

6-1983

# NOVA: The University of Texas at El Paso Magazine

The News Service, University of Texas at El Paso

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# NOVA

The University of Texas at El Paso Magazine

UTEP  
Means Business



# The View from the Hill

**M**any years ago, I attended a meeting in Atlanta where editors of college magazines from all over the country gathered to hear about new developments in publishing. At a noon luncheon I was seated next to a young lady whose name tag identified her as editor of the magazine at Sarah Lawrence College in New York. She glanced at my name tag too and opened the conversation: "Oh, I know something about UTEP," she said. "I did my thesis work on Chaucer and UTEP is where Professor Haldeen Braddy teaches — right?"

I assured her she was right on target and that Dr. Braddy was one of our campus treasures. She had, it turned out, known Dr. Braddy from his published Chaucer work, all of it identifying him as English professor at UTEP.

(I told my late good friend Haldeen about this encounter and it delighted him.)

The point is that if you read, no matter where you are you will eventually know the name of our University for this community of scholars is published and quoted everywhere — so much so, it is hard to keep up with it.

Examples, recent ones:

The March 7 issue of *U.S. News and World Report*, in an article titled "Invasion from Mexico," quotes UTEP's Emeritus Professor of Linguistics, Jacob Ornstein-Galicia, on the uses of English and border Spanish.

An April issue of *Newsweek* quotes Elwyn Stoddard, UTEP professor of Sociology.

In April, a book titled *The Old Country School*, published by the University of Chicago Press, won a \$500 award at the meeting of the Organization of American Historians. The book is by

Wayne E. Fuller, history professor at UTEP and so identified on the jacket of the book.

University of Illinois Press, in late January, published *Faulkner's Search for a South* by Walter Taylor, professor of English at The University of Texas at El Paso.

Random House published just a month or two ago James Crumley's wonderful novel, *Dancing Bear*, and the jacket copy says, "James Crumley teaches at the University of Texas at El Paso and summers in Missoula, Montana."

The University of Oklahoma Press, in issuing a new paperback printing of *Pat Garrett: The Story of a Western Lawman*, printed on the back cover this notation: "Leon C. Metz researched this definitive biography of Garrett while Archivist of the Library at the University of Texas at El Paso."

The *Encyclopedia of Frontier & Western Fiction* (McGraw-Hill, 1983) contains on the pages devoted to contributing editors the name Deane Mansfield-Kelley, "An assistant professor of English at the University of Texas-El Paso."

C.L. Sonnichsen's *Tucson: The Life and Times of an American City* (University of Oklahoma Press) contains this amusing jacket note: "Born in Iowa and educated in Minnesota and at Harvard University, he [Doc] spent most of his teaching years in Texas institutions — Texas College of Mines, Texas Western College, and the University of Texas at El Paso. In the last he is H.Y. Benedict Professor of English, Emeritus." (Oklahoma Press might eventually be told that all those "Texas institutions" are one and the same — UTEP!)

*Twentieth Century Western Writers*, a huge \$80 reference book from Gale

Research in Detroit, contains contributions by John O. West, UTEP English professor; Leon Metz, assistant to the president of UTEP; and the aforementioned C.L. Sonnichsen (who also wrote the Preface) — all identified fully in the contributors' section of the book.

Vernon Scarborough, lecturer in the Department of Sociology and Anthropology here, is mentioned in the January issue of *Science Digest* on archeological research in Belize.

New editions of *Night Drop* and *Am-bush* by the late Brig. Gen. S.L.A. Marshall, published by Battery Press in Nashville, Tennessee, contain this note on the back jackets: "He was a native of Catskill, New York, and received his education in the public schools and at Texas College of Mines, today's University of Texas at El Paso. Marshall died on December 17, 1977, in El Paso and was buried with full military honors at the Ft. Bliss National Cemetery. His vast research library and all his personal papers are housed in the S.L.A. Marshall Room at UTEP."

The printed word, more than any other method of communication, has spread the name of this University around the globe. The authors, whose work in newspapers, magazines and books, have made this possible, should be a source of pride for all of us.

— DLW

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**COVER:** The newly-opened College of Business Administration. Photo by Russell Banks.

**BACK COVER:** UTEP's Schuster & Sun Bowl Road entrance marker—in April!

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Mark Your Calendars!

**HOMECOMING '83**  
**is October 20-22.**



# JAY SMITH AND THE CUSTER RECORD



*George Armstrong Custer (1839-1876)*

by  
PAT HENRY

**W**as Custer out to get the Indians?

On the contrary. He was one of the few military leaders of his time to bother to learn Indian sign language. He even loved a Cheyenne girl.

Were the Indians out to get Custer?

Well, they didn't list him among their heroes, but they didn't plan to ambush him at Little Big Horn, either.

These controversial theories have been advanced by Jay Smith, who has spent \$10,000 and most of his retirement years studying Plains Indians and

U.S. cavalrymen — Gen. George Armstrong Custer, in particular.

Smith likes to keep the record straight, whatever the subject.

For instance, Smith frequently lectures to school children — real shoot-'em-up programs illustrated with slides.

Smith says this personal heroism squares accounts:

"The government, with the G.I. bill,

gave me my education. This is one way I can pay the people back."

Smith enrolled at The University of Texas at El Paso in 1962. He had retired from the Air Force, where he had served as a test parachutist and a researcher in missile recovery. He also encouraged his wife Vivian to take a bachelor's degree in education at UTEP.

As a freshman, he was a champion debater, but his interests turned to cavalry and Indians, a subject stemming from his heritage: He was born in a dugout in the Oklahoma panhandle, near the site of Custer's Battle of the Washita.

Again, to keep the record straight, he refuses to be called "historian,"





Artist Feodor Fuchs' romanticized notion of the Custer battle — nothing in the painting actually happened the way it is depicted.

although his research for a UTEP master's thesis on the Plains Indian Wars is recognized as important by history buffs throughout the nation.

"Dr. Knight will tell me when I'm a historian," Smith said, referring to history professor Oliver Knight, his graduate advisor.

As for Smith's scholarly struggle to clear the picture at Little Big Horn:

"The popular concept is that Custer was met by an overwhelming force of Indians and pushed back to Battle Ridge. None of this happened."

Here is Smith's reconstruction:

Custer, on a mission to punish Sioux and Cheyenne on Crow treaty land in Montana, employed a standard cavalry offensive — envelopment.

He dispatched three companies, led by Capt. Frederick W. Benteen, to the left, and three companies, commanded by Maj. Marcus A. Reno, to charge the Indian encampment. He led five companies to the right, across Little Big Horn River, for another rush on the camp. From on-the-scene accounts by

Indians, Reno lost control of his men and retreated. Custer fell almost immediately.

"What happened next was very un-Custerlike," Smith said. "It's as if his brother Tom, who was with him, had said, 'He's been hit, let's head for high ground and decide what to do.'"

Many historians place Custer's five companies on Battle Ridge. Instead, Smith believes that the companies took a defensive position at a high point, Nye-Cartwright Ridge. Artifacts of spent ammunition suggest this.

Smith theorizes that Capt. Thomas B. Weir was sent to a peak to signal Reno and Benteen to link up with the Custer companies and move to another position in flat country.

"In fairness to Benteen and Reno, they probably never thought that Custer had been killed," Smith said. They held their position for three days, until reinforcements arrived.

Meanwhile, assuming that Reno was on the way as a backup, Custer's companies descended from Nye-Cartwright.

They never made flat country. Isolated on Battle Ridge, they were wiped out, a loss of 225 men.

"There was no melee or ambush by the Indians," Smith explained. "The soldiers were lying flat on the ridge. Every shot made a puff of black smoke. The Indians could crawl up from gullies and lob arrows at the smoke — 100,000 arrows in 30 minutes. A lobbed arrow is not enough to kill a man but six or eight would spoil his day. Most of Custer's men were killed by a blow from a battle ax to the forehead."

Smith suspects a coverup in the subsequent court of inquiry, but this is shaky ground for a historian.

"One theory is that the right questions were never asked," Smith said.

Diaries and other primary sources reveal that officers had begged Reno to join Custer and that at company headquarters after the battle, voices were raised over the conduct of Benteen and Reno.

For his research, Smith has drawn on  
(Continued on page 17)



# BOTTOM UP OR TOP DOWN

"Reading  
is gonna be  
in your life  
forever."

**T**here is no magic age for starting to read, says Lou E. Burmeister.

"Some rather average children have learned to read at the age of two or three," she says. In some countries the age for starting to read is five; in the United States it is six to six-and-a-half; in other countries, seven.

Whatever the child's age, parents can provide the key to reading success, according to the U.T. El Paso professor. A meticulously-coiffed blonde with sparkling brown eyes and a warm smile, she looks like everybody's favorite reading teacher.

Her newest book, *Foundations and Strategies for Teaching Children To Read* (Addison-Wesley, \$20.25), devotes an entire chapter to promoting the involvement of parents in the reading process.

"By the time a child is 18 months old, you can tell whether his parents are reading to him," she says.

"You can't start too early in reading to a child. Some parents who read to their pre-school children stop once the child starts learning to read for himself, but it is important to continue those special times for reading together," she advises.

