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## Newsletter - April 1961

Prairie View Agricultural and Mechanical College

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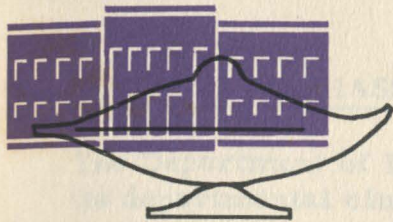
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From the Desk of the President



# NEWSLETTER

PRAIRIE VIEW A. & M. COLLEGE

Prairie View, Texas

VOLUME XXXI

April, 1961

NUMBER 8

## A. CALENDAR

1. Easter Holidays ..... March 30-April 4
2. Business Emphasis Week ..... April 4-10
3. In-Service Nursing Education Conference ..... April 4-6
4. Golden Anniversary Celebration YWCA ..... April 11-18
5. Fine Arts Week ..... April 16-22
6. Interscholastic League Meet (A, B, C) ..... April 21-22
7. Agricultural Experiment Station Field Day ..... April 28
8. General Student Elections ..... April 28-29
9. Interscholastic League Meet (4A, 3A, 2A) ..... April 28-29
10. Cub Scout Picnic (W. L. Davis Division, Houston) ..... April 29
11. Athletics

### PRAIRIE VIEW RELAYS

Tennis and Golf Championships ..... April 7-8

### BASEBALL

Prairie View vs Texas College (Here) ..... April 7-8  
Prairie View vs Jackson College (Away) ..... April 14-15  
Prairie View vs Texas Southern (Here) ..... April 21  
Prairie View vs Texas Southern (Houston) ..... April 22  
Prairie View vs Wiley College (Here) ..... April 27-28

### TRACK

Pelican Relays, Baton Rouge, Louisiana ..... April 15  
Grambling Relays, Grambling, Louisiana ..... April 21-22  
Drake Relays, Des Moines, Iowa ..... April 28-29

### TENNIS

Grambling Relays (Away) ..... April 21-22

### GOLF

Grambling Relays (Away) ..... April 21-22

B. BUSINESS EMPHASIS WEEK

The Department of Business Administration and Business Education and its departmental club will sponsor activities in observance of Business Emphasis Week, April 4-10. The 8th Annual Business Clinic scheduled on April 10 will feature several outstanding speakers and consultants, including the keynoter, Mr. Norman O. Houston, President of Golden State Mutual Life Insurance Company.

The Annual Wall Street Journal Achievement Award, the United Business Education Award, and the Texas Negro Chamber of Commerce's "Outstanding Businessman in Texas Award" are also highlights of the one day session.

C. IN-SERVICE NURSES CONFERENCE

"The Role of the Nurse in Disaster" is the theme for the annual In-Service Nursing Education Conference to be sponsored on April 4-6 by the division of Nursing Education in co-operation with the Texas State Department of Health. Guest lecturers for the occasion will include representatives from the State Department of Health, the State Civil Defense Department, the Harris County Health Unit and the Army Medical Service School at Fort Sam Houston, Texas.

D. YWCA GOLDEN ANNIVERSARY

The Prairie View YWCA organization will participate in the national observance of the Golden Anniversary of the Young Women's Christian Association. On April 16, the "Y" will present Mrs. Carter Wesley of the Houston Informer in a special address for the anniversary occasion.

E. INTERSCHOLASTIC LEAGUE ACTIVITIES

The annual Interscholastic League Spring Meets for all Class schools are scheduled the weekends of April 21-22 and April 28-29. These state final activities in literary, music and field events will attract more than 4,000 high school students and teachers to the campus.

The entire staff is called upon to render services to these programs. Those of you who do not have specific responsibilities are expected to serve as public relations representatives in helping to make the visit of these young people an enjoyable and worthwhile experience.

F. A WORD OF THANKS

The month of March was one of the busiest of the year. In addition to our usual schedule, the college served as host to the annual convention of the Association of Collegiate Deans and Registrars. From all indications, this special event was carried out in splendid order and the entire staff is to be commended for co-operation in this effort.

G. CONGRATULATIONS

To the Panther basketball team for finishing Number One in the Associated Press' poll of small colleges in the nation.

To two professors in the Science Department, Mr. Earl K. Jones and Mr. Edward Martin for having received Science Faculty Fellowships from the National Science Foundations. Both are scheduled to continue their studies beginning next September.

H. IN MEMORIAM

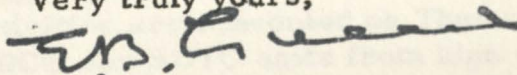
Funeral services for Mr. George W. Buchanan, an alumnus and former employee of the college, were held on Saturday, March 25 in Houston. One of the faculty men's dormitories is named for Mr. Buchanan, a well known and well loved member of the college staff for years.

Mrs. Alma Swain Tucker, a former employee in the custodial services department, died recently of a heart attack. Final rites were held in Hempstead, Sunday, March 26.

I. IN CLOSING

An interesting research study being promoted by Arizona State University may have some definite implications to some of our own problems. Entitled "Attitudes and Words", the researchers show that there is some carefully controlled experimental support for the principle of repetition in persuasion, plus some knowledge of how and under what conditions the principle works. They also prove that attitudes toward persons, groups and objects can be developed in the same way. Consistent pairing of a group with negative words (e.g. Negro-slums, kill-rape-burly-etc.) in the mass media is known to develop a negative attitude toward said group. Consistent pairing of a group with positive words (good-honest-clean-etc.) will produce a desirable effect.

Very truly yours,



E. B. Evans  
President