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County calls election again; campus backs Carter

By ROBIN PATER
Editor

Once again, but this time by an especially narrow margin, Madison County has accurately called another presidential election, just as it has done since 1948 with two exceptions.

Termed a "bellwether county" (a leader in projecting outcome of elections) and receiving much attention this election, predictors kept an eye on Madison County to watch how its residents would vote. And, not only did the turnout reflect a win for Reagan in the county, but a victory in the entire state and a landslide win across the nation.

Madison Countians cast a total of 8,252 votes for Ronald Reagan, who received about 50 percent of the nation's popular vote and Kentucky's nine electoral votes, while they cast 8,041 votes for President Jimmy Carter.

John Anderson, running on the independent ticket, received 722 votes county-wide.

Just as close a race, however, but going against the county's voting trend, was the voter turnout on the campus precinct level, which picked the in-

cumbent Carter a winner.

Carter was favored by campus voters, receiving 611 votes - just 55 votes more than Reagan's 556 total, while Anderson received 140 votes on campus and Libertarian Party candidate Ed Clark received 15 votes.

About 54 percent of those 2,415 registered to vote in the campus precinct cast ballots in the presidential race, for a total of 1,322 votes cast. In 1976, 56 percent of those registered to vote on campus was the turnout out of 1,036 registered.

The breakdown of those registered in the campus precinct this year had 1,172 Democrats, 773 Republicans, 462 with no preference and eight who came under minor political parties, according to Madison County Court Clerk Charles Wagers.

County registration, on the other hand, had Republicans outnumbered by the registered Democrats over two to one.

Over 17,000 votes were cast for the presidency in Madison County and, based on what Wagers has seen, he commented that this will probably be the largest voter turnout ever for the

county.

Wagers explained that the large turnout in the county may have been due to, not only the expected close race for the presidency, but the school board, circuit court judge and Kentucky Supreme Court races as well. Also, he cited the growing population of the county as another factor.

Other races on the ballot for campus voters saw Democratic incumbent State Senator Wendell Ford win with 673 votes on campus - a larger than two to one margin over Rep. Mary Louise Foust, who received 255 votes.

County-wide, Ford defeated Foust with 8,884 votes over 4,781. Ford also won the state by a wide margin of almost two to one.

Charles "Tim" Walters, vying with three other candidates for the newly-created Circuit Court judgeship for the 25th Judicial Court, won the vote on campus, just as he did in the county.

Walters, with 331 votes on campus, was followed by Janet White Prewitt with 260 votes, John Paul Moore with 179 and Jim Clay with 83 votes.

In the campus precinct, incumbent (See LOCAL, page 3)



Homecoming queen Tammy Hays tries to hold on her crown during all the excitement of the coronation ceremonies. Hays was crowned the University's 1980 Homecoming queen before the Murray State football game Saturday. Kelly Ellis Sang, 1979 Homecoming queen, looks on.



Students waited in line to vote in the basement of Burnam Hall Tuesday. The campus precinct had a unusually high turnout, with 1,322 out of 2,415 registered voters turning out. (photo by Will Mansfield)

Periscope

Staff Writer Stephanie Geromes writes about the agony of defeat in her personal account of the 10,000 Meter Run which led the Homecoming parade Saturday morning. Her story appears on page 3.

Editorials 2
News-Features 3-4
Organizations 5-7
Sports 8-9
Arts 10-11

Hays elated over new reign as queen

By KELLY CHANDLER
Staff Writer

"A Girl From the Sticks Wins Eastern Kentucky University Homecoming Queen" is the caption Olie Hays would like to see under his daughter's picture.

That would be no less than accurate. The girl the judges lassoed for Homecoming Queen 1980 is a twenty-year-old senior named Tammy Michelle Hays. Also honored as first runner-up was Ingrid Van Duyn and as second runner-up was Sarah Fretty.

The youngest of nine children, Hays grew up in Breathitt County. Although born in the town of Little Buckhorn Creek, she now lives on a small farm in Lost Creek, a town of about 3500 people. Hays comes from a very close family. They are all happy for their newly-crowned queen. Said Hays, "It's an honor for a small town girl. My family is ecstatic. My grandmother who will be 94 in December, is very excited."

Actually, the family has quite a few reasons to be proud of its youngest member. For one thing, when she graduates she will be the first person in her family to do so.

Hays is a special education and elementary education major. Her emphasis is in deaf education. She chose the University because it "is the only University in the state of Kentucky that offers an undergraduate program in deaf education."

The program she is in is actually a five-year program. She is finishing it in four years. This semester she is taking 15 hours, but it is her lightest class-load ever. "I usually have 18 or 19 hours."

Hays has been at the University all

four years, "a couple of summer schools, an intersession or two - awhile." Throughout her college work, Hays has maintained very good grades and is a member of the Kappa Delta Pi education honorary.

Is she pleased with her choice of major?

"Oh, yes! I don't know how I got so lucky." Hays is also very glad that she chose this University for her education. "I think Eastern is the best choice I could have possibly ever made. Their special-ed program is not comparable to any other in the state."

If her college experience had been good before, it has certainly become great now. Hays feels being chosen as the 1980 Homecoming Queen is the highest honor she has received. Says Hays, "All my years here at Eastern will be counted as good ones, but this will stand out for sure because... it's terrific!"

Hays was very satisfied with the entire selection process. She is a member of the organization that sponsored her, the Kappa Delta Tau service organization (KDT).

The first week of activities was not an especially busy one. Hays figured she spent about three hours the entire week, having pictures taken, posting flyers and meeting with all 54 candidates. Voting day was a little bit harder, but "I had a lot of help from my organization, especially with sign and sheet painting."

Once the students had narrowed 54 girls to 16 girls, a lot more of the candidates' time was required. They spent most of the day on Friday meeting with

(See NEW HOMECOMING, page 12)

Possible faults found in University scanner

By STEVE MELLON
Staff Writer

Some possible problems with the University's IBM optical scanner were cited by the Faculty Senate this week.

The scanner has two functions: it is used to grade student evaluations of faculty members and some faculty members use the scanner to grade tests.

But for some reason the scanner hasn't been doing its job as effectively as it should. Some faculty members have double-checked some of the scanners grading and found some discrepancies.

For this reason the Faculty Senate, in its monthly meeting Monday, passed a resolution to try to locate and fix the problem.

Ann Stebbins, chairperson of the Faculty Senate, said the resolution allowed the hiring of a "detective" who will try to find out what is wrong. She said the problem may be some fault in the scanner or "we may be doing something wrong," referring to the way the scanner is being operated.

The resolution also allows the hiring of "additional fulltime clerical personnel for the Office of Institutional

Research," where the scanner is located to help handle the work load. According to the written resolution, there is presently only one full-time clerical employee in the office.

Also in the 20-minute meeting, the senator's committee on elections proposed five changes concerning Board of Regents nominees from the faculty. Discussion and voting on recommending the changes to the Board of Regents was tabled until the senate's next meeting.

Stebbins said one of the five changes proposed would allow members with the academic title of co-ordinator or perhaps director to be eligible for nomination. Presently only faculty members with the academic title of chairperson can be nominated.

Another proposed change, according to a handout containing the proposed changes, would require each nominee to submit, by March 1, a letter of nomination with the signatures of 20 members of the faculty-at-large which hold the position of assistant professor or higher.

Stebbins said this would allow the

(See NEW SYSTEM, page 12)

Approximately 300 attend

Basketball coach 'amazed' over spectator turnout

By BETTY MALKIN
Features Editor

At 4:30 p.m. on a rainy Oct. 27, the University's women's basketball team played a scrimmage game at Alumni Coliseum. About 300 interested spectators were on hand to cheer on the Lady Colonels.

"I was amazed," says women's basketball coach Diane Murphy. "I walked out and I said 'Look at this.' And I ran and told my manager to run and tell Dr. Mullins (assistant athletic director) to come see this. And she came out. And she couldn't believe it."

Murphy can remember many past regular season games that did not draw 300 spectators.

She gets excited when she speaks of a new interest in women's basketball at the University. And she would like to think she has something to do with that.

Murphy is beginning her second year as coach of the Lady Colonels. She has had some success with a program that has not been successful in the past.

Murphy inherited a club that went 5-24 in 1978-1979. After one year with Murphy, the team slightly improved its record to 9-19.

Last year Murphy established two priorities for her immediate attention - recruiting and public relations.

Murphy said she accomplished her first priority in 1979 by having an excellent recruiting year. She signed several all-state players.

In fact, Murphy calls it the best recruiting year in the history of women's basketball at the University. Currently, Murphy and her team and staff, are working to promote women's basketball on campus and in the community.

Murphy thinks the 300 people who showed up at the Oct. 27 scrimmage game, could be the first sign that the promotional work is beginning to pay off.

Murphy's law concerning marketing woman's basketball is simple - if she can entice people to do her the favor of coming to just one game, she will do them the favor of making them want to come back to another game.

"We are trying to get as many people to the first regular season game as possible," Murphy explains. "Let the people see not girls' basketball, but women's basketball. It's a very fast

game. Let the people see it and then let them make a choice."

Murphy has several methods of getting her message to the people. One approach is taking a specially-prepared slide presentation into the dormitories and before local civic groups.

The slide presentation was developed by Assistant Coach Nell Hensley while she was a graduate student at the University.

Already members of the women's basketball team and staff have visited about six civic groups and several dormitories.

The team is also getting involved in campus and civic activities. Team and staff members are working with men's and women's intergroups, Inter-Fraternity Council, Panhellenic and Telford Community Center.

Murphy and Hensley also plan to visit every administrative office on campus to invite University workers to the women's basketball games.

Also, an advanced public relations class at the University is working with (See COACH, page 12)



Lady Colonels Basketball Coach Diane Murphy shouts instructions to her team during a game last season. The Lady Colonels are currently working to promote women's basketball on campus and in the community.

Editorials



Lambda Sigma: much more than an honor society

There's one group on campus that is more than just an organization. It's a group of hard-working students who are members of Lambda Sigma, a national honor society for sophomores, working for service, scholarship and leadership. Unlike many organizations here, and especially unlike many honor societies, Lambda Sigma is one truly active group.

While it is true that the honor society chooses its members first on the basis of grades (one must have at least a 3.3 GPA to qualify for

membership), the emphasis is on service, according to one of Lambda Sigma's advisers, Dr. Martha Grise. The service Lambda Sigma provides yearly is evidence of this. Most recently, Lambda Sigma spent endless hours working on decorations for the Homecoming dance, which was held in the Keen Johnson ballroom. The degree to which the decorating was done and with careful planning and detail showed the extensive trouble the group had gone to—keeping with

Homecoming's western theme. The group members also worked at the refreshment booth at the dance. And, a few weeks ago, Lambda Sigma members worked the Homecoming elections, just as they did for the Student Senate elections. Among the other service projects Lambda Sigma does during the year, is helping collect donations for the Lion's Club Candy Day, held early in the fall to raise funds for eyeglasses for the needy. Lambda Sigma also holds a canned food drive every year at the end of the fall semester. The drive, which serves as a Christmas project, collects can goods for the Richmond food bank and for needy residents of Estill County.

In addition, Lambda Sigma works at different times during the year at the Red Cross Blood Mobile when it comes to campus. And, at the beginning of each academic year, the group helps students move into the dorms, by carrying loads up to the rooms (and without tips) and giving directions to new students.

Lambda Sigma alumni members Amy Baumann and Laura Babbage are keeping with the scholarship emphasis of the group by beginning a Lambda Sigma Alumni Scholarship, through the auspices of the EKU Alumni Association. Baumann, who said that the Lambda Sigma Alumni Association organized this year for the first time anywhere across the nation—will choose an incoming freshman to receive the scholarship, which will cover the student's cost of campus housing for four years. Much more than an honor society, Lambda Sigma keeps its members hopping and all the while, stressing service—for everyone on campus.

A Second Look Excuses, excuses

Markita Shelburne

"Rain is good for the Republicans."
"Good weather is good for the Democrats."
"A heavy turnout is good for the Democrats."
"A heavy turnout is bad news for the incumbent."
"The presidential race depends heavily on the World Series."
Such are all the traditional legends of election day. Everyone has a reason for the results of the election—especially the presidential race. The more scientific pollsters and predictors say:
"It's a 'get-rid-of-Carter' movement rather than a Reagan support movement."
"It is a major turn from the Democrat party to the Republican party."
"It's a product of the feelings of unfair campaign tactics."
Actually all of these excuses are just that—excuses. No one can predict what the American voter will do. The voter is an entirely unique creature incapable of being predicted. And they proved it this year by turning out to elect a president by a margin unheard of by the pollsters last week. Even Tuesday morning it was unforeseen. A Carter loss was expected but not by a Reagan stomp. In exit interviews at a local precinct, Carter was expected to carry the area 7-3. Surprise, they were wrong. Reagan was a clear winner. All the newspaper and television reports predicted the race to be one of the closest in presidential history. Some even said that it may have to go to another vote. But anyone who was even near a television knows that the race was far from a close one. If you missed the returns Tuesday night you were sure to have seen the headlines Wednesday morning which proclaimed the immense victory for the Republican candidate. When the final figures were calculated the

California former-governor had won the support of over 1.8 million more voters than the president. No amount of prediction can be proved reliable in an election and no factor is a sure predictor. The sure predictor was the undecided vote. Obviously, that large sector of undecided voters swayed the election tremendously. Signs that people laugh at can be just as accurate as the scientific predictors. All the pollsters expected to be up all night watching a very close race and all of America was told to expect to go to bed not knowing who the new president would be. Once again the American voter surprised himself with a landslide election which was easily decided. President Jimmy Carter had even conceded well before 10 p.m. Even in the last presidential election, which was not billed to be nearly as close, the officials were up all night counting the returns. All three of the networks had earlier predicted the way each of the states would go and many of those in the media smiled knowingly and said that the three would have to retract their predictions before the night was over. Once again we were fooled. After all, it is not an uncommon occurrence for all the political researchers to be fooled. The premature headline "Dewey defeats Truman" proves its frequency. So maybe, after all, the old tales of the old voters were a better predictor than the scientific pollsters. Because the heavy turnout did mean bad news for the incumbent. But there was not any rain and the Republicans won anyway. And the weather was good but the Democrats did poorly, in the presidential race at least. And the heavy turnout didn't do the Democratic candidate any good. And who knows about the World Series?

Nation must give support for 'new beginning'

They called it a close race between the two major party candidates—until the polls opened Tuesday, that is. Up until then, the media and political pollsters were too cautious to make any predictions as to who would be the next president of the U.S. for the coming four years—it was too close to call, they said. Maybe some people had expected Reagan to win the election—possibly even confidently. But no one ever expected the landslide victory Reagan took over the Democratic incumbent president—especially since the Democrats outnumber the Republicans across the nation. Nor did anyone expect Reagan to take the South—which Carter expected to be his stronghold, as it was for him in 1976 when he ran against Gerald Ford in a close race. Who would have guessed that Reagan would take 44 states, with 51 percent of the popular vote or that Carter would take only six states, plus the District of Columbia, with 41 percent of the vote. Americans expected to be kept up all night awaiting the news of the next president or even to find out the following morning upon delivery of the morning newspaper or an early-morning TV news show. However, and astoundingly enough, people learned of the news around prime time, as NBC confidently projected Ronald Reagan as the next president of the U.S. In fact, as the nation later learned, Carter was ready to

concede defeat to Reagan sometime Tuesday afternoon, as Carter's official campaign pollster informed him that Reagan was winning the race. Carter held off a bit upon the advice of his colleagues and finally conceded in a very poignant, sincere speech from Democratic headquarters in Washington. Carter, whom many Americans have believed to be a weak leader, proved to be somewhat of a strong man when he sadly admitted his disappointment over the election results and his defeat in front of millions of viewers. Carter congratulated Reagan and pledged his support and full cooperation in making a smooth transition from Democratic rule to that of Republican during the coming weeks. Carter's a good man who went into his office four years ago with seemingly good intentions—somehow, those good intentions got lost in the shuffle, while they got Carter virtually nowhere. Probably the poor state of the nation's economy and the high rate of inflation or "the misery index," as Reagan termed it during the presidential debate last week, was the main reason people rejected Carter. People work too hard for their money to have it shrink up into about a third of what it was worth four years ago, according to some economists. And whether it was Carter's fault or not, the inflation grew under his administration and people soon tired of it. Another big factor in the Carter loss was the drop in the status of

our country, much due to the Iranian hostage situation. Americans like to think of themselves as living in the greatest and strongest nation in the world—a place we have held in the past years. But with a nation the size of Iran and with the political turmoil the country has been experiencing, holding 50 of our citizens hostage for now over a year and making demands of our government has reflected a weak image of the U.S. Carter took the peaceful route in attempting to solve the hostage crisis by freezing Iranian assets and trying to negotiate with Iranian officials. It's true—the hostages, thankfully, are still alive—but they are still being held captive and who knows under what circumstances. Now, Carter is contemplating giving into Iran's demands—an action the U.S. could likely have taken months ago. No one can pinpoint, at this time, the main reason or reasons people voted the way they did Nov. 4, nor can they say if Reagan will be able to give us a better performance in office. The office of president—surely the most important job in the nation—has carried much weight for Carter; perhaps more than his share. But now, as Carter passes on that burden to a new president who will run our country for at least the next four years, we must be supportive and hopeful. For, as in the words of a Reagan campaign slogan, we have no choice but to stick "Together... A New Beginning."

Long, intense campaigns end in one November night

By DENISE LARSON
Staff Writer

You could compare it to a Thanksgiving dinner. Hours of planning and preparation go into the final meal, which at the average household will probably take about 20 minutes to consume. The presidential campaign. You hear about it for two years prior to the election. There are the primaries, the conventions and of course the constant campaigning and promises. It all boils down to that one November night. The nation waits—tuned into radios and televisions awaiting the outcome of the early afternoon voting. Who will be the next leader? Can the incumbent convince a nation that he is still the man for the job or do the people want a new face? It takes only moments. The polls have not even had the chance to cool off before a winner is declared. All the predictions, analyses, surveys and

polls mean very little because when it comes to the final moment, people will do what they want. Madison Countians were no different. They, too, waited for a decision. This year the difference lies in the party winner. Kentucky—basically Democrat—watched as Republican candidate Ronald Reagan took the state. University students from journalism assistant professor Carol Wright's advanced journalism class hit the polls Tuesday morning to conduct voting exit surveys. Working in conjunction with the state Democratic party, the students attempted to call the state at 1 p.m., five hours prior to poll closing. It was unsuccessful. Taking the statistics obtained from the polls, which were surveyed before noon, the

Democratic Party called the state for Carter. Later, the once close predicted race turned into a win for Reagan. Madison County is termed a bellwether county—bellwether, meaning leader, which, when applied to politics, means it usually leads the other counties in the projected outcome. Once again, Madison County predicted the winner. Since 1948, Madison County has called the winner of every presidential race in Kentucky. The county has called the winner of every presidential race nationwide since 1948, with the exception of 1952 and 1960. This year was no exception. Reagan was the winner in Madison County, in the state and on the national level. So the campaign commercials, muckraking and promises are over and another four-year term is under way. And for the eighth time, Madison County has picked the winner.

Commentary

The Progress did give our defeat excellent coverage. We had an excellent season. We were beaten only once during regular season by Pikes. We then came back to meet the Pikes in the fraternity division championship, this time we won. We really appreciate the fact that Wayne Jennings is able to look at a score and tell how a game is played without personally seeing the game. We were beaten; not "dominated."