Many suggestions for parents are offered in the book, some of them recommendations of the International Reading Association Parents and Reading Committee, of which Dr. Burmeister is a member. Here are some of them:

- Set up a home library shelf;
  - Take the child to the local library regularly;
  - Read at home where your child can see you setting the example;
  - Give books as gifts;
  - Take the child to interesting places in the community, such as museums or the airport, and talk about what you see;
  - Encourage the child to be interested in traffic signs, labels in grocery stores, and other every-day reading experiences; and
  - Read — read — read to the child.
- "Many schools have outreach programs to help parents encourage both pre-school and school-age children to learn to read," says the professor. "They set up resources for reading readiness."
- Another link between school and par-



In the kindergarten at UTEP, Professor Burmeister works with Tiffany Vargas as she makes a sentence with words written on cards.

ents can be the "happy note," with examples pictured in her book. "Bonnie has learned to read three words today," says a sample note, which then lists the words. The teacher hopes the parent will encourage the child to discuss those new words and perhaps add other related words to the child's vocabulary.

Defining exactly what reading is can be difficult, she explains. In fact, the entire first chapter of her book is dedicated to that task.

Dictionary definitions dwell on the idea of understanding the written word. For children, though, reading may mean something else.

"I visited schools and asked children what they understood reading to be," says the professor. Some of their responses were:

"Reading is a bunch of letters."  
"Reading is studying."

(Continued on page 17)



# Sue Mahan Studies

**T**he true liberated female — in the sense we think of that term in the professional world — is a very rare person in prison," says Sue Mahan, assistant professor of criminal justice at The University of Texas at El Paso.

Since the late 70s, she has interviewed dozens of women in jails and prisons, collecting information in order to understand more about how women become involved in crime. She uses no notebook or tape recorder, but writes down the information after each interview.

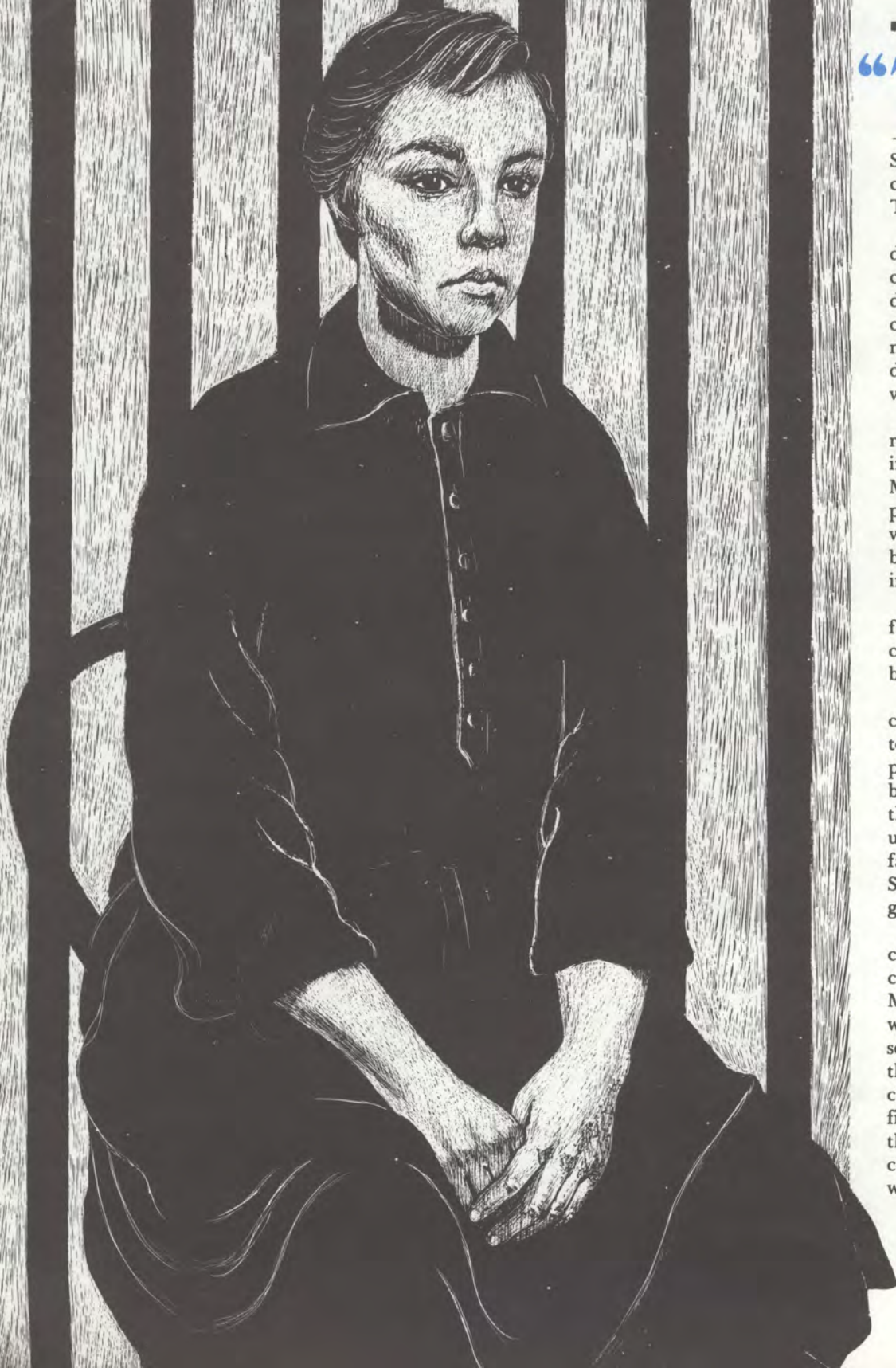
A rarity among criminal justice researchers, she took up this work while in graduate school at the University of Missouri-Columbia, where she completed her doctorate in 1979. As a volunteer teacher in a prison, she became intrigued by the life stories the inmates told her.

"In all the cases I have come across so far," she notes, "the professionals in the criminal justice system are inclined to believe women criminals are liberated."

As an example of this treatment, she cites the story of a young woman she interviewed who had been arrested for the prototypical woman's crime, writing bad checks. Like most women facing that charge, she was a single mother, under-employed, with no help from her father in supporting her two children. She was caught writing a bad check for groceries.

"At 24 she ended up in prison on the check charge because she had a previous conviction for drug peddling," says Dr. Mahan. According to the young woman, her husband was the drug seller, but when police found her with the money from the sales, she was charged with selling drugs. She got a five-year sentence and the husband three years. "The authorities saw the crime as worse for her because she was a woman," points out the professor.

Women in crime, she finds, have been stereotyped as liberated, independent, and career oriented, but that has not been borne out by her





# WOMEN IN CRIME

research. "I haven't found a liberated female so far."

Another theory in criminology is that a person becomes a criminal through the influence of associates. One of Dr. Mahan's subjects is an example of the opposite circumstance.

The woman supported her husband, who drank and was on drugs. She devised ways of passing bad checks and forging certificates of title to vehicles. "These were complex systems that she thought up all by herself," says the professor. "She went from city to city and took in over \$100,000 through her various schemes before she was caught. She described her husband as totally useless; he couldn't even steal license plates when she asked him to. She showed an incredible amount of native intelligence in what she did, but couldn't enjoy the money because of her husband's drinking and drugs. She was ready to be caught and is now in prison for forgery."

Consumer crimes, especially shoplifting, are often associated with women, says Dr. Mahan. She took the life story of a woman who ran a shoplifting ring, with a group of people assigned to make quick hits on shopping centers, loading garbage bags with merchandise that the ring leader could fence easily.

"This woman also supported a man — bought a home for him and their children. She had no idea how much money she had taken in, but had nothing to show for it. She was an abused woman, and the more she tried to serve her husband, the worse it got. She finally got away from him and has now remarried."

In studying crimes of passion, Dr. Mahan finds that there are some similarities for men and women, but that a woman rarely attacks a stranger. Men can act out violence against either people they know or strangers.

She considers assault, manslaughter and homicide among crimes of passion in developing three categories of women who become involved in such crimes:

1—The woman who has undergone a

great deal of stress over a long period of tension and fear. She is battered, abused, and emotionally dependent and sees no way out of her dilemma. She finally commits a crime during an emotional outburst.

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**"I haven't found a  
liberated female  
so far."**

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2—The woman involved in a life style where aggression and violence are common for both men and women. Violence is perceived as something that is provoked by another person, and the violent reaction is usually involved in preserving one's reputation. This "subculture of violence" is common in men's crime. A woman in such a setting might kill her lover for being involved with another woman, or she might kill someone who spread false rumors about her.

3—The woman who kills someone close to her out of greed. These cases, finds Dr. Mahan, are rare in her studies but generally are the same for both men and women, involving premeditation of the crime.

Dr. Mahan is assembling life histories for a textbook on female offenders, applying criminological theory as it differs between cases involving women and those involving men. She has already assembled material for sections on Crimes Against Children, Consumerism (fraud, shoplifting, forgery), Crimes of Passion, Accomplices, White Collar Crime (embezzlement), and Status Offenses (runaways). Still to be developed are materials on Prostitution, Drinking and Vagrancy, Drug-Related Offenses, and Organized Crime. Women in organized crime, she adds, are usually in roles of wife, mother or sister rather than major participants.

When the new County Jail opens later this year, she plans to serve as a volunteer teacher of a class in parenting. Then, as in past experiences as a teacher in prison, she will listen to the life stories of prisoners who are willing to talk to her. She also hopes to visit a Federal prison, where some of the women prisoners will have criminal backgrounds that are different from those in state prisons she has visited.

Dr. Mahan's first book, *Unfit Mothers*, was based on interviews with women in state prisons. "An examination of how these prisoners came to be unfit mothers and how they experienced social life," she says, "has shown that individual attitudes and personal characteristics were not determining factors. Instead, inability to mother arose from the impossible standards of the institution of motherhood."

These subjects illustrate the patterns that statistics apply to women offenders — victims of child abuse, limited in education, often from a minority racial group, unqualified to find legitimate work, having children out of wedlock (sometimes as victims of rape), turning to prostitution or other crimes in order to exist, and frequently under the control of a man who is brutal to the woman and her children or who serves as her pimp.

