

# KENTUCKY Kernel

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An independent student newspaper

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Lexington, Kentucky



Photos by BENJIE VAN HOOK, Kernel Staff

## Whoosh!

All things must pass. And yesterday's violent weather was no exception. Three tornadoes touched down in Kentucky yesterday leaving two people

dead and injuring six. But as the sun set on UK's Coldstream Farm last evening the clouds began to disperse.

## Two killed, six injured as tornadoes sweep state

By JOHN WINN MILLER  
Associated Press Writer

Two persons were killed and at least six were injured yesterday when a tornado touched down at a mobile home park in McCrory County in southeastern Kentucky, according to a state police spokesman.

The tornado, one of at least three reported in the state, hit the Thurston Jones Trailer Park about one-half mile north of Whitley City around 3:10 p.m. EST, said state police dispatcher Steve House of the London Post.

Gordon Nichols, a state Division of Disaster and Emergency Services spokesman, said the tornado left at least 23 persons homeless.

House identified the dead as Vickie Stephens, 24, and nine-month-old Leslie Hatfield. Six injured persons

were to the Somerset Community hospital, he said.

Two suffered serious injuries, House said. They were identified as Johnny Beaty, 8, and Betty Hatfield, 21, the mother of nine-month-old Leslie. Both were listed in critical condition.

The other victims were identified as Linda Jones, 28, Jackie Beaty, 31, the father of 8-year-old Johnny Beaty, and Phyllis Vanover, 46, all of Whitley City. Larry Covington, 34, of Springfield, Tenn. was also injured, House said.

"As far as I know, no one actually saw the twister," House said.

At least six trailers were destroyed and one house was knocked off its foundation, police said. In addition, seven cars, three pickups and a barn

were destroyed by the twister.

Phone and power lines were knocked out. The damaged house caught fire but was quickly extinguished, officials said.

An initial estimate of the damage to the trailer park was \$150,000, state police said.

State police reported sighting a tornado east of London around 4 p.m. John Singleton, dispatcher at the London post, said several trees were blown down and some roofs were damaged.

Willie Sawyers, a photographer for The Corbin Times-Tribune, saw the tornado move across Interstate 75 outside of London.

"It was the darkest, fastest moving cloud I've ever seen," Sawyer said. "I didn't see the funnel cloud touch down and it wasn't until I saw the damage

that I realized it was a tornado."

Sawyer said the tornado touched down in the Laurel County community of Sublimity, just east of London.

"It tore down four barns, tore the roof off two houses and closed a section of U.S. 229 for about 30 minutes," he said. "We were really lucky that no one was killed or injured."

He said several other houses and cars were damaged by high winds and fallen trees.

A line of severe thunderstorms moved through the state yesterday, causing strong winds, hail and heavy rain.

Louisville's Standiford Field reported winds up to 51 miles per hour.

Another tornado reportedly skipped through Boone County in

## 'No money, no visa' is one of the problems UK Iranians could face

By KATY BANAHAN  
Staff Writer

The break in diplomatic relations with Iran announced by President Carter Monday will probably have an adverse effect on UK's 136 Iranian students, according to Dean of Students Joe Burch and several Iranian students.

"There are some real serious implications in this for our Iranian students," Burch said.

According to Burch, the most severe effect on the Iranian students will be their inability to get money from their homes since the offices of Iranian diplomats have been closed.

Burch said some of the students will probably be forced to drop out of UK due to lack of funds.

"There's just no way to say how many (will have to drop out) or how severe the impact will be," he said. "We just don't know anything now. We haven't received any special communications from the Office of Immigration and Naturalization about our students."

Burch said he does not think the University will be able to give special financial aid to those Iranian students who will no longer be able to receive money from Iran.

"I know it might be a serious problem, but I just don't know what we could do about it," he said. "We just don't have the funds for purposes like that."

Sedayhat Ghaffari, chemical engineering junior, said that he will probably be among those students unable to pay tuition next year because of the break in diplomatic relations with Iran.

"What can I do? I will have to go home. I can't work over here because I can't get a special work permit," Ghaffari said. "Now no money can come from home. I couldn't get a scholarship. I have no choice but to go back to Iran."

Another Iranian student, who asked that his name not be used, said that while his student visa will not be canceled at this time, he will have to leave the United States because he will no longer be able to get tuition money from his home.

"I wish I didn't have to go back to Iran — I don't like Khomeini," he said.

"Over in Iran, I will not be able to graduate from college. I won't be able to be an engineer or get a good job," he said. "I have no choice but to go back when I can't afford to stay here."

Mohamed Allezi, engineering junior, said he considers himself "more fortunate than most Iranian students here" financially.

"First of all, I have permission to work here. Also, I am on a scholarship teaching math," Allezi said. "But a lot of students will be in very bad trouble now. 90 percent get money from Iran to live and go to school."

Allezi said he hopes he will not have to return to Iran because as a non-Moslem, he would be "considered an enemy of the Moslem government of Khomeini."

"I am a Baahi, and the Baahis are in a very bad position in Iran," he said. "They have lost their jobs and their homes and the government took their money."

"I will try to stay here and finish my education. I hope I can stay here after that too," Allezi said. "Even if they try to send all Iranians back later, I hope to stay."

## Oil supplies from Iran may be jeopardized, warns Carter to allies

By ROBERT B. CULLEN  
Associated Press Writer

WASHINGTON — The Carter administration, raising anew the possibility of a blockade of the Persian Gulf, warned U.S. allies yesterday that their oil supplies could be jeopardized unless they cooperate in pressuring Iran to free its 50 American hostages.

The question of new action against Iran arose when White House press secretary Jody Powell was asked to assess the reaction of U.S. allies to President Carter's announcement Monday of new sanctions, including the breaking of diplomatic relations with the Tehran government.

"We will be awaiting with interest their response in this matter," Powell said. Then he added:

"To the extent that they support us in these efforts, the crisis is more likely

to be resolved without the necessity of additional actions which could involve additional risks for all concerned."

Powell characterized his reference to possible additional action as "a clear statement of policy."

Asked if he could be more specific about additional actions, Powell replied, "I could be but I'd rather not be at this point."

However, it was understood that options for future action that are considered open by the administration include a naval blockade of Iran's sea routes or the mining of its oil ports.

Either move would have a major impact on U.S. allies who are heavily dependent on imports of Iranian oil.

Powell's remarks came shortly after

Continued on page 3

## today

### local

CONSTRUCTION CREWS HAVE begun moving telephone and electrical lines to make room for utility poles for TeleCable Inc.'s cable television lines.

TeleCable, based in Norfolk, Va., won Lexington's cable TV franchise last October.

Max Herweck, the company's local manager, said Monday the crews would have to make room for as much as 50 miles of cable before any cable can be strung. The system, when completed in three years, will have 500 miles of cable.

### state

PEGGY SUE STADTER said yesterday that she saw oil and gas developer DeWitt T. Langford standing with a gun in his hand immediately after her husband and another man were shot at the Langford home in Leitchfield, Ky.

Her husband, Victor Stadter, 58, was wounded in the Dec. 15 shooting, and James "Burt" Tregoning, 59, of Bakersfield, Calif., was killed.

Langford's trial on murder and assault charges is scheduled to resume at 8 a.m. today in Grayson Circuit Court. The trial was adjourned at 10 a.m. yesterday after two jurors became ill.

A HEAVILY TRAVELED stretch of the Ohio River in western Kentucky, closed by a fuel spill Sunday, was reopened for navigation last night, a Corps of Engineers spokesman said.

"The cleanup at Smithland Lock and Dam was completed and the U.S. Coast Guard reopened the Ohio River to traffic in the area and the Corps of Engineers resumed locking procedures at 7:15 p.m. CST last night," Corps spokesman Martin Pedigo said.

Crews at the lock and dam began pumping 60,000 to 80,000 gallons of fuel from a leaking barge into a tank truck late Monday afternoon.

The spill occurred when a tugboat and five barges, all carrying fuel, jammed against the locks Sunday evening and one barge ruptured, according to Gordon Nichols, a spokesman for the Kentucky division of Disaster and Emergency Services.

### nation

LITTLE MARY AGNES CAHILL, allegedly sold by her cousin for pinball money to a convicted sex offender who "wanted to teach the young girl things," was rescued early yesterday in Red Bluff, California, four days after her abduction.

"There is no apparent injury or trauma," officer Ray McGregor said after the 5-year-old was examined at a hospital. The girl was found with the man who police allege paid her 16-year-old cousin \$20 for her Saturday.

John William Dickey, 41, of Riverside, was charged with kidnapping in a San Bernardino County Municipal Court warrant. Also in custody was the girl's cousin, who was being held for investigation of kidnapping and was not identified because of his age.

PRESIDENT CARTER, SHIFTING gears from the Iranian stalemate, held talks yesterday with Egyptian President Anwar Sadat aimed at pumping new

life into the slow-moving negotiations over self-rule for more than 1 million Palestinian Arabs.

As they met in the Oval Office, diplomatic sources were skeptical that an agreement on an autonomy plan could be wrapped up during the Sadat visit here next week.

All key issues, including how much authority the Palestinians are to have, remain unresolved with the May 26 target date for an agreement only five weeks away.

### world

THE UNITED STATES is hoping the World Court will issue a ruling against Iran that could—in theory—put the 50 American hostages in line for some cash.

The court is debating a U.S. claim that the Iranian government must pay damages for the Iranian militants' seizure of the American Embassy in Tehran and for the holding of hostages there since Nov. 4.

The international panel of 15 judges is expected to rule on the U.S. claim in a few weeks.

### weather

A CHANCE OF afternoon showers is a possibility, but the weather should improve greatly from yesterday's damaging hail and tornadoes. Highs today will be in the upper 50s, with temperatures decreasing into the upper 30s tonight. Tomorrow will bring warm and pleasant temperatures with highs in the mid to upper 50s.

# KENTUCKY Kernel

editorials & comments

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## Ludicrous argument

### LTI bill gets SG death sentence

Monday night, the senators of Student Government, who in their recently completed election told us they wanted to help all students, passed the death sentence on the proposal which would give the Lexington Technical Institute a seat in SG.

Monday was the fourth vote on the issue, and came about after the SG Judicial Board declared invalid the proposal's successful April 1 vote. The reason: the bill had not received a clear two-thirds majority. The issue here is fairly complex, but on April 1 the proposal received 23 "yes" votes, which is two-thirds of the 34 members SG was said to have at that time. However, the JB ruled that SG actually has 35 members, and the 23 votes the proposal received April 1 was not enough for validity.

It really seems absurd to think that SG, the organization which is supposedly the student's representative to the administration, does not even know how many members it has. Whether it is really 35 or 34, both are well short of the 42 members called for by the SG Constitution. Resignations and expulsions for too many absences are the stated reasons for the decrease. The LTI proposal is another in a long line of laugh-

able events this year's SG has given us. On one hand the body declares itself the student's representative on campus, while on the other they spend four meetings debating just who makes up the University community. It apparently doesn't matter to SG that the students of LTI live on UK's campus, deal with the same landlords "regular" students deal with, park in UK parking lots, attend UK athletic competitions (and you can bet LTI students don't have a choice in paying the activity fee), eat in UK cafeterias, give blood in UK blood drives, and attend school on the same schedule as UK.

It doesn't even matter to SG that the UK administration — the evil ogre SG is supposed to protect us from — recognizes LTI students as a member of the University community by extending these privileges to them. SG has ruled that since LTI's courses are governed by the Community College administration, LTI's students are not deserving of SG representation.

SG's argument is ludicrous at best and one can only hope that next year's SG will fully allow LTI representation in the student senate. Then again, maybe the LTI students are better off without SG on their side.

## Hostage situation: 'Bullshit'

### Precht's statement refreshes

Like a breath of fresh spring air, the straight talk on Iran finally blew through Washington, D.C. Monday. It may have been barnyard-tainted, but it was a relief nonetheless.

No, no, we aren't talking about Jimmy Carter's breaking of diplomatic relations with Iran, a step he should have taken months ago. We are talking instead of the word uttered by Henry Precht, director of the U.S. State Department's office of Iranian Affairs.

Precht and Deputy Secretary of State Warren Christopher met Monday with the Iranian charge d'affaires Ali Agah and Mohammed Lavassani, another Iranian official, to inform them of the President's decision to break diplomatic relations.

Understandably, the discussion grew heated, especially when the Iranians indicated certain hostages might prefer to remain in Iran. Precht then reminded the Iranian officials of their government's promise early in the crisis to assume protection of the hostages and expressed surprise this had not been done.

Lavassani answered, presumably with a straight face, that the hostages were in fact being protected by the Iranian government.

Precht's answer? "Bullshit."

With that the Iranians left, declaring that they had been insulted, charging Precht with attempting to take away their dignity and revealing that America would not have them to kick around anymore.

As the Iranian situation becomes more complicated and each rise of hope reveals only greater disappointment, Americans are becoming even more tired of hearing Iranians speak of the war-monger United States breaking international law in their attempts to free the hostages taken in a flagrant violation of that same law.

Precht may now find himself a national hero for daring to say to Iranian officials what so many of us have wanted to say for the past five months.

It may have been salty, but it was still nice to hear.



## Gun control deals with symptoms; cannot bring about cure for violence

By STEWART M. COUCH

This opinion is written in response to the "Braden Report" of Monday, March 31. There are serious problems with the contention that a ban on handguns would solve the problems of senseless handgun violence.

The basic technology for the manufacture of modern handguns has been extant for at least the last 150 years. Consider the example of the small weapons workshops in operation in the far reaches of Pakistan and formerly in the jungles of Vietnam. Weapons of such manufacture are not uncommon, some duplicated right down to the serial numbers and proof-

marks from western arms with such primitive tools as bow drills, hand augers, chisels, files, and treadle lathes. They are just as deadly as any of modern manufacture. Sad to say, a lot of unscrupulous people could make a lot of guns in any number of locations

## opinion

right here in the United States. The missing element is the motivation provided by a black market. Organized crime, already heavily involved in the illicit gun trade, would probably be the first to monopolize this black market. Today, a common way of producing an illegal weapon is the "five minute method" of handgun manufacture. All that is needed is a rifle or shotgun — and a hacksaw. Lop of 20 inches of barrel and 12 inches of stock and presto — instant pistol. To confirm the popularity of this method, call your local Bureau of Alcohol, Tobacco and Firearms agent — he's listed in the phone book. Any reader who would like to try their hand at making such a weapon, please be forewarned: cut-down rifles and shotguns are quite illegal — their manufacture or possession is worth five years of your time.