Michael Long
TKE member

Letters

Beaten, not dominated

To the Editor,
I would like to comment on the great coverage of intramural flag football. As a member of TKE, I thought the articles were of very low quality. The facts were correct. Pit did beat us fairly. They have a good team. However, the Progress has yet to mention the fact that we did win the fraternity division with an 8-1 record.

The Progress did give our defeat excellent coverage. We had an excellent season. We were beaten only once during regular season by Pikes. We then came back to meet the Pikes in the fraternity division championship, this time we won. We really appreciate the fact that Wayne Jennings is able to look at a score and tell how a game is played without personally seeing the game. We were beaten; not "dominated."

'Lack of responsibility'

To the editor,
This letter is in response to the group of students who mutilated, destroyed and otherwise damaged the posters and other means of advertising of the 54 pre-candidates of the latest Homecoming election. This was a vivid display of the immaturity and lack of responsibility which many members of University personnel claim to be the dominant attitude of the student body. Your actions have given them ample evidence to continue their justification of "parent in absence" attitude in administering this University. I, for one and I believe other students share my view on this, resent this attitude of the University and you in giving them more reason to continue this policy-making attitude. Next year, I hope the students who were involved in this immature behavior will think and reflect upon these acts of disrespect to others and will act in a more respectful and mature fashion.

Nancy J. Boggs

Pedestrians beware

To the editor,
I would like to know who is respon-

sible for constructing such a fine and necessary convenience as the Lancaster parking lot and who, then, ignorantly failed to consider that once a student has parked his/her car in the lot, he must become an endangered pedestrian in order to finally arrive on campus. Lancaster Avenue is a very high-traffic area and crossing the street by the lot to get from the parking lot to one's on-campus destination or vice-versa, is NOT a simple task. Not only does the area lack a traffic light, but also, there is no crosswalk, or any indication at all to drivers that pedestrians DO cross there. It is too much to hope that a driver would be of his own volition considerate enough to stop for crossing pedestrians. He needs a sign—a warning. Such a facility should not even be constructed without giving some thought to the safety of the people once they have been discarded of their four-wheeled vehicles. Where is the crosswalk, "Ped X-ing" sign, or traffic light for the Lancaster parking lot? Amie Stahler, Library Staff

Mail welcomed

To the Editor,
I am an inmate at the Kentucky State Reformatory at La Grange. I am locked in a world of darkness and unbelievable hatred and no contact with people in the free world. I know there are human beings out there that care about other human beings. I would be very grateful if you would publish this letter in your newspaper so that someone who cares might find the time to correspond with me. I am a black male, 24-years-old, who will gladly answer all letters I receive. Thank you very much.
Joel M. Menesse 84103
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The Progress

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Einstein exhibit now on display

By BETTY MALKIN
Features Editor

An exhibit featuring the personal and scientific achievements of Albert Einstein is currently on display in the Powell Building.

Interesting? Unbelievably, yes. Einstein was a great scientist. But he was much more than that.

He was a brilliant man, but he could think simply. And he had interests other than just test tubes and complex scientific theories.

He loved music -- especially Mozart. He played the violin and the piano. He even wrote several books on music.

Einstein had a great interest in religion. He didn't believe in a personal God. But he did believe the world was created by a supreme being. And for a scientist, that is unusual.

Einstein was also very outspoken about his political views. When he was young, he lived in Germany under Hitler's regime. Being a Jew, he was, of course, unhappy. But Einstein was different from most Jews living in Nazi Germany. He spoke out against the government.

"My political ideal is democracy. Let every man be respected as an individual and no man idolized," said Einstein.

Consequently, the Nazis placed a \$5,000 price on Einstein's head and he fled to the United States.

About one-half of the exhibit on display near the Powell Building in-

formation desk concerns Einstein's personal life. The other half deals with his scientific achievements -- the best known of these was his development of the theory of relativity.

The traveling exhibit is part of the celebration commemorating Einstein's birth on March 14, 1879.

The exhibit is free and open to the public. It was funded by grants from the Kentucky Humanities Council and the National Endowment for the Humanities. The exhibit will remain at the University until Nov. 15.

In conjunction with the exhibit, a film festival on Einstein's life will be shown at 7:30 this evening in Room 106 of the John Grant Crabbe Library. Admission is free.

The Kentucky Humanities Council and the University Department of Mass Communications is sponsoring the exhibit and film festival.

The exhibit is entitled E-MC2 or Einstein in Madison County too!

Professors may contact Glen Kleine at 622-3435 if they would like to reserve the films shown at the film festival. The films are, "Albert Einstein: The Education of a Genius" and/or the videotapes of "Life of Einstein" and "Working with Einstein."

Professors may also obtain copies of a four-page supplement on Einstein which appeared in the Richmond Register Nov. 5. The copies may be picked up at Wallace 302.



Dr. Albert Einstein and his secretary (left) and step-daughter (right) were sworn in as United States' citizens in 1939. An exhibit featuring the life of Einstein is currently on display in the Powell Building. The exhibit will run through Nov. 15.

Student finds 10,000 meter run exhausting

By STEPHANIE GEROMES
Staff Writer

"Oh God! It's 8:45 a.m. I'm late-I shouldn't pay to celebrate Halloween the night before a 10,000 meter run (that's 6.2 miles for those of you who aren't quite up on your conversions-I know I wasn't).

Saturday morning, not too bright and much too early, I fell out of bed and scrambled to get some clothes on. I had to look right. I mean it was Homecoming and I was going to help lead off the big parade down Lancaster Avenue. Someone might notice me out of the throngs of sweaty runners and I wanted to look the part.

So I pulled on two old T-shirts, a pair of new sweat pants I had bought at the University Book Store especially for the occasion and two pairs of tube socks (I was expecting a severe cold front to move in any minute).

I was desperately searching for my sweat jacket when I suddenly realized that I didn't own one. Panic! "I'll freeze to death," I told myself. "It's November now."

Pounding on doors at 8:54 a.m., on a Saturday, in search of a sweat jacket didn't do much for the popularity in the dorm, and the fact that I hadn't taken a shower that morning didn't seem to help. I finally found someone brave enough to lend me hers knowing that we (the jacket and myself) might never return. We are talking about 6.2 miles-10,000 meters.

Granted, that's no big deal for a lot of people, but there are some of us left in the world who never caught the "Running Fever."

It was 8:58 a.m. I had gotten ready in nine minutes. That was to be my fastest time all day.

The previous day I had talked to Jill Schnidele, University Sport Club director, who coordinated this year's run. My total training for the run included about seven minutes of intensive rope jumping every night for four days. So she suggested that the only thing I could do now was to just stretch out real good before the run and eat a light meal, full of carbohydrates, about two hours prior to the race.

The run was to begin exactly at 10 a.m. and I needed to check in at the Weaver Building on the concourse before 9:15 a.m. So, running late (which

became the pattern of the day), I only had the time and the stomach to stuff down half of a Snicker's bar on my way out of the dorm. I figured I had soaked up enough carbohydrates to last a week the night before.

The entry fee was \$5, unless you signed up after Thursday like guess who and then it was \$7. Where did my \$7 go? Three years ago the 10,000 meter run was instituted to raise money for the University's Sport Club programs because, according to Schnidele, "We receive no set budget for our sports clubs." Part of the entry fee went towards Bybee Pottery awards given to all the first place runners in each of the 16 categories based on age and sex.

"I was happy to still be breathing."

Another part of the entry fee went for official 1980 Homecoming Run T-shirts, and official 1980 Homecoming Run numbers which each runner pinned to some part of his or her anatomy.

I put my new T-shirt on over my other two shirts (I was still waiting for this big cold front and there was really no place else to put it). I then headed off towards Lancaster, past Mattox Hall and all the cars and floats. At 9:20 a.m. the runners started warming up. Not really knowing what to do, I watched the other runners. Some just milled around, others kicked and stretched. And some contorted their legs, arms and torsos in odd, visually painful shapes. I tried everything until I decided I was warmed up enough. By then I was getting quite hot with my multi-layered attire.

At 9:55 a.m. a security officer announced that Lancaster had been closed off and we could take our places. I got as close to the front as I could without being conspicuous because I knew I wouldn't be there long.

I was right. "Runners, take your marks!" Everyone tensed up awaiting the gun. By now I was up for this run and I could see everyone else was too. Men and some women in their late 40's to 60's were there. Young kids and teenagers turned out also.

And then the college populus, mostly made up of PHE 181 students who were trying to get extra credit or avoid the

dreaded 12-minute run, were there in full force.

"Get set!" and, bang, we were off! There I was. Jogging along with about 280 people. I had my little map so I wouldn't get lost. I had my big red 248 pinned to my official medium size T-shirt and Lancaster Avenue was lined with fans cheering me on.

Then when I hit the "Welcome Alumni" sign about two blocks down the road I began to realize how many people were really running the race. Because by then, most of them had passed me.

For some reason I couldn't get my pace right and, coming up the hill towards Main Street, I was ready to die.

Why were all these people standing around watching? Out of sheer embarrassment I kept running until I was out of eye shot of "my fans." Then I started walking which became my major mode of transportation through more than half the run.

After hours of pain (actually about 8.5 minutes) I came to the one mile marker. I knew I wasn't going to finish. I was out of shape! Little kids were passing me by! Old men were miles ahead of me! But I still had the PHE 181's to keep me company. So on I plodded just to see how far I could get.

Guards were stopping traffic for us. I couldn't believe I, a pedestrian, was actually getting the right of way. Small children were in their yards waving and cheering us on. So I began to pick up the pace a little. Cars and trucks would slow down and yell, "Keep it up. You're doing great!"

So I began to calculate my arrival time. I knew I wouldn't win, but I was sure I would come in. If I could run a mile every 8.5 minutes, my time would be 52.7 minutes.

I neglected to consider that my pace, such as it was, would get slower. And I had no idea this 10,000 meters was over every hill and dale in Richmond.

Then somewhere around 2.5 miles I was strolling along taking in the scenery when I saw what I thought was the University's cross country team coming towards me on the other side of the road. I thought it was rather odd that they would be training on

Local race

(Continued from page 1)

Robert Stephens won the seat for the Kentucky Supreme Court judgeship in the 5th District receiving 370 votes over his opponent N. Mitchell Meade, who received 208 votes. County-wide, Stephens defeated Meade with 5,674 votes over 2,765 votes.

There was one race, though, that both the campus precinct and the county picked incorrectly, choosing Dem. Ted R. Marcum as the winner in the 5th District Congressional race. Rep. Harold "Hal" Rogers won the race, in the attempt to succeed retiring U.S. Representative Tim Lee Carter.

Campus precinct voters cast 445 votes for Marcum and 384 for Rogers. In the Richmond Independent School Board race, campus precinct voters picked Oren Collins the winner with 63 votes over Roger Williams, with a total of 859 votes to 712.

(Note: the Madison County totals do not include absentee ballots. At press time, 388 ballots were being figured at the Madison County courthouse. While there is the possibility of the absentee vote changing the turnout of one or more of the closer races, Wagers said that they usually do not.)

Because of Homecoming and election coverage in this week's Progress, Dr. Coles Raymond and Mary Luersen will be featured on this page next week.

Ledford visits, offers students advice

By THOMAS ROSS
News Editor

The 54-year-old gent, clad in a gray three-piece suit is known throughout the Wildcat belt, which is most of Kentucky as the "Voice of the Wildcats."

Cawood Ledford stood before an audience in the Wallace Building, Wednesday, Oct. 29, as the first speaker of this year's "Mass Communication Speaker Series."

Ledford told the audience that he has been in the world of broadcasting for 29 years, 28 of those years, being affiliated with the basketball and football programs at the University of Kentucky.

Ledford offered advice to the students in the auditorium and explained that the students should "learn all you can and take a job wherever you can get it. It's an extension of your education when first starting out." He added that a good education is "crucial now in this business."

Addressing the seniors in the audience, Ledford advised them to first "get into the building and take any job they have to offer. Send out resumes. Say good things about yourself by 'tooting your own horn.'"

After advising the seniors, Ledford turned to the other classes and told them to try to work doing anything concerning the profession. He suggested internship programs stressing that the experience is great, and to apply now. He said that it not only offers a student experience, but it also offers connections.

He told all of the students to set goals for their future careers, and explained that to "get your directions firmly in mind," helps considerably.

He recited figures from a Yale survey concerning those students who either wrote down or verbalized their goals and the ones who did nothing about their goals.

He said three percent wrote down their goals, 10 percent verbalized them and 87 percent did nothing concerning their goals. After 20 years, Ledford said, it was found that the three percent

category were the ones who became very successful.

Ledford said that it took him a long time before he set his goals down on paper. "I'd quit if I had reached all my goals by now," he said, adding that he has done "very well financially... with many opportunities to change to a larger market."

After his address, Ledford opened the floor to a question-and-answer session.

He was asked to give his most embarrassing or funniest situation while being on the air. Ledford hesitated for a second and then told the audience he had two embarrassing situations, but that he could only tell one of them.

He said that it was during a UK versus University of Florida basketball game at the infamous Alligator Alley. "It was hard to see. There were the cheerleaders in front of us and there were knees in our backs," he said, explaining the Alley's crowded conditions.

He went on, explaining that it was a close game and every time one of the Florida players made a good play, the Florida cheerleaders would stand up in front of him, obstructing his view which made it hard for him to comment on the game. Ledford said that he asked the cheerleaders repeatedly to keep still or to move, but they didn't listen to him.

He finally couldn't take it anymore and said over the air: "Ladies and gentlemen, I'm sorry but I can't see. These Florida cheerleaders are shaking their fuzzy things in my face." Ledford had to wait a couple minutes for the next question until the laughter died down from the audience.

He was asked which sport he prefers to commentate on; football or basketball. "This year," he emphasized, "I'm looking forward to basketball," he said in reference to UK's bad football season which brought on another round of laughter and applause from the audience.

He said that he really doesn't have a favorite sport to commentate on, but he said the fun in broadcasting is to follow (See VOICE, page 12)

People Poll

Photos by Will Mansfield

Who did you vote for in the presidential election and why?

By STEVE THOMAS
Sports Editor

Connie Perkins; Louisville, junior, political science

"Carter. People are all gung-ho on Reagan because of what he did for California; look what Carter did for Georgia. I don't think the public realizes that the governor's job is a lot easier."



CONNIE PERKINS

Chuck Givens; Louisville; senior, vocational agriculture

"Carter. We're not at war now, are we? Sometimes Reagan speaks before he thinks. He contradicts himself too much."

Gary McElroy; Richmond, freshman, police administration

"Carter. Reagan wants to throw us into war. Carter knows how to run the country."



GARY MCELROY

Lisa Kelley; Richmond; senior, health records administration

"Reagan. I didn't want to vote for Carter. I guess I liked him better."

Steve Smith; Louisville; junior, real estate

"Reagan. Because I think he would be a stronger leader than Carter."

Emily Kurtz; Cincinnati; sophomore, corrections

"Reagan. I feel that he can do a



EMILY KURTZ

better job. Carter hasn't shown a lot with the hostages and the economy."

Nancy Clark; Dayton, OH; sophomore; elementary education

"Reagan. Because my family is Republican and I like his economic policy."

Scott Scheynost; Louisville; junior; general business

"Reagan. Because I liked his ideas about changing government and cutting taxes and waste."



NANCY CLARK

Campus campaigners express surprise

By ROBIN PATER
Editor

When news of the elections reached the ears of two University students, it arrived at different times, but with similar effects.

Ron Napier, campus precinct captain for Ronald Reagan's bid for election, said he was "astounded about the way the country went" in the Reagan "landslide turnout."

However, Napier added, he was disappointed at the campus precinct turnout, which projected Jimmy Carter the winner with 611 votes over Reagan's 556 votes.

"We won the war, but we lost 'my little battle,'" Napier commented.

He went on to say that he was encouraged at the high, overall voter turnout on the campus precinct level. "I kind of thought he'd (Reagan) take Kentucky," commented senior political science-journalism major Don McNay. "But I sure didn't expect a landslide," he added.

McNay, 5th District treasurer for the Young Democrats, remarked that he thought the state's votes cast for independent candidate John Anderson played a significant part in deciding the Reagan win.

"One thing that I think is interesting to note, was that if you put Anderson's votes together with Carter's, then that would've given him more than Reagan," said McNay, adding that Anderson only took two percent of the

vote in the state.

McNay listed dissatisfaction with Carter's policies -- both economic and social issues -- as being the main reason he was defeated.

Madison County Court Clerk Charles Wagers also gave his comments on the election turnout in Madison County -- a "bellwether" county that has had a pretty consistent record in calling the presidential elections in both the state and the nation.

"This county has been a barometer for state elections and national elections for as long as I've been here," remarked Wagers, who said he'd been involved in county government here since Harry Truman was president.

The word was going around on campus Tuesday night and Wednesday morning that there had been some conflicts and misunderstandings over campaigning near the polling places on Election Day.

Wagers reported that, under Kentucky law, "There's to be no campaigning near precincts." However, he also added, that there is no written rule that defines how close or how far "near the precincts" is.

"There is no drawn line," Wagers said. He explained that if the Fiscal Court adopted such a law defining the distance and limitations, "it would have to be at least 50 feet away."

Wagers added that he heard of "no unusual problems" with campaigning being done on Tuesday.

Placement Pipeline

I. Employment Interview Procedures

1. All interviews will be held in the Division of Career Development and Placement, Jones 319.
2. Students who wish to schedule interviews must sign up in person at the Division office, Monday - Friday, 8 a.m. - 4:30 p.m., including noon hour.
3. Interviews are scheduled on a first come - first serve basis after organizational recruiting details are announced in the FYI or Progress (Placement Pipeline).
4. The minimum requirement for scheduling an interview is the completion of a Placement Data Sheet. This form is part of the Placement Registration Packet which is available in CD&P, Jones 319. A complete set of placement credentials is recommended to support a employment or professional - graduate school search.
Monday, Nov. 10
IBM Corporation
Position: Chemist
Qualifications: Bachelor's or Master's in Chemistry.
Tuesday, Nov. 11
Goodyear Tire and Rubber Company
Position: Retail Store Management Trainees
Qualification: Bachelor's or Master's

in Business or other majors interested in retail store management career.
Note: December graduates will have first choice on sign-ups followed by May grads.

