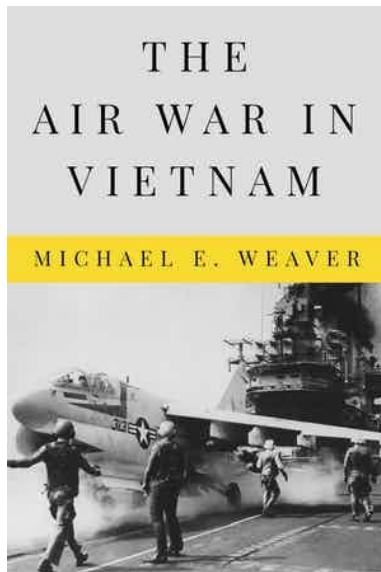


## Texas Tech University Press Spring 2021

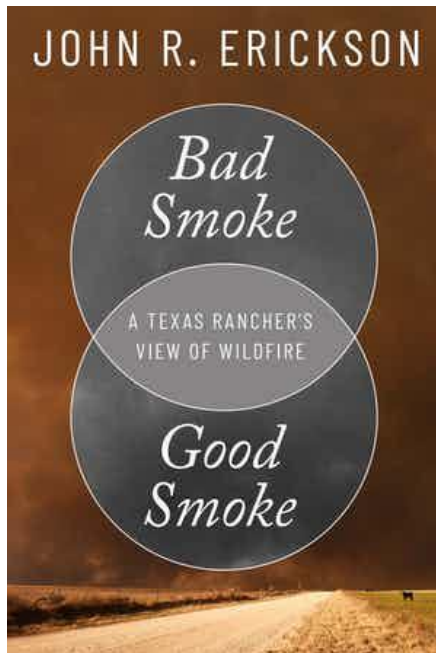


The Air War in Vietnam  
Weaver, Michael E.  
Texas Tech University Press  
9781682830857  
Peace and Conflict. 6 x 9  
640 pages  
hardcover  
\$49.95  
Pub Date: 4/30/2021

A reexamination of the effectiveness of air power during the Vietnam War, from the tactical aspects of war to the level of national policy.

The Air War in Vietnam is a deep dive into the effectiveness of air power during the Vietnam War, offering particular evaluation of the extent to which air operations fulfilled national policy objectives. Built from exhaustive research into previously classified and little-known archival sources, Michael Weaver insightfully blends new sources with material from the State Department's Foreign Relations of the United States Series. While Air Force sources form the lion's share of the documentary evidence, Weaver also makes heavy use of Navy and Marine materials. Breaking air power into six different mission sets--air superiority, aerial refueling, airlift, close air support, reconnaissance, and coercion & interdiction--Weaver assesses the effectiveness of each of these endeavors from the tactical level of war and adherence to US policy goals. Critically, The Air War in Vietnam perceives of the air campaign as a siege of North Vietnam. While American air forces completed most of their air campaigns successfully on the tactical, operational, and strategic levels, what resulted was not a failure in air power, but a failure in the waging of war as a whole. The Air War in Vietnam tackles controversies and unearths new evidence, rendering verdicts both critical and positive, arguing that war, however it is waged, is ultimately effective only when it achieves a country's policy objectives. Michael E. Weaver offers a detailed, comprehensive and meticulous re-examination of air power effectiveness during the Vietnam War. His fresh approach, shrewd analysis, and insightful research, including newly declassified evidence, demystifies air power's contribution to statecraft in a war that defied traditional metrics for measuring success and failure. This book is a work of significance and highly recommended. -- Colonel John Andreas Olsen, author of A History of Air Warfare.

Michael E. Weaver is an Associate Professor of History in the Department of Airpower at the United States Air Force's Air Command and Staff College. He specializes in aviation, Cold War, and American history and is the author of Guard Wars: The 28th Infantry Division in World War II. He currently lives in Wetumpka, Alabama.



Bad Smoke, Good Smoke: A Texas Rancher's View of Wildfire

Erickson, John R.

