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Daily Egyptian Staff

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Daily Egyptian

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Southern Illinois University at Carbondale

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

Pettit to leave; Brown fills in

By Julie Autor and Christiann Baxter
Administration Writers

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 hassles.

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 1979.

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

"It's like deja vu all over again,"

see CHANCELLOR, page 7



James M. Brown

Science, engineering enrollment increases

By Katie Fitzgerald
General Assignment Writer

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 surplus 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 1,070.

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 by the college on recruiting.

The College of Engineering has hired recruiter Bruce Khrisman 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



Staff Photo by Mark Busch

Movin' in

Shane Gosnell, a freshman from Decatur, waits to move into Brush Towers Thursday.

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 tomatado 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

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 Bleyer 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

Gus Bode



Gus says the east-west couple will put University motorists back on the fast track.

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

Teri 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 percent last year, according to the 1991 annual FBI crime report.

"Any drop is a significant number,"

see THEFT, 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



Partly cloudy, 60s

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

Sports

SIUC inducts six into Hall of Fame

By Cyndi Oberle
Sports Writer

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

Former players are eligible for induction five years after their last playing season. Starrick said he had almost 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 Saluki athletes who will enter the Hall of Fame at a brunch prior to the SIUC's home football opener



Blackman



Dugan



'ouse



Jackson



Johnson



Starrick

Sept. 21. Six is the maximum number of inductees each year.

Starrick, a Marion resident, played for the Dawgs from 1969-72 and still holds the NCAA record for career free throws, sinking 328 of 361 charity tosses for a .908 percentage. Starrick is also No. 8 on the school's career list with 1,428 points, reflecting an average of 21.9 points per game.

He will be the 25th men's basketball player in the Hall of Fame.

The other basketball inductee is Petra Jackson, known to her fans as Pistol Pete. Jackson had a much shorter wait than Starrick, since this was her first year of eligibility.

Jackson is SIUC's leader for field goals made (650) and minutes played (3,283). She is also ranked

No. 2 in steals (189), No. 4 in scoring (1,475), No. 5 in assists (268) and No. 9 in rebounding (641).

"Petra was one of the best shooters and finest rebounding guards I've ever seen in the college game," SIUC head coach Cindy Scott said. "She had tremendous talent and took our program to a higher level."

Football has more inductees than any other sport with 34, and this year is no exception. Two former professionals will be inducted into this year's Hall of Fame — quarterback Rick Johnson and wide receiver Kevin House.

Johnson, who played for SIUC from 1980-83, is its career leader in pass completions (483), attempts, (932) and yardage (5,804). He also led the school in total offense — running and passing attempts (1,129) and yards (5,461). In 1982, he set single-season records for completions (182) and passing yardage (2,119).

see FAME, page 26

Saluki athletic passes offer priority seating

By Cyndi Oberle
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 upperclassmen 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 first."

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.

"I think it is a great opportunity for students to get decent seating if they buy their passes early," said Mike Sheren, a senior in finance/aviation from East Dundee. "I have bought passes in the past, but now I think it would be smart for people to get them as soon as they can."

A student athletic pass costs \$20 and is good for football games, volleyball games and men's and women's basketball games, but men's basketball will be the only sport in which students can select seats.

"Buy your pass in the next two weeks and you will get good seats," Trude said.

Saluki netters return with promising team

By Norma Wilke
Sports Writer

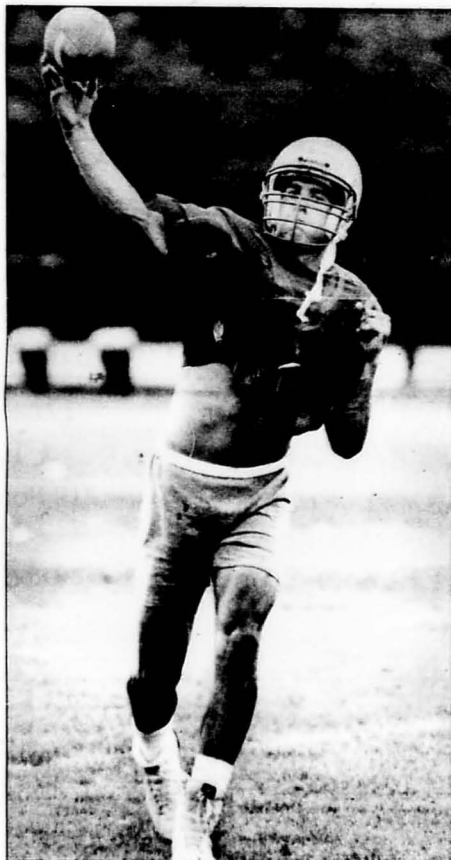
With three returning all-conference players, the Saluki women's tennis team's outlook for the 1991-1992 season is exciting and promising, said Judy Auld, women's tennis coach.

The Saluki netters were a young team last year, and it only lost two graduating seniors Michelle 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 losses.

Returning to play is junior Lori Gallagher who finished last season with a 29-7 record and an all-conference title in flight four singles, plus a flight two doubles title playing with returning junior Wendy Varnum. Others returning are senior Lori Edwards and sophomore Leesa Joseph, who was named all-conference in flight three

see NETTERS, page 26



Staff Photo by Mark Busch

Saluki senior quarterback Brian Downey participates in a passing drill Saturday at the practice field near the Arena.

Coaches choose SIUC last

By Todd Eschman
Sports Writer

Being picked to finish last in the Gateway conference doesn't bother Saluki head football coach Bob Smith.

The annual poll taken of league coaches and sports information directors picked the Salukis to finish in a tie for last place with Western Illinois, but Smith says the poll doesn't carry much weight.

"I don't think the voters give much thought to the way they're voting," Smith said, who also picked the Salukis to finish last. "I'd rather be ranked last and surprise everyone than be ranked second and be disappointed."

Voters rank teams on a point basis, awarding points on a range from seven points for first place to one point for last place. The Salukis collected 29 points. Number one ranked Northwestern received 93.5 votes.

Gateway Conference information director Mike Kern also places little importance on the pre-season poll.

"The poll is a starting point, but the games are decided on the field," Kern said. "Voters pretty much guess based on the teams previous season and how many returning players each team has."

The Dawgs are coming off of two consecutive 2-9 seasons, but with 13 returning starters and an

see LAST, page 26

On the fast track: Coach Don DeNoon predicts top 25 ranking for mature, experienced women's cross country team for 1991 season

By Dan 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.

"There is more 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. Women's

cross country MVP in 1989, Padgett has placed high in both the 10,000-meter and 5,000-meter events at the outdoor championships.

Leann Conway, the 1990 MVP, also had an outstanding season last year. This SIUC junior finished second overall in the 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 Batsie, has regained full strength from an extended illness last season. DeNoon expects Batsie 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, Cathy Kershaw, is new to the team, but she has appeared to be one of the leading runners in road races in southern Illinois over 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. "Losing 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, and since in 1992 all women's sports at SIUC will be in the Missouri Valley Conference next year, DeNoon especially wants to win this year.

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

"I live and die with my athletes," DeNoon said.

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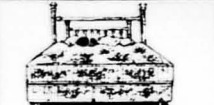
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world

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 32 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 Ponar 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 Ponar's rescue in January and helped it find new customers.

SECOND TRAIN KILLS FLEEING PASSENGERS — Panicked passengers fleeing a fire on a train Sunday leapt into the path of a freight train that killed at least 12 and injured 20, police in southern Guangdong province of Beijing said. Police declined to identify the victims 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 ransacked and set ablaze refugee shelters in eastern Germany, while several hundred neo-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 political asylum in eastern Germany. In western Germany, police arrested 150 people.

YUGOSLAV TANKS CAPTURE BRIDGE — Yugoslavia army tanks Sunday entered the Serbian enclave of Okuani in southern Croatia after capturing a bridge from Croatian armed forces, reimposing a shaky cease-fire. A column of army tanks from the republic of Bosnia-Herzegovina began firing on the bridge over the Sava River at nightfall Saturday, and within a couple of hours 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 admitted serial killer Jeffrey Dahmer's 17 victims, authorities said Sunday. The official report released by the Milwaukee County Sheriff's Department stated the dogs singled out a box at the airport about 3 p.m. Thursday. "There was a head and some large bones in the box," said John Lagowski, the department's public information officer.

state

JUDGE DEFENDS BRIBERY CHARGE — David J. Shields, past president of the Illinois Judges Association, enters a federal courtroom today in a role he has never before played: defendant. The former presiding judge of the Chancery Division of Cook County Circuit Court is accused of accepting a \$6,000 bribe in 1988 from co-defendant attorney Pasquale "Pat" Frank De Leo, 45, the son-in-law of First Ward Democratic Committeeman John D'Arco Sr.

RYAN POSSIBLE SENATE CANDIDATE — DuPage County State's Attorney Jim Ryan's appearance at the Illinois State Fair last week to meet with county Republican chairmen and state GOP officials means 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

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Final curtain call

Pettit bows out as chancellor of SIU system after five years

By John C. Patterson
Investigation Coordinator

In the few remaining weeks Chancellor Lawrence K. Pettit has at SIU, one of the many things he must get done is removing his number from the telephone book.

AS THE UNIVERSITY'S top administrator Pettit is one of the few who has his number listed in the regional directory.

SIUC Student Trustee Bill Hall said this minor fact summarizes how cooperative Pettit has been in his five years as chancellor.

"Anyone could pick up the phone, call Stone House and talk to Larry," Hall said. "It will not be easy to find a chancellor who's this close to students."

AS ONLY THE SECOND full-time chancellor, Pettit has given the office the power necessary to function and oversee the SIU system.

Pettit said two of his biggest accomplishments have been the reorganization of external relations and the re-energizing of internal relations.

He said he made these moves in order to get the University focused, to articulate a vision of what the University should be and to become more competitive in the higher educational environment.

THESE ARE ALL goals Pettit said he feels SIU has done and done well.

Although Pettit said it is hard for him to take credit personally for many of the improvements in the University system, he said it does take a strong and active chancellor to set up the guidelines under which the improvements follow.

He said one of his worries for the system will be the loss of personal contacts he has been able to make in his five years.

"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.

PETTIT 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 funding also has 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 SIUC President John C. Guyon, Executive Assistant for External Relations Garrett 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.

"It's awkward to take credit, but I'm certainly the one who gets blamed," he said.

IF GIVEN THE CHANCE to retrace 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 the campus presidents," he said.

He 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, he said.

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.

PETTIT 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.

Pettit, however, is a Los Angeles Dodger fan.

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

Lawrence Pettit SIU Chancellor 1986 to 1991

- salary: \$122,584
- age: 54
- height: 5' 10 1/2"
- weight: 169 pounds
- eyes: brown
- shoe size: 10C
- years at SIU: five
- favorite color: hunter green
- favorite food: jambalaya
- favorite place on campus: Campus Lake
- favorite music: classic and jazz
- favorite drink: Single malt scotch, gin and tonic, Budweiser
- favorite sports to watch: basketball football (on television)
- favorite sport to play: snow skiing
- favorite baseball team: Dodgers
- favorite movies: Lion in the Winter, Bull Durham, Steuth and Cabaret
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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.

Although higher education fared a little better than most state agencies in the 1991 budget session, lack of funding for major projects and rescission threats will hurt 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 SIUC until the Board of Trustees finds a permanent chancellor. A search is underway despite 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 exorcising 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 stifle destructive 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.

Editorial Policies

Signed articles, including letters, viewpoints and other commentaries, reflect the opinions of their authors only. Unsigned editorials represent a consensus of the Daily Egyptian Board.

Letters to the editor must be submitted directly to the editorial page editor, Room 1247, Communications Building. Letters should be typewritten and double spaced. All letters are subject to editing and will be limited to 300 words. Letters fewer than 250 words will be given preference for publication. Students must identify themselves by class and major, faculty members by rank and department, non-academic staff by position and department.

Letters for which verification of authorship cannot be made will not be published.



Commentary

Sports lack political correctness

Despite the admirable quest for political correctness, there are still glaring examples of insensitivity in our society. So we must be constantly alert to any words or deeds that might cause an individual or a group to suffer wounded feelings.

While browsing through the sports news, I came across a story about pro football training camps, and how this is the time when failed rookies and over-the-hill 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 hulks 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 referred to the assistant coach.

I would have thought that by now, sportswriters would know that it's a heinous deed to use words that could offend any ethnic,



Mike Royko

Tribune Media Services

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.

"It is 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

After reading the article in the DE about the Red Cross needing to replenish its blood bank, I went there to donate blood.

Being an international student, I vaguely knew that one should be a resident of the United States for at least three years before donating blood.

I wanted to make sure, so I asked the volunteer at an information desk and he directed me to another person who said that she had no idea about such a rule and asked me to fill out a form.

After I had filled out the form, a registered nurse calmly informed that I was not eligible to give blood because I am from India, which has a few malaria patients and therefore is considered a "bad country."

After hearing this, I got up to leave, but she insisted asking more questions for the sake of their records! In the end, I was allowed to go after I had wasted half an hour on this charade.

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 illness or the other.

It is stupid because the Red Cross claims to test every pint of blood it gets 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 volunteered 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 higher 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 inflicted wounds on many Americans. Will the Red Cross ban Americans as a dis-eased 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 imagination 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.

Focus

Daily Egyptian

Southern Illinois University at Carbondale

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 SIUC 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. 1.

"It's political," Hall said. "The board has based its decision on what position the chancellor might be appointed to if Neil Hartigan had been elected, this wouldn't be happening."

During the 1990 governor's race, newspaper articles speculated on what position the chancellor might be appointed to if Neil Hartigan were to become the next governor.

One rumor had Pettit as the new director of the state's board of



Staff Photo by Doug Powell

SIU Chancellor Lawrence K. Pettit lead by example past April in the campus recycling program by saving newspapers. Coincidentally, in this photo Pettit is saving a Southern Illinoisan newspaper which contains a front page headline naming Pettit as a leading candidate for the presidential search at Colorado University. Pettit

eventually withdrew his name from the presidential running. However, Pettit's participation in the Colorado University's search has been rumored as one of the reasons he will be cleaning out his desk for good in the chancellor's office at SIU. Pettit has served as chancellor of SIU for the past five years.

higher education and another rumor named him as a contender to be Hartigan's running mate.