As a result of her research in this field, the slim, red-haired professor developed a course, "Women in Crime," which she enjoys teaching. "The Academy of Criminal Justice Sciences reports that this subject is becoming an elective in many academic criminal justice programs," she adds. It involves women as victims, women as perpetrators of crimes, and women as professionals in the criminal justice system.

Much as she enjoys teaching the course, though, she will be satisfied when it is no longer needed. "The first step is awareness," she explains. "Eventually, when people are aware of these problems, we won't need special courses any more. This information will become part of the larger picture." □



# H.Y. Benedict Professor Patrick Romanell

## PHILOSOPHER, TEACHER, DOER

by Nancy Hamilton

**I**n philosophy it is not enough to give the right answer — you must say why it's right."

Patrick Romanell coaxes, teases, nudges, wheedles his students into finding the "why" as they discuss his questions about current events. He has brought to his graduate seminar on Mexican philosophy a clipping from yesterday's newspaper reporting a speech by President Reagan. He asks the students to analyze sections of the speech by identifying the types of moral conflicts represented. Do they involve problems of good vs. evil, better vs. worse, or good vs. good?

A correct answer draws his explosive: "A-plus!" with a sweeping gesture of approval. A lesser answer provokes more questions, drawing the student's line of thinking around to the desired analysis and the ultimate explanation of "why."

Sometimes his remarks seem too lofty to stay in the Worrell Hall seminar room; his ideas soar above his listeners, too high to grasp. Then the professor returns to something more tangible: the newspaper clipping, or a passage from his textbook for the course, *Making of the Mexican Mind*, or a reference to Greek drama, or a comment on Shakespeare. "Shakespeare's so-called tragedies," he opines, "are mostly pathetic stories, not tragedies."

His students understand that point very well, for Professor Romanell has won world-wide attention for his writings and lectures on the nature of moral conflicts. There are, he contends,

three polar types of moral conflict: the good/bad, the better/worse, and the good/good. The first he terms "epic" because it focuses on the question of overcoming obstacles to the good, the conquest of evil. Conquering frontiers, going to the moon, finding cures for diseases would represent the epic. The second type of conflict is of a comparative nature and requires a more difficult decision-making process to reach successful completion. It is the third type of conflict, the good versus good, that Dr. Romanell considers the least understood and the source of tragedy.

"A person faced with a choice between good and evil has a clearcut choice," he explains. "But the person faced with a choice between good and good is confronted with a unique moral situation. No matter which choice of a good is made, the other good will be lost. This is what tragedy is made of — not sadness or pathos, but a conflict of good versus good."

In order to fulfill his interpretation of the tragic situation, there must be four inter-related elements present: 1) the conflict must be between one good and another good; 2) the conflict must be *unavoidable* because the conflicting goods are individually good but mutually exclusive; 3) the conflict must be *equipotent*, with the conflicting goods equally valuable or good (otherwise the conflict would be better/worse); and 4) the conflict must be *irresolvable*, with the inevitability of tragic failure.

He finds a classic example of the

tragic choice between good and good in the Sophoclean drama *Antigone* where the young woman must choose between giving her brother an honorable burial and obeying her ruling uncle's order not to do so: a religious good vs. a political good.

Now celebrating 50 years as a teacher, Professor Romanell has especially applied these criteria to the study of medical ethics. He was for 10 years professor of the history and philosophy of medicine at the University of Texas Medical Branch in Galveston. He has written prolifically on the questions of choice as they apply to medical ethics.

The question of choosing one good or another arises, he says, when a physician must decide, for example, whether to tell a patient the "whole truth and nothing but the truth," an area in which there are honest differences of opinion among medical authorities. Some hold that all lies are wrong, while others feel that sometimes, for the benefit of the patient, it is all right to withhold some information. Such situations thus, says Professor Romanell, may cause the physician to face a tragic dilemma.

He encourages his students to apply, when possible, his philosophical approach to examining their own day-to-day problems. This, he finds, helps prepare them for those occasions when a problem may have no satisfactory solution. As he observed in an article for the *American Journal of Nursing*, "To acknowledge candidly which sort of problems and conflicts in life can be



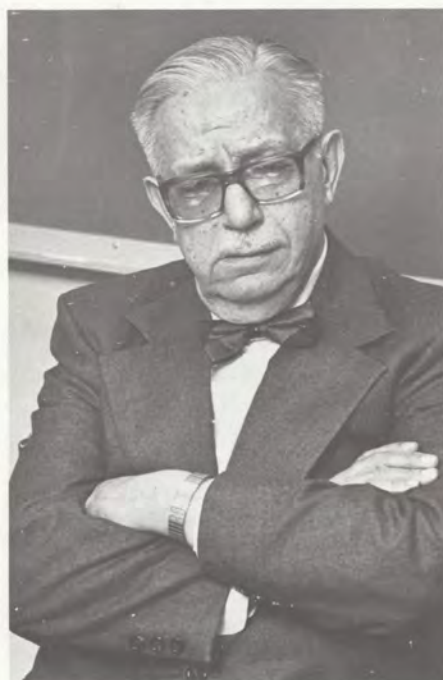


resolved satisfactorily and which cannot be the beginning of wisdom in morals."

One-third of his teaching career has been spent at U.T. El Paso, where he was one of the first three H.Y. Benedict distinguished professors appointed in 1965. (The other two were C.L. Sonnichsen, now English professor emeritus of UTEP, and Robert E. Riegel, who became history professor emeritus at Dartmouth.) Born in Italy and reared in Brooklyn, Dr. Romanell earned his B.A. degree at Brooklyn College and the M.A. and Ph.D. degrees at Columbia University.

His first teaching experience was as a reader ("Now they're called teaching assistants," he says) at Brooklyn College. He taught philosophy at Brooklyn College from 1936-41, chaired the philosophy department at Wells College from 1946-52, then went to Galveston for 10 years. He served three years as professor of philosophy and medical philosophy at the University of Oklahoma before coming to El Paso.

Fluent in Spanish and Italian, he has written and lectured in both languages in many countries. As a lecturer under the auspices of the U.S. State Department and various learned organizations, he has visited nearly all the countries of Latin America.



In 1975, for example, he was major speaker for the Chilean Society of Philosophy seminar on North American philosophy, held at the University of Chile in observance of the United States' Bicentennial celebration. That same year he served as an American Specialist for the U.S. Information Agency in Latin America. An agency official advised him that he "made an important contribution to a better understanding of American philosophy with important groups in the countries you visited."

His honors over the years are more than impressive: Phi Beta Kappa, Cutting and Carnegie Fellow in Mexico,



Smith-Mundt Lecturer in Mexico, Ecuador and Panama, Fulbright Professor in Italy, American Philosophical Society Grantee in England and Holland, U.S. State Department Specialist in Central and South America, U.S. Public Health Service Grantee in Europe. As an author, he has more than a dozen books and 300 articles to his credit. Among those which have drawn the greatest attention are *Making of the Mexican Mind*, first published in 1952, and *Toward a Critical Naturalism*, where he explains his distinction between the materialistic and the naturalistic points of view. He finds materialistic philosophy to be dogmatic, rendering man insignificant. "The world without man," he reflects, "is not the same as the world with man in it."

Besides having written numerous books, he is himself the subject of one, published in Italy in 1966. The title in English is *Patrick Romanell and Present-Day American Naturalism*. The author is Giovanni De Crescenzo.

His book on Mexican philosophers was a milestone in its field. His Fulbright lectures in Italy were published in Italian as *Il Naturalismo Critico*. He continues to receive invitations from Europe and Latin America for essays

(Continued on page 13)



