


News focus

Today

By The Associated Press

Proposes weed ad ban

WASHINGTON—The Federal Communications Commission proposed Wednesday a complete ban on radio and television advertising of cigarettes, if Congress lets it have authority in that field.

The 1965 law requiring a health warning in cigarette labeling also prohibits the FCC from imposing changes on cigarette advertising; that law is due to expire June 30.

FCC Chairman Rosel H. Hyde told a news conference the new proposal amounts to giving notice to Congress of the FCC's intentions should the law be allowed to lapse.

But Hyde said the commission is keeping open the possibility of a milder rule which might permit the advertising of cigarettes which would meet Public Health Service standards for low tar and nicotine content.

The FCC issued its proposal on a 6-1 vote with Commissioner James J. Wadsworth dissenting.

Positions still unyielding

PARIS—Four delegations gather Thursday for the third full-scale session of the Vietnam peace talks, their positions appearing in some respects even harder than at the outset of negotiations three weeks ago.

The United States and South Vietnam still insist that military de-escalation on both sides must be a first step toward peace.

The Viet Cong's National Liberation Front and North Vietnam insist that the five-point NLF program must be accepted before any concrete problems can be negotiated. The program includes a call for a prompt withdrawal of U.S. troops.

This NLF stand was repeated Wednesday by the front's chief negotiator, Tran Huu Kiem. He rejected any idea of a gradual, phased withdrawal of American troops. The U.S. troops, he said, must be withdrawn from South Vietnam as quickly as they were brought there.

While this position was not particularly new or startling, its presentation in this form underscored the hardening process.

Congressional pay hiked

WASHINGTON—Congress accepted a 41 per cent pay raise for itself today and authorized even larger increases for Cabinet members and other top government executives despite warnings of inflation.

The House Rules Committee tabled by a 12-3 vote a resolution that would have given House members a chance to vote on the increases. The Senate voted 47 to 34 Tuesday to defeat a similar resolution.

As a result, on Feb. 14, members of Congress will find their yearly pay increased from \$30,000 to \$42,500, while Cabinet members and Supreme Court justices go up to \$60,000. The justices now receive \$39,500 a year, and Cabinet members \$35,000.

Agree to Mideast talks

WASHINGTON—The United States agreed Wednesday to a French proposal for four-power talks on the Middle East situation, but suggested that the way be paved first by preliminary discussions.

The U.S. reply was handed to French Ambassador Charles Lucet by Secretary of State William P. Rogers shortly after noon.

It said the United States "is prepared in principle to consider favorably a meeting of representatives of France, the U.S.S.R., the United Kingdom and the United States within the framework of the U.N. Security Council" to discuss ways of settling the Arab-Israeli dispute.

Robert J. McCloskey, State Department press officer, said the note suggested preliminary discussions on a bilateral basis to work out a formula for "a fruitful and constructive" four-power meeting.

Requests nuclear treaty

WASHINGTON—President Nixon, emphasizing a policy of "negotiation rather than confrontation" with the Soviet Union, called Wednesday for prompt Senate ratification of the nuclear nonproliferation treaty.

Senate Republican Leader Everett M. Dirksen, emerging from a lengthy conference between Nixon and GOP congressional leaders, said he will lead the move and anticipates no trouble getting the treaty through.

Sen. J. W. Fulbright, D-Ark., chairman of the Senate Foreign Relations Committee, also predicted approval, despite continuing opposition from some senators. Fulbright said his committee will hold two or three days of hearings, starting Feb. 18, and he said the document should reach the Senate floor by the end of this month.

Dubcek bests pro-Soviets

PRAGUE—Alexander Dubcek indicated Wednesday Czechoslovakia's reform leadership has bested orthodox, pro-Soviet Communist forces in a power struggle that centered lately around the fire suicide of Jan Palach.

The liberal Communist party chief, addressing 1,500 high army officers and political workers, announced the Prague regime in recent days overcame "perhaps the most serious crisis" since the Soviet-led military invasion last August.

Dubcek thanked Czechoslovakia's army for "its resolute stand in the complicated situation." Though he spoke in veiled terms, this seemed to suggest the army's high brass had rejected overtures from his conservative opponents.

