

Plant Sciences Building Nears '62 Completion

The new \$2.3 million Plant Sciences Building now under construction east of the Biological Sciences Building promises to be "one of the best in the nation," Dean of Agriculture Dr. R. E. Patterson has predicted.

The building, which is scheduled for occupation in September of 1962, will house both graduate and undergraduate classrooms and laboratory facilities, the dean said.

Patterson was particularly high in praise for the 23 laboratory rooms being planned in the building. He said their temperature and humidity controls will be particularly outstanding and much better than any previous facilities at A&M.

In addition four 24 x 36-foot classrooms and a much larger classroom are being planned. The larger classroom, approximately twice as large as the other four, will be equipped with a petition that will enable it to be used as two separate rooms at specific times.

Two departments and two sections of the just-created Department of Soil and Crop Science will have facilities in the new structure.

The departments are the Department of Plant Sciences and the Department of Range and Forestry. The horticulture and floriculture sections of the Department of Soil and Crop Science are also included.

The new Department of Soil and Crop Science also encompasses the former Department of Agronomy, but this section will not use facilities in the new building when it is first opened.

The Department of Plant Sciences, which is also new, is made up of the former Department of Genetics and Plant Physiology and Pathology.

The genetics section, like the agronomy section of the Department of Soil and Crop Science, will not be moved into the building when it is opened.

Brown Stresses Public Relations

By REAGAN BROWN
Agricultural Extension Service
(Editor's Note: Reagan Brown is a sociologist for the Texas Agricultural Extension Service. He has done college work in four different schools, served as county agricultural agent in three counties and currently works with the Texas Community Improvement Program. In this article Brown comments on his concept of public relations for A&M.)

The science of public relations in America has developed primarily in business and industry. Institutions such as Texas A&M are realizing more and more that effective public relations is essential to their expanding and continued success.

Institutions supported by public funds are prohibited by law from using these funds for public relations. This does not mean that public relations is not important. Today what people think of the school is more important than ever before.

Since funds cannot be used for this purpose, it makes it more important that each member of the institution accept the responsibility of creating for the school a favorable image.

The competition between colleges for prestige, funds, facilities, staffs and students is increasing. If you have been unaware of this competition, visit a few colleges and universities and see for yourself what they have to offer. Their packages are becoming increasingly attractive.

A&M was created to serve the citizens of Texas. The first obligation is to the student. Today there is an ever-increasing national and international responsibility regarding the young men that come here to study. Equally important is its responsibility in the field of extension and research, both of which are integral and important concepts of the land-grant college thesis of education.

Clearly this responsibility, as created by law, emphasizes that the members of the institution must strive to create a service image. A spirit of service is good public relations, and no staff member has the right to do less than his best in fulfilling the college obligations.

Public relations is an adjective. Public relations describes. It is created and nurtured every day by each member of the institution. The job each student and staff member does influences the recipe. Certain individuals, like certain spices, affect the result more drastically than others. But, just as the smallest pinch of salt affects the bread, so does each member's performance affect the image of his school.

From the building custodian and the brand new freshman to the top staff member and the oldest former student—all of these affect the public relations of A&M. Today more than ever, the attitude and performance of each needs to be top notch. Public relations is everybody's job.

College oriented public relations involves especially human kindness, intellectual attainment, perseverance, solidarity of purpose and dedication to the institution.

If you want to go somewhere, you have to go in something. The student, ex-student, staff member and employee of this institution is traveling in a vehicle called Texas A&M. The destiny of each is tied to this vehicle. The high aim of this great and free institution should be that it will continue to be dedicated to helping people make a life and living. The road that the A&M vehicle travels should be a highway of personal excellence and dedicated service. That is good public relations. It's created by you and me in the way we do our job every day.

Parachuting, Sky Diving Club Planned

Parachuting and sky diving sports that have not been organized on the A&M campus in the past few years. However, an enthusiastic group of Aggie "jumpers" is planning to organize the sports on a higher degree.