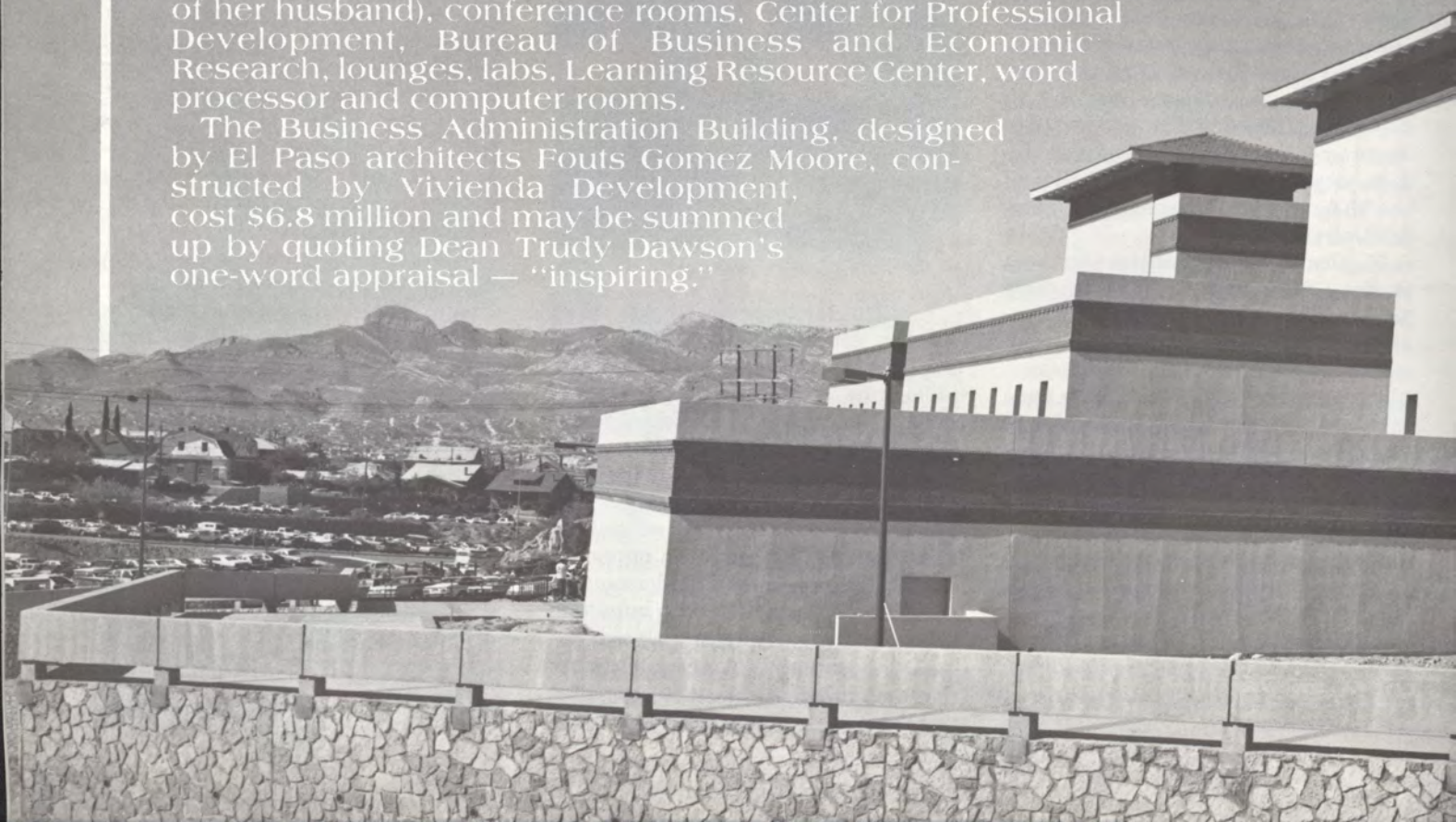


## A New Place of Business

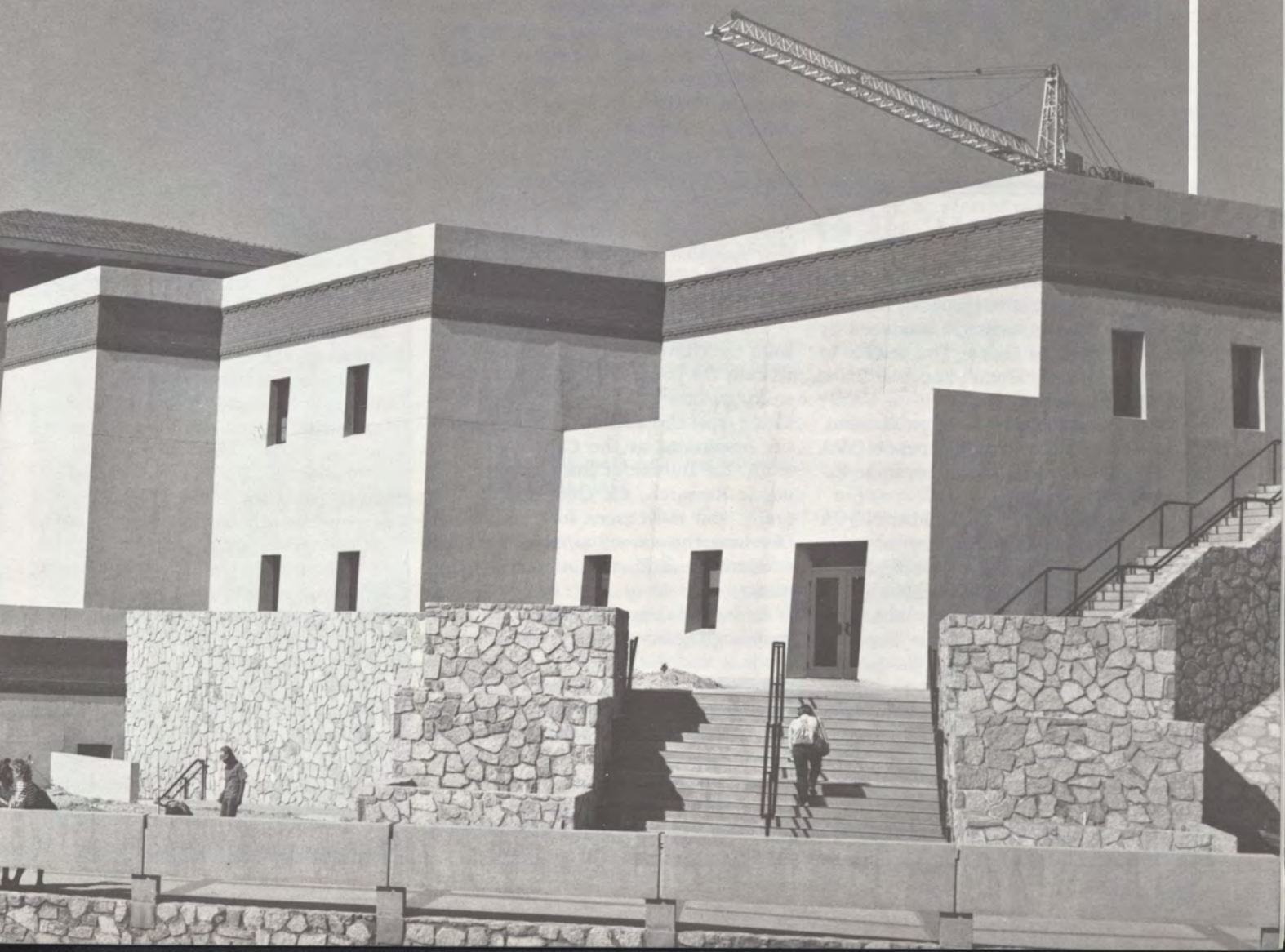
It is beautifully Bhutanese, rising from the bank of an arroyo on the south side of the campus in a graceful terraced design, almost like the Paro Dzong in Thimphu.

Inside: 30 classrooms, 48 faculty offices and a dean's suite, the Weldon C. Neill Auditorium (dedicated in April with Maxine Neill, wife of the late Dean of Business unveiling the Bassel Wolfe portrait of her husband), conference rooms, Center for Professional Development, Bureau of Business and Economic Research, lounges, labs, Learning Resource Center, word processor and computer rooms.

The Business Administration Building, designed by El Paso architects Fouts Gomez Moore, constructed by Vivienda Development, cost \$6.8 million and may be summed up by quoting Dean Trudy Dawson's one-word appraisal — "inspiring."











**Coming  
in  
September:**

**NOVA  
x 9**

**by Dale L. Walker**

**T**his June 1983 NOVA is the 1st consecutive quarterly number of the magazine produced by the UTEP News Service and mailed to the University's "alumni and friends."

The September issue will not only round out our 18th year of publication, it will introduce a wholly new NOVA concept — one that deserves some explanation.

To begin with, the September NOVA will be the first under a new contract with a company based in Tucson, Arizona, which will print and mail our magazine *monthly through the academic year*. You will receive nine issues of NOVA annually instead of the four at present.

The September NOVA, as all others to follow, will contain 16 pages of editorial material as is now the case, plus 16 pages of four-color national advertising. All the NOVA covers will be in full color, and back cover a color

national ad.

Published on a monthly basis, NOVA will be a great deal more timely and will carry, in addition to the feature articles, a section on campus news — titled "Compass" and a periodic section on alumni news, titled "Extracts," the latter prepared by the UTEP Development Office. Both *Compass* and *Extracts* at present are separate publications which will be incorporated in the new NOVA.

The cover and 16-page "editorial hole" will be written, edited and prepared by the News Service as always, and forwarded to University Network Publishing, Inc., of Tucson. There the 16 pages of ads will be inserted, the magazine sent on to a huge Memphis, Tennessee, plant for printing and mailing.

In brief, that is the who, where and how: the *why* remains and it is fundamentally a matter of economics. (What isn't these days?)

In the fall of 1966, when the first issue of NOVA was published, the circulation of the magazine was a tidy 7,500 and the cost of printing an even tidier \$975 — about 13¢ a copy. An annual budget of \$5,000, for four issues of the magazine, covered everything from printing to postage.

By contrast, the March 1983 NOVA circulated to 27,175 and the cost of that issue was \$8,773.14 — about 32¢ a copy. An annual budget of \$35,000 is now required to publish and mail four issues of the magazine and that cost is ever spiraling upward.

The money to produce NOVA derives from the University's trust funds — specifically the Josephine Clardy Fox Estate trust. Besides funding NOVA, the Fox Estate trust also assists such vital University operations as the Centennial Museum, the Bureau of Business and Economic Research, the Oral History Program, and the Center for Professional Development, as well as undergraduate scholarships and instructional equipment.

And so, for several years, we have been angling for ways to save money yet produce and distribute NOVA with no discernible change in its quality. Almost four years ago, as an example of this search-to-save, we dropped the physical size of the magazine from 9x12" to 8½x11" — at a time when paper costs were blowing a hole through the roof. Just a half-inch of paper off one edge

and an inch off the other, multiplied by the 20 pages of the magazine (counting covers) times the 140,000 magazines distributed each year — well, we saved a bundle.

A year ago we discovered something altogether new, a plan whereby NOVA would be printed *free* if it would carry 16 pages of high-quality, tasteful, national advertising.

