

Local

University Press soon to publish 100th book

The Texas A&M University Press, which published its first book six years ago, celebrates the printing of its 100th book June 18 with the presentation of a volume on the lost architectural treasures of the state.

Written by Lubbock author Willard B. Robinson, "Gone From Texas: Our Lost Architectural Heritage" is also the ninth volume published in the Centennial Series sponsored by the Texas A&M Association of Former Students.

The significance of the 100th book for the press is that it comes so soon," said Lloyd Lyman, director. "There are few university presses that have progressed so rapidly."

Robinson's book fulfills two major objectives of the press, Lyman said, emphasizing material with high scholarly interest, which would be useful to the academic community, while holding regional interest for citizens throughout Texas and the Southwest.

The book examines both private and public architecture from the earliest Indian dwellings and Hispanic structures into the twentieth century and outlines the social, economic and aesthetic trends that gave rise to architecture in the state. In more than 250

historical photographs and drawings, it preserves the history of Texas architecture from a perspective that might otherwise have disappeared with the buildings.

Robinson's emphasis on the significance of lost architecture presents a powerful appeal for preservation of important works that remain.

A public reception and autograph party to mark the milestone of the 100th book will be held June 18 from 3:30-5:30 p.m. in the Former Students Association Lobby of the Memorial Student Center on the Texas A&M campus.

"The University Press was established in 1974 and support for it has been both strong and diversified," said Gayla Christiansen, marketing director. "It's only appropriate that the 100th book be in honor of the Centennial Series of the Association of Former Students."

Christiansen said that although outside support for the press has been strong, one key to its success is the leadership directors have provided in attracting fine work from scholars and writers. Both she and Lyman also attribute the organization's accomplishments to its first director, Frank Wardlaw,

who prior to coming to Texas A&M in 1974 had been director of the University of Texas Press for almost to his native South Carolina.

"We constantly stay in touch with the market to see how our books are moving," Christiansen continued. "Some books do well because of widespread interest and others aren't expected to be big sellers because they are published for limited audiences."

One of the press' more popular books, "Early Texas Oil: A Photographic History," is in its fourth printing, which takes it up to 17,000 copies, she added. The book was initially published in 1977 and a sequel to it, a photographic history of early Oklahoma oil published this spring, is also expected to do well.

Other books published this spring include "H.W. Caylor, Frontier Artist," a book with introduction by Joe Pickle which rediscovers Caylor's place as a painter of western America and two books on Mexico, "Alvaro Obregon, Power and Revolution in Mexico, 1911-1920," by Linda B. Hall and "Reveltosos, Mexico's Rebels in the United States, 1903-1923," by W. Dirk Raat.

University Press seeking new authors

If you write fiction or poetry, the Texas A&M University Press is not interested in publishing your work.

But the University Press is looking for a variety of manuscripts on subjects ranging from western and Latin American history to Texas art.

Noel Parsons, University Press editor, spends much of his time reading manuscripts that might make good books. He also is active in the recruitment of prospective authors.

"We hear about manuscripts being prepared, we seek out writers from articles in scholarly publications mentioning research, and we also get quite a few volunteers," Parsons said.

A native of Oklahoma, Parsons, 39, had been associate editor of the press since 1975 and was promoted to editor last month. Much of his early experience in publishing came from his work at the University of Oklahoma

Press and the University of Illinois Press.

One of his prime duties at the press is to decide whether a book will fit the institution's lists of special emphases.

"A manuscript may be wonderful, but not for us," he explained. "We publish no fiction or poetry."

The Texas A&M press's main emphasis, he said, is on such subjects as western and Latin American history, natural history, environmental history, economics, petroleum history, Texas art and the Texas environment.

But not all its books are "heavy" reading. The new oil series, for instance, depicts through old photographs the early booms of Oklahoma and Texas. A new book in the series is being prepared on early Louisiana and Arkansas oil booms.

Parsons would like to expand the list to include Texas medical history, Texas and west-

ern women's studies, twentieth-century military history, Mexican-American border studies, and environmental books with an international perspective.

The days are past, he said, when a scholarly press can publish without taking into account the cost of the book. Publishers must consider saleability.

"We have a number of books — like 'Texas Wildlife' and 'Landscapes of Texas' — that do very well and allow us to make up for some books that don't sell as well," Parsons said. "Some of our books are for limited audiences and we know they won't be big sellers."

The press staff tries to stay in touch with bookstore owners to see how the press's products are moving.

"We gain experience with each book," Parsons said.

A&M scientists will conduct cloning experiments on cattle

United Press International COLLEGE STATION — Cattle breeders long have sought methods that would help them produce bigger and healthier specimens and also reduce the long delays associated with normal selective breeding.

Two Texas A&M University scientists think they may have found the answer — cloning.

Geneticist James Womack, and Duane Kraemer, a pioneer in embryo transfer studies, will make exploratory tests on cattle, inserting genetic material from one strain of cattle to the embryo of another.

"This study will concentrate on adapting microinjection and cell nuclei fusion techniques already developed in mice to cattle ova," said Kraemer.

Womack already is "mapping" cattle genes which include 60 fairly small chromosomes, that part of the cell nucleus containing DNA, the basic genetic code. Researchers must develop a good gene map before they can begin to remove pieces of genetic material and implant them in the genes of other cells.

Mapping is the location of specific genes, the basic units of heredity, at the spots they occupy along specific chromosomes.

"Gene mapping is necessary to permit transmission of only the desirable traits — resistance to disease, for example, or a larger size — from one species or strain to another," he said.

Womack said mapping entails joining genetic material from one animal to tissue culture lines with

which scientists are familiar.

As the hybrid cell grows, scientists are able to trace and study changes in genetic material through enzyme analysis.

One of the current limitations on selective breeding of livestock has been the time needed — usually several generations — to fix one or more desirable genetic traits within a herd or breed of cattle.

Since the amount of genetic variation within a particular species is already limited by nature, there also are limits to the change that can be accomplished through normal breeding, they said.

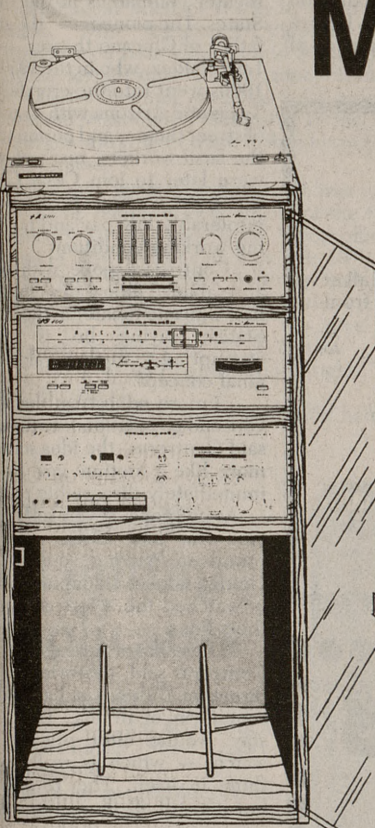
But if recombinant DNA is proven adaptable in large farm animals, the process could dramatically increase the efficiency of food and fiber production from harder stock, the scientists said.

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