

Dramatic tax cuts needed for 'mess,' Reagan tells nation

By JAMES GERSTENZANG
Associated Press Writer

WASHINGTON — President Reagan, declaring that the nation is suffering from its "worst economic mess since the Great Depression," said last night that the government must make dramatic cuts in taxes and spending because the economic judgment day is at hand.

He held government policies responsible for the situation and said his remedy would begin with three years of 10 percent cuts in income tax rates and spending reductions "in virtually every department" of government.

"Over the years, we have let negative economic forces run out of control," Reagan said in his first nationally broadcast report to the nation. "We have stalled the judgment day. We no longer have that luxury. We are out of time."

He said: "A few days ago, I was presented with a report I had asked for — a comprehensive audit, if you will, of our economic condition. You won't like it, I didn't like it, but we have to face the truth and then go to work to turn things around."

"And make no mistake about it," he added, "we can turn them around."

Reagan's address was studded with statistics, but short of details. He said those will come when he unveils a legislative program to Congress on Feb. 16.

"It will propose budget cuts in virtually every department of government," the president said. Moreover, Reagan said his Cabinet will search out "waste, extravagance and costly administrative overhead" to produce additional reductions.

"At the same time we are doing this, we must go forward with a tax relief package," he said. "I shall ask for a 10 percent reduction, across-the-board, in personal income tax rates for each of the next three years." He did not say when the tax cut would first take effect under his plan.

As expected, Reagan said he also will submit to Congress a proposal for accelerated appreciation allowances to give a tax break to businesses that invest in new plants and equipment.

"Japanese steelworkers out produce their American counterparts by about 25 percent," Reagan said. "This isn't because they are better workers. I'll match the American working man or woman against anyone in the world. But we have to give them the modern tools and equipment that workers in other in-

dustrial nations have."

"It is time to recognize that we have come to a turning point," Reagan said. "We are threatened with an economic calamity of tremendous proportions and the old business as usual treatment can't save us."

Seated at his desk in the Oval Office, the president sought to portray the statistics that peppered his speech in graphic, personal terms. "There are seven million Americans caught up in the personal indignity and human tragedy of unemployment," the president said. "If they stood in a line — allowing three feet for each person — the line would reach from the coast of Maine to California."

He used a chart to illustrate increasing tax revenues and government spending, and U.S. currency to portray inflation.

He said the 1980 dollar is worth 36 cents today, and if present inflation rates persist, in three years it will be worth a quarter. Ten years ago, he said, the average family could own a home for 27 cents out of each dollar earned; today it takes 42 cents.

Government regulations have added \$666 dollars to the cost of an automobile, he said.

"I'm sure you're getting the idea that the audit presented to me found government policies of the last few decades responsible for our economic troubles," he said.

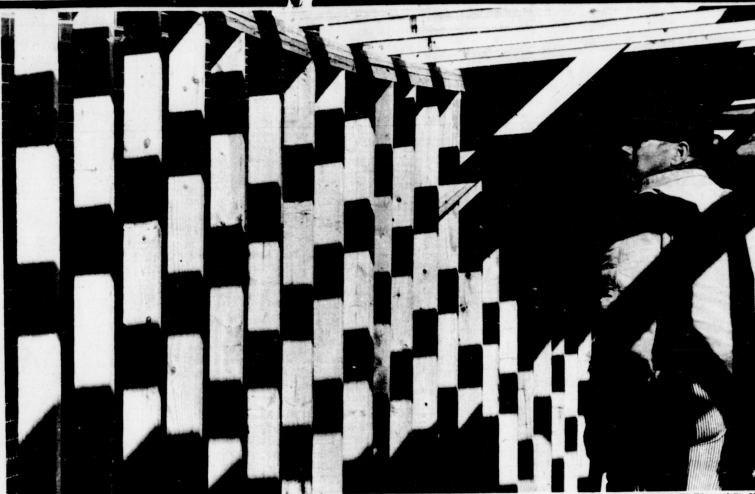
The speech was delivered four years and three days after Reagan's predecessor, Jimmy Carter, wearing a cardigan sweater, delivered a fireside chat and called for a sacrificial effort by the nation to help fight economic problems and energy shortages.

Reagan took a different approach, reflecting his overall view of the economic system. It is capable of solving its own problems once the role of government is reduced.

"Our aim is to increase our national wealth so all will have more, not just redistribute what we already have which is just a sharing of scarcity. We can begin to reward hard work and risk-taking, by forcing this government to live within its means," he said.

Reagan said the federal budget "is out of control and we face runaway deficits, of almost \$80 billion this budget year" that ends Sept. 30.

He has pledged to seek a 2 percent reduction in the current budget, amounting to a savings of about \$13 billion.



Light beams

By J.D. VAN HOOSE/Kernel Staff

Ewell Chism, of Lane-Hargett Construction Co., Lexington, inspects a walkway canopy that will be part of the Student Center's new addition.

U.S.-Iran relations will likely be resumed soon, says UK professor who wrote book on Mideast

By ALEX CROUCH
Senior Staff Writer

The authors of the 1975 Encyclopaedia Britannica articles on Iran and Iranian history concluded their pieces with, "There is a new confidence among its (Iran's) people, who now enjoy international respect and freedom from foreign subjugation and exploitation."

"On the basis of past achievements, future prospects appear bright."

Yet four years later a religious leader, Ruhollah Khomeini, overthrew the assumed omnipotent Shah. And in November of the same year, militants stormed the U.S. Embassy in Teheran and took its occupants hostage.

Despite this lengthy relationship between the United States and Iran, public knowledge of Iran is, in UK history professor Robert Olson's words, "very poor. What was known was the glamour and glitter of the Shah's regime."

"It's surprising to me why people don't want to probe behind the headlines," Olson said.

Olson also characterized books



ROBERT OLSON

produced since the Revolution, like *The Fall of the Peacock Throne*, as lacking "scholarly interest."

To fill the gap, Olson and Ahmad Jabbari, former economics professor at Centre College, have edited *Iran — Essays on a Revolution in the Making* (Marda Publishers, \$4.95), seven essays which detail the forces that ended the Shah's rule.

Olson and Jabbari dedicated the

book "In Memory of Mohammad Mosaddeq (who tried to establish a nationalist government in the 1950s and was overthrown by the CIA), 'Ali Shari'ati (the theorist of the revolution), and Seyyed Mahmood Taleqani (another religious leader)."

The pieces were originally presented at the first American symposium on the revolution in June 1979 at Centre. They include a survey of Iranian history, economic trends, the role of women in the revolution, the theme of revolution in modernist Iranian literature, the first critique in English of the revolutionary theorist Shari'ati, a marxist view of what the revolution must do to succeed and future scenarios of the revolution.

"The book is not a polemic," Olson said. "It's mainly a scholarly work, to be used particularly by universities for courses on the Middle East."

A representative of the University Bookstore agreed, and Larry Lewis of Kennedy's Bookstore predicted a sale of 10 to 15 copies — "a good sale for a serious, nonfiction book."

The response from the academic

community so far has "been good," Olson said. "I've had calls from Princeton and UCLA, among others."

Olson, himself a mid-eastern expert, also commented that the revolution has "sharpened the ideological cleavage and tension between the supporters of the U.S. policy toward the Shah and similar regimes in Saudi Arabia and the opponents of that policy."

Despite the trauma of the past hostage crisis, Olson is optimistic about future Iran-U.S. relations. "I go against most current talk because I think they'll be back on track in a year to 18 months," he said. "It's in our interest to have relations; a fragmented Iran would be prone to a leftist or a Russian takeover."

"If the revolution had not occurred it would have been more difficult for the Russians to move into Afghanistan and even the Polish situation would have been different," he added.

"In many ways these years are similar to 1945-1947 when the critical areas were again Iran and Eastern Europe."

\$11.4 million bid accepted for medical addition

By DALE G. MORTON
Senior Staff Writer

An \$11.4 million bid for construction of UK's Primary/Ambulatory Care Center was accepted by UK officials in Frankfort yesterday.

Monarch Construction Company of Cincinnati was awarded the bid.

The bid on the center was \$1.6 million below the \$12 million estimate obtained from University architects in 1978, said Jack Blanton, vice president for business affairs.

He said construction of the center will be funded by sale of state revenue bonds. The center is designed to improve the quality of patient care and enhance the teaching environment of medical students, said Peter Bosomworth, vice president for the Albert B. Chandler Medical Center.

The proposal was divided into six areas of construction:

• A Primary/Ambulatory Care Center for initial health care treatment and a 450-space patient parking structure;

• Construction of a dental module and laboratory;

• A roof-top plaza;

• An overhead walkway to Medical Annex Number 2;

• An overhead walkway to Medical Annex Number 4;

• An overhead walkway to the Sanders-Brown Research Center on Aging.

Bosomworth said "multiple setbacks" were experienced in obtaining final approval for the center.

"Basically it's a project we've been working on, and trying to ob-

tain, for three years now," he said.

"We have had a variety of delays which have interfered with the rate of instituting the project," Bosomworth said, adding the project had been sent to three state legislatures before final approval was obtained.

"(The center) will provide for a decompression of a very crowded Ambulatory Care Center," he said. "It is an opportunity to improve education for ambulatory care students and improve the environment and care for patients."

Blanton said approximately 300 parking spaces near the old College of Nursing and Porter buildings will have to be moved during construction. He said these spaces will be temporarily relocated in a gravel lot, across Limestone Avenue where the Perkins Pancake House used to be located.

Construction of this lot should begin within the next two weeks, Blanton said. "We hope (this lot) will eventually be made permanent" from funds obtained during a new parking proposal by UK's Division of Public Safety.

Blanton said the lot may be farther away from the Medical Center than the present lots, "but at least it's alternative parking."

The center is one of final projects in UK's Medical Center complex. The completed \$7.2 million College of Nursing and Health Services Learning Center and the \$2.3 million Sanders-Brown building were included in the original complex.

Blanton said ground-breaking for the project should occur within the next 30 days.

inside

Kentucky artists exhibit at the Center for the Arts is examined in an article on page 4.

"If you truly wish to understand the effects of inflation, don't bother with the bankers, ask a housewife," a contributing columnist tells President Reagan in letter. See page 2.

outside

Students planning to camp out for basketball tickets can expect light snow, as temperatures continue to remain near freezing. Highs this afternoon should reach the mid 30s. Clouds should diminish toward evening as temperatures dip to the low 20s.

Dire straits Student government presidents from state colleges traveling to Louisville to discuss budget cuts

By BILL STEIDEN
Senior Staff Writer

The financial plight of Kentucky's higher education system will be the topic of discussion when the student government presidents from the state's eight land grant universities meet Feb. 9 in Louisville.

SA President Brad Sturgeon said the group will discuss Gov. John Y. Brown's existing and expected cutbacks in university budgets resulting from state revenue shortfalls. The group will meet from 9:30 to 11 a.m. in the administration building of the University of Louisville.

Sturgeon said the presidents will also draw up positions on next year's expected tuition increases of 15-25 percent and potential reductions in student financial aid by the Reagan administration.

"Our main goal is to make sure students know early what they're going to have to pay next year," he said, pointing out that unless final tuition figures are made public in the near future, many students participating in financial aid programs will have difficulty filling out request forms.

It had been expected that the Council on Higher Education would make the amount of tuition increases known at its Feb. 10

meeting. However, UK Vice President for Business Affairs Jack Blanton said last week that the announcement would probably be delayed until March because the degree of shortfall in the second half of the state's biennial budget was still unknown.

Figures released from the state budget office indicated that general revenues will have a shortfall somewhere between \$150-200 million in fiscal year 1982, which will begin in July. The state has experienced a \$114 million shortfall in general revenue funds for this fiscal year.

Sturgeon said he hopes the

meeting will help publicize the problems facing Kentucky's public universities.

"We want to make sure we have an impact," said Sturgeon. "I don't think a lot of people in this state realize what dire straits our higher education system is in."

He said the presidents expect to formulate a report stating the overall position of the student government presidents based on the Feb. 9 meeting. "Hopefully to be released Tuesday (Feb. 10)," in time for the meeting of the CHE.

"We want them to know that this is not just a lot of students com-

plainting," said Sturgeon. "We want them to know that students will do their part to help in this financial situation, but the state government, university administrations, and the citizens of the Commonwealth of Kentucky should do their part, too."

Student government presidents from the Eastern Kentucky University, Kentucky State University, Morehead State University, Murray State University, Northern Kentucky University, the University of Louisville, and Western Kentucky University, as well as UK are expected to attend the meeting, which will be open to the public.

editorials & comments

The Kentucky Kernel welcomes all letters and opinions. Letters and opinions should be typed, unspaced and include name, residence and proper identification including U.K. ID for students and U.K. employees. Letters should be limited to 200 words and opinions and comments to 800 words.

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The fur will fly

James Galbraith and economists stand ready to undermine Reagan's financial proposals

WASHINGTON — President Reagan had better use all his Hollywood talents when he delivers his economic proposals to the nation this week. He'll need them to win over a liberal economist named Galbraith.

No, not John Kenneth Galbraith, the famed economist and conservative's enemy. It's his 30-year-old son, James, who recently became staff director for the Democratic members of the Joint Economic Committee, who are seeking to ambush Reagan's program.

Considered Capitol Hill's economic think tank, the joint congressional panel will be the first body to digest and respond to the new administration's program. Despite all the dire warnings that the United States is on the verge of an "economic Dunkirk," what the committee says may signal the success or failure of Reagan's first program.

While the bearded Galbraith bears little resemblance to his lanky father, the similarity of their philosophies is giving some conservative members the shivers.

Like his father, James Galbraith is worried that the new Republican package may sacrifice the needs of the poor and moderate-income Americans for the sake of the rich and corporations.

"I'm very committed to putting together a program with broad ap-



glen & shearer

peal to the Democratic Party," he said in an interview. "If there's a place where constructive debate and policy development is going on, it's here."

Should the Reagan program prove unsatisfactory, the red-haired Harvard grad added, "We're going to have to come up with a coherent alternative."

From his basement office in the Senate's Dirksen building, Galbraith is coordinating the work of some 46 researchers and analysts, and conferring with Democratic members. These responsibilities have yet to overwhelm the young economist, who was one of George McGovern's youth directors during the 1972 presidential campaign and worked for the House Banking Committee after earning a doctorate from Yale.

