

January 26-30, 1987

DATE	Stories and Cutlines	75	25	37	39	16	26	15			16	16		CONTACT	REMARKS
		Locals	Reg. Dailies	Reg. Weeklies	50 M's	Reg. Radio	X-List	Adj. Counties	Hometowners	PSA's	Ag list	Ag boxes	MISC. (#)		
1-1-26-87	mammals	115	✓	✓				✓						ht	
2-1-26-87	cotton	162	✓	✓	✓						✓	✓		slp F	Freelance
3-1-26-87	regents	75	✓											By	
4-1-27-87	ICL3.	575										25		pl	
5-1-27-87	escorial.	90	✓					✓						ht	
6-1-27-87	disease	20										1		slp	
7-1-27-87	diseases	20										4		slp	
8-1-27-87	exercise	155	✓	✓	✓									slp	freelance ⁸ /medical ²⁹
9-1-27-87	women	142	✓	✓	✓									kh	Bacon ²⁶
10-1-27-87	women's athletics													By	
11-1-28-87	realfake	137	✓	✓	✓									slp	freelance ¹⁰ /Bacon
12-1-29-87	tip sheet	29												slp	
13-1-29-87	dorn.	145	✓	✓	✓									slp.	science ²⁹
14-1-29-87	adhook.	145	✓	✓	✓									pl.	mass comm. ²⁴
15-1-29-87	whoswho	75	✓											pl	
16-1-30-87	fools	325	✓	✓				✓			✓	✓		ht	freelance ⁹ /medical ²⁹ /Bacon ¹⁰⁵ /science ⁴⁹
17-1-29-87	black	90	✓					✓						kh	
18-1-30-87	art	95	✓					✓					5	kh	
19-1-30-87	sweetwat	20											2	pl	

CONTACT: Beverly Taylor

1-1-26-87

LUBBOCK--Mammals which live on Texas' prairies will be discussed in a lecture at 7 p.m. Feb. 5 at The Museum of Texas Tech University.

David Schmidly, professor and head of wildlife and fishery sciences at Texas A&M, will present "Texas Mammals" in conjunction with an exhibit "Prairies: A Natural History" at The Museum through April 19.

Clyde Jones, chairman of the museum science department at Texas Tech, said Schmidly will discuss mammals, including furbearers, rats, mice and game animals, where they live and how they live.

The prairies exhibit at The Museum explains the life cycle of the prairies through plant samples, mounted animals, photographs and a display of wild animals.

Other lectures in the series will be from 7-8 p.m. at The Museum. The lectures and exhibit are free.

Remaining speakers and their topics are Texas Tech biology Professor Francis L. Rose, "The Reptiles and Amphibians of the Llano Estacado," March 5 and Patricia Davenport, president of the Llano Estacado Audubon Society, "Birds for All Seasons on the Llano Estacado," April 2.

CONTACT: Sally Logue Post

2-1-26-87

LUBBOCK--During the last decade High Plains cotton yield declines averaged about 10 pounds per acre per year, a fact that not only affects the region's economy, but also the U.S. economy.

Texas Tech University agricultural economist Don E. Ethridge said High Plains cotton production has grown from 8.2 percent of the total U.S. production in 1950 to 31.6 percent in 1980, which demonstrates the importance of the area to the cotton and textile economy.

Declining yields are a concern because of effects on the per pound production cost and eventually the market price of cotton. In the long-run, cotton would be less able to compete with cotton grown in other countries and with man-made fibers, Ethridge said.

The cotton yields in the five regions of the Southwest -- the Lower Rio Grande, Coastal Bend, Blackland, Rolling Plains and High Plains -- have shown positive cotton yield trends with indications of stabilization in all regions except the High Plains, he said. From 1949 to 1965, the High Plains showed positive yield trends. Since then, the yield trends have turned negative.

"This shows that the declining yield trend in the Southwest cotton producing area is due entirely to declining yields in the High Plains, " he said.

Ethridge and former agricultural economics research assistant Tamera J. Neal looked at a large group of economic and environmental factors to determine which, if any, would explain yield trends. Many factors have been determined to affect annual variations in cotton yields, but have not shown that they have anything to do with yield trends over a period of years.

"If yield trend declines are in response to economic factors such as rising production costs, then producers may be making rational and efficient decisions and the decline may be an adjustment to another problem rather than being the problem," he said. "If the cause is environmental, institutional and/or policy forces, then there is likely a problem of declining efficiency in the industry."

Ethridge and Neal found two important points in their study. Fertilizer price was the only factor that showed both an effect on yields on the High Plains and exhibited a trend over time. They also determined that acreage expansion, as was previously thought, had no effect on cotton yields in this study.

Ethridge said as fertilizer prices have risen over the past decade, farmers are applying less and that proved to affect the yield. Irrigated and non-irrigated cotton were analyzed separately. While irrigation was not found to have a significant impact on cotton yields, Ethridge noted that when there is a decline in fertilizer use, the amount of irrigation also usually declines at the same time.

He and Neal also found as untrue, at least on the High Plains, the argument that as farmers increase their acreage into poorer, marginal lands, the cotton yields decline.

"Perhaps a reason that acreage does not affect yields in the High Plains is that soils are more homogeneous, and therefore, planting more acres of cotton does not decrease cotton yields," he said.

While this study found that only fertilizer prices had an effect on cotton yield trends, Ethridge suggested that further field experiments over a period of years would shed more light on what exactly is affecting yield trends and how to reduce those losses.

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

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TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

NEWS AND PUBLICATIONS/P.O. BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

CONTACT: B. Zeeck

3-1-26-87

LUBBOCK--Texas Tech regents, meeting in regular session Friday (Jan. 30) will consider restructuring of the financial organization at the health sciences center, removal of mandatory retirement at age 70, and revision of a faculty sick leave policy to cover those employed fewer than 12 months a year.

Committees of the boards for the university and the health sciences center will begin deliberations on agenda items at 1 p.m. Thursday (Jan. 29). Committee meetings will continue, starting at 8:15 a.m. Friday. The formal meeting of the boards will start at 10 a.m. Friday. All meetings except the executive session are open to the public.

During the board meeting Friday, regents are scheduled to hear reports on biotechnology research in agriculture and on research into the use of bovine hemoglobin as a replacement for human blood.

In administrative changes for the health sciences center, the regents will consider the establishment of two positions -- vice president for administration and operations and vice president for fiscal affairs -- and deletion of the position of vice president for the health sciences center.

They will consider ratification of agreements between the TTUHSC and the El Paso del Norte Health Education Center in El Paso and the West Texas Rural Health Education Center in Odessa. As recipient of an Area Health Education Center grant, funded by the U.S. Public Health Service, TTUHSC agreed to assist in the establishment of the centers and then subcontract with them for program dollars needed to meet requirements of the grant.

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Regents will consider transfer of 4.35 acres of land to the Lubbock County Hospital District for future construction.

