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SOUTHWEST CENTER FOR ADVANCED STUDIES

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June 4, 1968

Al Mitchell, Director
Information Services (X215)

CENTER'S "Ph.D.'s in Cottonfield" COVERED IN TIME MAGAZINE ADVERTISEMENT

DALLAS --

Mission and progress of the Southwest Center for Advanced Studies ^{are} covered in a full-page advertisement appearing in the June 7 issue of TIME magazine. "Cultivating Ph.D.'s in a Texas Cottonfield" is the headline.

The advertisement has been published without cost in the southwestern edition, circulated in Arkansas, Louisiana, Oklahoma, Texas and New Mexico. The magazine's publishers inaugurated a policy of offering space to educational institutions more than a year ago.

Morris Hite, president of Tracy-Locke Co., Inc., of Dallas, provided agency services in the preparation of the advertisement, without cost to the SCAS.

The Center is identified as "an educational, non-profit institution awarding no degrees; it assembles and shares its intellectual resources with education, industry and government."

Pure research in space, earth, mathematical, biological and materials sciences; teaching at regional universities, and co-operation in advanced degree programs including television linkage to industry classrooms are covered in the summary.

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Release sent to DALLAS noted Mr. Hite's presidency, Dallas C of C, and membership on SCAS Advisory Council.