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Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Marcia Lundy

ATTN: Agricultural Editors

LUBBOCK--One well-planned, controlled fire can effect several forms of range improvement, but the land manager must first be knowledgeable of fire's effects on each type of land to be burned.

Dr. Henry A. Wright of the range and wildlife management faculty at Texas Tech University has compiled data on the effects of fire on several different types of land in West Texas and on when and how to burn, as well as why.

"The main reasons for use of fire in grasslands include increasing yields and enhancing the taste of coarse grasses, amplifying availability of forage, controlling shrubs and cool season grasses, killing cactus and weeds, removing dead woody material and improving wildlife habitat," Wright said.

On the shortgrass prairie of the High Plains fire has few beneficial uses. Usually the grasses do not benefit from fire, he said, although they tolerate it during wet seasons. If rain is below normal, the grasses can be severely harmed for two or three years.

During a relatively wet season, when soil moisture is high, controlled fire on the shortgrass prairie can be an economical

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fire/add one

means of cleaning up woody debris and killing prickly pear less than two feet tall. Fire will also control small cedar trees.

Contrary to popular theory, fire does not add nitrogen to the soil. Nitrogen and sulphur in the grass are lost in the atmosphere during a burn, Wright said. Phosphorus, potassium, calcium and other minerals, though, are returned to the soil in the ashes, providing some fertilization.

Nitrate content of the soil increases by an indirect effect of the fire, though. After a burn the soil temperature is usually raised an average of 10 degrees Fahrenheit, permitting a ten-fold increase of bacteria populations, which can break down more organic matter in the soil and add to its nitrate content.

Fire has several uses on the mixed prairie of the Rolling Plains. Most beneficial is the increase in both herbage yield and taste of the prevalent coarse grasses, such as tobosagrass. Fire also rids the rangeland of litter often accumulated from these grasses. Annual broomweed, which can be toxic to cattle, particularly calves, is also controlled by burning. Removal of dead honey mesquite and killing of young honey mesquite trees can be accomplished by controlled fire. About 50 to 70 percent of all cactus species will die two years after a burn, Wright said.

In the Edwards Plateau region fire removes chained debris and dead piles of ash juniper and kills young cedar trees. Wright said the combination of dozing and burning allowed one rancher east of Abilene to increase his carrying capacity from one cow per 50 acres to one cow per 15 to 20 acres.

Fire is used in the mesquite and brush country of the Rio

fire/add two

Grande Plains to burn sprayed mesquite and increase forage yields. Although it does increase carrying capacity and makes livestock handling easier, fire can destroy much of the brush cover, which results in depletion of wildlife numbers by as much as 50 percent.

Fire can be extremely harmful to rangeland if used during or after drought seasons or if set under the wrong weather conditions. Relative humidity, soil moisture, air temperature, wind speed and wind direction all need to be within certain levels for each type of rangeland to be burned, Wright stressed. And, if only a portion of a pasture is burned, animals will overgraze that area, which demands a recovery time of as much as seven to eight years.

Experience is the best teacher when using controlled fire, Wright commented, and no one should be in charge of burning a pasture with less than two seasons of burning experience.

The Tech professor reviewed uses of prescribed burning in these areas at the annual meeting of the Texas Section of the Society for Range Management held this month in San Angelo.

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CONTACT: Jimmy Tate

LUBBOCK--Spring registration materials and schedules of classes will be available for Texas Tech University students through Friday of this week and Jan. 8 from 8 a.m.-5 p.m. and Jan. 9-10 from 7:30 a.m.-6 p.m.

Materials may be picked up at the second floor conference room of West Hall.

Continuing Education students may receive registration materials and register for classes through Friday from 12 noon-8 p.m., Jan. 6 from 8 a.m.-12 noon and Jan. 8 from 12 noon-8 p.m., in building X-15.

Spring registration will be Tuesday Jan. 9, 8 a.m.-5 p.m., and Wednesday, Jan. 10, 8 a.m.-6 p.m. in the Lubbock Municipal Coliseum.

Classes will begin Jan. 11.