Texas Tech University Press

9781682830871

Voice in the American Westt. 6 x 9

208 pages

hardcover

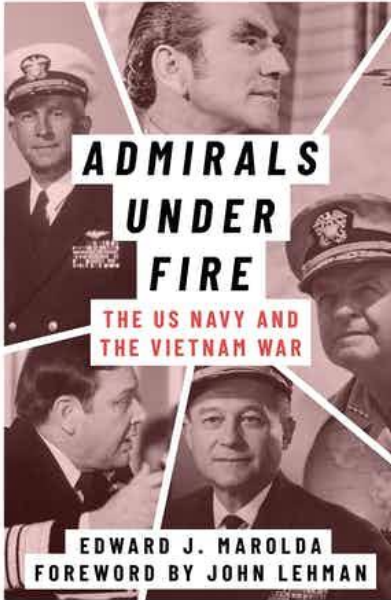
\$24.95

Pub Date: 5/10/2021

A compelling first-hand chronicle of wildfire, recovery, and adaptation on the Texas Panhandle.

From his home on the Texas Panhandle, John R. Erickson, rancher and author of the bestselling Hank the Cowdog series, saw firsthand the raw power of two megafires that swept across the high plains in 2006 and 2017. These were landmark events that are etched onto the memory of an entire generation and will be passed down to the next. They made the old-time methods of fighting fire with shovels, wet gunny sacks, and ranch spray rigs a pathetic joke. Yet *Bad Smoke, Good Smoke*, while relating a tale of gut-wrenching destruction, also provides a more nuanced view of what is often a natural event, giving the two-sided story of our relationship with fire. Not just a first-hand account, *Bad Smoke, Good Smoke* also synthesizes and explains the latest research in range management, climate, and fire. Having experienced the bad smoke, Erickson tries to understand a rancher's relationship to good smoke and to reconcile the symbiotic relationship that a rancher has with fire. Evocatively chronicled, Erickson tells what it is like trying to stop the unstoppable: *Bad Smoke, Good Smoke* gives voice to the particular pains that ranchers must face in our era of climate change and ever more powerful natural disasters.

John R. Erickson, one-time bartender, handyman, cowboy, and founder of Maverick Books, has written and published 75 books and more than 600 articles. He is the author of the bestselling Hank the Cowdog series of books, audio-books, and stage plays. His writing has garnered many accolades, including the Audie, Oppenheimer, Wrangler, and Lamplighter Awards, and his works have been translated into Spanish, Danish, Farsi, and Chinese. A fifth-generation Texan, Erickson owns a ranch in Perryton, Texas.



Admirals Under Fire: The U.S. Navy and the Vietnam War  
Marolda, Edward J.

Texas Tech University Press

9781682830895

Foreword by John Lehman. Peace and Conflict. 6 x 9

488 pages

hardcover

\$49.95

Pub Date: 5/25/2021

How America's top naval leaders handled the major challenges of the Vietnam War and its troubled aftermath.

By now the world knows well the exploits of World War II admirals Ernest King, Chester Nimitz, and Bull Halsey. These brilliant strategists and combat commanders--backed by a

powerful Allied coalition, a nation united, gifted civilian leaders, and abundant war-making resources--led U.S. and allied naval forces to victory against the Axis powers. Leadership during the Vietnam War was another story. The Vietnam War and its aftermath sorely tested the professional skill of four-star admirals Harry D. Felt, Ulysses S. Grant Sharp, Thomas H. Moorer, Elmo R. Zumwalt Jr., and James L. Holloway III. Unlike their World War II predecessors, these equally battle-tested leaders had to cope with a flawed American understanding of U.S. and Vietnamese Communist strengths and weaknesses, distrustful and ill-focused Washington leaders, an increasingly discontented American populace, and an ultimately failing war effort. Like millions of other Americans, these five admirals had to come to terms with America's first lost war, and what that loss meant for the future of the nation and the U.S. armed forces. The challenges were both internal and external. A destabilized U.S. Navy was troubled by racial discord, drug abuse, anti-war and anti-establishment sentiment, and a host of personnel and material ills. At the same time, increasingly serious global threats to US interests, such as the rise of Soviet nuclear-missile and naval power, were shaping confrontations on the postwar stage. Critical to the story is how these naval leaders managed their relationships with Presidents Kennedy, Johnson, Nixon, Ford, and Carter, and Secretaries of Defense McNamara, Laird, and Schlesinger. Based on prodigious research into many formerly classified sources, Edward J. Marolda relates in dramatic detail how America's top naval leaders tackled their responsibilities, their successes, and their failures. This is a story of dedication to duty, professionalism, and service by America's top admirals during a time of great national and international adversity.

