

Texas Tech University
Texas Tech University Health Sciences Center

News and Publications
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

FOR IMMEDIATE RELEASE

REF: 1-11-8-88

CONTACT: Chris Patterson

LUBBOCK -- If scientist are correct in their theory of a "green house effect" which will bring us hotter, drier summers, then researchers at Texas Tech University are right on top of things - working on ways to keep farmers farming and groceries on the supermarket shelves.

A number of research projects are being conducted through the university's Plant Stress and Water Conservation Research Program. Different crops, such as wheat, grain sorghum and cotton, are being studied to determine what characteristics a plant must have in order to thrive in extreme heat and with small amounts of water.

Several studies revolve around their recent discovery of heat stress proteins (HSP) which are produced by plants when they are exposed to high temperatures. Researchers hope that by conducting a variety of experiments with these proteins they can find the clues that will enable them to genetically alter a plant so that it will be productive under drought conditions.

Henry T. Nguyen, assistant professor of agronomy, horticulture and entomology, says the results are promising. "We have discovered for the first time that the level of production of some HSPs is related to heat tolerance in wheat."

Nguyen and graduate research assistant Richard A. Vierling have studied the differences in HSP production between heat tolerant and heat susceptible varieties of wheat. By understanding which genes control the HSP production, they hope to learn what genes control thermal tolerance.

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In a similar study Nguyen, graduate research assistant David R. Porter, and J. J. Burke from the U.S. Department of Agriculture are trying to determine the location of HSP genes on a particular chromosome arm. By doing this they hope to ultimately gain a clearer understanding about the relationship between HSPs and heat tolerance.

Another study conducted by Nguyen, graduate research assistant Julie A. Jorgensen, and D. T. Rosenow of the Texas Agricultural Experiment Station looks at the different varieties of grain sorghum and how each variety reacts to heat in terms of cellular activities and protein production. With the data they collect they hope to identify genes responsible for heat tolerance.

Researchers also are looking for drought resistant crops. Nguyen is collaborating with Marion H. O'Leary from the University of Wisconsin to study the carbon compositions of 30 varieties of wheat. Their goal is to determine if carbon isotopic composition in plant tissues can be useful in selecting the characteristics that are valuable for improving water use in wheat.

With such a variety a research projects, Nguyen hopes he and his colleagues can be instrumental in developing crops that will flourish in spite of Mother Nature.

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Reference title-summary numbers C1-76P
C7-30P
C7-32
C7-31

FOR IMMEDIATE RELEASE

REF: 2-11-9-88

CONTACT: Chris Patterson

(MEDIA ADVISORY: You are invited to attend the ground breaking ceremony for the Lubbock Lake Landmark State Historic Site at 2 p.m. Nov. 14 at the Lubbock Lake Site, Northwest Loop 289 and the Clovis Highway. A map is included for your convenience.)

LUBBOCK -- In the land just north of Lubbock lies a 12,000-year continuous record of human life. A ground breaking ceremony at 2 p.m. Nov. 14, will mark the beginning of a construction project that will protect the site and make it available to the public on a regular basis.

The Lubbock Lake Landmark State Historic Site is the outcome of an agreement reached between the Texas Parks and Wildlife Department (TPWD), the Museum of Texas Tech University and the City of Lubbock to preserve, protect and develop the archeological site. The construction project is part of TPWD's participation that will result in new facilities for the landmark.

The landmark, located at Northwest Loop 289 and the Clovis Highway, contains an almost complete history of humans in the New World. Artifacts found at the landmark date back to the Clovis Period some 11,500 years ago. Parts of skeletons found at the landmark have included a giant armadillo, about the size of a Volkswagon Beetle, and a giant short faced bear, which in mass was about three times as large as bears today.

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Even though archeologists have visited and researched the site for almost 50 years, few Texas citizens are aware of the site; fewer have visited it.

Eileen Johnson, curator of anthropology for the Museum and director of the landmark, says the landmark is important for Texas. "This landmark reflects not only local history, but national and global history as well," she said.

The ground breaking ceremony, which is open to the public, will mark the beginning of construction of the new facilities. The 300-acre landmark, projected to open in October 1989, will consist of an on-site museum, overlook and picnic areas, interpretive trails, and a research center for use by the Museum of Texas Tech University.

Visitors will be able to view the digging sites at a distance from the trails and overlook areas. For those wanting a closer look, guided tours can be arranged through the Museum of Texas Tech University.

Taking part in the ceremony will be State Sen. John T. Montford, who spearheaded the efforts to have the area designated a state historical site; Executive Director of TPWD Charles D. Travis; Lubbock Mayor B.C. "Peck" McMinn; former Lubbock City Councilman Bob Nash, a longtime supporter of the landmark; and Lubbock County Commissioner Alton Brazell.