Galbraith's background was no insignificant factor in his selection by Rep. Henry S. Reuss of Milwaukee, who gave up his banking committee chairmanship to

take over the joint economic panel. In the past, joint committee chairmen such as Rep. Wright Patman of Texas, Sen. William Proxmire of Wisconsin and the late Sen. Hubert Humphrey have used its helm to push pet projects and promote their political visibility. While the panel has no jurisdiction over legislation, that fact allows its members to take bolder positions on policy.

Reuss, who will retire in 1982, wants to carry on this tradition. "If I don't tell the truth now, I never will," he told us.

"We want to do something about interest rates and inflationary expectations and make sure tax and spending cuts don't get accomplished totally out of the hides of modest-income people," Reuss added. Contrary to expected Reagan policy, he would loosen monetary policy, invoke short-term wage-and-price controls and reverse increases in the social security tax schedules.

Moreover, there will probably be pressure for long-term economic measures that promote revitalization of cities in the Cold Belt, small-scale energy conservation, family-owned farming and job creation.

Reuss and Galbraith contend the Democrats are ready to compromise on some issues. "The Democrats have had purged from their souls the idea of endless demand-side spending as a road to full employment without inflation,"



said the congressman Galbraith added, "I don't think the Democratic Party should launch an all-out attack on American business."

Of course, there will be obstacles to the Democratic ambush. It will be difficult enough to wield a consensus on economic policy within their party ranks. Moreover, the once Democratic-controlled committee is also now split 10-10 with the Republicans.

"Reuss and Galbraith are going to be taking a hard look at supply-side economics," said Sen. Roger

Jepsen, a first-term Iowa Republican who has become the committee's vice chairman. He admits to having no economic training of his own.

"It's time for someone else besides the bookies and professors to try to solve our economic problems," Jepsen told us. "I'm not going to be intimidated. We need to hear more from mainstream America."

Indeed, there will probably be an effort to hear from a cross-section of America, from scholars to industrialists to consumers.

By selecting Galbraith as staff director, however, Reuss and colleagues Edward Kennedy and Proxmire have warned the committee's contingent of relatively unknown Republicans that the Democrats are willing to use big names to make sure the Reagan program doesn't get shoved down the peoples' throats.

Maxwell Glen and Cody Shearer are nationally syndicated columnists working out of Washington, D.C. Their column appears every Friday.

letters to the editor

Divine revelation

Like many other Lexington residents I have followed the debate over the proposed rate increase by the General Telephone Company of Kentucky with interest formed by the effects of an imposing and ever-inflating economy and the feeling of resignation that eventually this too will become yet another "bull which we have to bite."

I have remained unconvicted that any of us will receive anything more in terms of new services or improved quality of service from the revenues provided by the proposed rate increase until this morning when at last the veil which had obscured my perception was lifted, and I clearly understood how we will benefit from the proposed rate increase. I explain this admittedly clairvoyant interpretation by relating my own interaction with GTE.

Upon arriving in Lexington last June, my wife and I immediately contracted with GTE for phone service, which was quickly provided subject only to those provisos already debated in the community concerning the operational definition of "service." During this short period, I have received seven statements and issued seven checks for phone "services" rendered, each being delivered well before the final day of payment (as specified by GTE) through the services of the U.S. Post Office or the utility payment courtesy of First Security Bank.

I have received from GTE no less than six notices of "account past due," and after inquiring among my friends and associates I find that this service must still be in its incentive stages since it has not yet been extended to everyone.

I conclude, therefore, that the rate increase will enable GTE to bring this service to one and all by providing funds for paper, printing, computer time, personnel, mailing and distribution of notices of accounts past due to all customers regardless of race, creed, color, religion, national origin, or payment received.

Edward J. Pavlik

Ecological fallacy

I really must take exception to the unmitigated arrogance of John Fritz' column (Jan. 27). He attempts to disguise his own political ideology as "science," identifying himself at the end of his column as a "science commentator," and presenting his opinions as if they were scientific facts.

First of all, the news media did not "force" Nixon's resignation. Nixon resigned rather than allow public scrutiny of evidence that he may have committed the stupidest, most shameful actions ever perpetrated by an American president.

Also, Mr. Fritz accuses the media of "piecemeal" and "brief" presentation of facts which creates a distorted image. He then proceeds to employ the same tactics in his shameless defense of environmental pollutants. The increase in life expectancy and decrease in death rates he reports as evidence that we really have nothing to worry about from carcinogens, radioactivity, etc. But he offers no supporting evidence linking these two sets of variables, committing what is known as "ecological fallacy" or fallacy of division.

Mr. Fritz would do well to look the term up. For a "science commentator" his logic is exceedingly unscientific. The decreasing death rate is at least partially due to the influences of advances in medical science rather than traditional killer diseases such as polio, the fact that we are not at war, and the efforts of environmentalists and other concerned citizens for better industrial safety, and improved health care delivery to the poorer strata of society.

The fact that the overall death rate, which is based on deaths from all causes, has decreased does not mean that environmental pollutants will not kill people. Besides, death is only the worst of many possible ill effects of environmental contamination. What about ruined health short of death?

I will agree with Mr. Fritz that the media are often guilty of biased and irresponsible reporting. But they did not create environmental dangers any more than they created Mr. Nixon's crimes. The attempt by people calling themselves scientists to buffalo the public into ignoring threats to their very lives is a far better example of irresponsibility poisoning us.

Keith Crew
Graduate student, sociology

Bring back Puggie

As loyal readers of the *Kernel*, we've grown accustomed to being subjected to sometimes less than inspirational journalism. In the past, we've been able to justify our loyalty through the one reliable, redeeming factor contained within your otherwise semi-professional pages: Puggie. You're trying our loyalty. Jeff Greer captures a part of UK student life in a way that no one else can. He makes us laugh and he deserves to be paid for it. At times, Greer's art is more accurate and more revealing than any photography or news copy contained within this paper. It's unfortunate that the *Kernel* does not appreciate Greer's work enough to pay for it. As it is, it's the readers who are paying the most.

Bring back Puggie.

This letter was signed by 52 undergraduate students

(Editor's note: First of all, the *Kernel* does appreciate "Puggie." Secondly, we offered what we could as salary to Mr. Greer for the cartoon but he did not feel the offer was adequate. We liked "Puggie," too, but because the paper is independent and advertising is its only source of revenue, it operates on a very limited budget. Simply stated, we cannot afford the amount of money that Mr. Greer demands. We're sympathetic, but not sorry.)

Day care endangered

Vicki Poole's column on affluent student life which makes local poverty hard to see really touched me. As a member of the Women's Neighborhood Organization, a group concerned with alleviating some of the problems of poverty in downtown Lexington, I know how truly invisible the poor can be. How many students are aware of the Davistown and Irish town areas whose boundaries begin just one block west of Harrodsburg Drive?

In this area the W.N.O. operates a developmental day care center which provides a healthy atmosphere, nourishing meals, loving attention and a strong educational program to preschool children, enabling their parents to find jobs or to resume their education. Such day care, while expensive, is cost effective as many studies have shown.

The *New York Times* (Jan. 19) reported on a Massachusetts study of 13,000 children in publicly subsidized day care. The vast majority of the parents needed day care because, although eligible for Aid to Families with Dependent Children, they were anxious to work (for very low wages) in order to become independent. Yet the Kentucky Department for Human Resources, admittedly under great economic distress, has cut the funding which makes good day care for the poor possible. As a consequence, our day care center may have to close. If this happens, another route out of poverty will be closed for many families.

Anne Brautigam
Doctoral candidate, education

Rocky Horror

When are UK basketball fans going to start bringing toast, rice, and water pistols to games for the player introductions? What is going on? Is Section 31 trying to turn the games into a Rocky Horror phenomenon? It is bad enough that these "basketball wise (?) fans" scream "shoot" whenever Chris Gettlinger gets into the game, even if it is a close one. But now they are lowering the level of class of the home games to those of Notre Dame and LSU.

Why can't they just cheer on Big Blue instead of attempting to copy other schools whose overall programs don't have enough class to let them carry Fred Cowan's Convorse?

Come on fans, grow up and quit playing monkey see, monkey do. Cliff Hagen is right and he is speaking from experience of playing here when we were tops. Let's show that we have class and that we are still the best basketball school in the country and let other schools follow our lead!

T. Clay Mason
B & E Junior

Reagan's best source for state of economy is the American consumer

For some unfathomable reason, I find it hard to envision Ronald Reagan sagely awaiting his daily copy of the *Kernel*. Nor can I conceive of him reading this column. I am, after all, a liberal Democrat and as our new president has already proved, you can't teach an old horse new tricks. Would that I had Mr. Reagan's attention, if only for a moment, I would give him the following advice:

Mr. President, Over the next several days and months you will be faced with a host of issues and problems begging for your immediate attention. It should be remembered that before we can solve the energy crisis, or help secure world peace, we must establish a sound economy at home.

Already an army of economic experts has descended on Washington to argue for one program or another with every conceivable chart and graph. Concerning these people, my advise is quite simple: ignore them. They are a plague the acceptance of which your administration will regret until its final days. If you truly wish to understand the effects of inflation, don't bother with the bankers, ask a housewife. If you want to appreciate the burdens of high interest rates, don't ask Paul Volcker and the boys over at the Federal Reserve Board, ask a young married couple trying to buy their first home.

A central problem with the economic experts is that they belong to a social science (and here I use the term "science" loosely) which claims that it can predict the future when in fact it can't even agree on the meaning of the past. Whether you are a monetarist, a Marxist, or a Keynesian you believe that all you must do is follow a certain set of rules to achieve the perfect society. "And a little child shall lead them."

Certainly, all disciplines have different schools of thought. There is disagreement on everything from the creation of the universe to the true meaning of the concept of zero. Yet, these questions are for the most part academic. The brand of

economic thought adopted by the new administration will, on the other hand, affect the lives of each and every one of us.

Like so many other experts, those in the field of economics have given themselves over to quantitative analysis. To a point, this type of research has its merits, but charting a phenomenon is not an end in itself. A graph may illustrate our decline in productivity, yet it cannot tell us why we are failing to progress as a society. Unless you fully understand a problem, you can never hope to treat it. For years, economists, armed with their charts and theoretical models, claimed that inflation and recession could not occur simultaneously, only to have the 1970s prove them wrong. It would seem that the time has come for the experts to leave their precious models behind and venture out into the real world to meet the most important quantity in any social science—people.

I suppose that the most hideous aspect of the most advancement of quantitative research is its potential for dehumanization. I might be "Kevin" to my friends, but to at least one government agency I am M320-115-654. On the surface, all this may seem like a great convenience until you run into a stubborn computer. At that point, dealing with the most obstinate of bureaucrats is infinitely preferable to arguing with a machine. Aside from that, there lies the danger that we have begun to see each other as other numbers. Eleven percent unemployment is much easier to accept when those figures hide the very faces of the people they represent. You may rightly point out that all of this has been said before. If that is true, I have one question: what are you going to do to stop it?

Sincerely,
Kevin Matthews

Kevin Matthews is a contributing columnist. His column will appear every other Thursday.

news roundup compiled from ap dispatches

State

"I feel relieved," Howard "Sonny" Hunt said yesterday about the 22-count indictment returned against him by a special federal grand jury at Lexington.

"It is now time that we can start fighting back," the 50-year-old former legislator and former state Democratic chairman said.

Hunt was indicted Wednesday after an investigation of more than 10 months of alleged corruption in and around state government.

The jury fixed on Hunt's tenure from 1975 to 1978 as state party chairman, charging that he arranged huge kickbacks for state contracts and diverted the money to relatives.

All this occurred while Julian Carroll, a longtime, close friend of Hunt, was governor.

Carroll, who supported Hunt's appointment as party chairman, was not mentioned in the indictment except a note that he was governor.

Carroll declined to comment on the indictment, saying the matter ought to be tried in court rather than the press.

Hunt, who made his remarks by telephone from his home at Lexington, said his attorney advised him not to make a statement.

Garwood, an Indiana native who returned voluntarily to the United States in late 1979, looked straight ahead as the verdict was read, seemingly impassive as he had been during the 12-week-long trial. As he sat down, however, he seemed to be blinking back tears.

His companion of the past 18 months, Donna Long, a widow in whose house Garwood resides, wept openly but had no comment.

A black child whose body was found yesterday has been identified as a 14-year-old boy who disappeared Jan. 3, the 15th black youngster to have been found dead in the Atlanta area in the last 19 months, officials said.

Fulton County Police Maj. Louis Graham said the child, Lubie "Chuck" Geter, was identified at the county medical examiner's office by his parents.

At least two other children are still missing and their disappearances and the 15 deaths are being investigated by a special police task force. Authorities say some, but not all, of the cases may be related.

Graham said the body was found on its back with little or no clothing. The cause of death has not been determined.

Geter was reported missing Jan. 3, one day after his brother dropped him off at a southwest Atlanta shopping center.

Nation

A five-man military jury convicted Marine Pfc. Robert Garwood of collaborating with the enemy during the nearly 14 years he spent as a prisoner of war in Vietnam, at Camp Lejeune, N.C., yesterday. It was the first court-martial of a Vietnam-era POW.

The jury found the 34-year-old Garwood — described by one former POW as a "White Vietnamese" — innocent on a charge of maltreating a fellow POW but convicted him on a lesser charge of assaulting the POW. All the jurors are Vietnam veterans.

The verdict, which found Garwood guilty on all five accusations in the collaboration charge, came during the jury's second day of deliberations and after they examined copies of testimony given by some of the government's most damaging witnesses.

Sentencing will be determined by the same jury after further hearings. The collaboration verdict carries a possible maximum sentence of life in prison.

World

American writer Cynthia B. Dwyer denied spy charges at her trial by an Iranian Revolutionary Court and the prosecutor said she was drawn into a fictitious plot to free the American hostages, an Iranian newspaper said yesterday.

A report in the newspaper *Ettelat* on her Wednesday trial said the prosecutor indicated Dwyer had been tricked by two Revolutionary Guards who made up a story about an armed band of students who wanted to free the American hostages.

According to the newspaper's fragmentary report, the prosecutor said Dwyer agreed to help and tried to obtain guns and radio equipment to aid the plan to free the hostages, who numbered 53 at the time. Richard Queen was released July 11 because of illness, later determined to be multiple sclerosis.

Dwyer was arrested May 5 after she went to Iran to write articles about the Iranian revolution.