Pettit said he still has no idea how the stories got started other than he and Hartigan have been friends. He

said he tried to reassure the SIU Board of Trustees there was no truth to the rumors.

But Hall learned in July the board chairman, A. D. VanMeter, had asked Pettit in February to look

for another job.

"The board set a date," Hall said. "They said, 'OK, you've got until July 1.' He wasn't gone, so they said, 'Okay you've got until Sept. 1.'"

Hall said the timing fits with Edgar taking office.

"There's a common perception that the reason the board is asking the chancellor to leave is because Edgar got elected instead of Hartigan," Hall said. "One of the priorities of the board is to hire, evaluate and possibly fire the chancellor and the two presidents. It appears the identity of the governor is the determining factor in how the board makes that kind of decision. It isn't the official policy of any governing board — it's political reality."

The board does not want SIU to be seen as connected to the Democratic Party because it could hurt the University financially with a Republican governor in office, Hall said.

"I wish I could get one of the Republican members to say Edgar was backing this," he said. "At least three board members have talked to the governor about this to get his support."

But Edgar was burned in the press by being involved with the search for a chancellor at the University of Illinois at Chicago.

"If I'm Edgar and I'm supporting this but I got burnt before, I'm not going to support it publicly," Hall said.

Sen. Ralph Dunn, R-Du Quoin, said he didn't think the governor

see **POLITICS**, page 10

Faculty questioning need for chancellor

By Brian Gross
Special Assignment Writer

SIUC faculty wants to postpone searching for a new chancellor until the need for the office is examined more closely, but the Board of Trustees said there is nothing to examine.

Donald Paige, president of the Faculty Senate, said the senate sent a letter requesting the board to wait until the faculty's planning task force had time to evaluate the need for a chancellor.

"The 21st Century Task Force has been working close to two years planning the future of the University," Paige said. "Their report should be ready in November or December, and we want the board to wait for us to evaluate it. We don't know what they'll come up with — they might call for a reorganization."

But the board is not waiting. At a special meeting in Edwardsville

Wednesday to accept the resignation of Chancellor Lawrence K. Pettit, the board said there was no question a chancellor was needed to oversee the SIU system.

Trustee Harris Rowe said the board studied the need for a chancellor in the mid-1980s. After reviewing the report, he feels none of the University's needs have changed.

"If we can make an improvement, I'm all for that," Rowe said. "We've probably got some deadwood we need to get rid of. But I'm not for throwing the baby out of the bathtub. We have reaffirmed the necessity for a chancellor's office."

Rowe said the board should begin the process of finding a new chancellor as soon as reasonably possible.

Chairman A. D. VanMeter said the board had made its decision to find another chancellor.

"Most of the faculty I run into know the functions (of the chancellor's office) need to be done, but there are a lot of functions duplicated. A lot of people think it's redundant."

—Donald Paige



Paige said the faculty thinks the presidents of the Edwardsville and Carbondale campuses can do much of the work the chancellor does.

"Most of the faculty I run into know the functions (of the Chancellor's Office) need to be done, but there are also a lot of functions duplicated," Paige said. "A lot of people think it's redundant."

Pettit said the faculty concerns are common to every system like SIU.

"It's not unique. It's part of the academic culture — something we put up with," Pettit said. "Most people on most campuses are critical of the administration."

Whether there is a lot of duplication of effort remains to be tested, Pettit said. There may be some, but he doubts it.

And centralization does not necessarily cost more money, he said.

"It depends how you go about

see **FACULTY**, page 13

Long trustee terms block newcomers

By Brian Gross
Special Assignment Writer

Most SIU board members serve long terms, a characteristic one source said creates a feeling among members of the board that they are in a club and outsiders have a hard time getting accepted.

Harris Rowe has served since 1971, William Norwood has served since 1974, and George Wilkins has served since 1979.

When Ivan Elliott retired earlier this year, he served 24 years. Board secretary Sharon Holmes said she went back to check if Elliott had the longest term of service in the board's history and was surprised to find many board members have served long terms.

"Almost all members we've had have been long standing board members," Holmes said. "There's been a lot of continuity."

Some states limit the years a board member can serve, but Illinois does not. Ralph Dunn, R-Du Quoin, said it may be difficult for any chancellor to work more than five years for the SIU board.

"I don't know whether five years is as long as a chancellor can serve at a place like that," Dunn said.

Kenneth Shaw, the first SIU chancellor and the only person to work in the position before Pettit, said most university system administrators tend to stay awhile and then move on. Shaw served as chancellor from 1979 to 1985, then he took the top job at Wisconsin's system. Now he is starting as president of Syracuse University.

"These jobs are highly politically charged," Shaw said. "You don't have these natural constituencies. You're given the charge to do things that benefit the whole system."

Student trustees left out of decision

By Brian Gross
Special Assignment Writer

William Hall, SIUC student member of the board, said he learned in July the Board of Trustees' chairman, A. D. VanMeter, asked SIU Chancellor Lawrence K. Pettit in February to look for another job, despite the fact student board members were neither informed nor included in the board's discussion of this subject.

Hall said he was angry when he found out the board decided to ask Pettit to leave without including the student board members.

At the next meeting, in July, Hall

confronted the board during a closed session.

"I told the board it was inappropriate for the board chair to represent to the chancellor the board's position without the student members. I didn't tell the board who I learned it from, just that it was a non-board source," he said.

Hall said there really wasn't anything else he could do besides confront the board because the student members have only an advisory vote on the board.

"He apologized, twice I think. He said it was his fault, his mistake. He offered no reason for excluding them and it kind of took the wind out of my sails. He

seemed very sincere in his apology."

Hall said he did ask the board to give Pettit more time to look for a job.

"It's hard for a chancellor to find a job during the summer," Hall said. "My proposal was if he would cooperate that the chancellor would be given until Jan. 15. But they thought he had had enough time — they had known about this since February."

Hall said he considered using the information as a bargaining chip to get the board to include him in more informal decision-making, but he decided instead to let students know what happened,

even though it could weaken his position on the board.

SIUC Student Trustee Donald Flack said he could not talk about it because he thought it was unethical to discuss what is said in closed meetings. He also said it doesn't really affect most students directly and revealing the real story to the public would only hurt the University.

"It makes the University look bad," Flack said. "The more things that are said, it's just going to create havoc. Rumors are coming out everyday, and the University is being disrupted in a bad way. I want to minimize those disruptions."

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 Cerchio, 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.

"There was to be an opening stand-up comedian act, and then (Grey) was to perform some Broadway-style tunes with an eight-piece orchestra," 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 notification and a refund, Hageman said.

Grey will begin working on location in Brazil this October.



Staff Photo by Douglas Powell

Water wars

SIUC students engage in a tug-a-war contest Saturday afternoon at Campus Beach.

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 roll the dead.

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 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 Geroge

Covaleski, chief investigator for the Broward County Medical Examiner's Office. "It takes a certain breed 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 Needs. He said former company employees claim

snatching jewelry and cash from corpses is routine at Professional.

Three people claiming to be Professional employees made allegations in anonymous telephone calls, but a fourth, David Conyers, 32, went public.

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

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DOCUMENT

Police struggle with increasing city car thefts

By Rob Neff
Police Writer

Carbondale Police say the city has been hit by a rash of auto burglaries in the last two weeks.

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

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

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 their rightful owners with some simple prevention.

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

"Drivers should remove their car keys and turn their wheels to the hard right or left and lock them," Tim Kett said. "If it's an automatic transmission, the car should be left in park. If it's a stick shift, it should be left in second or reverse."

THEFT, from page 1

especially in auto theft, since the number of car thefts has been rising nationally in recent years," Vlasak said.

The number of car thefts in Illinois rose to 74,473 in 1990, a 5.2 percent increase from 1989, ranking Illinois 13th in the nation for total auto thefts per capita, according to statistics gathered by the National Auto Theft Bureau.

Although the number of car thefts has risen for the past three years, the percentage of arrests made for those thefts has dropped drastically.

Arrests were made on less than three percent of all motor vehicle thefts in Illinois in 1990, a drop of almost 13 percent from 1989.

Vlasak said the money will be distributed after the Illinois Motor Vehicle Theft Prevention Council, made up of seven law enforcement officials and four insurance company representatives, hears testimony from law enforcement agencies and community groups that have existing anti-theft programs or have ideas for new programs.

"We want to find out what kind programs are out there, and if they're working," she said. "If they are working, we want to try to give them a little more money to help support and expand their operations."

A spokesman for State Farm Insurance, one of the companies represented on the board, said the company supports the new program.

"We are in favor of the program because it provides for a way of building up a fund to help cut auto thefts," Dave Hurst said. "The insurance companies in Illinois helped set up the program because every stolen car costs us money."

We're always looking for ways to cut expenses."

Tim Kett, a spokesman for the NATB, said auto theft is a problem that costs Americans \$8 billion a year in higher insurance premiums, lost property and law enforcement.

"We are very supportive of the program, because it places a higher priority on the problem," he said. "In addressing the problem of theft, we have to realize that it is a sociological problem as well as an economic problem that costs Americans billions of dollars a year."

David Frost of the Jackson County Sheriff's Department also said the program is a good idea but expressed concerns about the method of distributing the money.

"I think it's a nice idea, but I don't know how the money will be distributed," he says. "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: 8:30 a.m. on Aug. 21 at the Holiday in Willowbrook, located at 7800 Kingery 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 groups not able to attend the hearings.

Written testimony should be addressed to the Illinois Motor Vehicle Theft Prevention Council, 120 S. Riverside Plaza 10th floor, Chicago, IL 60606.

The council plans to have a statewide anti-theft strategy which should be based on the testimony and the statistical information it gathers, completed by mid-September.

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CHANCELLOR, from page 1

Brown said. "I'll be studying all the possibilities of what I can do."

Shaw, now president of Syracuse University, said he is sure Brown will perform well.

"He's had a lot of experience," Shaw said. "He's not going to cause problems, which is what you want in an acting chancellor. More significantly, the board has confidence in him."

Pettit agreed that Brown would be an ideal candidate for the acting position.

"The board knows him," Pettit said. "He's been here for 20 years, and they have worked with him."

Brown began a 24-year career at SIUE as an English professor before becoming an assistant to SIUE's President John S.

Rendleman in 1968. In 1969, he was appointed Delyte W. Morris' special assistant.

Brown retired as vice chancellor of SIU in 1989.

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 degree in English from Iowa State University.

Pettit said the board probably will keep Brown around for a while.

"I don't think they will rush into anything," Pettit said. "I think that is good. I think they are going to slow down and take a careful look at the job before launching a national search."

Pettit said he has mixed feelings

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

"The job itself requires total commitment, total immersion. Your identity with the University is with you at all moments. It can be quite wrenching to lose it under any circumstance."

Pettit, a Montana native, said he is looking forward to the upcoming year, however. The chance to get some writing done while residing at Flathead Lake is appealing, he said.

Pettit said he probably will come back to SIUC as a faculty member in the department of higher education next fall.

"I have always expected to end my career on the faculty," he said.

TRAFFIC, from page 1

Carbondale Police Department. The intersection at Main and Oakland had one of the highest accident rates in Carbondale.

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

City Manager Steve Hoffner said some people have had problems adjusting to the new traffic

patterns. He said once people adjust to it they will like it. The project has been in the planning stage for more than 20 years.

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

"One-way traffic flows a lot better," she said. "Before you

couldn't turn left from Oakland onto Main. I like it a lot better now."

The old-fashioned light posts in Carbondale's Historic District will be turned on when the city receives replacements on defective parts. Further projects under consideration include a Mill Street overpass so traffic will not be backed up by trains.

ENROLLMENT, from page 1

of science and engineering bachelors to the number of 22 year olds has remained stable compared to other fields, the study said.

This ratio could change in the future, but there is no reason to

expect a sudden increase, House said. An increase in student enrollment could be tied to an increase in starting salaries in science and engineering that seem to be higher than other disciplines,

House said. The average starting salary for 1990 SIUC engineering graduates was \$30,821, according to statistics compiled by the University Placement Center.

forward grade would increase but the system would turn gradually toward the north-northeast by nightfall.

of the mountains seen or over the Outer Banks of North Carolina late tonight," said Sheets, who said maximum sustained winds also were expected to intensify before

of the mountains seen or over the Outer Banks of North Carolina late tonight," said Sheets, who said maximum sustained winds also were expected to intensify before

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BEST AVAILABLE DOCUMENT

Sororities to postpone rush until next spring

By **Kristina Rominger**
General Assignment Writer

Freshman 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 2.2 GPA before they can participate in rush.

Freshman 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."

Harriet 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 seriously studying," 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."

Freshmen learn first lesson at SIUC—how to wait in line

By **Omonopee O. Whitfield**
General Assignment Writer

A half an hour seemed like an eternity for many freshmen who waited in line for employment opportunities at the Job Fair Friday at the Student Center International Lounge.

Dan Nadler, director of student orientation and parents programs, said more than 2,000 students participated in the job fair as job-seeking students formed a line from the International Lounge to the check-cashing window at the Student Center.

Representatives from organizations and colleges across campus took applications and, in some cases, hired students on the spot.

Nadler said this is the first job fair of this nature SIUC has ever had and is pleased with student participation in the job fair.

"Interest has surpassed my expectations," Nadler said. While he was pleased with the turnout, Nadler said he felt badly about students having to wait in line.

Nadler said the job fair was

designed to be beneficial to both students and campus employers. He said in addition to providing students a source of income, campus jobs also provide students with the opportunity to learn hands-on skills in various occupational fields.

"Most students are pleased to be able to find a job to help themselves financially and professionally," Nadler said. "When students work on campus they tend to be more satisfied academically."

Job fair participants Toni Booker and Andrea Bailey said they did not mind waiting in line.

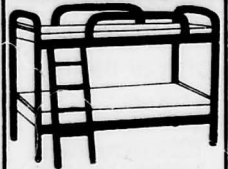
Booker, a freshman in psychology from Chicago, said she was pleased with the line length.

"I actually expected the line to be longer," she said.

Bailey, a freshman from Park Forest, majoring in foreign language and international trade, said although she got there before most of her fellow job seekers, there were very few jobs still available.

"I had one or two positive job prospects," Bailey said. "But most jobs were taken by 12 p.m."

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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, donned a bat costume and led a group of children in a musical performance about endangered wildlife in the Shawnee.

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

The performance, which used song, rap 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 everyone 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 she chose 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 watermelon 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.

