

DATE	Stories and Outlines	Locals	Reg. Dai.	Reg. Wee.	50 M's	Reg. Rad.	x-list	Adj. Co.	Hometown	Explanations
1-12-4-78	Niger Project	/	/							
2-12-4-78	Messiah production	/					/			
3-12-4-78	Sellers in Hall of Fame	/		/	/					10 specials
4-12-4-78	Caraway appointment	/	/	/					/	
5-12-5-78	Teirce Publication	/			/					
6-12-5-78	Eisele study	/								15 special mag
7-12-5-78	Picasso seminar	/					/			
8-12-5-78	R+T Ctr Workshop	/								
9-12-5-78	R+T Ctr Workshop	/								Tyler media
10-12-5-78	Sarich lecture	/	/							
11-12-6-78	Dickett recital	/					/			
12-12-6-78	Ranch christmas	/	/							
13-12-6-78	Culline - Derrardo									AJ
14-12-6-78	Readers Digest scholarship	/	/							
15-12-7-78	Landscape watering	/	/	/						Hq list
16-12-7-78	Cebler study of Teirce	/								12 special mag
17-12-7-78	Authier visit to Crosbyton	/	/	/						
18-12-7-78	Wham recital	/					/			
19-12-7-78	Carter recital	/								
20-12-7-78	Rodeo rituals	/								
21-12-8-78	Potatoe harvesting	/	/	/						Hq list
22-12-8-78	Cartwright program	/					/			

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Texas Tech News

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--More than 6,000 miles away from its main campus Texas Tech University is teaching West Texas agricultural know-how to a West African nation ravaged by a five-year drought.

The African country is Niger, where sorghum and millet are grown under arid and semi-arid conditions as food for human consumption.

Under a contract with the federal government Texas Tech has demonstrated that with proper farm management and cultural practices Nigerien farmers should be able to increase and, in some cases, double cereal production in years with normal rainfall.

Texas Tech has a special interest in sorghum research as the university is located in one of the most intensive sorghum producing areas in the U.S. Research results obtained in Niger will also benefit production in West Texas, especially any future production of millet, a drought tolerant crop.

Niger, land-locked by Nigeria, Chad, Libya, Mali, Upper Volta, and Algeria, was severely affected during the five-year Sahelian drought, 1968-73, by human suffering and livestock deaths.

Dr. William Hall, chief of the Texas Tech party in Niger, informed university officials recently that this year's production

niger project/add one

on Nigerien research farms will average about 750 to 1,000 kg. of sorghum or millet per hectare.

"This is twice the average production achieved by a Nigerien farmer during normal years," Hall said.

The seed farms, Hall explained, are on better than the average soil found in Niger, but with improved seed varieties, fertilizers and management techniques the local farmer should be able to increase his yield significantly during the coming years, even on average soil.

The Niger Cereals Project is funded by the Agency for International Development (AID) of the U.S. Department of State. Funds are subcontracted to Texas Tech through the Consortium for International Development (CID), a group of 10 universities in the western United States.

Texas Tech through the International Center for Arid and Semi-Arid Land Studies (ICASALS) is a consortium member and was chosen lead institution for the Niger project.

Ultimate project goal is to identify drought and disease resistant varieties of sorghum and millet and set up a seed distribution program to Nigerien farmers.

The team in Niger, headed by Hall, includes Cao Quan, credit and cooperative specialist, Drs. Cyril Brown and Clark Harvey, agronomists, Dr. Eugene Foerster, agricultural engineer, and Dr. John Harvey, extension adviser.

The project was initiated in 1976 with \$1.7 million for two years. After several evaluations by university officials and those from the federal government and the Government of Niger, the

niger project/add two

contract was renewed for 18 months, beginning this October, with an additional \$998,000.

The Niger effort has generated several opportunities for faculty involvement. Besides the five-member team in Niger, engineers, statisticians, political scientists, mass communication experts and university administrators have been involved in various aspects of the program through provision of travel and research opportunities.

Dr. William F. Bennett, interim dean of Texas Tech's College of Agricultural Sciences, has primary responsibility for the project's technical quality. Dr. Harold E. Dregne, director of ICASALS and Horn Professor of soil sciences, is in charge of coordinating the project with CID and AID offices.

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CONTACT: Heinrich H. Steiner

LUBBOCK--A tradition developed more than 200 years ago will be continued by the Department of Music at Texas Tech University on Dec. 10.

Starting at 3 p.m. in the University Center, the chorus and orchestra will present the Christmas portion of "Messiah" by G. F. Handel. Paul Ellsworth, conductor of the university symphony, will direct 75 orchestra members. 160 choral singers and four soloists. They are faculty members Sue Arnold, Emilia Simone, John A. Gillas, and Kyung Wook Shin. Admission is \$5 for adults and \$2.50 for students. The "Messiah" performance is the annual scholarship concert.

"Messiah" was first performed in 1742 at Dublin, Ireland, as a benefit for local charities. It gained fame in Europe and came to the United States in 1770 when it was first heard in excerpts. The work became widely accepted in 1831, when it was performed at St. Paul's Chapel by the Sacred Music Society of New York, directed by Ureli C. Hill, who later founded the New York Philharmonic.

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CONTACT: Dan Tarpley

LUBBOCK--Wayne C. Sellers, editor and publisher of the Palestine Herald-Press since 1966, has been selected for induction into Texas Tech University's Mass Communications Hall of Fame.

The induction ceremony is scheduled for a luncheon on Advertising Day, Feb. 22, 1979, as a highlight of Mass Communications Week at the university.