Tuesday, Nov. 11
Connecticut Mutual Life Insurance Co.
Positions: Sales Trainees in Lexington area for life and health policies.
Qualifications: Bachelor's or Master's all interested majors.
Tuesday, Nov. 11
U.S. Army - Reserve
Positions: Army Reserve Program for undergraduates and graduating students (freshman - senior)
Note: Will also maintain a general information booth outside grill area in Powell Building on Nov. 11.
Wednesday, Nov. 12
Monroe Shine and Company
Positions: Staff Accountants.
Qualifications: Bachelor's or MBA in Accounting.
Wednesday and Thursday, Nov. 12 and 13
Internal Revenue Service
Positions and qualifications: Revenue Agent, Bachelor's - Accounting; Tax Auditor, Bachelor's - all majors (Prefer Business); Special

Agent, Bachelor's Law Enforcement with Accounting 12 hours or more; Revenue Officer, Bachelor's - any major; Internal Auditor, Bachelor's - Accounting.
Wednesday - Friday, Nov. 12-14
U.S. Navy
Positions and qualifications:
Pilot, All majors - Bachelor's or Master's Degree; Flight Officer, All majors - Bachelor's or Master's Degree; Nuclear Engineer, Physics-Math - Bachelor's or Master's Degree; Nuclear Instructor, Physics-Math - Bachelor's or Master's Degree; Business Manager, Business - Bachelor's or Master's Degree.
Note: Individual interviews can be scheduled in CD&P Jones 319 and a general information booth will be available outside the grill area in Powell Building on Nov. 12-14.
Thursday, Nov. 13
Roses Stores Inc.
Positions: Store Management Trainees
Qualifications: Bachelor's degree in Business and other majors interested in retail management careers.
Friday, Nov. 14
Mobil Oil Corp.
Positions: Geologist
Qualifications: M.S. in Geology.
Monday, Nov. 17
Federal Deposit Insurance Corp.
Positions: Bank Examiners
Qualifications: BBA with a minimum of 36 hours in business and a minimum of 12 hours of Accounting.
Note: Interviews will be arranged in small groups based on application and job information data.

III. Reminder -- December 1980 graduates

Have you registered for placement services? There are only seven weeks until completion of some of your academic programs.
Are you prepared to organize a job search? What is your career or job objective?
This question is asked by employers more often than any other. If you have not begun your job campaign or are having problems in seeking employment, the Division of Career Development and Placement can help.

Services are available to all graduates from all colleges and majors. For additional information contact the Division of CD&P, Jones 319. Phone 622-2765.

IV. Government Career Day
Personnel representatives from local, urban, state and federal government will lead a day of career and employment discussions focusing on civil service job opportunities on Wednesday, Nov. 19, 1980. Morning and afternoon programs will be held in room 108 of the Crabbe Library. The objectives of Government Career Day

are to inform '80-'81 graduates and underclassmen of government service careers and to update the University community on job opportunities and employment trends. Watch for additional details on the University's first Government Career Day

V. CD&P - Extended office hours
To accommodate the needs of students and alumni CD&P in Jones 319 will be open until 8:30 p.m. on Wednesday, Nov. 12 and Tuesday, Nov. 18. If daytime hours are not convenient come by on Nov. 12 and or 18.



Every Wednesday is Family Day!

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SAT. & SUN. 11 A.M. - 9 P.M.

Oops

In a story by Stephanie Geromes on Page 11 of last week's Progress, concerning clubs that prepared for Homecoming, it was stated that Telford Hall won the dorm decoration award last year. The article should have stated that Telford and McGregor Halls tied for the award.

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W. THIRD AND MAIN STREETS



OUTRAGEOUS SANDWICHES

THE COLONEL - 1/4 lb. of meat including 2 kinds of ham, 2 kinds of salami, and turkey(!), served on a 12-inch Italian roll \$2.90

THE ADMINISTRATION - 1/4 lb. of turkey served complete with cheese, tomato, lettuce and our own special sauce on a 12-inch Italian roll \$2.90

THE THURSDAY NIGHT DELIGHT - 1/4 lb. of delicious ham \$2.90

THE TELFORD SPECIAL - Tuna, cheese, tuna, tomato, tuna, lettuce, tuna, and our own special dressing on a 12-inch Italian roll \$2.90

THE COMMONWEALTH HALL - 1/4 lb. of meat: 2 kinds of ham and 2 kinds of salami complete with all the fixings! \$2.90

THE EASTERN BY-PASS - 1/4 lb. mixture of everything! 2 kinds of ham and salami, tuna, liverwort, roast beef, turkey and cheese. Peanut-butter by request \$3.45

REGULAR SANDWICHES

Served on White, Rye or Whole Wheat bread. Lettuce, Tomato, Mayo, Mustard or Onion on Request, 10c Extra.

| | | | |
|------------------|--------|--------------|--------|
| Roast Beef | \$1.49 | Turkey | \$1.29 |
| Ham | \$1.29 | Salami | \$1.29 |
| Liverwort | \$1.29 | Cheese | \$1.19 |
| Tuna Salad | \$1.29 | | |

Cheese on any sandwich 10c extra.

SUBMARINE SANDWICHES

Includes Lettuce, Tomatoes, Onions, Cheese and our own top secret dressing.

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|-------------------|-----------------|---------------------|
| Roast Beef | \$1.75 | \$2.45 |
| Ham | \$1.55 | \$2.25 |
| Salami | \$1.55 | \$2.25 |
| Turkey | \$1.55 | \$2.25 |
| Liverwort | \$1.55 | \$2.25 |
| Tuna | \$1.55 | \$2.25 |
| Cheese | \$1.55 | \$2.25 |
| Mixed | \$1.55 | \$2.25 |
| 2 Kinds of Ham | | |
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CHEF SALAD - Portions of Ham, Roast Beef, Turkey, Salami and Swiss Cheese on a bed of Lettuce with Tomatoes and your choice of dressing \$2.03

SIDE ORDERS

| | |
|-----------------------------------|-----|
| COKE, SPRITE, TAB, MR. PIBB | 40c |
| Lemonade or Iced Tea | 40c |
| Coffee | 25c |
| Potato Chips | 30c |
| Hot Peppers | 10c |
| Koscher Pickle Slice | 20c |
| Tossed Salad | 55c |

DESSERTS

| | |
|--------------------|-----|
| Apple Pie | 65c |
| Peach Pie | 65c |
| Pecan Cookie | 39c |
| Cheesecake | 75c |

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Organizations

Campus clips

Special courses

Here's something for pre-beginning swimmers, beginning swimmers and certified swimming instructors. The University is offering a special interest course Nov. 10 - Dec. 15 for pre-beginners and beginners in swimming. Classes will be held in the Weaver Health Building pool, 6-8 p.m., with Lynne Harvel instructing. Another special interest course offered by the University Nov. 7-9 is in American Red Cross Adapted Aquatic Certification. The course is for certified swimming instructors and begins at 6 p.m. For registration procedures and other details, call the Division of Special Programs, 622-1444.

University Timettes

The University Timettes, a group that times the men's and Model High School swim team are now being for-

med. There will be an organizational meeting Monday, Nov. 10 at 9 p.m. in the Alumni Coliseum. There will be a training clinic at this meeting. Anyone interested in helping at these meets please attend. No experience is necessary.

Nutrition Club

The Food and Nutrition Club will have its monthly meeting Tuesday at 4:45 p.m. They will meet in the Family Living Center, Burrier Building.

Among the topics on the agenda were a Thanksgiving project and a fundraiser. They also hope to have a guest speaker present.

For further information contact Debbie at 2489.

Musicale

Everyone is invited to the Phi Mu Alpha Musicale Friday night at 8:30. The Musicale will include a variety of entertaining musical acts by University students. It will be held in the Foster

Building, Room 300.

The free event is sponsored by Phi Mu Alpha Sinfonia - the professional music fraternity.

Business lecturers

Business and labor will be represented in the guest lecturers for an evening class in the College of Business this month.

The class, offered by the College's Department of Business Administration, is "Seminar in Business: Coal Industry Environment."

The guest lecturers, announced by the College, are: Nov. 5 - Harry Campbell, executive director of the Big Sandy Coal Operators Association; Nov. 12 - Eddie Sturgill, International Board Member, United Mine Workers of America and Nov. 19 - John Gray, director of public relations, West Kentucky Division of the Island Creek Coal Co., Madisonville.

Winning becoming tradition for Pit intramural team

By MARY LUERSEN
Organizations Editor

It wouldn't be too unusual to hear a conversation like the following from Pit intramural members in a locker room, "I've been wondering, what does the 'agony of defeat' mean?"

"Oh that's when the other team gets more points by clobbering your team. I think it's the opposite of the 'thrill of victory'."

Although their name might not suggest it, Pit, a University team, is an exceptionally victorious team. The "thrill of victory" is common among Pit players.

In the short time that Pit has been an intramural sports club on campus they have brought home trophies for the last four years (they've been organized on campus for four years).

Their list of victories goes as such: campus All-Sports champions for four years, two years of football (flag) champions, two years as softball champions, one year as volleyball champions, two runner-up independent division softball champs, one runner-up independent volleyball champion, Beta Tournament champions and Beta Tournament runner-up.

As said before, the Pit crew doesn't know what defeat is.

"It's been rumored that Pit stands for professional intramurals team or Palmer Independent team," Barry

Kincaid, tri-captain of Pit said. Yet he said Pit doesn't stand for anything, "just a name that some of the guys who started the organization gave it - they wrestled on their dorm floor a lot and started calling it the 'Pit'."

Kincaid stressed that Pit is individualized, "classy" guys. "We're not snobs, we just want good players. The only requirement is to be a good athlete. We won't say no to anyone

'Nobody comes close to us as far as Independent teams go.'

close to us as far as Independent teams go," Kincaid said. However, Kincaid said their toughest game this year was to Portland AC. Pit won the football trophy after beating TKE fraternity 26-6 in what Kincaid calls, "an easy game."

"No doubt we dominated the game. But we were surprised at how easy it was," Kincaid said.

Captains, Kincaid, Kenny Kendrick

and Dale Holly, decide who plays, what position and what plays to use. The plays have been handed down.

However, football isn't Pit's only claim to fame. They also participate (and usually win) volleyball, basketball and softball. According to Kincaid, football and softball are Pit's strong points.

Pit is practicing for the Beta Tournament which will be starting this week. They practice regularly, Kincaid said.

Yet, this year Pit has traveling on their minds. They have been invited to the National Flag-Football Championship in New Orleans to be held Dec. 27-31. Only 32 teams have been invited.

"We'd love to go and bring another national championship to Eastern," Kincaid said. But the team needs a sponsor. "It costs a lot of money, that's why we're looking for sponsors - to help out with the cost," Kincaid explained.

"We have a common bond to win and do it in a classy way," Kincaid said of the Pit team. More than likely they will keep "doing it."



Yum! And that's the good kind

Trick or treaters from Brockton filled their pumpkins, bags and later their stomachs with candy and treats from dorm residents in Clay Hall on Halloween night. (photo by Eric Shindelbower)

Loud sounds heard in Ravine at contest

By MARY LUERSEN
Organizations Editor

Before you go to housing asking for a room switch because your roommate or the guy down the hall was making loud, strange noises last week, ease up - they were practicing for the first Hollering contest and furthermore it's over, so there won't be anymore screaming or yelling.

Last Thursday, if you happened to stroll by the Ravine, you might have heard and seen some students bellowing their lungs out. They were yelling for the hollering contest sponsored by Delta Sigma Theta and Pi Kappa Alpha fraternity.

There wasn't a large crowd, but Alice Stoner, Delta Sigma Theta member said, "there was a nice amount of people there." However the hollers and onlookers seemed to have a good time, according to Stoner. Frustrations from mid-terms reportedly added in the

success of the contest. "For the first time being held, I think it was successful," Stoner said of the Hollering Contest.

As in any contest there's always a winner. Lisa Walls won a certificate and the honor of having the loudest holler. Ron Gullobile has the distinction of the strangest holler, winning the category by a sort of cackling sound.

"You had to be there," Stoner said.

Majo, a group of three University men also walked home as winners.

The three students yelled out "jockey strap" capturing the title of the most original holler.

There were 12 contestants competing in the hollering contest, each paying an entry fee. However, the purpose of the contest wasn't to raise money but in conjunction with Homecoming week and activities.

Stoner said there weren't many organizations that entered the contest. Each winner received a certificate.

Blood mobile scheduled

Last year fewer than four people out of every 100 of the population in this country actually donated blood. Louisville Regional Red Cross Blood Services representatives say they care about your health as well as the health of those who will benefit from your donation.

Approximately 80 percent of the United States is served by Red Cross or related community blood programs. The Louisville Region assumes responsibility for the blood needs of any individual who resides, works or donates blood in its service area. The service area encompasses 63 hospitals in 62 counties with 2.4 million people in this region.

Anyone who is in good health, weighs at least 110 pounds and is between the ages 17 and 66 is an eligible blood donor. It's a safe and simple process and the actual donation takes only 8-10 minutes. However, extra time is allowed for registration, medical history, rest and refreshments. No payment is given for the blood donation.

The Louisville Regional Red Cross will be in the Keen Johnson Building on Nov. 11-12 during the hours of 11 a.m. - 5 p.m.

According to the Service, every 17 seconds blood is needed to save a life. This blood mobile is being sponsored by the Student Nurses Organization.

Welch to speak at banquet

Neil J. Welch, recently appointed State Secretary of Justice by Gov. Brown, will speak in Richmond Nov. 12.

Welch will speak at the Association of Law Enforcement's annual fall banquet at 7 p.m. at the Holiday Inn.

The Association is an organization of students of the University's College of Law Enforcement.

Welch worked with the FBI for 30 years where he was the head of the New York FBI agency. He also played an important part behind the Abscan controversy. Recently Welch is the man who fired the state commissioner which has been in the news.

The banquet tickets will be \$8. Other information and details may be obtained from Ron Bates at 624-1175, Lori Schieman, banquet chairman at 625-3985, or the law enforcement dean's office, room 467 Stratton Building.

Strays find friends

Animal Friends, a student group interested in helping find permanent homes for stray animals on campus, is now organizing. Anyone willing to provide a home for a stray dog or cat is asked to call Rhonda at 1279.

Buccaneer Drive-In U.S. 25



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Sports



Mark Willoughby (66) of the Colonels wrestles Murray's Nick Nance, a junior running back to the ground. The Colonels defense held the talented Murray back to only 27 yards on

eight rushing attempts in the 24-14 Homecoming win over the Racers before 21,200 fans and alumni. (photo by Will Mansfield)

Colonels get revenge, rock No. 1 Racers 24-14

By STEVE THOMAS
Sports Editor

For the second consecutive year, the Colonels' game with Murray featured a number-one ranked conference-leading team visiting a team that was battling to stay in the playoff picture.

Last year, the Racers almost knocked the Colonels out of the playoffs with a 24-7 win but last Saturday when the Racers brought their 16-game regular-season winning streak to Hanger Field, they went away losers to the Colonels by a 24-14 score.

The Colonels razed and dazzled the previously undefeated conference leader and became the first team to score more than one touchdown and the first team to score in the first quarter against the Racers.

In fact, Murray had never been behind this season until Saturday and they could never recover from the early start of the Colonels.

"We had nothing to lose and everything to gain," said Kidd of the unusual plays that did much of the damage.

"They were unbeaten and ranked number one."

The first of the strange plays so uncommon to most Colonels' games occurred on the first play following the opening kickoff.

The Colonels lined up nine men on the right side of the field and the split-end centered the ball to back-up quarterback Tuck Woolum, who passed to Ranard McPhaul for a gain of four yards.

Even though the play was only a short gain, it seemed to surprise the Racers and set the wide-open stage for the Colonels.

The Colonels then ran a more conventional drive the rest of the way downfield and capped a 73-yard drive with a 45-yard Jamie Lovett field goal.

A frustrated Murray team could manage nothing after the kickoff and after a short punt, the Colonels took the ball 31 yards for a touchdown on a one-yard run by Nicky Yeast.

The drive included a 25-yard interference penalty on the Racers on a third down play.

The score with 5:34 left in the quarter was 10-0.

The Colonels rounded out the first quarter scoring by capping a 67-yard drive on a pass from Chris Isaac to Steve Bird covering 12 yards and giving the Colonels a 17-0 lead.

The drive was highlighted by a brilliant fake option reverse when Isaac pitched the ball to McPhaul, who ran for 27 yards to the Murray seven.

The 17-0 lead stunned Murray and they never would recover.

The 17-0 lead lasted through the second quarter into halftime and finally with 2:15 left in the third quarter, Murray scored on a 25-yard run by quarterback Gino Gibbs.

The score capped a 94-yard drive that began when a Steve Marioneaux punt went dead at the Murray six.

The Colonels put their last points on the board in the fourth quarter with just under eight minutes to go in the game.

A 57 yard drive was ended with a 23-yard run by Isaac.

The Racers added a late score with only eight seconds remaining to make the final score 24-14 in the Colonels' favor.

The Racers outgained the Colonels for the game but many of the yards came after the Colonels had built up their 17-0 lead.

The win pushed the Colonels record to 6-2 and 3-2 in the conference while the Racers fell to 8-1 and 4-1 in the Ohio Valley Conference.

The Colonels remain in third place in the conference race while Murray fell to second behind Western.

The win not only revived some playoff hopes for the Colonels but it gave Kidd his 117th career victory, tying him for the all-time OVC coaching record held by Charles Murphy of Middle Tennessee.

The Colonels next face Tennessee Tech, at Cookeville Saturday afternoon.

Soccer club wins state with three impressive victories

By STEVE THOMAS
Sports Editor

The Colonels were represented well in the state soccer tournament last Saturday as the soccer club captured the Division II State Championship at Berea, by defeating Northern Kentucky 5-3.

Dave Schulte and Ron Friedlander provided the scoring punch by kicking two goals each.

Rob Garrison added the fifth goal for the Colonels, who ended their season with an overall record of 7-8-1.

In the championship game, the Colonels scored first on a goal by Friedlander.

After a quick score by Northern on a corner kick that tied the game, Schulte and Garrison gave the Colonels a 3-1 lead.

Northern cut it to 3-2 at the half with another corner kick.

Schulte and Friedlander each added a goal in the second half to give the Colonels the margin needed for the title.

The Colonels had made it to the final round by defeating Georgetown 7-0 and the Kentucky Wesleyan 3-1.

Northern had gotten by Union and Cumberland to reach the final round against the Colonels.

The defense, led by goalies Robbie Gibbons and Bob Bianco, gave up only four goals throughout the tournament.

The two goalies were assisted by fullbacks Danny Faulconer, Mike Cirulli, Mike Hayes, Bob Becker and Doug Graham.

The midfielders, who provided both offensive scoring punch as well as helping out on defense included Dave Amburn, Vince Walker, Tom Nicholas, Garrison, and Brent Hornback.

Friedlander, with seven goals, and Schulte, with four led the team in scoring through the tournament and the year.

Others scoring in the tournament were Garrison, Amburn and Pete Baumgartner.

Providing the assists for the scorers throughout the year were Jerry Nelson, Larry Aytes and Greg Allen.

Dr. Dan Robinette coached the soccer club and he was assisted by Chris Smith.

Colonels face Tech in important OVC road game

A much-improved Tennessee Tech University football team is the next opposition for coach Roy Kidd's Colonels. The Colonels play Tech at 1 p.m. CST in Cookeville, Tenn., Saturday.

Tech, under the direction of head coach Don Wade, has accomplished a 4-4 record thus far this year, including a 31-29 Ohio Valley Conference win at Morehead State University.

"Tech is a much better team than it was at this time last year. They are a big, physical bunch who come at you hard," Kidd said. "We've never had an easy time of it when we play them in Cookeville and I believe this year will be no different. We'd better be ready to play Saturday or we'll come back home with a loss."

Tech is led on offense by quarterback James Aaron, receivers Jack Kelly and Brad Millice and runningbacks Marvin McClennon and Sam Smith. As a unit,

Tech is scoring 17.8 points per game and averaging more than 275 yards in total offense.

Kidd's Colonels came up with their biggest win of the 1980 season last Saturday in moving their overall record to 6-2 by defeating the number one ranked Murray State University Racers, 24-14, before 21,200 Homecoming fans at Hanger Field.

