

TSTA official-teacher wants to feel the pulse

Lloyd R. Bell is a Texas State Teachers Association official teaching college this summer because he wants "to get back in and feel the pulse."

Bell, director of TSTA's Division of Public Relations and president-elect of the National School Public Relations Association (NSPRA), is a summer instructor in the Department of Education Administration here.

His graduate-level course in school-community relations has 29 administrators, teachers and graduate students enrolled for the three-week three-hour a day session.

Bell is stressing the "practical approach to PR."

He thinks schools should admit the bad and inform about the good within education.

"The time has come to forget about publicity only. In the past, we in education have been principally interested in publicity to tell our school story," Bell said.

"We must have a two-way flow of communications. Feedback is critical. We must learn to roll with the punches."

Bell contends mass media is not "anti-education" but have a gen-

uine concern and interest in public education.

Informing the public about Texas education and working for better schools is Bell's job. It's what he emphasizes in the course here.

"Sputnik changed education in the U. S.," he believes. "Our school systems were attacked by everyone. In my opinion, we were way ahead. We just had not told the story."

Not telling the story has created some false ideas, Bell suggests.

"We have an education system in Texas that beats California. However, California has told the story, we have not," he noted.

Today's society leaves little time for personal communication, Bell observed, even though the best communication is from person to person.

He suggests Texas schools cooperate more with the mass news media, as well as districts starting production of their own publications for internal and external use.

Bell speaks to many workshops for educators, but this is his first college teaching job. He contends

the summer teaching here, which he is doing during his regular vacation, is getting him ready for NSPRA responsibilities.

Bell hopes to teach similar courses in the future. He seeks to "promote the progress of education in Texas" through TSTA, NSPRA and other means.

Before joining the TSTA headquarters staff Bell served six years as a high school instructor of public speaking and debate in Joplin, Mo., and Dallas. He also has nine years as an elementary and junior high school principal in Dallas.

He received a B.A. degree in 1948 from the University of Missouri and a master's in education from SMU in 1954.

Bell is listed in Who's Who in the South and Southwest. He is a member of various educational groups and at present is a member of the National Education Association's Press, Radio and Television Advisory Council.

He will assume the presidency of NSPRA in July, 1971.

A man with extensive world travel, he serves as TSTA's travel consultant.

Demand for mail great

'USO is like a letter from home'

By Walter Parsons Jr. Special to Battalion

The new slogan, "USO Is Like A Letter From Home," was given special meaning recently by USO

staffers in Vietnam, who report that the demand for "Mail Call" letters is still greater than the supply.

There's still nothing really like

a letter from home and this is an SOS to help fill the void, says Walter H. Parsons Jr., chairman for Bryan-College Station USO Area 20.

Because of military restrictions, USO does not give out the names and addresses of individual servicemen, Parsons notes. However, each club in Vietnam and Thailand has a special "Mail Call" box in which letters for servicemen are displayed. Servicemen wishing to correspond with the writers of the letters may copy the writer's address and respond.

Parsons says anyone who would like to correspond with servicemen in Vietnam and Thailand may do so by addressing their letters to the directors of any of the USO Clubs in these countries. A note, "For Mail Call," placed in the lower left hand corner of the envelope will insure immediate placement into the "Mail Call" box.

Postal regulations prevent the addressing of envelopes to "Any Serviceman," but this may be used as a salutation at the beginning of the letter, the local USO official explains.

Servicemen are deeply hurt and disappointed when the writers of such letters do not reply when they have indicated that they would do so, he adds. Therefore, the sincerity of such offers are extremely important and should be followed up with a reply.

Some letters are read over the air on "USO Showtime" over the American Forces Vietnam Network in Saigon. By writing to USO, servicemen in the field may request the name and address of the writer whose letter is read on the air. The program has sparked many such requests, and the USO staff is hard pressed for the names and addresses of potential pen-pals.

Persons wishing to submit their names and addresses for servicemen writing to the radio program may do so by directing their letters to USO Showtime, c/o the USO executive office in Saigon. "For Mail Call" on the lower left hand corner of the envelope is also recommended.

Area youngsters to play in drama

Thirty-two Bryan and College Station teenagers will become acquainted in July and August with a late 19th Century art form rare seen any more except in TV ads.

They will participate in the Premiere Players' production of "Love Rides the Rails"; or "Will the Mail Train Run Tonight?," a melodrama complete with hero and heroine to cheer and villains to boo and hiss.

Bob Wenck, director of the Texas A&M Aggie Players-affiliated summer teenage company, announced the 12-member cast for the Aug. 13-15 play.