In a speech broadcast by Radio Prague, Dubcek said the Communist principle of a unified party line must be preserved.

BA school gets new quarters but lacks dean

 By GORDON ZEIGLER
Copy Editor

As Tech's School of Business Administration prepares to move into its new building—a move delayed almost six months due to construction hangups—it faces the pressing problem of securing a new dean.

The school has been without a permanent dean since the resignation of Dr. George C. Heather, then head of the school, in May, 1968.

A dean selection committee has met 12 to 15 times since last summer, but screening of candidates continues and as of yet none of the candidates has been invited to the Tech campus for interviews, although the committee plans to secure a man by next fall.

The selection committee has compiled a list of prospective candidates, the majority of which are exclusively of academic background. Only six of the names were from the business field and listed as academically qualified as well as successful in business.

AS THE SEARCH for a new dean continues, some department heads in the BA school have voiced the opinion that the absence of a permanent dean might possibly be showing its effects in the area of faculty recruiting. They cite the opinion that prospective candidates are interested in knowing who their dean will be and what the general image and policy of the school will be in years to come.

The dean selection committee met Tuesday for further screening of names, according to Dr. Lorrin G. Kenamer Jr., chairman. Among a list of 69 prospects, he said that 32 had said they didn't feel they could move, 19 had some interest and 18 were newly added names.

Kenamer said the first list of names was submitted to Dr. S. M. Kennedy, vice president for academic affairs, before Christmas and were all from the academic field. He said by the end of this month the committee hopes to add to the list, especially from the business world. Only six of the prospects still under consideration are from the business field, according to Kenamer.

IN THE ACADEMIC category Kenamer said the candidates include men from state universities in the Midwest, Southeast and Southwest. Some are deans of other schools and others are faculty members. Those in the business field are men from large corporations or industry.

Kenamer said the committee's job is screening of candidates and recommending them to Kennedy, who later will invite them to the campus for interviews.

Kenamer said Tech is one of approximately 30 schools across the nation which are without a dean in their BA schools and are now looking for one.

"We definitely want a person here to begin the fall semester, said Kennedy. "We are looking for someone

fully conversant with the academic community and well grounded in the corporate field as well. This is a professional school and the liaison between the two is very important.

"We continue to get good names, are not closing the file to any new names and are screening rather selectively.

"We propose to begin interviews as soon as possible, bringing prospects on campus," he said.

Dr. Reginald Rushing, interim dean, said, "I presume the committee is doing all it can."

"THEY ARE TAKING their time and getting the best person they can find. They aren't taking the first people they find and are being very careful about their selection."

Dr. Vincent P. Luchsinger, chairman of the department of management, said the absence of a permanent dean has had some effect in his recent recruiting efforts.

He said he had talked with three prospects within the past two weeks who told him they wanted to "wait and see what the new head would be like who would determine the chief tone of the organization." He said one wanted to "talk next year after you get a new dean." Luchsinger said he felt the men were well qualified and wanted to keep them interested.

Dr. John Allen Ryan, chairman of the department of marketing, said, "I have been recruiting faculty and some of them I have talked with have indicated concern with the fact we do not have a permanent dean."

Dr. Robert L. Rouse, chairman of the department of economics and finance, said the absence of a permanent dean, "Always gives some uncertainty. Prospective faculty always ask what is the status of the dean."

Rushing expressed the opinion, however, that the absence of a permanent dean, is not the only factor involved in faculty recruiting.

"Faculty coming to Tech want to know who their colleagues will be and the chairman of their department," he said. "They will be the ones who new faculty primarily will be working with. Policies are set more by the department. Policy is a result of the environment in which the school finds itself to be."

Members of the selection committee are Kenamer, Dr. Oswald Bowlin, professor of finance, Dr. Lawrence Graves, interim dean of the graduate school, Dr. Thomas K. Kim, professor of economics, Dr. Donald Longworth, professor of home economics, Dr. Billy Ross, professor of marketing and Dr. Willard Williams, chairman of the department of agriculture economics.