In much the same fashion as the Racers defeated the Colonels a year ago, the Colonels ran up 17 first quarter points in an eight-minute period and were really never threatened after that.

They held the 17-point advantage through most of the game, as MSU cut the gap to 10 points on the Racers' last play of the game.

"This was one of the most satisfying victories we've ever had," said Kidd. "I thought our team played a very solid game with a lot of emotion."

The Colonels were paced by junior quarterback Chris Isaac, who shared this week's OVC Offensive Player of the Week honors with Western Kentucky's Troy Sardon, as he hit 7-13 passes for 89 yards and one touchdown, a 12-yard strike to Steve Bird. Isaac also accounted for another score on a 23-yard touchdown gallop of his own. Also coming up for praise were linemen Mike Sheehan, Darryl Lawson and Joe Schipake and Bird who caught four passes for 69 yards.

Defensively, roverback George Floyd was again the leader coming up with six tackles, one assist, an interception and two tackles behind the line of scrimmage.

Saturday against Murray State, Kidd also tied former MTSU Athletic Director Charles "Bubber" Murphy for most wins while their team was a member of the OVC with 117.

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Sidelines

Playoff possibilities

Steve Thomas

How did last week's Homecoming win over previously number one ranked Murray affect the Colonels' playoff hopes?

Right now, it is hard to tell. Because of the NCAA Division I-AA playoff system, it seems as if the Colonels will need some help from a few other teams in addition to winning the remaining three games on their schedule to have any hopes of repeating last year's national championship season.

In division I-AA, the teams are divided into three regions, North, South and West.

The highest-ranked team from each region, plus the next highest-ranked team, designated as a wild card team, are invited to the playoffs.

The Colonels went to the playoffs last year as the wild card team.

Murray represented the South, Lehigh the North and the West representative was Nevada-Reno, who provided the competition for the Colonels in last year's exciting first round game that the Colonels won 33-30 in two overtimes.

Only one of three excellent teams from the Ohio Valley Conference will likely make it to the playoffs this year.

The South region, of which the OVC is a member, has several good teams and is well-represented in the top 10 poll.

South Carolina State, who has been battling Murray all year for the top position now stands alone and likely will end up being selected as the representative from the South region for the playoffs.

Western, who beat the Colonels 13-10 last week will most certainly earn at least the wild card position by winning their final two games against Middle Tennessee and Murray.

The game with Murray will be played in Murray in the season finale for both teams and a Western win would give them a perfect 10-0 season and a birth in the playoffs, providing the Hilltoppers get by

Middle Tennessee this week.

The Colonels, then, are apparently facing a dark road to the playoffs after entering this past week's game in a tie for the 10th spot in the AP poll.

The Colonels must win the remaining three games of the year to finish 9-2 and hope South Carolina State and Western lose in the meantime.

But there is hope.

Last year at this time, playoff possibilities were also unfavorable and the Colonels not only earned a bid, but made the most of the bid by winning the national title.

AFTER THE FACT

Congratulations are in order this week not only for the football team for the win over the undefeated Racers but to coach Roy Kidd for his 117th career win, tying him with Charles Murphy of Middle Tennessee for career wins in the OVC.

Also, hats off to the field hockey team, repeaters of the Kentucky state championship, by defeating Louisville 2-1.

The team now travels to the AIAW regionals to be held in High Point, N.C.

The Soccer Club also won the Division Two State Championship by defeating Cumberland, Kentucky Wesleyan and Northern Kentucky.



Junior quarterback Chris Isaac hurdles over a host of Murray defenders after a short gain. Isaac gained 29 yards on seven carries including a 23 yard touchdown run and he passed for 89 yards and one touchdown in leading the Colonels to the OVC win over the previously undefeated Racers. (photo by Brian Potts)

Colonels move up after OVC win

By STEVE THOMAS
Sports Editor

Last week's win over Murray has given the Colonels' playoff hopes a considerable boost.

By defeating the Racers 24-14, the Colonels moved from 10th all the way into a tie for fifth with Grambling with a total of 31 votes.

South Carolina State, who has been in a dog fight with Murray all season for the top spot in the poll, now stands alone gathering 45 votes, just ahead of second

place Lehigh's 41 total.

Western Kentucky, now the leader of the OVC, is in third place with 40 votes and Boston University is in the number four position with 34.

Boise State is seventh with 29, then Murray, with 25 votes is ranked number eight.

Delaware is in the number nine spot with 23 votes and a three way tie rounds out the top ten and includes: Massachusetts, Connecticut and Alcorn State: all gathering a 20 vote total.

Scoreboard

OVC SCORES
Eastern 24 - Murray 14
Western 17 - Morehead 7
Austin Peay 41 - Akron 14
Troy State 52 - Tenn. Tech 3
N. Iowa 38 - Youngstown 17

FIELD HOCKEY
Eastern 2 - Louisville 0
Eastern 2 - Louisville 1

SOCCER
Eastern 7 - Cumberland 0
Eastern 3 - Kentucky Wesleyan 1
Eastern 5 - Northern Kentucky 3

WOMEN'S TENNIS
KWIC Championships - third

FOOTBALL
Tennessee Tech away 2 p.m.

FIELD HOCKEY
Nov. 7-8 AIAW Regionals away

RIFLE
Nov. 8-9, 14-16 Colonel Invitational home

VOLLEYBALL
Nov. 6 Kentucky away
Nov. 14-15 KWIC championships away

GOLF
Nov. 14-16 All-Dixie Intercollegiate away

IM turkey shoot

An archery turkey shoot is scheduled for Monday, Nov. 17 by the University Intramural - Recreational Sports. The winner of the event will receive a turkey for Thanksgiving. Anyone interested should pick up an entry blank in Begley 202 before Wednesday, Nov. 12. For more information call 622-5434.



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Arts Tolkien offers originality

Tired of reaching for a space adventure each time you want to read something entertaining from a different time period? Twenty-five students every Monday and Wednesday in Andrew Harnack's English 200 class, "Tolkien and the Circle," are taking a step backward in time to hobbits, dragons and myths.

Discovery of the Edain and Eldar families and the Tengwar writing is only part of the revelations the students have found in Tolkien's writing.

J.R.R. Tolkien, scholar and writer of Anglo-Saxon medieval literature, has created a mythological world everyone can relate to, according to Harnack. Most of Tolkien's writing deals primarily with old virtues and values and is written in the tradition of Homer and Virgil, Harnack feels.

Even though some students have read much of Tolkien's writing before they take the class, Harnack said that the novice appears in the classes also. Not only are students drawn toward the classes, but engineers, physicians and professors are becoming engrossed in Tolkien's writing.

The basic texts of the Tolkien collection, "The Hobbit," "The Lord of the Rings," "The Silmarillion" and "The Tolkien Reader," are all in the course. Harnack said that the other works are touched upon in the discussion and lecture.

Harnack taught his first class of Tolkien's works one January term at a university in Kansas. Since then, he teaches the class when there is a demand. The University has provided him with the demand. Last semester, Harnack said the class was filled during pre-registration and he hopes to teach the class at least once during each academic year in the future.

Tolkien has become popular, Harnack said, because of the basic storytelling quality in the books. Harnack feels, "We have lost the art of storytelling. Tolkien is one of the world's best storytellers."

"The stories Tolkien wrote appear to be totally mystical but Harnack said he feels reality can be found in the tales. He said modern man can find something in the writer's works. Harnack related, "When we read and come away from the stories, we will find we look at our world, the trees, mountains, rivers and see the freshness. We will see a new light."

The two hour course will count toward general education requirement but doesn't count toward the English major or minor.



Members of the Show Choir are shown performing as part of Homecoming festivities. The Show Choir performs the best of Broadway and the latest popular hits. The Show Choir is under the direction of David Greenlee. (photo by Will Mansfield)

Show Choir dazzles audience

By BELINDA WARD
Staff Writer

It was 7:30 p.m. in Brock Auditorium on Halloween, the night of ghosts and goblins, when the University's Show Choir appeared on the stage like a flash of energy.

The Show Choir, under the direction of David Greenlee, combined the show tunes of Broadway with the ever popular rock 'n roll, mingled with the choreography of Robin Spangler.

The variety of songs included "Stayin' Alive," from the motion picture "Saturday Night Fever," as the introductory number, a comic spoof of the Scarsdale diet, the popular duet

song "You Don't Bring Me Flowers" by Neil Diamond and Barbra Streisand and an all time favorite, "Alexander's Ragtime Band."

The good harmony of both the soloists and the entire group helped to bring out the good quality of every song.

During the concert there were special musical selections, including a tribute to the all-around-entertainer Barry Manilow. This tribute featured his popular songs "It's a Miracle," "Daybreak," "I Can't Smile Without You" and "Copacabanna."

Another example of such selections was the trio of songs entitled "Our Ballad Set." This set contained the three songs "Here's That Rainy Day,"

Eastern Dance Theater to present autumn program

By LINDA M. DOUGLAS
Staff Writer

Eastern Dance Theater will present its autumn program highlighting modern dance on Nov. 20 at 8:30 p.m. in the Weaver Gym. Admission will be 50 cents.

The 45-minute program will include selections directed by Laurie Bell, the adviser for the company, Virginia Jinks, assistant professor of physical education and student Monica Cummings.

Bell's selections will consist of an abstract "play" movement to John Denver's song, "Catch Another Butterfly" and a fast-paced musical selection performed to dulcimer music, "Devil's Dream."

Bell related that most of her present pieces come from her past work in dance companies. The free-lancer said she gained much of her experience while she taught at Wright State in Dayton and worked as assistant stage manager at Kings Island.

While she lived in Cincinnati, Bell worked for the Growth and Motion Co. as a choreographer, dancer and technician.

Since this is her first year with the University, Bell has decided to take selections from her experience with the Virginia Dance Theater.

Mounts she used in her work with the theater in 1976, are being rearranged for the program.

Jink's piece will be based on the "Riddle of the Sphinx."

Cummings' choreography will be a folk music selection from the work of the Dirty Band. This will be Cummings' first choreographic production since she has been with the dance theater.

According to Bell, Cummings' work has a very strong outline. The production not only gave Cummings an opportunity to develop her choreographic skills, related Bell, but it has also allowed the other students and faculty in the program to grow in their art.

"It gives people an opportunity to perform which is an art within itself," Bell added.

Even though most of the program is performed by freshmen, according to Bell, there is professionalism in the production - professionalism which has resulted from hours of discipline and training. Even though part of the show originated in August, the "... final touches will come right down to the wire," she said.

The work for the fall production will be included in the spring show. Bell said that the response the performers receive from their work on Nov. 20 will help determine how much of the autumn program will be included in next semester's production.

With last spring's turnout being over 700 people, Bell is expecting the same for this production. Bell sees the program as an opportunity to relate to the University's community what the dance department has to offer.

"It will give us a chance to show people what our potential is," Bell said. All selections are being brought through the MacDonald Dance Co.

'Aurora' features student works

By BELINDA WARD
Staff Writer

Each spring the university literary magazine "Aurora" is published, featuring creative writing, such as poetry, short stories, creative essays, dramatic plays and artwork done mainly by University undergraduate students, while some work is accepted by graduate students.

In 1935 under the name of "Belles Lettres," the present day "Aurora" was published for the first time under the direction of Dr. Roy B. Clark, former chairman of the English department.

"Aurora" is a self-supporting publication due to magazine sales. There are also several faculty patrons.

The cash awards, which are presented on Award's Day to the best poetry and the best prose manuscript, are supplied by trust funds. The Dr. Roy B. Clark award is presented to the best prose entry and the Presley Greise award, also in honor of a former chairman of the University English department, is presented to the best poetry entry.

Manuscripts on almost any subject are acceptable. "Aurora" tries to

provide many representative views.

The submissions for publication are selected by a staff of students and judging for awards though is done by a committee from the English department.


The entries will be judged mainly on content, language, ideas and literary standards, while the manuscripts will be judged anonymously in order to prevent partiality.

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Comments on Art

Have some fun

Mary Ann McGuinn

Each individual has his or her own concept of what is fun. To me, having fun is simply doing something that makes you smile or laugh.

I often hear students complaining that there is nothing to do around here. "How can we have fun?" they say.

There are lots of things you can do to have fun if you're willing to put forth a little effort to entertain yourself...

1. Go to the movies. With the University Film Series offering movies at a mere cost of \$1 and the Campus Cinemas and the Towne Cinema located within walking distance, movie-goers can have a blast.

2. Try rollerskating. I had never been on skates before I went to Jim's Roll-Arena (located on the By-pass) and, I must confess, I spent more time on my rear-end than on the skates, but I had a good time.

3. Go bowling. The bowling lanes are located in the Powell Building along with the pool tables and pinball machines.

4. Go swimming. Just because it's too cold outside doesn't mean you can't go swimming. We have indoor pools, both in the Weaver Building and at Alumni Coliseum. Take advantage of them!

5. Play tennis. It's still warm enough to play outside now, but indoor courts will be opened when colder weather arrives.

6. Visit the amusement centers. We have two amusement centers here in Richmond, Yesterday's and the Time Zone. These centers feature pinball machines, electronic games and pool tables.

7. Play some games with your friends. Backgammon is a popular game right now. If you don't know how to play, find someone who does

and ask them to teach you. You can make a friend, learn how to play a new game and have fun, all at the same time.

8. Go downtown and meet some people. The chances are that there is someone there who would like to have some fun.

9. Read a book or listen to a record. There's nothing wrong with having some fun by yourself now and then.

10. Make some Christmas decorations while you're watching T.V. The Christmas season started before Halloween arrived, so you should be able to find plenty of supplies.

Life is what you make it and why not make it fun. If you're bored and can't find anything to do, ask yourself why. Surely you can find something to do to entertain yourself...or can you?

For What It's Worth

The Commodores will be appearing in Rupp Arena on Saturday, Nov. 15 at 8 p.m.

Barry Manilow's new single, "I Made It Through The Rain," will be released within the next few days. It is taken from the album titled "Barry" which is scheduled for release on Nov. 15.

WKQQ battles Muscular Dystrophy with "Bar Wars" Nov. 3 through Nov. 8. Six bars will compete to determine which is the best bar in Lexington.

Each night a single bar will have a special party. The chosen six are: The Library, Mint State 70, The Two Keys, O'Riley's, The Lost Armadillo and The Brass A. The cover charge is \$1 per person.

The proceeds will go to the Central Kentucky Chapter of the Muscular Dystrophy Association. Details will be announced on WKQQ-FM.



Am I seeing double?

"A Taste of Honey" performed here Saturday night as part of Homecoming festivities. Emery Lee (insert) opened for the group. (photos by Brian Potts)

'The Game' scores points

By MIKE FEEBACK
Staff Writer

When I bought this LP this summer I never thought that Queen did the Colonels' new fight theme "Another One Bites the Dust." I mean, you go to "The Game," the Colonels win and another one bites the dust (like the puns?).

Back to "The Game" (gotcha again). "Play the Game" is an invitation for you to sit back, relax... "open up your mind and let me step inside" as Freddie Mercury states. This song sets the pace for the remainder of the album.

Roger Meadows - Taylor and Deacon John, who play percussion and bass, respectively open "Dragon Attack." This song forces your natural body rhythms to start moving. Brian May has fun with the guitar at the ending. He could cut ice with some of those licks.

You are bopping off to the music when... you hear this overbearing throbbing noise that seems to take control of your body. In some people

I've observed, it seems that the thump-thump-thump I hear is not Queen, but folks' heartbeats. I love to watch people sing this song... there are more words than "another one bites the dust."

Queen now lets your body relax with some good old rock and roll in the form of "Need Your Loving Tonight." Yes, in the background you do hear an acoustic guitar.

Still doing old rock and roll, "Crazy Little Thing Called Love" comes on next. This is a song that Buddy Holly would have done.

So if we play rock and roll, why not write a song about rock and roll? "Rock It (Prime Jive)" appears. I guess Queen is telling us it's no longer rock and roll but prime jive. Somehow, I like rock and roll better. However, prime jive ain't bad.

Queen sings a tune called "Don't Try Suicide" and I think we all know what that's about. It's self-explanatory.

"Sail Away Sweet Sister" shows the easier side of Queen. May's guitar is soft on this song. When he switches to electric you never notice. May is a master on the guitar.

Surf city, the fun and sun (a Beach Boys sound) is heard in the opening of "Coming Soon," a song that is rich in harmony. If anyone knows what this song is about please let me know, because I don't.

"It started off so well," sings Mercury in the opening of "Save Me," a tasteful song that closes "The Game." This song is one that we've all been through already once in our life... surviving the loss of love. "I'll love you till I die" such a true classic phrase that has been abused by all of us.

Queen is somewhere between rock and a soft place on this album. It's a good album to have. Too bad they don't play more of this at "The Game" (gotcha!).

Upcoming events

The Handbell Ensemble and Women's Chorale will present their fall concert Nov. 6 at 8:30 p.m.

The Handbell Ensemble will be opening the concert with three selections. They will feature two selections from the German Reformation.

The highlight of the evening will be the Messe basse by Gabriel Faure. Soprano soloist Cindy Murphy will be featured in this selection.

The Woman's Chorale will be presenting a selection of folk songs in addition to joining the Handbell Ensemble for several numbers. The concert will be free.

"Galapagos," a film about the Galapagos Islands, will be presented Tuesday, Nov. 11 in Brock Auditorium at 7:30 p.m. as part of the Audubon Wildlife Film Series.

Scattered over some 23,000 square miles of the Pacific Ocean, the islands are known for their varieties and associations of wildlife.

Single admission to the film is 75 cents at the door. Season tickets may be purchased for \$2 by contacting the Department of Biological Sciences.

World Research, Inc. has announced that it is sponsoring a nationwide art competition among high school and college students to find a new, bold, identifiable logo design, according to Barbara Stevens, promotion director for World Research.

All entries must be received by midnight, Dec. 30 to be eligible for the \$500 First Prize.

Stevens went on to say that "in addition to the cash award, there will be awards of excellence and honorable mentions awarded to runners-up in the competition."

The art competition is open to all high school and college students.

Students interested in submitting a logo design should write Art Contest, World Research Institute, San Diego, Calif. 92121 for entrant requirements and contest details.

Are you interested in water ballet or synchronized swimming? The Catalina Club welcomes all new members. No experience is necessary. Practice is held on Tuesdays from 5:30 - 6:30 p.m., Wednesdays from 6 - 7:30 p.m. (plus meeting) and Thursdays from 4:30 - 5:30 p.m. at the Weaver Room.

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New queen talks about her honor

(Continued from page 1)
the judges, both individually and in groups.

They had rehearsals for the dance and the football game, then met with the judges again at the dance and were later presented to the students who were in attendance.

All 16 girls rode in the parade. Hays thought it was especially enjoyable. "It was great. Everybody was very receptive, they waved back."

The other part of the selection process that Hays particularly liked was the interviews with the judges. "To some that was the most dreaded part, but I enjoyed that more than anything else."

The judges were interested in personal-type questions. "You didn't have to be up on anything that was happening in Iran."

Hays feels it is good that the final selection is made by people outside the university. "I feel like if it were done on popular vote alone, it would be too much of a popularity contest. There's a lot more to it than just being popular."

The other activities, such as the presentation of the 54 candidates in the Ravine and the fashion show, Hays felt, added good and bad elements to the affair. "Good, being that you get to meet people that you didn't know before, and bad in that maybe, by more contact with each other, there was more of a competitive feeling for

some."