Edward J. Marolda served as the Acting Director of Naval History and Senior Historian of the Navy. In 2017 the Naval Historical Foundation honored him with its Commodore Dudley W. Knox Naval History Lifetime Achievement Award. He has authored, coauthored, or edited nine works on the U.S. Navy's experience in Vietnam. He currently lives in Montclair, Virginia.

The Lady Makes Boots: Enid Justin and the Nocona Boot Company

Lipscomb, Carol A.

Texas Tech University Press

9781682830956

Lou Halsell Rodenberger Prizet. 6 x 9

256 pages

hardcover

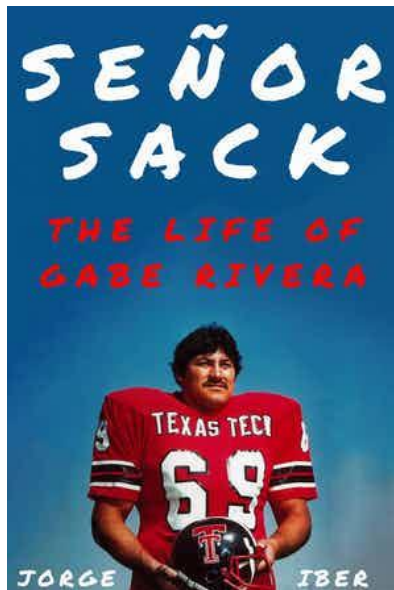
\$29.95

Pub Date: 7/15/2021

A biography of the life of Enid Justin, female entrepreneur and creator of an iconic Western business, the Nocona Boot Company.

In the summer of 1925, Enid Justin--daughter of H. J. Justin, founder of legendary Justin Boots--announced to her family that she was going to start her own boot company in her hometown of Nocona, Texas. The announcement shocked her family, who prophesied failure and begged her to reconsider, but thirty-one-year-old Enid's mind was made up. What followed would be a multi-decade saga of tenacity, endurance, dedication, and entrepreneurial success. This is the first biography of Enid Justin, lady bootmaker and the visionary who founded the Nocona Boot Company. Utilizing archival material, hundreds of newspaper articles from across the U. S. and beyond, and many personal interviews with Justin family members and boot company employees, *The Lady Makes Boots* tells the complete story of this multi-faceted woman and the growth of her small-town business to a multi-million-dollar corporation. Remembered fondly as the hard-working Miss Enid, Justin led the Nocona Boot Company through a seventy-four year history that included the Great Depression, World War II, and countless other challenges. Enid Justin was a true Texas pioneer: this is her story, stitched and bound. This biography of Enid Justin will be a significant addition to the growing body of work about unique women in the history of Texas. Equally important is the exploration of the historic context of the 'cowboy culture' that allowed the Texas boot industry to become a significant factor in the economic development of the state. --Frances Vick, retired UNT Press Director, Texas Folklore Society Secretary/Editor.

Carol A. Lipscomb earned a Ph.D. in history while she, her husband, and their three sons lived in the small town of Nocona, Texas. Lipscomb studied the Nocona area and explored its Spanish Texas connection in collaboration with Robert S. Weddle on *After the Massacre: The Violent Legacy of the San Saba Mission*. Living in Nocona also led Lipscomb to the improbable story of Enid Justin and her Nocona Boot Company, a story she exhaustively researched. An independent historian, Lipscomb currently lives in Fort Worth.



Señor Sack: The Life of Gabe Rivera

Iber, Jorge

Texas Tech University Press

9781682830994

Texas Sports Heroest. 6 x 9

256 pages

hardcover

\$27.95

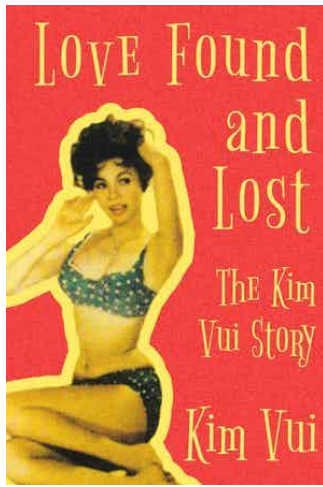
Pub Date: 7/25/2021

A biography of Red Raider football legend Gabe Rivera.