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CONTACT: Pat Broyles

ATTN: Farm News Directors

"THE CREDIT CRUNCH," A CONFERENCE DEALING WITH THE EFFECTS OF INTEREST RATES AND CREDIT SHORTAGES ON AGRIBUSINESS WILL BE HELD JANUARY 19TH AND 20TH AT TEXAS TECH UNIVERSITY. THE TEXAS USURY LAW WILL ALSO BE CONSIDERED AND POSSIBLE SOLUTIONS DISCUSSED. THE CONFERENCE SHOULD BE OF SPECIAL INTEREST TO CROP AND LIVESTOCK PRODUCERS AND AGRIBUSINESS REPRESENTATIVES. DESIGNED AS A BORROWER'S CONFERENCE, THE PROGRAM WILL GIVE PARTICIPANTS MAXIMUM BENEFITS FOR 1979 CREDIT PLANNING. THE CONFERENCE WILL BE HELD AT THE MUSEUM OF TEXAS TECH IN LUBBOCK. PRE-REGISTRATION MATERIALS MAY BE OBTAINED BY WRITING DR. RICHARD OWENS, DEPARTMENT OF AGRICULTURAL ECONOMICS, TEXAS TECH UNIVERSITY, LUBBOCK 79409.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Jan. 12, 1979)

COLLEGE COURSES THROUGH TELEVISION WILL BE OFFERED DURING THE SPRING SEMESTER AT TEXAS TECH UNIVERSITY. THE FOUR COURSES WILL BE AIRED ON KTXT-TV, CHANNEL FIVE, AND SOME ON-CAMPUS CLASS ATTENDANCE WILL BE REQUIRED. COURSES OFFERED INCLUDE "SELECTED PLAYS OF SHAKESPEARE," "FAMILY RELATIONS AND PARENTING," "GENERAL PSYCHOLOGY" AND "THEATRE ARTS." FOR ADDITIONAL INFORMATION AND FOR ENROLLMENT CONTACT THE DIVISION OF CONTINUING EDUCATION AT (806) 742-2351.

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4-1-3-79

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Feb. 3, 1979)

THE DIVISION OF CONTINUING ENGINEERING EDUCATION AT TEXAS TECH WILL OFFER A COURSE IN "ACTIVITY SCHEDULING" DURING THE SPRING SEMESTER. ENGINEERS COMPLETING THE COURSE WILL RECEIVE THREE HOURS OF GRADUATE CREDIT TOWARD A MASTER'S DEGREE. THE COURSE WILL COVER SUCH TOPICS AS DESCRIPTIONS OF SCHEDULING PROBLEMS, THEORY OF SEQUENCING AND APPLICATION OF RESEARCH RESULTS. COURSE SESSIONS WILL BE HELD ON FRIDAYS AND SATURDAYS FROM FEBRUARY 9TH THROUGH APRIL 21ST. FOR INFORMATION CONTACT THE CONTINUING ENGINEERING EDUCATION DIVISION AT TEXAS TECH BEFORE FEBRUARY 2ND. CALL 742-3429.

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5-1-3-79

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CONTACT: Jimmy Tate

LUBBOCK--Dr. Elliot W. Eisner, nationally recognized leader in art education and general curriculum, will deliver a presentation in the Coronado Room of the University Center at Texas Tech on Thursday, Jan. 11, 3:15 p.m.

Eisner will speak on "The Uses of Qualitative Evaluation for Improving Educational Practice."

Professor of education and art at Stanford University, he is editor of "Confronting Curriculum Reform," co-editor of "Readings in Art Education" and "Conflicting Conceptions of Curriculum," and author of "Educating Artistic Vision."

His articles have been published in "The Harvard Educational Review," "The School Review," "Teachers College Record," "Art Education," "The Elementary School Journal," "Studies in Art Education" and "The Encyclopedia of Educational Research."

Eisner has served as chairman of the Research Committee of the National Art Education Association and as consultant to the National Institute of Education. His research interests include the study of children's artistic development and uses of art criticism as tools for evaluation of educational settings.

