

University of Montana

ScholarWorks at University of Montana

Graduate Student Theses, Dissertations, &
Professional Papers

Graduate School

1984

Comparative analysis of seven lifestyles sections: March 8-14 1981

Virginia Vickers Braun
The University of Montana

Follow this and additional works at: <https://scholarworks.umt.edu/etd>

Let us know how access to this document benefits you.

Recommended Citation

Braun, Virginia Vickers, "Comparative analysis of seven lifestyles sections: March 8-14 1981" (1984).
Graduate Student Theses, Dissertations, & Professional Papers. 5049.
<https://scholarworks.umt.edu/etd/5049>

This Thesis is brought to you for free and open access by the Graduate School at ScholarWorks at University of Montana. It has been accepted for inclusion in Graduate Student Theses, Dissertations, & Professional Papers by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

COPYRIGHT ACT OF 1976

THIS IS AN UNPUBLISHED MANUSCRIPT IN WHICH COPYRIGHT SUBSISTS. ANY FURTHER REPRINTING OF ITS CONTENTS MUST BE APPROVED BY THE AUTHOR.

MANSFIELD LIBRARY
UNIVERSITY OF MONTANA
DATE: 1984

A COMPARATIVE ANALYSIS
OF SEVEN LIFESTYLES SECTIONS:
MARCH 8-14, 1981

by

Virginia Vickers Braun

B.A., St. Lawrence University, 1969

Presented in partial fulfillment of the
requirements for the degree of

Master of Arts

University of Montana

1984

Approved by:

CE Hood

Chairman, Board of Examiners

RC Murray

Dean, Graduate School

June 19, 1984

Date

UMI Number: EP40513

All rights reserved

INFORMATION TO ALL USERS

The quality of this reproduction is dependent upon the quality of the copy submitted.

In the unlikely event that the author did not send a complete manuscript and there are missing pages, these will be noted. Also, if material had to be removed, a note will indicate the deletion.



UMI EP40513

Published by ProQuest LLC (2014). Copyright in the Dissertation held by the Author.

Microform Edition © ProQuest LLC.

All rights reserved. This work is protected against unauthorized copying under Title 17, United States Code



ProQuest LLC.
789 East Eisenhower Parkway
P.O. Box 1346
Ann Arbor, MI 48106 - 1346

TABLE OF CONTENTS

	Page
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
TABLES	v
LIST OF ILLUSTRATIONS	vi
LIST OF CHARTS	vii
 Chapter	
I. INTRODUCTION	1
II. ANALYSIS AND COMPARISONS	7
III. CONCLUSIONS	49
IV. RECOMMENDATIONS	77
.	
 Appendices	
I. METHODS OF EVALUATION	79
II. POPULAR LIFESTYLES TOPICS	85
III. ANALYSIS OF THE SEVEN LIFESTYLES SECTIONS	87
IV. COMPARISON OF STORIES AND TOPICS IN ALL SECTIONS	153
V. LIFESTYLES QUESTIONNAIRES	154
BIBLIOGRAPHY	178

LIST OF TABLES

Table	Page
1. Comparison of Section Sizes	169
2. Comparison of Staff Sizes	170
3. Comparison of Bylined Local Stories to Bylined Wire/News Service Stories	171
4. Comparison of Local to Syndicated Columns	172
5. Comparison of Photography	173
6. Comparison of Theme Sections	174
7. Comparison of Courtesy Titles	175
8. Comparison of Weddings	176
9. Comparison of Typography	177

LIST OF ILLUSTRATIONS

Figure	Page
1. Liberated Women's-Interest Stories	20
2. Traditional Women's-Interest Stories	19
3. Dull Looking Inside Page	30
4. Packaging Cartoons, Horoscopes and Crossword Puzzles . . .	32
5. Lively Looking Inside Page	33
6. Flush-Left Heads	39
7. Centered Heads	40
8. Flags	42
9. Poorly Designed Standing Heads	43
10. Wedding Writeups Displayed With Photos	54
11. Wedding Writeups Not Displayed With Photos	55
12. A Good Looking Food Page	57
13. Poorly Packaged Features	60
14. Well Packaged Features	61
15. Good Graphic Design	63
16. Photos Poorly Displayed	64
17. A Page That Lacks Impact	65
18. Clustered Photos, Use of White Space	66
19. Photos That Don't Hang Together	67
20. Uniform Heads	70
21. Heads Too Big	71

Figure	Page
22. Good Looking Standing Heads	73
23. Cover, <u>The New York Times</u>	88
24. Cover, <u>The Oregonian</u>	97
25. Cover, <u>The Denver Post</u>	106
26. Cover, <u>Los Angeles Times</u>	115
27. Cover, <u>Seattle Post-Intelligencer</u>	125
28. Cover, <u>San Francisco Chronicle</u>	136
29. Cover, <u>The Salt Lake Tribune</u>	144
 Chart	
1. Classification of Lifestyles Topics into Categories	9
2. Total Number of Stories in Each Category	10
3. Categories Ranked According to Popularity in Each Section .	10
4. Number of Stories Run on Each Topic in <u>The New York Times</u> .	92
5. Number of Stories Run on Each Topic in <u>The Oregonian</u>	100
6. Number of Stories Run on Each Topic in <u>The Denver Post</u> . .	109
7. Number of Stories Run on Each Topic in <u>The Los Angeles Times</u>	119
8. Number of Stories Run on Each Topic in the <u>Seattle Post-Intelligencer</u>	129
9. Number of Stories Run on Each Topic in the <u>San Francisco Chronicle</u>	139
10. Number of Stories Run on Each Topic in the <u>Salt Lake Tribune</u>	147

CHAPTER I

INTRODUCTION

The term lifestyles is confusing. As a former lifestyles editor, I often was confronted with bewildered expressions when I told people I edited the lifestyles section. Most lifestyles editors who know what they produce can't explain in a few simple words what the term means.