Those in favor of gun control (writer included) basically have very little to gripe about, mainly because gun control legislation is already on the books. In addition to sawed-off rifles and shotguns, possession of such weapons as automatic cannon, bazookas, mortars — and their ammunition — is illegal. To this list can be added the basic machine gun, also a restricted item. After all, when was the last time your local hardware store ran a sale on tommy guns and hand grenades? Also, felons, certified lunatics, and those discharged from the military under dishonorable conditions are prohibited from having firearms of any kind. Legally purchased guns are already registered at item of purchase in all 50 states. Guns and ammunition cannot be bought through the mails. These laws, and many others, which are provisions of the National Firearm Control Act of 1934 (amended in 1968); regulate the manufacture, sale, and distribution of firearms.

This is not to say that the traffic in illegal arms has been stopped — far from it. This problem persists, and was recently pointed up by the seizure in Lexington — less than two months ago — of a large cache of illegal weapons. At this point, my argument leaves itself open in one area — gun incidents in the home. It is undeniable that confiscation of firearms from law-abiding households. The number of people killed or seriously wounded every year at home by supposedly unloaded weapons is astounding — but remember that for those who refuse to submit to a ban, the problem will persist. But to deprive people of the accident-related or potentially

Such a "one-shot" solution would be as reasonable as: banning private ownership of the automobile to reduce traffic deaths, outlawing alcohol to eliminate drunken killers (whether behind the wheel or behind a gun), banning cigarettes to reduce lung cancer, and so on.

It should be stressed that the easy availability of weapons is not the important factor in handgun violence. In Switzerland, every male is drafted into the military, trained, and issued a weapon and a supply of ammunition to keep at home. Surprisingly, gun deaths and maimings are not a problem in Switzerland. The problem in America is the easy availability of victims to people who feel that the solutions to their problems — to bastardize a quote from Mao — flow from the barrel of a gun. Those who want guns, obtain them. Gun abuse is a serious and pervasive problem and highlights some deeply-rooted problems in the social fabric of some segments of our society. To flatly forbid the American people to have something because a small minority persists in its abuse is not only contrary to the notions of freedom and liberty; it is, essentially, ignoring the problem by "blaming" it on some thing (the car, the gun, the drug), instead of holding the person responsible for its misuse. This can be likened to treating the symptoms rather than attacking the disease. As has been stated, a certain amount of gun control legislation is essential — just as essential as the legislation regulating the quality of food we eat or the kinds of drugs we can purchase over the counter. Not everyone in the United States should have a "right" to have whatever weapon he chooses — and our laws address this. The solution to the "disease" of handgun violence is not a ban — which would be as effective as the prohibition of such useful therapeutic drugs as Valium, morphine, and Darvon would be in eliminating their abuse. Consider LSD and marijuana — both illicit drugs, yet readily available. No one in America has a "right" to whatever drugs in whatever quantity either.

Gun control legislation is necessary to keep the "symptoms" of handgun violence under control but the "cure" lies not in prohibition, but education. After all, guns, cigarettes, alcohol, drugs, knives, etc., don't kill people; in the end, people do. Responsible and intelligent citizens are the key to the ultimate solution of our problem.

Stewart M. Couch is an A & S sophomore.

John Scarborough is in Boston this week to deliver a lecture. As a result, his column, *In Menie Aghare* does not appear today. The column, as well as the author, will return next week.

## Letters to the Editor

### Lower standards

In reference to the *Kernel* editorial on April 7 concerning lowered admission standards to the state colleges: it is refreshing to see an intelligent issue discussed on the editorial page. Your staff is to be commended for bringing this issue to the attention of the university community which it vitally affects.

College is, by definition, higher education. To lower admission standards below existing levels would be to accelerate an already alarming trend, that of viewing college as extended high school. Already in this state, any graduate of a Kentucky high school must be admitted to a state university — on parole for one semester if he does not meet the admission requirements. As a result, everyone in Kentucky has an opportunity for advanced education, provided he will put forth the (minimal) effort required to achieve a 2.0 GPA. And, in the event he is unable to read, write a complete sentence, or perform 4th grade arithmetic, remedial classes are provided. This cheapens the value of the degrees conferred on every graduate of a Kentucky college.

To lower admission standards is to destroy the definition of college as higher education. What this move says

to Kentucky's high school students is that they do not have to meet any standards of intellectual ability: they will have another chance in college.

As a result of the lowering of admission standards, we can predict two trends: a rise in the quality of education in the state's private universities as a result of the lowered quality of education in state-supported institutions; and the exodus of truly intelligent and able scholars to other areas where their abilities will be matched by a quality learning process.

The answer to decreasing enrollment is not lowering admission standards for colleges. It is improving secondary education so that all students are stimulated to further their educational career and develop their intellectual abilities. If we do not improve our secondary education, the state universities may find themselves in the position of "prep" schools to real institutions of higher learning.

Susan Lyons Johnson  
Kentucky graduate student  
History Historical Society

### Materialism

The quotes in Walt Page's two articles (*Kernel*, April 4) betray much

materialism and philistinism embedded in several statements made by "positive thinkers" on the night of April 3 in Rupp Arena.

Two examples, one of each: Cavett Robert's financial metaphor ("The greatest investment on the face of the earth — yourself") prompts the suspicion that a "seminar in Positive Thinking" (attended by "over 5000 Kentuckians," half of whom "in direct sales" and the other half "in closely related fields") is but a euphemism for a strategy session of hallowed profiteering. An illustration of the second affliction, philistinism, occurs in a statement by Schuller: "The greatest power in the world is your imagination. If you don't control your imagination it will control you." We are at first tempted to applaud the sagacity of the first sentence until we bump into the fear of imagination that cripples the second one.

Such a statement reveals a fundamental philistinism fostered in this case by the shallowness of a mentality that does not think twice about calling "positive thinking" the histrionics of clothing the complex springs of human actions in the cheerleader's uniform. Schuller, Page tells us, professes that "ideas are the key to everything." Well, here is one, free of

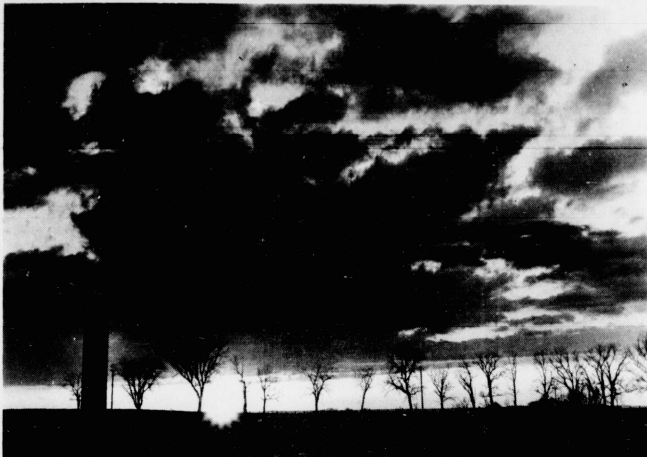
charge, from one Percy Bysshe Shelley: "The great secret of morals is love; or a going out of our own nature, and an identification of ourselves with the beautiful which exists in thought, action, or person not our own. A man, to be greatly good, must imagine intensely and comprehensively; he must put himself in the place of another and of many others; the pains and pleasures of his species must become his own. The greatest instrument of moral good is the imagination, and poetry administers to the effect by acting on the cause."

It is certainly a sign of these tragic times that the great humanistic voices of such sages as Sidney, Wordsworth, Goethe, Coleridge, Shelley, Carlyle and Ruskin have now coarsened into the philistine, inarticulate wordmongering of a bevy of peacocks sponsored by something called Humanizing, Inc. Humanizing! The very conception of such a name, let alone its adoption, and the consent to work under its banner, are too clearly reaffirms that the philosophical and moral study of human actions and values called humanism has degenerated into the strutting of "successful" salesmanship.

Abderrazak Dahmane  
English graduate student







### Peaceful ending

By DAVID COYLE/Kernel Staff

All things must pass. And yesterday's violent weather was no exception. Three tornadoes touched down in Kentucky yesterday leaving two people dead and injuring six. But as the sun set

on UK's Coldstream Farm last evening the clouds began to disperse. Hopefully with the intention of not returning for quite a while.

## Oil may be cut, U.S. warns

Continued from page 1

The State Department issued a warning to U.S. allies that their Iranian oil supplies could be placed in danger if they do not support the new sanctions. Iranian officials have strongly indicated they will cut off oil shipments to any country that joins in the U.S. sanctions.

Officials said the administration is not willing to for several reasons to make the threat of a blockade explicit, even though they feel it is the next logical step if Iran refuses to release the hostages.

One reason for only hinting at the action, they said, is that hints are enough to drive the message home in Iran and elsewhere, without irrevocably committing the United States. A second reason, they said, is fear that an explicit threat would prompt a violent reaction in Tehran. Finally, they said, the administration has not formulated precise plans for military action.

"There's no percentage in being explicit at this stage," one official said.

The public warnings were issued as American diplomats talked to officials in several dozen countries, asking them to impose trade sanctions of their own against Iran.

The FBI shadowed Iranian diplomats as they made arrange-

ments to leave the country before a midnight deadline imposed by President Carter when he broke diplomatic relations with Iran on Monday.

The State Department placed precise limits on travel for the 35 diplomats affected by Monday's expulsion order, allowing them to travel no more than two miles from home or work.

Another 209 Iranian soldiers in military training courses were also required to leave. Officials said some Iranians

had asked for political asylum, but as of mid-afternoon, no requests had been approved. They refused to give details.

Carter announced the decision to break relations with Iran in a television address Monday. At the same time, he announced new economic sanctions in an effort to pressure the Iranian government to release the 50 Americans who have been held hostage since the U.S. Embassy in Tehran was overrun by militants on Nov. 4.

## Blooddrive hits record number

After raising only 88 units of blood in the first day of the UK blood drive, the UK community came out in force yesterday and donated a record 292 pints of blood.

The total amount of blood donated at the two-day event also set a new record of 380 units. The old record for a two-day UK blood drive was 220 pints; the one day record was 168.

A total of 495 people went to Memorial Coliseum to donate. However, many were turned down due to various medical reasons.

In yesterday's *Kernel* article on the blood drive, it was incorrectly reported that Eastern Kentucky University has a similar two-day drive each semester and receives a total of 800 pints of blood.

Actually, the EKV blood drive occurs once a year and is sponsored by the Red Cross which heavily promotes the drive a month in advance.

The UK drive, sponsored by The Central Kentucky Blood Center, UK Student Govern-

ment and Lexington radio station WKQQ-FM, was held yesterday and Monday from noon to 8 p.m.

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1 Enjoy  
6 Treatise  
10 'Away!'  
14 Quick  
15 Foot pt.  
16 Poi source  
17 Strongboxes  
18 Refined  
19 Bard of —  
20 Indrines  
22 Amaze  
24 Equivocated  
26 Dors  
27 Garments  
31 Yr. parts  
32 Mr. Shaw  
33 Weary

DOWN  
2 words  
35 Plunge  
38 Discovery  
39 Langush  
40 Unusual  
41 Greek letter  
42 Ribs, e.g.  
43 Imp  
44 NaCl  
45 Dregs  
47 Filaments  
51 Flower

52 Insects  
54 Mood  
55 Skating —  
59 Housetop  
61 Demean  
62 Church part  
63 Corrupt  
64 European river  
65 Reward  
66 Depend  
67 Went astray

UNITED Feature Syndicate  
Tuesday's Puzzle Solved

DOWN  
1 Fools  
2 Fish sauce  
3 Life. Latin  
4 Superimposed  
5 Rest  
6 Hunch  
7 Burden  
8 Scour  
9 Electronic music-maker  
10 Beginnings  
11 Bicker  
12 Got up  
13 Shades  
21 Notice  
22 Lowly one  
25 Haggard  
27 Secure  
28 Legal paper  
29 Volcano  
30 Plums  
34 Midlayer  
35 Titled one  
36 Metal  
37 Confined  
39 Flux user  
40 Recall  
42 Shore  
43 Sickness  
44 Fired  
46 Period  
47 'Beat it!'  
48 Trash  
49 Wash  
50 Range  
53 Dirt  
55 Brace  
56 Serf  
57 Rattan  
60 Go by jet

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In a net

By BENJIE VAN HOOK/Kernel Staff

Six-year-old Ethan Fletcher took time out from his soccer team's practice yesterday to ham it up for the camera. Fletcher who is the goalie for the Eagles, a team in the Lexington Youth Soccer Association, was practicing at a field on Clifton Circle.

## Khomeini urges Iranians to rejoice and tighten belts after U.S. actions

By The Associated Press

Ayatollah Ruhollah Khomeini urged Iranians yesterday to rejoice in their final break with the "world-devouring plunderer" America, and the Tehran government began mobilizing the people for a "holy war" of belt-tightening and possible rationing to grapple with economic woes.

President Abolhassan Bani-Sadr declared there was "no reason to worry" about the U.S. economic embargo against Iran, but added that Iranians would need an extra effort to resist the pressure.

In a message to the nation, Khomeini said President Carter's anti-Iran actions would have no effect on the status of the 50 U.S. Embassy hostages, in their 157th day of captivity in the hands of young Moslem radicals.

He said a decision on their fate still must await convening of the new Iranian Parliament, which may be months away.

When Carter announced the break in U.S.-Iranian diplomatic relations and the virtual trade ban Monday, he said "other actions" might be taken if the hostages were not released "promptly."

U.S. officials were not ruling out a naval blockade of Iranian ports or other military action.

The Carter administration also sent strong signals to U.S. allies yesterday that it expects

some help in the economic offensive, but there were no signs of immediate cooperation signaled U.S. allies yesterday that it expects some help in the economic offensive.

The Iranians have threatened an oil embargo against any nation joining in the U.S. sanctions, but American officials pointed out that if the United States has to go it alone and blockade Iran, that would cut off oil exports to those countries anyway.

There were no signs of immediate cooperation from Japan and the Western European allies.

Bani-Sadr said in a Tehran Radio interview the captive Americans were being treated humanely, and the official radio noted he has called for appointment of an outside observer to oversee their conditions.

