Spokesman insists Hope didn't take over Growl

By GAIL BAYOS
Alligator Staff Writer

A Hope Enterprises Inc. official called Otter Growl's Producing Key Lambert's complaint that Bob Hope pirated Growl "quite amazing," refuting allegations that the comedian recurred the show.

Students and alumni attending Growl's 83 botched and kicked the 40-year-old comedian, who many charged abused the Growl forum and the estimated 76,000 in attendance to tape his upcoming Thanksgiving Eve television special.

Following Growl, Lambert blamed Hope's crew for technical mishaps and said, "It was almost a touchdown attempt by Hope Enterprises...what happened was beyond our control."

Key Lambert, head of communications for Hope Enterprises-disagreed and said there was no validity to Lambert's complaint.

"How could we control the show when we didn't even get on until 10:30? Hope was told he would go on at 8:30," Lambert stated.

Lambert also refuted Lambert's statement that Hope said he wanted to "play to the VIPs" and have the students in the front for his TV special. During the Florida Blue Key-sponsored pop rally, Hope called the alumni-dominated West Stands as opposed to the student-filled East and South end zones.

Lambert said he was facing the students.

"I know that he would not do this," Lambert said. "He wants that young student reaction — that's why he loves to play college towns."

Lambert did not return a reporter's repeated phone calls Monday. Blue Key President Mark Merrill could not return a call for comment, and Homecoming Chairman Sandy Deane was no familiar with the specifics of Growl and could not comment.

Last month Lambert said, "I feel like my staff was used, and I definitely feel like the student body was used to have a blatantly false use to get a tape out of it."

Specifically, Lambert said Blue Key did not know that Hope planned to make a special point of taping the show and staging a second entrance, that Hope's technical crew delayed the show by doing separate sound checks, and Hope not only brought on an unscheduled performer that the crowd didn't like, but also wanted to perform another 30 minutes and recut certain segments.

Lambert said Blue Key knew at least four weeks before the Oct. 21 show that Hope planned to tap his Growl act and that Blue Key was sent a packet detailing the specifics of the show.

On the entrance re-staging, Lambert said Sunday, "I assume if Lambert knows who made his second appearance at Growl in 1979, he re-staged his entrance for his TV show. Hope first appeared at Growl in 1976."

Thrills, chills fill air at county fair

By DAVID SCHRODS
Alligator Staff Writer

The man at the console turned a knob and The Monster hummed and began moving ever-slowly.

Within moments, the spider-like contraption hit full speed, the baskets at the ends of its appendages became a blur.

"I'm not scared," boasted 25-year-old Eddy Mason, holding a teddy bear. Mason's friend, Hassem Miller, was equally brave and taunted the machine's operator. "To me, it's not enough or high enough,"

But the guy running The Monster at the Alachua County Fair Monday night heard thebrick.

"Hey, man, you're talking shit over there," he said.

"They ain't ride it yet."

Mason backed down fast, fearing something dreadful. "I didn't say nothing, man. You'll probably do something nasty when I get on."

Meanwhile, the moms and dads were taking their toddlers through the more mildly exciting rides and exhibits.

Jeanie Phillips, 8, dragged her folks and her kid brother into the animal area. Thirty; Sine White the Cow and Charlotte the Cow lay around, apparently overwhelmed with boredom, while their friends chowed down on beautiful stacks of hay.

As her daughter ran around inspecting the livestock, John Phillips and 16-month-old Joshua explained how much Joshua liked cows.

"Every time we see the cows, we say, 'COW!'" said the dad. "Cows, mom, how's he going?""Moo," John, side-eyed and pointing at the livestock, said, "That's a moo."

Just then, Jeanie returned from her tour of the cattle into the arena and her stroll by the pigs. "Look what a big, strong, smart pig it is," Jeanie said, heading toward the porkers loping in the hay.

Near the end of the Pitting Zoo, two legged kids and four-legged kids mingled, with two and four-legged parents looking on.

"Snuts' screamed one of the two-leggers. "Come here!" his sister waved through all the friendly critters who were searching dangling hands for goodies.

The boy had discovered the end opposite the mouth, giggled and took off for the cows.

Although the fairground was far from crowded Monday night, the ones who came thought it was fun anyway.

Kenny Gibbs, a local businessman, was there with his two daughters.

"We came this time every year while all the other kids are out trick-or-treating," he said. "It's a lot hectic when there aren't so many people," he explained.

"They've already dropped some balls," Gibbs said while his kids went round and round on the carousel.

"They advertised reduced rates, but I don't see any," he said.

A sign at the ticket booth read that 20 tickets cost about $7 when bought singly, but they are discounted to $6 when four-goers buy 20.

"Although halfway through the night, booths like the "Killer Frog" booth were hardly graced with a visitor, the pop-a-ball booths and therell-o-poopers drew a steady flow of young" Gibbs said.

"I've already dropped some balls," Gibbs said while his kids went round and round on the carousel.

"They advertised reduced rates, but I don't see any," he said.

"We didn't even think of coming," said the dad. "My son likes the fair, and we didn't even go into the fair."

One guy at the machine pumped his last quarter into the slot in vain. "Aw, come on, let's go," he muttered, while his friends pleaded. "Give me more quarters," he ordered, handing gallon to the man behind the counter.

"We're done with this thing, let's go over to the other one," his friends were ready to move on. But he was hooked. "Aw, be quiet, be quiet,"

UF won't charge workers in thefts

By OEG LAAM
Alligator Staff Writer

State attorney ruled a two-month investigation into UF thefts and employee misuse of university property by the union that they said they lacked evidence to obtain a court conviction.

Assistant State Attorney William Cervone said the investigation into the employees was not going to be conducted. Employment lawyers hired by the university the value of the property stolen and the University's three others were two weeks ago in connection with thefts of university property and misuse of state money at the plant.

The State Attorney's Office based its decision on information obtained from UF police reports. Cervone said UF administrators fired two heat plant employees and suspended three others two weeks ago in connection with the heat plant incidents.

Four other UF heat plant employees, who administrators said about the fired employees, said they would not have to be charged.

Of the nine employees, seven were required to pay back the university the value of the property stolen and the University's three others were two weeks ago in connection with thefts of university property and misuse of state money at the plant.

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At 9 p.m. on Oct. 21, Keith Silas and three of his friends arrived at Florida Field to watch Gator Growl 1983. They went to Section 16, under the President's Box. They went up to Row 33, Seat 40, 41, 42. But Silas’ tickets were for seats 43, 44, 45 and 46. They were nonexistent.

Chuck Carver, director of ticket sales for the Florida Blue Key production, said the problem with those seats resulted from the construction of Florida Field’s new skyboxes. Several rows of seats underneath the President’s Box were knocked out and when the skyboxes were constructed, Carver said. About 35 students had tickets for seats that didn’t exist, Carver said. Those people were allowed seats on the field.

Last year, 43 students found themselves in the same position as Silas and his friends. Construction of the new stands caused the architect to remove several rows of seats. At the time, Blue Key officials also provided the Growl-goers with seats.

Cara, “At one point, Lambert was saying it was too short. But Silas’ tickets were for seats 43, 44, 45 and 46. They are nonexistent.”

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It's going to be devastating to Alachua County because the University of Florida helps in its economic development," he said. "Fourty percent of the county's employment is with state and local government. Without government revenue, that place could eventually look like one of those mill towns that has had all its mills shut down.

Fishkind said proponents of the proposition say this could happen because voters at any time can vote to increase revenues in areas where benefits do not directly affect them, he said.

"For example, it's hard to sell education to an individual who doesn't have children in school," he said. "He can't see the benefits he himself gets, even though collectively society gets a whole lot of benefit. The individual benefits because of the positive effects education has on the people now in schools."

Fishkind predicted an overall lowering of the quality of life in Florida if Proposition 1 becomes law, noting that government would have less revenue with which to build water and sewage facilities, roads and schools.

This, in turn, would dimmed industry and manufacturing from coming to Florida, he said. "It could force us back to an economy that's twisted toward the old Florida, almost totally dependent on tourism and population growth, without much manufacturing," Fishkind said.

Proposition 1 says state and local government revenues can grow no more than the rate of the change in the national consumer price index for the preceding calendar year.

Fishkind cited an analyst's report for the state Legislature that estimated Proposition 1 would cut state government revenues by about 35 percent.

About 600 educators, business and government leaders are expected to attend the Orlando conference.

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**Eenie Ewok-ery**

Although it looks like Michael Boudreaux, 8, is levitating this soccer ball, the Ewok-donned boy actually is playing catch with some friends Monday. Michael asked his mom to make him look like his favorite Star Wars character for Halloween.

One more quarter down the slot, again for nothing. His friends persuaded him to use judgment and remember moderation, so they departed.

Waiting to use the machine, three boys leaned into position. Before they deposited any money, one tugged the device and discovered it was half empty. Quarters hung precariously on the lip of the shelf behind the glass.

The attendant spotted the foul and gave them a stern bit of advice. "Hey!" he said. "Keep your hands off of that machine if you don't put some money in it."

The kid froze. "I did put money in it," he said. But the man didn't believe him. "Don't you get smart with me," said the attendant.

The kid and his two pals played dead and played the machine, winning some money. "See, sir, see?" said the kid, holding up his winnings. "I wasn't trying to be smart."

And as the night progressed, the trick or treaters began making their appearance at the fair. After an arduous trek around their neighborhoods, they gathered the makings of a tummy ache.

Near the entrance of the carnival, the amazing Wallenda family did their trapeze performance to the Star Wars soundtrack. One youngster dressed for the Halloween evening and absorbed the carnival atmosphere dressed to Star Wars as an Ewok and sporting him on tightly to his balloons.

But his mom grabbed him by the shoulder and said, "Stop acting that way."

"They could've thrown in some Snickers," Bass contends otherwise, shouting, "I did not!"

"They could've thrown in some Snickers," Bass said he wasn't scared, either. "Just don't keep your hands on the machine."

Bass' secretary, Sandy Spikes, said Bass didn't seem scared but "he took about 10 more candies than anyone else.

But for those cut of the same cloth as Ted Bass said he wasn't scared, either. "The Union-sponsored event was held in Room 354 and went participants out laughing and carrying candy and candy for those cut of the same cloth as Ted Bass said he wasn't scared, either. The Union-sponsored event was held in Room 354 and went participants out laughing and carrying candy and candy for those cut of the same cloth as Ted Bass said he wasn't scared, either. The Union-sponsored event was held in Room 354 and went participants out laughing and carrying candy and candy for those cut of the same cloth as Ted Bass said he wasn't scared, either. The Union-sponsored event was held in Room 354 and went participants out laughing and carrying candy and candy.
U.S. admits bombing hospital

BRIDGETOWN, Barbados — U.S. forces mistakenly shelled a civilian mental hospital during the invasion of Grenada last week, killing at least 47 patients, reports in Toronto and New York said Monday.

