

June 1-4, 1982

DATE	Stories and Cutlines	Locals (75)	Reg. Dailies (25)	Reg. Weeklies (37)	50 M's (16)	Reg. Radio (26)	X-List (15)	Adj. Counties	Hometowners	PSA's	Ag list	Ag boxes (16)	MISC. (#)	CONTACT	REMARKS
1-6-1-82	Natl Steer Symposium (225)	✓	✓	✓									56	Carrie	Ag list (✓)
2-6-1-82	Livestock day plans (300)	✓	✓	✓									104	Carrie	Ag list NGSA list
3-6-1-82	Moody Planetary Show (100)	✓	✓	✓										Cheryl	copy to Linda to pick-up
4-6-2-82	Ag Economics farming finance (250)	✓	✓	✓									61	Carrie	Natl. Market Ag. list (✓)
5-6-2-82	Turkish Archive donations (50)	✓	✓	✓									12	Cheryl	
6-6-2-82	Cutline														
7-6-2-82	" "														
8-6-2-82	" "														
9-6-2-82	" "														
10-6-2-82	" "														
11-6-3-82	Jorgensen appointed ass. dean Home Ec (125)	✓	✓	✓										Cheryl	Home Ec list College Alumni
12-6-3-82	Lewis Short Course (175)	✓	✓	✓										Carrie	

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Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4650/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

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ATTENTION: Agricultural Editors

LUBBOCK--What do height and length, ruggedness, heavy bones, smoothness and pattern have to do with breeding and slaughter cattle?

"Nothing," said Dr. Robert A. Long, "but that's what cattle are judged on at steer shows."

The Texas Tech University animal science professor, speaking before the National Steer Symposium at Oklahoma State University Tuesday (June 1), said breeding cattle and slaughter steers should be largely evaluated on the basis of accurate estimates of carcass characteristics.

In terms of cutability and eatability, maximum muscle and minimum fat is important to both packers and consumers. A steer, Long said, cannot produce an excellent carcass without being well muscled.

"Muscle, of course, adds to the weight of the steer and when finish is constant, the heavily muscled steer far outweighs the 'smooth' muscled steer of the same frame size. A large framed steer, therefore, will be considerably heavier than the packer wants if his composition is correct," Long said.

Data which illustrates the constant proportionality of skeleton and muscle has often been misinterpreted to mean that all cattle are the same and, to measure them the longest or largest is best, the researcher said.

"This is in complete error," Long said. "You must know muscle, bone ratio and degree of fatness in order to know composition."

STEER SYMPOSIUM/ADD ONE

The purpose of the steer show, as Long sees it, is to identify the kind of steer which has the most desirable carcass from the standpoint of both palatability and cutability.

"It is the job of breeders, feeders and packers to develop genetic, nutritional and processing programs which produce such carcasses efficiently and profitably," Long said.

The ideal steer, he noted, must have a high muscle-bone ratio, a maximum of three-tenths inches of fat, Choice marbling and be in the 1,050-1,250-pound weight range. How far a steer "sticks-up" in the air should not be a factor.

"Why anyone would use frame size in the evaluation of slaughter cattle is beyond me," Long said. "I believe every frame size of beef animal can and does occur with every possible combination of fat and muscling."

The cattle expert said criteria by which slaughter steers and breeding cattle are judged is just plain wrong. He said frame and skeletal size have nothing to do with the desirability of beef carcasses.

In the majority of steer shows in this country, cattle are shown by weight and have been fed and managed so as not to be excessively fat.

"Placing the tall, big framed steers up in class and the small framed ones down means that selection was against muscle or meat which makes no sense at all in the beef production business," he said.

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LUBBOCK--Livestock Day, highlighting Quarter Horses, will be held at the Texas Tech University Livestock Arena Sept. 17.

Host for the day's events, which begin at 10 a.m., include the Texas Tech College of Agricultural Sciences, College of Home Economics and the Ranching Heritage Association.

Livestock Day, formerly the Livestock and Money Symposium, is sponsored by these national livestock organizations: the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep and Goat Raisers and Texas Southwestern Cattle Raisers associations.

Dr. Jack E. McCroskey, chairman of the Texas Tech Department of Animal Science, is coordinating the activities.

"The name Livestock Day more correctly focuses the activities on needs of the industry," McCroskey said. "Through the changed format, we hope to stimulate more interest within the livestock industry."

Livestock Day will serve as the opening event for the National Golden Spur Award Weekend, Sept. 17-18. The National Golden Spur Award, given annually to an individual who has brought distinction and made significant contributions to the livestock and ranching industries, will be presented at a Prairie Party the evening of Sept. 17.

