



The Battalion



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A&M's Economic Impact Hits \$62 Million In B-CS

Texas A&M's economic impact on the Bryan-College Station community now exceeds \$62 million annually, with an increase of approximately \$5 million in the past year, announced President Earl Rudder.

Rudder said a university survey indicates the institution's growth during the year was equivalent to a large industry moving into the area.

A&M ADDED approximately 70 faculty members, 200 staff, research and support personnel and increased student enrollment 1,104.

The survey shows a payroll of almost \$38 million for more than 5,000 permanent A&M System employees living in the Bryan-College Station area. With the employees having approximately 8,000 dependents, more than 13,000 local residents are directly associated with the university.

Rudder noted these figures do not include the university's record 13,081 enrollment.

STATISTICS show the students contribute more than \$19 million annually to the local economy. Major expenditures include food and housing for the rapidly increasing number of graduate and married students, as well as clothing, school supplies, recreation and miscellaneous expenses for all students.

More than \$3 million was pumped into the Bryan-College Station economy last year by university visitors attending athletic events, conferences and short courses, the survey reveals. Most expenditures in this category were for food, housing and entertainment.

The study also points out A&M spends almost \$2 million locally each year for utilities, services and supplies.

Rudder emphasized the continued growth of A&M is dependent to a great extent upon the ability of the local communities to provide required support, especially in the area of housing for faculty, staff and married students.

New Approach To Ph.D. Seen By BA College

A different type doctor of philosophy program has been initiated by the College of Business Administration.

Its purpose is to provide industry with Ph.D.'s who fit into a business' here-and-now profit-loss situation.

"As a ground floor management expert, the doctoral degree recipient will be equipped to contribute functionally in business operations," commented Dr. John E. Pearson, business administration dean.

The recipient will be systems oriented, combining capabilities in computer applications, information systems, organization theory, data analysis, behavioral science and business policy and game simulation.

BUILDING ON undergraduate study in business administration or any other field and master's work in business administration, the program will enable a graduate to bring together knowledge from various fields in analyzing and solving industrial management problems, Pearson added.

"Industry is often not sure how to use the Ph.D., except in basic research," the dean pointed out. The recently approved program, supervised by Dr. Earl D. Bennett, is unique in the Southwest. It is offered by few U. S. universities, as evidenced by widespread interest.

THREE A&M graduate students have been admitted and six are pending, noted Bennett, associate dean and doctoral advisor. Letters of inquiry have come from Cincinnati, Ohio; Tulsa, Okla.; Bellville, Ill., and Fremont, Neb.

Coursework is structured flexibly to take advantage of candidates' diverse backgrounds. Undergraduate study in mathematics, for example, can be used as one of three quantitative fields of study required. A program of pre-professional work in business administration and economics specially designed for advanced students will be required in cases where undergraduate work is not in business.

"This breadth of exposure leaves specialization to the candidate's dissertation," Bennett went on. "It tie into the industry approach where specialization is acquired during on-the-job assignment."

In the doctoral program here, he noted, expertise is acquired through the dissertation, which "will show the candidate's ability to perform independent, logically formulated and theoretically sound research."

Heaton Appointed First Dean Of A&M Admissions, Records



OLD FACES, NEW PLACES

Everything is topsy-turvy at Texas A&M's old YMCA building with workmen scurrying about the first floor ripping out walls and adding new ones. All that remains of the YMCA student cabinet office is a university calendar at the feet of Col. Logan Weston (right), YMCA general secretary, and C. M. Loyd, National Science Foundation program coordinator. Their offices, along with others were relocated in the building's basement.

Lacey, Kerley Move Up To New Positions

H. L. Heaton, A&M registrar since 1941, has been named dean of admissions and records, A&M President Earl Rudder announced Monday.

Rudder said Heaton's selection for the newly created position is part of an overall expansion of the university's admissions and registration office in view of increased enrollment and introduction of a new automated registration system.

THE EXPANSION also included selection of Auston S. Kerley as associate dean for admissions and Robert A. Lacey as registrar. Kerley has served since 1960 as director of A&M's Counseling and Testing Center, a post he will retain and bring into closer association with the admissions program. Lacey was named coordinator of automated data processing in the admissions office in 1967.

Rudder said the decision to reorganize and expand the office at this time was largely based on development of an automated registration system which has proved highly successful.