Kathy Lofgren will play Mrs. Hopewell, mother of the heroine;

Cheri Lindquist, the heroine Prudence Hopewell; Danny Foster, the villainous Simon Darkway; Mark Elmquist, hero Truman Pennennis; Billy Smith, the hero's sidekick Harold Stanfast; Karl Freund, Darkway's aide Dirk Sneath.

Also, Jean Burch, Carlotta Cortez; Macey Roman, Fifi; Gary Sprout, Fred Wheelwright; Jeff Graves, Dan; Joyce Bowden, Beulah Belle, and Gary Williams, the officer.

Crews include Stacy Graves, Laura Barker, Susan Maxwell and Martha Basset on house and publicity; Sarah Benedict, Terri Saville and Suzi Johnson, costumes; Susan Elder and Maggie McGraw, lights; David Walsh, sound; Martha Van Bavel, Martha Hanna and Becky Barker props; Paul Cohen, Nestor Bottino, David Roop, John Elmquist and Tom Grady, sets, and Charles Covington and Susan Maxwell, piano players.

"The melodrama is a legitimate art form of the late 19th Century," Wenck said. "This one is something of a 'put on,' but we're going to follow the format."

The Guion Hall staging will include traditional melodrama arrangements including roll-down curtain, traditional drops and footlights.

Casting for "Love Rides the Rails" was completed Tuesday. Premiere Players will rehearse Monday, Wednesday and Friday afternoons and crews will work Tuesdays and Thursdays.

The Premiere Players is sponsored for non-college teenagers by the C. K. Esten-directed theater arts section of the A&M English Department.

A&M to receive research grant for space shuttle

The university has received a \$100,000 grant for continuation of its "space shuttle" research for the National Aeronautics and Space Administration's Manned Spacecraft Center.

Harry Whitmore, director of Texas A&M's Space Technology Division, said the space shuttle project is part of NASA's study for an earth-orbital laboratory.

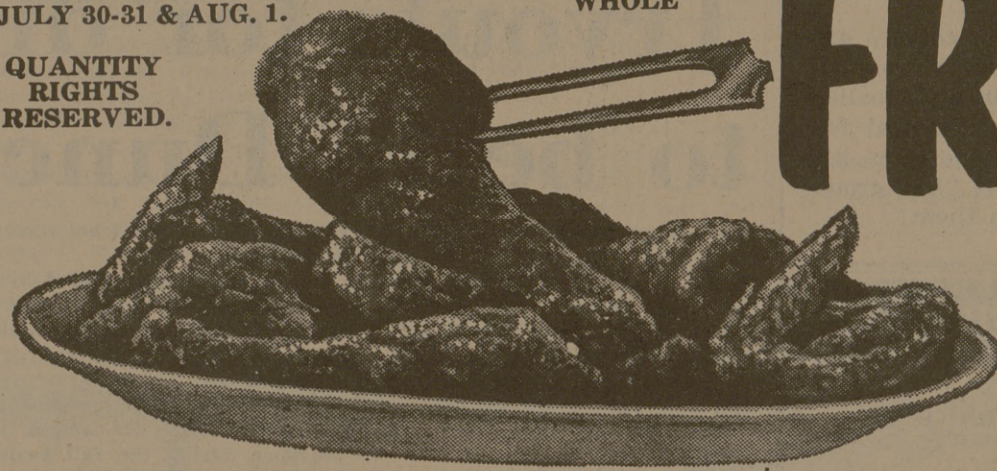
Whitmore noted the project involves design, testing and aerodynamic studies for a reusable craft which is a combination of an airplane and spacecraft.

The \$100,000 award provides support for the project for the remainder of this year.

PRICES GOOD THUR. - FRI. - SAT. JULY 30-31 & AUG. 1.

U.S.D.A. GRADE 'A' WHOLE

QUANTITY RIGHTS RESERVED.