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LIVESTOCK DAY/ADD ONE

This year's recipient is J. Ernest Browning of the Mule Shoe Ranch near Willcox, Ariz. Former recipients have included the late Albert K. Mitchell of Albert, N.M.; the late Jay Taylor of Amarillo; Fred H. Dressler of Carson Valley, Nev.; and Watt Matthews of the Lambshead Ranch near Albany, Texas.

Livestock Day will begin at 10 a.m. Sept. 17 at the Texas Tech Livestock Arena, located on the corner of Indiana Avenue and the Brownfield Highway, with an hour-long presentation on how to train a cutting horse.

At 11 a.m. a mini-livestock judging contest, with two classes for professionals and novices, will test skills in horse, cattle and sheep judging. Livestock from the Texas Tech farms will be used.

A catered lunch will be served beginning at 11:45 a.m. with foods from the chili cook-off, held earlier that morning for Texas Tech students, available for sampling. Dr. Clara M. McPherson, College of Home Economics professor of food and nutrition, is in charge.

Also during lunch, a western and prairie fashion show will be given by university clothing and textile majors under the direction of Dr. Patricia E. Horridge, chairman and associate professor of clothing and textiles.

At 12:30 p.m. the President's Panel, made up of representatives from the sponsoring livestock organizations, will give an update on their respective industries.

From 3-5 p.m. optional tours will include the Ranching Heritage Center, the Texas Tech University--Agricultural Field Laboratories--Lubbock County and home economics and agricultural sciences facilities on the Texas Tech campus.

LIVESTOCK DAY/ADD TWO

Ranch Day at the Ranching Heritage Center follows on Sept. 18. The event is marked by the annual meeting of the Ranching Heritage Association which helps plan and support the 14-acre outdoor exhibit of ranching in the American West.

Serving on the 1982 Livestock Day Committee are: Chairman Samuel E. Curl, dean, Texas Tech College of Agricultural Sciences, Dr. Elizabeth G. Haley, dean, College of Home Economics; Charles Ball, Amarillo, representative, Texas Cattle Feeders Association; Bert Dennis, Gail, National Wool Growers Association; Jim Humphreys, Pitchfork Ranch, Guthrie, Ranching Heritage Association; Stephen J. Kleberg, King Ranch, Kingsville, vice president American Quarter Horse Association; Don King, Fort Worth, Texas and Southwestern Cattle Raisers Association; Bill Sims, San Angelo, Texas Sheep and Goat Raisers Association; Frances Owen, Lubbock American National CowBelles; B.F. Phillips, Phillips Ranch, Frisco, American Quarter Horse Association; and Dr. William J. Waldrip, Lubbock, National Cattlemen's Association.

Other ranchers serving on the committee include O.J. Barron Jr., Spur; Bob Bliss and Ron Davenport, Friona; J.J. Gibson, Guthrie; Rob Brown, Throckmorton; J.D. Cage, Muleshoe; Tom Simmons Jr., Lubbock; and Texas Tech Regent James Snyder, Baird.

Committee members representing the Ranching Heritage Association are Harold P. Brown, Jr., association president; Alvin G. Davis, executive vice president and general manager; John "Rich" Anderson, chairman of the board of overseers, Gail; Mrs. Georgia Mae Ericson, association secretary, Crosbyton; Nancy L. Birdwell, past chairman of the National Golden Spur Award Committee, member of the executive committee and board of overseers; and Lubbock rancher Jim S. Kassahn, past president.

LIVESTOCK DAY/ADD THREE

Other Texas Tech University members include Dr. John R. Darling, vice president for Academic Affairs; Dr. Robert C. Albin, associate dean, College of Agricultural Sciences; Dr. James A. Goss, director of The Museum of Texas Tech University; Dr. J. Wayland Bennett, Charles C. Thompson Professor of Finance at Texas Tech and a director of the Federal Reserve Board, Dallas; Dr. Jack E. McCroskey, chairman, Texas Tech Department of Animal Science; and animal science faculty Dr. B. Frank Craddock, Dr. James C. Heird and Dr. Robert A. Long.

District Extension Agent Billy Gunter, Texas Agricultural Extension Service; John A. Anderson, Office of Development, Texas Tech; Bob Etheridge, Lubbock Chamber of Commerce Agricultural Committee member; Wayne O. Cure, Lubbock, Texas Department of Agriculture; and Bea T. Zeeck, director, Texas Tech University News and Publications are also members.

CONTACT: Cheryl Duke

LUBBOCK--"To Worlds Unknown," a planetarium show exploring the planets and moons of our solar system in a new light, opens Tuesday (June 8) at the Moody Planetarium of The Museum of Texas Tech University.