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POLITICS,
from page 5—

was involved.
"As far as I know the governor had nothing to do with it," Dunn said. "I talked to the chancellor and we agreed there wasn't any partisan politics. I think there were (board) politics, which is worse. There's a lot of politics in universities."
Donald Flack, the SIUE student trustee, said the governor's race had an impact but he wouldn't go so far as to say that Edgar's election forced Pettit out.

"If Hartigan had won, Pettit would be in a lot better position in the state," Flack said. "If Pettit and Hartigan are buddies, he's got his meal ticket written."

Hartigan could not be reached for comment.

VanMeter, who has been on the SIU Board of Trustees since 1971, denies politics ever play a role in board decisions.

"I've never seen the board make a political decision," VanMeter said.

VanMeter stuck with the facts at a press conference following the acceptance of the chancellor's resignation in Edwardsville Wednesday.

"The statements speak for themselves," VanMeter said. "Dr. Pettit resigned. He gave his reasons. We accepted it."

Hall said he didn't see a reason other than political for asking Pettit to leave.

"I didn't want him to leave in the first place," Hall said. "In the evaluations all along everyone was happy. As far as I'm concerned he had not had a bad evaluation."

Flack did not agree that Pettit never had a bad evaluation, but he said the chancellor was thrown in a bad position.

"Nobody agreed about what he was supposed to be doing. I don't feel he was happy, and I picked up on that long before I came into this office," Flack said.

Pettit did not want to comment on how the board perceives his political connections to Hartigan, but he said he would not have taken positions with the UIH.

"I would not have regarded that as a promotion. I never discussed it with Hartigan. I would not have taken that job over this one."

Pettit said he was surprised the Illinois Post-Dispatch listed him as a possible candidate for lieutenant governor.

"I don't know how that happened. I'm not a politician. I ran in 1978 once, and that was the last time."

Pettit lost a 1980 bid for a seat in Congress from Montana. He said he didn't want to speculate on whether he would have resigned if Hartigan had been elected governor, but he said it was a good question.

When asked if the board chairman told him to look for another job, Pettit said, "No, absolutely not true."

But the Board of Trustees, as his employer, would be Pettit's reference when and if he looks for another administrative job at a different university. A school seeking a new chancellor or president may not be as inclined to choose someone who criticized his or her former employer or who had a reputation of being a troublemaker.

Pettit said he thinks that the board is concerned about the University being associated with the Democratic Party. Four of the seven full board members are Republican.

"Our board like any other would like to avoid any kind of partisan image," Pettit said. "There aren't any open partisan votes on the floor. Some Republican members on the board are very concerned that SIU is a Democratic university since I'm identified publicly as a Democrat."

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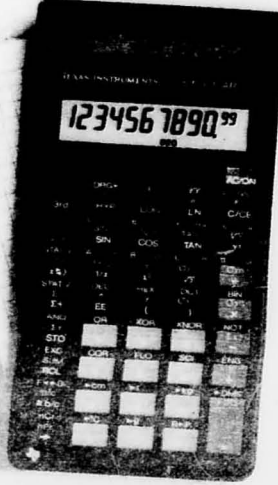
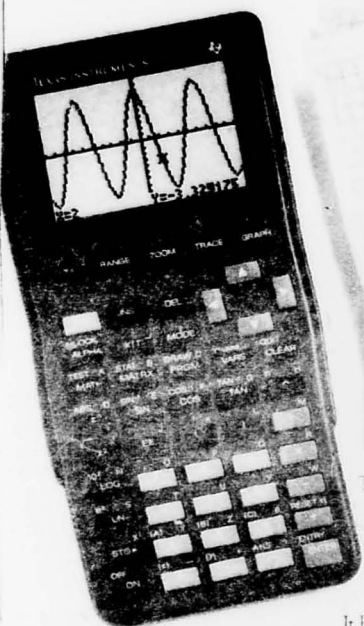
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Reading council celebrates literacy with award

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, State Sen. Ralph Dunn, R-Du Quoin, Barbara Bauernfiend and Betty Neely.

The 1990 award was won by Linda Hileman.

Hileman, of the Jonesboro Consolidated Community School, was recognized for getting her entire community involved in reading. Hileman organized the Jog America Reading Program, which inspired parents to check out books from the local library along with their kids. Eventually this program

increased the library's membership.

The council consists of 150 members from such communities as Carbondale, Murphysboro, Pickneyville, Du Quoin and Mt. Vernon.

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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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 Osberg, 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," Osberg 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 clout 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 1979 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 work is 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 is something that plagues 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's some real inconsistencies. The campus administrators 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."

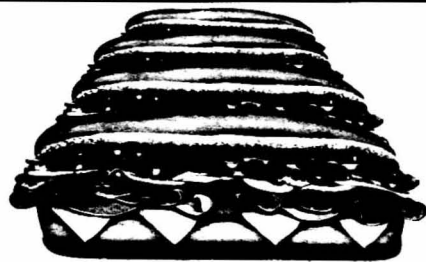
Pettit said his own style is to do the job when he has a job to do.

"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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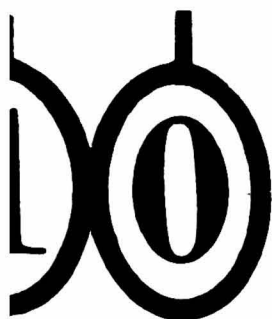
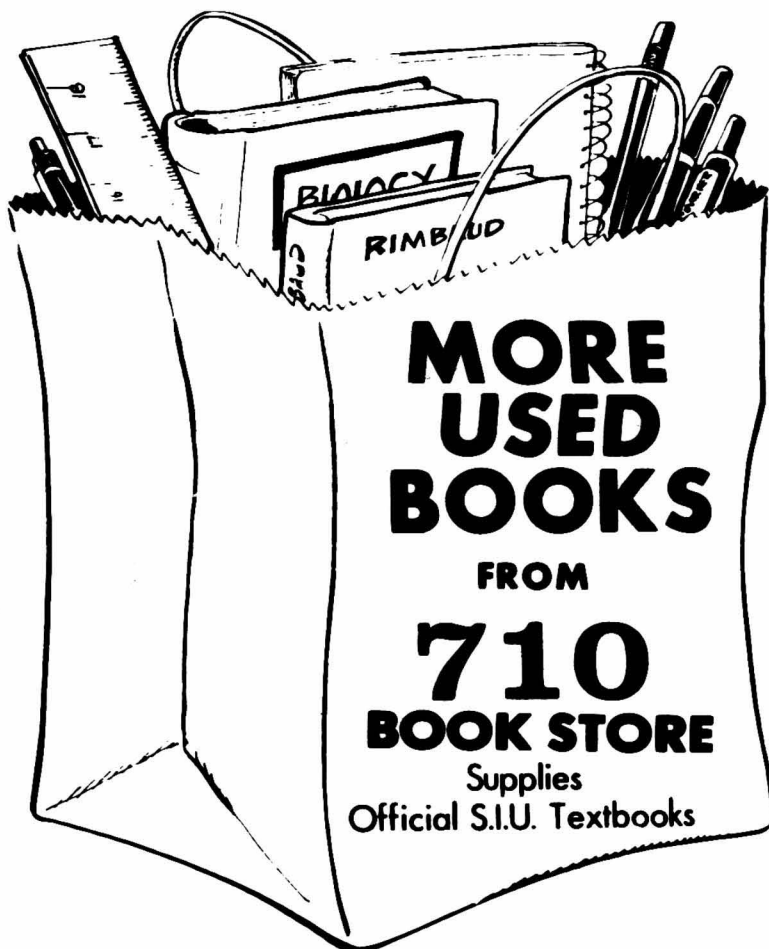
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Reggae becoming 'lewd'

INGSTON, Jamaica (UPI) — Marley introduced the music as reggae to the world 20 ago with pulsating songs of protest and religious faith. Now, reggae chart-topper a Ranks sings about oral sex, with gonorrhoea and his to pass a "trailer load of duty free through Jamaican ns. skness" — the use of lewd, lyrics — has become the in Jamaican dance halls : deejays rap in Creole and

English to reggae rhythms. But slackness does not sit well with many old guard reggae artists who say it degrades women as well as the music.

"Those who get the most media coverage are these slack deejays who go under the women's dresses and begin to tear the female anatomy apart," says Hougo Onoura, a music promoter in Kingston.

With songs like "Slavedriver" and "Equal Rights," Bob Marley,

Peter Tosh and others made reggae the grassroots protest music of the 1970s.

Since Marley's death in 1981, however, the dreams of many Jamaican youths have gone from political reform to coveting a BMW, and so-called "conscious" political reggae has taken a back seat to sex.

Ironically, slack deejays are immensely popular in Kingston, slams of Kingston — the same rough-and-tumble ghettos that spawned street poets like Marley.

PUBLIC NOTICE DIRECTORY INFORMATION SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE

Under the University policy on the Release of Student Information and Public Law 93-380 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 released at any time upon request without prior approval from the student. Notice is therefore 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.

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- Current term hours carried
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- 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.

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Orientation week ends with dance

By Jefferson Robbins
Entertainment Editor

Freshmen, Student Life Advisers and veteran students mingled in the heat of Old Main Mall Friday night, dancing off the pent-up excitement of the last weekday before the SIUC semester's opening.

The goal of the free Moonlight Dance Concert, and of the other orientation activities in the previous week, was to give students the best forum to interact and enjoy the university, said Dan Nadler, director of Student Orientation and Parents' Programs.

"I think it helps students meet other new students, returning students, faculty, staff, administrators," said Nadler, who coordinated the activities of several student and university

organizations for orientation week.

Tony Bell and Kutchie, a tough-groove Chicago reggae band, set the audience swaying from their stage on the Shryock Auditorium front steps, and lent a festive atmosphere to the clustered conversations on the lawn.

Sunny Ward, a freshman from Chicago Heights with an undivided major, said orientation activities such as the Recreation Center Open House and SLA-guided tours had helped her gain an appreciation of her new locale.

"It's really friendly here," she said. "We (on our floor) do everything together, and everyone says hi to you."

Tom Hirsch, a freshman in cinema from Cary, said orientation brought him into closer contact with his surroundings.

"They get you to socialize with

other people," he said. "We meet with the deans, meet with the professors."

That, Nadler said, is the whole focus of orientation.

"It makes them feel more a part of the institution," he said. "That is especially important when students are relocating and coming into a totally new environment."

Hirsch said his first impression of the University left him enthusiastic about his studies.

"I expect to be here for the full four years," he said.

Jerry Lawrence, a freshman from Aurora in electrical engineering, had praise for the SLA program, which provided him with guides for the first three days in the residence halls.

He said he felt no sense of intimidation at his new social environment.

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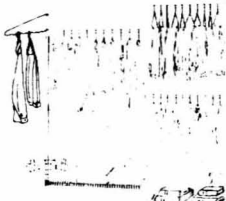
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Scents of 'Fragrant Harbor' go from flowers to sewage

HONG KONG — (UPI) Early explorers seeking a safe anchorage off the south China coast found a hospitable, flower-scented bay that they named "fragrant harbor," or xiang gang in the local Chinese dialect.

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

After a growth that has made it one of the economic powerhouses of 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 a few 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 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
Politics 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 Godell, WSIU-FM station manager, said the transmitter will rebroadcast the signal from WSIU at first, but he hopes to include local news and other programs from Olney as well.

Godell said he has wanted to expand the audience of the student-run 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, Godell applied for a grant through the National Telecommunication and Information Administration.

Congressman Glenn Poshard, D-Cartersville, endorsed the application, and the station was awarded \$134,000 for the construction and operation of the Olney station and transmitter.

Godell said the new transmitter will broadcast WSIU's programming of in-depth news, news from the state capitol, "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, Godell said, which gave the project added momentum.

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

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

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

Godell 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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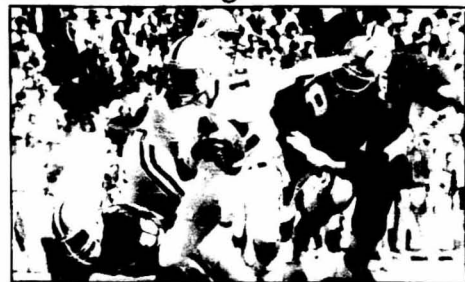
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Greek organizations convey valuable lessons to students

By Kristina Rominger
General Assignment Writer

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

"I've learned so much about leadership and community service," said Dan Leahy, a junior in pre-law from Schaumburg.

Leahy, a member of Delta Chi fraternity, said "the greek system has taught me valuable lessons that I'll use for the rest of my life."

About 5 percent of the student population is involved in greek organizations.

SIUC's greek system is composed of 26 fraternities and sororities that fit into four different councils: Inter-Greek Council, which oversees Inter-Fraternity Council, Pan-Hellenic Council and Pan-Hellenic Council.

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

Tony Svatch, a junior in foreign language / international trade, represented the Inter-Fraternity Council.

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

Svatch 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.

Events that Pan-Hellenic support are the annual March for Martin and a step show, which kicks off Greek Week each year.

Community service is a major point Pan-Hellenic hits on. Wheeler said he was a member of the fraternities' Phi Omega Psi chapter with 100 members and he has done a lot of work with the community.

The amount of the greek membership rush will be reported by the Pan-Hellenic representatives.

Janet Bredemeyer, a senior in architecture from Mt. Morris, represented the Inter-Fraternity Council, which is composed of four fraternities: Alpha Phi Omega, Delta, Delta Zeta, Sigma Kappa and Sigma Sigma.

She said 12 credit hours and a 2.7 cumulative GPA must be earned before a woman can participate in rush.

The new system, called deferred rushing, does not allow freshmen women to participate in rush until the spring semester.

"Sororities and greek life teach leadership, time-management, community service and especially scholastics," Bredemeyer said.

The new Greek Adviser, Mel Testerman, a graduate of Murray State University, encouraged all new students to get more information about the greek system if they are interested.

"Greek" means endless possibilities for those who are involved," Testerman said.

Amy Goodhart, senior in accounting from Springfield and chairman of Inter-Greek Council, agreed with all of the representatives that the greek system teaches important, useful lessons.

Goodhart also encouraged new students to get involved.

"Our system works for the people in it and for the community," Goodhart said.

"We need the most qualified students to get involved in greek life," she said.

Goodhart said she was a member of the Inter-Fraternity Council and she had learned a lot from the greek system.