The Palestine news executive is a 1938 graduate of Texas Tech and former linotype operator for the Texas Tech Press. He is the son of the late M. S. "Doc" Sellers, former editor and publisher of the Brady "Sentinel."

A strong supporter of Texas Tech's Mass Communications Department, Wayne Sellers' newspaper career includes editing and publishing the Moran, Texas, "Enterprise" one year and employment with the Fort Worth "Star-Telegram," San Francisco "News," Sherman, Texas, "Democrat," and Rock Hill, S. C., "Evening Herald." He also is a former employee of the Texas Newspaper Publishers Association.

Organizations and associations in which he has held or holds membership and offices include: past president of Texas Daily Newspaper Association; member of American Society of Newspaper Editors, "friend" of Texas Journalism Education Council, member

wayne sellers/add one

for 10 years of School of Communications Advisory Council at The University of Texas at Austin, past president of the Texas Tech Ex-Students Association chapters in Dallas and Fort Worth, former member of Board of Managers of Texas State Railroad, former vice president of Palestine Chamber of Commerce, former president of the Palestine United Way, chairman of the Board of Texas Methodist-United Methodist Reporter, largest Protestant newspaper in the United States, and member of the administrative board and finance committee of Palestine First United Methodist Church and delegate to the annual conference.

Mr. and Mrs. Wayne Sellers underwrite journalism scholarships at Texas Tech and The University of Texas in memory of "Doc" Sellers.

Former inductees into the Mass Communications Hall of Fame include the late Don Belding of California, advertising agency executive; the late Joe H. Bryant, Lubbock radio and television owner and operator; Wallace Garets, former chairperson of the Mass Communications Department at Texas Tech; the late C. W. Ratliff, Lubbock newspaper and television news executive; the late L. U. Kaiser of Houston, direct mail advertising executive; and Wendell Mayes Jr. of Austin, owner of several Texas radio broadcast properties.

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CONTACT: Marcia Lundy

ATTN: Agriculture and Education Editors

LUBBOCK--In six short years Elvin Caraway has gone from being a rank-and-file member to become a national leader of the Future Farmers of America Organization (FFA).

Caraway, sophomore agricultural education major at Texas Tech University, was elected national vice president of the FFA at the recent national convention in Kansas City, Mo.

His duties will include "inspiring and motivating fellow members to take advantage of opportunities," visiting foundation sponsors and helping to set policies.

His primary responsibility will be visiting adults involved in the program, either through leadership or foundation sponsor programs. There are more than 1,400 foundation sponsors across the country, including several major corporations.

"My goal this year is to try to help bridge the communications gap existing between young and old people and between the urban and rural areas," Caraway said. "This gap, especially between agricultural and non-agricultural interests, has come into some prominence in the recent past and I would like to help work toward a solution."

Though his major is agricultural education, Caraway started

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caraway/add one

in agricultural communications and an interest remains in that area.

"I would like to become involved in the processing and distributing areas of agri-business, probably through public relations. I think there's a great need for someone to act as intermediary between the farmers and the corporations, showing farmers how best to market their produce."

He also said he might someday be interested in teaching, which he considers the noblest of all professions.

Caraway, a native of Spur, was on his high school's state debate team and won the state FFA Public Speaking Contest while in high school.

He remained involved in FFA after entering Texas Tech, became interested in student government and served as a student senator and as a member of the Agriculture Council and Agriculture Ambassador Association.

He has served as chapter, district, area and state president in FFA. As state FFA president last year, Caraway took a year off from school to visit more than 450 local chapters.

This year he will again be required to delay school another year to fulfill his duties as vice president.

"I think it will be well worth it, for one thing because of the places I'll be able to go. And, it will give me contacts which may help with job opportunities when I graduate."

In addition to traveling across the continental United States, Caraway is scheduled to visit Hawaii, Japan, Australia, New

caraway/add two

Zealand and Puerto Rico.

Caraway's parents, Mr. and Mrs. George Carnahan, now live
in Clovis, N.M.

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CONTACT: B. Zeeck

ATTN: Book Editors

LUBBOCK--What might at first look like one more scholarly volume in the Graduate Studies series at Texas Tech University is, in reality, a 281-page hop, skip and jump review of late 19th century thought in America.

(Purse)
The new publication is called "Charles Sanders Peirce: Contributions to 'The Nation,' Part Two: 1894-1900," compiled and annotated by Kenneth Laine Ketner and James Edward Cook. Dr. Ketner is director of the Institute for Studies in Pragmatism at Texas Tech. Cook, a Fort Worth lawyer, was his research associate.

The institute is devoted to studies of Peirce, America's foremost philosopher but also a chemist noted for his work in mathematics, mathematical economics, astronomy, physics, metrology, geodesy, semiotics, philosophy and several of the life and social sciences.

Peirce, in many ways a misfit in life, died in 1914. In his later years he depended in part for income on book reviews and other contributions to "The Nation" magazine.

The Texas Tech institute has embarked on a program to identify and compile all of his work published in "The Nation," about 350

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peirce/add one

contributions over a 45-year period. Part One of the institute's collection was published in 1975. Eventually there are to be three parts and a fourth volume will include indices and appendices for the work.

Editors in several academic centers are working to collect and publish Peirce's unusually large volume of writing, much of it left only in manuscript at the time of his death.

"The Nation" compilation has been attempted, according to the introduction, to provide scholars with Peirce's "valuable gift to philosophy" and "an encyclopedic intellectual time capsule for the latter part of the 19th century."

