

## Electrical engineering may restrict enrollments

By KRISTOPHER RUSSELL  
Staff Writer

If trends continue, the electrical engineering department of the College of Engineering may be forced to limit the number of undergraduate students moving into upper-level courses, said Benjamin J. Leon, department chairman.

According to enrollment figures for the current semester, enrollment of undergraduate electrical engineering students, excluding freshman, has increased 4.3 percent over the 1983 Spring semester figures.

The six other departments in the college have all shown dramatic decreases in enrollment over the same

period, and the amount of undergraduates, excluding freshman, for the entire college is down 14.3 percent over last year.

"We've raised our standards and we still have too many students," Leon said. He claims the added bulk of students in the department is not being met with added equipment and faculty. "Oh yes, our staff is overworked," he said. "We have the same faculty we've had for years."

Leon has requested more faculty to keep up with the increased numbers but thus far has not had success. College of Engineering Dean Ray M. Bowen would like to help Leon but he has not been able to. "We've made requests for more

*"We've raised our standards and we still have too many students. . . . our staff is overworked. We have the same faculty we've had for years."*

**Benjamin J. Leon,  
engineering department  
chairman**

faculty, but right now, we can't do anything," Bowen said.

Because of a University-wide hiring freeze, he is not able to fulfill Leon's requests, he said. "Right

now, we can't do anything. I'm in a position where number resources are constant — there aren't any vacancies."

The immediate solution to the

problem is to cut back on students in the department both by numbers and by quality, Leon said. "It looks like we will have to use the best 100 people," Leon said.

He emphasized that limiting the number of students is still only under speculation. But it may soon become reality. "We are rapidly approaching that," he said.

Leon explained that the top 100 students in each year of undergraduate work would be allowed to move into upper-level courses should the reductions become necessary.

Those students who do not qualify for the top 100 will have to wait at least one semester before being able to take upper-level courses.

The popularity of electrical engineering as a choice of major is not restricted to UK, Bowen said. "This is a national trend — the job market is good, and it (electrical engineering) appears exciting to people as a career."

Job availability is the reason so many students enter electrical engineering, Leon said. "The demand is extremely high for newly graduated electrical engineering majors, because there are plenty of jobs for them." Leon said America is an "information society" and electrical engineering students are needed to make and design the products that will supply that information.

## 250 students come to UK for Merit Day

By FRAN STEWART  
Staff Writer

About 250 high school students will attend Merit Day today in recognition of their outstanding academic achievement.

Students and their parents will attend a morning program in the Center for the Arts, a luncheon in the Grand Ballroom of the Student Center and various afternoon orientation sessions. The programs are designed to expose the students and parents to different aspects of the University.

According to Donald Sands, associate vice chancellor for academic affairs, three groups of students were selected to attend Merit Day: National Merit semi-finalists, qualified Commonwealth and Presidential Scholarship applicants and a select group of academically talented students who expressed an interest in attending UK.

"The purpose of Merit Day is to recognize outstanding high school performance and demonstrated academic potential," said Barbara Mabry, director of special programs and advising in the College of Arts & Sciences. "All these students are academically talented."

Sands said Merit Day not only recognizes academic excellence but also shows "that UK cares about students. UK cares about bright students. We want them, and we have the facilities for them."

According to Mabry, students will register for Fall courses at Merit Day, in place of the regular summer advising conference.

This is the second year for Merit Day: 139 students and their parents attended last year.

According to Sands, the first Merit Day was popular among the students and parents.

Although Merit Day '83 was a success overall, Sands said there are a few problem areas that they hope will be remedied before today.

"We hope that the advising will be smoother," he said. "What we didn't anticipate (last year) is that advanced students take longer to advise," because they ask questions.

"We'd like to do everything right for these students especially," Sands said.

Merit Day begins with check-in in the lobby of the Center for the Arts. The morning program begins at 9 in the Center for the Arts with greetings from Art Gallaher, Lexington campus chancellor.

Other UK officials participating in the morning program include Harry Barnard, associate dean of the College of Education, speaking on academic life; Raymond Betts, director of the UK Honors Program, speaking on participation in the program; See MERIT, page 5



**T for two**

George White throws up a letter to Kenny Combs, who is spelling out a sign at the Lexington Mall. Both men are employees of the mall.

## New medical plaza shows off services during open house

By TRACY WHYTE  
Staff Writer

The Warren Wright University Medical Plaza will open its doors today to faculty and students to show off its services.

The new facility, located on Rose Street across from UK Medical Center, directly under the overhead skywalk, will hold an open house from noon to 7 p.m.

Patrick Stone, director of public relations for the Medical Center, said the open house has two main purposes. The first is to let those interested see the new building and its services, including students who have not seen the Student Health Service's new location.

Secondly, visitors can take advantage of free screenings. Stone said visitors can be screened on height and weight, blood pressure, anemia, visual acuity and blood chemistry. "Then there's counseling and referral from volunteers after the analysis is done," Stone said.

The official dedication of the Medical Plaza, along with the ribbon cutting ceremony, will take place from 10 a.m. to 1 p.m. tomorrow, Stone said. Secretary of the State Cabinet for Human Resources, Al Austin, will speak at the ceremony, along with President Otis A. Sins

gletary and Peter Bosomworth, chancellor for the Medical Center.

Stone said the Medical Plaza also is the model site for the Bluegrass Health Fair. This fair involves surrounding Kentucky counties and will be held the week of March 30-April 7.

The open house will feature health education displays, such as one on cancer detection, set up by volunteer agencies from Lexington, Stone said.

Sandy Shackelford, of Medical Center public affairs, said there will be a shuttle bus to carry visitors to the open house from 11:30 a.m. until 4:30 p.m. The bus will carry visitors from Gate 1, the Student Center parking lot, and Kirwan-Blending Towers to the Medical Plaza. Free parking will be available in the Medical Plaza parking structure from noon until 7 p.m., located off of Virginia Avenue.

Medical Center volunteers will be assisting in this open house, sponsored by its seven divisions: the Colleges of Allied Health Professions, Dentistry, Medicine, Nursing and Pharmacy, the University Hospital and Ambulatory Medical Services, which opened the new plaza.

Shackelford said the new facility combines many services under one See PLAZA, page 2

## Jail-a-Thon surpasses its fund-raising mark

By CINDY PALORMO  
Staff Writer

Shirley Palmer, house mother of Alpha Delta Pi sorority, was arrested yesterday for "taking food from the kitchen," she said.

Palmer was one of about 105 people who have been arrested in the American Cancer Society's Jail-a-Thon, Jim Wilson, regional director of the American Cancer Society, said. The Jail-a-Thon, which has been held since Monday at Turfland Mall had raised \$21,000 by Wednesday. This surpassed their goal of \$20,000.

"The house called in to have me arrested," Palmer said. "The police came to the house, handcuffed me and took me away in the car." The judge set her bail at \$200.

Friends and other house mothers raised \$80 towards the bail and the sorority paid the difference, she said. She was in jail for one-and-one-half hours.

Those sentenced had to raise the bail money through phone calls to friends and relatives before they were released. Bail ranged from \$100 to \$1,000, but several people had bail posted more than \$1,000, he said.

"The jail is over-flowing," Wilson said. "It's been a great success." Students and businessmen have been arrested as well as the Kentucky Wildcat and Q-Bird, the WKU mascot, he said.

This was the first time the American Cancer Society has held such a See JAIL, page 2

## Busier than usual

*The legislative needs of Kentucky's 138 lawmakers keeps Vic Hellard on his toes*

By STEPHANIE WALLNER  
News Editor  
and ELIZABETH CARAS  
Senior Staff Writer

With the General Assembly in session this year, Vic Hellard is a little busier than usual.

While the public — and the press — focuses on the senators and representatives on the floor, this ex-representative, now executive director of the Legislative Research Commission, provides the facts and figures behind the scenes.

Also behind the scenes is his personal life. With his wife, Ellen, Hellard lives on the Kentucky River in Woodford Co., where there is a "sense of individuality."

"It's just a wonderful place to live," he said. "I think it's a shame we're not doing more to protect it."

"There's a lot of natural beauty on the river that you just can't find anywhere else," he said.

Lately, however, Hellard finds himself in the office for long hours.

He calls the research commission

the "basic service arm of the legislature." Thirty-eight senators and 100 representatives rely on his staff of 206 to translate their ideas into legislative bills.

Sometimes "it can be an uncomfortable position," having to please 138 different legislators, Hellard said.

Members of the LRC staff, most often lawyers or professionals with a masters or doctorate degree, must be able to work in a variety of positions, Hellard said. "We have very few specialists. The only ones assigned to a certain area are in budget review."

The commission is responsible for complying with a legislator's request for drafting a bill. This often entails researching Kentucky court cases, investigating legal details and obtaining additional information before the draft is given to the sponsor.

Appointed in 1977, Hellard is responsible for drafting the majority of legislation to be presented on the

floor and the coordination of the budget review committee.

Between the budget review committee and 15 standing committees, Hellard works on a year-round basis gathering information to provide representatives with the necessary facts. "There is nothing worse than losing a bill in the process," he said.

"We now have 2,000 bills which have been requested for a first draft."

Another main function of Hellard's staff is to check other states' implementation of plans suggested for Kentucky.

Hellard said the majority of projects the LRC is dealing with currently involve preparation of legal documents, budget reviews and the study of various educational proposals.

Prior to drafting and researching bills, Hellard was proposing them as a representative. He served Versailles for the 1972 and 1974 legislative sessions, temporarily giving up his law practice.

By making the move from rep-

See HELLARD, page 2



DAVID PIERCE: Kernel Graphics

**INSIDE**

The deadline for trying out for the 1984 cheerleading squad is approaching. See page 5.

The movie "Rear Window" receives favorable reviews from a *Kentucky Kernel* reviewer. See PASTIMES, page 3.

**WEATHER**

Today should be cloudy with a chance of flurries with highs in the 40s. Tonight's forecast is for clear skies and cooler temperatures with a low in the mid 20s. Tomorrow's forecast calls for sunny skies with a high near 38.

## Nice As New Shop

537 Euclid Ave.

Now accepting spring & summer consignment clothing  
We have lots of small size (5-7) suits, skirts, blouses and dresses for spring

**50-75% off**

All remaining winter merchandise

Hours: Tues-Fri, 11-6  
Sat, 11-5

266-4577

An Evening of Humor  
Groucho, Chico, Harpo, Zeppo at Their Zaniest

## The Marx Brothers In A Nutshell

Saturday, March 3,  
6/5 p.m. (CT)

Hazard 35  
Lexington-Richmond 46  
Morehead 38  
Pikeville 22

KET



### TeleFund '84

The Stars Shine Bright on Your Kentucky Network

Name: \_\_\_\_\_ Return to: KET Membership  
Address: \_\_\_\_\_ 600 Cooper Drive  
City: \_\_\_\_\_ Lexington, KY  
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ 40502  
Member Levels:  \$30  \$60  \$120  \$180  \$250  
 Visa or M/C # \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Bill Me \$ \_\_\_\_\_ for \_\_\_\_\_ months  
 My one-time payment is enclosed

This Afternoon at 803

10¢ draft  
\$.25 pitchers  
3:00 to 7:00 p.m.

SATURDAY  
WELL DRINKS COST  
WHAT LSU SCORES

till closing

**803 SOUTH**

"Never a Cover Charge"

803 So. Broadway 233-9178

The Kentucky Kernel, 210 Journalism Building, University of Kentucky, Lexington, Ky. 40506-0042, 606-257-2871, is published class days during the academic year and weekly during the summer session. Third class postage paid at Lexington, Ky. 40511. Subscription rates: \$30 per year, \$15 per semester mailed. The Kentucky Kernel is printed by Scripps Howard Web Company, 413 Louisville Air Park, Louisville, Kentucky 40213.

Name Brand  
**CONTACT LENS**  
Replacements and Spares  
Fast Convenient Service  
From \$14.95 ea  
Save on lens care needs too!  
1 800 255-2020 Toll Free  
Eye Contact • Box 7770  
Shawnee Mission KS 66207

## SAVE BIG DOUGH ON PIZZA TO GO!

FREE DELIVERY 253-3712



\$2 Off Any Large Pizza

Or \$1 off any medium, including Pizza Hut® Pan Pizza. Hurry, this offer expires soon.

Good through 3/8/84

The coupon per party per visit. Not valid on special pizzas. Please present coupon when ordering. No cash back. Offer good only at participating Pizza Hut® restaurants. Offer good only at participating Pizza Hut® restaurants. Offer good only at participating Pizza Hut® restaurants.



Valid only at 381 Woodland

\$2 Off Any Large Pizza

Or \$1 off any medium, including Pizza Hut® Pan Pizza. Hurry, this offer expires soon.

Good through 3/8/84

The coupon per party per visit. Not valid on special pizzas. Please present coupon when ordering. No cash back. Offer good only at participating Pizza Hut® restaurants. Offer good only at participating Pizza Hut® restaurants. Offer good only at participating Pizza Hut® restaurants.



Valid only at 351 Woodland

## Plaza

Continued from page one  
roof, such as pediatric and adult dentistry, laboratory, neurology, obstetrics/gynecology, pediatrics, pharmacy, radiation, surgery and the Student Health Service. The plaza is connected to the Chambers Building, which offers Family Medical Services and psychiatry. The skywalk to the Medical Center provides services in ophthalmology and neurosensory and communicative disorders.

John Webb, director of Ambulatory Care Services, gave an example of the new plaza's convenience in a recent Medical Plaza presentation: "suppose a patient comes here for an examination, and his doctor orders diagnostic tests or an X-ray. Most of the time, he won't even have to leave the building to get these done. And if the doctor gives him a prescription, all he'll have to do is take it to the outpatient pharmacy on the second floor."

## Jail

Continued from page one  
fund-raiser in Lexington, Wilson said. "The response has been unbelievable," Chris Greenwell, a student volunteer, said. "We ran out of time to have people arrested." He said arrests had to be called in a day in advance because of the huge response. On Monday, 15 people were arrested, and yesterday 40 people were arrested, Wilson said.

Plans are already in the making to have another Jail-athon next year, Greenwell said. "We're looking for more UK students to help with manpower," Wilson said. He said the fund-raiser could have continued for another month, 24 hours a day, if they had the manpower.

The student organizations that worked on the fund-raiser were Arnold Air Society, an Air Force ROTC honorary, and the Scabbard and Blade, an Army ROTC honorary, as well as Alpha Delta Pi sorority and Alpha Gamma Rho fraternity.

Greenwell said the students answered phones, organized the times for the scheduled arrests and helped record the pledges.

"People were able to use their imagination and have fun with their ideas for the arrests," he said. "It will take a while to come down after doing so well."

## Hellard

Continued from page one  
representative to commission director, Hellard had to leave his political side behind. "I sometimes miss having a vote on the floor of the house," he said.

"We (on the commission) have got to be very, very guarded not to take positions," he said. "We've got to maintain the position where we can work for 138 legislators."

Hellard did, however, comment on future legislation that would deal with stricter drunk driving laws. "That will be an emotional issue," he said.

**CINEMA**  
230 E. MAIN • 254-5006

Ladies & Gents Over 18

**Between Lovers** (K)

**KENTUCKY Adm.**  
111 19th Main • 254-0018 \$1.75

Friday Midnight!  
"American Werewolf in London" (R)

Saturday Midnight!  
Tommy (PG)

# TAKE A BREAK FROM THE BEACH

## Thursdays and Fridays are College Days at Walt Disney World Epcot Center

Take a break from the beach and travel into the future and around the world at Walt Disney World Epcot Center.

Thursdays and Fridays are your days to get together with friends for an adventure above and beyond the ordinary. You'll join in the year-round celebration of Oktoberfest. Be a part of a street-theatre comedy. Explore the realms of imagination. Play leapfrog with a fountain. And sample the cuisine and spirits of nine nations.

Wherever you are in Florida during Spring Break '84, you'll be just minutes away.

This year, take a break from the beach for an adventure that's out of this world. Walt Disney World Epcot Center.

Walt Disney World  
**EPCOT CENTER**

And here's who'll be there:

- Auburn University
- Bowling Green State University
- Indiana University
- Memphis State University
- Michigan State University
- Ohio State University
- Rutgers University
- State University of Buffalo
- University of New York
- University of Cincinnati
- University of Georgia
- University of Kentucky
- University of Louisville
- University of Massachusetts
- University of Minnesota
- Virginia Polytech Institute

©1984 Walt Disney Productions



# COUNTERPOINT

## Grades don't measure learning

I would like to take this opportunity to come out of the closet about a traumatic experience that occurred early in my college life, an experience that left me emotionally distraught and suffering from feelings of inadequacy.

Because of some chromosome mix-up or more likely some delayed psychological repercussions stemming from my one-parent childhood (yes, I was a Mama's boy), I didn't measure up to the generally accepted social norms. I became a dreaded "one of them." The hardest part was telling my mom, who was hurt at first but eventually forgave me, saying that I was still her "little sweetie-pie." I always did love it when she called me that.

Recently in the presence of some mature liberal adults in our beloved University community, I witnessed a confession of sorts, a confession that has haunted me on sleepless nights for the last couple of years. I have finally gotten my courage up and would like to take this opportunity to add my name to a list of special people within our University population whose numbers are rumored to include 70 percent of the student body. Yes, I confess, I am one of the many that have been

**Frank Walker**

awarded a "D," "E" or "W" in Chemistry 106.

The truth is that grades aren't a true indication of one's progress in life, intellectual ability or general common sense (a.k.a. knowledge). Grades merely indicate the level of blind commitment to a set of rules made by some basketcase who felt he knew exactly what level students should perform at in order to be considered excellent (A), good (B), average (C), below average (D) or a failure (E). This basketcase, let's call him Professor Sedarg (that's grades spelled backward), would probably have thought of some other way of measuring student performance if he had known me, or someone like me, a self-avowed non-graduate.

That's right, you read it correctly. I take my classes with the serious attitude that I must learn something that might benefit me in life, regardless of the grade assigned to me

by the instructor. Usually such grades are for my probable non-attendance (if he or she is boring) or for what one might term as "non-regurgitability" — that is lacking the ability to regurgitate facts on to paper that were previously regurgitated from the expensive text or somebody else's notes anyway.

I believe if the instructor expects the students to retain even a "sliver" of information he passes on, it is his or her responsibility to conduct class in a manner that is not only educational but entertaining.

Hey, I don't remember anything from 105 but that damn table, but I bet I could duplicate from memory no fewer than 10 Mr. Science experiments I saw on cable TV three years ago.

I could honestly care less (and I think I speak for a lot of students) about carbon monoxide, paradiachlorobenzene or salt peter because it will always just be poison, moth ball and bat— to me. I just there should be college chemistry courses for non-chemistry majors.

Better yet, tenure for Mr. Science, however fictitious he might be.

Frank Walker is an English senior and a contributing columnist.

## LETTERS

### 'Unsuitable actions'

The reelection of Ronald Reagan will possibly have a great influence on the Constitution of the United States, well beyond the four-year presidential term. This is because of the present status of the U.S. Supreme Court. The average age of the nine justices is 69. Five of these are 75 or older. Among this group is William J. Brennan Jr. and Thurgood Marshall, both consistent liberal thinkers. Also included is Chief Justice Burger, a conservative, and Harry Blackmun and Lewis Powell, both moderates.

If Reagan is reelected, he will probably have the opportunity to appoint several new justices to the Court. New conservative justices could alter the direction of the present Court. Changes could be made on issues such as public school censorship, abortion, state aid to religion and school busing. Possible Reagan appointees are William Clark, Edwin Meese and Robert Bork, all conservatives who certainly will not appeal to middle class America, blacks, women and other groups concerned about civil rights.

Mr. Reagan's wide, rosy-cheeked smile has somehow glistened over another unerring piece of news about his administration: According to Tom Wicker, a New York Times columnist, a recent issue of the National Journal (Jan. 14) features an article listing 40 Reagan administration officials and nominees whose actions, "put the administration in a bad light, apparently without permanently affecting the public's

image of Ronald Reagan. The list is a shocker."

Standout actions include perjury, illicit savoring, inadequately explained cash payments, outrageous expenses charged to the public, questionable loans (one to possible new Supreme Court appointee Ed Meese), tax irregularities, dubious ethics, etc., performed by Reagan's staff and nominees. This is unacceptable. The President of the United States must be held responsible for the choices he makes for his staff and the actions they engage in. Actions such as those mentioned above, are unsuitable for the administration staff and to the American public.

Mr. Reagan and his staff must be relocated out of the White House this election year.

Steven J. Goldstein  
Chemistry junior

**GENERAL CINEMA THEATRES**  
SCHEDULED MATINEES EVERY DAY  
ALL SHOWINGS BEFORE 6 P.M. \$2.00

**THURFLAND MALL** CHEVROLET 14 SEAT  
104-104A HATHORN DR. & LAKE HURON

**HARRY & SON**  
1:00  
3:00  
5:00  
7:00  
9:00  
11:00  
1:43-3-455-1457-9-85

**FAYETTE MALL** CHEVROLET 14 SEAT  
272-6662 NICHOLASVILLE & NEW CIRCLE RDS.

**Unfaithful Heirs**  
1:40-3-400-5-407-40-9-40

**How the future began.**  
**THE RIGHT STUFF** PG

**MOVIES at MIDNIGHT**  
Friday & Saturday

**ROCKY HORROR** R **ERASER HEAD** R

**SOFT SHELL SATURDAY**

Every Saturday, get 2 tasty Soft Shell Tacos for only \$1.29. It's a Soft Shell Sale that's hard to beat. But not hard to eat.

