

## Applications light for new apartments

By PAUL MANN  
Staff Writer

The UK Housing Office is now accepting applications for the new University-owned apartments on the far south side of campus. However, initial reports indicate something less than an avalanche of demand.

Jean Lindley, director of auxiliary services, said it is too early to tell how popular the apartments are with housing applicants because not all applications are in. However, she said she thought the number of applicants for the new complex — which has room for 600 people — was approximately 150.

But she's not worried. "I feel that once the students have a chance to see the apartments, I think they'll become excited and will want to live there," she said.

Of the students contacted who want to live in the apartments, the distance to the main campus was not mentioned as a drawback. This was possibly due to the fact that the stadium bus route will stop at the apartment complex.

Elizabeth Pope, an accounting junior, lives on the seventeenth floor of Blanding Tower and said she is ready to move "because trying to catch an elevator can be a real hassle." Pope added that she hopes living in the apartments will help her prepare for apartment life after graduation. "The only problem I might have is having to live with three other people," Pope said.

James Wade, a fourth-year mining engineering major, said he has lived in residence halls for four years and is ready for a change. "Living off campus is too far away and it costs an arm and a leg," Wade said. "Plus I heard they (will) offer bus service to campus."

But not everyone is eager to make the move to the new apartments. Journalism sophomore Mary Varga, one of the students who decided to stay in a residence hall, said she decided to stay because she doesn't have a car and because the cafeteria is close.

Jaques Shurr, a telecommunications sophomore, also decided not to stay at the apartments. "It's too far away and the social life here at Blanding (Tower) is good," she said.

The new facility has a total of 200 apartments. Married students will be allotted 48 of them. The other 152 units will house four single students each.

Each two-bedroom apartment is 660 square feet and is fully furnished. The apartments' color schemes are gray and beige.

The rent per student is \$790 per academic year, not including meal tickets. There will also be two individuals who will jointly report to student affairs with disciplinary problems and to business affairs if any maintenance problems should arise.

These positions will probably be filled by graduate students. Lindley said the apartments resulted from the UK administration feeling that there was a desperate need for additional student housing. In 1976 a

task force was formed to determine how great the need was and what type of housing would best fill the need.

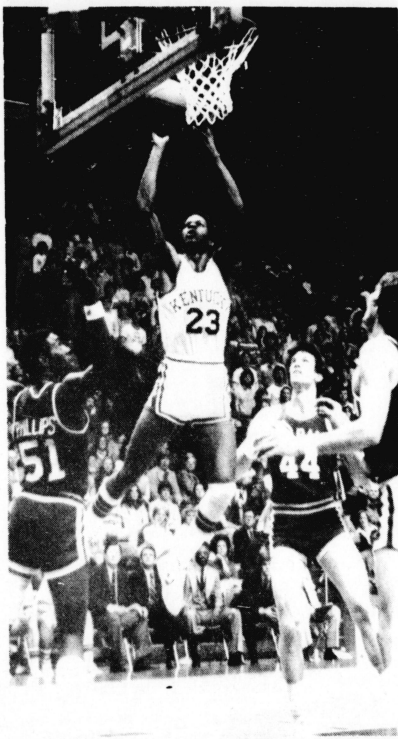
Lindley, who was a member of the task force, said, "We definitely needed additional housing. As a matter of fact there were 2000 students on the housing waiting list at the beginning of last semester." She added, however, that the waiting list diminished by the end of the semester.

Lindley said the task force decided on apartment-style housing because such a facility has more flexibility than a residence hall. "If for some reason the need for student housing is not there then the complex can be used to house faculty and staff," she said.

The project cost the university \$5.2 million, including the furnishings. Since state tax dollars are not appropriated for University housing and dining facilities, the project was funded by UK through a bond issue.

Parham Baker, a staff architect for the department of design and construction, said the apartment complex was a design-construct project. "The department of design and construction put out specifications for the job, including the price," Baker said. "Various contractors designed projects to meet these specifications." After all of the bids were in, the C. E. Pennington Construction Co. was contracted to do the job.

Although the facility will house 600 students, there are only 300 parking places. But Baker said a contract to put in some additional parking places will be put out for bidding.



By GARY LANDERS/Kerchel Staff

Dwight Anderson (23) of Kentucky goes up for a layup in UK's 80-71 victory over Alabama Saturday afternoon at Rupp Arena. Watching Anderson, who scored 20 points, are Crimson Tide's Eddie Phillips (51) and Greg McEvee (44).

## 'Emotional' UK beats No. 16 Crimson Tide

By JAMIE VAUGHT  
Sports Editor

Saturday afternoon was truly a "Big Blue" day for Kentucky.

The Wildcats, playing with the needed emotion, hit 58 percent of their field goal attempts (29 of 50) and 88 percent of their free throws (22 of 25) to beat 16th-ranked Alabama 80-71 before the usual 23,472 fans at the blue and white shaker-filled Rupp Arena. "We played with emotion as good as we did early in December," said UK Coach Joe B. Hall. "That was very encouraging to see. It has been lacking in some of our latter games and we need it very much. We're a pretty good ball club when we play with that emotion."

UK, now 12-9 overall and 7-7 in Southeastern Conference play, was as ready and fired up as the noisy, supportive crowd when it raced to a 16-3 advantage — the biggest bulge of the game — with 13 minutes remaining to halftime. The Wildcats never trailed in the regionally-televized encounter.

"It was the early defense and collapsing on (Alabama All-American 6-6 center Reggie) King that gave us the early lead and confidence," said Hall.

But Alabama, sparked by King's 36 points, refused to let the white flag. After LaVon Williams' layup put Kentucky on top 32-22, the Crimson Tide rallied to outscore the Cats 11-6 to narrow the gap to 38-33 at halftime.

During that three-minute span, King scored seven points, finishing with 20 first-half points.

Hall said, "Alabama is a very good club... they wouldn't let us blow them out. We would get the lead but they would come right back."

"King just played super... we couldn't contain him inside and it seemed he scored every time he got the ball. He's a fine player. They worked very patiently to get the ball to King."

Alabama continued to fight as the Tide twice cut its deficit to three points, at 38-35 and 42-39, in the first two minutes of the second period. But it was the closest Alabama got.

After that, the Wildcats' margin ranged from five to 11 points throughout the game.

"Kentucky played a super game," said Coach C.M. Newton, whose Alabama club is 15-6 overall and 9-4 in the SEC. "If they had been playing like every time they out wouldn't have some of the losses they did."

"They (UK) did a good job of the pressure defense. We had chances to get back in it, but they didn't let us. We played hard, but we didn't always play well. They just outplayed us."

Kyle Macy of Kentucky connected nine of 16 shots for a team-high 22 points. Teammates Dwight Anderson and Williams, who grabbed a game-leading eight rebounds, contributed 20 and 17 points, respectively. Jay Shidler, who replaced injured starter Truman Claytor, added 11.

Continued on page 6

## Bakhtiar resigns, insurgents take over Tehran

By THOMAS KENT  
Associated Press Writer

TEHRAN, Iran — Iran's military chief ordered imperial troops back to their barracks yesterday following days of bloody street fighting and declared his support for Moslem patriarch Ayatollah Ruhollah Khomeini. The 2,500-year-old Iranian monarchy appeared to be in its final hours.

Shah-appointed Prime Minister Shahpour Bakhtiar reportedly resigned and the government news agency placed the toll of recent fighting at more than 200 dead and nearly 900 wounded in Tehran, with scores killed in other cities.

Gen. Abbas Gharabaghi, chief of staff of the armed forces, met with Khomeini's prime minister, Mehdi Bazargan, 70, and said he would support the government set up by Khomeini to establish a "revolutionary" Islamic republic.

The withdrawal of troops appeared to break the back of the constitutional monarchy which depended heavily on

a loyal, united military.

Khomeini, the 78-year-old religious leader who returned to Iran Feb. 1 after 14 years in exile, declared in a statement that "victory is near."

Insurgents took over Tehran, looting military posts of weapons and ammunition, occupying government buildings and police stations and racing through the streets flashing "Y" for victory signs. They raided several prisons and released hundreds of "political" detainees jailed by the shah as common criminals.

Early today huge explosions shook the western side of the city near Mehrabad International Airport. Tehran Radio said Jay barracks, one of Iran's largest tank garages, was in flames. The radio reported heavy shooting there, in Majlis Square and two other areas of the capital.

A source close to Bakhtiar told the Associated Press the prime minister submitted his resignation yesterday afternoon to Bazargan, a friend for over 30 years.

Tehran Radio, overtaken by insurgents, said the speaker of the

Majlis, the parliament, announced that all members of Parliament also had resigned.

In Washington, the Pentagon ordered a detachment of 69 Marines sent from the United States to Turkey in case they were needed to help 19 Marines protect the U.S. Embassy in Iran.

Six Air Force helicopters were being flown to Turkey in case Americans had to be evacuated from Tehran, Defense Department spokesman Thomas Lambert said.

State Department spokesman Kenneth Brown said the 7,000 Americans in Iran were safe "to the best of our knowledge."

In Marrakesh, Morocco, sources close to Shah Mohammad Reza Pahlavi, 59, said he was in state of "anguished expectation" as he followed events from his "vacation" seclusion there. He left Iran in mid-January.

The military decision to follow "the will of the people" came after two days of bloody rioting in which many soldiers, said the opposition,

exploding the notion that the 430,000-man armed forces were united behind the government.

"The armed forces with all its power supports the wishes of the people," said a statement broadcast by Iranian state radio.

Pars, the government news agency, said 211 persons were killed and 870 wounded in Tehran. In the southern city of Shiraz, officials reported 34 killed and 310 wounded in fighting between loyalists and insurgents. Peaceful demonstrations were reported in Isfahan, the country's second largest city.

The shah's Imperial Guard said six officers were slain in Rey, south of Tehran, when insurgents attacked the tomb of Reza Shah, the shah's father and founder of the 54-year-old Pahlavi dynasty.

In a recorded radio message, Khomeini asked his followers to "prevent any anarchy and chaos and not to allow ill-intentioned troublemakers to engage in plunder, arson, punishing the accused and destruction of private or public

property... and make our movement look barbaric and reactionary."

Khomeini said the enemy "still has resources for all manner of intrigues and plots."

Yazdi said the former chief of the shah's feared secret police force SAVAK, Gen. Nematullah Nassiri, had been taken prisoner along with former Prime Minister Amir Abbas Hoveida. Also arrested was Tehran's military governor, Lt. Gen. Negdi Rahimi.

The ayatollah, spiritual head of Iran's 32 million Shiite Moslems, demanded Bakhtiar resign so Iran could be transformed into a non-aligned Islamic republic. Khomeini has appointed Mehdi Bazargan, 70, as his prime minister to establish a "revolutionary" Islamic republic.

Khomeini leads the religious opposition that feels the shah's "Westernization" of Iran has eroded Islamic values. Also opposing the monarch is a rising middle class which has demanded more say in the government.

## today

### state

**KENTUCKY CONSUMERS DIDN'T WIN** any big battles during the special session of the General Assembly, but they didn't come away empty-handed.

A bill creating a division of Consumer Intervention in the attorney general's office — which would have given consumers more clout in fighting proposed utility rate hikes — died in committee.

Although the division does not have a place in the statute books, it has a place in the attorney general's office by order of Attorney General Robert Stephens. Some last minute footwork by Sen. David Karem, D-Louisville, succeeded in appropriating \$150,000 to the division's budget to hire expert witnesses at rate proceedings. It's a first step.

Meanwhile, consumers will begin receiving slightly lower utility bills next summer — but it won't be thanks to the utilities. The Legislature removed the 5 percent state sales tax on residential utilities.

**A PRISON TRUSTY WHO WAS CRITICALLY BURNED** when fire erupted from a steam generator died yesterday less than 24 hours after the incident at the Kentucky State Penitentiary in Edwille.

Donald Carson, 41, died in the early hours at Louisville

General Hospital, a spokesman said. A former death row occupant, Carson had been flown to Louisville from Fort Campbell after the Saturday morning explosion at the 92-year-old prison's heating plant.

Prison Superintendent Dewey Sowders said safety equipment apparently failed when Carson climbed atop a generating unit to inspect the "weep hole" for condensation.

When Carson opened a metal grating covering the hole, the unit erupted in a flash fire. The incident caused the heating in the prison to be knocked out for six hours after the 8:30 a.m. explosion.

### nation

**UNITED FARM WORKERS LEADER CESAR CHAVEZ**, a rallying figure for a decade's crop of social change, is betting heavily in a high-stakes labor game that is heating up with increased violence.

The raised ante involves 4,200 farm workers on strike in California and Arizona since Jan. 19, bringing the lettuce harvest to a wilting halt, jeopardizing about 40 percent of the nation's winter crop and nudging supermarket prices higher each week.

Growers, however, call the strike Chavez' "last gasp" and have launched a high-powered public relations campaign in an effort to win their fight. They also have let about 3 million

of their highly perishable crops rot in the fields rather than give in to what some term "exorbitant" UFW demands.

**PUBLIC SUPPORT FOR A NEW SALT AGREEMENT** with the Soviet Union is now the highest it has been in three years, an AP-NBC News poll shows.

The increased backing for a new treaty limiting nuclear weapons is based on the growing perception that such a pact will enhance U.S. security and that it will reduce the chances of a nuclear holocaust.

Eighty-one percent of those interviewed across the country Feb. 5 and 6 said they favor a new SALT treaty. That is six points higher than the backing found in the December AP-NBC News poll and 11 points higher than the November level.

The burgeoning support for a new pact comes as Soviet and American negotiators work out the details of a new treaty, although no date has been set for signing a new agreement.

### world

**ISRAEL YESTERDAY ACCEPTED AN AMERICAN INVITATION** to resume peace talks with Egypt at Camp David, Md., later this month but announced no softening of its stand on unresolved issues. Egypt accepted the invitation last week.

Prime Minister Menachem Begin said there would be a break in the Camp David talks so Foreign Minister Moshe

Dayan and Egyptian Prime Minister Mustafa Khalil could consult with their governments, an indication that the talks may go beyond the three or four days originally planned.

The meeting is expected to start in about 10 days, but no time has been officially announced.

**ZULFIKAR ALI BHUTTO, THE DEPOSED PAKISTANI PRIME MINISTER** awaiting execution in his homeland, draws parallels between himself and former President Richard M. Nixon in an emotion-charged statement from his death-row cell. He warns that Pakistan's future depends upon his survival.

"I was born to make a nation, to serve a people," wrote the condemned Bhutto. "I was not born to wither away in a death cell."

The former minister's chance of escaping the gallows are slim since Pakistan's Supreme Court last Tuesday confirmed in a 4-to-2 decision his 1978 murder-conspiracy conviction by a lower court. He was convicted of ordering the 1974 murder of a political rival.

### weather

**CLOUDY SKIES AND A CHANCE OF LIGHT SNOW** today, with highs in the 30s. Clearing and cold tonight, with lows in the teens.

# KENTUCKY Kernel

editorials & comments

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## Stones vs. AAU could have been milestone for amateur athletics

It's sad news that Dwight Stones, the American record-holder for the high jump, has decided to give up his fight against the Amateur Athletic Union, and has abandoned hope of ever resuming his track career.

Stones' suit could have been a landmark case against the hypocrisy of the AAU and amateur sports in general. Without it, "shamateurism" will continue to prosper, cheating the fans and guaranteeing that athletes on the United States' Olympic team will continue to be at a disadvantage to those from countries where Olympic efforts are state subsidized.

Stones, the brash, loud-mouthed bronze medalist from Montreal, was suspended this summer by the AAU for accepting money from a network television "superstars" competition, and not handing it over to the AAU.

Because the AAU is the governing body for U.S. track and field in the Olympics and other major events, his athletic career was virtually halted. Also suspended with Stones were three women athletes, like Stones world-class competitors, who won a combined \$24,600. They later paid back the money, and were reinstated.

But Stones, who pocketed \$33,400 in the event, filed suit and sought additional damages.

Stones' quarrel was with the official concept of amateurism, which was developed a century ago to keep gentleman athletes apart from bounders. According to that concept, world-class athletes should hold down fulltime jobs, perhaps as stockbrokers, and maybe practice a little vaulting for a few minutes each day before dinner.

If amateurism had any truth or meaning today, then the AAU's actions might be defensible. But amateurism is violated in fact and in spirit all over the globe.

In the West, athletes support themselves with under-the-table payoffs and ludicrously high "expenses." For all but the best, it's difficult to survive this way, and consequently America's pool of talent is much smaller than it should be for a nation of this size.

Behind the Iron Curtain, governments support their athletes, subsidizing them as students or soldiers, yet in practice giving them the opportunity

to train full-time.

And "amateurism" is not even consistently enforced. Right now, professional hockey players are in a series with the Soviet Union. If amateur track athletes competed against professionals, they would be barred for life. Yet Russia's hockey team, as well as teams from other countries with similar experience, will be in the Olympics next year.

What about the Olympics itself? It is one of the most commercial, non-amateur events in the entire world. The International Olympic Committee bargains assiduously with host nations for the best deals, networks offer enormous sums for broadcast rights and manufacturers furnish warm-up suits, soft drinks and plastic dishes for advertising. Very little in this world is as emblematic of capitalism and the profit motive than the Olympics.

If Dwight Stones lived in the Soviet Union, he would be a leading citizen and admired hero, with all his needs provided for. But in America, he is now an outcast, guilty only of being straightforward in the way he made his living.

What's ironic is that the four American athletes were suspended for taking money from an event that was not a track and field event. As one report summed up, it would be like sanctioning a famous opera singer for appearing on the *Gong Show*.