Part of the problem is the name itself. The term means nothing specific to anybody. Most people probably could not describe their own lifestyles, let alone that of the community.

The focus of the lifestyle section has been further blurred because the term hasn't been universally accepted. Bob Rector, VIEW editor of the Los Angeles Times, says: "I hate the term."

So, instead of "lifestyles," other names, such as Today, People, Living, Style, Leisure, Life/Times, DAY, Neighbors, Modern Living, Tempo, Accent, Flair, You, or something equally nebulous, are used to describe what is basically a feature section. About the only people not confused by all these names are pressmen: to them it's still "Society."

Lifestyles sections began replacing women's pages, which emphasized traditional homemaker's interests (cooking, sewing, club news, weddings and engagements) during the late '60s and early '70s. According to Ruth D'Arcy, director of the Penney-Missouri Awards competition for lifestyles sections, the Washington Post's Style section, begun in

1969, was the first true lifestyles section.

The term lifestyles was meant to describe "the way people lived" and was a response to the need to appeal to both men and women. Lifestyles stories were concerned with improving and explaining people's daily lives.

In writing about the evolution of lifestyles sections, Mickey Davis, Day editor of the Dayton, Ohio, Journal Herald, said women's pages in the 1950s, even the early '60s, were "a reservoir for brides and engagement announcements, the Wednesday food story, home furnishings, fashions, society notes, garden club news and debutante balls." In the late 1960s and early '70s, newspapers "inundated" readers with "revelancy" stories that were a sharp contrast to the usual soft news found in most women's pages.

In attempting to escape from being mostly irrelevant--at least that's the way others perceived us then--in the mid-'60s, early '70s--it seemed imperative that we produce stories on heady subjects: homosexuality, rape, child support, lesbianism, single parenthood, widowhood, odometer rollbacks, the juvenile courts, transracial adoptions, prison life, back to Jesus, day care, the Pill, death and dying, women's liberation, child-birth classes, working mothers, children's rights. You name the cause or the story--and we did it.¹

Although he still does "relevant" stories, such as those about a 21-year-old who overcame his drug addiction and a 15-year-old's battle with cancer, Davis said the issues of the '80s are more economic, consumer oriented, and human-interest oriented. The pages have become more exciting graphically, he says, and sometimes he writes stories that are "just plain fun to read."

Other lifestyles editors voiced their opinions about what a

lifestyles section should be in the 1981 report of the Modern Living Committee of the Associated Press Managing Editors:

Frank Denton, editor of "The Way We Live" department of the Detroit Free Press, said: "Generally, we try to be the most personal part of the newspaper, reflecting how people really live and want to live--their needs, their interests, their joys, their fun, their tragedies. . . .The 'extra' sections --Home, Food, Style--handle some of the coverage areas of traditional lifestyles sections. Style for us means some fashion but also some celebrity coverage, gossip, Miss Manners, interesting parties, stylish people, softer people stories--with a lot of color photos. (Books, travel, entertainment, TV, etc., are handled by another department, in other sections.)"²

The focus of the lifestyles section is not always clearly defined, Denton said: "Many papers have a major problem of not having really decided what their lifestyles section was to be--editors need to sort that out and write it down, on paper, so that all departments know what the section is and is doing."

Ron Schoolmester, editor of "People Today" for The Cincinnati Enquirer. . . ."No theme pages. Our coverage runs the gamut--from rating local tax preparation agencies to finding Cincinnati's perfect (or at least, best) Bloody Mary. The subject matter ranges from coping in the economical and emotional marketplaces³ to profiles of noteworthy (and not-so-noteworthy) Cincinnatians."³

Janet Woods, a repeat award-winning editor of the Newsfeatures Department of The St. Petersburg Independent, is "very strong on packaging" but opposed to the "if it's Monday it must be consumer day" approach. Each day, she said, the front page of the lifestyles section features a major piece of art, usually process or spot, related to the general theme of the day. The themes range from "money to health to people to fashion to almost anything and everything."⁴

Bill Steinauer, Sunday/Features editor of The Reno Evening Gazette, said lifestyles editors should make their sections "a section for everyone, men and women. Know your community, and try like hell to mirror it, each segment of it."⁵

He also stressed the importance of art: "The best lifestyle sections have balanced, intelligent stories and good, imaginative photos

and graphics."

Speaking at the 1982 Penney-Missouri Workshop, Don Ranly, a journalism professor at the University of Missouri, said the primary purpose of the lifestyles section was to entertain.

"Ideas are entertaining," he said. "To inform, communicate, re-create ideas--that's recreation. People are at their best when they're playing. It makes life a little less tedious, more fun."⁶

According to Keith Moyer, People editor of the Fort Meyers (Fla.) News-Press, the lifestyles section is "a place where writers and readers can meet and have fun."⁷ He describes lifestyles as "prop-your-feet-up reading."

Davis, also a speaker at the 1982 Penney-Missouri Workshop, called lifestyles the "personality of the newspaper."

