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College Entrance Exam Adopted By Texas A&M

Courtenay Writes Outstanding Thesis

Henry V. Courtenay, assistant professor in the Texas A&M Department of Agricultural Economics and Sociology, is the author of a master's degree thesis selected as one of the three outstanding theses written in the field of agricultural economics in the United States during 1960-61.

The selection was made by the American Farm Economic Association.

Courtenay's thesis concerned "An Analysis of Response Variation

Encountered with Different Interviewing Techniques in Consumer Marketing Research."

In this project, Courtenay compared direct versus indirect questioning through a psychological device called "picture frustration technique." He introduced a new type of picture frustration structured around popular television quiz programs. The study was based on 171 questions on consumer motivation in purchases in the City of Houston.

"Courtenay's study adds significant depth to our teaching and research here in the A&M Department of Agricultural Economics and Sociology," Dr. Ty Timm, head of the department, said.

Many colleges and advertising and research agencies have requested copies of Courtenay's study. He presented a paper on his thesis subject at the meeting of the American Farm Economic Association in Ames, Iowa, and at the Rural Sociological Society meeting last year at Pennsylvania State University.

Courtenay will present a report on further research in this field at the Rural Sociological Society meeting Aug. 27 at Iowa State University.

The economist will participate in the joint annual meeting Aug. 13-16 of the American Farm Economic Association and the Western Farm Economics Association at Colorado State University, where he will receive an award in recognition of his outstanding thesis.

W. T. Doherty Gives 25-Minute Film To Texas A&M

"To Sow This Seed," a 25-minute, 16 mm. film has been presented to Texas A&M by W. T. Doherty of Houston. Doherty is the former chairman of the Texas A&M College System Board of Directors.

The film deals with the necessity for vigilance in the preservation of freedom.

System Effective September, 1963

Texas A&M College will adopt the use of the College Entrance Examination Board program as a part of its testing and placement activities.

Dr. Frank W. R. Hubert, dean of the School of Arts and Sciences, said the new system will become effective in September of 1963 for all entering students. All students admitted to A&M College at that time and thereafter will be required to take the tests.

Dean Hubert said the CEEB tests will include the Scholastic Aptitude Test, Achievement Test in Mathematics, and the Achievement Test in English Composition.

He added that although the program does not become officially effective until September, 1963, students planning to enter A&M in September, 1962, will be encouraged to take the tests.

Hubert said the College Entrance Examination Board is a non-profit membership association composed of college and school representatives. CEEB's service and research activities relate to college admissions and are designed to help students, schools and colleges to cope with problems in this field.

He said the Board's best known activity is its program of college entrance tests required by many colleges as part of their admissions procedure and by sponsors of some scholarship programs. The examinations are prepared by College Board committees of school and college teachers with the assistance of the professional staff of Educational Testing Service.

The tests are administered for the College Board by Educational Testing Service on scheduled dates during the year at about 1,700 centers throughout the world.

Hubert emphasized that the testing program at A&M is supplementary to the program of admissions and that the test results are used primarily for placement, counseling and research purposes.

"The adoption of the College Board tests in no way changes the established admission requirements to Texas A&M College," Dean Hubert said. "These tests will enable us to refine our procedures for placements of students in the various curricula of the college."

He also emphasized that a student (See Entrance Exams Page 4)

'Study' Article Written By Dr. D. M. Estes

Dr. Dwain M. Estes of the Department of Education and Psychology, Texas A&M, is the author of an article in the current issue of the Texas Outlook, official monthly periodical published by the Texas State Teachers' Association.

The article, "I Wish I'd Studied Harder," is a report on research done through questionnaires and interviews with 445 freshmen as they enrolled at A&M. The survey was designed to reveal the attitude of entering freshmen toward their previous schooling. Regret for the lost opportunities for learning that slipped by during high school was the major response in their answers to questions.

Another of the findings was that only 59 indicated sufficient help by teachers and counselors in guidance toward future educational plans and occupations. Parents were given credit for the major role in this respect.

Other findings show that students indicated strongly that they needed help in developing study habits. There was an overtone of serious concern that college was going to be "tough" for them and they were ready to "tackle" it.



Henry V. Courtenay
... Top master's thesis

One-Eyed Horse Gets New Look — With Another Eye

About two years ago, a valuable Appaloosa stallion was injured and lost the sight of one of his eyes. This loss of nature's built-in stereoscopic vision didn't bother the horse much because one eye was good enough for walking around obstacles.

But to the stallion's owner, a Southeast Texas man, appearance was important. Some mare owners, he learned were a little leery about coughing up a sizable fee to have their animals bred to a one-eyed stud. Maybe the foals would be born, or develop, the same defect, they thought.

Genetically, this just isn't so. Physical injuries are not inherited. But the customer must be pleased. What to do?

The horseman took his problem to the School of Veterinary Medicine at Texas A&M, where the vets have come to look upon strange requests as almost routine.

Could the animal doctors make and install an artificial eye for the stallion? They said they doubted if they could make one but they would sure install it if the right material could be ground and shaped to the right size by an optician.

Actually, A&M veterinarians had already been working with eye falsies for horses—without much success. In two previous cases, the animals showed their gratitude by either losing the eyes or rubbing

them out of place on a fence post. But now the scientists were ready to try some new ideas.

Dr. Robert S. Titus took over the project. A Waco optical man, who makes artificial eyes for humans, was contacted. He set to work and made a white ball out of acrylic plastic, one of the toughest synthetic materials known. Glass was ruled out because of weight and fragility.