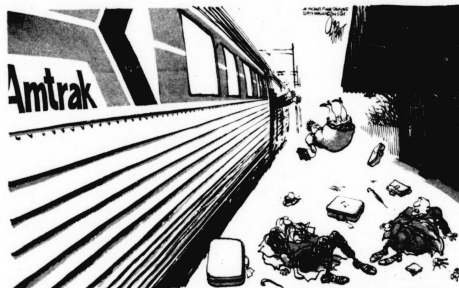
Until recently, Stones' suit held out the promise of bringing important changes. In terms of civil rights, the AAU's actions against him would seem to be illegal, as they bar him from making a living in his chosen profession, violating standards of equal protection.

But apparently Stones, nearing the end of his career, realized that by the time he would have won, it would be too late for him to accomplish much athletically. Meanwhile, he has other options open, such as in broadcasting. What happens to other athletes? They'll continue to live under a hypocritical system that still hinders our Olympic effort.

Can anyone really believe that athletes who accept money are tainted, moral sinners? Instead of trying (and failing) to enforce hypocritical, antiquated guidelines, the AAU and other sports officials should work to eliminate the outmoded rules that unfairly restrict sport.



WELL, ER, YES... WE ARE LOOKING FOR A PLACE TO STAY...



OF COURSE THEY NEVER REALLY WERE OVERLY ENTHUSIASTIC ABOUT THE PASSENGER BUSINESS...

## Franklin's flu S & M Clinic is not the answer

By GREGG FIELDS

I had finished *War and Peace* and was on my fourth issue of *New Yorker*. The room was filled with coughing, hacking and moaning bodies. "Franklin," I said, "this is how Miss Lillian described leper colonies." "Except they didn't sound this bad," he said, coughing. He coughed again. A middle-aged man in a white smock walked by. "Welcome to Slow and Mechanical House of Health," he said. "What can we at S&M do for you?"

"I think I have the flu," Franklin said.

The man handed him two round, purple pills. "Here. Take these."

Franklin popped the pills into his mouth. "What are these going to do?"

"I'm not sure," the man replied.

"But I'll let you know when my research is completed."

Franklin quickly spit the pills out.

"Number 17," called a woman standing at a counter. Franklin walked up. "I need to see your health card," she told him.

"Do you like your job?" I asked her.

"Oh, I'm just doing this part-time until I get to see a doctor."

"Really? What's wrong with you?"

"Nothing much. I've just been having these..." She shut her eyes and swerved. "...dizzy spells," she said, swaying noticeably. She squeezed the rubber ball tightly, fighting to gain her balance.

The woman gave me a bottle of red syrup. "Take a teaspoon of this whenever you feel like it," she said. She tossed a bag of aluminum packets at me. "And these are good for something, I hear. If nothing else, you can grind them up and feed them to birds."

"I don't think you understand," I said. "I feel fine."

"If you've been in the waiting room then it won't be long," she said.

"Well, do you have any suppositories? My roommate needs them."

"He's constipated?"

"Not yet," I answered. "But it won't be long."

I printed across the room to the elevator. Outside, I ran down the street to a pay phone. "Please," I told the operator, "there's a woman sick."

"Where?"

"At the S&M Clinic."

"Is that unusual?"

"You don't understand. She needs help quickly. Send an ambulance."

I ran back to the building. Soon I heard an ambulance pull into the parking lot. Attendants bearing a stretcher came into the room. "Who needs medical attention?" one of them yelled. The floor shook as everyone in

"What happened?"

"She had a baby before she got to take the test."

"You're kidding."

"No. And she had to deliver it herself."

Franklin started coughing again. I waited, expecting to see his tonsils fly across the room. He put his hand in front of his mouth and coughed again. He looked at his palm and made a sour face. "Are you all right?" I asked.

"Let's just say I hope nobody wants to shake my hand soon," he said. He put his hand in his pants pocket.

"Man, this material is getting stiff," he said.

the room stampeded to the stretcher.

"Take me, take me," they all yelled as they jumped on. The attendants pushed the overflowing stretcher into the elevator. Someone grabbed the still unconscious blood pressure woman and dragged her along behind. The doors closed in front of them and they were gone.

I turned around and saw Franklin still sitting, no glass tube hanging out of his mouth. "What was your temperature?" I asked.

"I don't know. I fell asleep and swallowed my thermometer."

"Looks like they're going to have another rectal thermometer."

## Letters to the Editor

### Biased view

In 1953, Iran was taken over in a CIA coup and the Shah was installed into power. At this time, SAVAK, the Iranian secret police whose only equivalent is the German Gestapo, was established. These are well-known facts which can be found in any encyclopedia. Why then do I find no mention of this in newspaper articles about Iran? Why is it not mentioned that one of the main reasons for the current revolt is that most of the Iranian citizens live in abject poverty while the rich get still richer?

Most of the American people in Iran have worked as military advisers in cooperation with both the U.S. and Iranian governments. Another aid to the Iranian military are the Americans who work as pilots and weapon-system operators, thus the Iranian people's hatred toward the United States.

These are just a few facts which the press could have taken the time to point out but chose not to. Maybe it's because they get most of their news from the Official Iranian News Agency.

Remy Simpson  
Lexington resident  
Member, Committee to Defend the Eleven

### C.S.A. responds

After reading the article written by Mr. Gilbert Chen, (*Kernel*, February 8), we feel shame for him as a person who has been educated and nourished in Taiwan, Republic of China for 25 years.

The Chinese Student Association

has a membership which is over 80 percent of the total Chinese population in the Lexington area. We, as well as those American friends who have visited Taiwan, all feel that the people in Taiwan live in a warm and comfortable way. We cannot imagine that a person after 25 years of education in Taiwan and further education abroad is so discontent with his government.

From what Mr. Chen cited in his letter, it seems to us that he is completely ignorant of the situation which Carter's administration has already imposed upon the people of Taiwan. We all agree "Taiwan is not a slice of pie owned by Carter."

However, in order to have a normalization with Peking, Carter's

administration has to announce that Taiwan is a part of China (People's Republic of China). Has Carter's administration consulted the Taiwanese people about this? No words can better describe what has been done than "selling out."

In Mr. Chen's letter, it is ridiculous that he thinks protest is an insult. This is a free country. This is a free university. In calling a different opinion an insult, we are sure Mr. Chen does not know what democracy means at all. We do really hope that Mr. Chen can join the C.S.A. We will welcome him and teach him what democracy is.

James Chao  
Chinese Student Association

## Letters policy

The *Kentucky Kernel* welcomes and encourages contributions from the UK community for publication on the editorial and opinion pages.

Letters, opinions and commentaries must be typed and triple-spaced, and include the writer's signature, address and phone number. UK students should include their year and major, and University employees should list their department and position.

Letters, opinions and commentaries may be delivered personally to the *Kernel* newsroom, 114 Journalism Building. Some form of identification is required. Contributions may also be mailed to Editorial Editor, *Kentucky Kernel*, 114 Journalism Building, University of Kentucky, Lexington.

**Kentucky 40566.** For submissions being mailed on campus, please our Speed Sort number, 64221.

The following requirements are also enforced for submissions:

**Letters:** Should be 250 words or less and concern particular issues, problems or events relevant to the UK community, or remarks regarding the operation of this newspaper.

**Opinions:** Should be 800 words or less. Give and explain a position pertaining to topical issues of interest to the UK community.

**Commentaries:** Should be 800 words or less, unless previous agreement reached with the Editorial Editor. These pieces are reserved for those writers who the editors feel have special credentials, experience, training or other qualifications to address a particular subject.

Gregg Fields, Journalism senior, is thankful that time heals all wounds. His column appears every Monday, health permitting.

# Dorm room has different decor

By LISA SUMMERS  
Staff Writer

Using a little money and ingenuity, two Kirwan Tower residents went beyond the usual poster and plant decorating job and transformed their dormitory room into an attention-getting nautical "stateroom."

Steve Dieball, a sophomore mechanical engineering major, and Jeff Danhauer, a sophomore pre-pharmacy major, have appropriately named their room on the thirteenth floor the "HMS Titanic Stateroom."

The room was mentioned in a Louisville Courier-Journal story on exotic dorm rooms at Kentucky colleges. And according to Dieball, a picture of it will appear in the Kentucky, the UK yearbook.

Other reactions to the fake wooden beams on the ceiling and the real port and starboard running lights at the doorway, however, have varied.

"Other people on the floor named us crazy to begin with," Dieball said.

Said Danhauer, "What's interesting is, they'd walk by and then check to make sure what they'd seen wasn't a mirage."

The pair considered several themes at the beginning of the fall semester. Danhauer said the main factor in the stateroom selection was his love of sailing. He has his own sailboat at home in Owensboro, and his contributions to the room include sailing posters and a model clipper ship that he made.

Expense also influenced their choice, Dieball said.

Materials for the beams and a wooden shelf unit which holds tropical fish tanks, a television and refrigerator, only came to \$40 each.

Putting up the beams, which are covered in wood-grained contact paper, took 24 man-hours, Dieball said.

In addition to putting up the beams, he also did some wiring jobs, including installing a Tiffany-style lamp from the center of one beam. "I've built some houses and done some electrical work before," he said.

He said the beams aren't actually attached to the ceiling, but are supported by crosspieces which rest on the bookshelves.

"We couldn't mar the walls and ceiling," Dieball said, explaining that this was one stipulation the residence hall staff gave when consulted about the construction.

"They just said if someone else should try something similar and mess up the walls then we'd have to take ours down, too," Danhauer added.

As for inspiring creativity in other residents, "Certain people have put up posters," said Dieball. But when they brought up the idea of a room-decorating contest for Kirwan Tower residents, "We couldn't get anybody interested," he said.

Both said they feel the results have made it worth the time and expense. "After all, we'll be up here for four years," Dieball said.

Danhauer said the best part of his room is not the publicity it has received, but "having something like home — make that better than. A place you can call all your own."



By DIANE MILAM/Kernel Staff

Mechanical Engineering Sophomore Steve Dieball, left and Pre-pharmacy Sophomore Jeff Danhauer play chess on a bed in their "stateroom," located in Kirwan Tower.

## ACADEMIC OMBUDSMAN

This notice is to give you the privilege of nominating a professor to be considered for the 1979-80 Academic Ombudsman. The qualification for this person are:

1. Tenured member of the faculty. Beyond this his qualifications should be those which will permit him to perform the functions of his office with fairness, discretion and efficiency. It is important that he be regarded by students as one who is genuinely interested in their welfare and sympathetic to their problems. It is equally important that he be both temperate in his judgments and judicious in his actions. He must be firm and persistent in seeking to achieve prompt and equitable solutions to the problems which are brought to him. Because much of his success will depend upon his ability to utilize informal channels of communication and action, he should be a person able to develop and maintain cordial personal relations with a wide variety of students, faculty and members of the administrative staff. Above all, he must be a person of unquestionable integrity and resolute commitment to justice.

Return your nominee to me by Feb. 20, 1979  
**Dr. Frank Buck, Chairman**  
 Ombudsman Search Committee  
 212 Ag. Science South

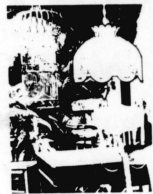
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 Phone 266-1194

### ANNOUNCEMENT OF PROPOSED REVISIONS IN CODE OF STUDENT CONDUCT

The Advisory Committee on Student Code Revision has tentatively approved the following proposed revision of the Code of Student Conduct. The Committee solicits written comments on this proposal. The comments should be addressed to: Chairperson, Advisory Committee on Student Code Revision, c/o Office of Vice President for Student Affairs, 529 Patterson Office Tower, 00273, and must be received no later than Friday, February 23, 1979.

Copies of "Student Rights and Responsibilities," which contains the Code of Student Conduct, may be obtained from the aforementioned office.

Material to be added appears in bold-face type, and material to be deleted appears within parentheses.

#### ARTICLE V - STATEMENT OF FINANCIAL DELINQUENCY

- |         |   |
|---------|---|
| Section |   |
| 5.1     | Student Responsibility  |
| 5.11    | The University expects the student to be financially responsible and not be delinquent in his/her financial obligations to the University or to any department or division thereof, including room and board payments to sanctioned fraternal student organizations. Such obligations shall not include fines and penalties assessed against the student by other than University officers.               |
| 5.2     | Unmet Financial Obligations   |
| 5.21    | (Financial obligations that are not met within 10 days after the date due shall be reported in writing to the proper office. Obligations to any division or department of the University shall be reported to the office designated by the Vice President for Business Affairs and Treasurer.)  |
|         | <b>Offices or departments of the University, with previous approval of the Vice President for Business Affairs, will notify a student twice of an unmet financial obligation owed to them exceeding \$20.00.</b>  |
|         | <b>If not paid within 60 days, the office or department will notify the Registrar's Office that the student is delinquent.</b>  |
| 5.22    | (The appropriate business office shall notify the student of the financial obligation. If the student does not settle the obligation by the date designated on the notice, he/she shall, subject to regulations promulgated by the Vice President for Business Affairs and Treasurer be considered delinquent, and that office shall notify the Registrar.)   |
|         | <b>After the Registrar has been so notified, the Registrar shall not allow the student to register, transfer credits, be readmitted to the University, or receive the graduation diploma which certifies the degree earned until the office or department declaring the delinquency notifies the Registrar that the obligation has been met or until the statute of limitation on collection applies.</b> |
| (5.23)  | After the Registrar has been notified that a student is delinquent, the Registrar shall not allow the student to register, or to transfer credits, or certify the student for graduation, until the Registrar has been notified in writing by the appropriate business office that the obligation has been settled.)  |
| 5.3     | Disputed Liability  |
| 5.31    | If there is a dispute as to whether or not a student is legally liable for a financial obligation asserted by the University, and the student challenges such obligation through either timely administrative or legal means, then the sanctions of Article V with respect to registration shall not apply until final resolution of the dispute.   |

# We dare you.

We dare you to ship out on our tall ships to the Caribbean.

We dare you to take the helm of our 258' Polynesia or our 198' Yankee Clipper. Sleek sailing ships out of another age once owned by Onassis, Vanderbilt, and the Duke of Westminster.

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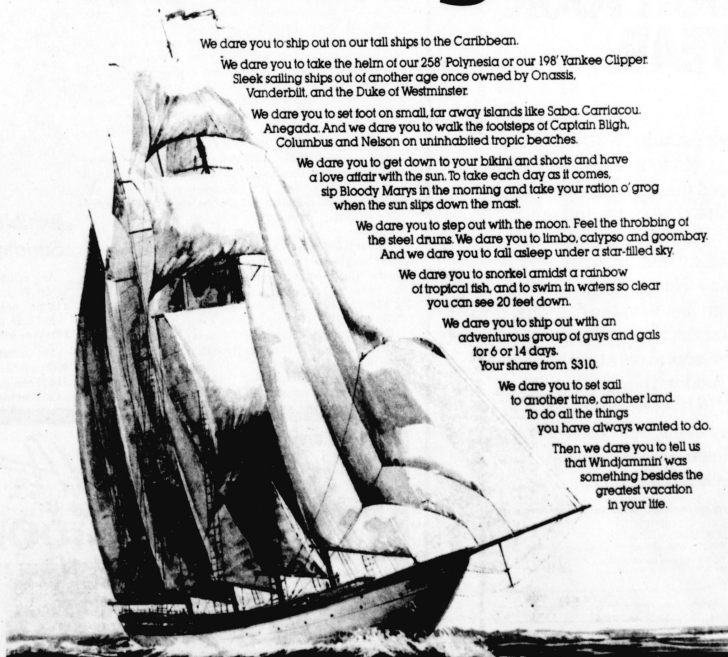
We dare you to step out with the moon. Feel the throbbing of the steel drums. We dare you to limbo, calypso and goombay. And we dare you to fall asleep under a star-filled sky.

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We dare you to ship out with an adventurous group of guys and gals for 6 or 14 days. Your share from \$310.

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1113

PYRAMID PRODUCTIONS  
PRESENTS  
The Greatest Flatpicker of All Time.  
**DOC WATSON**  
With Special Guest  
**MIKE CROSS**  
IN CONCERT AT THE  
KENTUCKY THEATRE, THURSDAY,  
FEB. 22, 1979  
**STILL PLENTY OF GOOD SEATS AVAILABLE**  
Two Shows: 7:30 pm, 10:30 pm, 6:75 each reserved seats.  
Tickets on sale now at Ky. Theater, Jefferson Davis Inn and Chapter III Records.

**CINEMA** HELD OVER!!  
2nd Big Week!!  
220 E. MAIN • 234-6000  
**Once Upon A Time There Were Three Angels...**  
"The popular television show 'Charlie's Angels' now has its counterpart in form film. At last, all those innuendos have been captured in a film!"  
"Leilie Bowée, Abigail Clayton, Annette Haven and a host of beautiful, glib Farrah, Kate and Jacklyn a run for the money!" —*John Amel, High Society*  
"There's a lot of Devil in these Angels!" —*Susan Marks, The Magazine*  
"A Coming of Angels" is a keg of dynamite!" —*The Beverly Hills Post*  
"I admit it, I was turned on!" —*Robert Vinter, The Magazine*  
"The women are magnificent!" —*Pub Magazine*  
**ANGELS**  
Starring  
**Leilie Bowée Abigail Clayton Annette Haven**  
Adults Only  
Week Days: 1:30 7:50 9:25  
Sat. & Sun.: 1:45 3:15 4:45 6:20 7:50 9:25

**arts & entertainment**  
**Sequel to 'Roots' begins next week, continues story with 'brilliant television'**

**HOLLYWOOD (AP)**—The long-anticipated and much heralded *Roots: The Next Generation* is here at last—and easily overcomes the jinx that plagues so many sequels. *Roots* made TV history two years ago as the most-watched series of all time, won nine Emmys and a Peabody Award. The sequel, if not a masterpiece, is brilliant television. The show crackles with an excitement from a blend of superior performances, direction, writing, and technical virtuosity that is rarely achieved on the home screen. The 14-hour continuation of the saga of Alex Haley's family will continue in two-hour episodes each night of the week through Friday. The concluding chapter will be on the following Sunday night. The first episode of *Roots II* takes up the story after the descendants of Kunta Kinte, freed from slavery, had packed their meager belongings and set out for a new life in Henning, Tenn.

