

Date	Stories and Outlines	Locals	Reg. Dail	Reg. Week	50 M's	Hometowns	Selected	Explanation
1-3-7-77	PSA							
2-3-7-77	PSA							
3-3-7-77	PSA							
4-3-7-77	PSA							
5-3-7-77	PSA							
6-3-7-77	"Challenge of University" (Radio)	✓	Radio (Laws)					
7-3-7-77	PSA							
8-3-7-77	PSA							
9-3-7-77	Outlines - "Plain Talk" birthday							
10-3-7-77	"Future Directions" (Radio S.)	✓	Radio					
11-3-7-77	"Future Directions" (Radio Script)	✓	Radio News					
12-3-7-77	PSA Faculty (Capital) (Radio S.)	✓	Radio					
13-3-7-77	PSA "Future (Laws) Photo" (Radio S.)	✓	Radio					
14-3-7-77	PSA Faculty (Chamber) Music (Radio)	✓	Radio					
15-3-7-77	② "Challenge of University" (Radio S.)	✓	Radio					
16-3-7-77	"Student (Laws) Photo" (Radio S.)	✓	TV only					
17-3-7-77	Dr. Howard Altman	✓						✓ adjacent countries
18-3-7-77	PSA Teacher's Out Exhibit (Sides)	✓	TV					

Date	Stories and Cutlines	Explanation				
		Locals	Reg. Daily	Reg. Week	50 M's	Selected
✓ 19-3-7-77	PSA Teacher's Art Exhibit					
✓ 20-3-7-77	Dr. Paul Q. Winde - Phi Alpha Kappa					
✓ 21-3-7-77	Faculty Chamber Music (Slide 5)	✓ T. Monday				
✓ 22-3-7-77	Petroleum Short Course (Slide 5)	✓ T. V. only				
✓ 23-3-7-77	Petroleum Short Course (Radio 5)	✓ Radio				
✓ 24-3-7-77	Room Show at Museum	✓				✓ adjacent counties
✓ 25-3-8-77	Jones' letter					
✓ 26-3-8-77	PSA Photo Entertainment (Radio)	✓ Radio				
✓ 27-3-8-77	PSA Photo Entertainment (Slide 5)	✓ T. V.				
✓ 28-3-8-77	PSA Robert Baker (Radio 5)	✓ Radio				
✓ 29-3-8-77	PSA Photo Entertainment Precious	✓				✓ adjacent counties
✓ 30-3-8-77	PSA Robert Baker (Slide 5)	✓ T. V.				
✓ 31-3-8-77	Outstanding Agriculturists	✓	✓	✓		✓ selected ag. list
✓ 32-3-8-77	PSA Richard Shaky					
✓ 33-3-9-77	Chas. Shinn cattle	✓				
✓ 34-3-9-77	Helmut Antke	✓				✓ adjacent counties
✓ 35-3-9-77	Chrometons' cutlines	✓				
✓ 36-3-9-77	Gas Dealers' cutline					

Date	Stories and Cutlines	Explanation					
		Locals	Reg. Dail	Reg. Week	50 M's	Hometowns	Selected
✓ 37-3-9-77	dupe						
✓ 38-3-9-77	Bates on cloning	✓					✓ adjacent countries
✓ 39-3-9-77	PSA Backpacking	✓	TV Radio				✓ U.S. H.T.
✓ 40-3-10-77	Kleinman	✓	✓	✓			selected ag list
✓ 41-3-10-77	legging the month		TV Radio				✓ Wichita Falls only
✓ 42-3-10-77	Real Estate Short Course	✓					✓ adjacent countries
✓ 43-3-11-77	PSA's Chemistries (slide s.) <small>Chemistries for students</small>						✓ short field only
✓ 44-3-11-77	PSA's Chemistries (slide s.)	✓	TV				
✓ 45-3-11-77	" Graduate Fair (radio s.)	✓	TV				
✓ 46-3-11-77	" " Plains Chamber Social (slide s.)	✓	TV				
✓ 47-3-11-77	" Bull University (slide s.)	✓	TV				
✓ 48-3-11-77	" Chemistries (radio s.)	✓	Radio				
✓ 49-3-11-77	" Bull University (radio s.)	✓	Radio				
✓ 50-3-11-77	" Graduate Fair Chamber Social (radio s.)	✓	Radio				
✓ 51-3-11-77	" " Plains Social (radio s.)	✓	Radio				
✓ 52-3-11-77	PSA Zelman's Luthers (radio s.)	✓	Radio				
✓ 53-3-9-77	Bull Sale	✓	✓				✓ Leaning Rock List
✓ 54-3-10-77	Big Goat	✓	Radio TV				

cutline-----

KTXT-TV PROGRAM HAS BIRTHDAY--The third anniversary of a KTXT-TV television program, "Plane Talk," is observed in offices of the Texas Tech University education television station. Admiring the "birthday" cake are from left, John Henson, station manager, Dr. Glenn E. Barnett, executive vice president of Texas Tech, and Henry L. Newman of Fort Worth, Southwest Region Director, Federal Aviation Administration. Mrs. Virginia Lott, KTXT-TV secretary, is cutting the cake. The nationally acclaimed series, shown weekly on Fridays at 6:30 p.m. and repeated on Tuesdays at 10:30 p.m., presents a broad-based program on aviation safety and instruction, according to program host Ray C. Raney, accident prevention specialist for the FAA, co-sponsor of the series. The program has won high ratings. (Tech Photo)

Texas Tech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(*This is What's What radio spot. Thank you.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? "FUTURE DIRECTIONS FOR FAMILY HOUSING," SHORT COURSE, APRIL FOURTH THROUGH MAY SECOND, CALL 742-3031 OR 742-3048. PRE-REGISTER BY MARCH SEVENTEENTH.

-30-

10-3-7-77

Texas Tech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

20 seconds

WOULD YOU LIKE TO SEE INTO THE FUTURE OF FAMILY HOUSING?
THERE'S A SHORT COURSE COMING FOR YOU AT TEXAS TECH UNIVERSITY:
"FUTURE DIRECTIONS FOR FAMILY HOUSING," APRIL FOURTH THROUGH MAY
SECOND, COLLEGE OF HOME ECONOMICS, CALL 742-3031 OR 742-3048.
PRE-REGISTER BY MARCH SEVENTEENTH.

