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CONTACT: R. Gary Cates

1-9-16-85

LUBBOCK--Texas Tech University Professor of architecture Jusuck Koh has been chosen recipient of the 1984 Bradford Williams Medal by the American Society of Landscape Architects (ASLA).

The medal is presented by the editors of "Landscape Architecture" magazine in recognition of technical and literary excellence in the works of contributing authors. Koh's article "Katsura - Why is it so Beautiful?" was judged best article of 1984 by the magazine's editorial policy board. "Landscape Architecture" is the official publication of the ASLA.

Koh's article is a result of his research interests in ecological design, architectural theory and Oriental aesthetics. He joined the Texas Tech faculty in 1983 after receiving his master's in landscape architecture and doctorate in architecture from the University of Pennsylvania.

Koh will be presented his award at the annual meeting of ASLA, Oct. 12-15 in Cincinnati, Ohio.

Texas Tech News

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2-9-16-85

LUBBOCK--Participants in upcoming workshops at The Museum of Texas Tech University will have a chance to try their hands at the age-old craft of paper art.

The six workshops feature different techniques of making paper configurations and are taking place in conjunction with The Museum's paper art exhibit, featuring nationally known artists. The exhibit will be on display through Nov. 3.

An instructor contributing to the exhibit, Karl Umlauf of East Texas State University, will teach paper casting from 9 a.m. to 5 p.m. Sept. 28 and from 1-2:30 p.m. Sept. 29. Paper casting involves pouring a paper-based mulch over a clay, wood or metal mold and letting it dry to make a form.

The class is for high school students and adults and costs \$20. Fees for all classes include cost of materials.

The remaining five workshops will meet 1-4:30 p.m. Oct. 26. Fee is \$8 for each class.

William J. Breitenback, a Sam Houston State University instructor, will teach maskmaking for students in grades one through four.

Kitemaking will be taught to children in grades one through six by Pat Hammond of San Antonio, also an exhibitor in the paper art show.

Miriam Edson of Lubbock will teach papermaking for students in grades five through nine.

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Sumie, a Japanese art using brush and ink, will be taught by Marvin R. Platten of Texas Tech. The session will be for students in grades five through 12.

Marion Platten of Lubbock will instruct fifth-grade through adult participants on the Japanese paper-folding art called origami.

Sponsor of the workshops is the Women's Council of the West Texas Museum Association.

Registration forms may be obtained at the association's office in The Museum. For more information, call 742-2443.

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3-9-16-85

LUBBOCK--Italian Renaissance history and art will be discussed by artists and historians during the fall series of Tuesday art seminars, beginning Oct. 1 at The Museum of Texas Tech University.

The 1985-86 series is the 25th year of seminars presenting a study of art and its historical context.

All lectures will begin at 11 a.m. in the Kline Room after registration and coffee at 10:30 a.m. Fees for the fall and spring series are \$35 for the public, \$25 for members of the Women's Council of the West Texas Museum Association (WTMA) and \$10 for Texas Tech students. Individual lectures are \$3.

The fall series will focus on the 15th century and the spring series the 16th century.

Texas Tech history Professor James E. Brink will present the first lecture on "The Lifting of the Veil."

Eleanor Kreneck, artist and historian, will lecture on "Proto Renaissance - Giotto, Duccio," Oct. 8; and "Painting - Botticelli, Mantegna," Dec. 3.

"Classical Revival" will be the topic for art Professor Nancy B. Reed Oct. 15.

Architecture Professor Elizabeth Skidmore Sasser will lecture on "Architecture -- Brunelleschi," Oct. 22; and "Architecture -- Alberti" Nov. 19.

Art librarian Georgia Chamley-Brevik will speak on "Sculpture -- Ghiberti, Donatello," Oct. 29; and "Sculpture -- Verrocchio," Nov. 26.

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Art Professor Edna S. Glenn will lecture on "Painting - Masaccio, Uccello" Nov. 5; and "Painting -- Fra Angelico, Della Francesca," Nov. 12.

The seminars are sponsored by the WTMA Women's Council. For more information, contact the WTMA office at 742-2443.

CONTACT: Sally Logue Post

4-9-16-85

LUBBOCK--Personal background and subconscious loyalties may affect work production and behavior more than material motivational rewards, according to a Texas Tech University management professor.

Joseph P. Yaney said, "We have found that many individuals may score well in management training and then not be able to actually perform some of their job functions because of familial-implanted expectations or behaviors."

Yaney cited an instance of a management trainee who scored well in classes that included sections on how to delegate. But, because of old fears and roles learned in childhood, the employee would never delegate work.

"What happened is that employee was the third child in the family and had learned that he was rewarded only for personal effort, not for being a member of a team," Yaney said. "Because that behavior was so strongly ingrained as a child, the employee was unable to break the pattern as an adult."

Yaney, along with Dr. Charles E. Shields and Kae Hentges of the Texas Tech Health Sciences Center Department of Family Medicine, is researching how these family-learned motivational factors affect work-place performance.

Another powerful emotional force that can affect employee behavior is an invisible loyalty which causes many people to try to prove to their families they are doing the things that would make the family proud, Yaney said.

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Many families give powerful messages about how to behave and repay the family, he said. The most common example of this type of message occurs when the family tells the child whom it is acceptable to marry or what is acceptable work so the family will not be embarrassed.

"In the workplace, manpower planners often think they are doing expert career counseling and providing instant job choice for employees only to find out their choices were programmed in them long ago by their families," he said.

Yaney said these family learned expectations can be modified, but it can take time.

"I think that when people reach the ages between 25 and 35 they can begin to throw out the old expectations and begin to construct new ones that fit real skills, abilities and aptitudes," he said.

Yaney said if managers can devise ways of looking more carefully into personal backgrounds they may be able to find the most productive ways to motivate their employees.

"If we can focus on what kind of family they had, how happy their parents were, and how the person is able to balance his family-learned guilts and expectations, managers will be better able to match employees to the most productive situations," he said.

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5-9-16-85

LUBBOCK--Case law is relaxing the restrictions upon testimony of one spouse against another under the husband-wife privilege accorded them in the courtroom.

That and other changes in the law of privileges are covered by Professor Murl A. Larkin of the Texas Tech University School of Law in a new supplement to his book "Federal Testimonial Privileges" first published in 1982 by Clark Boardman Co. of New York.

At one time the objection of either spouse could prevent testimony against the accused spouse. However, the 1980 case of Trammel v. U.S. held the objection of the accused against testimony of his or her spouse would not prevent that testimony. Larkin said the court ruled that only the objection of the potential testifying spouse to testify against the other was sufficient to invoke the husband-wife privilege.