Participants from Texas Tech University will be Wesley Masters of Amarillo, vice chairperson of the Board of Regents; Gary Edson, director of the Museum; and Johnson.

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FOR IMMEDIATE RELEASE
REF: 3-11-9-88
CONTACT: Steve Kauffman

LUBBOCK -- In a cooperative effort this fall, Texas Tech University and four West Texas colleges began a five-year dual degree program in mathematics and engineering.

The program awards simultaneous degrees by allowing an exchange of credits as a mathematics major at one of the colleges without an engineering program and completed hours as a computer science or engineering student at Texas Tech.

The project began accepting students this semester at Wayland Baptist University in Plainview, Lubbock Christian University in Lubbock, West Texas State University in Canyon and McMurry College in Abilene. The first dual degree graduates are expected in 1993.

"Texas Tech gets students we otherwise wouldn't have gotten because they wanted to attend a private college or start college close to home. And we get these students at a high level of maturity with a proven academic record that increases the effectiveness of our upper-level courses," according to Darrell L. Vines, director of engineering undergraduate affairs. He added that the other colleges expect to gain new students who had previously bypassed the institution because it had no engineering or computer science courses.

In the program, a student spends three years taking core requirements for a bachelor's degree plus 20 hours of mathematics at the other institutions. The remaining two years are spent at Texas Tech completing the university's requirements for a bachelor's degree in computer science or any of the nine specialized engineering fields.

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HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
November 11, 1988

QUACK! QUACK! -- A public that is always seeking the quick or easy cure makes itself susceptible to quackery. Many times quackery's promise to cure obesity, baldness, wrinkles or painful diseases such as cancer or arthritis appeals to desperate though otherwise intelligent people, reports Kae Hentges, Ed.S., M.S.P.H., of the TTUHSC Family Medicine Faculty. False claims for drugs and cosmetics, irrational food fads or unnecessary food supplements and fake medical devices are the three main types of quackery. If a product seems too good to be true, then it usually is, Hentges says. Other tipoffs include: 1) claims of a "secret" ingredient or remedy not available from other sources; 2) extensive use of door-to-door sales or promotional lectures; 3) reliance on testimonials by "cured" or "satisfied" users; and 4) claims of curing many different illnesses. When you suspect quackery, Hentges recommends you insist upon evidence for all claims, check out the product with your physician, county medical society or appropriate governmental agency and get a written guarantee. For more on spotting and avoiding health quackery, contact Hentges at (806) 743-2770.

NURSING DILEMMA -- Everyone agrees the nation is facing a severe shortage of nurses, but not everyone agrees what to do about it. The American Medical Association has recommended creating a new category of health worker -- registered care technicians -- to meet the need. The nursing profession opposes this, believing more resources and benefits should be invested in attracting students to enter nursing and in keeping nurses in practice. A news conference to discuss the nursing viewpoint has been scheduled at 1:30 p.m. Monday (Nov. 14) in the meeting room of Mahon Library. TTUHSC Executive Associate Nursing Dean Pat S. Yoder Wise, R.N.C., Ed.D., who is president of District 18 of the Texas Nurses Association, and Linda Hartgraves, R.N.C., B.S.N., a nurse practitioner who chaired the TNA district task force studying the issue, will be available to answer questions. Issues of who controls the nursing profession and of increasing nursing salaries over the span of a career are major factors from the nursing perspective. For details on the news conference, contact Mary Slater, R.N.C., M.S.N., of the TTUHSC nursing faculty at (806) 743-2730.

For assistance in covering these or other stories, contact TTUHSC news manager Preston Lewis at (806) 743-2143. Photographs and video footage can be arranged upon request.

6-11-11-88

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FOR IMMEDIATE RELEASE

REF: 5-11-11-88

CONTACT: Chris Patterson

LUBBOCK -- Sam E. Curl, dean of the College of Agricultural Sciences at Texas Tech University, was named a recipient of the Texas Blue and Gold Award by the Texas Future Farmers of America (FFA).

The award is given to individuals who provide outstanding service to the Texas FFA and other state vocational agriculture programs through their work with elected or appointed officials.

Curl played a major role in persuading the State Board of Education of the importance of agriculture with respect to agricultural education in the state of Texas. Since that time, he has helped guide and support the Texas Education Agency (TEA) in becoming a national leader in agricultural science and technology education through the development of a more scientific and business-oriented approach to the teaching of agriculture in Texas high schools.

Jay Eudy, Director of Agricultural Education for the TEA, said the Texas Blue and Gold Award was established in 1984 and since that time only eight other individuals have been named recipients.

The award was presented at the Texas FFA Convention in San Antonio in July 1988.