A portion of the ball was cut off and made concave on one side and convex on the other—dish shaped in other words. A dark brown iris and a black pupil were painted on to match the horse's good eye. For protection, the painted side of the eye was coated with clear plastic.

Meanwhile, back at the veterinary hospital, Dr. Titus performed surgery on the stallion. His technique was to remove just about everything from the socket except the conjunctiva, more commonly known as the white of the eye.

The optician made several trips to A&M for eye-fitting purposes. A little plastic ground off here, a little added on there, and the man-made eye was finally ready to be slipped into place.

The new eye has been in service since Feb. 21, which is a good sign so far. There is no irritation, and the animal goes about his usual activities without trying to dislodge the eye. He can even blink and shed a few tears.

There is some maintenance involved, however. About once a month, the stallion's owner must clean the plastic with a bit of cotton.

Dr. Titus said that when the animal is viewed from the side, the artificial eye appears like the real thing. From the front, though, the difference is noticeable.

The veterinarian emphasized two points: First, a false eye does not provide sight. Second, this particular case does not mean the procedure and technique are entirely successful. It will be some time before practicing veterinarians can go into the horse eye business. There are still many problems and techniques to be worked out.

He also said the experiment was expensive, the final cost to the stallion owner being from \$250 to \$300.

If and when future cases like this turn up, Dr. Titus has still more ideas to try. He plans to suture the optic muscles to the conjunctiva to possibly achieve co-ordinated movement of the artificial eye with the normal eye.

He said the overall technique, when finally developed to the satisfaction of veterinarians, should prove to be a valuable service to owners of parade and show horses. It may even be tried on dogs.

Cunningham To Present Graduate Space Lecture

Newton W. Cunningham head, Lunar Sciences Program, National Aeronautics and Space Administration, Washington, D. C., will give a graduate lecture at Texas A&M today, at 7:30 p.m. in the Lecture room of the Biological Sciences building.

The lecture, "Project Surveyor (Lunar Soft Landings,)" is open to the public.

With successful achievements by both Russia and the United States of manned space flights now a matter of record, much interest exists currently as to the next step in space probes and exploitations. Many feel that the next major "break-through" will be the exploration of the moon and cis-lunar space.

As head of the Lunar Sciences Program of the National Aeronautics and Space Administration, Mr. Cunningham is well qualified to review and discuss both the immediate and long-range objectives of the NASA effort in this area. Mr. Cunningham will bring us abreast of the current plans and progress in the lunar explorations program under NASA, known as Project Surveyor (Lunar Soft

Landing), by means of a talk and 16 mm. films on the subject, the announcement says.

Mr. Cunningham received his bachelor of science in aeronautical engineering and meteorology from the University of Texas and a master of science in meteorology and physics from Texas A&M.

As a consultant for W. E. Howell Associates of Lexington, Kentucky, Mr. Cunningham conducted and managed meteorological research projects in Canada, Dominican Republic, Cuba and the United States. While at A&M he conducted basic research programs for the Texas A&M College Research Foundation, and served as Administrative Assistant to the Head, Department of Oceanography and Meteorology. Prior to becoming Head of the Lunar Sciences Program of NASA, Mr. Cunningham was a Staff Specialist in the Lunar Sciences at the NASA headquarters at Washington, D. C.

Mr. Cunningham is a member of the American Rocket Society, Sigma Xi, and the American Meteorological Society. He is the author of several publications and classified reports in the field of Meteorology and Space exploration.

'You Can't Take It With You'

AUSTIN — "You can't take it with you."

That's the thoughtless attitude of the "litterbug", who leaves a trail of trash behind on Texas highways and Roadside Parks.

The Texas Highway Department asks that you do "take it with you" when traveling, said State Highway Engineer D. C. Greer.

"Summer is the time of year when Texans and their families enjoy the outdoors to the fullest," Greer noted. "We encourage motorists to enjoy using our highways and Roadside Parks — but please leave them clean for the enjoyment of others."

Greer urged motorists to follow these simple rules to stamp out litter:

—Set a good example for your children and neighbors by always disposing of trash in a proper receptacle and carrying a litterbag in your car.

—Aid your local civic organizations in making people aware of the need to keep Texas highways beautiful by "stowing" trash, not throwing it.

—Enjoy the picnicking facilities of Roadside Parks but leave them clean for the next visitor.

Greer commented that a large percentage of the litterbugs are not out-of-state tourists but are Texas residents. "I am afraid that many of our litterbugs are local citizens," he said. "They simply do not think of the consequences of throwing out an empty pack of cigarettes, a napkin, or a bottle and how these items, multiplied by the thousands of motorists who use our highways each day, can destroy the scenic qualities of our highway network."

He pinpointed bottles as the "triple threat" of highway litter. "First, they are the hardest items to pick up among the litter; second, they often break when thrown from a car window and can cause slashed automobile tires or injuries to people who step on them; third, they can be the origin of grass fires caused by the summer sun's rays."



One-Eyed Horse
... Held by Dr. Robert Titus



Wins Award

Prof. Richard E. Wainerdi of Texas A&M is presented the American Institute of Chemical Engineers Award given to the author presenting the best paper at the national meeting of the AIChE held in Cleveland, Ohio, May 7-10. The paper, "The Use of Neutron Activation Analysis in Chemical Progress Control," was prepared by Wainerdi

with the assistance of Lloyd Fite, James Anderson, Walter Breen and John Shanks, graduate students in electrical engineering at the College. Professor Wainerdi is assistant to the dean of engineering and head of the Activation Analysis Research Laboratory. Fred Benson, right, dean of engineering, presents the award.