Hays did have one suggestion for the Homecoming Committee. She felt it would be a great improvement if there was a designated area for the queen and her court, if not all the finalists, to go after the coronation. "I found myself at a loss: is there a special place that I go? There is no special place for the queen and her court."

She can't really say why she was picked over the other girls. "Throughout the whole process I was just myself. I wasn't trying to impress anyone or be a certain something. Myself was the only person I could be and evidently it paid off."

There are definitely more people who know who Tammy Hays is now. "It's nice to be recognized. It's a great honor and I appreciate it."

When asked if she would suggest running for Homecoming queen to anyone else, Hays said, "The first recommendation I would give to a new student would be to get involved while here. Get out of the dorm room and meet some people. If you're chosen for something like this, great; but be involved. Stick around on weekends occasionally."

Hays herself is not a suit-caser. She goes home perhaps once a month. "I think it's unfortunate for the suit-casers who go home every weekend. Maybe there are not that many things to do but there are people here and that's the most important part."

System discussed

(Continued from page 1)
nominees to do more "politicking" and make their views on issues known to other faculty members.

Under the present system of nomination, she said, virtually every member of the faculty senate could be nominated to the Board of Regents. Stebbins said the recommendation would eliminate some of the "shotgun" effect of the present system of nomination.

The rest of the recommended changes, according to the handout containing them are as follows:

- "that, in place of nominations from an eligibility list, the criteria for

nomination be published by Feb. 1 of the year of election.

- "that the committee on elections certify eligibility of nominee and nominators within one week of submission with the nominators being given one week to correct any error in the letter of nomination.

- "that an initial election ballot be held the second or third week of March, followed by a run-off election of the top two candidates if no nominee receives a majority of the votes in the first ballot."

The recommended changes, if they are passed by the Faculty Senate, will be sent to Board of Regents for vote.



Lancaster Avenue was the scene of many Homecoming activities Saturday. These student and community members are participating in the 10,000 meter run which led off the Homecoming parade. (photo by Brian Potts)

Coach feels promotion is vital

(Continued from page 1)

Murphy in an advisory role.

All of this promotional work takes time - time not easily available to athletes and coaches. But even though public relations has never been considered part of a coaches job at the University before, Murphy thinks it is one of her most important responsibilities.

She says, "I don't feel like I can sit back in my office and bitch about not having spectators, if I don't get out and do something about it myself. That's why I am doing what I'm doing."

"I think the time has come that all athletics will have to market themselves until they develop a following."

Why is "a following" so important to Murphy?

"Because a lot of fans in the stands help a team to play better," Murphy emphatically states. "It helps you win."

"The crowd control - the crowd element - is an element that is con-

ducive to winning or losing. There were several games last year we lost that were very close."

"I believe we would have won those games if we had more spectators in the audience to give us that edge," she adds.

Because more fan support could mean a better chance of winning, Murphy says her players are willing to give up much of their free time to do promotional work for the team.

"They (team members) are very excited," Murphy states. "Before I got here, the women's basketball program was down. And the whole spirit of the thing - the whole face - needed a lift or new approach. So they are eager to do anything to rebuild the program because they want to win."

Murphy thinks if she can generate enthusiasm for women's basketball at the University, then she will have all the elements to form a good basketball club.

And when the team starts winning consistently, then so much time won't have to be spent promoting the team.

Because as Murphy explains, "When something is successful, people automatically jump on the bandwagon. People want to get a piece of the action."

But nevertheless, Murphy will continue to spend some time promoting women's basketball, despite its success in the future.

"We are not going to stop recruiting this year, just because we had a good recruiting year," says Murphy. "If you get complacent with success, then you are back where you started."

The Lady Colonels will play the second annual Maroon - White intersquad game at 8:30 p.m. Nov. 11 at Alumni Coliseum.

At 7:30 p.m., Nov. 21, the Lady Colonels will open their regular season against West Virginia University at Alumni Coliseum.

'Voice' speaks on his career

(Continued from page 3)

a good team. Ledford said that he feels that basketball is the easiest sport to commentate on, horse - racing the hardest with football somewhere in between.

A question was raised to Ledford on why UK gets so much attention from the press when they have a bad season, to which Ledford replied, "The fact that they draw 58,000 people. I know it's frustrating, but Kentucky has a very wide acceptance."

Along those same lines, Ledford said that he sees no future of UK playing another state school. "I just don't think that they are going to do it."

Student dies after losing car control

Bill McAnly II, a 21-year-old University student of 305 E. Lexington Ave., Danville, died Tuesday night, Oct. 28, from injuries received in a one car accident on KY 1295, about 4 1/2 miles east of Lancaster, the Lexington Herald reported.

The article said, that according to Buddy Maupin, Garrard County deputy sheriff McAnly was traveling toward Lancaster about 11:30 p.m. when he lost control of the car in a curve and hit a tree.

Jimmy Flynn, Garrard County deputy coroner, "pronounced McAnly dead at the scene, of apparent multiple head injuries," the article said.

The Herald reported that "McAnly, the son of Bill and Lee McAnly... was a graduate of Danville High School where he was on the football and wrestling teams. In 1976, he was named the most valuable wrestler in the Central Kentucky Conference and was the 1976 regional champion for his weight division.

McAnly is survived by a brother, Todd McAnly; a sister, Dawn McAnly; grandparents, Elenor McAnly and Mr. and Mrs. Jack Selby, and a great-grandmother, Leona Robertson, all of Danville.

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| | | |
|----|---|------------------|
| 6 | Thurs. - Kramer vs. Kramer | 7 & 9 p.m. |
| 7 | Fri. - Kramer vs. Kramer | 7 & 9 p.m. |
| 8 | Sat. - Kramer vs. Kramer | 7 & 9 p.m. |
| 9 | Sun. - M*A*S*H | 7 & 9:30 p.m. |
| 10 | Mon. - M*A*S*H | 7 & 9:30 p.m. |
| 11 | Tues. - High Anxiety | 7 & 9 p.m. |
| 12 | Wed. - High Anxiety | 7 & 9 p.m. |
| 13 | Thurs. - Blazing Saddles | 7 & 9 p.m. |
| 14 | Fri. - Blazing Saddles | 7 & 9 p.m. |
| 15 | Sat. - Carrie | 7 & 9 p.m. |
| 16 | Sun. - Carrie | 7 & 9 p.m. |
| 17 | Mon. - Midnight Express | 7 & 9:30 p.m. |
| 18 | Tues. - Midnight Express | 7 & 9:30 p.m. |
| 19 | Wed. - Fatso | 7 & 9 p.m. |
| 20 | Thurs. - Butch and Sundance, the Early Days | 7 & 9 p.m. |
| 21 | Fri. - Butch and Sundance, the Early Days | 7 & 9 p.m. |
| 22 | Sat. - Midnight Cowboy | 7 & 9 p.m. |
| 23 | Sun. - Midnight Cowboy | 7 & 9 p.m. |
| 24 | Mon. - Fiddler on the Roof | 6:30 & 9:30 p.m. |

LATE SHOWS

| | |
|----|-------------------------------|
| 7 | Fri. M*A*S*H |
| 8 | Sat. High Anxiety |
| 14 | Fri. Carrie |
| 15 | Fri. Midnight Express |
| 21 | Fri. Fiddler on the Roof |
| 22 | Sat. Midnight Cowboy |

MIDNIGHT MOVIES

| | |
|----|--|
| 7 | Fri. Blazing Saddles |
| 8 | Sat. Kramer vs. Kramer |
| 14 | Fri. Fatso |
| 15 | Sat. Butch Cassidy and the Sundance Kid, The Early Days |

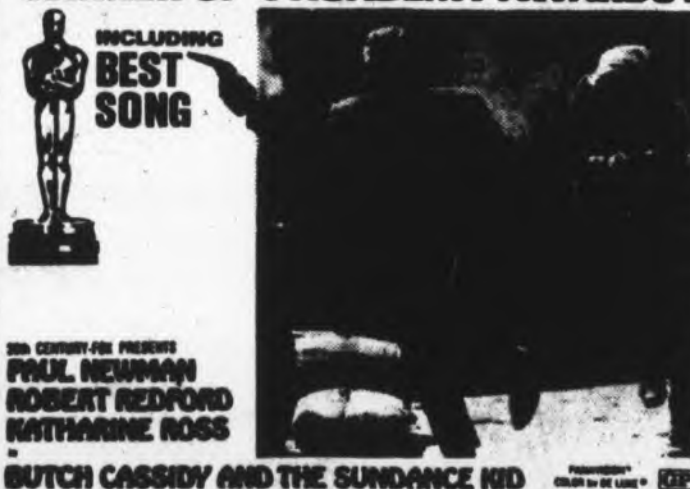
Black Stallion



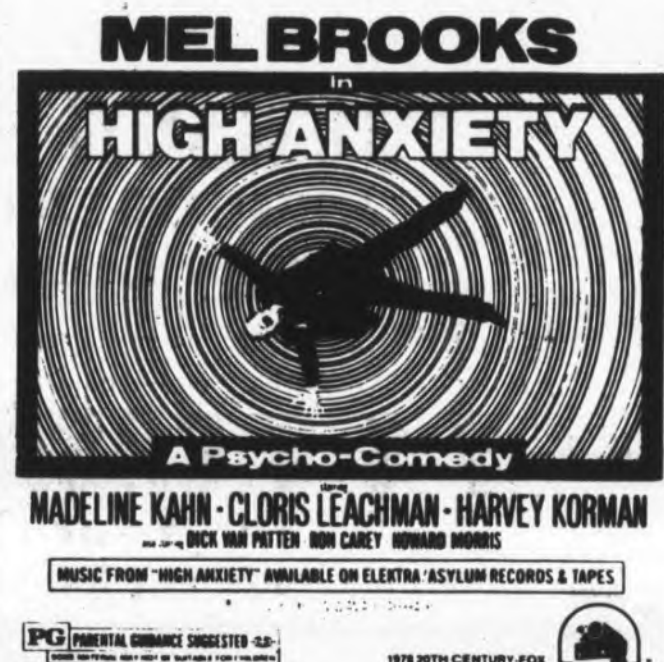
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| 3 | Wed. - Coming Home | 7 & 9:30 p.m. |
| 4 | Thurs. - Moonraker | 7 & 9:30 p.m. |
| 5 | Fri. - Moonraker | 7 & 9:30 p.m. |
| 6 | Sat. - Moonraker | 7 & 9:30 p.m. |
| 7 | Sun. - Black Stallion | 7 & 9:30 p.m. |
| 8 | Mon. - Black Stallion | 7 & 9:30 p.m. |
| 9 | Tues. - Black Stallion | 7 & 9:30 p.m. |
| 10 | Wed. - Who'll Stop the Rain | 7 & 9:30 p.m. |
| 11 | Thurs. - Who'll Stop the Rain | 7 & 9:30 p.m. |
| 12 | Fri. - Goldfinger | 7 & 9 p.m. |
| 13 | Sat. - Goldfinger | 7 & 9 p.m. |

LATE SHOWS

| | |
|---|--------------------------------|
| 5 | Fri. Black Stallion |
| 6 | Sat. Who'll Stop the Rain |

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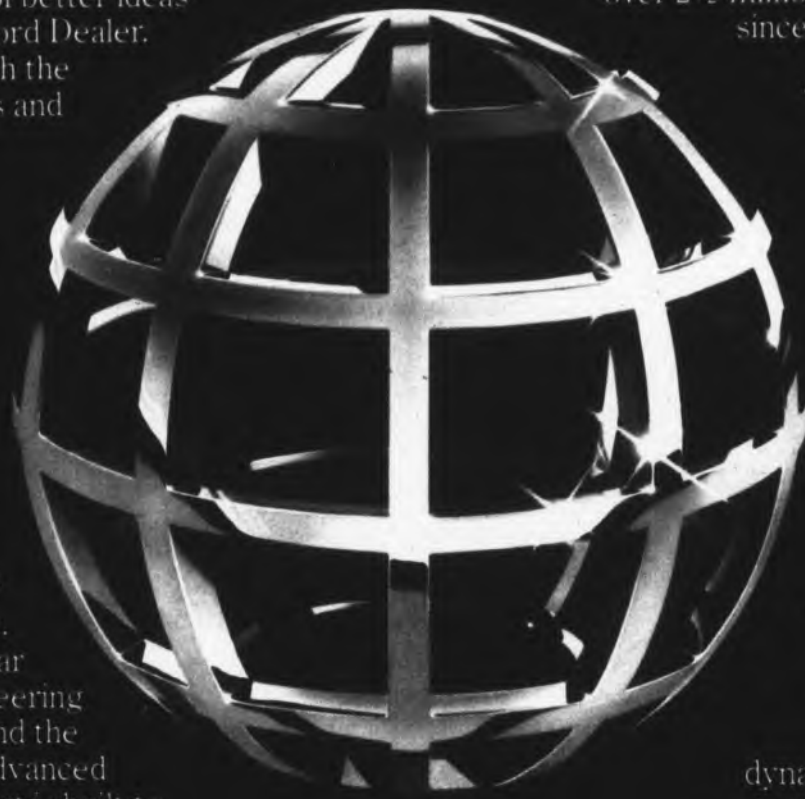
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What Econ 101 Never Taught You...4

We're not talking supply and demand here. We're talking monetary nitty-gritty—plastic in your pocket, life or debt, those bothersome rubber checks, and bill collectors camping out at your door. (And, we promise, not one word about budgets.)

Shopping Smart.....6

Whether it's textbooks for less than a dollar each or a stereo for two-thirds the list price, we offer simple strategies for making the most of every dollar.

Gimme Cheap Shelter.....9

Putting a roof over your head needn't put you over your budget. Our apt tips for apartment-hunters can save you cash and legal hassles. And, student profiles show you how to home in on housing alternatives (and maybe even make a few bucks in the process).

Ripoff Remedies.....16

Getting the most value for your money doesn't stop at the point of purchase. When that newly installed muffler bites the dust, do you know how to toot your horn? Here you'll find sound advice on your rights as a consumer as well as where to turn for help.

How To Prosper During The Coming College Year 18

Who couldn't use some extra cash? The earning options range from "effortless work" to entrepreneurship. Plus, we've included plenty of valuable guidelines for tracking down financial aid sources.

Living On Less..... 22

It's one thing to shop around for the best prices. But if broke-and-hungry is your perpetual state, if your idea of dining out is popcorn with the pigeons, and if a typical night on the town is a mass-transit bus tour of the city, we offer hope by giving new meaning to the word "cheap."



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What ECON 101 never taught you...

Sowing Your Savings

The more frequently it's compounded, the more you earn. Remember this rule about savings accounts, and you'll be smarter than most banking customers.

Other points of interest to consider in choosing a savings account:

Find out when the interest is credited to the account and schedule your withdrawals after that date. Otherwise, unless you have a "grace period," you'll lose interest on the funds you withdraw. Also ask if you'll be penalized for frequent withdrawals or rewarded for fewer ones.

Determine when your savings will start to earn interest. The best account will pay interest from the day of deposit to the day of withdrawal.



Less Taxing Taxes

If Uncle Sam sent you a large tax refund this year, you probably lost money.

Asking an employer to withhold more tax money from your paycheck than is required seems a fail-safe way to save (and for some of us, the only way).

But consider the interest to be earned if you exempted yourself from withholding and, with a little willpower, put the money in a savings account. There are certain prescribed conditions, however, so ask your employer about eligibility for exemption.

Beyond a Shadow Of a Debt

You're in debt. Your telephone has been disconnected, burly bill collectors wait at the door, and you've scraped up just enough cash for a one-way ticket to Iceland.

Wait. The worst thing you can do is avoid your creditors, says John E. Sestina, a financial planner in Columbus, Ohio. That's a sure way to ruin your future credit rating.

"Notify your creditors and explain your circumstances," he says. "Most are willing to help." Sestina suggests partial payments, deferred charges, and payment reductions as practical alternatives to not paying at all.

If your creditors turn unpaid bills over to a collection agency, "be concerned, but don't panic," Sestina advises. And as for those 3 a.m. phone calls, it's illegal for a bill collector to disturb you at odd hours or to harass and threaten you with other tactics.

If you must borrow to pay off debts, Sestina outlines the following sources:

Credit Unions:

If you or your parents work for a firm that has a credit union, these loans are usually—but not always—less expensive than bank loans.

Bank Loans:

The cheapest is a short-term (one year or less) loan.

Life Insurance:

Borrowing against your policy is considerably less expensive than a bank loan, but the face value of the policy is reduced by the unpaid balance of the loan.

Finance Companies:

Since interest rates can be as high as 20 percent a year, these loans should be a last resort.

Question and Answer: Follow the Bouncing Check

Q: Why did my check bounce? I had enough money in my account.



A: Maybe you didn't. When you deposit a check from another bank, such as a check from home, it takes from three to 15 days before it's cleared and credited to your account. Clearing time varies, so ask your bank about this.

Q: What type of checking account is the cheapest?



A: A free account that requires no minimum balance. (If a minimum balance is required and your account drops below it, you're stuck with a fee.) Your hometown bank may provide free checking with no minimum balance as a service to students away at college, but beware of banks that offer this as a lure to customers and then raise rates later. A "per check" service fee is cheapest if you write only a few checks a month.

Q: Can I make money with an interest-paying checking account?



A: No, not if you keep a low balance. With these accounts, banks usually charge a fee if your account drops below a minimum balance. These fees, combined with typical per check fees, would probably outweigh the interest you would earn on a balance of a few hundred dollars.

Jane Bryant Quinn

Everyone's Money Book

A Painless Guide to Money Matters

Does the mere mention of a budget make you wince? Do concepts of personal finance boggle your mind?

In one of the clearest and most comprehensive money guides on the market, *Everyone's Money Book*, author Jane Bryant Quinn demystifies the how and why of money management.

Whether you're taking out a loan, paying for college, or looking for an apartment, you'll find the necessary information covered in a conversational, lucid style.

Published by Delta, New York, N.Y., 1980, \$8.95.



Cash Card Caveats

A budgetary blessing or a financial fiasco? Whatever your attitude toward 24-hour automated bank tellers, you should be aware of a recent law which limits your liability in case an unauthorized transfer is made with a lost or stolen card.

If you notice the card is missing, let the bank know immediately. Your liability is limited to \$50 if the bank is notified within two business days of the card's loss or theft.

For protection against theft, customers are warned to keep their personal identification number separate from their debit card, to place a limited amount of funds in these accounts, and to keep careful records of all transactions.

From the Experts



Jane Bryant Quinn, personal-finance columnist for *Newsweek*, business correspondent for the CBS Morning News.

Q: Our current economic situation seems pretty dismal. Is there any hope on the horizon?

A: I think inflation is going to continue for many years, but that doesn't necessarily mean things are dismal. Oddly enough, while prices have doubled in the last 10 years, wages have more than doubled.

Although the past year and a half hasn't been very good, the '70s as a whole has shown gains in real income, and I think that's going to continue in the next 10 years.

As far as the job outlook goes, graduates starting to enter the work force now are part of the baby-bust generation, and they're going to be in a much better position to find jobs than the preceding baby-boom generation.

The economy expanded tremendously to accommodate the baby-boom workers. Consequently, when a smaller number of workers (the baby-bust generation) comes up behind, the question becomes, "Who is going to fill all these jobs that were opened by the past generation?"



