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Pettit to leave; Brown fills in

By Julie Autor and Christiann Baxter

Retired Vice Chancellor James M. Brown has been named SIU acting chancellor for the third time after SIU Chancellor Lawrence K. Pettit resigned from his post earlier this month.

Pettit announced his resignation on Aug. 2, saying he needed a break from administration handles.

In-depth look at Pettit's departure pages 3, 5

"I really did need a break," Pettit said. "I've been doing this for many years — not just here."

Pettit will work without pay as a senior fellow for the American Council on Education, an association of 1,500 colleges and universities based in Washington, D.C. The position includes advising the council on national higher education policy, governance and leadership development.

He will leave Carbondale sometime between Sept. 1 and 15 and will move into his Flathead Lake, Mont. residence.

Brown, 70, will take over the chancellor's office on Sept. 1, ending a two-year retirement. He will receive a $10,417-monthly salary.

Brown was the first person to be named to the acting chancellor's position when the SIU Board of Trustees created the position in 1970.

He took the job again after SIU's first chancellor, Kenneth Shaw, retired in 1985.

"It's like deja vu all over again," see CHANCELLOR, page 7

Science, engineering enrollment increases

By Katie Fitzgerald

Enrollment in the SIUC College of Engineering is increasing in spite of a national Science Foundation study projecting a shortfall of 675,000 natural scientists and engineers by 2006.

"It is plausible that in the next decades, the United States can profitably use as many new natural science and engineering bachelor of science degree earners as we did without obvious problems of supply," in 1986, said Peter House, National Science Foundation researcher.

The shortfall of degree earners, however, does not imply a shortage of workers, House said. The shortage is masked as the market balances because of shifts in retirement and substitution of other workers for science and engineering degree earners.

The projected shortfall of degree earners is attributed to the declining number of people in the United States in their early twenties. The number of science and engineering bachelors is more closely related to the size of this demographic group than to college enrollments.

SIUC College of Engineering enrollment figures followed the national trend in 1988 with a slight decrease. Enrollment decreased from 1,137 in 1988 to 1,048 in 1989. This decreasing trend broke, however, in 1990 when enrollment reached 1,351.

James Evers, associate dean for academic affairs for the College of Engineering and Technology said part of the reason for the increase at SIUC has been a focus on the college on recruiting.

The College of Engineering has hired recruiter Bruce Kristman to communicate with community colleges and high schools.

"By spending additional efforts in recruiting, we are bucking the national trend," Evers said.

The projected decline of science and engineering bachelors degrees was computed based on the number of degrees earned from 1984 to 1986.

Even though national college enrollment is increasing, the ratio see ENROLLMENT, page 7

New east-west couple eases traffic

By Annette Holder

City Writer

Usual traffic congestion created by students returning to Carbondale this weekend was reduced by the newly-opened east-west couple.

The Carbondale east-west couple has reduced traffic congestion associated with returning students, said Lynn Forbes, assistant district engineer for the Illinois Department of Transportation.

Main Street is now one-way going west to Beley Drive, and Walnut Street is one-way going east. Forbes said people can travel on the couple without getting stopped by a traffic light by travelling the 30 miles per hour speed limit.

Five accidents have occurred since July 1, and four of them were in the left turn lane in front of National Super Markets, said William Holmes, traffic safety officer for the see TRAFFIC, page 7

Auto thefts on the rise, arrests declining

By Rob Neff

Police Writer

Rising auto theft rates and a sharp decline in auto theft arrests during a state budget crunch have forced Illinois insurance companies to share the burden of law enforcement.

The companies will give $5 million this year to the Motor Vehicle Theft Prevention Trust Fund, a trust fund created by the Motor Vehicle Theft Prevention Act, which went into effect in January.

The law requires insurance companies that insure automobiles in Illinois to pay $1 into the trust fund for every vehicle they insured during the preceding year.

Ten Vlasak, spokeswoman for the Illinois Criminal Justice Authority, said this partially was modeled after a similar program in Michigan.

Michigan's car theft rate dropped 1.2 last year, according to the 1991 annual FBI crime report.

"Any drop is a significant number," see THEFT, page 7

Hurricane Bob speeds toward Carolina shores

MOREHEAD CITY, N.C. (UPI) - Hurricane Bob built up to its strength Sunday and whirled with 100 mph winds toward the East Coast, sending residents and vacationers along the shores of North Carolina and Virginia fleeing for their lives.

"Latest Air Force reserve unit aircraft reports indicate that Hurricane Bob is now a very dangerous hurricane," said Bob Sheets, director of the National Hurricane Center just outside Miami.

Bob, already spawning a tornado on land and kicking up ocean surf, churned north through the Atlantic at 14 mph, and at 2 p.m. was about 150 miles south-southwest of Cape Hatteras, N.C., Sheets said. He added that its see HURRICANE, page 7

More than 2,000 participate in job fair at Student Center

—Story on page 8

WSIU radio expands to 21 counties with federal grant

—Story on page 20

Opinion

—See page 4

Focus

—See page 5

Classified

—See page 23

Party cloudy, 50°

Dance rounds out orientation week for new students

—Story on page 18

Six alumni honored, inducted into sports hall of fame

—Story on page 28

Monday, August 19, 1991, Vol. 77, No. 1, 28 Pages
Sports

SIUC inducts six into Hall of Fame

By Cyndi Obertein
Sports Writer

After playing basketball for the Salukis as well as broadcasting their games, Greg Oberle, after waiting 19 years, was finally elected to SIUC's Hall of Fame.

Oberle is eligible for induction five years after his last playing season. Starrick said he had been given up on being elected when he heard the news. "I was very excited and surprised about the honor," he said.

Starrick is one of six former Salukis to be inducted into SIUC's Hall of Fame at a brunch prior to the SIUC's home opener.

Trude said students who show up the same day as the basketball game to purchase tickets will have to wait until the athletic pass-holder seats are filled before they will be assigned seats.

"If you have brought your pass already or will buy it within the first two weeks of school, you will have the first crack at seats for basketball games," Trude said. "Not like in past years where it was first come, first serve, this year we want to reward people who buy their passes early."

Saluki athletic passes offer priority seating

By Cyndi Obertein
Sports Writer

Students who purchase a Saluki Athletic Pass early will receive first priority in SIUC men's basketball seating, said Mike Trude, marketing and promotions coordinator for Saluki Athletics.

After receiving many complaints from uppersession pass-holders about the lack of seats and poor seating arrangements, the Athletic Department developed a new policy regarding these passes.

"If you have bought your pass already or will buy it within the first two weeks of school, you will have the first crack at seats for basketball games," Trude said. "Not like in past years where it was first come, first serve, this year we want to reward people who buy their passes early."

Saluki netters return with promising team

By Norma Wilke
Sports Writer

With three returning all-conference players, the Saluki season is beginning with much promise. The team has the first 1991-92 season is exciting and promising, said Judy Auld, women's tennis coach.

The Saluki tennis teams are young last year, and it only lost two graduating seniors. Michele Jeffrey and Michele Toye for this season. Auld said the loss of two consistent performers will hurt the team, but the other players are strong, aggressive players who will make up for the loss.

Returning to play is junior Lori Gallacher who finished last season ranked No. 26 in the country and was a senior in flight four singles, plus a flight two doubles title player with returning junior Wendy Varnum. Others returning are seniors Lori Edwards and sophomore Lesa Joseph, who was named all-conference in flight three.

On the fast track

Coach Don DeNoon predicts top 25 ranking for mature, experienced women's cross country team for 1991 season

By Don Fandel
Sports Writer

Maturity and experience are the key ingredients for a successful women's cross country team, according to Saluki women's cross country coach Don DeNoon.

"Our team has a lot of maturity (in the present team) than there has been in the past few years," DeNoon said.

DeNoon stated his personal goal for his team this year is to be ranked as one of the nation's top 25 teams.

Senior Amie Padgett is evidence of this mature team. Wosan's cross country MVP in 1989, Padgett has placed high in both the 10,000-meter and 5,000-meter events in the outdoor championships.

Leesha Cowhey, the 1990 MVP, also had an outstanding season last year. This SIUC junior finished second in the Gateway Conference championship last year, and she never finished behind any of her teammates in 1990.

Junior Dawn Barefoot, who was also a top cross country runner last season, is expected to repeat her strong performances. DeNoon said Barefoot ran well both at indoor and outdoor meets and she was among the leaders in the conference in the 3,000-meter run.

Another veteran, junior Laura Bissette, has regained full strength from an extended illness last season. DeNoon expects Bissette to be among the leaders in the conference in the 1,500-meter run.

Sophomore Karen Gardner, who led the Gateway Conference statistics for the 10,000-meter run most of last year, is also returning.

Another sophomore, Kathy Kaslaw, is a year to the team, but she has appeared to be one of the leading runners in road races in southern Illinois the past year.

DeNoon thinks he has a solid team, but he expects tough competition this year.

"Indiana State has three outstanding athletes returning," DeNoon said.

Although the SIUC team has many key runners returning this year, there has been at least one loss. Teaching assistant Beth Alford will not be part of the women's cross country team at SIUC. She is the head cross country coach at Southeast Missouri State this year.

"Beth is a major loss to SIUC," DeNoon said.

"Loosing a coach has a greater impact than losing a student to the team."

DeNoon said volleyball and cross country are the only two women's sports at SIUC that have never finished first in the Gateway Conference. "We are very excited about that," DeNoon said in 1991, all women's sports at SIUC will be in the Missouri Valley Conference.

"My team has a lot of talent," DeNoon said. "I knew they had the talent to win this year."

"I'm excited to be a part of a program that has a lot of people wanting to win this year."

New NCAA regulations prevent the team from practicing as early as it had hoped to, but DeNoon thinks the team will survive and he is determined to prove it.

"I'm used with my athletes," DeNoon said.
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MEXICAN ELECTIONS SIGNAL CHANGES — Polls
opened Sunday in Mexico in an election that will be closely watched
internationally for signs that the administration of President Carlos
Salinas de Gortari is pushing his country closer to democracy. Nearly 36
million Mexican voters in 31 states and the Federal District, which
includes Mexico City, were eligible to cast votes for 52 federal senators
and 500 deputies.

POLAND PLANT CHANGES SALES CONCEPT — A
machine-tool plant in southwestern Poland is turning itself around
by using a concept that didn’t exist in the former Marxist economy: the
sales force. Like most state-owned factories, the Pozar plastic molding
plant was in dire financial straits last year when the government stopped
giving subsidies and the Soviet market collapsed. A U.S. consulting team
came to Pozar’s rescue in January and helped it find new customers.

SECOND TRAIN KILLS FLEETING PASSENGERS —
Panicked passengers fleeing a fire on a train Sunday leap into the path
of a freight train that killed at least 12 and injured 20, police in southern
Queensland said. The official said he was not sure whether any of
those killed in the 12:15 a.m. accident, or disclose whether any foreigners
were among the casualties. The overcrowded train was traveling south to
Canton from Wuhan, the capital of Hubei province.

HUNDREDS ARRESTED IN GERMANY — Packs of neo-
Nazis rampaged and set ablaze refugee shelters in eastern Germany, while
several hundred new-fascists clashed with leftist groups in violent battles
in western Germany, police said Sunday. Police arrested 29 primarily
young people in four attacks against homes for people seeking pol.
ically asylums in eastern Germany. In western Germany, police arrested
50 people.

YUGOSLAV TANKS CAPTURE BRIDGE — Yugoslavia
army tanks Sunday entered the Serbian enclave of Kosovo in southern
Croatia after capturing a bridge from Croatian armed forces, reoccupying
a shaky cease-fire. A column of army tanks from the ally of Bosnia-
Hercegovina began firing on the bridge over the Sava River at nightfall
Saturday, and within a couple of hours, the army had destroyed three large
trucks used as barricades by Croatian forces.

nation

DOGS FIND BONES OF DAHMER’S VICTIM — Drug-
sniffing dogs at Mitchell International Airport in Milwaukee discovered
a box marked computer parts full of bones from one of accused serial killer
Jeffrey Dahmer’s 17 victims, authorities said. Dahmer’s former lawyer
said the discovery could lead to new criminal charges. The former prison
judge of the Chancery Division of Cook County Circuit Court
is accused of accepting a $6,000 bribe in 1988 from co-defendant
attorney Paquette “Pat” Frank De Leo, 45, the ex-in-law of First Ward
Democratic Committeeman John D’Arco Sr.

RYAN POSSIBLY SENATE CANDIDATE — DuPage
County State’s Attorney Jim Ryan’s appearance at the Illinois State Fair
last weekend to meet with county Republicans could mean the state GOP
officials mean he is probable going to run for the U.S. Senate. But both
Democrats and Republicans believe Ryan faces an uphill battle in next
year’s race if he chooses to challenge popular incumbent Sen. Alan
Dixon. Ryan’s decision is expected in the next month.

— United Press International

Accuracy Desk
If readers spot an error in a news article, they can contact the Daily
Egyptian Accuracy Desk at 536-3311, extension 233 or 258.
Final curtain call

Pettit bows out as chancellor of SIU system after five years

By John C. Patterson
Investigation Coordinator

"In a job like mine you don't do the hands-on thing. It's not like you take credit personally. Instead you inspire people and get them on board. It's awkward to take credit, but I'm certainly the one who gets blamed."

—Lawrence K. Pettit

"It's not automatic. It is at the University of Illinois, Northwestern and University of Chicago, but for SIU it's not, " he said. "It takes a lot of hard work on the part of the chancellor.

When he first stepped into the office in 1986, Pettit said the University system was confusing and had no strategies or plans. Now he said he feels the system is working together as a whole.

PETIT ESTABLISHED focus sessions in which administrators and faculty of both the Edwardsville and Carbondale campuses get together to focus on important questions and issues such as affirmative action and legislative strategies.

Private funds also have been one of the areas in which Pettit has been able to work personally on improving the University. He said especially in Carbondale, both he and his wife Libby have been very active in fund raising.

During his term, the SIU Foundation has seen its endowments double along with yearly giving. Pettit served on both the SIUC and SIUE Foundations boards which are in charge of private fund raising.

BESIDES HIS PERSONAL work, Pettit said the people around him have been tremendously important in the growth of the University.

Of the people he has appointed to positions, Pettit said SIU President John C. Guyon, Executive Assistant for External Relations Carmen Deakin and Vice Chancellor for Academic Affairs John Haller all have stood out as being first rate.