One reader of the Dayton Journal Herald summed it up in a letter to Davis saying, "the Day section of the morning paper is the first one I turn to and usually the one I return to for re-reading or clipping."⁸

Every editor and reader may have a different impression of what a lifestyles section is or should be. To understand better what the large dailies with large staffs and budgets were doing, I studied their sections to determine what was being done and how they did it. I chose seven newspapers (The New York Times, Seattle Post-Intelligencer, The (Portland) Oregonian, The Salt Lake Tribune, San Francisco Chronicle, The Denver Post and the Los Angeles Times) and examined in detail what was printed for one week.

The week of March 8-14, 1981, was chosen more or less at random. The dates were restricted by availability and accessibility. It was

necessary to have the papers in hand to digest and compare them thoroughly and to find a week where no section was missing.

My goal was to find out what kind of topics were typically run, how they were packaged, and what made some sections better than others. One week was not long enough to judge the quality of the lifestyles sections fairly, but it was long enough to get an idea of what seven lifestyles editors generally were doing.

FOOTNOTES

Chapter I

¹Journal Herald, Dayton, Ohio, March 17, 1982.

²APME Modern Living Committee Report, Toronto, Ontario, October 20-23, 1981.

³Ibid.

⁴Ibid.

⁵Ibid.

⁶Penney-Missouri Workshop, Columbia, Missouri, March 1-12, 1982.

⁷Ibid.

⁸Letter to Mickey Davis, Journal Herald, March 17, 1982.

CHAPTER II
ANALYSIS AND COMPARISONS

Description

Did you know that:

*The Queen Mary, permanently docked at Long Beach, California, is being restored to its former elegance and that you can vacation aboard the ship?

*1980 was not a good year for German white wines?

*The northerly migration of swallows is prompted by gonadal enlargements caused by changes in the weather and not by any urge to return to Capistrano?

*Many women who have had Caesarean sections can deliver subsequent babies vaginally?

*The Utah Associated Garden Clubs planned to hold a series of lectures on gardening?

You would have learned and maybe forgotten those things had you been reading lifestyles sections the week of March 8-14, 1981. You might not have realized, however, how well the above examples typify lifestyles news.

An analysis of seven major lifestyles sections from New York to Los Angeles showed that while the contents covered 37 topics,⁹ the news and features could be put in one or more of five categories: interesting,

useful, entertaining, educational or informative.

The story about the Queen Mary was an example of features termed "interesting." Learning something about wines was "useful," and the story about the swallows was "entertaining." The article about Caesarean births was "educational," and the notice about the garden club lecture, while seemingly unimportant, was an example of the kind of "informative" news found in lifestyles.

Human-interest stories were basic to all the lifestyles sections. Most features, particularly those on the section covers, were of general interest, appealing to both men and women. They focused on topics such as kite flying, personality profiles, renovation of an old factory, educating children about sexual abuse, and a follow-up series on "lost souls." These stories were usually bylined features that were "interesting" to read. Other human-interest topics included careers, families and hobbies.

"Useful" stories provided readers with how-to and consumer-interest information. The lifestyles sections told how to make a fancy dessert, save money, paint over wallpaper, when to plant spinach (late March) and what the best buys were at the supermarket.

Many lifestyles stories provided enjoyable reading, such as one on talking tombstones or Mimi Sheraton's column, "De Gustibus," and were truly "entertaining." Some of the best lifestyles writers had humor or personal columns. Other items classified as "entertaining" were horoscopes, crossword puzzles, bridge columns and cartoons. Unfortunately, those features often were not all that entertaining.

Something was learned from each lifestyle section. For example, recliners, those monstrous naugahyde living room thrones, date to the late 1800s when William Morris invented the first mechanical chair. After Sir Walter Raleigh was decapitated, his wife had his head pickled, kept it in her parlor, and supposedly talked to it when she was lonely. The USA, Soviet Union and Union of South Africa are the only developed countries that still use the death penalty.

The best features contained something educational, although few stories were written expressly for that purpose. The most common "educational" stories discussed health and nutrition. Analyzing one's health problems would seem a major American obsession, judging from the number of medical columns in lifestyles.

Articles about garden club lectures and other community talks, meetings, seminars, classes, demonstrations and workshops of public interest, while often brief, were an integral part of many sections and were examples of news described as "informative." Club news, vital statistics and weddings were basically informational and not of wide-spread interest.

The following three charts show how I described the lifestyles topics and the types of stories that appeared.

Interesting	Useful	Entertaining	Educational	Informative
Books	Consumer	Advice Columns	Art	Club News
Careers	Coping	Entertainment	Children's Interest	Commentary
Celebrities	Decorating	Games/Diversions	History	Meetings
Culture	Food/ Recipes	Humor	Health/Nutrition	News
Education	Household		Travel	Politics
Families	Hints			Talks
Fashion	Plants			Vital
Human Interest	Sewing			Statistics
News Features				Weddings
Older Americans				
People				
Recreation/ Hobbies				
Social News				
Woman's Interest				

Chart 1--Classification of lifestyles topics into categories.

The number of stories in each section during the week studied:

Description	New York Times	Seattle Post-Intelligencer	The Oregonian	The Salt Lake Tribune	San Francisco Chronicle	The Denver Post	Los Angeles Times	Totals
Interesting	15	22	39	29	32	19	50	206
Useful	17	37	22	30	12	11	14	143
Entertaining	0	6	13	5	20	11	33	88
Educational	4	6	16	18	5	1	4	54
Informative	0	13	42	25	2	11	30	123
Totals	36	84	132	107	71	53	131	614

Chart 2--Total number of stories in each category.