Business administration is not the only school at Tech that is without a permanent dean. The graduate school has been without a permanent dean since Dean Fred Rigby became associate vice president for academic affairs April, 1968. Dr. Lawrence L. Graves is now serving as interim dean.



BUILDING GETS NEW NAME—Carol Baker, Dallas freshman majoring in secondary education, seems somewhat perplexed by the name on what the map calls the Business Administration Building. The letters were changed Monday to identify the building as the English Building. The aluminum letters were placed near the west

entrance of the structure when the School of Business Administration relocated this semester. The English department had been sharing the facilities with the BA school for several years with many of the English instructors using X-numbered buildings as offices. (Staff photo by John Palm).

In case offensive coming

Military leave canceled

SAIGON (AP)—South Vietnam's command announced Wednesday all military leaves will be canceled Monday, a week before Tet as a precaution

End seen to postmaster patronage

WASHINGTON (AP)—President Nixon announced Wednesday that politics will no longer be involved in the appointment of postmasters, and they will be picked only on the "best qualified candidate" basis.

Nixon, telling newsmen of the plan, described as historic this departure from the patronage system that has been a major criterion since this nation's early years.

But Democrats asked about the announcement were generally skeptical that politics would be eliminated, although they went along with the idea.

Nixon introduced Postmaster General Winton M. Blount who said when future vacancies occur for both postmasterships and rural carrier jobs "the best qualified candidate will be appointed, regardless of his or her politics—indeed without anyone even asking the candidate's party affiliation."

in case the enemy launches a major offensive.

When the enemy's Tet offensive burst across South Vietnam last year, about half of the South Vietnamese military forces were on leave for the traditional holiday. This time when the lunar new year rolls around all government forces will be on duty at their stations if the North Vietnamese and Viet Cong strike again.

Recent enemy troop movements north of Saigon, in the central highlands and in the far north indicate that something may be brewing, but U.S. officers have expressed confidence they can deal with any new drive.

The Viet Cong has called a lunar new year cease-fire Feb. 15-22. But the allied command is aware that the enemy also called a truce last year,

For one night

Girls allowed out late

Tech women will be allowed 2 a.m. dorm hours Friday, Feb. 14, when the Association of Women Students sponsors Penny-a-Minute Night.

AWS approved the date Wednesday and representatives were told to begin arrangements immediately with dorm counselors.

Germans leave jobs in Europe to study here

Tech's advertising department registered its second group of Duisberg Scholars, German students who are in the United States on a work-study program, said Dr. Billy I. Ross, professor of Business Administration Wednesday.

The three students, Karl Strohmeler, 28, of Saarbruecken, Wolfgang A. Hunold, 24, of Essen, and Bernhard M. Haeder, 29, of Baden-Baden, left positions in German industry to come to the United States to study.

Ross said the Duisberg Foundation is a non-profit organization sponsored by the German government, trade unions, industry, and private contributors for the purpose of sending Germans abroad for practical training and study.

The students will study for a year, work for a year and a half, then return to Germany.

The advertising department at Tech is the only one in the country that participates in the Duisberg program, Ross said. The three students enrolled in the program last year are currently working in marketing positions in Chicago, Dallas and Houston.

then launched its biggest offensive of the war.

President Nguyen Van Thieu is expected to announce a short Tet truce, and a U.S. spokesman said, "We'll probably go along."

The difficulties the enemy may be having in trying to muster any drive on Saigon were underscored with the announcement that a second big base had been turned up along invasion trails northwest of Saigon.

Units of the U.S. 25th Division uncovered a base camp 45 miles northwest of Saigon that had been wrecked by strikes of B52 Stratofortresses. They reported the camp had 700 yards of fortified bunkers capable of handling perhaps 3,000 troops.

Last week the U.S. 1st Air Cavalry Division found an even larger underground base covering four square miles 10 miles farther north.

Representatives will set up tables at the doors of each of the women's dorms and will collect the money as the women enter the dorm. Women will be charged a penny for each moment past the regular 1 a.m. curfew, and no change will be given.

AWS representatives were also told Wednesday that the revised AWS Constitution will be presented to general council during the regular meeting March 5.