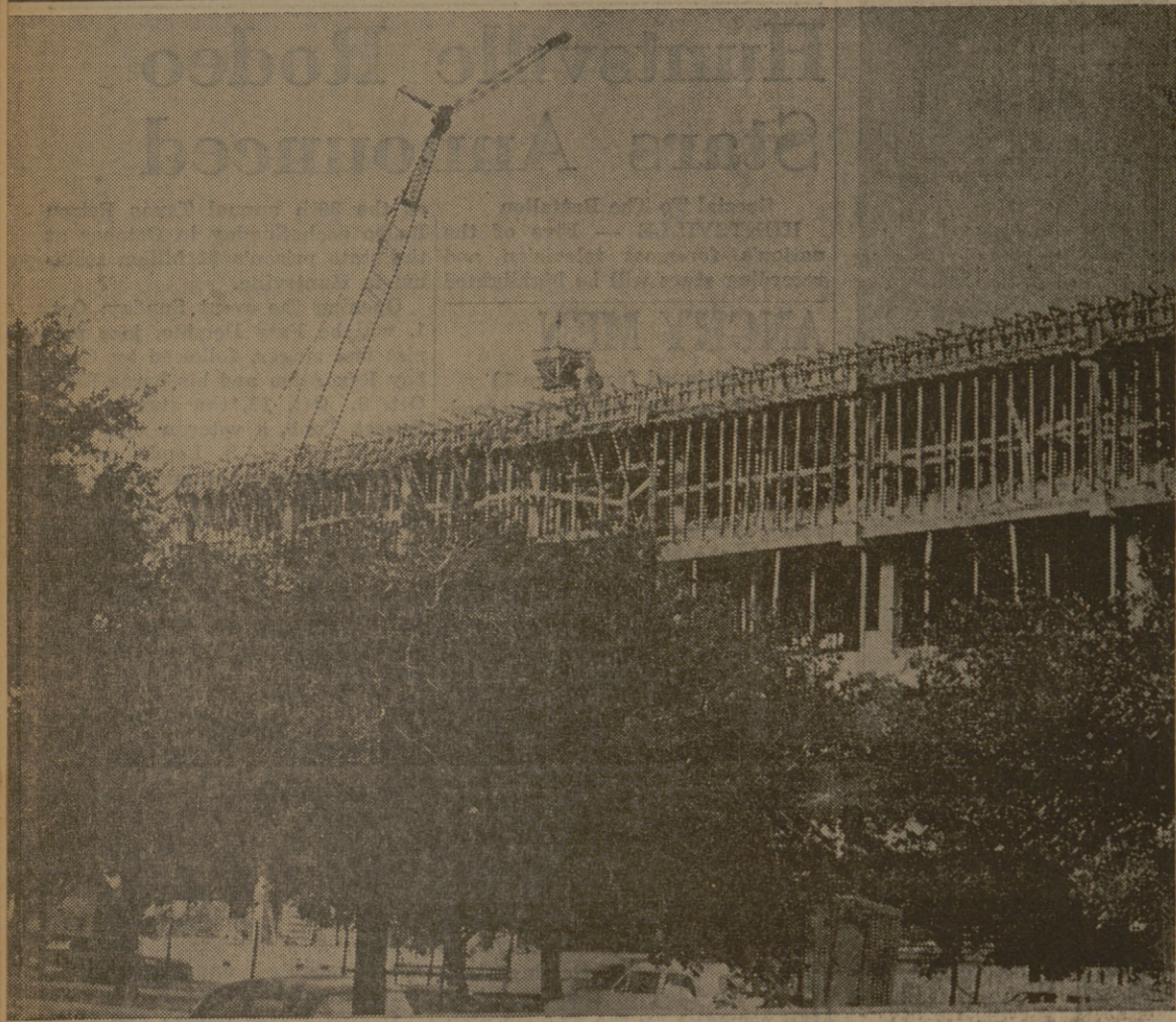
Most active of the group is Robert Richardson, who has been jumping with the Houston Parachute Club since February, 1961. Since beginning the sport, he has made 32 jumps, obtained his Class B International Parachutist's License and is a qualified instructor of parachuting.

Richardson has performed jumping competition in a new sponsored by the Houston Parachute Club last Labor Day, Sept. 4. The Aggie parachutist performed with three members of the Special Welfare Center Parachute Team from Ft. Bragg, N.C., and placed third in spot jumping, landing 5 feet 9 inches from center of target from a height of 2,500 feet. The team also won the "Best Overall Team Trophy" award and the "Team Event" award.

"There are probably more misconceptions about the imagined perils and dangers of jumping than almost any other sport," said Richardson.

"One of our goals in attempting to start a parachuting organization officially recognized by the college is to clear up many of these superstitions and doubts about the sport," he added.

Richardson said anyone interested should contact him at 418 Stasney Street in College Station, or Tom Carpenter in Company D-1.



Plant Sciences Building
Workers and huge machines cover the new Plant Sciences Building now under construction east of the Biological Sciences Building. The \$2.3 million plant is scheduled for occupancy in September, 1962. (Photo by Bob Sloan)

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