

DATE	Stories and Cutlines	Locals	Reg. Dai	Reg. Wee	50 M's	Reg. Rad	x-list	Adj. Co	Hometown	Explanations
1-9-5-78	Dr. P. Knipping on aging	/	/	/						
2-9-5-78	Windhausen appointment	/	/							10 to Dan
3-9-5-78	Educational grant	/	/							
4-9-5-78	PSA - UC Events									local radio, radio plus
5-9-5-78	Ed supervision class									Canyon Amarillo, Ranger, Tampa
6-9-6-78	Mackey appointed to NSF	/	/		/					
7-9-6-78	Atmospheric Science	/	/							
8-9-6-78	Bolen appointment	/	/							
9-9-7-78	Peru-business visit	/	/					/		
10-9-7-78	Golden Spar	/	/		/					Kingsville, Paducah, ^{Snyder} Victoria
11-9-7-78	Kinderschule	/	/							
12-9-7-78	Cutlines on golden spar									
13-9-7-78	United Way campaign									UD
14-9-8-78	Livestock & Money Symp	/	/		/					Ag list
15-9-8-78	Homelowners - Fashion Show									35 copies
16-9-8-78	Fashion Show	/	/							
17-9-8-78	Film Series - UC	/	/				/			
18-9-8-78	Cultural Resources Institute	/	/							
19-9-8-78	Moody Plane Program	/	/				/			
20-9-8-78	PSA - Bucky Fuller									local radio, radio plus
21-9-8-78	Law Seminar	/	/				/			
22-9-8-78	R. Fuller	/	/				/			

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Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

LUBBOCK--Myths may have no place in modern society, but they continue to swirl around the elderly, and one office at Texas Tech University is making a concentrated effort to dispel them.

Dr. Paul A. Knipping, acting director of the university's Center on Aging, terms as "nonsense" the idea that all older people are very much alike, and he cited research to indicate there are other common misconceptions.

It is not true, he said, that the ability to learn new information diminishes with age; that, while people over 65 may experience some "health condition", they are limited in daily activities; that there is a steady rate of deterioration with each passing year; that psychiatric impairment is greater than that for younger people; that older people are sexually inactive, isolated, unproductive and rigid in their attitudes; or that older people have adequate incomes.

One-third of all the aged in the United States are plagued by poverty, he said. Three-fourths say they are not lonely. "Psychiatric impairment of older people is no greater than that for younger persons," he said. "However, for young persons severe psychological problems are usually treated, and for older persons these same problems are considered 'par for the aging

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knipping/add one

course', which suggests a sort of benign neglect."

As for the myth about unproductiveness, Knipping listed several of the world's greatest humans as among those who made strong contributions in old age.

On his list are Chaucer, Goethe, Leonardo DaVinci, Charles DeGaulle, Martha Graham, Agatha Christie, Rachel Carson, Maurice Chevalier, Madame Curie, Robert Frost, the Mayo brothers, Pope John XXIII, Margaret Mead, Grandma Moses, Duke Ellington and Louis Armstrong.

"Despite the evidence," Knipping said, "public attitude has supported the notion of lower expectations and diminished standards of performance for everyone over 65.

"Society persists in perpetuating myths concerning the aged, and this is likely to contribute to a growing dissension as we emerge from a youth-oriented to a maturing society."

At Texas Tech University, as at other institutions, Knipping said, there is a growing interest in studies related to gerontology. Research and courses are available now in the College of Arts and Sciences in the departments of Sociology, Psychology and Political Science; Home Economics in the departments of Food and Nutrition, Home and Family Life and Clothing and Textiles; and in the College of Education; in the Division of Continuing Education, the School of Law and the School of Medicine, Department of Family Practice.

Knipping is a member of the faculty in Health, Physical Education and Recreation.

He explains that the center seeks input from faculty, students

knipping/add two

and any others interested in meeting the growing need for better understanding of the problems associated with aging.

For more information contact Dr. Knipping, Room 60, Holden Hall, Texas Tech University, Lubbock, Texas 79409 or call (806) 742-2410.

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CONTACT: Becky Patterson

LUBBOCK--Fulbright-Hays scholar Rodolfo A. Windhausen of Argentina is visiting Texas Tech University's Department of Mass Communications this year as a lecturer and researcher.

He has received several academic honors and has had multi-faceted journalistic experience.

Windhausen, 34, is the first Fulbright-Hays fellowship recipient to teach at the Mass Communications Department of Texas Tech, according to Dr. Billy I. Ross, chairperson.

The visiting scholar said he began his journalism career at age 16. Since that time he has been a reporter, reviewer and critic of literature and music, mass communications and jazz music lecturer, traveling correspondent, television news commentator and radio news editor. He has traveled extensively in Europe, South America, Spain and the United States.

Windhausen is from Tucuman, Argentina. He studied law at the Universidad Nacional de Tucuman. When his legal studies were nearly completed, however, he decided to devote full time to journalistic pursuits.

Since 1970 the journalist has been a staff writer for "La Gaceta," a newspaper which he described as one of Argentina's "biggest editorial enterprises" with a circulation of approximately 100,000. He has supplied the paper with general information

windhausen/add one

articles, literary reviews and essays, critiques of jazz performances and fine arts information.

Windhausen is one of only a handful of Argentine jazz critics. His writing is credited with aiding the diffusion of the Argentinian style of jazz to other countries. He also lectures on the subject.

In 1972 the Organization of American States awarded him a fellowship to study at the Centro Internacional de Estudios Superiores de Periodismo para America Latina, UNESCO-supported mass communications research center in Quito, Ecuador.

He continued his studies in 1973 at the Facultad de Ciencias de la Informacion at the University of Navarra, Pamplona, Spain, under a scholarship provided by Germany's Aktion Adveniat Foundation.

In 1975 Windhausen served as special correspondent in Europe for "El Cronista Comercial," Argentina's leading financial newspaper. Later that year he was appointed professor and subsequently became director of Tucuman's School of Journalism.