A hearing will be held Feb. 12 to review the split between Women's Residence Council and AWS. Each dorm will hold voting meetings Feb. 19 to instruct WRC delegates how to vote on the split Feb. 26 in WRC meeting.

Judy Watkins, Mu Phi Epsilon representative, distributed petitions favoring a college name-change to Texas State University. AWS approved a resolution favoring TSU during its Dec. 18 meeting.

AWS nominated Elizabeth Cavins, Gates Hall, for the Miss Mademoiselle contest and elected Debbie Campbell, IAWS representative, and Betsey Bond, Wall Hall, to attend a women's symposium at Southern Methodist University Feb. 20-21.

IDs available

Students needing new identification cards this semester may pick them up in the cashier's office in the Administration Building Friday from 10 a.m. to 5:15 p.m. and 8:45 a.m. to 12:15 p.m. Saturday.

Fee receipts will be necessary and every student must pick up his own ID.



NEWCOMERS—Duisberg Society scholars who enrolled in advertising this semester at Tech are, (l. to r.) Karl Strohmeler, responsible for export advertising for Gutbrod in Bubingen, Germany, and Macon, France; Wolfgang A. Hunold, Baden-Baden, of the advertising department of

Unilever, German branch of Lever Bros.; their counselor at Tech, Marketing Prof. Billy I. Ross, and Bernhard M. Haeder of Essen, media manager for the Coca Cola Corp. in Germany.

Editorials

Name-change action spreads

The name-change issue is spreading in many directions. Student Association President Mike Riddle is appearing in dorms to make progress reports. The Student Senate restated Tuesday its support of "Texas State University" and pledged to fight "Texas Tech University."

The new Business Administration Building, whose lighted windows have formed on the dark building a TT, a TTU and a TSU in recent weeks, Wednesday night was dark again. The University Daily has asked some department chairmen for name-change statements relative to their specialties similar to "Confucius and Texas Tech University," by Dr. Ivan Little, chairman of the philosophy de-

Union discussions

Members of the student body, faculty and administration discussed education at Tech last weekend at a retreat in Amarillo. One of the points discussed was the improvement of faculty-student communication by discussions conducted in the Tech Union rather than across a desk in the instructor's office.

It might seem an insignificant matter to instructors, but it is much easier for students to communicate in an atmosphere like that of the Union.

An instructor walking into the snack bar, looking around for friendly faces, might feel awkward. However, an instructor who invites a class to come with him for coffee at the end of a class period will almost certainly find students to accompany him.

Students will appreciate an instructor who takes the interest to communicate away from the classroom atmosphere. The best time to initiate such a practice is now while classes are getting organized and the normal instructor-student relationship has not yet crystallized.

partment, that appeared in the Jan. 30 issue of The University Daily.

The music department responded with a musical adaptation of "Ode to TTU." The music is printed on this page. The University Daily welcomes any contribution to the name-change question from other departments.

At the moment, the letter-writing campaign is the first priority. A list of state senators appeared in Wednesday's University Daily. A list of representatives will appear as soon as space permits.

A memo this week from Rep. R. B. McAlister of Lubbock says "the mail has been pouring in to us representing District 76, mostly concerning opposition to school consolidation, and various opinions on the Texas Tech name-change."

It is important that the letters continue to pour in, and they should be pouring in to representatives and senators of all districts.

Letters

Talk about 'real' Smith

Unlike another recent campaign, there hasn't been much talk about the "old" Preston Smith, but this comment by Rowland Evans and Robert Novak from the *Avalanche Journal* of Jan. 6 points up some interesting things about the "real" Preston Smith.

It reads in part: "Returning to Austin from the West Coast by way of Las Vegas, Lt. Gov.-elect Ben Barnes asked Robert Goulet and his wife, Carol Lawrence, to sing at the 1969 Governor's

inaugural dinner here (Austin) and was elected when they graciously accepted.

"Gov.-elect Preston Smith, when told by Barnes, was something less than elated. Smith confessed he had never heard of Goulet and wondered whether anybody with a funny name like that ought to sing at a Texas inaugural.