Also on the agenda is consideration of awarding long distance telephone service contracts for all university and health sciences center locations to US Sprint for a year, beginning May 1.

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CONTACT: Preston Lewis

4-1-27-87

LUBBOCK--Attracting tourists and diversified businesses and industries are the two most liked alternatives among the state's residents for improving the Texas economy.

And while Texans by a three-to-one margin also support attracting out-of-state investments in the Lone Star economy, they are reluctant to seek foreign investments.

Those "Texas Views" are the findings of a survey conducted by the Institute for Communications Research (ICR) at Texas Tech University. The mail and telephone survey of 387 Texas residents asked what steps should be taken to improve the state economy.

Survey options included attracting foreign investments, exploring overseas markets for agricultural products, attracting out-of-state investments, diversifying the state economy more, levying an oil import fee and increasing tourism. Participants were asked how strongly they agreed or disagreed with those options.

Though all options -- except attracting foreign investments -- received a nod of approval from a majority of the participants, increasing tourism was supported by 90.3 percent.

Diversifying the state economy -- the second most liked option -- drew a positive response from 82.5 percent of the respondents.

While 76.9 percent of those surveyed agreed the state should attract out-of-state investments, the desire for outside investments in the state stops at the U.S. border. Only 37.7 percent of the respondents agreed the state should attract foreign investments.

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Though reluctant to have foreign capital invested in the state, survey participants favored selling the state's agricultural products to foreign countries. Of the participants, 74.5 percent thought the state should explore overseas markets for its agricultural products.

Finally, 62 percent of the participants favored the imposition of an oil import fee to help the state economy.

Attracting tourism was favorably viewed by nine out of 10 respondents, though males were more likely than females by a 94 percent to 87.8 percent difference to favor the tourism option. Support of tourism generally increased with education as 80.1 percent of those with some high school favored it, compared with 97.5 percent of those with college degrees.

Whites were generally more supportive than blacks or Hispanics of increasing tourism. Some 92 percent of the whites favored the option, compared with 87 percent of the Hispanics and 69 percent of the blacks.

The need to diversify the state economy, which has long relied on oil and agriculture, was equally recognized by participants regardless of their length of residence in Texas. The diversification option was favored by 81 percent of those calling Texas home for less than 10 years and by 83 percent of those who had lived in Texas more than 50 years. That closely followed the 82.5 percent total favoring diversification.

Support for diversification generally rose with income, 72.1 percent of those making less than \$10,000 supporting it, compared with 91.7 percent of those earning more than \$50,000 annually.

The issue of outside investments in the state was polarized between the source of that capital. Out-of-state investment in Texas was favored by 76.9 percent and disfavored by 9.8 percent of the respondents with 13.3 percent unsure. Conversely, only 37.7 percent agreed with attracting foreign investments, compared with 38.6 percent who disagreed and 23.7 percent who were unsure.

While 74.5 percent of the respondents agreed the state should seek more overseas markets for agricultural products, males were more likely than females to favor this option. Some 86.8 percent of the men, but only 66.9 percent of the women favored exploring overseas markets.

Though it would have to be imposed by the federal government, an oil import fee was favored by the respondents, though not as much as other options. Some 62 percent of the respondents favored such a fee, compared with 15.1 percent who were opposed and 23 percent who were unsure.

The survey results for "Texas Views" were announced by ICR Director H.J. Hsia. The survey, conducted in the last quarter of 1986, has a margin of error of plus or minus 5 percent.

CONTACT: Beverly Taylor

5-1-27-87

LUBBOCK--El Escorial, a combination church, monastery and palace built in Spain in the 1500s, will be discussed at 11 a.m. Tuesday (Feb. 3) at The Museum of Texas Tech University.

Texas Tech University interior design instructor Jody G. Brotherston will show slides of El Escorial taken during a recent visit to Spain when she leads the weekly art seminar sponsored by the Women's Council of the West Texas Museum Association (WTMA).

Registration and coffee begin at 10:30 a.m. Admission is \$3 at the door.

"Art through the Ages," the 26th year of art seminars for the Women's Council, is a study of the Renaissance in Spain and England this spring.

"The story of El Escorial is woven into the fabric of Spanish history," Brotherston said. "Phillip II, who was king from 1556-1598, personally directed the architect who designed the building. Construction took more than 22 years at a cost of \$45 million, making it the most costly building in Europe at the time."

During her visit, art, furnishings and religious artifacts used in El Escorial since its completion were on exhibit.

Brotherston said the architecture of El Escorial is "desornamentado" or nonornamented and austere. The building includes 84 miles of corridors connecting the church, monastery, royal tombs, library, gardens and private palace apartments.

For more information, contact WTMA at (806) 742-2443.

CONTACT: Sally Logue Post

6-1-27-87

LUBBOCK--An organizational meeting of the Concho Valley Parkinson Disease Association is set for 7 p.m. Tuesday (Feb. 3) in the second floor conference room of Shannon West Texas Memorial Hospital, 120 East Harris St., San Angelo.

The meeting is an initial attempt in the San Angelo area to organize a family support group for patients dealing with Parkinson's Disease, according to Susan Imke, associate director of the Parkinson's Disease Information and Referral Center at the Texas Tech University Health Sciences Center (TTUHSC) in Lubbock.

Imke will speak on "Parkinson's Disease -- Finding Answers to Common Problems." She is a certified family nurse practitioner and practices in the TTUHSC Department of Medical and Surgical Neurology.

"The support group will meet monthly to hear informative speakers and share ideas for coping with Parkinson's Disease in everyday life," Imke said. "Area neurologists and community health care agencies are very supportive of the organization."

The meeting is open free to any interested persons. For more information contact Jeremy and Elaine Penner at (915) 742-9447 or the Parkinson's Disease Information and Referral Center at (806) 743-2647.

CONTACT: Sally Logue Post

7-1-27-87

LUBBOCK--An organizational meeting of the Permian Basin Parkinson Disease Association is set for 2 p.m. Wednesday (Feb. 4) in the auditorium of the Texas Tech University Odessa Regional Academic Health Center, 800 West Fourth St.

The meeting is an initial attempt in the Permian Basin area to organize a family support group for patients dealing with Parkinson's Disease, according to Susan Imke, associate director of the Parkinson's Disease Information and Referral Center at the Texas Tech University Health Sciences Center (TTUHSC) in Lubbock.

Imke will speak on "Parkinson's Disease -- Finding Answers to Common Problems." She is a certified family nurse practitioner and practices in the TTUHSC Department of Medical and Surgical Neurology.

"The support group will meet monthly to hear informative speakers and share ideas for coping with Parkinson's Disease in everyday life," Imke said. "Area neurologists and health care agencies are very supportive of the organization."

The meeting is open free to any interested persons. For more information contact Wanda Standifer at (915) 694-1390 or the Parkinson's Disease Information and Referral Center at (806) 743-2647.

CONTACT: Sally Logue Post

8-1-27-87

LUBBOCK--The rapid decline of physical function caused by Alzheimer's disease may be slowed by the use of exercise programs adapted to the ability-level of the patient.

