

Local

What's up at Texas A&M

TUESDAY

TAMU ORAL INTERPRETATION ORGANIZATION: Will hold an organizational meeting at 5 p.m. in Room 231, MSC. Officers will be announced and the fall schedule of activities covered. Dues are \$3 for the semester. New members are welcome.

TAMU TRAP AND SKEET CLUB: Will hold their first organizational meeting at 7 p.m. in Room 109, Military Sciences Building. Beginners and all hunters are welcome.

OFF CAMPUS AGGIES: Will hold a meeting to discuss committees and apartment council elections at 6:30 p.m. in Room 201, MSC.

AMERICAN INSTITUTE OF CHEMICAL ENGINEERS: Membership registration is \$7 and Pete Radecki will speak on the transition from college to the real world.

PREMED/DENT SOCIETY: Dr. Ward, Associate Dean for Student Affairs, Texas A&M College of Medicine, will speak at 7:30 p.m. in Room 321, Physics Building.

FAYETTE COUNTY HOMETOWN CLUB: Will hold the first meeting of the year to discuss business at 6:30 p.m. in

Room 502, Rudder Tower.

SOCIETY OF AUTOMOTIVE ENGINEERS: Will hold an organizational meeting at 7 p.m. in Room 128B, Zachry Engineering Center.

TEXAS A&M STUDENT DIETETIC ASSOCIATION: Will have a guest speaker and salad supper at 6:30 p.m. in Room 126, Kleburg. All members should bring an ingredient.

TYLER HOMETOWN CLUB: Will hold a meeting at 7 p.m. in Room 404, Rudder Tower. Everyone from the Tyler-Smith Area is invited. Elections will be held for club officers.

Wednesday

EL PASO HOMETOWN CLUB: Will hold an organizational meeting and elect officers at 7:30 p.m. in Room 504 Rudder Tower.

TEXAS STUDENT EDUCATION ASSOCIATION: Dean Corrigan, Dean of College of Education, will speak along with membership drive at 7 p.m. in Room 701 Rudder Tower.

EUROPE CLUB: Organizational meeting and discussion of future events at 9 p.m. at Mr. Gatti's.

Electronic marketing foreseeable

Buyers bullish over computer beef

By ERICA KRENNERICH

Battalion Reporter

Cattlex, a computerized cattle marketing system developed at Texas A&M University, completed its first year of operation Sept. 3, proving that cattle can be electronically marketed.

Cattlex, which stands for cattle change, is a joint research project of the Texas and U.S. Departments of Agriculture as well as the Texas Agricultural Extension Service and the Texas Agricultural Experiment Station, both branches of the Texas A&M System.

Dr. Ernie Davis, an extension livestock marketing specialist and one of the system's developers, said the idea for Cattlex started in 1977 when he organized a group of livestock industry leaders to look at the system's developers.

Davis said they became interested in computer marketing after viewing an electronic marketing system for cotton. "They are interested to know if (Texas) could develop a similar system for cattle, particularly feeder cattle," he said.

Grant money became available and Cattlex went into development, Davis said.

The Cattlex system began with yet another cooperators and has since grown to 29 cooperators statewide, including 11 feedyards and

13 auction markets. Each cooperator is a computer terminal location with a printer and cathode ray tube (CRT) which resembles a television screen, Davis said.

The 29 CRTs are linked together by telephone lines. Regular auctions occur each business day at all terminal locations.

Cattle offered for auction are of two types, ranch and delivered. Ranch cattle are those for sale in truckload or larger lots. A truckload lot weighs about 44,000 pounds. If a seller has a truckload lot, he can have a Cattlex grader go to his ranch to grade and describe the cattle while they remain on pasture, Davis said.

Davis said the cattle must be delivered to a Cattlex location to be graded and described prior to auction if they weigh less than a truckload lot. The minimum lot that is offered over the system is 10,000 pounds. Cattle also can be offered on a contract basis for future delivery, Davis said.

Graders attend a two-day school at Texas A&M to become certified and trained. "Most of them (graders) have been cattlemen all of their lives and they are already order buyers or auction market managers, people who sort cattle for auctions and order buyers," Davis said. "All we do is standardize the way they grade and de-

scribe cattle."

Currently, 55 graders have been certified, he said. They list the sex, age, grade, breed, weight and flesh condition of the cattle.

Sellers pay a listing fee and information on their lot is put into the computer and becomes available to buyers at all terminals, Davis said.

Each lot listed is offered to all buyers, who view CRT screens, at the same time. Each lot is subject to competitive bidding for 16 minutes before it is taken off the auction for the day. "Sellers can set a no-sale price on their cattle before the auction," Davis said. This price specifies the minimum price the seller will accept.

Davis said the greatest advantage of the Cattlex system is its cost efficiency. "You don't have to travel all over the country to locate cattle," he said. "You can transport them straight from the seller to the buyer and the cattle get there in a healthier condition," Davis said.

"The buyers have been very satisfied with the cattle that were delivered," Davis said. "Sellers have been happy because they have received about \$1 per (100 pounds) of cattle more on Cattlex than their local markets were selling for on a particular sale date."