Viewers will see close-ups of the moons and planets, including details which had never been seen before until they were collected by unmanned spaceprobes.

New discoveries include the lopsided moon of Pluto and a four-mile deep canyon covering a 17-mile high volcano on Mars.

Recent revelations by astronomers include Saturn's thousand rings which circle the planet and have bolts of lightning leaping across them, and volcanoes on a moon of Jupiter blasting debris 180 miles upward and producing pastel-colored snow.

The show is a fast-paced journey through the solar system aboard an imaginary interplanetary spaceship of the future.

"To Worlds Unknown" was designed and produced by the Hansen Planetarium in Salt Lake City, with assistance from NASA, which provided for the Hansen Planetarium to distribute the program to 500 planetariums worldwide.

Shows are at 2:30 p.m. Mondays through Fridays, 7:30 p.m. Thursdays and 2 p.m. and 3:30 p.m. Saturdays and Sundays. "To Worlds Unknown" will be shown through Aug. 29. Admission is \$1 for adults and 50 cents for children.

CONTACT: Carrie White

LUBBOCK--In agriculture, it takes more than a knowledge of seeds and sowing or wrangling and roping to turn a profit.

Three Texas Tech University agricultural economists agree -- the key to success is management in production, finance and marketing.

Dr. Billy G. Freeman, who teaches farm and ranch management at the university, said a farmer today cannot just grow the same crop that his father and grandfather did.

"You have to base your crop decisions on the markets. The risk is too great to grow the traditional crops and then take potluck on price," Freeman said.

Dr. J. Wayland Bennett, Thompson professor of agricultural finance and a director of the Federal Reserve Bank of Dallas, said students today are learning farm and ranch operations must be run more like a business.

"When a businessman finds something in his inventory isn't selling, he cuts back on that inventory," Bennett said. "A farmer's cost to grow a crop is the same as the cost of inventory for a businessman."

Bennett said one of the first steps in becoming a successful manager is to keep good records.

"A farmer can control the number of times he goes across his field with a tractor and the amount of fertilizer and other inputs he applies. He knows the cost of these production practices by keeping good records. He must know what he can afford," Freeman said.

AGRICULTURAL ECONOMICS/ADD ONE

Dr. Sujit K. Roy, chairman of the university's Agricultural Economics Department, said the importance and use of economics in today's agriculture is the reason graduates in that area will continue to increase.

"Agricultural economics is strong because it is diversified and has a real place in agriculture today," Roy said. Graduates not only have a sound background in economics, but also in decision making with regard to production techniques, marketing strategies and financial markets.

Many agricultural economics graduates are being employed by one segment of agriculture which farmers and ranchers need help in today -- finance.

And, Freeman said, departmental graduates will become even more a part of the financial community in the future.

"By loaning money, banks have a lot at stake in an operation," Freeman said. In most instances, a bank's loan officer is the only financial adviser a rancher or farmer has.

Now a vital part of the industry, agricultural economics as a discipline began its rise as a prominent component of the total agriculture picture in the 1920s.

With the present commodity price problems, production cost increases and tight federal monetary policy, agricultural economists are in greater demand.

"Years when farmers are getting 80 cents a pound for cotton we don't hear from them. When that price goes down to 30 cents we get a tremendous number of inquiries from farmers asking us what they should do. They start grasping for straws," Freeman said.

AGRICULTURAL ECONOMICS/ADD TWO

Attention to economics in managing a farm or ranch should not come only when commodity prices are down, the professors agreed.

And, as U.S. agriculture grows more to depend on foreign trading, farmers will need an even greater awareness of economics and how to market their crops.

"We export approximately one-third of U.S. grains and two-thirds of our High Plains cotton. It is important that farmers be familiar with the conditions of international economies with so much of our crops being sold there," Freeman said.

file: Summary/
Turkish
Archive

Barbara Walker

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Copy to: Mrs. Walker
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CONTACT: Cheryl Duke

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LUBBOCK--A Petersburg couple who spent three years in military service in Karamursel, Turkey, recently donated their collection of Turkish items to the Archive of Turkish Oral Narrative, housed at the Texas Tech University Library.

Flayplada paper

Items include baby clothes, women's blouses, a hand-carved box, a camel stool, printed kilims, ^(wall hangings) items of tile, alabaster, bronze, silk and copper, a serving tray with a painted scene of the famous Galata Bridge, brass-lantern candleholders and a water pipe. ^{and several alabaster, bronze, silk and copper pieces}

Donated by Mr. and Mrs. Ron (Sharon) Sanderson, the items are on display through September on the lower shelves of two cases on the library's second floor and in the basement.