Except for the Style section of The New York Times, each section had all five types of stories. "Interesting" stories ranked first;¹⁰ followed, in order, by "useful," "informative," "entertaining," and "educational."

Differences in the sections can be seen by comparing the numbers of each type of story. Below, the sections were compared by ranking the descriptions in order of the number of stories that ran in each category:

New York Times	Seattle Post-Intelligencer	The Oregonian	The Salt Lake Tribune	San Francisco Chronicle	The Denver Post	Los Angeles Times
Useful	Useful	Informative	Useful	Interesting	Interesting	Interesting
Interesting	Interesting	Interesting	Interesting	Entertaining	Useful*	Entertaining
Educational	Informative	Useful	Informative	Useful	Entertaining*	Informative
	Entertaining*	Educational	Educational	Educational	Informative*	Useful
	Educational*	Entertaining	Entertaining	Informative	Educational	Educational

Chart 3--Categories ranked according to popularity in each section.
*Denotes a tie.

Topics Covered

Popular lifestyles topics were judged by the number of stories about a topic and by the general popularity of some topics with all the papers.¹¹

Two topics were covered by all seven sections: consumer interest and coping. Stories about families, fashion and beauty, human interest, society, women's interest, and health and nutrition appeared in six sections.

Five sections ran stories about interior decorating, people, and talks and lectures. Advice columns, club news, food features, games, hard news, news features and sewing columns appeared in more than half of the sections.

Topics covered by fewer than half of the sections included art, celebrities, education, household hints, meetings, recreation, culture, older Americans, vital statistics and weddings. Only the Los Angeles Times carried book reviews, and only The Oregonian included travel features in the lifestyles section.

Topics that had the least universal appeal were careers, children's interest, commentary, entertainment and politics. Some topics, such as careers, actually received more coverage than noted because often they fell more appropriately into other categories, such as women's interest. Few stories on the arts, entertainment, and culture appeared because many papers had separate sections for those topics.

The most frequently run lifestyles features were brief notices about talks, lectures, workshops and community events (48) and games

and diversions (i.e., puzzles, horoscopes, cartoons, bridge and chess) (53). Those features, while numerous in some papers, did not fill a significant amount of space.

Stories on consumer interest, health and nutrition, human interest and food were the kinds of features that ran most often. Advice columns, fashion and beauty features, club news, social columns and stories on women's interests, families and coping also were popular.

The least-run features, those appearing fewer than 10 times, were on sewing, travel, meetings, news features, recreation, art, culture, education, vital statistics, careers, entertainment, older Americans, children's interest, commentary and politics.

Topics that had both the most universal appeal and were most frequently covered were consumer interest, health and nutrition, human interest, families, coping, humor, people and interior decorating.

All seven papers emphasized consumer interest, coping and health and nutrition. The popularity of those topics was evident because of numerous local and syndicated columns and many staff written features. At least seven columns dealt with consumer interest,¹² six with coping,¹³ six with health,¹⁴ and 10 with nutrition.¹⁵

Articles about health and nutrition have replaced recipes as the main staple of the food sections. In fact, three papers--The Denver Post, Los Angeles Times and San Francisco Chronicle--didn't run food in lifestyles but had separate food section. Four other papers still had certain days when the entire lifestyles section was devoted to food.

The lifestyles sections also contained much "how-to" information: how to make your own kite, build a greenhouse, grow food, be a decorator.

eat right, get the most for your money, rear your kids and cope with life.

Although there was not much news of specific interest to children in lifestyles, a number of stories were of interest to parents: Where to get counseling for troubled teenagers, use of marijuana by children, parental control of television through videodisks, and problems of "latch key" children--children whose parents work.

While some hard news appeared in many sections, it seemed inappropriate there. AP stories such as "Fire in Kitchen Spreads, Killing Three Children," used as a filler in The Denver Post, provided a glaring contrast to features and columns on facing pages. Part of the problem was due to lack of layout flexibility: putting Ann Landers in the same place without control of ad space created space that needed to be filled with whatever would fit.

Social News

Social news, the mainstay of society pages, has proved an enduring part of lifestyles. Except for The Salt Lake Tribune and Seattle Post-Intelligencer, five lifestyles sections had one or more "society" columns--often gossipy, chatty, and sometimes catty.¹⁶ About the baby girl born to actress Jessica Lange and ballet dancer Mikhail "Mischa" Baryshnikov, Herb Caen of the San Francisco Chronicle wrote, "Jessica refuses to identify the father, but WE know, don't we? And, no, she and Mischa are not married. Rude question. . . ."

Most columns were about the so-called "society" people and entertainment, such as dinners, parties, dances, prominent visitors, and engagements and marriages of social interest.

Society news may not rank as the most significant type of lifestyles news, but it certainly included some of the most colorful. During the 1970s, when lifestyles sections were evolving from society pages into feature sections, many editors stopped running social news and society columns. Today, however, the larger papers are running social news. The Los Angeles Times and the San Francisco Chronicle had the most social news.