In the final episode, Haley makes the 12-year search for his roots that climaxes with his discovery of the link to Kunta Kinte in Africa. The series opens in 1882, 12 years after the original *Roots* ended. Blacksmith Tom Harvey, with his wife, Irene, is Henning's leading black citizen. Chicken George, now senile and cranky, is soon to die. The opening chapter tells two overlapping stories: Tom Harvey's refusal to allow his daughter Elizabeth to marry a light-skinned black because of his bitter memories, contrasted with his tacit approval in the face of white opposition of the marriage of a black school teacher to the son of Henning's leading white citizen. "Tom was a stern, determined man with a lot of faults," said George Stanford Harvey, with his wife, Irene, as Irene, are the only actors from the original cast. Chicken George, played by Ben Vereen in *Roots* is portrayed here by Avon Long.

Henry Fonda plays Col. Frederick Warner, Olivia de Havilland is his wife, and Richard Thomas is Jim, the son they disown when he marries the black teacher, Carrie, played by Fay Hauser. Even in the first chapter, a direct link to Haley is established. His first teacher was "Sister Carrie," and young Warner became the beloved "Uncle Jim" of his youth. Elizabeth becomes Aunt Liz, one of the first to tell Haley of the old African, Kunta Kinte.

**PRESERVATION HALL**  
**JAZZ BAND**  
THE EFFECT UPON THE AUDIENCE IS DEVASTATING  
8:15 p.m.  
Saturday, February 17, 1979  
at Frankfort's Convention and Sports Center  
All tickets \$7.00  
for tickets call or write:  
Convention Center  
Frankfort, Kentucky 40601  
(502) 564-5589

**Pittsburgh Ballet Theatre to perform here Wednesday**

The Pittsburgh Ballet Theatre will perform Wednesday night at Memorial Coliseum as part of the Central Kentucky Concert and Lecture Series. Currently in its ninth season, the Pittsburgh Ballet Theatre is the first ballet company ever to be established in Pittsburgh, and the only professional company in Western Pennsylvania. Its repertoire includes full-length pieces such as "Swan Lake," "Nutteracker," "La Sylphide," "Coppelia," and "Giselle." The company also

includes several contemporary works. The company consists of 38 professional dancers employed full time with contracts of 40 to 52 weeks. It also employs a staff of 18 people in production and administrative capacities. The Theatre schedules at least 30 performances a year at Memorial Coliseum. The Theatre also participates in the Dance Touring Program of the National Endowment for the Arts. In addition to

performing in its own state of Pennsylvania, the company has performed in Santa Domingo, Puerto Rico, Canada, and 25 other states throughout the country. The Artistic Director of the Pittsburgh Ballet is Patrick Frantz. The program Wednesday night will include Prokofiev's "Prodigal Son," "Romeo and Juliet" and "Firebird" by Stravinsky. Admission is free to members of the series and to UK and Transylvania students with IDs. The performance time is 8:15 p.m.

**Fund-raising proposal made by Carnegie Commission**

**NEW YORK (AP)**—It was perhaps, the most novel of the fund-raising proposals from the Carnegie Commission on the Future of Public Broadcasting: Why not a fee for using broadcasting frequencies? "CB radio operators, for example, would have greater incentives for efficiency," the blue-ribbon panel wrote. Indeed, the commission suggested in almost the same breath the most practical application of the spectrum fee might be to commercial broadcasters—radio and television stations—but the proposal as it would affect CB operators is intriguing nonetheless. Some background: The Carnegie Commission was created nearly two years ago to devise a plan for the development and operation of non-commercial radio and television. The panel suggested, among other things, an overhaul of the present system and an increase in funding for public broadcasting to 1.2 billion by 1985. Of the increase in funding, about 590 million would come from the federal government and, the commission said, a "spectrum fee" on commercial

broadcasters alone probably would generate "no more than \$150 million to 200 million, and perhaps considerably less," each year. "It is equitable and proper for the government to charge private users of any scarce public resource," the Carnegie Commission wrote of its "spectrum fee" proposal, "just as it charges for mining, grazing, timber, and oil exploration rights on public property. "A fee for the use of the spectrum would serve to stimulate some users to seek greater efficiency," the commission continued, "because the fee relates to the portion of the spectrum occupied." The part of the spectrum used by commercial broadcasters does not vary, the panel said, but that is not the case with CB operators. Devising a means for calculating the fee would be difficult, the commission acknowledged, and several factors, "including revenues of the user and some consideration of the 'scarcity value' of the frequency assigned, would probably be included in the calculation of the fee." That is the essence of what the Carnegie Commission said

on the "spectrum fee" suggestion. William J. McGill, the panel's chairman, told reporters later. "This idea has been circulating in the Congress and the administration for some time. It appeals to the Carnegie Commission as well." **At-Random performs today** The UK Theatre "At-Random" series continues today with *Differentiation*, a production conceived and directed by J. Robert Wills, Dean of the College of Fine Arts. Two performances are scheduled today at 5 & 10 p.m. in the Lab Theatre of the Fine Arts Building. Admission is free. **Exhibit opens Sunday** An exhibit entitled the "Fresh Paint" show will be on exhibit, beginning Sunday, Feb. 18, in the Gallery in the Fine Arts Building. The Gallery is open from 1-4:30 p.m. Sunday thru Friday. The "Fresh Paint" show will be on exhibit until March 19.

**EARN OVER \$650 A MONTH RIGHT THROUGH YOUR SENIOR YEAR.**

If you're a junior or senior majoring in sciences like math, physics or engineering, the Navy has a program you should know about. It's called the Nuclear Propulsion Officer Candidate-Collegiate Program (NUPOC-C for short) and if you qualify, you can earn as much as \$650 a month right through your senior year. Then after 16 weeks of Officer Candidate School, you'll get an additional year of advanced technical education. This would cost thousands in a civilian school, but in the Navy, we pay you. It isn't easy. There are fewer than 400 openings and only one of every six applicants will be selected. But if you make it, you'll have unequaled hands-on responsibility, a \$24,000 salary in four years, and gilt-edged qualifications for jobs both in the Navy and out. Ask your placement officer to set up an interview with a Navy representative when he visits the campus, or contact your Navy representative at 800-841-8000, or send in the coupon. The NUPOC-C Program. Not only can it help you complete college. It can be the start of an exciting career.

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Yes, I'd like more information on the NUPOC-C Program (PO).

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Graduation Date \_\_\_\_\_ Grade Point \_\_\_\_\_  
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**NAVY OFFICERS GET RESPONSIBILITY FAST.**

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**SPANANA AND DR. HOOK**  
**LIVE IN CONCERT**  
February 28th 7:30pm  
Lexington's RUPP Arena  
**TICKETS \$7-\$8**  
All Seats Reserved  
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# sports

## Tide's Reggie King has lot of class, Newton says

By MIKE KENNY  
Staff Writer

Although Alabama lost 80-71 to host Kentucky Saturday afternoon, the Crimson Tide senior forward Reggie King scored 36 points in his final visit to Rupp Arena.

After the game Alabama Coach C. M. Newton said that if he had to pick one word to describe King, that word would be "CLASS."

"It's obvious what Reggie means to us on the basketball court," Newton explained. "But what you don't see out there is what a quality person Reggie is off the court."

King showed what kind of a person he is off the court, during a post-game interview in his room at the Hyatt Regency.

The television was on and a local sportscaster was giving a summary of the game. King listened intently as long as the

report centered around Kentucky, but seemed to shy away once the report turned to his own outstanding play.

In his four college years, King has always played well in Lexington, scoring at least 20 points a game, but the 6-6 All-SEC performer thinks Kentucky's LaVon Williams, who usually guards against the Alabama star, has also played well in the Kentucky-Alabama games.

"Williams is a hard nosed player," he said. "He can shoot and rebound, and he doesn't get the publicity he deserves."

As for current Kentucky squad, the "Mule," as people in Alabama call him, could not compare it to any other Wildcat team he has faced.

"They don't play like any of the other Kentucky teams since I've been here," King said. "This team is quicker... they hustle all the way. I'd rather play a Phillips and Robey type team, because it takes a lot out of you to be running up and down court like we did today."

It is little wonder that King picks last year's 78-62 upset over eventual national champion Kentucky as his favorite game thus far in his college tenure. He scored 26 points in that contest.

King, who is almost a cinch to become Alabama's all-time leading scorer, needing just 61 points to catch Leon Douglas, did not limit his praise to just the Kentucky team, for he also had something to say about the crowd. "One thing about Lexington is that the fans here

really understand the game."

And while King was not about to say the 23,000 fans were gentle, he did note that, when shooting fouls, "they didn't get on my case at all."

As for Kentucky and Alabama's chances in the conference race, King feels Kentucky is preparing for the tournament, while Alabama still has a shot at the title in regular season play.

There has been speculation that playing the tournament in King's hometown of Birmingham will be favorable to Alabama. But King does not agree.

"I don't believe Alabama will be at any more of an advantage than anyone else," he said. "I don't believe any tickets are being sold there (for Birmingham citizens) and Alabama fans won't get any better chance at seats than any other school as they'll draw for seats."



By TONY WEBER/Kennel Staff

Alabama star Reggie King (left) gave one of his best rebounds away from Kentucky's LaVon Williams in UK's 80-71 victory Saturday afternoon at Rupp Arena. King scored a game-high 36 points. Crimson Tide Coach C. M. Newton says King is a class person both on and off the court.

## Lady Kats whip Detroit, 80-61

By BRIAN RICKERD  
Assistant Sports Editor

The Kentucky Lady Kats' one and only appearance in Rupp Arena this season came off successfully Saturday afternoon when the Kats defeated Detroit's Lady Titans 80-61.

Like Coach Joe Hall's Wildcats did in the first game of the doubleheader, the Lady Kats pounded on their opponent early. UK held Detroit, which came into the game highly touted with a 16-2

record and a No. 1 ranking in Michigan, scoreless in the first six minutes and tallied 12 points during that span.

Although the Lady Kats shot only 36 per cent in the first half, a tight defense and a 29-17 edge on the boards resulted in a 35-17 halftime margin.

Kentucky Coach Debbie Yow said she was surprised with the ease with which her team handled Detroit.

"It was surprising, but Detroit is not that weak," Yow said. "We just had a real good first half and I think that took

the wind out of them."

"We came out and hit our first three shots and that helped our confidence," Yow continued. "Our rebounding was the key in the first half."

Both coaches agreed afterward that it was the Titans who were intimidated by Rupp Arena.

"The excitement and awe of coming into this great 23,000-seat arena was really something," said Titan Coach Sue Kruszewski. "We wanted to play well to show the people

Continued on page 6

**258-4646**

The Kernel Classified office is located in room 210 of the Journalism Building on campus. All ads must be paid in advance.

# classifieds

## Rates

PERSONALS	CLASSIFIEDS
One day, 85 cents	One day, 90 cents
Three days, 75 cents per day	Three days, 80 cents per day
Five days, 65 cents per day	Five days, 70 cents per day

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### for sale

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**TUNABLE FOR SALE** P/V 31-A30 bed-head, semi-auto, w/shot 804-113 excellent condition, \$90.00, P.S. 254-8162, 12/14

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**SELL 73 GREMLIN X** Needs some body work, but mechanically excellent, 255-7070, 12/14

**STUDENT TICKETS** to latest Shogun game, Call 253-2037, We deliver, 12/14

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**ATTIC (1980-1950)** Rare old clothes, furs, more, \$1-535 daily, 4-8 Knock, 681 E. Mann, 12/16

**1964 Volkswagen**, needs work, \$200, 255-7111, 9/12

**1968 CHEVY VAN** looks and runs good. Only 51,000 actual miles, 2 new tires, road vent, CR, 4 wheel, Good buy at \$950, 255-7862, 9/12

**FOR SALE** Panasonic stereo, turntable, receiver, four speakers, Good condition, Call 257-2100, 9/13

### personals

**DKZ** thanks for everything, I love ya! Pgs. 12/12

**MR. D** show who what charm! You're too cyprie, please explain, anxious Maureen, 12/12

**MISSY MEKER** Happy 21st. Have fun dancing with your best friend, 12/12

**TO BY BIDDEN** Lisa and Nancy. Have a wonderful Birthday both of ya! B/W, 12/12

**FRANK** I only have your part of my heart back. It only for a weekend, P.S. I'll Zanzibar I love him too, 12/12

**ERIC** Happy 18th at last. Your rifle tomorrow, 12/12

**CONGRATULATIONS** Alpha Xi Omicrons. We love you! The Actives, 12/12

**APPALACIAN TRAIL** Hiking Trip during Spring Break. Openings available. Contact NBC Travel Center, 256-8807, 9/14

**6 SPACES LEFT! SPRING BREAK CRUISE TO NASSAU** With a Group of UK Students  
Call Greg Hahn  
276-8953

**MEMOS**

"TRANSCENDENTAL MEDITATION Program and Enlightenment" an introduction, explanation of the development of consciousness through the TM program. Wed. Feb. 14, 8pm, CR 102.

**PRE-MEDS, PRE-DENTS, and Allied Health students' Associate Membership** forms will be mailed to new members. Students needing full membership history forms should pick them up in PHJ, rm 274, deadline for returning all applications is Feb. 26, in rm 271, PHJ.

**"CHILD ABUSE"** noon seminar. Guest speaker: Carolyn Fleming, Children's Child Abuse Commission, Rm. 251, Student Center, 12:30 pm, Wed. Feb. 14.

### lost & found

**FOUND** One set of keys, 26-19 in front of Donovan Hall, 276-2326, 12/14

**LOST** gold Vulcan alarm watch, Contact E.B. Yates Mechanical Engineering Department, Reward, 9/12

**LOST** Set of keys anywhere from Faculty to Burger King's lot, call 255-6546, 9/13

### wanted

**CHILD CARE NEEDED** for Toddler. My home any 1 week, Days, 9:00 to 5:00, No help, along, \$2.20 hr, 269-6465, 9/13

**WEDDING PHOTOGRAPHY** by your wedding specialist, Holdfield Photography, 29/23

### Alterations

606-252-3188  
Ernie Dry Cleaners  
Imperial Plaza  
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**CLAS** now forming. First of eight sessions begins March 3. Stanley H. Kaplan Educational Center, Call collect, 562-5875, 12/12

### roommate wanted

**GRADUATE FEMALE** student to share Comprehension efficiency 562.50 month. Contact: 1-10 after 9pm, 12/12

**ROOMMATE WANTED** 2-bed room \$100.00 per month, includes utilities, short drive to campus, 269-8699 after 6, 12/16

**FEMALE ROOMMATE** share two bedroom apartment. Prefer graduate student, \$105 month, utilities included, 233-2801, 12/14

**QUIET FEMALE GRAD** \$100, includes room, kitchen, laundry, and free ride to and from UK, 233-9888 after 7, 9/15

**FEMALE ROOMMATE** share two-bedroom apartment, \$125, plus personal electric, Cat welcome, 269-7862, 9/13

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**MALE \$87** \$80, close to campus, call 233-1078, 3/14

### DISCO LESSONS

Weekend Special for Students

**FRIDAY NIGHTS & SUNDAY AFTERNOONS 6 Lessons \$16**

Call She Studios  
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Idle Hour Shopping Center

## VIOLENCE, SEX AND THE EVENING NEWS

18 WLEX NBC	27 WKYT CBS	46 KET PBS	62 WTVO ABC
6:00 News 30 NBC News	News CBS News	Studio See Writing For Reason	ABC News Candid Camera
7:00 Sanford & Son 30 Hollywood Square	My Three Sons Pop Goes Country	MacNeil/Lehrer Dick Cavett	Joker's Wild Newlywed Game
8:00 Little House 30 On The Prairie	CBS Movie: "Gone With The Wind"	Bill Moyer's Journal	Salvage ..
9:00 NBC Movie: 30 "Backstairs At The White House"	The Advocates (Part I)	Footsteps Mississippi St.	Basketball: Mississippi St.
10:00 The White House 30 "Lou Grant"	Lou Grant Footsteps Outlook	News Police Story	News Police Story
11:00 Eyewitness News 30 Tonight Show	News Rockford	Files ..	
12:30 ..	Files ..		

8:00 **LITTLE HOUSE ON THE PRAIRIE** When Mrs. Oleson takes possession of an elderly woman's home, her legal children set out to create a "monster" to scare her off the property. (60 mins.)

9:00 **MONDAY NIGHT MOVIE: GONE WITH THE WIND** 1939 Stars: Clark Gable, Vivien Leigh. The classic romantic tale of a courtly world crushed by the brutality of war and the harshness of its aftermath. (Conclusion: 2 hrs.)

9:00 **CHAMPIONSHIP ALL-STAR FAMILY FEUD SPECIAL** The casts of Family Feud and Welcome Back, Kotter compete against the casts of "Eight Is Enough" and "The Love Boat" for charity. (60 mins.)

11:30 **CBS LATE MOVIE THE ROCKFORD FILES: Pastora Prime Pick** Rockford's car breaks down and when he's towed into the small town of Pastora, his troubles begin. (R) **MCMILLAN AND WIFE: Two Dollars On Trouble To Win** Stars: Rock Hudson, Susan Saint James. (R)

10:00 **LOU GRANT** The city is thrown into panic when the Tribune's star columnist writes a column that Lou Grant could incite a six-time killer to strike again. (60 mins.)