Iranian television last night showed film of the hostages as

they were visited last Sunday by three American clergymen who presided at Easter services in the embassy.

In the film, the hostages appeared in generally good spirits, although some seemed nervous, as they chatted with the visiting ministers.

Khomeini told Iranians that Carter's break in relations was a "good omen" because it meant the United States had lost all hope of controlling Iran.

The ruling Revolutionary Council met in an extraordinary session yesterday with provincial governors general to discuss steps that should be taken as a result of Carter's new sanctions.

Council spokesman Hassan

Habibi said they were considering a "holy war" that might mean rationing of consumer goods, putting a lid on wages and clamping down on hoarders and others causing shortages in domestically produced goods.

The U.S. sanctions are not expected to have a major impact on the Iranian economy, since trade between the two countries had already dwindled to negligible levels since the embassy takeover Nov. 4.

Japan and most of the NATO nations of Europe said yesterday they sympathized with the United States, but indicated that decisions on joint action, if any, would take time.

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 Subject: U.K. Faculty Retirement Program and Benefits  
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 Wednesday, April 4, 4 p.m.  
 Conference Room, King Alumni House

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# campus briefs

THE KENTUCKY KERNEL, Wednesday, April 9, 1980

## Dedication

A dedication of UK's main walkway — going from Memorial Coliseum to the Funkhouser Building — will be held at 6:30 tonight adjacent to the east entrance of the UK Center for the Arts Building.

UK President Otis Singletary and other administration officials will be present as members of UK's sororities and fraternities dedicate the walkway with the 20 Red Maple trees they purchased last year.

## Careers

"International Careers: Working in the Real World" will be the topic of a conference tomorrow afternoon in 206 Student Center from 1 to 4:30. Panelists from international banking, business, teaching, diplomatic service and volunteer organizations will speak briefly about their respective fields and opportunities available for students. The speakers also will suggest what interested students can do to better prepare themselves for entering the various disciplines.

The conference participants are: James Fahy, Citizens Fidelity and Trust Co. of Louisville; Lloyd Jones, Summit Co. of Louisville; James Hansen, E.S. Management Co. of Louisville; William Riley of Lexington IBM; Michael Zimmerman, Foreign Service; Kenneth Wiegand, Peace Corps

and Leland Smith, UK College of Education. The conference is sponsored by the UK Office for International Programs.

## Honored

Myrna M. Wesley, UK assistant professor of nutrition and food science, will be honored tomorrow as the outstanding dietitian for the state of Kentucky.

Mrs. Wesley will be recognized during a luncheon in connection with the 43rd annual assembly of the Southeastern Hospital Conference for Dietitians in Atlanta, Ga.

During 1978-79, Wesley served as director of the Nutrition Education and Training Program in Kentucky. The project developed educational materials, training manuals and a workshop program.

The materials have been used to train more than 900 teachers, administrators and school food service personnel in integrating nutrition education into the total program of schools in Kentucky.

Wesley received her master's degree in science at UK in 1975.

## Pharmacy grant

The UK College of Pharmacy has received a grant \$91,985 from the National Institutes of Health.

Dr. Gary L. Anderson,

research scientist in medicinal chemistry and pharmacognosy, is the principal investigator for a three-year project titled "Pyrido (2, 3-d) pyrimidine Ribonucleosides."

This research focuses on the synthesis and biological evaluation of novel nucleoside analogs as potential anti-tumor agents and biological probes, which is also one of the goals of a Biomedical Research Development Grant recently awarded to the College by NIH.

## Drug lecture

Drug abuse will be the subject of the John A. O'Donnell Memorial Lectures at 7:30 p.m. tomorrow in the small recital hall of the UK Center for the Arts.

The lectures are presented by the UK department of sociology in honor of the late Dr. John A. O'Donnell, a faculty member of the department who specialized in drug abuse studies. Dr. O'Donnell died in October.

Two well-known experts on drug abuse — Dr. John Ball, Temple University professor of psychiatry who worked with O'Donnell at the Addiction Research Center in Lexington, and Dr. Robert Dupont, former director of the National Institute on Drug Abuse — will speak.

The lectures are sponsored by a grant from the national

Committee on Problems of Drug Dependence.

## Professor on TV

Dr. Stephen D. Smith, associate professor in the UK department of anatomy, will appear in a filmed interview on the NBC-TV program "Prime Time Saturday" April 12 at 10 p.m.

In the interview, filmed at UK March 24, Smith discusses with TV interviewer John Dancy his work in amphibian limb regeneration. Smith also describes some experiments using electrical fields to halt the growth of tumor cells.

Smith emphasizes that the electrical experiments with tumors are not to be viewed as a cancer cure, but only as very preliminary investigation. Smith's use of electrical

pulses to stimulate regrowth of a frog's leg, widely described in 1973, sparked Smith and others into regeneration.

Smith has been at UK since 1965.

## Law seminar

Selected problems in administrative law and practice will be the theme of a legal education seminar at the UK College of Law this Friday.

The seminar will offer lawyers basic instruction in the practice of law before Kentucky and federal administrative agencies. Robert L. Chenoweth, Kentucky deputy attorney general, will be moderator.

Speakers will include Frankfort lawyer Dandridge F. Walton, associate professor of law Edward H. Ziegler, Northern

Kentucky University, Covington; Lexington lawyer Thomas H. Glover; UK assistant professors of law Eugene R. Gaetke and John M. Rogers; Harlan attorney Eugene Goss and administrative law judge Ben

M. Combs, Social Security, Lexington.

A \$50 registration fee will include cost of program materials and lunch. Additional information can be obtained by calling 258-2971

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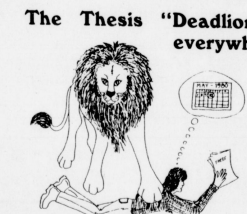


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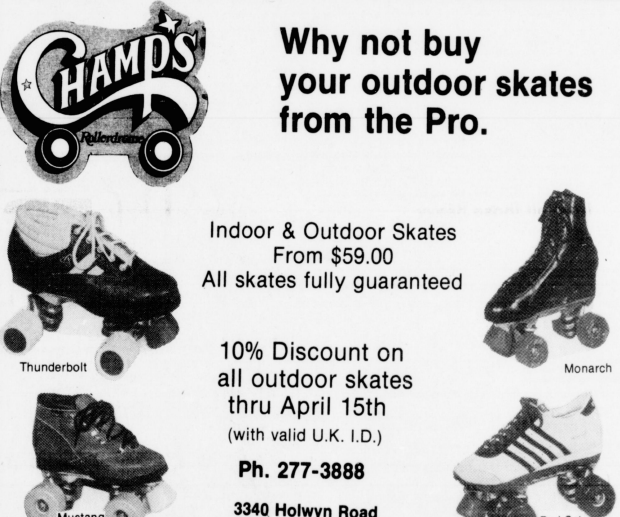
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I. Prime Objective

- Sun and Beach
- Night and Social Life
- Cultural Experience
- Sports: skiing, climbing, tennis, rafting, etc.

II. What can you afford?

- less than \$100
- \$100-\$250
- \$250-\$500
- \$500 +

III. Specific areas—major trips

- Colorado—skiing
- Florida—party
- Caribbean Cruise (will be over \$500)
- little known island—quiet
- other \_\_\_\_\_

IV. Specific areas—weekend trips


- white-water rafting—West Virginia
- camping—Natural Bridge, Red River Gorge
- canoeing
- skiing—Snowshoe, WV
- spelunking—Cave City area
- culture—Cincinnati
- other \_\_\_\_\_

Please fill out and mail to: Student Center Board Travel Committee, 203 Student Center, UK, Lexington, KY, 40506, or drop it by the Center, room 203 in the Student Center.

If you would like to help organize these trips and more, and would like to be involved, please drop by the SCB Travel Center and fill out an application for membership on the Travel Committee. We need ambitious and industrious workers!

We need your ideas and opinions too! We have a more detailed questionnaire in the Center. Your assistance by completing this questionnaire at group conveniences would be greatly appreciated. It is available in the Center and we will mail it to you at your request.

The Travel Center is available to all students, faculty, staff, and friends as a source of information and assistance in travel. Please take advantage of us! Thanks!



# sports

Says UK recruited Beal's dad

## Blue Demon assistant Joe Molinari feels he's been burned

COVINGTON (AP) — Dicky Beal, Holmes High School's sensational point guard, gave DePaul recruiters a verbal commitment in January, and they thought he was firmly in their camp.

But now he's decided on Kentucky instead, and DePaul assistant coach Joe Molinari feels he's been burned.

"It really disappoints me and makes me uneasy to think about it," Molinari said. "I think Kentucky recruited the dad. I feel his dad was unfair in this situation. He completely closed us down."

"This whole thing really opened my eyes to big-time

recruiting." Beal averaged about 25 points a game for Holmes, and Molinari said the DePaul staff considered Beal the best high school point guard in the country.

But DePaul never was able to win over Dickey's dad, Richard Beal, and Molinari discovered too late how important that would be.

"Dickey told me all the time about it," Molinari said. "From the moment Dickey committed to us in January, I knew Mr. Beal would never be in our corner."

"There was a story in the *Chicago Tribune* a couple of

weeks later that said Mr. Beal was very upset. It said he thought we recruited around him. "When I saw him the next time I apologized to him. But he told me it was too late. I knew right then we would never win him over to DePaul."

Molinari spent a lot of time with Beal this season. He saw about 20 of Holmes' games and so many practices that "I feel I know everybody in Covington," he said.

"I had to be there, because there were other recruiters still around," Molinari said. He learned, they said, "You better watch out, Kentucky's

"Joey (assistant coach Joey Meyer, son of DePaul coach Ray Meyer) talked to Dicky last Tuesday, and he said his decision was the same, that he would still attend DePaul," Molinari said. "Then, I rode the plane with him and Holmes Coach Reynolds Flynn on Friday to that all-star game in Atlanta. Dicky said his decision was the same, but he said his dad liked Kentucky."

"When we got to Atlanta, some recruiters told me Kentucky had stopped recruiting guards Dennis Johnson and Ricky Norton. They said, 'You better watch out, Kentucky's

dropped off Johnson and Norton, and they're hot on Beal.' "Then Dicky told me he was going to Kentucky. After I picked myself up, I said, 'Dickey, why don't you do this; why don't you let us visit you

and your father like we had planned to do. "Dickey said, 'No, I'm not going to change my mind.'" Molinari said Beal's defection was important because, "Realistically, it's too late to get

another point guard. We're just hoping now we can get a super high school kid next year who can step right in and play."

"We won't get another Dicky Beal. For our program, he was the best point guard around."

### Atlanta has new look

## Reds open against Braves today

(AP) — The Cincinnati Reds didn't make any major trades or get any free agents over the winter, but this year's Atlanta Braves' roster bears little resemblance to the baseball team which finished last in the Western Division of the National League last year.

Each team believes that its method is the right one as they square off here today to open the major league baseball season. Last year, the Reds were able to prove the doubters wrong despite the preseason dire predictions about where the Reds would be after the winter departures of manager Sparky Anderson and third baseman Pete Rose.

The Reds finished first in the West and manager John McNamara believes they'll be there again despite offseason acquisitions by Los Angeles and Houston.

appear as if the Los Angeles Dodgers and Houston Astros have helped themselves since last year," said McNamara. "But games are won on the field, not on paper."

The Reds manager refuses to make preseason targets out of either the Astros or the Dodgers. "The only thing that counts is what you do over a full season," McNamara concluded. McNamara is going to have to keep a sharp eye on the health of his pitching staff, particularly those of veterans Bill Bonham and Tom Seaver.

Bonham is trying to prove he is recovered from elbow surgery in 1979, while Seaver had a back sprain during spring training.

Last year, Seaver overcame an early-season lower back sprain to win 14 of his last 15 decisions and finish 16-6.

Seaver, who will start today's 2 p.m. game, admitted it gets tougher to prepare each year.

"But I'll keep going through this as long as there are results," Seaver said. "The end result is all that matters and when you get there, when you do well, there is no comparison...no matter what you have to do to get there."

The Braves this winter got two frontline players — first baseman Chris Chambliss and shortstop Luis Gomez in a trade with Toronto and relief pitcher Al Hrabosky was signed as a free agent.

The club also obtained catcher Bill Nahorodny, pitcher Doyle Alexander and infielder Larvell Blanks.

"We're almost a completely different ball club; all the front office people feel we're much better," said Braves manager Bobby Cox. "We have a good chance of winning, to a man, our entire ballclub thinks so."

Phil Niekro, 21-20 last season, is scheduled to be the starting pitcher for Atlanta in Wednesday's game.

## Graham may be unknown to Americans, but he is in the hunt for the Masters title

By BOB GREEN  
AP Golf Writer

AUGUSTA, Ga. (AP) — He is teetering on the edge of greatness, but to most fans — at least most American fans — Australian David Graham is little more than another face in the crowd.

"There's a reason for it," explained Graham, a golfing renaissance man who designs and crafts clubs, has his ideas about course architecture, writes a golf column and plays the game about as well as

anyone. "I came here as a stranger. I had no amateur record. No one knew me, and I knew no one."

"It would be different if I'd played amateur golf in this country, had come up through the colleges. Then I'd have a background the fans would be aware of."

He had no amateur record because he was never an amateur. The slight, slender man who carries himself with a stiffly-erect, military bearing turned pro at age 16 in his native Australia.

He compiled a worldwide

record of success — it now includes significant victories on five continents — before coming to this country. He reached the high point of his American career last fall with a dramatic, gutsy victory over Ben Crenshaw for the American PGA championship.

"With that, I have become more major-tournament-oriented," Graham said before a practice round over the Augusta National Golf Club course, site of the 44th Masters beginning tomorrow.

"Behind Gary Player, I think I have the best international record of anyone now playing," Graham said. Among his more important foreign victories were the 1976 Chunichi Crowns in Japan and the World Match Play in England.

the 1977 Australian Open and South African, PGA, the 1978

Mexico Cup. Other triumphs have come in the World Cup, in Thailand, France and Venezuela.

"With the PGA I now have a chance to become one of the great players. But to do that, I need to win more than one of the majors. And I think I can do that."