Social news provided a welcome contrast to features on serious social issues, such as a 10-part series on "Marijuana and Your Child" in The Denver Post and a story about the children who died in Jonestown, Guyana, in the San Francisco Chronicle. Many society columns were light, personable and relatable. Rod Patterson's column, "In One Ear," in The Oregonian was witty and fun. Reading his column was like getting to know him personally. The same was true for other writers of personal columns, such as Judy Magrid of The Salt Lake Tribune, Jack Smith of the San Francisco Chronicle and Mimi Sheraton of The New York Times. They wrote some of the freshest, funniest and most enjoyable copy in lifestyles.

Weddings and Engagements

The biggest change in many lifestyle sections today is the omission of wedding writeups. Lengthy wedding and engagement writeups, large wedding and engagement photos and pictures of pre-nuptial teas traditionally made up much of the old society or women's news sections.

Wedding writeups used to be written in flowery prose with elaborate descriptions of every detail of the bride's dress, from the peau de

soire trim on her cathedral-length train to her pearl-encrusted veil. Her attendants' gowns would be described in two to three sentences, as well as what her mother and mother-in-law wore. The setting, such as an altar banked with flowers, would be noted. The flowers carried by the bride and her attendants would be described, along with the corsages worn by the mothers. Honeymoon plans and the couple's place of residence also would be mentioned. Today this is usually omitted as a precaution against crime. Pre-nuptials (teas and showers given in honor of the bride) would be listed at the end of the article. In many papers it was protocol to run the couple's education and employment status in the engagement writeup but not in the wedding writeup.

Dramatic photos of the bride, often full length in her wedding gown, or a photo of the couple posed before the altar traditionally accompanied wedding writeups. The pictures usually ran two to three columns wide, the lengths varying. There was no consistency concerning size or placement. Engagement pictures rarely included the bridgroom-to-be. Engagement photos normally were head-and-shoulder pictures of the bride-to-be and were run two columns.

In 1981, by contrast, only The Oregonian and The Salt Lake Tribune ran wedding writups in their lifestyles sections. Weddings were mentioned in society columns in the San Francisco Chronicle, the Los Angeles Times and The Denver Post. The New York Times reported weddings in a separate Society section on Sunday. The Denver Post ran weddings, engagements and anniversaries in Contemporary, a Sunday supplement. Brief announcements of marriage-license permits appeared in a "Milestones"

column in the Seattle Post-Intelligencer.

Only six engagement notices ran in the Los Angeles Times. The lack of engagements is another major change in today's lifestyles sections. Although neither The Denver Post nor the Los Angeles Times ran engagement photos, the trend in smaller papers is to run photos of the engaged couple, not just the bride-to-be. Also it is the policy of some papers to run either an engagement or a wedding announcement, but not both. Presumably this is because editors today are treating marriages more like hard news rather than items of social interest.

The wedding writeups in The Oregonian and The Salt Lake Tribune were standardized. The Oregonian ran 12 weddings, 11 with photos, on Saturday. Each writeup was two paragraphs. The photos were all 1½x2½ inches and the copy was set less than one column wide. The bride's married name, i.e., "Mrs. D. Sunwall," ran in boldface caps under her picture.

The Oregonian ran wedding stories underneath the pictures of the brides. The Salt Lake Tribune ran the writeups one after the other in a series. The pictures were all sized 1½x2½ inches but they did not necessarily run underneath or to the side of the writeups.

A typical writeup in The Oregonian:

The D. Cossels

Wearing her mother's wedding gown and veil, Joyce Elizabeth Loewen married Donald O. Cossel March 6 in Trinity Baptist Church. The newlyweds are graduates of George Fox College. The bride is the daughter of Mr. and Mrs. Victor A. Loewen. The bridegroom is the son of Mrs. Richard Cossel of Quincy, Wash.

Most of the wedding stories in The Salt Lake Tribune appeared

Sunday under the heading "News of Weddings" or simply "Weddings." Two, which appeared to be left over, ran Monday, and one, without a picture, ran Tuesday.

Photos of the brides were grouped in three rows at the top, middle and lower part of the page with the writeups listed in a series underneath. The writeups, which were titled with the last names of the couples in boldface, were limited to three or four sentences. The writeups included information about the reception, where the bridegroom had fulfilled a mission for The Church of Jesus Christ of Latter-Day Saints, and universities attended.

A typical writeup in The Salt Lake Tribune:

Aborn-Ellis

PROVO--Wendy Dawn Aborn and S. Chris Ellis were married Friday in the Provo LDS Temple.

An open house was given at the home of the bridegroom's parents. Schonwald Terrace was setting for a wedding luncheon.

The bride is a daughter of Mr. and Mrs. Barton P. Aborn, Huntsville, Ark. She graduated from Brigham Young University with a degree in business education.

The bridegroom is a son of Mr. and Mrs. Clark Ellis, Orem. He is a civil engineering student at the University of Utah and filled an LDS mission to Chile.

Almost all of the photos in both papers were head-and-shoulder studio portraits of the brides in wedding gowns and veils. This would indicate that traditional weddings are still popular in Portland and Salt Lake City and that those who have traditional weddings want their writeups and photos in the paper.

Women's-Interest News

Two types of women's-interest news were popular features of life-styles sections--"traditional" and "liberated."

Traditional women's-interest news comprised recipes, beauty tips and homemaking and sewing columns. These kinds of stories were oriented toward women who are homemakers, wives and mothers and were typical features in former women's news sections (Figure 1).

"Liberated" women's-interest stories focused on the interests of career women, such as sex discrimination, time management and fashions for professional women (Figure 2). These types of stories are distinctive features of today's lifestyles sections. In the past, stories on women's achievements outside the home were written up as novelties. Now they are the norm.