He has also served as temporary information assistant at the United Nations Information Center in Buenos Aires. Last year he was press and publications counselor for Tucuman's State Secretariat of Tourism and news editor of Tucuman's branch of Argentina's federal government radio network.

Windhausen will teach two Texas Tech mass communications undergraduate courses this fall, "International Communications" and "Public Opinion and Propaganda." He plans to teach "International Advertising," "Public Opinion and Public Issues," and a graduate

windhausen/add two

level course, "Public Opinion and Propaganda" during the spring semester. He also will be available for lectures to civic clubs, area colleges and other organizations in Lubbock and West Texas.

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CONTACT: Gail Molsbee

LUBBOCK--In cooperation with West Texas State University (WTSU), Texas Tech University will offer an advanced graduate class in educational supervision on the Canyon campus.

"Supervision of Classroom Instruction," EDAD 5314, will count as a credit toward a supervision certificate for those enrolled.

Persons with graduate status may register Sept. 11, 7-10 p.m., USC Building, room 104 at WTSU.

The course will introduce a variety of methods of assessing instruction, with an examination of the strengths and problems inherent in each type.

In an effort to make available to students programs that are not currently offered by local universities, Texas Tech is offering courses in neighboring areas such as Canyon, Snyder and Abilene.

More information may be obtained from the College of Education, Box 4560, Texas Tech University, Lubbock, Texas 79409.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Sept. 19, 1978)

FOR IMMEDIATE RELEASE

ORDER YOUR SEASON TICKETS NOW FOR THE TEXAS TECH UNIVERSITY ARTISTS SERIES AND GET READY TO ENJOY A SEASON OF THE BEST ENTERTAINMENT IN TOWN. THE SERIES FEATURES SEVEN ARTISTS... INCLUDING VINCENT PRICE, THE HOUSTON BALLET, JIMMY DRIFTWOOD, IN CONCERT AND MIME, KEITH BERGER. SO ORDER YOUR SERIES TICKETS NOW AND TAKE ADVANTAGE OF SPECIAL SAVINGS. CALL THE UC TICKETBOOTH AT 742-3610.

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Directors' Note:

Following is a list of the artists and their appearance dates at Texas Tech.

Vincent Price as Oscar Wilde in "Diversions & Delights"-Sept. 26.

Jimmy Driftwood and the Traveling Ozark Folk Festival-Oct. 10.

Houston Ballet-Nov. 2-3.

Dudley Riggs' Brave New Workshop-Dec. 7.

Canadian Brass-Feb. 15.

Keith Berger-March 1-2.

John Biggs Consort-April 10.

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CONTACT: Kim Palmer

LUBBOCK--The Bureau of Education for the Handicapped of the U.S. Office of Education has awarded the Special Education Program of the College of Education at Texas Tech University \$90,000 to support continuation of operations for the 1978-79 academic year.

Dr. Gary M. Blackburn, assistant professor of education, said \$40,000 has been allocated for preparation of professional personnel to educate the severely to profoundly handicapped. The program is currently focusing on problems of the mildly to moderately handicapped, the professor explained.

Available resources, practicum sites, need of the region and federal priorities were outlined in the grant applications.

The Texas Education Association has divided the state into several Educational Service Centers (ESC). Lubbock is in one such region covering an area comparable in size to Vermont and New Jersey.

It is sparsely populated with approximately four students per square mile, Blackburn said.

"The grant will aid us in responding to the mandates of Public Law 94142, which guarantees all children, regardless of handicapping conditions, a free and appropriate education. The money will help us prepare teachers for the severely handicapped students, many of whom previously had little opportunity for an education."

-more-

education grant/add one

Approximately \$37,000 will be used for one salaried faculty member, three graduate student stipends and 12 short-term graduate students--six each semester. The remaining \$3,000 will go toward in-service training, consultants, symposia and the enhancement of summer workshop programs through the ESC.

A separate grant of \$50,000 will be utilized by the special education program to prepare teachers of the visually and multiply handicapped. Dr. Virginia M. Sowell, assistant professor of education, is principal investigator.

The money will fund one salaried faculty member, instructional material and equipment and two graduate student stipends. Dr. Julie Jones of the University of Pittsburg has been appointed to the faculty position.

"Both grants allow us to increase offerings to teachers of the handicapped," Blackburn said.

Practicum sites for special education teachers include the Lubbock Independent School District, Milam Training Center for Children and the Lubbock State School.

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LUBBOCK--President Cecil Mackey of Texas Tech University has been appointed to the National Science Foundation Advisory Council.

The Advisory Council is a 24-member group that reviews and provides advice on NSF issues of concern to Director Richard C. Atkinson, to the scientific community and to the public in the administration of NSF programs for the support of science.

Founded a year ago, the Council has considered the role of universities as centers for basic research, of NSF and the public, and of scientific cooperation with Western Europe.

Council membership represents a cross section of scientific disciplines and includes non-scientists as well. Members are appointed by the NSF Director in consultation with the National Science Board. Former Tech President Grover E. Murray is vice chairman of the Science Board.

"I am pleased that Dr. Mackey has been chosen for this signal honor," Dr. Murray commented today. "Certainly he will make a marked contribution to the Council's functionings. His appointment honors not only the man but Texas Tech University as well."

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CONTACT: Heinrich H. Steiner

LUBBOCK--Thunderstorms, dust, hail and tornadoes--these familiar weather phenomena in and around Lubbock can be of special educational value, for they provide Texas Tech with a unique opportunity among all universities in Texas to contribute to teaching and research in atmospheric science.

To benefit students from this advantage Chairperson Donald R. Haragan of the Tech Atmospheric Science Group has proposed a degree program leading to the Master of Science in atmospheric science.

Dr. Haragan says that the understanding of the atmosphere has increased rapidly during the past decade and that the gap between science and useful application has been substantially reduced. As a result, increased opportunities exist for extending the understanding of the atmosphere and for "applying this understanding more effectively than ever before to human needs."