Family medicine Professor Berry N. Squyres of the Texas Tech University Health Sciences Center (TTUHSC) School of Medicine believes that exercise programs individualized to the patient's physical ability could have physical and psychological benefits.

"It is important that patients with Alzheimer's disease and other forms of dementia be provided with a social and physical environment that will maximize their ability to function and minimize troublesome behavior," Squyres said.

Squyres' work appears in the January issue of "Texas Medicine" which is devoted to Alzheimer's disease. This issue is only the second in the history of the state medical journal devoted to one subject.

Squyres said the sedentary lifestyle of Alzheimer's patients is a risk factor in cardiovascular disease, increased bone calcium loss and decreased oxygen utilization, cardiac output and red blood cell mass. Glucose tolerance is also decreased resulting in increased insulin requirements in patients with diabetes mellitus, he said.

The major cardiovascular benefits from any exercise program are increased oxygen utilization, improved heart function and a decreased risk of hypertension, he said.

Exercise programs also can increase the level of high density lipoprotein-cholesterol, the protein of cholesterol that reduces chances of heart disease and high blood pressure in active people.

Reduced tension and anxiety levels are also positive results of exercise programs. Squyres said studies have shown that physically active men are less depressed and more extroverted than sedentary men.

An exercise program ideally should be carried out at least three days a week, but Squyres recommends five days a week.

"Because these exercise programs will not reach the standard for fitness given for the healthy individual, an almost daily program is recommended," he said.

The exercise routine should begin with eight to 10 minutes of stretching exercises. For some patients, this part of the program may be all that is feasible and the time may be extended, he said.

If the patient is capable, a 12-to-30-minute exercise program including walking or stationary cycling should follow the warm up. Squyres said milder forms of exercises such as extending and rotating one arm or holding on to a chair and swinging one leg can also be used in this segment.

"This type of exercise has been used with a small group of geriatric mental patients who showed significant improvement in heart rate at rest and during exercise recovery, balancing ability and total daily activity level," Squyres said.

After an exercise period strenuous enough to produce an increased heart rate and respiration, significant perspiration, there should be a four-to-six minute cool down period, he said.

"While normal exercise programs may not be possible for Alzheimer's patients, the benefits of such programs can be attained to some degree," Squyres said. "Because the caregiver should always participate with the patient in these programs, the caregiver also receives important physical and psychological advantages."

CONTACT: K. Hopper

9-1-27-87

LUBBOCK--Women's studies may be new to academic curricula, but the field is producing new scholarship, research and analysis that is on the leading edge of human knowledge.

Dr. Laurie Churchill, the new coordinator of women's studies at Texas Tech University, said women are not the only scholars examining these issues. Men also are doing feminist research.

"Feminist studies challenges scholars and researchers in all disciplines to look at the assumptions and values they bring to their studies and challenges them to question those assumptions and values from the perspective of gender," she said.

Churchill has a doctorate in literature from the University of California, Santa Cruz, and teaches Latin and classics at Texas Tech.

"Gender studies may be a better label for the academic area that encompasses feminist research, theory and criticism of male-centered scholarship and dissemination of knowledge, what constitutes areas of inquiry and who participates in academic study," she said.

Women and men are studied within women's studies, which is both a feminist analysis of the human past and a determination for future equity, she said.

"Too often the issues of gender have been ignored within traditional approaches of academia because of the privileged place of males and the male view in Western culture and because of the exclusion of women from power," Churchill said.

The emerging scholarship is refreshing because of its interdisciplinary nature, she said.

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"Feminist research has the potential to cross boundaries of the discrete disciplines. This cross-pollination is exciting," she said.

Churchill is teaching a women's studies seminar during the spring titled, "Gender and Interpretation: The Impact of Feminism on the Academy." The seminar brings together women from psychology, history, literature, journalism, speech communication, philosophy, political science, physical education and sport and other areas within a common frame of feminist scholarship.

The emphasis of the course is on the study of gender, the cultural constructions of gender and how issues of gender have influenced traditional disciplines and traditional methodologies.

"I used the word 'feminism' in the course title because feminism indicates a political commitment and a politically motivated study. The idea is to transform the biases of patriarchal culture," she said.

Noting that several scholarly journals now are exclusively devoted to feminist scholarship and research, Churchill said women's studies is establishing the credibility needed to break the barriers of traditionalist views of education.

"Feminist research is just beginning to develop credibility. In classics, for instance, numerous articles and books are being published that focus on the social and historical realities of ancient women's lives and on ancient literary constructs of the feminine," she said.

Although the credibility of women's studies is increasing, the academic area still is perceived as marginal, she said.

"Although there has been some movement toward the center, we still have a way to go in establishing women's studies programs, for instance.

"Traditionalists, in viewing women's studies as being politically motivated, often fail to see their own areas of study as politically motivated," Churchill said.

Students at Texas Tech can earn an interdisciplinary undergraduate minor and an interdisciplinary master's degree in women's studies. The program is administered by the Women's Studies Council. Goals of the program include helping students understand recent reinterpretations of women's nature and roles, training individuals for careers with a special focus on women and encouraging research dealing with the experiences of women.

CONTACT: B. Zeeck

10-1-27-87

SPORTS EDITORS: You are invited to cover this event.

EDITORS' AND NEWS DIRECTORS' ADVISORY -- During halftime of the Texas Tech-Houston women's basketball game beginning at 2 p.m. Saturday (Jan. 31), Athletic Director T. Jones will recognize Ilah Merriman and Grace LeMonds for their contributions of \$25,000 apiece to help finish the women's dressing rooms at Tech's new Athletics Training Center.

(The Merriman and LeMonds gifts were made to the Double T Connection, a volunteer organization founded to support women's athletics. Since the merger of women's and men's athletics into one Athletic Department, the Double T Connection supports both men's and women's activities.)

One of Texas' business leaders, Merriman operates the H&R Block offices in the 21 counties of the Houston area, is a director of RepublicBank Post Oak in Houston and a trustee of the Tech Ex-Students Association Loyalty Fund. LeMonds, a Lubbock businesswoman, is a MENSA member, has a special interest in children with learning disabilities, and is founder of McWhorter Resources company. Both are Tech Exes.

At the Athletics Training Center, the \$50,000 contribution will provide most of the funds necessary to have the women's dressing rooms ready for use by the end of the spring semester.

CONTACT: Sally Logue Post

11-1-28-87

LUBBOCK--Despite virtually no inflation in 1986 and the lowest unemployment numbers of the decade, serious economic problems may be just below the surface.

Texas Tech University Economics Department Chairperson Ronald D. Gilbert warns that the sharply increased growth rate of money could force 1986's 2 percent inflation rate much higher.

Historically the inflation rate has been virtually identical to the growth of M1 money (coin, Federal Reserve notes and deposits held in checking accounts). In 1986, the M1 money balance grew at about 14 percent.