The College of Education at Texas Tech is the sponsor for Eisner's presentation. The public is invited.

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CONTACT: Dan Tarpley

LUBBOCK--Jon V. Davidson Jr., native of Columbus, Ga., has joined the staff of the Textile Research Center (TRC) at Texas Tech University as research engineer.

His primary area of responsibility is continuing investigations of twistless yarn with emphasis on commercial use of yarn in both woven and knitted fabrics. He also will be associated with other areas of textile research because of his training and experience.

Davidson received a bachelor's degree in textiles from Georgia Tech in 1970 and a master's degree in textile technology from the Institute of Textile Technology, Charlottesville, Va., in 1973. Upon completion of his graduate studies he was employed as coordinator of planning, scheduling, production and utilization in manufacturing. In 1976 he accepted a position with the U.S. Air Force Academy, a position he held until coming to Texas Tech's Textile Research Center.

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CONTACT: Dan Tarpley

LUBBOCK, Texas--There has been no employment problem for advertising graduates despite a 13 percent increase this year over last, and prospects remain bright for several years.

That is the observation of Drs. Billy I. Ross of Texas Tech University and Donald G. Hileman of the University of Tennessee, editors of "Where Shall I Go to College to Study Advertising?", a directory of advertising programs in United States colleges and universities. The observation was based on information from advertising educators in 80 colleges and universities in 42 states.

"Some program officials did indicate some of the graduates crowded major markets while jobs went begging in smaller markets," Ross said.

Ross is chairperson of the Department of Mass Communications at Texas Tech and Hileman dean of the College of Communications at the University of Tennessee.

"As student enrollment remains about the same, advertising enrollment continues to grow at a steady 5 to 10 percent each year," Ross said. "Most advertising educators think the trend will continue over the next few years."

During the last year the number of graduates increased

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advertising programs/add one

from 2,688 to 3,041, enrollment from 9,616 to 10,195 and faculty from 317 to 321.

Another interesting statistic, Ross pointed out, is that the largest percentage of graduates go to work in mass media.

The survey showed that 36 percent are employed by media, 32 percent by advertising agencies, 25 percent by advertisers and 7 percent by services or suppliers.

Of the 331 who entered media, 56 percent were employed by newspapers, 26 by radio, 15 by television and 2 by magazines.

In its 15th printing, the 1979 edition of the booklet shows a 203 percent increase in graduates over 1965, when the survey first was printed, from 1,005 to 3,041. Student enrollment jumped during the same period from 3,254 to 10,195, up 213 percent; and faculty from 117 to 321, up 174 percent.

Reporting colleges and universities listed 65 programs in journalism-mass communications, 10 in business-marketing and five as joint programs in both areas. Fifty of the programs were called sequences, 23 were called majors and seven had other titles. Sixteen of the schools have programs leading to doctoral degrees, 32 to master's and 32 to bachelor's.

Michigan State University has the largest number of advertising graduates with 183 and the largest enrollment with 755. The University of Missouri has the largest advertising faculty with 16.

Programs accredited by the American Council on Education for Journalism increased during the last year from 25 to 27 and programs accredited by the American Association of Collegiate

advertising programs/add two "

Schools of Business remained at 13.

Copies of the booklet, "Where Shall I Go to College to Study Advertising?", may be obtained from Advertising Education Publications, 3429 Fifty-Fifth Street, Lubbock, Texas 79413. They range in price from \$1 down to 35 cents, depending upon quantities ordered.

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8-1-4-79

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CONTACT: B. Zeeck

ATTN: Agricultural and Financial Editors

LUBBOCK--Marvin R. Duncan, agricultural economist with the Federal Reserve Bank in Kansas City, will be lead-off speaker for a conference on "The Credit Crunch" at Texas Tech University Jan. 19-20.

Other speakers from Texas, Missouri and Colorado will explore the magnitude of the agricultural credit problem from the point of view of various agribusiness sectors--commercial banks, institutional lenders and federal loan agencies. Speakers will examine possible political and legal solutions, particularly with respect to the impact of the Texas usury law. In Texas, as in some other states, no more than 10 percent interest can be charged on loans to individuals.

