

Ag Communications Wins Awards

A&M's Department of Agricultural Communications won 16 awards in recent national competition with the American Association of Agricultural College Editors.

The department's print media section won four of the awards, three blue ribbons, indicating outstanding entries, and one red, indicating quality, in the four press classes. Blue ribbons were awarded

on one week's news releases to weekly newspapers, a single news feature quoting Dr. H. O. Kunkel, dean of agriculture, on the "why" of food prices, and press services to magazines, including five feature articles with photos and other supporting materials. The red ribbon was on one week's news releases to dailies.

Five awards were won by the department's electronic media

section. These included a blue ribbon for one of the "Smart Shopper" radio features, which is a series of special programs with musical introductions; and a red ribbon for the special production of a filmed television feature. White ribbons were awarded for the regular production of a filmed television feature, a television newsclip and a motion picture production.

Two blue ribbons were awarded to the Texas Agricultural Experiment Station publications section in the classes of technical research and popular miscellaneous publications. Winners were the Technical Monograph 8, "The Bats of the Genus Carollia," and the General Soil Map of Texas, produced in cooperation with the

Soil Conservation Service. The other five ribbons were awarded to Extension Service publications. Four were red ribbons for a popular home economics publication, a periodic direct mail newsletter, the summer 1972 edition of the "Texas Agricultural Progress," and a communications training publication, "In a Quandary over Newsletters?"

The 1972 annual Extension report received a white ribbon. The Department of Agricultural Communications is composed of the editorial offices of the Agricultural Extension Service and Agricultural Experiment Station plus the reproduction and distribution division. The department is responsible for the preparation and distribution of mass media

materials and information as well as publications relating to agriculture and agricultural research, home economics and family living, community resource development and 4-H and youth programs.

Dr. William E. Tedrick serves as editor and head of the department, with Mary K. Mahoney as associate editor. Heading the various sections are Bill Braden, print media; Larry Quinn, electronic media; Mrs. Helen Scott, Experiment Station publications; Mrs. Dorothy Holland, Extension Service publications; Bob Cullen, art; Cornell Green, visuals; and Tommy Ryan, reproduction and distribution.

Library To Offer Computer Service

A new computerized search service will be offered by the A&M Library beginning Sept. 1.

The computer search service will enable machine reading of indexes to the Educational Resources Information Center (ERIC).

The system was planned in cooperation with the Data Processing Center and College of Education, Director of Libraries John B. Smith announced.

Machine readable indexes to the ERIC education series and necessary programs to operate a search system will be acquired through Texas Education Agency funds provided by the College of Education.

The ERIC data base is a highly respected and valuable source of information for faculty, researchers and students in the field of education. Access to the base is currently through two printed indexes, Research in Education and Current Index to Journals in Education.

Access to the service will be through the library where the ERIC series is stored on microfiche.

A library staff member familiar with the data base and search system will be available to make interface between the ultimate user and system, to assure efficiency. Cost of operating the system will be borne by the user. The cost for even the most complicated search is not expected to exceed \$10 however.

With the additional service, the library will have three major data bases. The other two are the Census Data and Compustat Data on Corporations.

Smith said plans are to make the service available to off-campus users such as local teachers and researchers at other universities.

Rainfall Nearing Annual Average

Heavy June rains moved the Bryan and College Station area within seven inches of the annual average.

Yearly rainfall here averages 39 inches.

June added 7.8 inches to the total for the first six months of 1973. Several observers in an A&M meteorology research project have totaled more than 32 inches for the period.

It was the wettest June since 1968, according to records of Dr. Dennis Driscoll, Meteorology Department professor directing the research. Remnants of a hurricane helped June, 1968, total 15.6 inches.

Less rain is pictured for the next 30 days. The 30-day National Weather Service outlook calls for near normal temperatures aver-

aging 84 degrees and slightly above normal rainfall of about three inches.

The long-range June rainfall average is 3.2 inches. Past records indicate 2.5 inches is normal between mid-July and mid-August.

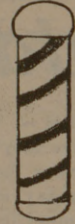
June rainfall amounts varied from 10.83 inches near Wellborn to 6.69 inches in the 400 block of Mitchell St. Nine other observers gauged more than eight inches last month. The June average for the Carters Creek catchment area was obtained from measurements by 34 persons who cooperate in the research.

June temperatures ranged from 93 on the 17th to 64 on the 6th and 7th.

The East Yegua Creek basin west of Caldwell averaged 5.55 inches in June.