"Over the last 30 years, inflation and money growth have been identical," Gilbert said. "In 1986 they weren't even close. I'm afraid it will catch up with us. The question is when."

Gilbert also said in the past few years income, as measured by the gross national product (GNP), has grown faster than money. Again, in 1986, that did not happen. The GNP, which is the total value of goods and services produced in the U.S., grew only about 6 percent.

"Typically when income increases, the average number of times money changes hands also goes up," Gilbert said. "In 1986, the rate of money rose substantially higher than the rate of income. The money is out there, it just isn't being spent."

Gilbert said while the inflation and unemployment rates currently are favorable to our economy, the rate of economic growth and the balance of payments deficit are major problems.

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"Our balance of payments deficit stands at about \$150 billion dollars. And that is a serious drag on our economy," he said.

The balance of payment deficit means Americans are buying more goods and services abroad than they are selling. That deficit must be financed in some way, and the U.S.'s answer is forcing the real interest rate up to about 6 percent, a move that is hurting business expansion, Gilbert said.

Historically real interest rates have hovered around 1.5 percent, a rate that makes it possible for more projects to make a profit, he said. With real interest rates at 6 percent, fewer businesses may want to risk expansion when profit margins are reduced.

The real interest rate is being forced higher to attract foreign money into U.S. investments. While that finances the balance of payments deficit, the money generated by the new investments is also being used to finance the federal budget deficit.

"The balance of payments and the budget deficit are separate items, but they are closely intertwined," he said. "While the higher real interest rate makes it possible to finance our two major deficits, it's hurting the consumer and U.S. business investors."

The deficits tend to hold down economic growth levels which means the standard of living and total employment won't increase as they could, he said.

"As long as we have these large deficits, we won't be as well off as we could be," Gilbert said.

Gilbert said while macroeconomic projections are not always accurate because there are unforeseen shocks and situations, forecasters should consider all aspects and not focus on narrow areas.

He pointed to the forecasters that predict the balance of payments will be reduced because of the depreciation of the dollar. He said those forecasters say the dollar has depreciated about 40 percent in the last 18 months against the Japanese yen and the German mark. They operate on the assumption that those countries will now buy more of our goods because they are cheaper and Americans won't buy Japanese and German products because the prices are higher. But Gilbert said that's not the whole picture.

"When compared to Canada, our largest trade partner, the dollar has actually gone up in value," he said. "And against other major trade partners like Brazil, South Korea and Tiawan, the dollar has depreciated only slightly. Overall, when all factors are considered, the depreciation is only about 6 percent, not 40 percent."

Gilbert also said both the previous and current administrations have operated on what he calls "pie in the sky expectations" for budget deficit reductions.

"Both have assumed we can reduce the budget by expenditure cuts and sale of federal resources like oil and timber," Gilbert said. "But those things won't offer the kind of relief that's needed."

Gilbert said he believes current positive indicators like low inflation and unemployment rates are only disguising underlying pressures that could force inflation and interest rates up.

"While it's impossible to make totally accurate projections, when all factors are examined, I don't think there is going to be any improvement in 1987 in our deficit situation," Gilbert said. "I also expect that the energy and commodity prices that helped create our 2 percent inflation will level off or increase and that inflation and consumer interest rates will follow."

Story ideas for the week of
February 2-6, 1987
12-1-29-87

Texas Tech University
University News & Publications
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Radio & Television NewService

LOOKING AT THE LONG-TERM--Texas will come through this most recent economic down-turn with little or no permanent damage. But if lawmakers compromise the states higher education system, the damage could be long lasting. That's according to Texas Tech University economist Dr. Ronald Gilbert. Dr. Gilbert says tax reform is the most logical answer to the state's deficit problems. He can tell you more by calling 742-2201.

JOURNALISM VS. APARTHEID--South African journalist Dumisani Kumalo will speak at Texas Tech University Tuesday, Feb. 3 at 8 p.m. Kumalo exposed conditions of black migrant workers in South African mines; use of child labor on farms; abuses of police power and deaths in detention. He fled that country in 1977, following police harrassment. Kumalo's appearance at the Allen Theatre in the University Center is part of Black History Month sponsored by the Black Student's Association. For more, contact Denien Guthrie at 742-5895 or BSA faculty advisor Don Rolfe at 742-3220.

DECLINING YIELDS--Cotton yields on the High Plains have declined an average of 10 pounds per acre per year over the past two decades. Texas Tech University agricultural economist Don E. Ethridge says such declines will eventually make High Plains cotton less able to compete with cotton grown in other countries and with man-made fibers. He says this yield trend harms the U.S. economy, not just the regional economy. For details on the probable causes and effects of declining cotton yields, contact Dr. Ethridge at 742-2821.

WORLD EXPLORERS--Youngsters who are curious about the world and what makes it tick can learn the answers to their questions first hand at The Museum of Texas Tech University. The Museum is sponsoring Explorium Clubs for second through twelfth graders interested in exploring the environment. Registration and orientation for the clubs is Thursday, Feb. 5 from 4-5 p.m. in the Museum's Assembly Room. For details, contact education-planetarium coordinator Patricia Martin at 742-2432.

For assistance in developing these or other story ideas, contact Dorothy Power/Don Vanlandingham, News & Publications, 742-2136.

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CONTACT: Sally Logue Post

13-1-28-87

LUBBOCK--A new technique to determine the ages archeological artifacts and landforms has earned a Texas Tech University geographer the National Science Foundation's Presidential Young Investigator award.

Dr. Ronald I. Dorn, only the second geographer to receive the award, was one of 1,122 nominees for the 200 engineering and science awards. He is the second professor at Texas Tech to receive the award. Dr. Henry Nguyn of plant and soil science won the award in 1986. Each recipient can receive up to \$100,000 per year for five years in a combination of federal and matching private funds.

Dorn said one of his basic research objectives is to map the geographic distribution of environmental changes over time. To accomplish this he, along with his collaborators, has developed five methods that will help uncover changes in ancient environments. The methods rely on the study of rock varnish, a dark coating on natural and human manufactured surfaces.

First, Dorn has developed a calibration between age and the ratio of positive ions in varnish to date archaeological objects and landforms of previously unknown age. Second, Dorn has been able to extract organic matter from the lowest level of the rock varnish for accelerator-radiocarbon dating. Third, stable carbon isotope ratios of organic matter in varnish have served as indicators of present and past abundance of various plant species. Fourth, Dorn has found that the structure of the varnish reflects the dustiness of past environments. Fifth, relative concentrations of maganese versus iron fossil layers indicate past levels of alkalinity in the adjacent environment.

"Future research will explore the potential of rock varnish to serve as a paleotemperature indicator and as a tool in geochemical exploration," he said.

Dorn's secondary research has focused on the evolution of slopes in humid-temperature landscapes. He and his collaborators have used radiocarbon dating of charcoal and comparative pollen analysis on debris found in hollows to determine the age and evolution of previously undated slopes. The environmental data that can be extracted from these deposits can also be used as indicators of vegetation patterns during the slope's history.

