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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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1-8-15-83

ATTENTION: Business Editors

LUBBOCK--The Federal income tax system is frequently criticized and rightly so, says Lawrence C. Phillips. He says the system needs simplification.

Dr. Phillips came to Texas Tech University this summer to fill the Frank M. Burke Chair in taxation and to teach courses in the graduate tax program offered by the university. He is nationally known as an advocate of tax simplification.

The Internal Revenue Service cannot audit every taxpayer and find every instance of non-compliance, but there must be something that could increase compliance, Phillips said.

Phillips said simplification is the best solution.

"Politically, simplification is a good idea, yet every time we have a new revenue act it seems as if the tax process gets more complicated," Phillips said.

Taxpayers are subject to complex and ever-changing rules regarding income, exclusions, deductions, credits and special methods for computing taxes (such as income averaging), Phillips said.

"Our incredibly complex tax system is a direct reflection of our complex economic and social structure in the United States," Phillips said.

Phillips identified three specific problems--compliance, simplification and inflation adjustments.

Many people are not reporting income or part of their income. They engage in transactions for services with cash or bartering so the income is not reported or detected.

"For example, you hire people to do some work around your house and they may not want to be paid by check because they don't want the income traced," Phillips said.

Estimates indicate that such an underground economy is perhaps hundreds of billions of unreported dollars.

The government is trying to improve compliance through such measures as the 1982 Tax Equity and Fiscal Responsibility Act, Phillips said. This act mandates increased enforcement penalties for failure to report income.

"It is questionable whether a law can correct this type of problem. A great deal depends on taxpayer attitudes," Phillips said.

Phillips said he feels that simplification might improve taxpayer compliance.

"There has been some effort to simplify. The 1040EZ form is a good example. However, the form applies to very few taxpayers and really has had minimal effect," Phillips said.

Phillips said that reform will probable be piecemeal.

"Sections of the tax code, which have been studied, need to be cleaned up, revised and simplified," Phillips said.

He suggests, for instance, reducing the number of itemized deductions and increasing the zero bracket amount. Fewer and fewer people would itemize and this would greatly simplify the tax process for the taxpayer," Phillips said.

"The average taxpayer could then prepare a return without help because it would be simpler. It would save costs, including psychological costs, time and effort," Phillips said.

For businesses, Phillips said, simplification could significantly reduce administrative costs, including internal tax staff and legal fees.

"This cost reduction could be passed on to the consumer in the form of lower costs for goods and services," Phillips said.

Often political tax talk centers on the effects of rampant inflation, and Phillips said he feels that simplification could help deal effectively with inflation.

Indexation, a process of tax rate adjustments to cope with inflation, has not been uniformly accepted by Congress although legislation was enacted in 1981 and is scheduled to be implemented in 1985.

"The tax cuts enacted in 1981 were, for the most part, disguised adjustments. Those three-year tax cuts were misnamed and really were just an attempt to throw taxpayers a bone so taxpayers felt they were getting something," Phillips said.

With a progressive tax rate, the system used in the United States, he said, inflation helps the government.

"If inflation goes up 10 percent and taxpayers get a 10 percent salary increase, they break even. But the tax rate increases and this reduces real income," Phillips said.

"When inflation goes up 10 percent, the total revenues to the government go up about 16 percent," Phillips said. "Inflation may be good for the government, but that is not necessarily good for you and me."

Indexation is a mechanism to automatically adjust tax brackets with a consumer price index. It would automatically adjust the tax rate along with inflation, Phillips said.

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2-8-16-83

LUBBOCK--Seventy Texas Tech University student teachers must report to work bright and early Aug. 29, but first, they need to find out where to go.

Dorothy Filgo, education professor, said scheduling is tight for students who will be practice teaching in elementary, kindergarten, special education or educational programs for young children.

"This group of students needs to come by the college or call the student teaching office on Friday, Aug. 26, to obtain their school assignments," she said.

Assignments will be posted in the west entry of the education dean's office area. Students may come by between 8 a.m. and 5 p.m. that day or call the student teaching office at (806) 742-2383.

Filgo said student teachers for secondary schools have more time before they begin their work.

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3-8-16-83

LUBBOCK--A Mexico that is fast disappearing is depicted through costumes and photographs in an exhibit opening Sunday (Aug. 21) at The Museum of Texas Tech University.

