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Residence telephones:
Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4650/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

CONTACT: B. Zeeck

ATTENTION: AGRICULTURE EDITORS

LUBBOCK--Better marketing strategy made possible with better software for farmers' home computers may be a way out of a financial dilemma that is driving many agricultural producers out of business.

A Texas Tech University agricultural economist believes, for instance, that it would take about one year's research to develop sound software and begin teaching cotton producers how to use it to their advantage.

Dr. T. Richard Owens said the research and testing of optimal marketing strategies is expected to involve "relatively complex econometric and statistical techniques." The advantage to cotton farmers is, however, that once the research is done the equations can be translated for home use.

"An abbreviated learning format could be made available to cotton producers through workshops, short courses, seminars or various continuing education programs," Owens said.

After the program is developed, researchers would provide background information for computer scientists who are skilled in teaching computer software, he said. These people could then conduct learning programs for farmers.

"Cotton producers in general," Owens said, "are not sufficiently well acquainted with the multitude of marketing options to be able to make the best decisions." To get the best answers, they need a fairly sophisticated computer program and know how to feed the best data into it to really understand which factors would have the greatest impact on the market.

"One of the big problems right now," according to Owens,

"is that farmers are wonderfully efficient producers and there

are other people who can develop highly useful computer programs,

but the two aren't getting together."

He said producers are desperate for the software which would help them read the subtleties of market information, and home computers could be the answer.

"All that is lacking now is the research to develop the program. The expertise is available to do that; so it is only a matter of research time and funding."

Current low cotton prices, high interest rates and high production costs have forced many cotton producers up against a financial wall, Owens pointed out.

"As a result, farmers' interest in marketing efficiency is stronger than at any time in the recent past. The only trouble is, the farmer has a plethora of marketing options with no one to tell him which options are best.

"Development of a good computer program and equally good instruction on its use in home computers could turn the marketing problem around for cotton producers. Eventually, producers of all food and fiber could benefit," Owens said, "and that, of course, would boost the entire economy."

CONTACT: Cheryl Duke

LUBBOCK--An old-fashioned Christmas as it was enjoyed by the pioneers in ranching country will be celebrated at the Ranching Heritage Center the nights of Dec. 1-3.

Visitors to the 14-acre center at Texas Tech University will stroll along paths lit by candles, lanterns and luminarias and wander among 33 historic structures where the spirit of cowboy Christmases past lives again.

Traditional Christmas trees will be found in the well-to-do ranchhouses as well as make-do trees of mesquite and tumbleweed among the log cabins, dugouts and bunkhouses. Cranberry, strung popcorn and sugar-cookie trim will decorate trees and buildings just as they did a century ago.

Celebrations will encompass the austere Christmases representative of the 1830s and 1840s and extravagant Christmases of the successful turn-of-the-century ranchers. Costumed docents perform household chores and Christmas crafts in many of the restored structures. Pecan shelling, corn grinding, tree trimming, whittling, baking and making all kinds of music with guitars, pianos, victrolas and pump organs will be demonstrated.

Ethnic Christmases will include a frontier German celebration at the Hedwigs Hill Double Log Cabin and a Texas-Mexico border Christmas, featuring a pinata, in the Picket and Sotol House.

CANDLELIGHT/ADD ONE

The celebration 6-8 p.m. each day is a part of the annual "Candlelight at The Museum" festivities. A nominal admission fee will be charged at the Ranching Heritage Center of The Museum of Texas Tech University. Activities at The Museum will include a planetarium show on the Star of Bethlehem, puppet shows, special exhibits and refreshments.

For more information, contact The Museum of Texas Tech,
P.O. Box 4499, Lubbock, Texas, 79409, (806) 742-2444.

Residence telephones:
Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

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CONTACT: Preston Lewis

LUBBOCK--The unofficial second summer term enrollment at

Texas Tech University -- 6,828 -- exceeds last year's total by

more than a hundred students. It marks the second straight year

that record numbers of students registered for both summer terms.

The unofficial second term registration is 113 more than the 6,715 registering last year for the second term.

The total is a working number used until an official figure, which makes adjustments for late payment or non-payment of fees, is completed and submitted to the Coordinating Board, Texas College and University System.