University Network Publishing, when we met with them on the UTEP campus last June, was making good progress in lining up an assortment of colleges and universities with alumni and university magazines circulating 25,000 copies or more. Their goal was to print a total of more than 1.25 million magazines each month carrying national ads to an "up-

(Continued on page 17)

## NOVA Outside the United States

Due to the exorbitant costs of mailing NOVA to foreign countries, we will suspend foreign mailings of the magazine as of the September 1983 issue.

At present, some 550 copies of NOVA are mailed to foreign addresses. Under the second class special mailing permit, postage on each of these magazines would be 81 cents. Multiply this times the nine issues to be printed in the academic year beginning in September and multiply that times 550 and you have over \$4,000 for a single year. An additional problem is that *returned* foreign mail never includes a change of address yet the returned magazine — returned often three or four months after it was mailed — costs the University anything from 50 cents to \$2, depending upon the whim of the foreign post office.

The UTEP Development and Alumni Office will be contacting each recipient of NOVA residing outside the United States and arrangements can be made for continuing to mail the magazine to foreign addresses.

Neither "APO" or "FPO" addresses are affected since these designations are regarded as domestic mail.

— DLW



# By Elroy Bode

## JOURNALS

**H**e undoubtedly looks good in sports cars and fashionable restaurants and air-conditioned buildings.

He sits now at the Florida bar in Juarez, wearing a college ring, nicely casual clothes, soft-leather loafers. He has gold-rimmed glasses — fitted, one can be sure, by an optometrist who told him they were perfect for his face, for he is extremely well-featured, with perfectly formed, sensitive lips. He has clean, soft, shampooed hair.

He is speaking — easily, confidently, in detail — about cameras to the girl at his side. He is intelligent and has a substantial amount of information about cameras to offer. His companion listens, apparently interested.

As he sits there at the bar during the early-evening hour, he talks to the girl. He taps his cigarette neatly into the nearby ashtray; he nods now and then to the bartender for more scotches-and-soda.

Firm-jawed, courteous, a bit short but neat and compact, he is a pleasant-looking, well-heeled, clean-smelling crashing bore.

★ I have never quite accepted the stillness, the unresponsiveness of trees, posts, rocks, grass. I am still waiting for them to speak.

I am so conscious of them that I cannot believe they will always remain silent. I keep being watchful, alert, listening and waiting, half-hoping to overhear the sound of their quiet afternoon voices.

★ As children we walk across the landscape of poetry. Later, looking back as adults, we try to write about it.

★ Each time I see him it is as though I have been running in the dark and barreled straight into a wire at neck level. My needs, plans, urgencies disappear as I come upon him in the basement of the public library, reading.

He sits hunched over a book in his dirty flannel shirt, jiggling his forefinger across the lines of print as if he were herding doodlebugs toward the margin or perhaps witching for water between the lines.

Is he actually reading, this redhaired madman? Does he comprehend the

words he stares at so intently?

I do not know. He is just there every night at six when I come to the basement to grade papers. As he stares into an astronomy text full of dark heavens he jabs his broken fingernail into galaxy after galaxy. Then slamming his hands to his temples, he speaks silently, violently into the page.

★ On the road to Hatch, in winter-time: At Radium Springs the soil is a dirty, washed-out lavender — livid Pepto-Bismol rocks and earth. It is as though nature has belched, leaving sour bile in the ground.

This is badlands territory, uglier in December than the earth has a right to be: as if it has been set aside, this mean little section, as a homeland for felons or perhaps a back-to-the-land rehabilitation center for displaced Snopes. There is not a graceful line to the landscape for twenty miles. The winter shadows at midday are dark, purplish, malevolent. Rocks, beer cans, bottles are scattered about like warts and sores.

... Hell on the way to Hatch. The small dwelling places along the road are not farms or ranches; they are just lots cleared of brush. No fields or gardens, no niceties of home. Tarpaper shacks and trailer houses sit in their drab little spaces. Old tires here, bits and pieces of machinery there. And horses everywhere. Each clearing-and-shack has a horse. It is as though behind each closed door someone is planning a getaway.

A sign at a bend in the road reads: **KEEP OUT.**

The passerby can't help but wonder: who would want in?

★ I have tried to set down, memory by memory, the meaningfulness of who-I-am: to record the snail-slick of my passing, the briefly charged intimacies of my days, the residues of my private fires.

★ I still don't know what a *man* is, or should be. Children always know what a man is: he is the person who is bigger than they are, who can tell them what to do. But I remain of indeterminate age. I am not 17, for sure, but I am certainly not "middle-aged" . . . I was once 17, yes indeed; I knew and accepted my age



then. But every year that I have lived past, say, 30 has been elastic and without authenticity. The years fold, blur into one another; they do not make a consecutive, recognizable chain as the early years did. Wrinkles, gray hairs I gather one by one, but they are spurious, incidental; they do not tell me how to feel or who I am.

★ The only truth I am interested in is the truth which I can reveal to myself and which I can translate into my own words.

★ Imagine: a happily married couple. Just that: two humans, delighted with each other, pleased to be in each other's presence.

It is a condition too amazing to believe.

Not doomed lovers of twenty-two but a man and a woman in their forties or fifties — still glad to touch each other's flesh, still glad to share one another's daily lives and routines, still needing each other, still functioning best when the other is around. . . .

★ I have come to love the back streets of Juarez the way a man without a country loves, finally, a country.

★ Deborah was seven. She and I had parked by the sandhills on the west side of El Paso and were standing beside the car when a man in a station wagon stopped down the road from us. He opened the door and let out a huge black French poodle who immediately began tearing in our direction, mouth gaped, knobby tail held aloft like some kind of African ceremonial spear. He was about two yards away when the man called out over the top of his station wagon in a strained, ruined voice:

(Continued on page 13)





# TRADEMA<sup>®</sup>KS =

**S**ymbols and images of the University, seen everywhere, on everything: signs, posters, billboards; coffee mugs, beer steins, tee-shirts, baseball caps, watchfobs, lapel pins, ballpoint pens, keychains, ashtrays, stuffed animals, rings, watches, brooches, pendants, bracelets, neckties, tiepins, scarves, coats, jeans, belts, decals, pennants, notepaper, letterhead, envelopes, postcards, magazines, folders, brochures, programs — everywhere and on everything.

In general terms, UTEP does not discourage the proper and tasteful use of its name, Seal and logos (from the Greek *logos* = word; logo a shortened version of "logotype," a word or symbol identified with an institution or product), although it has never sanctioned the use of its name and symbols for non-University, profit-making, commercial purposes.

## UTEP

But "not sanctioning" and "preventing" unauthorized use of the name and symbols have, until recently, been two

separate and distinct matters.

In June 1981, the Board of Regents of The University of Texas System approved the trademark registration of the name, seal and logos of all the components of the System. These applications were filed in July 1981 and while the trademarks were already protected from unauthorized use by common law, registration expanded that protection.



The University of Texas at El Paso registered as trademarks its name and variants (UTEP, U.T. El Paso), its official Seal, logo, "Paydirt Pete" symbol and nickname Miners. The research leading up to registration was complex — the history of each device had to be traced, including such facts as when each was used for the first time in interstate commerce.

An integral part of the program authorized by the System Board of Regents is the "Trademark Licensing Program" through which all U.T. component institutions can control the use of their trademarks by commercial entities. This procedure is basically simple:

*In exchange for permission to use the trademarks on commercially sold items, the company must agree to use the trademark correctly and to pay the appropriate University royalty fee.*

"The amount of royalty to be paid is negotiated within the percentage range currently customary in the trade for the character and quality of the merchandise upon which the trademark is to be

used," says the Office of General Counsel for The University of Texas System, administrator of the Trademark Licensing Program.

What is done with the royalty monies accrued?

This is the best part: *"The royalties received under trademark licensing agreements, in excess of the expenses for registration and administration of the licensing, are used by the respective component institution to establish appropriate scholarship programs,"* says the Office of General Counsel.

\* \* \* \*

The word "trademark" can cause confusion — and often does, being erroneously inter-traded with "copyright." The following is a succinct background on trademarks provided by the Office of General Counsel of the U.T. System:

Both federal and state statutes provide for the registration and protection of names, seals, logos, and symbols that are associated with an individual, a corporation, or other entity and are used in commerce. Such names, seals, logos, and symbols are referred to as "Trademarks" or "Marks." Although the right

**The  
University  
of  
Texas  
at  
El Paso**



# \$CHOLARSHIPS

of ownership of a trademark is derived from its use and is recognized at common law, registration reinforces that right by giving public notice of ownership and providing statutory means of

*goodwill and names by hard work through the years and, secondly, if anyone is to profit from the trademarks, it should be the University.*

\* \* \* \*

The trademark registration and licensing program is already having an impact, all of it to the good. At UTEP, guidelines for the use of the trademarked words and symbols are being drawn up, commercial use of the marks is being monitored with the help of U.T. System Trademark Licensing Manager Tommy R. Hardin, manufacturers of items bearing the trademarks are being notified of the new requirements and royalty schedules, cases of infringement on the marks are being recorded and the infringers contacted and informed of the licensing rules. More and more you will be seeing the University's name and symbols bearing the "TM" in small letters or, once registration is finalized, the circled R denoting registered trademark.

The process of implementing the



protecting the use of the trademark. This is an exclusive *property right* and may prove to be among the University's most valuable assets.