Larkin noted that the husband-wife privilege, though without Constitutional basis, has evolved to protect "the sanctity and tranquility of the marital relationship." Some courts have held in recent years that this privilege should not be accorded spouses, particularly when the expected benefit to the couple and their marriage is outweighed by the cost to society.

Other subjects covered in the update of "Federal Testimonial Privileges" include the attorney-client privilege, parent-child privilege, informer's privilege, freedom of association privilege, executive privileges and privilege covering investigative files or reports held by governments.

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Copies of the update are available from Clark Boardman Co.,
435 Hudson St., New York, N.Y. 10014 for \$26.50.

Larkin, a Texas Tech law faculty member since 1968, is a
legal authority in the area of courtroom evidence.

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6-9-17-85

(MEDIA ADVISORY: Marie Tyler, the 1985 recipient of the National Golden Spur Award, will be available for individual media interviews 9:45 a.m. until noon Friday (Sept. 20) in the Texas Tech Livestock Arena. She will be accompanied by American National CowBelles President Frances Owen of Lubbock. To make interview arrangements, contact Preston Lewis, News and Publications, 742-2136. You are also invited to cover all activities of National Golden Spur Award weekend. All events are free, though tickets will be required for any meals. To reserve tickets for working media, contact the Ranching Heritage Association at 742-2498.)

LUBBOCK--Marie Tyler of Bismarck, N.D., will be honored as the eighth National Golden Spur Award recipient during activities centered around Texas Tech University Friday and Saturday (Sept. 20-21).

In a ceremony beginning at 7:30 p.m. Friday in Lubbock Memorial Civic Center, Tyler will be recognized by the nation's major livestock organizations for a lifetime of achievement in the livestock industry. Tyler, called by her peers the "first lady of beef promotion," will become the first woman recipient of the National Golden Spur Award.

Related activities will include Livestock Day Friday in the Texas Tech Livestock Arena and Ranch Day Saturday at the Ranching Heritage Center (RHC) of The Museum of Texas Tech University.

The National Golden Spur award is given annually by the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage (RHA), Texas Sheep and Goat Raisers and Texas and Southwestern Cattle Raisers associations.

Activities will begin at 8 a.m. Friday with a welcoming coffee for Tyler at the RHC.

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Livestock Day events will begin with registration at 9 a.m. in the Texas Tech Livestock Arena, Indiana Avenue and Brownfield Highway. The program, focusing on the sheep and goat industry, will begin at 9:30 a.m. with a demonstration by Arthur Allen of McLeansboro, Ill., on training sheep dogs. A livestock judging contest is scheduled 11:30 a.m. until 12:30 p.m.

Speaker at the 12:30 p.m. luncheon will be cowboy cartoonist Ace Reid of Kerrville. Also planned during the luncheon is an "Images in Wool" style show organized by the Texas Tech College of Home Economics. Cost of the luncheon is \$7.50.

After lunch, Allen will give a 2-3 p.m. demonstration of a trained sheep dog.

A 6:30 p.m. reception honoring National Golden Spur Award recipient Tyler will kick off the evening activities in Lubbock Memorial Civic Center. A 7:30 p.m. prime rib dinner in the Civic Center Exhibit Hall will precede the award presentation.

A slide show narrated by National Live Stock and Meat Board President John L. Huston will highlight Tyler's career and contributions to the nation's livestock industry. The 1985 National Golden Spur will be presented to Tyler by John R. "Rich" Anderson, chairman of the Board of Overseers for the Ranching Heritage Association.

After the presentation, a dance featuring the country and western band West Texas Express is scheduled in the Civic Center Banquet Hall. Cost to attend all of Friday night's Golden Spur Award activities is \$25.

Ranch Day Saturday will offer a glimpse of life on the range when the RHC comes alive with activities related to the theme of "A Family Reunion." The day will begin at 8:30 a.m. with a flag-raising ceremony.

The annual membership meeting of the RHA will follow at 8:45 a.m. in the DeVitt and Mallet Ranch Building. The RHA is a support group for the Ranching Heritage Center. Family memberships in the association cost \$20.

At 10 a.m. the 14-acre center will be opened for the public to view the more than 30 authentically restored ranching structures as they provide the backdrop for dozens of costumed volunteers performing ranch crafts and chores. The exhibit site, operated by The Museum of Texas Tech, traces the evolution of ranching in the Southwest.

Ranch demonstrations, musical presentations and other activities are scheduled until 4:30 p.m. All activities are free except for the barbecue luncheon which costs \$6 for adults and \$3 for children's or small portions.

During the day three authors will be available to autograph their books in Cogdell's General Store at the RHC. From 9-11 a.m. Betty J. Mills, curator of costumes and textiles for The Museum of Texas Tech and author of "Calico Chronicle," will autograph her book on the history of Texas women and their fashions from 1830-1910.

Ace Reid and John R. Erickson, Reid's biographer and the creator of Hank the Cowdog, will autograph their books 1-4:30 p.m. Reid is noted for his Cowpoke cartoons with Jake, Maw and other ranch characters. Erickson, a former ranch cowboy, is the author of 14 books, including five on Hank the Cowdog, two on the modern cowboy and a western novel.

All activities related to National Golden Spur weekend are open to the public. Tickets are available from the Ranching Heritage Association, P.O. Box 4040, Lubbock, Texas 79409, (806) 742-2498.

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CONTACT: Preston Lewis

7-9-17-85

ATTENTION: Oil and Gas Editors

LUBBOCK--The Texas Tech University departments of Petroleum Engineering, Chemical Engineering and Geosciences have received the first installment of a five-year, \$350,000 grant from the Amoco Foundation.

Amoco representatives presented university officials checks totaling \$70,000 to be allocated \$40,000 for Petroleum Engineering, \$15,000 for Chemical Engineering and \$15,000 for Geosciences during the first year. The funds plus four future installments will be used in each department to purchase equipment for research projects and student laboratories.

Petroleum Engineering Department Chairperson Robert E. Carlile said the grant will help each department acquire the tools to better train their students for jobs in the petroleum industry. The monies will help furnish the Natural Gas Laboratory, Production Laboratory and Reservoir Engineering Laboratory in petroleum engineering.

Chemical Engineering Chairperson Steven R. Beck and Geosciences Chairperson Alonzo D. Jacka said the funds will be used by their departments for laboratory equipment as well.

Amoco representatives from the Houston Region of Amoco Production Co. attending the presentation were Richard E. Ogden, regional engineering manager, Houston; Don W. Englehardt, division operations geologist, West Texas-Eastern New Mexico Division, Houston; and Larry D. McVay, district manager, Slaughter District, Brownfield.

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Texas Tech representatives at the presentation were Carlile, Beck, Jacka, Associate Engineering Dean James H. Strickland and Development Director John A. Anderson.