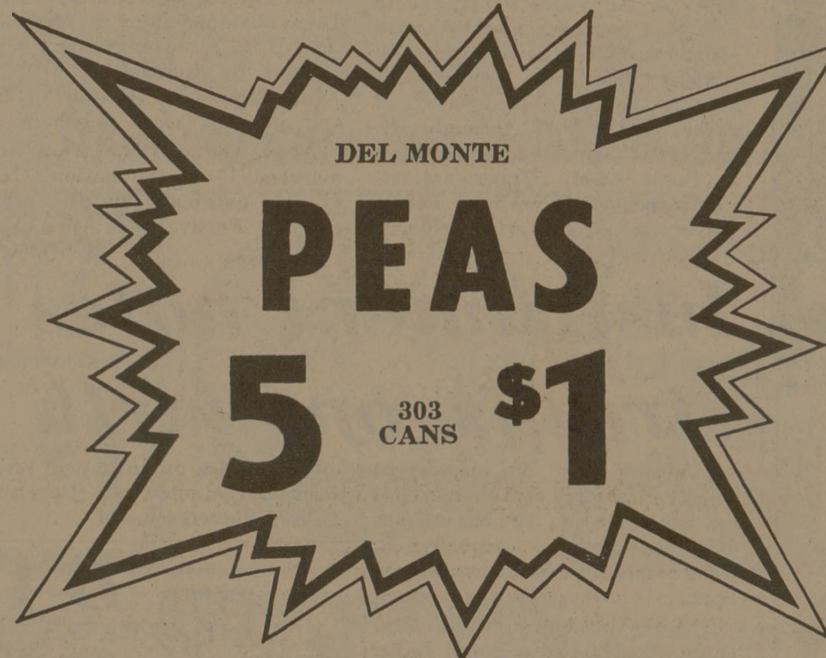


FRYERS

27¢

LB...

"We Redeem Food Coupons"



- Del Monte — Fruit COCKTAIL 4 303 Cans \$1
- Del Monte — Cut GREEN BEANS 4 303 Cans \$1
- Del Monte — Tomato CATSUP 4 14-Oz. Bottles \$1
- Shurfine — Frozen ORANGE JUICE 5 6-Oz. Cans \$1
- Morton — Frozen DINNERS 11-Oz. 39¢
- Capt. Duke — Frozen FISH STICKS 16-Oz. 49¢

- Town Talk BREAD 4 1 1/2-Lb. Loaves \$1
- Syptak's — Always Fresh EGGS Large Size Grade 'A' — Doz. 55¢
- CHIFFON OLEO Lb. 43¢
- Oak Farms WHIPPING CREAM 1/2 Pt. 39¢
- A. F. Brand ICE CREAM 1/2 Gal. Ctn. 59¢

- Swift Premium CANNED HAMS 5 Lb. Can \$4.29
- STEAK U.S.D.A. Choice H.B. Round Lb. 99¢
- ROAST U.S.D.A. Choice Rump or Peak Lb. 89¢
- PORK CHOPS Family Pack Lb. 79¢
- BACON A. F. Brand Sliced Lb. 85¢
- PICNICS Cedar Farm Canned 3 Lb. Can \$2.59
- Shurfine — Reg. or Dip Chip POTATO CHIPS 10 1/2-Oz. Pkg. 49¢

- Shurfine, Cut — All Green ASPARAGUS 300 Can 35¢
- Del Monte — Crushed PINEAPPLE 4 211 Cans \$1
- Del Monte — Chunk PINEAPPLE 4 211 Cans \$1
- Del Monte — Pineapple TIDBITS 4 211 Cans \$1
- Del Monte — Pineapple JUICE 3 46-Oz. Cans \$1

COKE

or Sprite, Tab, Fresca

3 6 BOTTLE CTNS. \$1

Plus Deposit

Limit 3 With \$500 or More Purchase — Excluding Cigarettes & Beer.

GRAPES

29¢

Seedless White LB.

- NECTARINES Fresh Sweet Lb. 29¢
- BANANAS Golden Yellow Lb. 10¢

CLIP THIS COUPON

THIS COUPON GOOD FOR 100 FREE S&H GREEN STAMPS With Purchase of \$10.00 or More Excluding Cigarettes or Beer. ORR'S SUPER MARKET

Coupon Void After Aug. 1, 1970

CLIP THIS COUPON

- TOMATOES Fresh Carton 19¢
- YELLOW ONIONS Lb. 10¢
- SWEET CORN 5 Ears 39¢

Best in Bryan

ORR'S

Super Markets

2 CONVENIENT LOCATIONS

200 E. 24th STREET DOWNTOWN

3516 TEXAS AVENUE RIDGECREST

1970 TOYOTA \$1830.00

BRAZOS VALLEY TOYOTA INC.

We Service All Foreign Make Cars

Cavitt at Coulter Phone 822-2828

Little Dickens

The Gift House of Originals You Consignment Center

4401 MILAM BRYAN

Come and visit us soon!

Mon. - Sat. 9:30 - 4:00
Mon. & Thur. til 9:00

ST. THOMAS EPISCOPAL CHAPEL

Sunday Services:

8:00 A. M.
9:15 A. M.

Adult Class 10:20 A. M.

Nursery and Kindergarten 9:15 A. M.

Rector: Wm. R. Oxley
Chaplain: W. M. Seeliger
846-6133