These appointments have helped Pettit direct the University toward reaching the goals he outlined in the Twenty-First Century Plan. Pettit said he hopes the new chancellor will not scrap the plan but said some fine tuning may be needed.

ALTHOUGH HIS LIST of University accomplishments during the last five years is as long as a novel, Pettit is reluctant to take too much credit.

"In a job like mine you don't do the hands-on thing. It's not like you take credit personally; instead you inspire people and get them on board, " he said.

IF GIVEN THE CHANCE to rewrite his steps at SIU, Pettit said he would try to be more aggressive in getting to know people on the campuses.

"I held back. I didn't want to be interfering or undermining to the campus presidents," he said. "I said, however, the chancellor ought to feel free to interact. The University can develop a better sense of community if more people on the campus know the chancellor and understand his role.

Pettit said his most memorable experience at SIU was being able to attend a SIU Alumni dinner in Washington D.C.

"They were all first generation college students who wouldn't have had the opportunity if not for SIU, " he said.

PETIT CALLED THE dinner his 'most poignant moment' and said it helped him realize what he wanted to do at SIU.

Student Trustee Bill Hall said the greatest contribution Pettit has made is his public support for increased access to higher education for low and moderate income students through low tuition.

Other occasions such as throwing out the game ball for SIU day at Wrigley Field have been unexpected but enjoyable tasks of his chancellorship, Pettit said.

PETIT, however, is a Los Angeles Dodger's fan.

The chancellor, a Montane native, will leave Southern Illinois for Flathead Lake, Mont., while he serves as a senior fellow for the American Council on Education.
Semester changes bring uncertainties

FOR A UNIVERSITY in transition, welcome back to the fall semester means some not so welcome changes for many SIUC students and faculty.

The impact of a 5 percent tuition increase in effect since the summer session is hitting many new and returning students for the first time.

An additional problem faced a little better than most state agencies in the 1991 budget session, lack of funding for major projects and resiscion threats will hit all areas of the University.

SIUC officials are scrambling to redistribute funds among departments to cover costs, which limits faculty positions, research and programs, forcing the University to do more with less.

Internal reallocation is necessary to cover inadequate funding of employee Social Security and Medicare payments and state mandated projects, such as cleaning up hazardous waste at SIUC.

THE TIDE is changing for the administration with the resignation of Chancellor Lawrence K. Pettit earlier this month. New leadership in acting Chancellor James Brown will take the helm in September when Pettit leaves the University.

Brown will run SIU until the Board of Trustees finds a permanent replacement. The uncertainty is underpinned by some calls for a delay until the effectiveness of the office is reviewed in an attempt to streamline the system.

Despite fiscal acrobatics in stretching SIUC’s budget to meet expenses this year and the uncertainty of the Chancellor’s Office, students and faculty need to continue striving for high quality education and support attempts to weather the financial storm.

HOW EFFECTIVE changes in the fall break schedule will be in exercising spirits of Halloween past also is yet to be seen.

The University will shut down this year during a fall break beginning on Halloween, a vacation that met with mixed success last year.

Intending to avoid diabolic or inappropriate party revellers from taking over the streets in the banned Halloween celebration last year, University and city officials were instead haunted by the reckless party that would not die.

ALTHOUGH SIUC was closed during Halloween weekend, students were scheduled to return Halloween night. Students and visitors arriving for Homecoming weekend were dead set against letting the party rest in peace, taking over the Strip once again on Halloween.

We hope a better planning of dates to close the University will let people know the party is not at SIUC and that the damaging and violent Halloween celebration is not resurrected this year.

Welcome back. We urge everyone to meet the challenges that lie ahead this new fall semester. Let’s make the most of good times and not let uncertain ones stand in the way of our dreams.

Opinion & Commentary

Student Editor-in-Chief
Jackie Spink
Editorial Editor
Jerianne Kimmel
News Staff Representative
Leslie Colp
Acting Managing Editor
Brandi Tips

Sports lack political correctness

Despite the admirable quest for political correctness, there are still some fine examples of insensitivity in our society.

We must be constantly alert to any words or actions that casually cause an individual or a group to suffer wrongs or unfair treatment.

While browsing through the sports news, I came across a story about football training camps and how time is the dual bad boy as workout time for living athletes and when veterans are cut from the teams.

The story could have simply said that the coach decides who will be fired and has an assistant coach summon the sad sacks to his office.

Instead, the writer talked about how the players wait for the dreaded visit by “The Turk.”

The Turk?” I had been vaguely aware that this is how the players and sports journalists refer to the assistant coach.

I would have thought that by now, sportswriters would know that it’s a inauspicious deed to use words that could offend any ethnic, racial, religious, sexual, fraternal or maternal group, except white middle-class heterosexual males (also known as “suits”), who deserve contempt because they have gleefully created all of the world’s ailments.

Would they dare say or write that the players were expecting “the dreaded visit by the Pole?” Or their hearts fell when “the knock on the door came from the Irishman?” Of course not.

The other shocking affront was brought to my attention by a reader whose husband is a golfer.

She said: “My husband just bought a new driver and it is called Big Bertha. It seems to me that they are making fun of overweight women named Bertha.”

I called the Calloway Golf Company, which makes the “Big Bertha” club. A man at the company denied that the name was intended to wound the feelings of large women named Bertha.

“Is it named after a famous cannon made in Germany in 1917, by Baron von Krupp? It was the biggest cannon in the world. The Baron’s daughter was named Bertha, and he called it the Big Bertha after his daughter. We thought it was a cute name to describe the world’s biggest driver.”

I have to stop now and visit the John. I can still say that because people named John are middle-class white men and deserve all the contempt they get.

Letter to the Editor

Blood donor standards unfair

It is shocking to know that a supposedly humanitarian organization like the Red Cross blacklists entire races of people because a few of them happen to have some disease or other.

It is stupid because the Red Cross claims to get every pint of blood it can and could simply throw away infected blood, so where is the need to ban an entire group of people?

I feel that the Red Cross still has not shed its prejudices. During World War II, when black people were encouraged to give blood for white soldiers, the Red Cross told them that no white person could bear the thought of having black blood.

Such incidents are not peculiar to the United States. A few years back, India wanted every African student studying there to get himself tested for AIDS.

Many liberal Indians protested, so the rule was rescinded. But here, the Red Cross thinks that all sub-Saharan Africans are HIV positive.

It is true that region of the globe has a high percentage of AIDS victims, but it is absurd to say they all have AIDS.

Why doesn’t the Red Cross allow healthy Africans to give blood, since tainted blood can be easily detected?

The scourge of AIDS has affected not only locals, but also many Americans. Will the Red Cross ban Americans as a disease-ridden race? Never, but it has no qualms about labeling other nationalities.

I am aware of the good work the Red Cross does, but it lacks correctness and is xenophobic.

I will never donate blood again even if they beg me. Because I was insulted when I tried to help the Red Cross.

SIUC should not host any more blood donation camps until the Red Cross changes its ways. --Sundar Narayan, graduate student in engineering.
Rumors shroud Pettit's resignation

Hall: Politics large reason for withdrawal

By Brian Gross
Special Assignment Writer

The SIU Board of Trustees denies that politics ever plays a role in board decisions, but one student member says a different reality exists.

Only William Hall confirmed the rumors and said the reason was as simple as Pettit being a Democrat and the board being Republican.

William Hall, the SIU student member of the board, said when Republican Jim Edgar took office as governor in January, it was the beginning of the end for Pettit as chancellor at SIU. Pettit will resign Sept. 7.

"It's political," Hall said. "The board has based its decision on the gubernatorial election. If Hartigan had been elected, this wouldn't have happened.

During the 1990 governor's race, newspaper articles speculated on what would happen if Hartigan was appointed to be governor. Hartigan had been elected, this wouldn't have happened.

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Florida police investigate thefts from the dead

FORT LAUDERDALE (UPI) - A company that transports bodies between crime scenes, funeral homes and the Broward County morgue is the target of an investigation into accusations that employees steal from corpses.

One Professional Funeral Services employee was arrested last week, and three others have been said items are stolen from corpses. Police said Robert Greene, a sometime drifter and company driver, stole a necklace, wedding ring, and $350 from one of the bodies of a homicide victim and a drowned man.

"I've worked homicides and accident scenes, and I wouldn't want to do that," said George Covalskis, chief investigator for the Broward County Medical Examiner's Office. "It takes a certain level of person who wants to do this.

The police investigation has been widened to see how many employees steal from the dead, said Detective David Hageman. He said former company employees claim matching jewelry and cash from corpses is routine at Professional.

Three people claiming to be Professional employees made allegations in anonymous telephone calls, he said. David Coyner, 33, went public.

"I have seen men steal a ring and a bracelet off a couple who drowned in a car," he said.

Shyrock concert dropped; entertainer cuts movie deal

By Jefferson Robbins Entertainment Editor

An October concert at SIUC's Shyrock Auditorium featuring entertainer Joel Grey was cancelled due to scheduling conflicts, Shyrock officials said Friday.

Grey, the multitalented performer who starred in the film "Cabaret" opposite Liza Minnelli, exercised a "30-day out" clause in his contract with Shyrock when he was offered a movie role, said Bob Hageman, auditorium business manager.

Grey's management told Bob Cretich, auditorium director, of the cancellation Aug. 12. The concert, which was arranged in early July, was scheduled for Oct. 8.

The Shyrock Special Events concert was to showcase Grey performing with his own group of musicians, Hageman said.

The cancellation leaves an opening in Shyrock's fall calendar but does not affect the auditorium financially. Patrons holding advance tickets may expect a refund, Hageman said.

Grey will begin working on location in Brazil this October.

Water wars

SIUC students engage in a tug-a-war contest Saturday afternoon at Campus Beach.
Police struggle with increasing city car thefts

By Rob Heff
Police Writer

Carbondale Police say the city, like many other cities, has seen an increase in car burglaries in the last two years.

Police said most of the burglaries occurred in large parking lots, such as the University Mall, and large apartment complexes parking lots.

The police department said citizens should lock their doors and take their valuables with them or put them in the trunk to prevent theft.

Besides preventing auto burglary, motorists should be aware that simple steps they take can prevent their car from being stolen.

The National Auto Theft Bureau said 23 percent of all stolen cars could still be in the hands of rightful owners with some simple precautions.

A spokesman for NATB said 13 percent of all recovered stolen cars still had the owner's keys in the car and 10 percent had been towed, both of which are preventable.

"Drivers should remove the keys from their ignition and turn their wheels to the hard right or left and lock them," Tim Keitt said.

If it's an automatic transmission, the car should be put in park. If it's a stick shift, it should be left in second or reverse.

CHANCELLOR, from page 1

Brown said, "I'll be studying all the problems of what I can do." He said he was looking forward to a year at a New York university.

Newspaper, now president of Syracuse University, said he was sure Brown would handle the job well.

"He's had a lot of experience," Shaw said. "He's not going to have a lot of positions. He's not going to want in an acting chancellor. More than anything, he wants the board with confidence in him."

Petits agreed that Brown would be a good choice for the chancellor's position.

"He's got a lot of experience," Shaw said. "He's been here for 20 years, and they have worked with him."

Brown said he is planning a career at SIUE as an English professor before returning to SIUE's President John S. Rendelman in 1968. In 1969, he was appointed Deyble W. Morris' special assistant.

Brown retired as vice chancellor in 1980.

He has a bachelor's degree in chemistry from Rice University, a master's degree in meteorology from Cal Tech and master's and doctorate degrees in English from Iowa State University.

Petit said the board probably would keep Brown around for a few more years. "He's a good man, he's hard working, and he's doing a good job," Petit said. "I think that's good. I think they are going to do a good job."

Brown was named as acting chancellor in 1969.

Brown has mixed feelings about leaving SIU.

"I'm very attached to the University," he said.

"The job itself requires total commitment to total integration. Your identity with the University is with you all the time. It can be frustrating to lose it under any circumstance."

Petit said a new name, said he was looking forward to the upcoming year, however. "The chance to get a new chancellor is something we're looking forward to," he said.

"I think it's a nice idea, but I don't know how the money will be distributed," he said. "My question would be who decides how much Jackson County gets and how much Cook County gets?"

The council will hear testimony at two locations: 9:30 a.m. on Aug. 21 at the Holiday in Willowbrook, located at 7001 Kinkery Highway and 8:30 a.m. on Aug. 23 at the Ramada Renaissance in Springfield, located at 701 E. Adams.

The council also will accept written testimony from officials and other organizations not able to attend the hearings.

Written testimony should be addressed to the Illinois Motor Vehicle Theft Prevention Council, in the program's statistical information it gathers, compiled by mid-September.

TRAFFIC, from page 1

Carbondale Police Department.

The intersection at Main and Oakland has one of the highest accident rates in Carbondale.

"By the grace of God, we have not had any serious accidents since the couple opened," Holmes said.

City Manager Steve Hoffner said some people have had problems adjusting to the change from a major traffic pattern.

ENROLLMENT, from page 1

of science and engineering bachelor's to the number of 22 year olds enrolled. The enrollment has increased to nearly 500 per cent of the number of graduates who are enrolled.

The number of graduates who are enrolled has increased to nearly 500 per cent of the number of graduates who are enrolled.

patterns. He said people often adjust so it will be like it.

The project has been in the planning stage for more than 20 years.

Janet Anderson, junior in accounting from Pinckneyville, N.C., said she thinks the couple was a good choice.

"One-way traffic flows a lot better for total auto theft," Dow said. "The problem is we're in the planning stage for more than 20 years."

"I think it's a good idea," Petit said. "I think they are going to do a good job."
Freshmen women will not be allowed to participate in formal sorority rush this fall. This decision was made in July by the SIUC Panhellenic Council based on research of success with deferred rush at comparable universities.

Deferred rush means women must have 12 credit hours and at least a 3.2 GPA before they can participate in rush. Panhellenic women will be allowed to go through rush in the spring if they meet the requirements.

"Spring is the obvious choice for freshmen women to go through rush," said Panhellenic President Ginger Bredemeyer. "They'll be more acquainted with the University and they'll already have their grades."

Bredemeyer said having deferred rush is "a very good way to give students the chance to adapt to the University and college life before they join a house."

"Education should come first", Bredemeyer said. "Leadership, community service, and social life can come later."