In reviewing the publication one world-known Peirce scholar, Dr. Carolyn Eisele, said the editors have created tools "that make it possible at last to integrate the thought of a genius whose writing obliterates all the usual academic boundaries separating mathematics, philosophy, logic, physics and the history of science." Peirce's thought, she said, "is imbedded in the very tissue of contemporary scientific and philosophical practice."

The range of Peirce's reviews are indicated by such titles as "Essays on Historical Chemistry," "Principles of Philosophy," "Mental Development in the Child and the Race," "Great Astronomers," "The Story of Marco Polo," "Darwin's Tides," "Kant and Spencer," or "Through Nature to God."

The relevance of Peirce's writings to today's thought is apparent throughout the volume. Peirce's writing is elegant, clear and explicit. Typical is his review of "The Psychology of Number, and its Applications to Methods of Teaching Arithmetic,"

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an 1895 book by James A. McLellan and John Dewey.

"The two respected scholars whose names appear upon the title-page of this work," Peirce said, "in their eagerness to illustrate the important truth that the teaching of arithmetic ought to be based upon a thorough acquaintance with psychology, seem to have clean forgotten that there are two other legs to the tripod on which it should rest, viz., an exact logical analysis and a lively appreciation and comprehension of the nature of mathematics in general."

In reviewing "The Story of the Mind" by James Mark Baldwin, Peirce begins with commendation.

"Here is a little book, easy to hold, pleasant to read, warranted to get read, without skippings, to its last word." But characteristically Peirce writes a full criticism. Toward the end of his review he admonishes the author.

"Prof. Baldwin speaks of the 'supreme sanity' of (Sir Isaac) Newton--a decidedly unfortunate instance from various points of view. But here we only note that since Newton considered his commentary on Daniel to be his greatest work, it follows that, according to the criterion seemingly proposed, he would have to be reckoned as no genius."

Part Two of Peirce's work in "The Nation" may be obtained by exchange or purchase from the Exchange Librarian, Texas Tech University, Lubbock, Texas 79409. The cost is \$14.

Part One has sold well in North America and Europe but still may be obtained through the exchange librarian.

cutline-----

"THE NATION" REVISITED--Three scholars who are helping compile the works of one of America's greatest thinkers, Charles Sanders Peirce, glance through Part Two of the newly compiled Peirce "Contributions to 'The Nation'" magazine. The Institute for Studies in Pragmaticism at Texas Tech University is compiling and annotating the contributions, under the direction of Dr. Kenneth L. Ketner, center. With Ketner are Prof. Klaus Oehler, chairman of the Department of Philosophy, Hamburg University, West Germany, who was named a Fulbright scholar this fall to study at the Texas Tech institute, and Dr. Carolyn Eisele, professor emeritus of mathematics at Hunter College and the author of another Peirce compilation, the five-volume "New Elements of Mathematics." "The Nation" compilation is published by the Texas Tech Graduate School.

(Tech Photo)

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CONTACT: B. Zeeck

(Purse)
LUBBOCK--Dr. Carolyn Eisele, past president of the Peirce Society and visiting scholar at the Texas Tech University Institute for Studies in Pragmaticism, is working at Tech on a history of science as developed by Charles Sanders Peirce.

Eisele is the editor of the five-volume edition of "New Elements of Mathematics" by Peirce. It is a collection of all his writings in the field of mathematics, many of them published for the first time in "New Elements" last year by Mouton, The Hague. The work already has been hailed as the definitive work on mathematical interest of Peirce, considered by scholars one of the foremost thinkers in the history of the United States.

Eisele said she elected to study at Texas Tech because the institute has the most complete, publicly accessible collection of Peirce's works. Her historical study is supported by a National Science Foundation grant.

The Houghton Library at Harvard University houses most of Peirce's papers, but these have been copied and indexed for scholarly work at the Texas Tech institute.

Peirce is considered America's foremost philosopher but, in addition, was an authority on mathematics, astronomy, physics, chemistry, metrology, geodesy and semiotics (the study of signs).

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eisele/add one

Eisele is the secretary-treasurer of the Peirce Foundation, active in the History of Science Society and is an officer in Phi Beta Kappa. She was the chief organizer of the 1976 Peirce Bicentennial International Congress in Amsterdam.

She is professor emeritus of mathematics at Hunter College. Her papers and lectures on Peirce, delivered throughout Europe and America, are scheduled for publication next year.

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LUBBOCK--Pablo Ruiz Picasso (1881-1973), one of western art's greatest geniuses, will be the subject of the two final art seminars in the fall series sponsored by the Women's Council of the West Texas Museum Association.

The seminars will be at 10 a.m. on Dec. 12 and 19 at The Museum of Texas Tech University. Rabbi Alexander Kline, in his 19th year of the lectures, will illustrate the seminars with prints from his collection of well over 100,000. The public may attend for a nominal fee.

No artist has been so acclaimed in his own lifetime as was Picasso, a native of Malaga, Spain, and the son of an art teacher. By 1894 his father, although still a teacher, had ceased painting and given his brushes and paints to his extraordinarily talented son.

Until 1906 his art reflected primarily imitative effort. From 1906 until his death Picasso's explosive inventiveness probably was unequaled in history. He worked in so vast a range of style and media that critics found, as one said, that his paintings were "outside any accepted aesthetic category."

Usually reluctant to discuss his work, Picasso occasionally did comment publicly.

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picasso/add one

"I want my paintings above all to contain emotion," he once wrote.

Although many think of his work as abstract, Picasso said that "there is no such thing as abstract art.