During the first summer term this year, a record 8,624 students enrolled in Texas Tech classes. That compares with 8,536 in 1981, the previous record year.

Before 1981, the record summer enrollments at Texas Tech came in 1973 for the first term and 1971 for the second term.

Residence telephones:
Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

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CONTACT: B. Zeeck

LUBBOCK--The Finance Committee of the Texas Tech Boards of Regents will meet at 11:30 a.m. Friday, July 30, at the Texas Tech University Center at Junction.

Members will conduct an executive session during their lunch hour, 11:30 a.m.-12:30 p.m. In the open session which will follow, they will review the legislative appropriations request being prepared for the university and the Texas Tech University Health Sciences Center, and they will discuss fiscal year 1983 budgets for the two institutions.

Regents who have not previously visited the Junction center will have an opportunity to tour the 411-acre facility used for university student instruction and by non-university groups for special meetings or continuing education programs.

The next regularly scheduled meeting of the Tech Boards of Regents is Aug. 6 in Lubbock.

SPECIAL TO CHRONICLE OF HIGHER EDUCATION
CONTACT: Carrie White

LUBBOCK--An argon-ion laser now supplements many law enforcement agencies in the detection of latent fingerprints.

An outgrowth of the laser success, pioneered by physics professor Dr. E. Roland Menzel, is the new Center for Forensic Studies at Texas Tech University.

"Certain components in latent fingerprints fluoresce visibly under argon laser illumination," said Menzel, director of the center.

"Fluorescence is the essence of the laser method of latent fingerprint detection."

Menzel began his laser detection work in 1976 while working for the Xerox Research Center of Canada.

The process involves combinations of an argon-ion laser with fluorescent powders, fluorescent dyes or chemicals which, together with remnants of a fingerprint, form fluorescent products.

Since 1976, the number of law enforcement agencies which Menzel has lectured or assisted in case examinations has grown steadily.

Law enforcement agencies in this country and Canada have been aided by Menzel's techniques in cases including extortion, forgery, rape and murder.

"The newly created center has a three-fold mission," Menzel said. "We will research technologically advanced methods of evidence examination, hold hands-on workshops for law enforcement personnel and perform evidence examinations on behalf of law enforcement agencies."

MENZEL'S CENTER/ADD ONE

Menzel, whose expertise is in laser spectroscopy, has recruited faculty from the Texas Tech University Health Sciences Center, the Electrical Engineering Department and the Physics Department for research of new fingerprint detection techniques.

"Faculty expertise in biochemistry, computer image processing, X-ray physics, neutron activation, autoradiography, thin film deposition in vacuo and electron microscopy will be valuable in the development of additional techniques for fingerprint detection," Menzel said. At present, laser methods constitute the principal tools of the center.

"As more techniques are researched they will be incorporated into workshops and casework," Menzel said.

Research in fiber analysis, document examination and fingerprint detection on difficult surfaces, such as skin and clothing, will be initial projects for the center.

Menzel said the university's wide range of facilities and areas of expertise gives the Texas Tech Center for Forensic Studies a character different than that of the Forensic Science Research and Training Center at the FBI Academy.

"No center of similar scope exists at any academic institution in the United States. The Texas Tech center will complement the FBI Academy research," Menzel said.

The center's workshops and casework are aimed at promoting technology transfer to the law enforcement community. Menzel said many of the techniques, when developed, will be as simple as possible so as to be useful to non-scientists.

MENZEL'S CENTER/ADD TWO

"Laser detection of latent fingerprints can be taught in a few days," Menzel said. "I expect some of the techniques developed at the center will be complex, however, thus being applicable only in major crime laboratories."

Menzel's research funding has previously come from the National Science Foundation.

"However, the expanded scope resulting from the establishment of the center will necessitate additional grant support," Menzel said.

Financial support, he said, will reduce the cost burden on law enforcement agencies in fees charged for workshops and casework. The additional support will also permit increased research.

Residence telephones:
Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

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CONTACT: Carrie White

ATTENTION: Agricultural Editors

LUBBOCK--Prickly pear cactus, a thorn in the sides of some ranchers, is opening up new ideas on insect brush control for one Texas Tech University researcher.