"Mirrors of Changing Traditions: Mexican Indian Costumes" features artifacts, costumes and pictures of typical activities of Indian villagers in Mexico.

The rare portrait of the recent Indian past is possible because of the research and photography of a husband and wife anthropology team, Donald and Dorothy Cordry. The couple lived in Cuernavaca, Mexico, and spent 30 years traveling to the remote Indian villages by boat, horseback, jeep, foot or small plane.

Their first fieldwork in the study of Mexican textiles was sponsored by the Museum of the American Indian, Heye Foundation of New York City. They saw a society in flux, influenced by outside ideas with each passing year.

Cordry wrote, "Since change will eventually come, we have felt the urgency to capture all we could."

As roads extend throughout Mexico, bringing tourists, cameras and advertisements, Indian culture fades away.

Women trade their traditional handwoven articles of dress, common since Columbus' time, for commercial cloths or styles of their urban contemporaries. Men often dispense with anything identifying them as "native."

Few men's costumes survive, but the exhibit includes all parts of a woman's apparel -- huipiles, quechquemitls, wrap skirts and woven belts. Accessories include shawls, carrying cloths, carrying bags, turbans of wood cords and handwoven belts.

Some of the costume styles in the collection can no longer be found, even in remote Indian villages.

The photographic collection includes pictures of textiles dating back to the Mayan period. There are about 3,000 photographs, 500 of which are in color. Only a few can be displayed in one exhibit.

"Mexican Indian Costumes," a large volume based on the Cordrys' work, will be available in the Museum Shop.

The Cordrys sometimes literally purchased garments off the backs of their hosts. They took photographs of village scenes which breathe life into the garments. Scenes include washing clothes in Rio Balsas, Guerrero; Chinantec girls with the river and mountains for background; Totonac dancers in the street in Papantla, Vera Cruz; and Seri women with the desert in the background in Punta Chueca, Sonora.

The Cordry collection, belongs to The Museum of Texas Tech and makes up the exhibit which was prepared by and recently displayed at the Institute of Texan Cultures in San Antonio.

Some additional photographs from the Arizona State Museum are also in the exhibit on display through Jan. 15.

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4-8-16-83

ATTENTION: Agriculture Editors

LUBBOCK--Something for everyone is the goal of Livestock Day, Sept. 16, at The Ranching Heritage Center of The Museum of Texas Tech Univeristy. All events, except the luncheon, are free and open to the public.

The day starts the National Golden Spur Weekend honoring South Texas rancher John B. Armstrong. The National Golden Spur Award is presented annually to an individual who has made significant contributions to the ranching and livestock industry.

The morning session, beginning at 9:30 a.m., will feature ranch management consultant Dr. Stanley D. Parsons with a slide-lecture on a ranch management system he developed with Allan Savory.

The Savory Grazing Method promotes livestock concentration on smaller pastures and frequent livestock rotation to make the best use of rangeland while improving environment for wildlife.

The system's profit comes in greater carrying capacity for land and fewer livestock losses.

With careful grazing management, based on observation of wildlife grazing habits, the method allows for substancial re-growth of an area.

Parsons said, "The technique has been highly refined as a sophisticated technology which enables the rancher to reverse range deterioration, dramatically increase stock numbers and improve individual animal performance."

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Other morning activities include a beef jerky demonstration by Linda Pittman, Texas Agricultural Extension Service home economist. The continuous demonstration from 9-11 a.m. will show jerky making procedures using an oven or food dehydrator.

Clara McPherson, food and nutrition professor, said beef jerky was a common ranching food because it dried well in high altitude West Texas.

"Beef jerky was sun-dried, generally on a windmill so that the flies couldn't reach it. The long lean strips of round or flank provided excellent nutrition on trail rides," she said.

Amateurs can test their skills with professionals in a livestock judging competition from 11 a.m. to 12:30 p.m. Classes will include Angus cow-calf pairs, Angus heifers, Rambouillet and Suffolk sheep and two classes of quarter horses. The audience will compare their scores with those of professional livestock judges, says Dr. Robert A. Long, professor of animal science. Results will be announced after lunch.

Tickets for the \$8 luncheon, catered by the Animal Science Department's Saddle and Sirloin Club, are available through the College of Agriculture, (806) 742-2811.

Student clothing designs, created in natural fibers, will be shown following the luncheon.