"You have to start from somewhere. You can completely remove any appearance of reality but the idea of the object will somehow have left its ineradicable sign: because it is the object that has touched the artist, that has excited his ideas, that has stirred his emotions. In the final analysis, ideas and emotions are rooted in his work. They are an integral part of it even if their presence is not evident."

One of his earliest masterpieces was "Le Moulin de la Galette," painted in 1900 as a vision of the cabaret life he frequently chose to depict. "Les Demoiselles d'Avignon," 1907, is described by one critic as "perhaps the most revolutionary painting of our era.

"The 1907 work contains many of the components that in successive years of elaboration--through profound reinvolvement with Cezanne, the absorption of primitive sensibilities, and the stimulating collaboration with the inventive (Georges) Braque--resulted in Cubism."

"The Old Guitarist," 1903, is among the best remembered of his blue period. "The Organ Grinder," 1906, is typical of his rose period and includes the harlequin figure repeated often in Picasso's work.

Although his style defies categorizing, there were the recurring themes of compassion and an abhorrence of violence, probably most strikingly expressed in "Guernica," 1937. It

picasso/add two

encompasses the artist's emotional revulsion for the Spanish Civil War and the human suffering it wrought.

One of Picasso's works, a glazed terra cotta plate made during his later years, is on display at The Museum of Texas Tech University.

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CONTACT: Paula Lowe

LUBBOCK--Approximately 40 rehabilitation counselors and other professionals from state vocational rehabilitation agencies and related community agencies are attending a workshop, "Personal-Social and Vocational Programming With Mentally Retarded Persons," at the Ranching Heritage Center.

The Texas Tech University Research and Training Center in Mental Retardation and the Vocational Rehabilitation Research and Training Center of the University of Wisconsin-Stout are co-sponsoring the event which continues through Wednesday (Dec. 6).

Sessions will be conducted by Dr. Charles Coker and Jerry Schneck from the University of Wisconsin-Stout, by Dr. Jerry Bensberg, Dr. Carol Sigelman, Dr. Jerry Parham, Dr. Susan Elias, Dr. Andrew Martin, Dr. Robert Flexer, Carol Schoenrock, and Belinda Morris of the Texas Tech Research and Training Center and by Dr. M. M. Ayoub of the Industrial Engineering Department, Texas Tech.

The workshop will provide participants with information about personal, social and vocational patterns and training techniques based on research.

The conference, coordinated by Darrel Rutherford, project training officer with Tech's Research and Training Center, marks

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research and training center/add one

the first cooperative effort between the centers at Texas Tech and the University of Wisconsin-Stout.

The workshop is open to interested persons without charge.

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CONTACT: Becky Patterson

LUBBOCK--A workshop entitled "Foster Care for Developmentally Disabled Children" will be held Dec. 14-15 at the Sheraton Inn in Tyler, Texas, Dr. Gerard Bensberg, director of the Texas Tech University Research and Training Center in Mental Retardation, announced today.

Approximately 75 people, primarily from East Texas are expected to attend. They represent various foster care programs, mental health-mental retardation centers, state schools and sheltered living facilities.

Co-sponsoring the workshop with the Texas Tech center are the Mental Health-Mental Retardation Regional Center of East Texas in Tyler, and the Northeast Mental Health-Mental Retardation Center in Texarkana.

Dr. Jerry Parham, associate director of the Texas Tech Center, will coordinate the event and speak on "Developing an Integrated Community Service System."

Other speakers include Dr. Ron Cookston, assistant superintendent of the Fort Worth State School; Dick Desanto, Don Teeler and Debbie Davenport, administrators of the Mental Retardation Regional Center of East Texas; and Frank Melton, general manager of KLTV in Tyler.

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workshop/add one

"The interagency sponsorship and cooperation in providing this training for foster care parents is a unique aspect of the workshop, which is open to interested persons without charge," Bensberg said.

Further information can be obtained from Dr. Parham, Research and Training Center in Mental Retardation, Texas Tech University, (806) 742-3131, or Dr. Carrie Watson, director of mental retardation services, Mental Health-Mental Retardation Regional Center of East Texas, (214) 597-1351.

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CONTACT: B. Zeeck

LUBBOCK--A University of California-Berkeley anthropologist, Vincent M. Sarich, will discuss "Human Evolution, the Missing Link and the Genetic Clock" in an 8 p.m. public lecture on Thursday (Dec. 7) in Room 106 of the Texas Tech University Biological Sciences Building.

Sarich's "genetic clock" is a "timepiece" based on comparative studies, done since the early 1960s, of the blood proteins, immunology and DNA (the genetic molecule) of various mammals, including the primates.

For scientists this work has helped in measuring the degree of genetic kinship among different species of mammals. For example, the scientists have found that the genes of horse and man differ by as much as 20 percent while those of chimpanzees and man vary by only 1 percent.

Sarich with a colleague, John Cronin, have produced a chronology for the appearance of various creatures on earth. Their studies, supported by their biochemical research, give support to the traditional idea that Asian apes, the gibbons and orangutans, branched off from the common primate evolutionary tree much earlier than chimps, gorillas and man. Sarich also considers the evidence strong that the split between man and African apes occurred only

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sarich/add one

4 million to 6 million years ago.

The timetable produced by Cronin and Sarich has been highly controversial but additional supporting evidence is being developed by other researchers. A University of California-Santa Cruz anthropologist, Adrienne Zihlman, has not only supported the molecular chronology for the split but nominates as a probable common ancestor an animal much like the contemporary pigmy chimp found in Zaire in equatorial Africa.