Campers told to leave, set priorities; it's 'sports vs. academics,' official says

It seems whenever there are more basketball fans than basketball tickets, there is controversy.

And last night's controversy reared its head again.

Several students wishing to guarantee choice seating for the last three home basketball games by getting the jump on Sunday's ticket distribution at Memorial Coliseum were told to leave by North Campus Coordinator Bob Clay.

"He came down there and told us to leave and said we couldn't camp out tonight," said accounting senior Dale

Patterson last night. "He told us that if we stuck around we might not be able to participate in the ticket distribution."

There were eight students in front of the Coliseum when Clay told them to leave, Patterson said, adding "six (more people) came up as he was telling us."

Clay said the situation boiled down to sports vs. academics.

"We just don't feel that ticket distribution should take the place of classes," he said. "We just have problems with ticket distribution get-

ting into the academic week."

Clay said there was no problem with students camping out either tonight or tomorrow night, but said last night was just too soon.

The students, however, disagreed.

"We don't think it is fair," Patterson said. "We think we've got the right to be there. There has been all this controversy about the alumni not supporting the team and here we are trying to do it and they won't let us."

Former football player charged with forgery on traffic ticket

Earl Wilson, former defensive tackle on UK's football team, has been charged with forgery by Lexington police.

The charge stems from a traffic citation for driving without a license he was given Jan. 23.

Earl Wilson, 22, a two-year starter for the Wildcats, was to appear before a hearing scheduled last Friday in Fayette District Court.

Wilson did not appear. Instead, Jamey Maxberry, a

friend of Wilson's, showed up carrying a copy of the traffic citation — listing her as the recipient.

When court officials compared the number on the ticket she presented, with that of the one Wilson was issued, his name appeared as the recipient.

Judge Scotty Baseler asked Maxberry, of 1129 Gainsway Drive, why her name appeared on the ticket. She said she did not know.

Baseler issued a felony warrant against Wilson for forgery. Court officials said the warrant would be issued against Wilson if he ever returned to Fayette County.

Wilson left UK after the fall semester of this year to attend Cameron University in Lawton, Okla. He was one of the eight football players exonerated in 1979 for his part in the alleged rape and sodomy of 19-year-old girl in Kirwan I, then the dormitory where the football players lived.

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diversions

Center for Arts' Kentucky exhibit is unique, says its curator

By BEHRAD FARDI
Reporter

Kentucky is known for bourbon, basketball, horses and, um... art.

Well, maybe not. But an art exhibition titled "The Kentucky Painter from the Frontier Era to the Great War" is now on display in the new Center for the Arts. The exhibit features the works of Kentucky artists and painters whose works have been influenced by aspects of the lifestyles, wildlife and landscapes of Kentucky.

According to Bruce Weber, the show's curator, the exhibit is the only one of its kind. Because of the expenses involved in acquiring and maintaining this type of collection and the limited demand for such a showing within the next few years, Weber said this particular exhibit will probably remain a unique one "for a long time to come."



C. Harding's "Portrait of the Duncan Family."

All the works represent the period from the 1800s and early 1900s. "The year 1920 was the cut-off period for art," Weber said. "It was probably

when a significant change toward American modernism was seen in the style of Kentucky art."

More than 100 works by 72 artists are featured in the showing. Among the renowned works in the collection are portraits by Matthew Jouett,

landscapes by Paul Sawyer and John Audubon's nature studies.

One visitor to the center expressed her fascination with the exhibit: "I'm glad the exhibit is in Lexington where I have easy access to it." Another patron of the art show said: "It must have been a lot of hard work getting all of these pieces together."

Although assembling the works for this exhibition was difficult, Weber said he and Authur Jones, associate professor of art and the show's second curator, were successful in obtaining most of the paintings they had targeted for the show. Weber also said getting the pieces was not as difficult as getting permission from the owners to place the paintings in the exhibit.

The response to the show

has been very encouraging to the coordinators of the exhibit, according to Susan Hayes, a receptionist at the center. The show has been drawing more than 100 people each day. "The museum attracts only a maximum of 40 people on an average day," she said.

"What makes this show so popular," said Weber, "is that it centers around Kentucky. Some of the paintings have familiar Kentucky backgrounds. The main objective of this show is not how good the painters were, but how well their paintings fit into the American culture."

The show is supported by grants from the National Endowment for the Arts, UK, and other organizations. Nationwide attention has been directed toward the exhibit. Weber said he has received letters from collectors,

museums and art patrons across the southeastern states. The exhibit has also been publicized in some major publications, including Apollo magazine and The Cincinnati Enquirer.

Anne Blakely, another visitor, said, "It's a wonderful, exciting show. All Kentuckians should come and see it."

Some negative response came from Louisville native Ruth Green, however. She was disappointed with the treatment of one of the featured artists, Harvey Jointer. "No justice was done

to Jointer's works, but the rest of the exhibit made up for it," she said.

Peggy Spencer, a UK student and regular visitor to the museum, said the show expresses the emotions and ideas of the 1800's in Kentucky. "It's an educational experience," she said.

The exhibit will run through March 15. Museum hours are Tuesday through Sunday from noon to 5 p.m. A public discussion of the works on display will be held Feb. 21 at the Center for the Arts located on the corner of Rose Street and Euclid Avenue.

'Bruce-itis' approaches epidemic level in Bluegrass

The night thousands of fans all over the Bluegrass area (and points beyond) have awaited for over a month is rapidly approaching. Bruce Springsteen will be in concert next Tuesday at 8 p.m. at Rupp Arena.

The Lexington appearance of Bruce Springsteen and the E. Street Band is the only show scheduled for this area. (Nashville, Tenn. and Evansville, Ind. are the only scheduled concert sites within conceivable driving

distance.) Following the release of his latest album, the two-record package *The River*, Springsteen launched a nationwide tour, making stops in major metropolitan sectors. Lexington was one of the first

cities booked for the second wave of the tour.

When unofficial news broke of the upcoming concert, dozens of diehard fans flocked to the Rupp box office expecting tickets to go on sale at any time. Conflicting rumors spread and fans camped out in freezing temperatures, some preparing Friday, Jan. 9 to get tickets on the following Monday.

Local radio stations announced early Saturday evening that tickets were not, as rumor had it, going on sale that night and urged campers to go home and come back later when sales were confirmed by Rupp officials.

Within an hour of that announcement, another was made, this time confirming the Saturday night sales rumor, to the dismay of those who had left prime places in line.

By 9:30 p.m. no lower arena seats remained at the ticket office and fans were still willing to pay \$11 for seats in the upper arena, the same price as floor and lower arena tickets.

The demand for tickets was so heavy that seats behind the stage were made available for \$9. As yesterday, 1,000 of these tickets remain, according to Rupp box office sources.

Acoustic guitarist will play tonight

Londa Crenshaw, a Louisville native who *The Louisville Times* described as "a willful, hard-edged, virtuoso guitar player and singer," will perform at Jefferson Davis Inn tonight and tomorrow.

Crenshaw, 28, has been playing professionally for nearly 10 years, and her first real band was named Oasis. She has been on her own for about two years now. "I play mostly by myself," she said yesterday. "But I'd love to have an all-female band — that would be fun."

"Absolutely. Some people might even call me a radical feminist. But I love playing... and I usually catch people off guard being a female singer who doesn't just go 'la la la...' I play uptempo music."

A fan of Joni Mitchell, Rickie Lee Jones and Steely Dan, she said her music was influenced by rock, folk and bluegrass. "I listen to everything, but as for my music, I do Londa Crenshaw. I call it 'original acoustic'."

Her manager, Lloyd Fetzer, said he and Crenshaw are trying to arrange a recording contract. "And we're working only on the big ones," he said. "We're trying to work something out with Warner Bros. right now. I'd rather work with a big company if I could."

Tickets for the 9 p.m. performances are \$1. Jeff Davis Inn is located at 102 W. High St.

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Steve Cropper's first solo album soulful, danceable

By CARY WILLIS
Entertainment Editor

It surprises me how few people I've talked to lately know Steve Cropper is.

Mention the album he's played on, the groups he's been in or the songs he's written and people say, "Oh, that's Steve Cropper?" But mention just his name and people say, "Oh, is he new wave?"

Well, he isn't new wave. Cropper has just released his first solo album, a soulful, generally danceable record called *Playin' My Thang* on MCA Records, but his history in modern music can be traced back 20 years.

He started out as lead guitarist for a group known as the Mar-Keys with Memphis high school chum Donald "Duck" Dunn in 1961. After a big hit, "Last Night" on Stax Records and an appearance on Dick Clark's *American Bandstand*, he moved on to help form Booker T. & the M.G.s.

Cropper was born in the Ozarks of rural Missouri in the 1940s and moved to Memphis in 1961, where he was first subjected to soul music. In a phone interview Tuesday, he spoke of his musical influences.

"I listened to WDIA in Memphis and got into black spirituals. I wasn't such a giant fan of pure sittin'-on-the-corner-collect-a-dime blues," he said. "It was more into rhythm-and-blues—people like B.B. King, Bo Diddley and Little Richard."

It was in the late '50s that he met Booker T. Jones, Al Jackson and Dunn of the M.G.s. Jones and Jackson were black, Dunn and Cropper white, and their music tended to mesh the sounds popularly attributed to each race.

Later to become known as one of the prime purveyors of "the Memphis sound," the band's records displayed

clean production, soulful singing and an accent on rhythm.

The New Musical Express *Illustrated Encyclopedia of Rock* said the group had a "profound influence on the development of soul and rock music" through the *Malin* Pot album of 1970. That was their last record until four years ago, when they released a tribute to Jackson, who was murdered in '75. Among their biggest hits were "Green Onions" and "Time is Tight," which was recently covered by the Clash.

Throughout the '70s, Cropper made a name for himself as a session musician, playing with Wilson Pickett and co-authoring Pickett's smash, "In the Midnight Hour." He also played guitar for the late Otis Redding and with him composed "Sittin' on the Dock of the Bay,"

another million-seller. Cropper has also either produced or played guitar on records by performers like Rod Stewart, Jeff Beck and most recently, John Cougar. In addition, he and Dunn both perform with the Blues Brothers.

Which brings us back to his solo album. Featuring some of rock's most respected musicians, the record has some memorable moments, including the title cut, a pulsating, bluesy piece with a wonderful hook. The B.B. King-inspired guitarisms bring back visions of Cropper's days with Otis Redding.

The lyrics, as they are on most of the album, fall short of magnificent. It's not that they're terribly corny or phony; they're just rather forgettable. But that can be overlooked, because the delivery is both commercial-

and he seems justifiably optimistic about its potential. "Most of my material is very danceable," he said. "I don't know if I'll ever write another 'Knock on Wood' or 'In the Midnight Hour,' but that's okay."

He offered his opinion of other artists' music. "Well, I like B.B. King, Rod Stewart, Cheap Trick," but my real love is making records," he said. He said he's in the studio too much to really listen to much new music. "Consequently, I don't get out and see a lot of concerts."

Still, he believes there are good sounds coming from every corner of the country now, whether it's hard rock from the Midwest, boogie from the South, new wave from New York or mellow Southern California rock. "If the band's having a good

time, and the audience is having a good time, that's all that really matters."

Playin' My Thang reflects that philosophy; it's a fun record. With the bright brass of the Memphis Horns, David Paich's honky-tonk piano and Duck Dunn's throbbing bass lines, the backing band sounds disciplined enough to sound clean, yet loose enough to sound inspired.

But it's Cropper himself who makes the record shine. His guitar is gruff and energetic and his production is precise. His vocals, somewhat comparable to Warren Zevon's, aren't terribly polished, but they're interested and interesting.

A real treat is "Why Do You Say You Love Me," highlighted by a terrific riff that runs throughout the song. Not one instrument is obscured by another, and



STEVE CROPPER

Cropper's vocals sound reminiscent of Dr. John: soulful and raspy. Most studio musicians tend to flop on their solo records; things sound drab and sterile. But Cropper's is an exception. He said many of the cuts, including the classic "Let the Good Times Roll," were recorded on first take with no overdubs. That's a plus.

Beyond this record, what is he hoping for? After a brief pause, he said with a chuckle, "Well, I'd like to see my records sell a little better." Maybe *Playin' My Thang* will get the sales going.

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Scholarship available to any full time undergraduate college student the scholarship is worth \$500! Applications available at the Tri Delta house. Sponsored by Tri Delta.

Camp Leaders Apply for S.A. Collegiate Awards. Room 1203-C. Deadline March 2.

Teach! Happy Anniversary Love always Gin.

Male grad. student. Ag. into organic horticulture/landscape. Renaissance and Baroque violin. recorder. etc. classical art. house design/renovating. seeks attractive, similarly interested female for European hiking. month-forming. Box 20002. Tele 498093.

Alpha Lambda Delta Meeting Feb. 10-24 5C-7:30 Mandatory!

Happy Anniversary Time! I love you! Love, JoAnn.

Author: Lachar Lisa Hanna will be giving a special course on Study Skills Feb. 12 and 19. For more information 277-1932.

Get warmed up for the Kappa Delta Tennis Classic. February 7th and 8th!

David Happy Belated 8 Day! You know me. I'm cheap a little off. Shirley.

DG Marybuck Happy Birthday little sis Cheryl.

ADH Beams! Play sooner? Turn around. we'll feed your MacBook.

wanted

Wanted: Persons suffering from depression to participate in therapeutic drug trial at UK Medical Center. No charge. Confidentiality assured. Phone: Special Study, 233-6077, 9:00-4:30.

Wanted: Driver to Ontario, Fla. March 12 preferably Christian. 279-9104.

lost & found

Lost: Ladies Gold watch with mesh band. Call Jennifer. 257-3170. Reward!

Lost: Black Walrus. If found "Please" contact David 299-1226. Reward!

1981 LKD logo contest win \$25

Typing: Thesis, dissertations, everything! Good rates. accurate. Wanda Hodge 299-6822.

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Marilyn's Typing Service: Professional typing. Reasonable rates. Guaranteed work. 299-4355.

Reminder Education Majors Student Teaching For Fall 1981 Apply Now

Phone 257-1857 or go to Room 129 Taylor Education Building

misc.

Hide Depparty Headed to Houston Texas Living \$-back Call 258-5150.

Important AHEA Meeting Room 128 Erikson Hall 7:30PM Monday, February 9.

roommate

Female to share large one bedroom apt. Transylvania Park. 253-1849 11:20 includes utilities.