The Pentagon said “some civilian casualties may have occurred” during an air strike in the area of a civilian hospital housed in the Fort Frederick military complex overlooking the capital of St. George’s.

In another development, U.S. troops have uncovered secret treaties under George’s reign captured in the area of a civilian hospital last week, killing at least 47 patients, reports in Toronto and New York.

The general election, ending 76 years of military rule, was the first test for the Peronists since Peron’s death in 1974. A Union spokesman said the company was expected to make its “final offer” during the meeting at a hotel.

PHOENIX, Ariz. — Union negotiators and Greyhound Lines officials returned to the bargaining table today in an attempt to avert a scheduled midnight strike by 13,700 employees against the nation’s largest transportation company.

A Union spokesman said the company was expected to make its “final offer” during the meeting at a hotel.

Greyhound spokesman Kathy Davidson said, however, she had not been informed that if Greyhound would submit a new offer to the amalgamated Council of Greyhound Union locals.

In a statement, Greyhound officials said, “We cannot predict whether or not the union will strike. We can only hope that there will be a peaceful settlement.”

The union wants a three-year contract for its members, who include 7,545 bus drivers.

Compiled from United Press International

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Peace Corps a world of opportunity

The American people extend our heartiest congratulations to the Argentine people, their political parties and their government for this successful step in the process to return to democratic and constitutional rule.

The general election, ending 76 years of military rule, was the first test for the Peronists since Peron’s death in 1974.

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Gainesville Cable Press. Members on the board felt the station has questionable "must" run status and duplicates services provided by Channel 5, a local public broadcasting service. If the station is dropped, the Cable Press would remain, Reid said.

The Ocala movie station is labeled a "must" run because the FCC requires local cable systems to carry their basic service any station signal that covers the cable system area with a high-quantity signal. According to a constant map presented at Monday's meeting, Channel 7 is on the borderline of being a high-quality signal.

Lowenstein said a big related service is eliminated by county commissioners today. Cox Cable likely will carry the service for the city. But, he said, this would be in violation of UF's contract with Cox Cable to provide service within the city,

Cox Cable Director Bob Franks said, however, that if commissioners vote to change the contract, then their actions take precedence over existing contracts.

One FHP Mustang now cruises through Gainesville

By CARLOS J. SERRUZUEO
Alligator Writer

The Florida Highway Patrol no longer will have to worry about the bad guys always getting away, because The Boss is back — and the Florida Highway Patrol has it.

According to the arrest report, Carter was assaulted by two men wearing ski masks. They forced him into the bushes in his yard and tied him up. They then demanded money from him and put him through a grueling physical ordeal.

Alachua County Sheriff's deputies interviewed three witnesses. According to the report, Carter was attacked by two men wearing ski masks. They forced him into the bushes in his yard and tied him up. They then demanded money from him and put him through a grueling physical ordeal.

As far as the car's performance, he says, "there haven't been any problems with the car. It handles real well, except for maybe a problem of oversteering.

"The reflexes required in driving the Mustang are a lot different, especially since the car is five-speed," he said.

"For Sowell, "Driving the Mustang is comparable to flying a 172 Cessa or a Lear Jet.""

undetected cancer prompts suit against local hospital

A Gainesville woman filed a lawsuit Monday against Alachua General Hospital (AGH) and two of its doctors because they failed to detect and treat cancer.

Dorothy Ballard, 523 NW 24th St., filed the suit for $300,000 in damages and $30,000 in attorneys' fees against Alachua General Hospital and two of its doctors.

Dr. Melvin W. Carter, 1641 SW 44th St. Carter was shot twice in his side on June 10.

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"For Sowell, "Driving the Mustang is comparable to flying a 172 Cessa or a Lear Jet.""
Discrimination. It is as old as humankind and as new as last week's Student Senate meeting.

Reports that the University of Florida's students voted 2:3 to turn down a $512 request to bring to campus a speaker sponsored by UF Lesbian and Gay Society (ULAGS).

Trusted with doing out $3.4 million in student activity and service fee money — funds accrued from $4.04 sliced from each tuition hour paid for by students — senators said, which it was revealed "United States intelligence experts say article...". The reversal of the U.S. position calls into question the authenticity of the tapes made of the Soviet fighters. These tapes explicitly state: "I am ashamed the target." The tapes also reveal the SU-15 pilot flying ahead of the target and then dropping back. Has this entire sequence, therefore, been contradicted by our intelligence officials? Does this mean the tapes as a whole are fraudulent? On a previous occasion, the tapes were "revived" to include the Soviet pilot firing cannon-bursts, which the Soviets have been claiming since Sept. 2. However, this "revision," another quirky thing about these tapes is that, before they were made public, "Joseph Karpichkin, played the tape of an inaccessible tape to the United Nations (with the video several lines behind), she announced that the tapes of the ground control would be released "later in the week." The following on the defensive and be forced to offer explanations to Soviet intelligence officials? Does this mean the tapes that intercepted the 747. Presumably that determination must have taken place through military radar, which therefore also must have known that KAL 007 was being shot down.

To believe the American explanation of the incident requires a virtual exemption from the laws of probability. A series of improbable coincidences would have to take place in the cockpit of KAL 007. On Aug. 20, off course, one of them being not looking out the window and seeing the lights of Tokyo, for example, or vice versa. It was also the night of the Soviet Union's most important missile test of the last year.

To believe that the Soviets shot down the airliner in cold blood, fully aware of its civilian status, requires total and utter implausibility. The Reagan administration accused the Soviets of wanton brutality simply to cover up the utter improbability of Flight 007 being off course by accident. The tape is a defensive and be forced to offer explanations to Soviet intelligence officials? Does this mean the tapes that intercepted the 747. Presumably that determination must have taken place through military radar, which therefore also must have known that KAL 007 was being shot down.

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Hey, kids. Let's buy a skybox

By Mitch Crystal, AAG
By Bruce Stevens, 4LS
"The Fun Brothers"

It's not too late to stop Grenada
death... or is it?

Grenada invasion raises propaganda, other issues

In response to the opinion expressed by Margaret D. Gill in the Oct. 27 issue of The Alligator entitled "American invasion of Grenada is a grossly immoral act"... In conclusion... We'd like to respond to the series published in The Alligator... It is because of students that the Vietnam War was forced to an end... I... Margaret Gill then refers to the claim... In response to the opinion expressed by Margaret D. Gill in the Oct. 27 issue of The Alligator entitled "American invasion of Grenada is a grossly immoral act..."

Impact of hunt far-reaching

In October, 29, Loxahatchee National Wildlife Refuge, a small pristine ecosystem located at the edge of the Florida Everglades, was to be opened to deer hunting for the first time in 30 years. Despite a stable deer population and the reality that refuges were established specifically for the purpose of protecting and preserving the wildlife of the Loxahatchee National Wildlife Refuge for the express purpose of "recreational hunting" by a perverse group of "eco-terrorists." To the wild deer that live there, this will ensure a massacre of Gator Football is actually only 86 seats. If this still seems a little steep, simply buy a season pass and scalp the tickets; then you can make a profit while watching the Gators in huis. This whole skybox controversy has been blown way out of proportion. The simple solution is to fight the system, but to join it. Pitch in 26 cents a year and party with the Gators.

As our world heats up, fossil fuels are discouraged

The biggest threat to the earth's atmosphere is the concentration of carbon dioxide in the earth's atmosphere. This threat is caused by the depletion of the earth's natural resources. The depletion of the earth's natural resources is caused by the consumption of fossil fuels. The consumption of fossil fuels causes the earth's temperature to rise. The rise in temperature can lead to a variety of problems, including melting ice caps, rising sea levels, and more severe weather patterns. The debate about the effects of global warming and climate change continues.

Sentencing judge queried

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As our world heats up, fossil fuels are discouraged

The biggest threat to the earth's atmosphere is the concentration of carbon dioxide in the earth's atmosphere. This threat is caused by the depletion of the earth's natural resources. The depletion of the earth's natural resources is caused by the consumption of fossil fuels. The consumption of fossil fuels causes the earth's temperature to rise. The rise in temperature can lead to a variety of problems, including melting ice caps, rising sea levels, and more severe weather patterns. The debate about the effects of global warming and climate change continues.

Sentencing judge queried

In response to the opinion expressed by Margaret D. Gill in the Oct. 27 issue of The Alligator entitled "American invasion of Grenada is a grossly immoral act..."... In conclusion... We'd like to respond to the series published in The Alligator... It is because of students that the Vietnam War was forced to an end... I... Margaret Gill then refers to the claim... In response to the opinion expressed by Margaret D. Gill in the Oct. 27 issue of The Alligator entitled "American invasion of Grenada is a grossly immoral act..."

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A UF football player was arrested Monday on charges of exposing a female student against her will in his Yon Hall dormitory room and attempting to sexually assault her, UF police reported.

Larry Vandell Douglas, 20, a fourth-string sophomore defensive tackle, was arrested and charged with false imprisonment and attempted sexual battery. Police said the attack occurred between 2 and 2:30 a.m. Oct. 22.

In a written statement released Monday, Larry's situation with our roommates, and disciplinary action has been taken against him for violation of dormitory visitation rules.

"We will make no decision on any further action until the matter has gone through the legal channels and the judicial process," Pell said in the statement.

Douglas was still in the Alachua County Jail Monday night and was scheduled to face charges in court today.

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While speaking with police, records say, the woman pointed to Douglas as he entered the library at about 7 p.m. Sunday. He fled through the front door and was apprehended after being chased by police.

A spokesperson at the Alachua County Jail said there was no record of him being booked in the jail said there was no record of him being booked after being chased by police.
By SCOTT KLIME
Alligator Staff Writer

Auburn and Georgia currently sit atop the SEC standings. The conference winner gains an automatic berth in the Sugar Bowl, to be played Jan. 2 in New Orleans' Super Dome.

Dooley: 'We haven't played well enough to beat Florida'

"We haven't played well enough to beat Florida," said Dooley, despite the fact that Georgia, which has lost only one regular-season game in four years, is -0-1 (the tie) with Clemson. "And the fact that Florida got beat by Auburn was not help us next week. We have not been called upon to play two teams as good as our next two opponents (the Gators and both are expected to be crispier in our whole game next week. The identity of the Georgia football team is on the line."

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On Campus
Living With Computers

How Students Use Them Today
What Colleges Plan for Tomorrow

Poll: How Good Was High School?
How to get through winter if you don't know a St. Bernard.

Since you can’t always find a St. Bernard when you need one, it’s nice to know there’s something equally welcomed and infinitely more accessible. DeKuyper Peppermint Schnapps.

Instead of flapping your arms and hollering for help, a simple “Yo, Fido!” brings brisk peppermint refreshment over hill, dale and mogul via your faithful companion.

In one shot, DeKuyper Peppermint Schnapps will appeal to your spirit with a spirit that’s ice-cool yet wonderfully warm.

So why wait for a St. Bernard to reach you when you can reach for DeKuyper® Peppermint Schnapps. It’ll brighten up your winter faster than you can say “bow wow.”