"While these indicators are only a small part of a complete paleoenvironmental reconstruction, the key to comprehending past environmental changes is obtaining records that are widely available and datable," Dorn said. "My research has concentrated in the development of new techniques and their application toward reconstruction of changes in past environments."

CONTACT: Preston Lewis

14-1-29-87

LUBBOCK--Both the number of graduates and the number of students enrolled in advertising dropped for the 1985-86 academic year, according to the compiler of the 1987 national directory "Where Shall I Go to Study Advertising."

The booklet was compiled by Texas Tech Mass Communications Department Chairman Billy I. Ross and is based on statistics gathered from 102 colleges and universities from 43 states.

During the last academic year, the number of advertising graduates dropped 7 percent, from 5,565 to 6,016. The number of bachelor's degrees fell from 5,713 to 5,309, a drop of 7 percent, while graduate degrees declined 15 percent from 303 to 256.

The University of Texas at Austin granted the most undergraduate degrees with 376, followed by Michigan State University's 356. Northwestern University conferred the most graduate degrees with 56.

The number of advertising students decreased to 17,544 from 18,032, a decline of 3 percent. Of this number 1,198 were working on graduate degrees, compared with 1,153 the year before, an increase of 4 percent.

Michigan State University had the most advertising students with 1,166 while Roosevelt University in Chicago had the largest graduate enrollment with 711.

The number of advertising faculty decreased 38 from 388 the previous year to 350 last academic year. Michigan State listed the most faculty with 15.

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Texas with eight had the largest number of advertising programs of any state. Florida followed with seven. Forty advertising programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications and 10 by the American Association of Collegiate Schools of Business.

Basic information offered in the booklet on various advertising programs includes: the title of the advertising program at each school; specific degrees; accreditation; enrollment; number of graduates and advertising faculty; largest three scholarships; financial assistance; entrance requirements; tuition, fees, room, board; campus advertising organizations; and the contact for more information.

Additional information is available on the booklet from Ross, Department of Mass Communications, Texas Tech University, Lubbock, Texas 79409, (806) 742-3385.

Texas Tech News

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TEXAS TECH UNIVERSITY / TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

NEWS AND PUBLICATIONS / P.O. BOX 4640 / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Preston Lewis

15-1-29-87

LUBBOCK--Fifty-four Texas Tech University students have been selected for the 1987 edition of "Who's Who in American Universities and Colleges."

The students were chosen for the one-time honor from all undergraduate senior students at Texas Tech University and the Texas Tech University Health Sciences Center. Selections were made by a committee of faculty, staff and students, based on outstanding achievement in scholarship, leadership and service while at Texas Tech.

The honorees, their majors and parents, by hometown, are:

Albuquerque, N.M.--Wesley Lloyd Bratton, civil engineering, Mr. and Mrs. Jimmie L. Bratton, 9000 Caminito Drive NE; Debra Leigh Clifford, English, Dr. and Mrs. Kenneth Jungling, 12108 Lake Charles NE; and Cristina Lee "Cristy" Eddings, secondary education, Col. and Mrs. James A. Eddings, 2202 22nd Drive, KAFB.

Andrews--Paul Brian Nelson, zoology, Mr. and Mrs. Fred G. Nelson, 1209 NW 12th St.

Amarillo--Jamie Lee Schilling, Spanish and English literature, Mrs. Beverly Cook Perry, 7107 Imperial.

Arlington--Jennifer Lea Hoyer, psychology, Mr. and Mrs. George Hoyer, 2206 Racquet Club Court; and James David Norcross, zoology (pre-med), Mr. and Mrs. Robert Norcross, 1714 Covemeadow Drive.

Austin--Daphne Suzanne Coplin, psychology, Dr. and Mrs. Donald H. Coplin, 5304 Backtrail.

Baird--Brian Clark Johnson, accounting/management information systems, Mr. and Mrs. B.P. Johnson, Route 1.

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Big Spring--Brian Clark Johnson, accounting/management information systems, C. Shirey, 615 Highland Drive.

Bothell, Wash.--Ingrid Karol Dearmore, chemistry, Mr. and Mrs. Robert B. Dearmore, 2627 168th St. SE.

Canyon--Alden Bradley "Brad" Woodman, architectural design, Mr. and Mrs. Gene Woodman, 2000 Sixth Ave.

Carrollton--Joy Allison Adkins, deaf education, Mr. and Mrs. Jerry W. Cumbie, 2109 Deerfield.

Conroe--Nancy Sue Munnerlyn, interior design, Mr. and Mrs. J.K. Munnerlyn, 142 Woodstock Lane.

Dallas--Christopher Scott Haigler, accounting, Kenneth J. Haigler, 7035 Nicki; and Gregory Scott Redfearn, finance, Mrs. Remonia Rosewell, 4753 Old Bent Tree Lane.

Eastland--Patri Lynn Spurlen, housing and interiors, Mr. and Mrs. F.L. Spurlen, P.O. Box 162.

Follett--Jamie Lee Schilling, Spanish and English literature, Larry Schilling, P.O. Box 436.

Fort Worth--Jill A. Hagen, family studies, Mr. and Mrs. William E. Hagen, 6113 Cholla Drive; Frank Ross King III, zoology, Mr. and Mrs. E. Don Lewis Jr., 5321 Northcrest Road; and John Richard Wilson, finance, Mr. and Mrs. Jerry W. Wilson, 7230 Hovenkamp.

Houston--Cynthia Ann "Cindy" Brawley, secondary education, Mr. and Mrs. R.M. Brawley, 6523 Oakland Hills Drive.

Irving--Julie Lynn Higgins, elementary education, Mr. and Mrs. Wayne Higgins, 317 Robinhood Drive; and Sabrina Elizabeth Shepherd, accounting, Mr. and Mrs. Harvey W. Shepherd, 2800 Ridgeview Lane.

Kingwood--Dana Simone Pradervand, music education, Mr. and Mrs. George Pradervand, 4018 Cedar Forest.

Levelland--Kimberly Kaye "Kim" Phelan, international trade, Mr. and Mrs. Harold Phelan, 518 Ave. H.; and Randal Scott Phelan, civil engineering, Mr. and Mrs. Harold Phelan, 1929 S. Ave. H.

Lubbock--Jana Fry, secondary education, Mr. and Mrs. Hugh K. Fry, 3116 40th St.; Lisa Marie Halco, anthropology, Mr. and Mrs. Robert H. Halco, 4504 19th St.; William Kent Hamilton, public relations, Mr. and Mrs. Thomas B. Hamilton, 5212 26th St.; Marsha Ann Lindenmeier, home economics education, 4503 49th; Shara Alyse Michalka, finance/economics, 3613 56th St.; Mark Andrew Tatkenhorst, political science, Mr. and Mrs. Albert Tatkenhorst, 3213 91st St.; and Kelly Lynn Walsh, design communications, Dr. and Mrs. Eugene E. Payne, 2309 56th St.