**2 Soft Shells \$1.29**

**TACO JOHN'S**

Hours:  
Fri & Sat  
11AM-3AM  
Weekdays  
11AM-2AM

231-7898

**A legal career in three short months**

Get right into law with intensive preparation approved by the American Bar Association. After completing the three-month program, you can take your place as a legal assistant. It's one of the fastest growing careers of the 80's.

- Bachelor's degree or attorney sponsorship required
- Day and Evening classes available
- Employment assistance
- Classes conducted in Atlanta

Meet us on Campus  
Wednesday, March 7, 1984  
Placement Office  
9:00-5:00

**(404) 266-1060**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
College \_\_\_\_\_ W. Grad \_\_\_\_\_  
Paper Day \_\_\_\_\_ Evening \_\_\_\_\_

**The National Center for Paralegal Training**  
3414 Peachtree Road, N.E., Atlanta, GA 30326

**DOMINO'S PIZZA DELIVERS™ FREE.**

**MEAL DEAL \$6.79**

The special "meal deal" includes a 12" pizza with any 2 toppings and two 16 oz. bottles of Pepsi for only \$6.79. One coupon per pizza. Customer pays deposit. Expires 3/4/84. Fast, Free Delivery™ Good at any Lexington location.

**shoppers village liquors**

Warm Only, Lexington Only.

Stroh's Regular or Light <b>779</b> 24 12-OZ. CANS	Miller <b>429</b> 24 12-OZ. CANS	Budweiser <b>879</b> 24 12-OZ. CANS	Miller Lite <b>849</b> 24 12-OZ. CANS
---	--	---	---

SALE ENDS WEDNESDAY, MARCH 7, 1984. LIMITED TO EXISTING STOCK. ONE CASE PER CUSTOMER LIMIT ON SALE ITEMS EXCEPT BEER FEATURES. ALL TAXES INCLUDED IN ALCOHOLIC BEVERAGE PRICES.

**BEST-SELLING BRANDS LOW SALE PRICES!**

**LIQUOR FEATURES**

80 PROOF **SAVE \$4.76**  
**Stolichnaya**  
Vodka  
**\$7.99**  
750 ML REGULAR \$12.75

86 PROOF **SAVE \$5.50**  
**Old Fitzgerald**  
Beaujolais  
**13.49**  
1.75 LITER REGULAR \$18.99

**IMPORTED & DOMESTIC WINES**  
Featured Savings From Kentucky's Wine Authority!

**SICHEL'S BEST 2.99**  
**BEAUJOLAIS 2.99** 750 ML  
SAVE \$2.96

We Made A Great Buy. So You Get A Great Price!  
We don't know why Sichel, one of the most respected names in French wine, was left with a big inventory of their top-of-the-line Beaujolais after the holiday selling season. But when the local wholesaler came to us with a fantastic "close-out" price, we jumped at the chance to set Beaujolais at this caliber for only \$2.99 the fifth. Fresh and very fruity, with superb nose and color, this undoubtedly represents one of the best wine bargains we will offer in 1984. Hurry! Supply is limited.

Sichel Reserve De L'Abbe 750 ML \$2.99 Beaujolais, 1982

**SAVE \$2.00**  
Almaden Mountain Wines **5.99** 1 LITER

**SAVE \$1.10**  
Gallo Premium Wines **4.89** 1 LITER

**SALE PRICES GOOD THRU WEDNESDAY**

GET A WHOLE LOT MORE. PAY A WHOLE LOT LESS. AT SIX LEXINGTON LOCATIONS:  
LAKEVIEW PLAZA - 266-9157  
RICHMOND ROAD PLAZA - 269-2011  
NORTH BROADWAY OF NEW CIRCLE - 293-0344  
CROSSROADS PLAZA - 272-8309  
CHEVY CHASE PLACE - 268-3003  
VERSAILLES ROAD - 233-1060

**DARRYL'S Wildcat Special**

Going to the SEC Tournament this year? If so, come celebrate the Wildcats' performance with any Nashville Darryl's. In return you'll receive a free appetizer with the purchase of any entree. Just clip the coupon below and bring it in to one of Nashville's three convenient Darryl's:

Darryl's 1925 — 2001 N. Gallatin Rd. (just 5 min. off I-65, exit 96)  
Darryl's 1796 — 96 White Bridge Rd. (10 min. from the Vanderbilt campus)  
Darryl's 1827 — 4319 Sidco Dr. (I-65 South, exit 78-A)

**"Free" Appetizer\* with purchase of any entree**

\*Choose one

- Spudskins
- Nachos
- Chili Con Queso
- Chicken Wings
- Fried Veggies
- Soups
- Fresh Veggie Platter
- Pork Rib Appetizer
- Cheese Fuffs
- Pizza Bites

(to-pick-up shrimp not included in this offer)

Darryl's 1925 2001 N. Gallatin Road  
Darryl's 1796 96 White Bridge Road  
Darryl's 1827 4319 Sidco Drive

Valid March 5-11, 1984  
Good only in Nashville, TN locations  
one coupon per person per visit



LET THE GOOD TIMES  
ROCK 'N ROLL! tonight  
at

- no cover, no minimum
- two for one drinks weeknights 5-7 p.m.\*
- free hors d'oeuvres 5-7 p.m.
- complimentary parking next door after 4:30 p.m.

**Spirits**  
Radisson Plaza Hotel  
Lexington  
Vine Center, downtown

The Usual Suspects

\* On basketball home game nights, Spirits fuels your team spirit with two-fers from 5 to tip-off. Now that's something to cheer about!

Kernel Classifieds bring results - 257-2871



ATTENTION BSN CLASS OF 1984

Why wait to start your nursing career? The Air Force has a special program for 1984 BSN's. If selected, you can enter Air Force active duty soon after graduation — without waiting for the results of your State Boards.

To apply, you must have an overall "B" average and meet other basic officer entry requirements.

As a newly commissioned nurse, you'll attend a five-month internship at a major Air Force medical facility. It's an excellent way to prepare for the wide range of experiences you'll have serving your country as an Air Force nurse professional. For more information, contact:

Contact MSgt Bob Smith  
at 100 E. Vine St., Rm 301  
Lexington, Ky 40507 or call  
(606) 233-3861 collect

University Medical Plaza

Warren Wright University Medical Plaza  
University of Kentucky Chandler Medical Center  
Rose Street, Lexington, Kentucky 40536-0223



UK faculty, staff and students are invited to attend the University Medical Plaza Open House today, March 2, from 12 noon until 7 p.m. Free tours and refreshments are available.

Free health screening are also available for UK faculty and staff at the Bluegrass Health Fair site on the third floor of the Medical Plaza.

**STUDENTS**  
The staff of the Student Health Advisory Committee extend a special invitation to UK students to attend the University Medical Plaza Open House, today, March 2, from 12 noon until 7 p.m. Free tours and refreshments are available.

We're behind the Wildcat blue door on the first floor of University Medical Plaza.

Parking is free after noon in the Medical Plaza parking structure, and a special shuttle bus will run from 11:30 a.m. until 4:30 p.m., stopping at Gate 1, the parking lot of the Student Center and Blanding/Kirwan Towers.

Keeping you on your feet...with outstanding outpatient care for your entire family.

SPORTS

Mickey Patterson  
Sports Editor  
Andy Dumstorf  
Assistant Sports Editor

Cats cruise past Mississippi, 76-57, behind a rejuvenated Bowie's play

By MICKEY PATTERSON  
Sports Editor

Rupp Arena was not a time machine last night, but at times it did appear that the crowd was transported back three years ago to a time when Sam Bowie was a legitimate All-American and mentioned in the same breath with players like Ralph Sampson and Mark Aguirre. Bowie scored 20 points and pulled down 19 rebounds leading UK to a 76-57 route over a scrappy Ole Miss team last night. The 7-1 senior controlled the boards and intimidated the Rebels into several traveling violations under the basket.

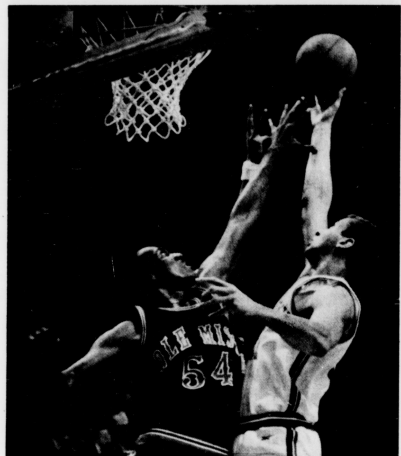
"I'd like to think I'm making progress but I don't think this is my best game this year," Bowie said. "Some areas of my game are coming back. My shooting felt really good tonight."

Accused of lacking in intensity and killer instinct after the Tennessee loss Monday night, UK left no doubt about its intentions, blowing out to a quick 8-0 lead in the first three minutes of the game. The youthful Rebels were undaunted, though. Guard Eric Laird hit a four-footer from the corner and center Sylvester Kincheon followed with a jump hook to bring Ole Miss back into the game.

"We knew that Mississippi was the kind of ballclub that would be patient and wouldn't let the early lead bother them, and it certainly didn't," UK head coach Joe B. Hall said. "We played with more aggressiveness but still did not execute real well. I think it was kind of nervous playing that way."

UK continued to run, holding on to an eight point lead until Ole Miss pulled within six points behind four straight free throws by Joe Ayers.

But then freshman forward Winston Bennett took charge. Playing like a man possessed, Bennett hit a five-footer in the lane, followed it with a short shot from the corner and took a length-of-the-court pass from Dicky Beal to push UK out to a 31-20 lead. For the game, Bennett finished with 13 points and six rebounds. His aggressiveness on the boards along with Bowie's play en-



Senior forward Sam Bowie goes up for two of his game-high 20 points over Sylvester Kincheon of Ole Miss.

abled UK to an enormous 46-25 rebounding edge.

"The thing that impressed me the most was our rebounding tonight," Hall said. "Defensively we did a good job. In our man-to-man we had trouble with Laird, but our zone did a good job."

UK's relentless pounding of the boards left the inexperienced Rebels a bit confused and disoriented.

"There's really not too much to talk about from my end," Ole Miss head coach Lee Hunt said.

"It was a case of a better ballclub playing a young team, we're starting four freshman and it showed,"

he said. "We've been playing much better than we played tonight but give Kentucky credit, they played hard and had exceptional rebounding."

As the game progressed, UK began to control the boards getting second and third shots with amazing consistency. Bowie, Bennett and Melvin Turpin followed shot after shot as the Wildcats blew out to a 16-point lead with 14 minutes left in the game.

Ole Miss' freshman center Kincheon turned in a gutsy 14-point, seven-rebound performance but he was all alone in the paint and fouled out with three minutes left in the game. Laird scored 15 points for the Rebels before he fouled out with 12 minutes left.

Kenny Walker had 11 and Turpin pitched in 10 for UK.

**ARGILES**  
\$2.00 off  
Any large pizza  
Fast Free Delivery  
Coupon Valid Fri Sat Sun Only  
269-3366  
Euclid & Ashland/Chevy Chase

BEST-TYPE  
Jou. Bldg  
257-6525

**ALFALEA**  
SATURDAY BRUNCH 10-1:30  
SATURDAY NIGHT CHAMBER MUSIC  
8 to 10  
557 S. Limestone 253-0014

**JUAREZ TEQUILA**  
The Magic of Mexico.

**big daddy liquors**  
372 Woodland Avenue  
Lexington, Kentucky 40508  
606-253-2202

<b>Bud</b> \$2.35 6pk 12 oz. Cans	<b>Coors</b> \$2.49 6pk 12 oz. Cans	<b>Bud Light</b> \$4.30 12pk 12 oz. Cans
<b>80° 7-Crown</b>		<b>4.99</b> 750ml
<b>80° Heaven Hill</b>		<b>4.99</b> 750ml
<b>90° Rebel Yell</b>		<b>6.25</b> 750ml
<b>80° Glenmore Vodka</b>		<b>7.99</b> 750ml
<b>Blue Nun</b>		<b>3.99</b> 750ml
<b>Sichel Beaujolais</b>		<b>3.99</b> 750ml

Wine Closeout - Save 40% to 60% on Selected Items

# Newsweek<sup>®</sup> On Campus

March 1984

CAREERS FOR THE '90s

## The High-Tech Payoff (Even for Liberal Arts Majors)





**Stands head and antlers above the rest.**

**IMPORTED MOOSEHEAD. BREWED BY CANADA'S OLDEST INDEPENDENT FAMILY BREWERY.**

C  
S  
S  
E  
P  
C  
J  
C  
D  
S  
N  
C  
R  
R  
D  
G  
S  
S  
r  
o  
S  
d  
M  
M  
C  
C  
A  
A  
S  
F  
m  
o  
T  
L  
J  
D  
W  
J  
C  
L  
A  
A  
T  
C  
M  
Z  
P  
O  
E  
M  
T  
F  
f  
l  
e  
x  
h  
N



# Newsweek® On Campus

Published by Newsweek, Inc.

The Washington Post Company  
Katharine Graham, Chairman of the Board  
Richard D. Simmons, President

**EDITOR-IN-CHIEF**  
Richard M. Smith

**MANAGING EDITOR**  
Kenneth Auchincloss

**SENIOR EDITOR/SPECIAL PROJECTS**  
Lynn Povich

**NEWSWEEK ON CAMPUS**  
**MANAGING EDITOR**  
Jerrold K. Footlick

**SENIOR EDITOR:** Lynn Langway  
**ART DIRECTOR:** Robert J. George

**STAFF WRITERS:** Bill Barol, Ron Givens

**STAFF REPORTER:** Cynthia I. Pigott

**EDITORIAL PRODUCTION:** Ute F. Lange

**PHOTO:** John Whelan, Kyle McLellan, Americo J. Calvo

**CONTRIBUTING EDITORS:** Jeff B. Copeland, Lucy Howard, James C. Jones, Michael Reese, Tracey L. Robinson

**CONTRIBUTING CORRESPONDENTS:** Barbara Burgower, David L. Gonzalez, Vibhuti Patel, Bettina Ridolfi

**SPECIAL CORRESPONDENTS:** Jan DeBlieu, David Goetz, Nadine Joseph, Lori Rotenberg, Betsy Rubiner

**CAMPUS CORRESPONDENTS:** American University: Julia Reed, Ball State: Donald Yaeger, California (Berkeley): Margaret Mittelbach, Colby: Carol Eisenberg, Colorado College: Donna S. Smith, Colorado: Lori A. Clements, Columbia: Julius Genachowski, Cornell: Melissa Cook, Dartmouth: Kathleen Smith, Drake: Meredith Woodward, Duke: Larry Kaplow, Emory: Ian Johnson, Jay Mallin, Harvard: Margot Herrera, Ben Sherwood, Monique Sullivan, Houston: Tim Brokover, Howard: Joseph Perkins, Illinois: Ira Kleinberg, Indiana: Steve Sanders, Johns Hopkins: Doreen Moran, Kentucky: Andrew Oppmann, UCLA: Lee Goldberg, Maryland: Gary Gately, MIT: David Grant, Massachusetts (Amherst): Paul Busken, Michigan: Barbara Miste, Michigan State: Jose Mielke, Mills College: Cynthia Conway, Minnesota: Peter Kyjalis, North Carolina (Chapel Hill): Susan Peyton, Northwestern: Leigh Ann Winick, Notre Dame: Bob Vonderhede, Ohio State: Al Stavitsky, Oklahoma: Chris Brawley, Pennsylvania: Debra Friss, Pomona: Diane Galligan, Princeton: George Van Hooss, USC: Mark Gill, Christopher Walton, Southern Methodist: Mark Miller, Frank Stoltze, Stanford: William Ellis III, Tufts: Tina Essey, Swarthmore: Michael Radloff, Texas (Austin): Lisa Brown, John Schwartz, Clayton Strimberger, Texas A & M: John Wagner, Trinity (Texas): George Jackson, Vanderbilt: Rick Danielson, Vassar: Erik Godchaux, Virginia: Marina Sarris, Wisconsin (Madison): Nancy Ryan, Westminster (Missouri): James Garner, Yale: Amy Wallace

**COVER:** Robert V. Engle, Ron Meyerson

**LIBRARY:** Betsy Staller

**ART:** Roseanne Iannone, Don Kubit, Marta Norman, Richard Tringali

**COPY:** George Gaal, Kay Etzler, Archer Speers

**MAKEUP:** Martin Burke, Cathie A. Ruggiero, Richard A. Zelman

**PHOTOCOMPOSITION:** Damian Domach, Joseph Ingarra

**OPERATIONS:** Darrell D. Adams, Rebecca M. Pratt

**EDITORIAL ASSISTANT:** Betty P. Babetch

**NEWSWEEK, INC.**

Mark M. Edmiston, President  
S. H. Price, Executive Vice President and Publisher

**PUBLISHER**

Jeffrey A. Stern

**ASSOCIATE PUBLISHER:** James J. Spanfeller Jr.

**ADVERTISING DIRECTOR:** Jack Mandable

**MANUFACTURING:** Providencia Diaz, Tony Gordon, Frank Holland, Brian Jaffe, Vicki McGhee, Al Przybylowski

**CIRCULATION:** Richard Burch

## High-Tech Payoffs for Everyone

Now that the future is almost here, a lot of people don't know what to make of it. In its cover package, NEWSWEEK ON CAMPUS offers some comfort to the technophobes among us: high tech should pay off in new job opportunities for both technical and nontechnical types by the 1990s. With machines running more of the working world, thinking humans who can communicate should be at a premium. A companion story discusses gerontology, a nontechnical specialty that will grow in importance as the elderly population increases. Another piece reports how pro-



fessional careers have lost some of their luster because of overpopularity. The final story discusses how and when college placement offices can help students secure their piece of the future. (Cover illustration by Arnold Roth.) *Page 4*



## Campaign '84: Practical Politicking

Although the presidential race is now in high gear, many students remain unmoved. A significant minority, however, is taking to the campaign trail. This year's volunteer tends to be more practical than idealistic, looking for résumé credits and connections as well as the best candidate or cause. But students are willing to pay a price to learn—from stuffing envelopes in a barren office to trudging home to home in the snows of New Hampshire and Iowa. And some are proving that they can wield considerable political clout. *Page 20*

## A Congregation of College Hangouts

The cuisine may be oleaginous and the décor late Beer Hall. But students will still cherish their college hangouts long after they become alumni and other memories have faded. A hangout, after all, is where waitresses and bartenders dish out comfort as well as cottage fries, where a person can sulk or circulate at will. NEWSWEEK ON CAMPUS correspondents fondly describe several of the longest-standing local gathering spots, ranging from a down-to-earth diner in Virginia to a former boot camp in California. *Page 26*



## New Tactics to Overcome Dyslexia

The learning disorder dyslexia, which causes victims to confuse words and letters, afflicts an estimated 25 million Americans. But if dyslexia is not uncommon, it is uncommonly frustrating for many students, who must master texts and pass exams despite their handicap—and despite occasionally unsympathetic professors. More institutions, however, are beginning to recognize the problem; they are organizing schedules and programs to help dyslexics overcome the disability and realize their capabilities. *Page 31*

## THE NEW MUSIC ARRIVES

For years, New Music languished at the fringe of American pop music; last year, it leaped into the mainstream. Jim Sullivan explains what New Music wants to be and how it reached the big time. *Page 24*

## MULTIPLE CHOICE

A memorial at Kent State; clove smoking at Oklahoma; Caltech's Rose Bowl score; the biggest public-affairs radio program; a health dorm at Western Michigan; the multipurpose college bookstore. *Page 17*

## MY TURN: COMING HOME

What happens when you have a hard-earned college degree but no idea in the world what you want to do with it? You go home again. David Handelman, a 1983 graduate, describes his experiences. *Page 32*

© 1984 NEWSWEEK, Inc., 444 Madison Avenue, New York, N.Y. 10022. All rights reserved.

## Take Charge At 22.



In most jobs, at 22 you're near the bottom of the ladder.

In the Navy, at 22 you can be a leader. After just 16 weeks of leadership training, you're an officer. You'll have the kind of job your education and training prepared you for, and the decision-making authority you need to make the most of it.

As a college graduate and officer candidate, your Navy training is geared to making you a leader. There is no boot camp. Instead, you receive professional training to help you build the technical and management skills you'll need as a Navy officer.

This training is designed to instill confidence by first-hand experience. You learn by doing. On your first sea tour, you'll be responsible for managing the work of

up to 30 men and the care of sophisticated equipment worth millions of dollars.

It's a bigger challenge and a lot more responsibility than most corporations give you at 22. The rewards are bigger, too. There's a

comprehensive package of benefits, including special duty pay. The starting salary is \$17,000 — more than most companies would pay you right out of college. After four years, with regular promotions and pay increases, your salary will have increased to as much as \$31,000.