While fire has proven effective in managing the noxious weed on ranges, insects provide the second punch in stunting the hardy plant's growth, said Dr. James K. Wangberg, interim chairman of the Texas Tech Department of Entomology.

Wangberg said the three insects which dominate in feeding off the prickly pear show remarkable preference for those cacti which have been burned. Fire, in combination with natural insect infestation, may prove important not only in controlling unwanted cacti but also other noxious weeds and brush, he said.

"The three insect species have a bigger than ever population after the cacti have been burned," Wangberg said. "The plants are more vulnerable at this time, although we don't know in what way their defense mechanisms are altered."

Wangberg's research, incorporated into ongoing studies by
Range and Wildlife Department Chairman Henry A. Wright on fire as
a means of brush control, is in its second year.

Burnings on the Dan Griffis ranch near Justiceburg have been orchestrated by Dr. Carlton M. Britton of the university's Department of Range and Wildlife.

PRICKLY PEAR INSECTS/ADD ONE

"There are dozens and dozens of insects that feed on the prickly pear, a plant native to North America," Wangberg said. The three dominant insects include the cactus bug, the moth and the scale.

The cactus bug, in the same order as the stink bug, penetrates the cacti with its syringe-like mouth.

The moth, with larvae that tunnel in and hollow out the cacti, sets the plant up for secondary diseases of bacteria.

The scale, which spins a cotton-like puff on the exterior of the cacti, has a mouth similar to that of the cactus bug. Its carcinogenic blood, once used as a natural dye by Indian and Mexican cultures, is a deterrent to other insects which might feed on the scale.

Prescribed burning on 200-acre plots of cacti-infested range takes place on the Griffis Ranch in early spring. An additional range of 200 unburned acres is also set aside each year for insect population study.

"We're too early into the research to tell the exact magnitude of insects which infest the burnt cacti. But, we know that the insects do return in greater numbers to keep the pressure on the plant," Wangberg said.

Questions he hopes to answer through additional burn-insect studies include the population of insects in the burned and unburned areas, why the insects prefer the burned cacti and when and how to prescribe burning on different undesireable plants to continue range management through insects.

"We're not trying to eradicate the plant," Wangberg said.

"The key word is management not control."

All ranchers, he said, do not feel unfavorably toward prickly pear cactus. Cattle feed on the plant when the availability of water is low. But, the needle-like spines, if not removed before digested, can kill cattle.

PRICKLY PEAR INSECTS/ADD TWO

The management of undesirable weeds through natural rather than chemical means could financially benefit economically hard-hit ranchers, Wangberg said.

Fire has long been nature's way of handling brush problems.

Ranchers, knowing when to burn, can control recurring plants by
the insect infestations which follow fire. Through both fire and
insects, ranchers can avoid the use of expensive chemicals.

Assisting Wangberg in his research is graduate student Steven

L. Sickerman, son of Mr. and Mrs. Irwin Sickerman of Palm Beach, Fla.

Residence telephones:

Bee Zeeck, Director, (806) 799-8897 Preston Lewis, Manager, News Bureau, (806) 745-1718 Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

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CONTACT: Cheryl Duke

LUBBOCK--Dr. Daryl E. Jones, a Texas Tech University professor since 1973, has been named chairman of the university's English Department.

The appointment was announced by Dr. Lawrence L. Graves, dean of the College of Arts and Sciences. Graves said Jones assumed the office July 12, replacing interim chairman John R. Crider, who had held the position since last summer. Jones was director of graduate studies for the department.

Graves said Crider, who was not a candidate for the position, had done an excellent job during his service.

As chairman, Jones plans to continue teaching one course each semester. His specializations are creative writing and American literature.

Plans for the department include expanding the graduate program and revitalizing the basic English courses at the freshman and sophomore levels, Jones said.

The graduate program, he said, needs to offer a greater variety of courses and attract more students. A specialization in rhetoric and compostition, is one projected addition at the graduate level.

"This is a rapidly growing field designed to help teachers better understand and teach writing and write better themselves," Jones said.

For undergraduates, Jones said his department continually needs to do its part to counter the declining skills of incoming students and prepare them for the future.