"Being new to college life can be very overwhelming," she said. "By postponing rush for a semester, we hope to let new students adapt to the University and learn time management techniques." Harry Wilson Barlow, associate director of Student Development, said deferred rush will be beneficial to SIUC's Panhellenic Council.

"By holding a deferred rush, women interested in going Greek are provided with another reason for socializing," Barlow said. "A commitment to education should be made first."

The four Panhellenic sororities include Sigma Sigma Sigma, Alpha Gamma Delta, Delta Zeta and Sigma Kappa. Amy Goodhart, president of Inter-Greek Council, said involvement in the greek system teaches important lessons.

"All members of sororities and fraternities at SIUC learn to balance academics and social life through time-management, while also learning about leadership and community service," she said.

"Our system also works because there are all different types of people involved," Goodhart said. "We need the musicians, the artists, the writers, the athletes and people from all different majors and backgrounds to keep our system strong and running."
Marchers walk 7 miles protesting timber cuts

By Jennifer Kuller
General Assignment Writer

A dragonfly, a mushroom, a wildflower, a turtle and a bat marched down the streets of Murphysboro on August 10 to protest timber harvesting in the Shawnee National Forest.

Jan Wilder-Thomas, an environmentalist with the Shawnee Defense Fund, donated a bat costume and led a group of children in a musical performance about endangered wildlife in the Shawnee National Forest.

Wilder-Thomas’ costume represented the Indiana bat, an endangered animal which lives in the Shawnee National Forest.

The performance, which used song, raps and poetry to convey the conservation message, began the Shawnee Freedom Walk, a seven-mile march aimed at raising public awareness for protection of the Shawnee National Forest.

“Since our Shawnee is one of the smallest national forests, we have the most to lose. We need to work to save it,” Wilder-Thomas said.

One of the main goals of the Shawnee Freedom Walk was to focus the public’s attention on the Fairview timber site, which is located across from Fairview Christian Church in the Shawnee National Forest.

The site is owned by East Perry Lumber Company of Cape Girardeau, which wants to log the site, said Wilder-Thomas.

“We want people to remember Fairview because it’s the next place they want to take,” said Wilder-Thomas. “What happens there will affect the fate of other areas of the forest as well.”

Wilder-Thomas said the choice to use the “theatrical approach” for this environmental demonstration because “it’s colorful and it’s got heart, truth and sincerity.”

“We are addressing some very serious issues with humor and vitality. We’re speaking for the species who can’t speak for themselves,” she said.

The walk began at the U.S. Forest Service ranger station in Murphysboro and ended at a timber sale site across from Fairview Christian Church, where participants posted a notice to support closure of the forest to all industrial use.

The public seemed very supportive of the environmentalists’ effort, said Wilder-Thomas.

“We had some real community support,” Wilder-Thomas said. “People know what we’re up against.”

One yard the marchers passed had a sign that read, “Long live the hardwoods.”

Other citizens helped the marchers by bringing them beverages and water bottles during the walk, Wilder-Thomas said.

About fifty people and seven major environmental groups participated in the walk.

They included Greenpeace, Regional Association of Concerned Environmentalists, Earth First, Protect Our Woods, Heartwood, Shawnee Defense Fund and Sierra Club.

The event marked the first time Greenpeace had participated in a demonstration to protect a Midwest forest. Greenpeace is an international environmental organization.

---

University Honors Program Events, 1991-92

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Sept. 5, 6: WINTER ADÉ (Germany)

Sept. 22, 23: THE WOMAN NEXT DOOR (France)

Oct. 27, 28: CRANES ARE FLYING (Soviet Union)

Nov. 3, 4: LAND OF SILENCE AND DARKNESS (Germany)

Nov. 17, 18: WINGS OF DESIRE (Germany)

Jan. 26, 27: WEDDING IN GALILEE (Belgium/France)

Feb. 2, 3: THE GODS MUST BE CRAZY II (South Africa)

Feb. 16, 17: YAARRA (Burkinabe Faso)

Mar. 8, 9: FRIDA (Mexico) and LAST WORDS (Greece)

Apr. 5, 6: WOMEN ON THE VERGE OF A NERVOUS BREAKDOWN (Spain)

Apr. 19, 20: THE THIRD MAN (Great Britain)

Honors Program Open House

** FALL: TUESDAY, SEPTEMBER 17
** SPRING: WEDNESDAY, FEBRUARY 26

2:00 TO 4:00 PM

STUDENT CENTER GALLERY LOUNGE

for everyone in the Honors Program and for everyone interested in joining the Honors Program

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Honors Lecture Series

all lectures at 8:00 pm; reception immediately following

OPEN TO THE PUBLIC

Sept. 11 GUS SIMMONS

Student Center Mathematician and Senior Fellow, Audition Sandra National Laboratories

INFORMATION INTEGRITY: THE PUZZLING SCIENCE

Oct. 15 NEIL SIEHAN

Student Center Journalist and Historian Author of “A Bright Shining Lie”

AMERICA’S FOREIGN POLICY MINDSET: FROM VIETNAM TO THE PERSIAN GULF

Feb. 25 DR. RENEE HARTZ

Student Center Heart Surgeon University of Illinois at Chicago

HEART DISEASE AND WOMEN

Apr. 22 MAXINE HONG KINGSTON

Student Center Chinese-American writer Author of “Princess Monkey”

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<td>Next Day Service in at 2 p.m. Back at 4 p.m.</td>
<td>$1.99 - $2.59</td>
<td>$1.99 - $2.74</td>
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Reading council celebrates literacy with award

By Teri Carlock
General Assignment Writer

The Southern Illinois Reading Council is accepting nominations for its Celebrate Literacy Award to recognize a local individual, agency or institution that has made outstanding contributions to literacy.

The Southern Illinois Reading Council has been fighting the battle against illiteracy for more than 30 years. The council organizes programs and workshops for children, parents and teachers to gain knowledge on how to correct and prevent illiteracy.

Past winners include Hugh Muldoon, Evelyn Jackson, Stain Sen, Ralph Dune, K-Du Quin, Barbara Bauernfiend and Betty Neely.

Barbara Bauernfiend is the president of the council, and also the literacy program coordinator at Rend Lake College. Other board members include classroom teachers, administrators and SIUC faculty.

Marlene Cuvo has been a board member on and off since 1975. "The council is really concerned with literacy. Literacy is not an isolated skill," Cuvo said. "It involves not only reading, but writing, spelling, and listening skills as well. We want to increase our membership and get more secondary people involved, especially high school teachers."

The Reading Council meets in October, February and April of each year in various locations.

Members organize programs for classroom teachers, college students, and children. In the past, SIUC and University of Illinois faculty have given lectures for the programs.

Workshops also are developed to provide teachers with writing help and ideas to get children interested in writing. The council often invites authors to serve as guest speakers at their workshops.

The council is helping to make literacy a universal concern. It is trying to make Southern Illinois aware of the literacy activities and work being carried out in the schools and in the International Reading Association.

Membership is $15 and $5 for full-time SIUC students.

The council will be accepting nominations for its Celebrate Literacy Award through Sept. 9.

---

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So stop by your college bookstore and check out these great Pilot pens. If you win, you may have to switch your major.
FACULTY, from Page 5

it. Theoretically it could save money. You can do something three times at Carbondale,Edwardsville and Springfield, or you can do it once," Pettit said.

Jim Oberg, who served as the higher education assistant to former Gov. James Thompson, said the chancellor is needed to make sure SIU gets all the funding it can from the state.

"They need centralized representation to get their piece of the pie in Springfield," Oberg said. "And if it ain't broke, don't fix it."

Ross Hodel, spokesman for the Illinois Board of Higher Education, said the faculty usually wants to get rid of administration when they think there's an opportunity.

"There's a phenomena that every time the chancellor's position becomes open some people say this is the time to get rid of the Chancellor's Office altogether," Hodel said. "But fractionalizing college at SIU is a disadvantage."

Kenneth Shaw, SIU's first chancellor and the current president of Syracuse University, said centralization is necessary for a large system, and the Chancellor's Office was designed in 1970 so SIU could speak with one voice.

"That was not true 10 years ago," Shaw said. "And that was necessary. It was also necessary for the campuses to work together. It was created because there was a vacuum. People tend to forget the good things it has done. They focus on the things they don't like."

Shaw said an indication the Chancellor's Office works: that most of the other systems in the state have basically adopted the SIU model.

And the need for a chancellor is not the faculty's area of understanding, he said.

"It would be like us trying to tell them how to do research," Shaw said.

But the faculty's concern for maintaining campus autonomy is legitimate, he said.

"It's necessary to have campus autonomy, and trying to arrive at a balance in something that pleases every system," Shaw said. "I think it's essential that they continue to try to work toward a happy medium. If there's no central focus and everybody's doing everything, their own way, it works out badly."

Pettit said it is true that systems can speak with only one voice.

"Some people think the purpose of the Chancellor's Office is to lobby in Springfield period," Pettit said. "But I've provided strong leadership without jeopardizing the autonomy of the campuses. I can't see anywhere they've pointed to that the Chancellor's Office has interfered."

Some faculty tend to look at the chancellor as an external control office, he said.

"That's inaccurate," Pettit said. "There are some real inconsistencies. The campus administration think of it as their own. The system administrators ought to, but they don't understand it as well. Some want us to be weak internally and work miracles in the Legislature. It doesn't work that way. You can't have it both ways. If you're weak internally, you're weak externally."

Pettit said his own style is to do the job when he has a job to do.

"That's how I interpret it," he said. "I wouldn't have taken this job if I had thought it was a staff job. It would have had no appeal to me otherwise."
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The term "leggae" becoming 'lewd'

In Jamaica (UPT) —

Slavery introduced the music as reggae to the world 20 ago with pulsing songs of a present and religious faith.

ly, reggae chant-stopper a Rusty singer cool men, with power and his

ris to pass a "trailer load of
dry free through Jamaican
e.

"Those who get the most media
coverages are those slack deejays
who go under the women's dreams
and begin to tear the female
anatomy apart," says Honey
Onoora, a music promoter in
Kingston.

With songs like "Slavedriver"
and "Equal Rights," Bob Marley,
Peter Tosh and others made
reggae the movement's present
music of the 1970s.

Since Marley's death in 1981,
however, the dreams of many
Jamaicans youth have gone from
police reform to owning a BMW,
and re-called "conscience" political
reggae has taken a back seat to

Ironically, slack deejays are
massively popular in Kingston.

PUBLIC NOTICE
DIRECTORY INFORMATION
SOUTHERN ILLINOIS UNIVERSITY
AT CARBONDALE

Under the University policy on the Release of Student Information and Public Law 88-568 as amended, the University may make accessible to any person external to the University "directory information" concerning a student, unless that student notifies the Office of Admissions and Records that he or she objects to the release of such information. Directory information is considered to be public in nature and will be leased at any time upon request without prior approval from the student. Notice is hereby given that directory information listed below in respect to each student enrolled at Southern Illinois University at Carbondale will be available to any person unless the student filed in writing with the Office of Admissions and Records a request to restrict release of student directory information to external sources.

The University has designated as directory information the following student formation:

- Student name
- Student local and telephone number
- Student home address and telephone number
- Date-of-birth
- Current term hours carried
- Classification (freshman, sophomore, etc.)
- Academic unit
- Major
- Dates of Attendance
- Degrees and honors earned and dates
- The most previous educational agency or institution attended prior to enrollment at Southern Illinois University
- Participation in officially recognized activity or sport and weight, height and pictures of members of athletic teams
- Picture

Any student enrolled for the Fall Semester who does not wish to have released any directory information should contact, in person, the Office of Admissions and Records, Woody Hall by Friday, August 30, 1991. Students who elect to restrict release of student information must sign a statement to that effect. The restriction on release of student information will be valid until September 1, 1992 and must be renewed annually each Fall Semester.

Students who wish to verify or correct the existing student directory information must also contact in person, the Office of Admissions and Records, Woody Hall, ng A, Room 9.

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Orientation week ends with dance

By Jefferson Robbins

During the first week of classes, orientation activities—intended to help students acclimate to their new academic environment—were held. These events included making new friends, finding your way around the university, and exploring opportunities to get involved in extracurricular activities.

The University Recreation Center is one of the key venues for orientation activities. It offers a range of programs and services to support student engagement and well-being. The center provides facilities, resources, and opportunities for students to get involved in sports, fitness, and recreation activities. It also offers academic support services, such as tutoring and study spaces, to help students succeed academically.

The University Recreation Center is well-equipped with various facilities, including a gymnasium, a pool, a weight room, and a multipurpose room. It hosts a variety of programs, such as fitness classes, sports leagues, and recreational activities. The center is open to all students and provides a safe and welcoming environment for students to workout and socialize.

In addition to the University Recreation Center, students also have the opportunity to participate in various clubs and organizations on campus. These organizations provide a platform for students to learn new skills, develop leadership abilities, and make meaningful connections with peers.

The University Recreation Center staff is dedicated to ensuring that students have a positive and enriching experience during their time at the university. They work closely with student leaders and faculty to develop programs and services that meet the needs and interests of the student body.

In conclusion, the University Recreation Center is a vital resource for students at the university. It offers a wide range of programs and services that support student engagement, well-being, and success. By participating in these activities, students can enhance their college experience and develop valuable skills and connections.
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SAT., AUG. 24
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Scents of ‘Fragrant Harbor’ go from flowers to sewage

HONG KONG — (UP) Early explorers seeking a safe anchorage off the south China coast found a hospitable, flower-scented bay that they named ‘Fragrant harbour’ or ‘sun gang’ in the local Chinese dialect.

That magnificent sheltered anchorage in what is now called Hong Kong was Victoria Harbor, renowned now for floating plastic bags and a pungent odor not at all reminiscent of its former self.

After a growth that has made it one of the world's economic powerhouses, the Pacific Rim, Hong Kong now is forced to deal with an unwanted byproduct of success: an environment increasingly unable to cope with the strain.

Environmentalists say Victoria Harbor — Hong Kong’s focal point and its main tourist attraction — is quickly becoming a cesspool of human waste and industrial pollutants.

In some places the water cannot support any marine life except for tough species of clams and mussels. Nearby residents suffer headaches and nausea from the odor of the water, which daily receives more than 2 million tons of sewage and industrial waste. Only 10 percent is treated, 40 percent is partially screened and 50 percent enters the sea without any treatment at all.

"Hong Kong on the surface seems modern and sophisticated — a 'First World city,"' said John Parker of Friends of the Earth. "But when you look closer, you see the most primitive kinds of dumping of dangerous raw wastes."