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FOR IMMEDIATE RELEASE

REF: 6-11-15-88

CONTACT: Steve Kauffman

Texas Tech University School of Law will host the Region Eight American Bar Association National Negotiation Competition on Nov. 19.

In the competition, teamed pairs take sides as role-playing attorneys in a conference where opposite parties of a case attempt to arrive at an agreed settlement. Each round produces a winning team that is judged to have done the better job of protecting the interests of its client.

Participating students will represent law schools from Baylor University, University of Houston, Texas Southern University, Texas Tech as well as Tulane and Southern Universities in Louisiana. One winning team will advance to national finals on Feb. 11 during the Bar Association's mid-year meeting in Denver, Colo.

As the host school, Texas Tech is allowed two teams in the competition. Representing the School of Law will be second year students Robert McIntyre of Lubbock and Charlene Rowland of DeSoto; and second year student Steve Snelson of Midland and third year student Jim Wilson of Sulphur Springs. Faculty coach is Professor James Viator.

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FOR IMMEDIATE RELEASE

REF: 7-11-16-88

CONTACT: Kippie Hopper

LUBBOCK -- Texas Tech University's College of Architecture has received accreditation for the bachelor of architecture degree program.

The National Architectural Accrediting Board (NAAB) awarded its longest term of accreditation -- five years -- to the Texas Tech program. The architecture degree program has continuously received accreditation since its first examination in 1957.

Architecture, previously a division within the College of Engineering, is Texas Tech's seventh and newest college. Currently, the college has 26 full-time faculty members and a fall enrollment of 724 undergraduate students and 16 graduate students.

Specializations are offered in design, structures, urban design and history and historic preservation. A dual degree program is offered in architecture and civil engineering.

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FOR INFORMATION
REF:
CONTACT: Steve Kauffman

**TORNADO, WIND DAMAGE RESEARCH
INSTITUTE FOR DISASTER RESEARCH
~~TEXAS TECH UNIVERSITY~~
~~LUBBOCK, TEXAS~~**

part of Texas Tech University at Lubbock, Texas

The 18-year-old Institute for Disaster Research is the only university center in the nation that utilizes on-site documentation and lab research to study natural disasters such as tornadoes, hurricanes and low-level blasts. The center most recently studied Hurricane Gilbert's invasion of the Gulf Coast and the 1987 tornadoes in Saragosa, Texas. Following is a list of Institute experts who can comment on aspects of natural disasters.

James R. McDonald, Ph.D. (806) 742-3476; Chairman of Civil Engineering Department, Director of Institute for Disaster Research

McDonald can comment on general characteristics and history of tornado damage. He also has researched residential building improvements and insurance companies' roles in supporting residential and commercial wind resistant construction.

Kishor Mehta, Ph.D. (806) 742-3476; Professor of Civil Engineering, Director of Texas Tech University Wind Engineering Research Center

Mehta, a longtime wind researcher, can comment on effects of high wind loads on buildings and the characteristics of wind damage.

Richard E. Peterson, Ph.D. (806) 742-3418; Professor of Atmospheric Science, researcher for the Institute for Disaster Research

Peterson can comment on formation and characteristics of tornadoes and advanced research in reading storms which are likely to produce tornadic activity.

H. Scott Norville, Ph.D. (806) 742-3492; Associate Professor of Civil Engineering, field researcher for the Institute for Disaster Research

Norville can comment about on-site research and studies of wind-damaged areas with a research emphasis on glass breakage and design improvements.

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FOR IMMEDIATE RELEASE

REF: 9-11-16-88

CONTACT: Preston Lewis

LUBBOCK -- A holiday dinner makes turkeys out of many weight-conscious Americans.

But learning to make some substitutions and to eat smart can keep the turkeys on -- rather than around -- the table, says Kae Hentges, education director of the TRIM diet program at the Texas Tech University Health Sciences Center.

"A typical Thanksgiving day from breakfast through dinner can easily amount to more than 7,500 calories," Hentges said. "For a 125-pound woman who needs 1,400 calories daily to maintain her weight, that can mean two additional pounds in a day. An identical meal can mean an additional pound and a half for an average 175-pound man who needs 2,100 calories daily to maintain his weight."

Cutting calorie corners can be as simple as cooking your dressing separately, rather than inside the turkey, Hentges said. A cup of a typical stuffing cooked in the turkey has about 600 calories. Dressing baked outside the turkey is a caloric bargain at 125 calories per cup.

And, what's stuffing without the gravy? Well, in most cases, less fattening. Three ladles of a typical gravy can add 800 calories to your meal. But, if that same gravy is put through a skimmer which reduces the fat content, you can have the same amount of gravy for roughly 160 calories. Instead of a cup of mashed potatoes with butter or three-quarters a cup of candied yams at 300 calories, serve a baked potato with sour cream for half the calories.