Two Worlds Apart "ZEUS" from Louisville Rock Line 269-9985

Are you ready for the weekend?!

sports

Mystery shades Ali case

By RICHARD DE ATLEY
Associated Press Writer

LOS ANGELES — As FBI agents continued to go over files from Muhammad Ali Professional Sports, the whereabouts yesterday of two officers of the firm named in a \$21.5 million bank embezzlement suit remained a mystery.

One of them was MAPS chairman Harold Smith, 37, who surfaced via telephone Tuesday to make bizarre claims on a radio talk show and to a New York Times reporter that he and his family were chased through an un-enclosed wooded area near Canada under gunfire, all because he "learned too much" about money siphoning at Wells Fargo Bank, which filed the suit Monday.

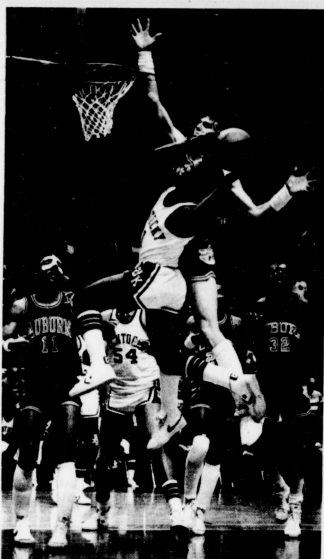
The second missing man was L. Ben Lewis, 47, and until Jan. 23 an operations officer at the Wells Fargo branch in Beverly Hills, a "jack of all trades" job that draws an average salary of \$19,200.

Wells Fargo officials admit that Lewis, an 11-year employee, was probably the "inside man" needed to keep the embezzlement of such huge sums of money under wraps for so long.

C.B. Atkins, a longtime associate of Ali, said yesterday that he met Lewis through Smith during a visit to open an account at the Beverly Hills branch of the Wells Fargo Bank.

The bank suit alleges the money was taken out of two accounts in Beverly Hills and Santa Monica, possibly by checks written to individuals or in some other unspecified way.

Former heavyweight champ Muhammad Ali's only connection with MAPS was the loan of his name to the organization, and last Friday Ali ordered his attorneys to have his name removed from the organization.



By FRANK SALVINO/KERNEL Staff

Twist n' shout

Kentucky guard Dicky Beal puts up a twisting shot during Wednesday night's massacre of Auburn 102-74 at Rupp Arena. The Wildcats travel to Tennessee tomorrow night for an important SEC clash.

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Wildcats, Lady Kats to look for wins at UT

Tonight the Kentucky Lady Kats will be looking for a victory at Tennessee, tomorrow night the Wildcats start their search.

The 10th-ranked Lady Kats meet the Tennessee Lady Vols tonight at 7:30 p.m. at Knoxville. The Vols are ranked 11th in the nation. Both clubs were the top two seeds in last week's SEC tourney only to lose out before the finals.

The Wildcats are looking for their second win over coach Don Devoe's Volunteers. The Cats defeated UT earlier this year 48-47 at Rupp Arena.

Tennessee is 7-4 in the SEC on the year after losing to Ole Miss 71-52 Wednesday night. UK, 9-2 in the conference, defeated Auburn 102-74 Wednesday.

The men's game also starts at 7 p.m.

CORRECTION:

The following items were misprinted in the Minority Student Affairs ad in the Thursday Feb. 4 Kentucky KERNEL. The KERNEL regrets the errors, the correct information is as follows:

FEB. 6- Black Education in the Ky. Hills: some remembrances of Harlan County, Mr. Matthey Knight, 1 p.m. SC 206

FEB. 18- "The Black Diplomat" Amb. Wilbert LeMelle (Kenya) 7:30 p.m. 106 WH

FEB. 20- Malcolm X & History, Open Forum, SC Cafeteria 7:30 p.m.

UK Black Students Committee 258-5641

<p>one donor can earn up to</p> <p>\$45</p> <p>in 14 days</p>	<p>Ten donors can earn up to</p> <p>\$450</p> <p>in 14 days</p>
--	--

plasma alliance

2043 Oxford Circle 254-8047
Cardinal Valley 9 a.m. - 7 p.m.
Shopping Center Mon. - Fri.

Ideal of Kentucky congratulates the Kentucky Wildcats for their 102-74 romp over Auburn. An extra pat on the back to Sam Bowie who had a team-high 23 points.

Sports digest

Rugby

Anyone interested in joining the UK Rugby Club should call 254-9941 or 254-4552. The Club held its first practice yesterday.

The club opens up its spring season Feb. 28 at home against Western Kentucky.

Tickets

Ticket distribution for the final three UK basketball games will be held Sunday beginning at 2 p.m.

UK finishes its home season against Alabama (Dec. 14), Vanderbilt (Dec. 21) and LSU (March 1).

The distribution will be the same as always. Tickets will be distributed at Memorial Coliseum on Sunday to any student with a validated ID and activities card.

Swimming

The UK swim team will meet the University of Louisville at the Coliseum Pool tonight at 7 p.m.

Kentucky fell to Georgia 66-47 last week at the Coliseum dropping its record to 2-2 on the year.

Mark Russell of the Wildcats qualified for the NCAA one meter diving event as he won with 291 points. He finished second on the three meter. Ron Shapre, David Oliver and Scott Williams all took first place finishes in the meet.

UK travels to Eastern Saturday.

UK loves roast beef at Arby's

America's roast beef Yes sir!

Lean, Trim & Delicious. No gristle. No surprises. No Sir! It's America's Roast Beef. Yes Sir!

WITH THIS COUPON

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GOOD ONLY AT:
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Go Cats beat those Vols

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NO WAITING
(VALUE \$1.00)**

With U.K. I.D. excluding Fri. & Sat. after 7 p.m. one coupon per person per day Expires Feb. 15, 1981

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Weekend Beer Features

Warm Only. Lexington Stores Only.

6-Pak 12-Oz. NR Sterling	\$1.59
6-Pak 12-Oz. NR Stroh's	\$1.99
24 12-Oz. Cans Old Milwaukee	\$5.99
6-Pak 12 Oz. NR Miller	\$1.99

Soft Drink Features

2-Liter NR

Coca Cola	\$1.29
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shoppers village liquors
CLOSE TO CAMPUS IN
CHEVY CHASE PLACE
Plus 5 More Lexington Stores!

"Care to join me in a cold Stroh's?"

Stroh's

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FORD'S Insider

A CONTINUING SERIES OF
COLLEGE NEWSPAPER SUPPLEMENTS

COMMUNICATING A Guide to Getting Your Message Across



**College Doublespeak:
How To Read Between the Lines**
PAGE 5

**You CAN Maximize Your Memory
(And Don't You Forget It!)**
PAGE 14

**Those Lips, Those Eyes:
What Your Face Communicates**
PAGE 4

**Winning the Battle
Of the Blue Book**
PAGE 16

And much more, including strategies for
conquering stage fright, complaining with panache,
and building better body language.

'81 FORDS. TOUGH IN THE ROUGH...



If your thirst for adventure drives you to seek off-road thrills other people just dream about, Ford's got your 4-wheelers — tough '81 Broncos and 4x4 pickups. These roomy, rugged trucks add a whole new dimension to 4-wheeling fun!

And they offer great new gas mileage... EPA estimated MPG unbeaten by any 6-cylinder 4x4.

Plus a 4-speed manual overdrive option. New optional automatic locking hubs... and the only 4WD independent front suspension in a standard-size 4x4. Discover a new world of 4-wheeling excitement—from Ford!



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GREAT NEW 4x4 MPG

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* Standard 4.9L (300 CID) Six with 4-speed overdrive transmission option. Use for comparison. Your mileage may differ depending on speed, distance and weather. Actual highway mileage will probably be less than estimated. California estimates lower.



Tough Twin-Traction Beam Suspension. The only independent front suspension in a standard-size 4x4.

FORD

FORD DIVISION



FORD'S Insider

Life is noisy. From the textbook to the tube, the world keeps talking at you with a daily overdose of information. Yet, like a well-programmed computer, you're expected to consume all that raw data and produce an endless stream of clear responses—in

the form of essays, papers, class discussions, and amazing feats of multiple-choice memory. To help you monitor the signals and get your own message across, we've assembled this six-pack of techniques for effective communication. Drink it in!

The Anatomy of a Message...4

Your eyes, your ears, your hands, your smile—all send and receive a constant flow of subtle communications. We tuned in to a few of the key words and signals that make this system run.

How To Say What You Mean...7

For most people, making a speech is unadulterated agony. If you cringe before crowds or panic in class presentations, our public speaking tips can help.

You Must Remember This...14

Whether you're trying to match a name with a face or summon up the answers to a test, good communication means retrieving information when you need it. Here, some memorable ways to keep the facts at your fingertips.

Write It Right!.....16

Sure, tortured all-nighters and disastrous essay exams are a part of The College Experience. But listen, go ahead and check out our shortcuts for producing peerless prose with less pain.

Group Dynamics.....19

Whoever invented the committee was no great fan of clear communication. Here, some valuable advice on how to cut through the chaos as a leader or a follower.

One On One.....20

It's those simple, everyday encounters—with a parent, a roommate, a friend, an adviser—that offer the most room for getting your signals crossed. We've come to your emotional rescue with tips for handling a host of tricky personal transactions.



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The Anatomy of a Message

What we have here is a failure to communicate.

Each day, the mere tone of your voice and the look in your eyes send out signals by which people judge your motives and rate your intelligence. In the face of all this pressure, who knows how many brilliant witticisms go astray between conception and delivery?

Relax; it's only your future. To a vast extent, how well you send and receive such messages determines whether you'll succeed in school, on the job, and even in your personal life. Help is on the way, however. On the following pages you'll find a variety of techniques for getting the static out of your communication system. But first some facts about the subtle mix of words and signs that makes that system run.

The Eyes Have It

It's said the eyes are the window of the soul. They may also let others "read" our emotions, desires, and feelings. Even the time we spend looking at others can denote interest or lack of it. According to Julius Fast, author of *Body Language of Sex, Power, and Aggression*, a glance held for less than three seconds signals, "You are another human being. I recognize you as such." If one person holds a stranger's glance for more than three seconds it means, "I am interested in you."

All cultures don't use the same signals, however. Latin Americans and Middle Easterners have longer "looking times" than ours; Asians and Europeans have shorter ones. North African Tuaregs search each other's eyes avidly as they talk, while the Japanese pay little attention to eye contact.

Ever Notice They Smile More In Austin Than Boston?

A native Georgian complains that students on his Midwestern campus are unfriendly—they never smile at each other when they pass. A New Englander transplanted to a Southern campus wonders why everyone grins all the time. What's the trouble? A difference in cultural perspective, according to Ray Birdwhistell, one

of the first psychologists to study body language. Americans in the Southeast hold the record for smiling, while those in the Great Lakes region tend to smile the least. Does this mean that Southerners are just inherently friendlier? Not necessarily, according to Birdwhistell. A Southerner's cultural upbringing has taught him that a smile denotes hospitality and good manners, while New Englanders restrain smiles in public to show polite reserve.

Southerners who tend to smile a lot may be viewed with suspicion and hostility by their Northern counterparts. In the South apologizing without smiling may be seen as insincere behavior, but in other portions of the country apologizing with a smile is seen as frivolous.

They Learn From Pupils

Some cultures search one another's eye pupils for non-verbal signals, according to anthropologist Edward T. Hall, who has helped train American diplomats for overseas service. In the Middle Eastern countries, for example, people tend to stand about two feet apart instead of the five feet customary to Americans. This way they see the size of each other's pupils, according to Hall, and can use this as an indicator of how the other person is responding to a situation. For example, a person's pupils tend to dilate when he's interested and contract upon hearing something he dislikes.

Top Techniques For Technical Writing

For the engineering or science major, producing clear and readable abstracts, lab reports, or project papers can be a tough chore. The first step in creating papers that earn top grades is to consider the audience you're writing for, advises Dr. James Paradis, an associate professor of technical communications at the Massachusetts Institute of Technology. Because so many project reports written on the job will be seen by managerial as well as professional groups, Paradis tells his students to learn to write for both audiences. An appendix should be included at the back of the report outlining the more technical data; this allows a nontechnical tone to be maintained in the body of the text itself.

After constructing the text of a report, graphs and charts should be included to add validity to study results and break up the monotony of written text. Some tips on how to use them:

- Use tables for precise, detailed information, and graphs when it's necessary to have a greater visual impact. Graphs are more effective when writing for a nontechnical audience.
- Unless you have more than 50 charts in a sequence, insert them in the body of the text. For reports with more than 50 charts, include a separate section.
- Spend some extra time thinking about accurate and complete captions for your graphs.



"Welcome to the Land of Doublespeak"

You are entering a world of euphemisms and deceptive phrasing.

Someday the dean's Swelcoming speech may include such a useful caveat. Until then, most students will have to learn the hard way that it's vital to read between the lines when perusing information on apartments, jobs, and courses. Some common examples of Grade A college doublespeak...

...in course descriptions:



Attention placed on enhancing writing skills. Plan on a lot of term papers, with extra emphasis on grammar and structure.

Department permission only. Unless you've got contacts in the school or you are a last-quarter senior, your chances of getting in are slim.

Unstructured classes. Count on a lot of outside work, with little direction from the professor.

Required course. If you're going to have a class with 250 people, this will usually be it.

A basic introduction. Don't plan on spending too much time on one subject. These classes are notorious for skimming topics.

...in apartment notices:

Spacious two and three bedrooms. Compared to a dorm room, anything is spacious.

Convenient to the interstate. This usually means you're living next to a highway.

Country setting. It may take a half-hour drive to get to the closest convenience store.



Adult complex. In a college town, this usually means no students are welcome.

Year-round lease. If you're not going to be around summer quarter you'll have to sublet.

Walk to campus. Plan on a lot of illegal parking and a big traffic jam on football weekends.

Energy-efficient construction. This sometimes means that the shower has little water pressure and that the thermostats are regulated by the office.

...in job ads:

Need 20 sharp people. Generally, companies that need 20 people at one time are filling temporary sales jobs.

Telephone work. These jobs usually pay strictly by commission.



Need own transportation. Plan on spending a lot of time on the road.

Convenient student hours. This means lots of night and Sunday afternoon work.

Language Lovers Of the World, Unite!