The sewage system was designed more than a century ago, long before Hong Kong's growth explosion.

WSIU-FM to expand listening area

By Doug Toole
Political Writer

Public radio will come to 21 Southern Illinois counties next year when WSIU-FM uses a federal grant to construct a station and transmitter in Olney.

Tom Goddell, WSIU-FM station manager, said the transmitter will retransmit the signal from WSIU at first, but he hopes to include local news and other programs from Olney as well.

Goddell said he has wanted to expand the audience of the marquee public radio station for nearly three years.

"I looked at a map and realized there was a huge chunk of Southern Illinois (between Carbondale and Urbana) not serviced by public radio, and that we were adjacent to that area," he said.

Olney is located 100 miles northeast of Carbondale.

Last year, Goddell applied for a grant through the National Telecommunication and Information Administration. Congressman Glenn Poshard, D-Carterville, endorsed the application, and the station was awarded $134,000 for the construction and operation of the Olney station and transmitter.

Goddell said the new transmitter will broadcast WSIU's programming of in-depth news, music and festivities around the state capital, "All Things Considered" from National Public Radio and classical, jazz and folk music. Many of these services are not provided by commercial radio stations, he said.

The Olney City Council showed significant support for having the station there, Goddell said, which gave the project added momentum.

A spokesman for Poshard said the congressman was glad to help in getting technical improvements for the broadcast service.

The radio station increases its audience and the area benefits from a variety of programs, said Dave Snicklin, spokesman for Poshard.

"It made for a good match," Snicklin said.

Goddell said the new station at 90.3 FM will offer virtually the same programming as the current station on 91.9 FM.

He said he intends to add a half-hour local news program as well as other programming for Olney in the future, but the grant contains no funds for personnel or programs.

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Greek organizations convey valuable lessons to students

By Kristina Rominger
General Assignment writer

Representatives of SIUC greek organizations say involvement in the greek system is one way to ensure success during and after college.

"We learned so much about leadership and community service," said Darnell Wheeler, a senior in education, represented the Pan-Hellenic Council.

Pan-Hellenic is composed of 26 fraternities and sororities that fit into four inter fraternities and sororities: Inter Greek Council, Pan-Hellenic Council, National Pan-Hellenic Council and undergraduate Fraternity Council.

Representatives from each of these councils talked to students Friday in the Student Center at the orientation to greek life.

"The 13 fraternities at SIUC stress scholarship, leadership and athletics," said Swbane. "We learn to be gentlemen, too."

Swanes said the fraternities participate in philanthropy and community service as well as public relations events such as homecoming, tailgate and the annual Theta Xi Variety Show.

Darnell Wheeler, a senior in education from Chicago, represented the Pan-Hellenic Council.

Pan-Hellenic is composed of nine traditionally black fraternities and sororities at SIUC.

"We get involved and support events throughout the school year," Wheeler said.

Prau that Pan-Hellenic sponsor the annual March for Martin and a step show, which kicks off Greek Week.

Community service is another point of focus for SIUC Greek organizations, Wheeler said. In addition, the fraternities and sororities sponsor the annual Russell Roundup and the annual Sigma Alpha Iota "A Day in the Life" event.

"Many organizations represent students who are interested in the Greek system," Wheeler said.

Amy Goodhart, senior in accounting from Springfield and chairwoman of Inter Greek Council, said with all of the representatives that the Greek system teaches important lessons.

"Goodhurt also encouraged new students to get involved in Greek life by suggesting that people must be willing to work and be open to new experiences."

We need the most money for the Inter Greek council," Wheeler said.

"It is a great way to get involved in the community but to also get to know people with like-minded interests and make friends."
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Cuba wins race for Pan Am gold

HAVANA, Cuba (UPI) - Cuba, behind its mighty boxing team, Sunday won the gold-medal race at the Pan American Games.

The final day of competition, held Sunday at the United States and ended the Americans' gold-medal reign. The United States has won the gold standings at every Pan Am Games, except the first in 1951. Cuba won all 11 of its finals in boxing, two in gymnastics and one in volleyball. That gave Cuba an insurmountable lead of 136-125 with 10 finals left - six in swimming, three in gymnastics and one in boxing.

The host country entered the Closing day trailing the United States 124-123 in gold medals, but the boxers quickly sent Cuba over the top.

Cuban women defeated Brazil in volleyball. In rhythmic gymnastics, Cuba won the team and rope events. The Cuban men were to play Brazil for the gold medals. The powerful Cuban boxing team, with President Fidel Castro looking on, won 11 of the 12 finals. The remaining boxing gold was won by Steve Johnson of the United States, who defeated Mexico's Edgar Ruiz at 133 pounds.

The United States was counting on its swimmers on the last day, but the Cuban boxers settled the gold title at about the time the swimming finals were to begin.

The Pan Am Games were to conclude with Sunday night's closing ceremony.

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LAST, from page 28

easier schedule, Smith remains optimistic.

One cause for optimism is the return of senior quarterback Bryan Jones. Senior Brian Downow, who passed for 1,980 yards in 1990, will return this season.

Back up quarterback junior Scott Gabbert threw for more than 2,000 yards in 1990 and will be the starter this season.

Senior tight end junior Gus Johnson will return as Donovon's main target at receiver.

Five starters will return to an offensive line that will be anchored by senior center Mark Francis, who was selected as a pre-season allconference player.

Francis came up on top last season when he went head-to-head with University of Illinois All-American defensive end Olf. Gardner. Francis held Gardner to only four tackles.

Senior backup Yvon Jourdain will return to lead SIU's ground attack. The Salukis hope to improve a running game that averaged only 104 yards per game last season.

Six junior college transfers have been recruited to help stabilize a balky Saluki defense that features 15 returning lettermen. Senior defensive lineman Jim Summers and Jim Romm are set to anchor the defensive line.

The Dawgs will have to do without all-conference middle linebacker Kevin Kigallon, but Smith hopes the void can be filled by sophomore Ron Moran and starting linebacker Jon Mustel.

The Salukis open their season on the road Aug. 31 against conference rival Southeast Missouri State.

NETTERS, from page 28

dooubles playing with Tye.

A new face on the team is a transfer from the Soviet Union, Irena Fedonova, who has freshman eligibility, is expected to add a lot of depth to the team, Auld said.

Since the Lady Saints are a young team, during the first season when he Gabbcn threw the season, the only four eligible players are singles, doubles, and two in the second string round draft choice for the the Tampa Bay Buccaneers in 1980, he gained national prominence.

Between 1980 and 1986, he set
ten records in receiving yards (1,524) and yards per catch (21.5), but in the National Football League he gained just one touchdown while making a second round draft choice for the the Tampa Bay Buccaneers in 1980, he gained national prominence.

FAME, from page 28

After playing for the Oklahoma Outlaws for two years, Johnson found success in the Canadian Football League playing for the Calgary Stampeders.

In 1986, he won the Missions Cup Most Outstanding Offensive Player award and was named a CFL all-star.

House, who played from 1976-79, is SIUC's all-time leading receiver in receiving yards (1,524) and yards per catch (21.5), but in the National Football League he gained just one touchdown while making a second round draft choice for the the Tampa Bay Buccaneers in 1980, he gained national prominence.

Between 1980 and 1986, he set
ten records in receiving yards (1,524) and yards per catch (21.5), but in the National Football League he gained just one touchdown while making a second round draft choice for the the Tampa Bay Buccaneers in 1980, he gained national prominence.

For the next inductee, Denise Blackman, it was also her first year of eligibility.

Blackman is SIUC's all-time leading in women's track, who tallied 720 points as a sprinter for the Salukis from 1982-86. She also competed in the NCAA Championships twice.

Blackman captured three Gateway Conference indoor titles in the 300-meter dash and two in the 200-meter. She also won two Gateway indoor championships in the 300-meter.

"From the first race she ran for SIUC, we knew she was something special," said Don DeNoon, SIUC's women's track and field coach.

Former SIUC swimmer Janie Coonitz Dugan was the final inductee. Dugan was a four-year All-American in 15 events, and from 1981-85, she captured 70 first place wins and 12 school records. Two of those records are still standing in the 1,000-meter and 1,600-meter freestyle.

This year's inductees will bring the Hall of Fame's total members to 140. Since it was formed in 1978, 92 men have become members. Women were first inducted in 1982 and their number now rests at 48.

Plaques of all members are hanging in the Hall of Fame Gallery at the south end of the Student Center.

Sports Briefs

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TALL-CAP-LEAGUE - The only legal and official league in Central Illinois where all teams are registered. Register at the Rec Center Information Desk.
Indianapolis (Uph) - Boris Becker is still perfect at the U.S. Hardcourt Championships, and Jim Courier is still looking for a victory on his birthday.

Becker, who won the title in his previous two hardcourts appearances, kept his string alive Saturday by knocking off sixth seed David Wheaton 7-6 (7-3), 6-4 in two hours, 12 minutes in a semifinal at the Indianapolis Sports Center.

After a 75-minute rain delay, fifth seed Sampras defeated No. 2 seed Courier - who was trying to celebrate his 21st birthday - 6-3, 7-6 (7-3), 6-4.

Sampras and Becker meet for the second time in Sunday's final. Becker won their first meeting in a semifinal last year in Stockholm.

Following the second match, tennis commentator Bud Collins asked Courier if he was having a happy birthday, to which the player replied: "Not really. Any questions?"

Courier lost on his birthday for the third straight year. He lost to Sampras in a tournament semifinal for the second consecutive year.

"This is the third straight time that I've had a not very good birthday," said the French Open titleist. "I can't wait until '93. My birthday will be on a Monday and I'll ask for a Tuesday start. Next year I'll just lose Saturday (in a semifinal) so I don't have to play on my birthday." 

Sampras, the 20-year-old who will defend his U.S. Open title next month, gained a 4-1 first-set lead with two breaks, but allowed Courier a break. Sampras finished off the set by breaking Courier after falling behind 15-40, then winning the last four points. Courier had chances for passing shots on the last two points, but set up for Sampras to keep his serve.

Each player held serve in the second set, the only threat of a break coming in the 10th game, when Sampras had one match point. Courier recovered with three service winners to make it 5-all.

In the tie-breaker, Sampras double-faulted on a match point. "I was tight at that point. It was a very tight match because we're both young Americans at the same (world) ranking," said the world's No. 8 player. "I got the most important point, the last one."

Courier later double-faulted to set up the eventual match point, which Sampras won on a forehand volley.

"For some reason, He's pretty nervous out there when I play him," Sampras said. "He's capable of playing better."

Sampras said he was bothered by a pulled right quadricep early, but the muscle loosened up later in the match. He has it messaged for about one-half hour immediately after the match.

Becker carried a spot in his first final since losing to fellow German Michael Stich at Wimbledon. The 23-year-old won the heartbreakers in 1988 and last year.

The world's top-ranked player survived four break points, but set up Sampras for the winner of the first set. Becker scaled himself behind the baseline after falling behind love-40.

London (Uph) - Peter Elliott's trophy cabinet includes Olympic and World Championship silver medals and a Commonwealth gold medal and he is a former indoor world record holder over 1,500 meters.

This auspicious honor roll would make him headline news in most precincts, but as a British middle distance runner in the era immediately following the golden days of Sebastian Coe, Steve Ovett and Steve Cram, true fame really means going the extra mile. Fast.

The 28-year-old from Yorkshire in the north of England runs the 1,500-meters at the upcoming World Track and Field Championships in Tokyo, where a gold medal would conclusively prove he is entitled to be remembered as one of the greats at a distance over which Britons have traditionally excelled.

After finishing fourth in the inaugural World Championships in Helsinki in 1983 and second at Rome four years later (both over 800m), a further improvement would see Elliott finally win the major gold medal he craves.

His form on the grand prix circuit this year has been quietly encouraging, with added consistency the byword.

"I believe I'm in better shape now, three weeks before the World Championships, than I was three weeks before the (1990) Commonwealth Games," he said, after winning a 1,500m in Gateshead, England, Aug. 9. He was the 1,500 Commonwealth gold medalist at Auckland, New Zealand.

Elliot's main rival in Tokyo is likely to Algerian Noumeida Mercabi, the fast men's mile runner in the world this year. But Cram and Moroccan multi-woo record holder Said Aouita have shaken long-term injuries and can expect contact.

Elliott won't write off anybody.

"Everybody keeps talking about 1 favorites, but who had money on Peter Rono or Paul Ereng before the (198 Olympics)" he said.

Trying to emerge from the giant shadow cast by Coe, Ovett and Cram is difficult enough, but Elliott has all suffered several minor injuries through a career that has included off-road running.

At the 1990 European Championships in Split, Yugoslavia, he was pushed so far that he ground by East German Hau Fuhrbacher in the 1,500m heats. At an official complaint, Elliott was controversially reinstated to the final field of Fuhrbachers, but the upstart obviously affected him and he could do better than fourth in the final, hehi another German, Jan-Peter Herold.

Elliott was the pre-race odds-on favorite for the European title, much as Morelli was for the World Championships, and at Boston feels there is a lesson to be learned.

"What happened to me in Split I September should remind everybody unpredictable these races can be," he said.
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- Buy one—get one free Bonus Plan. If you continue your membership after fulfilling your obligations, you’ll be able to choose a free bonus CD at the Club price (shipping and handling will be added). Otherwise, the Club operates in the same manner as described above.

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There will be times when you want to turn around, pack it up, and call it quits. Those times tell you that you are pushing yourself, that you are not afraid to learn by trying.

Persist.

Because with an idea, determination, and the right tools, you can do great things. Let your instincts, your intellect, and your heart guide you.

Trust.

Believe in the incredible power of the human mind. Of doing something that makes a difference. Of working hard. Of laughing and hoping. Of lazy afternoons. Of lasting friends. Of all the things that will cross your path this year.

The start of something new brings the hope of something great. Anything is possible. There is only one you. And you will pass this way only once. Do it right.
If there were ever a time to dare,
to make a difference,
to embark on something worth doing,
it is now.
Not for any grand cause, necessarily—
but for something that tugs at your heart,
something that’s your aspiration,
something that’s your dream.

You owe it to yourself
to make your days here count.
Have fun.
Dig deep.
Stretch.

Dream big.