He thanked the greek system on behalf of the University, the Inter-Fraternity Council and SIUC.

Andrew Checkley, a senior in finance from Charleston, said he enjoys interacting with all of the organizations on campus because he has met new people and made good contacts.

Checkley, a member of Delta Chi fraternity, said, "If new students decide to get involved and give greek life a chance, they'll really enjoy it."

IFC rush will be held Aug. 26 to 30.

Pan-Hellenic rush will be Aug. 23 to 25.

Interested students may contact the Office of Student Development in the third floor of the Student Center.



Staff Photo by Mark Busch

Chicago shooter

Latanya Collins, a freshman in electrical engineering from Chicago, attempts to sink a basket and win a prize at the Chi Alpha Ministry booth during the Saluki Fair, a part of New Student Orientation in the Student Center.

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LAST, from page 28

easier schedule, Smith remains optimistic.

One cause for optimism is the return of two proven quarterbacks. Senior Brian Downey, who passed for 1,968 yards in 1990, will return this year as the Saluki's starter.

Back up quarterback junior Scott Gabbert threw for more than 2,000 yards in only 11 games during the 1988 and 1989 seasons.

Senior Ian Oliver will return as Downey's main target at wide 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 all-conference player.

Francis came out on top last season when he went head-to-head with University of Illinois All-American nose guard Moe Gardner. Francis held Gardner to

only four tackles.

Junior fullback Yonel Jourdain will return to lead SIUC's ground attack. The Salukis hope to improve a running game that averaged only 104 yards per game in 1990.

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

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

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

NETTERS, from page 28

doubles playing with Toye.

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

Since the Lady netters are a young team, during the first matches Auld will be getting the players into a line-up where she feels they will contribute the most.

"The fall season is a tune-up for the spring," Auld said. "The first matches all build to the three

tournaments at the end of the fall season."

Last year the Salukis finished the season with a 17-8 record giving them a third in the Gateway Conference. Since this will be the last year for the women's tennis team to participate at the conference, Auld is hoping for a first place title. In 1992, the team will be joining the Missouri Valley Conference.

The Salukis will begin their season on Sept. 20 at home when they contend with Eastern Illinois, Bradley and Western Kentucky.

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 Moslson 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 total yards (1,524) and yards per catch (21.5), but it was in the National Football League where House, a second round draft choice for the Tampa Bay Buccaneers in 1980, gained professional notoriety.

Between 1980 and 1986, he set club marks career-wise in receiving yards (4,928). House also ranks second all-time for the Bucs in receptions (279), average yards per reception (17.2) and touchdown receptions (31).

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

Blackman is SIUC's all-time leader in women's track, who tallied 720 points as a sprinter for the Salukis from 1982-

1986. She also competed in the NCAA Championships twice.

Blackman captured three Gateway Conference outdoor titles in the 100-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 women's track and field coach.

Former SIUC swimmer Janic Coontz 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 1,650-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

TOUR DE FITNESS—Begin a workout program and receive encouragement and recognition. Register at the Rec Center Information Desk before Aug. 30. Call 536-5531 for details.

TAE KWON DO—Develop and improve your physical and mental conditioning while gaining knowledge of various martial arts and related activities. Registration and instructional fee pre-payment are required at the Rec Center Information Desk by Sept. 3. Call 536-5531 for details.

TAI-CHI INSTRUCTION—Tai-Chi can help to alleviate depression, aid in weight loss, enhance health, and retard the aging process. Registration and instructional fee pre-payment are required at the Rec Center Information Desk by Sept. 6. Call 536-5531 for details.

FALL SOFTBALL LEAGUES are being offered by the Carbondale Park District. League play consists of 12 games played in a six-week double header format. Leagues start the week of Sept. 9. Call 549-4222 for information.

FACULTY/STAFF GOLF LEAGUE begins Sept. 3 at the Crab Orchard Golf Course. Sign up at the Rec Center Information Desk by Aug. 28. Call 536-5531 for details.

SALUKI MASTERS Swim Club will resume morning practices at the Rec Center natatorium this week, Monday through Friday from 6-7:30 a.m. and Saturday from 7:30-9:30 a.m. Swimmers of all abilities, ages 19-90, who are interested in having coached workouts for fitness or competition are invited to attend.

Puzzle Answers

S	H	O	R	T	A	S
T	I	L	E	R	A	S
F	R	A	S	T	R	O
P	E	R	T	A	R	I
S	O	N	A	C	T	I
D	A	M	O	D	S	O
A	R	R	O	C	H	A
N	E	M	E	R	S	
E	N	D	E	A	V	E
N	I	E	F	A	M	E
C	H	O	R	T	R	O
N	E	V	I	D	P	R
A	M	E	S	O	P	E
M	A	S	E	R	S	
A	C	T	S	A	N	E

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.

On the final day of competition, Cuba reclaimed the lead from 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 volleyball.

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.

Cuba's women defeated Brazil in volleyball. In rhythmic gymnastics, Cuba won the group and rope events. The Cuban men were to play Brazil for the volleyball gold.

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 Johnstone of the United States, who defeated Mexico's Edgar Ruiz at 139 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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Soup du Jour
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Wednesday, Aug. 21
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Soup du Jour
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Becker knocks off sixth seed

INDIANAPOLIS (UPI) - Boris Becker is still perfect at the U.S. Hardcourts 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 (7-5), 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(9-7).

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 week.

"This is the third straight time that I've had a not very good birthday," said the French Open titlist. "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 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 Sampras for the winners.

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 quadriceps early, but the muscle loosened up later in the match. He has it massaged for about one-half hour immediately after the match.

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

The world's top-ranked player survived four break points in the seventh game of the first set. Becker scolded himself behind the baseline after falling behind love-40.

Elliott hopes for gold medal

LONDON (UPI) - 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 pastimes, 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 by 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 won the 1,500 Commonwealth

gold medal at Auckland, New Zealand.

Elliott's main rival in Tokyo is likely to be Algerian Noureddine Morcelli, the fast metric mile runner in the world this year. But Cram and Moroccan multi-year record holder Said Aouita have shaken long-term injuries and can expect contend.

Elliott isn't writing off anybody. "Everybody keeps talking about favorites, but who had money on Pe Rono or Paul Ereng before the (1988 Olympics)?" he said.

Trying to emerge from the giant shadow cast by Coe, Ovett and Cram has been difficult enough, but Elliott has also suffered several serious injuries through a career that has included one of the most unfortunate.

At the 1990 European Championships Split, Yugoslavia, he was pushed to ground by East German Hau Fuehlbrugge in the 1,500m. After an official complaint, Elliott was controversially reinstated to the final place of Fuehlbrugge, but the episode obviously affected him and he could do better than fourth in the final, behind another German, Jans-Peter Herold.

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

"What happened to me in Split? I. September should remind everybody how unpredictable these races can be," he said.



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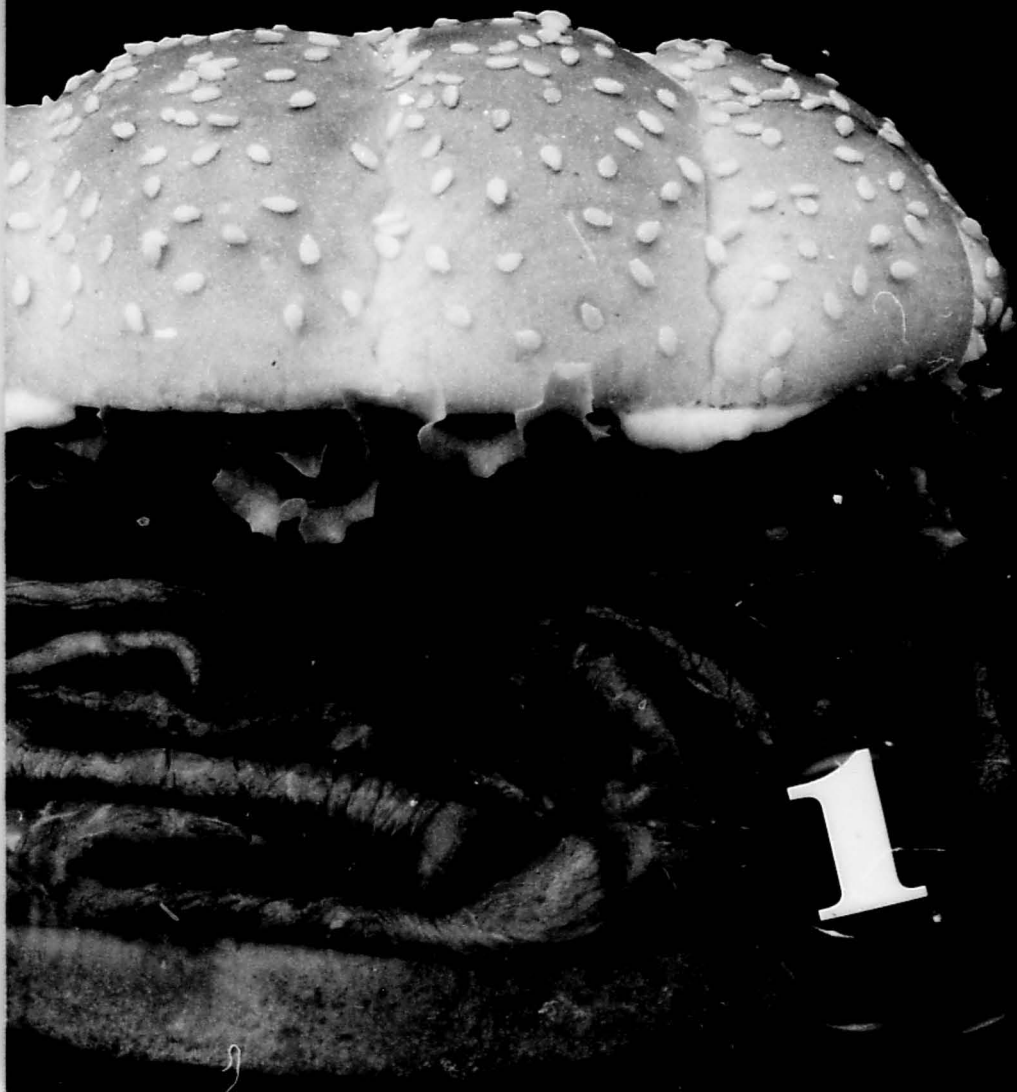
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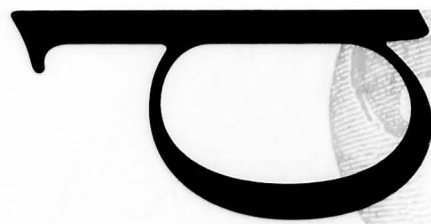
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Because with an idea,
determination,
and the right tools,
you can do great things.
Let your instincts,
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and your heart
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Believe in the incredible 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.
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dream

If there were ever a time to dare, 
to make a difference,
to embark on something worth doing,
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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,
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Those times tell you
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Persist.

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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?



The big paper about
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Four O'Clock.

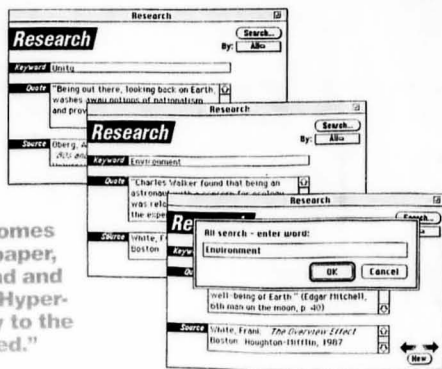
Too late for lunch. Too early for dinner. The assignment is due tomorrow—perhaps it's finally time to get started. But first a short nap. 5:00. Alarm goes off; you hit the snooze alarm till 5:30. Then dinner. The usual meatloaf. 6:30. TV till 7:30. Okay, now it's time to start. Where's the assignment? What was the topic? Nixon? Nietzsche? 8:27. Topic found: Nationalism. 11:15. When does the library

paper

"I use my Macintosh to help keep track of all the material I find about a topic. I keep quotes, facts, and opinions in a word processing document—I also include information about the source the material came from. As I'm writing, I can easily find quotes that support my arguments."

"For term papers and other complex assignments, you may want to use a program called HyperCard. It lets you create a set of electronic index cards. They work a lot like traditional 3-by-5 cards; the difference is that they stay in your Macintosh, which means you'll never lose them. You can write and draw on these cards, and even add comments in your own voice.

You can also create electronic links between cards. It's a great way to keep related ideas together. When it comes time to write your paper, you can use the Find and Search features of HyperCard to go instantly to the information you need."

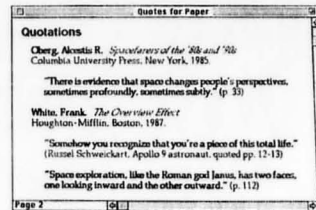


The Reser

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.

Be neat and stay organized. Haul out to take notes, and leave a clear "research trail" as you go. Be choosy: Take notes on the most relevant and important information. And keep all of your research in one place: your computer.



3 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:

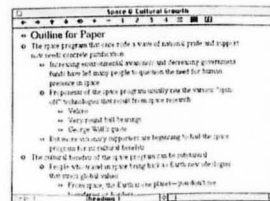
- Start by formulating your thesis—the main opinion you have, or the position you'll take, about the topic. There will be plenty of time to polish your thesis later, but you should determine the basic argument you'd like to make. What's the point of your paper? And why should anyone care?

• 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'll 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.

"I 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."



"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."

Special thanks to Graham Spencer, a sophomore who hails from Columbia, South Carolina. He helped us write this article. If you'd like to learn more about Graham's writing, please see page 15.

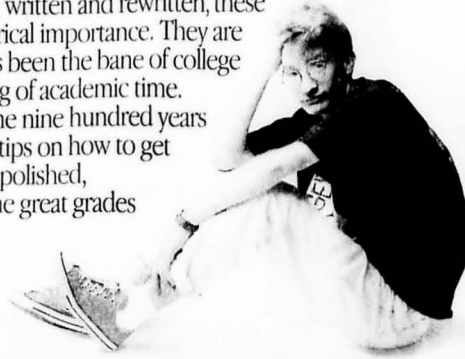
The Paper.