The Amoco Foundation is supported financially by the Amoco Corp., parent company of Amoco Production Co.

Carlile said the Amoco gift to the Petroleum Engineering Department is the latest corporate contribution in a \$1.8 million fund-raising effort to furnish the Petroleum Engineering building, dedicated in 1983, with the latest in laboratory equipment.

The new 62,000-square-foot building increased from three to nine the number of laboratories available for training petroleum engineering students.

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8-9-17-85

AMOCO GIFT--A \$350,000 grant over the next five years has been awarded Texas Tech University by the Amoco Foundation. The funds will be used to equip laboratories in the university's Petroleum Engineering, Chemical Engineering and Geosciences Departments. During a Texas Tech visit for the presentation, Don W. Englehardt of Houston, Richard E. Ogden of Houston and Larry D. McVay of Brownfield, all of Amoco Production's Houston Region, meet with Petroleum Engineering Chairperson Robert E. Carlile in the department's core analysis lab. (TECH PHOTO)

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9-9-17-85

AMOCO GIFT--The Amoco Foundation has given Texas Tech University \$70,000 as the first installment of a five-year \$350,000 grant which will be used to buy laboratory equipment in the university's Petroleum Engineering, Chemical Engineering and Geosciences Departments. Amoco Production Co. West Texas-Eastern New Mexico Division operations geologist Don W. Englehardt, from left, receives a laboratory tour from Geosciences Department Chairman Alonzo D. Jacka during a campus visit for the presentation. (TECH PHOTO)

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10-9-17-85

AMOCO GIFT--A \$350,000 grant to be paid by the Amoco Foundation over the next five years to Texas Tech will be used to purchase laboratory equipment in the Petroleum Engineering, Chemical Engineering and Geosciences Departments. Petroleum Engineering Department Chairperson Robert E. Carlile, from left, gives Amoco Production Co. representatives Richard E. Ogden of Houston and Larry D. McVay of Brownfield a tour of the department's core analysis lab during their visit to make the first \$70,000 payment to the university. (TECH PHOTO)

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CONTACT: Beverly Taylor

11-9-17-85

LUBBOCK--The Danish defeated the English at the Battle of Hastings in 1066 after a comet blazed across the sky spelling doom for the English and victory for William of Normandy.

In spite of advice that she not do so, Queen Elizabeth I took a peek at a celestial apparition in 1577, accepted it as a good omen and went on to defeat the Spanish Armada.

Both eventful sightings were later determined to be Comet Halley which will make its 30th recorded appearance late in 1985 and in the spring of 1986 as it passes closest to the sun in its 76-year orbit.

Texas Tech University physics Professor Preston F. Gott is one of thousands of astronomers who is anxiously awaiting the return of the famous comet.

Through the years comets have been viewed as either good or bad omens and have probably altered the course of history through their influence on decisions. That is one reason they hold such fascination today.

"In the early days people used to think heavenly events affected what happened to them and there are still some of those ideas lurking in the background," Gott said.

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Ambrose Pare, a physician, described the events surrounding a 1528 comet. "The comet was so horrible and frightful that some died of fear and others fell sick. It appeared as a star of excessive length and the color of blood. At its summit was seen the figure of a bent arm holding a great sword in its hand, as if about to strike. On both sides were seen a great number of axes and knives and spaces colored with blood, among which were a great number of hideous human faces with beards and bristling hair."

Halley's appearance this time around is not expected to be quite that spectacular but there is considerable excitement among astronomers who expect to learn more about comets this time than in all the centuries of comet-watching. Astronomers at the California Institute of Technology were the first to spot Halley as it approached our solar system. That was on Oct. 16, 1982. Since then, scientists in more than four dozen countries have planned observations of the comet using sophisticated ground-based telescopes, cameras and even satellites which will fly within 1,000 kilometers of the comet.

Viewers on the South Plains will have to make careful plans to catch a glimpse of the comet as it will best be seen in the southern hemisphere. But, by following a few tips amateur star gazers should be able to view the once-in-a-lifetime event, according to Gott.

The first rule is to get away from the lights of a city. The lights from the sky glow of cities will overpower the light of a comet. Gott suggests going at least 10 to 20 miles from a city on a moonless night for the best results.

The best chances for viewers in this area are from about the first of November to mid-January of 1986 and again from May to July of 1986. Around Dec. 15 is the only time the comet will be visible without optical aid in this area.

Gazers will also need to study a stellar map to know where to look for the comet in relation to constellations and stars, Gott said, because the comet is not expected to be very bright on this voyage.

The accepted theory about comets maintains that they were formed some 4.6 billion years ago when a huge gas cloud began to collapse. Our sun formed in the densest area of the cloud. Farther from the sun it was much colder and ices began to condense. As the sun began to heat, radiation blew some of the gaseous material back into interstellar space. Jupiter, Saturn, Uranus and Neptune grew as their gravitational pulls swept up the ice and dust from the collapsed cloud. The primordial debris which was not captured by the planets now resides in the Oort Cloud, a gathering of ice bodies 10,000 times farther from Earth than Pluto.

The Oort Cloud is bound so weakly that the gravitational pulls of passing stars can start pieces of debris in an orbit towards the sun. Once thrown into orbit, a comet will return again and again, even if only once in a million years.

The nucleus of a comet is composed of ices and dust surrounded by a coma, an envelope of gas several thousand kilometers wide. Through a telescope the coma appears soft and fuzzy, resulting in its name which in Latin means "hairy."

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Solar wind strips away the gases of the coma and carries them downwind into space to form the tail, the most distinctive aspect of comets. The tail may extend millions of kilometers into space and is often colored because of the ultraviolet light from the sun.

Halley's Comet got its name from Edmond Halley, the first astronomer to deduce that comets move in orbits. Using the laws of gravity which were new in his day, Halley studied the paths of comets over the centuries and found some of them to be very similar. Based on that, he predicted that one comet would return in 1758 when its 76-year cycle brought it in sight. The comet did return but not before Halley's death. Since then the comet has been given his name and has returned in 1835 and 1910.

CONTACT: Beverly Taylor

12-9-17-85

LUBBOCK--Conservation and research are helping extend the life of the Ogallala Aquifer, the major water supply for the nation's breadbasket.

That is the conclusion of Robert M. Sweazy, director of the Water Resources Center (WRC) in a "Civil Engineering" magazine article. Sweazy's article says findings of recent research indicate the Ogallala, which underlies portions of Texas and seven other western states, perhaps can be replenished.

"Conservation, promoted through education, has become the norm," he wrote. "Groundwater recharge looks promising, and secondary recovery -- salvaging water that is stored in the earth's capillaries -- has the potential of adding a century's supply for the region's agricultural economy."