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"The hidden calories are the problem," Hentges said. "Cooking smart and making substitutions can help your waist and your willpower in the battle of the bulge."

Changes that can lower the calories in your holiday meal include: 1) eating white instead of dark turkey meat; 2) cooking the stuffing outside the turkey; 3) skimming the gravy; 4) replacing mashed potatoes or candied yams with a baked potato; 5) avoiding sauteed vegetables; 6) including a large serving of salad with diet dressing on the menu; 7) making your own cranberry sauce from fresh cranberries; and 8) replacing high calorie deserts like pecan pie with other deserts like apple pie.

"Holidays are a time of celebration," Hentges said, "and everyone should enjoy them. If your holiday isn't complete without a piece of pecan pie, then by all means have a slice. But just remember to adjust for it elsewhere in your diet that day."

For any type of weight control or weight maintenance, Hentges said three keys are essential. First, learn about calories. They do count and they are the key to losing weight and understanding how to keep it off. Second, read labels with an understanding of the nutritional information and what it means to your body. Third, incorporate exercise into your routine.

"From Thanksgiving through Jan. 2, the average American gains between four and seven pounds," Hentges said. "Those hidden calories add up to a lot of New Year's resolutions for us all."

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FOR IMMEDIATE RELEASE

REF: 10-11-16-88

CONTACT: Preston Lewis

(MEDIA ADVISORY -- You are invited to attend a news conference and presentation of equipment by AT&T to the Texas Tech Health Sciences Center at 10:45 a.m. Monday (Nov. 21). The news conference will be in the Clinical Simulation Center, Room 3C117, Health Sciences Center, and will be followed by a public presentation at 11 a.m. in the second-floor lounge area between Pod A and Pod B. Tours are scheduled afterward.

The equipment donation will be used in three areas: 1) To upgrade the KARENET project, which AT&T has supported through \$210,000 in previous equipment donations; 2) To add computer terminals to the Clinical Simulation Center so students in nursing, allied health and medicine can learn ways to integrate them into their health care delivery; and 3) To provide 24 terminals to the Health Sciences Center to establish an Interdisciplinary Computer Center for use by students and faculty.

Interim President Elizabeth G. Haley and Executive Vice President/Provost Bernhard T. Mitemeyer will represent the Health Sciences Center at the presentation. The AT&T delegation will be headed by External Affairs Vice President Pres Sheppard of Austin.

For details on the news conference, contact Preston Lewis, manager, HSC News Bureau, at 743-2143.)

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FOR IMMEDIATE RELEASE

REF: 11-11-16-88

CONTACT: Steve Kauffman

LUBBOCK -- The American Society of Civil Engineers (ASCE) has named the Texas Tech University Student chapter as the outstanding college chapter in a 14-state region for a fifth consecutive year.

The Texas Tech chapter also was awarded a certificate of commendation for a 16th time in the last 17 years. The certificate of commendation, based on chapter excellence, is presented to no more than 10 percent of the 214 chapters in the country.

"The awards are something we don't set as a goal," W.K. Wray, chapter advisor, said. "We set a goal to be as good this year as last year, then the awards will take care of themselves."

William J. Carroll, national president of the American Society of Civil Engineers, will make the presentations to Texas Tech President Elizabeth Haley during a dinner Friday (Nov. 18) in the University Center.

The Vice President's Award was initiated in 1984 to recognize the single most outstanding student chapter in each of the four ASCE geographical zones. The local chapter has won the award over 47 other Zone III student chapters in each of the five years since its inception.

During its 55-year history, the Texas Tech student chapter has received a total of 42 national awards.

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According to Wray, the local group is far from the largest in the region where some chapter boast several hundred members, but the Texas Tech chapter regularly sees at least 75 percent of its 50 members work on each service project and other activities.

For their latest community service project, the students designed, constructed and installed the playground equipment for Lubbock's Ronald McDonald House. Other services have included water research for area towns and construction projects at the area Girl Scout camp.

Student members of the Texas Tech chapter and professional members of the High Plains and the West Texas branches of the Texas Section of the ASCE will attend the meeting Friday's meeting.

Carroll is chairman of the board of James M. Montgomery, Consulting Engineers, Inc. in Pasadena, Calif. He is a licensed engineer in a number of states specializing in the water, water rights and waste disposal fields.

He has held numerous positions within the ASCE, and as president, is the society's chief spokesman for acquainting the public with many of the problems civil engineers must deal with in the years ahead.

The author of several articles, Carroll earned both bachelor's and master's degrees in civil engineering at California Institute of Technology.

Call Brenda Ryan

Note: This article is for Jay Harris; route to 0-24.