The progressive increase in the popularity of goods imprinted with well-known names and logos over the past few years has brought most universities across the country to the realization that the ability to control the use of their trademarks presents a real potential for benefit both from a public relations and financial standpoint. Through assertion of ownership of its trademarks, the University can prevent embarrassment or damage to the University's reputation by prohibiting the use of its trademarks on goods considered to be undesirable or of inferior quality. On the other hand, use of the trademarks can be licensed under set conditions that give the University the right of approval of the character and quality of the goods and entitle the University to a percentage of the gross sales of those goods. The justification for profiting from the trademarks is twofold: First, *the component institutions have developed their*

## MINERS

trademark program has been a long one, with much work still to be done. But, in the end, there is the incontrovertible justice of it. The University protects and enhances the marks it has established through its hard work and will share in any profits made from those marks, the profits to be used to benefit the people who made the University possible to begin with — the students. □

(Bode...from page 11)

"Don't . . . mind . . . Axel . . . he . . . won't . . . bite" — and immediately the dog burst into the space between Deborah and me, disintegrating his charge harmlessly and sniffing at our ankles. I had not moved — had continued to stare at the onrushing dog as though he were some red-tongued demon charging at us across the sands of fate.

The dog sniffed us a while, turned, bounded back to the man in the station wagon. They drove away.

I pulled up the bottom strand of barbed wire and Deborah crawled underneath the fence into the wilderness of sand.

"Oh, Daddy!" she said.

The air was desert-still. Behind us, across the wide El Paso valley, the Franklin Mountains lay like a prehistoric fishback against the sky. In front the small sand hills rose and dipped their way westward.

We walked together in the quiet, losing ourselves from sight of the road. Deborah ran in an excited aimless dance, picking up small rocks, turning around and around, then letting the rocks go. She found smooth holes in the sand made by desert ants and squatted down to look at them closely, her pig-tails swinging forward across her face, almost touching the holes.

She ran up little hills and found pieces of twisted dry wood and stood there with them in her hand while she looked out at the scattered green bushes and the twilight and the sand. Then she raised her shoulders, sighed a little, and said, "Daddy, this is *nice*." □

(Philosopher...from page 7)

and lectures, and is listed in *Who's Who in the World*.

"Philosophy in Latin America and Mexico is not just an armchair thing," he says. "It is related to the problems of life. Important philosophers serve in government; Vasconcelos became minister of education and was almost president of Mexico. These philosophers are not watchers, but doers."


Looking back on his own 50 years in his chosen profession, he offers the reminder that "the great philosophers weren't just teachers. They were significant figures in their societies."

He places his fingertips together and pauses in thought.

"Philosophy," he says slowly, "is the search for wisdom. Its function is to encourage critical reflection on life's problems. *We can all do it if we try.*" □



# BOOKS



**T**exas history takes the spotlight in new books from Texas Western Press.

New hardbacks are *Seven Keys to Texas* by prominent Texas historian T.R. Fehrenbach and *Conquistadors in North American History*, a new edition of a long out-of-print book by Pulitzer Prize-winning author Paul Horgan.

Continuing the Southwestern Studies series of historical monographs are No. 69, *The Zona Libre, 1858-1905*, by Samuel E. Bell and James M. Smallwood, and No. 70, *Women on the Texas Frontier: A Cross-Cultural Perspective*, by Ann Patton Malone.

"Americans often have trouble understanding Texas because they refuse to look on the state in the light of its own history and prejudices," Fehrenbach observes at the end of his book. He selects as the keys to understanding "something of the people, the frontier, the land, the economy, the society, the politics, and the ways of change."

Fehrenbach writes with thorough background in the history and society of his state, inspiring new insights into the attitudes toward Indians of frontier days, land ownership and use, and the responsibilities of women, ranging from pioneers to the mayor of Houston.

"Those who find the Texas character uncomfortable or distasteful — including some Texans — disparage this image of the Texan hero, mock the myth of the man who stands alone, criticize the constant chimera of the Alamo," he reports. "No matter — every successive generation of Texans seeks its Alamos, and sometimes finds them."

Horgan's book has a new map and dustjacket drawing by El Paso artist Jose Cisneros, plus a new foreword by the author. The 303-page history is a stirring account of the obstacles overcome

by the Spaniards who came to a land very different from their own. The saga of Cabeza de Vaca and other marvelous adventures are related.

Horgan examines in the final chapters the impact of the conquistadors on trade and colonial development in New Spain. "Conquistadors," he writes, "knew that glory was fugitive, for most of them even in their own lifetimes were subjected to stern, sometimes fierce, inquiries which all too often ended in disgrace or even death: "... If the Spaniard in his essential character rarely bothered with a sense of caste, it was because he carried within himself, in the castle of his person, that seed of desire to make his own sign of greatness on the world before he must perish."

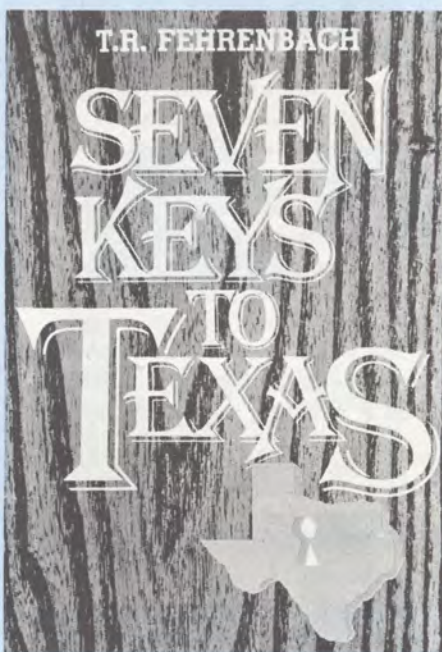
*The Zona Libre* traces the history of the free trade zone that was established by Mexico in 1858 in an effort to balance unequal economic conditions resulting from the Mexican War. The

out of Mexico, the free trade zone was re-established. The next major change came with the railroads in the 1880s. Trade problems on both sides of the border ensued and Mexican President Porfirio Diaz finally abolished the Zona Libre in 1905.

*Women on the Texas Frontier* represents the author's interest in showing that Indian, Mexican and black women were active on the frontier, along with the more publicized women who were "young, white, somewhat passive, but always courageous."

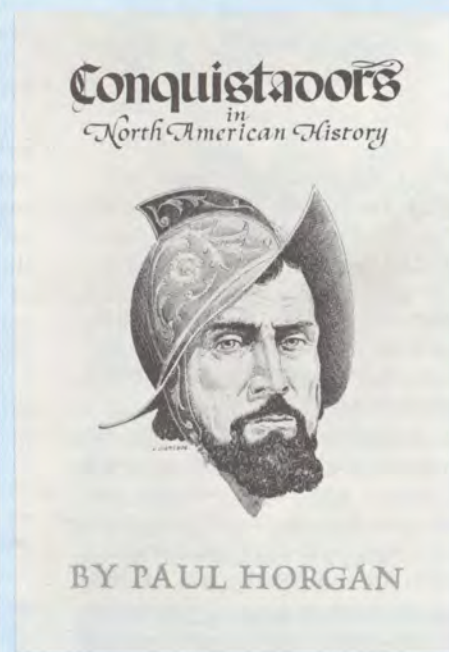
Indian women, she says, were often given the power of life and death over enemy captives, although they seldom took the warrior role. Some Comanche women, however, reportedly dressed as men and took part in battle.

Anglo women were under the influence of the Victorian code and fulfilled roles centered on pleasing their husbands and bearing children.



territory extended an estimated six to eight miles paralleling the Rio Grande from its mouth to the northern border of Tamaulipas. All foreign goods were allowed to enter the new zone without payment of the high tariff duties required elsewhere in Mexico, in an effort to lure mercantile activity back to Mexican border towns from the American side of the river.

The towns became supply centers during the American Civil War, but as French intervention affected Mexican internal affairs at the end of the war period, trade began shifting back to Texas. In 1866, with the French forced



Texas black women made contributions "not only as wives and mothers, but as laundresses, seamstresses, cooks, midwives, and field laborers. In the clearing, planting, harvesting, and building that accompanied the agricultural advances of the period from 1820 to 1880, the labor of blacks, females as well as males, was highly significant."

Books may be ordered from Texas Western Press, The University of Texas at El Paso, El Paso, Texas 79968. *Seven Keys* costs \$15; *Conquistadors* is \$20 in hardcover, \$10 in softcover, and softcover Southwestern Studies are \$4. □



# Alumnotes

by Sue Wimberly

## 1920-1949

**Vince Desmond** (B.A. '40), of Glendale, New York, visited the NOVA office on March 1 during a trip that allowed him only a few hours in El Paso. "I haven't been here for 43 years," recalled the 1940 graduate, "and it certainly has changed. But it's great to be back." After his military service in World War II, he moved to New York, married a Brooklynite, and they have a family of four daughters and two sons. He retired from the accounting profession four years ago.

**Mary Newell Tippin** (B.B.A. '45) recently received the honor of 1983 First Lady of El Paso from the 28 El Paso chapters of Beta Sigma Phi, international social, cultural and education organization. She is a member and secretary of the board of El Paso Independent School District, and serves on the Texas Association of School Boards and on the Council of Urban School Boards.

**James M. Scott** (B.S. '49), of Las Cruces, has been elected president of the Yucca Council, Boy Scouts of America.

## 1950-1959

**Noel Longuemare** (B.S. '52) has been named deputy general manager, Systems Development Divisions for Westinghouse Defense and Electronic Systems Center. He received a Master of Science degree in electrical engineering in 1958 from Johns Hopkins University, followed by continued graduate study at both Johns Hopkins and the University of Maryland.

**Ed Asmir** (B.A. '53; M.A. '55), a teacher with the U.S. Department of Defense Overseas School System, is on his second assignment in Stuttgart, Germany, where he is head of the art department. He has taught overseas since 1964 in Tokyo, Stuttgart, Karamursel, Turkey; Brindisi, Italy; Keflavik, Iceland; and Ansbach, Germany.

**Bettie Schuster** (B.B.A. '53) has been named vice president of business development at Bassett National Bank, El Paso.