10:00 **FOOTSTEPS** and We Were Sad. Remember? The death of a grandmother teaches an entire family about accepting the reality of death.

11:30 **THE TONIGHT SHOW** Guest host: Bob Newhart. Guest: Glen Campbell. (90 mins.)

1:00 **TOMORROW** Host: Tom Snyder. Guests: Joseph Kratt, Harrison Salisbury and Theodore White, three famous political columnists. (60 mins.)

### TODAY'S CROSSWORD PUZZLE

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### TODAY'S CROSSWORD PUZZLE

**ACROSS**

1 Ban away  
5 Ethnic  
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13 Swab again  
14 Italian island  
15 Egg-shaped  
16 Animal  
17 Exclude  
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35 Sneeze  
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38 hairy coat  
39 Emerge  
40 Monster  
41 Preposition  
42 Giant  
43 Meadow  
44 Irritates

**DOWN**

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2 Resistant  
3 Ms. Wharton  
4 Tiny mark  
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10 Clubs  
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56 Fedora

## GONE WITH THE WIND

"Gone With the Wind," the classic generally regarded as the most popular motion picture of all time, will be re-broadcast in Part I of the TV special presentation, Monday, Feb. 12 on CBS-TV.

Vivien Leigh, Leslie Howard (pictured), Clark Gable and Olivia de Havilland are the memorable stars of the movie, voted last year as the greatest American film by members of the American Film Institute. At the time of its original release by MGM in 1939, Gone With the Wind won eight regular Oscars and three special Academy Awards.

By now the story of Scarlett O'Hara (Miss Leigh), the willful, beautiful Southern belle, has become part of cultural history. "Gone With the Wind" recounts her tempestuous relationship with theashing rake, Rhett Butler (Gable), her unrequited love for gentlemanly Ashley Wilkes (Howard), and her bitter rivalry with Melanie (Miss de Havilland). It also tells the romantic tale of a courtly world crushed by the brutality of war and the harshness of its aftermath.

## Lukschu, Donhoff lead UK to win over Lady Titans

Continued from page 5  
of Kentucky that we can play well."

Most of the estimated 5,000 fans that stayed to see the Lady Kats, left at intermission, and they did not miss much following that point.

Kentucky remained comfortably ahead during most of the second half.

The Lady Titans cut the deficit to 55-42 with 9:45 left in the contest, before Kentucky shut the door for the final time. The Kats outscored Detroit

17-8 over the next five minutes to take their biggest lead of the game at 72-50 with 4:03 to go.

Kentucky's performance humbled Kruszewski. "I didn't expect Kentucky to be as good as they were," Kruszewski said. "They reversed everything we do well."

The Titans were hurt by the loss of their leading scorer, freshman forward Lisa Blackburn, who tore knee ligaments about two weeks ago.

"We haven't recovered from that," Kruszewski admitted. "We've won three games most of her, but they have been close games whereas we had been winning by 20 to 30 points."

Kentucky center Liz Lukschu led the Kats with 16 points.

Sophomore forward Maria Donhoff returned to form and followed with 15 points, hitting seven of nine from the field and one of two from the charity stripe.

"Maria played her best game of the season," Yow said. Janet Timperman closed out her home career at Kentucky with 12 points and eight rebounds.

Guard Linda Edelman led the Lady Kats in rebounding with nine.

Yow said the Kats' guard play has been a big factor in UK's recent success. "They've started to shoot and that's opened up our inside play," Yow said.

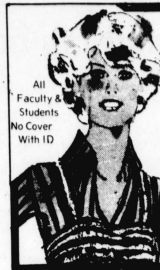
Edelman and Gert Grigsby both contributed 10 points. Kentucky connected on 63

per cent in the second half and shot 48 per cent for the game (34 of 70).

The Lady Kats finished with a 51-38 margin on the boards.

Detroit, 16-3, were led by senior guard Coretta Daniels who pumped in 20 points.

The 10-12 Lady Kats now must go on the road for four straight outings before participating in the state tournament at Western Kentucky during the first weekend in March. They play Indiana tomorrow.



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## Tide shot 56 percent of free throws; UK hosts Mississippi State tonight

Continued from page 1

In addition to 36 points by King, Alabama was paced by two forwards in double figures. Sophomore Ken Johnson had 13 points, while Eddie Phillips, who is possibly the top freshman in the SEC, pumped in 12.

Newton praised Macy's outstanding performance, saying, "Kyle Macy is a great player and he had a super game. I thought Joe (Hall) did a good job of using him."

### Wheelcats win pair

The UK wheelchair basketball team won two games against the Eastern Kentucky Roadrunners over the weekend, improving its conference record to 14-0. Kentucky is now four games ahead of second-place Eastern.

On Saturday, Wheelcats' Paul Eklund hit a crucial free throw with three seconds remaining to give Kentucky a 40-39 victory. UK captured Sunday's contest with a 53-35 win.

The Crimson Tide hit 49 percent from the field, but missed 13 of 23 free throws for a lowly 56 percent.

Before the game, Kentucky added another player, a walk-on to its roster. He's George Hoeker, a sophomore forward from Bellevue, Nebraska.

UK will be trying for its fifth straight home victory tonight when it hosts Mississippi State in a regionally televised game (Channel 62 locally) at Rupp Arena. The tip-off time is 9 p.m.

The Bulldogs are 15-6 overall and 7-6 in SEC after dropping

to host Vanderbilt 70-68 in overtime Saturday night.

In the last meeting between these two teams, Mississippi State edged the visiting Cats 63-61 last month on a last-second shot by All-SEC guard Ray White.

In addition to White, Mississippi State Coach Jim Hatfield, a former assistant at UK, features three other outstanding players—6-10 center Ricky Brown, 6-7 forward Wiley Peck and hot-shooting guard Greg Grim. All four players are averaging between 18 and 13 points a game.

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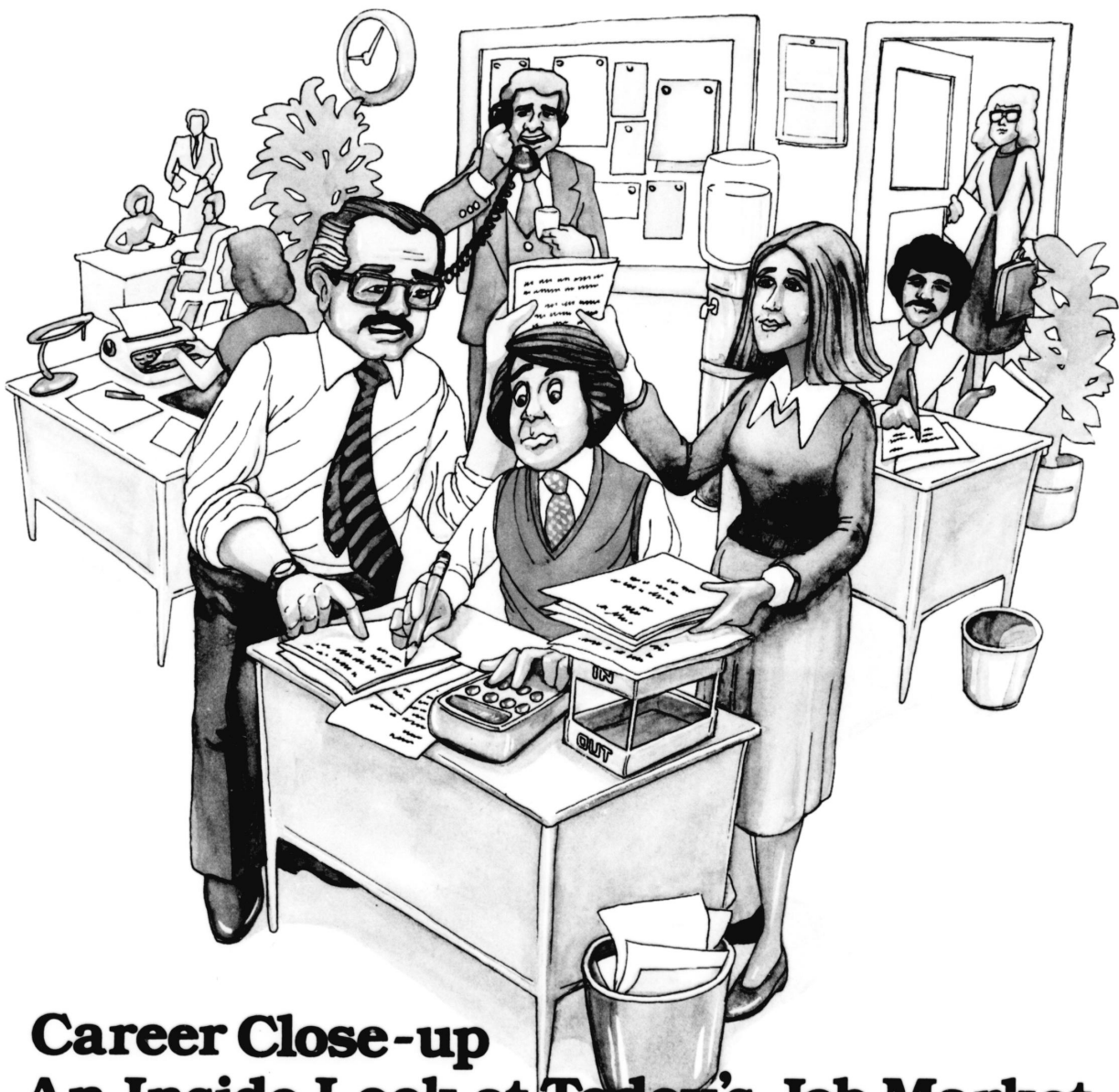
# Campus Calendar

<p><b>Be a College Kid; Not Just a Kid at College!</b> Student Center Board is now taking applications for positions on the 1979-80 Board. Available in Room 203 S.C. By Feb. 26th for Executive Positions By March 1st for Programming Positions</p> <p><b>LOCAL TALENT COFFEEHOUSE</b> University Club Small Ballroom <b>TOMORROW</b> Tues. Feb. 13 <b>7:30</b> FREE ADMISSION • FREE COFFEE</p> <p><b>CARIBBEAN CRUISE</b> 5 Spots Available \$393 per person (Quad Occupancy) <b>HURRY</b></p> <p><b>APPALACHIAN TRAIL TRIP</b> MARCH 17-25 There's still a few spots available Application Rm. 204 S.C.</p> <p><b>RASDALL GALLERY</b> <b>DARRELL HALBROOKS</b> "Dictionary Series" Daily from 11-7 p.m. til Feb. 23</p> <p><b>FIND OUT ABOUT ESY</b> Erhard's Sensitivity Training Informational Session Mon. Feb. 19 8 p.m. 214 S.C.</p> <p><b>Mon. Feb. 12</b> "When Worlds Collide" 7 &amp; 9 p.m. <b>Tues. Feb. 13</b> "Derzu Uzala" 6 &amp; 8:30 p.m. <b>Wed. Feb. 14</b> "Murder My Sweet" 7 &amp; 9 p.m. <b>Thurs. Feb. 15</b> "The Film-Flam Man" 7 &amp; 9 p.m. <b>Fri. &amp; Sat. Feb. 16 &amp; 17</b> "High Anxiety" 7 &amp; 9 p.m. "Easy Rider" 11 p.m. <b>Sun. Feb. 18</b> "High Anxiety" 7 &amp; 9 p.m.</p>	<p><b>FEBRUARY</b> <b>12 MONDAY</b> -SCB Movie—"When Worlds Collide." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -Strengthening Clinical Instructions Skills Workshop, Carnahan House Conference Center, Feb. 12-16. -UK Home Basketball Game—"UK vs Mississippi State." -School of Music—"Concert: UK Jazz Ensemble I." Memorial Hall, 8:15pm. -UK Theatre, presents "DIFFERENTIATION" an event for actors. Performance will be in the Art Gallery in the Fine Arts Bldg. Two performances 5:00pm &amp; 10:00pm. No charge, open to the public. -Doctoral Dissertation Defense—"Quality Theory, Stochastic Realization and Invariant Directions for Linear Discrete Time Stochastic Systems." Patterson Office Tower, rm. 145, 10am-12noon. -Doctoral Dissertation Defense—"Photovoltaic Energy Conversion in Polymer Films." Anderson Hall, rm. 233, 3pm-5pm.</p> <p><b>13 TUESDAY</b> -SCB Movie—"Derzu Uzala." SC Theatre, SC, 6pm and 8:30pm. Adm. \$1.00. -UK Lady Kats vs Indiana. (Away). -UK Lunchroom Forum—"Growth Issues in the Future of Lexington." Koinonia House, 12noon-1pm. -SCB—"Local Talent Coffeehouse." Student Center, Small Ballroom, 7pm-10pm. -Intramural—"Squash play begins." Seaton Center, rm. Squash Courts.</p> <p><b>14 WEDNESDAY</b> -VALENTINE'S DAY -SCB Movie—"Murder My Sweet." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -Fundamentals of Micro Processors: How to Make These Powerful New Tools Work for You. Hyatt Regency, Feb. 14-16. -SBA Wednesday Forum—"Legal Trivia Bowl." Law Bldg., r. Courtroom, 12noon. -Noon Seminar—"Child Abuse." Student Center, rm. 251, 12 noon. -Lecture—"Transcendental Meditation." Sligh Program. Classroom Bldg., rm. 102, 8pm-10pm.</p>	<p>-Political Film Series—"CIA: Case Officer" &amp; "Last Grave at Dimbaza." Student Center, Theatre, 12:30pm-2:30pm.</p> <p><b>15 THURSDAY</b> -Last day a student may file an application for a May 1979 degree in college Dean's Office. -SCB Movie—"The Film-Flam Man." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -Classic Film Festival—"Metropolis." Classroom Bldg., rm. 118, 7pm.</p> <p><b>16 FRIDAY</b> -SCB Movie—"High Anxiety." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -SCB Movie—"Easy Rider." SC Theatre, SC, 11pm. Adm. \$1.00.</p> <p><b>17 SATURDAY</b> -SCB Movie—"High Anxiety." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -SCB Movie—"Easy Rider." SC Theatre, SC, 11pm. Adm. \$1.00. -UK Lady Kats vs Tennessee. (Away). -Away Basketball Game—"UK vs Tennessee." -Dance—"Valentine Disco Dance." Student Center, Ballroom, 9pm-12:30pm. Adm. \$1.00.</p> <p><b>18 SUNDAY</b> -SCB Movie—"High Anxiety." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -School of Music—"Concert: Kentucky Wind Quintet." Memorial Hall, 8:15pm. -Workshop—"Human Sexuality Series." Canterbury House, 7pm-9pm. -Discussion—"Expectations of the Third World." Student Center, rm. 206, 3:30pm-6pm.</p> <p><b>19 MONDAY</b> -Intramural—"Singles and Doubles Table Tennis entry deadline by 5pm." Seaton Center, rm. 135, by 5pm. -Away Basketball Game—"UK vs Georgia." -EST INFORMATIONAL SESSION, guest seminar concerning Erhard Sensitivity Training, sponsored by Student Center Board, President's Room, rm. 214, 8:00pm-11pm. -SCB Movie—"The Day the Earth Stood Still." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00.</p> <p><b>20 TUESDAY</b> -SCB Movie—"Ninotchka." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00.</p>	<p>-UK Theatre-Play—"Tobacco Road." Fine Arts Bldg., rm. Guignol Theatre, 8pm, Feb. 20-24. -UCM Luncheon Forum—"Another View of Lexington's Future." Koinonia House, 12noon-1pm. -Student Financial Aid and Student Employment Office—"1979 Annual Summer Camp Recruitment Program." Student Center, rm. 206, 8am-2pm, Feb. 20-21. -Last day to withdraw from a course without leaving a notation on the student's transcript. These students will be deleted from the faculty member's class roll. -Last day to change course enrollment grading option (pass-fail, letter grade, audit). -Council on Aging Forum. Student Center, 4pm.</p> <p><b>21 WEDNESDAY</b> -SCB Movie—"Taking Off." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -Lady Kats vs Western. Away. -Supervisory Management Training I Seminar. Sheraton Inn, Feb. 21-23. -Results-Oriented Management for the Engineering and R &amp; D Functions Conference. Carnahan House Conference Center, rm. 251, 12noon-1pm. -Add/Drop cards due from Deans for processing third Add/Drop run.</p> <p><b>22 THURSDAY</b> -SCB Movie—"Reflections of a Golden Eye." SC Theatre, SC, 7pm and 9pm. Adm. \$1.00. -Council of Aging Forum—"Antebellum Lexington." Student Center, 4pm. -Classic Film Festival—"Cabinet of Dr. Caligari." Classroom Bldg., rm. 118, 7pm.</p> <p><b>23 FRIDAY</b> -SCB Movie—"Girlfriends." SC Theatre, SC, 6:30pm and 9pm. Adm. \$1.00. -SCB Movie—"Dracula." SC Theatre, SC, 11:30pm. Adm. \$1.00. -Conference—"Faculty Forum Series, 1978-1979." Student Center, rm. 214, 2pm-5:30pm. -Complete Class Rolls available for the Deans. -Home Basketball Game—"UK vs Vanderbilt."</p>
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FORD'S

# Insider

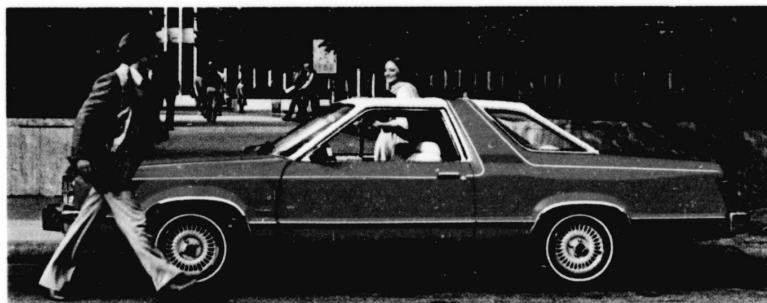
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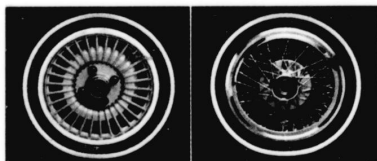
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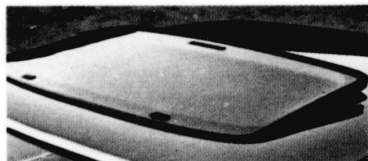


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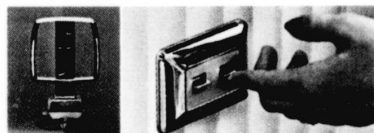
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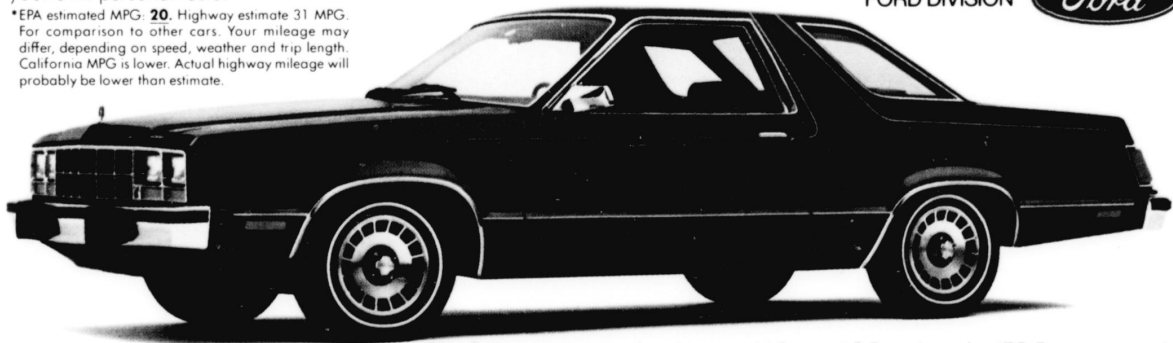
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# The Big Career Picture



When kids plan glorious futures as pilots or models or lefthanded pitchers, they dream not only of the work they want to *do*, but also who they want to *be*. That's because your job tends to be a reflection of yourself, a showcase for your skills and personality. Deep down, most people want their work to be a personal adventure that explores new challenges and brings their special talents to the surface.