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SOME WHO HAVE MADE IT HAPPEN FOR TEXAS TECH

by James G. Allen, Dean and Professor Emeritus

You too may think that behind every important event was somebody who knew and cared and did something, that usually significant things don't just occur, more often than not people cause them. If you do, you will be interested in taking a quick look at some of the high points in the story of Texas Tech, at some of the signal events in its growth and development directly traceable to individuals who were in a very special way responsible for them.

When in 1931 I first saw Professor Harry F. Godeke, one of my childhood dreams came true. There was Grumpy, in the flesh, a blown-up version with a baldish head set close to his slightly stooped and very broad shoulders, a twinkle in the eyes finishing the portrait. He would bear watching. As determined as they came, as blunt and tactless as they went, he was a militant mechanical engineering department head and professor. You knew right off that when he made up his mind nothing, but nothing, would stop him. You needn't even try. The word discouragement was not in his lexicon. That there were just seven seniors in mechanical engineering when he got here in 1930 only indicated where he was to begin.

I never heard an explanation of why he decided that Texas Technological College should have a chapter of Tau Beta Pi, the most prestigious student honor organization in the field of engineering. Very likely no one bothered to ask him why he thought he could get one. Found exclusively at the oldest, the best established, and the most reputable schools of engineering in the country, Tau Beta Pi at Texas Tech? So when Pop Godeke went after Tau Beta Pi for us, those

in the know that didn't smile on the sly, did look the other way. They might have done well, however, to remember the typical German tenacity of Pop Godeke. Whatever, they may have had difficulty not showing their surprise when Texas Tech was granted a chapter of Tau Beta Pi, installed in 1937, one of the 26 charter members later to become the dean of our engineering school.

As I remember it, most of us did not realize that we had just been recognized by the Phi Beta Kappa of engineering, that Texas Tech, a twelve-year-old college on the plains of West Texas that no one, well, not very many, had heard of, had been so honored. Pop Godeke had done it. He got us our first major national academic recognition. All by his stubborn self. To the surprise of all those that said it couldn't be done.

Clifford B. Jones, third president of Texas Tech, was a man of many parts. Without an earned college degree of any kind, he was a sound and continuing student, a both prolific and thoughtful reader, a research addict without benefit of laboratory. He was also strong for intercollegiate athletics. With the keen sense of the banker he had been before he became president, and would be again after he was president, he knew that favorable consideration of Texas Tech's application for membership in the Southwest Conference would hinge on the prospective dollar income at the stadium turnstiles when games were played in Lubbock. West Texas football fans, he knew, would walk through those turnstiles in adequate numbers when the stadium was large enough to hold them. So, in 1946 Clifford B. Jones laid down a \$100,000 contribution -- a big one in the '40s...to kick off a campaign to raise money for a new football stadium at Texas Tech. That was when it began to happen.

Dedicated in 1947, Jones Stadium would get a major face-lift some dozen years later. I remember the night as we waited for the kickoff at an early fall game that W. G. McMillan Sr., local building contractor much involved in the Texas Tech expansion scene, leaned forward and said, "You know, Dean, I believe we should dig down to enlarge this stadium, instead of building up on what we already have. Of course," he added, "we would have to move the east stands back." I don't remember that I answered. Perhaps the kickoff saved me. Bill had at last lost his marbles.

Not too many months later I saw the east stands of Jones Stadium, all more than 10 million pounds of concrete and steel of them, very slowly inching eastward on railroad ties away from the big hole the bottom of which was to become the playing field of a most unusual stadium. Yes, people make unexpected things happen. Some people, that is. Such as Clifford B. Jones and W. G. McMillan. Just let them get together.

We've all heard jokes about the top-muchness of acreage in the West and how, if a fellow wasn't careful, he was likely to have an extra section of land worked off on him in some deal. Texas Tech's 2008-acre campus was one thing to boast about in a college catalog. It was something else when you looked at all that untouched expanse. Even the marked-off confines of what were said to be the "claimed" parts of the campus showed that the water and staff designated for the beautification of the areas around the major buildings couldn't quite manage it.

When, in 1948, Dossie Wiggins became Texas Tech's fifth president, he was smart enough to let himself be sold on a campus beautification plan proposed by a professor of horticulture by the

name of Elo Urbanovsky. That when he got here President Wiggins found at his disposal in the college treasury six million in unassigned funds was no little part of the answer that began to unfold as, step by step, the campus of Texas Tech bloomed. That word is not a careless choice. For in addition to green grass neatly mowed there began to show flowers and shrubs and well-pruned trees, and some patches of brick on sand that provided students and visitors loitering space. And paved walkways began to pattern the campus, exactly where the students had already made worn paths. For that was one of Elo's credos. To pour the concrete where the people were walking.