As a Navy officer, you grow, through new challenges, new tests of your skills, and new opportunities to advance your education, including the possibility of attending graduate school while you're in the Navy.

Don't just take a job. Become a Navy officer, and take charge. Even at 22.

NAVY OPPORTUNITY INFORMATION CENTER P.O. Box 5000, Clifton, NJ 07015		W323
<input type="checkbox"/> I'm ready to take charge. Tell me more about the Navy's officer programs. (OG)		
Name _____	First _____ (Please Print)	Last _____
Address _____	Apt. # _____	
City _____	State _____	Zip _____
Age _____	†College/University _____	
‡Year in College _____	◆GPA _____	
▲Major/Minor _____		
Phone Number _____	(Area Code) _____	Best Time to Call _____
<small>This is for general recruitment information. You do not have to furnish any of the information requested. Of course, the more we know, the more we can help to determine the kinds of Navy positions for which you qualify.</small>		
NW 3/5/84		

# Navy Officers Get Responsibility Fast.

LET

Co

of  
NO  
tho  
nat  
un  
ria  
per  
sav  
put  
bo

T  
tion  
ma  
ing  
cou  
der  
An  
dim

C  
nen  
scri  
teac  
over  
lem  
the  
taur  
10,  
ther  
shou  
prov  
putt

Be  
H  
My  
com

W  
are a

Alu  
It  
that  
back  
fund  
socia  
today  
build  
other  
colle

NEWS

**Computers on Campus**

Thank you for a fine article on the impact of computers on higher education (TECHNOLOGY). The one thing that troubles me, though, is whether students who are fascinated by computers will eventually become unwilling or unable to use traditional materials such as books, magazines and newspapers. Are we creating a generation of idiot savants who find their way around a computer keyboard in their sleep but can't find a book listing in a card catalog?

DEAN M. VANDER LINDE  
Michigan State University  
East Lansing, Mich.

The computer has created social interaction at Clarkson College? What about freshman humanities courses, late-night studying, hockey games, barrooms—the list could go on. I agree the computer is a wonderful tool, but it does not change one's life. And it certainly doesn't make interesting dinner conversation.

GARY J. GARRAHAN  
Clarkson College  
Potsdam, N.Y.

Computers may be an integral component in the future of academics as you described. It appears, however, that these new teaching tools aren't able to help students overcome one of the most prevalent problems on campuses today: incompetence in the English language. While Primanti's restaurant, described in the printout on page 10, may have "cheese steaks," the people there are "weird" not "wierd." Perhaps we should consider making some basic improvements in English departments before putting a computer in every dorm.

HANS HUMES  
Williams College  
Williamstown, Mass.

**Beer Myths**

Howard Hillman's column on "Beer Myths" promoted beer better than any commercial could (LIFE/STYLE).

ALAN JOHNSON  
Walls, Miss.

Why is it assumed that college students are a bunch of uncontrolled beer guzzlers?

CYNTHIA PEARCE  
UCLA  
Los Angeles, Calif.

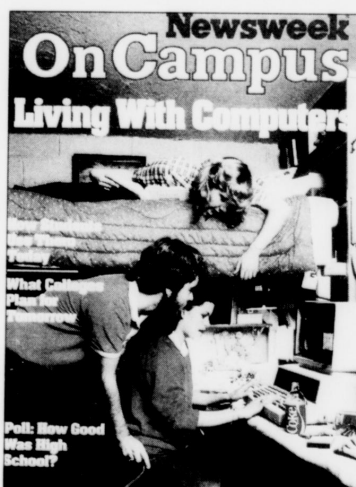
**Alumni Contributions**

It's incomprehensible and unfortunate that Neal Karlen advises alumni to "fight back" and offers "defenses" against college fund raising (MY TURN). Active alumni associations are vital to the survival of colleges today. They provide for scholarships, new buildings and scientific research among other things. Every student who goes to college benefits from the generosity of the

alumni who graduated before him. And if a student thinks his tuition more than covered the costs of college, he should look again at the costs of running an academic institution. Chances are that without the help of alumni, tuitions would be higher.

MARIA K. WOLOG  
Smith College  
Northampton, Mass.

Privately endowed institutions of higher learning owe their very existence to the loyalty and devotion of their alumni. Unlike our public counterparts, we receive no state



or federal subsidies to balance our budgets or build our facilities. Surely, Karlen's counsel would spell eventual death to private-sector education at all levels, and our society would be the poorer for it.

ROBERT A. HOWARD  
Assistant Vice President for Public Affairs  
Colgate University  
Hamilton, N.Y.

Delightful! Truth and humor can be fun. Thank you, Neal.

S. M. DEBACHER  
Islamorada, Fla.

Thank you for Karlen's hilarious column. As an alumnus of the University of Wisconsin, where the pledge mailing is benignly headlined "Wisconsin Calling," I sympathized with Karlen's mild annoyance and laughed out loud at his comical retaliation.

ART SIMON  
Madison, Wis.

Neal Karlen's "alummi" was amusing but his advice that alumni sever links with their alma maters utterly lacks imagination. There are better strategies. After being pursued through two continents for nearly a

decade, I, for example, have returned happily ever after to academe as the editor of my favorite alumni magazine. So far my move has worked out splendidly, even if I have yet to savor mussels scungilli for breakfast with our varsity volleyball players.

ROBERT BAO  
Editor, MSU Alumni Magazine  
Michigan State University  
East Lansing, Mich.

**Africa '84**

Since you included us in "Summer '84 Starts Now" (UPDATE), we've received a record number of requests for information about our Africa program. Your statement has motivated many students to consider Africa for their summer '84 travels.

SONIA KELLY  
Operation Crossroads, Inc.  
New York, N.Y.

Thank you for the contact. My next stop will be Africa . . .

SUZANNE RICHARDSON  
Del Mar, Calif.

**Student Designers**

Your story about fashion jobs (CAREERS) was the best national coverage that I have ever clipped for our fashion library. For fashion/design students in the West, our small museum shines as an example of where they can go to examine vintage garments firsthand. Guided by fashion experts, we have kept our closet doors open and accessible by sharing some 6,000 documented garments and fashion accessories. Our programs are available at nominal cost to all students of the history of costume.

PATTI PARKS MCCLAIN  
Curator  
Museum of Vintage Fashion  
Moraga, Calif.

Student fashion designers should be proud. Their creations are almost as ridiculous as the ones coming out of Paris.

ERIC RANDALL  
Blacksburg, Va.

**Colleges and Schools**

I enjoyed "Rally Round the Schools" (EDUCATION). It's great that universities are lending a helping hand to the public-school systems. Introducing high-school students to technology and various other fields will raise our educational standards and benefit the students by easing the shock of a college workload.

LINDA DOUGLAS  
Senatobia, Miss.

Letters to the Editor, with the writer's name and address and daytime telephone number, should be sent to: **Letters Editor, Newsweek On Campus, 444 Madison Avenue, New York, N.Y. 10022.** Letters may be edited for reasons of space and clarity.

# The High-Tech Payoff

As machines replace many routine jobs, new worlds will open for people who think.

The future used to look like a pretty good place to be. A now-forgotten writer named W. Parker Chase was more wide-eyed than many of his contemporaries when he predicted, in 1932, that within 50 years "buildings will be 250 stories in height, and vacuum-tube escalators will whisk tenants upwards at a speed surpassing all imagination. . . . People will be fed on concentrates, and some young high-school genius will have discovered a serum which perpetuates life." Chase was wrong on just about every count, as we can certainly testify; there's still not a robot in every kitchen nor a jetpack in every garage. Nevertheless, his technological tomorrowland seems a little closer all the time. Home computers—smaller, cheaper and far more powerful than the behemoth UNIVAC's that spawned the computer age 33 years ago—were among the biggest-selling gift items for Christmas '83. And in the workplace, says John Naisbitt, author of the best-selling "Megatrends," the thinking machines will soon be so ubiquitous that all employees will need to be trilingual—speaking English, Spanish and computer.

Now that the future is almost here, many people don't quite know what to make of it. Some view the brave new world of high tech with fear or downright loathing. Call it technophobia, if you will. "When you get into the mind of man, he wants homeostasis—comfort and predictability," says Mortimer Feinberg of BFS Associates, a consulting firm that specializes in organizational psychology. "When something comes in which is fast-moving and unpredictable, he gets bewildered by the ambiguity." Now here is that bewildering more paralyzing than among students who are trying to launch careers: how can we possibly plan, they ask, when we don't understand what all this machinery means?

Take heart, job hunters. Technology needn't be threatening. In fact, say many experts, the odds are good that high tech will pay off with myriad new opportunities in the next quarter century—not only in the technical fields themselves, but in every other area of the economy. In a kind of trickle-down effect, the spread of technology will create openings for software writers as well as engineers, occupational counselors as well as computer programmers, teachers as well as technicians. Humans of many disciplines will be needed to design the machines and make them function. As the hardware grows in sophistication, moreover, so will manpower needs; many

jobs for the '90s will require college graduates who display not only technical mastery, but the ability to think and manage creatively. Forecaster Naisbitt even spots a coming demand for "high touch" specialists—the likes of artists, dance therapists and pastry chefs—who can help humanize a stressful high-tech world.

This spring's graduates can already see the shape of things to come. The nation's economic recovery has brightened overall job prospects since last year, according to the two most authoritative campus measures—Northwestern's Endicott Report and Michigan State's annual analysis of recruiting trends. Even neglected liberal-arts majors find a warmer welcome this year; some banks and corporations now regard them as more malleable and less costly than M.B.A.'s (page 8). High-tech companies have rebounded more swiftly than any others, however, and so have high-tech specialties. Endicott says that demand has jumped 28 percent for computer grads and 21 percent for engineers since 1983. Computermaker Hewlett-Packard expects to hire 1,500 collegians

this June (and maybe double that number in 1990); LTV Aerospace and Defense Co. will visit 66 campuses by the end of the school year in search of 200 new employees. Most of these jobs are strictly technical, to be sure, but there are already some signs of spillover. NASA's Johnson Space Center is taking on undergraduate business and liberal-arts majors as interns, training them for personnel, procurement and other administrative tasks.

The now-and-future kings of the job-market will probably be those who understand both science and art: engineers who can write, writers who can program. Such paragons are already sought by fast-track firms like Microsoft, a leading creator of computer software. The best bet for success in a computer career, says Microsoft recruiter Chris Grimes, is "a technical person with fine communications skills." Public-spirited folks who can also crunch numbers will be more and more popular with overburdened local governments, says Lee Koppelman, executive director of the Long Island Regional Planning Commission. In even the most arcane specialties, broader knowl-



NEWSWEEK ON CAMPUS MARCH 1984

edge is increasingly required. Browning-Ferris, a major mover in the flourishing field of hazardous-waste disposal, now expects young chemical engineers to be well versed in environmental studies, business management and scientific journalism, too.

Whatever the job, technology will almost certainly make it more enjoyable. Smaller and smarter computers will allow more Americans to work at home, IBM estimates, for example, that up to one-third of its employees will be home workers by 1990. The new home base should benefit the disabled, as well as those women—or men—who want to balance a job and family. Young entrepreneurs should also profit as capital and physical plant become less important than technological know-how. Computers, unlike bosses, will be blind to age and sex. "High tech is a great equalizer," says Marvin Cetron, coauthor of the forthcoming book, "Jobs of the Future."

Not only the workplace, but the work pace will be transformed. Computers can already dispatch business letters electronically; soon they will also take dictation, proofread and send off a corrected version without the help of middlemen and women. The National Security Agency is testing such a device; its 92 percent accuracy record is spoiled only when some human coughs, sneezes or slurs. Still greater efficiency should pare

the workweek from its current 40 or so hours to an average of 32 hours by 1995, according to Cetron.

But the biggest change technology will bring is changeability itself. "High-tech people will be the migrant workers of the future," says psychologist Feinberg. Companies will be on the move, constantly seeking better—and cheaper—sources of brainpower in the Silicon Valleys of tomorrow. Employees may be equally restless, switching from firm to firm to take advantage of the opportunities afforded by the latest breakthroughs. Those who stay put will also see their jobs periodically metamorphose—or disappear. Retraining will be essential; AT&T spends \$1 billion annually to reschool its white-collar workers and estimates that each will perform at least five different jobs before retiring from the company. Technological advances will reverberate. The spread of cable television and the trend toward "narrowcasting"—many channels geared to highly specific interests—are already reforming advertising, for example, and will continue to do so. "A multitude of efforts will be necessary to market something," says Allen Rosenshine, chairman of the BBDO agency, "and we'll count on people who are flexible."

The new patterns of employment reflect a basic shift in the American economy. Two years ago the number of people who work in manufacturing jobs was surpassed—for the

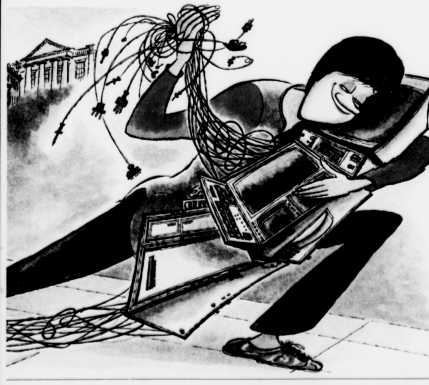
first time—by the number who work in newer service industries, providing evidence that the future is being shaped by new service positions—both skilled and semiskilled—and white-collar opportunities. Many of the white-collar jobs will come in high-tech industries. Some may well be de-professionalized, such first-generation computer positions as that of programmer may soon be filled by alumni of junior colleges and technical schools. But computer jobs—like computers themselves—will grow ever more complex and should spin off still more openings for both college graduates and postgraduates.

Just how many white-collar jobs can be created remains a matter of some dispute. Prognosticator Cetron expects high tech to generate 10.5 million white-collar openings in the next decade. The more conservative Bureau of Labor Statistics, using 1980 census data and 1982 updates, predicts a total of only 1.5 million new technical jobs. Cetron blames the discrepancy on BLS reluctance to project entirely new kinds of jobs; he sees 260,000 openings by 1990, for example, for information-security managers—people who protect computers from the ingenious intrusions of hackers.

Those who chart the further reaches of the future plainly disagree about its exact boundaries. Their differences, however, are usually over timing and degree, rather than basic direction. Cetron estimates, for instance, that by 1990 as much as one-fifth of all retail sales will take place via telemarketing—a system in which the customer scans an electronic catalog on his home video screen and places an order through his computer. The telemarketing boom would furnish new jobs, admen concur—the question is how soon. A number of people are beginning to suspect that the change will be a lot more gradual than the futurists have been forecasting. Rosenshine of BBDO cautions that "statistics are overblown. Telemarketing won't move nearly as fast as some people say, because we can't assimilate that fast. But it will happen."

Students have been buffeted by overblown projections before and brused by unforeseen events. Even engineers have weathered ups and downs; ask those who chose petroleum engineering two or three years ago, when it looked like a sure-fire gusher, only to see their fortunes clogged by an unexpected oil glut. In just the last three years, General Motors has shifted its hiring emphasis from mechanical to electrical engineers, the better to handle the advanced equipment that is involved in plant automation. The volatile nature of technology may mean that everybody's in for a bumpy ride.

Rough spots aside, high tech can still get



NEWSWEEK ON CAMPUS MARCH 1984

CAREERS

# The New Age of the Aged

While Americans ponder how much technology will change the work place of the near future, another factor—a non-technological one—promises to have as stunning an effect on the job market: the graying of America. More than 1,600 people turn 65 every day and by the year 2035 the number of people over 65 is expected to double. "There will be increasing numbers of recreational, social and educational operations directed toward older people—even new sports and physical-fitness programs," says Dr. Robert Butler, former director of the National Institute on Aging. "Improving the quality of their lives is going to be big business."

That process has already started. In a lab at the University of Southern California, researchers are trying to discover the chemical mechanisms that control the way people grow older—and perhaps alter the process. On another floor, students are training for careers in health care for the elderly, while personnel officers from General Foods and Xerox are learning how to prepare older employees for retirement. Farther upstairs, counselors are advising older people on how to deal with the raft of problems—financial, emotional, sexual—that accompany aging. This is USC's gerontology program, America's first and most comprehensive degree program on



treating the problems of older people.

Gerontology—the study of aging and the problems of the aged—offers almost unlimited career opportunities as the population ages. The American Institute of Architects was recently granted \$95,000 to train architects in the construction of buildings for the elderly. More schools and colleges are starting "elder hostels" in the summer—filling empty campuses with lectures and seminars for older people. Health clubs and travel agencies are responding with an array of special package deals for older people.

**Training:** The educational system—as always—has been slower to respond. About half of the nation's 126 medical schools offer some training in geriatrics—the medical aspects of aging—but "a majority have what I call a shadow program, one with no real expert," says Dr. Richard Besdine, director of geriatrics education at the Hebrew Rehabilitation Center in Boston. Besdine estimates that only about 25 of those schools have serious programs in aging. And only one—Mount Sinai in New York—gives geriatrics a status equal to other medical specialties. "Medical education hasn't made that leap forward yet," says Butler, head of Mount Sinai's program. "But it will because it has to."

For that reason, most of the jobs in the field currently require undergraduate or graduate training in gerontology rather than an M.D. USC's program trains people for careers in research and for service positions in public agencies or private enterprise. Graduates learn to counsel the aged on legal and financial matters, sex and nutrition—with an emphasis on their special problems. Butler sees openings for registered nurses more than tripling. And when the medical schools are ready to respond, there will be plenty of opportunities. Says Besdine, who teaches at Harvard Medical School, "I tell my students, 'If you don't like old people, you'd better get out now!'"

BILL BAROL with CYNTHIA I. PIGOTT

a lot of students where they want to go in the near and longer term. Looking toward the next decade, here are the prospects that should be most pleasing to technophile and technophobe:

■ **Robotics:** Forget those space meanderings by R2-D2. These robots are down-to-earth, and they're already starting to toil on the assembly lines of automotive plants. The Upjohn Institute for Employment Research estimates that robots will provide 18,000 new jobs by 1990 in Michigan alone. Economic recovery boosted robot production 22 percent last year, as the United States raced to catch up with heavily robotized Japan. Cetron predicts that robotics will offer 450,000 engineering jobs within six years. A college background in computer science, industrial or electrical engineer-

ing will be required. Companies badly want exotic specialties. Prab Robots, a small manufacturer, is hungry for applications engineers who can identify new uses for their product. Although liberal-arts majors are not yet courted, their day will come. Industrial psychologists may soon be needed to help humans adjust to their mechanical co-workers. There should also be room in management and sales.

■ **Biotechnology:** This is another blue-sky field with almost unlimited potential. The first genetic-engineering firm was founded just nine years ago; there are now at least 100 in business. The federal Office of Technology Assessment predicts that sometime before the turn of the century, annual sales of chemicals and drugs produced by gen-  
 splicing could top \$15 billion. Cetron sees

some 250,000 jobs opening for genetic-engineering technicians by 1990. Genentech, a biotech pioneer, made 100 hires last year. Its entry-level technical job, lab assistant, requires a B.S. in biochemistry, microbiology, biophysics or genetics; more elevated jobs require master's or doctorates in science, as well as lab experience. For the first time, however, Genentech is now filling a position that doesn't require extensive scientific background: operator of its computerized fermentation machines. Says employment manager Christine McKinley, "We're looking for college graduates interested in technical work, who have had experience working with equipment, are very precise and able to keep records."

■ **Medicine:** Yesterday's sci-fi gadgets are today's medical necessities, from laser sur-

gery to the bionic replacement of limbs. Perhaps the fastest-growing specialty is computerized diagnostics, which makes use of state-of-the-art machinery such as the PETT (Positron Emission Transaxial Tomography) scanner to check for disease. The best preparation, according to Dr. F. David Rollo of Humana, Inc., in Louisville, is the four-year diagnostic-imaging program offered at most major colleges. Students take courses in anatomy, physiology, biochemistry, computer technology and statistics as well as psychology and liberal arts. "We need to develop people who understand computers, but they also need people skills to get patients to those machines," says Rollo, a radiology professor at Vanderbilt who is Humana's vice president for medical affairs.

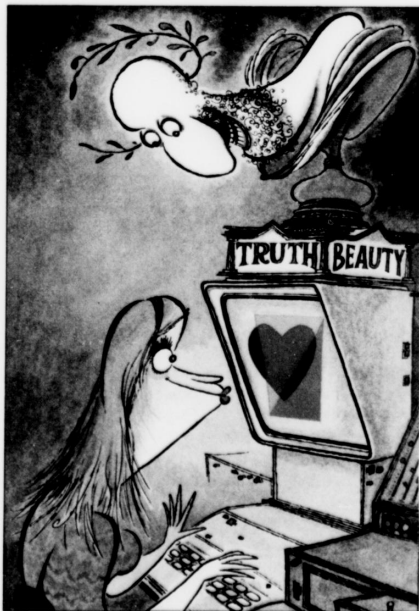
People skills are even more important for the administration of hospitals, clinics and Health Maintenance Organizations that extend the reach of physicians. Until recently, Humana recruited administrators primarily from business schools—with accountants in high demand. Lately, however, it has been hiring liberal-arts graduates, too.

