austria, Italy, San Marino, Monaco, Spain and France.

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"Dr. Hammett is one of the world's leading authorities on physical chemistry and the Welch Foundation is very fortunate in securing him as a special lecturer," Dr. W.O. Milligan, director of research for the foundation, said.

A 1916 graduate of Harvard University, Hammett attended the Polytechnic School of Zurich, Switzerland, in 1916-17 and earned a Ph. D. in chemistry at Columbia in 1923. In addition to teaching positions at Columbia, he was research supervisor and director of the National Defense Research Committee at Carnegie Institute of Technology from 1941-45 and chemistry division chairman of the National Research Council in 1946-47.

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"If a farmer had one well per 40 acres, this would provide an annual income of \$480 per 40 acres of land based on \$40 per month income," Young said.

He points out that the farmer with an irrigation well to supply an average amount of water can reasonably expect to increase his cotton yield by at least 330 pounds of lint or 3,000 pounds of sorghum grain per acre each year.

"The value of this increase in lint cotton would be \$80 or more per acre or \$3,200 for a 40-acre block. The increase in irrigated sorghum grain due to the water would have a value of \$50 or more per acre or \$2,000 or more from a 40-acre block," Young said. He noted, however, that additional production costs must be subtracted from the gross income.

"If the value of the income from the oil well is compared with the income from the irrigation well, one can see why the farmer with good soil and a good irrigation well would be wise to choose water over oil," Young said.

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3--Tech dairy industry short course

Dale Seiberling of Kenzade Products, Inc., Beloit, Wis., described design and engineering of automatic cleaning systems for the dairy industry.

The new devices provide better control of cleaning operations and increased safety because personnel don't have to climb into vats and other hard-to-get places, he said.

Some 65 persons attended first-day sessions of the short course, being held by the dairy industry department in the Agriculture building auditorium.

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A change in the eating habits of America and technical advances toward more quality milk products make for a bright future in the dairy industry, Dr.G.M. Trout of Michigan State University declared at Texas Tech's Dairy Industry Short Course Monday.

"Today Americans are eating more fruits and vegetables and 30 per cent more dairy products than they did nearly 50 years ago," he said.

"In a time when many dairymen act almost ashamed to admit that butter is a by-product of milk, the butter industry today is approaching a billion dollar market," he added.

He said there is no need for dairymen to lose customers between the ages of 15 and 65--a time many persons turn to other beverages.

"American youth wants good sweet milk," he emphasized. The Michigan professor pointed to the great desire of returning World War Two servicemen for good milk and ice cream as proof that milk is a good, salable product.

Trout predicted that in the future the dairy industry will see a greater trend toward higher quality milk and cream. He also suggested that dairymen will see an increasing trend toward two-quart container sales and bulk milk dispensers in the homes of the future.

Frozen milk will also have a place on the market in future years and waxless packaging will play an important role in marketing of dairy products, he added.

Public health problems involving antibiotics in dairy products were discussed by Dr. J.E. Edmondson of the University of Missouri.

(More)

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Although only 11 per cent of the population is allergic to antibiotics, the excessive presence of those ingredients in dairy products can cause such people discomfort, he explained. Also the continuing consumption of antibiotics in milk products could possibly limit the medicinal effectiveness of such drugs.

A person's body tends to adjust to such drugs in a way that makes them ineffective for treatment.

Edmondson pointed out that the feeding of antibiotics to cattle doesn't transfer the drugs to dairy products and that pasteurization of dairy products greatly cuts the potential of antibiotics.

Scientists are trying out a Russian method of using water-based penicillin in treating udders of dairy cattle. The drug used has a very short life and consequently doesn't contaminate milk significantly.

Dr. Perry R. Ellsworth of the Milk Industry Foundation, Washington, D.C., said public opinion surveys show that most people hold the dairy industry in high esteem, think it puts out a quality product, and are satisfied that the price charged is fair.

One point of misinformation, both within and without the industry, is how much profit dairy manufacturers make, he said. While the actual figure is less than one per cent, the general public think it's as much as ~~seven~~ per cent. and farmers think it's as much as seven per cent.

Surveys also show that the dairy industry should push the convenience aspects of its services and that route salesmen should be encouraged to push their company's products with consumers.

"Seventy per cent of the consumers surveyed said they talked with route salesmen but only 11 per cent of the salesmen mentioned the company and only 40 per cent even attempted to sell company products in addition to what the consumer was buying," Ellsworth said.

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Gordon Graves and Don Ledwig have been selected to represent Texas Tech at the fourth Student Conference on National Affairs to be held at Texas A&M College Dec. 10-13.

Graves, a junior engineering student from Lubbock, and Ledwig, a senior business administration student from Lubbock, were chosen from a group of seven applicants, James G. Allen, Student Life dean, said.

Graves is Phi Eta Sigma treasurer and is listed in "Tech Salutes". He represented Tech at the National Arnold Society Conference and served as Lubbock Community Ambassador to India in 1957.

Ledwig was business manager of the Student Association, Delta Sigma Pi president, Circle K International president, Tech Forensics Union, vice-president, general chairman of the business school's Careers Conference, and "Mr. Executive" of Phi Gamma Nu during 1957-58. He was also chosen Lubbock Community Ambassador to Finland this year.

MAILING SCHEDULE FOR Nov. 10-15

| Day | Name of Story | A | B | C | R | WS | Explanation |
|--------|--|---|---|---|---|----|------------------------------------|
| MON. | Dr. Young-Oil & Water Survey | | X | | | | |
| | Photo of Fine Arts Murals | | | | | | 8X10 to Star-'Tel |
| | Graves & Ledwig delegates to National Affairs Conf. | X | | | | | |
| | Dairy Industry Short Course | X | | | | | |
| Tues. | Dr. Hammett speaks to Tech Scientists | X | | | | | |
| | Texas Tech Singers | | | | | | 3 - 8X10 -Amarillo |
| | Faculty members elected to exec. positions of Modern Language Assn. | X | | | | | 1 - 8X10 -Star Tel |
| Wed. | Irrigation Conf. in San Antonio | X | X | | | | |
| | Lubbock families host to Foreign Students. | X | X | | | | |
| | Vaudeville show | X | | | | | |
| | AFROTC HONORS 2 Officers | X | | | | | |
| | Associated Press Meet Chicago | X | | | | | Startel and HT's |
| | Faculty Members in Austin For Assn. of College Teachers Policy Committee Meeting | X | | | | | |
| Thurs. | Foreign Student Hosts | | | X | | | |
| | Homecoming Highlights | | | X | | | |
| | Foreign Student Hosts | X | | | | | photo to AJ |
| | European Tour for Students | X | X | | | | locals Friday. |
| Fri. | Applied Arts Faculty make trip-for improving academic training | X | | | | | |
| | Art Education Conference | X | | | | | |
| | Dr. George C. Kennedy Sigma X lecturer. | X | | | | | AJ (other locals Sat.) Photo to AJ |
| | "Electronic Guidance System for Missiles" speech by Walter White | X | | | | | AJ (other locals Sat.) |
| | Annual Speech conference | X | | | | | |
| Sat. | Details on Homecoming | X | | | | | |

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SUITABLE FOR TIME COPY

LUBBOCK -- Texas Tech foreign students are receiving more than formal education thanks to 33 Lubbock families who are making them feel at home.

Through visits with the host families, the students are learning the customs of our nation and home life and perhaps receiving a better understanding of our way of life.

Participating in this program is Nikolaos Demetrius Filomedes, agriculture graduate student from Salovica Greece and his host family Mr. and Mrs. Joe Leaverton, 3021 22nd.

Filomedes is attending Tech for the fall semester taking courses pertaining to "Irrigation on the Farm." He is the first student attending Tech on a program of the International Cooperation Administration and other agencies.

Filomedes and the Leavertons have a common interest -- farming and irrigation. The Leaverton land between Wolfforth and Ropesville has irrigated cotton and grain sorghum crops on it.

"We think Nik is delightful company and we enjoy having him as a guest in our home," Mrs. Leaverton said.

The family and Nik have visited the Leaverton farm. Joe Leaverton and Nik recently visited one of the large cotton compresses in the Lubbock area.

Before coming to the U.S., Filomedes was employed in the Directorate of Agriculture of Ighomenitsa, Greece. He had worked there since 1955 and will return to that office following his year's study in the U.S.

(More)

2--Filomedes

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LUBBOCK, Nov. -- Three Texas Tech faculty members will be in Austin Saturday (Nov. 15) for a meeting of the Texas Assn. of College Teachers policy committee.

They are Dr. Emmett Hazelwood, a committee member and former president of TACT, and two officers of the Tech chapter -- Dr. John Dowling, president, and Robert M. Parker, vice-president.

The group will discuss TACT policies for 1959 at the regular fall meeting.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Two members of the Texas Tech applied arts faculty will make trips to obtain information for improving academic training.