Of course, some felt there were better ways to spend that money. On faculty salaries, for instance. But President Wiggins felt that the beautification of the campus was an investment for the future. That there happened to be an Elo Urbanovsky waiting to do the job was no little part of his contribution. But then when there is a Wiggins to make it happen, there is almost always an Urbanovsky around.

For a quarter of a century Texas Tech had no student center to house all those all-college activities that supplement constructively the academic programs that absorb a college's primary attention. But at the end of World War II something had to be done with all those temporary barracks that the government had thrown up on Texas Tech campus to house the troops it had stationed there. I persuaded 25 Lubbock citizens to donate a thousand dollars apiece to pay for moving and setting up three of those barracks in the area just south of the Administration Building. Two were combined with hardwood flooring that had just been discarded in the remodeling of the kitchen in Doak Hall. The third became a cafeteria for off-campus students. It wasn't much, but it was better than nothing. It was a beginning. So obviously temporary and makeshift, it cried out for the real student

center Texas Tech students needed and deserved. The off-campus joints, many of them along College Avenue, were no longer an acceptable substitute. We were always told there was no way to finance a student center building, that the State Legislature would not appropriate funds for one, ever. Not for anything that foolish. Let Tech student get shot at on Saturday nights in the local honky-tonks. They needed to learn to dodge.

But President Wiggins saw a way. Accrued savings of the bookstore and a student-voted fee would provide the funds. The first unit of what we know now as the University Center was dedicated in 1952. Once more what just seemed never was going to get started, was here. It had happened.

For the first eleven years Texas Tech depended on Lubbock to house its students. Every room that either the college or a student or a parent could wheedle out of a Lubbock citizen was essential to our fast-growing enrollment. As dean of men I worked willingly with a plan that called for assigning the better available rooms to women students. Regularly during the last days of each fall registration I found myself approving housing that I had earlier refused to approve. I did it so that some fine and determined young man might attend Texas Tech. For years the bottom rung of men's housing was grim. I would rather not go into details of just how this grimness showed.

The first grant issued January, 1934, by the West Texas branch of the Public Works Administration, of which one Clifford B. Jones was chairman, was for two residence halls to be built on Texas Tech campus. One would be for men and the other for women. Nine months later West Hall and Doak Hall opened for occupancy of 640 students, each one of whom would pay \$22.50 a month for room and board.

The woman in charge of these two halls was one Mozelle Craddock, who had as food allowance 32 cents a day per student. What was left paid operational expenses and maintenance and resolved the almost four hundred and fifty thousand dollars indebtedness, scheduled to be repaid within twenty years. Thirty-three years later, out of earnings from her operation, Mozelle Craddock had built twenty more residence halls on the campus of Texas Tech, which by that time could house 8,878 of its students. Today the estimated value of these 22 buildings is \$165 million.

Admired and respected by many, Mozelle Craddock was liked by very few. Her aggressive drive did not win her friends. Yet almost alone she provided the housing for a major part of the expanding enrollment of Texas Tech. More important, she provided the housing that was essential for the growth in women students attending Texas Tech. Of even greater importance was that she set a standard for student housing and quality of living that the Lubbock community found it to its advantage to meet.

Mozelle Craddock fought to do all this. She fought almost everyone to do it. It was a special empire she had built and she ruled it single-handed. As much as any one person she shaped the Texas Tech we know today. She made it happen when it was most important to Texas Tech.

The college that would become Texas Tech was approved by the state legislature in 1923 to be an agricultural and mechanical college whose major contribution would be to solve the problems that beset the production and processing of the cotton being yielded by what not so long before had been the ranchland of West Texas. Little did that first board of directors know when they selected Paul Whitfield Horn

as Texas Tech's first president what was going to happen to that prospect.

In May of 1925 President Horn offered the deanship of the school of liberal arts to one James Marcus Gordon, who had been professor of Latin at one Texas college for thirteen years and its academic dean for eight, and the president of two small liberal arts colleges in Oklahoma, each for four years. With this appointment President Horn must have known that he was on his way to begin making what he most wanted to happen when Texas Tech would open its doors for the first time the following September. That was for it to become a liberal arts college with specialized schools in technology that would turn out graduates society needed and wanted and whom it was willing to pay well. In so doing he forever cast the mold that would form the university we know Texas Tech to be today.

For most part official approvals are not in themselves more than the external stamp that identifies what is real and significant. But the securing of such an approval at a strategic time, either because it will mean disproportionately much just then or that failing to get it at that time will be particularly damaging, can give an approval special significance, can make it in itself a high point.