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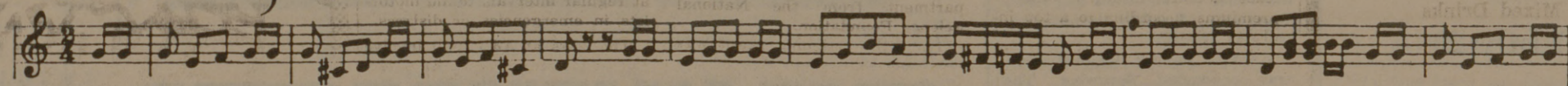


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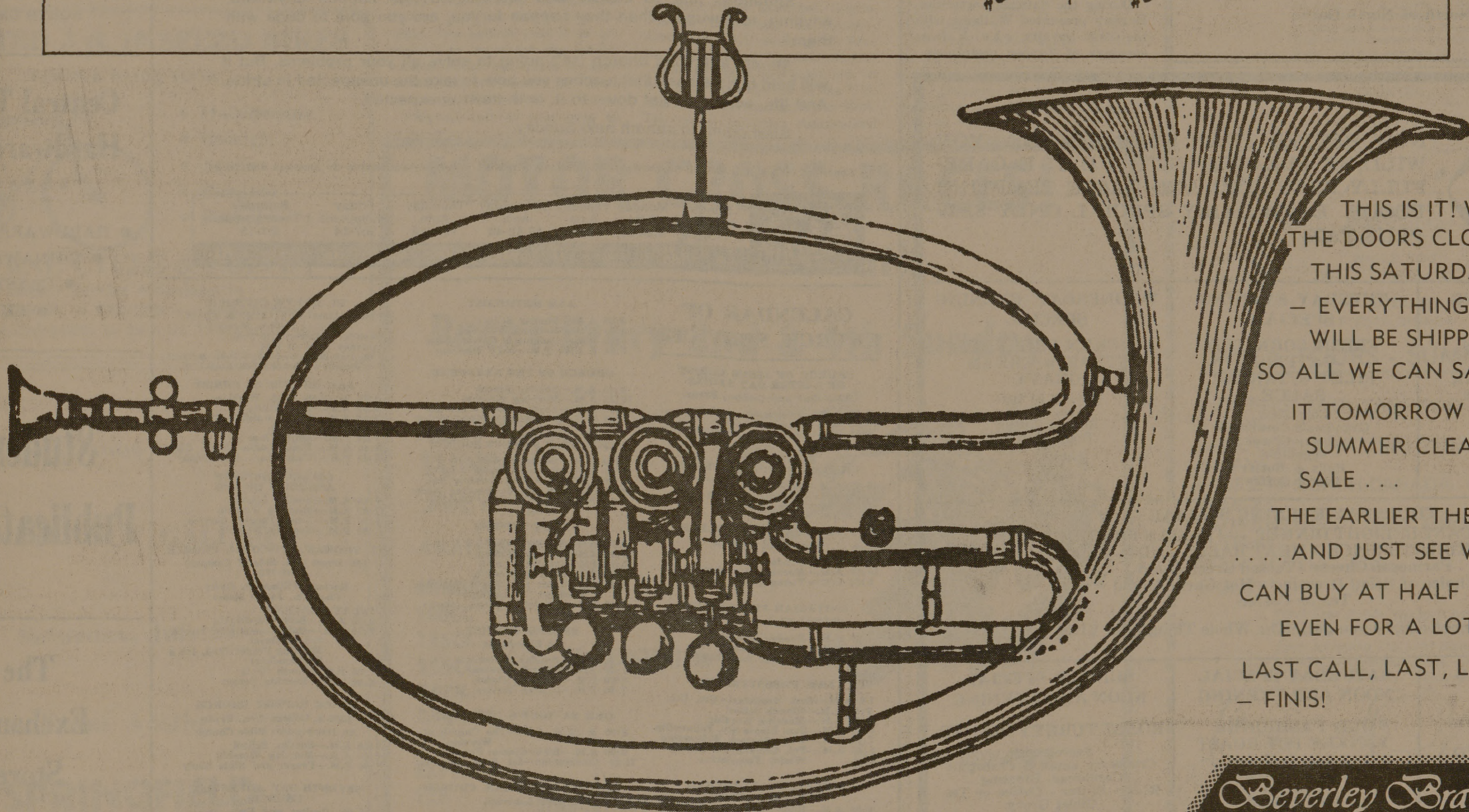
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