Dr. Patricia E. Horridge, chairperson of the clothing and textile department in Texas Tech's College of Home Economics, said the style show will feature design students entered in the Natural Fibers Design Show in Dallas last spring.

Texas Tech designs emphasized fibers important in Texas--cotton, wool and mohair, Horridge said. Highlights are clothing made from experimental fibers and fabrics developed at the Texas Tech Textile Research Center.

The luncheon and style show will be in a tent set up on the grounds. Portable livestock pens for animals to be judged will be set up south of the parking lot.

Livestock Day is presented by the Texas Tech Colleges of Agricultural Sciences and Home Economics. It is sponsored by the American National Cowbells, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas and Southwestern Cattle Raisers, Texas Cattle Feeders and the Texas Sheep and Goat Raisers associations.

Presidents of sponsoring associations will be recognized during the morning session.

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5-8-18-83

DISAPPEARING STYLES--These historic costumes, depicting the Mixteca Alta and Mixteca Baja Indian villagers in Mexico, are part of the exhibit, "Mirrors of Changing Traditions: Mexican Indian Costumes," on display through Jan. 15 at The Museum of Texas Tech University. The costumes and photographs presenting a rare portrait of Mexico are part of the Cordry Collection of The Museum, representing 30 years research by anthropologists Donald and Dorothy Cordry.

(MUSEUM PHOTO)

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CONTACT: Cheryl Duke

6-8-17-83

LUBBOCK--Even a calorie-conscious, health-oriented American society is willing to overlook diet for ice cream.

At least, the growth of ice cream parlors, ice-cream chains and restaurants with ice cream specialties indicate so.

Dr. David K. Hayes, director of the Restaurant, Hotel and Institutional Management Program at Texas Tech University, says ice cream places are the third fastest growing restaurant type in the nation and ice cream competes well with hamburgers as the nation's favorite eat-out food.

"You would think ice cream sales would be down because we are more informed about calories and concerned for health," Hayes said. "But that just isn't true even though a cup of ice cream has about 260 calories compared to 157 for a cup of whole milk."

Ice cream has even withstood a challenge by a nutritious competitor, frozen yogurt.

"The frozen yogurt business which sprouted up recently has so far been a restaurant disappointment," Hayes said. "Even though it can have as much as a third fewer calories and a third more protein than ice cream, it hasn't taken off as expected," Hayes said.

The old-fashioned, cool, occasional summer treat has become a year-round, regular fare, he said.

Hayes said sales testify to its popularity. Ice cream is among the top three selling desserts in regular restaurants, along with apple pie and chocolate cake, according to recent restaurant surveys.

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A recent report in "Restaurants and Institutions" magazine charted ice cream restaurants' sales. Of places selling only ice cream, Baskin-Robbins sales last year totaled \$423 million in its 2,770 stores nationwide, Carvel's sales were \$160 million in 778 units, Farrell's were \$65 million in its 106 stores, and Bressler's sales totaled \$39 million in 375 units.

Restaurants with ice cream as their central feature include Dairy Queen with \$1,233 million in sales last year in its 4,902 units, Friendly's with \$335 million in sales in 641 outlets and Swenson's which reaped \$90 million in sales in its 339 stores.

Hayes said Haagen Dazs was the country's fastest growing food franchise last year even though the franchise is marketing a high-priced, high fat-content ice cream.

He said an earlier "Restaurants and Institutions" magazine survey of 2,000 American households showed that ice cream lovers cut across class, age, region and season. An ice cream franchise continued to get top rankings as a favorite and most-satisfying restaurant in all groups documented.

"The public looks for cleanliness, service, quality of the food and a fair value," Hayes said. "They do seem willing to pay a little more to get what they feel is a quality ice cream product or one or more particular flavors."

caption-----

7-8-17-83

A FADING IMAGE--These historic costumes from remote Indian villages of Mexico represent the styles of a fast-fading era in clothing in Mexico. Pictured, from left, are two quechquemitl and wrap-skirts of the Nahua, Aztec descendents; the commercial shirt style of a Seri woman; and the wool outfit of a Tzotzil shepherdess. The clothing, from the Cordry Collection of The Museum of Texas Tech University, is on exhibit at The Museum through Jan. 15.
(MUSEUM PHOTO)