Davis said there have been no major problems in operating Cattlex and the current phase simply involves trying to increase the volume of sales over the system. "The market has been basically in a tailspin ever since we started and people will put a no-sale price on their cattle that is generally higher than the market," he said. Many of the cattle are retained and go onto

a feedyard under the same owner, he said.

Another problem, Davis noted,

is the short-term length of the project. He said some people are afraid to try the system since it will be shut off in December. "Some people are afraid to lose their market contacts," he said. Also, some people are uninterested and some do not understand the system, he said.

Davis said despite good press coverage there are still many people who have not heard of Cattlex. "But I think definitely in the next two to three years there will be a commercial unit," he said.

Today's Almanac

Today is Tuesday, Sept. 15, the 258th day of 1981 with 107 to follow.

The moon is moving toward its last quarter.

The morning star is Mars. The evening stars are Mercury, Venus, Jupiter and Saturn.

Those born on this date in history are under the sign of Virgo.

Republican William Howard Taft, 27th president of the United States, was born Sept. 15, 1857.

On this date in history: In 1942, armies of Nazi Germany began the siege of Stalingrad, Russia.

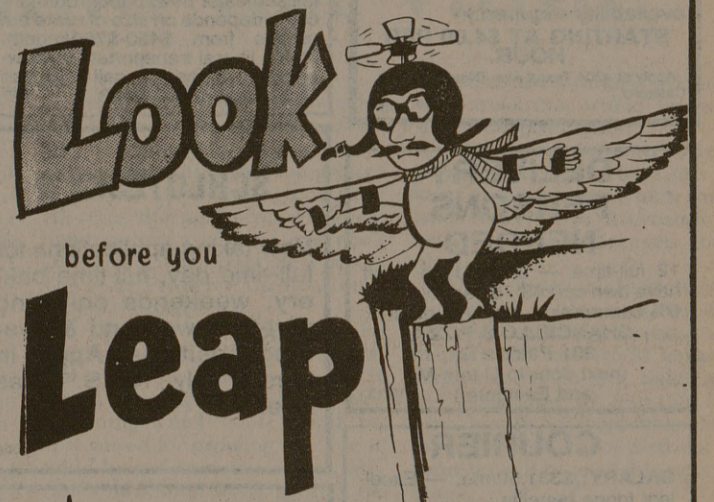
In 1963, four black girls were killed in the bombing of a church in Birmingham, Ala. Two black boys also were shot to death that day as citywide rioting broke out.

In 1966, Gemini 2 splashed down in the Atlantic Ocean after a then-record, three-day space flight.

In 1972, two former White House aides and five other men

were indicted on charges of conspiracy in the break-in of Democratic National Committee headquarters in Washington (Watergate).

A thought for the day: English author John Ruskin said, "That country is the richest which nourishes the greatest number of noble and happy human beings."



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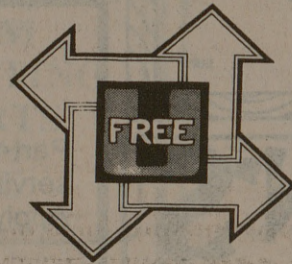
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MSC FREE UNIVERSITY REGISTRATION

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SEPT. 23
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- Juggling
- Photography
- Human Sexuality
- Slimnastics
- Judo
- Guitar
- Dancercise
- Yoga
- C&W Dance
- Jitterbug
- Dorm & Apt. Security

IS LAW SCHOOL FOR YOU?

Join the Pre Law Society & find out!

1st general meeting

Wed. Sept. 16 7 p.m. 301 Rudder Tower

Items to be discussed include:

- MOCK LSAT
- WOMEN'S LUNCHEON
- RECEPTION FOR LAW SCHOOL DEANS

Texas Student Education Association

1st general meeting
Sept. 16 7 p.m.
Room 701 Rudder

DEAN CORRIGAN, Dean of College of Education will speak.

Christian Fellowship

CANTERBURY HOUSE
EPISCOPAL STUDENT CENTER

would like to welcome you to our

Wednesday Evening (5:30) Eucharist and Supper
other activities available are—

Friday morning (6:30) Eucharist and breakfast

Evening Prayer

Bible studies

Life Small Group (small sharing groups)

prayer partners

student center chapel (St. Jude's) open 24 hours

study space and TV room open until 11pm daily

902 JERSEY ST. ACROSS FROM THE BONFIRE SITE

696-0774 or 696-1726

Service held in Austin for Aggie flier

Memorial services were held last week in Austin for 1st Lt. Denis Mason, 27, a distinguished military graduate of Texas A&M University. His F-105 aircraft crashed off the Danish coast Aug.

Mason, Class of '75, was on a training mission with his Air Force Reserve unit, the 508th Tactical Fighter Group, at the time of the accident. The unit is based at Hill Air Force Base in Utah.

A native of Austin, Mason was the son of retired Col. and Mrs. Robert Mason. He joined the Air Force Reserve soon after graduation.

Mason was a member of Squadron 1 in the Texas A&M Corps of Cadets and a member of Alpha Phi Omega.

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MSC CAMAC

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(a mariache band)

commemorating

MEXICO'S INDEPENDENCE DAY

date: Sept. 16

time: 11 a.m.-2 p.m.

place: Rudder Fountain