Arne W. Randall, department head, will visit two rehabilitation centers Sunday through Thursday (Nov. 16-20) in connection with Tech's training program for vocational rehabilitation counselors.

Randall will make a comparative study of two institutions, the Rehabilitation Institute of Kansas City, Mo., and the Vocational Guidance and Rehabilitation Center in Cleveland, Ohio.

Tech's applied arts, psychology and rehabilitation departments cooperate in teaching the training program for advanced students.

"I plan to make a study of the latest developments in rehabilitation at these institutions, so that these developments can be applied at Tech," said Randall.

Dr. Bill C. Lockhart, applied arts associate professor, will attend the annual meeting of Texas Art Education Assn. in Fort Worth, Nov. 27-29.

Dr. Lockhart is chairman of the Association and Research Committee which will meet during the convention. He will also participate as a member of the association's Policy Committee.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

The Saddle Tramps Circle--Texas Tech's unique new pep rally center--will be dedicated Friday night, highlighting the opening of Tech's 29th Homecoming.

Representatives from at least six of the eight Southwest Conference institutions are expected to be on hand for the dedication, which will be a part of the Homecoming Queen coronation and pep rally beginning at 7 p.m.

Candidates for Homecoming Queen will be narrowed to 10 finalists in judging beginning at 1:30 p.m. today in the Tech Union building.

Judging will be by a panel of representatives from organizations entering a candidate in the contest. The Queen will be chosen in an all-campus student election Wednesday. The four runners-up will be her princesses.

Other features of Friday night festivities will be an appearance of comedian Bob Hope in Lubbock Municipal Coliseum and numerous class and club reunions.

The campus will be decorated as never before with signs welcoming the several thousand returning exes. A plaque will be given the dormitory with the best display.

At 10:30 a.m. Saturday, 28 colorful floats plus marching bands, ROTC units and Tech dignitaries will wend their way through downtown Lubbock and out to the Tech campus.

Exes will be honored with a huge luncheon beginning at 11:45 a.m. in the old gym.

At 2 p.m. in Jones Stadium, Tech's Red Raiders will meet the University of Arkansas Razorbacks in football. It will be the first clash between the two Southwest Conference institutions in Lubbock.

(More)

2--Tech Homecoming

The game will not count in SWC standings because Tech cannot play a round-robin schedule of conference teams until 1960. However, competition is expected to be strong and there are signs that the two institutions will become traditional late season rivals.

The competition was started on a high plane last fall when University of Arkansas students presented Techsans with a plaque welcoming them into the Southwest Conference.

Tech students are expected to reciprocate with special welcoming activities for the Arkansans.

Festivities will be climaxed Saturday with a Homecoming ball for exes at 8 p.m. in the Lubbock Hotel and a student dance at 8 p.m. in Lubbock Coliseum.

Mixed with major activities will be numerous social events sponsored by Tech organizations.

First Homecoming event will be a meeting of the Ex-Students Assn. executive board at 10:30 a.m. Friday. The Ex-Students Council --made up of general officers, chapter presidents, and district representatives--will meet at 1:30 p.m.

New general officers will be elected and 1958-59 activities planned, Exes President Curtis Sterling of Brownfield said.

Registration of exes will begin at 2 p.m. in the Union and major Lubbock hotels.

Class reunions Friday will include: the "old timers," classes '26 through '38, at 9:30 p.m. in the Caprock Hotel; classes of '39-'49 at 8:15 p.m. in the Faculty Club, and classes of '50-'58 in the Rec Hall. Bob Hope will appear in a special show at 8:30 p.m. in Lubbock Municipal Coliseum.

More than 500 Home Economics School exes are expected for a coffee beginning at 8:30 a.m. in the Home Economics building. The event will mark the School's 30th anniversary of graduating classes and the class of '28 will be honor guests.

(More)

3--Tech homecoming

Other social events of Tech organizations Saturday will include:

Alpha Phi Sorority--4:30-6:30 p.m.--Alumnae reception, Alpha Phi lodge.

Alpha Phi Omega--6:30 p.m.--20th Anniversary Banquet, Rec Hall.

Baptist Ex-Students Assn.--Immediately after ballgame--coffee, fellowship, Baptist Student Center, 2401 13th St.

Block and Bridle Club--7:30 a.m.--Breakfast, Veterinary Science Bldg.

Church of Christ Bible Chair--All day Saturday--Open House--coffee and donuts, 2406 Broadway.

Dairy Industry Club--7 a.m.--Breakfast, Agriculture Bldg., room 230.

Delta Delta Delta--9-10 a.m.--Reception, Delta Delta Delta lodge, 15th Street and Ave. X.

Double T Assn.--After ball game--Reception for Ex-Double T, West Hall Lounge.

Ex-Double T Assn.--7:30 a.m.--Breakfast, Luby's on Broadway.

Gamma Delta--After ball game--Coffee--Lutheran Student Center, 1508 Ave. X.

Gamma Phi Beta--After ball game--Coffee--Gamma Phi Beta Lodge, 1810 Ave. X.

Journalism Dept.--Theta Sigma Phi--Sigma Delta Chi--9-10:30 a.m., Reception, Journalism Reading Room.

Kappa Kappa Gamma and Las Chaparritas--9:30-11:30 a.m.--Coffee, Kappa Kappa Gamma Lodge, 1303 College Ave.

Kappa Sigma Fraternity--7-9 p.m. Reception, Chicken Shack.

Mortar Board--9-10 a.m.--Reception (Ex members and Forum), President Jones' home.

Phi Delta Theta Fraternity--7 p.m.--Dinner, Caprcock Ballroom.

Phi Gamma Delta Fraternity--7 p.m.--Reception, Palm Room.

Pi Beta Phi--After game--Tea, Pi Phi lodge, 2421 19th St.

Presbyterian Student Center--After game coffee and chatter, 2414 13th.

Sigma Alpha Epsilon--After game--Reception, lodge.

Sigma Nu--4:30-5:30 p.m.--Coffee and reception, lodge.

Student Chapter of American Institute of Architects--8:30 a.m.--Breakfast for members and alumni, Leslie's Chicken Shack.

Wesley Foundation--5-7 p.m.--Reception, 2420 15th St.

Zeta Tau Alpha--After game--Reception, ZTA lodge, 2008 Broadway.

(More)

4--Tech Homecoming

Homecoming Queen candidates and their sponsoring organizations include:

Jean Brown, Weeks Hall; Pat Rainer, Pi Phi; Peggy Miller, Kappa Sigma; Perry Thompson, Rodeo Assn; Helen Fields, Delta Tau Delta; Ruth Corry, Men's physical education; Enna McDaniel, Horn; Libby Balzar, Mortar Board; Ann Denny, Tri Delts; Yvonne Skinner, Alpha Chi Omega.

Kay Adkins, Delta Sigma Pi; Mary Ann Lindley, Junior Council; Gail Peterson, Ski Club; Jean Gilliland, Kappa Kappa Gamma; Cookie Puig, Newman Club; Sandra Standefer, Casa Linda; Leta Merle Roberts, Bledsoe Hall; Marilyn Guetersloh, Optimates; Anease Pritchett, Sigma Kappa; Annett Rose, Delta Gamma.

Denise Magness, Phi Mu Epsilon; Sylvia McAden, Doak; Mayme McDaniel, Gamma Phi Beta; Paula Shaw, Student NEA; Judy Ecklund, Double T Assn; Donna Pearson, Angel Flight; Barbara Garnett, Sock and Buskin; Candy Parker, Zeta Tau Alpha; Linda Bunker, Phi Gamma Nu; Marilyn Warren, Sneed; and Kathy White, Home Economics Club.

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Department of pPublic Information
Texas Technological College
Adiran Vaughan, Director

Dr. George C. Kennedy, national lecturer for Sigma Xi, organization for the encouragement of scientific research, will speak at Texas Tech Wednesday (Nov. 19) at 8 p.m. in Chemistry building 101.

"Recent Studies at High Pressures and Implications Concerning the Crust of the Earth" will be discussed by Kennedy, a physicist and geologist.

A banquet for members and guests of Tech's chapter of Sigma Xi will be held in the Tech Union at 6:30 p.m. preceding Kennedy's talk, which will be open to the public.

Kennedy, who is a professor at the University of California, received his B.S. from Harvard University in 1940, his M.A. from Harvard in 1941, and his Ph.D. from there in 1947.

He worked for the U.S. Geological Survey as a geologist from 1942 to 1945. From 1945 to 1949, he was a physicist at the Naval Research Laboratory and junior Fellow at the Society of Fellows at Harvard.

Kennedy was an associate professor at Harvard from 1949 until 1953, when he went to the University of California at Los Angeles as a professor.

The Mineralogical Society of America Award was given to Kennedy in 1956 for the most outstanding contribution to the study of mineralogy for the preceding year.