■ **Health:** Concern for fitness is spreading almost as fast as the waistlines of those who never stir from their computer keyboards. "As we become a more technologically oriented society, people are becoming more sedentary," says Barry Mandel, senior vice president of U.S. Health, a booming chain of fitness centers. "We're going to need some alternative to maintain a happy, healthy, prolonged life." An accent on fitness will produce more jobs for physiologists, nutritionists and those who can dream up new machines to spur human exercise. Mandel already hires people to design computer-aided workout plans. As more clubs and corporate fitness centers open, demand will build for trained managers; American University now offers a two-year master's program in health-fitness management. Technology should also encourage the rise of other health specialties. Cetrion projects 40,000 openings for computer speech pathologists by 1990, and 300,000 jobs for geriatric social technicians, who will use computerized hearing aids and speech-synthesis devices to help older people communicate. Gerontology itself—a whole range of occupations dealing with the elderly—is likely to grow very quickly in the years ahead (page 6).

■ **Education:** High tech will spell new jobs for teachers in the next 25 years—but many of those will be outside the classroom. Software manufacturers will be competing for already scarce teachers of math, science and vocational training. These teachers will write educational materials like those used in Plato, the computer system designed by Control Data Corp., which brings lan-

guage, math and other subjects to schools and colleges. Educational technology as a subject area will likely be introduced at teachers' colleges in the next few years, says Control Data's Dick Reid. "Down the road we'll probably be looking for business students and liberal-arts majors," he says, "but they would also have to be computer literate." Another unhappy byproduct of the tech boom may be the continuing, and perhaps worsening, shortage of those who can teach engineering. Engineers of almost every specialty—including some still unknown—will be romanced by high-tech industries, and few colleges will be able to compete.

■ **Arts:** Two traits that have distinguished artists in the postindustrial age are high unemployment and deep disdain for technology. Thus, it's strange but true: high



tech will put thousands of creative spirits to work. Cetrion projects nearly 2 million jobs for software writers by 1990. Commercial artists are already using light pens to "paint" on video screens, and future artists can expect CAD (Computer Aided Design) to play an increasingly important part in their work. "We're hiring computer artists on a job-by-job basis," says Edward McCabe, president of the Scali, McCabe, Sloves, Inc., ad agency. "In the old days you'd agree to pay \$10,000 or \$20,000 for a piece of artwork, then it came back and you didn't like it. Now, with computer-generated imagery, you can stand there and play with it."

■ **Communications:** Telecommunications has been one of the fastest-growing industries of the last 10 years; the AT&T break-

up will increase the tempo. Teletext, which links home computers to data sources via cable or satellite, should eventually bring banking services, stock transactions, news and shopping directly into the home. As its presentation grows slicker, more writers, editors and artists will be needed to package the information. Cetrion projects 25,000 jobs for teletext editors and directors by 1990, and 65,000 positions for their underlings. In the advertising business, "it's a whole new world out there," says Mike Moore, senior vice president of Benton & Bowles. "It's a lot more complex, with a lot more opportunities." Looking toward cable, direct-broadcast satellite and other new methods of delivering data to the consumer at home, Moore says, "there's going to be a need to create different kinds of advertising for different technologies. That means writing more ads and employing more people."

In the end, technology's very transience can only increase the value of a well-educated human being. That's the prediction of Michael Maccoby, the Harvard psychoanalyst who has long studied the behavior of corporate America—and whose provocative 1976 book, "The Gamesman," made a persuasive argument that nimble minds, not organization men, would be leaders of the future. Electronics companies, he says, claim that the technical knowledge with which engineers emerge from school is obsolete in 5 to 10 years. "You've got to decide that if you're going to get ahead in the world, one, you're going to be constantly re-learning; two, you are going to be very flexible, and three, there's no way you're going to do it simply by being an expert," says Maccoby, who is director of a research project on technology, work and character.

If that message cannot vanquish technophobia, perhaps it's time to return to W. Parker Chase, the gentleman who saw it all way back in 1932: a shiny new day in which man and machine would walk together, fleshy hand in metallic claw, toward the bright promise of the dawning high-tech era. "Business depressions, Wall Street crashes, Communistic upheavals and other disturbances will be a thing of the past by 1982," he wrote, "as with the tens of thousands of brilliant young college graduates with which the universities are blessing us, there will be no problem of either a financial, social or other nature that this esteemed young gentry will not have solved." So let the microchips fall where they may. Collegians have quite a few jobs left to do, and they're already two years behind schedule.

BILL BAROL with CYNTHIA I. PIGOTT and DAVID L. GONZALEZ in New York, JAMES C. JONES and TRACEY L. ROBINSON in Detroit, BARBARA BURGOWER in Houston and bureau reports

CAREERS



## Too Many Professionals?

Legal, medical and business degrees once were golden passkeys. Now they are losing some of their luster.

Once upon a time, the letters J.D., M.D. and M.B.A. seemed to spell "guaranteed jobs." A diploma from law, medical or business school was a ticket to the good life, and new graduates had only one worry: how to choose among all the tempting job offers. The work was good, the pay was even better and the lifestyle was comfortable. But the days of automatically landing a plum job are over for most. One University of Texas Law School student graduated in May 1982 just above the middle of her class and has yet to find a law job. "The people I send résumés to just aren't hiring," she says, "or they've become very exclusive and will only take people from the top 10 percent."

In part, the problem is one of supply and demand. In the past 20 years, enrollments in professional schools have swelled—by a factor of two in law and medicine and almost five in business. But reports of a doctor-lawyer-M.B.A. glut have been greatly oversimplified. Opportunities vary according to one's grades, graduate school, the place you want to work and the specialty you have in mind. The most apparent problem is in medicine, where there is an oversupply of physicians in such specialties as general surgery, pediatrics and ophthalmology. Competition for law jobs is hottest in the Northeast and California; deregula-

tion and federal cutbacks have also created a glut of lawyers in Washington, D.C. In the three highest-paid business fields—management consulting, investment banking and commercial banking—thousands of M.B.A. graduates are interviewed each year but only 1 in 10 gets hired.

Sometimes the appearance of a glut can be deceiving. Nationally, statistics show that the United States has about as many doctors as it needs, but too many live in upscale metropolitan centers and too few in rural and inner-city areas. Most doctors choose big cities for their better facilities and higher pay scales, especially when they have tens of thousands of dollars in educational debts, but there are personal considerations, too. "Doctors, like everyone else, want to live in a setting where there are good schools for their children, cultural opportunities, commuting at a minimum," explains Dr. Howard Hyatt, dean of the Harvard School of Public Health.

Popularity also creates surpluses in certain specialties. Most law students want to enter private practice—for personal and financial reasons—and that means too few lawyers in the public sector. John Sutton, dean of the University of Texas Law School, points to shortages of legal-aid lawyers and public defenders. "The work is there," he

says, "but it's not highly paid work." Tom Schwartz, a junior at the University of Texas Medical Branch at Galveston, would prefer to train in ophthalmology because laser technology makes it "one of the more dynamic areas of medicine right now," but he knows the chances are slim. A friend who graduated fourth in his class applied to 10 schools for an ophthalmology residency and most wouldn't even interview him.

As the job market tightens, where you study and how well you do are more important than ever for professional graduates. In business, says Abraham Siegel, dean of the Sloan School of Management at MIT, those who talk of an M.B.A. glut fail to distinguish "between a person who comes from a place like Sloan or Chicago and an M.B.A. who gets third- or fourth-tier training." For those at lesser-known schools, this can be very frustrating. "It's a market-shakedown problem," says Gilbert Whitaker Jr., dean of the University of Michigan business school. "There are a lot of less-well-prepared graduates."

Institutions have responded to the changing job market in many ways, from trimming class size to pumping up curricula in areas that show promise. The Duke University Medical School will reduce its class size from 114 to 100 by 1990, in response to projections of an overabundance of physicians. MIT hopes to ride the crest of the new technological wave by offering a new two-year dual degree in business and engineering this fall. After the Midwestern job market started drying up, Indiana began trying to win a national reputation for its business school so that its M.B.A.'s could cast a wider net.

Professional students are also taking extra steps to make themselves marketable. Some are combining business and law degrees or getting work experience before going on to grad school. When choosing a school, it's important to know the program's specific strengths. More than one-third of Michigan's M.B.A.'s, for example, go into aerospace, electronics or transportation. Students must also keep up with trends within disciplines: tax law and patent law, for example, are "hot specialties"; in medicine, psychiatry, preventive medicine and gerontology (box, page 6) offer good opportunities, and it's no secret that information systems and computers are shaping up as growth areas in business. Above all, students need to strike a careful balance between desire and reality—choosing a career direction that appeals to them, while recognizing the job possibilities in an increasingly competitive marketplace. "I encourage people to defy statistics," says Linda Stantial, placement director at Sloan, "but they must be mindful of the employment prospects and be aware of the odds."

RON GIVENS with BETTINA RIDOLFI in New York, BARBARA BURGOWER in Houston and bureau reports

# Helping You Help Yourself

College placement services offer guidance, but students must accept responsibility for the job search.

**T**he Office of Career Services and Off-Campus Learning sits smack in the middle of the Harvard campus: one block from the university's administrative offices in Holyoke Center, a block and a half from the gates of Harvard Yard. But, says junior Bill Cleary, "even though I walk by OCS-OCL every day, I've never been inside. I'm not thinking about the real world just yet." From her office inside, counselor Linda Chernick watches students like Bill Cleary walk on by. "Most students wait until the last minute before they get going," she sighs. "I wish they'd take a little more responsibility."

Cleary and Chernick are players in a familiar drama: although placement and counseling centers like Harvard's OCS-OCL are meant to serve as gatehouses between school and the real world, the relationship between students and counselors is troubled. Many students simply ignore career counselors until the chill winds of senior year begin to blow. Others, like Colorado College senior Mary Lois Burns, use the services but find them lacking. Burns calls her visit to the CC Career Center unproductive, generating little more than tips on which books to read and what to look for in the morning classifieds. "Maybe it's me," she says, "but I didn't feel that anyone there

knew what my needs were." Advisers are frustrated too, complaining that students often wait until it's too late before seeking counseling—and then expect jobs handed to them on a silver platter.

Delays are understandable, though, given the state of the job market. "The current crop of students is terrified of making any decision," says Dean Susan Hauser, director of career services at Yale. "They don't want to leave." And the fear of emerging into the real world can be compounded by confusion over the role of college: is it to educate, to prepare one for a job—or both? Acknowledges Nancy Nish, director of the Career Center at Colorado College: "There is a friction over career counseling at liberal-arts schools, and there can be a tendency to ignore career goals in favor of academic experiences."

Counselors say that even after students decide to use career services they all too often have an unrealistic idea of what can be done for them. Two things counselors can't do are make decisions for students about postcollege life (that's for the students to do) and guarantee jobs (that, no one can do). Counselor Bill Phillips of the University of Texas sums it up: "We're more catalysts than directors." At Texas's Career Choice Information Center, students work with

counselors to "determine values," "inventory strengths," "clarify interests." And when Phillips and his associates hear questions such as, "Should I be a poet?" they carefully avoid yes-or-no answers. Says David Stansbury, a placement officer in the Communications College: "If you're serious about being a poet we'll ask what ways that could be realized. Does it mean you want to be another John Berryman or that you like to write catchy phrases, like in copywriting? What will it cost you to be a poet, and is it a cost you're willing to bear?"

**A**ttempting to streamline their operations, larger universities have increasingly adopted decentralized systems in which each school or department is responsible for advising and placing its own students. Theoretically, this allows them to tailor services to the different needs of students in different disciplines. In practice, the system can be ungainly and confusing. Indiana makes 13 different services available to its students, ranging in size from the Business Placement Office, which operates out of a 36-room suite, to the Geology Department, where the chairman's secretary works part time coordinating placement and recruiting. At the Texas career center, many of the 15,000 student visits each year are devoted to checking on proper style for a résumé or to practicing an interview on videotape. For more specific placement activity, Texas students are more likely to use one of 20 departmental offices on campus. Some are little more than bulletin boards posted with job offerings; others, like those operated by the colleges of





MECCOMBY INC. Northvale, N.J. 07647 © 1983



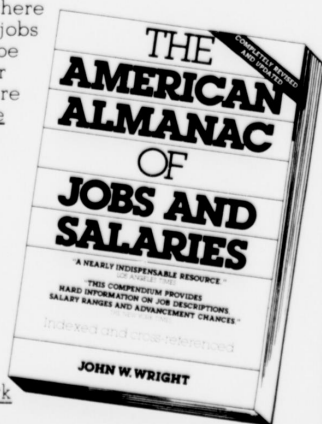
# POPULAR WITH THE STUDENT BODIES.

## English Leather®

After shave, cologne and toiletries for men. Make them part of your day, every day. English Leather Drives Women Crazy.

## AMERICA'S BEST KEPT SECRET: WHAT'S ON THE PAYCHECK?

Underpaid? Want to know where the money is? Or where the jobs are? How much you should be making? In Dallas, Seattle or Washington? Now, salaries are secret no more. Because The American Almanac of Jobs and Salaries can be your indispensable guide to the highs and lows, the truths and fictions of the job marketplace in America. From cable and computers to a glance at the flourishing underground economy, it has the "hard information on job descriptions, salary ranges and advancement chances." The New York Times.



**NEW AND UPDATED FOR 1984**  
**AVON Paperback \$9.95**

© 1984 Avon Books/The Hearst Corporation

## CAREERS

Business and Engineering, are huge and well run.

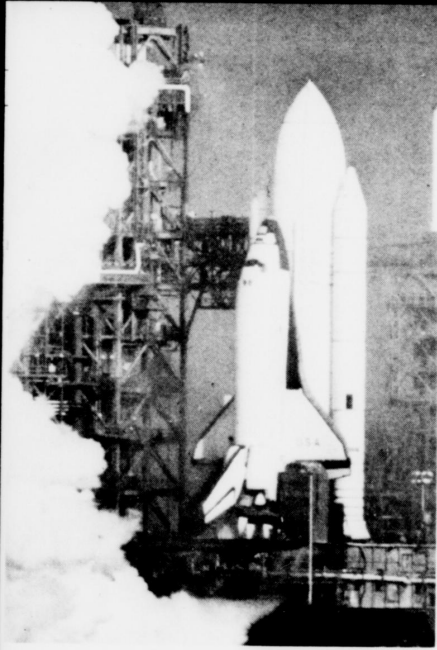
Liberal-arts students are hard to place through on-campus programs, largely because the firms they usually want to work for—publishers and advertising agencies, for example—rarely send out recruiters. Virginia Stegath, who coordinates recruiting at Michigan, notes that the number of companies interviewing liberal-arts students in Ann Arbor has dropped sharply in the last two years, while the number of companies interviewing students in science fields has held steady at about 100 a semester. At Ohio State, where placement services are split into 16 pieces, the quality of placement seems to depend on one's vantage point. "The placement office has worked well for us for more than 20 years," says Marianne Mueller, head of placement for engineering. But a professor in the liberal-arts college grumps. "Placement services are pretty lousy here."

Like every other element in a college, counseling centers suffer from lack of funds. Nancy Nish of Colorado College complains that a budget crunch has kept her from expanding services to meet student demand: she is the only professional counselor on the staff. Michigan's Career Planning and Placement Office absorbed a 5 percent budget cut this year, and Minnesota's Liberal Arts Guidance Office—though it's budgeted at \$100,000 a year—recently cut back two of its three part-time counselors from 30 to 20 hours a week.

At Emory, where annual budget hikes over the last five years have just about kept pace with inflation, most counseling comes in group sessions. The sessions challenge students to compete with each other for information, says counseling and placement director William Brake: "They need to learn the 'meet and beat' aspects of life." Students don't always see the benefit in the system. Says Beth Wallace, an Emory graduate, "The whole thing seemed geared around business students, and I was interested in mass communications and psychology." Frustrated, Wallace struck out on her own after two group sessions. Another common economy, the use of student counselors to supplement the professionals, often does not please the constituency. Cornell employs 30 student counselors to assist the 15 professionals in its Career Center; the result has been to drive many students elsewhere for advice. "I'd go to my faculty adviser first," says junior Diane LaScala. "Both times I used the Career Center I spoke to a student, and I don't think he knew more about my questions than I did."

Of all student complaints, however, the most frequent concerns the matter of actually getting an appointment with a company recruiter. On many campuses, the system works like a cattle call. It's not uncommon for students to take a place in line before

NEWSWEEK ON CAMPUS/MARCH 1984



## RKO Presents **Newsweek On Air**

We report to you.  
Every Sunday.

On the big stories. The exclusive stories. The inside stories. With the Newsweek editors and reporters behind those stories—and interviews with prominent newsmakers.

Dave Alpern of Newsweek and Gil Gross of RKO anchor each week's hour-long broadcast of news, previews and expert analysis of major events and trends around the world. Everything from politics to computers, from medicine and finance to movies, music and sports.

"Newsweek On Air" is broadcast by RKO affiliates around the country.

### **Newsweek**

RKO RADIO  NETWORKS



*Gross and Alpern: News, previews and interviews*



MEMORANDUM INC. NORTHAM, NUTLEY, NJ 07110



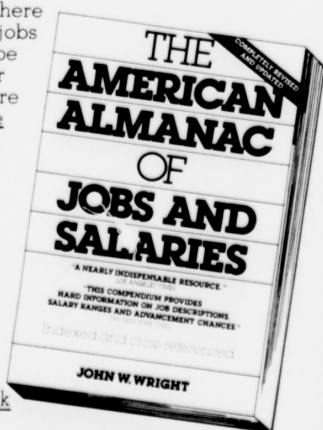
# POPULAR WITH THE STUDENT BODIES.

## English Leather®

After shave, cologne and toiletries for men.  
Make them part of your day, every day.  
*English Leather Drives Women Crazy.*

## AMERICA'S BEST KEPT SECRET: WHAT'S ON THE PAYCHECK?

Underpaid? Want to know where the money is? Or where the jobs are? How much you should be making? In Dallas, Seattle or Washington? Now, salaries are secret no more. Because The American Almanac of Jobs and Salaries can be your indispensable guide to the highs and lows, the truths and fictions of the job marketplace in America. From cable and computers to a glance at the flourishing underground economy, it has the "hard information on job descriptions, salary ranges and advancement chances." The New York Times.



**NEW AND UPDATED FOR 1984**  
**AVON Paperback \$9.95**

© 1984 Avon Books/The Hearst Corporation

## CAREERS

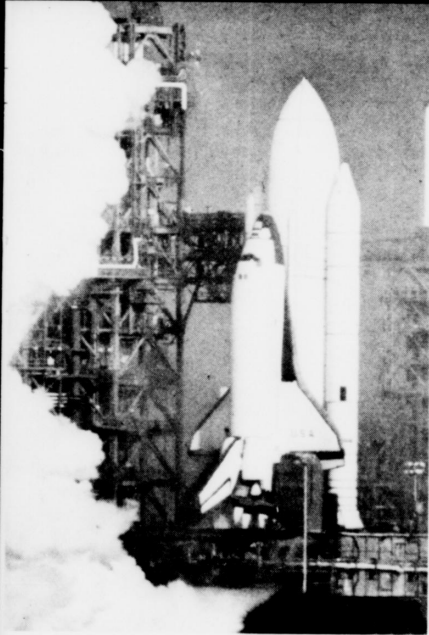
Business and Engineering, are huge and well run.

Liberal-arts students are hard to place through on-campus programs, largely because the firms they usually want to work for—publishers and advertising agencies, for example—rarely send out recruiters. Virginia Stegath, who coordinates recruiting at Michigan, notes that the number of companies interviewing liberal-arts students in Ann Arbor has dropped sharply in the last two years, while the number of companies interviewing students in science fields has held steady at about 100 a semester. At Ohio State, where placement services are split into 16 pieces, the quality of placement seems to depend on one's vantage point. "The placement office has worked well for us for more than 20 years," says Marianne Mueller, head of placement for engineering. But a professor in the liberal-arts college grumps, "Placement services are pretty lousy here."

**L**ike every other element in a college, counseling centers suffer from lack of funds. Nancy Nish of Colorado College complains that a budget crunch has kept her from expanding services to meet student demand: she is the only professional counselor on the staff. Michigan's Career Planning and Placement Office absorbed a 5 percent budget cut this year, and Minnesota's Liberal Arts Guidance Office—though it's budgeted at \$100,000 a year—recently cut back two of its three part-time counselors from 30 to 20 hours a week.

At Emory, where annual budget hikes over the last five years have just about kept pace with inflation, most counseling comes in group sessions. The sessions challenge students to compete with each other for information, says counseling and placement director William Brake: "They need to learn the 'meet and beat' aspects of life." Students don't always see the benefit in the system. Says Beth Wallace, an Emory graduate, "The whole thing seemed geared around business students, and I was interested in mass communications and psychology." Frustrated, Wallace struck out on her own after two group sessions. Another common economy, the use of student counselors to supplement the professionals, often does not please the constituency. Cornell employs 30 student counselors to assist the 15 professionals in its Career Center; the result has been to drive many students elsewhere for advice. "I'd go to my faculty adviser first," says junior Diane LaScala. "Both times I used the Career Center I spoke to a student, and I don't think he knew more about my questions than I did."