-30-

11-3-7-77

Texas Tech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

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10 seconds

WHAT'S WHAT AT TEXAS TECH? FACULTY RECITAL, SUE ARNOLD,
MEZZO-SOPRANO, EIGHT-FIFTEEN P.M., MONDAY (March 14), IN
RECITAL HALL.

-30-

12-3-7-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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WHAT'S WHAT AT TEXAS TECH? "INSTANT COLOR PHOTOGRAPHY"
LECTURE, SEVEN-THIRTY P.M., TUESDAY (March 15), ROOM THIRTY-EIGHT,
CHEMISTRY BUILDING.

-30-

13-3-7-77

Texas Tech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

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10 seconds

WHAT'S WHAT AT TEXAS TECH? FACULTY CHAMBER MUSIC CONCERT,
EIGHT-FIFTEEN P.M., WEDNESDAY (March 16), UNIVERSITY CENTER-MUSIC
RECITAL HALL.

-30-

14-3-7-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

20 seconds

(Please use immediately and through April 29, 1977.)

"CHALLENGE OF THE UNIVERSE," AN EXCITING ARM-CHAIR JOURNEY,
THREE P.M., EACH SATURDAY AND SUNDAY, AT THE MOODY PLANETARIUM,
PART OF THE MUSEUM OF TEXAS TECH UNIVERSITY, FOURTH AND INDIANA.

-30-

15-3-7-77

TexasTech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

20 seconds

(Please use immediately and through April 29, 1977.)

AN OPPORTUNITY TO MEET THE STARS, "CHALLENGE OF THE UNIVERSE,"
THREE P.M., EACH SATURDAY AND SUNDAY, AT THE MOODY PLANETARIUM,
PART OF THE MUSEUM OF TEXAS TECH UNIVERSITY, FOURTH AND INDIANA.

-30-

15-3-7-77

TexasTech News

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CONTACT: Worth Wren

ATTN: Public Service Directors

(*This is a What's What slide spot. Thanks.)

10 seconds

VIDEO

AUDIO

SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? "INSTANT COLOR
PHOTOGRAPHY" LECTURE, SEVEN-THIRTY P.M., TUESDAY
(March 15), ROOM THIRTY-EIGHT, CHEMISTRY BUILDING.

-30-

16-3-7-77

Texas Tech News

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

CONTACT: Nita Gilger

LUBBOCK--The national president of the American Council on Teaching of Foreign Languages (ACTFL), Dr. Howard Altman will be guest lecturer in the Texas Tech University Department of Classical and Romance Languages, Thursday and Friday (March 10-11).

The Department of Classical and Romance Languages and the College of Education are hosts.

Following a Faculty Club luncheon Thursday, Altman will lecture at 4:30 p.m. in Home Economics, room 174, "On Being a Foreign Language Teacher in 1977: What Do Our Students Expect From Us?"

Friday morning he will present programs at public schools, and in the afternoon he will be available for consultation in the foreign language departments.

ACTFL is the largest national, non-governmental, multi-lingual association of foreign language teachers in the world. The association provides classroom teachers and researchers with concise, up-to-date information about issues in teaching and learning foreign languages.

Altman has taught at Stanford University, University of Florida, San Jose State College, California State University, University of Washington, University of Louisville, and Cambridge University.

-more-

altman / add one

The guest lecturer is the author of 36 publications, most of which deal with individualizing foreign language and teacher training.

Altman's lecture sessions are open to the public.

-30-

17-3-7-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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10 seconds

VIDEO

AUDIO

SLIDE #1

WHAT'S WHAT AT TEXAS TECH? TEACHERS' ART EXHIBIT,
MARCH THIRTEENTH THROUGH APRIL SEVENTEENTH, TEACHING
GALLERY, TUESDAYS, THURSDAYS, FRIDAYS AND SUNDAYS.

--30--

18-3-7-77

Texas Tech News

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CONTACT: B. Zeeck

PLEASE HOLD FOR RELEASE UNTIL AFTER 7:30 P.M., FRIDAY, MARCH 11

LUBBOCK-- Phi Alpha Theta, national history honor society, Friday (March 11) recognized three outstanding students and Dr. Paul J. Woods as the year's outstanding professor of history at Texas Tech University.

At the annual banquet for the Texas Tech chapter of the society Mark Haynie of Denton was presented the Outstanding Undergraduate Student Award. Lybeth Hodges, Austin student working toward the doctoral degree, was named Outstanding Graduate Student. Announcement also was made of the society's Ernest Wallace Scholarship award to Arturo Juarez Ochoa of Presidio.

Dr. Woods has previously been honored as a teacher by the Spencer A. Wells Foundation Faculty Award for 1970 and Mortar Board recognition in 1973 for his outstanding contributions to the teaching profession.

He earned degrees at the University of Illinois and joined the Texas Tech faculty in 1960. He has served on the university Athletic Council and the Executive Committee of the Faculty Council, as president of the Texas Tech chapter of Phi Kappa Phi, a national honor society, and in various other advisory and committee assignments.

-more-

Woods has been commended by his students for his well prepared lectures, his concern for student participation in class and his willingness to give time to students outside of class.

-30-

20-3-7-77

EDITOR'S NOTE:

Haynie, a junior, is the son of Mr. and Mrs. John Haynie,
115 Alan-A-Dale, Denton.

Ms. Hodges is the daughter of Mr. and Mrs. Bart Hodges, 5003
Crestway, Austin.

Ochoa is the son of Mr. and Mrs. Arturo S. Ochoa, Presidio.

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CONTACT: Worth Wren

ATTN: Public Service Directors

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10 seconds

VIDEO

AUDIO

SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? FACULTY CHAMBER MUSIC
CONCERT, EIGHT-FIFTEEN P.M., WEDNESDAY (March 16),
UNIVERSITY CENTER-MUSIC RECITAL HALL.

-30-

21-3-7-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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VIDEO

AUDIO

SLIDE #1....

WHAT'S WHAT AT TEXAS TECH? SOUTHWESTERN PETROLEUM
SHORT COURSE, APRIL TWENTY-FIRST THROUGH
TWENTY-SECOND, UNIVERSITY CENTER.