George N. Miller Jr., financial writer, recipient of the 1980 Black Enterprise Achievement Award, youngest member on the board of directors of the American Savings and Loan League.

Q: How can I make the most of my money while I'm in college?

A: Overall, a financial plan is important. Map out exactly what your remaining in-school costs will be, everything from books to entertainment. Then try to pinpoint all the resources from family, work, aid, and scholarships. From this, map out a specific plan and follow it.

I would also strongly suggest that you save money. I'm appalled at the money I threw away in college just on normal living expenses. If you could start saving now, you could prepare yourself for leaving school and getting a job, especially if it takes a little time.

I'd recommend getting a job in the field you want to pursue after graduation. And if a student wanted to start a small business, I'd strongly encourage it.



Barbara Gilder Quint, financial expert, writer for *Money* and *Glamour* magazines.

Q: I have money in a savings account for next year's tuition. Is this the best place to keep it?

A: Your money in a savings account is absolutely safe; it's insured by an agency of the federal government, and it's also very accessible.

However, day-of-deposit-to-day-of-withdrawal accounts pay only 5½ percent interest, and even one-year accounts rarely pay more than 6 to 6½ percent. So why not consider shifting your money to one of the new money funds?

In the last six months, they've been paying between 7 and 10 percent interest. You have instant access at any time to your money and, although they're not insured as with a savings account, most experts believe they are very safe.

(For more information and a list of funds, write The Investment Company Institute, 1775 K St. N.W., Washington, D.C. 20006.)

To Your Credit

Despite fluctuating federal credit-card controls, college students—especially graduating seniors—may find it easier to get credit cards than the general public does.

Because college students usually charge only small items and pay their bills promptly, they're "excellent credit customers," says George Stealy of Sears, Roebuck & Company.

Art Clark, a vice-president of the card division at American Express, agrees. "For graduating seniors, our application requirements are less stringent than our ordinary standards," he says. Why? Graduating seniors are more likely to find better-paying jobs, and thus are better credit risks.

Underclassmen without impressive salaries, however, carry little clout with the nationally accepted credit-card companies. Yet some retail stores (Sears, for example) don't have minimum-income requirements. "The only real provision is an adequate income—not necessarily a job—to make payments," Stealy says.

Once you have a credit card, the most effective way to fight inflation with it is to charge new purchases immediately after the billing date on the monthly statement. Charged items won't appear on your account until the next billing date—about 30 days later.

After you receive the monthly bill, you have up to 25 days to pay it before interest is added. Thus, almost two interest-free months elapse before you have to pay for your purchases.

Before you congratulate yourself for being such a savvy shopper, one caution: Always pay monthly bills in full to avoid interest charges.

But what if your credit-card application is refused? You have the right to know specifically why you were turned down. If you feel you have been unfairly rejected, ask the creditor first. The regional offices of the Federal Trade Commission may also be able to help.

SHOPPING SMART

Are You Gonzo at the Grocery?

If you like to race down supermarket aisles whipping convenience foods into your cart, you might think careful shopping is for bored homemakers. "After all," you reason, "I'm in college; I don't have time to shop or cook."

But the "supermarket sweep" game puts a strain on your wallet, not to mention unwary shoppers standing in your way. Consumer experts say that a painless bit of extra time—in food shopping and preparation—saves lots of bucks. Here's their advice:

SIZE UP PRICES. Brand X dog food is \$5 for 10 pounds;

Brand Z is \$6.50 for 12. Which is cheaper? Several states and cities require stores to give the price per unit (ounce, pound) so that the consumer can compare costs of differently sized packages. If a store offers no unit prices, bring along a calculator and figure them yourself. That "economy-size" may not be so economical.

DON'T JUDGE A CAN BY ITS LABEL. Store brands are usually 2 to 33 percent cheaper than name brands, and the quality is comparable. Better yet, try the no-frills generic items. (You'll recognize them by their black and white labels that

practically scream out GREEN BEANS or GRAPE JELLY.) You sacrifice an enticing picture of the contents, but you save 10 to 50 percent, and they are just as nutritious.

Manufactured generic goods, such as cooking oil and paper towels (there's even generic beer), may be slightly lower in quality than store or name brands. For instance, a tissue may be three-fourths of an inch narrower, but who blows his nose at the end of a tissue? **BYOB—BE YOUR OWN BUTCHER.** By playing samurai chef, you can trim meat costs by as much as \$2 a pound. A good, inexpensive knife can transform a whole cut of meat (a blade chuck roast, for example) into several meals' worth of steaks and cubes.

(Hint: Sometimes the same type of meat at another area of the meat counter is cheaper, simply because it's cut differently.)

TRY ALTERNATE PROTEIN SOURCES. Dairy products, chicken, and fish are obvious beef substitutes. Other foods rich in protein and usually cheaper than beef include ground meats blended with soy protein, offbeat kinds of fish such as pollack and monkfish, and tofu, a versatile soybean product.

Plant proteins such as lentils, lima beans, and chickpeas may banish your meat cravings forever. But because they lack certain amino acids, they are incomplete proteins and must be complemented with grains or dairy products.

For more information on high-protein meatless meals, read *Recipes for a Small Planet* by Ellen Buchman Ewald (Ballantine Books, New York, N.Y. 1975, \$2.50).

To Buy Or Not To Buy

Perhaps you've seen it happen. Maybe you've actually been a victim. Just as you're eyeing a set of car tires at Fred's Tire Emporium, a stockboy, trigger-happy with the price-tag gun, rushes in and slaps on a new, higher price. Or maybe you were thinking of buying a few new albums until the list price climbed a dollar.

It's enough to persuade anyone that it's better to buy now than pay more later.

Such logic doesn't always hold true, according to Donald Moffitt, former personal-finance columnist for *The Wall Street Journal*.

Let's say you'll be touring Europe next summer, and you'd like to take along a good 35mm camera. Should you buy it now or wait?

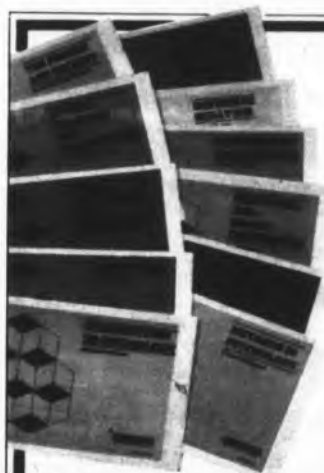
"I don't think it would make much sense to buy it now," Moffitt says. "It's by no means a certainty that prices will be much higher a year from now. In fact, inflation is slowing down."

"In the meantime, to buy something you don't need now means you lose the interest that the money might otherwise be earning, or you'll deprive yourself of something you need right away. A very good rule of thumb is don't lay out cash until you have to."



Dr. Heinz Biesdorf
Consumer Economist
Cornell University

Super
Shopper



Throwaway Textbooks

How would you like to pay less than \$10 per term for all of your textbooks? A Westwood, Massachusetts, publisher has come up with disposable textbooks (called "paperbooks") that usually cost less than \$1 each.

"Paperbooks are textbooks published in tabloid-newspaper form," says Ray Moloney, president of PaperBook Press. "Five or more textbook pages can be printed on one page, so a \$6 textbook becomes an 85 cent paperback."

"We publish mostly subjects in the humanities and social sciences, but not the hard sciences," he explains. "Most students keep those texts for future reference."

Colleges and universities in all 50 states and nine foreign countries use paperbooks, according to Moloney, who adds, "Even Harvard uses them."

DESIGNER JEANS. LIZARD SKIN BOOTS?
A COWBOY HAT? YOU SAID YOU WERE
GOING OUT TO BUY A PAIR OF SOCKS.



Have you ever found yourself in a similar situation? If so, you may have fallen prey to a business's most effective salesman: retail psychology.

"Retail psychology's purpose is to motivate people to buy something they had no intention of buying," says Maurice Winn, an Indianapolis manufacturer, distributor, and former retailer. "It's very effective."

How does it work? Here are a few examples:

ATMOSPHERE. Clothing stores geared to the young know that blaring rock and disco throughout the store can be extremely effective.

And just as music can alter your buying mood, so can color and atmosphere. Winn notes that one local luggage store displays exotic travel posters from around the world. "You go in wanting a canvas bag, but you buy a leather one. The decor makes you feel more sophisticated."

STORE LAYOUT. Items often bought on impulse are strategically placed where shopper traffic is heavy. (That's why the cosmetic counter is usually in the center of a department store.)

DISPLAYS. "It's a constant battle for suppliers to get their products displayed in the most conspicuous areas of the stores," Winn explains. High-profit items are placed conveniently at eye level.

PRICING. Four-for-a-dollar cans of tomato paste displayed in a bin are no bargain if they're priced at 25 cents a can on the shelf!

Remember When?

Alas, when it comes to most prices, the good old days (1970, that is) were really the cheap old days. Below are now-and-then cost comparisons of a few popular products. (Prices may vary according to region.)

| ITEM | 1970 | 1980 |
|---|--------|--------|
| Record album (list price) | \$5.98 | \$8.98 |
| McDonald's fries, cheeseburger, and shake | .70 | 1.54 |
| Coca-Cola (10-ounce bottle) | .15 | .30 |
| Hershey bar | .10 | .25 |

Whew! Inflation can't get much worse than that. Or can it? To show "what can happen if our inflationary trends continue," Manplan Consultants, a Chicago firm, has projected selected prices for 1989. A sampling: lower-priced car (\$17,400), small loaf of bread (\$7.73), box of cereal (\$13.30), college tuition (\$12,800 for private, \$1,350 for state).

Take heart. Even with inflation, the prices of a few items have actually decreased since 1970. Among them are contact lenses, pocket calculators, sewing machines, radios, digital watches, TVs, and stereos.

"With a few simple strategies, you can save at least 10 to 15 percent on everything from tuna fish to cameras," says Dr. Heinz Biesdorf, a "supershipper" at home and a consumer economist at Cornell University.

For example, when most people want a stereo, they go out one night to one or two stores and then come back with one for \$500," Biesdorf explains.

For his stereo, bought at two-thirds the list price, Biesdorf did two weeks of research. "I read stereo magazines, wrote to stereo discounters, and compared ratings in *Consumer Reports*. I found one I liked, then shopped locally and looked in catalogs for the best buy."

Careful planning and spending applies to small purchases as well. "Consumers often ignore, for example, the 10 to 15 percent savings in buying the cheaper can of tuna, but over time, this adds up," Biesdorf says.



Health Without Wealth



Along with cafeteria food, university health centers are a favorite target for student complaints. The solution to catastrophic cafeteria concoctions is simple: Eat out. But what if the health center doesn't provide a service or you simply want an alternative?

For preventive care, county health departments may offer free testing and other services such as immunization shots and VD treatment.

And for reproductive health services, Planned Parenthood offers a full range, from contraceptive care to counseling. Fees are determined on a sliding scale (depending on income), and no one is denied services for lack of money. Consult the telephone directory for the clinic nearest you.

CHOOSING A DOCTOR.

For emergencies and sudden illness, you need a doctor who knows your medical history. "But choosing a doctor can be a shot in the dark," says Chicago physician Sandra Gadson. Ask friends and teachers to recommend local physicians.

Dr. Gadson also suggests comparison-shopping—asking prospective physicians about billing procedures, routine office-visit costs, lab fees, and credit policies.

DRILLING DOWN DENTAL COSTS.

You can cut down on dental expenses by visiting university clinics staffed by dental students. Since the dentists-to-be are closely supervised by their professors, treatment is usually slow but thorough.

Retail dentistry is another alternative. Growing numbers of department stores (like Montgomery Ward and Sears) offer in-store dental services. Fees range from 30 to 50 percent less than those charged by private practitioners.

SAVING AT THE DRUG-STORE.

"Ask your doctor to prescribe generic equivalents if they're available," advises Glenn E. Freiberger, a Madison, Indiana, pharmacist, "or ask your pharmacist to substitute generic products for brand-name items." The savings might have curative powers of their own.

The same holds true for nonprescription drugs. "Look at the ingredients listed on the label," Freiberger advises. "Many store brands contain the same things as brand names, but they cost much less." He notes that highly advertised aspirin brands like St. Joseph and Bayer are no more effective than generic aspirin—but they may cost twice as much.

A Sale for All Seasons

Even in times of uncertainty, there's one thing you can count on: white sales in January.

Rest assured, stores continue to hold traditional seasonal sales year after year. But, as the economy fluctuates, they're breaking from tradition a bit and holding them more frequently.

For the first time last year, stores held pre-Christmas sales, and this year bathing suits went on sale before July 4, reports Midge Shubow, director of consumer information at the White House Office of Consumer Affairs.

For a calendar of seasonal sales, we've listed a few from Sylvia Porter's *New Money Book for the '80s* (Doubleday, Garden City, N.Y., 1980, \$24.95). As the economy changes, however, the list won't always hold true. Shubow advises comparison-shopping and checking newspaper ads.

- BIKES: Jan., Feb., Sept.-Nov.
- CAMPING EQUIPMENT: Aug.
- NEW CARS: Aug., Sept.
- USED CARS: Feb., Nov., Dec.
- MEN'S COATS: Jan., Aug.
- WINTER COATS: March
- FISHING EQUIPMENT: Oct.
- LUGGAGE: March
- RADIOS, STEREOS: Jan., Feb., July
- SKI EQUIPMENT: March
- MEN'S SUITS: Jan., April, Nov.
- TOILETRIES: Jan., July
- TV SETS: May, June
- TIRES: May, Late August

Bottom-Line Bargaining

Although Madison Avenue may not advertise the fact, the joys of bargaining extend beyond the boundaries of the open-air market.

A few retail possibilities come to mind immediately. Stereo stores, auto dealers, mechanics, contractors, house painters, and garage-sale entrepreneurs often expect customers to bid down prices. You have nothing to lose by offering a lower price.

Even store department managers may knock a few dollars off floor samples or slightly damaged goods, so just ask. The gap between your cost and their cost may leave room for negotiation.

Book Before You Buy

Read up before you shell out—a little research might save you money and steer you away from a "lemon."

The Consumers Union, a nonprofit organization, publishes *Consumer Reports*, a monthly magazine that evaluates brand-name products ranging from bicycles to organic food.

A summary of the findings is published in a year-end *Buying Guide*. Subscriptions, which include the *Buying Guide*, are \$12, or the guide can be ordered separately for \$3.50. (Copies may also be available at newsstands and libraries.)

To order or get a list of the Union's publications, write to Consumers Union, Orangeburg, N.Y., 10962.

Buy With a Little Help From Your Friends

Uncle Sam has made it easier for students to "cooperate"—and to save money.

Since the recent opening of the National Consumer Co-op Bank, you can get federal loans to establish cooperatives—nonprofit, consumer-owned and operated businesses that offer low prices for food, housing, and such services as health care and auto repair.

For example, a co-op that buys food wholesale may offer discounts as high

as 33 percent, according to Stewart Kohl, executive director of the North American Students of Cooperation.

NASCO publishes the *Campus Co-op Directory* (\$1), which lists over 400 campus-area co-ops. To order it or a list of other nonprofit publications on how to start and operate a co-op, write to NASCO, Box 7293, Ann Arbor, Mich. 48107. For information on Co-op Bank loans, call toll-free 800-424-2481.



GIMME SHELTER

What Price Freedom? A Cost Comparison

1979-1980 ON-CAMPUS VS. OFF-CAMPUS EXPENSES FOR 9 MONTHS*

| TYPE OF INSTITUTION | ON-CAMPUS | OFF-CAMPUS | |
|---------------------|----------------------------|----------------------|---------------|
| | INSTITUTIONAL HOUSING MEAN | PRIVATE HOUSING MEAN | COMMUTER MEAN |
| Public 2-year | \$2,371 | \$2,857 | \$2,117 |
| Private 2-year | 2,509 | 2,876 | 2,151 |
| Public 4-year | 2,578 | 2,896 | 2,055 |
| Private 4-year | 2,603 | 2,810 | 2,054 |

*Figures represent the total budget minus tuition and fees, estimates include room and board, books and supplies, transportation, and personal expenses.

Figures supplied by the College Scholarship Service of the College Board



Student Landlord

"Nimrod Palace" may not be palatial, but it is profitable. The 11-bedroom house in Champaign, Illinois, is owned and leased by University of Illinois senior Mark Woodard.

Woodard bought the house in 1978, assuming a \$50,000 mortgage. "But it is possible to buy a house with a relatively small investment," he says. "One of my friends did this with only \$2,000 up front."

"The rent I'm collecting (from 11 tenants) covers the house payments, insurance, taxes, utilities, and garbage service." Last year, it was also enough to pay for Woodard's room and board at his fraternity house.

Not counting major repairs, Woodard says he spends about two to three hours a week working at the house.

He gives this advice to prospective home-buyers in college towns: "Look around and find a deal you can get into cheap. The location of the house is important. If it's close to campus, it keeps the place full."

The Texas Nexus



Fifteen men and women share the work and worry as dwellers in a housing cooperative near the University of Texas at Austin called the Nexus.

A single room in their spacious house (fronted by a white picket fence and boasting a flower and vegetable garden) cost \$140 a month last year, including meals. But cooperators, so to speak, also must share the cleaning, cooking, and shopping.

"We're very independent people," comments five-year resident David Craig. "But we do enjoy having an en-

ergetic social atmosphere." Occasionally, members go canoeing or throw parties together.

The co-op was started in 1973 by then-UT student Mike McHone, who bought the house. "I had an interest in starting a co-op, and I knew how to do it," says McHone, who had helped start co-ops before. "I knew the financial ropes."

The co-op has prospered steadily since then, attracting students and workers. One resident says the Nexus, named after an ancient Greek city-state, "has a good feeling of family."

Look Before You Lease

Beware of "fluff." That's a warning to cost-conscious apartment-hunters.

"Cosmetic appeal" can be deceiving, says Esther Patt, counselor for the Champaign-Urbana Tenant Union at the University of Illinois. "Some students will rent a place which is not structurally sound but has luxuries like a dishwasher," she explains. "They should consider whether these are worth the cost they add to the rent."

A few other guidelines to consider:

Figure total rent.

With three tenants, rather

than one or two, you can save on food and utilities, but you don't always save on rent. Some landlords, especially in university areas, charge per person. (The same dwelling may cost \$200 for two renters, \$300 for three.)

Check utility costs.

"Utilities included" leases are not always cheaper. Compare prices. If you must pay utilities, ask to see past bills. Don't trust vague estimates.

Consider hidden expenses.

Is the place furnished? Will you have to take a bus to class? Is parking extra?

Study the lease.

Who's responsible for repairs? Can you sublet? Terms in the lease may often be

altered. But, for example, if the landlord promises to pay for new carpeting, get it in writing!

Deposits you can bank on.

You will have to pay a security deposit, usually one month's rent. To get it all back when the lease expires, make a list of the apartment's defects when you first move in. Have the landlord sign it, and give him a copy when he checks the damages.

Laws on deposits, damages, and leases vary. Knowing them can save you money. (For example, some states require interest to be paid on deposits.) Consult a tenant union, legal service, or consumer group for more information.

Beating The Meter

If you're always getting into hot water, chances are you've got an astronomical utility bill. And with today's soaring energy costs, that's not good.

Lowering the thermostat on your water heater, covering unused fireplaces, and keeping drapes closed are only some of the no-cost ways to cut energy consumption.