Of all student complaints, however, the most frequent concerns the matter of actually getting an appointment with a company recruiter. On many campuses, the system works like a cattle call. It's not uncommon for students to take a place in line before



# RKO Presents **Newsweek On Air**

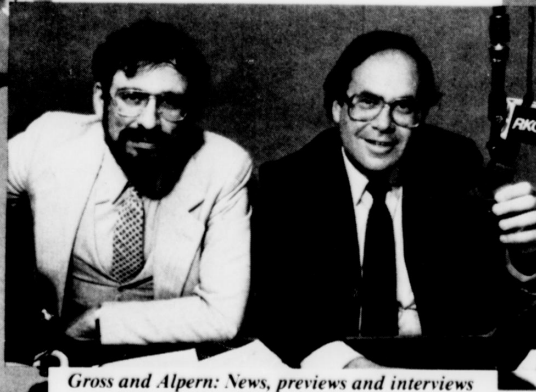
We report to you.  
Every Sunday.

On the big stories. The exclusive stories. The inside stories. With the Newsweek editors and reporters behind those stories—and interviews with prominent newsmakers.

Dave Alpern of Newsweek and Gil Gross of RKO anchor each week's hour-long broadcast of news, previews and expert analysis of major events and trends around the world. Everything from politics to computers, from medicine and finance to movies, music and sports.

"Newsweek On Air" is broadcast by RKO affiliates around the country.

**Newsweek**  
RKO RADIO NETWORKS



*Gross and Alpern: News, previews and interviews*



# 35mm That Comes Alive



## INTRODUCTORY OFFER

...to get color prints or slides (or both) from the same roll and experience the remarkable versatility of this professional quality film.

ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_ 889

Mail to: Seattle FilmWorks  
500 Third Avenue West, P.O. Box C-34056  
Seattle, WA 98124

©1983 Seattle FilmWorks

Kodak 35mm is a registered trademark of the Eastman  
Kodak Company.

## CAREERS

dawn to sign up for interviews with particularly desirable employers. Craig Seitel, a senior economics major at Minnesota, recently managed to make the lists by arriving at the guidance center at 6 a.m.—and counted himself lucky: "I know a couple of really sharp guys who didn't get interviews because they were all filled up. They have only 12 spots per company."

**A** growing number of universities are switching to a "bid system" in an attempt to beat the crush. Beginning usually at the start of senior year (and sometimes earlier), each student is awarded an equal number of "points." Then the placement office assigns points to an interview according to overall student interest in each company. The student is left to decide whether to spend a lot of points on a few appointments or nurse his allotment for many chances. Theoretically, this gives every student an equal chance, but almost nobody is willing to give the bid system wholehearted endorsement. True, it helps eliminate fistfights in line, but some students think it's unfair that they may have to blow all their points to get a crack at an IBM recruiter. It is, however, a rough approximation of a market economy. "Philosophically," says Texas A&M placement director Louis Van Pelt, "the system is as good as any we've come up with."

Whatever the problems, the services remain important to students. More than 5,000 registered last year at both Stanford and Texas A&M. At Colby, reports assistant director Nancy Mackenzie, 93 percent of last year's graduating class—plus a few students from other schools in the neighborhood—used the career services office. How does an institution manage hundreds of students, thousands of jobs, millions of choices?

One answer is automation. Many bid systems are run by computer, and counseling services are starting to use computers as electronic advisers. Two of the most popular programs are Discover and SIGI (System of Interactive Guidance and Information). To use Discover a student first enters personal data such as class and educational background. The computer then offers a series of questions about his or her career interests—things like "Do you place more value on the financial reward of a job or personal satisfaction?" After the student responds, the machine analyzes the answers and suggests career areas. The student can then ask up to 14 specific questions about a particular career. The system carries information on 420 occupations, including experience required, entry-level salary and current supply and demand.

The counselor's secret weapons, though,

## Some Tips for Job Hunters

For students daunted by the prospect of a grueling job hunt and confused by the thousands of choices before them, professional career counselors offer the following tips:

- (1) *Start early.* Harvard's Linda Chernick warns that "a successful job search begins before the senior year. Starting early takes the pressure off yourself."
- (2) *Be organized.* Construct your résumé carefully, advises Harvard's Martha P. Leape in "The Harvard Guide to Careers" (Harvard University Press). Observe deadlines. Research prospective employers, because a recruiter will want to discover how much you know about his company as a sign of your interest. Keep accurate records of your contacts with all possible employers.
- (3) *Dress up.* Samuel M. Hall, placement director at Howard, urges students to look the part when they meet with corporate recruiters: dark suit, white shirt, conservative tie for men; business suit, plain pumps, modest hairdo and absolutely no provocative blouses for women.
- (4) *Don't depend entirely on on-campus interviews.* It's complicated and expensive for a company to mount an on-campus interviewing operation (Holy Cross estimates that 3M shells out \$90 for each student it talks to); increasingly, small and medium-size businesses are unable to afford it. That

means on-campus recruiting "may be moving by the wayside" as a method of hiring, says Nancy Nish of Colorado College. "I'll invite anybody and everybody to come here, but students will still have to look outside."

(5) *Know yourself.* "Students need to know themselves, because they're going to be asked about themselves," says Texas A&M placement director Louis Van Pelt. Adds Harvard's Chernick, "The neglected question in the whole process is 'Who am I?' Students forget that when focusing on the glamour, the impressive titles, the big companies."

(6) *Keep level.* Texas business-school placement officer Glen Payne cautions students to keep perspective during the interview season: "One day you're told you're fantastic, the next day you're told, 'We don't want you.' It can be a real emotional roller coaster."

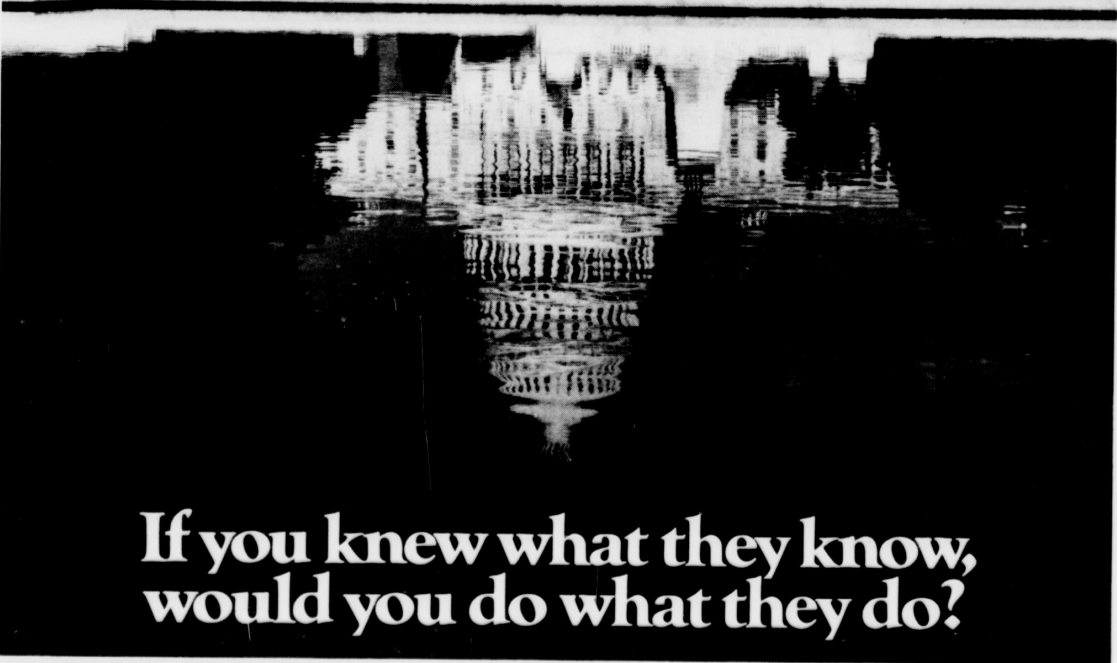
(7) *Relax . . . if you can.* David Stansbury of Texas worries that students may panic, grab the first chance that comes along, miss their true calling and regret it later. "The first thing I want to say to students is 'Lighten up!'" Stansbury says. Payne agrees: "Some people think they're setting their lives in stone. They're not. Most people have three or four careers in their lives, and this is only the first job out of college."



# MINDPOWER

**is our greatest natural resource:  
Help develop it at all levels of American education  
by supporting our colleges and universities!**

A campaign by the Council for Advancement and Support of Education



## If you knew what they know, would you do what they do?

Here's your chance to find out what our policy makers know about this year's major foreign policy issues...and to tell them what you would do if the decisions were in your hands.

*Great Decisions '84* is a lively briefing that lets you be a political insider. Published by the Foreign Policy Association, a nonpartisan educational organization, this booklet gives you unique insight into this year's most important issues. You'll learn about U.S.-Soviet relations, the nuclear arms

### GREAT DECISIONS '84

#### Introduction

- 1 U.S.S.R. UNDER ANDROPOV  
Hard Choices for Moscow & Washington
- 2 CENTRAL AMERICA, MEXICO & THE U.S.  
Discord Among Neighbors
- 3 U.S. SECURITY & WORLD PEACE  
Allies, Arms & Diplomacy
- 4 SOUTH AFRICA  
Can U.S. Policies Influence Change?
- 5 INTERNATIONAL DEBT CRISIS  
Borrowers, Banks & the IMF
- 6 SAUDI ARABIA & JORDAN  
Kingdoms at the Crossroads?
- 7 CHINA & THE U.S.  
Five Years After Normalization
- 8 INTERNATIONAL DRUG TRAFFIC  
Can It Be Stopped?

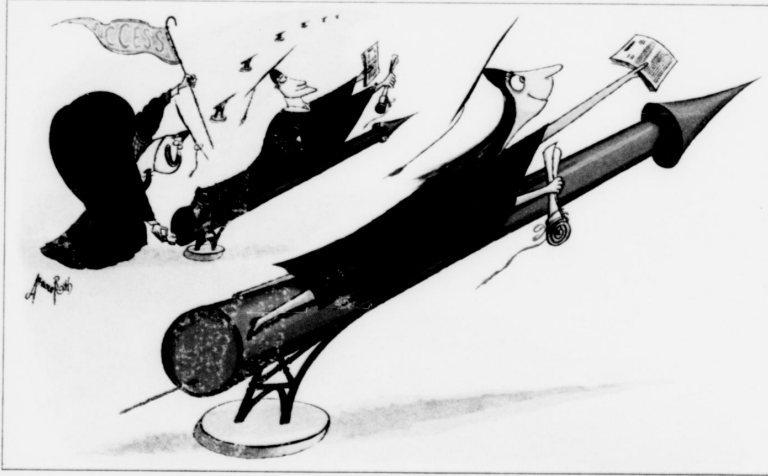
© Opinion Ballots

Foreign Policy Association

race, the world debt crisis, and five other vital questions confronting our nation.

Vote by using the special opinion ballots found in each booklet, and the FPA will make sure our leaders know where you stand. To order your copy of *Great Decisions '84* now, send your check for \$6.70 (includes postage and handling) payable to Foreign Policy Association, Dept. A, 205 Lexington Avenue, New York, NY 10016 or call 212-481-8453 for additional information.

**CAREERS**



are all those loyal alumni who have been through job hunts. Ohio State's Partners in Education maintains a pool of 900 alumni contacts. The benefits of such a program are "enormous," says Stanford placement center director Christopher Shinkman. "An informational interview is a lot less stressful than a real job interview, and

quite frequently jobs come later through alumni contacts." Patricia Rose, director of Penn's Career Placement service, suggests that alumni, too, benefit from the school's seven-year-old Field Advisory Program. "They feel that they are part of the university," Rose says, "and are honored to have students come to them for

career advice." Penn plans to supplement the FAP soon with an Alumnae Advisory Program specifically for women and a Black Alumni Advisory Program.

What frustrates counselors to near madness is this: programs are useless unless students use them, and use them in time. For every student who complains about his counseling and placement service, there are five counselors to complain about the students. "Students are apathetic about the job search," says Glenn Rosenthal, placement director at Ball State in Muncie, Ind. "They don't seem to realize the effort they must put in to become an outstanding candidate for employment." Adds Colby's James McIntyre: "Some students assume that once we look at their résumé, we can match them with a job. But our main function is to prepare them to look on their own." True enough, looking for a job can be a scary, exhausting process, but there's no good reason to forgo professional help when it's offered. "We're here," Cornell Career Center director Thomas Devlin says simply. "It's the student's responsibility to come to us."

BILL BAROL with BEN SHERWOOD in Cambridge, Mass.; DONNA SMITH in Colorado Springs; CAROL EISENBERG in Waterville, Maine; BARBARA MISLE in Ann Arbor; CLAYTON STROMBERGER in Austin and bureau reports

# How to procrastinate tastefully.



**GENERAL FOODS® INTERNATIONAL COFFEES.**  
AS MUCH A FEELING AS A FLAVOR



© General Foods Corporation 1982





**GUESS WHO HIRED  
MORE PEOPLE RIGHT OUT  
OF COLLEGE LAST YEAR  
THAN ANYONE ELSE.**

Hiring college grads is something the Army has always done. And lately, we've been doing a lot more of it.

In fact, last year alone nearly 7,000 college grads chose to begin their future as Army officers.

Why? Some wanted the opportunity to develop valuable leadership and management skills early in their career.

Others were impressed with the amount of responsibility we give our officers starting out. And still more liked the idea of serving their country around the world.

Interested? Then you can start preparing for the job right now, with Army ROTC.

ROTC is a college program that trains you to become an Army officer. By helping you develop your leadership and management ability.

Enrolling can benefit your immediate future, too. Through scholarships and other financial aid.

So the next time you're thinking about job possibilities, think about the one more recent college graduates chose last year than any other.

For more information, contact the Army ROTC Professor of Military Science on your campus. Or write: Army ROTC, Dept. IB, P.O. Box 9000, Clifton, N.J. 07015.

**ARMY ROTC.  
BE ALL YOU CAN BE.**

MUL



BU bo

Br

The  
just a  
sweat  
square  
Engla  
a desig  
Bay I  
comput  
and a  
by a w  
the 6  
profits  
Open  
pects  
year.  
genera  
chase  
want t  
cappu



NEWSW



Bryce Flynn—Picture Group

BU bookstore: Housewares, clothes, computers, dry cleaning, flowers and—oh, yes—books

## Browsing at the New Campus Book-tique

The Boston University Bookstore is not just a place to pick up textbooks or a BU sweat shirt. With six floors and 70,000 square feet of commercial space, it's New England's biggest "bookstore"—featuring a designer boutique for women called Back Bay Image, a housewares department, a computer store, a travel agency, a florist and a dry cleaner. The bookstore is operated by a wholly owned subsidiary of the school, the 660 Corp., which pays taxes on its profits and leases space to private vendors. Opened last September, the BU store expects \$9 million in sales during its first year. "It's a bookstore, but it's more," says general manager Larry Carr. "After a purchase in the bookstore, a customer might want to enjoy a good read with a cup of cappuccino in our Viennese coffee shop."

"College stores have become more and more a source of students' life-style needs," says Garis Distelhorst, executive director of the National Association of College Stores. While books account for about 65 percent of total sales, Distelhorst sees many stores introducing packaged foods, such as cookies or yogurt, and taking advantage of the computer boom by selling both software and hardware. During 1984, he estimates, college stores will ring up almost \$4 billion in sales, about one-tenth of all student discretionary spending. Some schools use bookstore revenues to support general programs; at Kansas State the Union Bookstore generates about \$500,000 in annual profit that helps bring big-name entertainment to Manhattan—Manhattan, Kans.

## They'd Sooner Smoke a Clove

Strange, the things a school term can be remembered for. At Oklahoma, late 1983 became the Season of the Clove as a sudden and seemingly insatiable demand for imported clove cigarettes competed for attention with the Sooner football team on the Norman campus. Everyone from greeks to New Wavers was smoking them—at parties, at meals, in the libraries ("I've got to have one when I'm studying," says junior Cindy Givens). Demand was so great that two local tobacconists ran out of the most popular smokes (Djarum plains from Indonesia) for most of November, a period that Meredith Bake calls "the great outage." Sooners caught up in the fad don't seem to mind the unusually stiff prices the cloves demand, \$1.65 to \$2.05 for a pack of 10. Neither do they seem bothered by the health hazard posed by the cigarettes, which are packed with heavy tobacco. "Cloves are good for a conversation piece," says junior David Ferguson. "People like the style of it." Nonsmokers couldn't care less about the style. They hate the smell.

### 'Stylish' smokes: Hot stuff in Norman

Bernard Gottryd—NEWSWEEK



Courtesy Sidney Janis Gallery

## Commemorating the Fallen at Kent State

On May 4, 1970, Ohio National Guardsmen opened fire on Kent State students who were protesting the U.S. invasion of Cambodia, killing four people and wounding nine. Fourteen years later, controversy continues on campus and in town about what happened and how May 4 should be commemorated. Now, once again, the school is trying to create a permanent memorial near the site of the shootings. "Emotion has overridden intellect," says Kent State president Michael Schwartz. "It has really taken all these years to turn that around. The administration has tried to test the water before and each time it has watched the divisions take place." This time the administration

says it is likely that it will get a memorial.

The campus divided in 1977 when a gymnasium annex was built at the area of the shootings. In 1978 a private donor commissioned a sculpture by George Segal, but the finished piece—inspired by the Biblical story of Abraham and Isaac—was rejected because some authorities claimed that it would be inflammatory. (The sculpture now stands on the Princeton campus.) Kent State has recognized May 4 in a variety of ways, including a small marker on the site, a library room with contemporary material and a statement in the school catalog. But the effort to erect a major permanent memorial has never died, and a new university-wide committee has started from scratch to find an "appropriate" symbol.

Model of Segal sculpture: Try, try again

**MULTIPLE CHOICE**

## Princeton Talks, America Listens

This year, as it celebrates its 10th anniversary by donating its tape archives to the Museum of Broadcasting in New York City, "American Focus" claims the biggest audience (2½ million-3 million) and widest network (more than 400 stations) of any public-affairs interview-and-discussion series on radio. Its guests have included Sen. William Proxmire (who called it "relevant, timely and provocative"), Walter Cronkite ("a valuable public service") and Art Buchwald ("everything I said was a lie"). But "American Focus" doesn't originate in Washington or the glossy high-rise studios of New York's Broadcast Row. Its home is an old eating club on the Princeton campus and its volunteer staff consists of about 30 Princeton undergraduates.

Originally called "Focus on Youth," the show was started in 1974 by Garth Ancier, a student at Lawrenceville School near Princeton. When Ancier entered Princeton that fall, he brought the program with him. Shell Oil joined as sole sponsor in 1976, ensuring financial stability, and the program has had no trouble finding distinguished guests or unpaid staff. "A lot of people do it because it's a good extracurricular activity," says executive director Rich Buchband. "And some lean to careers in broadcasting. For them it's a good look into the business." Ancier, the founder, now works in programming at NBC; the show's third president, Sandy Kenyon, is an entertainment reporter for Cable News Network. (For the record, Buchband and executive producer Jon Margolies plan to go to law school.)

*In focus: Buchband, guest Milton Berle*

Bart Bartholomew—Black Star



Andrew Sacks

*Western Michigan fitness dorm: A residence hall 'for the health of it'*

## A Gym-Dandy Dorm for Fitness Freaks

Many schools have theme dorms—for French majors, jocks or hackers—but Western Michigan has come up with a new wrinkle: health dorms. This semester two WMU dorms, Eicher and LeFevre, have become "health-oriented residence halls," offering 400 students such red-blooded advantages as workout equipment, a sauna and an aerobics room, plus fruit-juice vending machines and specialized cafeteria service. The two dorms also feature weight-watching classes and calorie-count signs for the various food items. This com-

prehensive emphasis on "wellness" already has a rallying cry: "Eicher-LeFevre, For the Health of It."

College officials say they set up the special fitness program in response to vigorous students who already had their own aerobics and bicycling clubs. But WMU was concerned with more than just the well-being of its undergraduates; last year Eicher and LeFevre were closed for lack of residents. Says Todd Voss, a residence-hall manager at WMU: "We really have to market things these days to attract the kids."

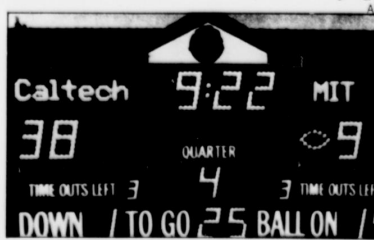
## A Rose Bowl Score For Caltech's Squad

Caltech senior Dan Kegel formally submitted his senior project last semester: an "electronic bulletin-board controller." Informally, Kegel and some friends figured out a way to install it at the Rose Bowl, which is near the Caltech campus in Pasadena. His final exam came New Year's Day, before 103,000 spectators and an estimated 57 million television viewers. In the fourth quarter, the scoreboard—which a moment before had read: UCLA 38, Illinois 9—suddenly flashed: Caltech 38, MIT 9. Kegel's professor said he'd earn an A for his crafty work, and the students were even asked to advise the 1984 Summer Olympics committee on technological security. But the city of Pasadena dropped a penalty flag; misdemeanor charges are now pending against Kegel and another student.