-30-

22-3-7-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

(*This is a What's What radio spot. Thanks.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? SOUTHWESTERN PETROLEUM SHORT
COURSE, APRIL TWENTY-FIRST THROUGH TWENTY-SECOND, UNIVERSITY
CENTER.

-30-

23-3-7-77

Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK--Boys and girls in the second through the sixth grades are invited to tour Iran Saturday (March 12) during the final junior program for the 1976-77 season at The Museum of Texas Tech University.

Programs will be presented at 9:30 and at 11 a.m. The cost is 50 cents per child if membership was not purchased earlier in the year. Children of members of the West Texas Museum Association pay no fee.

Marjan Jalai, a Texas Tech University junior from Iran, will take the children on a tour of an exhibit depicting some aspects of Iranian life and then will discuss with them the country's culture, family life, traditions, customs and home and school activities.

She also will instruct the participants in some of the games Iranian children play.

-30-

24-3-7-77

Texas Tech News

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

CONTACT: Dan Tarpley

LUBBOCK--A file copy of a letter to President Franklin D. Roosevelt from the late Judge Marvin Jones of Amarillo has become the 10 millionth donated item to Texas Tech University's Southwest Collection.

The donation is a part of the voluminous papers of Judge Jones, former U. S. congressman, once termed "the father of the nation's farm and conservation legislation program."

Jones' contribution has been processed this week by the Southwest Collection and the attainment of the 10 millionth item marked a historic achievement in the university's history, said Texas Tech President Cecil Mackey.

One of the fastest growing regional repositories in the nation, the Southwest Collection has received nearly nine of the 10 million donated business and personal papers during the last 13 years of its 21-year history.

One of more than 60,000 pages of correspondence and other documents related to Judge Jones' long and distinguished career in government, the letter was written while Jones was serving as War Food Administrator. On March 11, 1944, he wrote the President requesting that Roosevelt consider giving "preferential consideration" to returning war veterans in allowing them to purchase surplus military lands suitable for agriculture production.

-more-

"It is my recommendation that these lands be sold in family-type units and at prices consistent with their long-term earning capacity based on average prices," Jones insisted. One of only six men in American history who served in all three branches of the Federal Government, Judge Jones represented West Texas in Congress from 1917 to 1931, became War Food Administrator during World War II and served as Chief Justice of the United States Court of Claims from 1947 to 1964. Including his term as senior federal judge, Jones' governmental career paralleled 11 presidential administrations. Especially in the area of conservation, Jones' work was recognized nationally. Commenting on the "significant milestone," Mackey said the donation marked a historic achievement in the university's history. "Certainly one of the hallmarks of a great university is its public service to communities it serves. I think that the historical research opportunities afforded the people of Texas and the Southwestern United States by the Southwest Collection help to fulfill this university's mission," Dr. Mackey commented.

An integrated research center, the repository makes available to students, faculty and interested citizens 400,000 feet of microfilm, 2,000 oral history tapes, 1,000 maps, 100,000 photographs, 400 periodical titles and 17,000 books related to the economic, social and technical development of the American Southwest.

Its 10 million units of historical manuscripts represent more than 8,000 individual donations since it was formally established in 1955, including its original accessions and a limited number of purchased items. The repository's primary-source holdings now total more than 11 million items and leaves.

"Generous support by West Texans and the Texas Tech administration have been greatly responsible for this phenomenal expansion," said Roy Sylvan Dunn, director of the Southwest Collection.

Holdings have doubled on an average of every four years.

"It took eight years to amass the first million," Dunn recalled. The second million leaves were acquired in four years. Then, for the last nine years, donors have been giving us almost a million per year.

"Marvin Jones' service to the nation, especially in the area of farm conservation, was vital to West Texas agriculture," Dunn indicated. "And, since he also played a significant role in the establishment of Texas Tech, it is appropriate that Judge Jones' papers symbolize the ten million mark of our donated holdings."

Texas Tech News

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cutline-----

10 MILLIONTH LEAF--The Southwest Collection at Texas Tech University has received its 10 millionth leaf of donated material, a copy of a letter to President Franklin D. Roosevelt from the late Judge Marvin Jones of Amarillo. Checking the letter and other Marvin Jones documents are Texas Tech President Cecil Mackey, seated right; Roy Sylvan Dunn, director of the Southwest Collection, seated left, and Lubbock Attorney Richard Jennings, representing the Marvin Jones estate at the ceremony. (Tech Photo)

TexasTechNews

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CONTACT: Worth Wren

ATTN: Public Service Directors

(*This is a What's What radio spot. Thank you.)

10 seconds

WHAT'S WHAT AT TEXAS TECH? "THAT'S ENTERTAINMENT--PART
THREE," A TALENT SHOW, AT SEVEN P.M., TUESDAY, MARCH FIFTEENTH,
IN UNIVERSITY CENTER THEATRE.

-30-

26-3-8-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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10 seconds

WHAT'S WHAT AT TEXAS TECH? "LIVE CELLS, CLONING AND MUSEUMS,"
ROBERT BAKER, PRESENTING AN ADULT PROGRAM AT THE MUSEUM, TWO P.M.,
SUNDAY, MARCH THIRTEENTH.

-30-

28-3-8-77

Texas Tech News

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

CONTACT: Jean Terrell

LUBBOCK--A faculty voice recital and two graduate piano recitals will take place this week (March 14-17) in the Texas Tech University Recital Hall. All are free and open to the public.

Sue Arnold, mezzo-soprano, has selected a variety of lighter works by composers of many different countries for her performance at 8:15 p.m., Monday (March 14). Professor Arnold is a former soloist with the Robert Shaw Choral. She has performed in recitals, programs of chamber music, and oratorios in New Mexico, North Carolina, Ohio and Texas.

Suzy McCormick Womble's graduate piano chamber recital begins at 7 p.m., Thursday (March 17). Womble will be featured in works by Mozart, Beethoven and Brahms. In addition to being a pianist, she has performed as a flutist with the Lubbock Symphony and the Texas Tech Symphony. She is also a first-place winner of the Eva Browning piano scholarship and student of Judith Burganger, Texas Tech's Browning artist-in-residence.