Kennedy's lecture at Tech is the 18th in a series of 21 he is giving at different colleges and universities throughout the nation this academic year.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

"Electronic Guidance Systems for Missiles" will be explained by Dr. Walter T. White Monday (Nov. 17) at Texas Tech.

A motion picture of flights of various U.S. missiles will be shown in addition to Dr. White's talk at 7:30 p.m. in the Rec Hall.

Dr. White is currently Engineering Department Head for Advanced Studies in the Surface Armament Division of the Sperry Gyroscope Co. in Great Neck, N.Y. A graduate of Texas Tech, he received a Doctor of Science degree from the Massachusetts Institute of Technology in 1941.

A brief history of guided missile development and the tactical uses of such weapons will be discussed by Dr. White. He will also present some basic missile guidance systems and the design problems encountered in making these systems useful in the field.

Dr. White has been associated with guided missiles and their systems since 1947. During this time his assignments have included guided missile control systems, flight evaluation and missile project management.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

More than 150 high school students from throughout the Panhandle, South Plains and Eastern New Mexico are expected today (Nov. 15) at Texas Tech's annual High School Speech Activities Conference.

Sponsored by the Tech speech department, the conference will feature four major areas of speech: demonstrations, declamations, poetry readings and extemporaneous speeches.

Demonstration debate will be held at 9 a.m. in the Agriculture Memorial Auditorium. Vera Simpson of Lubbock is chairman, with Monterey High School taking the affirmative side and Panhandle High School, the negative.

Gayle Kilgore of Albuquerque, N.M., is in charge of the junior declamation demonstrations which will be held at 10:40 a.m. in the Agriculture Memorial Auditorium. Candace Parker of Houston will lead the senior declamation demonstration at 10:40 a.m. in the Speech Auditorium.

The poetry reading demonstration will be in the Agriculture Memorial Auditorium at 11:40 a.m. with Mabel Harris of O'Donnell as chairman. Extemporaneous speaking demonstration, led by Leta Warren of Tahoka, will be held at the same time in the Speech Auditorium.

Each of the four events will be followed by a discussion of the critiques by members of the critic's panel.

Students will attend a luncheon at 12:30 in the Tech Recreation Hall. There will be a registration fee of \$1.35 per person (student, teacher or visitor), which will include the conference events and the luncheon.

Climaxing the conference will be a drama workshop at 2 p.m. in the Speech Auditorium which will be led by Ronald E. Schulz, assistant professor of speech at Tech.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech will feature exhibits and demonstrations in its annual art education conference today (Nov. 15).

Tech's elementary art education students worked into the night Friday, preparing the displays which will be viewed from 9:30 a.m. to 12 noon and 1 p.m. to 2:30 p.m. in the Home Economics building.

Teachers from West Texas and Eastern New Mexico are expected for the conference, sponsored by the Tech applied arts department.

A conference highlight will be a lecture at 10 a.m. and again at 11 a.m. by Dr. Emilio Caballero of West Texas State College on "Why Art Today?".

The exhibits will demonstrate ideas which art teachers may use in their public school activities. The visiting teachers may browse through the displays and confer informally with Tech staff members and other teachers.

More than 200 teachers are expected for the conference, according to Dr. Bill C. Lockhart, in charge of arrangements.

"In addition to giving teachers ideas, we also expect to get ideas from them and to become better acquainted with them and with their problems," Dr. Lockhart said.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Two science institutes for high school biology and chemistry teachers will be held next summer at Texas Tech under a \$148,000 National Science Foundation grant, Dr. E.N. Jones, Tech president, has announced.

Aim of the institutes is to provide refresher schooling for high school chemistry and biology teachers to bring them up-to-date on recent developments in the field.

Dr. Earl W. Camp, Tech biology professor, will head the eight-week biology institute and Dr. W.W. Wendlandt, Tech chemistry professor, will direct the six-week chemistry institute.

High school teachers qualifying for institute training will receive a stipend of \$75 a week plus \$15 weekly for each dependent, not exceeding four dependents. Tuition and fees will be paid and a travel allowance of four-cents per mile will be paid for one round-trip from the teachers' homes to Lubbock.

The biology institute will be held from June 1 to July 25. The institute for chemistry teachers will be held June 8 to July 18.

Funds are available for a minimum of 78 chemistry teachers and 60 biology teachers, the Tech professors said. If there are fewer dependents than estimated, more funds will be available to train other teachers.

"We plan to select chemistry teachers with one or more years experience in high school teaching," Wendlandt said, "those who have reasonable expectations of continuing in the secondary field."

Biology teachers will be selected "according to their need" for refresher training in the biological sciences, Camp stated.

add-1-summer institute

The biology summer institute will be conducted by five Texas Tech biology faculty members and several visiting professors, Dr. Camp stated.

Biology teachers may earn a maximum of nine credit-hours at the institute that will also include two field trips -- one to study mountain flora and fauna in New Mexico, the other to study subtropical life near Xilitla, Mexico.

Dr. Wendtlandt said that high school chemistry teachers will earn six credit hours at the chemistry institute. Three full time Tech chemistry and chemical engineering faculty members and six visiting lecturers teach the refresher courses.

"Fundamental ideas of chemistry will be presented at our institute," he said. "High school teachers will study inorganic, organic and physical chemistry."

High school science teachers wishing to apply for admittance to one of the institutes should write Dr. Camp, biology institute director, or Dr. Wendlandt, chemistry institute director, at Texas Tech.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

A one-week school for appraisers and real estate agents will be sponsored by the Texas Tech finance department and residential appraisers Monday through Friday (Nov. 24-28).

Co-sponsor with Tech for the meeting is the South Plains chapter of the Society of Residential Appraisers.

David L. Montonna, a New York consulting appraiser, will instruct the classes which will be held in Tech Union ballroom from 9-12 a.m. and 2-5 p.m. daily. Montonna, who is from New York City, is a member of MAI (Master of the Appraisal Institute).

Sixty appraisers and real estate agents from West Texas and Eastern New Mexico and faculty members of Tech's finance department are expected to attend, said Burl M. Abel, associate professor of finance at Tech. Tuition is \$40 for the 30-hour course.

Local arrangements for the school are being made by Abel and N.S. Percivale, Veteran's Administration appraiser.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. -- Phi Mu, national social sorority, has colonized Alpha Xi chapter on the Texas Tech campus as the campus' eleventh social sorority. Sixty-one girls, who will be initiated as charter members, have pledged.

Phi Mu, the second oldest women's sorority, was founded on March 4, 1852. Tech's chapter's installation and initiation in the spring will boost the number of chapters to 81.

Pledges include:

Alvin--Linda Louise Linn

Amarillo--Judy Blanz (4201 Erik); Sallye Dees (1228 Bowie);
Judy Graves (2114 Ong St.)

Bledsoe--Exa Kaye Ainsworth

Bowie--Dorothy Dodsworth

Dallas--Jan Hemphill (3324 Hanover); Louise Holland (5215 McCommas);
Linda Howard (3532 Centenary); Hannah Kittrell (7244 Westlake);
Phyllis Jean O'Brien (3810 Moler); Sara Sheffield (3209 Purdue)

Denver City--Linda Meador

El Paso--Sharon Lu Brown (425 Buena Vista)

Floydada--Gaye Rosson; Gayle Rosson

Fort Worth--Sherian Downing (5601 Fursman); Carolyn Faye Fuller
(2825 Ave. H); Sherill Ann Kelly (3625 Benzer); Sharon Powell
(4436 Meadowbrook); Sandra Seeman (2324 Tierney); Patricia White
(5625 Norma).

Galveston--Glenda Petersen (1502 Kempner)

Garland--Pam Goforth; Alice Word

Granbury--Linda Lou Ray

Hereford--Ella Marie Williams

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Phi Mu, national social sorority, has colonized Alpha Xi chapter on the Texas Tech campus as the campus' eleventh social sorority. Sixty-one girls, who will be initiated as charter members, have pledged.

Phi Mu, the second oldest women's sorority was founded on March 4, 1852. Tech's chapter's installation and initiation in the spring will boost the number of chapters to 81.

Pledges include:

Houston--Jane Baird (5435 Kingfisher); Margaret Farrow (4915 Cosby); Nina Hitchcock (1323 Modiste Dr.); Linda Louise Kennedy (5821 Indigo); Dorothea Koehler (4601 Pin Oak).

Jacksonville--Margie Hassell

Kerrville--Alys Doering

Levelland--Lutine Harris; Beverly Roberts

Lockney--Laquita Helms

Longview--LeNeille Flemister

McCamey--Johnnie Wade

Midland--Vina Mayfield (1102 McGofford); Donna St. Clair (910 W. Tennessee); Linda Williams (1607 North K)

Old Ocean--Nancy Jean Boden

Plainview--Glenda Akin

San Angelo--Shelly Green (115 E. 11th)

Seagraves--Sarah L. Fowler; Barbara Henson

Seguin--Sallie Strauss

Shamrock--Barbara Sue Bell

Stanton--Barbara Jane Smith

Waco--Gretchen Gale (2600 Old Oaks Dr.); Barbara Lester
(3006 Live Oak)
Waco

Wichita Falls--Pat Wright (1826 Pearl)

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Arnold Air Society, Texas Tech national honorary AF ROTC organization, has elected new officers.