The LIFE/STYLE section of the Seattle Post-Intelligencer was aimed at working women, while the Lifestyle section of The Salt Lake Tribune and the DAY section of The Oregonian were directed mostly to traditional women's interests. One DAY story about a woman pilot who teaches other women not to fear flying was a liberated story but was written in a "gee-whiz" tone typical of the past.

Some traditional features like household-hints columns were of great consumer-interest value and provided timely money-saving tips. Other traditional women's-interest columns, like sewing patterns, were dated. Most of the patterns looked as if they hadn't changed in 20 years; they were for unattractive shirtwaist dresses and things like bargellow wastebasket covers.

Like society news, club news is another type of traditional women's news that has been dropped in many lifestyles sections. With the rise of women in the workforce, it would seem that club memberships and



Myrtle Mitchell is a busy career woman and wife and mother who has learned to control her time.

She Conquers Time

Career Woman Treats Her Day as a Science

By Jeanne Hooper

Lucy had it that women are all things to all people. Unfortunately, the only woman who knows the women are women.

And they believe that other people believe it. So Dr. Myrtle Mitchell, chairperson of the Health and Human Services Division at Seattle Central Community College.

Mitchell is a career woman who is married and the mother of two children, ages 12 and 8. In an excellent example of one who has turned scheduling into a science.

For instance, when she gets home from work about 5 p.m., she opens the front door and reads the newspaper and watches the news.

"If I don't," she says, "I'm out of control and hassled. The first three respect that time and to give my husband. They know that I don't work in the door with a frying pan in my hand."

Time after dinner is reserved for the children. On Saturday the schedule is a large block of time for her, and on Sunday she spends 4 1/2 hours housecleaning, with coffee breaks every 30 minutes.

She shops for clothes twice a year and runs errands only once a month. "Errands are low-priority items," she explains. "And I will not do errands for other people."

She arranges appointments with doctors and dentist early in the

day so they won't interfere with her school.

Mitchell didn't come by her lifestyle accidentally or easily. For a long time she thought she was Super Woman and did with the situation. She says: "You have to do it drop the television and deal with the situation. The first thing you have to do is drop the television and deal with the situation. The first thing you have to do is drop the television and deal with the situation."

The second thing she did was "re-work" with everyone in the family without temper tantrums. You have to sit down and talk about setting priorities.

The Mitchell children divide the morning tasks evenly with one re-ward to her husband, she offered these alternatives: "You can either have a hassled, resentful wife — or you can cooperate and meet my needs. I don't sleep, I'm starting 14 hours a day."

Mitchell is realistic enough to know that chaos isn't an option. She has her husband do the things she can't do. She knows that chaos isn't an option. She has her husband do the things she can't do.

Bonnie Geovary, coordinator of counseling and training for King County's Family Services, agrees that "listening" might be a better description than "time management." Whatever the words, Geovary urges women to do up a calendar, and analyze where their energies are being scattered, where tasks could be eliminated.

"Women have to actually make a list of roles," says Geovary. "They have to say: 'This cannot wait, I will get it done in the following way. And then do it.'"

Time management is an "in-between" summer for women," says Geovary. "More comfortable in their own homes than in busy schedules or a busy husband. Even when a man is on the office it may look busy but he will not be distressed. They don't seem to feel any guilt about the house, outside or whether their own are great, the appropriate times to the kids or not."

Even women who have reached the upper end of the career ladder may squander time and energy, says Geovary. "The woman who says, 'I used to be a secretary or I'll just type the letter myself.'"

Geovary says, "She may end up doing more of the work herself than she needs to because she won't delegate. Women have to be perfect at all times and places and that makes time management a crucial process for them."

It's tough to keep how to think like men in our own lives, consider, she says. "The man who is not going to move into the arena dominated by males then he has to dominate the same kind of position. That does it. We stand our female rank. But we do have to be more analytical about life."

Setting Priorities Helps Woman Cope With Life

By Jeanne Hooper

There are times when Betty Peden feels as if she is being trampled in 25 different directions. "It's when the kids are whining, John really fusses he needs more time, children don't like the house is a mess and I've worked eight hours throughout the week."

If that's everyone is working at me. Usually I'll go take a bath or go to the grocery store.

Everyone has his own way of coping with the internal computer overload. When Peden goes to the grocery store, she doesn't necessarily buy from there. She says, "The one I like and I don't have to talk to anyone. There's no one to talk to. But I am conscious of the manager of the price sheet is hard."

Peden is a 40-year-old, 30-year-old, 30-year-old who works on Seattle's docks. She is married to John and mother of two children, Dan, 13, and Stephanie, 11.

She also has been a warehouse manager, a recycling plant manager, a bartender and once had her own cleaning business.

When she looks back on the past 12 years, she realizes that her time has not been active during a previous 30-year marriage when she was a full-time housewife. Those demands, however, she had on herself.

"I wouldn't go to the grocery store until the flowers were mopped. If I had a 10 a.m. appointment, I'd get up at 6 to get things done," she says.

"I was always busy during that time. Dad was little and he was hyper-

active. I had very little time for my husband. There and other problems probably caused our separation in the marriage."

Peden has learned to schedule her time, not by writing everything down on a calendar or doing a Geovary Family Services notebook, but by keeping a running list in her head.

"It's important to always be aware of what has to be done," she says. "I schedule everything in my head. I read the dishwasher at night and the kids around it in the morning. They also are responsible for their rooms, for setting the table and for keeping their playroom clean."