**Ned J. Moore** (B.B.A. '57), a recruitment associate with Shell Oil Company in Houston, ran his first marathon, the Tenneco Houston Marathon, in January.

**Chuck McGaha** (B.A. '58) is an adult probation officer for the 64th and 242nd judicial districts near Plainview, Texas.

**Irma Rosas** (B.A. '58) has been elected president of the El Paso Tennis Club.

**Joe Hanson** (B.S. '59) and **William M. Kipp** (B.B.A. '64) are members of the board of directors of the Bank of Ysleta.

## 1960-1965

**Lyle Alan Coggan** (B.S. '61) has been named a vice president of Paine, Webber, Jackson & Curtis, Inc., and branch manager of the firm's Dallas office. Prior to joining Paine Webber in November 1982, he was president of Institutional Equity, Inc.

**Luis A. Velarde** (B.A. '61) has been appointed

to serve on the Texas Advisory Committee of the United States Commission on Civil Rights.

**Alfred M. Diaz** (B.A. '62), of San Dimas, California, is a management information systems manager for General Dynamics, Pomona Division. After attaining the rank of major in the U.S. Army, he left the service and completed his M.B.A. at Harvard Business School. He has twice been elected to the board of trustees of Mount San Antonio Community College, California, and is a past board president and currently state chairman of the Association of Community College Trustees. He was recently promoted to the rank of full colonel in the Army Reserve. His wife, the former **Martha Boadella** (B.A. '64), is career center supervisor with a community college.

At Providence Memorial Hospital, El Paso, **Gary Conwell** (B.A. '63), former vice president of Mithoff Advertising, has been appointed director of public relations/marketing. **Kris Martin** (B.A. '78), who is working toward an M.S. in hospital administration at Trinity University, San Antonio, was named administrative resident.

**Paul B. Mitchell** (B.A. '63), pastor for the last four years of Wesley United Methodist Church in Parsons, Kansas, writes that the church has just completed building a new \$1,200,000 facility which was occupied this past July. He and his wife, Kathy, parents of four children, will be sponsoring a trip this summer to New York and Washington, D.C., for the youth of the Kansas East Conference. Paul also serves as secretary to the Kansas East Annual Conference of the United Methodist Church, and is primarily responsible for the production of the *Annual Journal*.

**Rafael Woo** (B.S. '63), professor of electrical engineering at the Instituto Tecnológico de Ciudad Juárez, was honored alumnus of the Lydia Patterson Institute, El Paso, at ceremonies held in January. Salutatorian of his 1959 class, he was cited by the school as an alumnus "who has excelled in all aspects of human charity within our community."

**Steve Tredennick** (B.A. '65), an attorney with Mayfield, Broadus and Perrenot, El Paso, has been named one of the "Twenty Rising Stars of Texas for 1983" by *Texas Business* magazine.

**Kenneth D. Smith** (B.A. '65), who recently served in the transition office on the legislative

committee for budget policy for New Mexico Governor Toney Anaya, is coordinator of the legislative budget task force, New Mexico Health and Environment Department.

## 1966-1969

**Gary T. Grant** (B.A. '66) has been promoted to the grade of commander, U.S. Naval Reserve. His last reserve assignment was at Naval Sea Systems Command, Washington, D.C. He is presently executive officer, Naval Reserve Shore Intermediate Maintenance Activity 1511, El Paso, and manages his State Farm Insurance Agency.

**Arturo Atayde** (B.B.A. '68), assistant vice president and branch manager of Glendale Federal Savings, Glendale, California, continues to be busy with youth activities through his work with Junior Achievement programs and the Boy Scouts of America.

**Ted Taylor** (B.S. '69; M.Ed. '73) has been named principal of Lamar Elementary School, El Paso.

**Ken Flynn**, (B.A. '69), veteran reporter and assistant city editor for the El Paso *Herald-Post*, has been appointed manager of United Press International's El Paso bureau. He is responsible for news coverage in West Texas, southern New Mexico and the Mexican border area.

## 1970-1975

**Joe Bob Shook** (B.S. '70; M.Ed. '81), former assistant principal at Socorro Junior High School, has been appointed athletic director for the Socorro, Texas, Independent School District.

**Ronald P. McCluskey** (B.A. '70), whose law firm is McCluskey, Lanoix, Bacon & Associates, has been appointed executive director of Employers Association of El Paso.

**Russell D. Heard** (B.B.A. '71) is a financial analyst with the El Paso Natural Gas Company. His wife is the former **Mary Amanda Crews** (M.Ed. '79).

## New Address?

New Address

Old Address

Name \_\_\_\_\_

Number & Street \_\_\_\_\_ Apt. Number \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Year Graduated, attended \_\_\_\_\_

Mail to: Development Office, UT El Paso, El Paso, Texas 79968



# Deaths

**Jack D. Bowles** (B.A. 1963), of Evansville, Indiana, following a heart attack, November 4, 1981. He is survived by his daughter, Joan R. Bowles, of Evansville.

**Daniel A. Cunningham** (B.B.A. 1973), of El Paso, June 3, 1982. His wife, Rosalee Cunningham, survives him.

**Edward T. Sandell, Jr.**, (M.S. 1961), of Rio Rancho, New Mexico, in July 1982. He is survived by his wife, Jo Ann Sandell.

**Harold C. Dewlen, Jr.**, (B.B.A. 1971), procurement supervisor for Conoco Limited, London, England, October 2, 1982, in an automobile accident near Inverness, Scotland. He joined Conoco Inc. in 1970 at Big Spring, Texas, working on assignments in Wyoming, Texas and the Island of Sicily before becoming assistant director of purchasing for Conoco in Houston. His immediate survivors are his wife, Janet Dewlen, and four children. His father, Harold C. Dewlen, of Corpus Christi, sent NOVA a copy of his eulogy to his son:

"Here was a son as parents dream of sons . . . a husband as wives have ever prayed of husbands . . . a father as children might, themselves, have designed a father. He was a workman, as employers envision a workman . . . a Christian, in the dimension a great Faith wills for its believers . . . and he was an American as the Nation's higher expectations would commission every American to be. . . . He leaves behind his great caring . . . his warmth . . . and his gentleness . . . all impressed permanently on the lives of these who loved him."

**Bernard Kerly** (B.S. 1940), who worked in research with Asarco and the U.S. Bureau of Mines, in a plane crash near Vail, Arizona, December 14, 1982. He was a founder of Kerley Chemical Corporation, Green Valley, Arizona. He is survived by his wife, Dorothy Kerley, of Tucson, and two daughters.

**Natalie Hope Keyser Romer** (B.A. 1953), December 30, 1982, in El Paso. She was retired from civil service and taught many years in the El Paso public schools. Survivors include a sister and brother.

**Bertha May Reynolds**, who retired in 1963 after 35 years of teaching in the UTEP Education department, January 6. She is survived by two daughters.

**Paul Armstrong** (B.A. 1973), data processing manager for Saddlebrook Hospital, Saddlebrook, New Jersey, January 16. Survivors include his father, George A. Armstrong, of Brick, New Jersey.

**Martha Margaret March** (1927 etc.), January 17. She was a retired serologist with the U.S. Public Health Service, William Beaumont Army Medical Center. She is survived by a brother, Rufus Parker March.

**Alfred C. Black** (B.S. 1917), last surviving member of his graduating class, in San Diego, California, January 29. (See NOVA December 1977 - "Al Black, Class of 1917; His Story.") After service in World War I he moved to San Diego where he was employed as a civil engineer with the public works department of the Eleventh Naval District, the beginning of a 40-year government career. He supervised the preparation of plans and specifications for many construction projects for the Navy and Marine Corps there, and in 1951 was appointed

special assistant to the district's civil engineer and served on the staff of the commandant. He retired in 1960. Survivors are his wife, Wilma Black, a sister, Leona B. Ronan and a nephew, John P. Ronan, Jr., of Yorba Linda, California.

**Charles Lowenberg** (B.A. 1973), a certified social worker associate and supervisor for child services with the Department of Human Resources in El Paso, February 2. Survivors are his wife, Carol Lowenberg, and two sons.

**Debra Louise Yarbrough Kaufman** (B.A. 1975), from injuries in an automobile accident in Dallas, February 8. She was employed as a travel marketing consultant for Unique Concepts in Travel of Dallas. Her husband, Robert Kaufman, of Lorrington, Connecticut, survives her.

**Kenneth Graf** (B.S. 1949), retired manager of Southwestern Bell Telephone Company, February 13. He is survived by his wife, Rosemary Graf, and two daughters.

**Joyce G. Herrick** (B.A. 1962), of Aurora, Colorado, February 19. Survivors are her husband, Jack Herrick, and two daughters.

**Loelleta L. Dickinson** (B.S. 1963), a retired special education teacher with the El Paso public schools, February 20. Survivors are four sons and a daughter.

**Thalia Gillett** (1927 etc.), for many years a music teacher with the El Paso public schools, February 22, in El Paso.

**Robert Lex Duke** (B.B.A. 1950), February 25, in Tanager, Norway. He retired from Continental Oil in September, 1982, after 28 years as administrative coordinator for the North Sea oil operations, and had resided in Norway for the last seven years. Survivors are his wife, Lillian Duke, a son and two daughters.

**Robert M. Notley, Jr.**, (B.A. 1965; M.Ed. 1968), an employee of the Southern Pacific Railroad, in Odessa, February 27. He is survived by his wife, Bertha Notley, and two sons.

**Winston Lee "Buddy" Black** (B.B.A. 1940), Miner football star, February 27. He was active in real estate and investments in El Paso. His wife, Lucie Lee Black, several daughters and a son survive him.