"I believe in calling a desk a desk, not a 'pupil station.' And I prefer going to the library instead of to the 'learning resource center.'" So says Professor William Lutz, head of the Rutgers University English department and president of the National Doublespeak Committee, a group whose goal is to wipe out euphemisms in our lifetime.

While euphemisms exist in business and government, Lutz believes that doublespeak is gaining the most ground at universities. "College administrators use euphemisms to make the ordinary sound unordinary—that is, fancier, more important. After all, a dean sitting in his big college office has to think of some way to justify it all."

The committee, a branch of the National Council of Teachers of English, began 10 years ago at a NCTE convention. The approximately 50-member group puts out the **Public Doublespeak Newsletter** four times a year and gives annual Doublespeak Awards. Last year's winner, the nuclear-power industry, won because, according to Lutz, it invented a whole new vocabulary of jargon and euphemisms during the Three Mile Island incident. The committee presented an award for the best example of doublespeak from a foreign source. The winner was General Joao Baptista Figueiredo, who upon being elected Brazil's next president told reporters, "I intend to open this country to democracy, and anyone who is against that I will jail, I will crush."

Social I.Q.: Catching Unspoken Clues

If sociologist Dane Archer had his way, all professional-school entrance exams would judge applicants not only on their academic skills but also on their abilities to detect relationships and unspoken emotions in the people around them.

Archer, author of **How to Expand Your Social Intelligence Quotient** (M. Evans, 1980, \$5.95) believes that we all have a potentially good SI, or the knack of picking up nonverbal signals but that we aren't trained to use this skill. Because the GRE, MCAT, and LSAT don't test such abilities, he feels that schools aren't turning out the best doctors and lawyers possible.

"Professionals need to be able to see past mere words and detect the true emotions of the persons they are dealing with," Archer says. For example, a doctor should be able to sense fear or nervousness in a patient.

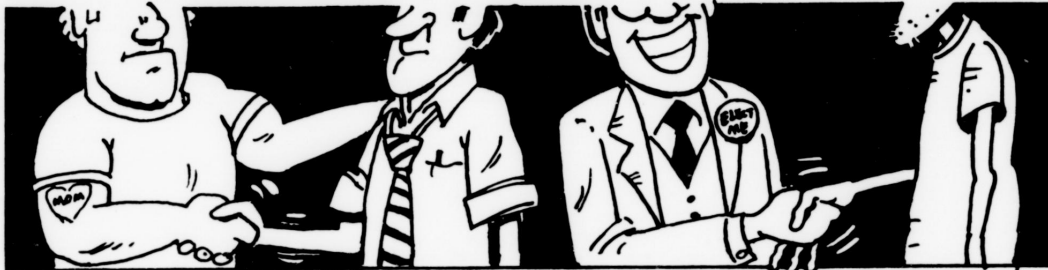
Among college undergrads, theater majors tend to score the highest on SI tests because they've been trained to communicate through nonverbal methods. Women also score consistently higher, perhaps because they have usually been conditioned to pay attention to small details. This is not to say that people can't pick up the skills late in life, Archer notes. "All we need to do is unshackle ourselves from strictly verbal communication."

Stop, Look, and Listen

"You can win friends, mellow enemies, help loved ones, and change your own life through developing your powers of assertive listening," promise Baxter and Corinne Geeting in their book **How To Listen Assertively**. The Geetings tell you how to develop such assertive listening techniques as "full-color listening," which stresses taking part in the conversation—disagreeing or agreeing, commending or criticizing—when hearing someone's comments rather than just passively listening to them. (Sovereign Books, 1978, \$2.95).

WHAT'S SHAKIN'?

Anthropologists suggest that the custom of shaking hands got started when a friendly prehistoric type stretched out his hand to prove he didn't have a club in it. Somehow, this ancient ritual has survived; in business, the handshake is still a measure of personality and a firm, dry clasp makes a good first impression. On the other hand, here's how people tend to read some all-too-commonly encountered shakes:



• **Jackhammer.** Hands are grasped mechanically and pumped up and down in a series of convulsive jerks. This suggests the person is mentally rigid, strong-willed, and inflexible.

• **Territorial.** The arm is held close to the body, with elbow bent at a right angle. This person is cautious and sticks neither his arm nor his neck out very far.

• **Compulsive.** This type never misses a chance to shake hands—when he arrives, leaves, passes you on the street. This is a sign of a strong need for acceptance. It's popular with politicians.

• **Limp.** The fingers are like wet spaghetti and the grip is tentative. This type of shake is often linked with insecurity and a negative outlook on life.

Next Lecture, Take Note of the System

If you're having trouble taking notes in some of your classes, it could be because you're hearing the lecture but not really listening to it. The secret to taking good notes, according to Dr. Lyman Steil, a professor in the rhetoric department at the University of Minnesota, is not only hearing the lecture content but also listening for the method the professor uses to present the lecture. Some of the most common techniques:

Point system. "The professor walks into class, announces that three topics

will be covered in the lecture, and then proceeds to take those points one by one," says Steil. "It's a very predictable and easily organized lecture."

Problem cause and effect. "The professor declares that a problem exists and then explains why. The lecture is built around examining the reasons."



Chronology. "A subject like a medieval war is selected and then discussed in the order that it occurred. This usually makes for very easy note-taking."

Pictorial. "A visual example is given for every point of the lecture. Sometimes this can really help when trying to remember major points later."

Coming Soon To a Dictionary Near You

Part of the battle to develop a strong vocabulary involves keeping up with all those scientists, engineers, and businessmen who are busily making up new words to describe recent advances in their fields. Below are a few terms you should encounter frequently in the very near future.

1. **Gene replication.** Until recently this was rarely heard outside of Biology 101. Yet because of recent decisions by the Supreme Court outlining the boundaries of such experimentation, you can expect to hear a lot more of this term in the next few years.

2. **CETI** (communication with extraterrestrial intelligence). This term is already part of the everyday language of NASA personnel.

3. **Technoterrorists.** This refers to a new generation of terrorists who are showing signs of sophistication in targeting vulnerable points in modern society.

4. **Chronobiological diet.** People eager to lose weight will concentrate not only on how much they eat or what they eat but also on exactly when they eat.

Communication Is a Lot More Than Talking to Plants

Back in college, horticulture major Mary Edwards took composition and speech courses only because they were required, and she enrolled in creative writing to fill a spare slot in her schedule. Since she graduated from Michigan State University, however, the 22-year-old Edwards has used communications skills heavily. She started a greenhouse; helped produce TV commercials and newspaper ads; and hired employees and conducted tours for her family's antique display, petting barn, doughnut shop, and orchard.

Wholesalers and suppliers are the most difficult people to deal with because they don't take her seriously as a young business person, Edwards reports. To skirt that

problem she makes sure she knows what she's talking about and gets to the point quickly. Research beforehand, she advises—and talk to a lot of people before you make decisions.

"If you are still not taken seriously," she says, "then you must use the technical language of the wholesalers correctly to get their attention."

Edwards now wishes she had taken more communications classes when she was in school; she would have taken Spanish so she could talk to the migrant workers and a public-speaking class so she could give better tours. Currently, she's studying sign language so she can conduct tours for deaf children.

How To Say What You Mean

STAGEFRIGHT A FATE WORSE THAN DEATH?

The Book of Lists claims that Americans fear speaking in public more than they fear heights, bugs, or death.

According to Dr. Robert Ambler, who teaches a course for speech-anxious students at the University of Tennessee in Knoxville, these feelings cause adrenaline to pour into your body, halting your digestive system and making your heart beat faster. Meanwhile, your brain tells you that failure is imminent.

Expert speakers use a wide variety of tricks for keeping stage fright at bay, but most still stress the old advice that a well-prepared speech is nine-tenths delivered. Millard Bennett and John D. Corrigan, authors of *Successful Communication and Effective Speaking* (Prentice-Hall, 1976, \$10.95), list four key ideas to remember when preparing a speech after you've chosen a topic:

To begin with, ask yourself some basic questions. Why is this topic important? What is the purpose of the talk? Who is the audience? When and in what environment is the talk to be given? Try to imagine yourself as a member of the

audience in order to anticipate its interests and attention span.

Next, make a simple outline. Cover only one point in a five-minute speech and a maximum of three main points in a 30-minute speech. A three-point outline is easy for you to remember and easy for your audience to understand.

Third, start writing. Don't worry about grammar, spelling, or organization—just write off the top of your head. These ideas will represent about 80 percent of your final speech. Once you have your ideas you can start researching, organizing, and cleaning up the language.

Finally, analyze and clarify your ideas, then revise until you find the most precise words to express those thoughts. Don't be afraid to erase unimportant or irrelevant ideas.

Read your words aloud. Do they sound like you? Do your ideas make sense?



How To Practice Sounding Unrehearsed

No matter how well your speech is constructed, you can still shoot yourself in the foot. A poised and natural-sounding presentation usually requires practice. Here's a strategy that many speakers recommend:

- Memorize a short opening (three or four typewritten lines) and a conclusion. The memorized opening will get you through those initial moments at the podium and will prepare the audience for your subject. A memorized conclusion will tell you when to stop—and can be plugged in if you forget what comes next or suddenly run out of things to say.

- Memorize your outline to insure that you will be able to cover your main points quickly if your time is cut short or your audience begins to yawn and squirm.

- Practice the entire speech, using your notes if you have to, in front of a test audience. Talk to friends, roommates, or a row of stuffed animals. The more familiar you are with your material, the more enthusiastic you will be and the less likely you are to blow your speech.

Five Ways To Blow It

Rob Tucker, a researcher who writes education programs in speech communications for Toastmasters International, cites these five common mistakes made by amateur speakers:

1. They try to imitate the style of another speaker.
2. They fail to project a sense of confidence, using poor posture, inappropriate gestures, and little variety in pitch, voice, and tone modulation.
3. They tend to speak down to the audience, using jargon or technical references that the listener can't identify with.
4. They don't prepare enough supporting information to back up their own statements of fact or opinion.
5. They tend to lack dynamic opening and closing lines in their presentations.



To Think Fast, Pause First

"In a question-and-answer session, you should think first and avoid pouncing on a question," says Susan Perkins, who has been questioned by groups from Savannah to Seattle since she was crowned Miss America of 1978.

Perkins, who now works as a representative for several companies, always tries to pause long enough to form a rough outline in her mind and determine if her ideas make sense and follow a logical plan.

"Answer the difficult and hostile questions candidly," she recommends. "Keep your voice in the same tone, speak slowly, and don't get embarrassed. Try to determine why the question was asked and what the questioner wants to know."

Random Notes

For informal presentations, a note-card outline offers a good security blanket that helps you remember your main points and keeps you from straying off the topic. Some tips:

- Mount the cards in a small ring notebook. Then you won't have to worry about dropping or flipping the cards.
- To avoid confusion put only one statement or idea on a card.
- Print in BIG letters and don't use abbreviations unless you can remember them.
- Exaggerate punctuation, use dashes to remind you of pauses, and underline essential points in another color.
- Colored stickers can help remind you to smile, use a visual aid, or stop bad habits.

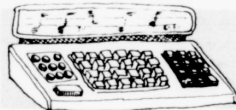
Ma Bell's Bits Make Beautiful Music

That telephone voice that tells you "your call cannot be completed as dialed" is probably controlled by computer. The same technology may also reproduce your favorite albums, preserving the original sounds for thousands of playbacks.

A computer recording process has been used for the past few years to produce some of Ma Bell's messages, to warn pilots of potential problems in their planes, and to expedite services in many other industries.

According to a Bell Laboratories spokesman, the process translates sounds into electronic impulses that are stored magnetically in computer memory as ones and zeros (binary bits). Later, on cue, the computer electronically recreates the original sound vibrations.

In August 1979, record companies began using digital recording to duplicate musical sounds, which they then transferred to records and tapes. Playback equipment is now being developed to allow the audiophile to



listen directly to computer memory, making his records and tapes obsolete. Using this recording method, there is no perceptible distortion because the sounds stored in computer memory are not changed by the imperfections of magnetic tape or record surfaces. Computer memory does not wear out from repeated playings and does not warp or change.



Parlez-Vous With Good Vibrations?

A method of teaching deaf children to speak may make it easier for American students to learn a foreign language without books, vocabulary lists, grammar lessons, and homework.

Instructors from the Institute of Aural Rehabilitation in Tennessee are using the Verbo-Tonal Method to teach Spanish, German, and French to college students. This method, developed at Zagreb University in Yugoslavia, has been previously used in the United States to improve the listening skills of the hearing-impaired so they could learn to speak.

"Teaching a deaf child to speak is like teaching him a foreign language," says Wayne Kline, language director of the institute, "only it is much more involved."

Both foreign-language students and the hearing-impaired learn to speak the

same way babies do—they hear sounds that match visual situations, and then they repeat the sounds. Students never see written words until they can pronounce the sounds and rhythms of a language. They learn the sounds by listening to conversation amplified by a Suvag machine, which filters language into various frequencies and transmits the frequencies that the hearing-impaired are most sensitive to. The Suvag also accentuates the rhythms and intonations of the language so students will become accustomed to the patterns.

Once students learn to repeat the vibrations and associate them with visual situations, they can learn to speak. After they learn to speak, they can concentrate on grammar, vocabulary, and reading.

Coming to Your Vocal Rescue

When a recent study compared the importance of words, tone of voice, and body and facial language in human communication, results indicated that 55 percent of meaning is conveyed through body language, 38 percent through tone of voice, and only 7 percent through actual words. In other words, what you say can often matter less than how you say it.

Good pitch, pace, and resonance can make your spoken words more dynamic and impressive. Pitch should be low, according to voice teacher and speech consultant Dorothy Darnoff. "The body is sound-sensitive, and it is the lower voice that strokes the body," she says. High-pitched voices can often be irritating and lacking in authority.

Relaxation is an important factor in pitch control. Speech pathologists suggest checking your pitch level by saying "um-hum" as though you were agreeing with someone. Then say "um-hum one, um-hum two." If the level of the "um-hum" sounds close to that of the numbers, you're probably using the correct pitch.

Speed talkers leave a listener lagging far behind and give the impression of being impersonal. Darnoff suggests that you test your pace by reading aloud for one minute. A count of 170 words per minute is about the right speed.

Voice-tone focus or resonance is closely related to the pitch level. Make a humming voice with your lips closed. As the sound escapes through the nose you should feel a constant vibrating sound.

MY ANCESTORS WERE MEN OF ACTION... TRAPPERS? WHAT DO YA THINK OF THAT?