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8-8-17-83

A FADING IMAGE--These historic costumes from remote Indian villages represent the styles of a fast-fading era in clothing in Mexico. Pictured are huipiles and skirts of the Mazatec, Maya and Zapotec Indians. The clothes are part of the exhibit, "Mirrors of Changing Traditions: Mexican Indian Costumes," featuring photographs and clothes from the Cordry Collection and on display through Jan. 15 at The Museum of Texas Tech University. (MUSEUM PHOTO)

caption-----

9-8-17-83

RARE MEXICAN INDIAN CLOTHES--These historic costumes from remote Indian villages of Mexico provide a glance at a recent cultural past. Pictured, from left, in foreground are a Huichol woman's dress, a corresponding man's ornate outfit and a huipile and wrap skirt of an Otomi villager. Two costumes of the Trique villagers are also included in the background. The clothes are part of the exhibit, "Mirrors of Changing Traditions: Mexican Indian Costumes," with items from the Cordry Collection, on display at The Museum of Texas Tech University through Jan. 15. (MUSEUM PHOTO)

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10-8-18-83

LUBBOCK--Schools, moving into the computer age for several years, only recently have begun to emphasize instructional applications.

This, according to a Texas Tech University computer education professor, is a significant change from the computer management applications previously adopted by many school systems.

Dr. Robert V. Price, director of the Texas Tech College of Education Computer Center, said computer education will be a major part of the curriculum changes instigated in public schools this decade.

"It is highly likely that a computer literacy requirement for all teacher certification candidates will be mandated at the state level," he said.

Practicing teachers are already realizing a need to update their skills with computers. Price said he sees evidence of this trend in the basic computer literacy course the college offers at the graduate level.

"It is one of our most popular offerings," Price said. "Mostly what we do is teach 'B.C.' teachers. That's what I call those of us educated before computers."

The college also has a computer education specialization at the graduate level to train teachers about computers in education.

Price said the college's computer education offerings will continue to expand. This will demand a new type of education professor -- one with extensive experience with computers.

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"In public schools and in the College of Education, computer knowledge is most crucial in the fields of math, science and business education. But, it is also important in almost all areas of the curriculum," Price said.

"The computer can be a teaching tool in any field and is fast becoming a necessary management tool at all levels of society from the home to the school to the business," he said.

By 1990 an estimated 80 percent of all jobs will require some computer knowledge, he said.

Price said evidence of this need was apparent within the College of Education where 11 faculty members have extensive computer expertise as instructors, authors and consultants. It also is apparent in the college's computer center, frequented by graduate students and increasing numbers of faculty for research, statistical analysis and word processing in addition to instruction.

Director of the center since last year, Price said the facility will include more than 30 computers plus printers, plotters, software and a hookup to the university's main computer when the center moves to expanded quarters in the fall.

CONTACT: B. Zeeck

11-8-19-83

LUBBOCK--Texas Tech regents will meet at 1 p.m. Thursday, Aug. 25, at the Medical Center Hospital auditorium in Odessa. Meetings are open to the public.

Regents will consider three items at the called meeting.

The first is the designation of appropriated construction funds, revision of the project budget and authorization to proceed with planning for the design and construction Phase I of the Permian Basin Regional Academic Health Center in Odessa.

Regents also will consider increasing the project budget and authorizing the award of a construction contract for additions to the feedmill at the Texas Tech University Agricultural Field Laboratories - Lubbock County.

Also they will consider the awarding of a construction contract for the expansion of the cooling capacity of the Texas Tech's Central Heating and Cooling Plant No. 2.

The Texas Tech University Health Sciences Center has established regional academic health centers at Amarillo, El Paso, Lubbock and the Permian Basin. The city of Odessa and Ector County have presented to the institution 6.2 acres of property adjacent to the Medical Center Hospital for construction of a facility to house the Permian Basin RAHC. While no construction funds for that facility have been appropriated by the legislature, a provision in the most recent appropriations bill gave regents authority to designate construction dollars for such a facility from other appropriated TTUHSC construction funds.

Expansion of the feedmill at Texas Tech's 983-acre agricultural field laboratories is a part of a \$3.2 million project to make Texas Tech's a premier facility for the study of livestock nutrition.

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EDITORS' NOTE: The Finance Committee is scheduled to meet at 10 a.m. and the Campus and Building Committee at 11 a.m.

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12-8-19-83

ATTENTION: Agriculture Editors

LUBBOCK--Two corn varieties combined in a specialized farm management technique could bring more profits.