Weldon Schaefer, senior chemistry major from Springlake, was elected commander.

Other officers include: Howard Lynch, senior marketing major from Amarillo, executive officer; Roger Sewell, junior chemistry major from Odessa, adjutant.

James Nix, junior accounting major from Wellington, comptroller; Bill Holmes, sophomore business major from Lubbock, operations officer; and Leroy Plumlee, sophomore chemistry major from Cleburne, information services officer.

###

Dr. Gene Hemmle, Texas Tech's music department head, will attend the 34th annual meeting of the National Association of Schools of Music in St. Louis Nov. 28-29.

Tech gained membership in NASM in 1957.

This meeting, which will be in the Sheraton-Jefferson Hotel, brings together the executives and administrative heads of music departments throughout the nation. One session will be devoted to discussion of pending revision of a new copyright law now before Congress.

New Schools will be approved for membership by the delegates.

The 250 delegates attending the meeting will be guests of the St. Louis Symphony Orchestra at a concert.

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Eagle-eyed Texas Tech Army and Air Force ROTC cadets will have a seasonal turkey shoot Thursday and Friday (Nov. 20-21) and their "Annie Oakleys" will keep score.

The Turkey Shoot, which is sponsored by the ROTC Assn. and open to AF and Army ROTC cadets only, will be held on the indoor range of the ROTC department from 4 to 8 p.m. Thursday and 6 to 9 p.m. Friday. ROTC sweethearts will score the meets.

A 10 or 12 pound turkey will be awarded to the best marksman of each order made up of 10 cadets. All shooting will be from a standing post and no rests will be allowed.

Proceeds from the meet will go to the ROTC Treasury Assn. to be extended to the benefit of the rifle team and rifle marksmanship.

--30--

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

ATTN: Farm & Business Editors

FOR RELEASE THURSDAY P.M.'S & THEREAFTER

SAN ANTONIO, Nov. 20-- A large and expanding market is opening up for farmers who organize their production to meet buyer specifications, Dr. Wayland Bennett of Texas Tech declared here today (Thursday).

"Marketing agricultural products tomorrow means production will be for a market rather than to market," Bennett told those attending the Irrigation Conference being sponsored today and Friday by the Texas Irrigation Council.

Bennett, who heads the agricultural economics department in Tech's School of Agriculture, outlined what the future holds for the farmer in marketing his products.

"The agricultural industry is currently struggling to adjust to the accelerated technological revolution taking place on the farm and in the marketplace," he said, adding that "we have entered an age of mass merchandising of farm products."

He predicted that farmers of the future will see an increase of contract farming, agri-business integration and business mergers brought about by the **streamlining** of food processing and merchandising techniques.

"Processors of farm products, faced with changes in the requirements of retailers and wholesalers, use contracts with farmers and farm cooperatives to assure adequate and timely supplies of specified quality," Bennett said.

(More)

add-1- Bennett speech

Bennett pointed out that interest in contract farming shows some farmers are willing to exchange some of the management decisions for a stable price and market outlet.

"If farmers continually seek to improve their production and marketing methods and the quality of their products, there will be less need for contract farming," he said.

The agricultural economist noted that consumer preferences are causing a revolution among buyers.

"Mr. and Mrs. America want more uniformity in products, easier-to-prepare foods, more pre-cooking, more packaging, among other services," Bennett said. "It takes uniform, accurately graded, quality controlled commodities to supply these demands. Specification buying is evolving from this need to cater to consumers."

Future food growers will find that the food industry won't take the ~~type~~ of products they "just happen" to produce.

"Instead, the farmer will need to determine the appropriate kind and quality of products the market wants, the kind of organization necessary to control the newly developing distributive system, and possible methods whereby producer groups can achieve an adequate voice in price or margin determinations," he stated.

The Tech professor said that sugar beets and sugar cane production is almost entirely on a contract basis while about 90 per cent of vegetables produced for canning and freezing are grown by under contract to processors.

Other forms of contract operations may be found in the citrus, deciduous fruits and tree nuts, dairy and poultry industries, he said.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. **Willy Ley, one of the leading authorities
L LO
on rocket research and space, will speak to Texas Tech students
Thursday (Nov. 20) at 10 a.m. in the Tech Union ballroom.

Ley is being sponsored by the Tech Union.

A German-born United States citizen, Ley is a pioneer in the
rocket field and was one of the founders of the German Rocket Society
in 1927. He came to the United States in 1935.

He has been science editor of New York's newspaper PM, research
engineer for the Washington Institute of Technology, consultant to the
Department of Commerce's Office of Technical Service and an advisor to
Walt Disney for the space travel portion of the "Disneyland" program.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's School of Home Economics will have a homecoming coffee Saturday (Nov. 22) celebrating its 30th anniversary of granting degrees and the 50th anniversary of the American Home Economics Assn.

A total of 1406 bachelor degrees and 58 master degrees in home economics have been granted during the past three decades, said Dr. Willa Vaughn Tinsley, home economics dean. During the first decade 228 degrees were granted.

Another 561 were conferred in the second decade and 556 since then.

The Home Economics Club; Phi Upsilon Omicron, home economics honorary fraternity; and the home economics exes are sponsoring the coffee along with the home economics faculty.

The dual celebration, which will be in the Home Economics building from 8:45 to 10:15 a.m., will honor the 1928 home economics graduates, including:

Mrs. Maurice E. Barrett of Fort Stockton; Mrs. J.E. Jones of Guymon, Okla.; Mrs. E.M. Barnett of Dallas (1324 Kings Highway); Mrs. T.G. McCorkle of Lubbock; Mrs. Roy Sides of Centerville; Mrs. Norman Randall of Three Rivers.

Miss Nena Roberson of College Station; Mrs. C.E. Moreman of Canyon; Mrs. S.M. Lytal of Lubbock; and Mrs. James Edward Pittman of Houston (2609 Riverside Dr.)

More than 500 are expected for the home economics celebration which is one event in Tech's homecoming program. A colorful parade through downtown Lubbock will begin Saturday at 10:30 a.m.

Tech will meet the University of Arkansas Razorbacks in Jones Stadium at 2 p.m. Saturday where half-time ceremonies will honor Tech's 1958 Homecoming Queen.

Students will dance to the music of the Norman Petty Trio at the annual homecoming dance at 9 p.m. in the Lubbock Coliseum. The exes dance will begin at 8 p.m. in the Lubbock Hotel.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LURBOCK, Nov. --Southwest Conference representatives will help Texas Tech formally dedicate its Saddle Tramp Circle during homecoming activities Friday (Nov. 21).

A \$5,000 permanent structure for bonfires, pep rallies and burning effigies, the Circle is built around a firepit 20 feet in diameter. Immediately outside the firepit is a circular plot of grass three to four feet wide.

The Circle includes a huge octagon divided into eight sections bearing the emblem of each SWC institution. Emblems are in color on a neutral background and are made of terrazo with metal outlining the figures. Above each emblem is the name of the institution displayed in school colors.

Representatives from each of the SWC institutions have been invited to open their section as a part of the dedication. As each section is opened a choral group will sing that institution's song.

Representatives will be honored during the homecoming parade Saturday morning and during half-time activities of the Tech-Arkansas football game that afternoon.

Five institutions already have accepted the invitation. The representatives are Allie Beth McMurtry, Texas Christian University; Deanna Schupback, Southern Methodist University; and Buddy Riley, Baylor. Rice and Arkansas have accepted but their representatives are not known.

The Circle, unique in the Conference, will be available for use before basketball games this year.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

ATTN: FARM EDITORS

LUBBOCK, Nov. --More research to develop better ways and means to increase range land productivity is called for by Dr. Gerald W. Thomas of Texas Tech in the November issue of Soil and Water magazine.

The Tech Dean of Agriculture says Texas now has over 100 million acres of land where domestic and game animals graze on native vegetation.

While ranchers should be vitally interested in the decline of ranch productivity, the general public is also concerned because management of this land plays a major role in watershed protection, water yield and flood prevention, he said.

Thomas cited the need for "more basic information on the complicated interrelationships of climate, soils, plants and grazing animals," and reviewed research currently underway in Texas that relates to range conservation.

"A very interesting study of deferred-rotation grazing using a combination of sheep, goats and cattle yields some good results," he said of grazing management studies at Sonora.

At the Texas Range Station near Barnhart, special attention is being given to the influence of grazing management on bitterweed occurrence, he said. Emphasis this past year has been aimed at encouraging uniform grazing of tobosa grass.

Thomas said grazing experiments that include the effects of deer are being conducted at the Kerr Wildlife Management area while grazing research with yearling cattle has been conducted since 1942 at Spur Range Station.