JONES/ADD ONE

"Part of the solution is evaluating the effectiveness of existing courses in developing English skills," Jones said. "We need to employ new teaching techniques and update these required English courses to make them attractive as well as effective."

Jones came to Texas Tech from Michigan State University where he taught. At Michigan State he founded and coordinated a Graduate Advisement Center for orientation and counseling for graduate students and teaching assistants. He was also assistant to the dean of arts and letters at the university.

At Texas Tech, he has taught remedial English, freshman composition, introduction to literature, and creative writing and American literature. He has also taught honors English and is a lecturer for the honors program. He works in the department's visiting poets and writers program. Jones has been faculty sponsor and editor of the graduate journal, "Studies in Poetry," and sponsor of the Junior Council and Mortar Board, student honor societies.

He has published numerous poems and articles and a book,
"The Dime Novel Western." He has read from his original poetry at
more than 35 colleges and universities and civic meetings in the
Southwest. His research interests include American literature,
popular culture and the popular Western novel.

Jones earned his bachelor's, master's and doctoral degrees at Michigan State.

He is the son of Mr. and Mrs. William E. Jones of 3405 Vereda Alta, Santa Fe.

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TexasTech News

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CONTACT: Preston Lewis

LUBBOCK--Criminals do not owe a debt to society. They owe one, instead, to their victims, says a Texas Tech University law professor.

And, says Daniel H. Benson, first-time offenders should pay for their crimes, not in years behind bars, but in cash with interest to the individuals they wronged.

"I'd like to see restitution used as a first option in sentencing,"
Benson said, "instead of the knee-jerk reaction that too often sends
early offenders to prison."

Making criminals repay their victims would better serve the victims individually and society collectively, Benson said. In addition to recognizing the rights of the victim -- too often the forgotten party in the criminal justice system, restitution could also be a step toward needed reforms in the ways criminals are punished.

Benson's ideas are shared by former Nixon White House General Counsel Charles W. Colson, who served time in federal prison for his role in Watergate and has become a prison reform advocate since his release. Four years ago Colson contacted Benson about their mutual beliefs. Since then, the two have written articles together and stayed in contact over restitution.

"Colson and I have suggested that we try out restitution on a tentative basis," Benson said. "Obviously, you can't use it for really dangerous individuals committing violent crimes, but for the early offender, someone who is not yet on a criminal track, it could be an alternative to prison."

CRIMINAL RESTITUTION/ADD ONE

Benson's reasoning runs counter to the traditional American legal system of civil and criminal law which evolved from English common law. However, it is nothing new.

"The best argument for restitution is that it makes the person that caused the harm correct it," Benson said. "In primitive legal societies that was the norm. Primitive legal societies were more interested in righting the wrong than in strictly punishing the criminal."

The American legal system developed a distinction between torts and crimes. Torts are personal injuries or wrongs people do to each other and are resolved in civil courts. Crimes are considered a harm against the people of a state and are prosecuted by the state in criminal courts. Under this system, the state does virtually all the punishing and the victim is ignored, Benson said.

"The usual role of a victim after a crime is to provide evidence, testify at the trial and then get lost," Benson said.

Through restitution the victim is recognized and the criminal's punishment is more likely to match the crime, Benson said.

"If you can make the criminal pay the restitution then you are on target. You are saying the person who caused the harm, however great it was, must pay that amount back. Then the court system is not imposing an arbitrary sentence of five, 10 or 15 years in prison. When the offender pays for the harm his crime caused, his punishment is complete," he said.

CRIMINAL RESTITUTION/ADD TWO

A restitution program in Georgia has accentuated the advantages to society of such an approach, Benson said, because program participants are less likely to commit repeat offenses. In its first year, participants in the restitution program repaid \$62,500 to victims and paid \$172,500 in state and federal taxes. A 6-7 percent recidivism rate has been reported in the Georgia program, compared to a 60-70 percent rate for felons sentenced to prison nationally.

"The key to all of this is using about anything available that avoids prison for first and maybe second- or third-time offenders,"

Benson said. "People come out of prison worse than they went in and most of the people in our prisons today have been there before.

"Your greatest chance to straighten someone out is when he is first in trouble. Once an offender goes off, even to a reform school, let alone a penitentiary, it is usually too late. What we've got to do is concentrate on community alternatives first, whether it be restitution or some other program, and use prison as a last resort."