McKinney--Gary Don Barbo, accounting, Mr. and Mrs. Billy Joe Barbo, Route 4.

Mount Pleasant--Gregory Scott Redfearn, Mr. and Mrs. Billy D. Redfearn, P.O. Box 105.

Muleshoe--Debra Kay "Debbie" Hart, home economics education, Ted R. Millsap, 302 W. Seventh, and Holly Millsap, 1609 W. Avenue B.

Munday--James Claud Tidwell, agricultural economics, Mr. and Mrs. Joe Tidwell, P.O. Box 780.

Odessa--Valerie Lynn Nail, nursing, Mr. and Mrs. Charles E. Nail, 1423 Cumberland.

Perryton--Christopher Scott Haigler, accounting, Mrs. Sue Anne Salisbury, 2009 Texas; Jerry Lee Johnson, biochemistry, Mr. and Mrs. Billy Johnson, 825 S. Kentucky; and Christopher H. Neufeld, architecture/civil engineering, Mr. and Mrs. Donald O. Neufeld.

Plainview--Marla De'Ann Leach, music education, Mr. and Mrs. Joe Leach, Route 2; and Tamara Michelle "Tammy" Ligon, marketing, Mr. and Mrs. Richard Ligon, No. 8 Westridge Square.

Plano--Linda Jeanne Kepner, psychology/English, Mr. and Mrs. Harry M. Kepner, 2608 Mollimar; Julie Elizabeth Porter, interior design, Mr. and Mrs. Jimmy E. Porter, 1912 Greenbriar Court; Marilyn Ann Rowell, industrial engineering, Mr. and Mrs. Oliver J. Rowell, 4537 Jenning Drive; and Jennifer Louise Waddell, accounting, Mr. and Mrs. John Waddell, 2012 Midcrest.

Post--Kyle Wade Giddens, architecture/civil engineering, Mr. and Mrs. Joe B. Giddens, 1013 Camden Circle.

Richardson--Carla Annette Riley, secondary business education, Mr. and Mrs. Daniel J. Riley, 1202 Oakmont Place.

Roswell, N.M.--Brian Craig Copple, history (pre-law), Mr. and Mrs. Brian W. Copple, 1317 W. Third.

San Antonio--Donna Kay Acker, physical education, Mr. and Mrs. Thomas F. Acker, 1910 Ridge Park; and Maria Eileen Oakley, housing and interiors, Mrs. Carolyn Oakley, 8810 Five Palms.

Stonewall--Lea Rose Weinheimer, agricultural communications, Mr. and Mrs. Roy Weinheimer, Route 1.

Sugar Land--Sheryl Lynn "Sheri" Meek, industrial engineering, Mr. and Mrs. Richard Meek, 1225 Wedgewood.

Sulphur Springs--Deborah Layle "Debbie" Latham, food and nutrition-dietetics, Mr. and Mrs. Foy Williams, 1809 College.

Waco--Juanita Jean "Jeanie" Sides, teacher of young children, Mr. and Mrs. David L. Sides, 110 W. Shamrock.

Waller--Deborah Kay "Debbie" Bloodworth, secondary education, Mr. and Mrs. Darrell R. Bloodworth, Route 2.

CONTACT: Beverly Taylor

16-1-30-87

LUBBOCK--The days are all but gone when people can expect risk-free blood transfusions to be readily available when they need them.

The Acquired Immune Deficiency Syndrome (AIDS) epidemic, the corresponding fear of giving and receiving blood and increasingly more sensitive tests to detect tainted blood are resulting in smaller and smaller supplies of good blood.

At the same time, the demand for blood is increasing. In the U.S. alone, 12 million units of blood are given each year during emergency treatment and surgeries.

Mario Feola, professor of surgery at Texas Tech University Health Sciences Center School of Medicine, has perfected a substitute hemoglobin solution using cattle blood and is now working to scale up production of the artificial blood so that other researchers can test it.

"People have taken for granted that blood transfusions of a good quality will be available when they need them, but that is no longer a safe assumption," said Dr. Feola. "Researchers are developing more and more sensitive tests to detect antibodies and other foreign substances in blood. Thousands of people who received blood several years ago thought they were getting good blood.

"But, now we have more sensitive tests which show that the donors had AIDS antibodies. The people who received the blood are now living in great anxiety about whether they will contract AIDS."

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Feola's blood substitute is pure cattle hemoglobin which is stored frozen and thawed and mixed with a saline solution to administer. In powder form it can be stored for months at a time, while human blood becomes useless after several weeks of storage.

"The substitute blood can be given immediately to anyone because there is no need for cross-typing," Feola said. "This has tremendous implications for emergency situations. Someday, substitute blood could be given any time blood is needed and that is becoming extremely important as the risks of receiving human blood increase."

Hemoglobin, the oxygen-carrying protein in blood, is similar for all mammalian vertebrates, he said. The other proteins in blood account for different blood types and necessitate cross-typing to avoid severe immunological reactions when whole blood is given.

Feola's bovine hemoglobin solution, which he has perfected over the past 10 years, carries no risk of viral disease, hepatitis or other infections because bacteria and viruses are removed during the process of preparation and purification.

"Hemoglobin is the only natural substance capable of picking up oxygen from the air and carrying it to all cells and tissues in the body," Feola said. "Carrying oxygen is the immediate essential function of blood. When people lose a lot of blood they don't die because of losing hormones and other substances in blood, but because they lose the red blood cells which carry oxygen."

Bovine hemoglobin actually transports oxygen a little more effectively than human hemoglobin, Feola said.

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Animals which have lost up to two-thirds of their blood have regained their health and built up a normal supply of blood within a few days after getting the bovine substitute. Individual animals have been subjected to trauma several times and resuscitated to make sure they do not develop reactions to the artificial blood and that organs, such as the lungs, liver and kidneys, are not damaged.

Feola said that an abundant quantity of blood from cows, which have around five gallons of blood each, could be available from beef packing houses. Slaughtering operations sell some cattle blood for use in garden fertilizers, but most of it is simply allowed to biodegrade in huge mounds at the plants, he said.

Feola makes a unit of blood substitute for about \$8 while a unit of whole blood costs around \$80.

The major hurdle now in Feola's work is to set up a laboratory to produce mass quantities of the solution. The purification and separation processes have been developed, but expensive equipment is needed to conduct the processes on a large scale, he said.

"Early on, my idea was criticized because researchers thought there would be an adverse immunological reaction, but there isn't," Feola said. "Some researchers have tried chemical solutions which were found to be toxic to human organs. Others have tried to develop a substitute using human blood, which is not very logical since the reason we need a substitute is because of the shortage of human blood and because of the risk of disease in human blood.

"If we can't develop a substitute from animals, I don't think there is much hope of developing one," he said.