Meetings in The Museum of Texas Tech University will begin after an 8 a.m. registration on Jan. 19. Pre-registration is \$20, with the fee going to \$25 at the time the conference begins. Registration will be limited to 100 persons.

Duncan will discuss probable trends in interest rates and the supply of loanable funds in 1979.

Other speakers will include Jack Barton, president, Federal Intermediate Credit Bank, Houston; Howard Yandell, president, (cq)

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credit crunch/add one

First National Bank, Lubbock; Lawrence Miller, assistant vice president for farm and ranch mortgages, Metropolitan Life Insurance Co., Kansas City; Evan Goulding, immediate past commissioner of agriculture, Colorado; Carl Anderson, economist specializing in cotton marketing, Texas A&M University; and David Cummins and Robert Wood of the Texas Tech University law faculty. Texas Tech Law School Dean Frank W. Elliott will welcome participants.

Barton's address will emphasize farm credit agencies with respect to the credit shortage and Yandell's the commercial banking industry, both forecasting prospects and problems for the farmer, rancher and agribusiness firm.

In Friday afternoon sessions Miller will discuss real estate loans from the viewpoint of an industrial lender, Goulding the probable impact of current interest rates on the livestock industry and Anderson the probable impact of those rates on crops.

Responding to Goulding's remarks will be Robert M. Carter of Carter Feed Yard, Plainview, and Charles Harmon, president, American AgCredit, Denver. Reactors for Anderson's remarks will be Donald Johnson, executive director, Plains Cotton Growers, and Rex P. Kennedy, director, Agricultural Services, Texas Tech University.

Cummins and Wood will address the conference in Saturday sessions, starting at 9 a.m. Wood will discuss procedures and management problems encountered in incorporating the agricultural business, whether the process is a "remedy or a pitfall." Cummins will outline tax implications of incorporation.

T. Richard Owens, conference coordinator, is a member of the

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agricultural economics faculty at Texas Tech. He said he expects participants to include farmers, ranchers and others in agribusiness, commercial bankers, institutional and federal loan agency representatives and lawyers who advise farmers, ranchers and agribusiness interests.

The conference is sponsored by the Texas Tech Division of Continuing Education and the Bankers Agricultural Credit Conference.

To pre-register write the Division of Continuing Education, P.O. Box 4110, Texas Tech University, Lubbock, Texas 79409. For more information call Owens, (806) 742-2821, or J. Wayland Bennett, (806) 742-2876.

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CONTACT: Dan Tarpley

LUBBOCK--The Research and Training Center in Mental Retardation at Texas Tech University will sponsor a workshop, featuring two training programs produced by the center, at the Allen Park Inn, Houston, Jan. 9-11.

Center Director Gerard J. Bensberg said Dr. Jerry D. Parham, associate director, will be the principal speaker.

Attending will be approximately 60 persons from agencies throughout Texas concerned with staff development, individual program planning and administration of facilities serving developmentally disabled.

Purpose of the workshop, Bensberg said, is to familiarize agencies serving the mentally retarded and other developmentally disabled persons with training materials dealing with individual program planning.

The conference is open to interested persons who may receive additional information by contacting Chuck Elliott, project training officer at the Research and Training Center and coordinator of the workshop.

The Texas Tech center is one of 19 such centers in the nation, three of which specialize in the study of mental retardation and other developmental disabilities.

10-1-4-79

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CONTACT: Dan Tarpley

LUBBOCK--Three courses dealing with the history of Mexico and Chicanos in the United States will be taught by a visiting professor at Texas Tech University during the spring semester.

History Department Chairperson Alwyn Barr said the courses will be taught by Dr. Manuel A. Machado Jr., professor of history at the University of Montana. The courses are not listed in the printed schedule of classes.

They are, with time and place of meeting: "History of Chicanos in the U.S." (History 2316), 10:30 a.m., Tuesdays and Thursdays, Holden Hall, room 6; "Mexico Since Independence" (History 4324), 1:30 p.m., Tuesdays and Thursdays, Holden Hall, room 226; and Section 2 of "Studies in United States History" with Chicano history as the topic for study (History 5315), 7-10 p.m., Thursdays, Holden Hall, room 141.