Finding that kind of satisfying job isn't easy. In fact, it can be a life's work in itself. The first big step, though, is planning out a career strategy, gaining the skills you need and finding the right kinds of practical experience. The second vitally important step is standing back to get the big picture—trying to really understand what's out there in the working world, how it operates and where you fit in.

Last fall, *Insider's Career Consciousness* issue focused on that first step of getting your plans and career goals on track during college. This issue takes the second step with a close-up look at today's job market—how it changes and what it holds for college graduates in a variety of fields.

For starters, "Job Evolution" examines some of the key forces that are creating new types of jobs

while turning scores of others into dinosaurs. "News from the Workplace" highlights some of the day-to-day details of life on the job—from new types of workday scheduling to fringe benefits to studies about human behavior on the job. "Their Work Is Play" talks with six young people in highly unusual jobs—while "Your First Job" discusses some of the big changes and adjustments that nearly every new worker has to face. And for a final overview, there's "Career Forecast," a look at the trends and growth areas in eight major career fields.

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Good reading!

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**PHOTO CREDITS:** Bruce A. Etsbman—page 10; Thom Roberts—page 10; NASA—page 11; Tony Spina—page 14.

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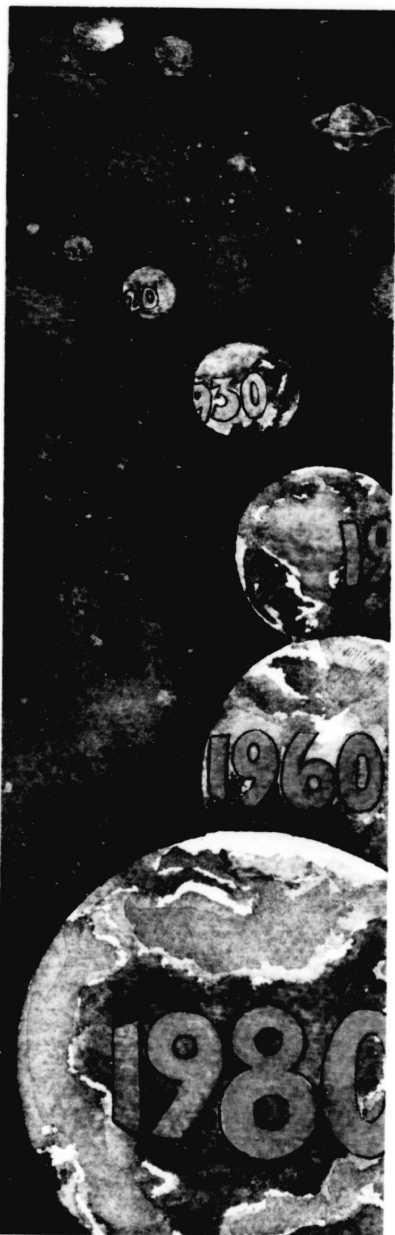
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# Job Evolution

BY PATRICIA WESTFALL

Will your chosen career still exist when you graduate? Stay tuned for some of these key forces.



Consider the chimney sweep.

Once, every urban neighborhood could support at least one sweep and his assistant. The top-hatted sweep, clothed in lore as well as soot, was essential to city life. Then came modern home heating systems and fuels. The sweep disappeared. That was progress.

Now comes the current energy crisis, and some people are shifting to wood stoves or rediscovering the fireplace. To serve them, the sweep has re-emerged, complete with top hat and Yellow Pages advertising.

This too is progress. Technological change eliminated the sweep, and attitude change re-created him. But in each case, change was the moving force.

There's nothing new about this process. The creation and elimination of jobs within an economy occurred long before the chimney sweep evolved and re-evolved. In fact, some historians believe the pyramids were built by pharaohs to make work for Egypt's unemployed.

Change has always affected jobs. What is new and frightening in this era is the rate at which change now occurs.

Herman Kahn, B. Bruce-Briggs and numerous other futurologists say change is now happening at exponential rates. This means that by the time we spot a social trend or problem, it's almost too late to react. In their book *Things To Come*, Kahn and Briggs use a bathtub to illustrate the concept. If it took a year to fill this tub one-tenth full of pollutants, and if events proceeded numerically, there would be nine years left to do something before the tub spilled over. But if the tub were filling at an exponential rate, then at the end of a year, when the tub was one-tenth full (and its owners had only just noticed the problem), there would be only 2.3 years left to do something.

In our time, knowledge is doubling every ten years; resources are dwindling monthly; population is exploding daily. The process creates enormous problems for society. In the four years an undergraduate spends in college, four million people will starve to death and 40 million more will suffer brain damage or physical ailments from malnutrition. Massive unemployment, shortages of raw materials, inflationary pressures, breakdowns in international cooperation—all are details of the larger crisis that Alvin Toffler calls "future shock."

## No Stable Niche

No career is sheltered from the pressures of this rapid change. Law, for

example, has traditionally enjoyed a stable niche in society. No longer. The new field of jurimetrics is emerging, which could even eliminate the need for many lawyers. Computers would store and correlate legal information to such an extent that plaintiffs could bypass lawyers entirely. Instead they could go to a "law bank," much as people now go to a computerized bank window for cash. They would punch in the facts of their argument; the computer would then analyze all histories of similar cases and "decide" on the basis of the data which party should win the case. A computer would be able to scan precedents far more thoroughly (and cheaply) than a lawyer could, and might even decide more impartially than a judge.

And what about computer science, one of the youngest and most successful fields in the job market? The computer pervades almost every aspect of our lives. Surely it's one job area a college student can safely assume will exist at graduation?

Wrong. The very success of the computer is eliminating the need for some computer workers. The job of computer programmer, first created in about 1955, is going the way of the iceman. People are becoming so familiar with computers that soon they will operate them as readily as they drive cars. Programmers will be as superfluous as chauffeurs.

Psychology is another relatively young field which is undergoing a profound evolution. Recent advances in brain research have begun to untangle some of the elaborate chemistry of the nervous system. Many doctors now think that much of mental illness is chemically based; already there are a host of drugs which may actually cure certain mental disorders. MAO inhibitors, tricyclics, and other medications have allowed many manic-depressives and depressives to return to productive lives.

If indeed mental illness is found to be largely biochemical, then its treatment would logically return to medicine, where it began. This would eliminate the need for the nonmedical skills of psychologists. But as the role of psychologists declines in this area, it is increasing in other fields. In business, for example, a new and growing career is that of job enrichment specialist. This person, usually a psychologist, studies production methods and designs factory or office systems that workers find comfortable and stimulating.

Inevitably, rapid change has given birth to entirely new fields. One such field

is futurology, which uses scientific methods to study current trends and project their logical consequences for the future. These methods range from statistical analysis to brainstorming, but the goal is always to measure—not guess—what could happen.

Futurologists argue that society can no longer afford to wait until its tubs are one-tenth full before reacting. If problems aren't anticipated *before* they occur, we won't make it to the year 2000. Apparently society is making an effort to anticipate these crises, because the number of futurologists is increasing—exponentially.

### Pressures for Change

Meanwhile, business, journalism, engineering, physical education, and anything else you care to major in are undergoing similar change at this moment. It's possible that the information you studied as a freshman will be out of date by the time you're a senior. Careers that were hot when you were in high school may not even exist by the time you finish graduate study. But why? What pressures are creating such rapid evolution?

The most obvious pressure for change is **population**. Four billion of us currently fuss, fume and jostle for housing, food and jobs. Six billion of us (at least) will similarly jostle by the year 2000. Even in this country, blessed with a falling birth-rate, population will continue to grow because the death rate continues to fall.

Jobs, unfortunately, are not expanding as rapidly as the job-seeking population. At present, our society "solves" the population/employment problem by encouraging youth to stay in school and by forcing older workers to retire. Yet there is growing resistance to both these solutions. Recent court cases are challenging the forced-retirement concept, and students likewise are growing resentful of a system in which graduate study isn't required to *do* the work, but is required to *get* the work.

**Technology** is another great force for change. In part, technology has caused the population explosion; many of us wouldn't now be alive if it weren't for advances in health, agriculture and industry. But in part, technology helps resolve the population problem, too. It's a never-ending cycle. The need for more food stimulates development of better technology which naturally keeps more people alive which enlarges population which stimulates more technology to keep more people alive. And there's no going back to a simple, less technologically complex time. We're born. We're here. We're hungry.

At the same time that technology makes it possible for four or even six billion of us to exist, it also eliminates the

jobs we exist by.

It is theoretically possible that all the goods and services the world needs could be produced by only 2 percent of the population. This tendency of technology to make workers superfluous while at the same time allowing their numbers to grow so large is creating critical psychological tensions.

Traditionally, work defines our lives. But if 98 percent of us don't need to work, what *are* we to do with ourselves? Something other than work must be found to determine both income and meaning in life—or 98 percent of us could be both hungry and frustrated.

A third force now putting enormous demands on our social institutions is **interdependence**; some thinkers call it complexity. No nation exists independently of any other now. The needs of population and technology force us all to trade and cooperate with one another in order to keep our systems going. We buy oil and sell Coca-Cola. Our universities train engineers and generals for scores of nations. Scores of nations sell us raw materials for our industrial processes.

The consequence is to exaggerate the effects of any local problem. The paralysis of Italy by terrorists, the droughts in Africa and Russia—all have social and economic consequences for the entire world. Writes Harold Shane, "Anyone's problems anywhere are everyone's problems everywhere."

A fourth pressure is the **depletion of resources**. As technology, population and interdependence all escalate, the world's reserves dwindle. Either better methods of recycling materials and producing energy must be found, or new resources (from the moon? the asteroids?) must be developed. Or both.

### Fitting into an Uncertain Future

This oversimple list of pressures only begins to describe the problem. All of these forces interact, and all are changing irreversibly the work and the life you are going to have.

But where do you and I fit into this picture? Social action occurs at a level far removed from our daily reality. How does an ordinary person, with limited powers and ordinary ambitions, prepare for an uncertain future? There are three steps that can help.

The first step is to accept change for the force it is. If change is the only thing we can count on, then change is the only relevant major in school. "Minor," if you like, in business, economics, law, communications, science, whatever. But "major" in change, by trying to see in every subject you study how that field is being affected by the forces of change. Only by understanding these forces can you hope to prepare for their impact on your life.

The second step is to diversify your

talents. Many students already attempt this by double-majoring. The sociology major will take business courses; the business major, communications courses; the communications major, science courses. This double-majoring is an attempt by students to hedge their bets and give themselves more value in the job market.

An even wider diversification may be necessary. Perhaps we need to make career training itself less central to our educational lives. It is argued by many that work is going to be less important in the future. It may take less time in our lives through such practices as permanent part-time work or regular sabbaticals. Or it may be less important psychologically—taking as much time as it does now, but involving less of the spirit.

This suggests that you should prepare for greater leisure and less-taxing work by fostering in yourself other types of skills and interests.

The inability to handle leisure in a satisfying way is a real danger in our society. Workers whose unions have won them three-month vacations sometimes discover that all that free time is actually frightening. Those with well-developed hobbies and interests do all right, but those without such involvements have been known to spend vacation time at the plant, watching others work.

School is one of the few environments that give you both the time and the resources to pursue a wide variety of interests, pastimes and skills. And these sideline activities may become a larger part of your working future than the career you now envision.

The third step in preparing for a transformed future is to develop in yourself the strength to cope with change. This means finding a sense of self that allows you to keep things in perspective even during moments when the job market and the world don't seem to need you. The popularity of interpersonal relations courses and self-development philosophies is one sign that people are groping for this strength. And while focusing on self-awareness can sometimes lead to selfishness, it also has the potential to generate a feeling of stability—a sense of worth strong enough to sustain you through daily upheavals in the world. If it happens that the career of your dreams becomes extinct, you will be strong enough to find, or create, alternatives.

None of this will help you get a job, of course. But by being aware of the forces of change, by developing many different skills and interests, by having a genuine feeling of your own worth—you will, at the very least, be poised for the uncertain future. ■

*Patricia Westfall is a contributing writer for 13-30 Corporation.*

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**Free Wheeling Bronco**, left, comes standard with styled steel wheels, RWL tires, tri-color tape striping, black bumpers, dual black low-mount mirrors. Bronco Ranger XLT shown has optional chromatic tape stripe, 10x15 tires, swing-away spare, Privacy™ glass.

**Free Wheeling Flareside**, center, Ford's famed Shorty—packed with good looks including pinstriping, blacked-out grille, black front and rear bumpers. Styled steel wheels, RWL tires, black low-mount western mirrors optional.

**Free Wheeling Styleside**, right, shown with special interior trim.



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**Built  
Ford  
Tough**

blacked-out grille, black front bumper, black GT bar, styled steel wheels and required rear bumper. Chromatic tape stripe, RWL tires, black low-mount western mirrors optional.  
Trucks customized direct from Ford.



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Cruising Van, left, comes customized inside and out. Free Wheeling Van, right, offers custom interior and exterior packages, plus other available options like portholes, push bar, fog lamps and special tires.



Ford Motor Company offers an Extended Service Plan. Ask your dealer for details.

\*Based on 1978 retail deliveries of all Ford Trucks.

**FORD**

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# News from the Workplace

## New Ways To Work

Work is a source of identity and self-respect. Yet studies reveal that for most people, work is an unsatisfying experience. Workers at every level of the system complain of feeling like cogs in a huge, inefficient machine that can't fully utilize their talents and skills.

This complaint has sparked a series of reforms in both the office and the production plant. In scores of organizations, "job enrichment" specialists are restructuring tasks so that workers have more control over their own jobs and more time for other activities.

In some offices and factories, working schedules are set by teams of employees rather than by one foreman or supervisor. This gives the workers more personal responsibility for getting the whole job done. Another teamwork trend is the "open office," in which furniture and fixtures are rearranged to create more contact between workers. Setups like this seem to encourage the exchange of ideas and to make people feel better about their working environment.

Flexible scheduling—allowing workers to decide when and how much they will work—is yet another idea whose time has apparently come. While the 40-hour week is still the norm, increasing numbers of workers are able to opt for

## Flexitime... What Workers Want... Fringe Benefits... Job Stress... And More.

To the average 19th-century office worker, paradise was an eight-hour workday and a lunch break. Things have changed a lot since then—and major innovations like the shortened workweek, unemployment insurance and paid vacation time are now merely business as usual. Attitudes toward working have altered as well, and people now want more benefits, more flexibility and more satisfaction from their jobs than ever before. These rising expectations—along with an increasing volume of research on job behavior—are triggering even greater transformations. Here are just a few recent developments that are making changes in the way we work:

shorter or longer workweeks and spread that time out to allow for child care, education or more leisure time.

A fringe benefit that many companies offer their high-level employees is sabbatical leave, a paid year off to travel, do research or study. Corporations are also providing more educational programs, recreational centers and counseling services to improve worker morale.

All these services contribute to an employee-centered working climate which its propo-

nents say is humanizing the workplace. But critics argue that these changes don't affect the substance of work. What does it matter when you come in, they ask, if the tasks you're required to do are trivial? However, follow-up studies of workers who've experienced some of the reforms reveal that the changes *do* make a difference in the way people feel about their jobs.