At the Southwestern Great Plains Field station at Bushland, major emphasis in future experiments will be concerned with fitting livestock into High Plains conditions including use of both uncultivated native grass stands and cultivated crops.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's senior livestock judging team, runner up at the American Royal at Kansas City, will make its final appearance Friday, Nov. 28, at the Chicago International Livestock Show.

The six-man team, coached by Stanley Anderson, will compete in three livestock events: judging beef cattle, hogs, and sheep.

On the team are Bill Weatherby and Louis Heinze, Miles; Tom Mankins, Dundee; Payton Scott, Merkel; Dudley Arnett, Lubbock; and Myron Hillman, Mullin.

The Techsans left Lubbock Friday (Nov. 21) for a tour that will include workouts and visits to midwestern livestock centers.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Dr. Jesse A. Bateman, professor of home economics education at Texas Tech, will take part in the fourth Assn. for Supervision and Curriculum Development Research Institute in Washington D.C. at the Burlington Hotel December 5-11.

Dr. Bateman is a member of the Texas Assn. for Supervision and Curriculum Development Research Committee.

###

Miss Lola Marie Drew, associate professor of home management at Texas Tech, will attend the American Gas Assn. Home Service Workshop at the Jung Hotel in New Orleans, Jan. 28-Feb. 2.

Miss Drew teaches household equipment and housing courses which train students for future home service positions.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Warlick Carr, Lubbock lawyer, was elected president of the Texas Tech Ex-Students Assn. as the institution's 29th Homecoming got underway Friday.

Carr was graduated from Tech in 1940.

Other former students elected to association posts were Jack Hinchey, Class of '50, first vice-president from Amarillo; Manuel De Busk, Class of '33, second vice-president from Dallas; and Bob Dean, Class of '48, director from Midland.

Retiring president is Curtis Sterling, Brownfield publisher. Others continuing to serve as Ex-Students Assn. officials for 1959 will be Robert Work, director from Crosbyton; Clint Formby, director from Hereford; Ed Smith, athletic council representative from Lubbock; L.C. Walker, executive secretary from Lubbock, and Wayne James, field secretary from New Deal.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Four Texas Tech debaters will attend the Intercollegiate Forensics Tournament at the University of Wichita in Kansas Friday and Saturday (Nov. 21-22).

Tech will be represented by an affirmative team and a negative team debating on the subject "Resolved: That the further development of nuclear weapons should be prohibited by international agreement."

On the affirmative team are Joe Ben Hudgens, senior government major from Pecos; and Kip Glasscock, freshman government major from Lubbock.

Members of the negative team are Darlene Fox, freshman in business administration from Lubbock; and Jerry Wheeler, freshman secondary education major from (10024 Shady Lane) Houston.

Each team will debate six rounds for one hour each. ~~Teamb's~~ teams will also enter contests in oratory and extemporaneous speaking.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

SUITABLE FOR TIME COPY

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(More)

2--computer competition

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November 17-22

15
2
3

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

A one-week school for appraisers and real estate agents will be sponsored by the Texas Tech finance department and residential appraisers Monday through Friday (Nov. 24-28).

Co-sponsor with Tech for the meeting is the South Plains chapter of the Society of Residential Appraisers.

David L. Montonna, a New York consulting appraiser, will instruct the classes which will be held in Tech Union ballroom from 9-12 a.m. and 2-5 p.m. daily. Montonna, who is from New York City, is a member of MAI (Master of the Appraisal Institute).

Sixty appraisers and real estate agents from West Texas and Eastern New Mexico and faculty members of Tech's finance department are expected to attend, said Burl M. Abel, associate professor of finance at Tech. Tuition is \$40 for the 30-hour course.

Local arrangements for the school are being made by Abel and N.S. Percivale, Veteran's Administration appraiser.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Two science institutes for high school biology and chemistry teachers will be held next summer at Texas Tech under a \$148,000 National Science Foundation grant, Dr. E.N. Jones, Tech president, has announced.

Aim of the institutes is to provide refresher schooling for high school chemistry and biology teachers to bring them up-to-date on recent developments in the field.

Dr. Earl W. Camp, Tech biology professor, will head the eight-week biology institute and Dr. W.W. Wendlandt, Tech chemistry professor, will direct the six-week chemistry institute.

High school teachers qualifying for institute training will receive a stipend of \$75 a week plus \$15 weekly for each dependent, not exceeding four dependents. Tuition and fees will be paid and a travel allowance of four-cents per mile will be paid for one round-trip from the teachers' homes to Lubbock.

The biology institute will be held from June 1 to July 25. The institute for chemistry teachers will be held June 8 to July 18.

Funds are available for a minimum of 78 chemistry teachers and 60 biology teachers, the Tech professors said. If there are fewer dependents than estimated, more funds will be available to train other teachers.

"We plan to select chemistry teachers with one or more years experience in high school teaching," Wendlandt said, "those who have reasonable expectations of continuing in the secondary field."

Biology teachers will be selected "according to their need" for refresher training in the biological sciences, Camp stated.

(MORE)

add-1-summer institute

The biology summer institute will be conducted by five Texas Tech biology faculty members and several visiting professors, Dr. Camp stated.

Biology teachers may earn a maximum of nine credit-hours at the institute that will also include two field trips -- one to study mountain flora and fauna in New Mexico, the other to study subtropical life near Xilitla, Mexico.

Dr. Wendtlandt said that high school chemistry teachers will earn six credit hours at the chemistry institute. Three full time Tech chemistry and chemical engineering faculty members and six visiting lecturers teach the refresher courses.

"Fundamental ideas of chemistry will be presented at our institute," he said. "High school teachers will study inorganic, organic and physical chemistry."

High school science teachers wishing to apply for admittance to one of the institutes should write Dr. Camp, biology institute director, or Dr. Wendlandt, chemistry institute director, at Texas Tech.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Warlick Carr, Lubbock lawyer, was elected president of the Texas Tech Ex-Students Assn. as the institution's 29th Homecoming got underway Friday.

Carr was graduated from Tech in 1940.

Other former students elected to association posts were Jack Hinchey, Class of '50, first vice-president from Amarillo; Manuel De Busk, Class of '33, second vice-president from Dallas; and Bob Dean, Class of '48, director from Midland.

Retiring president is Curtis Sterling, Brownfield publisher. Others continuing to serve as Ex-Students Assn. officials for 1959 will be Robert Work, director from Crosbyton; Clint Formby, director from Hereford; Ed Smith, athletic council representative from Lubbock; L.C. Walker, executive secretary from Lubbock, and Wayne James, field secretary from New Deal.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Arnold Air Society, Texas Tech national honorary AF ROTC organization, has elected new officers.

Weldon Schaefer, senior chemistry major from Springlake, was elected commander.

Other officers include: Howard Lynch, senior marketing major from Amarillo, executive officer; Roger Sewell, junior chemistry major from Odessa, adjutant.

James Nix, junior accounting major from Wellington, comptroller; Bill Holmes, sophomore business major from Lubbock, operations officer; and Leroy Plumlee, sophomore chemistry major from Cleburne, information services officer.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's School of Home Economics will have a homecoming coffee Saturday (Nov. 22) celebrating its 30th anniversary of granting degrees and the 50th anniversary of the American Home Economics Assn.

A total of 1406 bachelor degrees and 58 master degrees in home economics have been granted during the past three decades, said Dr. Willa Vaughn Tinsley, home economics dean. During the first decade 228 degrees were granted.

Another 561 were conferred in the second decade and 556 since then.

The Home Economics Club; Phi Upsilon Omicron, home economics honorary fraternity; and the home economics exes are sponsoring the coffee along with the home economics faculty.

The dual celebration, which will be in the Home Economics building from 8:45 to 10:15 a.m., will honor the 1928 home economics graduates, including:

Mrs. Maurice E. Barrett of Fort Stockton; Mrs. J.E. Jones of Guymon, Okla.; Mrs. E.M. Barnett of Dallas (1324 Kings Highway); Mrs. T.G. McCorkle of Lubbock; Mrs. Roy Sides of Centerville; Mrs. Norman Randall of Three Rivers.

Miss Nena Roberson of College Station; Mrs. C.E. Moreman of Canyon; Mrs. S.M. Lytal of Lubbock; and Mrs. James Edward Pittman of Houston (2609 Riverside Dr.)

More than 500 are expected for the home economics celebration which is one event in Tech's homecoming program. A colorful parade through downtown Lubbock will begin Saturday at 10:30 a.m.

Tech will meet the University of Arkansas Razorbacks in Jones Stadium at 2 p.m. Saturday where half-time ceremonies will honor Tech's 1958 Homecoming Queen.

Students will dance to the music of the Norman Petty Trio at the annual homecoming dance at 9 p.m. in the Lubbock Coliseum. The exes dance will begin at 8 p.m. in the Lubbock Hotel.