Cathy Zepeda will perform works by Bach, Beethoven, Debussy and Chopin in her graduate piano recital beginning at 8:15 p.m., Friday (March 18). Also an Eva Browning piano scholarship winner, Zepeda has performed as a soloist at several colleges in West Texas.

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CONTACT: Worth Wren

ATTN: Public Service Directors

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VIDEO

AUDIO

SLIDE #1 WHAT'S WHAT AT TEXAS TECH? "LIVE CELLS, CLONING
AND MUSEUMS," ROBERT BAKER, PRESENTING AN ADULT
PROGRAM AT THE MUSEUM, TWO P.M., SUNDAY, MARCH
THIRTEENTH.

--30--

30-3-8-77

Texas Tech News

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CONTACT: Jean Terrell

FOR RELEASE FRIDAY, MARCH 11

LUBBOCK--Three Texas agriculturists will be recognized for their special leadership at the Honors Pig Roast of the Texas Tech University College of Agricultural Sciences Friday (March 11).

Recipients of the 1977 Gerald W. Thomas Outstanding Agriculturist Awards will be Dr. William J. Waldrip, general manager of Spade Ranches, Tom B. Simmons Jr., Lubbock banker and businessman, and Levi M. Hargrave, professor of agricultural education at Texas Tech.

The Thomas awards, named in honor of a former dean of the college, are presented annually by the agricultural sciences faculty to acknowledge outstanding contributions to agriculture in production, agri-business and public service.

Waldrip, recipient of the award for production, is serving on the executive committee of the Texas Tech Ranching Heritage Association. As general manager of Spade Ranches and executive vice-president of Renderbrook-Spade, Inc. for the past 10 years, he has supervised purebred cattle-raising, sheep-raising, commercial cow-calf stocker operations and recreation enterprises.

-more-

outstanding agriculturists / add one

He participated in the recent Conference on Research to Meet World Food Needs, called by the U.S. Secretary of Agriculture, and has served as director of beef research committees for both the American National Cattlemen's Association and Texas Southwestern Cattle Raisers Association.

Waldrip is also a member of the advisory committee of the U.S. Department of Agriculture Meat Animal Research Center in Clay Center, Neb., the New Mexico Livestock Advisory Committee, the Texas Experimental Ranch and the Brush Control and Range Improvement Association.

He has worked as range conservationist with the U.S. Soil Conservation Service, range and pasture specialist with the United Nations Food and Agriculture Organization in Saltillo, Mex., supervisor for the Texas Experimental Ranch at Throckmorton, Tex. and teacher and researcher for Texas A&M University.

Tom B. Simmons Jr., to be honored as an agri-businessman, is a member of the board of directors of the First National Bank of Lubbock and serves on that bank's loan and discount committee and trust committee.

He is a member of the board of directors and executive committee of St. Mary of the Plains Hospital and chairperson of the board of overseers of the Ranching Heritage Association. He also serves on the boards and executive committees of the National Finance Credit Corporation of Texas and the Texas Livestock Marketing Association.

-more-

outstanding agriculturists / add two

Simmons came to Texas to operate the Simmons Cotton Gins and Oil Mills headquartered in Dallas. After working with the Lubbock Cotton Oil Company, he initiated a cattle feeding and cotton gin operation. In 1958, he built the Caprock Grain Company and expanded with the Caprock Cattle Company in 1960.

Levi M. Hargrave, professor of agricultural education at Texas Tech, will receive the Thomas award for public service. Hargrave, honored by the Student Agricultural Council as Teacher of the Semester for the fall 1976, has received the Distinguished Service Award from the Texas Vocational Agriculture Teachers Association and was named Teacher Trainer of the Year for Texas in 1970.

He has often been honored by the Future Farmers of America and Texas 4-H Clubs and received the National Honorary American Farmer degree in 1976, highest award presented by the National FFA.

Active in state fairs and livestock shows, Hargrave served for many years as superintendent of market barrow shows at the State Fair of Texas and the Houston Livestock Show, superintendent of education exhibits at the Panhandle South Plains Fair.

To advance swine-raising in the South Plains area Hargrave organized the Panhandle-Plains Poland China Breeders Association.

Also to be honored are agricultural students who have exhibited outstanding leadership, as well as scholarship winners, donors of scholarships and outstanding agriculture teachers. The Honors Pig Roast is sponsored by the Texas Tech Student Agriculture Council with financial assistance from the Texas Tech Student Association, Pioneer Hi-Bred International and Plains Coop Oil Mill.

Texas Tech News

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CONTACT: Worth Wren

ATTN: Public Service and Program Directors

(Could you possibly use this PSA as part of your DJs' programming Tuesday (March 8) evening and/or Wednesday all day until about 8 p.m. (March 9)? We would be much appreciative.)
30 seconds

ONE OF THE WORLD'S MOST RESPECTED SEARCHERS FOR THE ORIGINS OF MAN WILL SPEAK AT TEXAS TECH UNIVERSITY (WEDNESDAY) (LEE-KEE) (TODAY). HE IS RICHARD LEAKEY, AND HIS LECTURE WILL BE AT EIGHT P.M. (WEDNESDAY) (TODAY) IN THE UNIVERSITY CENTER THEATRE. LEAKEY, HIS ASSOCIATES AND OTHERS HAVE FOUND EVIDENCE SHOWING MAN DATING BACK THREE MILLION YEARS. THE EVIDENCE WAS DISCOVERED IN EAST AFRICA. VISITORS ARE ALSO WELCOME TO TALK PERSONALLY WITH LEAKEY FROM TWO TO FOUR P.M. WEDNESDAY (TODAY) IN THE MUSEUM OF TEXAS TECH. THEY MAY VIEW FIRST HAND SOME OF THE ANCIENT EVIDENCE OF MAN'S EXISTENCE.

--30--

32-3-8-77

Texas Tech News

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

CONTACT: B. Zeeck

ATTN: Farm Editors

LUBBOCK--Texas Tech University will be selling its first Char-Swiss cattle March 26 during the second annual sale for the new Char-Swiss Breeders Association at South Park Inn in Lubbock.

The association donated to the College of Agricultural Sciences five registered Char-Swiss bred cows. From the five calves the Department of animal Science is consigning one heifer and one-half interest in one bull to the sale. The heifer's 205-day adjusted weight was 675 pounds and the bull's 627 pounds, adjusted for age of calf and age of dam.