Machado is author of three books and several articles on Chicano history and United States-Mexican relations, Barr said.

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CONTACT: Jimmy Tate

LUBBOCK--Dr. Reuben B. Frost, Buxton Professor-emeritus at Springfield (Massachusetts) College, will be visiting professor for the Department of Health, Physical Education and Recreation (HPER) at Texas Tech University for the 1979 spring semester.

HPER Chairperson Martin H. McIntyre made the announcement today of Frost's appointment. Dr. McIntyre said Frost will teach "Undergraduate Administration" and a graduate seminar in physical education. He also will advise the faculty on programming.

He will be the first visiting professor to be appointed for a full semester by the department, according to McIntyre.

Frost was director of Health, Physical Education and Recreation from 1960-1972 at Springfield College. He received the A.B. degree from Luther College in 1928, M.A. from the University of Iowa in 1938 and Ph.D. from the University of Oregon in 1958.

He also has taught and coached at Glenwood (Minn.) Park Region Luther College, Bemidji (Minn.) State Teachers College and South Dakota State College.

The South Dakota Association of Health, Physical Education and Recreation elected him president for 1953-54. He was chairperson of the New England Physical Education Committee,

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co-chairperson of the National Health and Physical Education Committee and president of the National YMCA Health and Physical Education Assembly.

Frost has lectured throughout the United States and in nine foreign countries. He directed the Peace Corps Training Program at Springfield College in 1963 and represented the United States at the International Olympic Academy in 1965.

Author of three textbooks, he edited "Volume III" of the "Encyclopedia of Physical Education, Fitness and Sports." His writings include more than 35 articles in professional publications.

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CONTACT: B. Zeeck

ATTENTION: Education Editors

LUBBOCK-- An event-packed day in the life of a college student is in store for high school students and others participating in the 1979 annual Texas Tech University Day, March 2.

University Day plans include a look at academic and student assistance programs, a tour of the campus, visits with advisers and, to top off the experience, a swimming and dance party at the Texas Tech Aquatic Center.

Traditionally about 1,500 students from high schools and junior colleges throughout the state use University Day to take an in-depth look at Texas Tech programs and facilities.

While 41 percent of Texas Tech's 22,500 students list the Lubbock area as "home," 16.5 percent, or 3,427, come from the Dallas-Fort Worth area. More than 1,000 come from Houston and a similar number from the Midland-Odessa area. San Antonio, Amarillo and El Paso areas each send more than 500 students to Texas Tech. From each of the Austin, Waco-Temple-Belton and the Wichita Falls area more than 250 students are enrolled.

The day is arranged to give an overall view of collegiate life in general and the Texas Tech University experience in particular. Visitors need not be planning to enroll at Texas Tech to participate. There are no fees.

In addition to conferring with advisers in any of the university's six undergraduate schools, participants can talk with experts in counseling,

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financial aids, sports, student organizations including fraternities and sororities, the honors program, military organizations and other specialized areas.

For the first time this year high school and junior college counselors are invited to a luncheon and meeting designed to serve their particular interests.

University Day begins with registration in the University Center Courtyard, starting at 8:45 a.m. It ends at 10:30 p.m. at the swimming pool.

John Edwards, admissions officer, is coordinating events.

"While there are formal programs planned," Edwards said, "informality is stressed. For fun there will be movies, swimming, dancing and the tours. Ample time is provided for students to browse and visit with Tech student, professors and staff."

The student also has time to seek advice from whatever college or colleges interest him or her. Students can visit departments of their choosing and attend special programs offered in each of the colleges.

"University Day is an important step in the life of college-bound students," he said. "It gives them an opportunity to 'get their feet wet,' sample a feeling of college life and to feel more at home when they eventually enroll in a university."

For more information, students can contact Edwards through the Office of Admissions and Records, Texas Tech University, Lubbock, Texas 79409, (806) 742-3661.