

June 7-14, 1982

DATE	Stories and Cutlines	Locals (75)	Reg. Dailies (25)	Reg. Weeklies (37)	50 M's (16)	Reg. Radio (26)	X-List (15)	Adj. Countie	Hometowners	PSA's	Ag list	Ag boxes (6)	MISC. (#)	CONTACT	REMARKS
1-6-8-82	B.A. Alex Cooke Reading Room Dedication													Carrie	AJ, Amarillo Midland, Odessa, w/px
2-6-9-82	RHC Western Artist Show during Nat'l Golden Spur weekend	✓	✓	✓	✓			✓						Cheryl	Nat'l Media, Ultra Mag.
3-6-9-82	Dr. Piette lecture on cancer	✓												Carrie	
4-6-9-82	Cutline - Course on Microcomp. in school systems													Cheryl	8x10 (2) AJ, UD
5-6-9-82	" " " "													Cheryl	8x10 (1) Universal City
6-6-10-82	Swine Short Course Speakers	✓	✓											Carrie	not AP
7-6-10-82	Cheerleading School here Tu	✓	⊙					✓						Preston	not AP
8-6-10-82	Dads Assn. trustees meet.	✓						⊙						Preston	
9-6-11-82	Cont. Ed. Classes	✓						✓						Preston	
10-6-11-82	Dads Assn. endowment fund	✓												Preston	Midland, Dallas, Houston William Hand (copies)
11-6-11-82	Museum, RHC changes admission (Free)	✓						✓						Cheryl	

CONTACT: Carrie White

LUBBOCK--The Texas Tech University College of Business Administration's Alex K. Cooke Reading and Conference Room has been completed by Fields and Co. for use by Area of Marketing students and faculty.

Dan Law, president of Fields and Co., said the renovation of offices into a conference and reading room is a tribute to the Lubbock-based company's chairman of the board Alex K. Cooke.

The new facility features tables and chairs, bookshelves, a recessed screen for visual displays and a computer terminal. Law and Dr. Robert D. Amason of Texas Tech's Area of Marketing coordinated the renovation project.

A magna cum laude graduate of the Texas Tech College of Business Administration following military service in World War II, Cooke began work in the bookkeeping department of Homer G. Maxey and Co. of Lubbock in 1947.

Now Fields and Co., a wholesale distributor of heating, plumbing, air-conditioning and electrical supplies in Lubbock, Amarillo, Midland and Odessa, Cooke has served as that company's president and was named chairman of the board in 1970.

In addition to his support of Texas Tech, Cooke helped establish the South Plains Dialysis Center in Lubbock.

At the room's dedication Cooke said, "I am so pleased to be a part of all of this. Many people have put a lot of time and effort into making this a reality."

DEDICATION--Alex K. Cooke, chairman of the board of Fields and Co., cuts the ribbon at the dedication ceremony of a reading and conference room named in his honor in the Texas Tech University College of Business Administration. Participating are, from left, Dr. Danny N. Bellenger, coordinator, Area of Marketing; Dr. Carl H. Stem, dean of the College of Business Administration; Cooke; Dr. Robert Amason, Area of Marketing; Dr. John R. Bradford, Texas Tech vice president for development; and Dan Law, president of Fields and Co.

CONTACT: Cheryl Duke

ATTENTION: Art Editors

LUBBOCK--A National Western Artists Show and Sale, sponsored by the Ranching Heritage Association, is planned Sept. 17-18 in Lubbock as part of the National Golden Spur Award weekend.

The event will be the first for a newly organized group of western artists and is expected to become an annual event. The artists will meet Sept. 18 to elect officers and adopt by-laws for the organization. Members will display art year-round at the Ranching Heritage Center of The Museum of Texas Tech University.

The art show and sale will feature paintings, drawings and sculptures by 66 artists from 13 states and Canada. Works will be displayed in the banquet hall of the Lubbock Civic Center.

On Friday, Sept. 17, the show will be open to National Golden Spur Award and Prairie Party ticket holders. On Saturday, Sept. 18, the show will be open free to the public, 9 a.m. to 5 p.m.

All works will be available for purchase with 20 percent of the proceeds going to the Ranching Heritage Association which supports the Ranching Heritage Center.

A catalog including information about the artists and pictures of their work, and a four-color poster of a Western painting by Gary Meyers of Ruidoso also will be on sale.