DeKuyper Peppermint Schnapps.
The Brave New Campus: Computers in the Classrooms and Dorms

On campuses across the country, the computer era has arrived. Sparked by students' desire to know more about computing and made possible by more powerful and affordable microcomputers, this technology is revolutionizing higher education. In its cover story, NEWSWEEK ON CAMPUS explains how computers are affecting instruction and life-styles. The report also questions whether some colleges are trying to do too much too soon. An accompanying story offers advice for students about selecting personal computers. On the cover, Clark¬son students Rebecca Logan (at keyboard), Richard Todd and Beth Haas. (Cover photo by Melchior Di Giacomo.) Page 4

Gambling: More Talk Than Action

It's the peak of the football season, and the shadowy world of student gambling is thriving. A lot of fast talk and high numbers get thrown around—but it's hard to tell where the money is coming from. Some things are clear: most student bet¬tors participate as a "recreational activity," and almost no one—not even the undergraduate bookies who operate on some campuses—is getting rich or going broke. Page 30

The Colleges and the Schools

As a national debate rages over high-school education, colleges and universities are being asked to help upgrade the schools. It turns out that many are already doing just that, in programs that involve students, teachers and ad¬ministrators. In a NEWSWEEK ON CAMPUS Poll, college students evaluate their own high-school educations. Page 21

A Fashionable Career

Most students who want to learn to design—and sell—clothes head for New York City, the center of the fashion industry and the site of three of the nation's premier fashion schools. There they receive both a liberal-arts education and professional training from the stars in their field. The approach seems highly successful: more than 90 percent receive jobs in the industry immediately upon graduation. A picture portfolio of the latest in student-designed clothes accompanies the story. Page 34

MULTIPLE CHOICE

The sociology of jeans; the trivial rage in board games; a book describing hundreds of jobs; Boston's hot rockers go national; five Hitchcock classics return; a comedy master shares his wisdom. Page 15

THE COLUMNISTS

Howard Hillman depressurizes myths about beer, from its effect on appetite to how to pour it. Page 27. Neal Karlen's MY TURN offers some defenses against your college's fund-raisers. Page 36
Graduate Study
Ronald Kahn stereotypes graduate students as bookworms isolated from the rest of the world to achieve their academic goals (MY TURN). As a Ph.D. student in electrical engineering, I find there is more to life than my schoolwork, and the diversity gives me a broader perspective as it provides an escape from the world of books and computer terminals. Admittedly the road has been rough in places, but I wouldn't trade the last four years of my life for anything. I have learned a lot both in and out of the classroom.

CHUCK FERRARA
University of Virginia
Charlottesville, Va.

Religious Students
Your article on religion on campus struck a number of biased notes (RELIGION). The word fundamentalist has become a disparaging term. Stereotyping religious groups does not help us to see them clearly. As a former Christian student, I found my professors more often close-minded than my fellow students. Christian students have to be open in order to get a decent grade. They are also a small minority forced to deal daily with the great secular consensus around them. It is the secular establishment which has not questioned its basic beliefs in decades, not the Christian students.

WILLIAM A. SCHMIDT
Euclid, Ohio

With many people believing that college students engage only in drunkenness and partying, it is fantastic to hear that more students are making a stand for God and turning to him for answers.

LISA STONE
Southaven, Miss.

Sorority Success
I'm distressed to learn that sororities continue to promote the myth that to be successful, a woman must be an attractive intellectual clone rather than a thought-provoking, intelligent or creative individual (LIFE/STYLE). I'd prefer to be selected for my individual qualities. I'm not afraid of stating opinions, appearing different or of surviving without Estée Lauder.

LISA S. ETZWILER
Baltimore, Md.

Changing Priorities
When I was a University of Texas student in the late '60s and early '70s, we were concerned with issues such as how to stop the bombing of children in Vietnam and Cambodia and how to achieve civil rights for minorities and women. Now I see that U.T. students are concerned with (a) making a million dollars before age 30 (b) being a campus sex star and (c) decorating dorm rooms with tiger skins. What happened?

C. J. SHANE
Harrison, Ark.

Newsweek on Campus
I found Newsweek On Campus interesting, different and amusing all the way through. Thank you for publishing it more often and keep up the good work.

MELISSA A. FREEMAN
Western Carolina University
Cullowhee, N.C.

In a society where particular age groups such as mine are constantly wooed by advertisers, publishers and television strategists as commercial markets, it is disheartening to find such a blatant "big sell" in a respected magazine like Newsweek.

JANE AUDREY COVENT
University of Michigan
Ann Arbor, Mich.
You're maneuvering 445 feet of guided missile frigate through the navigational hazards and non-stop traffic of one of the world's busiest ports.

But you'll dock safely. Because you know your equipment. You know your men. And even when the responsibility weighs in at 3,600 tons . . . you're ready.

After four years of college, you're ready for more responsibility than most civilian jobs offer. Navy officers get the kind of job and responsibility they want, and they get it sooner.

Navy officers are part of the management team after 16 weeks. Instead of boot camp, officer candidates receive four months of leadership training. It's professional schooling designed to sharpen their technical and management skills.

Then, in their first assignment, Navy officers get management experience that could take years in private industry. And they earn the decision-making authority it takes to make that responsibility pay off.

As their management abilities grow, Navy officers can take advantage of advanced education and training in fields as varied as operations management, electronics, and systems analysis. In graduate school it would cost you thousands; in the Navy we pay you.

And the Navy pays well. The starting salary is $17,000 (more than most companies pay). And that's on top of a comprehensive benefits program that can include special duty pay. After four years, with regular promotions and pay increases, the salary is up to as much as $31,000.

If you qualify to be an officer in the Navy, chances are you have what it takes to succeed. The Navy just makes it happen faster.

Navy Officers Get Responsibility Fast.
The Brave New Campus

From humanities to science, computers will revolutionize higher education.

At Dallas Baptist College, freshmen in Basic Psychology take notes in class on their microcomputers, which weigh four pounds and hold up to 14 pages of material. They are smaller than the course textbook.

Electrical-engineering students at Carnegie-Mellon University in Pittsburgh are able to see the invisible as a computer traces the shifting outline of an electromagnetic field over a period of time.

At Clarkson College in New York, a number of colleges to liberal-arts schools to large state universities, computers are coming into the classrooms—and dorm rooms—in record numbers. Colleges can barely keep up with student demand for computing time, not only in computer-science courses but also in the social sciences and humanities. Faculty are gearing up to teach with computers, enriching their disciplines with the processing, simulation and information-searching skills of today’s powerful machines. Many schools are wiring up larger and more sophisticated computer networks, planning elaborate schoolwide systems. And almost all institutions of higher learning have set up committees to study how to meet the high-tech challenge of the future. “Computers have been on campuses for at least 20 years,” says John McCredie, president of EDUCOM, a consortium devoted to information technology at the college level. “But the microcomputer has had a revolutionary impact on education by making the technology cheaper and more accessible.”

Schools are computerizing in any number of ways. This fall, freshmen at the Stevens Institute of Technology in New Jersey and at Clarkson were required to buy or lease a microcomputer for their personal use; in January, Drexel University in Philadelphia will require freshmen to buy an Apple computer that isn’t even on the market. On a much larger scale, Carnegie-Mellon, Brown in Providence and MIT in Cambridge, Mass., are all developing multimillion-dollar “global networks” that will connect literally all the student, faculty and administration computers on campus. Working with IBM, CMU is developing technology that doesn’t exist yet, while the projects at MIT and Brown are starting with available machines and software. Says William Shipp, associate provost for computing at Brown: “We’re trying to put together what a university might be like in the year 2001.”

Even as some colleges wire up, many administrators raise serious questions about the philosophical—and practical—implications of computerizing the campus. For one thing, the computer industry itself...
Students picking up their microcomputers at Clarkson registration: Making the technology cheaper and more accessible

is changing so rapidly that schools worry simply about the obsolescence of the equipment. In addition, the high cost of computerization could mean that some colleges will end up underfunding other things, such as faculty development or physical improvement. And many believe that a "computer gap" is already evolving between rich institutions and poorer ones, between private and public schools.

It is certainly a fact that some colleges are rushing to expand their computer resources in order to recruit future students. This year, Clarkson received 28 percent more applications for its computer-science program than last year—and 22 percent more for its electrical-engineering courses, while most other disciplines had about the same number of applicants. The increase can be traced to Clarkson's announcement last October that it would supply computers to freshmen. "It's the scare factor," says McCredie. "Many colleges fear that if they don't do something, they're going to bury themselves because the competition will attract more students."

What most troubles educators and administrators, however, is the effect widespread computerization will have on the goals and quality of higher education. "While computers can assist in many ways, we're talking about a level of learning at college that encompasses a whole set of assumptions that are going to be very difficult for computers to fit into," says George Bonham, executive director of the Council on Learning, a higher-education publishing and consulting firm. "Computers are good for drilling and nonjudgmental kinds of things, but we're trying to create people who can think on their feet."

Others worry that student-teacher interaction will be undercut as more and more communication takes place via computer rather than face to face. And then there are those who believe that, in the end, computers will not be able to deliver the kind of learning miracles that are being promised. "It doesn't follow that drowning a campus in computing machinery is going to make wonderful things happen," says Judah Schwartz, a professor of engineering science and education at MIT. "The fundamental problems at colleges are educational problems, not technological ones."

Still, everyone agrees that computers are the single most important development on college campuses today. While technical schools have been the most aggressive in terms of getting equipment into the students' hands, many liberal-arts colleges are also moving quickly into the brave new world. Even small colleges like Guilford College in North Carolina have been increasing the number of work stations on campus and blending computers into their curricula. In Ideas 101, the freshman course that covers everything from where the buildings are located on campus to the goals of the school, Guilford students learn how to get on and off the computer and achieve a basic understanding of the machine. Goucher College in Maryland and Hamline University in Minnesota require all students to demonstrate some computer competency before graduation. "We believe that in the hands of liberal-arts faculty, student use of computers will reinforce clear thinking," says James Billet, dean of the Goucher faculty and vice president of the college. "And we are concerned that our graduates not be victimized by a lack of awareness of something that is becoming ubiquitous."

Public universities with their large student bodies are struggling hardest to satisfy the demands for computer services and learning. At the University of Texas at Austin, administrators have to figure out how to provide enough services and course work for their 48,000 students. "There's no question in my mind that we'll have to do things we're not now doing," says school president Peter Flawn, but so far no

Basic computing lab at Carnegie-Mellon: Introducing a new kind of social interaction

Melchor Di Giacomo
specific policy changes have been formulated. At the University of Maryland, more than 200 terminals were added to the school's system in the fall of 1982, for a total of 320, but student use has increased so much that the school will need to expand again by the middle of next year. At the University of Illinois in Urbana, computer-science major Dave Arthurs became so frustrated in his attempts to get on the school's system that he bought his own micro. "It became a necessity to either get the computer or not go to school," says the senior. Not that his troubles are over. It usually takes five minutes of constant dialing for Arthurs to connect with a phone line into the Illinois computer.