Dr. Robert A. Long, professor of animal science, said the teaching herd is maintained under uniform management and nutritional programs for students' observation.

Detailed performance records are compiled by students. These include birth weight, calving ease, weaning weight, yearling weight and composition of gain.

"The students take the raw data and compile and adjust the data," he said, "acquainting them with the procedures necessary for improvement of herds and breeds."

-more-

char-swiss cattle / add one

The Char-Swiss foundation stock is three-quarters Charolais and one-quarter Brown Swiss.

The March 26 sale will mark Texas Tech's first participation in the Char-Swiss Breeders Association event.

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33-3-9-77

TexasTech News

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CONTACT: Nita Gilger

LUBBOCK--Helmut Anthes, English and French teacher of Darmstadt, Germany, will speak on German theater and Goethe, Wednesday and Thursday (March 16-17), at Texas Tech University.

Anthes will Lecture on "Modern German Theater," Wednesday, 7:30 p.m., in the Qualia Room, Foreign Language and Math Building. On Thursday, at 1:30 p.m., Anthes will talk about "Goethe and His Relationship to Darmstadt," in room 115 of the same building.

The guest lecturer has been an exchange student and teaching assistant at Louisiana State University, where he earned a master's degree, and has taught at the University of Texas at Arlington.

Anthes is an instructor at the German Federal Republic's college of specialized training for the postal service.

The speeches are open to the public free of charge.

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34-3-9-77

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CONTACT: B. Zeeck

LUBBOCK--A new semi-automatic welding machine, both a power source and wire feeder, from Chemetron Corporation has been presented to the Texas Tech University College of Agricultural Sciences.

The gift was made by Chemetron and by Lubbock Equipment & Supply Company.

The machine will be used by students of agricultural engineering, agricultural education and others who expect to go into farm and ranch production.

Dr. Lewis Eggenberger, professor of agricultural education and agricultural engineering, explained that the purpose of welding laboratory experience is not to train welders but to teach students basic problems and solutions. They, in turn, can teach high school students, work in industry or have a head start in skills necessary to repair agricultural machinery.

The new machine is described as a MIG welder for gas shielded metal arc welding. The acronym stands for metal inert gas.

Making the presentation were L. D. Crain, sales manager for Lubbock Equipment & Supply Co., and Regional Manager Earl J. Fogarty and Distributor Sales Engineer J. M. Zeigler of Chemetron. Zeigler demonstrated the welder for faculty and students.

cutline-----

PRESENTATION--Presenting a Chemetron power source (DC600 CPT) and wire feeder (WC 50) to the Texas Tech University College of Agricultural Sciences are representatives of Chemetron Corporation and Lubbock Equipment & Supply Co. Dr. James E. Osborn, second from left, assistant dean of the college accepted the gift from, left to right, L. D. Crain, representing the Lubbock company, and J. M. Zeigler and Earl J. Fogarty of Chemetron Corporation. Fogarty is the regional manager and Zeigler the distributor sales engineer for Chemetron. (Tech Photo)

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35-3-9-77

cutline-----

WELDING LAB--Wearing protective masks a faculty member, student and demonstrator experiment with a new semi-automatic Chemetron welding machine given to Texas Tech's College of Agricultural Sciences. The gift was made by Chemetron Corporation and Lubbock Equipment & Supply Co. Left to right are Prof. Lewis Eggenberger, Matt Miles, freshman agricultural education major and son of Mr. and Mrs. John Miles, 18 S. Rough Creek, Granbury, and J. M. Zeigler, distributor sales engineer for Chemetron.

(Tech Photo)

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CONTACT: B. Zeeck

PLEASE HOLD FOR RELEASE ON SUNDAY, MARCH 13

LUBBOCK--Las Escarbas, once the headquarters for one of eight divisions of the 3-million-acre XIT Ranch, will be dedicated Sunday, March 27, at the Ranching Heritage Center of The Museum of Texas Tech University.

Dedication festivities will be open to all members and guests of the Ranching Heritage Association, and anyone is invited to join.

Dr. Joe B. Frantz, a member of the University of Texas faculty who has a special expertise in Texas and western history, will make the dedicatory address at 2:30 p.m.

Hosts and hostesses will be in the ranch buildings from 1 to 2:30 p.m. so that visitors may preview the 1977 opening of the center to the public, scheduled for April 1.

Typical of ranch gatherings will be a weaving demonstration by Tomijann Nabors-Pearson in the Hedwigs Hill Double Log Cabin, a blacksmithing in the Renderbrook-Spade Blacksmith Shop, sourdough baking and traditional western music.

The association has more than 1,500 members, registered as families, individuals and businesses. Individuals may join for \$10 per year and families for \$15. Memberships may be purchased in the David M. DeVitt and Mallet Ranch Building on the day of the Las Escarbas dedication.

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Honored during the dedication ceremonies will be Joe F. Reinauer Sr., of Hereford, John G. Reinauer of Oklahoma City and the late Fred Reinauer, donors of the building, and descendants of Monroe B. and Rebecca Sawyer who gave a major part of the restoration funds in honor of the pioneer Terry County couple.

Following the dedication these donors will be honored at a reception in the Edith Whatley McKanna Parlour of the DeVitt Building.

At the height of its operation the XIT included 3,050,000 acres patented by the state of Texas to a Chicago firm in exchange for the construction of the capitol in Austin.

The ranch ran about 200 miles north and south along the Texas-New Mexico border in the Panhandle. It stretched from the Levelland area in the south to the Oklahoma border. A hundred stock tanks and 335 windmills supplemented meager natural water supplies for as many as 150,000 head of cattle.

The building representing the era of the XIT at the Ranching Heritage Center came from the Escarbas Division, land now owned by the Reinauer Brothers Land and Cattle Company of Hereford.

The building of fieldstone and wood served as home for the division manager, the cook, and occasionally guests. Sometimes cowboys slept in the second story loft. Sometimes the loft was used to store supplies.

It is one of the largest and sturdiest buildings at the Ranching Heritage Center, an authentic outdoor exhibit depicting the history of ranching in America.