Gabriel Gabe Rivera was one of the greatest players in the history of Texas Tech football. He earned All American status, was enshrined into the College Football Hall of Fame, and saw his name elevated to the Texas Tech Ring of Honor. After his

college career, Rivera became a first-round selection of the Pittsburgh Steelers in 1983, but his career would be tragically cut short by an accident during his rookie year that left him paralyzed from the waist down. Sports historian Jorge Iber's newest book chronicles this Mexican American athlete's rise to prominence and later life. Beginning with the Rivera family in Crystal City, Texas, a hotbed of Chicano activism in the late 1960s, *Señor Sack* seeks to understand how athletic success impacted the Rivera family's most famous son on his route to stardom. Football provided this family with opportunities that were not often available to other Mexican Americans during the 1940s and 1950s. While Rivera's injury seriously derailed his life, *Señor Sack* also chronicles his struggle to regain a sense of purpose. With great effort and despite adversity, over the final two decades of his life, Rivera found meaning in helping minority youths in his community of San Antonio, serving as an example of what can be accomplished even under incredibly trying circumstances. Ultimately, the true legacy of Gabe Rivera is not just on the football field, but also in the lives he touched with his volunteer work. One of the most storied Red Raiders and a legend of Texas football, Gabe Rivera powered through many obstacles to make way for future generations of Latinos in American sports. From the GI Bill to today's athletic scholarships, sports proved a significant pathway for Latinxs to access otherwise denied spaces of higher learning. Absent the crucial work of Jorge Iber, the transformative presence of these Latinx athletes would remain unknown and untold. With his trademark encyclopedic sports knowledge and surgically precise attention to microcosms of Tejano life, Iber's tour de force biography of Gabe 'Señor Sack' Rivera brings vitally alive an epic journey that ripples across history, culture, and the sociopolitical. --Frederick Luis Aldama, coauthor of *Latinos in the End Zone*.

Jorge Iber was born in Havana, Cuba and raised in the Little Havana neighborhood of Miami, Florida. He taught in the public schools of Miami-Dade County for five years before pursuing a PhD. He is currently a professor of history and associate dean of the College of Arts and Sciences at Texas Tech University. Over the past ten years, he has written and published widely on the role of Latinos/as in the history of US sports. He lives in Lubbock, Texas.



Love Found and Lost: The Kim Vui Story

Vui, Kim

Texas Tech University Press

9781682830918

6 x 9

256 pages

paperback

\$26.95

Pub Date: 6/5/2021

Famous Saigon actress-singer Kim Vui shares the story of her life in Vietnam and becoming a proud American citizen.

War has a way of annihilating not just individual combatants and civilians caught in the maelstrom, but also the cultural memories of the defeated. Forgotten are what cities and provinces were like after being ravaged and occupied by new regimes. Saigon of the 1960s and early 1970s is one such place. After the Republic of Vietnam was defeated in 1975, many of the city's accomplished and notable citizens fled, were imprisoned, or, necessarily but reluctantly, adapted to entirely different social and political circumstances. Among those who departed their country of birth, few were as recognizable as the actress and singer Kim Vui, fondly referred to as the Sophia Loren of Vietnam. From her early work with a government civic action cadre to subsequent nightclub singing engagements and film roles, perhaps no other is so well positioned to tell the story of Saigon's nightlife and burgeoning film scene as the famous actress from Purple Horizon. Kim Vui was a pioneering performer and spokesmodel, the first to appear in a bikini and first to do a nude cinema scene. From contested rural hamlets to stage and on camera, Kim Vui took considerable personal risk throughout her life while blazing a trail in South Vietnam, later helping refugees on Guam, observing violence in Iran, working for change in Africa, and making America her new home. Love Found and Lost is Kim Vui's story, told in her own words. From her challenging childhood and rise to prominence, to her torrid romance and bitter separation from an American committed to war in her country, Kim Vui candidly describes a place now lost to history and a love that spans continents and lifetimes. In the current Vietnam, decades after the war, little memory remains of what was once the Republic of South Vietnam, its history, its cultural life, its society during the war. Of particular interest is the lost world of South Vietnam's entertainment industry during the war: Kim Vui was a larger-than-life figure within that industry. --Andrew Lam, former commentator, NPR's All Things Considered, and author of Perfume Dreams: Reflections on the Vietnamese Diaspora.

Kim Vui is a legendary former film actress of South Vietnam, cabaret singer, and successful businesswoman. She currently lives in Orange County.