Futurologists see still larger changes coming. One pattern that's expected to take hold is the work/education/sabbatical cycle. Under this system, your life would contain alternating periods of work, schooling and leaves of absence—rather than blocks of education (in your twenties), work (in your middle years) and retirement (in your sixties). The cycle pattern would allow people to develop a larger number of outside interests and to stay abreast of technological change by keeping their educations up-to-date. According to futurologists, young workers today can expect a lifelong pattern of work, study and play in the years ahead.

## Job Satisfaction

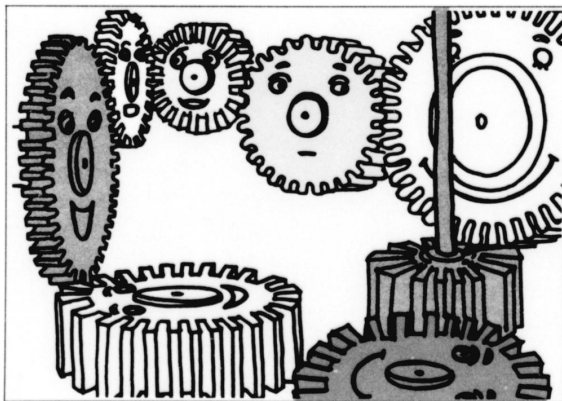


Most college-educated workers don't want more money—they want more psychological satisfaction from their work.

In a recent *Psychology Today* poll, readers said that the job benefits they prized most were the opportunity to learn and grow and the chance to exercise their talents and skills. Most were willing to work hard and put in long hours, if they felt they were doing something worthwhile. If not, they said, they'd just as soon quit and move on to something better.

Although the survey's findings cannot be generalized (the sample wasn't randomly taken and respondents tended to be younger, better-educated and more highly paid than the population as a whole), *Psychology Today's* report on the survey did contain some interesting results.

- Almost two-thirds of those polled would not accept a higher-paying job if it meant less interesting work. On the other hand, almost one-half said they would not accept a more interesting job if it paid less than their present one.
- Only 68 percent were satisfied with their jobs. Of those who weren't, the most keenly dissatisfied were young workers (under 24), blacks, and those with an annual income of between \$5,000 and \$10,000. Most people agreed that the most satisfying jobs were those in which they could feel good about themselves.
- Among the things respondents considered least important (though not necessarily *unimportant*) were fringe benefits, chances for promotion, physical surroundings at work and the friendliness of co-workers.



## The Fringes Mount Up

There's a lot more to the average salary offer than meets the eye. Employee fringe benefits can add from 25 to 40 percent to your base pay. The number and total dollar value of fringe benefits vary considerably from company to company, but these eight types of benefits are most common among entry-level jobs:

- **Paid Absences.** Included here are sick leave, paid jury duty, vacation time and severance pay. Some companies don't credit you with paid absences until you've worked for a certain length of time—and the amount of vacation time may increase as the length of time you've worked for the company increases.
- **Cash Bonuses.** Such extras as Christmas bonuses and awards for good performance fall into this category. In some cases, employee contracts stipulate that if company profits rise above a set level, workers receive cash bonuses.
- **Employment Security.** The company pays into workers' compensation and unemployment compensation funds for each employee.
- **Employee Services.** These include odds and ends like free parking, recreational facilities, discounts on company products, etc. Other typical services include educational assistance and free travel. These can all be real financial boons.
- **Stock Acquisition.** Many

companies offer a share in the business itself. However, stock-buying plans are often reserved for long-time employees.

- **Insurance.** Health and life insurance coverage is offered by most companies as a fringe benefit, although employees often pay part of the total cost. One very desirable type of coverage to watch for is dental insurance.

- **Retirement Plan.** Many employers offer some kind of company retirement or pension plan to which employees may contribute through payroll deductions. Such plans vary a great deal, but often involve paying in a percentage of your salary.

- **Credit Unions.** A credit union is a savings organization owned and operated by its members. If there is one available where you work, you can use it to get loans at low interest rates or to save automatically. Payments on loans are usually deducted from each paycheck. You can save regularly by arranging for the credit union to receive a sum from each paycheck.

## What Personality Traits Lead to Job Success?

The most successful men and women are not necessarily the most competitive, according to two University of Texas psychologists.

Using a questionnaire designed to measure how strongly certain aspects of personality relate to success, Robert Helmreich and Janet Spence tested a group of scientists, students and business school graduates. The researchers found that the most successful men and women scored high on Work (the desire to work

hard and keep busy) and Mastery (the preference for challenging tasks)—but low on Competitiveness (the desire to best others). Competitiveness was a key to success only for those who scored low on the other traits.

Spence and Helmreich contend that "a strong need to live up to internally imposed standards of excellence, combined with a willingness to work hard, may be the most effective recipe for outstanding performance."

## Job Stress

*What kind of worker undergoes the greatest amount of job stress? Maybe a surgeon whose patient's life depends on his skill? Or an airplane pilot responsible for hundreds of passengers each working day? How about teachers' aides—or dental assistants?*

*A study by the National Institute for Occupational Safety and Health seems to indicate that many commonplace occupations can generate just as much stress, if not more, as jobs usually considered stressful. Doctors, for instance, placed low on the study's list of occupations ranked according to stress. But the people who help them—the health technicians, nurses and other assistants—ranked very high.*

*The study showed that besides nurses and health technicians, the workers most under stress from their jobs include: waiters and waitresses, inspectors, musicians, public relations workers, clinical lab technicians, dishwashers, warehousemen, nurses' aides, laborers, dental assistants, teachers' aides, research workers and computer programmers.*

## Psychological Testing

Seated at student desks in a small room, prospective Delta Air Lines pilots pore over a battery of psychological tests.

Hanging in the air are the mutterings of bewildered applicants. "So I like to sing in the shower! Will that make me a better pilot?" "Can it really matter that I hate cutting the grass, or what the best time of my life was?"

For many jobs, it *does* matter. More and more companies are using psychological

tests to screen job applicants and judge employees' fitness for promotion. A thumbs-down ruling from such a test may not spell instant doom, but it is beginning to carry a lot of weight with employers. Standardized tests for assessing workers have been around for years, but lately the tests have become much more comprehensive, sophisticated and reliable. Most are designed to ferret out psychotic tendencies, determine mechanical ability and measure breadth of vocabulary. A whole battery of tests can take hours.

If you find yourself applying to a company that requires

psychological assessments, just relax. You can't study for the tests, and while companies often say they aren't mandatory, people rarely refuse to take them. Many of the questions may seem ridiculous, outrageous or downright invasions of privacy—but be sure to answer as truthfully and realistically as possible.

Psychologists and personnel workers emphasize that the tests are not given to knock people out of the running for a job opening. Far from being meant to disqualify you, the tests are for forming conclusions that both you and your employer will find



useful in selection and placement for jobs. Many of these tests not only gauge your psychological fitness for a certain job, but also indicate the kinds of work you'll find most satisfying. And that information can be of great value in planning a career. ■



## Their Work Is Play

### Paul Woessner, Balloonist

"I think I like the pure joy of ballooning the most," says Iowa State University graduate Paul Woessner. "You're flying around in this huge toy, and everyone who spots you becomes an instant kid."

At age 25, Paul is the current world champion of ballooning. He's also vice president and co-founder of the world's largest ballooning concern, World Balloon Corporation of Albuquerque, New Mexico.

"We fly promotions, give rides and lessons, sell and repair balloons," says Paul. "Everything that can be done with balloons, we do."

He discovered ballooning six years ago when two "aeronauts" landed in his family's suburban Chicago yard. "They gave me a ride, and it was just a pure rush of excitement," Paul recalls. "The next day I sold my motorcycle and skis and

started learning to fly." He soon bought his own balloon and began flying promotions at Iowa State, where he was a senior studying to become a veterinarian. It wasn't long before most of Paul's spare time was spent in the air.

"My interests just shifted to ballooning, and by the time I graduated, my G.P.A. was a hair too low for vet school," he recalls. While interviewing for work in the field of animal science, he was offered a job with an Illinois ballooning club as flight instructor.

"I snapped it right up. I figured I'd ride this horse for a while and see how long it ran. It's still running."

That same summer Paul achieved national recognition by becoming the first balloonist to cross Lake Michigan. Within six months he'd moved to Albuquerque—where he won the biennial World Championships last year—and had started World Balloon Corporation.

When not involved in World Balloon activities, Paul spends a lot of time competing and flying promotionally at

*Most jobs are anything but tailor-made. While occupations grow more specialized, the work experience itself becomes more homogeneous. Architect, lawyer, clerk and banker, all seem to exist in a nine-to-five world that leaves too little room for individuality.*

*Of course, it doesn't have to be this way. The six young people below wanted work that was unusual, exciting, and uniquely theirs. They found—or created—special jobs to suit themselves. And their stories prove that working can be a very individual adventure.*

## Six Who Found Adventure on the Job

BY TIM SMIGHT

fairs and races across the country. But he enjoys fun flying most of all.

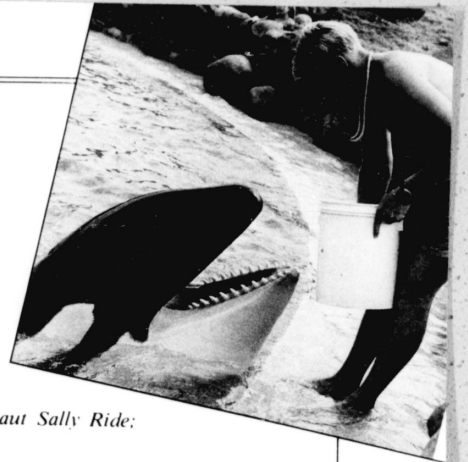
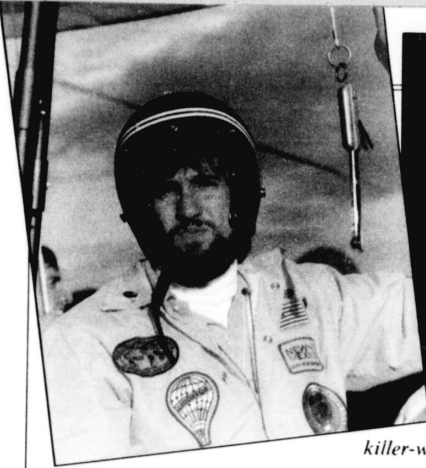
"The freedom and the unpredictability of ballooning just can't be matched by anything else," Paul says. "You never know where you'll land, or who you'll meet, so each flight is unique and fresh. That's why I'll never tire of it." He currently plans to help start a professional racing circuit—and he sees a bright future for what he calls "the sport of the gods."

"I think ballooning is about to explode, especially after the Atlantic crossing. There's nothing I'd rather be doing in the way of employment. Sometimes it's very hard to believe this is my job—because it's so much fun."

### Rick Sawaya, Stuntman

Rick Sawaya, 26, makes his living getting into fistfights, jumping off buildings and crashing automobiles—as a professional movie stuntman.

"A lot of people tell me I'm crazy to be



Left to right: Balloonist Paul Woessner; astronaut Sally Ride; killer-whale trainer Bob Osborne.

doing this. But I love every minute of it," he says.

Rick, a Los Angeles native, is a second-generation practitioner; his father was—and still is—a stuntman. But Rick never gave any thought to going into the family business himself. Instead, he spent several years playing semi-pro baseball and drifting in and out of college without choosing a major. "I've always been very athletic, but I wanted to make it with my mind and not my body," he explains. Finally he dropped school and the diamond to pursue a career in sales.

"I worked as a sporting-goods salesman for two years, and did very well at it," he says. "Then one morning this guy called and asked if I'd like to be a gorilla in *Planet of the Apes*. I had to ride a horse through land mines, and I loved it. I was hooked."

That was several years ago, and since then Rick has worked on dozens of movies and television shows, from *Charlie's Angels* to *The Big Fix*.

"Once you're established, the calls keep coming in," says Rick, who uses an answering service and "beeper" to keep up with them. "You have to be good or you won't get work. That means knowing how to fight, fall, ride horses, drive like a maniac—everything."

All of this, of course, involves a certain amount of pain and hazard. Rick has been hurt several times, and once broke his kneecap jumping off a bridge onto a moving train for a *SWAT* episode.

"I enjoy the challenge and the danger," he says. "I can look in the mirror and smile like crazy, knowing I've done certain things. Of course, a lot of times I'm scared, but that's when you know you're alive. I've never turned down anything because of risk."

For Rick, "anything" has included hand-to-hand combat with clubs, being set afire, and taking a 50-foot fall from a building—backwards.

"That was in the movie *I Wanna Hold Your Hand*. I had to do it seven times," Rick recalls.

There's more to stunt work than physical abuse, however. Even a simple fight scene must be painstakingly choreo-

graphed, sometimes by computer. "Stuntmen used to be shut out of production meetings, but today we take an active part in everything," Rick says. "Pulling off a difficult stunt and doing it well gives me immense satisfaction. That's what this job really provides—a feeling of accomplishment."

### Sally Ride, Astronaut

By the early 1980s, more Americans than ever will be journeying into space—to live, work and conduct experiments under NASA's space shuttle program.

Among this new generation of astronauts will be Stanford graduate Sally Ride, 27. Sally, holder of a Ph.D. in physics, is one of just 35 Americans selected from over 8,000 applicants to participate in the NASA project. She and five other women are destined to become the first female astronauts in the 20-year history of the U.S. space program.

"I wasn't really looking for an unconventional job," says Sally, who recently began a two-year training program at NASA's Johnson Space Center in Houston. "But when NASA notified Stanford's physics department that they needed astronauts, I applied right away. It's something important, and it seemed logical for me since I was studying astrophysics. When they accepted me, it was pretty exciting."

Sally had six months to finish up school before reporting to Houston last July. She's spent most of the past 10 years at Stanford, earning B.A. degrees in English and science, a master's in science and a Ph.D. in physics. At NASA, Sally still spends most of her time in the classroom—pursuing subjects like astronomy, geology and space shuttle systems.

"Astronauts don't do physical training anymore," Sally says, "but later on we'll be working in simulators. After two years we'll be assigned to flight." Sally is being trained as a mission specialist. Her duties will depend on the flight mission. She may be involved in retrieving and repairing satellites, or in performing scientific experiments.

When the program is in full swing, 30 to 40 astronauts each year will be sent on missions lasting from a week to a month. These missions will involve everything from satellite maintenance to earth observation and scientific research. In the future, the manufacture of drugs, metals and solar power stations may go on in outer space.

When missions are completed, coming home will be a lot easier than in the splashdown days. The shuttle, which will reach a maximum altitude of 600 miles, can return to land at Florida's Cape Canaveral or California's Vandenberg Air Force Base in a matter of minutes.

"I can hardly wait to go up," says Sally. "My whole family is really excited about it. Someday this may be ordinary—but right now I feel like a real pioneer."

### Bob Osborne, Killer-Whale Trainer

Bob Osborne's teaching job requires patience, sensitivity—and raw nerve. For the past five years, Bob has trained the killer whales at San Diego's Sea World.

"I'm known as a 'behaviorist,' but basically I'm in charge of everything involving the whales," says Bob, 30. "I train them, feed them, play with them and perform with them."

"Fear? Let's just say I have a deep respect for the potential of the animals."

Although he holds an advanced degree in zoology from San Diego State, Bob got into this line of work in a roundabout way. "After I finished school, I worked for two years in business management," he explains. "I was miserable, trapped behind a desk. I applied for the job at Sea World because I wanted something unique, personal and outdoors."

Bob and his staff spend up to 12 hours a day working and performing with the park's four killer whales. They teach the whales tricks and routines that range from fetching objects to performing elaborate dance numbers.

"The whales are incredibly smart and curious," Bob says. "They don't have to channel their energies toward survival here, and that opens the door to more



# SOUND THE CHARGE!



## '79 FORD MUSTANG TURBO.

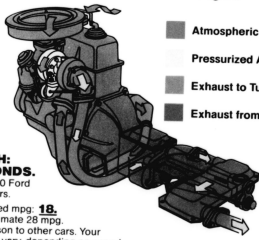
Here's a whole new breed of Mustang. It's the exciting Turbo-charged Mustang from Ford. Dramatic sports car styling with an excellent combination of responsive performance and fuel economy.  
**Turbocharger:** Mustang's AiResearch TO-3 Turbocharger is actually a turbine compressor driven by wasted exhaust gases. At higher engine speeds, it

compresses more fuel/air mixture into the cylinders, enhancing combustion for increased power output. Additional power that's only there when you call for it. That means you get 4-cylinder economy combined with performance comparable to larger V-8 engines.  
**Michelin TRX Tires:** Mustang's optional Michelin TRX 190/65R X 390 ultra-low profile tires are



mounted on metric 390MM x 150MM forged aluminum alloy wheels. Included is a specially tuned suspension system. This system gives Mustang its highest level of handling, directional stability and steering response.  
**Aerodynamics:** Mustang's dramatic sports car styling with a drag coefficient of .44 on the 3-door and .46 on the 2-door gives it one of the most efficient aerodynamic designs of any car

### Optional 2.3 Litre Turbo Engine



- Atmospheric Air
- Pressurized Air
- Exhaust to Turbo
- Exhaust from Turbo

**0-50 MPH: 7.1 SECONDS.**  
 Average of 10 Ford tests on 3 cars.

EPA estimated mpg: **18.**  
 Highway estimate 26 mpg.  
 For comparison to other cars. Your mileage may vary, depending on speed, weather and trip length. California mpg is lower. Actual highway mileage will probably be lower than estimate.

built in America. A vehicle with a low drag coefficient requires less engine power to propel it to any given speed in low ambient wind conditions.

**Full Instrumentation:** All Mustangs feature easy to read instrumentation including an engine tachometer, oil pressure, ammeter, engine temperature and fuel gauges with international symbols, a speedometer marked in both miles and kilometers per hour, and a trip odometer.