The continuing challenge that all schools face is integrating the computer into the curriculum and the classroom. At Brown, the teaching of computer science has taken a quantum leap this fall with the inauguration of an "electronic classroom." Here, the teacher at his own micro can check the work of students at any of the 60-odd work stations in the class.

In software, some ingenious programs have already been developed for the arts and humanities. Drexel's history department, for example, will use simulations to show how changes in events might have affected the outcome of history: what might have happened had Lincoln lived—or the U.S. fleet not been caught at Pearl Harbor. At Carnegie-Mellon, faculty and students in art can use an electronic palette to program 16.8 million 'color variations (although the screen can display only 256) while Brown's theater students will use the computer to see how changes in set design and lighting can affect a scene.

In some cases, computers are being used to substitute for a human instructor or help with tedious research. By hooking a pendulum up to a micro, for example, Don Jacobs can show his physics students at Wooster how the arc of its swing decreases over time; the computer measures each swing precisely, spits out numerical values and then plots them in graph form. At CMU, music students undergo solfège, or ear training, with computer-synthesized sound rather than a tutor. Scott Zaccanelli, a senior biology student at Clarkson, is using a computer to analyze the circadian rhythms, or daily cycles of activity, of fruit flies. As the flies move around in 108 separate little chambers, they activate electric eyes that send impulses to the computer; it records the information and then represents it in graphic as well as numerical form. Using the computer, says Zaccanelli, "saves a lot of work. We'll be using over 1,000 flies in this experiment."

Some teachers believe the computer could create major breakthroughs for certain kinds of instruction. David Bray, dean of educational computing systems at Clarkson, predicts the computer will help his students develop their "intuition" for solving mathematical equations. "They'll be able to ask the computer to check on a number of solutions in a short period of time," he says, "and, through this experience, they'll gain the ability to 'know' when something is wrong." Many extol the virtues of teaching writing with the help of a computer. "What's important is the ease with which you can manipulate the text," says John Serio, a humanities professor at Clarkson. "It reflects the start-and-stumble process of the mind."

As more faculty become familiar with computing, there will also be teaching innovations like that of Allan Smith, an associate professor of chemistry at Drexel. Using a spreadsheet program—an accounting routine that automatically recalculates all numerical values in a situation once one of them changes—Smith can show students the progress of a chemical reaction from its inception until it reaches equilibrium.

At the very least, instructors say that...
Brown's electronic classroom: A quantum leap in the teaching of computer science

on screens. Not only are games being played, they are also being written. Brent Hunter, a sophomore in computer science at Clarkson, is helping to write an adventure game in which the player must carefully maneuver through a dungeon in search of treasure. So far he and his coauthor have sold several at CMU, $5 each. Other entrepreneurs are selling the use of their printers for those students who otherwise would have to bother with a more troublesome campus system. At CMU, Paul Alessandro recently spent a late evening at a terminal working up his computer-generated graphic: Millions of choices

resumé. "It's going to come out a lot better," said the architecture senior, "because it isn't going to look typed."

A favorite student activity these days is to scroll through the campus electronic bulletin board, stored in the computer network. At CMU, recent messages included course schedules, bad jokes, ratings of pizza restaurants and an ad from a young man wanting campus transportation: "Help those in need. Get Lewis a bike." At the University of Texas, the Tejas Club uses its micro to print commands for the half-time flashcard section at football games. It used to take 25 students an hour each to create instructions for the 1,500-seat display, but now the computer does the whole thing in an hour and a half. "It looks better, too," says Robert Pees, a senior in classics. "Before, it ended up like a Byzantine mosaic."

One problem for those who have their own personal computers is space. Officials at Stevens had to make over some dorm rooms this year, shoving two desks together to support a 14-foot-long counter top to handle the new machinery. At Clarkson, the dorm room Kathy Shaver shares with her roommate looks much like any other, except for the crowded presence of two microcomputers. Shaver doesn't have a dust cover for her unit, so she protects the keyboard with a hand towel. Dominating the shelf, where she keeps her books, are nine ring binders—computer manuals that cover the operation of her machine and the use of various programming languages. The influence of the computer even shows in wall decorations over Shaver's bed. In addition to a Peanuts calendar and a wildlife poster, there is a copy of a computer-generated message to her boyfriend, illustrated by a bear made out of O's.

So far, the specter of computers creating campuses full of isolated hackers spending the daylight hours glued to their radiant green screens has not materialized. In fact, the evidence shows that the machines, in many cases, are actually increasing group interaction. In public terminal rooms, students cluster at all hours to discuss common assignments or help someone with a problem. At Clarkson, where freshmen have individual computers in their rooms, students used to congregate according to their particular subject major. "Now they all have a commonality—the computer," says Stephen Newkofsky, acting dean of student life. "It's created social interaction."

It's also modernizing that old campus tradition—the study date. Couples can often be seen in the computer lab at night, sharing a single terminal—and seat—as they figure out their programming assignment. At Wooster, instead of traipsing over to the computer center, William Gardner and Eleanor Williams prefer to study together in the basement terminal room in their dorm. On a recent evening, she was sitting by his side, reading about "The Rise of Macedonia" for a humanities...
TECHNOLOGY

course, while he hunched over the keyboard, deleting errors from his computer-science program. An average night for an average couple—hitting the books and the keyboard.

Faculty, too, have become more computer oriented, if only to keep up with the flood of computer-savvy freshmen. At the University of Texas, where the number of computer-science majors has nearly doubled in three years to 1,400, 15 new faculty positions are being created. But finding computer-competent teachers is proving so difficult that some schools are retraining faculty (mainly in math-related areas) so they can teach computing. Other schools are getting their faculty competent enough to incorporate the computer into their own discipline.

At Vassar, faculty and students alike take a course on the basics of computing, then work together to introduce these principles and techniques into existing courses. Nearly all the new microcomputers arriving at CMU now are targeted for teachers. "It's a wonderful way of rejuvenating faculty," says Bernard Sagik, vice president for academic affairs at Drexel. "What you tell them is, 'You know the subject matter. You know teaching. Now you can learn this.'"

The major obstacle to all these computing opportunities is money. The micros being used by students at Stevens and Clarkson will end up costing students nearly $2,000. Even though this is about half of the nearly $4,000 list price, it's still a formidable add-on to the thousands needed for tuition, room and board. At Stevens, students must make an outright purchase when they enter. Freshman Ronald Hunter had to get additional financial aid in order to swing the $1,800 computer expense. "It was hard to come up with the money," he says, "but over the long run I'll get what I paid for. I'm buying a little piece of the future." Clarkson has eased the burden through a leasing plan: $200 per semester and $200 at graduation, upon which the student assumes ownership for another $200. Public schools may never be able to require student purchase. "It's difficult at a state institution where you're trying to provide education to everyone regardless of their means," says Glenn Ricart, director of Maryland's computer-science center. Institutions, too, are having a hard time

A Shopping Guide

Last year, Shawn McCrumb, a sophomore at Oregon State, decided to buy a personal computer to use on campus. McCrumb had an edge over many students: he worked part time in a computer store and knew just what he wanted—a Kaypro II portable computer. Though he is an electrical-engineering and computer-science double major, he has used his computer mainly for writing papers for courses like English lit. And when he decided to transfer, McCrumb wrote letters on the computer to about 20 schools asking for applications and, as many businesses do, used a software program to merge the names, addresses and text together.

McCrumb is an exception. Personal computers are not yet as common as calculators—or stereo—on most campuses. Many students find the prospect of entering the personal-computer age bewildering. And rightly so. The marketplace for the machines is crowded—and filled with enough hype to make P. T. Barnum blush. While computers can be marvelous tools, the best advice for any novice is the old adage: caveat emptor.

What will you need? Unless you plan to set up a dorm-room arcade, avoid the cheap machines called home computers, which cost $500 or less. They may be billed as "powerful," but they'll be about as useful as tricycles on a freeway. Computers with plastic, flat-panel or "membrane" keyboards—like the Atari 400 or Timex-Sinclair 1000—are difficult to type on. The game computers are simply inadequate for a college student's needs.

Give some thought to how you will use the system. Mainly as a word processor—a replacement for a typewriter? If so, do you have cantankerous professors who will refuse to accept essays or term papers on computer paper with dot-matrix printing? Will you need your computer for complex math or engineering problems? Will your school or department allow you to use the computer as a terminal to communicate with a central host computer?
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The Honeywell Futurist Awards Competition 1983


Maybe Franklin would have walked away with the $2000 prize. Madame Curie might have won a Honeywell internship. Certainly Da Vinci would have wowed the judges. Maybe you have the stuff these great futurists were made of. If you’re an undergrad or grad student with a fascination for the future, The 1983 Honeywell Futurist Awards Competition is your chance to find out. Honeywell invites you to predict the most significant developments of the next 25 years. You’ll be asked to write about two of the following areas: computers, energy, aerospace, marine systems, biomedical technology and electronic communications; as well as the societal impact of these changes. Start thinking now. You never know when lightning will strike your imagination. Your ideas will be judged by a panel of experts according to their originality and feasibility. If you’re one of the 10 winners, you’ll be awarded $2000, and a Honeywell summer internship with a salary grant. The winners will also be honored guests at the Futurist Awards Dinner.

To receive your official Competition Blue Book, call 1-800-222-IDEA (in Minnesota call 1-612-541-9979 collect). Or write to: Honeywell Futurist Awards Competition, P.O. Box 2008, 600 S. County Rd. 18, Minneapolis, MN 55426. (Full time faculty members, previous winners, Honeywell employees and their immediate families are not eligible.) The deadline for entry requests is December 1, 1983. Completed Blue Books must be postmarked no later than December 31, 1983.

Together, we can find the answers.

Honeywell
coming up with the money. Drexel's computer plans are estimated to cost between $7 million and $10 million; a grant is paying for part of the program, but a lot of the money needed to support student purchases will come from a new bond issue. Almost everywhere, manufacturers are donating an enormous amount of hardware in an effort to attract future clients. IBM is giving Brown $15 million, much of which is in the form of machinery and support services. Together, IBM and Digital Equipment Corp. are donating $50 million for MIT's network, which will cost about $70 million.

Some schools are passing their new capital outlays along to students. At Michigan, the engineering college started charging its students an extra $100 per semester this fall to cover the cost of a sophisticated new engineering computer system; in return, they get unlimited access to the network of almost 500 work stations.

These huge expenses can hardly fail to widen the rich-school-poor-school gap. Robert Gillespie, vice provost for computing at the University of Washington, believes that public schools are already unable to keep up with private institutions: "This isn't the greatest time to go to your state legislature and ask for more money," he says. Indeed, some officials think that state schools will not even be able to enter the computer sweepstakes. "I don't think the public institutions can compete because of economic and political constraints," says Drexel's Sagik. "This is an opportunity for private schools to take a leadership role."

