

THE  
SCAS  
*Clipboard*

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• LAUNCH LUNCH SET

DALLAS -- Hosted by Stanley Marcus and C. A. Tatum, Jr., the big luncheon that will kick off SRC's \$5,000,000 fund drive will be held Monday, February 25 at the Crystal Ballroom of the Baker Hotel, according to Robert G. Snider, SRC vice president for development.

Dr. Harold B. Gores, president of the Educational Facilities Laboratories, an arm of the Ford Foundation, will be guest speaker at the Monday luncheon.

In issuing the invitation, co-host Marcus said: "...We want you to hear the details of this great scientific project and to join with us in launching what will probably become the greatest asset for Dallas and the South west of tomorrow. We feel that this will prove an unprecedented opportunity for business and industry to join with science in achieving new heights..."

Elaborating on the "tremendous effort that has gone into the behind-the-scenes activity that will culminate in the kick-off luncheon, Snider pointed out: "Hardly more than three months ago we learned the date the campaign would end. Ordinarily such a campaign involves a year or more in planning and organization."

"We had to develop from a variety of sources a list of likely names -- both corporate and individual. These, of course, either had known motivation for supporting SRC -- science-based industries, or were those which obviously (Continued on page 2).

CAMPUS SITE PLANNING GOES FORWARD

DALLAS -- "We are shooting for a ground-breaking on the first building of the Earth and Planetary Sciences laboratories some time this spring," says Frank Seay in discussing total campus site plans.

Meetings have been held with the Richardson City Council and the City Plan Commission, Mr. Seay reports, "and we have entered a zoning request for our total campus area development," he added. He noted that a hearing on the SRC zoning request has been scheduled for March 7.

"We expect to receive a special zoning permit for land use as an institution for advanced scientific education and related facilities," Mr. Seay continued.

He also reported that application has been made by Texas Instruments for the building permit for the Geomagnetic Observatory buildings.

"We have received assurances this application will be granted under a special permit this week," he said, "and construction should begin within the next two weeks." He added that TI would retain title to the buildings until their construction is completed, at which time the company would dedicate the buildings and the improvements to the SRC.

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NOTE: Dr. Francis S. Johnson will visit Dr. Walter J. Saucier, professor of meteorology at the University of Oklahoma on February 21.

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would benefit directly from the Center, or indirectly through the attraction of new industries and employees to greater Dallas," Snider said.

Noting some of the time-consuming work which had to be telescoped into the available time, Snider pointed out that this is meant the creation of a list of almost 3,000 names, complete with verified addresses, titles, and telephone numbers recorded on cards, followed by the grouping of duplicate cards under corporate identities and associations.

"We ended up with about 800 such corporate identities, which are referred to as 'calls' -- and approximately 1,600 name cards associated with these 'calls'," Snider said. "And we are distributing some of our more general materials to another 1,200 names."

Explaining the types of donors, he said they were divided into five categories, with the amounts pledged to be given over a five-year period.

"Such a volume of detailed information from so many different sources naturally called for increased personnel," Snider said. "Starting early in January with a permanent staff of one vice president for development and a secretary, one other permanent stenotypist has been added. We now have fifteen temporary people working on developing special lists for each major group; lists of volunteer workers -- we have a total of two hundred who will operate during the campaign; typing pledge cards, duplicate internal record control cards; mimeographing lists, receiving and recording mail -- and mailing out various educational materials."

Since early December we have been fortunate in having as our consultant, Arthur C. Frantzreb. We now have one of his associates, George Reichard, here

LUNCHEON

with us during the first part of the campaign to get out internal procedures set to cope with the ever-changing volume and direction of the work," the development vice president said.

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PROFESSIONAL APPOINTMENTS ANNOUNCED

DALLAS -- Geosciences division head Dr. Anton L. Hales has announced the appointment of Ellis W. Shuler, Jr., electronics engineer. Shuler, who has had three years residence for the doctorate in electrical engineering and geophysics at Harvard University, will be working closely with Dr. Hales in electronic instrumentation to measure altitudes on the moon. An SMU alumnus, Shuler went on to earn the MS in physics at Cal Tech.

Dr. Francis S. Johnson, Atmospheric and Space Sciences div head has announced the appointment of William C. Bartley, electronic scientist, to his div. Responsibility for the electronic portion of highly sensitive "hardware" (instrumentation) to be used in land-based and upper atmospheric cosmic ray experiments will be Bartley's assignment.