"When Barnes informed him Goulet had starred in the original cast of 'Camelot,' Smith replied he never heard of 'Camelot' either. Besides, the new Governor added, he wanted country music singers at his inauguration. Miffed, Barnes had to withdraw the invitation."

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S. alla tongue en cheek

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2) DOWN WITH ARTS AND CYBER NETICS - CONCENTRATE ON - ATHA LE TICS
3) IF - THE PATH GROW - HARSH AND THORNY - NEVER BLAME THAT NAME SO CORNY -

Rit. a TEMPO

ON TO WORLDS OF - GREATER LOGIC WITH OUR COURSES TECHNO LO - GIC -
WHAT CARE WE - FOR - P. H. D'S. OUR - GRADS COME OUT WITH - DOUBLE TEES - MICKEY -
STUDENTS HAIL THE - SACRED COW - A - DORE THAT NICK NAME, HOLY - NOW

MICKEY -
MOUSE! MICKEY MOUSE! MICKEY - MOUSE, CORNY, CORNY MICKEY MOUSE! DOWN WITH NAMES LIKE

(after repeat) D. C. of S. [CODETTA]

TEXAS STATE. TECH'S THE NAME THAT'S MADE US GREAT! FIGHTMATA DORS - FOR "TECH"!

after repeat D. C. of S.

* TEXT FROM "THE ODE TO T. T. U."
Dedicated to DEAN BRADFORD AND THE BOARD OF DIRECTORS

THE UNIVERSITY DAILY

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TTU ARRANGEMENT—This musical arrangement of a poem that appeared in the second issue of *The Name Change News* is the music department's contribution in the anti-TTU campaign.

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Intramural cage competition tightens

Intramural basketball continues to tighten up as the teams move into their last three weeks of play.

A battle of undefeated teams took place Monday night as Phi Epsilon Kappa "A" sped past Chi Rho 85-43 to take over sole possession of first place in the Club 1 Basketball League. The loss dropped Chi Rho into a three-way tie with Army ROTC and Delta Phi Epsilon "A", for second place.

AIR FORCE ROTC and S.O.U.L. currently hold a two game lead in Club 2 with a match up between these two clubs coming on Feb. 13 which will probably decide the eventual champion.

Residence Hall 1 also has two undefeated teams tied for the top spot with Weymouth Hall "B" and Gordon Hall "B" sporting identical 4-0 records. Residence Hall 2 finds Gordon Hall "A" alone at the top of the heap with a full game lead over Weymouth Hall "A" and Gaston Hall "A".

PHI DELTA "A" of the Fraternity 1 League is fighting off a determined bid by Delta Tau Delta "A" but holds a half game lead going into play this week.

Phi Kappa Psi "A" is also clinging to a half-game lead in Fraternity 2 with Phi Gamma

Delta "A" and Sigma Alpha Epsilon "A" fighting it out for the no. 2 spot. The Phi Psi's take on SAE this Sunday in an important game for both clubs. Fraternity 3 League also finds it crowded at the top with Sigma Nu "B" and Sigma Alpha Epsilon "B" holding a game lead over Phi Delta Theta "C".

PHI DELTA "D" has little breathing room at the top of Fraternity 4 with only a half-game lead over Sigma Alpha Epsilon "D". These two clubs meet Feb. 20 in a game that may decide the eventual champ.

Moonrakers "A" find the going rough in Independent 1 as they lead the Satraps, Vampires and Scrubs by one half game. The Satraps met the Scrubs last night in a game that will help relieve the congestion at the top of the league.

Independent 2 has the Blues "A" team all alone at the top sporting a full game lead over Phi Delta Theta "F", Moonrakers "B", and the All Stars. The Phi Deltas and All Stars tangle Thursday night in a game that could eliminate either team from contention.

The Texans of the Open League currently hold a one game lead over second place Gordon Hall "D" but all that could change when the two clubs meet this Thursday night.