Sarich's lecture is sponsored by the Department of Biological Sciences distinguished lecture series.

The lecturer has taught at Stanford University and the University of Hawaii although, for the most part, his career in higher education has been at the University of California.

He has published his findings in numerous scholarly and medical journals and in such popular magazines as "Science" and "Nature."

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CONTACT: Paula Lowe

LUBBOCK--Susan Pickett, part-time theory instructor and doctoral student at Texas Tech University, will present a violin recital on Thursday (Dec. 7) at 8:15 p.m. in the Recital Hall at the University Center.

The program will include works by Mozart, Bach and Brahms. She will be accompanied by Lora G. Deahl. The public is invited to the free concert.

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CONTACT: B. Zeeck

LUBBOCK--A Candelight Christmas from 6:30 to 9 p.m. on Dec. 14 at the Ranching Heritage Center will give area families a look into the homes of yesteryear's holiday season.

The event, sponsored by the Docent's Guild of The Museum of Texas Tech University, offers a candlelight tour of the 12-acre center from 7 to 8:30 p.m. Pathways will be lit with luminarios and lanterns. Houses will be decorated with greenery, mistletoe and lighted with votive candles.

The program will begin at 6:30 p.m. with browsing in the Ranching Heritage Center's orientation building and The Museum. Refreshments of hot chocolate, cold cider, cookies and popcorn balls will be sold on the patio. Carol Atkisson, harpist from the Texas Tech University Department of Music, will be playing in the Edith W. McKanna Parlor.

The cost of the tour is \$2 per family, with members of the Docent Guild admitted free. A portion of the proceeds will go to the Ranching Heritage Association.

Activities are planned for 11 of the structures at the center.

David Spears will be playing the guitar at El Capote cabin while a companion makes corn husk dolls.

German music under the direction of Dr. Meredith McClain

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ranch christmas/add one . .

of the Texas Tech German language faculty will entertain at Hedwigs Hill. Assisting will be Texas Tech students of German.

At the Matador Dugout will be a "lonely" group, called "Balance Due and the Unpaid Bills" from the Country and Bluegrass Music Department at South Plains College, Levelland. Included are Ed Marsh, fiddle, Tim McCasland, banjo, and Steve Joseph, bass, all of them vocalists as well as instrumentalists.

Margaret Brunson will be the homemaker in the Box and Strip House, where there will be a decorated tumbleweed Christmas tree.

At the Harrell House there will be cookie making in the kitchen, Christmas music on the old Victrola and a family decorating the Christmas tree. Participating will be Carol and Larry Kyle, Kurt and Kreg Kyle and F. B. Kyle.

Teachers Roland Nitcher and Carol Parish of Casey Elementary School, Wolfforth, will direct children singing Christmas songs and making Christmas decorations in the Bairfield Schoolhouse.

A mesquite branch will be the cowboys' Christmas tree in the Masterson JY Bunkhouse, with Cecil Bartlett as one cowboy and Joe Howell the other. Howell will sing and play the harmonica and guitar. He represents the Country and Bluegrass Music Department at South Plains College.

At Las Escarbas the "Pseudo Mountain Folks" of South Plains College will play and sing. The group includes Freida Barry, fiddle, Randy Ellis, guitar, and David Hollander, banjo.

The Matador Office entertainer will be Joe Alger of South Plains College singing and playing the dulcimer and fiddle.

Jesse Reyes, guitarist, will play Christmas music at the

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ranch christmas/add two

Picket and Sotol House. Homemakers will be Mrs. Harvey Turnbough and Mrs. Nancy Tarwater.

Carolers will sing at the Barton House.

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12-12-6-78

cutline-----

HEY, THAT'S NEAT, DAD--Four year old Erika smiles in approval at the Legion of Merit Medal presented her father Col. Jack D. Dernardo, upon his retirement from the Aeronautical Systems Division at Wright-Patterson AFB, Ohio. The former director of Program Control for the F-16 Program Office now heads for the academic world as a research associate and lecturer at Texas Tech University. Lending Erika a shoulder of support at left is Maj. Gen. James A. Abrahamson, F-16 program director, and Col. Dernardo's wife Cheri. But even with all the pomp and ceremony, it was the sparkle of Erika who stole the show. (USAF photo)

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CONTACT: Dan Tarpley

LUBBOCK--The Reader's Digest Foundation renewed its \$1,000 travel-research grant to Texas Tech University's Mass Communications Department for 1978-79.

Department Chairperson Billy I. Ross announced receipt of the grant which goes to a select group of accredited schools of mass communications. "It is the type of award without strings attached in order to make it work for the department as a whole," he said.

Texas Tech has used the funds for faculty and student travel, research, class laboratory projects, and books and subscriptions for the department's reading room. Part of the current grant was used for awards to students for excellence and outstanding achievement.

Notice to Dr. Ross of the grant from the foundation's directors said, "We have received many heart warming reports from the schools of journalism and from the students who have benefited from this fund. We are grateful for the guidance and encouragement you give to your students."

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LUBBOCK--As much as 10 to 20 percent of the original investment in a house, on the average, is reinvested in landscaping the lawn. With a \$60,000 house (the national average cost of homes today) this means a \$6,000 to \$7,000 investment off the top.

Homeowners wanting to protect this investment spend hundreds of millions of dollars annually in watering costs, according to Dr. R. C. Smith of the plant and soil sciences faculty at Texas Tech University.

Smith, just beginning research on the economic impact of landscape irrigation, has collected some staggering initial figures.