Gold, silver and bronze awards in all categories and a best of show award for the art will be presented during the National Golden Spur Award and Prairie Party.

ART SHOW/ADD ONE

Judges include Tom Ryan of Stamford, well-known Western artist; Don Hedgepeth, nationally known Western artist from Kerrville; and another artist to be named.

Artists will participate in National Golden Spur Award weekend activities, highlighted by the presentation of the National Golden Spur Award to J. Ernest Browning of Willcox, Ariz., for his contributions to the livestock and ranching industries. Ranch Day, Sept. 18, sponsored by the RHA, includes living history lessons, ranch craft demonstrations and family activities at the Ranching Heritage Center.

The artists will be given a guided tour of the center and will have a barbecue on Sept. 16.

Artists participating in the initial show include from Texas, Toni Arnett, B.B. Barrick, Joe Belt, Garnet Buster, Eddie Dixon, Tony Eubanks, Terry Gilbreth, Lee Herring, Ragan Genussa, Joe Grandee, Covelle Jones, Terrell O'Brien, Lisa Perry, Joe G. Russell, Gerald L. Sanders, Ronald Thomason, Herman C. Walker, Paul Wylie, Don Yandell and H.C. Zachary.

From New Mexico are Keith Avery, John Boomer, Juan Dell, Lincoln Fox, Walt Gonske, James Ralph Johnson, Mimi Jungbluth, Gary Morton, Gary Myers, Dave McGary, Pat Niblack, Ken Payne, Julian Robles and Rory Wagner.

Artists from Arizona are Gerry Metz, Kenneth Ottinger, Robert "Shoofly" Shufelt and Ray Swanson; from Oklahoma, Harold Holden and Barbara Vaupel; from Colorado, Dwayne Brech, Ed Dwight, Glenna Goodacre, Terry D. Kelsey, Herb Mignery, Rusty Phelps, J.L. Searle and Dick Spencer.

ART SHOW/ADD TWO

From Montana are T. Swanton Bateman, Penni Anne Cross, Cody Houston and Pat Mathiesen; from Washington, Don Crook; from Wyoming, Steve Devenyns and John Kittelson; from Utah, Don Doxey, Stan Johnson, Michail C. Razvan and Michael Wardle; from Nevada, Dale Ford; from Nebraska, Ted Long; from Arkansas, Tod Richardson; from California, Suzann Fiedler, Vel Miller, and Carol Theroux; and from Canada, Richard A. Freeman.

The art show and sale was organized by Alvin G. Davis, executive vice president of the Ranching Heritage Association. The association's art show committee chaired by Byron Fullerton, dean of the Texas Tech University School of Law, will be in charge of setting up the show and handling the sale during the Sept. 17-18 weekend.

CONTACT: Cheryl Duke

LUBBOCK--The executive director of the Cancer Center of Hawaii, Dr. Lawrence H. Piette, will lecture Monday, (June 14) at Texas Tech University.

He will discuss the role of superoxide and hydroxyl radicals, which promote aging, in interacting with fats to produce peroxides. The resulting peroxides may lead to possible cancer-causing chemicals.

Piette will also discuss some of the activities of his cancer center.

The free, public lecture will be at 3 p.m. in Room 5, Chemistry Building. The speaker is sponsored by the Department of Chemistry and the lecture is part of an interdisciplinary seminar series presented by the Institute for Nutritional Sciences.

The Cancer Center of Hawaii is one of several regional facilities supported by the National Cancer Institute and is affiliated with the University of Hawaii. Professor Piette was formerly chairman of the Department of Biochemistry and Biophysics at the university. He is an acknowledged pioneer in the application of magnetic resonance in studying biological systems.

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COMPUTER ON THE STAFF--School superintendent Burel Block of the Schertz-Cibolo-Universal City Independent School District demonstrates microcomputer applications for administrators during a June 7-9 workshop at Texas Tech University. Administrators from throughout the state and New Mexico gathered to hear Block speak from experience on getting the computer to assist in such tasks as scheduling, payroll, tax rolls and attendance records. A similar microcomputer workshop for administrators and teachers in smaller schools is planned for the fall. For information, contact the National Center for Smaller Schools at Texas Tech, 742-2391. (TECH PHOTO)

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COMPUTERS IN TEACHING--Teachers from across Texas and New Mexico got hands-on experience with microcomputers during a June 7-9 workshop at Texas Tech University. Dr. Jerry Willis, Texas Tech education professor and author of several award-winning books on small computers, presented sessions on instructional applications. A similar microcomputer workshop is being planned for the fall. Interested persons should contact the National Center for Smaller Schools at Texas Tech, 742-2391. (TECH PHOTO)

# Texas Tech News

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

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CONTACT: Carrie White

ATTENTION: Agricultural Editors

LUBBOCK--Swine experts at the 30th Annual Swine Short Course at Texas Tech University June 17 will discuss pork production efficiency and carcass merits.