Sweazy said groundwater recharge and secondary recovery are the two major research thrusts underway to prolong the life of the aquifer. Groundwater recharge involves drilling wells into the aquifer at playa lakes where rainwater drains. Under normal conditions, some of the rainwater does seep into the ground and recharge the Ogallala, but most evaporates.

Through secondary recovery compressed air is injected into underground areas which trap water and prevent it from draining to the aquifer. The air forces the water into the Ogallala by a technique which has been used for many years in oil production.

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Early efforts to recharge the groundwater were frustrated, according to Sweazy, because the playa wells had a tendency to fill with silt. But, five experiments at using pressure to recharge the aquifer have been successful.

With one well a 51-acre-foot lake was drained in four hours with two floating pumps and pressure injections.

Problems with the wells included surface seepage because of inadequate well construction and the absence of impermeable layers over the sand. But, Sweazy said, with better workmanship and site selection, the chances for long-term recharge are excellent, providing energy costs for pumping can be accommodated.

Researchers at the WRC are experimenting with wick filter systems to prevent silting and to lower the costs of recharging. Sweazy said indications are that a full-scale system may be able to recharge 60 to 70 percent of water that normally would be evaporated.

Secondary recovery techniques are important because, in the 3.36 billion acre feet of material between ground and the water table, about 840 million acre feet of water is trapped.

"Field tests have demonstrated that under some circumstances substantial portions can be driven to the water table by introducing compressed air into the formation between the water table and a stratum of clay or rock that prevents the air from escaping to the surface," says the article.

At this time, the cost of secondary recovery is probably too high to use the water for crop irrigation but process refinements should lower them considerably, Sweazy said. However, for use by cities, the current cost may be much less than their usual price.

He predicted that secondary recovery alone could possibly add up to a century's supply to the water table at the current usage rate. That process and recharge should eventually provide for a continuous supply of water.

Sweazy's article appeared in the August 1985 edition of "Civil Engineering."

CONTACT: Preston Lewis

13-9-18-85

LUBBOCK--Buoyed by favorable judicial decisions, the twin plants system which allows American-manufactured components to be assembled into a completed product in Mexico is expected to expand in coming years.

That's the conclusion of an article in the Fall 1985 issue of the "Texas Tech University Law Review." Written by Law Review staff member Al Watkins, the article "The Texas-Mexico Twin Plants Systems" explores Item 807.00 of the U.S. Tariff Schedules and its court interpretations."

Major corporations such as General Motors, General Electric and Sony use the twin plant system to capitalize on cheaper foreign labor. Under the system, which evolved from enactment of the Mexican Industrialization Program in 1971 and favorable U.S. tariff provisions, all products assembled in Mexico are exported to the U.S. or other world markets and may not be sold in Mexico so that no Mexican import taxes must be paid.

Item 807.00 allows twin plant system operations provided that: 1. the product assembled in Mexico must consist of U.S. fabrication; 2. the components must not lose their physical identity within the assembled product; and 3. The product returned to the U.S. must not have been "advanced in value or improved in condition...except by being assembled."

Watkins writes that recent federal court cases have suggested a willingness to apply the provisions flexibly in response to advancing technology and the practical requirements of an assembly operation.

Texas Tech Law Dean W. Frank Newton said the twin plant system may grow in significance to the U.S. because of international factors, including the agreement of Great Britain to turn control of Hong Kong over to China by the turn of the century.

As that pool of cheap manual labor is, in all likelihood, eliminated, corporations will turn to other countries for labor, Newton said. The twin plants system may become the most viable option to them.

A copy of the "Texas Tech University Law Review" is available for \$5 plus \$1.05 Texas sales tax and \$2 postage from the Texas Tech School of Law, Lubbock, Texas 79409.

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14-9-18-85

LUBBOCK--The loss of life if a commercial jetliner crashed every day would be considered a travesty, but the public annually overlooks an equal number of traffic fatalities.

And at least half of those lives could be saved if people would only buckle up, said Elizabeth Elias, who is coordinating a regional traffic safety program at Texas Tech University. Elias said people do not realize the staggering number of traffic deaths that occur each year. The reason, she said, is because they are given statistics not in one lump sum, but in fragments throughout the year, such as on holiday weekends.

But she said 50,000 lives -- equal to the number of fatalities attributed to the Vietnam War -- are taken annually in the nation in traffic accidents.

"People wouldn't tolerate this type of carnage in any other way," she said.

At Texas Tech, the Community Occupant Protection Program being conducted through the Department of Health, Physical Education and Recreation is aimed at teaching seat belt safety to residents in Lubbock, Crosby, Floyd, Garza, Hale, Hockley, Lamb, Lynn and Terry counties.

South Plains residents typically have been stubborn when it comes to the use of safety belts, Elias said. Only 6.2 percent of people in the nine counties use them, compared to the national average of 15 percent, a difference she attributes to the area's wide open spaces and West Texans' attitude of independence.

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"I think some of it is the misconception that 'you can see forever,'" Elias said.

"They think they can see the other guy coming," she said. "But if John Doe is driving along in a pickup truck and hits road construction or a pothole he didn't know about, he may crash," she said.

Perceived government intervention also has played a part in the low percentage of seat belt usage. Many people on the South Plains resent being told that they have to strap themselves into their vehicles.

"But they've always been governed by laws to drive the nation's highways," she said.

The object of the Texas Tech program is to increase seat belt use in Lubbock by 10 percent and in targeted schools and businesses by 35 percent. Elias also hopes to increase child safety seat usage by 35 percent and seat belt usage by Texas Tech students by 5 percent.

Her tools to accomplish her goal include speeches to civic organizations, training through area schools and businesses and visual displays and presentations. Elias is trying to reach 250,000 people through the project.

Texas Tech professors James A. Fitch and Tina Taylor Fields are co-directors of the program, being funded by the Texas Department of Highways and Public Transportation. Lubbock is one of eight cities in Texas chosen to participate in the project.

CONTACT: Sally Logue Post

15-9-18-85

LUBBOCK--Even though temperatures are still climbing to the upper reaches of the thermometer, plant owners need to begin now to winterize their plants.

Texas Tech University Horticulture Professor Marihelen Kamp said people who have green foliage plants on the patio or in the yard need to prepare for winter now.

"With the date for the first frost approaching, plant owners should beware they can't just bring the plants in all at once and expect them to thrive," she said.

Foliage plants should be gradually moved into the areas they will occupy during the winter months. Kamp suggested moving the plants for a couple of hours the first week, and slowly extending the period of time until the plants are spending full-time in their warmer winter homes.

When plants have been brought in for the winter, less water and fertilizer are needed, she said. In homes with central heating plant owners also should be sure the plants have enough humidity.

