

10:30 A. M. "Reading in Relation to Listening, Speaking and Writing"

(a) Reading in Relation to Listening

Dr. Paul Berg, University of Florida

(b) Reading in Relation to Speaking

Mrs. Mabel S. Noal, University of Utah

(c) Reading in Relation to Writing,

Dr. Rudolph Fiehler, Southern State College

1:15 P. M. Executive Committee Meeting

#### EXECUTIVE COMMITTEE

Albert J. Kingston, Texas A&M College

William Eller, State University of Iowa

Roy Sommerfeld, Oklahoma A&M College

Dorothy Cantrell, Arkansas State Teachers College

Ralph Staiger, Mississippi Southern College

Oscar S. Causey, Chairman, Texas Christian University

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FOURTH ANNUAL MEETING  
SOUTHWEST READING CONFERENCE

for

COLLEGES AND UNIVERSITIES

December 3-4, 1954

Texas Christian University  
Fort Worth, Texas

Theme of the Conference:  
Evaluating College Reading Programs

December 3

9:00 A.M. Registration Religion Center The Cloisters  
(Registration fee \$3.00)

Exhibits The Cloisters

10:00 A.M. General Session Weatherly Hall

Chairman--Dr. Ralph Staiger, Mississippi Southern College

Invocation--Dr. William Reed, Brite College of the Bible

Welcome--Dr. D. Ray Lindley, Vice-President, TCU

10:15 A.M. "Cautions Regarding the Standardized Reading Test"

Dr. Albert J. Kingston, Texas A&M College

11:15 A.M. "Problems in Evaluating College Reading Programs"

Dr. Roy Sommerfeld, Oklahoma A&M College

Announcements

Adjournment Morning Session

1:15 P.M. Group Meetings

Group A. Science Building, Room 113

Chairman--Dr. Ernest Jones, Northeast State College,  
Oklahoma

Subject: Organization and Administration of College  
Reading Programs

Discussants:

Mrs. Dorothy Bracken, Southern Methodist University

Miss Lois DeFigh, University of Tulsa

Dr. A.J. Pellettieri, University of Houston

Dr. David McAllister, Arkansas Polytechnic College

Dr. Henry P. Smith, University of Kansas

Group B. Brite Hall, Room 301

Chairman: Mr. George E. Mutch, New Mexico Military  
Academy

Subject: Methods and Techniques in Improving Reading  
Ability

Discussants:

Oscar S. Causey, Texas Christian University

Dr. Elsie Dotson, University of Texas

Dr. George Beamer, North Texas State College

Dr. J.V. West, Hendrix College

Group C. Undergraduate Religion Building, Room 107

Chairman: Dr. Margaret Rouse, Texas Christian Univer-  
sity

Subject: Diagnostic Techniques

Discussants:

Mrs. Dorothy Cantrell, Arkansas State Teachers College

Dr. Tandy W. McElwee, Louisiana State University

Dr. William Eller, State University of Iowa

Dr. George D. Spache, University of Florida

Group D. Undergraduate Religion Building, Room 109

Chairman: Miss Annie Laurie Miller, Louisiana State Univer-  
sity

Subject: "Progress of Students During Training Period.  
Retention of Gains"

Discussants:

Mr. Louie E. Harris, Oklahoma State College for Women

Dr. David D. Hunt, Humble Oil Company, Houston, Texas

Dr. Ralph Staiger, Mississippi Southern College

Dr. Paul Berg, University of Florida

3:00 P.M. General Session

Chairman: Mrs. Dorothy Cantrell

Reports from Group Meetings

3:40 P.M. "The Status of Research in College Reading"

Dr. Emery Bliesmer, University of Texas

4:20 P.M. Consultation Period, Undergraduate Religion Building

Consultants

Dr. William Eller Room 4

Dr. Selma Herr Room 5

Dr. Albert J. Kingston Room 6

Dr. Tandy W. McElwee Room 107

Dr. A.J. Pellettieri Room 108

Dr. Roy Sommerfeld Room 109

Dr. George D. Spache Room 205

Dr. Ralph Staiger Room 206

7:00 P.M. Dinner Meeting Weatherly Hall

Chairman: Dr. Rudolph Fiehler, Southern State College

Address: Trends in College Reading Programs

Dr. George D. Spache, University of Florida

Business Meeting

Social Hour.

December 4

7:45 A.M. Meeting of Executive Committee (Breakfast)

9:00 General Session Weatherly Hall

Chairman: Dr. William Eller, State University of Iowa

"Evaluation of Reading Pacer Training"

Mr. Clay George, Texas A&M College

9:40 A.M. "Reading Improvement Programs in Business and Industry"

Dr. Selma L. Herr, University of Southern California

10:15 A.M. Coffee