I ADMIRE BOLD THOUGHT MORE THAN BOLD DEED. GIVE ME A MAN WHO IS SKILLED WITH WORDS.



PETER PIPER PICKED A PECK OF PICKLED PEPPERS.



Building Better Body Language

You know you're intelligent, confident, and capable, but your body may be telling the world you're insecure. Women speakers have special trouble with negative body language because traditionally feminine behavior often conveys insecurity to an audience, according to the Atlanta speech-consulting firm Speakeasy Inc. Among the firm's suggestions:

Stand balanced on both feet, keeping them about six or eight inches apart.

The fashion-model stance—knees close together with one ankle wrapped behind the other—makes you appear weak even if the audience can't see your legs. It says, "I can't stand on my own two feet."

Gesture if you want to. Tension caused by restraining gestures travels up and down your body and can make you look and feel terrible. Just before you make your speech, walk a few steps on stage to get rid of shaky knees.

An apology at the beginning of the speech and upward inflections at the ends of sentences may tell the audience "I don't know what I'm doing." Sound authoritative; you were asked to speak because your opinion is valuable. Before you speak, try reading angry poetry—Carl Sandburg, for example—aloud. Pull from your soul the outrage that he expresses on the page. This lowers a squeaky voice and makes you sound convincing.



Calling Sounds to Circle Round

Between the soapbox speech and the opera solo lies a wide variety of ways to play that subtle instrument, the human voice.

Rusty McLean gave up a career as a biologist to stand in front of 80 to 800 people a night and use his voice to get them moving. The 24-year-old graduate of Quinnipiac College in Connecticut is a professional square-dance caller who practices his art all over the country. He must use his voice, memory, and enthusiasm to keep the intricate patterns of the dance untangled.

"You really have to know your material before you get up and do it," says McLean. "You practice until your material becomes second nature."

McLean says that any type of speaker can make his audience feel excitement by changing the volume, tone, or tempo of his voice. He uses this technique to get and keep his dancers' attention when the dance patterns become more complex.

"You put excitement and enthusiasm in your voice so the dancers can actually feel it," McLean says.

Hold That Accent

Ever felt hindered by Brooklynese tones—or harassed for your drawl and y'all? For a couple of thousand dollars, Dr. Morton Cooper, a West Los Angeles speech pathologist, can exterminate your accent. He thinks accents are charming, however, and recommends therapy only when an accent seriously affects a person's life. The trauma of losing your accent and the resultant loss of identity



could even make you lose your voice in extreme cases.

Cooper says that many accent problems come from using the voice incorrectly. People are not using their natural voices, nor are they enunciating or breathing properly, he says.

Most of Cooper's patients are New Yorkers who end up sounding like Californians, who "sound like they came from nowhere," Cooper says. He adds that farmers and Orientals are more immune to accent problems because they are not as likely to be concerned about what their voices sound like.

He's There For the Asking

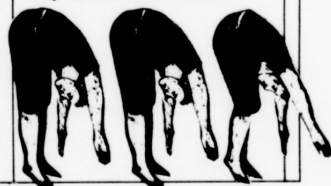
Charles J. Stewart tests his students at Purdue University by letting them ask him the questions. Stewart, co-author of **Interviewing: Principles and Practices** (William C. Brown Co., 1978, \$8.95), teaches an interviewing course primarily for those who may need to use interviewing techniques on the job and in their daily lives.

The employer interview is stressed because most of the students hope to be employers, Stewart says. Computer science majors want to be technical managers, and restaurant or retailing majors want to know how to hire the best staff. This skill is also valuable to the student who wants to know what an employer looks for in an applicant.

The students learn to listen closely to implied as well as spoken responses and to use verbal and non-verbal techniques that glean information from an interviewee. For example, a question like "Can you tell me more about this?" is good for gaining background, while a question that asks "who" or "what" may draw out more details. (For more tips on job interviews, see page 20).

Last-Minute PANIC Relief

In order to relax before going in front of an audience, speech expert Robert Ambler recommends physical activity to burn off excess nervous energy. Breathing deeply and slowly also helps to calm you. Body tension can be relieved by bending at the hips and dangling your head and arms like a rag doll. Roll your head around a few times and move your shoulders up and down to get rid of kinks in your neck and back.



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ESCORT	30	44
EVEN HIGHER GAS MILEAGE THAN THESE LESS ROOMY SUBCOMPACTS:		
VW PASSAT (GLI)	21	29
TOYOTA COROLLA 4/16	21	29
HONDA ACCORD	27	38

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One of the most power-efficient engines available in America.



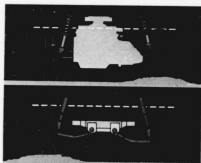
Escort's advanced-design compound valve hemispherical head (CVH) engine focuses the incoming combustion charge for power efficiency. Result: high mileage plus power for freeway driving.



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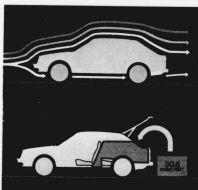
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See your Ford Dealer now to order your Escort... 3-Door Hatchback, 4-Door Liftgate or even a Squire Wagon option—ten choices in all.

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FORD ESCORT

FORD DIVISION 



You Must Remember This...

LOOK... Up in your head!

Faster than a speeding bullet. More mysterious than a KGB agent. Able to improve like a weak forehand in tennis. It files, retrieves, and more. It's your memory, a tool you take for granted and one that still baffles scientists.

One theory most neuroscientists and psychologists accept is the concept of short- and long-term memory. Short-term refers to data retained for immediate use (such as an unfamiliar phone number, dialed once and promptly forgotten); the ability to recall your Social Security number without hesitation involves the use of long-term memory.

Although the mystery of memory has yet to be unraveled fully, one fact is certain: Our information-retrieval systems can undoubtedly be improved with practice. Most attempts to maximize memory focus on association—the ability to link a newly learned fact to a tidbit already learned and stored in the mind. For example, you remember where

you left your keys by recalling what you did when you walked through the door the previous evening. In other words, you give your brain a cue that triggers the memory connection.

Those Days Are Gone

It would be nice if total recall could pull you through that next exam, but your days of photographic memory are probably behind you. Researchers estimate that nearly a fourth of all children under the age of 10 possess this ability to look at something such as a printed page and then read it back as if looking at a photo of it. Unfortunately, photographic recall tends to disappear by the end of adolescence. As a kid it probably didn't perform any particular function, nor did it enhance your memory; so, like an unused muscle, the technique went to flab. Better hit the books early instead.

Marathon Memory

Jogging may actually sharpen your mind while it improves your body.

According to John Cacioppe of Notre Dame College

in Ohio, people think more efficiently after their heart rates have been accelerated through exercise. This means that running or participating in other vigorous sports can heighten your mental output.

Cacioppe's studies indicate that a slight increase in the heart rate corresponds with improved performance on multiple-choice tests. It also enhances the ability to organize thoughts and arrange evidence in oral arguments.

Every Picture Tells A Story

Why is it you can remember all the words to a song you learned in high school... but can't remember the chem lecture you heard yesterday? It happens because visual capacity—the ability to retain pictures and patterns (including musical and rhyming patterns)—is far more efficient than verbal memory capacity—the ability to recall words. According to memory trainer Robert L. Montgomery, 85 percent of everything we comprehend and remember is learned through the eyes, 11 percent is obtained through the ears, while only 3 or 4 percent of what we remember comes from taste, touch, or smell. If your chem prof were to put his lecture to

music, deliver it in rhyme, or have you visualize formulas as pictures, chances are you'd be a lot further along today in chemistry.

And If You Can't Remember What You Had For Lunch...

Here's one more reason to eat right: recent experiments by Dr. Richard J. Wurtman, professor of neuro-endocrine regulation at the Massachusetts Institute of Technology, indicate that choline, a food substance found in egg yolks, meat, and fish, has a strong impact on the brain's ability to produce an important neurochemical called acetylcholine, which improves the memory.



What's the Game of the Name?

Almost everyone can spot a familiar face, although we're often a little hard-pressed to match a name with it. Harry Lorayne, memory expert of talk-show fame and co-author of *The Memory Book* (Stein & Day, 1974, \$7.95), says that "forgetting" names is simply not getting them; it means not really hearing them in the first place.

His particular system for remembering people involves three steps: catching the name, studying the face, then combining these two in such a ridiculous fashion that you're bound never to forget them.

You're at a party. You meet Ms. Doxsee. Once that name is registered in your mind, it's easy enough to envision it as Ms. Dock-Sea.

Next, take this name substitute and concentrate on Ms. Doxsee's face. Decide which of her facial features is most outstanding—pug nose, narrow forehead, buck teeth, dimples, anything that will remind you of her. First impressions are usually the longest-lasting.

You determine that her most outstanding facial feature is the glasses she wears.

Superlearning: Relax and Go For Baroque

Superlearning is a holistic system based on research into the functions of the right and left sides of the brain. This theory states that if the left half of the brain (controlling logical, rational, analytical thinking) and the right half of the brain (responsible for such things as intuition, creativity, imagination) were to perform in harmony with the body then a person would be capable of increased performance.

A relaxed state and synchronized rhythm are the basic factors in superlearning. According to this theory, if the body is relaxed—heart-beat lowered from 70 to 80 beats a minute to somewhere closer to 60 beats a minute—then it would be possible to whiz away at math or languages effortlessly and without stress.

To induce such a relaxed state and to keep the mind alert and able to concentrate requires music with a very specific rhythm, capable of providing a "sonic massage" that eliminates the stress of intensive mental work. So far, studies have centered around slow movements (60 beats a minute) in 4/4 time from Baroque concertos. Rhythmic breathing is also central to superlearning.

To learn more, check out **Superlearning** by Sheila Ostrander and Lynn Schroeder with Nancy Ostrander (Delacorte Press and Confucian Press, 1979, \$9.95).

Look at those glasses and picture her standing on a dock seeing through them; or perhaps imagine her standing on a dock gazing through her glasses out to sea. Whatever the association, you must force yourself to visualize it in your mind. That way, the next time you encounter Ms. Doxsee, her face will tell you her name.

Play it again, Sam...
Play that song, Sam, ya
know? Uh, what was it
Sam? Play it, Sam. You
know the one... Uh...
How did it go?
Uh...



Familiarity Breeds Good Grades

How you perform on an exam may depend on where you're tested. According to psychologist Steven Smith of Texas A&M University, students can recall material more easily if they are tested in the room in which it was originally learned or if they visualize that room before taking the exam.

After assembling five groups of 10 students each in a basement lounge, Smith read aloud a list of 90 one-syllable words and asked students to remember as many as possible. The following day students returned for a recall exam. One group was retested in the lounge, and the other four took the exam in unfamiliar fifth-floor surroundings. The first of the four upstairs groups received no special instructions, while another was told to visualize a room at home for three minutes prior to the exam. A third group

was told to think about the lounge for three minutes, and the last group received similar instructions and was shown slides of the lounge as well.

Results indicated that students told to visualize the lounge or shown slides of it did as well, if not better, than those retested in the lounge, while students given no particular instructions or told to imagine a room at home did considerably worse.

Although Smith's findings remain tentative, they suggest that environment serves as a memory cue. If we're able to remember the environment, we'll be able to "trigger off" what we've learned there.

Environmental cues seem to affect memory most strongly on essay exams, which require the retrieval of information; the technique is virtually useless in multiple-choice or true-false exams, which require recognition, not retrieval, to get correct answers.

Simonedes Says: Get to The Route of The Problem

Next time opportunity presents you with the chance to speak without notes, take this hint from the ancient Greek poet Simonedes. While attending a banquet one afternoon with a large number of guests, he was temporarily called away. During his absence a natural disaster occurred, crushing all the celebrants beneath rock and rubble. Their relatives were grieved when, after the removal of the wreckage, it was impossible to tell who was who. Simonedes solved the identity crises simply by remembering where each guest had sat around the banquet table. He was so impressed with his memory that he founded the art of mnemonic (ne-mon'ic) techniques; his specific technique is known as the method of loci (places).

Simonedes' technique is a breeze to use. Just plot a route in your mind, and then arrange each idea in your speech along this route in the order you plan on presenting it. Suppose, for example, your speech is to be on some aspect of modern communication. Picture yourself walking to school. On the way you pass a drugstore and a park. Outside the drugstore stands a telephone booth, reminding you that the first point in your speech concerns high phone rates. As you pass the park you notice (in your mind's eye) a newspaper blown against a tree, which brings up the news media's role in the increasing price of phone service. Finally you visualize a bee sitting on one leaf of the tree. This calls to mind the conclusion—your belief (bee-leaf—puns are often used in mnemonics to facilitate abstract ideas) that something must be done about the high telephone rates.

With this method, you can remember as many as 60 or 70 ideas—if you don't mind a littered landscape, that is.

Write It Right!

Can't think. Brain numb. Inspiration Just Won't Come.

Hit by a case of writer's block not even caffeine can cure. Quit cursing your creative inabilities (even Kafka had his bad days) and blame it on your biorhythms instead.

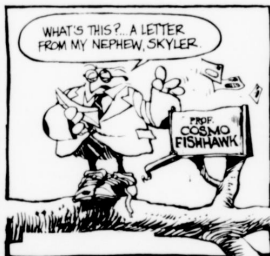
The theory of biorhythms is a mathematically based (and still hotly debated) concept that links our inner physical, emotional, and intellectual pulses to our daily highs and lows. The physical cycle—the shortest, lasting 23 days—correlates well-being and fatigue, while the 28-day emotional cycle influences our moods, sensitivity, and—most important to writers—creativity. The 33-day intellectual cycle corresponds to mental acuity, memory, and decision-making. Graphing these three pulses on a monthly chart brings to light the ups and downs in each area and may enable a writer to understand better why last week he wrote like Faulkner (all inner pulses high), and today he can't get a word out on paper (all inner pulses low). To learn how to chart your own biorhythms, check out George S. Thommen's book, *Is This Your Day?* (Crown Publishers, New York, N.Y., 1973, \$2.25).

All Through the Night

Naturally, you should start term papers early and allow plenty of time for research and revision. But let's talk about reality.

There are ways to make the inevitable all-night, last-minute term paper less painful. Some well-tested tips:

- When you are researching, use a red pen for important notes or direct quotes and a blue pen for background material.
- Also, note cards containing quotes or major points can be pasted into the rough draft to eliminate rewriting them. As a quick organizing tactic, number your note cards to match the numbered topics on your outline.
- Take breaks to reward yourself for completing portions of the paper. You could try standing on your head every hour or so—it makes the blood rush to your brain and wakes you up.
- Finally, read the paper backward; this makes it easier to detect spelling errors and typos.