Intramural Standings

CLUB NO. 1	W	L	FRATERNITY NO. 1	W	L
Phi EK	4	0	Phi Deltas A	4	0
Chi Rho	3	1	Delts A	3	0
Army ROTC	3	1	Pikes A	2	1
DPE	3	1	Kappa Alpha A	2	2
ASAE	2	2	Sigma Chi A	2	2
KKP	1	3	Fijis B	1	3
AKP	0	4	ATO B	0	3
Delta Sigma Pi	0	4	Beta Pi A	0	3

CLUB NO. 2	W	L	FRATERNITY NO. 2	W	L
S.O.U.L.	4	0	Phi Psi A	3	0
S.O.U.L.	4	0	SAE A	3	1
AF ROTC	4	0	Fijis A	3	1
Carpenter Hall D	2	2	Sigma Nu A	2	1
APO	2	2	Kappa Sigma A	2	1
Phi EK	1	3	Phi Deltas B	1	2
Tau Beta Pi	1	3	Delts B	0	3
BSU	2	2	ATO A	0	3
DPE	0	4			

RESIDENCE HALL NO. 1	W	L	FRATERNITY NO. 3	W	L
Gordon Hall B	4	0	Sigma Nu B	4	0
Weymouth Hall B	4	0	SAE B	4	0
Coleman Hall A	2	2	Phi Deltas C	3	1
Wells Hall A	2	2	Phi Psi B	2	2
Murdough Hall A	2	2	Pikes B	1	3
Carpenter Hall A	1	3	Kappa Sigma B	1	3
Gaston Hall B	1	3	Sigma Chi B	1	3
Bledsoe Hall A	0	4	Kappa Alpha B	0	4

RESIDENCE HALL NO. 2	W	L	FRATERNITY NO. 4	W	L
Gordon Hall A	4	0	Phi Deltas D	4	0
Gaston Hall A	3	1	SAE C	3	0
Weymouth Hall A	3	1	Pikes C	2	1
Thompson Hall A	2	2	Fijis C	2	2
Sneed Hall A	2	2	ATO C	1	2
Carpenter Hall B	1	3	Kappa Sigma C	0	4
Murdough Hall B	1	3	Sigma Nu C	0	3
Bledsoe Hall B	0	4			

Baseball losing appeal

Commissioner wants 'shot in arm'

MIAMI BEACH, Fla. (AP) — Bowie Kuhn, the poised 42-year-old Wall Street lawyer who is baseball's pro tem commissioner, said Wednesday the time has come for the sport to take a very hard look at itself. "I do not think we are at a critical crossroads," he said in answer to a question at a new conference. "That is too dire and too serious. But we are concerned about criticism and we are going to understand it."

"I am disturbed to see so much criticism about how the game is played. Maybe some things are wrong. Maybe critics have been unfair. Maybe fans do care a great deal about a game being briskly played. I

think good exciting professional play is the most important element."

Asked how he hopes to gain acceptance with the fans, Kuhn said, "It is far more important that Denny McLain and Bob Gibson be household words than Bowie Kuhn. The players and the way the game is played are the most important things. Think of the magic of Babe Ruth years after his death. Those are the most important things to baseball."

KUHN, who came into prominence for his role as the National League lawyer in the court battle over shifting the Braves from Milwaukee to Atlanta, was given a one-year contract for \$100,000 as pro tem com-

missioner.

He and a five-man committee headed by Jerry Hoffberger of the Baltimore Orioles have the job of restructuring the sport. Most observers think Kuhn will remain in office far beyond any one-year term.

As part of the restructuring of baseball, decisions must be made on the position of the American and National League offices and whether to bring the minor leagues under the same roof.

Kuhn, who has worked for the Wall Street firm that handles the National League since he left law school in 1950, sees no great confrontation between baseball and pro football.

"ESSENTIALLY we play at

different times of the year," he said. "If there was no football, baseball would be hurt."

"baseball and football complement each other. They are not essentially competitive although there are competitive aspects."

"A commissioner's prime function is to protect the honesty and integrity of the game and then to look beyond that to special assignments as the fans' ambassador to baseball."

KUHN SAID he was very much in favor of experiments in the playing rules on pinch-hitters and pinch-runners that will be tried in spring training in the majors and during the regular season in some minors.