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CONTACT: K. Hopper

17-1-29-87

LUBBOCK--The history, culture, contributions and civil rights struggles of black Americans will be celebrated in February during Black History Month at Texas Tech University.

The local celebration -- sponsored by the Black Student Association of Texas Tech -- will begin at 5 p.m. Sunday (Feb. 1) in the University Center (UC) Courtyard. Opening ceremonies will include a talk about the origins and meaning of Black History Month by Texas Tech history Professor Barbara Green. An official proclamation recognizing Black History Month will be read. The ceremony will conclude with traditional musical selections.

South African journalist Dumisani Kumalo will lecture at 8:15 p.m. Tuesday (Feb. 3) in the UC Allen Theater. A film, "Witness to Apartheid," will be shown at 8 p.m. Monday (Feb. 2) in the Allen Theater to coincide with Kumalo's talk. The lecture is presented by the UC Programs Ideas and Issues committee.

Kumalo has been a major force behind the struggle for freedom in South Africa. He has worked for The Post Newspapers, Drum Magazine, The World and was chief reporter for The Johannesburg Sunday Times Extra (Black Edition). He is the founder of the Union of Black Journalists, an organization active in the Black Consciousness movement which was banned by the South African government in 1977.

Daily brown bag seminars at noon Monday through Friday in the UC Courtyard will offer discussions throughout the month about various black men and women and their contributions to society.

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Other highlights of the month include a performance by a dance group, the Dunbar High School Panjammers, at 8 p.m. Feb. 9 in Room 169, Home Economics Building. Members of the Estacado High School Drama Club will read poetry at 8 p.m. Feb. 10 in Room 169, Home Economics Building.

The week of Feb. 16-19 will focus on black fraternities and sororities with a talent show scheduled for 8 p.m. Feb. 18 in the University Center.

The UC Cultural Exchange committee will present a one-man show by dramatic artist Phillip Walker. Titled "Can I Speak For You Brother?," the program will begin at 8:15 p.m. Feb. 27 in the Allen Theater. The performance will combine dance, poetry, drama, letters, speeches, music and puppetry to depict the black leaders of American history.

Walker will portray Martin Luther King Jr., Booker T. Washington, W.E.B. Dubois, Fredrick Douglas, Sergeant Emanuel Stance, High John Griot, Malcom X and Haki R. Madhubuti.

Other films that will coincide with Black History Month are "Stormy Weather," Feb. 4; "The Autobiography of Miss Jane Pittman," Feb. 11; "Anderson Platoon," Feb. 18; and "Miracle in Harlem," Feb. 25.

For more information about activities during Black History Month, contact the Dean of Students Office at 742-2192.

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CONTACT: K. Hopper

18-1-30-87

LUBBOCK--"Jornado del Muerto" (Journey of Death), an installation by New Mexico artist Roger Sweet, will be on display until Feb. 26 in the Fine Arts Gallery of the Texas Tech University Art Building.

Sweet, who has been called a "politically based, conscientious" artist, has been at the forefront of sculpture for more than 15 years. He currently teaches through the extension program at the University of New Mexico-Los Alamos.

His art most recently was shown at the Master of Fine Arts Show in Santa Fe, N.M. He also has shown his work at the Art Network Gallery in Tucson, Ariz. In 1979-80, Sweet's work was part of a group show titled "A Century of Ceramics in the United States, 1879-1979" at the Everson Museum of Art in Syracuse, N.Y.

The Fine Arts Gallery is open from 10:30 a.m. to 5 p.m. Monday through Friday.

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CONTACT: F. Lowe/P.Lewis

19-1-30-87

LUBBOCK--Graduates of Sweetwater High School who plan to attend Texas Tech University may qualify for the Ida M. Duff Memorial Scholarship, established in memory of a Sweetwater woman by her children.

The annual award of \$1,000 will be granted for the first time this spring to a graduate of Sweetwater High School who elects to attend Texas Tech in the fall.

Mr. and Mrs. Berry Duff, Mr. and Mrs. Howard Duff and Mr. and Mrs. H.W. Williamson have established the scholarship in memory of Ida Mobberly Duff.

To be eligible for the award, a student must be in the top quarter of the graduating class. Selection will be based on academic promise and financial needs.

Sweetwater High School graduates who are currently in good standing at Texas Tech may be eligible for the scholarship if no incoming freshman seeks the award. The scholarship is open to students in all majors.

Students desiring more information about the scholarship should contact the Office of Student Financial Aid, Box 4179, Texas Tech, Lubbock, Texas 79409, or their high school counselor.

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CONTACT: Beverly Taylor

20-1-30-87

LUBBOCK--A book by the first lady of the Pitchfork Ranch for almost 25 years and a sculpture of a woman who moved to unsettled West Texas in 1901 will be introduced Feb. 15 at the Ranching Heritage Center (RHC) of The Museum of Texas Tech University.

"This I Can Leave You," the late Mamie Sybert Burns' account of life on the Pitchfork Ranch, will be available for the first time and the bronze sculpture of the late Mary Perritt Blankenship will be unveiled during the reception from 2-5 p.m.

Burns lived on the Pitchfork Ranch in Dickens and King counties from 1942 to 1965 while her husband, the late D Burns, was ranch manager. Shortly before her death in 1982, she donated her stories of their life on the ranch to the Ranching Heritage Association (RHA) which promoted publication of the book.

The book is no. 21 in the Centennial Series of the Association of Former Students by Texas A&M University Press. D Burns was a graduate of Texas A&M.

The head and shoulders sculpture of Mary Blankenship, by Rosie Alford of Lubbock, will be included in the RHC's art collection of West Texas pioneers. In 1901, Blankenship moved with her husband and several other families in covered wagons from Stephenville to an unsettled strip of land in what became Hockley and Terry counties.

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The reception will include an address by David Murrah, director of the Southwest Collection at Texas Tech. Dr. Murrah wrote the history of the Pitchfork Land and Cattle Co. for its centennial celebration in 1983 and wrote the foreward for "This I Can Leave You." He is an expert on West Texas pioneer life as typified by the Blankenship family.

"Both Mamie Burns and Mary Blankenship were pioneers in their own right," Murrah said. "Mrs. Blankenship was the epitome of the pioneer plains woman. They were farmers who came to live in the midst of the big ranches. They had to move to the middle of nowhere to claim title to the land and they weren't welcomed by their ranch neighbors who had been using the land.

"Mrs. Burns was a pioneer in reverse," he said. "She was an urban, sophisticated lady who happened to marry a cowboy. She was thrust into the middle of a fairly hostile environment. Both women survived and led good, productive lives."

"This I Can Leave You," which Mrs. Burns called "The Book," became somewhat an obsession to her during the later years of her life as she organized and wrote her stories from notes jotted on hundreds of scraps of paper over the years.

"Mamie labored over her stories," Murrah said. "Dozens of people helped her with it. She would find new authors and draw them into her circle so they could give her advice. I think the book will be recognized as one of the better literary pieces out of Texas in recent years."

