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SOUTHWEST CENTER FOR ADVANCED STUDIES

FORMERLY

GRADUATE RESEARCH CENTER OF THE SOUTHWEST

POST OFFICE BOX 30365

DALLAS, TEXAS 75230

(214) ADAMS 1-1471

SPECIAL TO PETROLEUM JOURNALS AND NEWSPAPER OIL EDITORSAl Mitchell, Information
Extension 215RELEASE NOT LATER THAN SUNDAY, MARCH 26SOUTHWEST CENTER HOSTS SPECIAL 'PETROLEUM DAY' PROGRAM - WEDNESDAY, MARCH 29

AMARILLO --

The Southwest Center for Advanced Studies, at Dallas, will hold a special program for the petroleum industry on Wednesday, March 29. Chairman of the one-day affair is Mr. J. Harold Dunn of Amarillo, who is Chairman of the Shamrock Oil and Gas Corporation.

The Southwest Center, six-year-old basic research and graduate teaching institution, is located in Richardson; the community is in the north Dallas suburban area.

Executives from the petroleum and allied industries will meet at 10 a.m., Mr. Dunn said, for a morning program dramatizing the research and teaching capabilities of the Center in earth sciences, biology, atmospheric and space sciences, and materials research. After luncheon, the visitors will tour the Center's laboratories.

"Especially interesting to the petroleum industry," said Mr. Dunn, "will be the work in the Center's Geosciences Division, where study is seeking answers to such questions as how the Earth evolved, how the continents were formed, and what is the structure of the mantle." Research in these fields, he said, involves seismic studies, the patterns of rock magnetism laid down many millions of years ago, and the collection of heat flow data. The Center's facilities include mass spectrometers for measurement of rock ages by radio-isotope decay. These facilities will be used to study the first rocks returned from the Moon by Apollo Astronauts.