Villanova takes Olympians to New York track meet

NEW YORK (AP) — Olympic champions Bob Beamon and Willie Davenport along with a strong Villanova University contingent are the featured performers for Friday night's 50th New York K of C track meet at Madison Square Garden.

The Golden Anniversary meet in this, the third of five Garden indoor attractions this season, is expected to exceed last year's crowd of 13,000.

BEAMON, the world's record holder in the long jump, has been hampered by a leg injury after winning two times in his specialty earlier in the season. Challenges will come from Charlie Mays and Norman Tate.

Davenport, from Southern University, holds the world record for the 45-yard high hurdles in 5.3, set two weeks ago in Boston. He will be looking for his 10 straight victory.

Davenport will be challenged by Villanova's Erv Hall, who finished second in the Mexico City Games.

Other Villanova Olympians are favored in their races, too. Larry James will battle for 500 honors while 19-year-

old sophomore Marty Liquori will have his hands full in the 1,000-yard run. Josef Plachy of Czechoslovakia and Olympian Tom Von Ruden will challenge Liquori.

Art DuLong, Holy Cross, is featured in the two-mile while the field events include Ed Carplan in the high jump and Peter Chen.

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ICASALS slates archaeology lecture

Dr. Cyrus H. Gordon, archaeologist who participated in the discovery of Solomon's Mines, will be on the Texas Tech campus Friday (Feb. 7) to lecture on the origins of Western culture in light of recent discoveries.

Dr. Gordon is the Joseph Foster Professor of Near Eastern Studies and chairman of the Department of Mediterranean Studies at Brandeis University. His address at 8 p.m. in Tech Union is being sponsored by the International Center for Arid and Semi-Arid Land Studies as a feature of the Center's Focus on the Arts, a series of special programs dealing with cultural contributions from around the world.

The lecture will be open to the public without charge.

Dr. Gordon has spent more than seven years in the Near East, much of it devoted to archaeological exploration and excavation. He was a member of the expeditions that excavated the Judean city of Tell Beit Mirsim and the Maccabean for-

trous of Beth-Zur, as well as expeditions that explored Edom and Moab.

He helped excavate the prehistoric mound of Tepe Gawra and the Assyrian city of Shibaniba (now Tell Billa) in the vicinity of Mosul, Iraq, and assisted Sir C. Leonard Woolley in unearthing the Royal Tombs



CYRUS H. GORDON

at Ur. He has conducted several of his own explorations in East Mediterranean lands and has led archaeological study groups in the Near East.

Also known for his linguistic achievements, Dr. Gordon attracted international attention when he identified the language of the Minoan Linear tablets from Crete as Semitic, a discovery which helps to explain many of the links between early Greece and the Near East.

As a military cryptanalyst during World War II, he was involved in breaking enemy codes and ciphers, an experience which furthered his interest in solving the lost languages of the ancient Mediterranean.

He wrote the first detailed grammar and dictionary of the Ugaritic language, along with the comprehensive edition and translation of the Ugaritic tablets, culminating in the "Ugaritic Textbook," "Ugaritic and Minoan Crete" and "The Common Background of Greek and Hebrew Civilizations."



ROSE PRINCESS—Sophomore Phyllis Hollers of Lubbock, a home economics major in merchandising, was recently named January Rose Princess by Delta Sigma Pi fraternity.

Grad student gains honor

Charles T. Hallmark, graduate student in soil science, was certified as a "Soil Scientist" by the Soil Science Society of America, Jan. 23.

Dr. A. W. Young, chairman of the agronomy department, said Hallmark is the 15th Tech graduate for the certification since the society began the program in 1961.

Requirements include high academic standing in prescribed courses in soils, math, chemistry and geology.

Hallmark, whose grandparents, Mr. and Mrs. T. A. Echols, reside near Snyder, received his B.S. degree in August 1968 and is currently pursuing a M.S. degree in soil science.

May recommend a major

Counseling Center advises students in problem areas

University Counseling Center is designed to help Tech students in selection of a major and establishment of occupational objectives, in solution of academic problems and in solution of personal problems.

The Center also serves as a "clearance house" referring students to other service centers on campus as well as public or private agencies or practitioners, said Dr. James E. Kuntz, director of University Counseling Center.