~~the top shelves contain items belonging to Horn Professor and Mrs. Warren S. Walker, donors of the Turkish Archive, also are on exhibit.~~

Barbara Walker, curator and co-donor of the archive, said the new pieces have initiated an artifacts collection to complement the archive. She said they include items not previously represented through the archive. The Sandersons' gifts depict ^{Turkish} city life and culture of Turkey in the 1970s.

Mrs. Sanderson ^(a December elementary education graduate) learned about the archive and its need for Turkish artifacts when Mrs. Walker spoke in one of her classes at Texas Tech. The Sandersons plan to move to Celeste this year and decided to donate their collection to the archive. Both Sandersons are a degree in elementary education in December, 1981. Sanderson, natives of Decatur, a 1975 graduate of the University of Texas, has been a Petersburg coach while his wife finished her degree.

In planning a move to Celeste where Sanderson will be high school head football coach and athletic director, the Sandersons decided to donate the Turkish things they had accumulated to the Turkish Archive. The move will take the couple closer to both sets of parents, who live in Decatur.

One of the donated kilims is a brightly colored map of Turkey on heavy-weight cotton flannel, striking and informative.

^{another} One item of special interest is an enlargement of an etching ^{showing} of a caravan being led through an old Istanbul street.

The Galata Bridge serving tray is scalloped-edged, hammered by hand from tin and apparently hand-painted, Mrs. Walker said.

^{The donated} Baby clothes include knitted, silk-embroidered, one-piece sleeper, a bonnet, mittens, jacket and full-length pants, the Sandersons ^{in 1973} received when their son, Brent, was born in Turkey, Feb. 14, 1973. They also donated the hand-crocheted baby's sweater given by their Turkish landlady.

Among other items are a seven-piece, silk-net, hand-embroidered tableware set and an unused narghile water pipe with attachments to serve two smokers.

The Turkish Archive is the only collection of its magnitude outside Turkey. In addition to the hands-on collection of Turkish items, field recorded oral narratives in Turkish and their English translations are housed in the collection. The archive also has reference and background material on history, politics, religion, art and architecture. in Turkey.

~~The archive, housed in the Walkers' home for 10 years, was donated to the Texas Tech Library in September, 1980.~~

Dr. Walker serves as director of the archive, and Prof. Professor Dr. Ahmet E. Uysal of Ankara, Turkey, is archivist and translator.

The Walkers and Uysal have been collaborating in the collection, translation and analysis of Turkish folktales since 1961, when Walker was a Fulbright lecturer in Turkey. Uysal was a visiting professor at Texas Tech from 1966-68.

~~Mrs. Walker said the archive serves as a "window on Turkey," a country she says has been misrepresented and misunderstood.~~

caption-----

CAMEL STOOL-- Horn professor Warren S. Walker and wife, Barbara, donors of the Turkish Archive in the Texas Tech University Library, look over a Turkish camel stool, recently donated to the archive by Mr. and Mrs. Ron Sanderson of Petersburg. The Sandersons spent three years in Turkey during the 1970s and have given several Turkish items to the archive. The items will be on display through September. (TECH PHOTO)

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6-6-2-82

caption-----

WATER PIPE--Horn professor Warren S. Walker and Mrs. Walker, donors of the Turkish Archive in the Texas Tech University Library, examine a newly acquired Turkish narghile water pipe, unusual because it may be used by two people. The water pipe is among Turkish items donated by Mr. and Mrs. Ron Sanderson of Petersburg, who had spent three years in Turkey during the 1970s.

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7-6-2-82

caption-----

SOME WATER PIPE--Barbara Walker, curator and co-donor of the Turkish Archive of the Texas Tech University Library, looks over newly acquired items including an unusual narghile water pipe for two people. The items recently donated by Mr. and Mrs. Ron Sanderson of Petersburg include kilims (wall hangings), a hand-carved wooden box and an enlarged print scene of an old Istanbul street. They will be displayed in the Library through September. (TECH PHOTO)

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8-6-2-82

caption-----

WINDOWS ON TURKEY--A brightly colored kilim map of Turkey, a camel stool, crocheted baby clothes and tile plates are among newly acquired items of the Texas Tech University Library's Turkish Archive. The items, on display through September, were donated by Mr. and Mrs. Ron Sanderson of Petersburg, who spent three years in Turkey during the 1970s. (TECH PHOTO)

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9-6-2-82

caption-----

WINDOWS ON TURKEY--Turkish items, including a narghile water pipe, kilims (wall hangings), and an enlarged print of an old Istanbul street, are on display in the Texas Tech University Library through September. The items pictured are among pieces recently donated to the Library's Turkish Archive by Mr. and Mrs. Ron Sanderson of Petersburg. The Sandersons spent three years in Turkey during the 1970s. (TECH PHOTO)

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10-6-2-82

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CONTACT: Cheryl Duke

LUBBOCK--Dr. Stephen R. Jorgensen, University of Arizona home economics professor, has been appointed associate dean for research and graduate studies in the Texas Tech University College of Home Economics.