Know, though, that things worth doing
seldom come easy.
There will be good days.
And there will be bad days.
There will be times when you want to turn around,
pack it up,
and call it quits.
Those times tell you
that you are pushing yourself,
that you are not afraid to learn by trying.
Persist.
We know that, because we’ve seen it. And in the following pages, you can see it, too. Welcome to Macintosh.

This paper is dedicated to the millions of students who use Apple Macintosh personal computers. In creating this paper, we've had the chance to meet some of you. You inspire us.
Welcome to Macintosh.
And in the following pages, you can see it, too.
We know that, because we've seen it.

We can do extraordinary things.
and the right tools, ordinary people
With hard work, determination,
you hit the snooze alarm till 5:30. Then dinner. The usual meatloaf. 6:30. TV till 7:30. Okay, now it’s time to start. Where’s the assignment? What was the topic? Nixon? Nietzsche? 8:27. Topic found: Nationalism. 11:15. When does the library close? Too late, the loan desk closed at 11:00. Is there a plan? Is there hope? How will you get it all done?
Too late for lunch. Too early for dinner. The assignment is due tomorrow—perhaps it’s finally time to get started. But first a short nap. 5:00. Alarm goes off; you hit the snooze alarm till 5:30. Then dinner. The usual meatloaf. 6:30. TV till 7:30. Okay, now it’s time to start. Where’s the assignment? What was the topic? Nixon? Nietzsche? 8:27. Topic found: Nationalism. 11:15. When does the library open?
Some advice:

- Give yourself plenty of time to discover great sources. The relevant tip here is to allow enough time to do a thorough job—as much as five or six hours for a short paper, and as much as fifty hours for a major term paper.
- Start by perusing the library. Depending on the topic, you may want to comb through books, academic journals, newspapers, magazines, transcripts of speeches, or video footage and newscasts.

The Outline

An organized mind produces organized writing.

To get your mind organized, outline your paper.

Contrary to what you might think, there's no one right way to outline a paper. There are actually many useful outline formats.

What's most important is that you do whatever you need to do to get your thoughts in order. Some students create very detailed outlines; others write down only the skeleton of their paper.

Whether you choose the former method, the latter, or something in between, you should break your outline into three main parts, which reflect the three main parts of a paper: the introduction (where you'll state your thesis, or opinion, about the topic), the body (where you'll explain and build a case for your argument), and the conclusion (where you'll pull everything together and summarize your argument).

Tips:
- Start by formulating your thesis—the main opinion you have, or the position you'll take, about the topic. There will be plenty of time to polish your thesis later, but you should determine the basic argument you'd like to make. What's the point of your paper? And why should anyone care?
- Then look through all the research you've done. This is the proof for your paper. See how the facts relate, and which quotes and sources help to support your argument. You may want to create a new file on your computer that contains just the quotes and facts you'll use in your final paper.
- Write an outline, being as detailed as you think will be useful. You want to break up the body of the paper into several subsections that deal with different aspects of the topic—each subsection can build on the one before, or can introduce a new idea that proves your thesis statement. Either way, you should decide which quotes or facts to use, and where they'll go. In your outline, include the first few lines of the quote, or the name of the source or the person who said it. That way, when you begin writing the paper, you'll know which quotes to paraphrase or place in your final paper.

If you're up against a particularly long or complicated paper, you may want to use an outlining program. Symantec MORE, for instance, lets you create an outline, effortlessly arrange and rearrange points, and otherwise organize your thinking so you can produce the best writing possible.

"Use a word processing program to outline my papers. I rarely complete a full outline for short papers; rather I'm more interested in formulating my main arguments and determining where I'll use quotes.

Some word processing programs—for example, Microsoft Word—have outlining capabilities that make the process really easy."
The Paper.

Deep in the archives of the University of Bologna in Italy—the world's oldest university—is a stack of precious documents. Contained within them are the brilliant thoughts and theories of eleventh-century scholars.

In essence, they're papers—about history, mathematics, the sciences, life, and love.

Agonized and labored over, written and rewritten, these documents have profound historical importance. They are proof positive that The Paper has been the bane of college life, practically from the beginning of academic time.

But we've learned a lot in the nine hundred years since. Here are some of the best tips on how to get your ideas down on paper—in a polished, presentable form—and garner the great grades your ideas deserve.

Getting Started.

The most important part of getting started is to get started. Experts agree: Don't procrastinate. At the very least, make sure you read over the topic assignment well in advance—even if you don't get a chance to research or write until much later. Let your mind ponder the topic while you're doing other things.

As soon as you have time, narrow the topic. Though there are endless varieties of papers, they divide into two major types: assignments where the professor chooses the topic for you, and assignments where you get to choose the topic.

In the case of the former, it's vital that you understand the question posed so you can answer it directly. Don't hesitate to go see your professor if you don't understand or need clarification.

Getting to choose your own topic poses the opposite problem: You may understand your topic, but your professor might not. Take time to find an appropriate topic.

Some advice on selecting a topic:

- Choose something that's relevant to your course—this is not a free-for-all. Pick a topic that integrates the material you've heard in lecture with what you've learned outside of class.
- Pick a topic that's "doable." That is, make sure it's not too narrow or too obscure or too broad. You should be able to address the topic in the number of pages you've been assigned.
- Select a topic you're interested in. Passion and enthusiasm are the two most important ingredients for success. They'll lead you to better papers. Pick a topic that will show what you know, what you think about, and what interests you.

The Research.

Know thy subject. If you don't, research it. Like a good lawyer trying to build a case, you're trying to assemble the relevant facts, dates, sources, and quotes that will make a compelling argument.

Some advice:

- Give yourself plenty of time to discover great sources. The relevant tip here is to allow enough time to do a thorough job—as much as five or six hours for a short paper, and as much as fifty hours for a major term paper.
- Start by perusing the library. Depending on the topic, you may want to comb through books, academic journals, newspapers, magazines, transcripts of speeches, or video footage and newscasts.

Quotations

- "You don't need very much to get started. All you need is a Macintosh and a word processing program. All Macintosh word processing programs are easy to use. They come with built-in spelling checkers. Most of them even let you create footnotes automatically. And they let you use a variety of fonts, so your papers get noticed."
  —Graham Spencer, Sophomore

- "I use my Macintosh to help keep track of all the material I find about a topic. I keep

- "There is evidence that open change people's perceptions, sometimes profoundly, sometimes subtly." p. 15

- "No where you see what you're a piece of this total life." (Randy McVeigh), Apartment Magazine, quoted pp. 15-16

- "Open exploration, like the Kansas Pie lady, has two faces, one looking inward and the other outward." p. 312

- "The reader of this book is..."
An important part of creating a stellar paper is spending the time to perfect it. Rewriting is the process of editing your own work to make it better. The best writers do it with everything they write. It's a good idea to let some time pass before rewriting a paper—a few hours, or if your deadline allows, a few days. The more distance you have from the paper, the more objective you can be.

**Points:**
- First, read through the paper to evaluate the flow of the argument. Have you made your points clearly? Are they in the right order? Are you missing any major points?
- Second, read for tone and style. These details give your writing flavor. Try reading it aloud to yourself or to a friend. Does the writing sound like you?
- Third, trim the fat from your writing. Have you been direct? Do you make your points economically? Are there words you can eliminate? Have the courage to cut.
- Last, look at your references. Are they appropriate? Do they help prove your point? If so, make sure you've cited them accurately.

**The Final Pass.**

Set aside some time to proofread your paper. This is best done when you're alert—and calm. Avoid doing it on the way to turning in your paper. Sit at a desk, red pen in hand, and read carefully:

- Misspellings, faulty grammar, and factual errors are distracting at best—and at worst, may significantly lower your grade. Be diligent: Correct them all.

A computer can greatly speed up the process by catching misspellings and even many grammatical errors. Some word processing programs come with a thesaurus that will suggest just the word you probably meant to use.

Once you've proofed your paper; all you have to do is print it. Which, on a Macintosh, is quite straightforward—just use the Print command. It's in plain English, so you can't miss it. (For more advice on printing, see page 14.)

**Some things to look for:**
- Factual errors. Make sure you've spelled the names of all major works, people, sources, and so forth correctly. Make sure your dates and other historical information are correct.
- Misspelled words.
- Missused homonyms. For example, have you used "its" when you should have used "it's"? Have you used "there" when you should have used "their"?
- Double words. When people type, they often repeat words accidentally.
- Missing words. When your mind works faster than you can type, it's easy to leave out words. Read carefully to make sure you haven't. Reading out loud helps a lot.
- Other grammatical errors. (If you'd like to brush up on your grammar, you might want to read some of the books listed at the top of this page.)

Writing is hard work. There's no question about it. But if you follow the tips on this page—and use a Macintosh—you can make the process of writing manageable, and even enjoyable.

And who knows? Maybe nine hundred years from now, deep in an archive, students will come across one of your papers. And maybe they'll find, in reading it, how different your ideas are from theirs. But maybe they'll also find that students writing papers, even when separated by centuries, have quite a lot in common.
The Thesis Statement:

Somewhere in the beginning of your paper, usually in the first paragraph, you'll want to clearly state your thesis—your particular point of view on the topic.

Writing the thesis of your paper is perhaps the most challenging part of the work. You want to be clear and concise, but also thought provoking. Remember that the person who reads your paper is likely to be reading thirty, forty, maybe even a hundred other essays as well. To get noticed, you need to grab the reader's attention. Your thesis can help you do that.

Take the time to write and revise your thesis until it fully captures the complexity of your thoughts and ideas.

Once you're satisfied with your thesis, take a break. Put your paper aside. And reward yourself.

When you return, reread the thesis and make any necessary adjustments, before embarking on the rest of your paper.

Some questions to ask as you read your thesis statement:

- Is it clear? Will the reader understand the topic and the position you're taking?
- Is it compelling? Does it convince the reader that your paper will be interesting, worthwhile to read?
- Is it original? Does your thesis go beyond the obvious, beyond what has been said before? There's too much redundant clutter in this world. Be original.

"One of the great things about the Macintosh is how easily you can write and then revise your writing. I spend a lot of time working on the introduction of a paper, revising until I'm really happy with it. I think Macintosh encourages you to do better work because you can experiment—keep the good ideas, and throw out the bad."

The First Draft:

Now that you've written the thesis for your paper and have an outline for creating the rest of it, it's time to dig in and write the first draft.

The important thing here is to block out a chunk of time on your calendar to write it—at least an hour or two for each page of text you hope to produce. Allow more time if you prefer a more leisurely pace.

You'll need to concentrate. You might consider turning off the ringer on your phone and sending your roommate to the movies.

Some advice:

- Don't obsess, just write. Concentrate on getting the ideas down on paper; you can perfect the wording later. Relax.
- Connect your ideas. They should flow from one to the next. Concentrate on the argument you're making, and the words will come naturally.
- Use placeholders if you don't have the exact wording. If you can't seem to flesh out a particular part of the argument—either because you can't find the right words, or because you find you need to do more research—put in a placeholder and return later to finish it. (It's rumored that Ernest Hemingway ended each day's writing in the middle of a sentence, so he'd have a clear place to begin the next day.)

"I have a Macintosh with a color monitor. I try to write the first draft quickly. Sometimes I find the right words the first time through. Other times, I'll write a paragraph, and I won't be very happy with it. So I'll put it in a different color, say red, which reminds me to come back to it later and work on it. Sometimes I get really ambitious and use a lot of different colors: red for things I want to rework, blue for things that need more research, green for things that need more proof."

Some Macintosh software programs to consider:

- **Word processing programs:**
  - Claris MacWrite II
  - EMaker WriteNow
  - Microsoft Word
  - WordPerfect

- **Grammar-checking programs:**
  - Correct Grammar
  - Lefere Software
  - Grammar Mac
  - Reference Software

- **Right Writer by Que Software**

Outlining programs:

- MORE by Symantec
- *Acta Advantage* by Symantec

Some books you may want to read about writing:

- The Elements of Style by William Strunk and E. B. White; Macmillan
- *On Writing Well* by William Zinsser; Harper & Row
- *The Careful Writer* by Theodore M. Bernstein; Alheneam
- *Edit Yourself* by Bruce Ross-Larson; W. W. Norton
- *Simple & Direct*, by Jacques Barzin; Harper & Row

Different font styles: You can use different font styles to add emphasis to your points: italics, boldface, underline, even **bold**. You can easily change the style and the size of fonts, too.
A computer is a substantial investment. Choosing the right one is a complicated decision because it's made up of many, many smaller decisions. Should you get 2, 4, or 8 megabytes of memory? Should you get a color monitor or monochrome? Should you get a 40-megabyte hard disk, or will you need a large one? All are important questions and are sometimes tough to answer.

To make intelligent choices, you'll need to determine what you really need—and then get the facts about all the options you have.

We've done a lot of the hard work for you by putting most of the information in one place: this page.

It's a good place to start, so let's begin.

2 “Which Macintosh is the right Macintosh for me?”

Chances are, there's more than one Macintosh that will meet your needs.

The first thing you should think about is whether you want a compact model or a modular model.

Our compact computers—the Macintosh Classic and the Macintosh SE/30—are smaller and have a built-in monitor. If you want the classic “all-in-one” Macintosh design, and you think you'll be doing primarily basic word processing, spreadsheets, page layout, and graphics, then one of the compact Macintosh computers will probably suit your needs just fine.

Our modular computers—the Mac and Lisa—give you more features now, and are designed to adapt your computer in the years to come. Your needs will change a lot over the next few years, and so you may want to look at our modular computers—the Macintosh II, IIc, and IIcx—because they offer you the largest number of options for memory, memory, storage, and expandability. And they can grow as you grow.

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how to choose a Macintosh

substantial investment. Choosing the right one is a complicated task. It’s a decision that’s made up of many, many smaller decisions:
- 2, 4, or 8 megabytes of memory?
- Should you get a color monitor or a monochrome one?
- Will you get a 40-megabyte hard disk, or will you need a larger one?
- How much memory do you need?
- How about the rest of the choices on this page easier:

Macintosh Classic

The Macintosh Classic is the most affordable member of the Macintosh family, and it’s an excellent choice for college students—better you want to do word processing, create spreadsheets, or connect to the campus network. Its small, compact size means you can easily pack it up and take it along where you more or go home on break.

Macintosh SE/30

The Macintosh SE/30 is ideal for students who need extra performance but don’t have extra desk space. It’s great for advanced spreadsheets and word processing, and because of its built-in math coprocessor, it’s especially good for number-intensive work. It can also take advantage of the virtual memory feature of System 7.