She and John split the remaining chores but in his hands-and-foot order. For example, John may cook one night, Peden another. Often they will

both make dinner, discuss the children out of the kitchen and using that time to be together.

Peden's job allows her a measure of flexibility not available to non-union workers. It is a history of learning and emotional problems.

Recently she has joined several education classes at the Seattle Children's Home and the Peden devote one day a week to family counseling.

Over the years, Peden says Dan's problems have been not only emotionally draining, but time consuming. "He always seemed, and demanded more attention," she says. "Now we're less on him to do things and that takes a lot of time. We have to deal with everything he does. We have to

stop and make sure he's done what he's supposed to. We have to stop and think. What is the next way to do that?"

Add to that the children's other interests like poetry classes, Camp Fire and gym classes, it's a lot of time away.

Peden says she has learned to set priorities in the "series of what's most important to me." She also has learned to be flexible about some priorities. "Right now they are John, the kids and my job. When I was married before, it was the house, the kids and my husband. I have really changed."

However, she admits she still doesn't put her feet in the top of the priority list. "Sometimes I don't need the time, sometimes I do," she says.

Peden believes she is a remarkably lucky woman. She lives in a house that is not a mess. She has a great "go" from a neighborhood that is not a mess. She has a great "go" from a neighborhood that is not a mess. She has a great "go" from a neighborhood that is not a mess. She has a great "go" from a neighborhood that is not a mess.

Test Tells Cystic Fibrosis Risk

By Jack DeLoach
(United Press International)

BOSTON — Cystic fibrosis need no longer come as a tragic surprise to the parents of children found to have the mysterious fatal disease.

Doctors at Boston's Children's Hospital have devised a relatively simple test to determine if a person's lungs accumulate sodium — and, in doing so, determine whether the people carry the CF gene, it is the most common genetic defect known among whites in the United States.

About one in every 2,000 children born in the United States suffers CF, and all die from it by the time they are 18. Although the disease is hereditary, until recently scientists had no way to screen the population for carriers.

Dr. Jan Breslow, a pediatrician, and Dr. James Epstein, a physiologist, say their test can determine if patients are symptomless carriers of the CF gene.

There is a one out of four chance that a child will inherit the disease if both parents are carriers. Breslow says.

Since no way exists to test children before for CF, it is in the case of some other genetic condition, the re-

searches said their test screen parents the ability of finding their apparently healthy baby has inherited a fatal disease.

"The children are often treated as if they are carriers of the disease," he said. "The infant can't absorb food properly, suffers respiratory infections and diminished breathing capacity."

"It's a fairly grim disease," he said.

The screening test involves taking a strip of skin — about as small as a inch thick — under some anesthetic and growing some of the cells (called sodium) from the strip in a culture dish.

In four or five weeks the cells, called fibroblasts, can be tested for how well they pump sodium across their membranes.

Normally, Breslow said, cells pump out sodium to prevent a fluid buildup on them. The buildup is called "ouabain," normal cells retain all the sodium. But cells with carrying the CF gene do not.

"In the normal cell treated with ouabain sodium accumulates," Breslow said. "In the CF cell, it does not

accumulate. They tend to exclude sodium under these conditions."

If doctors see a lack of sodium in cells, Epstein said, it means the cells have a hidden CF gene.

"On the basis of this, we can test whether or not an individual is a carrier," Epstein said. The test can be performed by merely pinching the earlobe and using around 800, or about the size of one genetic test.

Epstein and Breslow said scientists don't know exactly how sodium is related with cystic fibrosis, but the connection was discovered years ago.

"CF children have high sodium levels in their sweat."

The Purcell Place offers a six-week series of classes for men focusing on "making it in the changing world. The sessions begin at 7:30 to night at the Purcell Place, 1055 N.E. 15th, Seattle. For details contact Larry Revmore, 364-9925.

Dr. Joyce Brothers visited Weight Loss Clinic and went home impressed.



It's one thing for us to tell you that we offer a superb weight loss program. But it's even more impressive when Dr. Joyce Brothers does the talking.

"One of the problems I'm asked about most often is overweight. If I could put together the best possible weight loss program, I'd make sure it was run by trained professionals — counselors and nurses who were not only dedicated... but enthusiastic about helping each individual client achieve success. A program like the one at Weight Loss Clinic."

Dr. Joyce Brothers was impressed. There's no reason why you shouldn't be.

WEIGHT LOSS CLINIC

For the program you can really trust, call Weight Loss Clinic. No charge or obligation for first consultation visit. Call now.

- DOWNTOWN 1424 4TH AVE., SUITE 710 682-9840
- NORTHGATE 10212 5TH N.E. 822-8900
- OLYMPIA 2051 154TH ST. S.W. 775-8414
- BELLEVUE 925 116TH AVE. N.E. #243 456-8994
- RENTON 401 SOUTH 43RD 228-8960
- BURIED 1550 FOURTH AVE. S.W. SUITE C 248-3554
- FEDERAL 3438-1540
- BREMERTON 830 PACIFIC AVE. SUITE 201 377-3791
- TACOMA TACOMA MALL 475-2333
- OLYMPIA TUMWATER 405 CUSTER WAY 843-3692

Sears Spring Cleaning Special

DRAPERY CLEANING

CARPET CLEANING

Reg. \$ **5.99** per square yard

ONLY **5995**

For any living room and dining room

Our services include:

- Professional take-down and re-hang
- All made silicone sprayed
- All new pin heads.