**Ewald Kipp** (B.S. 1922), a resident of Salt Lake City, February 28, of cancer. He worked as a mining engineer in Mexico and Jerome, Arizona, until 1930, and was manager of the El Paso airport until 1935 when he returned to Bisbee and was associated with the Sullivan Machinery Company. In 1945 he moved to Salt Lake City where he was employed by the Eimco Corporation for 22 years before his retirement. From 1968 to 1982 he was with Ireco Chemicals, of Salt Lake, and was active in civic affairs. His wife, Dawn Kipp, and three children survive.

**Imogene H. Plumlee** (1963 etc.), a teacher at MacArthur Elementary School, El Paso, March 9. She is survived by her husband, James I. Plumlee.

**Channing Madison Brown**, El Paso dentist, (1948 etc.), March 13. He was a graduate of the New Mexico Military Institute and Baylor Dental College. Survivors are his wife, Burton Brown, and two sons.

**Lorenzo Victor Estrada** (B.S. 1978), a detective with the El Paso Police Department, March 13. He is survived by his wife, Christina Estrada, of El Paso, and two daughters.

**Manuel Marquez Jr.** (B.S. '71) is supervisory special agent in the Office of Congressional and Public Affairs at FBI headquarters, Washington, D.C.

**Manuel Moreno** (B.S. '71), former senior rehabilitation counselor at the Texas State Commission for the Blind, operates the Bassett Chiropractic Center, El Paso.

**Arthur T. Oliver** (B.A. '71), of Joplin, Missouri, has been promoted to national bank examiner. He has been employed by the Comptroller of the Currency since 1976.

**Helen H. Harbaugh** (B.B.A. '71), of El Paso, has been appointed assistant coordinator of the 1983-84 Outreach Division of Pilot International. She will preside over a seminar at the 62nd International Convention to be held in Honolulu in July.

**Guy W. Hearne**, Sgt./USA, (B.S. '72) is an administrative specialist at the Military Entrance Processing Station in Memphis.

**Margaret Ramey Peterson** (B.S. '72) has been named El Paso Community College's new assistant to the dean of student personnel services. She holds a Master's degree in educational psychology and guidance from Wayne State University and a Master's in human resource management from the University of Utah. Before returning to El Paso, she spent 10 years working in education in Turkey and West Germany.

**Wayne Grinnell** (B.A. '73) has been named vice president of operations at Subland Inc., an El Paso-based engineering firm.

**Phil Hatch** (B.S. '73), a 10-year veteran of the El Paso Independent School District and former all-conference running back at UTEP, has been named head football coach at Jefferson High School, El Paso.

**Nancy Rettenmier** (B.S. '74), who was instrumental in developing the Natural Family Program while living at Ft. Hood, is continuing her teaching in Frankfort, West Germany, where her husband is stationed.

**Julio Chiu** (B.S. '74) has been promoted to senior vice president of First City National Bank, El Paso.

## 1976-1983

**David Alonzo** (B.B.A. '77) is accounting manager for Hotel Dieu Medical Center, El Paso.

**Gina Smith Rone** (B.S. '77; M.A. '79), of Mineola, Texas, has been selected for inclusion in the 1982 edition of *Outstanding Young Women of America*.

**Johnny Stone** (B.S. '77) is attending pharmacy school at the University of Houston.

**John K. Nakamura**, Capt./USA, (B.A. '78) and his wife, **Deborah W. Nakamura** (B.N. '80) are in Hawaii where he is with the 25th Infantry Division.

**Alfonso Carpio Jr.** (B.S. '79) is a lieutenant with the UTEP Campus Police.

**David N. Keith** (B.S. '80), administrative resident with the Veterans Administration Medical Center in Dallas, is working on his Master's in health care administration.

**Charley Prine** (B.S. '80) has joined the congressional staff of U.S. Representative Phil Gramm in Bryan, Texas.

**Clayton G. Haynes**, 2nd Lt./USA, (B.S. '81) who was commissioned through the UTEP ROTC program, recently completed the Air Assault School of the 101st Airborne Division, Ft. Campbell, Kentucky. He is scheduled for deployment to



(Alumnotes...from page 16)

Panama in the fall.

Angelica Luevano (B.A. '82) was the winner of Best Arts Production in National Radio training project workshops in 1982 at Western Public Radio, San Francisco. The recognition was for her production, Varadero '81, a two-hour special of music and interviews recorded in Cuba.

Rudy Lucero (B.S. '82) has been awarded a GEM Fellowship at Cornell University where he is working toward a Master's degree in electrical engineering.

(Nova...from page 10)

scale" audience. The ad revenue would pay the printing bill, the schools signing on would pay only the postage.

UTEP took a hard look at UNP's contract, sifting through it and having University of Texas System attorneys comb through it. We asked a lot of questions, got the changes we wanted, and signed for the pilot year beginning with the September 1983 issue. (In signing, we joined such other institutions as: Bradley University, Colorado State, DePaul, Fordham, Memphis State, North Texas State, Northern Arizona, Purdue, Queens College of the City University of New York, South Dakota State, Syracuse, Western Kentucky, the Universities of St. Louis, Houston, Idaho, Iowa, Maryland, Minnesota, Missouri-St. Louis, Nebraska, Nevada-Reno, New Orleans, North Carolina-Charlotte, South Dakota, Tampa, and Wisconsin-Milwaukee.)

When the *Chronicle of Higher Education* ran a story on the UNP program on March 23, the phones in Tucson began ringing and there is now a waiting list of institutions wanting to get aboard.

So, what it boils down to is that the September NOVA is going to have ads in it for the first time in its 18-year history. Those ads, in turn, are giving us a nine-issue-per-year magazine with four-color covers, the same editorial hole as before, the opportunity to be more timely and tell you about current things happening at your University and to make contact with you more often.

For you, the magazine is still free.

For us, we get a lot more work to do but some freed-up funds to help us do it.

We think you will like it, but let us know, good or bad, and direct the letters you want to see printed to:

Letters  
NOVA Magazine  
News Service  
UTEP  
El Paso, Texas 79968 □

(Bottom Up...from page 3)

"Reading is something so you can be a good girl or boy in school."

Some of the children, like the dictionary, centered on the idea of understanding. Others defined it as boring unless the story were interesting, or as a way of killing time, or as an escape to a fantasy world or a tool for building the imagination.

In teaching reading, Dr. Burmeister finds that there are differences of opinion on whether a "bottom-up" or a "top-down" process should be used. Her book tells how to use both systems, leaving it up to the teacher to decide how much of either technique will be used with a particular class.

The "bottom-up" process, she says, involves a theory of reading that suggests that the page provides more information to the reader than the reader brings to the page. The reader identifies words by sounding them out audibly or mentally, then recognizes their meaning. Information from the page is processed until it is understood.

The "top-down" process, on the other hand, takes the position that the reader brings more information to the page than the page brings to the reader. Dr. Burmeister explains that the reader is thought to have in his mind memories of past experiences that can be brought into interaction with the printed page. The reader uses recognition of words, context cues and personal experiences in figuring out what the text is about.

"The reading approach might involve both these techniques for some individuals," she points out. Throughout the book she offers suggested activities that may be used for the two approaches.

"A person who is learning to read needs a good phonic background," she cautions. "Content is not enough. You can't always guess the meaning from the surrounding words."

The new book came out just in time to be used for the spring semester in two UTEP classes, one taught by the author and the other by Terry Salinger in the Department of Curriculum and Instruction.

With the new book completed, Dr. Burmeister is returning to an earlier "best-seller," *Reading Strategies for Middle and Secondary School Teachers*, making revisions and updating the research references for a third edition. Popularly used as a text in some of the nation's leading universities, this book was first published by Addison-Wesley in 1974, then an expanded second edition came out in 1978. Another of her

successful books is *Words, from Print to Meaning*, released by the same publisher in 1975.

Dr. Burmeister has also found success as co-author of two books in the Ginn Word Enrichment Program, a group of seven phonics workbooks first published in 1968, revised twice, and selling about 100,000 copies per year for each title. Her co-authors are Dr. Theodore Clymer, director of the Institute for Reading Research at Carmel, California, and Dr. Thomas C. Barrett, professor at the University of Wisconsin at Madison.

A past recipient of the Faculty Research Award, Dr. Burmeister is active in the International Reading Association, especially as speaker for regional and international meetings. She is past president of the Wisconsin State Reading Association and has served on the IRA Board of Directors.

"I dedicated this book to my students," she says, "and I really mean what it says." She reads from the inscription to her students, past and present, of U.T. El Paso, "who have been, and continue to be, a constant inspiration to me and to each other." □

(Custer...from page 2)

regimental returns, Indian accounts and the unpublished notes of Walter Mason Camp, who interviewed 200 participants. The Camp notes, scribbled on scratch paper and stored in shoe boxes, are scattered in several libraries.

Smith doubted that he'd make the May deadline for completing his thesis. Mrs. Smith predicts: "He'll continue to work on it, anyway."

Smith cherishes this advice from another El Paso writer, the late Professor Emeritus of English Haldeen Braddy: "Every young man and woman should embark on a research so magnificent that he will never be able to finish."

This adds up for Smith.

\* \* \* \*

Smith is chairman of the board of the Little Big Horn Associates and a member of the Custer Battlefield Historical and Museum Association, El Paso Corral of the Westerners, El Paso County Historical Society, and Western Writers of America.

His theory on the massacre of the Custer companies is detailed in "Custer and His Times," a collection of historical studies published by Little Big Horn Associates. Smith's articles on Indian Wars have appeared in historical journals such as *Research Review*. □





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