Macintosh LC

The Macintosh LC is the most affordable color Macintosh you can buy. It has built-in support for three different Apple monitors, which means you don’t need to buy an adapter card. It comes with a microphone, so you can add sounds and voice notes to your work. It also lets you add an expansion card, to customize your computer for special tasks.

Macintosh SE/20

The Macintosh SE/20 is an integrated system; it has a built-in monitor. The Macintosh LC is modular. With an LC, you can select the kind of monitor you want.

“How much memory do I need?”

A computer needs working space—a place to hold information while it works. This space is called random-access memory (RAM), or memory for short.

Memory is measured in megabytes. To explain a complex topic in 30 words or less: The more memory your computer has, the more applications it can run before it begins to run out of memory and start swapping information to disk.

Our modular computers—the Macintosh LC, IIci, IIci, and IIi—give you more features now, and more flexibility to adapt your computer in the years to come. If you think your needs will change a lot over the next several years, then you’ll want to choose a modular Macintosh computer.

Take a minute now to glance over the Macintosh computers pictured on the right. Read the descriptions, always keeping in mind how you plan to use your Macintosh.

There’s no rush to pick a specific model. But it’s a good idea to start thinking about whether you want to buy a compact model or a modular model. Doing that will make thinking about the rest of the choices on this page easier.

Macintosh LC

The Macintosh LC is the most powerful Macintosh you can buy. It has a built-in monitor. The LC lets you use a color monitor, and has built-in support for Apple monitors, which means you don’t need to buy an adapter card. It comes with a microphone, so you can add sounds and voice notes to your work. It also lets you add an expansion card, to customize your computer for special tasks.

What’s the difference between a Macintosh LC and a Macintosh IIx?

- The Macintosh IIx runs at 33 megahertz faster than the Macintosh LC.
- The IIx has a built-in color monitor, and has built-in support for Apple monitors, which means you don’t need to buy an adapter card. It comes with a microphone, so you can add sounds and voice notes to your work. It also lets you add an expansion card, to customize your computer for special tasks.

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What’s the difference between a Macintosh SE/30 and a Macintosh LC?

- The Macintosh SE/30 is a modular system; it has a built-in monitor. The Macintosh LC is modular. With an LC, you can select the kind of monitor you want.
- The LC lets you use a color monitor, and has built-in support for Apple monitors, which means you don’t need to buy an adapter card. It comes with a microphone, so you can add sounds and voice notes to your work. It also lets you add an expansion card, to customize your computer for special tasks.

Macintosh Classic

The Macintosh Classic is the most affordable member of the Macintosh family, and it’s an excellent choice for college students—better you want to do word processing, create spreadsheets, or connect to the campus network. Its small, compact size means you can easily pack it up and take it along where you more or go home on break.

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Apple Color** High-Resolution RGB Monitor

This 15-inch color monitor sets the standard in color graphics and gives you more screen area for viewing your work than our 12-inch RGB monitor.

Apple Macintosh Portrait Display

This high-resolution monochrome monitor lets you see a full page of your work at once.

Apple Two-Page Monochrome Monitor

The largest monitor we make—let's you display two full pages of your work.

Macintosh 12-inch Monochrome Display

This black-and-white display offers sharp text and graphics. It's our most affordable monitor.

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Reading MS-DOS disks.

Every Macintosh comes with a SuperDrive floppy disk drive, which can read and write to Macintosh, MS-DOS, OS/2, and Apple II disks. In short, it lets you work with disks that other people use in their computers.

Working with MS-DOS files.

Some Macintosh applications can read MS-DOS files directly and work with the information in them. The list below gives a few examples of Macintosh programs that work with files created in popular MS-DOS programs.

- Type of program: Files created with these MS-DOS programs can be read directly by these Macintosh programs:
  - Spreadsheet: Lotus 1-2-3
  - Word processor: WordPerfect
  - Database: dBASE IV

Translating MS-DOS files.

If you want to use a Macintosh program that doesn't have built-in file translation capabilities, you can use software such as MacDrive Plus from DataVice to translate MS-DOS files into files that can be used by Macintosh programs.

Running MS-DOS applications.

SoftPC from Insignia Solution runs your Macintosh in an MS-DOS computer — temporarily — by letting you run MS-DOS programs on your Macintosh.

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Carbonite is measured in gallons.

Computer memory and disk storage are measured in bytes. A byte is the amount of information your computer uses to represent one number, symbol, or letter of the alphabet. A megabyte is 1,048,576 bytes. As the amount needed to store all the words that appear in this newspaper. The more memory of memory your computer has, the more information it can work on at once. And the more memory of hard disk storage space your computer has, the more information (software applications and data files) you can store on it.

How much storage do I need?

Storage on a computer is similar to a file cabinet. You need all your work (and often your junk) on hand in case you need it. The amount of space you need depends on how much stuff you want to store.

Typically, on the hard disk drive inside your computer, you need space for the operating system (the core programs needed to run the computer) and the programs you use.

Some rules of thumb: Word processing take up the least amount of space. Graphics take up more. Paint files (such as scanned images or greatest amount of space.

So what's the bottom line on storage?

Get as much as you can; it's a luxury worth having.

40 MB

If you plan to do a lot of drawing, graphics, or if you plan to use more than two programs at once, you need a 40-megabyte hard disk. 80 MB or more may be required.

80 MB

If you plan to do a lot of drawing, graphics, or if you plan to use more than two programs at once, you need a 40-megabyte hard disk.

Where do I go to get a Macintosh computer?

Just by being a college student, you're already saving money. Most colleges have computer centers, or right off campus. You can get a Macintosh computer for less and work with a Macintosh computer center, or right off campus.

Visit yours. It's probably on the main computer center, or right off campus. Visit yours. It's probably on the main computer center, or right off campus. The people there will let you try it for yourself. They can help you buy along with what you need.

And for a limited time only, Apple computer when you buy it page 16 for details.)

The people at your reseller will help you. They can also answer any questions you have and, of course, help you choose...
whether you want color or monochrome (black and white), and what size screen you want.

Both decisions depend on what you'll be using your computer to do.

If you plan to do primarily word processing and simple graphics, a small, monochrome display can meet your needs. Both the Macintosh Classic and the Macintosh SE/30 come with a 9-inch (measured diagonally) black-and-white monitor built in. The screen measures about 5 inches from top to bottom, and lets you see the width of the common term paper.

Some people prefer a larger screen, to see more of their work at once. If you're one of those people, or if you want to work with color, you should look at a Macintosh LC, IIci, IIfx, because with these models you can choose from a variety of monitors. Apple has five monitors, pictured at left, that you should consider.

Five reasons to get a color monitor:

- Color helps you when you're working with charts and graphs. Color-coding the information makes it more understandable.
- Design, engineering, and architectural work often involves color. Being able to visualize what you're building can make all the difference.
- Using color can be helpful when you write. For instance, you can color code words, phrases, or paragraphs so you know what you're revising. When you're glancing through your paper on the screen, you can go immediately to those sections that need further work.
- If you think of 10% of your work as color—overheads and slides are good examples—color can really boost your productivity.
- You'll just love it. (Besides, who wants to play Tetris or Chuck Yeager's Advanced Flight Trainer in black and white?)

What is a megabyte?

Gallons are measured in gallons. Computer memory and disk storage are measured in bytes. A byte is the amount of information your computer uses to represent one number, symbol, or letter of the alphabet. A megabyte is 1,048,576 bytes—about the amount needed to store all the words that appear in this newsletter. The more megabytes of memory your computer has, the more information it can work with at once. And the more megabytes of hard disk space your computer has, the more information—software applications and data files—you can store on it.

All Macintosh computers come with at least 2 megabytes of memory—usually quite enough for most people's needs. With this amount of memory, you'll be able to run most Macintosh word processing, spreadsheet, and basic drawing and painting programs.

If you think you be using complex programs that use up large amounts of memory, you can run them by splitting your application. This strategy allows you to run complex programs that would normally run on a separate computer by using the mainframe's processing power.

Translating MS-DOS solutions

MS-DOS programs can be run on Macintosh computers by using SoftPC by Insignia Solutions. This program allows you to run MS-DOS programs on your Macintosh, and you can even copy and paste information between MS-DOS programs and Macintosh programs.

You can take full advantage of the best of both worlds: Macintosh and MS-DOS.

MS-DOS disks.

Every Macintosh comes with a SuperDrive floppy-disk drive, which can read and write to Macintosh, MS-DOS, OS/2, and Apple II disks. In short, it lets you work with disks that other people use in their computers.

Working with MS-DOS files.

Some Macintosh applications can read MS-DOS files directly and work with the information in them. The list below gives a few examples of Macintosh programs that work with files created in popular MS-DOS programs.

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<td>WordPerfect 2.0</td>
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<tr>
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<td>dBASE IV</td>
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Macintosh 12-inch Monochrome Display

This black-and-white display offers deep text and graphics. It's our most affordable monitor.

Five reasons to get a color monitor:

1. Color helps you when you're working with charts and graphics. Color-coding the information makes it more understandable.
2. Design, engineering, and architectural work often involves color. Being able to visualize what you're building can make all the difference.
3. Using color can be helpful when you write. For instance, you can color code words, phrases, or paragraphs so you know what you're revising. When you're glancing through your paper on the screen, you can go immediately to those sections that need further work.
4. If you think of 10% of your work as color—overheads and slides are good examples—color can really boost your productivity.
5. You'll just love it. (Besides, who wants to play Tetris or Chuck Yeager's Advanced Flight Trainer in black and white?)

6. "What do I need to make my Macintosh work with MS-DOS computers?"

The Macintosh is one of the most compatible computers you can buy—for college and beyond. Its SuperDrive floppy disk drive lets you work with files created by your friends and professors who use MS-DOS computers.

And if you want to do more than just work with MS-DOS files, you can actually get your Macintosh to act as though it's an MS-DOS computer. Using SoftPC by Insignia Solutions, you can run MS-DOS programs on your Macintosh, and you can even copy and paste information between MS-DOS programs and Macintosh programs.

You can take full advantage of the best of both worlds: Macintosh and MS-DOS.

Reading MS-DOS disks.

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Translating MS-DOS files.

If you want to use a Macintosh program that doesn't have built-in file translation capabilities, you can use software such as Macintosh Plus from DataLogic to translate MS-DOS files into files that can be used by Macintosh programs.

Running MS-DOS applications.

SoftPC by Insignia Solutions turns your Macintosh into an MS-DOS computer—temporarily—by letting you run MS-DOS programs on your Macintosh.

Storage on a computer is similar to a file cabinet. You keep all your work (and often your junk) in directories. The more storage space you have, the more you can do with it.

Typically, on the hard disk inside your computer's operating system (the core program for controlling the computer), fonts, software, and data are stored. Some rules of thumb: Word processing software uses the largest amount of space. Graphics programs use more space. Paint files (such as scanned images) use the greatest amount of space.

So what's the bottom line on storage? Get as much as you can; it's a luxury worth having.

"Where do I go to get a Macintosh?"

Just by being a college student, you can qualify for a special discount on a Macintosh computer. To take advantage of these offers, all you need to do is to purchase your computer from a reputable dealer, or order it online from Apple Computer. The people at your reseller will be happy to answer any questions you may have about Macintosh technology.
you can run at the same time, and the more information your computer can deal with at once. That is, the more memory, the more you can do with your Macintosh computer.

All Macintosh computers come with at least 2 megabytes of memory—usually quite enough for most people's needs. With this amount of memory, you'll be able to run most Macintosh word processing, spreadsheet, and basic drawing and painting programs.

If you think you'll be using complex programs frequently—or if you plan to use more than two or three programs at the same time—you might consider equipping your Macintosh with 4 or 5 megabytes of memory.

Now you may need less memory if:
- you can call a Macintosh III or IV.
- These computers come with a Macintosh II or 11/5.
- They can run Macintosh II applications, which allows you to use the virtual memory features of future Macintoshes.

The operating system (the core programs that control the internal workings of the computer, fonts, software applications, and the documents you create.)

Some rules of thumb: Word processing documents, even lengthy papers, take up the least amount of space. Graphics and spreadsheet files take up more space. Paint files (such as scanned images) and sound files take up the greatest amount of space.

So what's the bottom line on storage? Get as much as you can; it's a luxury worth having.

160 MB

If you're going to be doing detailed technical drawings, performing complex simulations that involve a lot of data, working with text images—or even using a simple magazine—then you might consider getting a 160-megabyte hard disk.

On it, you can save all your applications, documents, files, an extensive font library, and enough games to keep your hands full of fun for years.

Where do I go to get the best deal?

Just by being a college student, you're entitled to special student pricing on a Macintosh computer and other Apple products.

To take advantage of these special student prices, all you have to do is to purchase your computer from an authorized Apple campus reseller.

Visit yours. It's probably located in your bookstore or campus computer center, or right off campus.

The people there will let you get your hands on a Macintosh and try it for yourself. They can also recommend other things you might want to buy along with your Macintosh: an Apple StyleWriter® printer or Personal LaserWriter® printer, a scanner, a CD-ROM drive, or an external hard disk drive, to name a few.

And for a limited time only, you can save even more on an Apple computer when you buy it with an Apple printer. (See page 16 for details.)

The people at your reseller's location may even be able to help apply for a loan to finance your purchase.

They can also answer any other questions you might have—and, of course, help you choose the right Macintosh for you.

Macintosh IIC

If you want to run the advanced software that's needed for engineering, page layout and design, and architecture projects, consider a Macintosh IIC. The IIC has built-in video support, so you can connect an Apple monitor without buying a video card. An expansion slot allows you to add new capabilities.
of chart types than spreadsheets programs can. Both CA-Cricket Graph and DeltaGraph are especially good for scientific and engineering graphs and charts.

**Drawing and painting programs.** These programs are designed for drawing illustrations or diagrams that are unique to your work and don't involve precise formatting styles. Claris MacWrite+, Claris MacDraw, Aldus FreeHand, and Adobe Illustrator are some programs you might consider.

**Some advice on how to create charts.**

- **Figure out what you're trying to say.** Each chart or graphic should have a clear purpose—and only one purpose. Are you trying to compare two things? Show a trend? Summarize a concept? Show a correlation?

- **Choose the right chart.** After you determine what you want a chart to convey, all you have to do is choose the right type of chart. Some of the basic types are shown at left.