"You can increase the humidity by misting, but only use distilled water in this part of the country, or place the plants in high humidity rooms like the kitchen or bathroom," she said. "The best thing to do is to group several plants together and they will make their own humidity."

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Some flowers such as kalankoe and geraniums can also be potted and brought inside for the winter, she said. To ensure successful potting, be sure the soil is moist when the plants are dug up and a good sized root ball is kept with the plant so as few root hairs as possible are destroyed, Kamp said.

Kamp also noted that fertilizer should not be applied at this time unless a slow release winterizing fertilizer is being used.

"Fertilizing will cause a spurt of new growth that could cause your plants to be hurt worse by the first frost. That goes for your trees and other perennials," she said.

Kamp also warned that evening temperatures will be around 40 degrees shortly and that can also cause trouble for tender plants.

"We will have lots of days when the day-time temperatures reach the 70s and 80s, but the night-time temperatures are down around 40 degrees," she said. "These low evening temperatures can cause chill injuries."

She noted that if plants are bought now, be sure not to set them out in the warm sunshine.

"These plants are already accustomed to the indoor climate they will need this winter," she said.

CONTACT: Sally Logue Post

16-9-18-85

SPECIAL TO THE UNIVERSITY DAILY

LUBBOCK--Texas Tech University students can receive hearing tests at the Speech-Language and Hearing Clinic for \$5 through Oct. 31.

The procedures will test how acute hearing is; discrimination between sounds; and middle ear function.

"We see some students each semester, but I believe there are more out there that may have some hearing loss," said Clinical Services Director Sherry L. Sancibrian.

Students with suspected hearing loss will be given another appointment to further evaluate the problem, she said.

Sancibrian said students who know they have some hearing loss or wear hearing aids can also come by the clinic for an annual check up.

The clinic, located in the basement of the Foreign Language Building, is open from 8 a.m. to 5 p.m. Monday through Friday. For appointments call 742-3907.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Sally Logue Post

17-9-18-85

LUBBOCK--Many childhood hearing and speech problems are more easily treated if the symptoms are recognized early.

Sherry L. Sancibrian, director of clinical services at Texas Tech University's Speech, Language and Hearing Clinic, said that by age two, children should be putting two to three words together in a fairly understandable manner.

"If children aren't talking by then, it's worth a call to a professional to have the child checked," she said. "Not all children develop at the same rate. There is a range that is considered normal, but it takes a professional to know what to look for."

The Speech, Language and Hearing Clinic offers a number of services to the public, Sancibrian said. Included in those services is a full hearing clinic, located in the basement of the Foreign Language Building.

"Children who had a number of ear infections between birth and age two; have a history of long hospitalization or were born prematurely are at risk of hearing problems," Sancibrian said. "Parents have good intuition about their children. If they think there is something wrong with the child, it can't hurt to have an evaluation made."

While children make up a large portion of the clinic's patients, they see a great many adults with problems ranging from hearing loss to voice problems.

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"We see several students in the music, theatre arts and speech programs that are having trouble with their voices," Sancibrian said. "We even see faculty who have trouble keeping their voices long enough to make it through the one and one-half hour Tuesday-Thursday lectures."

The clinic also offers help for those with stuttering problems, she said.

"We also do rehabilitation work with people who have experienced hearing loss," she said. "We teach them to compensate for the loss and how to get the most good out of their hearing aids."

The clinic also has a cleft pallet team made up of physicians, dentists and orthodontists from Lubbock and the clinic staff, she said.

Parking permits for the clinics, which are located on the west side of the Texas Tech campus, are available when appointments are made.

"Because of the construction on campus we will issue parking permits to our patients. Once the construction is finished we will have patient parking on the north side of our building," she said.

The clinics, which operates on a sliding fee scale, are open from 8 a.m. to 5 p.m. Monday through Friday. Appointments for evaluation can be made by calling the Speech, Language and Hearing Clinic at (806) 742-3907.

Texas Tech News

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CONTACT: Beverly Taylor

18-9-18-85

ATTENTION: Agriculture Editors

LUBBOCK--Determining which wheats have seeds that can be planted deep enough to take advantage of lower level water while having structure which will allow emergence of the plant from that depth could improve production worldwide.

For wheat to germinate and make a good stand, the seed must be planted in moist soil. That is the problem for producers on the Great Plains and in many other semi-arid areas of the world, according to Professor Henry T. Nguyen of the Texas Tech University Plant and Soil Science Department. These producers often are forced to plant deep because of insufficient topsoil moisture.

Nguyen, along with Rockwell Professor Howard M. Taylor of plant and soil science, is studying coleoptile length and subcrown internodes to determine which characteristics best suit deep planting. The coleoptile is the protective sheath or spear which first comes out of the ground while subcrown internodes contain vessels that carry water from the seed roots to the crown.

"We need a type of wheat that will send the coleoptile up through that two or three inches of dry soil," said Nguyen, "and at the same time we need a plant with large enough vessels in the subcrown internode so that they don't restrict water flow."

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The root of wheat includes seminal roots which form at the depth where the seed is planted and nodal roots which always develop about an inch underneath the surface. Connecting the two root systems is the subcrown internode. The subcrown internode varies in length depending upon how deep the seed is planted and the genetics of the plant.

"We think that, at least in some wheat plants, if we plant too deep this pipe (subcrown internode) will be too long and narrow to carry enough water to the plant," Taylor said. "We're examining wheat plants for this pipe to see how much that pipe restricts water flow. We hope to come up with a seed we can plant deep and still have a coleoptile long enough to penetrate the soil and pipes large enough in diameter so that they don't restrict water flow."

The researchers plan to examine the number and diameter of xylem vessels of at least 100 wheat varieties.

"We're sure that some wheat plants have the pipe large enough, but we don't know which ones," said Nguyen. "The challenge is to find out all we can about the relationship between xylem vessels and water flow so we can breed for those things to improve stand establishment and ultimately increase yield."

Texas Tech News

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CONTACT: B. Zeeck

19-9-18-85

(EDITOR'S ADVISORY: You are invited to attend a news conference at 3 p.m. Friday, Sept. 20, in the classroom of the Livestock Arena (Indiana Avenue and the Brownfield Highway) at Texas Tech University.

Subject of the conference is the production of beef certified by the USDA as "lite" -- meaning the product contains at least 25 percent less fat or calories than is typical.

Dr. Gordon W. Davis and Dr. C. Boyd Ramsey, animal scientists who were co-principal investigators of the research funded by a group of Chianina breeders, will present a 20-minute slide show explaining the research and then answer questions.

Lite beef promises an entirely new market for the beef industry.)