For the month of July 1978 more than two billion gallons of water were used in Lubbock. Previous studies had indicated that at least half, or about one billion gallons, went for landscape watering.

At a low average of about \$.40 per 1,000 gallons usage that would mean about a \$400,000 cost for landscape watering in the month of July alone, Smith said.

July is the month of greatest water usage, he explained, but in determining conservation methods and least water requirements

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watering/add one

during drought the worst month is the one upon which the study must be based.

The extremely large water usage for aesthetic purposes is the basis for Smith's research.

"Most people aren't aware of the amounts of water and money expended for landscape watering," Smith said. "We're going to try to bring our results to the public's attention and publicize possible methods of conservation and more efficient use of water."

Smith will be specifically comparing automatic irrigation systems with manual watering.

"It has been proved that automatic water sprinklers use water more effectively and efficiently than watering manually--and the automatic systems are more economical."

He has received funding from the Texas Turf Irrigation Association to disseminate this information to the public and to determine the best watering schedules for the most common turf types in Texas.

"One of the most common problems with people watering their lawns is that they tend to water too often and too much."

Once specific economics of landscape watering are determined, Smith plans to study minimum water survivability of lawn grasses and effects of fertilizer on turf watering requirements. He said it appears that fertilization actually causes lawns to require less watering.

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CONTACT: B. Zeeck

LUBBOCK--Dr. Klaus Oehler, a Fulbright scholar at Texas Tech University during the 1978 fall semester, hopes to publish (Purse) within a year a heretofore overlooked C. S. Peirce manuscript which will have an "enormous impact" on studies of ancient Greek philosophy.

Oehler, professor at Hamburg University, taught at Texas Tech but also spent his research time in the university's Institute for Studies in Pragmaticism, devoted to studies of the American philosopher, Charles Sanders Peirce. The institute has copied and indexed Peirce papers held in the Houghton Library at Harvard University and has, in addition, a broad collection of other materials related to Peirce.

Peirce is considered by scholars America's foremost philosopher and one of the most original thinkers in the history of the United States. When he died in 1914, much of his vast writings still were in manuscript and, consequently, scholars now are working to get them published with commentaries.

In addition to philosophy, Peirce's thought is highly regarded in the fields of chemistry, physics, astronomy, mathematics, mathematical economics, geodesy, metrology, semiotics (the study of signs), and several of the life and social sciences.

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Oehler, a member of the Academy of Athens, is one of the world's distinguished scholars of ancient Greek philosophy and is particularly noted for his writings on Plato and Aristotle.

What he found in the archives at Texas Tech was a manuscript discussing Plato and written by Peirce in 1902.

"Peirce's approach to the history of philosophy and his treatment of ancient Greek philosophy is an example of his original approach to history," Oehler explained.

"The addition of this unpublished manuscript will have an enormous impact on our research in ancient Greek philosophy and our understanding of its role in the history of ideas."

While Oehler expects to publish his monograph with his comments within the coming year, his primary purpose in studying at Texas Tech was to prepare a more extensive book on the influence of the ancient Greek philosophers on Peirce and Peirce's treatment of the ancient Greek philosophies.

Oehler is professor of philosophy and chairman of the Department of Philosophy at Hamburg University in West Germany. He is a member of the Institute for Studies in Pragmaticism at Texas Tech, vice president of the German Society for Semiotics, former visiting member of the Institute for Advanced Study at Princeton University and a member of numerous European academic and scientific societies. His scholarly works are published in both German and English.

In addition to ancient Greek philosophy, he has special interests in epistemology, ontology, theory of language and semiotics and 19th century German philosophy.

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LUBBOCK--Dr. Bernard Authier, director of France's Pericles project to capture solar energy, was visiting this week (Dec. 6) with leaders of the Crosbyton, Tex., Solar Energy Project.

With Authier was Dominique Pouliquen, engineer in charge of the thermal studies associated with the French project located in Marseilles. Thermal tests will begin in about three months on the European design verification system.

The Marseilles project and the Crosbyton project are the only two in the world using spherical mirror concepts, in Crosbyton referred to as a gridiron system and in France as a Fixed Mirror Distributive Focus system.

Dr. John D. Reichert, Crosbyton project director, and Dr. Herbert J. Carper Jr., project manager, earlier this year went to France to see the Marseilles project and to visit with Authier and others involved in solar energy research. This is Authier's first visit to Texas Tech University.

Reichert and Carper are both on the Texas Tech engineering faculty, Reichert in electrical engineering and Carper in mechanical engineering. The university is working now with a \$2.5 million U.S. Department of Energy contract for additional study and the construction of an Analog Design Verification System (ADVS) for

-more-

authier/add one

the Crosbyton project.

Groundbreaking for the ADVS is scheduled for 11 a.m., Thursday, Dec. 14, at the Crosbyton site. The public is invited to the ceremonies.

Authier and Pouliquen visited with project team members at E-Systems in Dallas before coming to Texas Tech. E-Systems is the primary subcontractor on the Texas Tech project in Crosbyton. The two visitors also will tour Department of Energy Sandia laboratories near Albuquerque before returning to France.

There are major differences between the Marseilles and the Crosbyton projects although the concepts are similar. The French are working with a dish that measures 30 feet in diameter. The working system, designed for the arid or semi-arid tropics, will have only one dish about 100 feet in diameter.

In Crosbyton researchers are proposing ten 200-foot diameter dishes or mirrored surfaces off which the sun's rays will be reflected. Even the 65-foot solar gridiron designed for the ADVS will be the largest single solar collector ever constructed.