- **Keep it simple.** When creating a chart, try to limit the number of fonts you use to two or three. Avoid using many different patterns for bars and adding extra lines or decoration. Focus on the data, not on decorating.

- **Give the chart a meaningful title.** By labeling the chart, you can tell the reader what it's about. If the chart is complex, you may want to provide a main title for the chart, and below it add a subtitle that explains more. If it would help, you may also want to write a short caption to tell the reader more.

- **Cite your sources.** Often readers will want to know where you got your data. In small type—6 points or so—cite where the data came from.

- **Place your chart in a logical place in your document.** Once you've completed a chart or graphic, it's a simple matter to place it into your paper. All you have to do is copy it from the program you used to create it, and paste it into your paper.

- **Procedural Outline for Reinforcement Experiment**

- **Preparing your document:** **fonts, type sizes, and margins.**

  **Goal number one:** Make your document legible and logical, starting with the fonts you choose. Thousands of fonts are available for the Macintosh. Here's some advice on how to use them to your best advantage:

  - In most cases, you'll want to use a serif font—Times, Palatino, ITC Bookman, New Century Schoolbook, and so forth—for the main text of your paper. (Serifs are the additional flourishes at the ends of letters.) These fonts are especially easy to read.

  - The paragraph you're reading now is printed in a serif font: Times. To give your paper a visual "voice" that adds emphasis and clarity to your work, you can use a sans serif ("without serif") font for titles, subtitles, and captions. For example, you might use Helvetica, a sans serif font, as we've done here.

  - In general, you'll want to limit the number of fonts you use in a paper to two or three. Using more than that is likely to make your paper look like a hodgepodge instead of a cohesive whole.

  - To make your paper easy to read, use 12-point type. If you have more text than you have space, you might consider using 10-point type; doing that will let you fit more words on each page. You probably won't want to use a smaller point size than that, however. Titles can be printed in 18-point type, or larger. And subheads can be printed in 14-point type, probably using a different font.

  - The appropriate margins. Allow at least a one-inch margin on the left and right—and a little less than that for the top and bottom.

**The Print command.**

Let's talk for a moment about what to do once you've formatted your work the way you like it. Here's how to print it.

Macintosh makes printing easy. All you need to do is choose the Print command from the File menu. You can't miss it—it's in plain English. And because all Macintosh programs work in the same way (unlike programs for other computers), you don't have to memorize confusing print commands when you switch between software programs.

Just concentrate on doing your work the way you want to do it. Macintosh takes care of the rest.

**Where to print your work.** You have a lot of options for where you can print your work. Here are three:

- **Your school's library, computer center, or computer cluster.** Many colleges have places where students can do this work on a Macintosh. Check your library or computer cluster, even your dorm. Some colleges let students print documents for free in a charge, either with 80 cents for a page, usually between 50 and $1.00 a page.

- **Your local copy store.** Many copy stores—such as Kinko's, Copymax, and Xerox Copy, to name just a few—offer laser printing at reasonable rates. Look in your phone book under "Desktop Publishing," "Photocopying," or "Copying" to find the closest copy store.

- **A friend's printer.** Not necessarily the best way to keep friends, but a good option if you have only an occasional paper or assignment to print.

**Or get your own Apple printer.**

In an ideal world, of course, you'd have your own printer, and you wouldn't have to count on the library or the copy store to be open. After all, late-night printing seems to be the rule, not the exception, in college.

Apple has a full line of printers you can choose from. Three of them are particularly well suited to students: the Apple LaserWriter (shown above), the Apple LaserWriter SC, and the Apple LaserWriter NT. They all offer exceptional printed results—at very affordable prices.
Some things can't be said with words alone. Sometimes you need more to make your point.

Charts and graphs can help illustrate an idea, show trends, and otherwise make sense of a disorderly world.

Nice, you say. But you're probably thinking that creating them would be complicated. Not really.

There are many easy-to-use programs that can help. On this page, you can see some of the kinds of charts you can produce using those programs and a Macintosh. There are three basic types of programs you can use:

**Spreadsheet programs.** Almost all Macintosh spreadsheet programs—including Informix Wingz, Microsoft Excel, and Lotus 1-2-3 for Macintosh—offer charting capabilities. These programs are particularly good at turning financial, scientific, or engineering data into charts, pie charts, or trend charts. All you have to do is choose what kind of chart you want, and the Macintosh will create it automatically. You can even use these programs to create three-dimensional charts.

**Charting programs.** These programs—such as CA-Cricket Graph and DeltaGraph—are written specifically for creating charts. In general, they can create an even wider variety of chart types than spreadsheet programs can. Both CA-Cricket Graph and DeltaGraph are especially good for scientific and engineering graphs and charts.

**Drawing and painting programs.** These programs are designed for drawing illustrations or diagrams that are unique to your work and don't involve preexisting formats or styles. Claris MacPaint, Claris MacDraw, Aldus FreeHand, and Adobe Illustrator are some programs you might consider.

**Some advice on how to create charts.**

- **Figure out what you're trying to say.** Each chart or graph should have a clear purpose—and only one purpose. Are you trying to compare two things? Show a trend? Summarize a concept? Show a correlation?

- **Draw the right chart.** After you determine what you want a chart to convey, you'll have to choose the right type of chart. Some of the basic types are shown at left.

- **Keep it simple.** When creating a chart, try to limit the number of fonts you use to two or three. Avoid using many different fonts and colors. Use a variety of fonts and colors, but keep them simple and clear.

**Preparing your document: fonts, type sizes, and margins.**

Grid number one: Make your document legible and logical, starting with the fonts you choose. Thousands of fonts are available for the Macintosh. Here's some advice on how to use them to your best advantage:

- **In most cases, you'll want to use it's in plain English. And because all Macintosh programs work in the same way (unlike programs for other computers), you don't have to memorize confusing print commands when you switch between software programs. Just concentrate on doing your work the way you want to do it; Macintosh takes care of the rest.**
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4
People who use Macintosh—Part I
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6
Why do people love Macintosh?
And beyond that: To travel the world, and help people in other places.

Malcolm: "I want to start my own business—a great, great company."

**What do you do?**

"We're the quickest—and most cost-effective—way to get the word out. The Ad Agency is a completely student-run advertising agency. We have 25 student employees. Our clients include student groups, university departments, and off-campus businesses.

We design ads, flyers, and promotions. Our flyer distribution service can get a message out to the whole campus, or pinpoint a specific group.

We use Macintosh for virtually everything associated with running the business: creating ads, doing budgets, and keeping track of expenses and paperwork—even for automatically sending out invoices. We do all of our accounting and general ledger work on the Macintosh. We keep a database of our clients that helps us keep track of all the work we've done for them."

**What are you most proud of?**

"Our clients really trust us. And our profits are up 124 percent from last year. Beyond that, we feel it's great that the agency offers a way for students to use their business skills and their creative inclinations."

---

**Why Macintosh?**

"With a Macintosh, once you've used one program for a little while, you can use any program. Because they all work the same way. In a business like ours, where there are a lot of different students in the office, that makes it a lot easier to train them.

The most important part is that the Macintosh never gets in the way of what you want to do. If we want to create a great ad or draw a graphic, we just do it. It's that easy.

We couldn't run our business without it. We've already made plans to buy another Macintosh."

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**Name:**
Malcolm Webb
Rebecca Yu

**Major/area of study:**
Malcolm: Quantitative Economics
Rebecca: Art History/PreMed

**Year:**
Malcolm: Junior
Rebecca: Junior

**Hometown:**
Malcolm: Bryn Mawr, Pennsylvania
Rebecca: San Carlos, California

**Software:**
- Microsoft Word, correspondence
- Microsoft Excel, general ledger
- Claris* FileMaker*, invoices
- Claris HyperCard*, client database
- Aldus PageMaker, flyer and ad design
What's your dream?
Rebecca: "To go to medical school. And beyond that: To travel the world, and help people in other places."
Malcolm: "I want to start my own business—a great, great company."

What do you do?
"We're the fastest—and most cost-effective—way to get the word out. The Ad Agency is a completely student-run advertising agency. We have 25 student employees. Our clients include student groups, university departments, and off-campus businesses. We design ads, flyers, and promotions. Our flyer distribution service can get a message out to the whole campus, or pinpoint a specific group.
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The most important part is that the Macintosh never gets in the way of what you want to do. If we want to take names and addresses from our client database in HyperCard and use them in another program—say, a word processor, so we can send out letters—it’s easy. We just copy the information from one program, and paste it into the other. If we want to create a great ad or draw a graphic, we just do it. It’s that easy. We couldn’t run our business without it. We’ve already made plans to buy another Macintosh."

What’s your dream?
"American products don’t do as well in Japan as they should. I’d like to help American companies become more competitive."

What do you do?
"I’m using the Macintosh and a program called EG Word to translate Japanese articles into English for my advanced modern Japanese class. It’s a great way to expand my knowledge of the Japanese language and become familiar with the more common phrases and symbols. The hard part was learning more than 2,000 characters in the Japanese symbolic alphabet."

What are you most proud of?
"The fact that I’m able to write in Japanese, to friends in Japan. I write words out phonetically, and then the software translates everything into symbols. For me, writing in Japanese without a Macintosh would be impossible."

Why Macintosh?
"I’ve been able to find applications for everything I want to do."

Name:
Greg Smith
Major Area of Study:
Computer Science
Year:
Junior
Hometown:
Kobe, Japan
Software:
• EG Word by Qualitas Trading Company, Japanese translation
• Microsoft Word, word processing and problem sets
• Expressions by Allan Bonadio Associates, typesetting technical documents
• THINK C by Symantec, programming

Dream big
What’s your dream?
Malcolm: "I want to start my own business—a great, great company."

What do you do?
"The quickest—and most cost-effective—way to get the word out. The Ad Agency is a completely student-run advertising agency. We have 25 student employees. Our clients include student groups, university departments, and off-campus businesses. We design ads, flyers, and promotions. Our flyer distribution service can get a message out to the whole campus, or pinpoint a specific group. We use Macintosh for virtually everything associated with running the business: creating ads, doing budgets, and keeping track of expenses and paperwork—even for automatically sending out invoices. We do all of our accounting and general ledger work on the Macintosh. We keep a database of our clients that helps us keep track of all the work we’ve done for them."

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Major Area of Study:
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Year:
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Hometown:
Kobe, Japan
Software:
• EG Word by Qualitas Trading Company, Japanese translation
• Microsoft Word, word processing and problem sets
• Expressions by Allan Bonadio Associates, typesetting technical documents
• THINK C by Symantec, programming
What do you do?
"My classes require a lot of writing. I use my Macintosh for everything. I compile notes on it. I use it to outline, write, and edit papers and lab reports. I even keep a personal journal on it.
I have a laboratory class that requires doing a lot of statistical analyses. By hand, an analysis takes up to half an hour. Just to do one. But with a Macintosh, I can do twenty of them within a few minutes."

What are you most proud of?
"Proud may be the wrong word, but I feel really good about the fact that I'm doing so much with the Macintosh. I'm not a computer scientist, but Macintosh makes me feel like I am."

Why Macintosh?
"I'm very familiar with other computers. And I've found that Macintosh is the most straightforward and logical. It makes it easy to do new things and explore new directions."

What are you most proud of?
"When you start designing a building, you start with ideas about how the building will feel, not how it will look. The hardest part is giving shape to a feeling or mood. I think this project accomplishes that well."

Why Macintosh?
"I'd never used a Macintosh before this project. And we used it for everything. We only had seventeen weeks for the project, so I didn't have much time to learn about the computer. It was a little hard at first, but I picked it up really quickly."

Design is a very back-and-forth process. You do something, you look at it, and then you decide what to do to it. You always start with a vision, but you need to work it all out. It's how you figure it out, and what the details are, that makes the difference.

The Macintosh lets you visualize in three dimensions quickly. If you just want to see one perspective, it's still sometimes faster to do it by hand. But if you want to see many perspectives, or see many ideas, it's much better to use a Macintosh. It helps you see more options in the early stages, when you can have the biggest effect on a building.

With Macintosh, I could walk through my building. It's the closest thing to building it."

**Name:**
Marc Solinas

**Major/area of study:**
Architecture

**Year:**
Master's Program,
School of Architecture

**Hometown:**
Brussels, Belgium

**Software:**
- Architecture by Genua, two- and three-dimensional modeling
- Adobe Photoshop, combining photographs of sites with drawings of buildings
- Microsoft Word, word processing
- Adobe PageMaker, page layout for proposals
- PainterPaint by SuperMac Technology, graphics
- Claris MacDraw*, drawing
What's your dream?
"I want to design spaces that have great personality."

What do you do?
"Our assignment for our master's thesis was to design a dance school. We were given a list of the client's needs and a site—a nicely landscaped hillside. I wanted to design something that was an expression of the use of space for dancers, and also something that responded to the site.

I thought that the building should be designed from the inside out—that the inside was the most important part, and should inspire.

I started from scratch.

The first part of the process was to work with different volumes, and figure out the best way to take advantage of the site. The important thing was to stay open to different ideas and not to get locked into one solution. The Macintosh let me explore a lot of different options. I decided there should be three basic volumes: the performance space, practice spaces, and offices and classrooms.

The next stage was to work out the floor plan and to design the roof shapes. The challenge with dance spaces is that they should be very simple. You should just have four walls, with very few windows because they can be distracting. To create something unique, you need to work very hard.

Macintosh lets me constantly switch between two-dimensional floor plans and three-dimensional models.

When we were done, we used the Macintosh to write a complete 20-page outline, I use my Macintosh for everything. I compile notes on it. I use it to outline, write, and edit papers and lab reports. I even keep a personal journal on it.

I have a laboratory class that requires doing a lot of statistical analyses. By hand, an analysis takes up to half an hour. Just to do one. But with a Macintosh, I can do twenty of them within a few minutes."

What are you most proud of?
"Proud may be the wrong word, but I feel really good about the fact that I'm doing so much with the Macintosh. I'm not a computer scientist, but Macintosh makes me feel like I am."

Why Macintosh?
"I'm very familiar with other computers. And I've found that Macintosh is the most straightforward. You decide what to do to it. You always start with a vision, but you need to work it all out. It's how you figure it out, and what the details are, that makes the difference.