No matter who leads, the basic question all schools must decide is how much is enough. A computer scientist needs to fully understand computing, from how to program to how it works. People in allied disciplines, like mathematics, may also need to know a great deal. But others will only require a basic understanding. "For some curricula, it may remain a word-processing and research tool—for others it may be essential," says Drexel's Sagik. "But I want every student to know enough about how to use the computer in his or her area of work."

No one disagrees with that. But some administrators do criticize programs that give every freshman a microcomputer. "Let us get our act together before we ask our students to take on such a burden," says John Stephens, an associate professor of mechanical engineering at the University of Southwestern Louisiana. "We realize that computing is going to be as natural as breathing somewhere down the line, and sooner or later we'll require a purchase at some level—upon a central computer, with a network of terminals, to handle most of the load. Micros, however, make this approach inefficient and unnecessary, since they have enough computing power already to handle all but a few users. If the network is decentralized, however, it loses much of its usefulness if the different parts of the system can't talk to the rest. "Software is written in many different languages to be used on many different machines using many different operating systems," says Eric Johnson, assistant dean of MIT's engineering school. As consequence, an Apple IIe cannot talk to an IBM PC without a translator. Compatibility becomes even more serious because there is not a single brand of computer that can do everything. Therefore, an English department might want one machine for its great
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LITTLE BY LITTLE, IT ALL ADDS UP.

TECHNOLOGY

word processing and the art department might want another for its terrific graphics.

Many of the questions that remain to be answered have little to do with technology and a lot to do with the way a college functions—from putting an extra lock on the door to protect the expensive machinery (as Clarkson has done), to maintaining the privacy of something potentially accessible to everyone, to the age-old issue of plagiarism in the expanding field of programming. “When you set a printout down and look at page after page of computer instructions, the question of the program’s originality becomes very difficult to answer,” says Colton Johnson, dean of studies at Vassar.

CMU T-shirt: Tomorrow’s world?

Brown, CMU and MIT are leading the way toward the computing campus of the future. And, although their rhetoric borders on the giddy—an MIT brochure tells the school’s project “the intersection of the human imagination with the computer”—what happens at those schools will probably shape the educational environment on campuses into the next century. The three mega-projects are using different approaches but they share a common goal, something MIT describes as “coherence.” At its most refined point, this would mean that any program written on any machine would be usable by any other machine, that the transfer of information and knowledge would be a pure, uninterrupted flow. But while the potential of this ultimate compatibility is great, academia cannot pursue it at the expense of developing the most personal computer of them all—the human brain.

RON GIVENS
Get in control.

They come from colleges and universities. Their degrees range from business administration to history to architecture. They've decided to fly with the few whose ranks have included Pappy "Black Sheep" Hoyer, Joe Foss, the Guadalcanal ace, and astronauts John Glenn and Jim Lovisa. The Marine F/A-18A you see here is the hottest plane in our arsenal. It's designed to work as a fighter and attack plane. Top speed is classified. Marines also fly vertical take-off Harriers, helicopters and many more. See if you have what it takes to fly with us.

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Marines

Maybe you can be one of us. The few. The proud. The Marines.
THIS HERE'S A TRUE STORY.

LAST NIGHT ROUND MIDNIGHT... A BUNCH OF ALIENS LANDED RIGHT HERE IN MY OWN BACKYARD.

AND BEFORE I KNEW IT, THEY DONE ROUNDED UP MY WIFE AND KIDS AND SHOVED 'EM INTO THE DARN SPACE SHIP!

THEN THEY JUST TOOK OFF RIGHT OUTTA SIGHT...

I COULDN'T BELIEVE IT. MY WIFE... MY KIDS, BUT NOT MY MILLER HIGH LIFE.

GUESS THAT CONFIRMS THERE'S NO INTELLIGENT LIFE OUT THERE.
‘Boston’s Best’ Steps Out

Today Boston, tomorrow the world. The Stompers have been playing the rock-and-roll clubs of the East Coast’s college capital for more than five years; along the way they built up a loyal local following and issued an album on the defunct Boardwalk label. Now they’re getting ready to shoot the moon. Their first single for corporate giant Polygram will be released this month, with an album to follow.

Manager Peter Lembo is quick to credit Boston’s enormous college population for a good part of The Stompers’ regional success. Students have formed the bulk of the band’s audience since the beginning, he says, and college radio stations were among the first to play their tapes on the air. The question now is whether the group, led by 26-year-old East Boston native Sal Baglio, can broaden its local success into national fame. It won’t be easy, but the early signs are promising. Radio programmers have already raved about “Rock, Jump and Holler” and “Never Tell an Angel,” two dance tunes, and advance word out of Boston is that the band’s live shows are electric. It’s on the strength of those shows that New England clubgoers voted The Stompers “Boston’s Best Rock Band” in The Boston Globe’s annual readers’ poll in January. The J. Geils Band came in second.

The Stompers: A shot at stardom for the students’ choice

It Runs in the Family

Danny Simon is a prince of comedy, a veritable El Greco of Gags. He was one of the writers on Sid Caesar’s legendary “Your Show of Shows”; he taught Woody Allen and his own kid brother Neil how to write comedy; he survived in the TV jungle for 36 years. So naturally, when USC invited him to lecture on comedy, this Michelangelo of Mirth was… terrified. “I thought, ‘Those smart-ass college kids are going to tear me apart,” he recalls. Much to his surprise, Simon was a hit—so big that he decided to take his act on the road. This year Simon, who is 62, will teach three-day comedy workshops at a dozen universities, including Rice, Penn State, Maryland, Colorado and Hawaii.

The class begins with a look at the one-liner and works its way to variety-show sketches and situation comedies. But, Simon cautions, “I can’t make people funny. What I can do is take people with talent and teach them how to become better—and give them shortcuts that will save them 5 or 10 years in their development.” Russell Scott, a magazine-journalism major at the University of Texas, was disappointed to find that many of Simon’s inside tips amounted to “common sense. I knew a lot of it,” he says. Scott was the only university student at this fall’s Austin workshop. At $275 for the 18-20 hour course, Simon is expensive for many students. For one pro, though—Austin screenwriter Bud Schrake—the money was worth it. “How do you put a price on a lifetime of knowledge?” he says.
Newsweek on Campus/November 1983

Multiple Choice

Trivial Matter

First, an easy one: "Who played Sergeant Joe Friday?"

How about something a little tougher: "What U.S. state is the home of the headwaters of the Mississippi?"

Still too easy? "What do vampire bats usually go for on sleeping humans?"

If answering questions like these sounds like fun to you, then Trivial Pursuit, a board game that combines a minimum amount of strategy with a maximum amount of minu-tiae, has all you can handle. Invented four years ago by two Canadians who misplaced their Scrabble board, the game showed up in U.S. stores in April and has sold about 500,000 copies (suggested retail price: $34.95). The heart and soul of the game is a set of 1,000 cards with a total of 6,000 questions—easy, stupefying and nauseating—in the six categories of geography, entertainment, history, art and literature, science and nature, and sports and leisure.

This isn't just a game for smarties; because the questions are, by definition, trivial, it follows that eggheads won't necessarily win. Henry Kissinger, answer this one: "What were Alvin, Simon and Theodore?"

In addition to the thrill of answering questions of no importance whatsoever, there are the weird and varied discussions provoked by questions like: "What byproduct of the manufacture of Coca-Cola is sold to pharmaceutical companies?"

There are more specific trivia in supplements ($25 each) to the Master Game. The Silver Screen Edition has 6,000 questions on movies; special editions for sports fans and people who grew up in the baby-boom years are forthcoming.


The Professor in the Blue-Denim Suit

Many of Prof. Paul Reinhardt's most vivid memories revolve around blue jeans. He recalls with great pain the day they went from $4 a pair to $5 ("I thought the world was coming to an end."); remembers too his vivid memories revolve around blue jeans. He recalls with great pain the day they went from $4 a pair to $5 ("I thought the world was coming to an end."); remembers too his —in the six categories of geography, entertainment, history, art and literature, science and nature, and sports and leisure. This isn't just a game for smarties; because the questions are, by definition, trivial, it follows that eggheads won't necessarily win. Henry Kissinger, answer this one: "What were Alvin, Simon and Theodore?"

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The students, some clad in $40-a-pair designer jeans, barely stifle groans and laughter. But the point has been made: blue jeans mirror the social and economic changes that have swept America in the last century.

They are so accurate a mirror, Reinhardt maintains, that he devotes a whole lecture to them in his History of Costume course in the drama department at the University of Texas. Although jeans have remained basically the same, he says, they have adapted with remarkable resiliency to the needs and wants of wearers: from Levi Strauss and the forty-niners to teen-age rockers in the 1950s to hippies in the '60s to the status-conscious of the '80s.

Besides, the professor says, "they're the only original contributions Americans have made to Western dress. It's something we did that has moved to the rest of the world."

Some students, skeptical about the "gospel" of the lecture beforehand, were surprised when the discussion actually spilled over into the next lecture period. "I never knew there was so much to blue jeans," sophomore drama major Laura Stanton said wonderingly.

Hidden Hitchcock

Alfred Hitchcock, never a man to undervalue his own work, said of 1954's "Rear Window": "If you do not experience delicious terror, pinch yourself. You are most probably dead." But for almost 20 years, with theatrical rights to "Rear Window" and four other Hitchcock films tied up by the director and his estate, fans have had to content themselves with rare TV showings. And as every film buff knows, it's hard to experience really delicious terror from the small screen.

Hitchcock fans need suffer no more. "Rear Window" reopened to extensive press hoopla at last month's New York Film Festival, the first in a series of Hitchcock films to be released to theaters this fall. "Vertigo," the second, opens in Cambridge, Mass., Ann Arbor, Mich., San Francisco, Philadelphia, Los Angeles and other cities this month. Like "Rear Window" and two of the three movies to come, "Vertigo" stars James Stewart (with Kim Novak). Hitchcock was commercially acute, and, Stewart speculates, "he wanted to make sure the films would survive and not meet the fate of those movies shown four times a week for six months. I think it was a very wise decision." Still to come: "Rope," "The Trouble With Harry" and "The Man Who Knew Too Much."
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<td>INCLUDED: 2 joystick game cursor controllers with built-in numeric key pads</td>
<td>EXTRA: Mass memory drive</td>
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<td>INCLUDED: Coleco's SMARTBASIC™ program</td>
<td>EXTRA: Joysticks (pair)</td>
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<td>INCLUDED: The Official BUCK ROGERS™ PLANET OF ZOOM™ arcade-quality video game</td>
<td>EXTRA: Mfg’s word processing software</td>
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"Comparison information obtained by survey taken August 29, 1983.

†For what most companies charge for a daisy-wheel printer alone, Adam gives you an 80K computer, a word processor, a printer, a memory drive, a detachable professional quality keyboard, and a super game system. All in one package. Ready to use. The most incredible price/value package ever. Use the chart above when you go to buy. Adam to compare what you’d have to spend for this package with any ordinary home computer.