###

LUBBOCK, Nov. --Southwest Conference representatives will help Texas Tech formally dedicate its Saddle Tramp Circle during homecoming activities Friday (Nov. 21).

A \$5,000 permanent structure for bonfires, pep rallies and burning effigies, the Circle is built around a firepit 20 feet in diameter. Immediately outside the firepit is a circular plot of grass three to four feet wide.

The Circle includes a huge octagon divided into eight sections bearing the emblem of each SWC institution. Emblems are in color on a neutral background and are made of terrazo with metal outlining the figures. Above each emblem is the name of the institution displayed in school colors.

Representatives from each of the SWC institutions have been invited to open their section as a part of the dedication. As each section is opened a choral group will sing that institution's song.

Representatives will be honored during the homecoming parade Saturday morning and during half-time activities of the Tech-Arkansas football game that afternoon.

Five institutions already have accepted the invitation. The representatives are Allie Beth McMurtry, Texas Christian University; Deanna Schupback, Southern Methodist University; and Buddy Riley, Baylor. Rice and Arkansas have accepted but their representatives are not known.

The Circle, unique in the Conference, will be available for use before basketball games this year.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. -- Phi Mu, national social sorority, has colonized Alpha Xi chapter on the Texas Tech campus as the campus' eleventh social sorority. Sixty-one girls, who will be initiated as charter members, have pledged.

Phi Mu, the second oldest women's sorority, was founded on March 4, 1852. Tech's chapter's installation and initiation in the spring will boost the number of chapters to 81.

Pledges include:

Alvin--Linda Louise Linn

Amarillo--Judy Blanz (4201 Erik); Sallye Dees (1228 Bowie);
Judy Graves (2114 Ong St.)

Bledsoe--Exa Kaye Ainsworth

Bowie--Dorothy Dodsworth

Dallas--Jan Hemphill (3324 Hanover); Louise Holland (5215 McCommas);
Linda Howard (3532 Centenary); Hannah Kittrell (7244 Westlake);
Phyllis Jean O'Brien (3810 Moler); Sara Sheffield (3209 Purdue)

Denver City--Linda Meador

El Paso--Sharon Lu Brown (425 Buena Vista)

Floydada--Gaye Rosson; Gayle Rosson

Fort Worth--Sherian Downing (5601 Fursman); Carolyn Faye Fuller
(2825 Ave. H); Sherill Ann Kelly (3625 Benzer); Sharon Powell
(4436 Meadowbrook); Sandra Seeman (2324 Tierney); Patricia White
(5625 Norma).

Galveston--Glenda Petersen (1502 Kempner)

Garland--Pam Goforth; Alice Word

Granbury--Linda Lou Ray

Hereford--Ella Marie Williams

###

LUBBOCK, Nov. --Willy Ley, one of the leading authorities on rocket research and space, will speak to Texas Tech students Thursday (Nov. 20) at 10 a.m. in the Tech Union ballroom.

Ley is being sponsored by the Tech Union.

A German-born United States citizen, Ley is a pioneer in the rocket field and was one of the founders of the German Rocket Society in 1927. He came to the United States in 1935.

He has been science editor of New York's newspaper PM, research engineer for the Washington Institute of Technology, consultant to the Department of Commerce's Office of Technical Service and an advisor to Walt Disney for the space travel portion of the "Disneyland" program.

Dr. Gene Hemmle, Texas Tech's music department head, will attend the 34th annual meeting of the National Association of Schools of Music in St. Louis Nov. 28-29.

Tech gained membership in NASM in 1957.

This meeting, which will be in the Sheraton-Jefferson Hotel, brings together the executives and administrative heads of music departments throughout the nation. One session will be devoted to discussion of pending revision of a new copyright law now before Congress.

New schools will be approved for membership by the delegates.

The 250 delegates attending the meeting will be guests of the St. Louis Symphony Orchestra at a concert.

--30--

Eagle-eyed Texas Tech Army and Air Force ROTC cadets will have a seasonal turkey shoot Thursday and Friday (Nov. 20-21) and their "Annie Oakleys" will keep score.

The Turkey Shoot, which is sponsored by the ROTC Assn. and open to AF and Army ROTC cadets only, will be held on the indoor range of the ROTC department from 4 to 9 p.m. Thursday and 6 to 9 p.m. Friday. ROTC sweethearts will score the meets.

A 10 or 12 pound turkey will be awarded to the best marksman of each order made up of 10 cadets. All shooting will be from a standing post and no rests will be allowed.

Proceeds from the meet will go to the ROTC Treasury Assn. to be extended to the benefit of the rifle team and rifle marksmanship.

--30--

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

ATTN: Farm & Business Editors

FOR RELEASE THURSDAY P.M.'S & THEREAFTER

SAN ANTONIO, Nov. 20-- A large and expanding market is opening up for farmers who organize their production to meet buyer specifications, Dr. Wayland Bennett of Texas Tech declared here today (Thursday).

"Marketing agricultural products tomorrow means production will be for a market rather than to market," Bennett told those attending the Irrigation Conference being sponsored today and Friday by the Texas Irrigation Council.

Bennett, who heads the agricultural economics department in Tech's School of Agriculture, outlined what the future holds for the farmer in marketing his products.

"The agricultural industry is currently struggling to adjust to the accelerated technological revolution taking place on the farm and in the marketplace," he said, adding that "we have entered an age of mass merchandising of farm products."

He predicted that farmers of the future will see an increase of contract farming, agri-business integration and business mergers brought about by the streamlining of food processing and merchandising techniques.

"Processors of farm products, faced with changes in the requirements of retailers and wholesalers, use contracts with farmers and farm cooperatives to assure adequate and timely supplies of specified quality," Bennett said.

(More)

add-1- Bennett speech

Bennett pointed out that interest in contract farming shows some farmers are willing to exchange some of the management decisions for a stable price and market outlet.

"If farmers continually seek to improve their production and marketing methods and the quality of their products, there will be less need for contract farming," he said.

The agricultural economist noted that consumer preferences are causing a revolution among buyers.

"Mr. and Mrs. America want more uniformity in products, easier-to-prepare foods, more pre-cooking, more packaging, among other services," Bennett said. "It takes uniform, accurately graded, quality controlled commodities to supply these demands. Specification buying is evolving from this need to cater to consumers."

Future food growers will find that the food industry won't take the type of products they "just happen" to produce.

"Instead, the farmer will need to determine the appropriate kind and quality of products the market wants, the kind of organization necessary to control the newly developing distributive system, and possible methods whereby producer groups can achieve an adequate voice in price or margin determinations," he stated.

The Tech professor said that sugar beets and sugar cane production is almost entirely on a contract basis while about 90 per cent of vegetables produced for canning and freezing are grown by under contract to processors.

Other forms of contract operations may be found in the citrus, deciduous fruits and tree nuts, dairy and poultry industries, he said.

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Department of Public Information
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(More)

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###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's senior livestock judging team, runner up at the American Royal at Kansas City, will make its final appearance Friday, Nov. 28, at the Chicago International livestock Show.

The six-man team, coached by Stanley Anderson, will compete in three livestock events: judging beef cattle, hogs, and sheep.

On the team are Bill Weatherby and Louis Heinze, Miles; Tom Mankins, Dundee; Payton Scott, Merkel; Dudley Arnett, Lubbock; and Myron Hillman, Mullin.

The Techsans left Lubbock Friday (Nov. 21) for a tour that will include workouts and visits to midwestern livestock centers.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Four Texas Tech debaters will attend the Intercollegiate Forensics Tournament at the University of Wichita in Kansas Friday and Saturday (Nov. 21-22).

Tech will be represented by an affirmative team and a negative team debating on the subject "Resolved: That the further development of nuclear weapons should be prohibited by international agreement."

On the affirmative team are Joe Ben Hudgens, senior government major from Pecos; and Kip Glasscock, freshman government major from Lubbock.

Members of the negative team are Darlene Fox, freshman in business administration from Lubbock; and Jerry Wheeler, freshman secondary education major from (10024 Shady Lane) Houston.

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James E. Brennan, speech instructor and sponsor, will accompany the group.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

ATTN: FARM EDITORS

LUBBOCK, Nov. --More research to develop better ways and means to increase range land productivity is called for by Dr. Gerald W. Thomas of Texas Tech in the November issue of Soil and Water magazine.

The Tech Dean of Agriculture says Texas now has over 100 million acres of land where domestic and game animals graze on native vegetation.

While ranchers should be vitally interested in the decline of ranch productivity, the general public is also concerned because management of this land plays a major role in watershed protection, water yield and flood prevention, he said.

Thomas cited the need for "more basic information on the complicated interrelationships of climate, soils, plants and grazing animals," and reviewed research currently underway in Texas that relates to range conservation.

"A very interesting study of deferred-rotation grazing using a combination of sheep, goats and cattle yields some good results," he said of grazing management studies at Sonora.