### Runge to sign with Lady Kats

The University of Kentucky announced yesterday that Jody Runge, a 6-4 forward from Waukon, Iowa, will attend UK to play for the Lady Kat basketball team.

Runge averaged 35.8 points a game over three years and set a school, conference and state scoring record with 81 points in one game.

## Ky. - Ind. picks soon

LOUISVILLE (AP) — The Kentucky director of the Kentucky-Indiana All-Star series says the Kentucky boys' and girls' coaches, as well as players invited to try out for both squads, will be named within the next 12 days.

"We've had a lot of trouble getting our selection committee together," said Harold Adams. "Once we do, we'll announce

everything, including Mr. and Miss Basketball."

The selection committee is comprised of members of the Kentucky Lions Club, which sponsors the Louisville games set for June 21 at Freedom Hall. The series will move to Indianapolis' Market Square Arena June 28.

Twenty-one boys and girls will be invited to tryouts held in Lexington May 17-18.

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**NOTICE ;**  
**The 113th Annual Commencement Exercises**  
will be held on Saturday, May 10 at 4 o'clock  
A pamphlet containing information about Commencement activities was recently mailed to degree candidates for whom correct addresses were available. Students who did not receive this pamphlet may pick up a copy at the 1st Floor desk of the Patterson Office Tower, or at any College dean's office.  




# Lady Kat golf team hopes to put it together in its tournament

By DONNIE WARD  
Staff Writer

The annual Lady Kat Invitational Golf Tournament will get under way April 15-16 at Lexington's Spring Lake Country Club. Furman and Auburn are rated favorites in the 14 school field — above defending champion North Carolina and last year's runner-up Kentucky.

## Kats track team gets first signee

Cindy Cropper, a 5-8, 175-pound junior champion javelin and shot put thrower from Windsor, Ontario, is the first 1980 signee for the UK Lady Kat track team.

Cropper, a gold medalist in international competition, has competed in Italy, France, Cuba and Great Britain. Also a fine basketball player, Cropper averaged 27.2 points per game and 14.8 rebounds.

Furman's top-placing in the tournament stems from finishing highest in its own invitational last weekend — a tournament in which the Lady Kats managed only a 14th place finish out of 25 teams.

"It was perhaps the strongest tournament we will play in this year," said Betty Lou Evans, in her second year as the head coach of the Lady Kats.

Kentucky's 11-member team is led by three native Kentuckians, including senior Tynette Ohr from Irvin, Ky., who finished fifth in the Mexican Amateur in March, finishing

the low round for the tournament was Chris Allen, an outstanding freshman from New Hampshire. Top players for Auburn are Ann Ranta and Sharon Thomas, who was the individual winner in this year's Duke Invitational.

Evans said her team has improved considerably since last year and is looking for better things in the future.

"Our fall season was not as good as we expected, but we are hoping for better things this spring. "We have a better balanced team this year; we have more good players, so our

starting line-up varies," Evans continued. "We hope to win our invitational even though it has a stronger field than last year."

Evans said problems last spring came from an imbalance in her players' performance.

"We couldn't get everyone playing well at the same time," Evans said. "We weren't as balanced then. Rush was playing extremely well and Ohr was not playing as well as she is now. "And that creates a problem because golf is a team sport."

Last fall, the Lady Kats placed fourth at Appalachia

State, seventh out of 23 at Michigan State, second out of 18 at Indiana and eleventh of 24 teams at North Carolina.

"After next week's invitational, the Lady Kats will travel to Marshall University in Huntington, West Virginia where they will defend their championship on April 18-19. On the 20-29, they will participate in the Southern Intercollegiate Regional Golf Tournament in Athens, Ga.

State, Duke, Longwood, Marshall, Missouri, Southern Illinois, Stephens, Wake Forest and Western Kentucky.

Other teams that will be participating in the tournament include Alabama, Appalachia

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## Although some scattered problems, Census going smoothly

By The Associated Press

Some people didn't get census forms at all. Other people got more than one. The lieutenant governor of Wisconsin was left out. A 14-year-old dog in Rhode Island was included.

An Associated Press spot check one week after Census Day — April 1 — showed that the count is going smoothly in most places, but there are scattered problems.

Several district offices of the Census Bureau say they are having trouble recruiting workers for the follow-up visits that will begin April 16. Some places report thousands of people were missed in the initial

mailing late last month.

Nationwide, just over 53 percent of the households in the country returned their forms as of last Thursday afternoon the Census Bureau said. In some areas, the return rate is running as high as 90 percent.

The town of Secretary, Md. — population 500 — was inadvertently ignored by the Census Bureau. "It was the talk of the town," said Geraldine Larrimore, a local resident.

Mayor Robert Peters said he was worried the town would lose the \$4,000 it gets in federal revenue sharing money each year.

Mike Mulrine, district director for the census office in

Dover, Del., said the town was left out of the computer used for mailing addresses due to human error. He promised to take care of the problem.

Wisconsin Lt. Gov. Russell Olson moved recently and his new home is at an address that apparently didn't exist when the last census was taken 10 years ago. "He will receive one at his new address," said Lois Sixel, manager of the census office in Madison, Wis.

Sixel said letter carriers had filled out slips for addresses — like Olson's — which weren't around 10 years ago and forms are being sent to all the missed people. About 10,000 people in the state were involved.

Barbara Bentley of Coventry, R.I., had a different problem. The form in her mailbox was addressed to George Bentley.

George is her dog.

Mrs. Bentley returned the form to the Coventry post office. Norman Plante, superintendent of the mails, sent it back to the census takers in Warwick, R.I. "I don't know where they got their mailing list," Plante commented.

Census forms sent to urban areas contain only a mailing address, but those sent to rural areas also list the name of the recipient. Census officials said parts of Coventry are rural, but no one could explain why the form Mrs. Bentley received was

addressed to her dog.

Connie Smith of the regional census office for California and Hawaii said, "There have been some problems. But considering the enormity of the project, it seems we've done very well on it."

She said the bureau still needs workers.

"We have found in the past there is a big turnover. And many offices don't have enough people yet." Census officials said last week that hiring remained a problem in several areas, but that recruiting efforts were continuing.

Thousands of census workers called "enumerators" will be trained April 14 and 15 and sent out the next day to check up on people who didn't return their forms, filled them out incorrectly or have some

other problem.

Many rural households were instructed to hold their forms for collection rather than mailing them in.

Residents of Merrillville, Ind., got forms that listed their addresses as being part of Gary. Claude Robinson of the census office in Gary explained: "The Gary post office handles the Merrillville mail. Individuals will be counted in their block and their tract... if they would feel better by marking out Gary and putting on Merrillville, then they can go ahead and do that."

People in rural Wyoming counties were told to keep their forms, but many of them are mailing them in anyway. About a dozen people mailed or brought the forms to the *Rawlins Daily Times*.

Editor Don Peterson called the census office which sent someone to pick them up. Peterson said he "hasn't the foggiest idea" why they chose the newspaper.

Mary Masterson of El Cajon, Calif., hasn't done anything with her census form. "I've been too busy answering the phone," she said.

It seems that the last seven digits of the Census Bureau's toll-free, 800 telephone number are the same as Masterson's local unlisted phone number. She's been getting nearly 50 calls a day from people with questions.

"I've complained to everyone I can," Ms. Masterson said, adding that on top of everything else, she got the long census form instead of the short one.

## Art and Music libraries add new volumes to collections through federal, UK grants

By RUTH RAGLAND

UK's Art and Music libraries have expanded their collections in the field of American theater with the help of a \$3,963 federal grant and a mini-grant from UK's library system's budget.

According to art librarian Mary Davis, \$3,420 of the U.S. Office of Education grant have already been spent. Most of the books ordered have been received and are on the shelves.

Davis said that the grant money has been available to UK since October 1, 1979 and must be spent by September 30, 1980 or any unspent funds will be forfeited.

Davis said that when the theater arts collection was moved from the main library last spring to the Art Library, many books were missing. She said that some of the grant money has been used to replace missing books and to purchase books as a backup for an American musical theater course taught by Dr. James Rodgers of UK's theater department.

Ruth Brown, associate director of UK's libraries, said almost any academic library can apply for the U.S. Office of Education grant. "You don't have to compete to get it," she said.

Brown said UK routinely applies for the grant each year and uses it in different fields where added collections are

needed.

\$3,963 is not a lot of money to spend on one subject because "books are pretty expensive — you can hardly get one for \$20," Brown said, adding the grant was being used "to help round out the collection" and to purchase books that are basic to a good theater arts collection.

Some of the books purchased were *Broadway Scrapbook* by Brooks Atkinson, *The Making of No, No, Nanette* by Donald Dunn and *The Business of Show Business* by Gail Plummer.

The library also purchased a complete collection of *American Theater*, described by Davis as a lavishly illustrated magazine from the early 20th Century.

Rodgers, chairman of the theater department, said a decision was made to specialize the collection in American theater because many of the advances which have been made in technical fields such as sound, lighting, makeup and acting techniques were made in America.

He also said the books were not as expensive as some of the other areas which could have been chosen.

"The first priority was to bring the library up to date," Rodgers said, adding that he thought there had never been much emphasis in purchasing books for the collection.

Rodgers also asked for funds from the library system's

budget to buy recordings of Broadway musicals for the Music Library.

The proposal was accepted and the library has now received over 100 such recordings for its Listening Center including "South Pacific," "The Sound of Music," "I Do, I Do" and "Damn Yankees."

Among more recent shows are "Annie," "Godspell," "The Wiz" and "The Best Little Whore House in Texas."

The facilities in the Listening Center are open to anyone who

wants to hear the albums.

Director of Libraries Paul Willis said UK's library system purchases as many as 90,000 new books each year but the library has been buying less because of increases in book prices.

Willis said he would be surprised if federal grants such as the one from the U.S. Office of Education increased now that the Carter administration plans a balanced budget.

"I think we'll be fortunate if they stay the same," he said.

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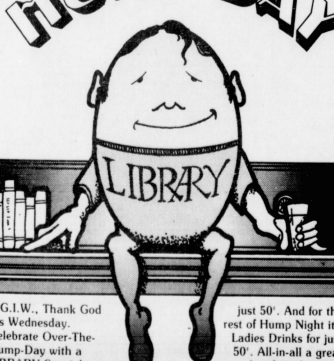
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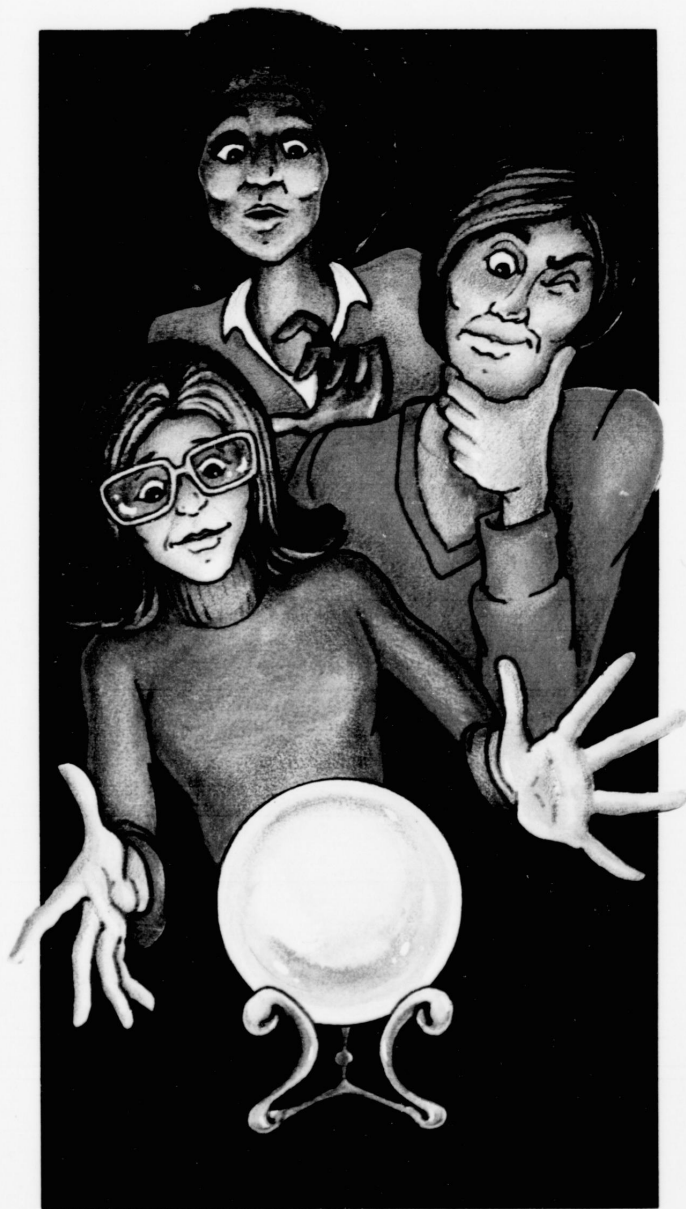
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Choosing a career may be the most important decision you'll ever make. About 10,000 days of your lifetime are at stake—that's how much time the average working person spends at his or her job.

And it's no wonder that the decision is often tough; one authority estimates that, theoretically, a college student has 42,000 career options to choose from. The possibilities are exciting—and overwhelming. Throughout your college years, the pressure mounts; your family, friends, and professors expect you to choose your life's work wisely. How can you possibly narrow the alternatives?

If you're like most students, you have many unanswered questions about the career search. Must you choose a single direction? Which courses or degrees are marketable? How valuable are job-market predictions?

For the answers to these and other career questions, *Insider* went to independent career consultants and authors, psychologists, corporate recruiters, personnel directors, and college career counselors, as well as to students who have found their way through the labyrinth of career decisions. All are authorities on finding and succeeding in a career.

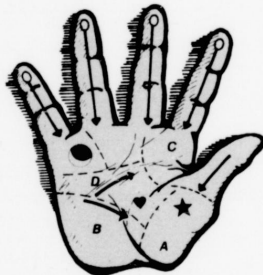
Career planning and counseling became a major professional field about 10 years ago, when college graduates first found themselves outnumbering the professional openings they had always taken for granted. And the trend continues; the federal government predicts that the number of college graduates entering the labor force between 1978 and 1990 will exceed by 3.3 million the openings traditionally filled by degree-holders.