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.



how to write a paper

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

"I 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

Getting Started. 1

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. 2

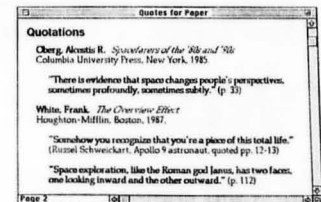
Know thy subject. If you don't, research it.

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.

- Don't stop with conventional sources, though. You may choose to interview experts on the topic, take a poll, or look in less obviously related places to find the facts. Original work often comes from doing original research.
- Be neat and stay organized. You'll want to take notes, and leave a clear "research trail" as you go. Be choosy: Take notes on the most relevant and important information. And keep all of your research in one place: your computer.



The Rewrite. 6

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.

Pointers:

- 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?

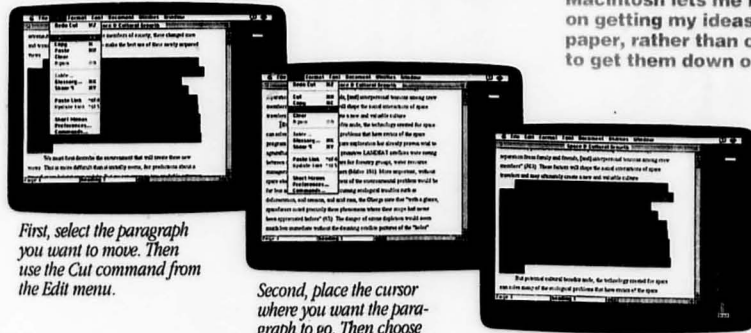
Are there any "grand leaps of logic" that need to be corrected? Are there extraneous ideas, paragraphs, or quotes that should be removed?

• 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 Macintosh makes revising my work easy. Say, for instance, I decide that a paragraph belongs somewhere else in my paper. All I have to do is cut it and then paste it where it belongs. Macintosh lets me focus on getting my ideas down on paper, rather than on how to get them down on paper."



First, select the paragraph you want to move. Then use the Cut command from the Edit menu.

Second, place the cursor where you want the paragraph to go. Then choose the Paste command.

Voilà! You've moved your paragraph.

Automatic footnotes:

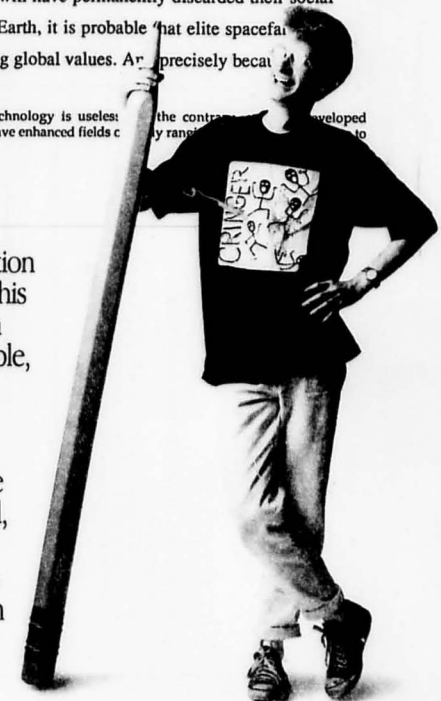
You can easily create footnotes for your paper, and the Macintosh automatically keeps track of where they go in the text. Move a sentence that is associated with a footnote, and the footnote moves, too! If you move the sentence to a new page, the footnote follows, and the Macintosh remembers your footnotes automatically.

¹ This is not to say that space technology is useless; the contrary is true. The space program has developed materials research that has enhanced fields of study ranging from medicine to agriculture.

Space Travel and Cultural Growth

The space program that once rode a wave of national pride and support now needs concrete justification. Increasing environmental awareness and decreasing government funds have led many people to question the need for human presence in space, or more specifically, the need to support such presence with approximately 0.3% of our gross national product (Lewis and Lewis 119). The traditional response to such criticisms is to cite the various "spin-off" technologies created from the space industry, such as Velcro and very round ball bearings. But this seems unfulfilling at best; as columnist George Will noted, "we have justified space exploration in a very banal way; we have sold it on the basis that it produced nonstick frying pans" (quoted in White xviii). And in fact, more visionary supporters have begun to hail the space program for its cultural as well as its technological merits¹. Yet as visionaries, these supporters tend to analyze the space program in its adulthood, skipping over the current stage of infancy; they discuss galactic society and extraterrestrial interaction. Thus, there is a relative vacuum of discussion dealing with the cultural benefits of space travel in the near future.

Yet these cultural benefits can be substantial. As space explorers shed the physical weight of flesh and bone, so may they shed the social weight of provincialism and cultural centrism. But while they must eventually resume the mantle of gravity, many will have permanently discarded their social biases. Upon their return to Earth, it is probable that elite spacefarers will share new ideologies stressing global values. And precisely because



7 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

Check Spelling...

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.
- Misused homonyms. For example, have you used "it's" when you should have used "its"? 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. 4

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. 5

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
- T/Maker WriteNow
- Microsoft Word
- WordPerfect

Grammar-checking programs:

- Correct Grammar by Lifetree Software
- Grammatik Mac by Reference Software
- RightWriter by Que Software

Outlining programs:

- MORE by Symantec
- Acta Advantage by Symmetry

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; Atheneum
- *Edit Yourself*, by Bruce Ross-Larson; W. W. Norton
- *Simple & Direct*, by Jacques Barzun; Harper & Row

Different font styles:
You can use different font styles to add emphasis to your points: italics, boldface, underlining, even ~~strikethrough~~. You can easily change the style and the size of fonts, too.

1

"How will I use my computer?"

What do you do?

- Writing: Papers, lab reports, problem sets, proposals
- Basic spreadsheets
If you expect to use a computer for these things, and not much more, you'll want to look at the Macintosh Classic and Macintosh SE/30—they're our most affordable Macintosh computers and are exceptionally good choices for these tasks.
- Accounting, business, or analytical assignments that require using advanced spreadsheets
- Design or architecture projects: logos, flyers, newsletters, floor plans, site plans, three-dimensional models, product drawings, exploded views
- Engineering or scientific work that involves data visualization
If you checked any of the three boxes in this category, you should look at our modular computers, which offer higher performance and greater flexibility than the compact models. You're probably going to want a color monitor—or even a full-page or two-page monitor—if your work is very complex.
- Statistical and spreadsheet analysis, including analyzing data stored on a mainframe or gathered from laboratory instruments
If you're going to be doing the kind of work that involves processing a lot of numbers, you'll want a computer that offers a math coprocessor, which will greatly speed up your work. Take a look at the Macintosh SE/30, IIs, IIfx, and IIfx.
- Presentations: overheads, slides, or multimedia presentations that include sound, voice annotation, or video
If you'd like to view your work in color, then you'll want a color monitor. If you plan to do video animation or multimedia work, you'll want to look at our higher-performance, modular Macintosh computers: the Macintosh LC, IIs, IIfx, and IIfx.
- Simulations: chemical modeling, advanced animation, three-dimensional modeling
If you're going to be doing extremely complex, advanced work in any of these areas, you may want to consider our higher-performance computers: the Macintosh IIs, IIfx, and IIfx.

What's your major?

- Humanities
- Business
- Engineering
- Law
- Sciences
- Design and architecture

It's hard to generalize, but we will. If you're in the humanities or law and spend much of your time writing, you'll find that a compact Macintosh computer probably meets most of your needs. If you're a business, science, engineering, design, or architecture student, a compact computer may also suit your needs—but you should probably also consider a higher-performance modular computer, especially if you do a lot of statistical analysis, visualization, or graphics work.

What do you think you might be doing next year? How about the year after?

A broad question, but an important one. If you think your needs might grow over the next few years, you may want to look at our modular computers—the Macintosh LC, IIs, IIfx, and IIfx—because they offer you the largest number of options for monitors, memory, storage, and expandability. And they can grow as you grow.

About how much money do you have to spend on a computer?

- Less than \$1,500
Consider the Macintosh Classic.
- \$3,500–\$6,000
Consider the Macintosh IIs, IIfx, and IIfx.
- \$1,500–\$3,500
Consider the Macintosh SE/30, LC, and IIs.
- \$6,000 or more
Consider the Macintosh IIfx.

Prices will vary depending on the computer configuration you choose.

Do you think you might want help in financing your computer?

- Yes
- No



Macintosh 12-inch RGB Display

This is our most affordable color monitor. It can display up to 16.7 million colors simultaneously.

3

"What type of monitor do I need?"

A monitor lets you see what you're working on. There are two major decisions to make about monitors:

how to

choose a Macintosh

A computer is a substantial investment. Choosing the right one is a complicated

That's because it's a decision that'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 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 need 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 IIfx—give you more features now, and to adapt your computer in the years to come your needs will change a lot over the next few years then you'll want to choose a modular Macintosh. Take a minute now to glance over the modular computers pictured on the right. Read it always keeping in mind how you plan to use your Macintosh.

There's no rush to pick a specific model. It's a good idea to start thinking about what type of compact model or a modular model. Don't think about the rest of the choices or

4

"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

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 should you get a 40-megabyte hard disk, or will you need a larger one? These questions and are sometimes tough to answer. Intelligent choices, you'll need to determine what you really need—The facts about all the options you have. We'll do a lot of the hard work for you by putting most of the information you need on this page. It's a good place to start, so let's begin.



Macintosh is the right choice for me?"

There's more than one Macintosh that will

What you should think about is whether you want a compact or a modular model.

Compact computers—the Macintosh Classic and Macintosh SE/30—are smaller and have a built-in monitor. The classic "all-in-one" Macintosh computers you'll be doing primarily basic word processing, page layout, and graphics, then compact Macintosh computers will probably suit

Our modular computers—the Macintosh LC, IIfx, IIfx+, and IIfx—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, and 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.

4 "How much memory do I need?"

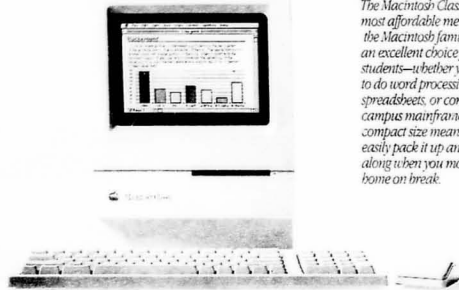
A computer needs working space—a place to hold information while it works. This space is called random-access memory (RAM), or memory for short.

Memory is measured in *megabytes*. To explain a complex topic in 30 words or less: The more memory your computer has, the more applications

for more

Macintosh Classic

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



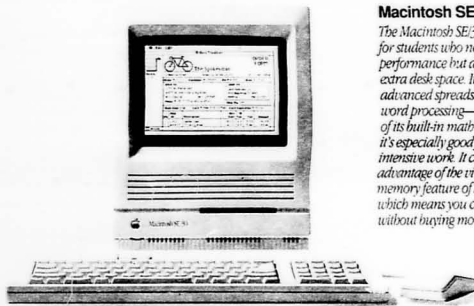
Processor: 69000 Speed: 8.3MHz Memory: 1-4 megabytes Expansion slots: None

What's the difference between a Macintosh Classic and a Macintosh SE/30?

- The Macintosh SE/30...*can run applications up to two times faster than the Macintosh Classic.*
- The SE/30 uses the more powerful 68030 processor and has a built-in math coprocessor for higher performance.
- The SE/30 lets you add an expansion card to expand its capabilities.
- The SE/30 can be expanded to have up to 8 megabytes of memory.
- The SE/30 can run A.U.X., Apple's version of the UNIX® operating system.

Macintosh SE/30

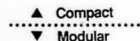
The Macintosh SE/30 is ideal for students who need extra performance but don't have extra desk space. It's great for advanced spreadsheets and word processing—and because of its built-in math coprocessor, it's especially good for non-intensive work. It can also take advantage of the virtual memory feature of System 7, which means you can do more without buying more memory.



Processor: 68130/68882 (math coprocessor) Speed: 16 MHz Memory: 1-8 megabytes Expansion slots: One

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

- The Macintosh SE/30 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.
- The LC lets you use a color monitor, and has video support built in.
- The LC uses a 68020 processor; the SE/30 uses a 68030. For most applications, however, performance is comparable.



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 a video 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.



Processor: 68020 Speed: 16 MHz Memory: 2-10 megabytes Expansion slots: One

What's the difference between a Macintosh LC and a Macintosh IIfx?

- The Macintosh IIfx runs most applications 50 percent faster than the Macintosh LC.
- The IIfx can hold more memory and can run the A.U.X. operating system.
- The IIfx can take advantage of the virtual memory capabilities of System 7.



AppleColor™ High-Resolution RGB Monitor
This 13-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.

▲ Color
▼ Black and White



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—it lets you display two full pages of your work.

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, IIsi, IIfx, or 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 something in color can be useful—even vital—for certain projects.
- Using color can help you when you write. For instance, you can color-code words, phrases, or paragraphs to indicate that you want to rewrite them. When you're glancing through your paper on the screen, you can go immediately to those sections that need further work.
- If you think you'll eventually print your work in color—overheads and slides are two good examples—having color lets you preview the results and fine-tune your work.
- You'll just love it. (Besides, who wants to play Tetris or Chuck Yeager's Advanced Flight Trainer in black and white?)



Macintosh 12-inch Monochrome Display
This black-and-white display offers sharp text and graphics. It's our most affordable monitor.

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.

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

Reading MS-DOS disks.

Every Macintosh comes with a SuperDrive floppy disk drive, which can read from 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	Lotus 1-2-3 for Macintosh Microsoft Excel Informatica Wang
Word processor	WordPerfect	WordPerfect 2.0 Claris® MacWrite® II Microsoft Word 4.0
Database	dBASE IV	dBASE Runtime Plus

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 MacLinkPlus from DataViz to translate MS-DOS files into files that can be used by Macintosh programs.

Running MS-DOS applications.

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

Gasoline 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—about the amount needed to store all the words that appear in this newspaper. The more megabytes of memory your computer has, the more information it can work with at once. And the more megabytes of hard disk storage space your computer has, the more information—software applications and data files—you can store on it.

Information your computer can deal with at once—the more memory, the more you can do with Macintosh computer.

2 megabytes

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.

4 or 5 megabytes

If you think you're using computer programs frequently or if you plan to run more than two or three programs at the same time—you should consider equipping your Macintosh with 4 or 5 megabytes of memory.