Georgia Mae Ericson, a member of the RHA Executive Committee, said Burns retrieved her stories from their hiding place under her bed the day she donated it them to the RHA. The hand-written book was typed by friends and edited for the RHA by Cathryn Buesseler.

Alvin Davis, RHA executive vice president and general manager, talked with Burns for around a year before she decided to give her stories to the RHA.

"She was protective of her stories like they were little children," Davis said. "Her main wish was that the stories be published and if possible by Texas A&M."

Burns wrote the book as a legacy of her life on the ranch for her two grandchildren. She wrote, "My book is about the ranch people more than it is about the ranch's history, or its skunks and rattlesnakes."

One hundred copies of the book, priced at \$16.95, will be available at the reception and orders will be taken. Family and friends who helped her with the book will autograph the books.

Mrs. Blankenship also wrote a book "The West is for Us," which was published by the West Texas Museum Association after her death in 1955. The book tells of her wedding to the late Andrew Blankenship, their move to West Texas and eventual success. It will be available at the reception.

Blankenship descendents have donated to the RHC a cowchip house which Andrew and Mary moved to their Lubbock home after leaving the ranch. The small building was used to store cowchips which were gathered periodically at the farm and used for heating in town.

Structures at the RHC given in honor of the Burns family include the D and Mamie Burns Memorial Barbecue Pavilion, a covered outdoor area, and the corrals which D Burns planned and helped build as a replica of Pitchfork facilities.

During the afternoon, a tea party is planned for RHC docents in (cq) McKanna Parlor and Mr. and Mrs. Harold Sims of Brownfield will model authentic clothing from past.

CONTACT: Sally Logue Post

21-1-30-87

LUBBOCK--Washing your hands rather than refraining from kissing may be the best way to combat the spread of the common cold.

Kae Hentges, patient education and health promotion coordinator of the Texas Tech University Health Sciences Center Department of Family Medicine, said contrary to popular belief, colds are more often transmitted through hand contact rather than kissing or by sneezing.

"People with colds touch their noses where the viruses are heavily concentrated and get germs on their hands," Dr. Hentges said. "The germs are passed around when they touch other people or objects. So, frequent handwashing is one of the best ways to prevent the spread of colds."

The common cold is caused by more than 200 viruses that attack the linings of the nose, throat and ears. These 200 viruses account for 60 percent of all common colds. Unfortunately, Hentges says, scientists cannot identify what causes the other 40 percent.

"There are limitless varieties of cold-causing agents," she said. "That is why people never become immune to colds."

While most colds confine themselves to the nose and upper throat, some viruses can result in severe illness for children and older people. A cold can result in croup, bronchiolitis (an infection of the small airways in the lung) and pneumonia. Young children are susceptible to infections of the middle ear and sinuses because the passages in their ears and nose are small and can fill up with mucus allowing bacteria to multiply, Hentges said.

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As people grow older, they usually become more immune to colds, Hentges said, but the ones they do get are often more severe.

"For those people with chronic diseases such as heart problems and diabetes, a mild cold can become a life-threatening infection," she said.

While time is the only cure for the cold, Hentges said a few things can help alleviate the symptoms. Sufferers should rest, if at all possible, and drink plenty of warm liquids.

"The old wives tail about eating chicken soup is a good idea. It seems to be especially good for promoting nasal drainage," Hentges said.

There are several over-the-counter remedies that will reduce drainage, relieve blocked nasal passages, stop coughs and reduce fever and body aches. But, Hentges said, it is best to take medications for specific symptoms only and not take a "shotgun approach" to your cold with a remedy that treats everything.

"Take just enough medicine to relieve your symptoms, make you comfortable and get you through the 10 days or so that it will take for your body to heal itself," she said.

Hentges also stressed that antibiotics are not helpful against the common cold because viruses do not respond to antibiotics.

"A doctor may prescribe an antibiotic for a related infection of the ears or sinuses or for older people or those with chronic diseases to prevent secondary infections," Hentges said. "But most people shouldn't press their doctor for a shot. It will not help. While the discomfort from a cold is very real, there are insufficient medical reasons and real risks of adverse side effects to give antibiotics for an uncomplicated cold."

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CONTACT: B. Zeeck

23-1-30-87

LUBBOCK--Texas Tech regents Friday (Jan. 30) heard agricultural and medical researchers report findings that can, before the turn of the century, vastly improve crop production and greatly reduce a contemporary fear of blood transfusions.

Dr. David E. Koeppel, who heads the Texas Tech Department of Plant and Soil Science, reviewed biotechnological work in agriculture, illustrating his presentation with specific examples of improved strains of onions and gains in the search for drought-resistant wheat.

Mario Feola, M.D. a member of the surgery faculty in the Texas Tech University School of Medicine, reported on his development of a substitute hemoglobin solution using cattle blood. The substitute for human blood can be used without cross-typing and carries no risk of transmitting viral disease, hepatitis or other infections.

Regents ratified agreements between the Texas Tech University Health Sciences Center and the El Paso del Norte Health Education Center in El Paso and the West Texas Rural Health Education Center in Odessa. As recipient of an Area Health Education Center grant, funded by the U.S. Public Health Service, TTUHSC has helped establish the centers. The new agreements will provide program dollars for training health professionals at the two centers.

Regents authorized Texas Tech President Lauro F. Cavazos and board Chairman Wendell Mayes to convey or lease to the Lubbock County Hospital District 4.35 acres of land as soon as regents are satisfied that all agreements are in compliance with the Texas law governing transfer of state lands. The LCHD has requested the land for development of Lubbock General Hospital facilities.

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The board removed a mandatory retirement age of 70 years for all Texas Tech employees except tenured professors and commissioned police officers, in compliance with new federal regulations.

Approved were administrative changes for the health sciences center, including the creation of two positions -- that of vice president for administration and operations and a vice president for fiscal affairs. Regents noted that these actions required no additional funding. Both of the new officers will report to the newly appointed executive vice president for the health sciences center.

From the Development Office, regents heard a report that almost \$3 million in cash donations were received from about 1,900 donors in December, bringing the Texas Tech Enterprise Endowment Campaign close to \$45 million of its \$60 million goal.

Regents accepted a gift from fellow board member, J. Fred Bucy and his wife, Odetta Greer Bucy. The couple gave \$101,260 to establish the Bucy Undergraduate Scholarship and Guest Lecturer Fund in Physics.

Contracts were awarded to: INA of Texas, fire, lightning, extended coverage insurance, for one year ending Feb. 1, 1988, at the rate of 4.67 cents per \$100; ABC Vending to provide video game machines and service to 12 residence halls; Row Wall Electric Co., \$131,400 for renovation of secondary electrical service to four university buildings; Mike Klein, general contractor, \$95,000 demolition of portions of the Electrical Engineering Building prior to its renovation, and \$185,000 for renovation of bathrooms in Wells Hall; and Hunter Construction Co., \$108,732 for renovation of a portion of the second floor of the Home Economics Building.