Atmospheric science has been taught at Texas Tech since 1969 within the Department of Geosciences. Today, 700 students are enrolled for courses in this discipline which has become a separate and independent group in the College of Arts and Sciences.

In his proposal Haragan pointed out that the geographical location of Texas Tech makes it an ideal base for the study of

atmospheric science/add one

severe storms and atmospheric water resources in arid and semi-arid lands. He is convinced that the latter study is an indispensable part of Texas Tech's commitment to research of arid and semi-arid lands.

The semi-arid climate of the South Plains area is transitional because of desert conditions to the west and humid climates to the east and southeast.

"The rapid depletion of ground water supplies in many areas makes the study of long and short term drought and the feasibility of weather modification efforts of extreme importance," he said.

The proposed degree program will emphasize areas of graduate education and research relevant to state and national needs and of particular significance to the West Texas area.

Two other degree programs exist in the state. The University of Texas at Austin maintains within its Department of Civil Engineering a program specializing in boundary layer meteorology. A broad curriculum conducted at Texas A&M University provides degrees at all levels.

Tech's program will complement existing offerings by presenting opportunities in areas of research particularly relevant to this geographical region.

The proposal has been submitted to the Coordinating Board, Texas College and University System, for approval.

This fall three undergraduate and three graduate courses are offered. Four faculty members serve the program. Other than Haragan, they are Drs. Gerald M. Jurica, Colleen A. Leary and Richard E. Peterson.

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Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Marcia Lundy

LUBBOCK--Dr. Eric G. Bolen's appointment as associate dean of the Texas Tech University Graduate School has been announced by Dr. J. Knox Jones Jr., dean of the Graduate School.

The appointment is for half-time in conjunction with his appointment as full professor in the Department of Range and Wildlife Management of the College of Agricultural Sciences.

Bolen's primary duties as associate dean will be direction of the doctoral program in Land Use Planning, Management and Design, an interdisciplinary degree. He also will conduct departmental reviews of graduate programs in areas in which he possesses expertise.

His duties as professor in the Range and Wildlife Management Department will include teaching the introductory wildlife class this fall and directing individual studies classes for range and wildlife graduate students.

Bolen hopes to initiate a graduate studies program in wildlife ecology, his particular field of interest.

Bolen received the bachelor of science degree in wildlife management from the University of Maine in 1959. Utah State University awarded him the master's and doctoral degrees. His graduate interests were in marsh ecology and management and the

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bolen/add one

ecology and biology of waterfowl.

His professional and academic experience includes an assignment as assistant biologist for the Vermont Fish and Game Department, 1957-'58 and 1961; as biologist with the U.S. Fish and Wildlife Service at Fish Springs National Wildlife Refuge, 1959-'60; as biology instructor at Texas A & I University, Kingsville, 1965-'66; as professor in the range and wildlife management department Texas Tech, 1966-'73; and as assistant director, Rob and Bessie Welder Wildlife Foundation, Sinton, Texas, 1973-'78.

He has served as a member of the board of governors, as secretary and president, Southwestern Association of Naturalists; president, Texas Chapter of The Wildlife Society, chairperson, Wilson Ornithological Society's Conservation Committee; president, Coastal Bend Audubon Society; and member, U.S. Secretary of the Interior's Advisory Committee on Parks and Wildlife.

He is a member of the National Audubon Society, the Southwestern Association of Naturalists (life), the American Institute of Biological Sciences, the American Ornithologists' Union, the British Ornithologists' Union and the Ecological Society of America.

Bolen's work has been published in the "Journal of Wildlife Management," "Journal of Range Management," "Journal of Comparative and Physiological Psychology," "Condor" and "Southwestern Naturalist."

During his early years at Tech Bolen was twice named a faculty research fellow, helped initiate the wildlife management program

bolen/add two

and was a member of several committees, including the Faculty Council Executive Committee and the Agricultural Sciences Dean's committees on Research, tenure, college publications and self-study.

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CONTACT: Pat Broyles

ATTN: News Editors

LUBBOCK--There have been many firsts for Texas Tech University, and recently another was added when two professors from the College of Business Administration conducted their first seminar exclusively for Peruvian businessmen.

Dr. Carlton J. Whitehead, associate dean, and Dr. Duane Hoover, area coordinator of Management and Organizational Behavior, held a six-day seminar in Lima, Peru, for 30 of that nation's top executives.

Whitehead and Hoover have been conducting sessions for businesses for several years. The success of their programs and their teaching work with graduate students from South America came to the attention of ESAN, Peru's graduate school of management.

"One of our graduate students was teaching at ESAN," Whitehead stated, "and from his observations he felt there was a need for some type of managerial program or seminar to be taught as part of the continuing education process. He recommended us and our proposal for a program was accepted."

In an effort to overcome a lack of specific information about problems faced by Peruvian businesses, the two Tech professors arrived several days before the seminar was scheduled.

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peru/add one

Both Whitehead and Hoover felt this opportunity to understand the people and their problems was necessary to insure the seminar's success.

"We went to Peru with some basic concepts of the type of program we wanted to conduct," Whitehead said. "However, after we talked to the people and began to understand the problems the country was facing we refocused our topic from 'Planning and Control Techniques' more to 'How to Survive in the Peruvian Economy.'

"The economic problems facing Peru are severe. Inflation is at its worst, and the Peruvians have exhausted their source of fishmeal which had been their major export. Control over imports are so bogged down with red tape that businesses are encountering real problems in obtaining raw materials and replacement parts."

The Tech professors tried to help the Peruvians to conceive more innovative and creative concepts in order to cope with the economic situation and keep businesses operating.

"Peru is a very control-oriented society and this carries over into the country's business transactions. Often only one man is in charge of all decision making and controls all phases of the business, from product concept and financing to production management and distribution. We tried to emphasize that this solitary control can hinder their production," Hoover stated.