Resumes With Relish

Even if your last three jobs were in the fast-food industry, you can look good on a resume. The key to writing an effective resume, say career experts, is to keep it brief and make it beautiful. A resume should be crisp, attractive, and totally error-free. The idea is to give the prospective employer a clear, appealing picture of who you are, what you've done, and what you have to offer as an employee. There's no one "right" way to do it. But this basic formula seems to work best

ESSAYS MADE EASY

The How To Go to College Book by Michael J. Gross (Passage Publishing Company, Seattle, 1978, \$4.50) offers useful suggestions for coping with a blue book. The guiding principle in taking an essay test, says Gross, is to note how much credit the prof has assigned to each question. This gives you some idea of the depth and length required for your answer.

The next step is to plan

your answer quickly and efficiently. On a scratch pad or on the back page of your blue book, jot down the important points you want to make and quickly number them in logical order so that each point smoothly follows the one before it.

Finally, neatness DOES count. Bring at least two pens in good working order, and block print if your handwriting is less than acceptable.

Take a letter and call me in the morning

Writing letters can help you develop your creativity and overcome writer's block, says Professor Robert Pack, director of the Bread Loaf Writer's Conference, held each summer at Middlebury College in Vermont.

Good personal letters are honest, detailed, humorous, and reveal the human essence of the writer, says Pack. Though letter writers ramble, they tend to follow a style that is pleasant to read

The relaxed form that letter writing usually follows allows the writer to pursue a single thought; this improves his writing by helping him master the technique of using narration, people, and scenes to tell a story in simple language, Pack says.

"Letters are an excellent exercise in expression," he adds, "because the writer always thinks of the reader. That is the No. 1 rule of writing."

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for those who are high on aspirations and low on job experience:

At the top of the page, list your name, address, phone number, and a message number if necessary. Several lines below that, under the heading "Experience," list previous work experience, starting with your most recent job and working backward. Use action verbs to describe your responsibilities for each job and emphasize tasks in which you managed or organized something. (For instance: Fall 1980—present: counter clerk, Rex-all Drugs, St. Louis. Handled

cash register, filled in for night manager, improved inventory system.)

Next, list extracurricular activities and awards under the heading "Activities." Below that, under the heading "Education," list your expected date of graduation, major, minor (if it's relevant), grade average (if it's good), and school. Skip several lines and type in "References available on request."

More hints: leave a lot of white space between entries, underline each heading, use a fresh typewriter ribbon, and have a friend proofread your work.

Better Living Through Microchips

Someday soon those long nights at the typewriter may give way to short stints at the computer. The new generation of home computers can actually help you write term papers. Words and paragraphs can be arranged and rearranged on a video screen, while a touch of the keys can bring forth frequently used words. Push a button and the computer prints your paper, including correct footnotes, margins, and bibliography. That'll leave plenty of time for research, right? Right.

Insider's Guide to Punctuation

Poor punctuation can clog up the most profound prose. Some key points to remember:

Semicolons allow you to join two, three, or even more related sentences to form a single complex thought. If you can replace your semicolon with a period, your construction is okay, but if you can't, use a comma instead.

Commas separate sentence elements that might otherwise be confused or misunderstood. They are also used to indicate slight pauses, but it should be emphasized that commas are most effective when they're used sparingly. Properly used commas provide clarity; improperly used commas create clutter.

Parentheses let you inject a piece of incidental information that you don't want to emphasize strongly. Use parentheses sparingly because they quickly become an eyesore, and no reader wants to feel that he's being whispered to. Also, keep your insertions brief.

Quotation marks are to be used very sparingly. Use them to set off words or phrases when quoting directly from a source or when referring to ideas in a special sense—for example, in a humorous or technical way. When you simply want to place additional emphasis on something, or when a number of words are being cited, underline the words instead.

Games To Learn Words By

1. **Scrabble.** Start with seven letter tiles. After each play, pick up enough letters to have seven again. The limited selection of consonants and vowels will force you to make friends with the dictionary.

2. **Ghost.** Ghost is a form of verbal Scrabble; no equipment is needed. The first player says a letter, the next adds another letter to it, and so on. The purpose is to figure out a word in advance with four letters or more, trying not to complete spelling of the word. The first to spell a complete word is "dead." Caught "dead" three times in a row and you're out of the game.

3. **Hangman.** Play this

with one other person. Think up a word and place on paper as many dashes as the word has letters. Your opponent guesses a letter. If the hidden word contains that letter, place it in the appropriate dash. If not, begin to construct the gallows. He gets 15 guesses.

4. **Spelling Bee.** This grade school favorite is a good way to pick up new words and implant them in your brain. Two teams line up on opposite sides. An umpire calls out the word, and the first player spells it. If he's wrong, he sits down; if someone on the opposite team challenges the spelling and is incorrect, he sits down. Last one standing wins.

Iowa's Workshop: Nurturing New Talent

The University of Iowa's **Writer's Workshop** exposes promising new novelists and poets to the collective savvy of successful authors, many of whom have been Workshop students themselves. Big-name writers who have taught semester classes or intensive three-day "visiting" sessions include Nelson Algren, Philip Roth, Galway Kinnell, and John Cheever; alumni of the program include such favorites as Flannery O'Connor and John Irving. Instructors insist that writing can't really be taught—but talent can be developed. For more information on the Writer's Workshop, write the Graduate Program in Creative Writing, 436 EPB, University of Iowa, Iowa City, Iowa 52242.



How To Complain By Mail

If that dripping faucet is driving you to drink and the landlord hasn't surfaced lately, don't despair. Commit your rage to paper with a pitch designed to get results. According to Lasso Blumenthal, author of *The Art of Letter Writing* (Grosset & Dunlap, 1976, \$2.50), your best strategy is to show the lagging landlord that solving your problem would be to his advantage.

Dear Mr. Grant:

On January 3, last Thursday, your maintenance man came to my apartment to fix a leaking faucet. Two days later it began to leak again. I have tried to reach the maintenance man but with no success. The constant dripping is running up your water bill. Further, I am afraid the sink may overflow and cause extensive damage to your floor. May I urge you to have the maintenance man come as soon as possible.

Sincerely,
John Doe

For a consumer problem, your letter should be brief and to the point, but it should also supply as much relevant information as possible.

Dear Sirs,

I would like to report that a can of peas that I opened last night contained the enclosed stone. I am also including the can's label, which includes the raised letters and numbers. This was purchased from Centerville Chain Store in Centerville.

Sincerely,
Mary Smith

The key is to give full information but to be polite. Don't threaten the company or landlord if you want a response. It's also best to call the company or rental office to get the name of a specific person to whom you can write.

The Cover Letter Pitch: Fast and Inside

Most employers read dozens—sometimes hundreds—of resumes each year. So even if your resume is splendid, you still need a well-crafted cover letter to draw attention to your skills and make an employer want to read more.

Each cover letter should be brief, individually typed, and addressed to a particular person in the organization who might have the power to hire you. (This is usually a department head. If you don't know the name, call and discreetly ask one

of the secretaries.)

The opening line should explain who you are and suggest that you know something about the organization's needs. Follow this up by explaining how you can help meet these needs, then highlight relevant experience and skills that appear on your resume. Let the employer know what kind of job you're after, too.

In your closing paragraph, indicate when you will be free to start work, as well as where and when you can be reached for an interview. Close with a line such as "I look forward to hearing from you."

Dear Mr. Jones:

As a senior in business management at Indiana State University, I was delighted to hear from my adviser that you frequently use entry-level employees to maintain statistical files. Since I have specialized in information systems here at Indiana State and managed last year's computerized student preference poll, I'm very interested in working with statistical retrieval systems. I believe that I could be of use to your organization. I look forward to hearing from you.

Sincerely,
Bill Brown

Great Books for Writers

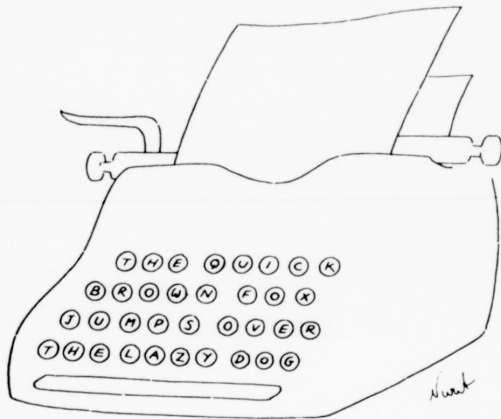
1. **Modern Technical Writing** offers a comprehensive guide to preparing reports, proposals, business correspondence, and technical charts. (By Theodore A. Sherman and Simon S. Johnson, Prentice-Hall, 1975, \$13.95.)

2. **On Writing Well: An Informal Guide to Writing Nonfiction** takes aim at clutter, jargon, and disorganized prose. The book covers techniques for writing interviews, criticism, humor, and more. (By William Zinssner, Harper & Row, Second Revised Edition, 1980, \$8.95.)

3. For examples of study

questions and writing assignments, try **The Unity of English: Five Basic Focal Points**, which gets to the root of many basic writing problems. Also included is a glossary of literary terms. (Edited by Carroll D. Lavery, Harrison Hierth, and Harry Knoiter, Harper & Row, 1971, \$8.95.)

4. **The Elements of Style** is probably prescribed on college campuses more frequently than aspirin. If you don't have it, get it. It's still the best. (By William Strunk Jr. and E. B. White, Macmillan, Third Edition, 1978, \$1.95.)



Drawing by Nurt. © 1980 The New Yorker Magazine, Inc.

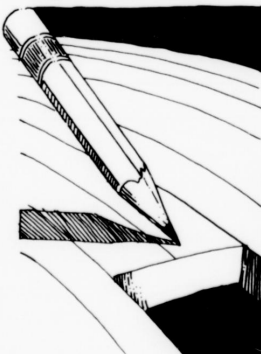
They'll Get You Every Time

Most writers will agree that it's not complex words but rather the short, tricky terms that trip them up time after time. In his book **Writing With Style: Conversations on the Art of Writing** (Prentice-Hall, 1975, \$4.95) University of Texas professor John R. Trimble lists some frequently misused words:

Between/among. When speaking of just two people or things, use between; for three or more, use among.
Irregardless. You actually mean regardless. Irregardless deserves to be a non-word, according to Trimble, because the suffix -less makes the prefix ir- redundant.
Its/it's. It's is the contraction of it is, whereas its is the possessive form of it.
Disinterested/uninterested.

If you are disinterested, you are unbiased or impartial. If you are uninterested, you are not interested.

Whether. Use it alone. Don't tack on the redundant term or not as in the sentence "He doesn't know whether to go or not." The or not is necessary only when you mean to convey the idea of "regardless of whether."



7 Writers on Writing

Next time you're chipping off the old writer's block, ponder these words from the pros. Your mother was right—nothing comes easy but debt and dirty laundry. **John Kenneth Galbraith:** Those who are deeply inspired should write when they have moments of inspiration. The rest of us must start every morning at 9 a.m. and write until we get tired.

Joseph Heller: I spent two or three hours a night on *Catch-22* for eight years. I gave up once and started watching television with my wife. Television drove me back to *Catch-22*. I couldn't imagine what Americans did at night when they weren't writing novels.

Frank Herbert: I don't worry about inspiration or anything like that. It's a matter of just sitting down and working.

James Michener: I type everything with two fingers, and the second draft is pretty difficult for me. About the best I can do is 2,000, maybe 3,000 words a day. If it's a 200,000-word book, I take about 100 days, three months, four months.

Irving Stone: The time is now for any young writer to begin—eight o'clock tomorrow morning, and never, never stop until they bury you.

John Updike: I write every weekday morning....For every novel, however, that I have published, there has been one unfinished or scrapped.

Kurt Vonnegut: I am working seven days a week. Some days I hit. Other days I only waste time. Most days are like that, just throwing stuff away.



Below are 20 of the most frequently misspelled words—and 20 ways that people most frequently misspell them. Circle the correct spelling for each word; the answers are printed upside down at the bottom of this page.

If you get less than 10 of the words right, spend the weekend with Webster's. If you score a perfect 20, you're either destined for great things or you know how to read upside down.

1. (a) accommodate
(b) accomodate
2. (a) achieve
(b) acheive
3. (a) arguement
(b) argument
4. (a) connoisseur
(b) connoisseur
5. (a) conscience
(b) concience
6. (a) definity
(b) definitely
7. (a) dependant
(b) dependent
8. (a) development
(b) developement
9. (a) diletante
(b) dillettante
10. (a) embarrass
(b) embarass
11. (a) existence
(b) existance
12. (a) harrass
(b) harass
13. (a) inadvertent
(b) inadvert
14. (a) indisensible
(b) indispensable
15. (a) insistent
(b) insistant
16. (a) nickle
(b) nickel
17. (a) occassion
(b) occasion
18. (a) occurrence
(b) occurence
19. (a) perseverance
(b) perseverence
20. (a) prerogative
(b) perogative

5. a 10. a 15. a 20. a
 4. b 9. a 14. b 19. b
 3. b 8. a 13. b 18. a
 2. a 7. b 12. b 17. b
 1. a 6. b 11. a 16. b
ANSWERS:

Group Dynamics

The Art of Meeting Management

Someone once said that a committee is a creature with many mouths and no brain. A group leader's biggest task is to channel the energies of strong, outspoken group members, says Kevin Daley, president of the New York-based speech and communications firm, Communispond.

According to Daley, dominant people have the hardest time working in groups. "Many times they'll override group decisions and cause conflicts," he notes. He believes that the group leader can forestall such conflicts by writing down the comments and contributions of each individual, thus "immortalizing" their ideas.

To get uninterested or timid group members involved, Daley suggests giving each person a specific assignment to have ready for the meeting. "This way they'll feel like part of the group and be ready to contribute," he says. If anyone comes unprepared, he adds, the meeting should be adjourned immediately in order to give everyone time to complete the assignments. This allows the offender to save face and also puts tremendous pressure on him to do his work.

What Becomes a Leader Most?