The West Texas Power Plant that Saved the World: Energy, Capitalism, and Climate Change

Bowman, Andy

Texas Tech University Press

9781682830932

Foreword by Katharine Hayhoe. 6 x 9

256 pages

paperback

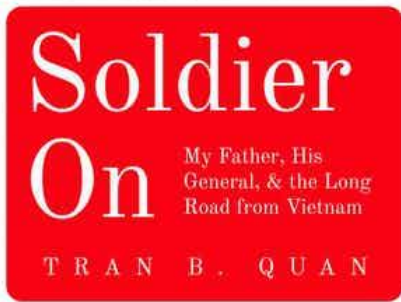
\$26.95

Pub Date: 6/15/2021

How one solar power plant might chart a sustainable path forward for enlisting American capitalism in the fight against climate change.

What if the harbinger of our greener future was a small power plant set in the middle of nowhere in West Texas? Longtime alternative energy executive Andy Bowman's book makes exactly this case, outlining what he suggests is a more sustainable future for American capitalism. The West Texas Power Plant that Saved the World takes the Barilla solar plant in Pecos County as a test case for the state of renewable energy in the twenty-first century United States. For author Andy Bowman, this is a very personal story. Bowman grew up in Galveston and acutely remembers watching stormwater climb up seawalls and wreak havoc on his home. He weaves these memories into his coming of age over two decades in the alternative energy industry, beginning in the 1990s, and tracks it's the industry's fits and starts that lead to the Barilla project. Barilla was the first solar project to be built on spec: essentially, the plant was built without a contract in place and with the assumption that customers would come. That trailblazing wager represents a tidal shift in the alternative energy industry. In a clear voice, Bowman explains the climate science that necessitated this shift and makes business-based arguments for what the future should look like. The result is a book that tells a personal story of West Texan innovation, gumption, and vision, while also outlining how our society needs to equip itself to confront climate change.

Andy Bowman is president of Jupiter Power LLC, a power management company formed in 2018. Bowman has been a serial clean energy entrepreneur since the late 1990s. Prior to forming Jupiter, he was president of Pioneer Green Energy LLC, a company he founded in 2009, and also worked as general counsel and field developer for some of Texas's first utility-scale wind farms. Bowman has graduate degrees from the University of Texas School of Law and the LBJ School of Public Affairs and graduated from Yale University in 1991. He is an adjunct professor at UT Law School and lives in Austin, Texas, with his wife and three children.



Soldier On: My Father, His General, and the Long Road from Vietnam

Quan, Tran B.

Texas Tech University Press

9781682830970

Foreword by Lewis Sorley. 6 x 9

240 pages

paperback

\$26.95

Pub Date: 7/30/2021

A family story, a war story, and a road trip story that together give voice to the far-flung experience of the Vietnamese diaspora in America.

As the Vietnam War was beginning to turn towards its bitter end, Le Quan fought under beloved general Tran Ba Di in the army of South Vietnam. An unlikely encounter thrust the two men together, and they developed a mutual respect in their home country during wartime. Forty years later, the two men reconnected in a wholly unlikely setting: a family road trip to Key West. *Soldier On* is written by Le Quan's daughter, who artfully crafts the road trip as a frame through which the stories of both men come to life. Le Quan and Tran Ba Di provide two different views of life in the South Vietnamese army, and they embody two different realities of the aftermath of defeat. Le Quan was able to smuggle his family out of Saigon among the so-called boat people, eventually receiving asylum in America and resettling in Texas. General Tran Ba Di, on the other hand, experienced political consequences: he spent seventeen years in a re-education camp before he was released to family in Florida. A proud daughter's perspective brings this intergenerational and intercontinental story to life, as Tran herself plumbs her remembrances to expand the legacy of the many Vietnamese who weathered conflict to forge new futures in America. *Soldier On* tells intersecting stories of war and immigration from the eyes of two Vietnamese men; Tran Quan compellingly evokes these two refugee voices and provides insight into their times. -- Susan J. Tweit, author of *Bless the Birds: Living with Love in a Time of Dying*.

Tran B. Quan is a family physician. She is currently the medical director at a state center for individuals with intellectual and developmental disability. Before that, she served as an active duty military physician in the U.S. Army. She is honored and blessed to have cared for two populations that will always remain special and inspiring to her. She lives in Rosenberg, Texas.