Such was the acceptance of Texas Tech College on the list of colleges and universities approved by the American Association of Universities in 1947. Long sought and well deserved, this ranking coming when it did was the assurance that Texas Tech then most needed. So much could come from it, would depend upon it. And it was the result, almost entirely, of the determined effort of the fourth president of Texas Tech, Dr. William M. Whyburn, whose all-out for academic excellence at Texas Tech had its most significant evaluation,

as he saw it, with this most important recognition. It placed Texas Tech in a special class. He felt, with justification, that it epitomized his contribution to Texas Tech. No one of Texas Tech's presidents worked harder for a specific goal than President Whyburn worked for Tech's placement on A.A.U.'s approved list. Achieving it was, he reluctantly admitted, because he had spared no effort, had used every personal contact and connection, to induce it. He made it happen.

One of its most immediate by-products was the recognition of Texas Tech by the American Association of University Women two years later, in 1949. This accolade was essential to and the base upon which Texas Tech could be considered for all those special recognitions that come usually only to the oldest and most highly respected colleges and universities.

Such as Mortar Board, the most coveted honor organization for women students. Long anticipated for Texas Tech, we knew it was restricted to those liberal arts colleges and universities whose women's program have realized their full potential. We had not found meeting its announced qualifications difficult. Through the years the staff of our dean of women had been laying the foundation for that time in the future when we might be considered for a chapter of Mortar Board. If we were ever going to be. We had assembled the required number and had secured the proper titles and salaries for our women's staff members, whose professional qualifications in the area of student personnel were without questions. They were now members of key institutional committees. The excellent rating our sorority operation regularly received was in our favor. But what was not, what was very definitely not, was that we were a technological college. Our name admitted that for us. That was a big minus.

Then one Jacqueline Sterner joined the staff of our dean of women, and almost immediately her deep commitment to excellence in women's programming began to show. That her allegiance to Texas Tech went all the way showed, too, in her use of her connections as a past national officer of Mortar Board. She just would not take their no for an answer. Our chapter of Mortar Board was instilled in 1957. Last year it was ranked among the top eight chapters in the nation.

Jacqueline Sterner made it happen when it did. Without her Texas Tech might still be waiting for a chapter of Mortar Board. She is the reason Texas Tech was able to rise above its superficial limitations.

There are others, of course, who have made important things happen for Texas Tech. But these belong on any list. Texas Tech is especially indebted to them. Just how much would be difficult to measure.

But I believe plenty, whatever the yardstick, or whoever applies it.

Texas Tech University
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HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
November 18, 1988

'TIS THE SEASON -- A change in seasons can mean a change in mood. And this time of year, the change may result in periodic depression as well as increased sleep, weight gain and carbohydrate craving. The cause, in some cases, may be a seasonal affective disorder or SAD. TTUHSC Psychiatry Professor John F. Simonds, M.D., said SAD seems to be triggered by the decrease in available daylight that occurs during the winter months. Although some medications such as lithium and antidepressants can be helpful, the disorder is most effectively treated by phototherapy. Come spring and increased daylight, the symptoms of SAD usually go away. Simonds and co-author Parviz Malek-Ahmadi, M.D., also of the TTUHSC Psychiatric Department, examine the disorder and provide case studies in the November issue of Texas Medicine. For details on the disorder, contact Simonds at (806) 743-2800.

AT&T GIFT -- A donation of computer equipment to help TTUHSC students become as comfortable using computers as they are using stethoscopes will be announced during a news conference at 10:45 a.m. Monday. The AT&T gift will upgrade existing computer equipment used by the KARENET project, provide bedside terminals in TTUHSC's Clinical Simulation Center and equip an Interdisciplinary Computer Center to be operated by the Library of the Health Sciences. The gift will help familiarize students with how computers can enhance their health care capabilities. The news conference will be in the Clinical Simulation Center, Room 3C117, and will be followed by a public announcement at 11 a.m. in the lounge area near the Library. For information on the news conference, contact Preston Lewis, manager, TTUHSC News Bureau, (806) 743-2143.

For assistance in covering these or other stories, contact TTUHSC news manager Preston Lewis at (806) 743-2143. Photographs and video footage can be arranged upon request.

13-11-18-88

FOR IMMEDIATE RELEASE

REF: 4-11-10-88

CONTACT: Chris Patterson

LUBBOCK -- C. L. Boggs of Lubbock, Tommy D. Fondren of Lorenzo and Don C. King of Fort Worth were named Gerald W. Thomas Outstanding Agriculturalists Thursday (Nov. 10) during the Texas Tech University College of Agricultural Sciences' annual Pig Roast.

The agriculturalist awards are named for Gerald W. Thomas, former dean of agricultural sciences at Texas Tech, who is now president emeritus of New Mexico State University at Las Cruces. The awards, established in 1969, are given to individuals for their contributions to West Texas agriculture in the areas of agricultural production, agribusiness and public service. Recipients do not have to be Texas Tech graduates.