There always seems to be one person in every group whose authority over others is established within minutes. It could be that he has natural leadership qualities, or it could be that he's practicing subtle techniques of nonverbal communication. Height dominance is one

way to assume control of a meeting, according to Ken Cooper, author of *Nonverbal Communication for Business Success* (American Management Association, 1979, \$12.95). A person who sits in a higher chair or



perches on a desktop will appear to have more authority. Standing with hands on the hips or behind the back is another self-assured gesture that establishes dominance. When sitting, try leaning back in your chair—it's a sign of superiority and forces others to lean toward you.

Possibly more important than establishing dominance is detecting when someone is trying to control you. Some fairly reliable signs can come from the other person's facial expressions, says Gerard I. Nierenberg, co-author of *How To Read a Person Like a Book* (Cernerstone, 1972, \$2.95). As a person grows in confidence, he'll start to blink less. He'll also have more frequent eye contact and will tend to avoid gestures like covering the mouth or scratching the nose and head.

The hands can also serve as a not-so-subtle sign of supposed superiority, according to Nierenberg. When someone joins his fingertips to make what looks like a church steeple, he is sometimes telling the listener that he feels very smug about his position. However, an experienced user of nonverbal techniques will sometimes use the steepling technique as a defense whenever he feels caught in a weak bargaining position.



Outward Bound students help each other over a 10-foot wall. Lunch is on the other side.

It's You and Me Against the Woods

Lessons in group cooperation are learned early at Outward Bound schools, for cooperation is a must for survival in the wilderness. Through trial and error and many frustrated attempts, students learn to share information and teach each other practical skills. Picture these common scenes:

- The only obstacle separating nine very hungry Outward Bound students from their lunches is a 10-foot wall. If they can help one another over the wall, they'll gain much more than full stomachs.

- One false move on that

overpacked Avon raft and the entire crew will be dumped into Maine's icy McConaugus Bay. Yet the task before them is to switch positions in the raft by stepping over a rope tied between two docks. And capsizing is out of the question.

- The crew must remain silent and anchor the boat in less than 15 minutes. Forty-five minutes later, one member still struggles to complete the task while everyone else patiently looks on.

For more information, write Outward Bound, National Office, 384 Field Point Rd., Greenwich, Conn. 06830.

Elevator Etiquette

The close, windowless quarters of an elevator create instant groups that are governed by tacitly accepted rules of behavior, says Phoenix psychologist Layne Longfellow, who has compiled a list of common elevator customs.

If you could read the handwriting on the elevator wall, according to Longfellow, it

might look something like this:

- Face forward.
- Fold hands in front.
- Don't make eye contact.
- Watch the numbers.
- Don't talk to anyone you don't know.
- Stop talking with anyone you do know when anyone you don't know enters the elevator.
- Avoid brushing bodies.

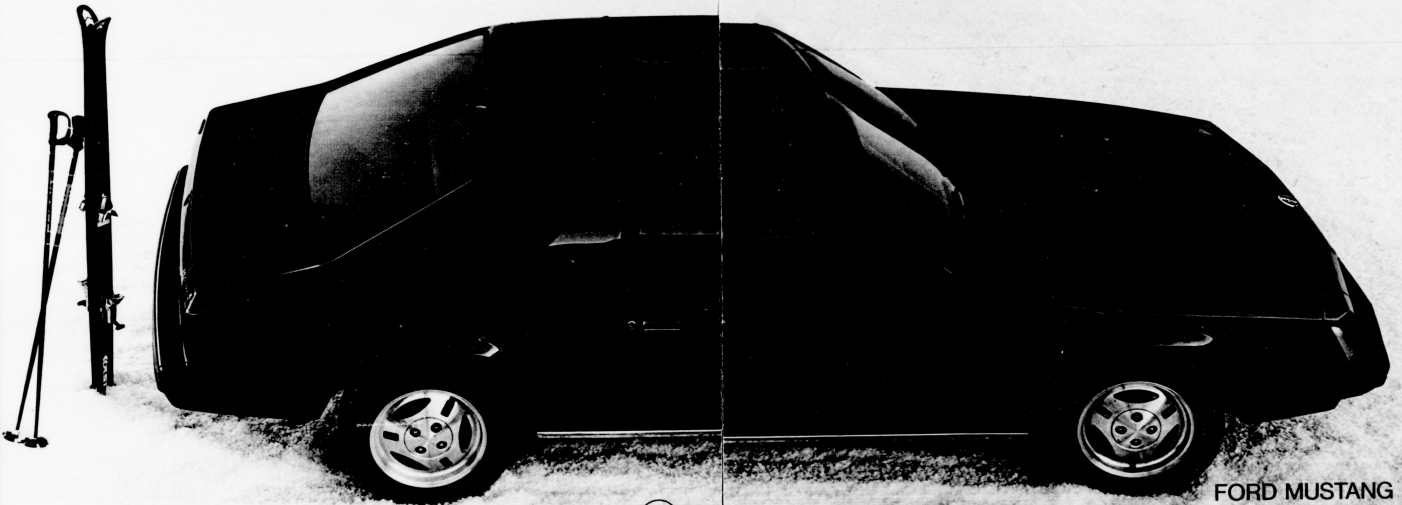
The instant group formed by elevator occupants subscribes to unwritten but influential rules of privacy.



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34 EPA EST. HWY* 23 EPA EST. MPG*

*Estimates for comparison. Your mileage may differ depending on speed, distance and weather. Highway mileage and Calif. estimates lower.

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One On One

CLOSE ENCOUNTERS

OF THE FIRST KIND



"When a man meets a woman at a fraternity party or some social setting he really underestimates the negative impact he can make with a line like that," says Kleinke, author of *First Impressions: The Psychology of Encountering Others* (Prentice-Hall, 1975, \$2.95). A line that would have worked a little better, Kleinke says, is one that incorporates a little modesty, like "I'm a little embarrassed about coming up to you, but I've really been wanting to talk to you."

When meeting new people in a dorm or classroom situation, be careful not to be too open, advises Kleinke. Saying a little about yourself denotes interest in the other person, but going overboard can be a real turnoff.

First impressions carry even bigger stakes in a job-interview setting. Kleinke's research has shown that while expected signals such as eye contact, clothing, and a firm handshake can make a positive statement, subtleties like excessive use of familiarity can have a negative impact. Using the first name of an interviewer may be seen as being too intimate too fast, says Kleinke. The best idea is to act a little humble before an interviewer, letting him take the liberty of using first names or lighting up a cigarette without assuming that such privileges also extend to you.

I've got an offer you can't refuse." Barbara, who had been standing alone at the dorm party, rolls her eyes and wonders why she always seems to attract the jerks. But Joe, who said the line sincerely enough, thinks he has really impressed his new-found female companion.

At this point, it's going to take a real effort on Joe's part to convince her that he's a nice guy. It's all a matter of first impressions, and researcher Chris Kleinke thinks they can mean a lot more than people think.

And You Thought YOU Had Problems

Before you walk in to a job interview, consider how the other half thinks. Robert Genua, author of *The Employer's Guide to Interviewing* (Prentice-Hall, 1979, \$5.95), gives employers these hints for evaluating an applicant:

"Always watch for 'knock-out' items on employment applications that should automatically eliminate a candidate. These include lack of experience, job-related health problems, unavaila-

bility to start work within a reasonable amount of time, unrealistic salary expectations.

"Explore apparent inconsistencies that occur between prior information and that obtained in the current interview. If one thing is written on the application and then something else is told to you during the interview, you should find out the reason why.

"Watch for signs that the applicant may be overly tense. Does he or she fidget and squirm, tap fingers, swing feet, blush easily, frown a lot, squint, or in general show outward signs of excessive inner agitation?"

"Note how well an applicant can explain something. For example, if the applicant mentions something you know nothing about, ask him or her to tell you about it. Be genuinely interested and watch whether words are used well in explaining clearly and precisely what he or she is talking about."



ADVICE ON ADVISERS

A little advance preparation can spell the difference between a productive or discouraging session with your academic adviser.

Plan your questions beforehand and check for the answers in the school bulletin, suggests Marjorie Ewing Aghassi, author of *Getting Good Grades: How To Succeed In College* (Prentice-Hall, 1980, \$3.95). This saves time and relieves expectations that the adviser will be the fount of all knowledge.

You should always be on

time for the appointment. During the busiest advising periods, sessions are usually scheduled back-to-back, so you should make the most of your time and your adviser's time.

Finally, be sure that the adviser is someone with whom you have good rapport, Aghassi says. "If you feel you can't talk to your adviser about the problems that affect your academic work—and a lot of different kinds of problems can—then I think you really ought to look for another adviser."



Car? What Car?

The "Most Creative Excuse for Speeding Contest," held recently by the Georgia Fraternal Order of Police, revealed some outstanding examples of grace under pressure. Among the entries:

- "I know I'm speeding, but I'm thinking about buying this car and I want to see if it holds together before I close the deal."

- A man said he had just left the hospital emergency room after receiving a shot that would knock him out—and the emergency-room staff advised him to "get home very fast."

- "Officer, I've been drinking and I figured I would get caught quicker if I drove slower."

- From an elderly woman: "This car is so old and ornery it won't listen to anyone. I have absolutely no control over where it goes or what it does. Don't blame me because it's speeding."

- "As I approached the driver's window, the man flipped open his wallet and spoke into it saying, 'Kirk to Enterprise...Kirk to Enterprise...Beam me out of here, fast!'"



Get Mad— It's Good For You

The next time you're mad at your parents, let yourself get angry—and show it, says David Johnson, author of *Reaching Out* (Prentice-Hall, 1980, \$14.95). "Most of us have been taught that anger shows a lack of love or denotes rejection. That isn't true. Most of our relationships would be stronger if we could just argue effectively."

When arguing with parents, try focusing on a particular subject rather than

bringing up past grievances, Johnson suggests. Also, try to paraphrase your parents' arguments after each major point to let them know you understand their viewpoint. "If they say they're scared to let you borrow the car, then you should say after them, 'Do you mean you're concerned I'll be in a wreck?'"

Dating relationships pose additional barriers to effective arguing. "Couples always feel that fighting will threaten the stability of their relationship," says Johnson. Couples should learn that a single issue can be discussed without having to focus on the entire relationship.

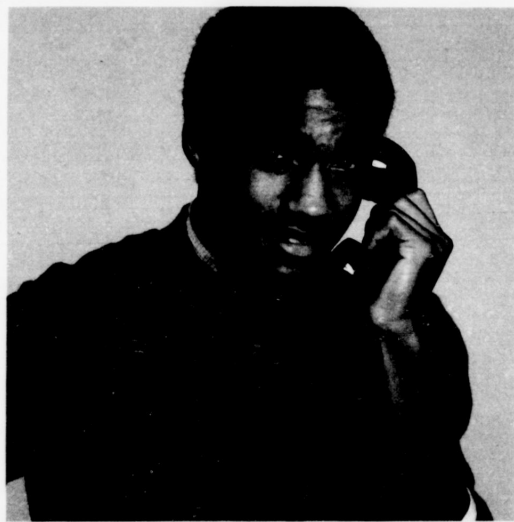
Don't limit your anger to those you know well, cautions Johnson. "If someone borrows your notes from a class and then returns them way after deadline, you should let them know of your anger even if you're not planning to see him again." You're not getting angry to reprimand him but to avoid holding anger inside yourself, he adds.

The College-to-Career Connection

Almost all of the business manuals on the market today advise graduates to find mentors when landing that first big job. What many people don't realize, however, is that the cultivation of a mentor may best be done while still in college, according to Dr. Adele Scheele, author of *Skills for Success* (William Morrow, 1979, \$9.95).

The successful student, says Scheele, realizes that the influence of an academic mentor is not limited to academia. Hence, a favorite English teacher in college or the adviser who offers guidance on future career moves may turn out to be the connection that lands you a job with a big publishing house.

Don't limit yourself to academic mentors, however. The people you meet during internships or summer jobs can help you stay up to date on what's happening in your field and help make your entry into the job market easier. Keep in touch.



Fear of Phoning

How To Get On...

To some people, the act of using the telephone to get information or to solve a problem is a terrifying tangle of wires and switchboards connected by the void of being put on hold, which eventually leads to being tongue-tied when someone finally answers. (Whew!) From Ma Bell and other experts comes this inside line on tackling telephone trauma:

- First, think of the call as a short speech. Ask yourself what the most important thing is that you want to say or know. Prepare questions before dialing so everything in your conversation leads to that conclusion. Be prepared to leave a message. Take notes during the conversation so you can ask any questions that pop into your mind and so you can remember the information you asked for.

- Next, treat the call as a face-to-face confrontation. Leave a good first and last impression by being courteous and pleasant. On the phone, people have a tendency to copy the tone of the other person, so it helps to be friendly. Offer a cheerful, wide-awake greeting, identify yourself, and try to use the other person's name. Check to see if you have called at a good time. Listen carefully, and don't hold another conversation with

someone else near the phone.

- Avoid breaking your thoughts with a string of pauses, which may confuse the listener. Pause only once before uttering a sentence.

- More telephone tactics: Speak directly into the telephone transmitter, and pronounce your words clearly and carefully. Use simple language and avoid technical terms and slang. Talk at a moderate rate and volume, but vary the tone of your voice to add emphasis and vitality to what you say.

...And How To Get Off

Say you really like Sally and usually welcome her phone calls, but this one has extended over an hour and you still haven't thought of a graceful way to hang up. Here are several effective and inoffensive ways to end a conversation:

"I know you're busy so I'll let you go."

"Let me just say before we hang up..."

"Listen, I'm going to have to let you go."

"Can I call you back? I'm expecting a call."

"Just let me make one last comment and then I really will let you go."

"I've got to be in a class in two minutes..."

"Can we continue this conversation sometime later? Maybe lunch..."



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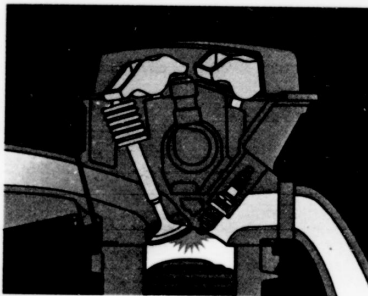
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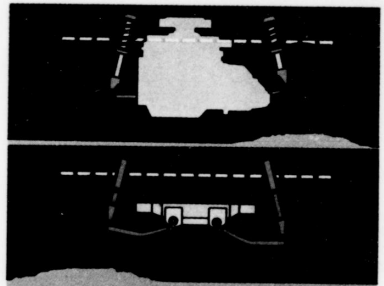
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