The dedicatory speaker, Prof. Frantz, is co-author of a book on the XIT, "6,000 Miles of Fence." He also wrote "The Bicentennial History of Texas," commissioned by the National Bicentennial Commission. He is former president of Texas State Historical Association and an editor of the "Southwest Historical Quarterly."

Frantz was historical consultant in the White House for the late President Lyndon B. Johnson, and he directed the LBJ oral history program.

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36-3-9-77

cutline-----

LAS ESCARBADAS--Dedication of Las Escarbadas, once a division headquarters of the vast XIT Ranch, will take place at 2:30 p.m., Sunday, March 27, at the Ranching Heritage Center of The Museum of Texas Tech University. The day's festivities will be open to members and guests of the Ranching Heritage Association, which anyone may join. For additional information call 806:742-2498.
(Tech Photo)

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36-3-9-77

Texas Tech News

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CONTACT: Dan Tarpley

LUBBOCK--Texas Tech University engineers, scientists and geologists have begun an interdisciplinary study of the engineering and mathematical problems involved in increasing production from known deposits of oil and natural gas.

Expenses of the study will be underwritten by a \$1,500 grant from the Gulf Universities Research Consortium (GURC) executive committee.

The grant was awarded to Texas Tech, with mathematics Prof. Wayne T. Ford as principal investigator, to study the "complex fluid flow in porous media."

A seminar series will be conducted in relation to description, simulation and prediction in the field of increased oil recovery, Dr. Ford said.

Participating Texas Tech departments include Petroleum and Chemical Engineering, Chemistry, Mathematics and Geosciences, along with the U. S. Geological Survey, which has an office on campus.

The seminars will be held weekly and will feature GURC speakers and lecturers who are experts in their disciplines.

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"It is believed that this effort will contribute to a coordination of research efforts within the university and throughout the Gulf Coast region," Ford said.

The first seminar, held earlier this week, concentrated on fluid and rock correlations, led by Ford. Other speakers already scheduled include Darrell Vines of Electrical Engineering on analog-digital techniques, March 15; D. C. Signor of the U. S. Geological Survey on clogging by colloidal suspensions, March 29; and E. P. Weeks of the Geological Survey on field determination of air permeability in unsaturated zone, April 4.

Other speakers whose dates have not been announced include petroleum engineering Prof. Ben Caudle of the University of Texas, Austin, on displacement processes and Harry Parker of the Texas Tech Department of Chemical Engineering on polymers.

Ford said primary objectives of the seminars include discovery of common interest and improved development of communication involving Texas Tech and other Gulf area institutions in enhanced oil recovery; development and publication of reports as seminar proceedings, which may be useful in the evaluation of research proposals in increased oil and gas recovery; and preparation for coordination of interdisciplinary and inter-institutional research proposals and responses to requests for proposals with the goals of maximum quality and minimum duplication.

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CONTACT: B. Zeeck

LUBBOCK--Live cell research and the ethical considerations involved in cloning will be discussed at a free public lecture at 2 p.m., Sunday, in The Museum of Texas Tech University.

Dr. Robert Baker, acting coordinator of research at The Museum, will be the speaker for the adult program, one of a series presented by museum science students to introduce the public to various museum activities.

Baker heads a team, funded primarily by the National Science Foundation, which has drawn nationwide attention for its work in collecting live frozen cells for future research study. The unique feature of the Texas Tech collection is that the cells are of specimens gathered in their wild habitat.

Through freezing of the cells many students over a period of many years can study live cells from an individual animal without ever having to spend the time and money to collect other individual animals. This is especially helpful in chromosomal studies, Baker said.

The Texas Tech collection has lines from more than 300 specimens. Students learn techniques of the research, and materials can be shared with other universities.

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The process of freezing at very low temperatures allows scientists to take one or a few cells from an animal that has high research value and share that material with many scientists over a long period of time.

In cloning, the nucleus of a fertilized egg is removed, and the nucleus of a cell from a different animal of the same species is substituted. A duplicate of the second animal is reproduced.

While scientists have done cloning for the most part with salamanders, it will undoubtedly prove possible to reproduce other mammals, even humans. It is in the development of the process that ethical questions arise, Baker said.

The next in the adult program series offered at The Museum will be a presentation of the film, "The African Queen," March 27.

Texas Tech News

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CONTACT: Worth Wren

ATTN: Editors

LUBBOCK--Robert "Bob C. Rethmel, author of "Backpacking," will bring his 30 years of backpacking and wilderness experience to Texas Tech University Thursday (March 10) evening for a free public lecture.

The seminar begins at 7 p.m. in Holden Hall Room 104 and is sponsored by Recreational Sports at Texas Tech.

Rethmel, a retired engineer, resides in Alamogordo, N.M., where he now spends much of his time writing and backpacking.

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39-3-9-77

Texas Tech News

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CONTACT: Kay Hord

ATTN: FARM EDITORS

LUBBOCK--The new popularity of Kleingrass in Texas is based on good reasons, according to Dr. Bill E. Dahl, Texas Tech University professor of range and wildlife management.

"Kleingrass is a good replacement for brush. It grows well, is adaptable and nutritious, and cattle prefer it to some of the other grasses commonly planted."

Dahl suggested caution, however, in feeding Kleingrass to sheep and goats.

"Some researchers report a possible poisoning problem with sheep and goats," he said.

Dahl is using Kleingrass in brush control studies.

"Once the brush has been plowed up or removed, the grass that was there has been killed too. Kleingrass, which is a native of Africa, is one possibility for replacing the destroyed grass," Dahl said.

Kleingrass will not keep the brush from returning, although any good stand of grass will make it unlikely that a brush seed will survive if it happens to germinate, he said.

In plantings of Coastcross-1-Bermuda grass and Kleingrass, Kleingrass produced more grass per acre, and more cattle were able to graze Kleingrass during the grazing season because of earlier spring growth. Coastcross also required regular mid-summer and late summer rains.

-more-

While forage production was higher for Kleingrass than for Coastcross, cattle gained more on Coastcross, where the latter was adopted.

Kleingrass responds well to low levels of fertilizer, and research indicates that rates of 40-40-40 pounds per acre of nitrogen, potassium and phosphorous have given as high a yield as rates of 160-40-40.

Kleingrass is grown from the Texas coast to the South Plains. Winter temperatures may limit growth in the extreme northern panhandle of Texas and Western Oklahoma, although established stands of the grass have survived temperatures of -18 degrees Fahrenheit, Dahl said.