5

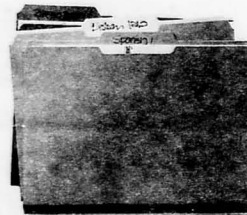
"How much storage do I need?"

Storage on a computer is similar to a file cabinet you keep all your work (and often your junk) depends on how much stuff you want to store.

Typically, on the hard disk drive inside your computer's operating system (the core workings of the computer), fonts, software you create.

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



40 MB

If you plan to use your Macintosh mainly to write papers and create basic spreadsheets and graphics, a 40-megabyte hard disk should suffice. You can store the equivalent of about 10,000 typewritten pages of work.

80 MB

If you plan to do a lot of drawings, graphics, or illustrations that will result in large files—or plan to work with a lot of different applications that take up space—you may want an 80-megabyte hard disk. It'll let you store twice as much as a 40-megabyte hard disk.

7

"Where do I go to get my Macintosh?"

Just by being a college student, you're eligible for a discount on a Macintosh computer. To take advantage of these discounts, you should go to a campus reseller.

Visit yours. It's probably located at your local computer center, or right off campus. The people there will let you try it for yourself. They can also help you buy a printer or Personal LaserWriter, or an external hard disk drive, to go with your Macintosh.

And for a limited time only, Apple is offering a special price on the Macintosh computer when you buy it from a campus reseller. (See page 16 for details.)

The people at your reseller can help you apply for a loan to finance your purchase. They can also answer any questions you have, and, of course, help you choose the right Macintosh for you.



AppleColor™ High-Resolution RGB Monitor
This 13-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—it lets 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.

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, IIsx, IIfx, or 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 something in color can be useful—even vital—for certain projects.
- Using color can help you when you write. For instance, you can color-code words, phrases, or paragraphs to indicate that you want to rewrite them. When you're glancing through your paper on the screen, you can go immediately to those sections that need further work.
- If you think you'll eventually print your work in color—overheads and slides are two good examples—having color lets you preview the results and fine-tune your work.
- You'll just love it. (Besides, who wants to play Tennis 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.

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

How a Macintosh works with MS-DOS files and applications

Reading MS-DOS disks.

Every Macintosh comes with a SuperDrive floppy disk drive, which can read from 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	Lotus 1-2-3 for Macintosh Microsoft Excel Informix Wingz
Word processor	WordPerfect	WordPerfect 2.0 Claris MacWrite® II Microsoft Word 4.0
Database	dBASE IV	dBASE Runtime Plus

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 MacLinkPlus from DataViz to translate MS-DOS files into files that can be used by Macintosh programs.

Running MS-DOS applications.

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

What is a megabyte?

Gasoline 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—about the amount needed to store all the words that appear in this newspaper. The more megabytes of memory your computer has, the more information it can work with at once. And the more megabytes of hard disk storage space your computer has, the more information—software applications and data files—you can store on it.

you can run at the same time, and the more information your computer can deal with at once. The more memory, the more you can do with Macintosh computer.

2 megabytes

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.

4 or 5 megabytes

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

5

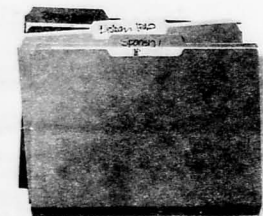
“How much storage do I need?”

Storage on a computer is similar to a file cabinet: you keep all your work (and often your junk) depends on how much stuff you want to store.

Typically, on the hard disk drive inside your computer's operating system (the core workings of the computer), fonts, software you create.

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



40 MB

If you plan to use your Macintosh mainly to write papers and create basic spreadsheets and graphics, a 40-megabyte hard disk should suffice. You can store the equivalent of about 10,000 typewritten pages of work.

80 MB

If you plan to do a lot of drawings, graphics, or illustrations that will result in large files—or plan to work with a lot of different applications that take up space—you may want an 80-megabyte hard disk. It'll let you store twice as much as a 40-megabyte hard disk.

7

“Where do I go to get a Macintosh?”

Just by being a college student, you're pricing on a Macintosh computer.

To take advantage of these prices, the best thing to do is to purchase your computer from a campus reseller.

Visit yours. It's probably local to you, or right off campus.

The people there will let you try it for yourself. They can also help you decide whether you might want to buy along with your printer or Personal LaserWriter® or an external hard disk drive, to make your Macintosh more powerful.

And for a limited time only, you can get a Macintosh computer when you buy it from a campus reseller. (See page 16 for details.)

The people at your reseller can help you apply for a loan to finance your purchase. They can also answer any questions you have, and, of course, help you choose the right computer for you.

What is a megabyte?

Gasoline 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—but not the amount needed to store all the words that appear in this newspaper. The more megabytes of memory your computer has, the more information it can work with at once. And the more megabytes of hard disk storage space your computer has, the more information—software applications and data files—you can store on it.

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.

2 megabytes

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.

4 or 5 megabytes

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.

Note: You may need less memory if you buy a Macintosh SE/30, IIfx, or IIfx. These computers come with a Motorola 68030 processor, which allows you to use the virtual memory feature of System 7 (the operating system software included with every Macintosh). Virtual memory lets you use hard disk space on disk, so swapping information very quickly between the computer's memory and its hard disk.

If you're going to be using your Macintosh for sophisticated simulations, engineering and scientific work, modeling, statistical analysis, or any projects that involve color images, animation, or complex graphics, you might want 8 megabytes of memory or more.

8 megabytes

5

"How much storage do I need?"

Storage on a computer is similar to a file cabinet in your dorm room; it's where you keep all your work (and often your junk). How much storage you need depends on how much stuff you want to store.

Typically, on the hard disk drive inside your Macintosh, you'll store the computer's 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.

40 MB

If you plan to use your Macintosh mainly to write papers and create basic spreadsheets and graphics, a 40-megabyte hard disk should suffice. You can store the equivalent of about 10,000 typewritten pages of work.

80 MB

If you plan to do a lot of drawings, graphics, or illustrations that will result in large files—or plan to work with a lot of different applications that will take up space—you may want an 80-megabyte hard disk. It'll let you store twice as much as a 40-megabyte hard disk.

160 MB

If you're going to be doing detailed technical drawings, performing complex simulations that involve a lot of data, working with color images—or even laying out a weekly magazine—then you might consider getting a 160-megabyte hard disk. On it, you can store all of your applications, countless files, an extensive font library, and enough games to keep your hand-eye coordination tuned well into the next century.

7

"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 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 you 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 IIfx

If you want to run the advanced software that's often needed for engineering, page layout and design, and architecture projects, consider a Macintosh IIfx. The IIfx 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.



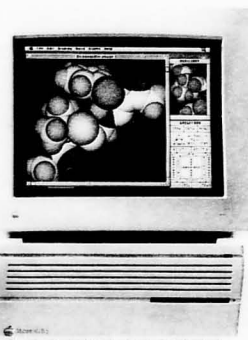
Processor: 68030 (optional 68882 math coprocessor) Speed: 20 MHz Memory: 2-17 megabytes Expansion slots: One

What's the difference between a Macintosh IIfx and a Macintosh IIfx?

- The Macintosh IIfx runs applications 37 percent faster, on average, than a Macintosh IIfx.
- The IIfx includes a built-in math coprocessor and can accommodate a cache card, for faster performance.
- The IIfx has three NuBus® expansion slots that let you expand its capabilities.

Macintosh IIfx

The Macintosh IIfx provides you with high performance, built-in color video support, and expandability while taking up very little desk space. Its advanced microprocessors give it exceptional performance, which is useful for engineering, architecture, science, business, and design majors who are involved in complex work. The IIfx can also run Apple's A/UX operating system.



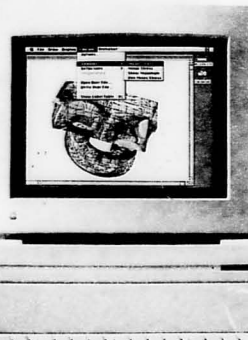
Processor: 68030/68882 (math coprocessor) Speed: 25 MHz Memory: 4-32 megabytes Expansion slots: Three

What's the difference between a Macintosh IIfx and a Macintosh IIfx?

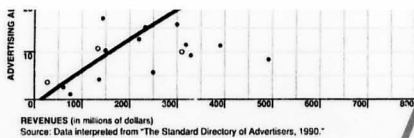
- The Macintosh IIfx is significantly faster than the Macintosh IIfx—40 megabertz compared with 25 megabertz.
- The IIfx has six NuBus expansion slots (three more than the IIfx), giving you virtually unlimited ways to expand its capabilities.
- The IIfx can accommodate a higher-capacity hard disk drive—up to 160 megabytes—giving you more space to store your work.
- The IIfx has a built-in SRAM cache, which further improves performance.

Macintosh IIfx

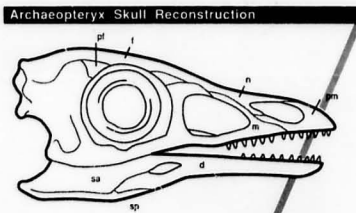
The Macintosh IIfx, our highest-performance computer, is the perfect choice for students who require maximum power and expandability. It's incredibly fast and can run all the most sophisticated applications. It can also run the A/UX operating system.



Processor: 68030/68882 (math coprocessor) Speed: 40 MHz Memory: 4-32 megabytes Expansion slots: Six

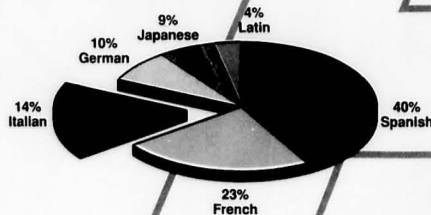


Illustrations >
If you're explaining something that few people have seen before, you may want to illustrate your point.

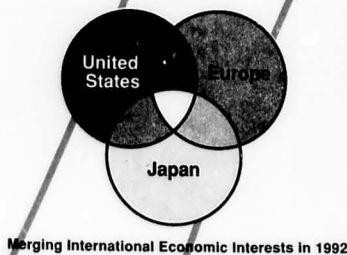


Pie charts >
Pie charts are used to compare quantities. They're best used when the "slices" are substantially different, that is, when the things you're comparing represent markedly different quantities. If there are too many slices, you're probably trying to compare too many things.

Foreign Languages Elected by Freshman Student Body

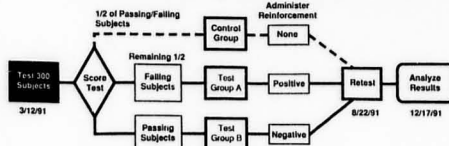


Summary diagrams >
Summary diagrams help to give the reader a visual model of the information being discussed. They summarize a concept, idea, or fact in a way that makes your writing more memorable or clear.



Flow charts >
These charts can help you explain a process, for example, the different steps involved in conducting a lab experiment. You can give the reader a model for the entire experiment, in a succinct way that words alone could describe.

Procedural Outline for Reinforcement Experiment



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 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 even more.

- Cite your source. 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.

Place your chart in a logical position in the paper: If the chart contains material that needs to be understood before the reader gets to a particular passage in your text, then place it before that text. If you want the reader to look at your chart while reading a particular passage, then place it in the middle of that passage. If your chart is supposed to summarize what's been covered, place it at the end of the passage.

set on the theory of relativity, a plan for your next great invention. You've spent days, weeks, maybe even months working on it.

It is—quite obviously—something you care a lot about. And you want it to look good.

Here's how a Macintosh computer can help.

When you use a Macintosh, you're in complete control of how your work looks. You can easily change fonts, create graphics and charts, and move text around on the page.

And unlike the work you do on most other computers, what you create on the screen of a Macintosh is precisely what you'll see when you print. That's a huge advantage when you're trying to create something that makes sense—and looks good.

Preparing your documents: 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.

- Give 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 serifs") 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 subtitles can be printed in 14-point type, probably using a different font.

- Use 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 their work on a Macintosh. Check your library, your computer cluster, even your dorm. Some colleges let students print documents free of charge; most offer printing for a fee, usually between \$0.20 and \$1.00 a page.

- Your local copy store. Many copy stores—such as Kinko's, Copymat, Krishna Copy, and Zebra 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.

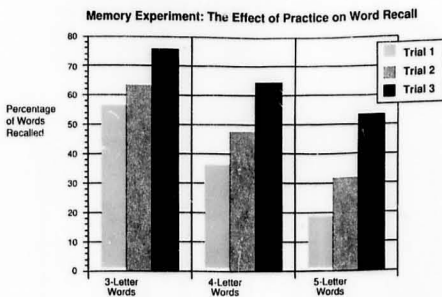
In an ideal world, of course, you'd have your own printer, and you wouldn't have to count on the library or the copy store to be open. After all, late-night printing seems to be the rule, not the exception, in college.

Apple has a full line of printers you can choose from. Three of them are particularly well suited to students: the Apple StyleWriter (shown above), the Personal LaserWriter LS, and the Personal LaserWriter NT. They all offer exceptional printed results—at very affordable prices.

how to create graphs & charts

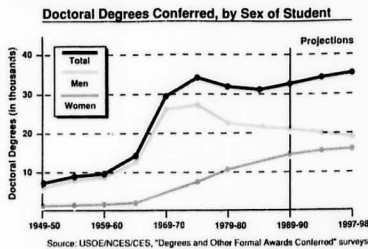
Bar charts

Bar charts are particularly good for comparing quantities. To create a useful chart, put units (percentage of words recalled) along the y-axis (vertical). On the x-axis (horizontal), show the entities you're comparing (3-letter words, 4-letter words, and 5-letter words).



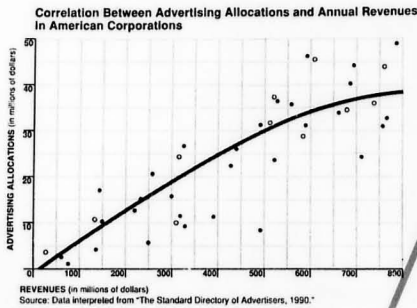
Time-series charts

They're used to show trends. The units you're comparing go on the y-axis, and the time (minutes, hours, days) goes on the x-axis.



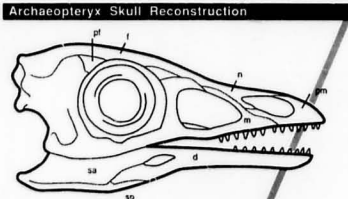
Scatter plots

These are used to graph many data points so you can see relationships among them. Scatter plots can be used to show correlation between two factors. In general, dependent variables go on the y-axis and independent variables go on the x-axis.