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Outreach: Grad student Michelle Ferar tutors Chicago high-school pupil

Rally Round the Schools

How universities are lending a hand to counter the ‘tide of mediocrity’ that’s sweeping the high schools.

Nineteen eighty-three was not a pleasant year for American elementary and secondary education. In April a presidential commission concluded that “a tide of mediocrity” had swept over the public schools. Two more reports assaulting the high schools appeared this fall. President Reagan complained that education was failing because the best teachers were not paid well enough, and some believe that hardly any teachers are paid well enough. After years in the shadows, public education is once again a topic of national debate.

The nation’s colleges and universities cannot escape this crisis since they help train the allegedly ill-prepared high-school teachers and administrators and they must teach the reportedly undereducated students who matriculate every year. Now they are trying to do something about it. Last summer the presidents of six universities—Chicago, Columbia, Harvard, Michigan, Stanford and Wisconsin—joined other leading educators to announce a 10-point plan for assistance to the public schools. Ernest Boyer, president of the Carnegie Foundation for the Advancement of Teaching, recommends that every college “establish a comprehensive partnership with one or more secondary schools.” The University of Chicago, among others, has done that for years. “The key to solving problems in education is the use of community resources,” says Larry Hawkins, director of Chicago’s office of special programs. “And the university is definitely a resource.”

But the university must be cautious; relations between higher education and the elementary and secondary schools have always been sensitive. “It’s a tender area,” says Kenneth Haskins, codirector of Harvard’s Principals Center, “when people who don’t have to be in the schools every day sit back and pronounce how it should be done.” So college programs for administrators are aimed, at least in part, at easing that mistrust. More than 100 principals from 25 states met for 10 days this summer at Harvard for discussions on subjects ranging from teacher supervision to new educational technologies. “The principals decide what the issues are,” says Haskins, “and we try to respond to their needs.” Ohio State operates a similar program for big-city school superintendents—the Academy for Superintendents—each summer in Columbus.

Teachers, who are the most exposed targets for criticism, are going back to college in growing numbers. Every summer the University of California, San Diego, signs up about 20 teachers for classes and seminars designed to make them better instructors of writing. Charles Cooper, codirector and UCSD literature professor, requires that teachers spend half their time writing and critiquing their peers’ writing. “If teachers can’t learn these things themselves, they can’t teach them, either,” Cooper says. The Yale-New Haven Teachers Institute offers local teachers the opportunity to study with Yale professors for five months. “The program keeps my mind alert,” says high-school English teacher Pamela Price-Anisman. Says director James R. Vivian, “If they’re excited about teaching, they’ll pass it on to their students.” Trinity University in San Antonio, Texas, gives public encouragement to secondary-school teachers through the Trinity Prize for Excellence in Teaching, a $2,000 annual cash award for two distinguished teachers in the county.

Stung by charges that they turn out less-than-adequate teachers in their schools of education, universities are upgrading teacher-training programs, in part to make them more attractive to the best students. The University of Houston, Texas Southern and Houston Community College offer a joint college-preparatory/teacher-training curriculum to students in two Houston high schools. Harvard’s Graduate School of Education, which discontinued teacher training in 1972, recently reintroduced it. In a pilot program this fall, six people who
have spent most of their careers in science- or math-related businesses are being retrained to become high-school science and math teachers.

Many colleges prefer to work directly with students, both to help educate them and to make them more comfortable on campuses. In Upward Bound programs, which date back to the '60s, high-school students attend classes after regular hours and during the summer at a nearby college and receive counseling and guidance from college personnel. The North Carolina School for Science and Mathematics, which has a selective admissions policy to attract the brightest students, offers a Mentor Program to which faculty from four universities in the Durham Research Triangle donate time and lab space. The University of North Carolina also offers a Summer Bridge to ease the transition of small-town students to campus life: about 60 UNC prefreshmen are invited to spend the summer before registration in Chapel Hill, a program that includes college-level English, math and literature courses.

Some universities have special opportu-

**NEWSWEEK ON CAMPUS POLL: HOW GOOD WAS HIGH SCHOOL?**

Despite the criticism leveled recently at high schools, students polled for NEWSWEEK ON CAMPUS give their own schools fairly good reports. Three out of five think their high schools prepared them "very well" or "fairly well" for college, and only one in eight thinks his academic training was "poor" or "very poor." The embattled teachers are also remembered with respect: more than 70 percent of the students graded their former teachers either A or B, both for competence and level of dedication. Reflecting the national controversy over salaries, about six out of ten think their high schools prepared them "very well" or "fairly well" for college, and only one in eight thinks his students split almost evenly on the question of whether it would be better to pay all teachers more money or to give the best teachers "merit pay.

<table>
<thead>
<tr>
<th>How well would you say your high school prepared you for college?</th>
<th>Very well</th>
<th>28%</th>
<th>Fairly well</th>
<th>32%</th>
<th>Adequately</th>
<th>27%</th>
<th>Poorly</th>
<th>10%</th>
<th>Very poorly</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your impression of your college classmates' high-school preparation in comparison to yours? Would you say it was:</td>
<td>Better</td>
<td>22%</td>
<td>About the same</td>
<td>59%</td>
<td>Worse</td>
<td>14%</td>
<td></td>
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<tr>
<td>Which, if any, of the following were serious problems in your high school?</td>
<td>Too little writing instruction</td>
<td>37%</td>
<td>Disruptive students were not disciplined firmly enough</td>
<td>32%</td>
<td>Too little math instruction</td>
<td>28%</td>
<td>Course selection and curriculum were not good enough</td>
<td>27%</td>
<td>Poor quality of teaching</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Respondents were allowed to give more than one answer.

A national debate is going on about teachers' pay. If your school system's budget were increased by 20 percent, would you use the increase to give the better teachers "merit pay" or raise salaries of all teachers? Merit pay | 47% | Raise all salaries | 53% |

All communities have problems and often enough resources to solve them. Thinking about the community in which you grew up and the problems it faced, would you say an amount of effort put into dealing with problems related to education compared with the effort put into other problems was: Too little | 44% | About right | 54% | Too much | 12% |

For the NEWSWEEK ON CAMPUS POLL, The Gallup Organization conducted 523 personal interviews with full-time college students on 28 campuses nationwide during the period of Sept. 12 to Oct. 5, 1983. The margin of error is plus or minus two percentage points. Percentages may not total up to 100 because "don't know" responses were eliminated. (The NEWSWEEK ON CAMPUS POLL @NEWSWEEK, Inc.)
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A great place for engineers.
Summer '84 Starts Now

A host of opportunities, at home and abroad, awaits adventurous students—and there's even college credit.

For students who have developed cabin fever after nine months at school—and don't want or need to spend their vacations earning tuition money—summer offers a special opportunity: a chance to blow off some steam and keep learning. Dozens of nonprofit organizations offer summer (and year-round) programs to help young people travel the country, see the world or walk the corridors of power. All are helpful in building résumés, and most can be used to accumulate course credit, although it may be up to the student to arrange credit with his or her school. Many programs also offer substantial financial assistance, especially overseas projects. But much of the available aid will go unused, simply because people don't know it's there. One warning: apply early. Even as you read this, the most desirable summer positions are being nailed down. Here is a sampling of 1984 summer programs.

- **Outward Bound** (384 Field Point Road, Greenwich, Conn. 06830. Toll-free number: 800-243-8520). Outward Bound is perhaps the best known of summer outdoor programs: it offers 4- to 26-day courses in canoeing, rock-climbing, cycling and sailing, among other sports. It's less well known that Outward Bound also runs schools in Africa, Asia, Europe, Australia and the Pacific. Even less well known is this: although it has some reputation as a program for rich kids (costs run from $250 to $1,200), Outward Bound offers considerable financial aid, first come, first served. Admission is open until all places are filled.

- **Council on International Educational Exchange** (205 East 42nd Street, New York, N.Y. 10017). Often the biggest hurdle for students who want to work overseas is obtaining work permits. The council's Work Exchange Program, via reciprocal arrangements with the governments of France, West Germany, Ireland, New Zealand and Great Britain, will arrange permits valid for three to six months of employment abroad. The council emphasizes, though, that it is not an overseas placement service; students must find their own jobs and housing abroad. The council also supplies students with the International Student ID card, which entitles the bearer to countless discounts—including up to 60 percent on flights anywhere in the world for students up to age 31 and their spouses. There is no deadline for either service.

- **Earthwatch** (384 Field Point Road, Greenwich, Conn. 06830. Toll-free number: 800-243-8520). Earthwatch is a volunteer organization that matches students with research expeditions in the humanities and earth, marine and life sciences. There will be more than 1,000 openings in the summer of 1984, from archeological digs in Tunisia to diving expeditions in the Fiji Islands, dolphin studies in Florida to orangutan studies in Borneo. Students might end up in the United States or one of 30 foreign countries, living in tents or medieval castles. Projects last from two to four weeks. Costs (tax deductible) run from $450 to $1,900, excluding transportation, but half of all participants land financial aid. Earthwatch accepts applications up to the last minute.

- **AIESEC** (14 West 33rd Street, New York, N.Y. 10010). AIESEC (the French acronym for International Association of Students in Economics and Business) is a student-run work-exchange group, now in its 25th year in the United States. Placements are made reciprocally: for every foreign student given traineeship with an American company, a position opens for a U.S. student overseas. Students who have done some work for AIESEC—for example, at one of its joint exchange programs—usually get preference. AIESEC places more than 350 American students every year; companies pay a living stipend. AIESEC arranges housing, insurance, transportation, and visas. Deadline: Feb. 1.

- **Operation Crossroads Africa** (150 East 5th Avenue, New York, N.Y. 10011). Crossroads students spend seven to eight weeks each summer in rural parts of 16 African nations. Some work on community-development projects in health, agriculture or construction, others on anthropological sites. There will be two digs in the summer of 1984, one in Malawi and one in the Ivory Coast. Students spend three days before departure taking orientation at Princeton, N.J., and the last two weeks of the program traveling in Africa with a professional guide leader. Cost is $2,750, all inclusive, but Crossroads officials say that 90 percent of their participants are able, with the help of the organization, to raise scholarships covering the whole sum. Deadline: March 15.
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How to write clearly

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**Earthwatch Field Research Corps** (10 Juniper Road, Box 127, Belmont, Mass. 02178). Earthwatch is a volunteer organization that matches students with research expeditions in the humanities and earth, marine and life sciences. There will be more than 1,000 openings in the summer of 1984, from archeological digs in Tunisia to diving expeditions in the Fiji Islands, dolphin studies in Florida to orangutan studies in Borneo. Students might end up in the United States or one of 30 foreign
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Four Ways To Find Out If You Have Ears

At Last! Good News For People With Ears

Gang Of Four

Hard

After hearing about the Gang Of Four, we wanted to find out: "Is It Love," is it "A Man With A Good Car" or is it just Hard? So we sent researchers to the Harvard Coop, where they polled GO4 buyers. The results: all love the Gang's new album, Hard, and the band's sleekest vocals to date, evident on cuts like "Is It Love" and "A Man With A Good Car." Recommendations: this album of synth-free rock belongs in the sCU "Big Ears Hall Of Fame," alongside the Gang's "I Love A Man In A Uniform."