At the Texas Range Station near Barnhart, special attention is being given to the influence of grazing management on bitterweed occurrence, he said. Emphasis this past year has been aimed at encouraging uniform grazing of tobosa grass.

Thomas said grazing experiments that include the effects of deer are being conducted at the Kerr Wildlife Management area while grazing research with yearling cattle has been conducted since 1942 at Spur Range Station.

At the Southwestern Great Plains Field station at Bushland, major emphasis in future experiments will be concerned with fitting livestock into High Plains conditions including use of both uncultivated native grass stands and cultivated crops.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Dr. Jesse A. Bateman, professor of home economics education at Texas Tech, will take part in the fourth Assn. for Supervision and Curriculum Development Research Institute in Washington D.C. at the Burlington Hotel December 5-11.

Dr. Bateman is a member of the Texas Assn. for Supervision and Curriculum Development Research Committee.

###

Miss Lola Marie Drew, associate professor of home management at Texas Tech, will attend the American Gas Assn. Home Service Workshop at the Jung Hotel in New Orleans, Jan. 28-Feb. 2.

Miss Drew teaches household equipment and housing courses which train students for future home service positions.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Precision marching by Texas Tech's crack Sam Houston Rifles drill team is fast becoming a popular parade feature in West Texas.

Composed of 39 Army ROTC cadets, the drill team this fall donned new officer white uniforms that are set off by scarlet neck scarves, white helmets and M-1 rifles.

The group made its initial appearance this year in the Tech homecoming parade and at the Tech-Arkansas football game where it performed intricate drill maneuvers.

The cadets first out-of-town appearance is slated Dec. 8 in Midland where they will march in that city's Christmas Day parade. Another appearance is slated for the drill team in March at the Shamrock Day parade in Shamrock.

When not performing as a unit, the drill team members are assigned throughout all of the Tech Army ROTC units where they help maintain high standards of marching proficiency.

Founded by Robert E. Gilder, a Tech ROTC graduate, who was killed in combat in Korea, the Tech unit of the Sam Houston Rifles is named in his honor.

Cadet Capt. Roy Mason of (7710 Park Place Blvd.) Houston leads the unit this year and Cadet Lt. Wayne Bird of (650 Sorrel St.) Corpus Christi is executive officer. Miss Karen Williams of (2905 Lovers Lane) Dallas is sweetheart of the Sam Houston Rifles this year.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech students -- both men and women -- have a variety of opportunities open to them in the U.S. Marine Corps, according to Capt. Marc A. Moore, Marine recruiter who will be on campus Tuesday and Wednesday (Dec. 2-3).

A Platoon Leaders Program is open to undergraduates who will receive summer training between academic years and a commission after graduation.

Officer candidate programs for both air and ground officers are open to seniors and graduate students as well as students who have recently been graduated from college.

Sophomore and junior women may enroll in the women Officers Training Class. This requires two six-week indoctrination courses in two summers and a college degree to earn a commission.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --"Orpheus Descending", a Tennessee Williams production, will be presented by the Texas Tech Speech department in the speech department auditorium Jan. 29-31 and Feb. 3-5.

Ronald Schulz will direct "Orpheus Descending", which was just released for amateur production.

The story tells of a handsome guileless youth and a woman storekeeper. The youth, who is a guitar player, is a rural Orpheus who descends to rescue his love in a town infested with gossip, intrigue and violence.

###

LUBBOCK, Nov. --Texas Tech's official Thanksgiving holidays will start with the end of classes Wednesday (Nov. 26). Classes will be resumed Monday (Dec. 1).

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Members of the cast and stage crew include:

Amarillo--Bill Luck (4613 Hayden), Jo Morris (315 E. 6th)

Big Spring--Marilyn Morris

Dallas--William Leonard (3420 Knox)

Darrouzett--Cheri Laurie

Dimmitt--Gail Cooper

Floydada--Gayle Rosson

Little River--Ann Allison

Morton--Louis Young

Seminole--Doris Brazell

Shamrock--Rose Ann Cantrell

Wellington, Kan.--Elizabeth Hoyer.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech will begin its Thanksgiving observance with all-campus watch services at 7:30 a.m. today (Nov. 26) in the Union building ballroom.

The Rev. Melvin Ratheal of Trinity Baptist Church will be principal speaker for the brief services sponsored by the Student Religious Council.

Tech's official Thanksgiving holidays will start with the end of classes Wednesday. Classes will be resumed Monday.

Dormitory students remaining on campus will be served a special Thanksgiving dinner at noon Thursday in Sneed Hall.

While all Tech will be shut down Thursday, the Library and the following offices will be open on a partial staff basis Friday and Saturday: Dean of Student Life, Placement Service, Registrar, Auditor, Purchasing Agent, President, Vice-President and Comptroller, and academic deans.

The West Texas Museum will be closed Thursday through Sunday.

First Tech unit to reopen will be the Union, which will resume operations at 2 p.m. Sunday.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech's crops judging team will compete today (Nov. 25) in the national intercollegiate contests in Kansas City.

Defending Tech's outstanding record in this judging field will be Bob Burnett, Lovington, N.M.; Lewis E. Clark, Crowley; Dicky Hardee, Hermleigh; and Steve Noble, Lubbock.

Coach Cecil Ayers' team was runner up in both the national and international crops judging contests last year. Before that, they had won both events for five consecutive years.

The team will be in Chicago Saturday for the international intercollegiate contests.

Accompanying the Tech judges are Ayers and Dr. A.W. Young, Tech agronomy department head.

###

LUBBOCK, Nov. --Anton will be the subject of the first in a series of community studies by Texas Tech sociologists.

"These studies are designed to trace the relationship among South Plains communities and especially how Lubbock and the smaller communities are dependent upon each other," Dr. Earl L. Koos, Tech sociology professor, said.

Koos will direct the project that will be carried out by Tech students in advanced sociology courses.

"Anton was picked as the first community to be studied because of the evident community spirit and the friendliness of its community leaders," the Tech professor said.

"We have visited every community of Anton's size within 40 miles of Lubbock," Koos said, "and we believe that Anton is outstanding in this regard."

"We hope that when our students interview the people of Anton, our impressions of its friendliness will be confirmed," he added.

Homes to be visited have been selected and the Tech students will have a small number of questions to ask in each home. None of the questions are of a personal nature and the names of the families interviewed will not be obtained, he explained.

The aim of the study is simply to learn where residents of Anton and other communities go to obtain the variety of services the modern American household must have.

Koos said Anton families have been selected in such a way that every household interviewed will accurately reflect the customs and opinions of the community.

The Tech student's report on Anton will be made available about Feb. 1.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's dairy industry judging team will make its annual trip to the Southern Dairy Products Judging Contest and the International Judging Contest Dec. 1-13.

The four members of the team, who were selected from the advanced judging classes are: Kenneth M. Kerrick, Jr., Fabens; Jimmie Dan Prince, Lubbock; James Rudy, Monahans; and Bobby Cornwell, Midland.

J.J. Willingham, head of Tech's dairy industry department, will accompany the team as sponsor. This year's competition will be his eleventh trip as team sponsor.

The Southern Dairy Products Judging Contest will be held in Knoxville, Tenn. at the University of Tennessee. Ten teams from southern schools will be entered in the competition Dec. 5-6.

Tech will compete with 28 teams at the International Dairy Products Judging Contest in Chicago which begins Dec. 8.

The team will judge 10 samples of butter, milk, cheddard cheese and ice-cream in the contests.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Holiday hats -- how to make'em-- will be featured in a millinery workshop at Texas Tech sponsored by the Home Economics Club and Phi Upsilon Omicron, home economics honorary.

Mrs. Patsy Schneider of Mineral Wells will instruct the six-hour course Wednesday and Thursday (Dec. 3-4) in the Home Economics building.

A complete six-hour workshop will be held both days enabling a person to finish a project in one day. Classes at night will be divided into two three-hour sessions. Classes will be held in Room 159 of the Home Economics building.

The cost of the course is \$7.50. Millinery supplies, patterns and notions will be on sale in the workshop room.

Persons interested in this course can make reservations with Barbara Hail, Box 4272, Texas Tech Station by Nov. 29.

###

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Sandra Stump, Texas Tech freshman from Waka who won first place in the state 4-H clothing achievement contest, will be a Tech representative at the national 4-H Congress Nov. 30-Dec. 4.

Sandra, who is a clothing and textiles major, is a 1958 graduate of Spearman High School. She has been in 4-H work for eight years and has sewn about 80 garments ranging from aprons to tailored suits during this time.

In preparation for entering Tech this fall, Sandra made 10 garments including skirts, blouses and dresses. The versatile seamstress estimates she has saved at least \$200 by making her own clothes.

The 4-H Congress, which Sandra will attend with some 30 other Texas 4-H winners, will be held in Chicago.