This fall the Center began operating in conjunction with dorm counselors, wing advisers and campus ministers to reach all students needing counseling, Kuntz said.

"We encourage all students with problems to come to the center, not just students with severe emotional problems," Kuntz said.

THIS YEAR THE Center offers group counseling as well as individual counseling. Group counseling reveals certain qualities—not apt to occur when two people talk, said Dr. James F. Riegert, counseling psychologist directing group counseling.

Group counseling reveals how well the counselee is ac-

cepted by his peers and the therapist, Riegert said. Through group counseling one discovers that others have similar problems and it provides a chance to learn missing social skills, added Dr. Riegert.

The vocational counseling program is divided into two phases. Phase I helps the student "size up" his needs, strengths, weaknesses, and what he wants out of his life, said Kuntz.

DURING PHASE I, the student with the aid of his coun-

selor evaluates himself by employing whatever interest inventories and or tests that are needed.

"I want to stress that this is not a testing center, but a counseling center," said Kuntz. "If a counselor decides tests are needed, he may give any test that he wishes, but that is not the main purpose of the center," added Kuntz.

In Phase II the students match seemingly suitable occupations and majors with their abilities, aptitudes and temperament (personality).

The Center maintains a read-

ing room containing a collection of occupational information materials for comparison during this phase.

The Center's role is to help the student find a means of systematic approach to his problems, said Kuntz.

ACADEMIC COUNSELING helps the student having trouble "getting the job done" in the classroom solve his problems of learning, motivation and study and reading efficiency.

The Counseling Center offers non-credit classes in reading improvement and development of study habits for and initial registration fee of \$25. Regular attendance of these classes entitles the student to take the course again without charge.

Counseling for pre-college students includes vocational and academic counseling.

Raider Roundup

Student Organization for Unity and Leadership will meet in the Union Sunday at 5 p.m.

Association of Childhood Education will meet today at 5 p.m. in the Mesa Room. Loman Jones will be guest speaker.

Alpha Epsilon Delta will meet today at 6:30 p.m. in the Tower Room of the Chemistry Building to hear Dr. Brandon Hull speak on electrocardiography.

Society for the Advancement of Management will meet at 8 p.m. in the Union Ballroom to hear Richard Mosley speak.

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Men who were formerly active in the Order of St. Vincent (Episcopal) and would like to become active again are requested to contact Robert F. Johnson, professor of textile engineering, at 742-1296.

International Student Affairs requests all campus organizations interested in participating in an International Week in April to send representatives to a meeting in the Union Anniversary Room Thursday at 3:30 p.m.

on local management's contribution to community development.

Sigma Delta Chi will meet today at 7 p.m. in the University Daily Newsroom to discuss the Miss Mademoiselle and Miss Playmate contests.

Phi Nu Epsilon will meet today at 7:30 p.m. in the Anniversary Room of the Union. Dues will be collected for the fair.

Junior Council will meet today at 6:30 p.m. in room 207 of the Union.

Vincetians

Delta Phi Epsilon

International Student Affairs requests all campus organizations interested in participating in an International Week in April to send representatives to a meeting in the Union Anniversary Room Thursday at 3:30 p.m.

Art faculty show work in Temple

A show of two-dimensional works by 12 Tech art department faculty members will continue through Feb. 14 in the Cultural Affairs Center in Temple. Included are paintings, prints, drawings and craft works.

The show was coordinated by Lynwood Kreneck, assistant professor, and Dr. Bill Lockhart, professor and chairman of the art department, working with Mrs. Linda Prather Wilson of Temple.

Exhibitors include May Dyer, an acrylic collage; Hugh Gibbons, triptic drawing and oil; H. V. Greer, pen and ink and watercolor; Paul Hanna, two oils; Ray Hellberg, two oils; Jim Howze, prisma color pencil and silver point; Clarence E. Kincaid, watercolor.

Also Kreneck, etching and silkscreen; John Mahlmann, two collages; Rod Parkinson, two acrylics; Juanita Pollard, two acrylics, and Donna Read, two copper enamellings.

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