For more information, write Energy, P.O. Box 62, Oak Ridge, Tenn. 37830.

RipOff Remedies



While most businesses which sell to students are legitimate, there are always a few "scam" organizations that swoop down on college campuses looking for easy prey. Unfortunately, they often find it.

"I've seen students who couldn't boil a pot of water, even if Julia Child was standing beside them, buy stainless-steel cookware for hundreds of dollars," says Leo Lacey, director of Group Legal Services for Students at the University of Southern California. "When I ask them, 'What prevailed upon you to buy this?' they can give me no reason."

Lacey says he's counseled students who unwittingly signed loan applications for "free" life insurance, bought dishes that could be purchased cheaper at a local store, and got into

other heavy contractual obligations (with car insurance agencies, dating services, health spas, and travel agencies and charters).

The sales, often made with false promises or confusing sales pitches, frequently are conducted door-to-door or at "informal" social gatherings such as a fraternity or sorority "home demonstration."

For your financial protection, Lacey says to "simply stop and think before you make a purchase."

If you fall victim to a sales ripoff, or if you want to check out what could be a potential ripoff, consult: the student legal aid office, a governmental consumer-affairs bureau, the dean of students, the local and campus police, consumer advocates in the media, or a local Legal Aid Society.



When Life Hands You a Lemon

Holding your breath until you turn blue won't solve the problems that corporate America causes you. When the goods you buy turn out to be bad, you need to know some strategies for effective complaining.

"Starting with a vigorous assertion of your rights is crucial," says Stephen A. Newman, a New York law school professor. "You are often sized up immediately as a person who will or will not pursue a complaint."

This and other complaint tactics can be found in *Getting What You Deserve: A Handbook for the Assertive Consumer* (Doubleday, Garden City, N.Y., 1979, \$8.95). The book, co-authored by Newman, also offers guides for buying major goods and services, so perhaps complaining won't be necessary.

Rx for Mail-Order Maladies

A picture may be worth a thousand words, but it's also worth a few headaches if it's all a consumer looks at before buying a product through mail-order.

To avoid a costly surprise, read the fine print in the ad, take note of the product's dimensions, and find out exactly what's included in the order. Con-

sumer advocates also recommend calling the Better Business Bureau (either your local office or that of a company's region) for information on a company's reputation and complaint record.

"Never send cash, not even for something that costs a dollar," says Donna Sweeney, of the Direct Mail/Marketing Association (DMMA). Checks or money orders are proof of your payment.

If a company fails to meet a delivery deadline or to deliver within 30 days without notifying you of a delay, first contact the com-

pany for an explanation. If you're still not satisfied, the DMMA (6 E. 43rd St., New York, N.Y. 10017) handles complaints about its 2,100 member companies and other mail-order outlets.



What's Up With Warranties?



The next time one of your household gadgets goes on the fritz, the best step to take may not be toward the fix-it shop. Checking a product's warranty (preferably before you buy) may spare you unnecessary repair bills.

The warranty will be either "full" or "limited." A full warranty will include: 1) free repairs or replacements for defective goods; 2) assurances that repairs will be made within a reasonable time; 3) assur-

ances that you needn't do anything ridiculous for service, like send your stereo to Hong Kong; 4) coverage for every owner of the product during the life of the warranty; 5) a choice between a refund or a new product if the item can't be fixed after a reasonable amount of effort.

A limited warranty will omit one of these clauses. For instance, it may pay for replacement parts but not labor.

If your gadget didn't come with a warranty (or if there's no statement on the product releasing the maker from responsibility for product per-

Trialing for Dollars

When the avenues for complaint seem to have reached a dead end, don't get mad. Get even.

And one of the best legal ways is through small-claims courts where costs are low (usually less than \$25), and the odds favor spurned consumers.

Eighty to 90 percent of

the plaintiffs win at least part of what they sued for. And experts say the psychological benefits of formal revenge are often as satisfying as the money collected.

Since small-claims courts are usually informal forums, contending parties present their cases simply, and **without attorneys.**

"The real question is: Can you collect the money once you've won?" says Jane Rosenberg, general counsel for the New York

Public Interest Research Group Inc. "Thirty to 45 percent of successful claims go uncollected in New York."

Although you can commission a sheriff's deputy to collect claims, you must know where the defendant can be found. And that can be especially tough in cases where you paid cash to door-to-door sales people or to small operations.

"In those cases," notes Rosenberg, "you have to be somewhat of a detective."

Avoiding Satanic Mechanics

Car repair—it looms over student pocketbooks like a specter waiting to strike.

But cost is not always as important as quality when choosing a mechanic, says Stan Hathcock of the Automotive Service Council in Atlanta. "The lowest estimate seldom represents the highest-quality work."

Though not always an easy task, finding a competent mechanic should be a top priority. Hathcock advises checking with local consumer agencies or asking friends for recommendations.

Once you've made a choice, get a **written** repair estimate (including parts, labor, and tax). Tell the mechanic that if actual repair costs exceed the estimate by more than \$10, you are to be notified **before** any additional work is done.

Beware of vague, un-itemized estimates that say "fix engine" or "repair car." Be sure you understand your warranty coverage before repairs are started, and ask to see old parts after repairs are made.

A Sale By Any Other Name

A sale is a sale is a sale. Or is it?

"In some cases, advertised 'sale prices' are actually the prices at which merchandise is regularly sold," according to the Better Business Bureau (BBB). In fact, the BBB warns that an item marked "on sale" for more than 30 days probably isn't a sale item at all.

"Phrases like 'featured item,' 'special price,' 'low cost,' and 'everyday low price' imply savings but do not guarantee it," says Stephen Jones, editor of **Do's and Don'ts in Advertising Copy**. "Those terms are vague and subject to abuse. If you ever doubt a retailer's claim, ask for substantiation," he advises.

"Manufacturer's list" and "suggested retail" prices may also be deceptive terms. Since manufacturers cannot legally force retailers to sell products at set prices, they often suggest retail prices. But a suggested price may not be a meaningful basis for comparison if other retailers already sell the same product below that price.

Justice May Be Blind

But you don't have to be when it comes to handling legal matters. You don't have to be rich, either.

Approximately 250 colleges and universities provide their students with some variety of legal services, usually funded by the activities fees assessed to all students at registration.

What can these legal lions do for you? "Services vary at each institution," says Dorothy Bernholz, president of the National Association of Student Attorneys and director of Student Legal Services at the University of North Carolina (UNC).



"At UNC, we handle everything from consumer fraud cases to uncontested divorces. We also get a tremendous number of landlord-tenant problems," Bernholz says. "About the only thing we can't do is litigate against the university."

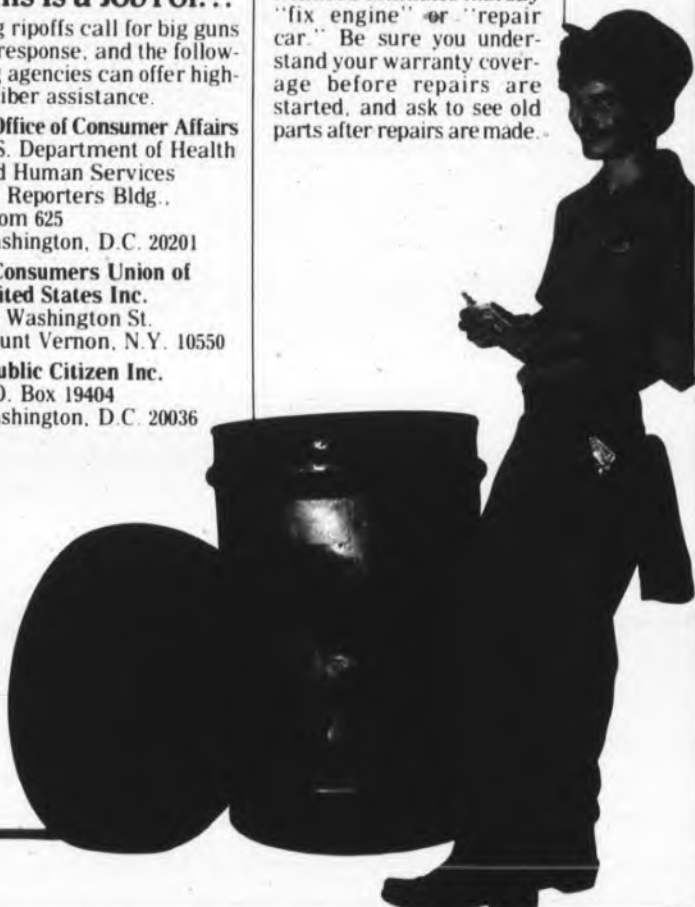
This Is a Job For...

Big ripoffs call for big guns in response, and the following agencies can offer high-caliber assistance.

- **Office of Consumer Affairs**
U.S. Department of Health and Human Services
621 Reporters Bldg.,
Room 625
Washington, D.C. 20201
- **Consumers Union of United States Inc.**
256 Washington St.
Mount Vernon, N.Y. 10550
- **Public Citizen Inc.**
P.O. Box 19404
Washington, D.C. 20036

formance), it is covered by an "implied warranty" in many states. Such a warranty means digital clocks must digit and calculators must calculate—correctly.

If you have trouble getting a seller to back up a warranty, first contact the manufacturer or a local consumer agency. Pamphlets and advice about warranties are available from the Federal Trade Commission (FTC), which will not, however, intervene in a dispute. Write: the Federal Trade Commission, Office of the Secretary, 6 Pennsylvania Ave. N.W., Washington, D.C. 20580.



INTRODUCING
**THE NEW
WORLD CAR**
**FORD
ESCORT**



ENGINEERING TEAMS FROM AMERICA
AND OVERSEAS JOIN FORCES TO CREATE
A NEW CAR WITH BETTER IDEAS
FROM AROUND THE WORLD



HIGH MILEAGE THROUGH ADVANCED TECHNOLOGY



Top engineers drawn from the worldwide resources of Ford Motor Company teamed up to create Escort. They pooled their expertise... compared, tested, evaluated, experimented—to come up with better ideas.

The result: a high-mileage car built in America to take

on the world. Escort will be made in America for American drivers... with other models built and sold overseas.

Escort has higher gas mileage ratings than subcompacts such as VW Rabbit, Honda Accord, Toyota Corolla hatchback (see chart), yet Escort has more room—the

| | | |
|--|---------------------------|-----------------------|
| ESCORT | 30 EPA EST MPG* | 44 EST HWY* |
| EVEN HIGHER GAS MILEAGE THAN THESE LESS ROOMY SUBCOMPACTS. | | |
| VW RABBIT (GAS) | 28 | 42 |
| TOYOTA COROLLA H/B | 28 | 39 |
| HONDA ACCORD | 27 | 36 |

*Applicable only to units without power steering or air conditioning. For comparison. Your mileage may differ, depending on speed, distance, weather. Actual hwy mileage and Calif. ratings lower. Excludes diesels.



ONE OF THE MOST POWER-EFFICIENT ENGINES AVAILABLE IN AMERICA.

New advanced-design CVH engine with compound valves combines high mileage and power for freeway cruising.



ADVANCED AERODYNAMIC DESIGN.

From front bumper to hatchback, Escort is meticulously shaped for less air drag... is actually as aerodynamic as some sports cars.

NEW FORD ESCORT



room of a compact (based on EPA Volume Index).

Escort achieves this high mileage through advanced technology, not by giving you less car.

Escort's fuel efficiency comes from sophisticated and highly efficient new power teams (advanced-design

compound valve hemispherical head (CVH) engine and transmissions)... the use of weight-efficient special steel—high-strength steel—to cut pounds without sacrificing solid construction... refined aerodynamics (less air drag)... and many other new and better ideas.



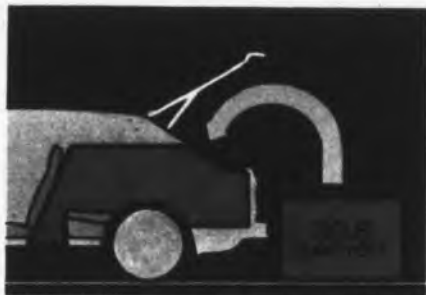
FRONT-WHEEL DRIVE AND FOUR-WHEEL INDEPENDENT SUSPENSION.

Also rack-and-pinion steering, stabilizer bar, all-season steel-belted radials and other road-control features.



HIGH-STRENGTH STEEL FOR SOLID CONSTRUCTION.

Escort makes use of a special steel—high-strength steel—along with other modern weight-efficient materials, for high mileage.



30 CUBIC FEET CARGO CAPACITY.

The Escort Hatchback's functional design has a concealed luggage area. With rear seat down it offers 30 cubic feet of cargo space.

BUILT TO TAKE ON THE WORLD



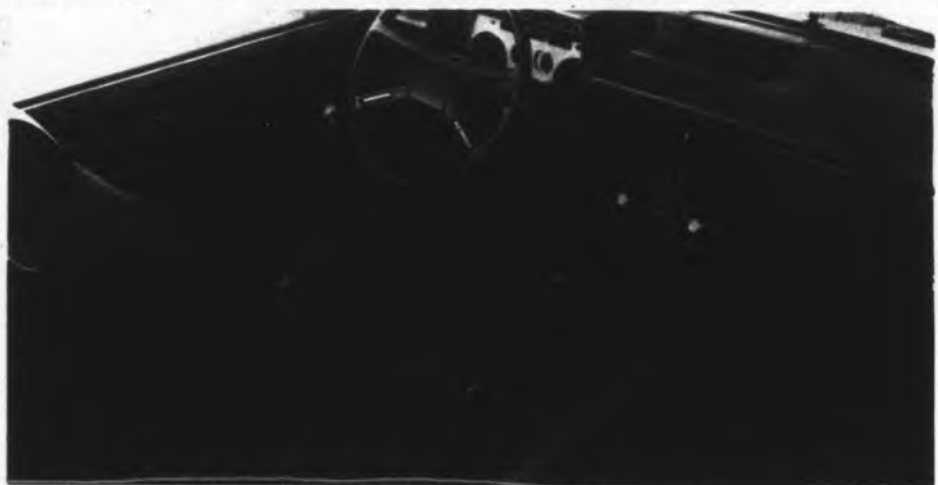
Escort Liftgate...4 doors and wagon room when you need it.

Now there's a high-mileage American car that can take on the imports... in big things like front-wheel drive, and a new patented fuel-efficient automatic transmission... in features like front bucket seats scientifically contoured for comfort... cathodic electrocoating to fight rust... Lifeguard Design Safety Features like a safety-designed roof structure, safety-designed front end structure, split-ser-

vice hydraulic brake system, steel guard rails in the side doors... and in touches like Halogen headlights that give you whiter, brighter light than conventional headlights... and

Escort offers a special new fast-cooling air-conditioning system.

Recommended scheduled maintenance—as specified in the owner's manual—averages less than one



Escort's interior is so roomy it is officially classified as a compact car.

NEW FORD ESCORT



Escort puts a world of better ideas at your fingertips.



Escort 3-door Hatchback. High mileage, room, and a long list of standard features.

EVERY ESCORT HAS ALL THESE FEATURES STANDARD

- Front-wheel drive for traction.
- Fully independent four-wheel suspension for smooth road-holding.
- New-design compound valve hemispherical head (CVH) engine.
- Fully synchronized manual transmission with fuel-efficient overdrive 4th gear (automatic available).
- Rack-and-pinion steering.
- Front stabilizer bar.

- Bucket seats . . . scientifically contoured for comfort.
- All-season steel-belted radials.
- Lifeguard Design Safety Features.
- AM radio.
(May be deleted for credit)
- Electro-drive cooling fan.
- Diagonally split-service brakes.
- Pin-slider disc brakes.
- Self-adjusting clutch.
- Front wheel bearings need no periodic adjustment.
- Hideaway luggage compartment.
- Fold-down rear seat for extra cargo.
- Rectangular Halogen headlights.
- Flash-to-pass headlight control for freeway passing.
- Handy European-style wiper-washer fingertip control lever.
And more.

hour for each year of driving (10,000 miles), based on Ford current labor time standards. And ask about Ford's Extended Service Plan.

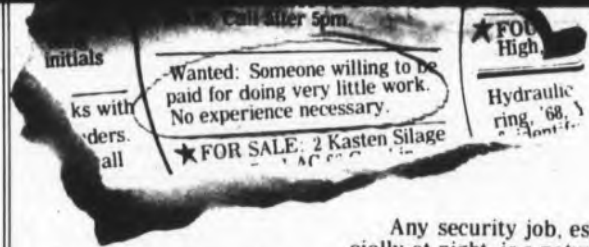
Come drive a world car. Whether you buy or lease, see your Ford Dealer now to order your Escort... 3-door Hatchback, 4-door Liftgate or even a Squire wagon option.

FORD ESCORT

FORD DIVISION



HOW TO PROSPER DURING



Sound impossible? It's not. No, we're not talking about ads offering \$50,000 a day for stuffing envelopes, and we're not advocating goofing off on the job. We're talking about real jobs that happen to require little effort. And limited work means lots of time to study (or work crossword puzzles, if you prefer) while earning extra bucks.

So where are these jobs? How do you get them? Where do you apply? Wouldn't you like to know?

Well, finding one is a bit like looking for a needle in a haystack: you won't know you've found one until you're on it. One day you'll be at work and you'll say, "There's never much to do here, so I think I'll study. Hey, this must be it!"

Libraries are notorious for effortless work, especially if you can get a job sitting at a checkout counter or reference desk while librarians do all the work. Oh sure, you'll occasionally have to dig up a copy of *Archaeology* magazine or direct someone to *The Women's Room*, but that's a paltry penance for a portly paycheck.

Any security job, especially at night, is a natural. You can rattle off organic chemistry reactions while rattling doorknobs. The solitude and shadows of darkened halls can put you in the mood to contemplate Plato or ponder the ancient mysteries of the universe. Or you can just chuckle over **Doonesbury**.

Proctoring exams is always fun. As sweating examinees squirm under your watchful eye, you can read your criminology text and practice guard duty at the same time.

Night receptionists in dorms and other chic hotels have lots of time to do little more than answer the telephone or call local radio stations to request the same song over and over again.

Projectionists for university films have only to interrupt their activities every half-hour to change reels.

Ask around. Check out your school's placement office or the want ads. And don't feel guilty about taking a job which requires little—if any—effort. In fact, you might not get the job. After all, there are lots and lots of people who would also like to get paid for doing next to nothing.

Enterprising Ideas

Whether you aspire to full-time entrepreneurship, or you simply want to earn extra cash in your spare



time, you'll find helpful guidelines in *Earning Money Without a Job*. Author Jay Conrad Levinson offers tips for sizing up your strengths and weaknesses, creating publicity, and positioning yourself in the job market.

The hundreds of money-making schemes outlined range from the obvious (selling firewood, maintaining a pool) to the adventure-some and offbeat (panning for gold, drawing up astrology charts).

Published by Holt, Rinehart and Winston, New York, N.Y., 1979, \$4.95.

Campus Cash

With one fell swoop, you can make money, cut costs, and perhaps even get better grades. How? By getting an on-campus job.

Not only will it eliminate transportation costs, but an on-campus job "tends to be more flexible regarding a student's academic needs," says Vince Roig, coordinator of student employment at Arizona State University.