In comparing the typical Peruvian businessman with his American counterpart, Hoover explained that because of the variable economic situation in Peru the businessman there has to be a lot sharper and a constant hustler or his business will rapidly fail.

-more-

peru/add two

According to Hoover, the sessions elicited positive response from the executives, both during and after the sessions.

"The only problem we had was working through a two-way interpreter. This was a very slow process and required much adjustment. I never did get used to waiting for delayed laughter while the punchlines of my jokes were translated."

Hoover and Whitehead are the first professors from the College of Business Administration at Texas Tech University to be invited to present an ESAN-sponsored program in South America.

"Even though our schedule was hectic, we both thoroughly enjoyed working with the people and seeing some of the country," Hoover said. "We would like to be invited back next year and are already working on a proposal for a different program we hope will be accepted by ESAN."

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ATTENTION ALL EDITORS AND NEWS DIRECTORS: Prairie Party space is running tight. If you will have representatives covering this event, beginning at 6:30 p.m. Friday, Sept. 22, or the symposium, 10 a.m.-2 p.m. Friday, Sept. 22, please CALL 806: 742-2136 to assure seating and other arrangements. Media reservations must be in no later than 5 p.m., Sept. 15, for us to provide suitable accommodations. Thanks.

LUBBOCK--More than 1,000 persons will attend the Sept. 22 National Golden Spur Award and Prairie Party in the Lubbock Memorial Civic Center...a figure well over the original estimate of participants.

The first National Golden Spur Award, a gilded OK working spur encased in Steuben Glass designed with a reflection of trail dust, will be presented to Albert K. Mitchell, Albert, N.M., rancher. He was chosen by peers representing all major facets of the livestock and ranching industry.

The Prairie Party, to include 19th century pageantry and music, is one of a trio of events scheduled in conjunction with the award.

The Livestock and Money Symposium will be held from 10 a.m.-2 p.m., Sept. 22, at The Museum of Texas Tech University. Moderator will be Charles Ball, executive vice president of the Texas Cattle Feeders Association. Speakers include Everette Harris, president emeritus of the Chicago Mercantile Exchange; Gene Edwards, board chairman, First National Bank, Amarillo; W. D. "Bill" Farr, Farr Feedlots, Greeley, Colo.; and Dr. Robert Jensen, head, Department of Nutrition, University of Connecticut.

President Barbara Keating of Consumer Alert, Stamford, Conn., will be the luncheon speaker and the chuckwagon lunch is included in the symposium registration fee of \$15. -more-

golden spur/add one

Chairman Robert L. Pfluger of the Texas Tech University Board of Regents will welcome symposium participants as well as guests at the ninth annual Ranch Day of the Ranching Heritage Association. Ranch Day begins at 9 a.m., Sept. 23, at the Ranching Heritage Center of The Museum of Texas Tech University. Activities will be going on in all buildings at the center until 11:30 a.m. A chuckwagon lunch will be followed by entertainment and a brief annual business meeting of the association, including election of officers.

All activities are open to the public. Ranch Day, including lunch, is \$5.50 for adults and \$2.25 for children for non-members of the association and \$4.50 and \$1.75 for members. Anyone may join the association.

Wray Finney, seventh generation cattleman and past president of the Oklahoma Cattlemen's Association, will speak at Ranch Day. Special numbers from the Ft. Griffin Fandangle will entertain guests.

Highlight of the weekend, however, is the Prairie Party, celebrating the National Golden Spur Award.

Joining in the award are the American Quarter Horse, National Cattleman's, National Wool Growers, Ranching Heritage, the Texas and Southwestern Cattle Raisers and the Texas Sheep and Goat Raisers associations, and the American National CowBelles.

The National Golden Spur is to be presented annually to an individual for outstanding contributions to the livestock and ranching industries, with special emphasis on humanistic contributions.

Jim Humphreys is manager of the Pitchfork Ranch, chairperson of the Ranching Heritage Association Board of Overseers and chairperson of the Judges Committee for the award. He commented that the great

golden spur/add two

number of early ticket sales probably could be attributed, in part, to the fact that Albert K. Mitchell is the recipient and is expected to attend the function to receive the golden spur.

The exhibit hall of the Lubbock Memorial Civic Center can seat slightly more than 1,800, and many purchasers have bought tables of eight for the party. Tickets, at \$15 each or \$120 for a table, are available through the Ranching Heritage Association.

For reservations to the symposium or the Prairie Party, checks should be sent to the Ranching Heritage Association, The Museum of Texas Tech University, Lubbock, Texas 79409. Ranch Day tickets also may be purchased in advance but will be available also on Ranch Day. Prairie Party tables are assigned as checks are received, according to Mrs. Wayne Owen, ticket sales committee chairperson.

The event will see all "home grown" talent. Modeling fashions from the historic collection of The Museum of Texas Tech University will be representatives of early ranching families, including: Mrs. William H. Green, Matthews, Reynolds and Blanton ranches; William Henry Green IV, Green ranches; Teddy Cantine, Mallet Ranch; Miss Abbie Kellogg, Kellogg-Cowden ranches; Mr. and Mrs. Steven Kleberg, Chris Kleberg and Mrs. Kip Espy, King ranches; Cass Edwards II, T-Bar Ranch; Mrs. John R. Anderson, Muleshoe Ranch; Mrs. John E. Birdwell III, Leech Ranch; Miss Patti Welder, Welder ranches; Miss Lee Birdwell and Britt Birdwell, Birdwell Cattle Co.; Miss Connie Courtney, Connell ranches; Mrs. Don Slaughter, Slaughter ranches; Miss Susan Roach, Roach ranches; Miss Cindy Taylor, Masterson F-Cross Ranch; Mrs. James Powell, Powell Ranches and Mrs. B. F. Phillips Jr., Burk Burnett Triangle and 6666 ranches.