Texas Tech University farm operations director, Dr. Rex P. Kennedy, working with plant breeder, Dr. Dick Crill from Halo Seed Company in Plainview, Texas, planted a white Mexican corn variety to test its growth in Texas.

The corn is used primarily for human consumption--the popular tortilla and other products--in Mexico. It has been grown for the past three years near Mexico City where Mexican farmers hired the Texas plant breeder to develop hybrids, Kennedy said.

"The breeder hoped to produce a corn variety which would do well in Mexico and then decided to try it in our latitude and environment as well. In its natural environment, at 1200 feet above sea level near Mexico City, the variety produces corn stalks about 6 feet tall," Kennedy said.

"We have had the same variety grow about 14 feet tall in Texas with most stalks reaching 12 feet," said Kennedy, who supervises more than 18,000 acres of farm production for Texas Tech.

Kennedy said the growth is caused by both improved seed variety and longer growing days in Texas.

Last summer, on a 20-acre experimental plot of the Mexican corn, the yield was 39 tons of silage per acre in contrast with 20 tons per acre of some yellow hybrid corn grown under similar conditions.

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Stalk height and thickness, which increase tonnage, Kennedy said, decrease the quality of the silage, so an alternative planting technique was used this summer to maximize tonnage and maintain quality.

"A balance between the non-digestible stalk, mostly lignin, and the nutritionally rich grain must be found. The white corn used alone had too high a lignon content," Kennedy said.

This summer, on 100 acres of Texas Tech farmland in Lubbock, two varieties were planted side by side in a test of profit and quality control.

"We alternated 24 rows of yellow dent corn with eight rows of the hybrid Mexican white corn," Kennedy said. "The yield was 23 tons per acre, and we feel we have sustained the silage quality."

The stalk provides roughage with limited nutrition, and the grain provides concentrated carbohydrates for energy. For use in finishing feedlot cattle, for example, the silage must have a high grain percentage, Kennedy said.

"Corn has traditionally been one of the best grains for finishing cattle," Kennedy said.

The mix of the two varieties should provide excellent tonnage to increase yield per acre and quality for feedlot and dairy silage Kennedy said.

A farm management consideration was planting time, Kennedy said.

"The Mexican corn should be planted one week earlier than the smaller yellow variety to assure maturity of both varieties at harvest," Kennedy said.

Both varieties have equivalent water needs and Kennedy used furrow irrigation on both types.

Story leads for week of
August 21-27, 1983
13-8-19-83

Texas Tech University
University News & Publications
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Radio & Television New Service

HERE THEY COME--Students will return to campus this week for the fall semester. Residence halls open on Wednesday, and classes begin Monday. Some 20,000 students have registered by computer for the fall semester. For details on registration or the return of students, contact Dr. Robert H. Ewalt, vice-president for student affairs, at 742-2131.

ON THEIR OWN--College is a time of adjustment for many freshmen who are living on their own for the first time. Home Economics Professor Dr. Valerie M. Chamberlain seeks to ease the adjustment process with her book "Survival: A Guide to Living on Your Own." What advice does she offer? Call Dr. Chamberlain at 742-3037.

RED RAIDER COMIN' AT YA--Students are back, and so is Red Raider football! How is this year's team shaping up? How grueling are their practices? For answers, attend Red Raider Football Picture Day, 1 p.m. Sunday, at Jones Stadium. Two-a-day workouts with pads begin Monday. Joe Hornaday, director of sports information, can assist you. Call 742-2770.

I(CE) SCREAM, YOU SCREAM...--Even in today's calorie-conscious America, ice cream is selling well. Ice cream establishments are the third fastest growing restaurant type in the country, according to Dr. David K. Hayes, director of the Restaurant, Hotel and Institutional Management Program. Who consumes the nation's favorite frozen treat? What ice cream company was the nation's fastest growing food franchise last year? For answers to these and other questions, contact Hayes at 742-3040.

For assistance in developing these and other story ideas, contact Dave Clark, UN&P, at 742-2136.

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EDITORS' ADVISORY: Regents committee meetings are open, and you or your representatives are welcome to attend. Immediately following the formal meeting of the Boards of Regents (one board for the Health Sciences Center and one board for the University), there will be a news conference. Regents and administrators also will be available for individual interviews in the Medical Center Hospital Library, adjacent to the auditorium. A public reception for the regents will begin at 2:30 p.m. in the auditorium.

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14-8-19-83