Kleingrass is best adapted to soil textures of medium to clay with 15-30 inches of annual rainfall. It spreads from seed, tillers, short rhizomes or by rooting at the nodes when left in moist soil.

Seeding is done in the spring after danger of frost or in late summer to early fall to allow seedling establishment before frosts.

Kleingrass seed has a period of dormancy during which seed viability increases.

In comparisons between Bell Rhodesgrass and Kleingrass, heifers grazing Rhodesgrass ate less and their conversion of grass to beef was less than for animals grazing Kleingrass. Average gain per steer per acre on Kleingrass in South Texas was approximately 1.42 pounds per day. Maximum gains on Kleingrass occurred in early and mid-summer.

Research so far shows that Kleingrass is easier to digest than tobosagrass, side oats grama, Texas winter grass, buffalo grass and weeds and is preferred by cattle to side oats grama or Bell Rhodesgrass, Dahl said.

In mixed plantings of Kleingrass and side oats grama or side-by-side plantings of Kleingrass and Bell Rhodesgrass, cattle returned to graze the short Kleingrass regrowth rather than grazing the other grasses.

"Because livestock prefer Kleingrass, it should be planted in pure stands," Dahl said.

Dahl pointed out, though, that in the Edward's Plateau and Rolling Plains areas of Texas, researchers have reported cases of photosensitization or "big head" in sheep and goats. Most of the problems have arisen with weaned lambs. Mature sheep and Spanish goats, however, have also contracted the usually fatal disease.

Photosensitization causes an extreme sensitivity to sunlight and swelling of the head. Animals with the disease will usually try to get into the shade, Dahl said. Researchers are unsure whether the disease was caused by the grass or a fungus or other disease on the grass.

At this time, only one variety of Kleingrass, Selection 75, is being sold.

Because of recent publicity there appears to be a shortage of seed, according to Dahl. Current prices are approximately \$6.50 per pound, but he added that the shortage may drive the price higher.

kleingrass / add three

Kleingrass research is the subject of several articles published in "Noxious Brush and Weed Control Research Highlights -- 1976," published by the Texas Tech College of Agriculture. Copies can be obtained by writing the Texas Tech Department of Range and Wildlife Management, Texas Tech University, Lubbock, Texas 79409.

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40-3-10-77

Texas Tech News

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CONTACT: Jean Terrell

Alice Althaus, senior landscape architecture major from Wichita Falls, was recently chosen Aggie of the Month at Texas Tech University.

Althaus, vice president of the Texas Tech chapter of the American Society of Landscape Architecture, is a three-term representative to the students' Agriculture Council. She represented the school for two consecutive years at the Texas A&M Landscape Architecture workshop and was Texas Tech's delegate to the ALCA convention in Palm Springs, Calif., this year.

She has been on the dean's honor list for four semesters.

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CONTACT: Nita Gilger

LUBBOCK--"Future Directions for Family Housing" is the theme of a real estate-related short course at Texas Tech University April 4-May 2.

The course is designed for those active residential in real estate, appraising, construction and interior design.

About 50 people have pre-registered for the course, which will be held in room 111 of the Home Economics Building from 6:30 p.m.-9:30 p.m. each Monday.

A pre-registration fee of \$10, due by March 17, is refundable through March 28. Total tuition is \$30 prior to April 4 and \$35 if paid on that date. For Texas Tech faculty and students tuition is \$20 prior to April 4 and \$25 for late registration.

The five sessions will cover "The Impact of Changing Family Characteristics and Life Styles on Housing Needs" and "Emerging Concepts in Housing and Creative Design Developments," April 4; "Interior Design: Emphasis on Functional and Aesthetic Use of Interior Space," April 11; "A Pictorial Survey of American Residential Architecture from 1850-1977" and "Landscaping: Environmental Design for Economic Advantages, Pleasing Aesthetics, and Functional Value," April 18; "Remodeling, Restoration and Adaptive Uses of Housing: Emphasis on Cost-Benefit Analysis,"

-more-

real estate short course / add one

April 25; and "Efficiency in Housing Construction and Home Maintenance" and "Zoning: Management of Growth Trends," May 2.

Instructors are Dr. K. Jane Coulter, associate dean, Home Economics, Walter L. Calvert, professor of architecture, Dr. Ronald E. Smith, professor of landscape horticulture, and Willard B. Robinson, professor of architecture and museum science, all Texas Tech faculty.

Bob Ford, architect-engineer, Mrs. Lee Conley, interior designer, ASID, Henry L. Huneke, home builder, Jim Bertram, director of city planning, also are instructors.

The Texas Tech College of Home Economics and Division of Continuing Education are sponsoring the short course.

More information can be obtained by calling Dr. Coulter at (806) 742-3031 or Mrs. Jo Beth Robertson at 742-3048.

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CONTACT: Worth Wren

ATTN: Public Service Directors

(*This is a What's What slide spot. Thank you.)

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VIDEO

AUDIO

SLIDE #1

WHAT'S WHAT AT TEXAS TECH? CHEMETRON CORPORATION
HAS PRESENTED THE COLLEGE OF AGRICULTURAL SCIENCES
A NEW SEMI-AUTOMATIC WELDING MACHINE. STUDENTS OF
FARM AND RANCH PRODUCTION WILL USE THE MACHINE.

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43-3-11-77

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CONTACT: Jean Terrell

LUBBOCK--Texas Tech University student John L. Wimberley, of 1310 W. 12th in Littlefield, has been selected to receive the A. W. Dalrymple Conservation Award. The award is given each year to a student who has made an outstanding contribution to the field of conservation. Wimberley is a senior range and wildlife major.

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43-3-11-77

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CONTACT: Jean Terrell

Texas Tech University student Paul Baker, of 2719 58th in Lubbock, has been elected vice president of the student division of the Texas chapter of the American Society of Agronomy.

Baker, a junior crops major, represented Texas Tech at the annual meeting of the organization in Waco last month.

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44-3-11-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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AUDIO

SLIDE #1

WHAT'S WHAT AT TEXAS TECH? LECTURE ON MODERN GERMAN
THEATER, HELMUT ANTHERS FROM GERMANY, SEVEN-THIRTY
P.M., WEDNESDAY AND THURSDAY (March 16-17), FOREIGN
LANGUAGE AND MATH BUILDING, QUALIA ROOM.