The Macintosh lets you visualize in three dimensions. But you can do that with other computers. The Macintosh lets you visualize in three dimensions quickly. If you just want to see one perspective, it's still sometimes faster to do it by hand. But if you want to see many perspectives, or use many ideas, it's much better to use a Macintosh. It helps you try more options in the early stages, when you can have the biggest effect on a building.

With Macintosh, I could walk through the building.
1 It's easy to use.
In the beginning, there was the computer.
And it was confusing.
Confusing to set up, confusing to learn, and
confusing to use.
So at Apple, we decided to make a new kind
of computer—an easy-to-use computer. Before
we designed it, we did extensive research on how
human beings think, learn, read, communicate,
remember, and understand, as well as how they
interact with technology and machines.
We took what we learned and created
Macintosh—the personal computer designed to
work the way people work. It was the world's first
intuitive computer. And it was quickly recognized
as a major breakthrough in personal computing.

2 It's a breeze to copy information and paste it...

3 You don't have to read
computerese.
Do you recognize the images to the left? If so,
you can use a Macintosh. That's because the
images, or icons, you see on a Macintosh
screen look and act like everyday objects you
already use. The report you write is
represented by an icon that looks like a report.
The file folder you store your report in
has an icon that looks like a file folder. And
the trash can you use to throw away files
has an icon that looks like a trash can.

4 You don't have to be
a computer science major
to set it up.
There are just three simple steps to set up a
Macintosh.
1. Plug in the keyboard, monitor, mouse,
and power cord.
2. Flip the "on" switch.
3. Oops, sorry. There is no step three. You're
already done. You don't have to hassle with
formatting the hard disk or installing the
system software, because it's done for you.
And you don't have to tell the computer what
components—such as printers, modems, and
CD-ROM drives—are hooked up to the
system, because the Macintosh knows
automatically.

5 You don't have to speak
computerese.
Instead of cryptic MS-DOS commands such as
COPY C:WORDPRODRAFTDOC A:WORK,
Macintosh uses familiar words that are easy to
understand and use—such as Copy, Save,
and Print.

6 You can give files
any name you like.
A file containing notes from your Clinical
Psychology class should be named something
like "Clinical Psychology Notes," right? With
Macintosh, you can name it just that. In
comparison, MS-DOS and Windows 3.0
systems limit your file names to eight
characters—forcing you to name your file
something like "CLPSYNTS." Three months
later, you'll be wondering what in the world
could be in a CLPSYNTS file.

7 It runs HyperCard.
HyperCard was invented by a team of soft-
ware engineers at Apple. It's a revolutionary
program that lets you store, organize, and
present information in new and better ways.

8 It keeps things up to date.
The publish and subscribe features help you

9 It can grow with you.
This week you're majoring in philosophy; next week it's nuclear
physics. After all, no one knows exactly what the future will
bring. That's why millions of students have found that investing
in a Macintosh is a smart move. Because Macintosh can
immediately help you do whatever you do—better. And if,
come tomorrow, you find that
you want to do something
different, no problem. It's easy to
upgrade your Macintosh to help
you rise to the challenge.

10 I bought my Macintosh in
the summer of 1984 and
I'm still using it to do just
about everything—word
processing, charts, spreadsheets, and games.
I even take floppy disks
from my Macintosh, and
work with the data on
newer Macintosh models,
such as the Classic,
SE/30, or IIsi.
I've upgraded my
Mac twice—once to add
memory and once to
install a double-sided
floppy disk drive. Upgrad-
ing was easy and the
transition was smooth.
My programs and every-
thing else still worked.
I was just able to do
more.
—Lisa de las Fuentes
Senior, Human Biology

11 It's great for college
and beyond.
Doing your work better, faster, and more
creatively is also a plus in the working
world—and that's precisely why Apple
Macintosh computers are used in
74 percent of Fortune 100 companies.*

12 It's what you'd expect
from Apple.
Apple consistently produces innovative
technology that sets industry standards.
That's why the features that set Macintosh
apart today will probably be found on other
computers tomorrow. Well, perhaps a few
years from tomorrow.

13 Whatever you do,
you can use Macintosh
to do it better.
Thousands of programs are available for the
Macintosh, to help you take on anthropology,
zooly, and everything in between.

14 People love it for the same
reasons Abhi does.
"I don't read manuals—never have.
But I use all the most popular
programs. The menus for
Macintosh programs are so similar,
you just say to yourself, 'This one
can't be that different.' If you make

work with disks from different computers.

Every Macintosh is equipped with an Apple SuperDrive,” a unique floppy disk drive that can read from and write to not only Macintosh disks, but also MS-DOS and OS/2 disks created on IBM and IBM-compatible computers.

You can use software from other computers.

SoftPC from Insignia Solutions allows you to run MS-DOS applications on your Macintosh computer. You can even copy text and graphics from an MS-DOS application and paste them into a Macintosh application.

You can connect to your school's mainframe or minicomputer.

With Macintosh, you can send in assignments, gain access to software you need for a class, and receive lecture notes, class schedules, and other information—right from your own room.

It's a breeze to connect Macintosh to a network. There are only three simple steps to connect a Macintosh to a network: First, use an inexpensive LocalTalk cable to connect your Macintosh to another Macintosh. Second, select the Chooser from the Apple menu and select the AppleTalk network. Third, type in your name. A point of reference: Connecting an MS-DOS computer to a network requires at least eight complicated steps, including disassembling your computer, messing with networking cards, and installing special networking software.

A recent study by Diagnostic Research, Inc., an independent research firm, asked computer users and MIS managers (people who are responsible for computers in large corporations) to compare Apple Macintosh computers with MS-DOS computers running Microsoft Windows 3.0.

The chart to the right shows which computer system was rated higher in each area. As you can see, Macintosh is the clear favorite.

It's backed by a company that's here to stay.

It started with two guys in a garage. Now Apple Computer, Inc. is a Fortune 100 company with more than seven billion dollars in annual sales.

There's a Macintosh for everyone—and every budget.

Whether you're a computer novice or a power user, you'll find a Macintosh that meets your needs—and your budget, especially with the special student pricing available from your authorized Apple campus reseller.

Macintosh prices are lower than ever.

Not only are prices lower than ever, but you may also qualify for financing—which makes it even easier to get your Macintosh now.

love Macintosh?
27 All Macintosh programs work in the same way.

If you learn to drive one automobile, you basically know how to drive them all. That’s because the most important functions—starting, steering, accelerating, and braking—are done in the same, consistent way in all automobiles.

Likewise, once you learn to use one Macintosh program, you’ve learned the basics of them all. For example, the commands you use, such as Open, Close, Copy, Paste, Save, Cut, Print, and Undo, are found in the same place—every time.

28 It’s been imitated, but never duplicated.

Try working with an MS-DOS computer and then with a Macintosh, and you’ll notice an immediate difference: The Macintosh is easier to use.

That’s precisely what drove Microsoft Corporation to invent Windows 3.0 for MS-DOS computers. It was an attempt to make them easier to use, more like Macintosh computers.

But here’s the catch: If you choose to use Windows on an MS-DOS computer, you’ll need to install it in addition to MS-DOS. You’ll need more power to run it. And you’ll need more patience to figure out how everything works, because programs that run under Windows don’t necessarily work in a consistent way.

The bottom line: Windows can’t make an MS-DOS computer as easy to use as a Macintosh.

That’s because the things that make a Macintosh easy to use are built in—from the microprocessor on up to the operating system. And the programs that run on the Macintosh all work in the same, consistent way.

Consistency has been part of the plan for Macintosh from the very beginning.

At Apple, we believe that true ease of use shouldn’t be an afterthought—it should be designed in from the start. That’s the whole idea behind Macintosh.

29 Because it’s fun

It’s great for papers, statistical analysis, modeling, getting organized, flyers, poetry, resumes, presentations, travel reservation design, games, databases, business plans, invitations, number crunching, simulations, love letters, programming, lab reports, address lists, logos, banking, birthday cards, scheduling, autobiographies, chain letters, personal finances, and more.
What's your dream?

"I want to design products that add to the quality of our lives—things that celebrate how we live."

What do you do?

"This quarter, I wrote a Macintosh program that changes the design and manufacturing process in some fundamental ways. First, it's highly interactive, which promotes greater exploration in the design phase. Second, it randomizes the manufacturing phase, allowing for variations among the finished products. Right now, I'm using this program to design computer-aided manufacturing devices for prosthetic devices to the human nervous system, and to learn a lot by doing that—along with my students."

What are you most proud of?

"I'm proud of the people in my lab. I'm proud of everything."

Why Macintosh?

"It's the only way to do things.
Why Macintosh?

"In 1985, I bought one of the first Macintosh computers when I was pursuing my master's degree. I wrote my whole master's report on it. Macintosh lets you be creative—and it lets you easily take advantage of the best programs: writing, drawing, and spreadsheet programs.

Since then, I've been convinced it's the best way to go. You can use it to help you in virtually everything you do as a scientist.

We design silicon chips on it. We simulate how chips perform and spot problems before we actually build them. We use it to control the scientific instruments that take measurements of the chips and nerves we test in the lab. Everything from getting the data during experiments to analyzing that data, from graphing the results to publishing our findings—it all happens on the Macintosh."

What are you most proud of?

"I'm really proud of the people in my lab. I'm proud of everything we create that works. We continue to learn and build on our successes. We're still ten years away from being able to use chips in humans, but we're inspired by the progress we're making."

Software:
- Claris FileMaker Pro, database management
- E-Edit by Tutor Research, chip layout
- Nissui by Paragon Concepts, word processing
- Igor by WaveMetrics, Inc., data analysis and graphing
- LabVIEW by National Instruments, data acquisition and instrumentation
What's your dream?  
"Someday, I'd like to run my own product design consulting firm. But I think the next step after college will be to work in a large company, so I can get great experience."

What do you do?  
"I'm the art director of Release magazine. Release is a weekly entertainment magazine about concerts, events, movies, plays, parties, and restaurants that goes out to 10,000 students on our campus. Basically, I'm responsible for every aspect of how the magazine looks—from which fonts we use to how the pages are laid out, from how illustrations look to what goes on the front cover. We only have five days to put together each issue. I usually get stories that have been written on a Macintosh with Microsoft Word software. On Mondays and Tuesdays, I do the layout and build the magazine using a page-layout program called Aldus PageMaker—adding photos I've scanned, and graphics and illustrations I've done with Aldus FreeHand or Adobe Illustrator. On Tuesday nights we send the files out to be printed on a Linotronic imagesetter. We get camera-ready art the next day. It goes to the printer, and we have printed magazines Friday morning. Just in time for the weekend!"

What are you most proud of?  
"I'm most proud of the improvements we've made, in terms of the way the magazine looks. It's the most creative thing I do every week that I can point to and say: Hey, I did this."

Why Macintosh?  
"Macintosh is incredibly easy to use. A lot of times we like to expand our capabilities—say, I want to do the headlines in a totally new way—so I get a new program. I can use it right away. But if I wanted to do it on an IBM computer, I'd have to learn the 800 million little, tiny codes, and learn how to work using all those IBM tricks. Macintosh is so simple and straightforward—and at the same time, such a powerful computer. Macintosh can run the best program out there."

Name:  
Aram Irvin
Major area of study:  
Product Design
Year:  
Junior
Hometown:  
Portland, Oregon
Software:  
• Microsoft Word, word processing  
• Aldus FreeHand, drawing  
• Adobe Illustrator, drawing  
• Aldus PageMaker, page layout  
• Adobe Photoshop, graphics and photo manipulation  
• Breecher TypeBler, headlines
What's your dream?
"To be part of a strong global program of space expansion."

What do you do?
"For my Freshman English class last year, our final assignment was to write a term paper about a topic that interested us. When I was young, I was very interested in the fiction half of science fiction. As I've grown older, that interest has shifted to the science part; space science has become very important to me."

I think our space program is too often overlooked. Today's political agendas are focused on the environment, the economy, and social issues—as they should be. But I believe that the space program should have an equal priority; in fact, I believe that the space program can actually help solve some of the problems we're facing today.

That's what I decided to write about.

My premise was that even proponents of the program are looking at the issue the wrong way. Everyone seems to want to justify space travel by the technological breakthroughs that result from it, things like Velcro and Teflon nonstick coating. In my opinion, there are a host of other justifications—justifications that have to do with people and cultures rather than technology. From space, Earth is one planet—you don't see borders or countries or boundaries. Viewing Earth like this has already made a profound cultural impact on our society. My paper discusses the wealth of other cultural benefits space has to offer in the near future."

What are you most proud of?
"Every year, the university gives an award to honor the best papers written in Freshman English. I won one of those awards for my paper, which was titled Space Travel and Cultural Growth. The award showed me that I can do well even at a highly competitive school."

Why Macintosh?
"I use the Macintosh for a lot of things: for all of my writing, for my math and engineering problem sets, and even to connect to the mainframe computers on campus.

When it comes to papers, I use the Macintosh to write an outline. Then I spend a lot of time getting the introduction right. Sometimes, if I only have short chunks of time to do my writing, I'll focus on the ideas and not worry about things like word choice. I can come back and edit those things later. The Macintosh lets me keep my notes, quotations, and research organized and in one place, which makes writing the paper and composing the bibliography much easier.

When it comes to printing, I usually use a laser printer. The Apple LaserWriter is great because it prints exactly what you think it's going to."

---

**Name:** Graham Spencer  
**Major/area of study:** Computer Science  
**Year:** Sophomore  
**Hometown:** Columbia, South Carolina  

**Software:**  
- Microsoft Word, writing  
- Aldus PageMaker, page layout  
- Adobe Illustrator, illustration  
- Adobe Photoshop, photo manipulation  
- Mathematica by Wolfram Research, math assignments  
- Microsoft Excel, spreadsheet analysis
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Write to:

Apple Student Marketing
Apple Computer, Inc.
20525 Mabari Avenue
M/S 36HE
Cupertino, CA 95014

Photography by John Giusti, Paul Helmke, and Jack McDaniel (kneeling for "People Who Use Macintosh" project). Cover design by Christine Grimes. Layout and production by Apple’s Graphic Services Department.

This offer has been created for use with Macintosh computers. Text and images were created using QuarkXPress, a desktop publishing program. All text was created in a typeface not available as a desktop font. The text was then converted to outlines to create images for use in this publication. Images were created using a Laserwriter.

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The Apple StyleWriter is an ink-jet printer that delivers laser-quality printing (360 dots per inch). It's not much larger than an average textbook, and it weighs only five pounds.

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