Jorgensen's appointment becomes effective July 1.

Elizabeth G. Haley, dean of the Texas Tech College of Home Economics, said Jorgensen was selected from 19 applicants nationwide.

"Dr. Jorgensen has an outstanding research record," Haley said. "He has been described as an individual with tremendous potential who is three or four years ahead of his peers in the field."

Haley said Jorgensen's qualifications for the position included his experience with grants and graduate programs, service to home economics and the University of Arizona, respect for fellow faculty, strength in teaching, enthusiasm and publication work.

At Texas Tech, his position will be half administration and half teaching and research in the Department of Home and Family Life, Haley said.

"His appointment will mean a greater emphasis on the research potential of the College of Home Economics," Haley said.

Jorgensen, 33, is a tenured associate professor at the University of Arizona. He is writing two books and has published numerous articles in professional journals. His research has received national recognition and earned him invitations to chair sessions at national meetings and to prepare papers for national symposia.

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JORGENSEN/ADD ONE

He was appointed to the Task Force on Marriage and the Family for the State of Arizona in 1976 and serves on the Committee on Standards and Certification of Family Life Educators for the National Council on Family Relations.

This summer, he will review research proposals submitted to the National Institute of Health in Washington, D.C., and has been selected to attend a National Workshop for Emerging Administrators in Home Economics at the University of Tennessee.

Jorgensen earned his doctorate in family studies at the University of Minnesota in 1976. At that university, he was a trainee in family sociology for the National Institute of Mental Health and an instructor on the graduate faculty. He earned a bachelor's degree in sociology at Hamline University.

Jorgensen joined the University of Arizona in 1976 as an assistant professor of child development and family relations and an assistant research scientist for the agricultural experiment station. He was named associate professor and associate research scientist in 1981.

His research interests include family studies, family planning and parenthood, marriage and family life education, adolescent sexuality, contraception, and pregnancy.

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CONTACT: Carrie White

ATTENTION: Agricultural Editors

LUBBOCK--Efficiency, agriculture's priority for the '80s, is important for swine producers looking to improve profits.

Addressing efficiency of the swine breeding herd at the 30th Annual Swine Short Course at Texas Tech University Thursday, June 17, will be Dr. Jack Britt from the Department of Animal Science at North Carolina State University.

Registration that day will begin at 8 a.m. at the Texas Tech Livestock Arena located on the corner of Indiana Avenue and the Brownfield Highway. Fee for the course is \$10 and includes complimentary lunch and coffee breaks. Registrant's spouses, 4-H and Future Farmers of America members will be admitted free.

Speakers for the morning session, which begins at 9 a.m., are Dr. Samuel E. Curl, dean of the Texas Tech College of Agricultural Sciences; Dr. Jack E. McCroskey, chairman of the university's Department of Animal Science; Dr. Gary Smith, animal science professor at Texas A&M University; and Britt.

Subjects to be discussed include variation in pork carcass composition, management during gestation and lactation to improve rebreeding performance and an update on Texas Tech swine research.

The afternoon session will begin at 1:15 p.m. following a noon lunch. Afternoon speakers include Britt, who will address management after weaning to improve rebreeding performance, and Ken Woolley, president, Pig Improvement Co., who will speak on contributions animal breeding can make to future hog production.

SWINE COURSE/ADD ONE

Also included in the afternoon session will be Dr. Rodney L. Preston, Thornton professor of animal science at Texas Tech, who will address animal care.

A question-and-answer period will follow each address. Commercial exhibits by swine industry suppliers will be on display in the Livestock Arena.

The swine short course, organized by Dr. Donald E. Orr and Dr. Leland F. Tribble of the university's animal science department, sponsored by the Texas Pork Producers Board, Texas Pork Producers Association and Texas Tech. Approximately 150 producers from Texas and New Mexico are expected to attend.

For more information or pre-registration forms contact Dr. Leland F. Tribble or Dr. Donald E. Orr, Department of Animal Science, Texas Tech University, Lubbock, Texas 79409, or call (806) 742-2826.