Sandra is the daughter of Mr. and Mrs. J.R. Stump of Waka.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

ATTN: BUSINESS EDITORS

LUBBOCK, Nov. --Real estate, which is the nation's greatest asset and most common commodity, is becoming increasingly scarce and complex, says David L. Montonna, New York real estate expert who is conducting an appraiser's course at Texas Tech this week.

The five-day appraisal course is being sponsored at Tech by the South Plains chapter of International Society of Residential Appraisers in cooperation with Tech's economics and finance departments. Twenty-three men and women are enrolled.

"Real estate is our nation's greatest asset, constituting more than two-thirds of the wealth. It is probably our most common commodity," says Montonna, "and as a result most people think they know all about real estate."

Montonna, who has been acclaimed as "the dean of all appraisers," pointed out that real estate is a complex commodity that is becoming more complex each year.

"And, it's becoming increasingly scarce because of the withdrawal of more and more land for public use," he added.

"Because of this," he said, "the purchase of land, matters of location and timing are becoming increasingly important."

Montonna said that more large investment companies, mercantile establishments and individuals won't buy, sell or locate without advice from an expert appraiser.

Commenting on the importance of appraising in Lubbock, Montonna said the Federal Housing Administration here has approved something like a billion dollars in mortgages since it was established in this city.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech's crops judging team will compete today (Nov. 25) in the national intercollegiate contests in Kansas City.

Defending Tech's outstanding record in this judging field will be Bob Burnett, Lovington, N.M.; Lewis E. Clark, Crowley; Dicky Hardee, Hermleigh; and Steve Noble, Lubbock.

Coach Cecil Ayers' team was runner up in both the national and international crops judging contests last year. Before that, they had won both events for five consecutive years.

The team will be in Chicago Saturday for the international intercollegiate contests.

Accompanying the Tech judges are Ayers and Dr. A.W. Young, Tech agronomy department head.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Sandra Stump, Texas Tech freshman from Waka who won first place in the state 4-H clothing achievement contest, will be a Tech representative at the national 4-H Congress Nov. 30-Dec. 4.

Sandra, who is a clothing and textiles major, is a 1958 graduate of Spearman High School. She has been in 4-H work for eight years and has sewn about 80 garments ranging from aprons to tailored suits during this time.

In preparation for entering Tech this fall, Sandra made 10 garments including skirts, blouses and dresses. The versatile seamstress estimates she has saved at least \$200 by making her own clothes.

The 4-H Congress, which Sandra will attend with some 30 other Texas 4-H winners, will be held in Chicago.

Sandra is the daughter of Mr. and Mrs. J.R. Stump of Waka.

Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Holiday hats -- how to make'em-- will be featured in a millinery workshop at Texas Tech sponsored by the Home Economics Club and Phi Upsilon Omicron, home economics honorary.

Mrs. Patsy Schneider of Mineral Wells will instruct the six-hour course Wednesday and Thursday (Dec. 3-4) in the Home Economics building.

A complete six-hour workshop will be held both days enabling a person to finish a project in one day. Classes at night will be divided into two three-hour sessions. Classes will be held in Room 159 of the Home Economics building.

The cost of the course is \$7.50. Millinery supplies, patterns and notions will be on sale in the workshop room.

Persons interested in this course can make reservations with Barbara Hail, Box 4272, Texas Tech Station by Nov. 29.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech will begin its Thanksgiving observance with all-campus watch services at 7:30 a.m. today (Nov. 26) in the Union building ballroom.

The Rev. Melvin Ratheal of Trinity Baptist Church will be principal speaker for the brief services sponsored by the Student Religious Council.

Tech's official Thanksgiving holidays will start with the end of classes Wednesday. Classes will be resumed Monday.

Dormitory students remaining on campus will be served a special Thanksgiving dinner at noon Thursday in Sneed Hall.

While all Tech will be shut down Thursday, the Library and the following offices will be open on a partial staff basis Friday and Saturday: Dean of Student Life, Placement Service, Registrar, Auditor, Purchasing Agent, President, Vice-President and Comptroller, and academic deans.

The West Texas Museum will be closed Thursday through Sunday.

First Tech unit to reopen will be the Union, which will resume operations at 2 p.m. Sunday.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --"Orpheus Descending", a Tennessee Williams production, will be presented by the Texas Tech Speech department in the speech department auditorium Jan. 29-31 and Feb. 3-5.

Ronald Schulz will direct "Orpheus Descending", which was just released for amateur production.

The story tells of a handsome guileless youth and a woman storekeeper. The youth, who is a guitar player, is a rural Orpheus who descends to rescue his love in a town infested with gossip, intrigue and violence.

Members of the cast and stage crew include:

Amarillo--Bill Luck (4613 Hayden), Jo Morris (315 E. 6th)

Big Spring--Marilyn Morris

Dallas--William Leonard (3420 Knox)

Darrouzett--Cheri Laurie

Dimmitt--Gail Cooper

Floydada--Gayle Rosson

Little River--Ann Allison

Morton--Louis Young

Seminole--Doris Brazeal

Shamrock--Rose Ann Cantrell

Wellington, Kan.--Elizabeth Hoyer.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

LUBBOCK, Nov. --Texas Tech's dairy industry judging team will make its annual trip to the Southern Dairy Products Judging Contest and the International Judging Contest Dec. 1-13.

The four members of the team, who were selected from the advanced judging classes are: Kenneth M. Kerrick, Jr., Fabens; Jimmie Dan Prince, Lubbock; James Rudy, Monahans; and Bobby Cornwell, Midland.

J.J. Willingham, head of Tech's dairy industry department, will accompany the team as sponsor. This year's competition will be his eleventh trip as team sponsor.

The Southern Dairy Products Judging Contest will be held in Knoxville, Tenn. at the University of Tennessee. Ten teams from southern schools will be entered in the competition Dec. 5-6.

Tech will compete with 28 teams at the International Dairy Products Judging Contest in Chicago which begins Dec. 8.

The team will judge 10 samples of butter, milk, cheddar cheese and ice-cream in the contests.

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LUBBOCK, Nov. --Anton will be the subject of the first in a series of community studies by Texas Tech sociologists.

"These studies are designed to trace the relationship among South Plains communities and especially how Lubbock and the smaller communities are dependent upon each other," Dr. Earl L. Koos, Tech sociology professor, said.

Koos will direct the project that will be carried out by Tech students in advanced sociology courses.

"Anton was picked as the first community to be studied because of the evident community spirit and the friendliness of its community leaders," the Tech professor said.

"We have visited every community of Anton's size within 40 miles of Lubbock," Koos said, "and we believe that Anton is outstanding in this regard."

"We hope that when our students interview the people of Anton, our impressions of its friendliness will be confirmed," he added.

Homes to be visited have been selected and the Tech students will have a small number of questions to ask in each home. None of the questions are of a personal nature and the names of the families interviewed will not be obtained, he explained.

The aim of the study is simply to learn where residents of Anton and other communities go to obtain the variety of services the modern American household must have.

Koos said Anton families have been selected in such a way that every household interviewed will accurately reflect the customs and opinions of the community.

The Tech student's report on Anton will be made available about Feb. 1.

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Department of Public Information
Texas Technological College
Adrian Vaughan, Director

Texas Tech students -- both men and women -- have a variety of opportunities open to them in the U.S. Marine Corps, according to Capt. Marc A. Moore, Marine recruiter who will be on campus Tuesday and Wednesday (Dec. 2-3).

A Platoon Leaders Program is open to undergraduates who will receive summer training between academic years and a commission after graduation.

Officer candidate programs for both air and ground officers are open to seniors and graduate students as well as students who have recently been graduated from college.

Sophomore and junior women may enroll in the women Officers Training Class. This requires two six-week indoctrination courses in two summers and a college degree to earn a commission.

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LURBROCK, Nov. --Precision marching by Texas Tech's crack Sam Houston Rifles drill team is fast becoming a popular parade feature in West Texas.

Composed of 39 Army ROTC cadets, the drill team this fall donned new officer white uniforms that are set off by scarlet neck scarves, white helmets and M-1 rifles.

The group made its initial appearance this year in the Tech homecoming parade and at the Tech-Arkansas football game where it performed intricate drill maneuvers.

The cadets first out-of-town appearance is slated Dec. 8 in Midland where they will march in that city's Christmas Day parade. Another appearance is slated for the drill team in March at the Shamrock Day parade in Shamrock.

When not performing as a unit, the drill team members are assigned throughout all of the Tech Army ROTC units where they help maintain high standards of marching proficiency.

Founded by Robert E. Gilder, a Tech ROTC graduate who was killed in combat in Korea, the Tech unit of the Sam Houston Rifles is named in his honor.

Cadet Capt. Roy Mason of (7710 Park Place Blvd.) Houston heads the unit this year and Cadet Lt. Wayne Bird of (650 Sorrel St.) Corpus Christi is executive officer. Miss Karen Williams of (2905 Lovers Lane) Dallas is sweetheart of the Sam Houston Rifles this year.