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VISITORS

Dr. D. I. Gough of London visited Dr. Anton L. Hales this week. A geophysicist, Dr. Gough was formerly with the Bernard Price Institute of Johannesburg, South Africa.

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SRC ON THE ROAD

Paris Chamber of Commerce will view the SRC film "Five Million Minutes," Thursday, March 7, according to A. T. Mitchell.

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CALENDAR OF WEEKLY SCIENTIFIC EVENTS

- February 21 Dr. David Wark, U. S. Weather Bureau, Suitland, Maryland -- Some Spectroscopic and Radiometric Problems of the Earth's Atmosphere -- Goddard Space Flight Center
- February 22 Dr. Charles A. Thomas, Jr., Associate Professor of Biophysics, Johns Hopkins University -- "Structure and Arrangement of Nucleotide Sequence in T-2 and T-5 Bacteriophage DNA" -- 4:00 p.m., SCAS Seminar Room, SIC Building, SMU campus
- February 22 Petroleum Engineers Club of Dallas (Program to be announced) -- 11:45 a.m., White Plaza Hotel
- February 22 Dallas Chapter, Texas Society of Professional Engineers -- Banquet and Dinner-Dance
- February 22 Electronic Parts and Equipment Manufacturers (EP&EM), Educational Seminar, Chicago
- February 23 Meeting on the 1963 Conference (APS) on Reactions Between Complex Nuclei, April 15-17, 1963 -- Asilomar, California
- February 23 - 28 Annual Meeting of the American Society for Testing and Materials -- Atlantic City, N. J.
- February 26 - 28 Fourth Annual Symposium on Nondestructive Testing of Aircraft and Missile Components -- Granada Hotel, San Antonio (sponsored by the South Texas Section of the Society for Non-destructive Testing, Inc., and Southwest Research Institute)
- February 27 Dr. Alexander J. Dessler -- Van Allen Radiation -- 8:30 a.m., SCAS Seminar Room, SIC Building, SMU campus
- February 27 Dr. S. S. Kety -- Implications of Biochemistry to Psychiatry -- University of Texas Southwestern Medical School, Dallas

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) Space Age Display at Big Town (Highway 80 East and Loop 12), open to the public through March 2.

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THE MET IN DALLAS...

May 8 through May 12 at State Fair Music Hall -- the six operas to be performed by the Metropolitan Opera Company of New York will be: "Othello," "La Traviata," "Boris Godunov," "Madama Butterfly," "Adriana Lecouvreur," and "Die Meistersinger."

Assistant manager and press director of the Met Francis Robinson will be guest of honor at a Friday luncheon at the City Club. He will discuss details of the forthcoming tour engagement.

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"Pride and Prejudice" -- the 1946 movie with Greer Garson and Sir Laurence Olivier begins February 27 at the Lakewood Theater in East Dallas.

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FLAMENCO GUITARIST...

Mario Escudero will unveil a development in guitar music which he has created and which he calls "Evolutionary Flamenco" in his concert Saturday, February 23 at McFarlin Auditorium.

Теперь: -oOo-

"Threepenney Opera" -- at the Pearl Chappell Playhouse on Knox Street.

William Faulkner's "As I Lay Dying" -- Dallas Theater Center on Turtle Creek Blvd.

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Andre Vandernoot, guest conductor of the Dallas Symphony Orchestra -- February 24, 25.

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A LITTLE KNOWLEDGE

Русский Урок - Russian Lesson

Vocabulary:

- Карта - map
- Картина - picture
- Город - town
- Москва - Moscow
- Река - river
- Волга - Volga

NOTE: Вот means "here is," and Воn "there is," when pointing out, e.g.:

- Вот книга. Here is the book!
- Вон окно. There is the window!
- but, but,
- Вот тут. The book is here.

When "there is" denotes simple existence or presence, it is not translated in Russian, and the sentence usually begins with the word indicating place or time, thus:

- На стене карта. There is a map on the wall.

STUDY:

The Russian alphabet with its equivalent English sounds. (If you have misplaced the alphabet sheet included with the December 20 (No. 17) CLIPBOARD, one may be obtained in the CB editorial office).

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