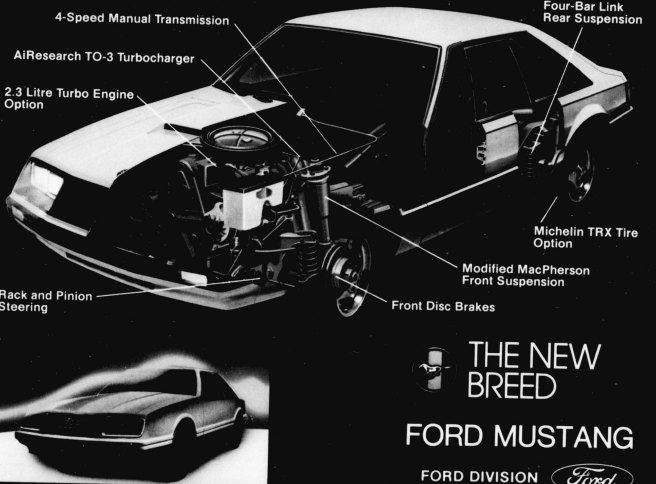


**Precise Handling:** With sports car features like a modified MacPherson front suspension, four-bar link rear suspension, rack and pinion steering and front stabilizer bar, all Mustangs have precise handling.

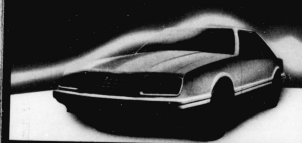
For even better handling, there's the optional Handling Suspension and radial ply tires. Included are radial-tuned springs and shock absorbers plus stiffer suspension bushings and a rear stabilizer bar for increased roll control.

To get the ultimate in Mustang handling order the optional Michelin TRX tires, metric forged aluminum alloy wheels and specially tuned suspension. This system provides Mustang with cornering ability comparable to high performance sports cars costing thousands more.

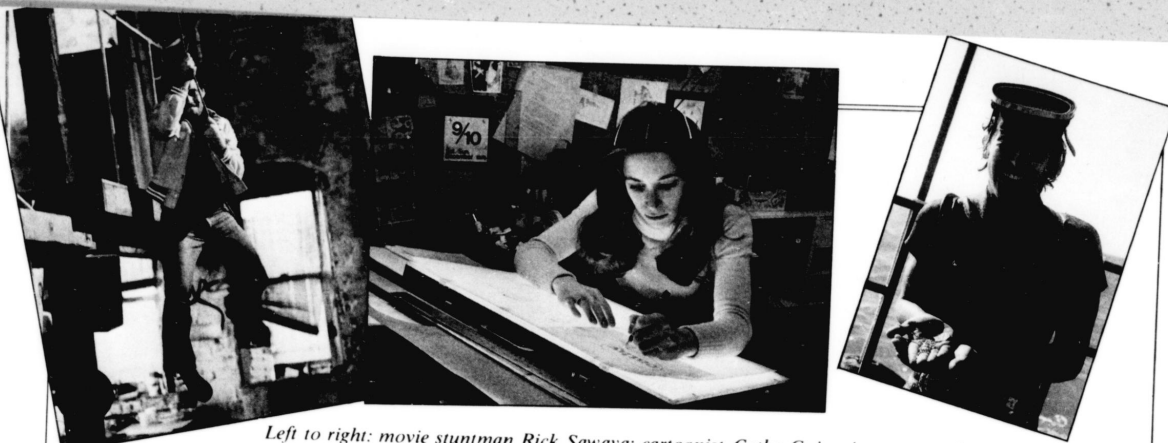
Experience the exciting new Mustang Turbo for yourself. Test-drive one at your local Ford Dealer.



- 4-Speed Manual Transmission
- AiResearch TO-3 Turbocharger
- 2.3 Litre Turbo Engine Option
- Michelin TRX Tire Option
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- Front Disc Brakes
- Four-Bar Link Rear Suspension
- Rack and Pinion Steering



THE NEW BREED  
**FORD MUSTANG**  
 FORD DIVISION



Left to right: movie stuntman Rick Sawaya; cartoonist Cathy Guisewite; treasure hunter Craig Pennington.

creative behavior. I try to establish a rapport with each animal. The idea is to teach them to perform *with* me, not *for* me."

Developing that cooperative method of instruction helped Bob overcome his initial apprehensions about the job.

"I was very intimidated at first. Killer whales have big mouths and big teeth. They have a bad reputation, and I felt very vulnerable in the water with them. But I soon learned they're not malicious at all."

Bob says he has no desire to quit or return to an office position. "I consider my job a rare privilege. I'm outside all day, and working with the whales really fascinates me. Few people in the world get an opportunity to work with such magnificent animals."

### Cathy Guisewite, Cartoonist

Like many college students, Cathy Guisewite dreamed of a job that would offer independence, recognition and a chance to be creative. Three years after graduating with an English degree from the University of Michigan, she reached that goal—as the youngest nationally syndicated cartoonist in the country. Her daily strip, *Cathy*, runs in over 120 newspapers and is read by millions of people each day.

"I still freak out sometimes when I wake up in the morning and realize I'm a cartoonist," says Cathy, who entered the field in true Cinderella fashion two years ago. How did it happen?

"My mother had a lot to do with it," explains Cathy. "I was working for an advertising agency in Detroit as a writer, going through all the traumas of young adulthood. I used to send my mother stick-figure drawings of me in certain situations."

Cathy's mom thought the cartoons were good, and at her urging Cathy sent them to Universal Press, the syndicate that handles *Doonesbury* and *Ziggy*.

"Two days later they sent me a contract. Suddenly I was a cartoonist—and I

could hardly draw!"

For a year Cathy kept her ad agency job—she'd risen to vice president—and tried to work on her new strip nights and weekends. "The pace got to be too much, so last year I quit the agency to work full time on the strip," she says.

Indeed, the cartoon's title is not coincidental. Much of what befalls Cathy-the-cartoonist is taken from the real-life experiences of Cathy-the-cartoonist.

"The strip is about being young and female in the '70s, with the conflict between traditional roles and the new feminism," says Cathy, now 27. "A lot of what happens to 'Cathy' happened to me first."

The young cartoonist works out of her Southfield, Michigan, condominium, and spends about two hours drawing each strip. She tries to keep three weeks ahead on the daily strip. "There's a good deal of pressure, since the strip is solely my responsibility," Cathy says. "But I love doing it. Sometimes I miss working with other people, but this is quite a rewarding channel for self-expression. I want to keep it going as long as I can."

### Craig Pennington, Treasure Hunter

Craig Pennington spends his days in scuba gear, scouring the ocean floor in search of gold, silver and precious artifacts. For the past year, he's worked as a treasure hunter in Key West, Florida. The outfit that employs him, Treasure Salvors, has pulled up over \$25 million in booty in the past 15 years. Half of it has come from the wreck of a single Spanish galleon, the *Atocha*, which sank in a squall off the Keys in 1622. Its total payload: 47 tons of gold and silver worth over \$600 million.

"We've found hundreds of coins and artifacts from the *Atocha*, and five 75-pound silver ingots," says Craig. "There are 896 more listed on the ship's manifest."

Craig, 23, graduated in 1977 with a B.S. in biology from Indiana University of Pennsylvania. He went to the Keys on

vacation the following summer, planning to relax while deciding whether to tackle graduate school or look for a job.

"I just sort of stumbled on Treasure Salvors. They have two boats, and I met one of the captains," says Craig, who quickly contracted treasure fever. Although he had no scuba experience and had never even been on a boat, he was hired as a diver.

"I got my diver's certification in nine days," he adds. "Experience didn't really matter—they wanted people they could train. The fact that I had a degree got me the job."

Treasure Salvors, founded by noted treasure hunter Mel Fisher, employs about a dozen divers on its two boats. In 1975, company divers found the first evidence of the *Atocha*—12 cannons and two silver ingots. They've been bringing up treasure ever since.

Craig is now first mate of one of the boats, the *Swordfish*. He makes \$100 a week plus room and board.

"It's just living expenses, but if we find the *Atocha's* midsection... well, there's a lot of treasure down there," he says.

As first mate, Craig is in charge of his boat and the crew of eight divers. They comb the *Atocha* site, an area about 45 miles from Key West that's marked by buoys. Craig has found a lot of coins, and a few swords and daggers, but so far no more silver bars. Most of them were in the *Atocha's* midsection, which Fisher's crews have yet to locate.

"We'll get it eventually," Craig says firmly. "We're always finding clues, and that keeps us going. It's a real rush to find something. I found the first coin of the season, and it was pure jubilation."

Craig plans to continue hunting treasure indefinitely. "This is a once-in-a-lifetime opportunity," he says. "I'm gaining so much knowledge working with Mel, just learning about the sea. You can't get an experience like this in the classroom—or from a conventional job."

*Tim Smight is a 13-30 staff writer who had to be forcibly restrained from going after one of these jobs himself.*

# Your First Job

## What To Look For, What To Expect

BY DON AKCHIN

**An** industrial relations specialist once compared entering the work world to being an immigrant in a new country. In both cases, you must cope with a new language, a new environment, and different customs, rules and mores. The challenge of a first job, then, is as much handling the culture shock as it is mastering the particular work task.

The more forays you make into the work world before graduation—through part-time jobs or internships—the easier the transition will be. Though there will still be surprises, nearly everyone who's new to working faces similar adjustment problems, as career experts and recent graduates can tell you.



### Your First Job Means Starting Over.

No matter how brilliant your professors thought you were, your first job means starting over—from the first grade. "As a senior in college, you're at the top of the scale," says Becky Troth, a 1978 graduate who works as a research analyst

for a small San Francisco firm that leases railroad cars. "I was an R. A., and sophomores came to me for advice. I felt old and wise. Now at work I'm back to being on the bottom. Everyone thinks I'm extremely young and extremely naive. In college, people told me I looked older. Now I have people telling me I look 16."

Some recent graduates react with the "I'm a genius" attitude. They know they're brilliant, and people who don't see that must be incredibly stupid. Consciously or unconsciously, many new graduates come across to others as elitist, smug, superior. These traits aren't becoming to beginners, and in the eyes of

your co-workers, you are a beginner.

Another common reaction is the opposite, the "I'm an idiot" feeling. You thought you knew a good bit, but suddenly you're overwhelmed with new data, new ways of doing things, and you can't possibly make sense of it all. That's more the attitude your co-workers were expecting you to show—but only till you've had a chance to settle in and gain confidence.

Perspective is the key. If you're humble enough to recognize that you have a lot to learn, but self-assured enough to know you can learn it eventually, you can steer a middle path toward making your job a

success. You can't possibly know everything the day you walk in. If you did, you'd be bored the second day. So admit it, and let the pieces gradually fall into place.

## Suddenly, You're a Member of a Team.

You can't take too long to figure out what you're doing, however. People are depending on you and on the way you do your job. That makes it important that you master your work as soon as you can.

Being depended upon is not a typical part of the student experience. "As a student, if you screw up you're hurting no one but yourself," says Troth. "In a business situation, you're affecting everyone else by what you do." Until she started working, Troth didn't realize how much independence students have. Most can pursue their own interests without worrying about other people.

You are, in other words, a member of a team (the most junior member, remember), and the team's success depends in part upon you. That adds a weighty new responsibility, one that calls for more discipline than studentdom demands.

"If I woke up and didn't feel like going to class, I didn't," says Susan Archer, a personnel trainee with a major national retailer headquartered in New York City. "It's an adjustment just to go to a job every day. And I still find myself thinking, 'Well, I've got Christmas vacation coming.' But then I realize that I don't."

"I guess what I'm saying is, you're faced with a lot more responsibility at work than you ever were before, and you have to start taking things a lot more seriously. That in itself is an adjustment."

## Performance Is the Only Measure of Success.

The first and foremost goal of any company is its own financial success. In college the fact that your term paper is in on time and reasonably good is important to you, perhaps, but makes not a whit of difference to the university. In the business world (and to a lesser extent in government and nonprofit agencies), your work affects the organization's survival. You can cost the company money if you do poor work that must be done again by someone else. You can bring money into the company or save it money

## Options for the Underemployed

Your first job may be far less than the job you feel you deserve. Economists estimate that between one-fourth and one-third of all workers are underemployed—that is, working at jobs that do not use all the skills or training they have acquired. This problem is likely to continue, because each year the number of new college graduates exceeds the number of job openings for college degree-holders.

What can you do if you're in this situation? First, decide whether to keep pursuing the job of your choice or to lower your expectations. "Some people, somewhere along the line, ought to stop beating their heads against a wall and accept something less than they have been taught to fight for. They ought to bring their sights down a bit," says Chuck Sundberg, dean of UCLA's Placement and Career Planning Center. "But I wouldn't presume to advise anybody about that."

Psychologist Harry Levinson takes the view that *everyone* is underemployed. "All of us could do a lot more than we do on any given job. You have to accept that," he says. Levinson sees several alternatives if your only job opportunities are disappointing:

- You can do the best you can at the job you can get, and earn a reputation at that work.

Levinson's own consulting firm hired a college graduate as a typist. The new employee said she deserved a more challenging job. "Well, we don't have any challenging jobs for people who don't have doctorates," he told her. "We do have a typing job." If the employee does well at it, she may get to edit manuscripts and build a reputation that will earn her good references for later, more creative jobs.

- You can keep looking for a more stimulating job.

Les Szwajkowski, a journalism school graduate, applied to newspapers across the country without getting a nibble. After graduation he took a bartending job at a restaurant. But he didn't stop looking. One night a waiter told Les one of his customers was "looking for a writer." Les walked up to the customer's table and introduced himself. The next day he went in for a job interview and was promptly hired to write for an in-house magazine.

- You can use free time on a non-demanding job creatively—to broaden

### your understanding of the business and find new work for yourself.

A woman with a degree in criminal justice stumbled onto a job in the warehouse of a large shipping company. She discovered that she liked the people, the work and the money. She also discovered that there were no women in supervisory positions at the warehouse, and she signed on as a trainee. Three years later, at the age of 25, she supervises 40 people, makes a comfortable salary of \$25,000, and doesn't worry about using her criminal justice degree.

What you should *not* do, if you feel underemployed, is let yourself get comfortable. The first reaction to underemployment, typically, is anger at not getting what you deserve; this is followed by a feeling of worthlessness, a sense that perhaps this job is the best you deserve or can expect. When that feeling strikes, look out. You are setting yourself up for chronic lethargy, which frequently deteriorates into terminal ennui. The longer you stay at a job that's "too small" for you, the harder it will be to leave. (And also, the harder it will be to explain to another employer why you stayed so long.)

On the other hand, a short stay in a nondemanding job might have positive benefits—particularly if you set a firm time limit on the length of your stay. Tom Elfin, a Macalester College graduate in economics, decided to reject two job offers related to his field and instead is temporarily advising customers about wines in a St. Paul, Minnesota, liquor store. He loves his work, and he has no doubts about whether he made the right decision.

"A lot of people take the first job offer that comes along in hopes that it will work out, instead of making sure the job will work out before they take it," says Elfin. "I wanted my first job to be something quite special." He rejected the two offers because "there didn't seem to be any room for creative involvement" or "any significant responsibility." So he is waiting, and continuing to look, and in the meantime having fun at his work. He considers the liquor store job the one *before* his first job. And he plans to be moving on to that first job, in the financial arena, within a few months. "I probably could be a lot more comfortable had I taken one of the other jobs I was offered," he says. "But I wouldn't really be serving my needs." ■

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This means pressure. There’s more pressure at Procter & Gamble than at many companies because it is company policy to dish out heavy responsibility right away. “You’re thrown into the fire and expected to hold your own alongside some of the most brilliant marketing people in the country,” says Tucker, whose first job, as a brand assistant, made him responsible for a budget of several million dollars. “There’s an extreme amount of pressure and a lot of competition between peers. But it’s not like a bitter rivalry. It’s very performance-related.”

Some students can earn top grades with a bare-minimum effort, and in school that’s all it takes for an automatic annual promotion to the next grade. In the business world, promotions are neither so regular nor so automatic, and sliding by is not enough.

## Office Politics Can’t Be Ignored.

Even doing a good job may not be enough. Success often means both performing well and making sure the right people *know* about your performance. In other words, you have to use politics to your advantage.

Many discussions about office politics, or any politics, start from the assumption that politics is negative—at best, a necessary evil—and something that ought to be avoided if possible. That’s an unrealistic view. Politics is simply dealing with people to get things done, and wherever there are people, there is politics. The job that’s free of politics does not exist.

Says Chuck Sundberg, dean of the Placement and Career Planning Center at the University of California at Los Angeles, “Your supervisor has his own needs, wants, desires and aspirations, and those are going to affect the way he deals with you and the projects he’s supervising. You’ve got to be aware of that. And if anybody suggests that’s wrong, then they’ll never adjust to life, because that’s life, friend!”

Once you understand that office politics is a factor, you must deal with it constructively. “If you’re going to move in an organization, you need to find what are the political pathways,” says Dr.

“Doing a good job may not be enough. Success often means both performing well and making sure the right people know about your performance.”

Harry Levinson, a clinical psychologist who heads the Levinson Institute. “You cannot assume that just by doing a good job, you’re going to make it. You won’t. People have to know who you are and what you can do.

“That doesn’t mean you have to be manipulative,” continues Levinson. “But it does mean you have to take the time to get acquainted with people in an organization. Find out what different people do, what different departments do, and let people find out what you do—your skills and competencies. If you ignore that, you may find yourself getting the short end of the stick—not because people are malicious, but because they don’t know you.”

## There’s A Lot Less Feedback.

Many recent graduates find it hard to get an idea of just how they’re doing. Feedback tends to come less frequently in the business world than in college, and some new employees find this frustrating.

“You don’t have grades, so you have no way to gauge how good they really think you are,” says Troth. “You want something to latch onto, and there’s nothing really tangible to say that you’re doing all right, or that you should improve.”