Music for the event will be furnished by: Ron Riley, Lubbock,

golden spur/add three

harmonica; Nell Oldham, Lubbock, and Alice Reynolds, Albany, pump organ; Cecil Caldwell, Lubbock, and Rich Suddeth, McAdoo, fiddlers; R. W. Hampton, Chappell-Spade Ranch, Tucumcari, guitar and singing; Patsy Holler, Paducah, singing; Danny Barnett, Lubbock, singer; James Jolley, Morton, narration and singing; the Maines Brothers band; the Music West barbership quartet; and, from the Ft. Griffin Fandangle, a favorite number, "Drunk and Disorderly."

Two stages will form the background for entertainment, each with the facade of a Ranching Heritage Center Building. One is an adaptation of the Bairfield Schoolhouse and the other the Masterson JY Bunkhouse. New Mexico artist John Meigs designed the decorations.

Proceeds from the Prairie Party will benefit the Ranching Heritage Center, a 12-acre outdoor exhibit of authentic ranch structures at The Museum of Texas Tech University, depicting the history of ranching in the American West.

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LUBBOCK--Puppets and jingles and pictures and games, with all the words in German, will contribute to the excitement and learning for Lubbock elementary students who participate in the 20th annual Texas Tech University Kinderschule.

Dr. Theodor W. Alexander, professor and associate chairperson of the Department of Germanic and Slavic Languages at Texas Tech, will direct two separate classes in beginning German, starting Sept. 19. One class will be for students in the second and third grades and the other for students in the fourth, fifth and sixth grades in Lubbock's public and private schools.

The Texas Tech professor founded the program for elementary grade level pupils in 1955 in an attempt to create interest in Lubbock to encourage the public school system to include German in its curriculum. The attempt has been successful, he stated, and the public schools have cooperated with the department in selecting children to attend. As in the past, enrollment will be on a first come, first served basis.

Graduate teaching assistants and other language students helping with the course will use aids to form the basis of oral practice.

"The puppets are valuable in that they more or less put the

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kinderschule/add one

children at ease," Alexander said. "By responding verbally to the puppets' antics and mistakes the children are not so conscious of the fact they are in school and learning German.

"From the very beginning, interest among students and parents has been high," Alexander stated. "And we have made efforts to keep the Kinderschule innovative by changing it from year to year to keep it entertaining and interesting for the children. We also have visiting speakers occasionally.

"By the time the course is completed, most of the participants have become involved in the language. And over the years we believe the Kinderschule has contributed to making not only the students but also their parents and friends more language conscious. We think, too, that the program has contributed to more students showing an interest in languages, particularly German and other Slavic languages, by the time they reach college."

Classes will meet from 4:30-5:50 p.m., Tuesdays, for a total of 12 sessions. They will meet in the Qualia Room of the Foreign Languages and Math Building on the TTU campus. Last meeting day is Dec. 5. Only German will be spoken during classes.

Total cost for all supplies is \$5 and it can be paid at the first class meeting. Parents are cordially invited to attend the classes with their children.

Students will receive certificates of completion signed by Dr. Thomas I. Bacon, chairperson of the department, and printed with the Texas Tech seal.

This program is endorsed by the Lubbock Independent School District, according to Alexander.

kinderschule/add two

"We are particularly eager to have students from private schools to participate in the program, as well as minority students and those from homes where English is not the primary language."

Interested parents may obtain additional information from the Department of Germanic and Slavic Languages, 742-3282, from 8 a.m.-12 noon and 1-5 p.m., weekdays.

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Total cost for all supplies is \$5 and it can be paid at the first class meeting. Parents are cordially invited to attend the classes with their children.

Students will receive certificates of completion signed by Dr. Thomas I. Bacon, chairperson of the department, and printed with the Texas Tech seal.

This program is endorsed by the Lubbock Independent School District, according to Alexander.

kinderschule/add two

"We are particularly eager to have students from private schools to participate in the program, as well as minority students and those from homes where English is not the primary language."

Interested parents may obtain additional information from the Department of Germanic and Slavic Languages, 742-3282, from 8 a.m.-12 noon and 1-5 p.m., weekdays.

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11-9-7-78

cutline-----

PRAIRIE PARTY HIGH STYLE--Connie Courtney, representing the Connell ranches, will model this velvet and taffeta brown walking dress of 1879 at the Sept. 22 Prairie Party in the Lubbock Memorial Civic Center. At the party the first National Golden Spur Award will be presented to Albert K. Mitchell for distinguished service to the livestock and ranching industry.
(Tech Photo)

outline-----

PRAIRIE PARTY RED SATIN AND BLUE TAFFETA--Mrs. Don Slaughter, left, representing the Slaughter Ranches, will model this 1895 American Beauty red satin ball gown at the Sept. 22 Prairie Party in the Lubbock Memorial Civic Center. With her is Lee Birdwell, representing the Birdwell Cattle Co. Her party dress is a turquoise taffeta second-day gown designed in the 1885 style of the Polonaise overskirt looped in back. The dress is of a novelty weave taffeta and the trim is a finely pleated plain taffeta in the same color. At the Prairie Party the first National Golden Spur Award will be presented to Albert K. Mitchell for distinguished service to the livestock and ranching industry.

(Tech Photo)
12-9-7-78

cutline-----

PRAIRIE PARTY TRAVELER--Mrs. John E. Birdwell III, representing the Leech Ranch, will model this black traveling dress at the Sept. 22 Prairie Party at the Lubbock Memorial Civic Center. The first National Golden Spur Award will be presented to ranchman Albert K. Mitchell during the party. This 1896 costume has wide revers on the jacket, and the vest front is of vivid peacock blue. The sleeves are leg-o-mutton and the trim is sequins which extend the length of the tulip skirt. (Tech Photo)

-30-

12-9-7-78

cutline-----

PRAIRIE PARTY WEDDING DAY--Cindy Taylor, representing the Masterson F Cross Ranch, will model this wedding dress at the Sept. 22 Prairie Party in the Lubbock Memorial Civic Center. This dress is a replica of the first wedding dress worn in Lubbock County when Sylva Hunt and F. E. Wheelock were married Dec. 8, 1891. The ivory faille gown is designed to emphasize the hourglass figure. The bodice is of shirred silk chiffon, and the lace of the sleeves is repeated in the abbreviated veil. The Prairie Party is held in conjunction with the first National Golden Spur Award to Albert K. Mitchell for distinguished service to the livestock and ranching industry. (Tech Photo)

Langford, Graduate School, Research Services, University Professors,
ICASALS Continuing Education, and Dr. William P. Dukes, Business
Administration.