To: Leon Aldridge, Center, Tx; Don Mosher, Whitewright; W.R. Poole,
Farmersville; Dan Dwelle, Athens; Joe Conway, Caldwell.

Texas Tech News

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CONTACT: B. Zeeck

20-9-18-85

LUBBOCK--Texas Tech University has honored 10 Texas newspapers for 100 or more years of service in keeping the public informed.

The university annually honors 100-year-old Texas newspapers for their public service, presenting each with a specially designed certificate and placing the names on a permanent plaque in the Southwest Journalism Historical Center of the Department of Mass Communications.

Honored this year were: the Athens Review, Burleson County Citizen-Tribune, El Campo Leader News, Farmersville Times, Whitewright Sun, Graham Leader, Wise County Messenger, Dallas Morning News, Houston Post and Center Light and Champion.

Texas Tech President Lauro F. Cavazos presented certificates to representatives of five of those newspapers present Sept. 6 for a special luncheon in their honor.

"The First Amendment of the Constitution protects the public's right to know about our government and the society in which we live," he said. "In presenting these certificates, Texas Tech University commends these newspapers for a century of service in keeping the public informed."

The recognition program was begun in 1981, and more than 50 Texas newspapers have received certificates. Present for the 1985 ceremony were:

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100-YEAR-OLD NEWSPAPERS/ADD ONE

Chris F. Barbee, editor, El Campo Leader News; Ralph Langer, editor, Dallas Morning News; Edward B. Harris, publisher, Graham Leader; Jay Dorman, state editor, Houston Post; and Roy J. Eaton, publisher, Wise County Messenger.

Before their luncheon with the president, the newsmen toured the 14-acre Ranching Heritage Center of The Museum of Texas Tech University with Dr. Kristine Fredriksson, curator of history, as guide. A reception in the Edith McKenna Parlor of the center, where the newsmen met university administrators and representatives of the Ranching Heritage Association, began the day.

At the luncheon were members of the Texas Tech journalism faculty, including Dr. Billy I. Ross who heads the Department of Mass Communications, Dr. Harmon L. Morgan, director, Southwest Journalism Historical Center, and Robert A. Rooker, director of the journalism division.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

WITH LITE BEEF STORY

EDITOR'S ADVISORY: To newspapers in Houston, Muleshoe and Clinton, Mo.

Graduate students participating in the lite beef research project included:

Celia J. Harmon, daughter of Mr. and Mrs. Cecil Harmon, Route 2, Clinton, Mo. Harmon is a master's degree candidate in animal science. She earned her bachelor's degree in animal science at the University of Missouri, 1984.

Terry Lynn Rolan, daughter of Mr. and Mrs. Charles Rolan, 6705 Lodge, Houston. Rolan is a master's degree candidate in animal science. She is a graduate of Texas Tech University, earning the bachelor of science degree in animal science in 1983.

Tommy Lee Wheeler, son of Mr. and Mrs. George Wheeler, Route 2, Muleshoe. He is a master's degree candidate in animal science. Wheeler earned the bachelor of science degree in agricultural economics in 1984 at Texas Tech University.

CONTACT: Beverly Taylor

21-9-19-85

LUBBOCK--Through the centuries comets have been blamed for plague and sickness and for deciding the outcome of wars and insurrections.

The legend and lore of comets, as well as the reality, will be explored in "A Comet Called Halley" Sept. 23 through Nov. 24 at Moody Planetarium of The Museum of Texas Tech University.

The audio-visual program coincides with the once-in-a-lifetime return of Halley's Comet this fall. Shows will be at 11 a.m. and 2 p.m. Monday through Friday, 7:30 p.m. Thursdays and at 2 and 3:30 p.m. Saturdays and Sundays. Admission is \$1 for adults and 50 cents for children and Texas Tech students.

The comet which orbits the solar system on a 76-year cycle was named after Edmond Halley, the 17th century astronomer who first observed that some comets return to the inner solar system periodically. Halley used the newly developed gravitational theory of his colleague Isaac Newton in studying the orbital paths of hundreds of comets.

Several of the charts were peculiarly similar, leading him to predict the return of one comet in 1758. Halley died before the comet made the predicted appearance and became his namesake.

The comet displayed itself last in 1910. This year's return is not expected to be nearly as spectacular but nevertheless, the visit is being anxiously awaited by astronomers and casual observers. The comet will be visible in the northern hemisphere late this fall and in the spring of 1986.

Story ideas for the week of
September 23-27, 1985
22-9-19-85

Texas Tech University
University News & Publications
BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

Radio & Television New Service

GRIT IN YOUR EYE--Tears are not just signs of happiness or sorrow, they form the fluid layer that protects the eye and improves vision. Research and treatment of a condition known as Dry Eye Syndrome is underway at Texas Tech University Health Sciences Center. Dr. Frank J. Holly, professor of Ophthalmology says Tech could become one of the top Dry Eye Syndrome research centers in the country. For more information call 743-2471.

BREAK FOR STEAK LOVERS--For the steak lover who has shunned beef because of excess fat, there is now "lite" beef with 25% fewer calories or carcass fat than typical beef. Contact animal science Professor Gordon W. Davis, 742-2804.

PLANT REMEDIES--Plants have provided the basis of most medicine since ancient times. A major problem with many plant remedies today is that they eventually are used for criminal purposes or abused. Contact Dr. Charles E. Shields, professor of Family Medicine, Texas Tech University Health Sciences Center at 743-2770.

REMEDIES FOR PLANTS--Even though temperatures are still climbing to the upper reaches of the thermometer, plant owners need to begin now to winterize their plants. Texas Tech University Professor Marihelen Kamp says, "With the date for the first frost approaching, plant owners should beware they can't just bring the plants in all at once and expect them to thrive." Contact 742-2837.

GET IT TOGETHER--The loss of life if a commercial jetliner crashed every day would be considered a travesty, but the public annually overlooks an equal number of traffic fatalities. The Community Occupant Protection Program conducted by Tech's Department of Health, Physical Education and Recreation is aimed at teaching seat belt safety to residents on the South Plains. Contact Elizabeth Elias, 742-2341.

For assistance with developing these and other story ideas, contact Mark Davidson, News & Publications, 742-2136.

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CONTACT: Sally Logue Post

23-9-19-85

LUBBOCK--Research into how people of divergent cultures interact with one another is becoming more important as modern transportation and communication technologies erase time and distance limitations.

Texas Tech University mass communications Professor Alexis S. Tan believes many inter-cultural researchers make misleading assumptions because they lack understanding of the cultures involved.

"It is the task of the researcher to unravel, explain, understand and ultimately to predict the consequences of this interaction," Tan said. "Unfortunately, the identification of the most probable consequences in any given situation has been hindered by several questionable assumptions guiding most current inter-cultural research."