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44-3-11-77

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CONTACT: Worth Wren

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VIDEO

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SLIDE #1

WHAT'S WHAT AT TEXAS TECH? GRADUATE PIANO RECITAL,
CATHY ZEPEDA, EIGHT-FIFTEEN P.M., FRIDAY (March 18),
RECITAL HALL. FREE TO THE PUBLIC.

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45-3-11-77

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CONTACT: Worth Wren

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VIDEO

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SLIDE #1

WHAT'S WHAT AT TEXAS TECH? GRADUATE PIANO CHAMBER
RECITAL, SUZY McCORMICK WOMBLE, SEVEN P.M., THURSDAY
(March 17), RECITAL HALL. FREE TO THE PUBLIC.

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46-3-11-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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VIDEO

AUDIO

SLIDE #1

WHAT'S WHAT AT TEXAS TECH? GULF UNIVERSITIES RESEARCH
CONSORTIUM HAS UNDERWRITTEN A STUDY TO SOLVE PROBLEMS
WITH INCREASING OIL AND NATURAL GAS PRODUCTION. TECH
MATH AND ENGINEERING RESEARCHERS ARE WORKING TOGETHER
ON THE PROJECT.

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47-3-11-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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WHAT'S WHAT AT TEXAS TECH? CHEMETRON CORPORATION HAS
PRESENTED THE COLLEGE OF AGRICULTURAL SCIENCES A NEW SEMI-AUTOMATIC
WELDING MACHINE. STUDENTS OF FARM AND RANCH PRODUCTION WILL USE
THE MACHINE.

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48-3-11-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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WHAT'S WHAT AT TEXAS TECH? GRADUATE PIANO CHAMBER RECITAL,
SUZY McCORMICK WOMBLE, SEVEN P.M., THURSDAY (March 17), RECITAL
HALL, FREE TO THE PUBLIC.

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50-3-11-77

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CONTACT: Worth Wren

ATTN: Public Service Directors

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WHAT'S WHAT AT TEXAS TECH? LECTURE ON MODERN GERMAN
THEATER, HELMUT ANTHER FROM GERMANY, SEVEN-THIRTY P.M.,
WEDNESDAY AND THURSDAY (March 16-17), FOREIGN LANGUAGE AND
MATH BUILDING, QUALIA ROOM.

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52-3-11-77

Texas Tech News

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CONTACT: Dan Tarpley

AMARILLO--The highest indexed bull, a 1,170-pound Angus consigned by Henry Leven of Panhandle, sold to Conley Farms of Perryton for \$1,350 to bring the highest price at the 26th Annual Performance Tested Bull Sale at the Texas Tech University Center at Amarillo, Thursday (March 10).

Fifty-eight bulls were sold at auction to climax the annual Field Day at the Killgore Beef Cattle Center at Pantex, east of Amarillo.

The bull gained 3.41 pounds per day during the 140-day test.

The highest gainer, a 7/8 Simmental consigned by Champion Creek Cattle Company of Colorado City, brought \$775 from the Diamond C Ranch of Stephenville. It gained 3.85 pounds per day and weighed 1,420 pounds.

Another Simmental cross owned by Champion Creek brought the second highest price of \$1,150 from Henry Fields of Claude. It indexed higher than the highest gainer and weighed 1,462 pounds.

The top Hereford, consigned by Robert D. Andrews of Olney, sold for \$900 to H. V. Wheeler of Slaton. The animal weighed 1,058 pounds.

Of the top 12 bulls, seven were Simmental crosses, five were Anguses.

Burt Reyes was the auctioneer. Mike Hinkson of Muleshoe, president of the PanTech Performance Proven Bull Sale Association, presided over the afternoon activities.

-more-

Texas Tech animal scientists Robert A. Long and C. Boyd Ramsey spoke at a morning meeting of cooperators, prospective buyers and visitors.

Reporting on USDA studies, Long said the possible method of sorting cattle on the basis of "frame and muscle is a step in the right direction and far better than what we have been offered."

He cited studies at Texas Tech to determine the difference in feed conversion efficiency among steers of different frame and muscling scores.

He said that the Texas Tech Animal Science Department had shown that regardless of size, sex or level of nutrition, the proportions of the skeleton remain the same. "Therefore, rather than concern ourselves with details of frame size, such as length of rump, we can use one overall measurement."

It is also established, he said, that the proportion of a steer's weight in the various wholesale cuts is constant, "so we need not waste our time in an effort to select cattle with more weight in the high priced cuts."

Muscles occur in a constant proportion throughout the body, so that muscling can be estimated by determining the degree of muscle in an area such as the round, forearm and gaskin, where it is not confounded with fat. Muscle will be equally developed throughout the body.

"Such basic principles are a sound base upon which to build a grading system," Long said.

-more-

Ramsey reported on studies at the U. S. Meat Animal Research Center, Clay Center, Neb., which show the advantages of cross-breeding for beef cattle.

Ramsey said comparisons of crossbreds with straightbreds using Angus, Herefords and Shorthorns, showed an 8.5 per cent advantage in favor of the two-way crossbreds and that three-way crossbreds over two-way crossbreds was 14.6 per cent advantage.

"That gives the three-way crossbreds a 23.1 per cent advantage over the straight breeds," Ramsey pointed out. The figures were based on the number of mother cows exposed, including those which did not calve.

Two other points emphasized by the Texas Tech animal scientist were that purebreeders are needed to retain a supply of seed stock and that calves will be only as good as their parents and grandparents.

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CONTACT: Jean Terrell

EDITORS' ADVISORY:

You are invited to attend the 1977 Agricultural Sciences Honors Pig Roast at 7 p.m. Friday, March 11, in the University Center Ballroom.

Dr. William Waldrip, general manager of Spade Ranches, Tom B. Simmons, member of the board of directors of the First National Bank of Lubbock, and Levi M. Hargrave, agricultural education professor at Texas Tech, will receive Gerald R. Thomas Awards recognizing their outstanding contributions to agriculture in West Texas.

Outstanding teachers and students and donors and recipients of scholarships will also be honored.