In France the system uses oil for the working fluid instead of water as will be used in the Crosbyton system. While the water will be converted to steam and heated to 1,000 degrees Fahrenheit, in the full-scale system, to produce 5 megawatts of electricity at Crosbyton, the French system heats oil to about 400 degrees less to provide 50 kilowatts of power for use primarily in refrigeration and for irrigation.

"Our system," Authier said, "is simpler, but it is also less efficient than the Crosbyton system. We intend to export our

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authier/add two

system to, for instance, a northeast agricultural area in Brazil or perhaps to French islands in the South Pacific where it would be a useful energy source."

Authier emphasized that France itself is too far north to apply this solar energy concept.

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CONTACT: Becky Patterson

LUBBOCK--Pianist Matalie Wham, doctoral student and part-time instructor at Texas Tech University, will present a free graduate recital on Tuesday (Dec. 12) at 8:15 p.m. in the Recital Hall of the Music Building at Texas Tech.

Wham comes to Lubbock from Tucson, Ariz., where she taught piano at Pima College. She was also an instructor at the University of Albuquerque, where she received her Bachelor of Fine Arts Degree, and at the University of New Mexico, where she received the Master of Music Degree in piano.

Wham will be accompanied in a Brahms selection by Susan Schoenfeld on viola. Schoenfeld is an assistant professor of music at Texas Tech. This performance will reunite the two artists, who performed together in Albuquerque.

Schoenfeld joined the Texas Tech faculty after two years with public schools in Albuquerque. She received her musical training at Mannes College of Music and the Juilliard School of Music and taught at the National Conservatory of Bolivia, where she was also principal violinist with the Bolivia National Symphony.

The program will include selections by Chopin, Beethoven, Bartok and Brahms.

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CONTACT: Becky Patterson

LUBBOCK--Pianist Susan B. Carter, doctoral student in piano at Texas Tech University, will present a free graduate recital on Sunday (Dec. 17) at 8:15 p.m. in the Recital Hall of the Music Building at Texas Tech.

Carter began her piano studies in Amarillo with Mildred Busch. She received the Bachelor of Music Degree from Texas Tech where she studied under Georgette Gettel. She earned the Master of Music Degree from Arizona State University and now teaches privately in Lubbock and is a part-time instructor at Texas Tech.

Matalie Wham, also a part-time instructor at Texas Tech and a doctoral student, will accompany Carter in a Schumann concerto.

The program will include selections by Debussy, Beethoven and Schumann.

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ATTN: Agriculture Editors

LUBBOCK--While government and industry report seed potatoes may be in shorter than normal supply next year, planters are likely to lost money if they scrimp on seed sizes, according to Texas Tech University Prof. John D. Downes. Most also should increase seeding rates.

In a five-year study Downes found that best yields come from seed pieces weighing between two and two-and-a-half ounces planted at more than the average 15 hundredweight (cwt) per acre.

Dr. Downes is a member of the plant and soil sciences faculty and specializes in vegetable production.

"The larger seed pieces produce more tubers and greater weight yields per plant than do plants from smaller seed pieces," Downes said.

"The larger seed pieces produce better stands, more stems and top growth per plant, and the plants are more likely to survive unfavorable field and weather conditions.

"They even recover more rapidly and fully from hail, sandstorms and other types of top injury."

Downes compared crops harvested from a broad range of seed piece sizes. The research was conducted in the areas of Lubbock,

-more-

downes/add one

Hereford and Munday. Downes directed the project and was assisted by research associates Franklin Baggerman at Hereford and Joe Tidwell at Munday. Graduate student David Thomas also worked on the project.

"Yield increases ranged from 9.22 to 56.6 cwt per acre for each ounce of increase in the size of the seed pieces," Downes reported, "with an average increase of 33.4 cwt per acre."

Another way to increase per acre yields, reducing unit cost, is to increase seeding rates, Downes said.

"It is important to plant more than the average 15 cwt per acre. Up to 20 cwt per acre is safe and more under some conditions may be profitable."

Each grower must learn how far he can go with his particular soil, water and other conditions, but Downes advised growers to take care, when experimenting, to avoid confounding results by changing seed rates and other factors during one growing season.

In addition to yields per acre, the research team translated the results to producer profits. Besides seed cost, the producer has to consider the cost of irrigation, cultivation, harvesting, packing and shipping.

No producer, he said, can make a profit when potatoes sell for \$4 cwt, but with good yields the producer can usually break even at \$5 and show a small profit at \$6.

In reaching for higher profits, Downes encouraged producers to plant more per acre of the larger seed sizes, thereby increasing their yields and per acre returns.

He explained that Texas growers try to harvest during a four-

-more-

downes/add two

or five-week period when they, with a few others, can command the market.

"When the Texas harvest comes at just the right time, the market price can be high enough to make a good profit for the grower."

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LUBBOCK--In a sport in which so much depends upon the whim of a 2,000 pound bull, a shaggy bronc trained and pained to ornery, or a frightened calf, it follows that rodeo performers will call on something called luck in their struggle against beasts and competitors.

A Texas Tech University sociologist, graduate student Kary S. Reid, has made a somewhat scientific survey of rodeo cowhands in the Southwest to learn what some of them do to bolster their nerve and spirits just before they mount one of the critters.

"Because the next few seconds, to say the least, will be 'stressful,'" Reid said, and that is the basis for much of his paper on "Rodeo Rituals: A Look at the Superstitions of the Rodeo."