THE A&M President also noted the university's enrollment has increased at least 1,000 students per year since 1965. With a current total of 13,081, he added it is quite likely A&M will be approaching 20,000 students by its centennial in 1976, as predicted in its master plan.

"We find that as the university grows, we need to keep closer tabs on not only admissions and registration, but also class scheduling and assignment of space for classes and laboratories," Rudder observed.

HE ALSO pointed out the admissions office will have an increasingly greater work-load as a result of the trend to more transfer students, particularly from junior colleges.

Heaton, a native of Panola County, came to A&M in 1933 as a graduate student, after earning a B.S. degree at Stephen F. Austin in 1929. He accepted the position of assistant registrar in 1934 and was named registrar in 1941. He received his master's degree in education in 1936.

As A&M's registrar the past 27 years, Heaton has signed approximately 80 per cent of the more than 50,000 diplomas granted by the 92-year-old university.

KERLEY, a native of Bonham, joined the A&M faculty in 1952 as associate professor of guidance. He previously held similar positions at high schools in Sherman and Denton. He received a B.A. degree in economics from A&M in 1939 and a master's degree in education from North Texas State in 1950.

In conjunction with his appointment as director of counseling and testing, Kerley was appointed associate professor of education, a position he also will retain.

Lacey joined the A&M faculty in 1964 as a mathematics instructor and was named assistant registrar a year later. He previously taught in the Cypress-Fairbanks Independent School District near Houston.

A native of Centerville, Lacey received his B.A. degree from A&M in 1960 and master's degree in education here in 1963.



H. L. HEATON

University National Bank "On the side of Texas A&M." —Adv.

Sen. Moore To Talk Wednesday In Noon Political Forum Series

State Senator William T. (Bill) Moore of Bryan will be featured Wednesday here in a Political Forum Noon Discussion Series speech.

A state senator 20 years, Moore will discuss "The Secret of Passing a Bill" at the noon presentation in the Memorial Student Center Ballroom. Sack lunches will be available, announced Ron Hinds of Midland, forum chairman.

The veteran Moore chairs the Senate committee on education and serves on standing committees on banking, constitutional amendments, finance, game and fish, jurisprudence, legislative, congressional and judicial districts, oil and gas, privileges and elections and state affairs.

He is described as "pressure proof politically, indestructible and the enjoyer of a good fight" by a Capitol correspondent.

A 1940 A&M graduate in economics, Moore taught at the university 18 months, entered the Army and was discharged as a sergeant in 1946. He entered the University of Texas Law School

and the same year was elected to the House of Representatives. Two years later he defeated two opponents in election to the Senate. His law degree was conferred two weeks after he took the Senate seat, then as the youngest member of that body.

Moore has been elected twice following redistricting, in 1952 and last year.

Senator Moore was born on a farm near Wheelock in Robertson County. His education was at a rural school in Edge and S. F. Austin High of Bryan. Moore worked his way through studies at A&M as a salesman and road laborer.

Leading Chemist Will Speak Here Next Semester

spokesman for the nation's chemical industry, will present a Robert A. Welch Foundation lecture here announced Dr. A. D. Suttle Jr., A&M vice president for research.

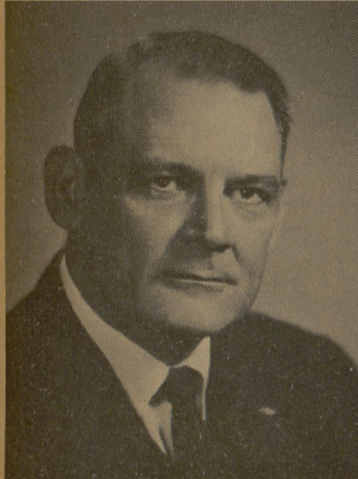
Suttle said Dr. Cairns' April 4 address will include a general discussion of the current and future scope of the chemical industry.

Cairns is president of the American Chemical Society and vice president and board member of Hercules Incorporated in Wilmington, Del.

Dr. Cairns served as deputy assistant secretary of defense (research and development) in 1954, culminating more than a decade of service as a consultant to the Department of Defense. He is currently a member of the Defense Science Board.

WEATHER

Wednesday — Partly cloudy. Winds Southerly 10 to 20 mph. High 66, low 47.
Thursday — Cloudy, light rain. Winds Southerly 10 to 15 mph. High 64, low 51.



SEN. W. T. MOORE

Bryan Building & Loan Association, Your Savings Center, since 1919. —Adv.

