

**T. C. U. NEWS SERVICE**

Amos Melton, Director

42-10-6-53

FOR RELEASE: At will.

FORT WORTH, Oct. --Two prominent New Yorkers have been added to the list of speakers for the Public Relations Seminar to be held on the campus of Texas Christian University Oct. 15-16.

Bruce Watson, public relations director for General Foods, and Robert L. Bliss, executive vice president of the Public Relations Society of America, have accepted invitations to be present, according to Guy Witherspoon, chairman of the sub-committee on speakers.

The Seminar, sponsored by the TCU School of Business and the Texas Manufacturers' Association, is expected to attract more than 100 top executives of the State. The meeting will point up the need for better public relations by Texas industry and discuss plans of action.

Other speakers will include Conger Reynolds, Standard Oil Co. of Indiana from Chicago; Dr. Harold Vatgborg, president, Southwest Research Institute of San Antonio; John L. Mortimer, U. S. Steel Corp, Houston.

Dr. M. E. Sadler, president of TCU, will welcome the group at the opening session, a dinner at Hotel Texas at 7 p. m., Oct. 15. Fort Worth civic and business leaders will also attend.

- MORE -

## LAST DAY FOR DROPPING COURSES

The Seminar proper will open at 9 a. m., Oct. 16, in TCU's Weatherly Hall. Watson will discuss "The Manufacturers' Viewpoint on Public Relations" in the first session.

Reynolds will speak on "The Community Relations Phase of Public Relations."

Luncheon will be served at noon and Dr. Vatgborg will speak on "The Executives' Viewpoint on Public Relations."

Afternoon sessions will start at 2 p. m. with Bliss speaking on "Progress in Industrial Public Relations in the Past Decade." A panel discussion, led by Mortimer, will conclude the Seminar at 3:30 p. m.

J. Bob Roberts of Fort Worth heads the committee on planning for the Texas Manufacturers' Association. Dr. Ellis M. Sowell, dean of the TCU School of Business, is co-chairman of arrangements.

"The matter of good public relations has become of paramount importance to Texas business and industry," Dr. Sowell pointed out. "In the Seminar here, we hope to discuss this matter with the State's top executives. All the speakers will be nationally known experts in the field and we are certain all who attend will be amply rewarded."

Invitations went out to more than 300 business leaders over the State last week.