Boggs, the president and general manager of the Plains Cotton Cooperative Association and American Cotton Growers, has been involved in cotton marketing since 1965. He serves as director of the National Council of Farmer Cooperatives, the Texas Agricultural Cooperative Council, the Producers Exchange Cooperative and the Texas Commerce Bank of Lubbock. He also has served as director of the National Cotton Council and as president of Cotton Council International.

A native of Quitaque, Boggs attended Texas Tech from 1956 to 1960 and became a certified public accountant (CPA) in 1959. He was employed by Edwin E. Merriman and Company until 1965.

Boggs has served as president of the Southwest Kiwanis Club, president of the Hub Toastmasters Club and as vice president of the Texas Society of CPAs. He is also a member of the dean's advisory committee of the Texas Tech College of Agricultural Sciences.

Fondren is a native of Crosby County and is a farmer there. He also owns and operates a farm store in Lorenzo. From 1955 to 1976 he provided an aerial applicator service for producers of cotton, sorghum, corn, wheat, vegetables, timber and pecans. His service was used from New Brunswick, Canada to Texas.

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Fondren serves as a producer-director of the National Cotton Council of America and as a trustee of Hi-Plains Research Foundation. He is a member of the Industry Advisory Committee for the Natural Fiber and Food Protein Commission and is on the executive advisory council of the Texas Future Farmers of America Foundation. He is a member of the Textile Research Advisory Council for Texas Tech University and the International Center for Textile Research and Development.

He also has served as president of the Board of the Plains Cotton Growers for three years. He has been active in the Plains Cotton Improvement Committee, the U.S. Department of Agriculture Cotton Classing Office Producer Committee and the Barky Cotton Task Force.

King is the secretary and general manager of the Texas and Southwest Cattle Raisers Association (TSCRA). He has held that position for 22 years and is involved in supervising and directing the law enforcement activities of the TSCRA inspectors investigating theft of livestock and ranch equipment.

King is a native of Jack County and continues the operation of a family ranch located there. He attended public schools in Jacksboro and received a bachelor's degree in agricultural education from Texas Tech University in 1949.

He is a member of the executive committee of the Fort Worth Stock Show and Rodeo and is a past member of the executive committee of the National Cattlemen's Association. He was named "Man of the Year in Texas Agriculture" in 1977 by the Texas County Agricultural Agents Association.

The college's scholarship recipients, donors and members of judging teams were also honored at the Pig Roast which began 61 years ago as an informal gathering of agriculture students.

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FOR IMMEDIATE RELEASE

REF: 14-11-18-88

CONTACT: Preston Lewis

LUBBOCK -- Dr. Thomas M. Sodeman has been named associate dean, School of Medicine, for the Lubbock Regional Academic Health Center and assistant to the executive vice president/provost at the Texas Tech University Regional Academic Health Center (TTUHSC).

Sodeman has served as associate dean for clinical affairs in Lubbock since 1986.

TTUHSC Executive Vice President/Provost Bernhard T. Mittemeyer announced Sodeman's appointment. Mittemeyer, who is serving as interim dean of the School of Medicine, said the title change more accurately reflects the scope of the position's responsibilities in Lubbock and brings it in line with the titles of the School of Medicine's other chief executive officers at the Amarillo, El Paso and Odessa Regional Academic Health Centers.

Sodeman has been chairman of the Pathology Department since 1985, when he joined the faculty as the May Owen Professor of Pathology. Sodeman will remain as department chairman, though administrative duties will be handled by Dr. William Koss, who has been named vice chairman for the department.

Sodeman is a fellow in the College of American Pathologists, American Society of Clinical Pathologists and American College of Physicians. He holds a bachelor's degree from the College of William and Mary and a medical degree from the University of Virginia Medical School.

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Before coming to TTUHSC, Sodeman had served on the faculty at the University of Kansas Medical Center, East Carolina University Medical School, West Virginia University and the University of Michigan.

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FOR IMMEDIATE RELEASE
REF: 14-11-17-88
CONTACT: Steve Kauffman

cutline ----

LUBBOCK -- Real life law recently came to the Texas Tech University School of Law when the Fifth Circuit United States Court of Appeals heard appellate arguments Oct. 31 through Nov. 3 at the school.

The three-judge panel heard a variety of arguments during the visit to exhibit actual court processes to law students. The regular court visitation was viewed by law school faculty as an opportunity for prospective attorneys to observe the workings of the circuit court which serves as the final step before cases are appealed to the U.S. Supreme Court.

Pictured are Justices Patrick E. Higginbotham, Thomas M. Reavley, and Jerry E. Smith.

(Texas Tech Photo)

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