Illustrations

If you're explaining something that few people have seen before, you may want to illustrate your point.



Pie charts

Pie charts are used to compare quantities. They're best used when the "slices" are substantially different; that is, when the things you're comparing represent markedly different quantities. If there are too many slices, you're

Foreign Languages Elected by Freshman Student Body



Some things can't be said with words alone.

Sometimes you need more to make your point.

Charts and graphs can help to 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 bar 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—were 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 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

A Helvetica
 A Palatino
 A ITC Bookman
 A Futuro Heavy
 A Times
 A New Century Schoolbook

Macintosh lets you choose from a wide variety of fonts and type sizes.



The Apple StyleWriter printer offers exceptional print quality.

how to print

Let's say you've been working on an assignment—perhaps a paper on the meaning of life, a problem set on the theory of relativity, a plan for your next great invention. You've spent days, weeks, maybe even months working on it.

It is—quite obviously—something you care a lot about. And you want it to look good.

Here's how a Macintosh computer can help.

When you use a Macintosh, you're in complete control of how your work looks. You can easily change fonts, create graphics and charts, and move text around on the page.

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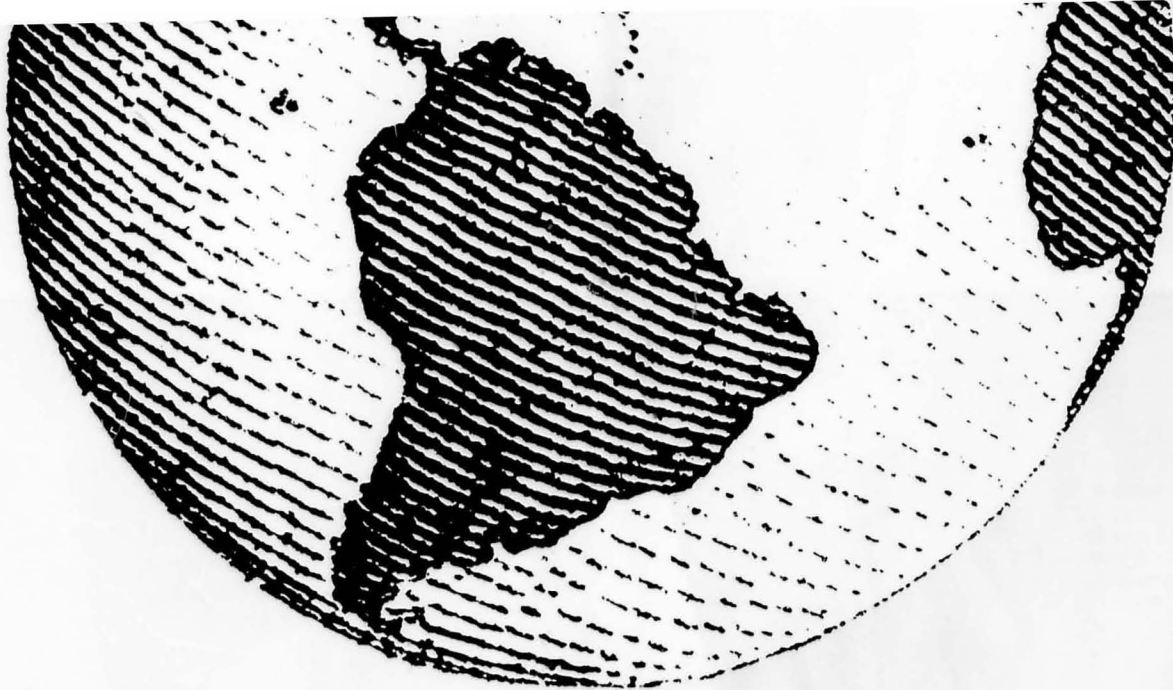
Preparing your document: fonts, type sizes, and margins.

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

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.

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6 Why do people love Macintosh?

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 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."

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

DATE	DESCRIPTION	AMOUNT	BALANCE
10/01/92	SALES	100.00	100.00
10/02/92	SALES	200.00	300.00
10/03/92	SALES	300.00	600.00
10/04/92	SALES	400.00	1000.00
10/05/92	SALES	500.00	1500.00
10/06/92	SALES	600.00	2100.00
10/07/92	SALES	700.00	2800.00
10/08/92	SALES	800.00	3600.00
10/09/92	SALES	900.00	4500.00
10/10/92	SALES	1000.00	5500.00
10/11/92	SALES	1100.00	6600.00
10/12/92	SALES	1200.00	7800.00
10/13/92	SALES	1300.00	9100.00
10/14/92	SALES	1400.00	10500.00
10/15/92	SALES	1500.00	12000.00
10/16/92	SALES	1600.00	13600.00
10/17/92	SALES	1700.00	15300.00
10/18/92	SALES	1800.00	17100.00
10/19/92	SALES	1900.00	19000.00
10/20/92	SALES	2000.00	21000.00
10/21/92	SALES	2100.00	23100.00
10/22/92	SALES	2200.00	25300.00
10/23/92	SALES	2300.00	27600.00
10/24/92	SALES	2400.00	30000.00
10/25/92	SALES	2500.00	32500.00
10/26/92	SALES	2600.00	35100.00
10/27/92	SALES	2700.00	37800.00
10/28/92	SALES	2800.00	40600.00
10/29/92	SALES	2900.00	43500.00
10/30/92	SALES	3000.00	46500.00
10/31/92	SALES	3100.00	49600.00
11/01/92	SALES	3200.00	52800.00
11/02/92	SALES	3300.00	56100.00
11/03/92	SALES	3400.00	59500.00
11/04/92	SALES	3500.00	63000.00
11/05/92	SALES	3600.00	66600.00
11/06/92	SALES	3700.00	70300.00
11/07/92	SALES	3800.00	74100.00
11/08/92	SALES	3900.00	78000.00
11/09/92	SALES	4000.00	82000.00
11/10/92	SALES	4100.00	86100.00
11/11/92	SALES	4200.00	90300.00
11/12/92	SALES	4300.00	94600.00
11/13/92	SALES	4400.00	99000.00
11/14/92	SALES	4500.00	103500.00
11/15/92	SALES	4600.00	108100.00
11/16/92	SALES	4700.00	112800.00
11/17/92	SALES	4800.00	117600.00
11/18/92	SALES	4900.00	122500.00
11/19/92	SALES	5000.00	127500.00
11/20/92	SALES	5100.00	132600.00
11/21/92	SALES	5200.00	137800.00
11/22/92	SALES	5300.00	143100.00
11/23/92	SALES	5400.00	148500.00
11/24/92	SALES	5500.00	154000.00
11/25/92	SALES	5600.00	159600.00
11/26/92	SALES	5700.00	165300.00
11/27/92	SALES	5800.00	171100.00
11/28/92	SALES	5900.00	177000.00
11/29/92	SALES	6000.00	183000.00
11/30/92	SALES	6100.00	189100.00
12/01/92	SALES	6200.00	195300.00
12/02/92	SALES	6300.00	201600.00
12/03/92	SALES	6400.00	208000.00
12/04/92	SALES	6500.00	214500.00
12/05/92	SALES	6600.00	221100.00
12/06/92	SALES	6700.00	227800.00
12/07/92	SALES	6800.00	234600.00
12/08/92	SALES	6900.00	241500.00
12/09/92	SALES	7000.00	248500.00
12/10/92	SALES	7100.00	255600.00
12/11/92	SALES	7200.00	262800.00
12/12/92	SALES	7300.00	270100.00
12/13/92	SALES	7400.00	277500.00
12/14/92	SALES	7500.00	285000.00
12/15/92	SALES	7600.00	292600.00
12/16/92	SALES	7700.00	300300.00
12/17/92	SALES	7800.00	308100.00
12/18/92	SALES	7900.00	316000.00
12/19/92	SALES	8000.00	324000.00
12/20/92	SALES	8100.00	332100.00
12/21/92	SALES	8200.00	340300.00
12/22/92	SALES	8300.00	348600.00
12/23/92	SALES	8400.00	357000.00
12/24/92	SALES	8500.00	365500.00
12/25/92	SALES	8600.00	374100.00
12/26/92	SALES	8700.00	382800.00
12/27/92	SALES	8800.00	391600.00
12/28/92	SALES	8900.00	400500.00
12/29/92	SALES	9000.00	409500.00
12/30/92	SALES	9100.00	418600.00
12/31/92	SALES	9200.00	427800.00

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 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
- Expressionist by Allan Bonadio Associates, typesetting technical documents
- THINK C by Symantec, programming



夢を大きく

Dream big

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 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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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."

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 let 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 proposal for our solution, including technical specs."

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.

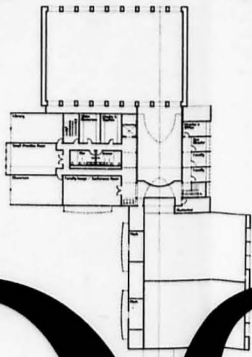
Design is a very back-and-forth process. You do something, you look at it, and then

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 try 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 Selvais

Major/area of study:

Architecture

Year:

Master's Program,
School of Architecture

Hometown:

Brussels, Belgium

Software:

- Archirion by Gimeor, two- and three-dimensional modeling
- Adobe Photoshop, combining photographs of sites with drawings of buildings
- Microsoft Word, word processing
- Aldus PageMaker, page layout for proposals
- PixelPaint by SuperMac Technology, graphics
- Claris MacDraw[®], drawing

ntosh

Name:
Isolde Birdhistle

Major/area of study:
Anthropology

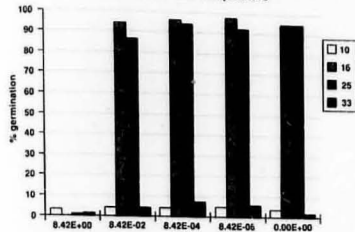
Year:
Sophomore

Hometown:
Cork, Ireland

Software:

- Microsoft Word, word processing
- Microsoft Excel, data visualization
- CA-Cricket Graph by Computer Associates, graphing
- DeltaGraph by DeltaPoint, graphing

The Percentage of Seeds Germinated as a Function of Concentration and Temperature



What's your dream?

"To see as many places as possible. I'm interested in other cultures. Someday, I'd like to combine my background in biology with my background in anthropology—and teach about cultural healing practices and medicine."

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."

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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."

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Instead of cryptic MS-DOS commands such as COPY C:\WORDPROC\ DRAFT\DOC 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.

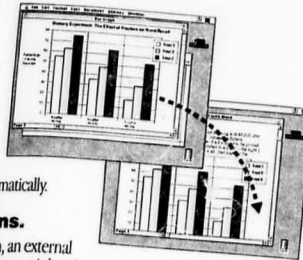
A file containing notes from your Clinical Psychology class should be named something like "Clinical Psychology Notes," right? With Macintosh, you can name it just that. In comparison, MS-DOS and Windows 3.0 systems limit your file names to eight characters—forcing you to name your file something like "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 software 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 keep information in your Macintosh up to date by providing an automatic link between documents. With a few clicks of the mouse, you can "publish" information, such as a chart you've created with a spreadsheet program, and then "subscribe" to the information from another document, such as a report you're writing with a word processing program. Whenever you make changes to the chart in the spreadsheet, your report is updated, too—automatically.



9 It's got connections.

To connect a printer, a modem, an external hard disk, or just about any other peripheral to a Macintosh, simply plug it in. That's all there is to it.

Install a double-sided floppy disk drive. Upgrading was easy and the transition was smooth. My programs and everything else still worked. I was just able to do more.

—Lisa de las Fuentes Senior, Human Biology

13 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.

14 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, zoology, and everything in between.

*Based on a survey conducted by Computer Intelligence in February 1991.



15 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 a mistake, you just use the Undo command and you're right back where you started. And you don't have to memorize any fancy commands, such as Control-F1 or Shift-F7. Use a Mac once and you can come back years later and use it again. It's like riding a bike."

—Abhi Vakil Senior, Sociology

10 Getting help is as easy as clicking the mouse. With Balloon Help™ you can point to any object on the screen, and a balloon will appear that tells you what the object is and what it does. Balloon Help lets new users learn the basics of Macintosh quickly, and gives experienced users a convenient way to explore more advanced features.

This is a folder—a place to store related files. Folders can contain files and other folders.



Why do people

1 It's easy to use.

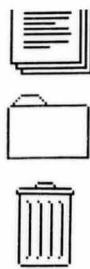
In the beginning, there was the computer.

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.



3 You don't have to read computersese.

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.

11

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.

"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. Upgrading was easy and the transition was smooth. My programs and everything else still worked. I was just able to do more."

—Lisa de las Fuentes
Senior, Human Biology

12 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 1000 companies.*

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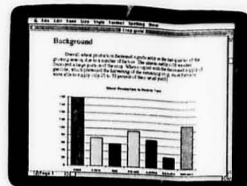
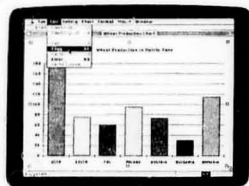
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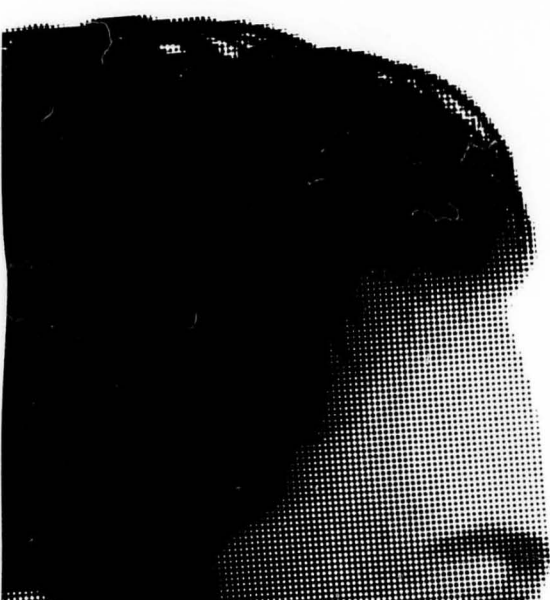
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The publish and subscribe features help you



1 / 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.

18 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.



Dormitory

19 You can connect to your school's library.
At many schools, you can use your Macintosh and a modem to connect directly to the library, and do things such as browse through the card catalog—even when the library is closed.