Tan spoke on questionable assumptions in inter-cultural research during a conference on intergroup relations Sept. 11 in Pretoria, South Africa. The meeting was sponsored by the Human Sciences Research Council.

Many researchers assume there are universal theories of human behavior and social systems, Tan said, and that those general theories can be used as bases for inter-cultural research.

Tan said assuming that human behavior is controlled by whether a response is rewarded or punished is basic to social science research, but inter-cultural researchers must be aware of how various cultures define reward.

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In western cultures, he said, rewards are tangible and received as a direct result of a behavior performed.

In many eastern cultures, reward takes on a more abstract form that is linked to a desire to be at peace with the other people around the person involved.

"The common practice in the West of offering tokens, such as money, for answering surveys will not likely work in cultures where a greater value is placed on interpersonal harmony," Tan said. "In these cultures, the offer of a monetary reward could easily be taken as an insult, even by the most impoverished respondent."

Management values, styles and work values also differ from culture to culture, he said.

"A comparison of Japanese and American management found American management is action oriented and concerned with short-term goals while Japanese management seeks perfection in the long-term; Americans stress openness and accountability while the Japanese stress harmony and consensus," he said.

Tan said researchers cannot expect the same methods of rating responses to work equally for different cultures.

Most researchers rely on empiricism or the experiences or observations of the subjects. Empiricism excludes from the researcher's data any phenomena that cannot be directly or objectively observed, he said.

"Mythology, certain aspects of native religions, rituals and beliefs in the supernatural, can play central roles in they way subjects from different cultures perceive a survey or experiment," he said.

The importance placed on empiricism in the West is obvious in different thought patterns. Tan said the English speaker's thought pattern is linear while Oriental thinking is based on intuition, stressing harmony between the whole and its parts.

"While the Anglo-American thinking is linear and logical, traditional Oriental thought patterns can best be described as a slowly widening spiral, where ideas are organized more implicitly and indirectly as if arranging stepping stones to get from point to point," Tan said. "Quite often, the arrangement is not clear and the reader or listener must infer the intended meaning."

Different cultures also place a varying degree of emphasis on time, he said. Americans like concise scheduling of appointments and become bothered by deviations from the schedules, he said. Latins and some Orientals, on the other hand, are more permissive of what is "on time" or "late."

"North Americans appear to be hurried and driven by schedules and the clock to the Latin observer. Conversely, the Latin appears to be irresponsible and manana-bound to the Western observer," Tan said.

To insure correct studies, Tan said researchers should attempt to gain a better understanding of the cultures being investigated; use a multi-method approach that combines empirical, evaluative and historical methodologies and use resources such as interviewers, observers and advisers from within the cultures.

"Cultural diversity is a fact of human existence," Tan said. "Understanding how to manage this diversity and how to make the most out of it are the formidable tasks facing the inter-cultural researcher."

CONTACT: B. Zeeck

23-9-20-85

ATTENTION: Agriculture Editors

PLEASE HOLD FOR RELEASE AFTER 3 P.M. FRIDAY SEPTEMBER 20

LUBBOCK--Americans who love hamburgers, steak, barbecued beef or roast beef are in for good news, according to Texas Tech University scientists.

Dr. Gordon W. Davis, principal researcher in a recent study of beef cattle, said that cattlemen can produce beef that has 25 percent less total fat content and as much as 36 percent fewer calories than beef from typical cattle.

"Besides that advantage," he said, "tests show that the steaks meet consumer demands for juiciness, flavor and tenderness."

The cholesterol content is similar to that of chicken, he said.

The Texas Tech findings were accepted in August by the Standards and Labeling Division of the U.S. Department of Agriculture for certification of the low fat beef carcasses as "lite" -- meaning the product contains at least 25 percent less fat or calories than is typical.

"The news is good for consumers," Davis said, "but good also for producers." In the past six years, he said, USDA studies indicate that consumers have reduced their purchases of beef by about nine pounds a year.

"To win consumers back," Davis said, "the beef industry must produce more meat that is leaner, containing fewer calories without sacrificing eating quality."

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"Our studies indicated that can be done."

"The quality of the end product," Davis said, "is dependent upon proper breeding and selection, careful feeding and correct handling all the way from the producer through the meat cutting process and the cooking by consumers."

"If care is taken all along the line," he said, "the purchaser won't be paying for meat that contains significant quantities of fat that may be trimmed off by the packer, the retailer or the consumer. Instead, the consumer will get more edible meat in the package. Its taste will have desirable taste and fewer calories."

He said the Texas Tech study indicated the tissue cholesterol content of lite beef is similar to typical beef measured in cholesterol studies at Texas Tech and other institutions. Data reported by the USDA and in studies by Iowa State and Texas A&M universities show that a three-ounce serving of cooked beef had 73 milligrams of cholesterol while similar portions of chicken had 76 milligrams, pork 79 milligrams and shrimp 127 milligrams of cholesterol.

"There always will be consumers who want highly marbled, rich flavored and juicy steaks from USDA-labeled prime and choice beef," Davis said, "but this new product will appeal to the weight-conscious consumer who wants the taste of beef along with tenderness and acceptable juiciness with a minimum of calories per serving."

"One way to start reaching this market," he said, "is in breeding and selection. You can breed a lot of the fat out, and skilled cattle feeders can feed the right kind of cattle to the "lite" grade with about 80 to 90 percent success."

Davis and his co-principal investigator, Dr. C. Boyd Ramsey, are both members of the Texas Tech animal science faculty. Ramsey is director of the Meats Laboratory. Working with graduate students, they completed their research project last August after 12 months of study, using 70 animals --34 fullblood Chianina cattle, nine crossbred Chianina and 27 Hereford-Angus crossbred cattle. The study was funded by a grant from a group of 31 Chianina cattle breeders from throughout the United States.

At the carcass level of production, the study showed the fullblood Chianina to have more than 25 percent less total fat content and as much as 36 percent fewer calories than the Hereford-Angus crossbreds, Davis said, were able to maintain much of the leanness of the fullbloods and also qualify as "lite" beef.

"Certain other breeds and crosses of beef cattle are capable of producing similar results through breeding programs and controlled grain feeding," Davis said. "Lite beef is a product that should have high consumer appeal and so its production likely will appeal to breeders and feedlot operators."

A Texas firm has been established, Chianina Lite Beef, Inc., of Hereford. It has established relations with feedyards and a Texas meat packing company to begin supplying Chianina beef under a brand label, "Certified KEY-Lite." The company has said it may introduce Chianina lite beef through selected restaurants and also through a direct marketing program in late 1985, with expectations that there could be sufficient supplies for widespread distribution by 1987.