In their defense, Caltech's two tricksters might point out that pranks have been an unofficial part of the Caltech curriculum since at least 1940, when a Model T Ford

was taken apart, reassembled and left running in an absent student's room. There's even precedent for this year's stunt: in 1961, Tech students stealthily revised instructions for the Washington Huskies flashcard section so that the Rose Bowl display at halftime spelled out Caltech forward and Washington backward. Some say Caltech President Marvin Goldberger actually inspired this year's effort during commencement last spring when he exhorted students not to "rest forever on the laurels of 1961." Goldberger insists that the administration certainly doesn't encourage pranks—but he does describe them as "good clean fun."

*Doctored scoreboard: The city threw a flag*



# QUANTUM LEAP



The new Kodacolor VR films are Kodak's best color print films ever. So you get pictures that are sharp, bright, dazzling. With Kodak film and a leap of the imagination, there's no telling how far you can go.



**Kodak film. It makes the grade.**



Andrew Sacks

## Freaks

wellness" already  
er-LeFevre. For

set up the special  
to vigorous stu-  
their own aerobics  
WMU was con-  
the well-being of  
ar Eicher and Le-  
of residents. Says  
hall manager at  
to market things  
ds."

bled and left run-  
's room. There's  
r's stunt: in 1961,  
revised instruc-  
Huskies flashcard  
Bowl display at  
ech forward and  
ome say Caltech  
rger actually in-  
uring commence-  
shorted students  
laurels of 1961."  
e administration  
e pranks—but he  
od clean fun."

city threw a flag



# The New Political Realists

While most students ignore Campaign '84, the dedicated learn their lessons.

Long before he trooped to New Hampshire in early January to campaign for Gary Hart, political-science major Joel Berg had mastered a primary rule: wear two pairs of socks. As the Columbia sophomore slogged through the slushy third ward of Keene, N.H., one gray morning, he had to weather some chilly welcomes. At his first stop, a middle-aged man sneered, "I'm not voting for any of those shyster lawyers"; at his second, a woman declined to open the door. Finally, on his sixth try, a housewife

is taking a pass on politics, a significant minority is working hard. While this year's campus campaigners may not be as mighty in number as those of 1968 and 1972, neither are they as scarce as in 1976 and 1980. The 1984 volunteer tends to be more practical than ideological, however. Many would agree with Janice Lyon, an American University sophomore, that campaigning adds "good experience" to a résumé. Some students earn credit for campaign internships or learn politicking in accredit-

organization has more than doubled, from 50,000 to 125,000, in four years. (The Democrats keep no comparable national tabs, but at Berkeley, where the radical student movement of the '60s was born, Republicans now outnumber College Democrats 4-1.) Even before Ronald Reagan announced for re-election, the GOP had graduated 6,000 students from campaign workshops. And conservative students have inaugurated alternative newspapers at places such as Iowa, Dartmouth and the University of Miami.



Heralding Reagan re-election announcement in Washington, D.C.: GOP activity is slow, but the conservative voice is strong

allowed as how she might consider Senator Hart because "I'm worried about my daughter's future." Cheered by that faint promise, the 19-year-old trudged on, gradually realizing that there is an important corollary to his primary rule: sometimes, two pairs of socks aren't enough.

Few students have proven quite so willing to get their feet wet on the 1984 campaign trail. Even now, with the presidential primary and caucus season well under way, most collegians remain inactive. Many express a fatalistic apathy. "I feel like even if I could get into politics, I couldn't change things," says Greg Bullard, an organic-chemistry graduate student at the University of Oklahoma. "It's a waste of time. I'd rather paint or play the guitar."

But if the vast majority of college stu-

dent campaign workshops like those at American, Florida State and Kent State. Many take a nonpartisan tack, working to register more student voters. When they do pick a particular candidate, the choice is usually hardheaded rather than starry-eyed. "If I had my preference, I would have gone with Mr. McGovern, but he started too late to win," says Rodney Grandon, the Drake coordinator for Walter Mondale. "Mr. Mondale is a moderate with experience, and those are very electable qualities."

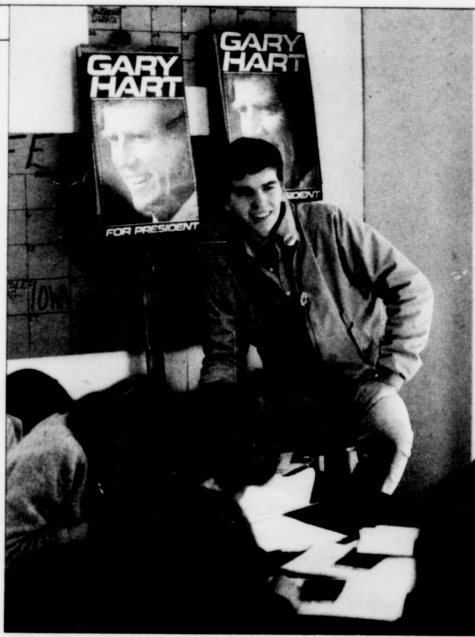
The true believers are more likely to be conservative than liberal. "Traditionally the left on campuses has enjoyed tremendous numerical support," says Jack Abramoff, national chairman of the College Republicans, "but now more conservatives are willing to be active." Membership in his

Students are backing their favorites in a variety of ways. Many toil at traditional chores, distributing buttons, stuffing envelopes and plastering posters on campus bulletin boards. But a few wield considerable clout. "Somebody my age shouldn't be doing what I'm doing," jokes 21-year-old Mark Blumenthal, one of two University of Michigan students who are coordinating Hart's statewide campaign. At 22, Billy Rogers directs Mondale's entire effort in Texas, coordinating a statewide network of 1,200 volunteers. Rogers has taken a year's leave from the University of Texas, and he knows re-entry will be tough. "It's hard to sit in government class when you've got some professor telling you how it is," he says.

With President Reagan running unopposed in the GOP, most early student cam-

painging has been dedicated to the Democrats. Sen. Alan Cranston of California has deployed students as canvassers in several states. George McGovern has drawn enthusiastic college crowds; his Northwestern organization grew from 10 to 60 members after an appearance last fall. The Rev. Jesse Jackson has also proven persuasive; his backers registered 80 new voters after the fiery orator spoke at Southern Methodist last November. For Sen. John Glenn, students have traveled from Northwestern to Iowa and from Ohio State to New Hampshire. Mondale has not only carried his own message to campuses, but has dispatched his sons, 22-year-old William and 26-year-old Ted, as emissaries to students. Only Sen. Ernest Hollings of South Carolina and former Florida Gov. Reubin Askew have failed to solicit much student support.

Not surprisingly, the most massive mobilization thus far has been for Hart, the man who used students so effectively in the 1972 primaries when he was McGovern's campaign manager. Over five weekends in October and November, students from Wisconsin, Colorado, Missouri and Illinois canvassed 23,000 households door-to-door in Iowa, while 400 out-of-state collegians canvassed 25,000 households in New Hampshire. "The quickest way to students is through their stomachs," laughs Eric Shwarz, 23, Hart's national student coordinator, who threw a generous beer and hot-dog bust for New Hampshire stalwarts. Such largesse was sufficiently alluring to sway Oberlin student Jim Farnsworth,



Bryce Flynn—Picture Group

John Hart organizing for his father: Youth appeal

worth, who says he picked his politician on the basis of hospitality (room but no board for Mondale versus two meals plus shelter for Hart.)

In January about 90 students gave up two weeks of their vacations to work for Hart in New Hampshire. One group of five—three from Columbia and two from the State University of New York in Albany—acted as an advance team for a swing through the southwestern part of the state. Rising at 5:30 a.m. from their sleeping bags, the volunteers drove 20 miles to get to Nonie's Food Shop 15 minutes before the candidate arrived, ready to exhort the 30-odd customers. "About 100 of us came

Glenn with Iowa's Marycrest basketball team: Have students, will travel

Robert R. McElroy—NEWSWEEK



## Spain '84. It's all there.

It's endless beaches  
and windsurfing.

It's backpacking. It's  
tennis. It's the paintings  
of Goya, Velazquez,  
Miró and Picasso.

It's castles, palaces and  
cathedrals. It's a feast  
of foods and wines. It's

the country of festivals,  
dancing, singing,  
where everyone joins in.

It's amazingly affordable  
hotels and pensions. It's  
an incredible exchange  
rate. It's a host of  
colorful brochures from

the National  
Tourist  
Office of  
Spain.



It's all — Europe in a single country.

**National Tourist Offices of Spain:**  
**New York:** 665 Fifth Avenue, New York, NY  
 10022. Tel: (212) 759-8822.  
**Houston:** 4800 The Galleria, 5085 Westheimer,  
 Houston, TX 77056. Tel: (713) 840-7411.  
**Chicago:** 845 N. Michigan Ave., Chicago, IL  
 60611. Tel: (312) 944-0215.  
**San Francisco:** 1 Hallidie Plaza, San Francisco,  
 CA 94102. Tel: (415) 346-8100.

# Pallottine FATHERS & BROTHERS

SERVING MANKIND



SINCE 1835

The Pallottine Fathers & Brothers—  
A Group of men, dedicated to the  
general increase, defense and  
propagation of faith and charity.

## Pallottine Fathers & Brothers

P.O. BOX 1838, PG PLAZA  
HYATTSVILLE, MD 20788

Please send information  
about the Pallottine

Priesthood  Brotherhood

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Age \_\_\_\_\_

THE GUIDE  
FOR MEN  
INTERESTED  
IN A CATHOLIC  
RELIGIOUS  
VOCATION

3rd EDITION

Send for your **FREE** copy.

If you are thinking  
about a religious vocation,  
send for this **FREE** GUIDE BOOKLET.  
It may help you decide.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Age \_\_\_\_\_

S.A.C. VOCATION INFORMATION CENTER  
P.O. BOX 777, ADELPHI, MD 20783

## NATIONAL AFFAIRS



Mondale receiving birthday cake at Alabama; The candidate and his sons carry the message

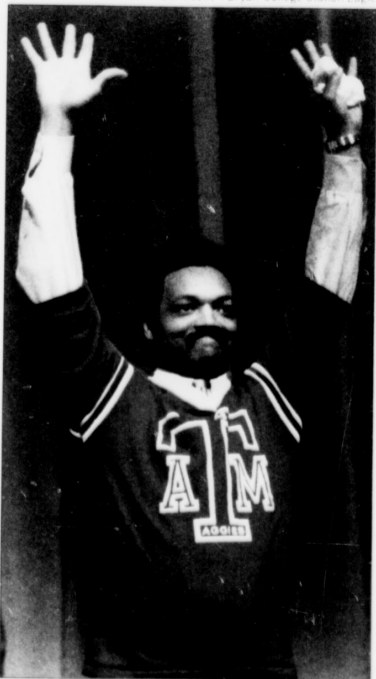
up to work because we believe that Gary Hart is the only candidate who can lead this country into the future." SUNY freshman Gregg Rothschild told an attentive elderly couple who were breakfasting in a booth.

Then it was time to leapfrog along the schedule—unfolding chairs and a banner at a publishing company, pitching Hart's environmental record in a general store. Not every stop was a barnstormer's dream. At Guymond's grocery in Marlborough, the

candidate arrived 30 minutes late—to greet only one clerk and the trusty volunteers. Nevertheless, exulted Rothschild, "I'm really getting a kick out of this."

The kick does not seem, on the whole, to come from the issues. While many students may be concerned about the threat of a nuclear war, they have yet to translate that fear into much political action; only Cranston has been able to tap the freeze movement for substantial college support. Some student protests took place last fall in response to the U.S. invasion of Grenada and to American involvement in Lebanon and Central America, but this has not been sustained. "Issues get hot for a while and then they peter out," says David Thottungal, a Harvard senior in government and former president of the Harvard Democratic Club. Not even that once incendiary issue—registration for the draft—has yet politicized many students. Colby College president William Cotter believes no recent controversy has come home as forcefully as those of the '60s. "There simply is not at present a burning issue capable of exciting the interest that Vietnam did," says Cotter. "Vietnam was killing classmates. It had a direct effect on students."

Jackson at Texas A&M; Signing up voters



At least two veterans of Vietnam-era politics argue that today's students would mass again if given the proper call. "Idealism doesn't come and go," Hart told NEWSWEEK ON CAMPUS. In 1984, he says, students are "smarter than they were 10 years ago" about foreign policy and economics. "It's a rational generation, and I think that's why it seems less passionate." George McGovern also detects a different tone this year—"There isn't the grimness there was in '72"—but no less interest. "Some of my toughest questions come from students," he says.

Some former activists question just how

effective yesterday's students were, in any case. Says Mark Kann, 37, a political-science professor at the University of Southern California and onetime antiwar protester: "We had a false sense that participation and activism could have any effect." Perhaps a major contrast is that today's students have a more modest view of their role. Gary Haugen, a junior who is Hart's Harvard coordinator, says his campus forces have indeed been helpful. "We're the only thing he's got. He doesn't have big money. He doesn't have big endorsements. But he's got a lot of little feet, and that can make the difference."

Increasingly, students are making a difference in state and local races, as well. At the University of Texas they're flocking to the U.S. Senate campaign of Austin's Democratic state Sen. Lloyd Doggett. And both sides at the University of North Carolina are bracing for what's expected to be an abrasive contest between conservative Republican Sen. Jesse Helms and Democratic Gov. James B. Hunt Jr. Kate Head, a Uni-

fat-cat standards of many special-interest PAC's—\$100,000 by next August. But STAR has already established chapters at 100 schools, and it plans to channel money and, more important, manpower on behalf of beleaguered liberal candidates in congressional races. "There's never been such a movement, so this seems like a vast undertaking," says cofounder David Dow, 24. The real goal, he declares, goes even further than electing key liberals: "We want to make the untapped resource of students a powerful voice."

**O**n certain issues, the student voice becomes thunderous indeed—as Ohio politicians witnessed last November. Students by the score suddenly registered to vote, eager to cast their ballots against a referendum that would have boosted the state's beer-drinking age from 19 to 21. Seldom had such solidarity been seen: in the four Columbus precincts that are dominated by Ohio State students, the



Bryce Flynn—Picture Group

*Canvassing for Cranston in New Hampshire: Bundle up and wear two pairs of socks*

versity of Iowa senior who used to work for Mondale but switched to Tom Harkin, a U.S. congressman who's aiming for the Senate, says such races offer more sustained satisfaction. "Each presidential candidate comes through here and they're almost [promising] to do your dishes," she says. "But there's no accountability. With local candidates there is some. I can contact them after they're elected."

In the year's most ambitious political project to date, two Yale law students are even trying to tie local races into a computerized national network of liberal support. Called Students Against Reaganism (STAR), the group registered last fall with the Federal Election Commission as an official Political Action Committee (PAC). STAR's fund-raising goal is modest by the

vote was 1,152 against to only 125 in favor. The turnout was widely credited—or blamed—for the measure's surprise defeat. The electoral tide also swamped two tax measures that could have posed financial trouble for colleges and required a tuition hike. "It's pretty clear there was much greater interest than in any other issue or candidate since 18-year-olds got the right to vote," says Mike Stinziano, a state representative whose district includes OSU. Obviously, students *can* muster the energy to change things even in a ho-hum political year. But how many will rally to causes that are deeper than a beer mug?

RON GIVENS with JULIA REED in Washington, D.C.; AL STAVITSKY in Columbus, Ohio; AMY WALLACE in New Haven, Conn.; JOHN SCHWARTZ in Austin, Texas; LEIGHANN WINICK in Evanston, Ill.; and bureau reports

## For \$10, you can have law school all wrapped up.

A decision to go into law shouldn't be based on guesswork. It doesn't have to be. For just \$10, you can receive The Law Package. A comprehensive four-part program that will supply you with information about a variety of career options open to a law school graduate. Provide you with detailed information on five law schools that interest you. And even include a tryout Law School Admission Test (LSAT). Once you've completed the tryout LSAT and returned its answer sheet with your data form, you'll receive your test results. You'll be able to identify your strong points and weak points, and evaluate your options.

The Law Package gives you the facts you need to make an informed decision. Send for yours today. It will help you wrap up law school before you even begin.

## THE LAW PACKAGE

The Law Package, Law School Admission Services,  
Box 500, Newtown, PA 18940

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Make your \$10 check payable to: Law School Admission Services.

60



## Triumph of the 'New'

By JIM SULLIVAN

The year 1983 will be remembered as the time the rock and roll tide finally turned.

Actually, "turned" might be too mild a word for what has happened over the past 18 months. Last year American rock and roll fans embraced a brave new world of pop called New Music, and this commercial and cultural tidal wave crumbled the sea wall of stodgy mainstream rock. A new crop of bands, such as Culture Club, Duran Duran and Men at Work, dominated the sales charts and dance clubs, coming from out of the blue and into the black to create an alternate mainstream.

What exactly is New Music and how did it get where it is? For one thing, it's not exactly new. New Music is an outgrowth of the punk and new-wave movements that began in 1976-77 in New York and London as reactions against the tepid, formulaic state of mid-'70s mainstream rock.

The New Music of 1983—and no doubt 1984 and beyond—encompasses a wide array of musical styles and philosophies. There's new technology at work (pre-eminently synthesizers and drum machines); there's a fascination with the darker, turbulent side of romance; there's a rediscovery of older pop idioms such as rockabilly, Motown soul, Jamaican ska and reggae; there's fertile stylistic cross-pollination, such as the merger of African rhythms and traditional American pop forms. Danceability is a key element. New Music can also be rebellious, playful, whimsical or bitter. But even those terms are limiting. At its best, New Music is about creating something fresh, about risk and adventure. It's music that moves one's spirit.

**I**n 1976 and 1977 the rock and roll played by the Ramones, the Sex Pistols and the Clash was harsh, demanding music—forged out of frustration and boredom with rock and roll's flagging spirit of rebellion. That music—first called punk rock, later new wave—took England by storm, revolutionizing its pop scene. In America the storm pretty much blew out to sea, ignored by album-oriented rock-radio stations (and thus by most rock fans). The stations were comfortable playing old rock favorites that were unchallenging and bland. Radio deemed punk and new wave as (pick any combination) too aggressive, too artsy, too

quirky, too eccentric or too dangerous.

The rapid shift toward New Music began in January 1983 during two meetings of radio-station programmers in Florida. Lee Abrams, a rock-radio consultant, recalls the attitude at the meetings: "By 1982 New Music was breaking left and right, with or without air play. We had to react or fade away." Clubs playing New Music were packed; records were getting onto the charts. And then there was the new and very big kid on the block, MTV, the rock-video cable system. In just two years MTV, which has exposed numerous New Music bands, became a major challenger for the rock audience. Says MTV vice president John Sykes: "We really integrated the most pow-

---

At its best, New Music is about risk and adventure. It's music that moves one's spirit.

---

erful forces in our two decades, TV and rock and roll." It was a giant first step; radio stations were forced to play the songs people had seen and heard on MTV.

Last July about 3,000 people met in New York for the fourth annual New Music Seminar. In previous years the predominant question always was, "How can New Music succeed?" Miles Copeland, the keynote speaker, greeted this session's packed ballroom with a broad smile. "We won!" he proclaimed. "The New Music is not the fringe anymore. No one's going around saying, 'It ain't gonna happen here.'" Some, like Copeland, see New Music's success as a victory, a commercial vindication of the upheaval that punk and new wave forced into rock and roll seven years ago. Others are less certain. "New Music is just a sophisticated marketing tool we all ought to be aware of," says Martin Ware of the English funk-rock band Heaven 17.

"What happened to 1976?" asks Lux Interior, lead singer for the chaotic punk-rockabilly band, the Cramps. "All these bands that were like—'urgh! aargh! there's



no rock and roll today!"—now they all sound worse than the bands from back then. Now it seems like most of the bands that were called punk bands a few years ago are playing refrigerator music."

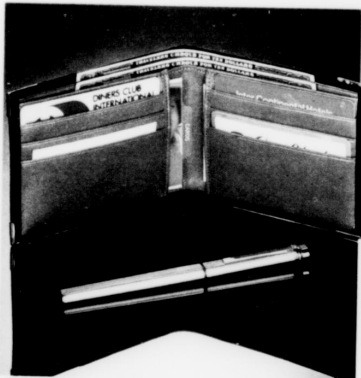
X, an acclaimed Los Angeles punk band that has pushed its way into the mainstream, has a song called "I Must Not Think Bad Thoughts" on its latest album ("More Fun in the New World"). "I hear the radio is finally gonna play New Music," sing John Doe and Exene Cervenka. "You know, the British invasion, but what about the Minutemen, Flesheaters, DOA, Big Boys and the Black Flag? Will the last American band to get played on the radio please bring the flag? Please bring the flag!" X's point is that bands on the cutting edge, particularly American bands, are still shunned by radio and still unheard by the mass audience. Most New Music hits come from England or, increasingly, Australia. U.S. record companies have found it safer to import proven bands than develop talent.