23 An independent study confirms that it's the computer of choice.

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.

24 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 five billion dollars in annual sales.

20 information services.
Computer information services, such as CompuServe, Prodigy, and America Online, are only a phone call away. You can use these services to get concert tickets, make airline reservations, join on-line discussions, and more.

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



Mainframe

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.

22 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 costly networking cards, and installing special networking software.



Library

	Windows 3.0	Macintosh
Users		
Ease of use		●
Performance as a business tool		●
Recommended for purchase		●
MIS Managers		
Overall satisfaction		●
Ease of use		●
Lowest training costs		●
Least amount of support needed		●
Managers and Users		
Overall satisfaction		●

25 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.

26 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.

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.

autobiographies,
chain letters,
personal finance

love Macintosh?



It lets you work with others.



16

Whether you need to share a file with a friend or connect to a network, Macintosh makes it easy. You'll find that Macintosh computers become even more powerful when you connect them together and use them to work with other people.

17 Macintosh lets you 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.

18 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.



Dormitory

19 You can connect to your school's library.

At many schools, you can use your Macintosh and a modem to connect directly to the library, and do things such as browse through the card catalog—even when the library is closed.

23 An independent study confirms that it's the computer of choice.

A recent study by Diagnostic Research

20 You can connect to information services.

Computer information services, such as CompuServe, Prodigy, and America Online, are only a phone call away. You can use these services to get concert tickets, make airline reservations, join on-line discussions, and more.

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



Mainframe

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.

22 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 costly networking cards, and installing special networking software.



Library

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.

File	
New	⌘N
Open...	⌘O
Close	⌘W
Save	⌘S
Save As...	
Revert to Saved	
Page Setup...	
Page Preview...	
Print...	⌘P
Quit	⌘Q

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.

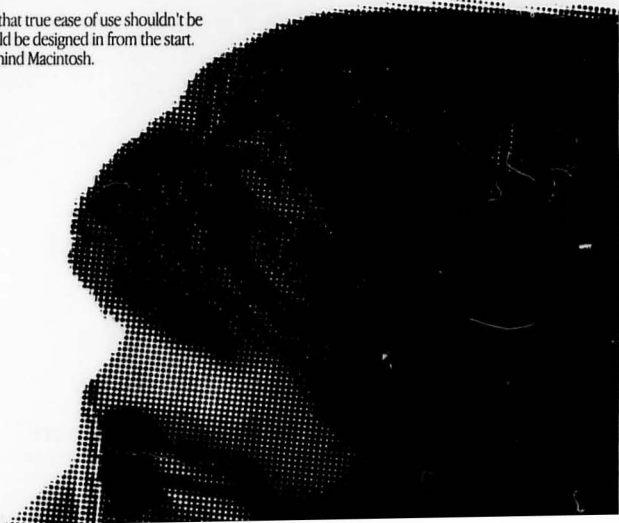
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30

Because it's fun

29 It's great for papers, statistical analysis, modeling, getting organized, flyers, poetry, resumés, presentations, travel reservation design, games, databases, business plans, invitations, number crunching, simulations, love letters, programming, lab reports, address lists, logos, banking, birthday cards, scheduling classes, autobiographies, chain letters, personal finances,



Name:
Chris Cavallo
Major/area of study:
Product Design
Year:
Master's Program,
School of Engineering
Hometown:
New York, New York

What's your dream?

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

The world is becoming a more and more homogenized place, and products are becoming more and more alike. I want to find a way to create products that are mass-produced, yet look like they were created by a craftsman, not a machine."

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 create spoons—although it could be tailored to create car fenders, bicycle seats, bowls, or anything else. The program randomly chooses from different sizes, scales, and iterations of shapes that are spoonlike—and presents the designer with options. Every time the designer runs the program, it creates a totally different spoon.

This way, designers can explore possibilities that they may not have conjured up in their own minds.

The program is also capable of introducing randomness to the manufacturing process. Traditionally, when it comes to computer-aided manufacturing, designers usually have to give very precise, completely planned commands to drive

Name:
Gregory Kovacs, Ph.D.
Assistant Professor of
Electrical Engineering
Stanford University

What's your dream?

"My dad's a physician. I distinctly remember, when I was in grade school, he told me that nerves were basically electrical. I wondered then why you couldn't wire those nerves to electronic devices. As it turns out, it's a very complicated, fascinating problem. In essence, my dream is to try to make direct connections from prosthetic devices to the human nervous system, and to learn a lot by doing that—along with my students."

What do you do?

"Basically, we're trying to make an interface between nerves—or what we call 'liveware'—and hardware. The purpose is to create an artificial limb that responds directly to people's thoughts. In essence, letting the human brain control an artificial hand, arm, or leg. It's not a new idea; it's just that the technology keeps getting better and better. And now it's in the realm of the possible.

The main thing we do involves silicon chips that translate between electronic signals and nerve impulses. So far we've implanted chips in animal nerves and proved that these chips can stimulate a nerve and record signals from it—essentially, talking back and forth to the brain.

In our work, we use Macintosh computers to design chips, run experiments, visualize data, and write up our findings."



What are you most proud of?

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

metal-cutting equipment. This program lets a designer specify loose parameters for a product. Then the computer randomly generates variations within those parameters, and automatically generates the code to drive the metal-cutting machine.

The idea is that a manufacturer can make a product using advanced mass-production manufacturing techniques—but still make each item completely unique."

What are you most proud of?

"I'm sort of an anomaly at my school. They accepted me into the graduate school of mechanical engineering—but I don't have an engineering background. I have an undergraduate degree in design.

I'd never done any programming before. The idea that I actually wrote software that helps in the design process is what I'm most proud of."

Why Macintosh?

"I've had this idea to introduce randomness, or variation, to the design and manufacturing process for a while now.

But you know, it wouldn't have gone beyond an idea if I didn't have a Macintosh. I think it's amazing that there are tools you can use to do something like this. You don't have to be a technologist or a theoretician—all you have to have is an idea.

Macintosh lets me apply my art school background in a very technical world and get very concrete results."

Software:

- THINK Pascal by Symantec, programming
- Red Ryeler, public domain software, communications
- Adobe Illustrator, illustration
- Aldus PageMaker, page layout

"...all you have to have



is an idea."

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."

Software:

- Claris FileMaker Pro, database management
- I-Edit by Tanner Research, chip layout
- Nisus by Paragon Concepts, word processing
- Igor by WaveMetrics, Inc., data analysis and graphing
- LabVIEW 2 by National Instruments, data acquisition and instrumentation

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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."



"I use my Macintosh to simulate both analog and digital circuit designs, to ensure that my chip layouts do what they're supposed to do. I also use my Macintosh to connect to the campus electronic-mail and internet services, to send findings to other people on the project."

Name:
Mike Mi
Junior
Electrical Engineering
Hometown:
Soldotna, Alaska

"I've interfaced the Macintosh to our lab's instruments. This means we can use it to control the input signal to the chip we are testing, and record the output data. We also use it to graph and analyze the data. These results can then be posted directly into our scientific and technical papers. The Macintosh greatly simplifies writing papers, grant applications, and other documents."

Name:
Todd Whitehurst
Graduate Student
Electrical Engineering
Hometown:
Nashville, Tennessee

"I'm using the Macintosh to design a set of neural-interface chips. It's ideal for this because, with a large-screen monitor, I can see most of a chip design at once."

Name:
Tom Annau
Senior
Electrical Engineering
and Biology
Hometown:
Baltimore, Maryland

"I'm using the Macintosh to gather data about neurological signals. Specifically, we use the Macintosh to stimulate one end of a nerve and then record the response from the other end. We will use the Macintosh computer's data-analysis capabilities to see how well the nerves have regenerated, and how well they conduct signals."

Name:
Daniel Zucker
Graduate Student
Electrical Engineering
Hometown:
Milwaukee, Wisconsin

"I'm involved in the biological testing and evaluation of neural interfaces in living animals. There are a series of holes in the chips we design, so nerves can grow through them. I'm trying to determine the optimal size of the holes and the placement of microelectrodes so the chips can talk to the nerve fibers. I use the Macintosh to design these chips and to record and analyze data from experiments."

Name:
Carl Belczynski
Ph.D., Neuroscience
Hometown:
Brighton, Michigan

"I'm working on a microactuator—on the scale of 30 microns by 600 microns—that will be used to study the electrophysiology of the corneal nerves in the eye. The probe has the ability to apply a small force (0–0.1 gram) in a controlled manner. This will let researchers correlate stimulus force with neural output—and thus gain a better understanding of how the cornea sends signals to the brain."

Name:
Dart Kane
Graduate Student
Mechanical Engineering
Hometown:
Arlee, Montana

"I'm working on a project to determine how the ear senses and encodes sound into neural signals. There are thousands of auditory nerve fibers that transmit signals to the brain. We hope eventually to 'listen in' on several hundred of them at once, to better understand their code. Once we understand how the ear encodes sound, we may be able to replicate that process—and, among other things, help deaf people hear the world around them. I'm using the Macintosh for chip design, for data analysis, and for writing papers about this project."

Name:
Ron Maynard
Graduate Student
Mechanical Engineering and
Electrical Engineering
Hometown:
Simi Valley, California

"I'm working on a project to determine how the ear senses and encodes sound into neural signals. There are thousands of auditory nerve fibers that transmit signals to the brain. We hope eventually to 'listen in' on several hundred of them at once, to better understand their code. Once we understand how the ear encodes sound, we may be able to replicate that process—and, among other things, help deaf people hear the world around them. I'm using the Macintosh for chip design, for data analysis, and for writing papers about this project."

Name:
Charley Della Santina
Graduate Student
Bio-Engineering
Hometown:
Oakland, California



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 Irwin

Major/area of study:
Product Design

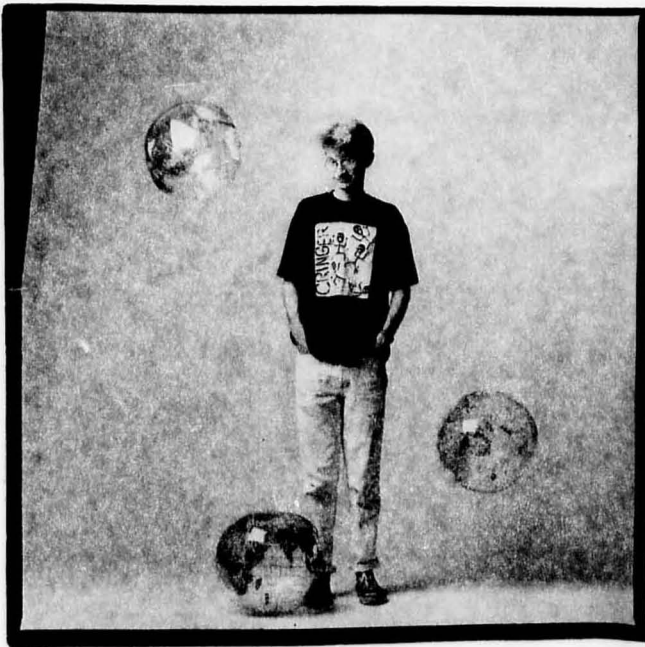
Year:
Junior

Hometown:
Portland, Oregon

Software:

- Microsoft Word, word processing
- Aldus FreeHand, drawing
- Adobe Illustrator, drawing
- Aldus PageMaker, page layout
- Adobe Photoshop, graphics and photo manipulation
- Broderbund TypeStyler, headlines





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

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."



Students everywhere are using Macintosh computers to do great things. In this newspaper, you've had the chance to meet a few of them.

You've also seen some of the ways that Macintosh can help you do great things.

Now we'd like you to read about something else that may appeal to you: saving money.

Here's the deal: We've paired some of the most popular Macintosh computers with some of the most popular Apple printers. Buy one of

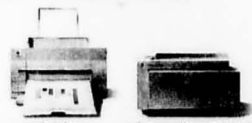
these combinations, and save big bucks. Got it? Good. Now get going. This offer is available only for a limited time. See your authorized Apple campus reseller today for details.

Because the time to do great things is now.

Macintosh Classic



Save when you buy an affordable Macintosh Classic computer with either an Apple StyleWriter or an Apple Personal LaserWriter LS printer.*

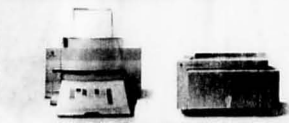


Apple StyleWriter Apple Personal LaserWriter LS

Macintosh LC

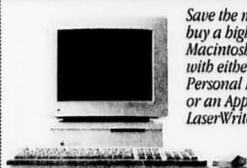


Save even more when you buy a Macintosh LC computer—our most affordable color system—with either an Apple StyleWriter or an Apple Personal LaserWriter LS printer.**



Apple StyleWriter Apple Personal LaserWriter LS

Macintosh IIx



Save the most when you buy a high-performance Macintosh IIx computer with either an Apple Personal LaserWriter LS or an Apple Personal LaserWriter NT printer.**



Apple Personal LaserWriter LS Apple Personal LaserWriter NT

*Offer applies only to a Macintosh Classic with a built-in hard disk.

**Monitor sold separately.



If you're doing something great with a Macintosh computer, we'd love to hear about it. Tell us about your dream, what you do, what you're most proud of, and why you use a Macintosh. Write to:

Apple Student Marketing
Apple Computer, Inc.
20525 Mariani Avenue, MS 361HE
Cupertino, CA 95014



Photography by John Greenough, Paul Matsuda, and Jack McDonald (portraits for "People Who Use Macintosh" series). Screen design by Chris Krueger. This brochure was designed, written, and produced by Apple's Graphic Services department.
This entire brochure was written, designed, and called using Macintosh computers. Text was written using Claris MacWrite II, Microsoft Word, and T/Matrix WriteNow word processing software. Page layouts and designs were created using QuarkXPress, a desktop publishing program. Adobe Photoshop was used to manipulate some of the photographs. And Adobe Illustrator, CA-Crater Graph, and DeltaGraph by DeltaWare were used to create diagrams and illustrations. An Apple LaserWriter printer was used to proof text and layouts. Final camera-ready artwork was created using a Linotronic imprinter.

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Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014

Printed in U.S.A. July 1991 (Q)JS 32501

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.

how to save money

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Macintosh LC

Save even more when you buy a Macintosh

Macintosh IIsx

Save the most when you buy a high-performance