Speakers will include Dr. Jack H. Britt, animal science professor at North Carolina State University; Ken W. Woolley, president of Pig Improvement Co. Inc.; Dr. Gary C. Smith, Texas A&M University meats specialist; and Joe D. Hancock, animal science master's degree student at Texas Tech.

The Swine Short Course will begin at 8 a.m., Thursday, June 17, at the Texas Tech Livestock Arena on the corner of Indiana Avenue and the Brownfield Highway. Fee for the course is \$10 and includes complimentary lunch and coffee breaks.

Britt's addresses during the day will touch on sow management after weaning to improve reproductive performance, breeding and early pregnancy, feeding during gestation, management at farrowing, feeding and management during lactation and management before weaning.

"The condition of sows after weaning dictates, to some degree, how they should be fed," Britt says. "Increasing the feed intake after weaning has shown to decrease the rebreeding intervals and increase subsequent litter size in first litter sows. Increasing feed intake may also be beneficial in improving subsequent litter sizes in older sows."

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Britt says sows will breed back sooner if the heaviest pigs are weaned two days early. "This is especially useful for first litter sows and sows whose pigs are weaned during the summer.

Woolley will speak on the past and future use of genetics in the swine industry.

The status of pig breeding is not due to inherent difficulties nor is it due to lack of scientific knowledge," Woolley says. "Pig breeding has many advantages over working with cattle. Traits to be improved are relatively highly heritable and sows are prolific with a quick generation turnover."

For efficient production, Woolley says sows must produce a large litter, rebreed quickly without trouble and fit modern management methods. Offspring should grow quickly and efficiently to produce acceptable carcasses.

Smith is scheduled to discuss variations in pork carcass composition during the morning session.

"Growth rate and fatness of particular swine types are significantly correlated," Smith says. "However, wide latitude in types and kinds of swine presently available should allow for selection of market hogs that gain rapidly without becoming excessively fat."

Limited feeding is not a viable alternative to full feeding, Smith says, because feed efficiency and growth rate are decreased and the improvement in cutability would usually not be recognized by the packer.

"Selection emphasis on length of body in swine should be based on expectations in terms of productive efficiency and not on the hope that it will improve carcass composition," Smith says.

SWINE SPEAKERS/ADD TWO

During an update on Texas Tech swine research, Hancock will present research findings on the effects of frame size and degree on muscling on feedlot performance and carcass merit in swine.

"Large frame size animals grow faster and show a trend for greater feed consumption over small framed animals," Hancock says. "However, carcass data indicated that the additional daily gain for large framed animals was in the form of fat. Heavy muscled animals had higher dressing percentages and greater weights of lean and bone in the ham than light muscled animals."

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CONTACT: Deborah Plamer/Preston Lewis

LUBBOCK--The High Plains Cheerleading School will be held June 20-24 on the Texas Tech University campus.

The school is co-sponsored by the National Cheerleaders' Association (NCA) and Texas Tech's Department of Health, Physical Education and Recreation and Division of Continuing Education.

More than 450 participants from Texas and New Mexico junior and senior high schools, including Lubbock's five public schools, will participate. NCA members will instruct the school.

Beginning with on-site registration 1-5 p.m. Sunday, June 20, sessions will be held daily 8-11:30 a.m., 2-4:30 p.m. and 7:30-9:30 p.m. Participants will learn new yells, pompon routines, chants and stacks. Sessions on gymnastics, tumbling and the psychology of crowd control also will be included. Classes will be held at the Women's Gymnasium.

Camp coordinator James Teague said, "I hope the public realizes and appreciates the enthusiasm and dedication these kids have for their schools. The squads devote a lot of time and effort to supporting their schools, both during this camp and when they return home."