On most jobs, there is some formal evaluation of your performance after six months—or certainly within one year. But a lot of feedback is informal, and you must be attuned to it to pick it up. “You

have to be sensitive to the cues you’re getting in hallway conversations, such as comments about the paper this person did or the job that one did,” says Sundberg. “Most evaluation is quite informal and appears to be off the cuff.”

Troth says her supervisor seldom comments about good work, but gives *negative* feedback loudly and clearly. “I’ve had to adjust my expectations of what I expect to get back from him,” she says. But she has also found that “if you do one thing well, you’re given other things to do.” That, too, is feedback. “It’s exciting to know someone has enough faith in your abilities to keep handing you projects,” she says.

Troth describes a lesson her first job has taught her: “You can’t think you’re worthless if you’re not getting reinforcement from other people. You’ve really got to rely more on your own self-confidence.”

## You Have To Watch for Opportunities.

Self-confidence may be in short supply those first few weeks on the job, when you’re trying to cope with all the adjustments this sudden dose of culture shock requires. Your immediate goal will be simple survival. But once you’re on your feet, don’t forget what you came for.

Your first job is more than a simple entry into the world of work. It has an important long-range effect: it starts your career in a direction. Ideally it will lay a solid foundation that your career can build on—and it will help you decide, early on, if the direction you’re heading in is the right one.

But the job itself doesn’t do these things for you. A great first job can offer you opportunities, but you have to act on them.

“You can’t put yourself in the hands of the organization and say, ‘Do something with me,’” says Levinson. “The organization can try, but it can’t take responsibility for your life. You have to take your own initiative.”

Here are some things you should gain from your first job:

- **Solid experience.** “What students ought to try to get most out of that first job is experience that is marketable for the next one—either in that organization or elsewhere,” says Sundberg. The most useful experience comes out of jobs that offer real challenge and serious responsibilities.

Charles Guy Moore, executive director of the National Institute of Career Planning, suggests in his book *The Career Game* that you select a job you

can grow into, then plan to grow out of it. A job that you can easily handle from day one doesn't stretch your mind or test your mettle. And once you've mastered a difficult job and learned all it can teach you, it makes sense to move on to a greater challenge.

- **Varied exposure.** Within your career field there are many different kinds of job possibilities. Your first job can be an opportunity to explore many of the options or at least observe them at close range. For starters, this means finding out what other people in your company do, and what their work offers them.

People who are hired as trainees have a head start. Susan Archer's job as a personnel trainee began with three months spent touring different divisions within the personnel operation at her employer's New York headquarters. "We got to see what happened in each one, and we were doing little mini-projects." Then the trainees were assigned to divisions. "I asked for training and development, and they asked for me, and here I am," she says. "I like this division. I like what they do here." One of her assignments will be to design next year's

program for trainees.

- **Flexibility.** The foundation of career knowledge you lay should be as broad as possible. The world changes rapidly, and today's glamorous occupation may be obsolescent tomorrow. You should get exposure to all the work experiences you can and try to keep your options open. In the direction you've set, there are any number of interesting side roads.

- **Visibility.** As Levinson noted in discussing office politics, you must not only do good work, but also have your good work noticed by those who count. In many cases, you can make yourself visible both to key people in your company and to people in your field outside your company. (One good way is to attend conventions or trade shows.)

- **Personal satisfaction.** This is what work ought to be all about. "That's the elusive goal—satisfaction with work," says Tucker of Procter & Gamble. "With me it means satisfaction with my own personal performance. I like doing a good job in anything I do. In many cases, you have to be able to derive satisfaction just from knowing you've done a good job, not from any praise you receive."

## Whatever Happens, You Learn from It.

Despite all your efforts, you could find yourself in a company where you don't belong, in a career you're not really interested in after all, in a job that isn't suited to your talents. These things happen.

"No matter how thoroughly you research your own psyche and your own interests and the world of work," says Sundberg, "when you take a job you're going to plunge into something that remains fairly unknown. You might find yourself in the wrong company or the wrong field. You won't know that until you get your feet wet. Because of that, you might not do well."

"One might call that failing. I wouldn't call it failure. I would call it learning a lot." ■

*Don Akchin, a survivor of First-Job Shock, is now a senior writer for 13-30 Corporation.*

## The Art of Matching A Company's Personality with Your Own

Companies have personalities just like people. You'll probably enjoy your first job more—and you'll probably be more successful at it—if your company's personality matches your own.

Dr. Harry Levinson of the Levinson Institute says that business firms have structures similar to those of families. The company personality is set by the example of its top executives, by the way it is organized and by the kinds of people it attracts.

How do you determine whether your personality fits the company's? Levinson says there are a number of signs to look for, both in the company and in yourself:

- **Handling affection.** Some companies shower praise on employees daily or weekly; some project the image of the strong, silent, never-completely-satisfied father. "Some of us need to have a lot of close personal relationships, other people tend to be loners, still other people need a lot of applause," says Levinson. "Some people need to please other people."

- **Handling aggression.** A government bureau may be a comfortable niche for a cautious person, but stifling to an aggressive risk-taker—who would be quite at home in certain companies

that share his head-on style. "Some people do better vigorously attacking problems or undertaking projects by themselves," says Levinson. "Others don't want to take risks; they're more cautious. Some people bend over backwards trying not to be seen as aggressively hostile; they have difficulty taking charge. Some people need to compete and vanquish people."

- **Handling dependency.** "Some may do better in highly structured situations where someone tells them what to do. Other people can't lean on anyone else, they have to do it all themselves," says Levinson. "Some can work interdependently, on a team. If you need to depend on a highly structured organization, you might do fine in the Army but you'd have a hard time selling Fuller brushes door to door."

- **Ego ideal.** Levinson: "All of us have a picture in our own minds of how we would like to be. That's called the 'ego ideal'; it's what we're always striving toward. We need to know what things we do make us feel good about ourselves, give us a sense of moving toward our ego ideal; and what things make us feel less good about ourselves." Companies also have idealized images of themselves. A humanitarian may feel

better about working for an organization that stresses the ideal of service over profit; a pragmatist might not.

Discovering the company's personality is a simple matter of on-the-scene observation and asking the right questions. "You can get a sense of a company just by walking in the front door," says Levinson. "You can tell by how people act toward you when you're being interviewed. You can look at the way the office is painted and decorated; whether it's congenial or uncomfortable; whether people are smiling or not; whether the place feels tense."

Talk to employees about what they do at work, what they like and don't like, and what the company likes and doesn't like them to do. Find out how long they've been there—and whether people generally stay or move on quickly. Read the bulletin boards. Listen to determine whether people are proud of the company or constantly complaining—and what they complain about.

After sifting through all this information about the company and matching it with what you know about yourself, you can decide whether you'll fit. Unlike the family you were born into, the company family gives you the choice of whether to join. ■

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# Career Forecast

BY GINA PERA

## Tracking the Trends in Eight Major Fields

**W**hen a job market forecast hits the headlines, it tends to seem as black-and-white as the page it's printed on. New lawyers face a long, hard search, the news reports declare. A dozen applicants appear for every job in journalism—and computer science is the sure-fire ticket to secure employment. Meanwhile, teachers haven't got a chance.

In reality, the employment picture isn't quite that simple. Within almost every field, job growth and job crunches exist side by side. If you have a strong yen for a field that looks tight, the solution is not to abandon ship for a different career, but rather to locate the key growth area in that field and go for it. Sure, newspaper jobs are scarce—but well-trained technical writers are in high demand. And law jobs may open up for graduates who can handle new methods of legal practice. And so on.

On the other hand, if you're headed for a career that's currently booming, it's not yet time to relax. Find out which jobs in the field may not hold steady in the near future. Some computer jobs, for instance, may be wiped out by fast-approaching technical advances, while others will enjoy more growth than ever.

Of course, it's impossible to predict exactly what will happen, but teachers, journals and professional associations can often provide inside information about future trends. It pays to seek them out and keep yourself thoroughly posted. Moreover, it's a good idea to go beyond the headlines and find out what the official job forecasters have to say about specific jobs in your field. The federal Bureau of Labor Statistics produces a number of publications that can be helpful guides. Many are available in your campus placement center or library.

The following is an overview of the trends, growth areas and prospects that forecasters have observed in eight major career fields:

### Communications More Technical Writers Needed

The mind-boggling concept of black holes in space... ethical issues in genetic engineering... environmental causes of cancer. The sheer complexity of topics such as these has boosted the demand for skilled technical writers who can translate equations and lab results into readable prose for both the scientist and the public.

The federal government employs a large number of technical writers and editors in such areas as agriculture, health and space exploration. Especially in demand by the government are writers and editors to prepare manuals and training aids for military weapons and equipment.

The most promising future, however, lies with industry. Reports to stockholders, proposals for funds to conduct a project, instructions for a home microcomputer—the number of business publications is increasing, creating niches for qualified people who have writing ability combined with a scientific or technical background. Such writers may also prepare instructional material needed by sales representatives who sell machinery or scientific equipment. Meanwhile, popular magazines and trade journals need people who can make terms like photovoltaic, biomass conversion and microtechnology meaningful for the general public.

At the moment, there are no standard credentials for entering the field—but a strong technical or scientific background is encouraged, especially one in computer science, engineering, chemistry, and chemical engineering.

## Job Outlook

Here's a look at the hiring prospects and average starting salaries for 18 of the most popular college-level jobs.

**The Ratings:** X = Prospects Excellent, G = Prospects Good, H = May Have To Hunt Some, P = Prospects Poor

**Actuary.** \$9,500-\$12,000 X  
Majority work for insurance companies. Prospects excellent for those having strong math background and passing at least two actuarial exams before graduating.

**Architect.** \$8,400-\$10,500 H  
Most work for architectural firms, builders, real estate firms. Prospects best in South.

**Bank Officer.** \$10,000-\$12,000 G  
Opportunities in branches of large and small banks all over the country.

**Civil Engineer.** \$14,900-\$15,300 G  
Most work for federal, state and local government agencies or in the construction industry.

**College/University Teacher.** \$12,000-\$16,000 P  
One-third in universities, two-fifths in two-year colleges.

**Dietician.** \$11,300-\$11,500 G  
More than 50 percent work in hospitals, nursing homes and clinics.

**Home Economist.** \$8,300-\$12,400 H  
Competitive conditions in most areas of home economics, especially high school teaching positions. However, prospects in university teaching will be good.

**Hotel/Restaurant Management.** \$10,000-\$12,000 GH  
As leisure-time expands, job openings will increase.

**Industrial Engineer.** \$14,500-\$16,000 X  
More widely distributed among industries than any other type of engineer; most work in manufacturing.

Source: Occupational Outlook Handbook

## Health A New Breed of Paraprofessionals

The trend toward better and lower-cost health care for everyone is expanding established medical careers and creating new ones. New types of health paraprofessionals—nurse practitioners and physician's assistants—are being trained to provide an increasing amount of primary health care in the U.S. The purpose is not to replace doctors, but to increase their productivity by taking care of routine medical treatments and commonplace illnesses—the sore throats, cuts, bruises, sprains, rashes and itches that often make for inefficient use of a specialist's knowledge and expertise.

Both the nurse practitioner and the physician's assistant are educated in medical centers, but most programs last no longer than two years. The physician's assistant is limited to practicing under the supervision of a doctor. The nurse practitioner, on the other hand, must already be a registered nurse before entering the program and may work either as part of a medical team or in private practice, depending on state laws. For this reason, nurse practitioners often have an easier time getting jobs, especially in areas hard-pressed for doctors.

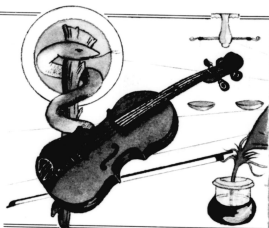
## The Arts Managers Are Hot

As theater, dance and music companies spread from big-city concert halls to small-town auditoriums, more administrators are needed to manage the business end of the arts. Half of the nation's 200 arts councils have full-time directors with salaries ranging from \$10,000 in small towns to \$60,000 in the larger cities—plus lots of free tickets.

The arts manager has to be prepared for a variety of odd jobs, from negotiating contracts to arranging publicity to budgeting the costs of a nationwide tour. Yet the arts manager's most important role is often that of fund-raiser—shaping a well-planned program proposal as part of an application for government funds, or locating alternate sources such as local business donations or major grants made available by corporations.

A love of the arts, sound business sense, and courses in statistics, accounting, marketing and labor-management relations are good qualifications; larger museums and companies, however, often want business administration or law graduates.

Several schools, including UCLA and the University of Wisconsin at Madison, offer programs in arts management similar in structure and course content to the master's degree in business administration. UCLA's program is probably the largest in the country, although almost 30 colleges now train arts executives. Most curriculums even include an internship with an arts organization over the summer or during a semester.



## Science New Specialties Replace Old Computer Jobs

From the mom-and-pop grocery to the doctor's office, lower-priced computers are appealing to businesses of every kind. As a result, the market for computer-related jobs is experiencing both rapid growth and change.

New products and services geared specifically to the problems of smaller firms require more programmers, designers and analysts, plus many new computer specialists. For instance, the "network specialist," an engineer-scientist, designs and operates a collection of small computers that can function independently or be hooked up as one big unit to take on tougher jobs.

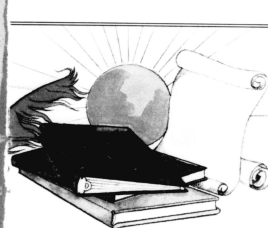
Another growing specialty is computer security. As more information, much of it confidential, is filed in computers, guarding the stored data becomes crucial. The threat may be most pressing in the business world, where white-collar crime has gone electronic. The security specialist is a computer expert with a sharp, analytical eye and a good background in business techniques. For now, these specialists work mainly for government agencies and universities. But the greatest demand for security specialists is expected in the business world, especially as automatic banking machines become more widespread.

Meanwhile, the demand for computer programmers may actually decline as technical innovations allow more consumers to program and operate their own machines.

## Social Services New Market for Lawyers

Relief may be at hand for the current bumper crop of law school graduates. Law school admissions have tripled since 1963, and in more than 30,000 law grads will compete for only 21,000 jobs. But two big changes in the legal field are likely to increase demand for lawyers.

No-frills law offices and prepaid group legal plans are allowing lawyers to reach a largely untapped market—the middle-income client.



## Education Teaching Older Students

While the number of younger students is leveling off in this country, the enrollment of older students has skyrocketed—more than doubling since 1970. And by 1980, these senior scholars are expected to account for 40 percent of the campus population. That's why the best opportunities in the overcrowded teacher's market will be in areas of higher education that serve this older student group.

Many of the older colleagues will be seeking occupational development, so demand will be high for those courses closely tied to the working world—federal tax trends, everyday law, business English, estate planning and real estate. Other students will be looking for cultural and intellectual enrichment with courses ranging from European cuisine to philosophy to bluegrass banjo—as well as traditional studies in philosophy, psychology, history, economics and science. That's why more teachers will be needed in all of these areas, especially at the community college level.

In addition to these two developments, prospective teachers shouldn't overlook other subject areas where there might be spotty shortages—industrial arts, vocational skills, mathematics and sciences—and should check out some geographic areas, especially the Spanish-speaking sections of the U.S., where bilingual teachers are in short supply.

## Business Personnel Jobs Gain Ground

Once upon a time, the personnel department was the graveyard of the business world. Workers were expected to process application forms and cherish few hopes for advancement. No longer. The rapid increase in job discrimination suits, pension laws, federal regulations, and labor disputes has made the personnel worker's job more demanding and more important to the company than ever before.

Big corporations often have a sizable staff of personnel specialists who handle recruiting, employee counseling, psychological testing, wage and salary administration, training, affirmative action, fringe benefits, and compliance with government regulations. Training in business or personnel administration can be good preparation for entry-level jobs—but the personnel field is still open to ambitious graduates with liberal arts degrees.

Advancement often requires more education, however. Highly paid negotiators who handle collective bargaining contracts often hold either a law degree or a master's in industrial relations. One thing seems clear, though: the personnel department is no longer a corporate backwater. In fact, some companies have decorated their top personnel staffer with the lofty title of Vice President for Human Resources.

Gina Pera is an editorial assistant for 13-30 Corporation.

**Journalist.** \$8,000-\$10,000 P  
Newspapers, magazines, book publishers, radio and TV stations, and some private companies hire journalists. Competition is especially stiff for newspaper reporters.

**Marketing Researcher.** \$11,000-\$15,000 X  
Manufacturing companies, advertising agencies and independent research organizations have largest number of marketing researchers.

**Medical Technologist.** \$10,400-\$10,800 G  
Most work in hospital labs; others hired by independent labs, clinics, public health agencies.

**Rehabilitation Counselor.** \$10,400-\$14,400 G  
Majority work in state and local rehabilitation agencies.

**Securities Sales Worker.** \$12,800-\$15,200 G  
Most jobs in large cities. Opportunities best for those willing to learn all aspects of the securities business. \*Salary is during training only. After training commissions can reach \$25,000 or higher—depending on ability and luck.

**Social Worker.** \$9,500-\$12,000 GH  
Opportunities good for those with advanced degrees, increasing competition for bachelor's-degree holders.

**Systems Analyst.** \$12,800-\$13,200 X  
Majority work for manufacturing firms, banks, insurance companies, and data processing service organizations in urban areas of the Midwest and Northeast.

**Urban Planner.** \$11,000-\$14,000 G  
Many employed by city, county or regional planning agencies. State and federal departments dealing with housing, transportation, and environmental protection employ a growing number.

**Wholesale Trade Sales Worker.** \$9,500-\$12,000 G  
Wholesale houses usually found in cities, but sales workers assigned territories may be located in any section of the country.



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