This *Insider* is intended to help you find your own answers and, in doing so, help you compete successfully during this economic squeeze. It contains a sampling of the latest thinking in career planning—how to decide on and reach career goals, and how to cope with changes in the market. The experts in the following pages suggest methods you can start using now, and continue to rely on throughout your working life.



## Debunking Career Myths

An important first task in planning your future is to reject a few common myths about careers. Here are some warnings from the experts.



- **The "job market."** "There is no such thing as a job market from the point of view of the individual," says John C. Crystal, professional career counselor and author. "There is an *employment* market strictly for the benefit of employers, but even it doesn't work very well for them." Crystal says students expect the so-called job market to do something it isn't designed to do, and probably won't do—find or create the right job for them.
- **One life, one career.** The idea that a single career should satisfactorily endure a lifetime has become so accepted that "the choice of a career becomes a self-imposed necessary and fateful process," writes Yale psychol-

ogy professor Seymour Sarason in *Work, Aging, and Social Change* (Free Press, New York, N.Y., 1979, \$5.95). But because of developing technology and worker dissatisfaction, many people change careers several times.

- **The power of a college degree.** A degree neither guarantees nor limits you to a job in a specific field.

"One doesn't have to have a degree in business or accounting to function in a business setting," notes Brad Fagen, professor of higher education at the University of Iowa, and author of a study of career preparation in the liberal arts. Skills such as your ability to analyze information may be far more important than what subject you happened to major in.

- **Planning alone guarantees success.** "The students' greatest mistake," says Joe Miller, counselor at Illinois State, "is that they do not go out and get experience in the area they're interested in."

- **The perfect job.** It won't be; your first job after graduation probably won't provide immediate recognition and fulfillment, and it may not even pay very well. John Shingleton, director of placement at Michigan State University, says you should beware of the "expectations gap," and warns that many graduates may have to take stop-gap jobs while awaiting appropriate openings. □



—LINDA SALANE, counselor at the University of South Carolina.

"Most people don't want to plan until they come to a crisis. Students do a lot of career planning, but they don't have accurate information; they tend to let peers and parents give advice from a narrow perspective."

## PROFILES



### Gregory Hayes: His Career Is Careers

The college environment and the satisfaction of helping students through the maze of career information attracted Gregory Hayes to the career-counseling field.

A 30-year-old New Jersey native, Hayes is executive director of the career-development center at USC. He entered career counseling nine years ago and has been at USC for three years. Before that, he worked in counseling at Howard University and the University of Dayton, where he earned a master's degree in college personnel administration.

At USC, he has implemented a career-planning course for student athletes and a career-counseling program for alumni. Hayes plans to write a book on career aspirations of black college students.

"We don't have enough experts to provide career assistance to blacks," he says. "There's a need for role models."

## What Makes An Expert?

They advise others on job hunting, but just who are college placement and career counselors? Where do they come from, and how do they get into the field?

Most earn a master's degree in counseling or student personnel work, according to Dr. Frank Burtnett, director of professional development programs for the American Personnel and Guidance Association.

No license or certificate is needed before entering the field, but the Association for Counselor Education and Supervision, an APGA affiliate, sets standards for training programs in counseling. Institutions that adhere to ACES's standards require students to complete a counseling internship.

Above all, career counselors should enjoy working with people, says Burtnett. They should also have analytical ability and be able to cope with change. □

**What Color Is Your Parachute?** was among the first career-planning books to sound off against the traditional approach to careers, and it is still cited as an outstanding source in the field. The author offers a humorous but helpful approach to career decisions, including exercises to help identify skills, goals, and interests. By Richard Nelson Bolles (Ten Speed Press, Berkeley, Calif., revised 1980, \$6.95).





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We've sold 2½ million Pintos in the past ten years. That's more than any other small car in America.\* So we decided to celebrate with a family reunion. Five families to be exact. And between them, they account for some 36 Pintos. Which is a pretty good sign that Pinto's doing a lot of things right for these folks.

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MPG

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HWY.  
EST.  
MPG

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# How do I choose a career?

Start by getting to know yourself.



## An Exercise In Career Decision-Making

One career expert estimates that, in theory, a college student has 42,000 career options from which to choose. Each student narrows that to a manageable number and, ultimately, chooses one or perhaps two. But how?

Start by identifying certain factors that shape your career decision, says Tom Jackson, author and career consultant.

"There are five variables that most people can't organize in their own minds—skills, interests, satisfaction, practicality, and willingness to do what's necessary to get the job," Jackson says.

He offers some step-by-step tactics to get your career options on paper.

- List 25 things you like to do, even those you see as insignificant. Pretend you have a month's vacation and

\$2,000. What would you do?

- On a separate sheet, list 25 things you can do that produce good results—whittling, playing an instrument. What do you do that earns you compliments?

- Pick out your top five from each category and make a grid of these horizontally and vertically. Now you have 25 possible intersections. Select 10.

- On 10 separate sheets, list three or four jobs that could fit each intersection. (For example, if you like to cook and you're good at organizing parties, possible jobs could be caterer, restaurant owner, or chef.) Now you have a list of 30 jobs.

- Grade each job with either an A (maximum satisfaction), B (moderate), or C (minimum). Then rank each in terms of practicality (getting the job, additional education required).

- Ask, "Am I willing to do what's necessary to get this

## INTEREST TESTS: Do They Measure Up?

You don't pass or fail career interest tests, and if they can't promise the perfect career choice, why bother?

Michael Cappeto, director of career development at Washington and Lee University, conducted a study on the validity of such tests. "The tests aren't regarded as absolute measures of interest," he says. "They don't always even agree with each other in measuring the same thing, but they are helpful if you're unclear about what you want to do."

One of their major problems is the time most placement offices administer the tests—usually freshman year. "They tend to be more accurate the longer you've been in college," Cappeto says. "Interests usually solidify by about age 20. Strong interests get stronger and weak ones weaker."

The major benefit of the tests, he adds, is that "they ask questions most people don't ask themselves."

job?" If not, cross it out.

This exercise should provide a list of realistic careers to consider pursuing. For more detailed career-planning suggestions, see Jackson's *Guerrilla Tactics in the Job Market* (Bantam Books, N.Y., 1978, \$2.50). □

- **Realistic.** Has mechanical abilities; is described as conforming, persistent, practical. (Examples of appropriate jobs: auto mechanic, aircraft controller, electrician.)

- **Investigative.** Has mathematical and scientific abilities; is analytical, curious, precise. (Biologist, chemist, geologist.)

- **Artistic.** Has artistic abilities and is considered complicated, emotional, original. (Composer, writer, performer.)

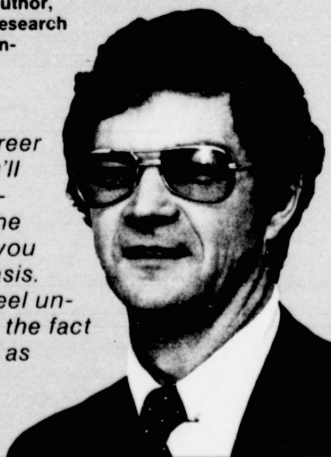
- **Social.** Has social skills and talents and is described as friendly, idealistic, responsible. (Teacher, counselor, religious worker.)

- **Enterprising.** Has leadership and speaking abilities; is adventurous, ambitious, impulsive. (Salesperson, executive, buyer.)

- **Conventional.** Has clerical and mathematic abilities, and is careful, obedient, efficient. (Bookkeeper, banker, tax expert.) □

—DAVID CAMPBELL, author, and Vice-President of Research and Programs at the Center for Creative Leadership, Greensboro, N.C.

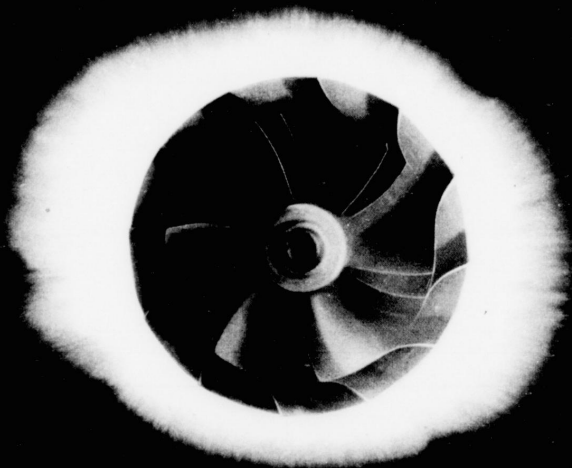
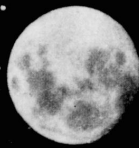
"There is no such thing as a fixed career choice. Where you'll be in the future depends largely on the smaller decisions you make on a daily basis. People shouldn't feel uncomfortable about the fact that they'll change as they get new information."



## Match Yourself To a Career

The snide remark "I know your type" takes on new meaning in the career search. John L. Holland, a psychologist at Johns Hopkins University, uses six "types" to match personalities to suitable jobs in his career interest test, "The Self-Directed Search" (Consulting Psychologists Press, Palo Alto, Calif., 1974, \$2.25 plus postage).

The test instructs you to rank your interests, abilities, and experiences. A composite score reveals your career profile as a combination of three of the following categories.



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## What Do You Think of Insider?

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School \_\_\_\_\_ Year \_\_\_\_\_ Sex \_\_\_\_\_

1. How much time have you spent reading *Insider*?  
\_\_\_\_ 1 hr. \_\_\_\_ 30 min. \_\_\_\_ 15 min. \_\_\_\_ none
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\_\_\_\_ yes \_\_\_\_ no
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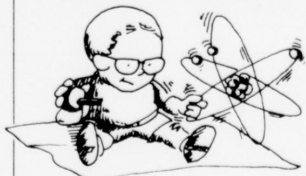


## Living Up To Whose Expectations?

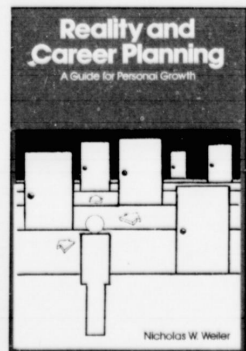
Did your parents fill your toybox with "scientific" playthings or give you lots of books about doctors?

These and other subtle influences from family, peers, and society as a whole may cause you to overlook some career possibilities, says Ruth Crane, consultant and co-author of *Self-Evaluation Career Guide* (with Marcine H. Goad, Pilot Books, New York, 1978, \$3.50).

"When you're exploring career choices and you come up with a positive or negative reaction, find out why," she advises. Are you basing it on what other people expect? Identify the influence, Crane says, so you can determine whether your reaction represents your own feelings. □



Nicholas W. Weiler, a manpower expert for General Electric's Corporate Consulting Services, aims his **Reality and Career Planning** at the undecided, providing advice on "finding the drummer" in your life, and developing the proper career path. He includes 17 exercises to help you through the decision-making process. *Reality and Career Planning*, by Nicholas W. Weiler, Addison-Wesley Publishing Company, Reading, Mass., 1977, \$7.95.



## Preventing Future Job Shock

Adults returning to school make up a growing percentage of college enrollments. Many are experiencing "career passages"—returning to school in order to change careers or to update knowledge in a developing field.

Statisticians say the average worker has two to three different careers in a lifetime; some experts estimate as many as five. Professional counselors emphasize that the key to weathering changes is skills.

"You can't predict when career changes will be—and they will often happen at a time when you're least prepared," says career consultant and author Richard Nelson Bolles.

He identifies two reasons for career transitions. "First, some changes are brought about by external factors," he says. "A job may vanish due to drastic changes in the whole industry." The second reason is dissatisfaction with a job or a field.

These passages are traumatic, because workers usually see their skills as applicable to a single field.

The one weapon you have against future job shock, says Bolles, is "the ability to identify the common threads that run through your life, whether problem-solving, analytical, artistic, or social abilities. You don't necessarily need to run back to college (to prepare for a career change). Many times you can pick up the course content of a job if you have the required basic skills.

"Many people stay in a career in which they are unhappy because they don't assess their skills," he adds, "and more important, they don't analyze which ones of those they actually enjoy."

The time to begin making that assessment is in college. And as insurance against becoming trapped in an unsatisfying job, Bolles recommends that students think beyond the context of courses and analyze what transferable skills can be gained from them. □

## PROFILES



### Bob Reichblum: Realizing a Dream

Most people struggle with the decision of "what to be when they grow up," and sometimes the dilemma lasts well into the adult years. But a few seem to be born knowing what they want from life. If you have a lifelong dream, don't be afraid to follow it, says Bob Reichblum, whose career decision was easily made.

"By the fifth grade, when all my friends wanted to be doctors and astronauts, I was out there videotaping our baseball games," says 22-year-old Reichblum, a television news producer for station KWT in Philadelphia.

He firmed up career plans early when he became a studio go-fer at age 13. And, while a broadcast journalism major at Syracuse University, he interned at a Pittsburgh station. After graduation, the station gave Reichblum his first full-time job.

"Having a daily deadline is really appealing," he says, "and subject matter is always changing. Besides, it's one of the few businesses where you can jump on your desk and scream at the top of your lungs, and no one blinks an eye."



### Chris Fallon: Finding a Niche

Chris Fallon, 23, is among a handful of female college sports information directors. Yet, two years before she accepted the post at St. Francis College in Brooklyn, where she is also assistant athletic director, she "didn't even know the job existed."

As a junior in communications at Manhattan College, Fallon was asked by a club football team to keep statistics and do publicity. That sparked her interest, and she volunteered to work in the sports information office at Manhattan.

Through this job and other part-time work—covering basketball as a newspaper stringer and interning at a harness race track—Fallon found working in sports "lots of fun." Plus, she says, "I picked up the working skills that I couldn't get through classwork."

# Where are the jobs?

Keep the market in perspective.



## Long Shots And Sure Bets: Job Market Predictions

How heavily should you depend on employment predictions? Professional counselors caution you to keep them in perspective. Like all other components of career planning, taken singly, predictions are just a tool.

"It's really tough to go on predictions," says Tom Overton, director of counseling at North Texas State University. "The changing economy has made the market so hard to predict."

—EVART ARDIS, Director of Career Planning and Placement at the University of Michigan.

"There's always room at the top for a person with get-up-and-go. We'll inform students of the tightness of certain areas, but we'll also try to show them how to compete."



Official employment forecasts are made by the Bureau of Labor Statistics (BLS), publisher of the *Occupational Outlook Quarterly* and *Occupational Outlook Handbook*.