Targets for the various divisions are:

Tech's kickoff luncheon will be in the ballroom of
the University Center at noon on Sept. 20. THE CAMPAIGN IS SCHEDULED
TO END ON OCT. 25.

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SPECIAL TO THE UD...FOR IMMEDIATE RELEASE

CONTACT: Jane H. Brandenberger

LUBBOCK--A United Way goal of \$46,900 faces Texas Tech University and the School of Medicine this fall, Tech UW Campaign Chairperson Cecil Mackey announced today.

In announcing the goal Dr. Mackey noted that this is the same total that was assigned TTU and TTUSM in the 1977 campaign.

"However, this year we are determined to go beyond the goal."

In the '77 campaign TTUSM, the College of Business Administration, the Graduate School and the Library exceeded their targets.

Campaign Vice Chairperson Robert H. Ewalt revealed this year's cabinet: Kenneth W. Thompson, vice chairperson (elect), Dr. John L. Baier, assistant to the vice chairperson, and coordinators Dr. Arthur L. Draper, Arts & Sciences, Truman T. Bell, Central Services and Administration, Dean Mike Irish, School of Law, William H. Tinney, School of Medicine, Betty V. Massey, Records.

Jane H. Brandenberger, Publicity, Mary Lind Dowell, Students, Dr. J. Wayland Bennett, Agriculture and Home Economics, Dr. Donald McDonald, Education, Dr. Arnold J. Gully, Engineering, Dr. Thomas A. Langford, Graduate School, Research Services, University Professors, ICASALS and Continuing Education, and Dr. William P. Dukes, Business Administration.

-more-

ttu & ttusm uw campaign/add one

Targets for the various divisions are:

Colleges & Schools

Agriculture	\$ 2,255
Arts & Sciences	11,475
Business Administration	1,940
Education	1,445
Engineering	3,420
Home Economics	1,220
Law School	810
Graduate School, Museum, Con't Education, Research Services, ICASALS	830
<u>Library</u>	1,045
<u>Physical Plant/Grounds</u>	2,965
<u>Auxiliary and Student Services</u>	5,570
<u>General Administration</u>	<u>3,185</u>
TTU Sub Total	36,160
<u>TTU School of Medicine</u>	<u>10,740</u>
TTU & TTUSM Grand Total	<u><u>46,900</u></u>

Tech's kickoff luncheon will be in the ballroom of the University Center at noon on Sept. 20. The campaign is scheduled to end on Oct. 25.

Fri with mugs

CONTACT: B. Zeeck

ATTENTION: Agricultural Editors

LUBBOCK -- Everette Harris, who has just wound up 25 years of helping the Chicago Mercantile Exchange to grow, is one of the speakers who will address a Golden Spur Symposium on Livestock and Money ^(from 10 a.m. to 2:30 p.m.) ~~Sept. 22~~ at Texas Tech University.

The symposium ^{is} ~~has~~ eight sponsors, including all of the major livestock associations in the nation, ~~and they~~ have invited five speakers to ^(Discuss) ~~address the question~~ of the impact of government regulations on the livestock and ranching industry.

Harris, president emeritus of the Chicago Mercantile Exchange, often referred to as "the Merc," will talk about "How Free are Free Markets in 1978?"

He was a farm boy who built his career on the philosophy that "the greatest and most unusual successes come to courageous young men and women who don't know it can't be done."

In 1965 ^(under his leadership) the Merc pioneered the idea of trading futures in live cattle. Harris calls this idea "my monument."

Although the idea was new, it extended eventually to live hogs and feeder cattle. In 1977 live cattle ^{were} ~~was~~ the most active contract at the Merc with 2,639,517 contracts changing hands.

In 1972 ^(under his leadership) the exchange created a successful International Monetary Market Division, but Harris predicts its success will not overshadow the traditional agricultural contracts traded at the Merc.

"The cattle and hog markets are very basic," he said, "and they'll continue to grow much much more. ✓"

Harris began his career with the U.S. Department of Agriculture, was a senior economist in the ^{U.S.} Department of Labor Bureau of Statistics JH
-more-

Symposium/Add one

and was in retail marketing before becoming executive secretary of the Chicago Board of Trade. He became president of the Chicago Mercantile Exchange in 1953 and the International Money Market in 1972.

Other speakers on the program will be Gene Edwards, board chairman, First National Bank, Amarillo, speaking on "What the Future Holds for Financing Livestock Production;" W. D. "Bill" Farr of Farr Feedlots, Greeley, Colo., talking about the "Impact of Regulations on Livestock Production;" and Robert Jensen, head, Department of Nutrition, University of Connecticut, "Meat in Your Diet?--- Why Not?"

The luncheon address is titled, "Regulation of ANY Industry Is Really Regulation of ALL Consumers," to be presented by Barbara Keating of Consumer Alert.

The chuckwagon luncheon, furnished by the Texas Trails Chuckwagon of Albany, is included in the symposium registration fee of \$15. It will be served on the patio of the Ranching Heritage Center while all other events of the symposium will take place in the main building of The Museum of Texas Tech University.

Charles Ball, executive vice president of the Texas Cattle Feeders Association will be the moderator. Chairman Robert Pfluger of the Texas Tech Board of Regents will welcome guests.