"We find that students who work on campus tend to persist in school and do better academically," notes Clantha McCurdy, a financial aid director at the University of Kansas at Lawrence. On-campus employees tend to feel closer to their school and less discouraged by its academic and social challenges, McCurdy adds.

A font of wealth they're not, but most on-campus jobs pay competitive wages. Following, some representative wage ranges starting at the current minimum wage of \$3.10*:

| | |
|-----------------------------|--------------|
| Clerk/typist | up to \$3.45 |
| Food-service worker | up to 3.45 |
| Library assistant | up to 5.37 |
| Lifeguard | up to 4.10 |
| Mail clerk | up to 4.10 |
| Science lab assistant | up to 6.52 |
| Tutor | up to 4.78 |

* Salary figures based on a sampling of colleges nationwide

Brother, can you spare some time?

Problem: Your wallet's so empty you can't buy a beer, but your schedule's so full you can't hold a part-time job.

Solution: Create a spare-time job. The procedure's rather like forming a mini-business but there's more flexibility because you determine your own hours.

The key is zeroing in on your talents and skills, then cross-checking them with local demand (or creating the demand yourself).

Don't overlook your college education. Make it pay off ahead of schedule. The class projects you nursed along in Horticulture 101 could reap quick cash if you sell them to flower and plant lovers.

Even if you don't want to sell your skill, or the products thereof, you might try teaching it. Inquire with university extension or non-credit programs.

Consider the Demand. Check the Yellow Pages and want ads to see what's in demand and what's not in

supply. If no one in town offers an errand-running service, start one yourself.

Or, take a less formal approach. Do you have a car? That probably places you in the minority on campus. Offer a shuttle service carting stranded students to and fro.

Don't Underestimate Yourself. You say you have no skills and nothing you could do would ever be in demand? Can you take notes? Richard Byrnes, a graduate of Syracuse University, served as a surrogate student last year, taking notes for students unable to attend class.

Do you have blood? The local medical center may pay you for plasma. Can you sleep? The National Institutes of Health have sponsored research projects at local medical centers which paid participants to sleep.

And, of course, the psychology department is always a good place to check for notices announcing a search for right-handers who write like left-handers or anyone else willing to spend some time and fatten his wallet in the interest of experimental science.

THE COMING COLLEGE YEAR...

This Piggy's Banking

As Tucson's "The Divine Miss P.," Diane Inabinett dons her curly blonde wig, sequined pink dress, and puggy pig nose to venture out and perform personalized ditties for the subjects of her customers' whims.

University and community clients hire the University of Arizona junior's muppetlike character to flirt, dance, and sing for \$20 to \$30 a show. (And she performs an average of five to six times a week!)

With an initial investment of \$6 (to buy her costume) along with advertising in the school and local papers, Inabinett's business



grew. On her busiest day so far, graduation day 1980, she performed nine times.

Requests for insulting songs are met only if the person hiring her attends the performance, she says.

And if the situation might be the least bit questionable, she brings a friend.

Concerning the unusual nature of her business, she explains, "I didn't want to do anything boring."

Tapping Out Profits



Jaquelyn Henderson doesn't mind being typecast, especially since opening Professional Typing and Business Services a year ago while a business major at the University of Alabama at Birmingham.

She began her unofficial typing career during her freshman year at Tuskegee Institute. "I had a brother and sister in college, and I had to pay for my own education," she explains, "so I went around to the men's dorms and offered to type papers."

When Henderson trans-

ferred to UAB and began working in the biostatistics department, she offered not only to provide information for theses and dissertations, but to type them as well.

Word-of-mouth advertising increased business so much that Henderson opened a full-time typing service after graduating. (Services have expanded to include printing as well.) "It's a seasonal business. We began with four employees, but during the summer I worked alone," Henderson says.

What's her major complaint? "Poor handwriting."

T-Shirt Moguls

It's a true rags-to-riches story except that T-shirts, not rags, brought wealth to two Northwestern University students.

In their sophomore year, Allen Wasserman (left) and Jeff Schwartz launched a small-time operation sporadically selling T-shirts to

dorm dwellers. By senior year, however, "for every 10 shirts you would see, I guarantee we did nine of them, and probably 10," says Wasserman.

Profits from the business allowed the pair to visit Las Vegas and the Mardi Gras in New Orleans, speculate in silver and the stock market, and... graduate several thousand dollars richer last June.

"The money was nice, but the experience was even better," Wasserman says. "The money allowed us to do things we normally

wouldn't be able to do as college students."

As for the time needed to run the business, "it was very, very minimal," he notes. "At most, five hours a week."

"We were successful because we had a business sense and people liked dealing with us," Wasserman adds. Besides, with no overhead, their business could undercut any other price in Chicago.

Still, Wasserman and Schwartz stayed conscious of classes and grades and plan to attend law and medical school, respectively, this fall. Time willing, they say they'll start businesses on their new campuses.

Get-Ahead Exams

Time is money, and when you're in college, it seems the meter is always running.

Heavy courseloads and "early out" programs (completing four years of study in three years) are two ways to cut costs and save time. Another method worth considering is credit by exam, offered through two nationwide programs.

CLEP.

The College Level Examination Program offers 52 exams (usually multiple-choice) the third week of every month at more than 900 locations across the country. The first test costs \$22, and each exam thereafter is \$18. Individual schools determine how much credit you'll get after passing the tests—often three to six credit hours per exam. For more information, write The College Board, Box 2815, Princeton, N.J. 08541.

PEP.

The Proficiency Examination Program, administered by the American College Testing (ACT) Program, offers 47 tests in a variety of subject areas. Prices range from \$35 for multiple-choice nursing and arts and sciences exams up to \$225 for upper-level business essay tests. Write to ACT/PEP, Box 168, Iowa City, Iowa 52243.



...OR AT LEAST BREAK EVEN

Financial Aid: Do You Fit the Bill?

Your family's income—whether high, low, or somewhere in between—is not the sole factor in determining your eligibility for financial aid.

Other considerations, such as family size and assets, weigh heavily in the decision-making process.

By figuring your family's financial assets against expenses—despite where you lie along the income scale—you can estimate your eligibility for financial aid.

First, estimate the expenses you expect during the coming school year: tuition, books and class supplies, room and board, personal expenses such as recreation and laundry, transportation, and other miscellaneous expenses. (For a more accurate estimate, consult individual college catalogs and financial aid officers.)

Next, estimate how much your family can contribute to cover costs. This varies according to family income, number of dependents, and assets (a house, other real estate, savings, and investments).

For example, an average family of four with one child in college, and a \$16,000 annual income might be expected to funnel about \$320 per year towards the first child's education.

At \$20,000 in annual income, the contribution jumps to about \$890, and at \$28,000, it hits \$2,100 on the average.

However, even a student from a family with a yearly income of \$30,000 may be considered "needy" if unusual expenses (such as medical bills or alimony) cut into overall wealth. (Total assets, though, remain a prime factor in determining eligibility.)

You will also be asked to contribute a good part of your own savings and assets (about 35 percent of your current savings for each year) plus part of your summer earnings (about \$700 for freshmen, \$900 per summer for upperclassmen).

Then, to get a general idea of your need, subtract the sum of your own and your family's contributions from estimated expenses. If there's a gap, apply for financial aid from all possible sources.

Meeting College Costs, a free College Scholarship Service (CSS) publication, includes a step-by-step worksheet for determining eligibility. Check with your financial aid office for a copy, or send your request, along with a self-addressed, stamped envelope, to the College Scholarship Service, College Board Publications Orders Division, Box 2815, Princeton, N.J. 08540.

Read and Reap

"For less than five dollars, you have purchased \$150,000 worth of research that may help you unlock your share of the \$14 billion that is spent annually on student assistance."

So begins *Your Own Financial Aid Factory* by Robert Leider. In this solid, updated, and comprehensive guide, chapters cover scholarships and loans, cooperative education, state-by-state contact addresses for the Guaranteed Student Loan Program and much



more valuable information. Published by Octameron Associates, Alexandria, Va., 1980, \$4.95.

Getting It All Together

"A big relief." That's how Phong Nguyen describes the \$4,500 in financial aid he's receiving for his junior year at the University of California at Irvine.

As a premed major planning to attend school for six more years, Nguyen says he's lightened his financial load by "investigating every financial aid option, applying for everything, and applying early."

His financial aid "package" (outlined below) is a combination of loans, grants, part-time work, and scholarships. It is fairly representative of the federal, state, and private sources available.

Basic Educational Opportunity Grant: \$390. A federal "gift" based on need, it's the foundation of most financial aid packages.

Guaranteed Student Loan: \$1,000. Though this is a federal program, loans are obtained through a private lender such as a local bank. Nguyen's loan repayments begin nine to 12 months after graduation.

California State Grant: \$768. California awards three types of grants, two based on need. Nguyen receives the third

kind, based on academic merit.

Regents Scholarship: \$1,650. He is one of 45 people chosen from 1,500 applicants to receive this merit scholarship.

To supplement the aid from these sources, Nguyen is expected to contribute \$700. This year, he hopes to find a job grading physics exams.

And to eliminate at least one year's worth of college expenses, Nguyen enrolled in college courses during high school, and "loaded up" on extra courses during the school years and summer terms. As a result, he now expects to graduate in three years instead of four.

After graduation, Nguyen faces medical school ("hopefully") and probably more financial aid. And he says although "it's a pain to apply for financial aid every year, it's worth it."



But Not Too Hot To Handle

Do you need efficient, thorough assistance in your search for government and private financial aid? It's only a free phone call away.

The toll-free hotline of the Federal Student Information Center for Financial Aid offers information on any of the programs administered by the Department of Education: Basic Educational Opportunity Grants, National Direct Student Loans, and College Work-Study.

The hotline offers help at every stage throughout the BEOG application process and may even mediate disputes between schools and BEOG recipients.

Plus, it can put you on the right track to your home state's programs and supply you with names of banks in your area that are authorized lenders under the Guaranteed Student Loan Program.

Hotline staffers may also be able to refer special-interest groups—minorities, women, older students, the handicapped—to private organizations for special aid.

Call 1-800-638-6700 nationwide or 1-800-492-6602 in Maryland.

OH JEFF...
I NEVER KNEW
OVER \$14 BILLION
IN FINANCIAL AID
EXISTED!



Depending On Independence

Alive and Well and Living On Your Own

By declaring financial independence, you may find yourself eligible for hefty government financial aid. The evaluation of need is then based on **your** income and assets, instead of your parents'.

Proving independence involves meeting at least three requirements: 1) that you haven't lived with your parents for more than six weeks in either one of the last two years; 2) that you haven't received more than \$750 in support from your parents in either one of the last two years; and 3) that you haven't been listed as a dependent on your parents' income tax returns during the past two years. (Be prepared to prove your claim with tax returns and other documentation.)

In some instances, your campus financial aid officer may waive some independent-status requirements. Check into it.

Starting Over



Times are tough for Sandra Axtell and her family, but she's grateful for every minute of it.

Axtell, who's divorced and has two children, graduated from high school 12 years ago and is now going to college. And she has government grants and a work-study program to thank.

"I was 30 years old and didn't have any skills," she says. "I knew I had to get a better education to get a higher-paying job."

At first, Axtell "had no idea" that money was available to pay her family's

living expenses while she went to school. Only after other students urged her to see her school's financial aid director did she discover government and private programs designed to help the college-bound, regardless of age.

The transition from working wife to full-time paralegal-assistance student at Tarrant County Junior College (TCJC) hasn't been easy. A Basic Educational Opportunity Grant (BEOG), a Texas State Grant, and a part-time job at TCJC just barely cover rent, food, and

utilities for Axtell and her children.

"With \$6,000 to last me through this year, I have to budget everything," she says. But Axtell doesn't regret her decision. "My children respect me more, and I'm not afraid to engage in conversations about national issues."

What advice does Axtell have for men and women thinking about returning to or beginning college? "Don't worry about financial problems. It's not easy, but you just have to go ahead, even if you think you can't."

"Pssst..."

"I can get it for you wholesale." Well, almost. Would you settle for a few bucks off on a transatlantic flight ticket or an insurance premium? Read on.



TRAVEL. For student travel discounts, the major clearinghouse is The Council on International Educational Exchange (CIEE), 205 E. 42nd St., New York, N.Y. 10017.

The CIEE provides an International Student Identity Card that entitles holders to discounts for museums, hotels, and train and air fares in Europe. Eurail-passes, offering two months of rail travel for \$290, are also sold through CIEE. And **Where to Stay USA** (\$4.95 plus 50 cents handling), a CIEE publication, is a guide to low-cost domestic travel.



INSURANCE. If you're a nonsmoker or get regular exercise, you may be eligible for discounted life insurance premiums. Auto insurance shoppers with good grades, good health, driver education courses, and low-mileage driving habits sometimes qualify for rate discounts. Ask your agent.



LOCAL RETAILERS. Many community groups compile booklets of discount coupons from local merchants, restaurants, and nightspots. Check your campus bookstore or local chamber of commerce.

LIVING ON LESS



Guerrilla Attacks on the Retail Market

When conventional means (read: money) of feeding, clothing, and entertaining yourself run short, it's time for guerrilla tactics.

First, parents and nearby relatives commonly provide the best kind of meals—free ones. Just remember to sound weak and frail when you call to say hello.

Or hit the bars at happy hour for free popcorn, hors d'oeuvres, or cheap hot dogs and burgers. Sunday afternoon or Monday night football usually bring forth such barroom largess. If the quality is suspect, have a few happy-hour-priced drinks. Then you won't care what you eat.

For higher-class dining, be a restaurant critic for the school or local papers. This can wangle a free meal if you promise to withhold your notes from the board of health.

Flea markets and yard sales, especially in wealthy suburbs, regularly feature clothes, furnishings, and sporting goods for sale at remarkably low prices. Do the folks a favor; they probably have dozens of tennis rackets, tuxedos, and other goodies cluttering their closets.

Why pay someone \$15-plus at a styling salon to make a noise with the scis-

sors? Try having your hair cut, styled, or permed at the local school of beauty or barber college. (The latter is especially recommended if you aspire to be a recruitment-poster look-alike.)

Of course, mankind cannot live by food and fashion alone. Travel and entertainment help.

For long-distance travel, ride exchange boards are the tried-and-true method. Just be sure you don't hitch up with a freewheeling maniac. If you have a Caribbean cruise in mind, some travel agencies offer a free spot for the organizer of groups of 15 or more. (This may apply to other package deals as well, such as a white-water rafting trip.)

Free theater, concerts, recitals, exhibits, and tours abound in university towns. But if there's an \$8 theater performance you don't want to miss, strike up acquaintances with the cast or crew. They may ask you to sit in on a dress rehearsal. Or, if your knowledge of films is so expansive you can name the director of **The Attack of the Killer Tomatoes**, try your hand at reviewing.

The possibilities are endless. All it takes is an empty pocket, a little inspiration, and lots of chutzpah.

Economics of Less



Carter Henderson, author and lecturer on the future of business, former London Bureau Chief and a front-page editor of *The Wall Street Journal*.

Q: What is meant by the term "economics of less"?

A: Basically, as the U.S. economy bumps up against structural limits to material growth, such as disappearing petroleum resources, we are going to have to live with less material goods.

As a result, we must learn to do more for ourselves, turn our homes from citadels of consumption to places where things are lovingly produced, such as home-baked bread and home-grown vegetables.

We must also learn how to tap into the productive strength of our communities, from food cooperatives to credit unions, to create (in some cases) our own income-producing jobs, and to recognize that for many things that are vital to our happiness, there are no limits to growth—flirtation, romance, conversation, physical fitness, worship, the list is endless.

Emergency Funds

Last night in the library your bio texts were stolen. You can't afford new ones until your paycheck comes... and that's after the midterm. Should you cheat? Steal someone else's books?

It might be wiser to seek an emergency loan. Many schools offer them, at little or no interest, to students beset by temporary financial problems. Ask your financial aid officer about them.



"Whenever or wherever I go, my eyes are always peeled for thrift stores or junky little shops," says Sue Crichton, a recent University of Tennessee graduate.

Crichton and her friend, Greg Crone, also a recent UT graduate, have each been shopping at thrift markets since high school.

"At first, I went out of curiosity," Crone says. "Then I started finding really good buys." He mentions buys like 75 cents to a dollar for cotton, button-down shirts and a dollar and two for pants.

And Crichton stocks her closet regularly with shirts for less than a dollar, wool tweed blazers for less than \$2, or winter coats for \$4 each.

"I usually go once a week on the way to work," says Crone. "You should hit the stores as frequently as

possible to get the good stuff.

And Crichton says the "good stuff" is usually in fine condition. Washing and an occasional mending bring them back to life. "I bought most of these clothes five or six years ago, and they hold up better than my newer things," she adds.

After Crichton and Crone peruse the clothing, they turn to the kitchenware and small furnishings and find the prices just as agreeable as those for the thrift store shirts on their backs.



Home Free!

How would you like to live rent-free (or close to it) while going to school?

House-sitting, especially during summer months when many professors take extended vacations, is one free housing alternative. In exchange for supervision duties, many dorms offer room and board to resident assistants. Being a live-in babysitter or housekeeper are other possibilities.

For the more imaginative home-seeker, those aren't the only ways to be happily (and cheaply) housed. A funeral home in Evanston, Illinois, provides a student with living quarters in exchange for answering the telephone at night and occasionally acting as the home's representative at wakes.

If living with the dead isn't your idea of fun in the sun, consider Bill Schultz, an electrical engineering student at the University of Tennessee. For a reduced rate, he lives in UT's experimental solar house, watching dials and conducting tours three days a week.



And for those who like it really hot, there's the Ithaca Volunteer Fire Department. More than 20 Ithaca College and Cornell University males receive free housing in the firehouse in return for battling blazes, says Deputy Chief Ken Reeves. "The fire chief who just retired stayed here when he was going to school."

Penny-Pinchers

True accounts of how to be cheap (although thrifty is a nicer word).

"I don't buy clothes. I have the same ones I had in high school, pretty much."

DAWN WEEKS,
U OF OREGON

"I can't eat lots of fruits and vegetables. I also have a dehydrator, so I dehydrate any produce I can get cheap or free."

PAM MEISMER,
U OF MONTANA

"I steam vegetables, defrost meat, and wash dishes all at the same time in the dishwasher. You're already using the heat and the water, and you might as well take advantage of it."

JED CORMAN,
U OF GEORGIA

"I collect Coke bottles and put them in the basement. You never know when you'll need money. I get 20 cents for the big bottles, 10 for the small ones."

LAURIE BRINK,
U OF TENNESSEE

"I don't go out to eat a lot, and I budget myself on dates. I bring my lunch to work, get short haircuts, and find activities that aren't real expensive. I mean, I'm not going out and joining the polo club."

DANNY WEBERMAN,
U OF MICHIGAN

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|--------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| Replace thermostat | \$23.33 | \$2.37 | \$20.96 | 45 min. |
| Replace spark plugs | 32.40 | 7.39 | 25.01 | 45 min. |
| Replace crankcase filter | 6.80 | 1.79 | 5.01 | 5 min. |
| Replace air filter | 12.74 | 3.99 | 8.75 | 3 min. |
| Tune up engine | 77.54 | 11.37 | 66.17 | 2 hrs. |
| Change oil & filter | 18.68 | 8.91 | 9.77 | 1 hr. |

* Do-it-yourself times are estimates for people with some experience and sometimes include waiting periods.

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