55-Year-Old YMCA Begins First Of 3-Phase Renovation

Students returning to Texas A&M after the holidays have found "old faces in new places," said Civilian Student Activities Director Ed Cooper.

A mass exodus by first floor occupants of the YMCA building made way for the first of three renovation phases on the 55-year-old structure.

ERECTED IN 1914 at a cost of \$120,000, it is the ninth oldest building on campus.

Cooper, who doubles as project

coordinator for the renovation program, said four offices were moved this week from the first floor to temporary quarters in the YMCA building basement.

Relocated were the offices of Col. Logan Weston, YMCA general secretary; C. M. Loyd, National Science Foundation programs coordinator; Howard S. Perry, Resident Hall adviser, and Cooper.

COOPER pointed out the three phases will help "keep everybody

in the building by moving them about" during the renovation. He expects the first phase to last "two or three months."

Cooper added that when work on the first floor is completed, it will house offices of Weston, Perry and Cooper and provide new quarters for Robert L. Melcher, Foreign Student advisor.

Also Dean of Students James P. Hannigan and Associate Dean Bennie A. Zinn will occupy the present North Solarium.

HOUSING manager Allan M. Madeley will have offices in the South Solarium.

When renovations are completed in October, Loyd will maintain permanent offices in the basement area along with campus security and a division of the registrar's office.

The second floor has been designated for offices of the College of Liberal Arts with the third floor keeping present occupants, placement, student aid and development.

THE RENOVATION program includes central air conditioning and heating, new ceilings and lighting, plus the addition of the new offices.

A \$367,200 contract was awarded to Farley Construction, Inc., of Shreveport by the A&M Board of Directors in November.

Architects are Mathews and Associates of Bryan.

Vet College Draws 380 For Trimester

The College of Veterinary Medicine enrolled 380 students in its professional program Monday.

Dean A. A. Price said 128 registered for first year classes, 128 for second and 124 for third year work.

The Aggie veterinarians got the jump on other students who are winding up their fall semester this month. Spring classes start Feb. 3.

Vet classes began at 10 a.m. Monday, two hours after registration.

The early registration results from the veterinary college's trimester basis, Price noted. The college is the university's only division with such a program, initiated in September, 1964.

Registration was held in the college's new Veterinary Medical Administration Building.

Price said students will attend "some of their classes in the new building" which has not been completed. A combined laboratory and classroom on the second floor "will be utilized immediately," he pointed out.

Price added other facilities will become available in the building when construction work ends this spring.

AF Academy Prof To Discuss Red Military Policy Wednesday

Air Force Capt. Edward L. Warner, Air Force Academy political science instructor, will speak here Wednesday on Soviet military policy.

He received the master's degree with specialization in Soviet politics last year at Princeton and has been in intelligence most of his military career.

Capt. Warner's talk, the second of the Great Issues "Issues Series" presentations, will be at 8 p.m. in the Memorial Student Center Ballroom, announced Series Chairman Ron Tefteller of Midland.

"Public concern over possible

Degree Candidates Warned On Cuts

Undergraduate candidates for degrees have been reminded by H. R. Byers, academic vice president, that they are required to attend all scheduled classes during the period Jan. 13-17.

Any unauthorized absence during this period could result in withholding the degree at commencement exercises Jan. 18. Students are responsible to see that their instructor receives proper notice of authorized absences, Byers noted.

Recognition accorded distinguished students during dead week will be the same as that during the rest of the semester.

920 File For Graduation; Mid-Term Record Seen

A record 920 A&M students have applied for mid-term graduation, announced Registrar H. L. Heaton.

Graduation exercises are scheduled for 10 a. m. Jan. 18, in G. Rollie White Coliseum, followed by military commissioning ceremonies at 1:30 p. m.

Dr. John C. Stevens, assistant

president of Abilene Christian College, will be commencement speaker. Commissioning speaker will be Air Force Lt. Gen. Arthur C. Agan, commander of the Aerospace Defense Command at Ent AFB, Colo.

Heaton said the January candidates for graduation include 520 students who have filed for baccalaureate degrees, 291 for master's degrees and 109 for doctorates.



EARLY RETURNS

Student Senate President Bill Carter, right, looks on as other Southwest Conference representatives tally votes in Dallas for the 1968 SWC Sportsmanship Award won by Baylor University. Martha Smiley, left, Baylor student body president, later accepted the trophy at Cotton Bowl halftime ceremonies. (Photo by Mike Wright)

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