Tuition is \$90 for residents, including room and meals from supper Sunday through breakfast Thursday, and \$45 for commuters. Participants will stay in Hulen/Clement Hall on the Texas Tech campus.

For further information and to register, contact Teague, Department of Health, Physical Education and Recreation, (806) 742-3351.

CONTACT: Preston Lewis

LUBBOCK--The Texas Tech University Dads Association will examine future directions for the university and the association at its annual mid-summer trustees meeting Saturday (June 12) in the Lubbock Room of the University Center.

The program will begin at 9 a.m. with a discussion by Dr. Eugene E. Payne, Texas Tech vice president for finance and administration, on Texas Tech's financial outlook.

Other morning speakers representing the university will include Dr. Ronny Barnes, director, Student Financial Aids; Robert L. Bray, director of planning; Randolph B. McDonald, admissions counselor; and John Edwards, director, Office of New Student Relations.

Reports by association officers and committee chairman are also planned. Those speakers are John E. Scherer, William W. Hand, Ernest H. Pronske and Herbert M. Sheaner. Association Executive Director James G. Allen also will report to the trustees.

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CONTACT: Deborah Palmer/Preston Lewis

LUBBOCK--"Beginning Conversational Spanish II" will be offered 7-9:30 p.m. Tuesdays, July 6 through August 24, at Texas Tech University.

Sponsored by the Texas Tech University Division of Continuing Education, the course will meet in Room 117, Foreign Language Building.

Instruction will include vocabulary, sentence structure and development of speaking and listening skills. Fee is \$50.

Course instructor Dr. Steve Corbett is assistant professor of Classical and Romance Languages for Texas Tech. He has taught several conversational Spanish courses for the division and has designed "Conversational Spanish II" as a follow-up to the basic Spanish course offered through the division.

For further information and to register, contact Tracy Freeman, Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2404.

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9-6-11-82

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CONTACT: Preston Lewis

LUBBOCK--The Texas Tech University Dads Association has been awarded a \$25,000 gift from Houston Endowment Inc. toward establishing a distinguished visiting professor endowment at the university.

The contribution is the first in the fund-raising campaign which is being conducted in Houston, Dallas and Midland. Goal of the campaign is to fund a \$500,000 endowment which will annually support one or more visits to Texas Tech by scholars of Nobel Prize stature.

Dads Association President-Elect William W. Hand announced the gift from Houston Endowment, a charitable foundation founded by the late Jesse H. Jones.

The Dads Association kicked off its visiting professor program in April when Dr. Melvin Calvin, a chemistry professor at the University of California-Berkeley and 1961 recipient of the Nobel Prize in Chemistry, spent three days lecturing and meeting with Texas Tech students and faculty.

"This program," Hand said, "has the potential of reaching more young minds in a favorable and impressionable way than any other program I've ever been associated with."

Hand said he eventually foresees the endowment allowing the Dads Association to annually bring to Texas Tech five or more outstanding scholars in various areas and to give virtually every student an opportunity to personally visit with and learn from them.

The Dads Association is a non-profit organization of parents of Texas Tech students and of supporters of the university. Since its founding in 1956, it has raised more than \$260,000 in scholarship endowments for Texas Tech Students.

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CONTACT: Cheryl Duke

LUBBOCK--While prices may be going up in many sectors, the Ranching Heritage Center of The Museum of Texas Tech University is offering a new bargain -- free admission.

As of June 11, there will no longer be an admission fee to the site, according to Linda Vengroff, assistant director of The Museum.

Monetary support from the Ranching Heritage Association and the Endowment Fund for the Preservation of Ranching Heritage of America and a reallocation of Ranching Heritage Center resources enabled The Museum to adopt the new free admission policy.

Vengroff said the free admission will make the facility more accessible to the public. She said there will still be small charges for special guided tours.

With the change, the public can visit The Museum, the Ranching Heritage Center and the Lubbock Lake archeological project free of charge.

Regular hours for both The Museum and the Ranching Heritage Center are 9 a.m. to 4:30 p.m. Monday through Saturday, and 1-4:30 p.m. Sunday. In addition, the Ranching Heritage Center will be open until 8:30 p.m. Thursdays through Sept. 30 and The Museum is open until 8:30 p.m. Thursdays year-round for the convenience of visitors.

Summer tours are available at Lubbock Lake, 9 a.m. to noon, Saturdays, through Aug. 14.