Advantages of restitution allow the offender to expiate his crime and provide the taxpayer a more cost-effective method of punishing crime.

"It is less expensive to taxpayers to put offenders to work and then supervise them than to run them through the legal system," Benson said. "Most that go through the program never commit crimes again. If it works from that standpoint alone -- to prohibit or stop future crime, it would be worth the tax dollars."

CRIMINAL RESTITUTION/ADD THREE

Benson indicated crime victims have received increased attention from state laws in recent years. Several states, including Texas, have initiated crime victim compensation programs. Benson said that is a step in the right direction, but such programs have a major shortcoming -- they do not make the offender compensate the victim. Instead, that burden falls on the taxpayer.

"You can't ask taxpayers to absorb the total cost of crime,"
Benson said, "because it is too great in our society right now."

Story leads for week of July 25-31

TexasTech News

Residence telephones:

Bee Zeeck, Director. (806) 799-8897 Preston Lewis, Manager, News Bureau, (806) 745-1718 Steve Lindell, Asst. Mgr., Electronics, (806) 795-3463

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General Interest

THORNY ISSUE--For years, farmers have used beneficial insects to control such pests as the boll weevil. Now, ranchers may be able to use insects for brush control. Dr. James K. Wangberg, interim chairman of the Texas Tech Department of Entomology, says insect infestations which follow prescribed burning may be the key to effective brush control. Certain insects show a remarkable preference for burned cacti. By managing nature, Wangberg says ranchers can avoid the use of costly chemicals to solve their brush problem. For details, call Wangberg at 742-2828.

A PENNY SAVED--The supermarket consumes a big chunk of the family budget pie. But with a little coupon clipping and advance planning, shoppers can realize significant savings. Texas Tech marketing expert Nina Ray says coupons are just like cash. Interestingly, middle class consumers use coupons more than their lower income counterparts. To find out why, call Ray at 742-3440.

OLD FLAMES--Romance among the elderly is often hindered by social attitudes, relatives, declining health and poor self image. However, studies show that most who do marry in their 60s to 80s are happy. Texas Tech Home and Family Life Professor Bill Quinn can explain. Contact him at 742-2899.

Events

WAGONS HO--The clip clop of horses' hooves down city streets is something only our ancestors remember. That's when fuel was consumed by the bale instead of the gallon. The Museum of Texas Tech University looks back to a bygone era with the exhibit, "Mudstage to Phaeton: Times and Styles in Horsedrawn Vehicles," through September 19. Displayed for the first time is an elegant phaeton pleasure buggy once owned by C.C. Firestone. Linda Vengroff has details about it and nine other vehicles in the exhibit. You can reach her at 742-2444.

For assistance in developing these and other story ideas, contact Dave Clark or Gary Bloodworth at UN&P--742-2136.

Residence telephones: Bee Zeeck, Director, (806) 799-8897 Preston Lewis, Manager, News Bureau, (806) 745-1718 Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

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CONTACT: Cheryl Duke

LUBBOCK--The true-life cowboy of the American West and the legendary silver screen cowboy will be celebrated together during Ranch Day, Sept. 18, at the Ranching Heritage Center.

Les Adams' internationally known collection of Western film memorabilia, representing the fantasy West portrayed from the 1930s through the 1970s, will be displayed throughout the David M. DeVitt and Mallet Ranch Building at the center.

Western film and recording star Rex Allen will participate in the opening of the special exhibit this Ranch Day.

Part of The Museum of Texas Tech University, the 14-acre outdoor exhibit center commemorates the development of American ranching through 33 authentically restored structures. The annual Ranch Day brings to life the ranching era through traditional ranch craft demonstrations, frontier activities, period costumes, music and dancing.

The Adams collection includes press books, posters, prints, film yearbooks, film newspapers, motion picture almanacs and various publications, including Adams' Western fan magazine, "Yesterday's Saturdays," and his book, "Shoot-Em-Ups," a reference guide for Westerns.

