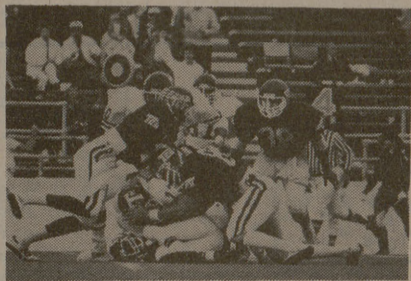


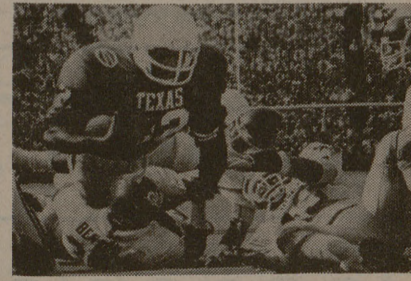
Bowl-less Ags whip  
undermanned Frogs

See page 9



Horns pick Cotton  
with win over Bears

See page 9



# Texas A&M The Battalion

Serving the University community

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Cindi Tackitt, Battalion staff

## Tornado Hits Millican Homes

A Millican home that was hit Saturday by a tornado that destroyed a one mile strip near town.

## Tornado destroys farm; five residents injured

### from staff and wire reports

A tornado touched down on an old cotton plantation 20 miles south of College Station Saturday, injuring five people and destroying or damaging several structures, authorities said.

The tornado struck Allenfarm, located near the community of Millican in southern Brazos county, at 9 a.m., Texas Department of Public Safety spokesman Sam Saxon said.

Officials from the National Weather Service in San Antonio reported that the 100-foot wide tornado moved straight through the farm, missing some buildings, tearing roofs off others and completely destroying other structures.

Five residents of the farm were injured and taken to Grimes Memorial Hospital in nearby Navasota, Saxon said.

One victim, Stacy Whitfield, 7, was in serious condition following surgery for a ruptured liver, an injured lung and a back injury. A hospital spokes-

man Sunday reported her condition as stable but guarded.

The other victims were identified as Esiquil Gutierrez, 34, in good condition with leg lacerations; Mary Gutierrez, 25, good condition with head lacerations; Lottie Douglas, 33, good condition with a broken pelvis; and Nathan Williams 46, guarded condition with lung damage.

The twister, which moved from west to east, damaged buildings and farm equipment within a one and a half mile area Saxon said.

Five homes, a small Baptist church and a barn were destroyed and eight homes and a barn were heavily damaged. At least eight other structures, including a cotton gin, received minor damage.

Several cotton trailers and other pieces of farm equipment were destroyed. Almost all of the vehicles on the farm were damaged and inoperable.

Harry Moore, the owner of the

farm, estimated the damage at \$1 million.

The farm, located off FM 159, previously was a large cotton plantation, and several of the damaged homes were tenant houses. Cotton is still grown on the farm.

Tornado warnings, along with severe thunderstorms, hail and the threat of flash flooding plagued much of central and northern Texas Saturday. Much of east and southeast Texas was under a tornado watch Saturday afternoon.

Storms produced heavy rainfall of one to two inches in Orange and Jefferson counties Saturday morning, along with marble-sized hail and 50 mph winds. Marble-sized hail also fell in Tarrant County Saturday morning. Authorities reported no heavy damage or injuries.

The National Weather Service also reported that rainfall from heavy thunderstorms caused minor flooding of some streets and secondary roads across southeastern Montgomery, San Jacinto and Polk Counties.

## 'The Day After' depicts WW III

by Rusty Roberts  
and Elaine Engstrom

### Battalion Staff

The controversial made-for-TV movie, "The Day After," which depicted the effects of a nuclear holocaust, was forceful but not as gruesome as viewers might have expected.

From scene to scene, "The Day After" kept the action moving and the audience on the edge of their seats. The obliteration of Lawrence, Kan., was achieved for the viewers in a matter of minutes.

But the after effects lingered on. Director Nicholas Meyer chauffeured viewers through the mid-America heartland around Kansas City, Mo., introducing them to a doctor — played by Jason Robards and his wife; letting them get to know a farmer and his son and acquainting them with a military serviceman and his spouse.

But this mild-mannered town begins to rumble after the first hour.

The word of nuclear war leaks out and the town begins a type of systematic panic. Supermarkets are filled with frantic shoppers while missile silos are blown open as rockets roar overhead.

In a matter of minutes, scores of people are vaporized by the extremely intense radiation. In X-ray fashion, the vaporized bodies flash on the screen and then disappear. Others are consumed by rolling waves of fire. Finally, a thick darkness covers the screen and the stiff, charred forms of people remain for those who are still alive to contemplate.

Meyer says the motive behind the film was to get people to talk about the consequences of nuclear war.

Roger Beaumont, a Texas A&M history professor, agrees.

"This will be a major stimulus to public debate and growing awareness of the extreme conflict involved in the event of nuclear war," he says. "People are going to see that this problem is too serious to simply be handled by

catchy slogans or movie dramatizations."

Questions of deterrents and how to eliminate them probably will be the focus of most people's concerns, Beaumont says. The problem is by no means simple to solve.

"We can't just say, 'Let's just get rid of all these bombs and everything will be okay' because there is no guarantee the opposing forces will let their guard down also," Beaumont says. "And if they (Russia) do, they still have more conventional weapons than the United States."

However, he says the film was well handled because it dealt with the realistic issues of fallout, radiation sickness and Electro Magnetic Pulse.

"EMP produces the biggest threat for the huge network of biomedical engineering," he says, "because this large disturbance of electrons due to a nuclear occurrence will knock out people's pacemakers and the hospital's cardiovascular machines."