One disadvantage, Davis said, is that the leaner beef would not appear in markets as USDA "choice" grade because of about 2 percent less intramuscular fat (marbeling). With the certification as "lite," however, the consumer could depend on consistent quality.

"A wide variety of breeds and production systems combine to yield beef varying widely in age, sex, weight, muscling and, especially, fatness," Davis said. "A wide variety of consumers exists also. For those consumers who are health conscious or diet conscious 'lite' beef should be highly attractive.

"The 'choice' grade still will be available for consumers who want that eating quality and who have a lesser need to be concerned about calories.

"The 'lite' beef extends the range in variety, and its production could result in a higher tonnage of beef consumed."

Davis said that complete data on his study is available upon request.

Texas Tech News

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CONTACT: Preston Lewis

24-9-19-85

LUBBOCK--As of the 12th class day, fall enrollment at Texas Tech University stood at 23,504, compared with an official enrollment of 23,433 a year ago.

The 12th class day enrollments this fall compared with the official 1984 fall enrollments by college, school or area are: Agricultural Sciences, 1,258, 1,281; Arts and Sciences, 6,972, 6,434; Business Administration, 4,976, 4,765; Education, 1,222, 1,388; Engineering, 3,645, 4,058; Home Economics, 1,585, 1,476; Law, 534, 559; Graduate, 3,179, 3,257; Nursing, 107, 164; Allied Health, 25, 51; and other, 1, 0.

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CONTACT: Preston Lewis

25-9-20-85

LUBBOCK--Officers and board members for the Ranching Heritage Association were elected during the organization's annual business meeting Saturday (Sept. 21) during Ranch Day at the Ranching Heritage Center.

Officers for 1985-86 will be John R. "Rich" Anderson, chairman, Board of Overseers; J.D. Cage, Muleshoe, president; Jerry Worthy, Big Spring, first vice president; Buddy Baldridge, Snyder, second vice president; Darlene Anderson, Lubbock, secretary; and Carolyn Neal, Lubbock, treasurer.

New members elected to four-year terms on the RHA Board of Overseers are Mr. and Mrs. Jack Allen, Prairie Grove, Ark; Mr. and Mrs. Scott Clayton, O'Donnell; Mr. and Mrs. Don Hofman, Bell Ranch, N.M.; Mr. and Mrs. John McMasters, Garden City; Mr. and Mrs. Vester Smith, Higgins; and Dr. and Mrs. Glenn E. Barnett, Dan E. Cary and Mr. and Mrs. Alan Henry, all of Lubbock.

Members re-elected to the board were the following from:

Snyder--Mr. and Mrs. Buddy Baldridge and Mr. and Mrs. Hugh Boren;

Muleshoe--Mr. and Mrs. John Birdwell III and Mr. and Mrs. J.D. Cage;

Amarillo--Nina Bivins and Mr. and Mrs. George Sell;

Eagle Pass--Mr. and Mrs. Bob Cage;

San Antonio--Helen Campbell and Jack Love;

Kingsville--Mr. and Mrs. James Clement;

Post--Mr. and Mrs. Giles Dalby;

-more-

Albany--Mr. and Mrs. Glen Leech;

Midland--Mr. & Mrs. Tom Linebery, Mr. and Mrs. Joe Pevehouse and Mr. and Mrs. Chris Scharbauer.

Marathon--Ben Love;

Abernathy--Mr. and Mrs. Ted Major, Laurin Prather;

Justiceburg--Mr. and Mrs. Riley Miller;

Albert, N.M.--Mr. and Mrs. Albert Mitchell Jr.;

Byers--Joe Parker Sr.;

Gail--Mr. and Mrs. Bill Phinizy;

Washington, D.C.--Patti Pyle;

Tucumcari, N.M.--Mr. and Mrs. Jimmie Randals;

Baird--Mr. and Mrs. James Snyder;

Crosbyton--Mr. and Mrs. Charlie Wheeler;

Dallas--Mr. and Mrs. Bruce Swenson;

Lubbock--Mr. and Mrs. Norton Baker, Mrs. John Birdwell II, Dr. and Mrs. Robert Carr, Mr. and Mrs. Frank Jones, Mr. and Mrs. James C. Lewis, Callie Long; Floyce Masterson, Dr. and Mrs. David Murrah, Mr. and Mrs. Winston Robertson, Jonisue Stiff, Kay Woods and Mr. and Mrs. Don Workman.

CONTACT: Preston Lewis

26-9-20-85

LUBBOCK--Though moisture interferred with some of the activities, spirits were undampened during Ranch Day 1985 (Sept. 21) when the Ranching Heritage Center came to life with vignettes from ranching's glorious past.

And while visitors had to watch out for puddles, it was hard to complain too much about what is often a rancher's scarcest commodity -- rain.

Bringing some North Dakota sunshine to the activities was Marie Tyler of Bismarck. Tyler, the 1985 National Golden Spur Award recipient, was the guest of honor at all activities. Tyler, a former national president of the American National CowBelles, was recognized by the nation's major livestock organizations Friday for a lifetime of achievement in the livestock industry. She is the first woman and eighth recipient of the award.

The theme of "A Family Reunion" tied together the day's activities as members of families represented by structures at the 14-acre Ranching Heritage Center of The Museum of Texas Tech University gathered at the exhibit site.

Early day ranch crafts and chores were demonstrated at the center and indoor musical presentations were made.

Ace Reid, John Erickson and Betty Mills autographed copies of their books during autograph sessions in Cogdell's General Store. Reid is noted for his Cowpoke cartoons with Jake, Maw and other ranch characters. Erickson, a former ranch cowboy, is the author of 14 books, including five on Hank the Cowdog, two on the modern cowboy and a western novel.

Mills, curator of costumes and textiles for The Museum of Texas Tech, autographed her book "Calico Chronicle" on the history of Texas women and their fashions from 1830-1910.

The Ranching Heritage Association conducted its annual business meeting during Ranch Day. New officers for 1985-86 are: John R. "Rich" Anderson, Gail, chairman, Board of Overseers; J.D. Cage, Muleshoe, president; Jerry Worthy, Big Spring, first vice president; Buddy Baldrige, Snyder, second vice president; Darlene Anderson, Lubbock, secretary; and Carolyn Neal, Lubbock, treasurer.

The Ranching Heritage Association is a support organization of Ranching Heritage Center of The Museum of Texas Tech. The center traces the evolution of ranching through the authentic restoration of more than 30 ranch structures.

Ranch Day was the concluding event of National Golden Spur Award weekend. The award is given annually by the nation's major livestock organizations in honor of an outstanding contributor to the livestock industry.

Sponsors of the award are the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Sheep and Goat Raisers and Texas and Southwestern Cattle Raisers associations.