The symposium is being held in conjunction with the National Golden Spur Award and Prairie Party, which begins at 6:30 p.m. Friday, Sept. 22, in the Lubbock Memorial Civic Center, and Ranch Day, Sept. 23 at the Ranching Heritage Center of The Museum of Texas Tech University.

Symposium/Add Two

Tickets for all events may be obtained by sending checks to the Ranching Heritage Association, P. O. Box 4499, Lubbock, Texas 79409. Prairie Party tickets also are \$15 each or \$120 for a table of eight. Ranch Day tickets are \$5.50 for adults and \$2.25 for children, including a barbecue lunch, \$4.50 and \$1.75 for members of the Ranching Heritage Association. Anyone may join.

Symposium sponsors include the Texas Tech University College of Agricultural Sciences, the American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep and Goat Raisers and the Texas and Southwestern Cattle Raisers associations.

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CONTACT: Gail Molsbee

LUBBOCK--Fashion, food and fun will entertain the public Sept. 14, 6:30 p.m., in the Lubbock Memorial Civic Center with spotlights on Texas Tech University women.

Texas Tech's Department of Clothing and Textiles will front-stage students as models in a fashion show highlighting the third annual meeting of the Food and Fiber National Institute of Achievement.

Round roast and smoked turkey will be served with the trimmings at the "Taste of Texas" buffet, catered by the Texas Agriculture Products Marketing Division of the Texas Department of Agriculture. The dinner begins at 6:30 p.m.

Beginning at 8 p.m., original creations by Christian Dior, Chanel, Bill Blass and many other top designers' will be shown. A special showing of gowns worn by Greta Garbo, Joan Crawford and other movie stars will be followed by "The Fashionable Ladies of Texas," honoring donors of the collection.

The garments are part of a \$4 million designer original collection, "The 20th Century in Fashions," from the Texas Center for Fashion Studies-Dallas Museum of Fashion at North Texas State University.

Betty Marzan, curator of the Center-Museum, will serve as

fashion show/add one

commentator. Dwight Byrd of the Dallas Apparel Mart will choreograph the program.

John W. Arnn, executive director of the Food and Fiber Institute, said the institute's goal for the fashion show and buffet is to "communicate to the general public the impacts of changes in food and fiber production and processing technology."

Seminars and exhibits of the institute's meeting will be at the Civic Center. Individual contributors to the fields of food and fiber will be recognized.

Marilu Grace, instructor in the Department of Clothing and Textiles, sponsors the Fashion Board who chose the models.

Tickets for the buffet and fashion show are \$5. Those interested in the style show only may purchase a \$2 ticket. Tickets may be obtained from Food and Fiber Institute, Box 10436, Lubbock, 79408, and at the Lubbock Chamber of Commerce, Hemphill-Wells, Sears and Furr's Family Center.

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CONTACT: Becky Patterson

LUBBOCK--South Plains devotees of old movies, nostalgia buffs and persons interested in Wednesday evening entertainment are invited to view the Cinematheque film series presented by Texas Tech University Center Programs.

The series is composed of "silver screen classics" featuring such acting greats as Charlie Chaplin, Alfred Hitchcock, Mae West, Hedy Lamarr, Humphrey Bogart and Laurel and Hardy.

Films begin Wednesday, Sept. 13, with Chaplin's "Modern Times."

Among this fall's 15 films are: "Way Out West," starring Laurel and Hardy; "Rebecca," Alfred Hitchcock's first film; "The Cat People" and "Dr. Jeckyll and Mr. Hyde," a Halloween double-horror feature; Sam Peckinpah's "The Wild Bunch;" and "Meet Me in St. Louis," starring Judy Garland.

Foreign films are represented by Germany's "Ecstasy," starring Hedy Lamarr, and "Cousin, Cousine," Academy Award nominee.

Films will be presented at 8 p.m., Wednesdays, in the University Center Theater, with the exception of the two double features, which begin at 7 p.m. Tickets are \$1.00 per single feature and \$1.50 for the double features. Season tickets are available for \$8.00--approximately 50¢ per movie. Tickets and

film series/add one

information are available from the UC Ticketbooth, 742-3610,
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17-9-8-78

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CONTACT: Heinrich H. Steiner

LUBBOCK--Major portions of the history of man's civilization are not recorded in writing. They are preserved in the ground in form of an archeological record.

The Cultural Resources Institute of Texas Tech University takes an active part in nationwide efforts to analyze and translate this record in an effort to make it generally understandable.

In the United States public interest and concern for preserving the history of civilization have resulted in protective legislation for places and items of historic value. This legislation requires that these resources not be destroyed by construction, mining or other land alteration processes without first being assessed for their archeological value. This work is done primarily by universities on a contract basis.

The institute, part of Texas Tech's Department of Anthropology, has completed the field work phase of its second major contract project and is now investigating and examining findings. Field activities were concentrated around the small South Texas town of Three Rivers prior to a federally supported dam and water reservoir construction.

The lake, with a planned size of more than 27,000 surface acres, will serve as an industrial water supply, and flood control

archeology/add one

and recreation facility for Corpus Christi and surrounding counties.

The institute started its explorations and excavations as a subcontractor for The University of Texas at San Antonio in July 1977. Under the leadership of Dr. William Mayer-Oakes, then chairperson of the Department of Anthropology, the Texas Tech team discovered 113 important archeological locations.

"The American Indian compsites we found indicate this area has been populated at least 7,000 years," said Alston V. Thoms, staff archeologist. Evidence for the sites was remains of camp fires, scattered flintchips and tools. The artifacts were found at ground level and practically no digging was necessary.

Objective of the exploration was development of a settlement and subsistence model to explain early patterns of living. "By describing past conditions of human life we are better able to determine our present position on an evolutionary scale," Thoms said. "We have recorded evidence that shows how native Americans and later Euro-Americans adpated to the sporadic rainfall and severe flooding in the Choke Canyon area."

The Cultural Resources Institute was founded in 1976 and started its work under a \$20,000 research grant from Texas Tech. All other funds have come from external sources.