See NUCLEAR, page 8

## Atom's depths probed

# A&M leading search

by Mitch Clendening

### Battalion Reporter

Texas A&M is a leading detective in the world search for the smallest particles in the universe and has maintained this position by working with colleges in other countries and expanding research facilities here, the head of the Texas A&M chemistry department said Wednesday.

Joseph B. Natowitz, head of the Department of Chemistry, returned last Monday from a three-week research trip to France, where he took part in an international experiment to probe the forces that hold atoms together, he said.

Texas A&M is in a rare position as a leader in nuclear research, Natowitz said, because few U.S. colleges have the facilities needed for the highly

technical work. The cyclotron here is one of the most powerful in the country, and currently is being expanded to international dimensions, he said.

A cyclotron, sometimes called an accelerator, is used to race small particles — usually protons or ions — around a circular track for study of the results of their collisions with other small particles. By observing the results of a collision between two particles, scientists can observe forces at work on the subatomic level.

As researchers are able to observe collisions at higher and higher speeds, they are able to see the forces in more detail.

Natowitz said the work being done here and in France is laying a foundation for many other areas of research.

The work is providing answers to many of the basic questions of physics and chemistry about the nature of the universe. Natowitz was hesitant to list any commercial applications for the research.

"We shouldn't expect a better toaster," he quipped.

Funds for the research come almost entirely from government research grants, mainly from the Department of Energy, he said. Texas A&M doesn't have to spend any money on the work, but the University does benefit from the international reputation the research gives it, he said.

See NATOWITZ, page 12

## Ads use 'scare tactics'

by Steve Thomas

### Battalion Staff

It's the most difficult time of his life. The forlorn young child stares at the mammoth chalkboard, rubbing his eyes as he struggles with problems and concepts. He's trying hard, but he can't compete without the proper tools. He needs help.

You better buy him a home computer, before he falls behind.

This is the message of Texas Instruments' most recent advertising campaign. It's the first sign of a new era in home computers, in which the market will be dominated by the giants and the small-timers will be left out in the cold. Advertising strategies have to be changed because the market is getting old and wise and full.

"This is a classic case of the product life cycle, and it is going quick because of the competition," said Al Bush, assistant professor of marketing at Texas A&M.

Bush said the home computer industry is moving from the growth stage into the maturity stage. The growth stage of an industry is characterized by a tremendous increase in sales, profits and competition industry-wide. Advertising normally emphasizes what the product can do for the price — an informative, rational appeal.

The maturity stage is characterized by intense competition, a decline in profits and a trend of sales increasing at a decreasing rate. The advertising becomes emotional and persuasive, frequently using fear

appeals, such as those used in Texas Instruments' new advertisements.

According to Business Week magazine, the small computer industry is moving with unexpected swiftness into a "shakeout phase" that will weed out more than 90 percent of small computer manufacturers within the next 18 months.

Of the more than 150 manufacturers now in business, only about 10 are expected to survive. Experts have been predicting a shakeout phase, but it was not expected to start until 1985.

See SALES, page 12

## Computers aid students

by Elaine Engstrom

### Battalion Staff

A tight computer market has led to scare tactic marketing by two of the industry's giants. Commodore and Texas Instruments both have aired television commercials threatening parents that their children will be doomed to failure if they don't buy them a home computer.

Because competition for business is so stiff and the novelty of home computers has worn off, computer companies are faced with the need for aggressive marketing techniques. One such technique has been to scare parents into buying home computers for their children.

But what do educators and retail-

ers think of these gloomy predictions?

One local principal says that owning a home computer may help a child develop computer skills, but that computer knowledge doesn't necessarily guarantee that the child will do well in other academic subjects.

Danny Stribling is the principal of Oakwood Middle School in College Station which has an enrollment of 400 sixth graders and houses eight Apple computers and five Texas Instrument home computers.

"It's not a disadvantage not to have one," Stribling said. "But, kids with computers at home have an advantage just in the world of com-

puters. But, having a computer doesn't make the kids any smarter.

"Nothing in the world is better than a parent sitting down with his child and helping him with homework or math drills or flashcards."

Dr. Michael J. Ash, head of the educational psychology department at Texas A&M, agrees.

"It's a nice option for parents," Ash said. "But it's certainly not mandatory. The kids are not in danger today of not doing well in school, but this situation could change very rapidly."

However, Ash said home computers will widen the educational gap between poor children and children from wealthier families.

See COMPUTER, page 12

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## forecast



Partly cloudy with highs in the low to mid 70s.

## Regents approve bell tower site

by Karen Schrimsher

### Battalion Staff

The Texas A&M Board of Regents planning and building committee approved a site Sunday for the Albritton Tower. The tower will stand at the west entrance to the main campus at the intersection of Old Main, Jones and Lamar streets.

The tower, a gift from former regent Ford D. Albritton and his wife Martha, will house a carillon — a group of bells. It will be built on a landscaped circle 70 feet in diameter. Old Main Street will be widened and the tower will be surrounded by a circular driveway.

Albritton said his gift was warmly accepted by the University, prompting him to increase the number of bells from 37 to 49.

The tower will be 140 feet high — 10 feet higher than originally planned.

The peal of the bells will be heard for three fourths of a mile, and the tunes played will be heard for a half mile.

"When we've won a football game, we're going to let a lot of people know," Albritton said.

The tower is scheduled to be completed before the first home football game of 1984.

The committee also approved a master plan for the Texas A&M University Research Park. The 485-acre development is scheduled for completion in late 1985.

The site, approved by the regents in November 1982, extends from the west campus and is bounded by FM 60 on the north, FM 2818 on the west, FM 2347 on the south and Poultry Science Road on the east.

The park will be owned and managed by the University. Upon completion, 11 tracts ranging from 3 to 15 acres will be available for lease.

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