Federal agencies from the Department of Commerce to the Department of Education provide the BLS with a variety of statistics on demographics, product demand, technology, college enrollments, and other factors affecting our economy. BLS analysts study the data, looking at total expected openings and expected number of graduates, and estimate the outlook for each field.

One purpose is to bring about a balance by predicting an imbalance. "By saying a field will be competitive, we discourage some people," explains Daniel Hecker, a BLS economist. "And bright prospects often attract people to a field." □

## The Ups And Downs Of Engineering

Many professions have ridden the rollercoaster of surplus and shortage over the years. Richard Freeman explores the subject in his book, *The Overeducated American*

## Clouds on The Job Horizon

For the next few years, cloudy with some rain. After that, increasing sunshine.

That's the employment forecast for the '80s, from former Assistant Secretary of Labor Arnold Weber, now provost at Carnegie-Mellon University.

The force behind the cloud cover, he says, is the last of the baby boom (those born between the late '40s and the mid-'60s)—people who will be entering the market during the early part of the decade. During the 1980s, the Labor Department figures, the number of people between 25 and 34 years old will swell 35 percent to 26.8 million.

These people, to repeat a well-known statement from Weber's Labor Department days, "will move through the labor force like a pig through a boa constrictor," competing for both initial employment and advancement.

By the middle to late '80s the "demographic tidal wave" should level off, brightening prospects for entry-level jobs. But Bureau of Labor Statistics' reports show the early '80s looking much like the '70s—lean times for people who have inflexible skills or who are unwilling to relocate for a job.

(Academic Press, New York, 1976, \$15.00), and offers engineering as the "classic example."

The obvious factor behind shifts in the field's popularity is shifts in demand, such as the downward trend in space exploration in recent years.

Freeman, an economics professor at Harvard, says a strong market with high salaries brings increased enrollment in engineering schools. "Then, more or less, four years later, there are too

many graduates and that depresses salaries, and in turn discourages students from the field. A few years later there's a shortage, and the cycle repeats itself," he says.

The latest study by the Engineering Manpower Commission shows 1977 freshman enrollment at an all-time high of 89,000, up from 50,000 in 1973.

The Bureau of Labor Statistics expects a 25 percent growth in engineering occupations between 1976 and 1985, and predicts that the number of applicants will roughly equal the number of expected openings. □

## Affirmative Action: How Far Have We Come?

Women and minorities have made undeniable gains in the job market over the last 10 years.

## Percent of Jobs Held, By Race and Sex, 1969 and 1979

	PROFESSIONAL AND TECHNICAL		MANAGERIAL AND ADMINISTRATIVE	
	1969	1979	1969	1979
WHITE MALE	60%	53%	82%	71%
WHITE FEMALE	34%	38%	15%	23%
NONWHITE MALE	3%	4%	2%	4%
NONWHITE FEMALE	3%	5%	*	2%

\*less than 1 percent.

SOURCE: Bureau of Labor Statistics

"Companies are a great deal better (about hiring practices) than they were 15 years ago, and surveys show most Americans favor affirmative action," says Eleanor Holmes Norton, head of the Equal Employment Opportunity Commission.

Statistics show a substantial gain for blacks and women in prestigious occupations, yet both are still underrepresented in many areas. And, while wages for black women have risen to meet those of white women, the earnings of both are still below men of any race.

"If you measure against the base of where we started, there has been an improvement," says Norton. "If you look at where it should be, the change is not satisfactory." □

### M.B.A.'s: Riding On a Reputation

The attractive glitter of the master's degree in business administration may be in the tarnishing stages.

Eugene Jennings, a Michigan State University professor, annually surveys corporations known to hire large numbers of M.B.A.'s. He expects the predicted recession to produce a "real glut."

"We're seeing signs of the cutoff now," warns Jennings, adding that "if you get an M.B.A. from a second- or third-tier school, you're probably more handicapped than if you had just stuck with a bachelor's."

Others are cautious about the market but somewhat more optimistic. "This year, the top 10 or 12 schools were overwhelmed with recruiters," says Pennsylvania's Wharton School dean Donald Carroll. "Students from other schools are probably finding jobs, but are less avidly sought after and receive much lower salary offers."

Jim Viehland, of the American Assembly of Collegiate Schools of Business, agrees that there may be a "slight downturn in need due to economic conditions. Some people may call it a glut," he says. "I think it's a short-term phenomenon." □

### The Outlook for Selected Occupations Requiring a College Degree

OCCUPATION	EMPLOYMENT '76	PROJECTED EMPLOYMENT '85	PERCENT GROWTH '76 to '85
TRANSPORTATION	146,000	214,400	47%
HEALTH	2,271,500	3,129,700	38%
SOCIAL SCIENCE	274,000	346,300	26%
SCIENTIFIC & TECHNICAL	2,347,900	2,958,000	26%
SOCIAL SERVICE	530,000	646,900	22%
OFFICE OCCUPATIONS	4,149,000	5,043,300	22%
ART, DESIGN, & COMMUNICATION	500,500	599,300	20%
SALES	1,407,000	1,699,000	21%
EDUCATION & RELATED	3,516,000	3,734,000	6%

SOURCE: Occupational Projections and Training Data, U.S. Department of Labor, Bureau of Labor Statistics, 1979.

### Freelance Your Way Into a Job

Breaking into a tight market area may take diligence, self-discipline, patience, and even a little luck. But while waiting for the big break, graduates in some crowded professions can make needed contacts, gain experience, and earn money by freelancing.

Joëlle Delaplace, 24, is a freelance interpreter/translator in Washington, D.C. Since completing her studies at Georgetown University

last May, she has worked at several international conferences, earning \$200 a day. When translating (written work) or interpreting (oral work) for private businesses, Delaplace earns \$10 to \$15 an hour.

A certified interpreter/translator, she admits the field is very difficult to break into. "Most employers require several years' experience," she says. "Often they think age is synonymous with quality."

She recommends freelancing as a way for beginners to get experience and sample

the field before specializing. "When you freelance, a lot depends on personal reference—who knows that you exist. The more people you contact initially, the more chance you have in the future. In this field, they do keep your name on file."

Delaplace suggests that prospective freelancers apply in person to the people they will be working for; avoid personnel officers. And she emphasizes that the key to finding freelance jobs is not necessarily luck, but timing and persistence. □

### PROFILES



#### Bob Rhinehart: The Bottom Line

Bob Rhinehart, 22, is a junior in business administration at the University of Tennessee. He is also a third-year apprentice plumber.

"People are turning to blue-collar trades because of the money," he explains. He earns \$7.10 an hour, plus benefits.

Rhinehart didn't always yearn to be a plumber. After getting married during his freshman year, he found he was underqualified for "anything except degrading jobs. I skipped around from job to job just surviving," until his grandfather, a union plumber, persuaded him to learn the trade.

His wife, Carole, is also a business major. "Our families are educated," says Rhinehart. "If a person's not educated—I don't care what kind of money he makes—he won't have a good outlook on life, won't know about literature and the arts. It's not degrading to be a plumber, but without an education, you're still a peon."



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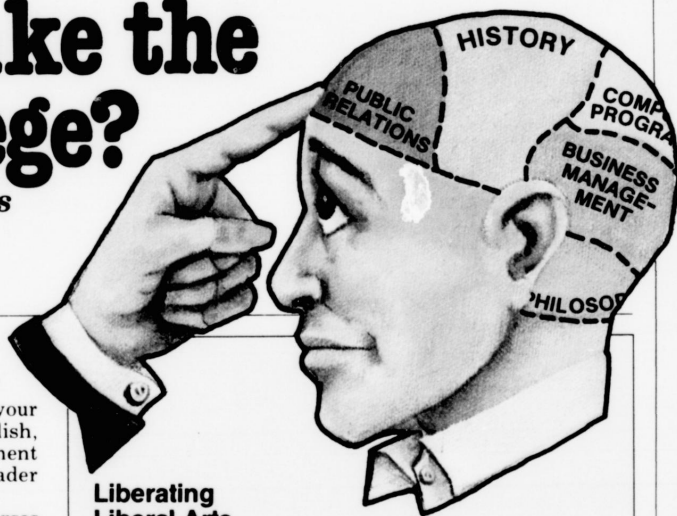
Mustang 3-door



Mustang 2-door

# How do I make the most of college?

*Strategies for exploring options and developing skills.*



## Make Your Skills Work for You

Skills. That one word means a lot to your future.

The recurring theme among the experts we surveyed is an emphasis on "skills" and "competences," rather than specific studies.

Your major alone may not make a decisive difference in your future, but the skills you master and the way you communicate them to others can carry you through a lifetime of careers.

"Simply saying you have a philosophy degree may

turn a lot of people off," explains consultant and author John Crystal. "If you learn to outline your *skills* in common English, you'll find your employment prospects are far broader than you think."

Carefully chosen courses mixed with part-time jobs, volunteer activities, or organized programs like internships and co-ops can help you develop the abilities employers seek. In this section, counselors and fellow students offer techniques for building your skills. □

## Liberating Liberal Arts

Alma College in Michigan is brightening the prospects for its liberal arts graduates. The college's career-preparation program teaches liberal arts majors to assess their skills and relate them to other fields.

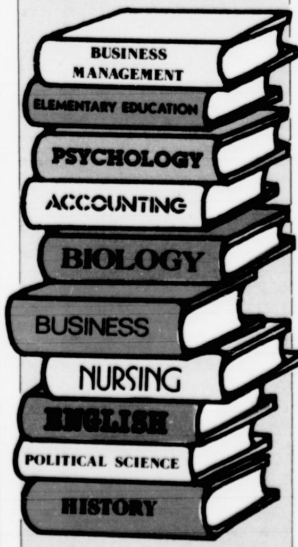
About one-fifth of Alma's students participate each year. Special faculty counseling helps them link their education to a career. Literature professors point out that analytical skills can prove valuable in business, and history students discover that working with documents and "getting to the bottom line" ties into sales jobs.

Participants choose a do-it-yourself major emphasizing marketable skills, which they put to use during a practicum. A public relations emphasis, for example, may include a term of legislative research.

The program gives a broader background than would a "quick technological fix," says Dean of Instruction John Agria. "We are preserving the liberal arts emphasis and helping students package themselves for business."

## THE TOP 10

The National Center for Education Statistics' latest study shows that the following majors are the most popular with undergraduate students across the country.



## Marketing Your Major

If you are working toward a liberal arts or sciences degree, career experts suggest you take steps to "practicalize" it. Here are a few ways you can make it more marketable.

**Double majors.** Enterprising students have started negotiating double majors that cross lines between disciplines. For example, some universities offer combined humanities and business degrees; others allow students to tailor a program for a specific career, such as majoring in both broadcasting and international politics as background for a job as a foreign correspondent.

"The double major is becoming more common," says Brian Barrett, counselor at Fordham University, "but it's marketable only if done right." Barrett suggests you choose your second major for a specific purpose. See your adviser or academic dean for information about your school's policies.

**Minors.** The minor subject of study, which had been eliminated or ignored by many schools, is making a strong comeback as a means of enhancing arts and sciences degrees. The University of South Carolina, for instance, has set up formal career-specific minors for humanities majors in which students take 18 hours of core requirements in subjects such as marketing, public relations, or other career-specific subjects. Again, talk to counselors at your school about developing a compatible major/minor relationship.

**Electives.** A less-formal way to beef up a liberal arts degree and introduce new skills is through elective courses. Frank S. Endicott, former director of Northwestern University's placement

center, advises nonbusiness majors who may be interested in business positions to "include some courses in economics, accounting, and computer science." Examine your course catalog thoroughly for potentially valuable electives. □

## Beyond Careers

It is essential to think about and plan for your future, but keep in mind that college offers more than just career preparation.

One benefit is satisfaction from the experience itself—the learning, and the stimulus of interesting people and ideas, says Howard Bowen, author and professor of economics and education at Claremont Graduate School in Claremont, California.

"College contributes to emotional development and helps people find their personal identity," Bowen says. "It helps them in making lifetime choices, not only in careers but also in the selection of friends, spouses, interests, and lifestyles."

He stresses that going to school encourages tolerance "toward various ethnic and national groups, and toward people holding different opinions."

And on the other side of the balance sheet, he adds, "There are no advantages in being uneducated or poorly educated." □

### Enough Is Enough— Or Is It?

Graduation sometimes brings more questions than answers. In addition to puzzling over the job search, you probably will wonder about graduate or professional study. Here are some suggestions that may help you in your decision.

- Find out whether an advanced degree in your field will be genuinely helpful. "An M.A. or a Ph.D. is almost a necessity in a field like psychology," says Tom Overton, director of counseling at North Texas State University in Denton. "But in elementary education, especially when you're looking for your first job, it may make you overqualified."

- Calculate the cost-effectiveness of getting another degree. Most graduate programs will set you back at least \$5,000, and simultaneously deprive you of one to two years' experience and earnings. "Unless you're going into medical school or law school, the straight economic payoff is very limited in graduate school," says sociologist Christopher Jencks, author of *Who Gets Ahead?* (Basic Books, New York, 1979, \$17.50). "Most graduate programs won't substantially increase your earning power."

- Consider the potential value of an advanced degree

CONTINUED ON PAGE 16

## PROFILES

### Michael Appleton: Business and Blueprints

Hot property. That's what many students hope to become when they complete combination-degree programs such as M.B.A./architecture, M.B.A./law, and M.B.A./foreign service, offered at various schools across the country.

Michael Appleton believes he will have an advantage in the future with the M.B.A./master of architecture degrees he recently earned at Washington University in St. Louis. "Companies will be getting two fields of knowledge from one employee," he explains.

His program took three years, one year less than it would take to earn the degrees separately.

Appleton, 27, is considering real-estate development as a career. "As an architect, I could work with a developer and rely on my background in finance," he says. "Likewise, in business I could work well with an architect, since I can read plans."



### Richard Banner: Chairman of the Board Games

Richard Banner, who studied history at Illinois State University, is applying his major with a vengeance. The fate of armies and the future of nations depend on his work.

Banner, through his Game Designers' Workshop, creates and sells board games. Far from the mellow moves of backgammon, these games recreate the grandest and goriest battles in the history of war.

"A board game is a reflection of popular history," says Banner, who co-founded the company while still at Illinois State. Through exhaustive research of actual campaigns, he aims to provide both "a good simulation and a good game."