**T**he situation, however, is better than a year ago. Record companies, programmers and audiences seem more willing to take risks. Michael Jackson, R.E.M. and Eurythmics—all New Music artists—can be played sequentially on rock stations without listeners balking.

Dave Stewart, guitarist and co-songwriter of the London-based Eurythmics, is bemused at the American hoopla over New Music's acceptance into the mainstream. Still, Stewart says, "at least this new mainstream is very good because it is diverse. You can do something different." That principle has long been at the core of great rock and roll. American rock and roll fans have begun to reclaim that right.

*Jim Sullivan is a regular contributor to The Boston Globe.*

## ACCESSORIES TO SUCCESS The Newsweek Collection.



Billfold #NW312



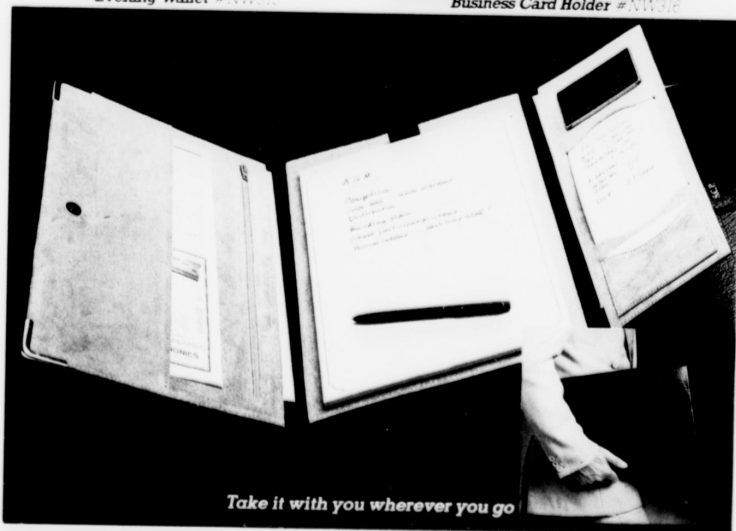
Coat Wallet #NW317



Evening Wallet #NW315



Business Card Holder #NW316



Take it with you wherever you go

Meeting Folder #NW319

Hand-crafted in superior black leather...richly lined in silk...personalized in gold with your initials...a rare combination of luxury and practical efficiency. Quite simply, a beautifully coordinated collection.

**Billfold #NW312** Soft Wandle hide with gilt metal corner guards. 10 hand-stitched pockets: 6 for credit and membership cards, 2 for receipts and personal items, 2 large silk-lined pockets for currency. See-through identity card holder. 4 1/2" x 3 1/2" (closed).

**Coat Wallet #NW317** A large wallet for your pocket. Fine black hide with inside pockets in gray leather. 4 large pockets for checks, currency, 8 pockets for credit and membership cards. 7 1/2" x 4" (closed).

**Evening Wallet #NW315** At last, an ultra-slim wallet. Supple Wandle hide with gilt corners. Non-fold design carries everything you need. Ideal when you don't want a bulky wallet in your lightweight suit. 7 1/2" x 4".

**Business Card Holder #NW316** A new classic in design. Keeps stay-flat profile even when expanded to hold 25 cards—doesn't assume a clumsy V-shape. Finest soft Wandle hide with 9 carat rolled gold corners. Pockets for credit cards, currency, tickets. 5" x 3 1/2" (closed).

**Meeting Folder #NW319** Carries all you need for meetings and conferences. Superb black leather with gray suede interior. 3 pockets for notes. Pocket for business cards. Zippered security pocket. Complete with large pad, letter pad, matt black pen, calculator in black and gold. Folded: 13 1/2" x 9 1/2". Open: 24 1/2" x 13 1/2".

### ORDER FORM

Qty	Item #	Price \$	Initials*	Total \$
	NW312	51.45	•••••	
	NW317	59.45	•••••	
	NW315	49.45	•••••	
	NW316	51.45	•••••	
	NW319	114.45	•••••	
Total \$				

\*Prices include gold initials, handling, packing and delivery. Please enclose sales tax where applicable.

I enclose \$ \_\_\_\_\_  
(Make check payable to Newsweek Diaries)

Charge my credit card

Amex  Diners  Visa  Mastercard

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_

For gift orders attach separate sheet with delivery address(es) and initials. Allow 4 to 6 weeks for delivery.

### Newsweek Diaries

Dept. B53X3, Newsweek Building, P.O. Box 425 Livingston, N.J. 07039 U.S.A.

**Newsweek Guarantee:** If not fully satisfied with materials or workmanship, return within 30 days for full refund.



**Credit Card Holders  
CALL TOLL-FREE  
1-800-247-2570**

in IOWA—1-800-362-2860  
(Ask Operator for Diaries Dept. B53X3)



The University Diner in Charlottesville: 'One of the places you always hear about when you first come to the university'

Photos by Stephen R. Brown—Picture Group

## A Home Away From Dorm

Every college has a hangout—a place where you can eat, drink, talk, study or cry.

A college without a good hangout is like a ship without a lifeboat. A hangout is a place where a student can go to study, to sulk, to think, a place where, in the words of Yale senior Marc Gillinov, "You can always go and see three or four people you know." If a hangout is

right, a student can count on being left alone when he wants to be, or fussed over when he needs that. Also, there's food. A good college hangout offers both comfort and cottage fries, tea and sympathy.

Alumni know this. That's why they talk mistily about old favorite spots long after

other college memories have faded. If the place has closed, their grief becomes almost unbearable. Listen to Iowa alumni talk about Hamburg Inn #1, which shut its doors in 1978, or Hollins College graduates reminisce about the Hollins Inn, gone since the mid-'70s. Harvard alumni still trade stories about Cronin's on Mt. Auburn Street, which metamorphosed into a Swiss fondue joint in 1978. It was dark, it was noisy, the burgers dripped grease and the service was appalling. In other words, it was perfect.

Here are some fond descriptions about currently popular college hangouts, as nominated by campus correspondents of NEWSWEEK ON CAMPUS:

### Home of the Grillswith

Lee Shiflett's family has run the **University Diner** in Charlottesville, Va., for almost four decades. There were streakers in the '70s. In 1958 a man shot his wife in the diner. So much for real excitement. "I don't think our business has changed any in the last 39 years," Shiflett says. That's what makes the U.D. a landmark—"one of the places you always hear about when you first come to the university," according to graduate business student Hugh Shannon.

U.D. family portrait: Owner Shiflett (right) with his mother, wife and sons



Generations of UVA students have come to love the diner's vinyl-boothed interior ("Unromantic but colorful," says engineering student Marta McWright) and its mustard-colored storefront. They have grown used to dropping in at any hour for crab cakes (\$3.50), pork chops (two for \$4) or a "grillswith" (two doughnuts, grilled, topped with ice cream—\$1.20). Students have also become friends with Shiflett, cook Elwood Breeden (who's been on the night shift for almost 25 years) and waitress Peggy Walker. Shiflett reports that Walker's firm hand is especially useful after midnight, when hungry crowds begin playing with the mustard containers and tossing ice cubes.

MARINA SARRIS

### A Taste of the Grungy

Like other bars in the Palo Alto area, the Oasis is decorated in standard college-town style: shellacked wood tables, crew paddles dangling from the ceiling, peanut shells strewn on the floor... in fact, says senior English major Kathleen Crozier, "the place is grungy. But you like to go to a grungy place after a day in a sterile classroom." The food is standard, too, running mostly to hamburgers and beer. So why is the O a Stanford landmark? One reason is longevity. Originally part of a World War I Army camp, later a stable, the place has been serving Stanford students since 1933. Another is that it provides a quick fix of reality for Stanford students: "The place is full of lowlives," says Crozier. "We want to see lowlives once in a while—normal people." Perhaps the best reason is the management's laissez faire attitude toward its clientele. "We ask only three things," says night manager Roger Moor ("No relation"): "You be 21, you don't throw stuff and you don't give the employees any trou-



Photos by Michael Alexander

*The Oasis in Palo Alto: 'You can do anything you want here—except throw stuff'*



*The Tombs in Washington: A deft hand with beer mugs, memories of bartenders past and spellbinding old war stories*

Photos by Stephen R. Brown—Picture Group



## LIFE/STYLE

ble. So you can sing your rugby songs, you can do your homework, you can do anything here." Firm but fair, that's the Oasis. Its bartenders are well known for being the toughest "carders" around. On the other hand, when a junior or senior turns 21, legal drinking age in California, the O staff is among the first to offer its congratulations ... with a free pitcher of beer.

WILLIAM ELLIS III

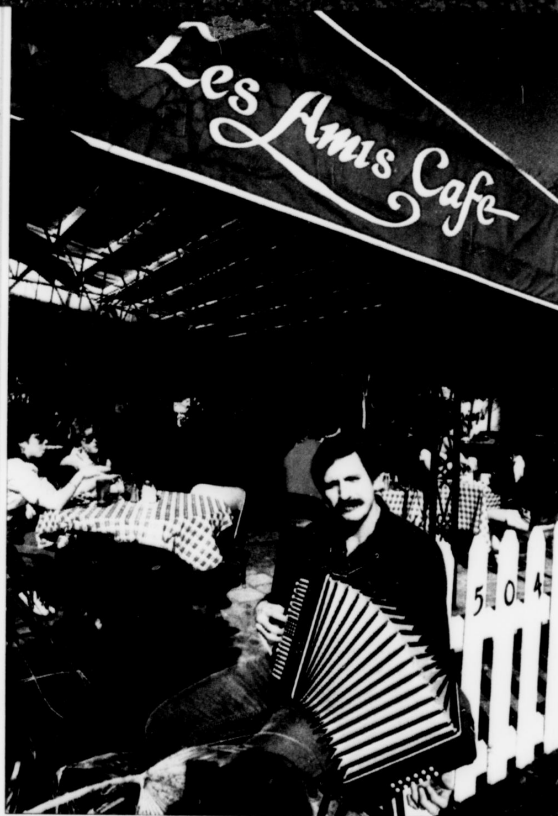
### Shades of A-Bomb Atkinson

**The Tombs**, on Washington's 36th Street near Georgetown University, has something for everybody. The menu is broad enough to satisfy both students (huge cheesy pizzas, cheeseburgers, pitchers of sangria and beer) and visiting parents (Veal Oscar, Trout Amandine). History buffs can visit the "A-Bomb Atkinson Memorial Booth," where a crusty old history professor, now retired, used to down martinis by the pitcher and regale students with stories about World War I (or "The Great War"). The staff is reliable and familiar. Most are students or alumni, and turnover is low: the ageless night bar manager, Nate, has been at The Tombs for 18 years (and in that time has never been known to smile or utter a word). It's a place where romances are kindled, friendships are forged and GPA's are saved. One student recalls feeling no panic when she lost her notes the night before a midterm: "I knew at least one person in my class would be taking a study break at The Tombs." Finally, The Tombs may be one reason for Georgetown's winning basketball team. Coach John Thompson can often be seen leading prospective recruits and their families into the place, where he plies them with steaming roast-beef sandwiches or platters of fried chicken.

JULIA REED

### A 'Living Room' for Quiche and Quiet Talk

**Les Amis** sits on the corner of 24th and San Antonio, a block from the University of Texas's western boundary on Austin's Guadalupe Street (a.k.a. "The Drag"). It's an anomaly among college hangouts: an intimate, quiet place where the loudest sound is likely to be the gurgle of



Zigy Kaluzny

**Les Amis in Austin: A quiet retreat hard by 'The Drag'**

a Shiner longneck beer. In the spring, patrons can sit outside, behind a waist-high picket fence lined with plants; in the winter, manager Newman Stribling squeezes tables inside and lights the big metal fireplace in the center of the room. Stribling, a 1969 UT grad, calls Les Amis his "living room." He says he likes to come home and see his guests enjoying themselves, likes listening to the muted buzz of two dozen passionate conversations. (He doesn't

with books and games, which customers can use on the premises or buy to take home. They can also make local phone calls free of charge, cash out-of-state checks and even get a ride home if they've drunk too much. In exchange for all these comforts, Skorman charges prices that some students find too high (\$3.55 for a club sandwich, \$2.25 for a peanut butter and banana sandwich). Skorman acknowledges that he often has a "love-hate relationship" with Colorado

### Poor Richard's in Colorado Springs: Games, books and beers

Anthony Suau—Picture Group



mind if customers stretch out one cup of coffee for three or four hours, either.) Les Amis's food runs to the *quiche* and *cappuccino* variety, and some people have denounced the place—and its clientele—for being phony or pretentious. The regulars like it just the way it is. "One day when it was pouring rain I arranged to meet a friend at Les Amis," says Ted Jacobson, who recently finished his doctoral dissertation in Austin. "We sat there all afternoon under the canopy and talked excitedly about our latest ideas in physics. It was terribly romantic."

CLAYTON STROMBERGER

### A Small-Town General Store

Located six blocks south of the campus in Colorado Springs, **Poor Richard's** is more than a restaurant for Colorado College students; it's almost like a small-town general store. Students gather there seven days a week to talk about life, love and school (although in the recent past, notes owner Richard Skorman, the talk ran more to politics). The walls are lined with books and games, which customers can use on the premises or buy to take home. They can also make local phone calls free of charge, cash out-of-state checks and even get a ride home if they've drunk too much. In exchange for all these comforts, Skorman charges prices that some students find too high (\$3.55 for a club sandwich, \$2.25 for a peanut butter and banana sandwich). Skorman acknowledges that he often has a "love-hate relationship" with Colorado College students. When the place was torched by an arsonist in the fall of 1982 and damaged so badly that it had to close temporarily, Skorman was swamped with sympathetic letters from CC students and faculty. Even the president wrote to lend support, and many people sent money to help in the rebuilding. "They were wonderful," Skorman says. But things were back to normal by last fall. Returning students found a letter from Skorman in the *Catalyst*. It complained that plates and silver were starting to disappear from the restaurant, just as they do every fall, and asked that students please quit swiping them.

DONNA SMITH

# AIM HIGH



## Before you work anywhere, take a look at the tools we work with.

NASA's space shuttle. For Air Force officers working as electrical or aerospace engineers, the challenge is just beginning. In fact, from laboratories to lasers to launch pads, we have exciting projects and management opportunities very few employers can offer.

For example, we are developing experiments that will be an important part of the space shuttle's cargo in the years to come. Experienced Air Force engineers will work as shuttle mission planners and as astronaut flight controllers.

If you have an electrical or aerospace engineering degree, or soon will have, we may have a challenging future for you as an Air Force officer. It's a future that demands the vision and commitment of people like you. And it's vital to our country.

For more information about Air Force engineering opportunities, call toll-free 1-800-423-USAF (in California 1-800-232-USAF). Better yet, send your resume to HRS/RSAANE, Randolph AFB, TX 78150. There's no obligation.

## AIR FORCE

A great place for engineers.

# CLASSIFIEDS

Campus stereo sales representatives needed. Terrific earnings potential. Dealer catalog \$3.00 SVC REP 85 Columbus Avenue, Pleasantville, NY 10570

MEET FRIENDS NATION-WIDE—For hobbies, sports, vacations. Write Electronic Exchange, Box 68-N6, Manhattan Beach, CA 90266

ORIGINAL MOVIE POSTERS! WINTER SPRING CATALOG \$2.00 (REFUNDABLE) POSTER GALLERY, P.O. BOX 2745-DEPT. 14-ANN ARBOR, MI 48106

Rare Rock Tapes From 1960's, 1970's, 1980's Best Selections! Free Catalog! Sounds, Box 27603-(NW), Phoenix, AZ 85069

### PUBLIC POLICY

Earn a professional masters degree in policy analysis and public management from Duke University. For information write, before March 15: Katherine Kunst, Institute of Policy Sciences, 4875 Duke Station, Durham, NC 27706

### FRATERNITIES SORORITIES

GREEK LETTERS—Cloth, Iron-On, Plastic!

### LETTERS

509 Central Ave. Union City, NJ 07087

### INTERNATIONAL TUBA DAY!

For FREE information—including available fashions, send a business sized S A S E to POB SEVEN, Millersville, Pennsylvania 17551

### INTERVIEW WORRIES?

Learn to prepare, be confident for interviews (resumes, appearance tips...) for complete guide, send \$2.00, 20c stamp to: Interviews, P.O. Box 7041-0041, Phila., PA 19149

### NO NUKES IS GOOD NUKES

Quality bumper locker door sticker. Send \$3.00, address to Green Products Co., P.O. Box 1327, Williamsburg, VA 23187

### MAGAZINE SUBSCRIPTIONS UP TO 50% OFF

FOR COLLEGE STUDENTS AND EDUCATORS


Send for FREE list of 300 popular magazines  
EDUCATORS MAGAZINE PLAN  
29 Glen Cove Ave., Glen Cove, N.Y. 11542

### TEACH OVERSEAS

1984-1985 Edition. Contains 432 pages of educational information on over 200 countries and territories. \$12.95 postage paid. Maple Tree Publishing Company, The Book Editor, GPO Box 479, New York, NY 10116

NEED MONEY—HAVE A CAMERA? PHOTOS WANTED! HUGE DEMAND. ALL TYPES NEEDED! NATURE, SPORTS, FASHION, SPECIAL EFFECTS, ETC. EASY SIMPLE WORK! EARN HUNDREDS SELLING PHOTOS TEN TIMES OR MORE TO CLIENTS. SATISFACTION GUARANTEED! FOR COMPLETE INFORMATION PACKET, SEND \$8.00 TO PHOTOVIEWS, BOX 10199, MILWAUKEE, WI 53210

THE ORIGINAL GUMBY FLEXIBLE DOLL



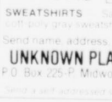
- 1. Rare opportunity. Hand painted
- 2. Anti reinforced, ribbed, gum
- 3. rubber compound. Factory
- 4. sealed mint packages, complete
- 5. and original. Only \$3.75 each
- 6. plus \$5.95 postage and handling
- 7. Also available: Gumby & the POKEY (\$2.95 each, plus \$5.95 postage and handling)

T-SHIRTS



Full color six screen designs on 100% cotton white t-shirts. Only \$9.95 each plus \$1.75 p/h. Specialty style A, B and C. Size S, M, L or XL.

SWEATSHIRTS



Same designs as above on 50% cotton 50% polyester. \$14.95 each plus \$1.95 p/h. Send no money, address check, money order to: UNKNOWN PLASTIC PRODUCTS INC., P.O. Box 225-P, Midwood Station, Brooklyn, NY 11230. Send a self-addressed stamped envelope for free catalog.

### MOVIE POSTERS

Lobby cards, stills. Actual material as used by theatres. \$1.00 for catalogue (refundable). Cinema City, P.O. Box 1012, Dept. N, Muskegon, Michigan 49443

WANTED—Sales reps for BEAT RUSSIA t-shirts, buttons, bumper stickers. Send \$10 (refundable with first order) for samples, prices. OLYMPIAD SALES, P.O. BOX 1581, PARAMUS, NEW JERSEY 07652

### ROCK BOOKS

Duran Duran—Own Story \$3.95. Own Words \$5.95. Scrapbook \$4.95. Lyric Book with Pull-out color poster \$5.95. Add \$1.35 shipping. Notebooks, P.O. Box 447C-A Holland, MI 49423

Deejays, Newscasters trained. School of Broadcast Arts. Home study. Free brochure. SBA, Box 23X, New York, New York 10019

RARE IMPORTED RECORDS, BOOKS, POSTERS. WORLD'S LARGEST SELECTION. GIGANTIC ILLUSTRATED CATALOGS \$1.00. ROCKAWAY, BOX 1508-N, WOODBRIDGE, VIRGINIA 22193

WORLDWIDE FRIENDSHIP! Select languages, interests, 143 countries! Information. International Penfriends, Box 14126 San Juan, PR 00915. U.S.A. MOVIE PHOTOS, POSTERS, FREE LIST OHLINGERS, 120 WEST 3RD ST., NY, NY 10012. 212-674-8474. RESEARCH, ROCK

CASH FOR COLLEGE. New Directory describes 400 loan, grant, scholarship opportunities—plus all government programs. \$4.95. UNISEARCH, Box 19749-CA, Indianapolis, IN 46219

OVERSEAS EMPLOYMENT... ALL OCCUPATIONS! Complete information plus Worldwide Directory—\$3.00. Opportunities, Box 19107-VW, Washington, DC 20036

10,000 DIFFERENT ORIGINAL MOVIE POSTERS. Catalogue \$2.00. Mnemonics Ltd., Dept. '4', #9 3600 21ST N.E., Calgary, Alta. T2E 6V6, Canada

WITCHCRAFT'S POWER SECRETS! Gavin & Yvonne Frost, world's foremost Witches, teach you. Details Box 1502-N, New Bern, NC 28560

PENFRIENDS ENGLAND—USA. Make lasting friendships through correspondence. Send age interests. Free reply. Harmony, Box 89 NK, Brooklyn, NY 11235

SHANES RECORD FINDING SERVICE—From Rock to Folk, Punk to Jazz, Industrial to Easy Listening. We Can Find Just About Any Record Ever Made! Send Want Lists, Requests, & 3, 20c Stamps For Our Huge Catalog! P.O. Box 6164 (NW), San Rafael, CA 94903

CONCERT PHOTOS! Hundreds of performers. Send \$1 for beautiful illustrated catalog. Mention favorite. SMILE, P.O. Box 15293-NK, Chesapeake, VA 23320-0293

## WANTED

### CLASSIFIED PERSONAL ADVERTISING

REACH OVER 3 MILLION COLLEGE STUDENTS THROUGH THE NEWSWEEK ON CAMPUS CLASSIFIED ADVERTISING SECTION

Special Rates for College Students

For more information write:

Newsweek On Campus Classified Advertising Rates

444 Madison Avenue  
New York, NY 10022

# Overcoming Dyslexia

A misunderstood disorder frustrates its victims, but new programs help them continue their education.