To really get into the spirit of his subject, the non-rodeo performer who grew up inside the city limits of Lubbock, "did ride one bull in a rodeo last spring and I don't remember a thing from the time I left the chute until I found myself on my hands and knees on the ground with a deep concern about the whereabouts and intentions of the bull.

"My friends tell me I rode pretty well and that I stayed on for about six seconds, two seconds short of the required time

-more-

rodeo rituals/add one

to make it an official ride."

Reid also joined the Texas Tech Rodeo Association to get better acquainted with competitors and to interview them and other performers.

He describes rituals as ceremonies conducted by participants in hopes of assuring themselves or preventing their competitors from achieving winning performances. Superstitions are actions taken which might result in good or bad luck.

A common ritual is the wearing of the same shirt while on a winning streak. Many times the ritual is extended to include all articles of clothing, including pants, socks, and underwear, even without washing to avoid "losing luck contained in them." This same ritual has been adopted in several other sports by participants, including coaches.

Ropers, more than other rodeo contestants, "hex" their competitors by drawing a circle in the dirt, writing his initials in the circle, then stabbing the letters with a knife.

Other personal rituals include spitting and tapping the left shoulder three times and kissing one's horse behind the left ear. Then there are bareback bronc riders who secure their hands in the "rigging," glance at their St. Christopher medal, and nod for the chute gate to be opened.

In the area of superstitions: don't wear yellow into the arena, don't eat peanuts in the arena, don't place your hat on the bed. A set of superstitions center around crutches, Reid says. They include: don't borrow crutches from anyone; don't use crutches in a joking manner. Crutches misused should

rodeo rituals/add two

be burned as soon as possible after the owner is through with them or "he surely will meet with disaster."

A borrowed knife should be returned in the same way it was borrowed. If one is handed the knife with the blade open and towards the borrower, it should be returned in the same manner. If one is unlucky enough to pass an ambulance on his way to the rodeo grounds, he may as well return to his hotel room or leave for the next rodeo because doom is surely only a ride away, according to an accepted superstition.

Reid concluded that, "In a culture which is filled with chance, luck, skill, courage, fear, pain and frustration, the rodeo participant needs something to which he can cling. There is need for something which can be blamed for the loss of money, the bad ride, or the broken arm. The competitor also needs something with which to combat pressure that results from the bombardment of factors which influence the amount of stress placed upon him at each performance.

"There is a need for something which will give him peace of mind. His dependence upon the superstitions of the rodeo aids in achieving this peace of mind. It gives him the excuses he needs to have the will to continue."

An interesting observation, Reid said, is that most respondents admitted they depended upon rituals and superstition to bolster self-confidence, even though they did not necessarily believe they could actually have an effect on their performance.

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CONTACT: Gail Molsbee

LUBBOCK--Sociology Prof. Walter J. Cartwright of Texas Tech will discuss the status of the degree program in gerontology at the university Tuesday (Dec. 12).

Dr. Cartwright will compare Texas Tech's program with those of other universities in the region at the gerontology colloquium. It will be in the Continuing Education Conference Room, Building X-15, from 12 noon-1:30 p.m. The building is across the street from the Municipal Auditorium parking lot on the north side of the campus.

Cartwright's interest in social gerontology began with a federally funded study of aged Mexican-Americans in Lubbock. He made the report on research to a gerontological society workshop in Washington, D.C.

The speaker received the Ph.D. Degree from The University of Texas at Austin in 1964 and has been on the Texas Tech sociology faculty since 1962. He was chairperson of the Department of Sociology and Anthropology from 1968-74 and has been a full professor since 1969.

Persons interested in aging studies and with an intellectual curiosity on the subject are invited to the colloquium.

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CONTACT: Paula Lowe

LUBBOCK--A married couple trying to decide what to give each other for Christmas might want to consider a present which would greatly improve their marriage while costing either partner absolutely nothing. Persons who find this bargain appealing are invited to obtain additional information on a marital communications skills training program from Texas Tech University's College of Home Economics, Home and Family Life Department.

A program of this caliber has never been offered in the West Texas area, according to Dr. Gregory W. Brock, assistant professor of home and family life.

He and Dr. Harvey Joanning, Texas Tech Counseling Center psychologist and assistant professor of home and family life, have combined efforts for the past year to develop a marital communications skills training program modeled after what they consider to be the two best in the nation.

Brock was trained in one of the programs and Joanning in the other. Both are clinical members and approved supervisors in the American Association for Marriage and Family Therapy.

These programs were developed at major universities by experts in their fields, Brock said, and have been proven in the "real world" as well as in the laboratory. They concretely

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marital communication/add one

enhance marital satisfaction by improving communications skills of both partners. Brock indicated that, aside from helping partners to feel better about themselves as a couple, the training also helps them to understand better themselves as individuals.

This past semester 20 Lubbock professionals in marriage and family life have been trained by Brock and Joanning to be communications skills instructors. The programs' originators were brought to Lubbock to ensure that these instructors are highly competent. Usually, instructors do not undergo such intensive training, Brock indicated. However, because of this experience the instructors have reached an unusual level of expertise.

Three couples will meet with a training team one evening per week, and communications skills will be taught in an educational setting. In addition, couples will have opportunity to use these skills while working on specific issues in their relationship.

The program is designed not only for those who are dissatisfied and want to make major changes in their relationships, but also for those who are satisfied but desire to enrich their marriage, Brock explained.

Interested couples should call Brock at 742-3000 or Joanning at 742-2674 to register for an orientation session in early January.

The project, funded by the Institute for Family Resources in the College of Home Economics, is a joint effort of the Department of Home and Family Life and the University Counseling Center.