### Ann Flemming: Firsthand Knowledge

A work-study assignment doesn't have to be limited to shelving library books.

Ann Flemming, a Florida Memorial College student, was persistent in requesting a change from a clerical work-study assignment to one that's giving her experience in her major—social services.

"Books and the classroom aren't enough to help you decide on a career," she says. "I wanted firsthand knowledge."

As a supervisor at Fellowship House, a psychiatric rehabilitation center, Flemming visits members, helps balance budgets, and assists in the center's recreation programs.

"I love the job," she says. "I know I can help people, and I enjoy that."





**ENOUGH IS ENOUGH** CONTINUED

in a field other than your undergraduate major. "Students need different perspectives," says Roman Andrus, assistant dean at Brigham Young University's College of Business. "The more varied your experience, the more effectively you'll be able to deal with different kinds of people." And, choosing a different field of study gives you an opportunity to change or focus career directions.

- Investigate combination-degree programs. Some schools allow mixing and matching of graduate studies. "The rationale is that students get two degrees in less time," says Constantine Michaelides, dean of Washington University's School

### Part-Time Sleuth

The greatest advantage of a part-time or summer job may not be the paycheck or the work experience on your resume. According to Jane Schachter, director of life/career planning at Northeastern University, temporary jobs are your best opportunity to observe the stresses and rewards of a profession.



"Use coffee breaks, lunches, any available time to talk to people at work, find out what their jobs are really like, how it affects their lifestyle, and what compromises they've had to make," Schachter says. "Decide what you'd be willing to give up to get into a particular field."

—**KATHY SHORR**  
public relations major at the University of Tennessee and a three-year member of a campus programming committee.

*"The committee was a miniature of the working world. I got more experience and took on more responsibility than I could have in any part-time job."*



of Architecture. The school participates in a combined M.B.A./master of architecture program. "Ideally, students can develop a career that combines talents in both fields," says Michaelides. □

### Far From The Maddening Midterms

Students may call it a needed break, but academe calls it "stopping out."

Taking time out of school to work offers experiences you can't get otherwise, says Judi Kesselman, author of *Stopping Out, A Guide to Leaving College and Getting Back In* (M. Evans and Company, New York, 1976, \$3.95).

"There are certain jobs you just can't acquire through part-time work," explains Kesselman. "And although many structured programs, such as co-ops and internships, give you a true feel for the working world, many do not. Besides, lots of schools are limited and don't have these programs at all."

She gives two main reasons for taking a working break. First, it helps you test career plans. "Reading, talking about it, and studying it isn't enough," she says. You should get some hands-on exposure.

Stopping out also gives you a chance to decide among several options, free from the pressures of school and with plenty of time to explore.

While stopping out can help you define career goals and let you mature, you should be ready to explain your motives, says Rankin Harris, career counselor at the University of North Carolina at Chapel Hill. "Most employers are pretty accepting of this, but some may interpret your stopping out as a lack of application and sense of direction," he says. □

### Learning To Cope Through Co-ops

Cooperative education at most schools means alternating quarters of study with a 9-to-5 job. But Antioch College in Ohio has expanded the co-op concept to include hitchhiking, backpacking, and travel.

"It's an experience-based education," says Dan Hotaling, director of Antioch's program. "The objective is

to learn about other cultures and values, coping in a complex world, getting along with different kinds of people—other than those in the ivory tower or back at home."

Antioch was the first liberal arts college to adopt a co-op program, which it initiated 60 years ago. Since then, all its students have been required to participate during every year of their undergraduate education.

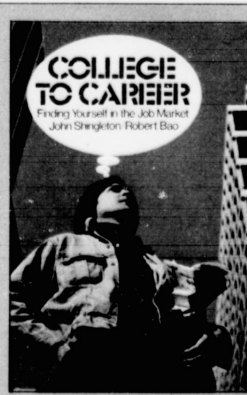
The graduates have an advantage in the job search—the equivalent of two years' employment during school, says Hotaling. "They're more readily accepted in grad school or a profession." □

### Future Payoffs For Involvement

Participation in campus organizations will tell a future employer that you have flexibility, you can work as part of a team, and you can structure your own time.

"Those are the 'biggies' employers look for in interviewing grads," says Melissa Roth, a corporate recruiter for Vulcan Materials Company. "They look for active involvement."

The number and diversity of your activities will impress an interviewer. "If you had a B average, held a part-time job, and were active in campus groups, that shows you can plan your own schedule and handle more than one thing at a time. It also shows a high energy level," counsels Roth. "An employer doesn't want somebody who's going to slump out at three o'clock." □



**College to Career** covers a broad spectrum of career-related questions. Author John Shingleton, director of placement services at Michigan State University, starts with the purpose of a career and progresses through career development and advancement. He cautions the reader about traps and pitfalls of college, and offers instruction on relating your education to your career aspirations. *College to Career*, by John Shingleton, McGraw-Hill, 1977, New York, \$5.95.



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# RALLYE AROUND



## THE 1980 PINTO.

These girls know a thing or two about Ford Pintos, and they love the 1980 Pinto Rallye. They're the girls from the 8-Pinto sorority in Long Beach, California, and each one owns a Pinto. Left to right, they're Karen, Linda, Lisa, Kim, Sue, Bonnie, Marianne and Cathy.

### 40 STANDARD FEATURES

The 1980 Pinto is packed with standard features. Features like steel-belted radials, bucket seats, tinted glass, and rack and pinion steering. On the Pinto Rallye you also get a Sports Package which includes tachometer, ammeter and front and rear spoilers.

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Compare this estimated mpg to other cars. Your mpg may differ depending on speed, distance, and weather. Actual highway mpg will probably be lower than estimate. California and wagon ratings are lower.

### WIDE CHOICE OF MODELS

The 1980 Pinto comes in a variety of sedans, hatchbacks and wagons. At prices that will surprise you. There's even an Extended Service Plan available providing longer protection than your car's basic warranty. Consult your Ford Dealer.



Cruising Sedan



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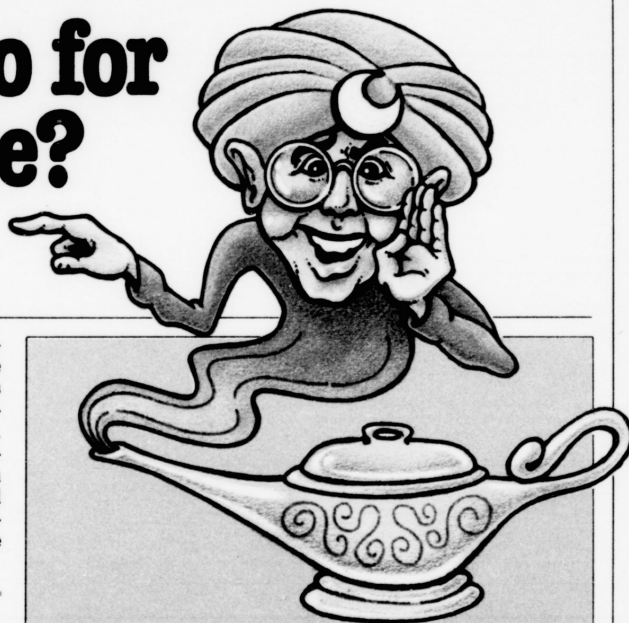
FORD PINTO

FORD DIVISION



# Where do I go for career advice?

*People and places are the resources for your search.*



## What's Available On Campus

Whether it's called a career resource center, planning and placement office, or development center, the purpose is the same—to help students choose, plan for, and pursue a career.

Services vary by campus, but here's an idea of what's available at most career centers:

- *Trained counselors to help you clarify career goals*
- *Testing services with interpretation of results*
- *Lists of current job openings*
- *Information on the nature of various occupations*
- *Career library containing books, files, and trade journals*
- *Information on internships and co-op programs*
- *Referrals to outside resources*
- *Job-hunting workshops and seminars*
- *Campus recruiting schedules*

Warren Kauffman, assistant director of the College Placement Council, suggests students visit the career office before their senior year. "If you start planning earlier, you may find a field you weren't aware of before and still have time to adjust educational requirements," he advises. □

## A Time-Saver: Computer Counseling

"Six years ago, computers scared most people to death," recalls one career counselor. But as the machines gained popularity and acceptance through media exposure, they also gained widespread use in career planning offices.

Their basic function is to provide information, sometimes through a printout and sometimes by "talking back" to the student.

"There's nothing yet that can choose a career for you," says Maurice Mayberry, director of the Career Resource Center at the University of

## A LITTLE HELP FROM YOUR FRIENDS

The student grapevine lies at the root of the University of Virginia's Peer Career Counseling program. The counselors are trained upperclassmen who assist others in identifying interests, skills, and career goals.

"At any school there's a grapevine among students; they share career-planning approaches and courses which have been useful to them," says Karen Knierim, assistant director of the career planning office. "We feel we're legitimizing the grapevine by training peer counselors."

Florida. "But I'd estimate you could spend two to three weeks in a library pouring over printed information and get the same information from a computer in one hour." □

## Job Search 101

M.B.A. candidates at the University of Pennsylvania's Wharton School of Business can enroll in a different kind of marketing course—self-marketing.

Called The Job Search, the course was added six years ago when management faculty members decided their students needed practical help in achieving their career goals.

"Students often want to delay decisions about their futures," says course teacher Art Letcher, career-planning director at Pennsylvania. "They're afraid of making a

commitment. I have people identify a career, and then narrow in on it."

Near the end of the course, students interview a successful person in their chosen field. "Basically, career planning is a matter of figuring out where you are in relationship to where you want to be, and how to get there," Letcher says. "The only way you do that is to go out and talk with people who have made it." □

## Expanding Market For The Handicapped

Counselors no longer advise handicapped students to let their disabilities dictate their career goals.

"When we first started, almost all of the handicapped students majored in social services," says Southern Illinois University counselor

—RICHARD N. BOLLES, author of *What Color Is Your Parachute?*, quotes an ancient proverb as the rationale for his career-planning advice.

*"Give me a fish, and I will eat for today; teach me to fish, and I will eat for the rest of my life."*



Valerie Brew. "Now they're going into business, engineering, and computer science."

Brew, who has only partial use of her arms due to polio, helped establish the SIU program after her own frustrating bout with the job market four years ago. Since then, she has placed 39 students in their fields, and this year she's working with 40 seniors.

She counsels students to approach their disability matter-of-factly during interviews, and advises against including a handicap on resumes. If students prefer to mention it, she suggests expressing it in a positive manner, such as "confined to a wheelchair, but able to drive." □

### Professional Insights From The Alums

A coast-to-coast alumni network offers Hamilton College students insights into professions ranging from banking to advertising.

Alumni of the New York college volunteer to tell students about their jobs—what the work entails, what education is needed, and what's required to break into the field.

The career center keeps a file of at least 1,000 partici-

### From Those In the Know

Going directly to the source is often the most efficient way to get your questions answered. A number of organizations offer students free information about their professions. A few examples:

*American Bankers Association*, 1120 Connecticut Ave. N.W., Washington, D.C. 20036; *American Chemical Society*, 1155 16th St. N.W., Washington, D.C. 20036; *American Psychological Association*, 1200 17th St. N.W., Washington, D.C. 20036; and *National Society of Professional Engineers*, 2029 K St. N.W., Washington, D.C. 20006. For a listing of organizations, ask your librarian for the **Chronicle Career Index**, or write Chronicle Guidance Publications, Moravia, N.Y. 13118; \$11.



pating alumni, grouped by geographic location and occupation. A staff member contacts the volunteer to introduce an interested student, who then visits the alum for a fact-finding session.

"The working world becomes less mysterious to students," says Beatrice Lieberman, director of Hamilton's career center. "Before they job hunt, they gather information from people with similar educational experiences and find out about professions." □

### Learning The Ropes: Advice for Women

The University of Utah offers a special counseling program that serves not only its women students but also older women re-entering the work force.

"Employment of women is different and needs to be approached in a different way," explains Beth Summerhays, director of the placement center. "We're trying to help women overcome problems

they face when competing for jobs. They're generally less sure of what they want than men are. They sometimes underestimate their ability and take lesser jobs than men."

Summerhays adds that women often do not understand political hiring and take rejection personally.

"The placement office is in touch with the pulse of the community," she says. "We know where the jobs are for women and keep track of trends in business." □

### Independent Counseling

Independent counseling agencies provide an alternative to college career planning and placement centers. They give you individualized attention—but they also charge you a fee.

"College placement offices are responsible for so many students they can barely touch the surface of a student's needs," says Don Falkenberg, director of the Western Career Development Center in Pasadena, one of 16 centers in the nationwide Career Development Council Network.

Such groups specialize in self-help and decision counseling. Many college placement officers recommend them for older job seekers and persons wishing to change careers, but they add that campus counseling centers remain the best equipped to advise students.

Participants in independent counseling usually take a battery of tests on vocational and personal interests, then spend a full day at the agency discussing the results. "We don't set up interviews, but we help people know how to present themselves for interviews," says Falkenberg.

*The Directory of Approved Counseling Agencies*, prepared by the International Association of Counseling Services, lists reputable agencies around the country. It costs \$6 and can be obtained from American Personnel and Guidance Association, 5203 Leesburg Pike, Falls Church, Va. 22041. □



### Freebies and Cheapies From The Government

Even Uncle Sam gets in on the counseling act with publications about career choices and available jobs.

Visit your placement office or library for a look at these:

- **The Occupational Outlook Handbook** (1980-81). Contains detailed job descriptions, educational and skill requirements, employment projections, and earnings for 250 jobs.
- **The Occupational Outlook Quarterly**. Information on occupational developments that occur between editions of the handbook; includes results of Bureau of Labor Statistics' studies.

The following publications can be ordered from the Consumer Information Center, Pueblo, Colo. 81009. Include code number when ordering.

- **The Job Outlook in Brief** (015G; \$1.40).
- **Matching Personal and Job Characteristics** (099G; 90 cents).
- **Merchandising Your Job Talents** (016G; \$1.20).
- **Occupations in Demand** (544G; free).
- **Tomorrow's Jobs** (101G; 50 cents).



## PROFILES

### **THE NEW BREED: A closer look at three of the career author/counselors who have influenced student awareness.**



**John C. Crystal:**  
**"Know how to look for a job."**

"I have been a very angry man for 30 years," declares John C. Crystal, founder of the creative life/work planning center that bears his name.