Aztec Camera

High Land, Hard Rain

Elvis Costello said High Land, Hard Rain is his favorite record of the year, and we wanted to know why. But when sCU researchers said they "needed" to go to Scotland to "explore the band's roots," we sent them to UCLA instead. The results: great lyrics, outstanding melodies and acoustic instrumentation make Aztec Camera a favorite among the aurally literate, as does 19-year-old group leader/singer/songwriter Roddy Frame. And just to prove we're not "Oblivious" to the needs of our staff, we sent them to Santa Barbara for the weekend.

Juluka

Scatterlings Of Africa

An sCU researcher was recently on assignment at Ohio State—combing the campus for innovative sounds—when she was approached by a V.B.M.O.C. (Very Big Man On Campus). "Juluka like you could use some new music," he said, leading her to the Student Union. A party was underway, "Scatterlings Of Africa" was on the juke box and the rest is history. From her notes: "Blends indigenous and international sounds. Danceable. Lyrically strong. So is punch. Multi-racial African band. Highly recommended. More punch."

Tim Scott

Swear

"Shrinkage" is one of the most serious problems facing the record buyer—after listening to a new album three or four times, it becomes "too small" for your ears. To combat this problem, we sent sCU staffers to the University of Miami to find a truly "big" record. When they came back with a mini album, we were surprised. But with production by Richard Gottehrer (debut producer of Blondie, The Go-Go's and Marshall Crenshaw), Tim Scott's Swear is a "Big" mini album of modern, danceable rock. We swear it.

Also in this issue:
Ten reasons you should never study alone • Sunstroke: Where to get it, How to get there • Mini stereo systems—When to say "Enough Already" • Making punch at Ohio State

Samples of the above products donated by the manufacturers: Warner Bros. and Sire Records and Cassettes
Tapping the Beer Myths

By HOWARD HILLMAN

Beer is a beverage that a number of college students are known to consume. It is also a beverage around which a number of myths have grown. In the hope of preventing (or starting) a beer brawl or two, NEWSWEEK ON CAMPUS attempts to set the record straight:

Myth: Beer ruins your appetite—A moderate quantity of beer does exactly the opposite, especially if the brew is well hopped. The scenario goes something like this: the beer stimulates your taste buds and scent receptors, which send a signal to your brain, which in turn commands your digestive system to start the gastric juices flowing.

Myth: Beer is the best thirst quencher—A glass of beer after an afternoon of touch football hits the spot, but won't slake your thirst as efficiently as a glass of water. Your body absorbs beer more slowly than water because beer has more suspended solids.

Myth: Beer is very fattening—A 12-ounce bottle of regular beer contains 150 calories, the same as a 12-ounce bottle of Coca-Cola or 6 ounces of dry wine.

Myth: Light beer has considerably fewer calories than regular beer—Light beer typically has about 50 fewer calories per 12-ounce bottle than regular beer. To save the equivalent calories of a half slice of white bread or one pat of butter, the drinker sacrifices a great deal of flavor and enjoyment. Rather than drinking a 12-ounce bottle of light beer, I suggest you drink an 8-ounce glass of quality beer (also 100 calories) and—if you are still thirsty—a half glass of good water.

Myth: Large bubbles are a sign of quality beer—Just the opposite is true. Large bubbles indicate that the brewery artificially carbonated its beer by means of carbonic injection, the same method employed by soda-pop producers. The head (rising bubbles) of a naturally carbonated brew is relatively small.

Myth: Beer has scant nutritional value—Granted, beer is not loaded with nutritional benefits (like apple juice), but neither is it empty calories (like soda pop or tequila). Beer does provide some carbohydrates and protein as well as minerals and B-complex vitamins. Light beers provide the least nutrients, full-textured brews the most.

Myth: Beer is not for health-conscious individuals—Though most brewers do use additives, few use them excessively or, at least, indiscriminately (as occurred in the mid-'60s when some Canadian breweries enhanced the heads on their beers with cobalt sulfate and dozens of drinkers died). Beer—especially the quality brands—can promote good health and help you live longer. German doctors have been prescribing beer to insomniacs and nursing mothers for centuries. American medical studies indicated that teetotalers have more heart attacks than people who drink a bottle or two of beer per day. Not all the health-related theories are valid, of course, including this fanciful and intoxicating idea: beer drinking develops your wrist and biceps muscles.

Myth: Beer should be poured down the side, not the middle of the glass—Don't be shy about pouring a fair-size head; that's what the brewer intended you to do. If you don't release some of the excess carbonation, too much of the gas may end up in your stomach. Exceptions to the down-the-middle rule are when: the can or bottle has been well agitated within the past several hours; the brew is wheat beer; you are at a high-altitude locale such as Denver, or the beer is coming out of an unusually gassy keg.

Myth: Keep a keg of beer well pressurized—That's what my SAE fraternity brothers and I did in our college days. We also didn't let the keg rest in a cold environment for at least a few hours before we tapped it. Neither did we keep it half buried in ice at a party. Result: our beer was quite gassy and, on one occasion, the excessive pressure blew the bung hole, we literally had the biggest beer blast on campus.

Myth: Cans are better than bottles because you can chill their contents quicker—Beer chills quicker in cans but it also warms quicker in them. Even worse, cans may impart a metallic off-flavor to the brew.

Myth: Clear bottles are preferable to tinted ones—Green or brown tinted glass is better than clear glass for filtering out the sun and fluorescent light. These rays give beer a disagreeable aroma called skunky. Though every professional brewer knows this fact, some firms choose to bottle their beer in clear glass containers in order to give their product added shelf appeal.

Myth: It's OK to quick-chill a beer in the freezer—Besides risking an explosion should you forget to remove the brew in time, you diminish the quality of the beer. A rapid drop in temperature permanently robs a brew of some of its flavor.

Myth: Unopened beer doesn't need to be refrigerated—Of all the major alcoholic beverages, beer is by far the most perishable. Unlike wine but like milk, an unopened bottle or can of beer needs to be refrigerated to maintain its freshness. (Tell that fact to your local beer retailers who stock their supply on open shelves, and they will probably either get hopping mad or give you a look that calls your sanity into question.)

Myth: There's nothing wrong with drinking beer directly out of a bottle or can—If you do, you'll probably end up with a gassy belly and a few embarrassing belches. By first pouring the beer into a glass, you release some of its excess carbonation. Since American brews tend to be gassier than the worldwide norm, it makes the least sense to drink those particular beers out of a bottle or can.

Myth: Give a smashed partygoer black coffee before he drives home—Caffeine won't sober up this person; it will just transform him into a wide-awake drunk. In that state, he would have a false sense of sobriety that could lead to a serious accident.

Howard Hillman has critically tasted beers in more than 100 countries. His latest book is "The Gourmet Guide to Beer."
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It's not wrong...it's just illegal? How much do students really bet?

Big Talk, Little Action

Campus gamblers abound, especially during football season, but for most it's a 'recreational activity.'

It's Saturday in Norman, and up and down Fraternity Row the brothers are gathered by their television sets. But things don't look good: Oklahoma trails, and time is running out. Suddenly, a Sooner halfback rips through the line, and cheers rattle the fraternity-house windows. Football fever is one thing, but these guys are in the grip of something even more compelling. They have money on the game.

As another football season reaches its peak, so does the flow of gambling dollars into and out of college campuses. By some accounts there's a fair amount of cash involved. One former student gambler, Howard Schloss of Southern Methodist, estimates that SMU students bet $100,000 to $250,000 every year, most of it during football season. Adds one current SMU undergraduate: "There's so much money floating around here. I know one guy who made $10,000 last year."

Well, maybe. A lot of fast talk and high numbers get thrown around on the subject, but as one UCLA student puts it, "It's a lot like sex—you aren't sure that everyone who is talking about it is actually doing it." The casual talk tends to obscure the facts; so does the reluctance of gamblers to speak on the record.

A few facts, however, can be sketched. Student gambling is more prevalent in the Southeast, Southwest and Plains states than in the East and Far West. Schools with big-time sports programs are far more likely to support a gambling community, although there are exceptions: no less a football powerhouse than Ohio State reports little if any gambling activity. It's a relatively low-rent business, as gambling goes, with most student bettors wagering around $50 a week, few more than $100. Most people see it as a social function more than anything else. "It's a recreational activity," shrugs Boston College senior Michael Rolles, sports editor of the BC newspaper. "I do it to amuse myself." Bettors are overwhelmingly male—and predominantly fraternity members. Football is their game of choice—both their own college teams and the pros. "Monday Night Football" is extremely popular with student gamblers, as with their older counterparts, mainly because it is a partylike national event.

At Oklahoma, where parlay sheets are a common sight in frat-house living rooms, most Greeks will admit that each of the 18 chapters has its own in-house bookie, or a contact with one outside. Although undergraduate bookmakers aren't uncommon, they usually lack the means to cover bigger bets. One University of Florida senior describes his weekly take as "borsch, nothing," not even enough for one good dinner. Bets more than $20 are referred to another brother, who is rumored to have the backing of a big-time pro.

Student bookies work from point spreads published in local newspapers. The Florida bookmaker takes his betting line from USA Today. At Texas the information is closer to hand: The Daily Texan, the UT school paper, publishes a weekly line on the Top 10 college teams and two popular professional matchups. The Texas co-op even sponsors a "Beat the Line" contest, offering a camera as weekly first prize. For an Oklahoma student bookie, business has been profitable enough to furnish the duplex he bought with a fully stocked bar and a topflight stereo system. He says he made a $1,600 profit on the first football game this season.

"The money helps support the higher standard of living I like," he says. "I don't think gambling is wrong—just illegal."

Some students, unable to muster the upfront capital necessary to start a book, make money as runners, carrying bets between bookies and their bookies. Others find different ways to express the entrepreneurial spirit. One recent graduate of the University of Texas ran an eight-table weekly crap game for more than a year. He claims to have earned $1,800 to $3,000 every Wednesday, after paying his student dealers $100 a night and buying kegs of beer to get everyone "drunk and happy." Berkeley senior Mike Robinson says he earns $250 to $300 a week running two poker games. His overhead is low, just alcohol and food.

Where it's available, students also enjoy legal gambling—horses, dogs, jai alai. At the Ocala jai-alai fronton, 30 minutes south of the University of Florida, "Students are very important to us," according...
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SPORTS

to public-relations director Mark Biero. He estimates that students make up 20 percent of the crowd on an average night. On its annual jai alai night, the UF chapter of Alpha Epsilon Pi presents what Biero calls “the largest trophy I’ve ever seen in jai alai” to the winner of the seventh game.