Adams of Lubbock has been interested in Westerns since childhood when choice films were Westerns or Judy Garland/Mickey Rooney pictures. At that time, about nine theaters in Lubbock featured Westerns only. Most shows were about nine cents except at fancy theaters which charged a quarter.

WESTERN/ADD ONE

About 1966 Adams began collecting Western film memorabilia when former Texas Gov. Preston Smith was in the movie business in Lubbock. Adams asked Smith what he did with the pressbooks piled in his office at the Arnett-Benson Theater. When Smith said the items would be thrown away, Adams cashed in and cleaned out the office.

From Lubbock theaters, he branched out to Dallas, New Orleans and Kansas City, collecting unwanted film materials. As a result, Adams had facts and information some film companies didn't have.

"The Westerns have never been chronicled very well and I already knew more than the average Western historian," Adams said.

"I also lucked into a complete run of 'Film Dailies,' which announced who was being cast in which movie."

Finding mistakes in several books on Westerns, Adams decided to publish a magazine, "Yesterday's Saturdays," designed to list every B-movie ever made --the date, cast and company that released it.

In addition, Adams contributed research material and earned credit lines in books about Gene Autry, Tex Ritter, Tim Holt,
Buck Jones, Yakima Canutt and W.C. Fields. He provided information for books, articles, interviews and columns about John Wayne,
Roy Rogers, Bob Steele, Buster Crabbe, Andy Devine, Ritter, Iron
Eyes Cody, John Ford, Smiley Burnette and others.

Then, in the late '70s, Adams and a friend, Buck Rainey of Oklahoma, put together their own reference guide for Westerns, "Shoot-Em-Ups."

WESTERN/ADD TWO

At Texas Tech Adams teaches a one-hour course in mass communications on "Yesterday's Saturdays: The Action Films and Serials of Yesteryear and Today." For the class, he has interviewed Bill Whitney, (Rex Allen's director on many films), Pat Buttram, Victor Jory, Ray Whitley, Hank Worden, Marshall Reed, Terry Frost, Oliver Drake, Joan Woodbury, Kay Aldridge, Leon McAuliffe, Rand Brooks, Don "Red" Barry, and others.

Westerns have only about three or four different plots, Adams said, but the people in them make them fascinating.

"The old independents were brought in on shoestring budgets, with major stars walking from one movie to the next, earning three dollars here and five there if they had a line of dialogue," he said. "Major stars played bit parts and extras."

Bits and pieces of dialogue or action, throwaway and ad-libbed lines, bad and good cutting and editing, or the things Adams knows happened off-camera and still end up reflected on screen are what make some Westerns interesting or out-of-the-norm, he said.

In a scene in one Western, three major actors, Johnny Bond, Jimmie Wakely and Scotty Harrell can be seen in three separate groups of people riding out of town--cowhands, the posse and the outlaws.

Residence telephones:
Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Steve Lindell, Asst. Mgr., Electronics, (806) 793-6183

CONTACT: B. Zeeck

LUBBOCK--What has been the Department of Speech and Theatre

Arts at Texas Tech University Friday (July 23) became three different
departments: Speech Communication, Theatre Arts, and Speech and
Hearing Sciences.

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The formal division of the one department was approved by the Coordinating Board, Texas College and University System. What are now the three departments, however, had been operating as independent divisions within one department for almost a decade. Each of the three divisions had its own degree programs, faculty, students and facilities.

Last fall, 3,720 semester credit hour were taught in courses in speech communication, 1,263 in speech pathology/audiology (now speech and hearing sciences), and 1,469 in theatre arts.

Students majoring in the three departments numbered 30 undergraduates and 17 graduate students in speech communication; 122 undergraduates and 19 graduates in speech and hearing sciences; and 57 undergraduates and 32 graduates in theatre arts.

Texas Tech regents approved the organizational change within the College of Arts and Sciences last Jan. 29.

Speech communication has to do with interpersonal and group communication and debate. Theatre Arts is housed in the University Theatre where most of its activities take place. Students and faculty in this department most recently have been involved in Lubbock's Summer Rep Theatre. The Texas Tech Speech and Hearing Clinic, operated through Speech and Hearing Sciences, serves people in a broad area of West Texas and eastern New Meixco. It is widely used as a testing and evaluation center and assists individuals with speech and hearing problems.