What could so irk a man that he would make a career of venting his anger? It was the ineffective advice he received during his first job hunt following a World War II stint in Army intelligence.

"Putting it mildly," he says, "the traditional approach to job hunting is

a national disgrace."

Crystal takes pride in being a maverick, although the popularity of his opinions is growing—especially through college career counselors who have taken his seminar, or used *Where Do I Go From Here With My Life* (with Richard Bolles, Seabury Press, New York, 1974, \$7.95). When it is suggested that his once-radical prescription for planning and positive thinking is becoming the new orthodoxy, he chuckles, and vows, "The day that happens, I'll have to come up with something else."

Because Crystal has hacked his way through the business jungle and back—he's worked for Sears, General Motors, and the National Aeronautics and Space Administration, among others—he feels secure in chiding purely academic counselors. "A lot of people in this field never left the campus, and they call themselves experts," he notes. "They should go work in industry and get experience."

He is impatient with theorizing because he sees career planning as a life-and-death concern. "I've had people sent to me by their pastors because they were threatening suicide," he says. "They just couldn't find jobs."



**John L. Holland:**  
**"Let your dreams be your guide."**

Mention "SDS" on campus these days, and a lot of students will think of the Self-Directed Search, not the Students for a Democratic Society.

John L. Holland, professor of social relations and psychology at Johns Hopkins University, created the Self-Directed Search, a checklist process

of identifying career interests and skills, after many years of clinical research and revision. Through the SDS and his book, *Making Vocational Choices: A Theory of Careers* (Prentice-Hall, Englewood Cliffs, N.J., 1973, \$8.95), Holland has become an influential figure in career counseling.

For the past 20 years, he has been a researcher, but before that he spent 18 years as an active counselor. It was as a practitioner that he developed career approaches considered unorthodox at the time. "People didn't get interested until '72," he says. "Now, I look traditional."

Holland approves of the current trend toward workshops and group sessions, but insists on the need for more individualized research. "We need more on instructional technology—which things help which people," he says.

He believes your own career aspirations and daydreams are your best guide. "I would hate to see everybody planning all the time," he says. "For maybe half the population, planning is no big thing."



**Tom Jackson:**  
**"Don't wait by the mailbox."**

Tom Jackson is at a pay phone in Chicago's O'Hare airport, being interviewed between flights. He's heading to Los Angeles, where he'll advise more than a thousand workers being laid off by a major company on how to break into "the hidden job market."

The career expert and author spends nearly two-thirds of the year crisscrossing the country, holding workshops on college campuses and at corporations. His advice is based on the assumption that "it's not the most qualified persons who get the best jobs, it's those who are most skilled in job finding."

Jackson advocates activism in career planning—being responsible for your work life and choosing your job rather than having your job choose you. He insists that the traditional, passive approach is "totally out of tune with the times. People who take this 'I hope I can get something' approach are operating out of a sense of scarcity, taking whatever they can get."

President of the Career Development Team in New York, he readily admits he's a risk-taker. "We're pioneers of the front lines of the work ethic. We tell people there's not a job scarcity at a time they're being told there is. We say they should be assertive and positive, when they think they should be modest in an interview. My company takes risks and is willing to try the untried, to make a contribution."

His personal ventures exemplify the "risk it" philosophy. When Jackson was a Navy test pilot, he set a world record for jumping from a plane—at 37,000 feet; he fell for 20,000 feet before opening his parachute.

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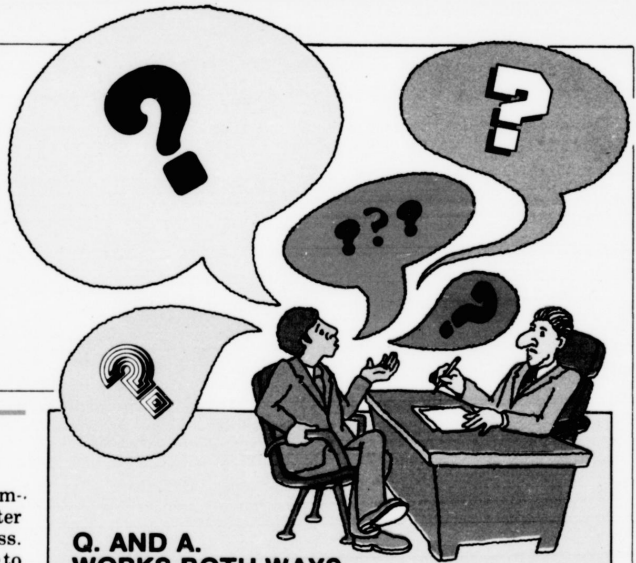
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# How do I get a job?

*A step-by-step approach to getting hired.*

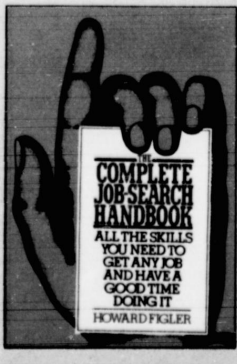


## The Chase Is On

The process of the career search is clear. You must know who you are and where your aspirations lie; your interests must be tested, your goals established, and your skills developed. All of these lead to the ultimate career activity: the job hunt.

The career experts we consulted offer sound guidance on every part of the process, from recognizing potential employers to handling painful—but inevitable—rejection. □

**The Complete Job Search Handbook** presents 20 essential career-search skills and tells you how to use them to your advantage. The author provides helpful suggestions for developing a prospect list, establishing a personal referral network, marketing yourself, undertaking long-distance job hunting, and overcoming shyness when looking for a job. *The Complete Job Search Handbook*, by Howard Figler, Holt, Rinehart and Winston, New York, 1979, \$5.95.



## Picking Your Employer

Identifying the "right" employers is primarily a matter of attitude and awareness. Advisers say the best time to select your targets is while you're still in school.

- Find out who the employers are, and determine which ones appeal to you by referring to trade magazines, the Yellow Pages, chambers of commerce, and professional associations. Consult your placement office and the state employment service. Ask your librarian for directories in your field, or consult *The Guide to American Directories*, which lists thousands of directories in almost all employment categories.

- Establish contacts through professors, friends, university alumni, and members of your professional organizations, says Richard Irish, author of *Go Hire Yourself An Employer* (Anchor Books, Garden City, N.Y., 1978, \$3.95).

- Keep a file of contacts and prospective employers; include information such as company size, growth potential, and the head of the department you are interested in. Update the file often, and keep copies of supporting materials (news items, annual reports, etc.) that may be helpful when you are ready to approach the employer. □

## Who Are You? In One Page or Less

Some new-breed career counselors feel that resumes are a waste of time, and other experts agree that resumes

## Q. AND A. WORKS BOTH WAYS

Questions you ask during an interview are as important as the answers you give, according to Robert Snelling, chairman of the board and president of Snelling and Snelling Inc. employment services. Use them to demonstrate that you have done your homework and show an interest in your future with the company. A few examples from Snelling:

- *What are the duties and responsibilities of the job?*
- *Will the company provide formal training, or do I get on-the-job training?*
- *Would further schooling help me advance?*
- *What's the next step up from this job? Where does it lead in the company?*

**Don't** ask about salary, vacations, sick leave, holidays, and hours until you are offered the job.

alone will not bring results. Many suggest you call first for an "informational" interview, and leave a resume at the end of your meeting.

Still, "over 95 percent of all employment hires are introduced by a resume," says John D. Erdlen, executive director of the Employment Management Association, a nonprofit group of employment and personnel managers in industry.

So whether or not you plan to rely heavily on a resume, you should prepare one that emphasizes your skills. Many career counseling centers can provide a model and individual guidance.

"Your resume should be brief and concise, highlighting your experience," says Dr. Rita M. Brack, director of counseling and placement at Notre Dame College in New Hampshire. When describing past jobs, she suggests "using action verbs

such as 'created,' 'organized,' 'managed,' and 'took responsibility for.' Avoid stilted, flowery language."

Most counselors say a resume should be no longer than one page. Brack advises students to omit personal data like height, weight, race, salary desired, and marital status.

A cover letter should accompany your resume, and it "should be interesting, with some hint of the candidate's personality, and speak to items specified as prerequisites for the job," she adds.

Mention any materials you can provide as evidence of your skills, or send along a small sample if it seems appropriate.

Don't expect a resume to get you a job; but, along with a follow-up telephone call or a reference from a contact who knows you and the employer, it could generate an interview. □



## Practice Makes Perfect: The Interview

Qualified people don't get choice jobs just because they're qualified. The rewards come to those who train themselves for the job search—and the interview.

Experts urge students to practice interview techniques with family and friends in order to develop style and confidence. Visit your placement center to find out if it offers mock interview sessions. Practice communicating—and that means effective speaking *and* listening.

Review your goals and be prepared to discuss them, says Marcus Wright, career counselor at Arizona State University.

"We've found the biggest problem is that students aren't ready to talk about their aspirations and their experience," he says. "In practice interviews, we get students to organize their thoughts, stress their skills, get rid of annoying mannerisms, and project a positive image."

An important component of the interview is the follow-up. Be sure to call or write, thanking the interviewer for the opportunity. Mention anything you may have forgotten, or re-emphasize one or two special qualifications. □

## Torn Between Two Offers

Once you have a job offer, you are faced with deciding

## PROFILES



### Monica Sena: Searching Successfully

*Job hunters, beware of tunnel vision, warns recent graduate Monica Sena. Sena, 23, profited from this advice in her own job search.*

*She earned a B.A. degree in Spanish from Colorado State University and is certified in secondary education. Immediately after college, she taught migrant students in Fort Collins, Colorado.*

*Although she now works at a Denver insurance agency, she believes that the business skills she is learning there—budgeting time, dealing with the public, and paying attention to the small details of contracts—will help her when she returns to teaching.*

*"Graduates shouldn't limit themselves to one field, because they aren't assured of getting a job in it," says Sena. "It's good to back up your major with a skill."*

whether to accept or decline. If you're really lucky, you'll have to choose between two or more employers who want to hire you. There is no easy method.

Examine your own values—that's the counsel from two placement directors. "Decide what is important to you," says Kevin Pratt of Gonzaga

University in Spokane, Washington. Factors to weigh include responsibilities of the job, opportunities for advancement or community service, geographic location, and the people you'll work with.

Ask yourself if you'll feel rewarded by the job, and if it will allow you to do what you do best, instructs Howard Figler of Dickinson College in Pennsylvania. Don't feel obliged to take the first offer, but consider the possible advantages to accepting a job beneath your qualifications—if you won't get bored with it.

"Hang in there," says Figler. "You'll make contacts, learn skills, and gain knowledge just by being there." □

## Out of the Blues

Rejection shock is a common affliction among college graduates seeking jobs. Fran Wallace-Schutzman, career-planning director at Ithaca

College in New York, cites the symptoms—*anxiety, and loss of energy and interest.*

She also offers a cure: Turn rejection into a positive learning experience. Call the person who interviewed you and ask what made him or her decide not to hire you. "It could prevent you from making the same mistakes again and again," she explains.

Send the interviewer a letter, suggests Wallace-Schutzman; say you enjoyed learning about the company and would be interested in working there in the future. Request that your resume be kept on file.

Larry Crouch, placement consultant at Southern Illinois University, says you should expect rejection. He urges students to seek professional assistance from the placement office to determine why they've been turned down for a job. "You could be interviewing for the wrong positions," Crouch says. "Or you might project a negative self-concept." □

—ROBERT O. SNELLING of Snelling and Snelling Inc. Employment Services.

*"Look at a lot of jobs. Go to as many interviews as you can to broaden your experience in selling yourself. Try going to a second- or third-rate company for practice, before you go to your first choice."*



## A SAMPLER OF STARTING SALARIES

Entry-level salaries generally range from \$8,000 to \$21,000 in professions requiring a college degree. Here is a sampling of typical rates:

ADVERTISING COPYWRITER	\$ 8,000-10,000
AEROSPACE ENGINEER	\$16,000-18,000
DIETICIAN	\$11,600-13,300
INDUSTRIAL ENGINEER	\$18,500-21,000
ELEMENTARY SCHOOL TEACHER	\$ 8,200 - 9,000
LANDSCAPE ARCHITECT	\$10,500-12,500
MEDICAL TECHNOLOGIST	\$10,400-10,800
SOCIAL WORKER	\$ 9,600-11,000
STATISTICIAN	\$10,000-12,000
WHOLESALE TRADE SALES	\$ 9,000-12,000

# Ford Fiesta. It received a seven-flag salute.

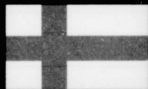
## The car that wowed Europe is winning the hearts of America.

Ford Fiesta. The little front wheel drive car that comes from Germany. Applauded all over



Germany 1976 Car that Makes the Best Sense — *Motor*

And when you understand how beautifully Fiesta performs, you'll understand why it continues to get rave notices.



Finland 1976 Car of the Year — *Tuulilasi*

## Front wheel drive.



Denmark 1976 Car of the Year — *Morgen Posten*

Through rain, ice, sleet, hail and snow, Fiesta's remarkable front wheel drive traction will help you keep your appointed



Italy 1977 Most Successful Foreign Car — *Motor*

## True German efficiency.

Americans love Fiesta's manners. It prefers sipping to guzzling. Just consider these EPA mileage figures.

**26**

EPA EST MPG

**38**

HWY EST MPG

Now compare these estimates to other German imports. Actual



Yugoslavia 1977 Car of the Year — *Automotive Writers*

California estimates will be lower. Actual highway mileage will probably be lower.

rounds. And its Michelin steel-belted radials will help you come to grips with all kinds of roads.

## A masterpiece of European engineering.

Fiesta is assembled by Ford in Germany. And its European engineering makes it feel right at home on streets and highways of America. It's quick, nimble and maneuverable.



Spain 1977 Car of the Year *Criterium*

Ford Fiesta is sold and serviced by over 5,000 authorized Ford Dealers across America. There's even an Extended Service Plan available, providing longer protection over your car's basic warranty. So test-drive a Fiesta today. You'll discover why it's won international acclaim.



Great Britain 1978 Design Council Award

FORD FIESTA

FORD DIVISION



## Fiesta. Wundercar from Germany.



Fiesta 3-Door Sport