For most students, though, gambling means gambling on campus, which can make college administrators nervous. At SMU, as elsewhere, the dean of student life plays the situation down. “It’s not a big problem,” James Caswell says. “We have few preventive measures and we don’t spend a lot of time investigating it.” At Ohio State, says Capt. David Dailey of the Columbus Police Organized Crime Bureau, “you’re talking about 53,000 students. If 100 of them gamble, that’s not a problem, and I doubt even that many do.”

One former student who reportedly did gamble at Ohio State was All-America quarterback Art Schlichter, suspended earlier this year by the National Football League after he revealed a $159,000 debt to bookmakers. Dailey says that Columbus police picked up rumors about Schlichter’s gambling—he was known to be fond of the ponies—but that was the only tip the department ever got on significant student gambling. Even when authorities hear about gambling, they are unable or unwilling to crack down. Sgt. Richard Abshire of SMU’s Department of Public Safety says that the university would have to use student plants or informants to break up campus gambling operations, a practice that is against DPS policy. So, says one undergraduate, he and his friends expect to be left alone as long as they keep their gambling quiet.

One question nags through all discussions of campus gambling: where is the money coming from? In many cases, it’s coming from home. Student gamblers tend to be upper-class types with money to burn. “If they lose $1,000,” says Oklahoma junior Brad Liebmann, a non-gambler, “they can always borrow from Dad.” In fact, some gamblers report, it was their fathers who first set them up with local bookmakers in their college towns. But most parents who support their sons’ gambling habits do so unwittingly. One Berkeley senior asks for his annual allowance in a lump sum of $6,000; he invests the bulk and holds out about one-sixth for his gambling allowance. Then he sits down to make out his comprehensive semester schedule. Mondays, Wednesdays and Fridays are kept free so he can go to the track at Bay Meadows in San Mateo or Golden Gate Fields in Albany. Weekends are reserved for the casinos at Lake Tahoe. On Tuesdays and Thursdays he goes to class.

BILL BAROL with CHRIS BRAWLEY in Norman, Okla., MARK MILLER in Dallas, JAY MALLIN in Gainesville, Fla., and bureau reports.
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BE ALL YOU CAN BE.
A Fashionable Job

Student designers learn their craft from the established pros of the industry and graduate with their own shows.

Lab: FIT student Susan Jensen, teacher Carolyn Harrington

Wrap coat, copper mohair sweater and teal-striped pants by Susan Swenson: At champagne and black-tie galas, professional models show off the work of a new generation.
Eric Hansen, 25, grew up in Minneapolis wanting to be a fashion designer. “American fashion isn’t necessarily New York,” Hansen says. “It comes from everywhere: L.A. and Chicago and Podunk.” But the center of the $100 billion fashion industry is a tiny, congested area on the West Side of Manhattan Island, its backbone is Seventh Avenue, or as the chamber of commerce likes to call it, “Fashion Avenue.” And that’s why Eric Hansen left Minneapolis four years ago to enroll at the Parsons School of Design.

A handful of other colleges, among them Syracuse and the Rhode Island School of Design, offer fashion-design majors. And no one has to go to Manhattan to study fashion, any more than a budding microchip technologist has to rush to Silicon Valley. But the New York fashion schools—Parsons, the Fashion Institute of Technology and Pratt Institute—have an added attraction: they not only offer four-year programs leading to a bachelor’s degree in fine arts for fashion design, but also expose students literally to the sights and smells of the industry.

The curriculum is essentially the same at the three New York schools. After first-year courses in design, drawing and color, students go into an intensive three-year program covering every technical aspect of making clothes. As sophomores they study illustration, flat patternmaking and the cutting, sewing and finishing of garments. As juniors, they enter the two-year Designer years of experience, tried again. Today his “Willi Wear" is one of the nation’s most successful lines.

Obviously, four years of design school don’t constitute the only route to Fashion Avenue. Donna Karan left Parsons in her sophomore year to work as a “pin-picker-upper/coffee-getter" for Anne Klein. Six years later, when Klein died, Karan succeeded her as director of design. Perry Ellis never went to fashion school at all: he received a bachelor’s degree from William & Mary (business) and a master’s from New York University (retailing) before going to work as a buyer for a Virginia department store. “I was very strong as a buyer, ” Ellis says, “almost redesigning everything I was buying. Eventually a manufacturer asked me to come work for him and design a line.”

Some people enter the business in ancillary fields such as sales, promotion and marketing. Mary Pat Lester started out as a salesperson at a clothing store in Ohio and worked her way up to manager before jumping to a large chain. Then a promotion brought her to New York as an assistant buyer. Today, a veteran at 27, she is merchandiser for Ricolotta Jeans, responsible for developing a merchandising plan within which the firm’s designers must work. "I didn’t study for this," Lester says. "But the firm trained me and nursed me into the market."

Despite the many options, professionals agree that fashion school is the most promising route to success. Ellis employs 10 young Parsons grads, who work in every area of his company. "I treasure them all," he says. "I like the fact that they haven’t been told specifically what to do, but have learned the fundamentals—beautiful drawings, beautiful illustrations and so on." Undergraduate experience with professional designers gives them a leg up when the time comes to look for jobs. Frank Rizzo of Parsons says, "Our graduates can step right out of here and into a design room," and in fact many are committed to particular houses long before they graduate. Both Parsons and FIT boast placement rates of more than 90 percent.

No one claims that fashion trails are being blazed in the schools. Last spring’s annual senior shows stressed familiar styles—either padded shoulders, knickers and other elements reminiscent of years past, or trendy looks—miniskirts, jump suits and slashed fabrics like the ones in the movie "Flashdance." But to expect startling new ideas at the shows is to miss the point. They represent, instead, an annual coming-out party for young designers and an infusion of new blood. "Those young people create the fashion," Donna Karan of Anne Klein says firmly. "They feel it, and they keep the vitality. Without them it would not be a growing industry."

BILL BAROL with CYNTHIA L. BIOTTY
Alumni, Fight Back!

BY NEAL KARLEN

Two Junes ago, my alma mater and I concluded our business. Sitting under the campus elms that torpid graduation day, I mused blissfully upon my years as a sapling in the groves of academe. Ah, they had been heady times: the days spent scribbling "ironic and kind of Marxist, maybe?" in the margins of obscure novels; the nights spent throwing up Blatz beer into wastebaskets. But now I was done.

Or so I thought. It's a year-plus later, time spent getting my shins wet in the justifiably feared "real world." And let me tell you, you cocky undergraduates who think you'll be free just as soon as you've memorized your lastionic-bonding chart and handed in your final blue book: it never ends. As you will soon find out, the biggie your school laddies your way while you are inside is just a warm-up for what's coming once you're out. Even from afar, your college will exert acute psychological pressure that will make Chem 101 seem, in retrospect, a pleasant way to while away an afternoon. Here's what you have to look forward to, along with a few defense strategies:

I. The Alumni Magazine. We'll start with the tamest weapon your college alumni office has in its arsenal. The alumni magazine is a nasty invention, but one that you can easily defend against. First off, never read the cover story. It will usually be a "campus treasure" article extolling the Mr. Chips attributes of a 115-year-old American-history professor who began teaching around the time John Wilkes Booth was considered a promising young actor. Mr. Chips will be the same professor who gave you a D-minus when you handed in a term paper entitled, "Johnny Carson: Genius or Madman?"

Neither should you read the "Class Notes" section of the magazine. It is here you will discover that your former girlfriend has married the 115-year-old campus treasure and is "thrilled to pieces to have finally found a real man"; that your best friend has "finally woken up to the realities of the real world, and am happily enrolled at the Harvard Law and Yale Medical schools," and that the pretentious clown who once read his entire novel aloud, in French, in your short-story-writing class has won the Nobel Prize in Literature.

Don't take chances with this sort of morale-sapping material. Throw it away.

II. The Alumni Pledge mailing. You will recognize this form of alumni warfare by the shameless, panhandling slogan stamped right next to your address. As its come-on, my college has chosen "If You Don't, Who Will?" This slogan is all right if you're soliciting funds to feed poor people, but not if you're trying to raise $50 million so varsity volleyball players can have their choice of steak tartare or mussels scungilli at Sunday brunch. If you are a fan of Ho Chi Minh, you may want to tie a brick to the return-postage-guaranteed envelope and throw it in a mailbox. If you want to go the Gandhi way, however, you can deal with this form of mailing in a more spiritually pure manner. Don't open it. Throw it away.

III. The Alumni Pledge phone call from your class president. Soon after you graduate, earnest strangers with boarding-school names will call you up and ask for money. "Hubba, hubba, Neal," intoned one recent beggar. "Seth Pith, '82, here. Say, didn't we share a thermos at last year's Chutney game? No? Wait—aren't you the zane who set his date on fire at the '81 Snodaze Pepfest-o-Rama? Am I right?"

At this point in the monologue, you must terminate the call. If you try to explain to the class president that he's mixed you up with someone else, he'll simply go into his sales pitch. By then it's too late. Even if you tell him you owe three months' back rent and subsist on a diet of shoppedlifted Spaghetti-O's, he'll put you down for a $25 pledge. If you object, he'll chastise with, "Now, now, without your generous offering, the drama department may not be able to put on its annual Neil Simon festival." Then he will terminate the call.

To avoid all this, you must hang up. Otherwise, you can expect another phone call in a few weeks. This one will be from Brick Ubermensch, the only All-American defensive tackle your school ever produced. Brick will tell you that after getting cut by the Packers, he got hired as the Alumni Pledge Kneecap Breaker. This is bad. But this is not the worst.

IV. The Alumni Club. This is the worst. Never ever go to the alumni club. If you do, you will see what happens to people who have spent the last 40 years, or the last six months, wistfully reading their alumni magazines, cheerfully responding to alumni mailings or chatting amicably over the phone with their class presidents.

If you are a male newcomer to the club, you will immediately be accosted by a drunk, sweating alumnus wearing a madras sport shirt and a button that says, "If You Don't, Who Will?" The drunk man will put his arm around your shoulder, spill his gin and tonic on your pants and tell you that he's just come from a game of "Twister" with the girls in the steno pool.

If you are female, this man's wife will approach. She will be thin, tired and chain-smoking French cigarettes. Her glazed eyes will meet yours, and she will stare across the room at her husband, who will be busy telling someone how he set his date on fire at the 1947 Snodaze Pepfest-o-Rama. The wife will turn back to you and mumble, "You look so innocent. Don't let any man take that from you."

If you go to the alumni club once, you will see a vision of hell. If you go twice, you will soon be hearing yourself say things like, "That's not music, that's noise" and "They don't want to work, they like living in slums." So don't go. Ever.

There you have it. If you can leave college behind at graduation, you'll probably have won the deal. You'll have made some great friends and read some great books; maybe you'll even have learned something. But remember: when it comes to being an alumnus, the best offense is a good defense. If they call you, hang up. If they send you something to read, throw it away. If they let your kid in simply because you went there, don't send him. You don't want to belong to any club that once had you as a member.

Neal Karlen, a B.A. in U.S. history, '82, is an editorial assistant at NEWSWEEK.
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