Through its activities, including Lubbock's Canyon Lakes and the Three Rivers reservoir projects, the institute gained recognition and reputation among experts. In May it was host for a workshop, "The Contract Archeology Process." Participants included archeologists from state universities and several federal agencies.

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Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

LUBBOCK--It is impossible to guess how many centuries ago humans first looked at the heavens and decided the stars controlled individuals' lives, but there is astronomy in astrology. The program which opens Sept. 9 at Moody Planetarium explores this astronomy.

Programs are offered at 3 p.m. on Saturday and Sunday in the planetarium in The Museum of Texas Tech University. Admission is \$1 for adults and 50 cents for students.

"The Astronomy of Astrology" makes no attempt to comment on the validity of astrology but demonstrates some of the astronomy involved in astrology and explains how the astronomy provides a base for interpretation.

It begins with the basic motions of the earth, its spinning on its axis every 24 hours and the earth's orbit around the sun every 365.25 days.

It carries viewers through the signs of the Zodiac and explains the astronomy of these signs, astrology's interpretations of the planet and houses.

Right now, astrologers see humankind in the age of Pisces, approaching the Age of Aquarius, but as the program narrator views it, "It's going to be a long sunrise. The vernal equinox

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planetarium/add one

will not reach the sign of Aquarius for another 600 years."

For the astronomer's view of the astrological influence of planets, sunspots, comets and constellations, the planetarium equipment projects the view as the narrator explains the meaning.

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CONTACT: Pat Broyles

ATTN: PSA Directors

HE'S BEEN CALLED A GENIUS...A CRACKPOT...BUT HE'S KNOWN TO MOST OF THE WORLD AS R. BUCKMINSTER "BUCKY" FULLER, THE INVENTOR OF THE GEODESIC DOME. HEAR THIS LEGEND IN HIS OWN TIME SPEAKING AT TEXAS TECH UNIVERSITY TUESDAY, SEPTEMBER 19TH, AT 8:15 P.M. IN THE UNIVERSITY CENTER. FULLER WILL PRESENT HIS STARTLING VIEWS AND CONCEPTS FOR A WORLD OF THE FUTURE IN A PROGRAM TITLED "THINKING OUT LOUD." TICKETS ARE \$2 EACH FOR TECH STUDENTS AND \$3 FOR THE PUBLIC. CALL 742-3610 FOR RESERVATIONS. MAKE PLANS TO HEAR BUCKY FULLER...THINKING OUT LOUD.

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CONTACT: Pat Broyles

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LUBBOCK--General law practitioners will have the opportunity to keep up with the latest developments in case law when the Texas Tech University School of Law hosts its annual Stay Abreast Law Seminar on September 30 in Lubbock.

The one-day seminar will update the latest developments in five distinct areas of law including: "Recent Developments in Criminal Law," "Recent Developments in Mechanic's Liens," "Family Law Update," "New Developments in Special Issue Submission," and "Life Insurance in Estate Planning-The Current Scene."

Speakers at the seminar sessions this year are: George L. Thompson, practicing attorney in a Lubbock law firm and specialist in criminal law; Professor Charles P. Bubany, instructor of criminal law and procedure at Texas Tech; Professor Marion Kenneth Woodward, Robert F. Windfohr, Professor of Law at The University of Texas at Austin where he teaches credit transactions and real property; Thomas J. Purdom, practicing Lubbock attorney and former chairperson of the Family Law Section of the State Bar of Texas; Professor J. Hadley Edgar, instructor of civil procedure, trial advocacy and torts at Texas Tech; Professor Stanley M. Johanson, instructor of estate planning and

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stay abreast/add one

descendants' estate at UT Austin.

The \$50 registration includes all materials and a luncheon. Luncheon speaker will be Dean Byron Fullerton, associate dean and director of continuing legal education at the UT School of Law at Austin. A late registration will begin at 8:45 a.m., September 30, at the Tech Law School and will be followed by a brief personal welcome from Dean Frank Elliott.

For additional information contact Mrs. Carolyn Cloud or J. Michael Irish, School of Law, Texas Tech University, P.O. Box 4030. Lubbock, Texas 79409 or call (806) 742-3879 or 742-3902.

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EDITORS NOTE: There will be a press conference for R. Buckminster Fuller at 5:30 p.m., September 19, in the atrium area of the Lubbock Hilton Inn.

LUBBOCK--Initially his ideas were "way-out," so different, so unique and yet so simple that he was termed a "crackpot." But that stage of his life is long past and at a surprisingly young 83, R. Buckminster Fuller is now thought of as "the greatest living genius of industrial-technical realization in building."

"Bucky" Fuller, best known as the designer and inventor of the "geodesic dome," will bring his startling concepts and outlooks for a future world to Texas Tech University, Tuesday, September 19, at 8:15 p.m., for a presentation titled "Thinking Out Loud." Known as a dynamic and inspired lecturer, Fuller is the headline attraction for the 1978-79 University Speakers Series at Texas Tech.

Devotees of Fuller will also associate him with terms such as Dymaxion car, tensegrity octahedron and the 4D House. But the most successful and widely used of his brain children is the geodesic dome, which is still the most innovative concept in construction since it was patented in 1954. The lightweight, relatively inexpensive structures are in use from Anarctica to

fuller/add one

Borger, Texas, and can be put together in a day to house a crowd of thousands.

While not all of Fuller's ideas have become reality and his dream of domed cities is still unfulfilled, he is not discouraged.

"My ideas have undergone a process of emergence by emergency," Fuller states. "When they are needed badly enough, they're accepted. So I just invent, then wait until man comes around to needing what I've invented."

Fuller is currently professor emeritus at Southern Illinois University and the University of Pennsylvania. He holds thirty-nine honorary doctorate degrees and is author or subject of hundreds of books and articles.

Tickets for the 8:15 p.m. lecture are \$2 for Tech students and \$3 for the general public. Reservations can be made by calling the University Center Ticketbooth at 742-3610.

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