**D**ebra Schulze, a 26-year-old engineering student at Hunter College, has spent more than two years in therapy. She now feels in control of her life, but she remembers how it used to be: "You're angry. You don't care what goes on around you. You only care that something is wrong. You can't function in the world."

The condition that almost ruined Schulze's life is dyslexia, a learning disorder in which the brain cannot process correctly either visual or aural information. Dyslexics may confuse similar words (reading "quiet" for "quite"), reverse letters ("b" for "d") or jumble word order ("Go sleep to"). They frequently exhibit poor skills in memory, coordination and organization. This can make learning excruciatingly difficult, even though dyslexics are often above average in intelligence.

Dyslexia is not uncommon—an estimated 25 million Americans suffer from it—yet its cause is unknown, and many dyslexics are misdiagnosed. Debra Schulze's learning problems were first blamed on schizophrenia, then mental retardation; finally diagnosed correctly at 23, she was lucky. Officials at the Maryland-based Orton Dyslexia Society estimate that fewer than 1/10 of 1 percent of dyslexics are properly diagnosed.

"Say you're born without an arm," says Lynne Hacker, a New York speech-and-language pathologist who specializes in treating dyslexia. "At least people can see that. But a person with a language disability—no one can see that, and you don't get any compassion or understanding." Worn out by years of frustration, many dyslexics simply give up on the idea of going to college.

Over the past decade, however, new steps have been taken to help dyslexics reach college and stay there. High-school pupils with learning disabilities can request special arrangements for the Scholastic Aptitude Test (SAT) and the American College Testing Assessment (ACT). Says Marjorie Ragosta of the Educational Testing Service, which administers the SAT: "All special testing is done on a one-to-one basis, and timing is up to the student and proctor. In essence, that means unlimited time." Last year more than 5,000 "nonstandard" SAT's

were administered, 80 percent of them to the learning disabled.

Colleges do give allowances for certified learning disabilities when making admissions decisions; handicapped students, in fact, stand a slightly better chance of admission than nonhandicapped students with the same test scores. But after admission, a new battle begins. Learning-disabled students may study as long on a routine day as

tests or prepare oral presentations rather than written papers. "We try to provide an environment that encourages learning-disabled students to go at their own pace," says Harriet Sheridan, dean of the college at Brown. But some professors balk at the special treatment. "My battle," says Sheridan, "is to convince others that it is possible to have language problems and still be able to think at a high level."

Graduate and professional schools seem more reluctant to accommodate the learning disabled. Although the Graduate Management Admission Test (GMAT) and the Graduate Record Examination (GRE) can be "nonstandard administered," the Law School Admission Test (LSAT) cannot. But a breakthrough occurred last fall when the Georgetown law school waived the



Ira Wymann



Bernard Goffredo/Newsweek

Helping hands: Curry College's PAL program. Antonoff screening student at NYU

nondisabled students would for final exams. "Because they are so bright, they may spend endless hours trying to go back and understand," says Gertrude Webb, director of the Learning Center at Curry College near Boston. "It's an extremely exhausting process."

**C**urry pioneered a system to help dyslexics deal with college life. Its 12-year-old Program of Advancement in Learning (PAL) offers individual tutoring and small-group work to about 100 students, all of whom carry a full course load and are encouraged to pursue their academic strength. PAL graduates have gone into law, fashion design and carpentry, among other fields. "Once they can cope with language," says PAL founder Webb, "they can do whatever they want." Similar programs have since begun at Hofstra, Southern Illinois and a dozen other colleges.

Some institutions rely on less formal measures—such as allowing dyslexic students to tape-record lectures, take untimed

LSAT requirement and admitted a dyslexic woman. At present only one professional school in the country, New York University College of Dentistry, offers special assistance to dyslexics. Begun in 1979 by Dr. Stanley Antonoff, the program demonstrates a variety of ways in which students can compensate for their disability.

Antonoff concedes that professional training presents extraordinary problems for dyslexics. The academic load is greater than in college, and the learning process is largely visual, not auditory; in addition, state licensing requirements demand many prescribed courses, thus depriving dyslexics of flexibility in course selection. Still, change appears to be coming. Antonoff has organized a national conference on learning disabilities among professional-school students, to be held in Dallas March 10. He hopes his four sons will—like Antonoff himself—overcome severe dyslexia to pursue professional careers.

BILL BAROL with CYNTHIA PIGOTT



# You Can Go Home Again

By DAVID HANDELMAN



Handelman/Getty Images

**Y**ou can't go home again." That's what they say. Yet after a postgraduation summer bumming around Europe, I woke up one night having no idea where I was, slowly realizing as my eyes focused that I was back in the bedroom of my childhood. Unemployed. Undecided. Home.

While comforted by the knowledge that many other recent grads find themselves similarly stranded, I can't help feeling a bit surprised, if not depressed, at the prospects. Our generation seems the undeserving victim of many long-fermenting trends—baby boom, education glut and technology transfer. Once upon a time, America valued family ties and working toward some long-range goal. Now, as a smug ad for Fortune magazine claims, "People are making it bigger, younger."

We can go anywhere, be anything we can find. The question is, what? As early as sophomore year, I had begun to hear a nagging "what?" from both outside and in. Although science and computer majors may be able to readily translate their skills into immediate jobs, the liberally artded have a flustering number of options, all tenuous.

After having an argument about Karl Marx with a New York Bowery bum, I began to think that just about everyone these days has a bachelor's degree. The career decision is getting pushed farther and farther back. The three godfathers of grad schools—law, medicine and business—tell you what to study, what you'll be when you're done. It's a lot easier explaining to Aunt Clara that you're studying investments than mumbling something about finding yourself.

I foolishly wasted my senior year writing a thesis, going to movies and hanging out with friends, when I obviously should have been making contacts and jetting around for interviews. At graduation, knowing only that my personal "what" was writing, I moved my stuff back home. I was surprised to discover that about 10 percent of my high-school class had done the same. Yet when I tell family and friends that I'm unemployed, their reactions range from shock to prefab smiles of reassurance. "Well," one buddy finally granted, "you have a year to kick around." A year?

I had tried to get excited about a cookie-cutter career. I really did. One cold winter

night during my senior year, some friends and I went to our college's audio-visual center, which houses recruiting videotapes from various businesses. We sat watching as recent graduates tried to describe what they did at their bank jobs. They looked like pod-people from "Invasion of the Body Snatchers": emotionless and secure. One kept using the word "force"—he enjoyed how the job forced him into situations. My friends and I walked out into the snow subdued, vowing never to get caught up like that, on an unstoppable treadmill chasing someone else's values.

Yet defining your own values in today's input-laden world does not exactly happen overnight. Some of my classmates, unsure

---

**It seems artificial to require a career decision merely because you've reached 21.**

---

of the world that lay beyond the campus, settled for whatever they could get, in fields or organizations they didn't care about. But it seems artificial to require a career decision merely because you've reached 21.

My parents' generation emerged from college eager to contribute to an expanding economy. The next half generation rebelled against this and attempted to forge its own territory. We then grew up in the shadow of the iconoclastic and free-spirited '60s, only to witness its most compelling voices either shot down or mellowed out. Who did America's idols used to be? Athletes, movie stars and politicians. But while we went through adolescence the nation went through mercenary free-agentry in sports and multimillion-dollar fiascos in the movies. We grew up in the age of Vietnam and Watergate and learned the true meaning of the phrase "Anybody can become president."

What to do? Well, I went home to mull this whole spectacle over. I help Mom cook, walk the dog, ruminate over beers with old friends and lose myself in museums and movies. Some things take more adjustment

than others, like inviting a date back to "my place" and having to introduce her to my parents. Of course, I am fortunate. Not everybody has a family they can return to; not every family can afford to feed and shelter a previously departed dependent. But other ways to stay afloat financially—for instance, driving a cab to pay the rent—should not be discounted. For income, I have worked part time at a local farm and as near-slave labor on a cheap horror film. Neither solidified a life plan, but both were more real than the fantasy world called college, which had allowed me to dabble and dawdle.

**F**or the first time in my 22 years, I have no deadlines or other demands overhanging. Discovering my own pace and niche has been a job in itself. I keep encountering others like myself, who are seeking careers in acting, writing, designing—or are simply not sure yet.

Many of my employed and enrolled friends are already mumbling dissatisfaction. Some have already revamped their résumés and begun mass-mailing all over again. Others, feeling underutilized or overly malaised, write screenplays or short stories to keep sane.

I think I first expected the world to applaud and reward my sweat-earned diploma. Then I searched through the classifieds for an entrepreneur starting a high-paying publication aimed at my generation. I'm only now realizing the value of temporarily stepping out of line, finally beginning the arduous process of try-and-err that will help me better myself and, perhaps, this mess of a world. It took the time and the distance that home provided to pry this out of me.

Others may already have transcended the "greasy kid stuff" of existential doubts. But the rest of us shouldn't feel hopeless if we are confused. We're not scrubs. We're merely going at our own pace, checking things out as we couldn't or didn't know we should in school. If we resist the nervous urge to allow others to choose for us and instead follow our hearts, we may find a chunk of the inner peace that seems to elude so much of the adult world. You can go home again—if you have faith in yourself.

*David Handelman is a writer who graduated from Harvard in 1983.*

# Ford Escort Diesel: Better mileage than this leading import.



We didn't believe it at first, either.

But EPA testing figures established it. Our new Escort Diesel is rated approximately four miles per gallon higher than a Honda 750.

Just take a look at our numbers:

**46** EPA EST. MPG.

**68** EST. HWY.

And because this diesel is an Escort, there's a lot more to talk about than great economy. Like the fact that Escort's the best-selling car in the world.\*\*

Or that it comes with more total passenger room and more total cargo room than a Honda Accord.†

More standard features than a Toyota Tercel.††

There's even a fully-independent suspension system for a smoother ride than a Nissan Sentra.

All of which means Ford Escort not only gives you a big advantage over that motorcycle pictured above.

It also beats more than its share of cars.

## THE BEST BUILT AMERICAN CARS

When we say "Quality is Job 1," we are talking about more than a commitment. We are talking about results. An independent survey concluded Ford makes the best-built American cars. The survey measured owner-reported problems during the first three months of ownership of

1983 cars designed and built in the U.S.

And that commitment continues in 1984.

\* For comparison, Honda 750 mileage is obtained from EPA emissions testing and is *not* an official rating. Your mileage may vary depending on speed, trip length, weather. Actual highway mileage lower. Escort Diesel mileage applicable to sedans with FS engine and without power steering and A.C. Not available in California.

\*\* Sales estimates based on world wide production figures.

† Based on EPA Interior Volume Index.

†† Escort GL (shown) compared to Toyota Tercel 3 door deluxe liftback.

Get it together - Buckle up.

Have You Driven A Ford... Lately?





**"Come to think of it,  
I'll have a Heineken."**

**ALL**

**ANI**

Once  
the wo  
six tim  
CAMP  
import

**TI**  
**I**  
**AN**

NEWS  
the up  
indica  
sonal  
CAMP  
your h  
where  
for the

**T**  
**ENTE**  
**ST**  
**SPO**  
**WORL**

NEWSW  
depth o  
interest  
policy-m  
CAMPUS  
world, to  
campus  
film and

## ALL YOU WANT TO KNOW

### THE WORLD—AND YOUR WORLD

Once a week **NEWSWEEK** stops the world so you can get on. And six times a year, **NEWSWEEK ON CAMPUS** gets close up to issues important to you right now.

### THE WORLD OF BUSINESS—AND YOUR CAREER

**NEWSWEEK** monitors it all, from the ups and downs of economic indicators to the ins and outs of personal finance. And **NEWSWEEK ON CAMPUS** tells you what's just over your horizon. Where the jobs are, where they aren't, and how to look for them.

### THE WORLD OF ENTERTAINMENT, LIFE STYLES, SCIENCE, SPORTS—AND YOUR WORLD OF FAR-RANGING INTERESTS

**NEWSWEEK**'s scope reflects the depth of our readers' curiosity and interest in trend-setters as well as policy-makers. **NEWSWEEK ON CAMPUS** takes in the rest of your world, too. Financial aid. Changing campus values. And your music, film and humor.

#### Newsweek What the World Thinks of America



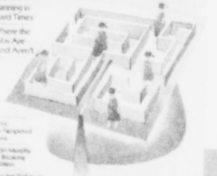
#### Newsweek On Campus Separate Tables



#### Newsweek SUPER COMPUTERS



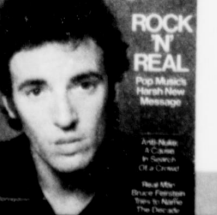
#### Newsweek On Campus The Career Game



#### Newsweek What It Takes To Win



#### Newsweek On Campus ROCK 'N' REAL



## THE WORLD—AND YOUR WORLD

Save more than 75% OFF the \$1.75 cover price and 50% OFF the regular subscription price of 75¢. Get **Newsweek** for just 37¢ a week and **NEWSWEEK ON CAMPUS** free six times a year.

85325388

**37¢ AN ISSUE** Mr/Ms \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 26 weeks Address \_\_\_\_\_  
 39 weeks City/State/Zip \_\_\_\_\_  
 52 weeks \_\_\_\_\_  
 78 weeks College \_\_\_\_\_ Year of Graduation \_\_\_\_\_

NEW  RENEW (ATTACH LABEL)  BILL ME  PAYMENT ENCLOSED  
 FOR STUDENTS ONLY. OFFER GOOD ONLY IN THE U.S. AND SUBJECT TO CHANGE.

The World in Your Hands. **Newsweek.**

### THE WORLD OF BUSINESS—AND YOUR CAREER

Save more than 75% OFF the \$1.75 cover price and 50% OFF the regular subscription price of 75¢. Get **Newsweek** for just 37¢ a week and **NEWSWEEK ON CAMPUS** free six times a year.

85325485

**37¢ AN ISSUE** Mr/Ms \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 26 weeks Address \_\_\_\_\_  
 39 weeks City/State/Zip \_\_\_\_\_  
 52 weeks \_\_\_\_\_  
 78 weeks College \_\_\_\_\_ Year of Graduation \_\_\_\_\_

NEW  RENEW (ATTACH LABEL)  BILL ME  PAYMENT ENCLOSED  
 FOR STUDENTS ONLY. OFFER GOOD ONLY IN THE U.S. AND SUBJECT TO CHANGE.

The World in Your Hands. **Newsweek.**

### THE WORLD OF ENTERTAINMENT, LIFE STYLES, SCIENCE, SPORTS—AND YOUR WORLD OF FAR-RANGING INTERESTS

Save more than 75% OFF the \$1.75 cover price and 50% OFF the regular subscription price of 75¢. Get **Newsweek** for just 37¢ a week and **NEWSWEEK ON CAMPUS** free six times a year.

85325582

**37¢ AN ISSUE** Mr/Ms \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 26 weeks Address \_\_\_\_\_  
 39 weeks City/State/Zip \_\_\_\_\_  
 52 weeks \_\_\_\_\_  
 78 weeks College \_\_\_\_\_ Year of Graduation \_\_\_\_\_

NEW  RENEW (ATTACH LABEL)  BILL ME  PAYMENT ENCLOSED  
 FOR STUDENTS ONLY. OFFER GOOD ONLY IN THE U.S. AND SUBJECT TO CHANGE.

The World in Your Hands. **Newsweek.**



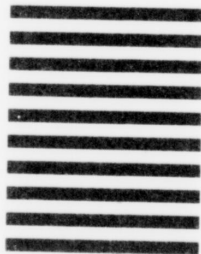
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO 250 LIVINGSTON N.J.

POSTAGE WILL BE PAID BY ADDRESSEE

**NEWSWEEK ON CAMPUS**  
THE NEWSWEEK BUILDING  
BOX 414  
LIVINGSTON, N.J. 07039



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO 250 LIVINGSTON N.J.

POSTAGE WILL BE PAID BY ADDRESSEE

**NEWSWEEK ON CAMPUS**  
THE NEWSWEEK BUILDING  
BOX 414  
LIVINGSTON, N.J. 07039



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO 250 LIVINGSTON N.J.

POSTAGE WILL BE PAID BY ADDRESSEE

**NEWSWEEK ON CAMPUS**  
THE NEWSWEEK BUILDING  
BOX 414  
LIVINGSTON, N.J. 07039



# ALL YOU WANT TO KNOW

Enjoy Newsweek at half the regular subscription price and Newsweek ON CAMPUS at no extra cost!

The Publisher's Papers  
Average Under Five  
**Newsweek**  
What the World  
Thinks of America



**Newsweek  
On Campus**  
Separate Tables



**Newsweek  
On Campus**  
The Career Game



# Newsweek On Campus Reader Service Program

FREE SPECIAL SERVICE

**T**he Newsweek On Campus advertisers listed below would like to tell you more about their products and services.

To receive this free information, circle the advertiser number on the postage-paid card—fill in your name and full address—and drop it in the mail.

If all the cards have been used—or for even faster service—please call the Newsweek Reader Service Operator, toll-free, at:

**1-800-526-2595**

In New Jersey, call 1-800-962-1201  
Monday through Friday 9 a.m.–5 p.m.

1. **Ford**  
Escort Diesel
2. **Law School Admission Services**
3. **Moosehead**
4. **SAC Vocation Information Center**
5. **Spanish Tourism**
6. **U.S. Air Force**  
A great place for engineers
7. **U.S. Army ROTC**
8. **U.S. Navy**

## NEWSWEEK ON CAMPUS READER SERVICE CARD PROGRAM

### FREE Special Service from Newsweek

To receive additional free information from the Newsweek advertisers listed at left, simply circle the numbers below that correspond to the advertisers you'd like to know more about.

1. 2. 3. 4. 5. 6. 7. 8.

NAME \_\_\_\_\_ (please print)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COLLEGE \_\_\_\_\_

1. What is your major?

A  Business B  Engineering C  Liberal Arts D  Science

2. What is your class year?

1  1987 2  1986 3  1985 4  1984 5  Graduate Program

3. Are you a Newsweek subscriber?

1  Yes 2  No 999

Expiration Date: April 27, 1984 E12

## NEWSWEEK ON CAMPUS READER SERVICE CARD PROGRAM

### FREE Special Service from Newsweek

To receive additional free information from the Newsweek advertisers listed at left, simply circle the numbers below that correspond to the advertisers you'd like to know more about.

1. 2. 3. 4. 5. 6. 7. 8.

NAME \_\_\_\_\_ (please print)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COLLEGE \_\_\_\_\_

1. What is your major?

A  Business B  Engineering C  Liberal Arts D  Science

2. What is your class year?

1  1987 2  1986 3  1985 4  1984 5  Graduate Program

3. Are you a Newsweek subscriber?

1  Yes 2  No 999

Expiration Date: April 27, 1984 E22

## NEWSWEEK ON CAMPUS READER SERVICE CARD PROGRAM

### FREE Special Service from Newsweek

To receive additional free information from the Newsweek advertisers listed at left, simply circle the numbers below that correspond to the advertisers you'd like to know more about.

1. 2. 3. 4. 5. 6. 7. 8.

NAME \_\_\_\_\_ (please print)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COLLEGE \_\_\_\_\_

1. What is your major?

A  Business B  Engineering C  Liberal Arts D  Science

2. What is your class year?

1  1987 2  1986 3  1985 4  1984 5  Graduate Program

3. Are you a Newsweek subscriber?

1  Yes 2  No 999

Expiration Date: April 27, 1984 E32



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

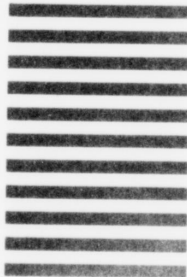
**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 217 CLINTON, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

**Newsweek**

Reader Service Dept.  
P.O. Box 2762  
Clinton, Iowa 52735



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

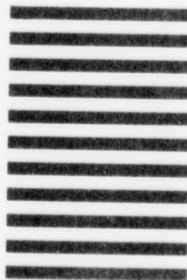
**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 217 CLINTON, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

**Newsweek**

Reader Service Dept.  
P.O. Box 2762  
Clinton, Iowa 52735



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 217 CLINTON, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

**Newsweek**

Reader Service Dept.  
P.O. Box 2762  
Clinton, Iowa 52735



**Newsweek**  
On Campus  
Reader  
Service  
Program  
FREE SPECIAL SERVICE

**SEND  
FOR  
FREE  
INFORMATION!**

(See reverse side for details.)