Receive an additional **10% OFF** when you have both drapes and carpets cleaned

Sears

For FREE ESTIMATES call **828-6633**
Outside Seattle call **1-800-562-3634**

Figure 2--"She Conquers Time" is an example of a "liberated" women's-interest story. The "priorities story was classified under "coping."

interest in club activities has dropped. However, club news ran in a number of lifestyles sections.

The Oregonian and The Salt Lake Tribune carried the most club news. The Denver Post covered club news in its weekly "Spotlight on Clubs." Appearing in the Spotlight was a well-written feature on volunteers and how women who do volunteer work have changed in recent years.

The club news writeups in The Oregonian and The Salt Lake Tribune were mostly brief notices used as fillers.

Fashion

Fashion reporting, another form of women's-interest news, has remained popular. The Denver Post was the only paper that had no fashion news. Fashion features in The New York Times emphasized expensive designer clothes, as might be expected. In a "Notes on Fashion" column however, John Duka mentioned a number of fashion buys from \$38 Indian cotton skirts at Macy's to a \$5,000 diamond ring at Tiffany's.

A number of papers treated fashion as consumer-interest news. This is another change that distinguishes today's lifestyles sections. In the past, fashion features were mostly "fluff." Typical would be what's in style for fall or spring with little emphasis on practicalities such as value.

The Seattle Post-Intelligencer did a full-page feature on bridal fashions in Seattle stores, listing sizes, selection, price ranges and store hours. A "Great Finds" column about "weird and wonderful" buys was an innovative feature along with "In Seattle Stores," a calendar of fashion-related events, such as fashion shows and free sewing classes.

The Seattle Post-Intelligencer also carried Marylou Luther's syndicated question-and-answer column, "Clotheslines," on practical fashion advice.

The Oregonian, which put out a special nine-page "March/Fashion" issue as its Thursday section, was the only paper that ran color fashion pictures. In addition to the usual fashion stories on new styles and trends, The Oregonian ran a feature on "interview suits" as a necessary investment for aspiring professional women, and a profile on a local couple who design and manufacture their own brand of sportswear.

Thursday's cover in the San Francisco Chronicle also had a fashion theme. The two major bylined features were personality profiles on two designers--Gloria Vanderbilt and Merry Renk, a jewelry maker. A brief feature on country club dressing was a humorous look at what's in with tennis players and golfers. The Chronicle also carried "Clotheslines."

There were no staff-written or localized fashion stories in The Salt Lake Tribune. The headline on Jennifer Anderson's syndicated fashion column proclaimed "Curvy look back in '81." Another feature told how to sew a jacket-dress.

Food Pages

A greater emphasis on health, nutrition and consumer interest is a new trend in lifestyles. In the past, food sections were little more than repositories for grocery ads. Little attention was paid to localizing copy or doing staff-written features, particularly on the inside pages. Most of the copy came from syndicates or was provided by companies trying to promote their products. Recipes, unrelated to any

topic or theme, were often found sprinkled throughout food sections simply to fill space.

Recipes for rich desserts used to be popular food features. The cover of the March 11, 1981 Denver Post Food section was a typical example. It featured a 14x17-inch picture of a "tantalizing cheese-rice torte" in process color. Now, however, food pages are more likely to look like regular feature pages, and desserts are more likely to be low calorie.

As in the past, most food sections are still being run on Wednesdays or Thursdays since this is helpful to people who like to shop before the weekend as well as those who prefer to shop during the weekend. Five papers, The New York Times, The Oregonian, The Denver Post, The Seattle Post-Intelligencer and the San Francisco Chronicle, had food pages on Wednesday. The Los Angeles Times and The Salt Lake Tribune ran food on Thursday.

Some papers had separate food sections in addition to regular lifestyles pages, while other papers had lifestyles pages with food themes. The New York Times, The Oregonian, Seattle Post-Intelligencer and The Salt Lake Tribune had pages with food themes. The New York Times ran the fewest pages (three), and The Oregonian had the most (20). Three papers, The Denver Post, Los Angeles Times and San Francisco Chronicle had separate food sections. The Post's was 12 pages, the Chronicle's six, and the Los Angeles Times' 40--the largest--in two sections.

The New York Times had the most progressive and attractive food

pages. The food section, called Living, was as well written and carefully designed as the regular Style pages. There were no wire stories, "canned" features, miscellaneous recipes, or ads--typical features of most traditional food sections.

Food features, such as the "60 Minute Gourmet" and "Wine Talk," appealed to the more sophisticated taste of New Yorkers. All the features were staff written and tended to revolve around a topic, such as Japanese cooking, rather than an individual cook.

Many of the other food section covers highlighted a cook and his or her recipes, a standard approach to doing food features. Both The Salt Lake Tribune and the Seattle Post-Intelligencer did variations on this theme. The Oregonian featured a hospital cooking class and the patients' favorite recipes. The Oregonian and the Seattle Post-Intelligencer did features on Irish cooking since St. Patrick's Day was the following week.

Except for The New York Times, few staff-written stories appeared inside the food sections despite the fact that many sections had either a food page editor or staff home economist.

Two Oregonian staff writers received bylines for recipes that ran with canned photos. These were syndicated features and the staff re-wrote the leads to give them more local flavor.

Most of the space in the food sections was filled by syndicated columns that emphasized health, nutrition and consumer interest rather than cooking and food preparation (recipes). Instead of concentrating on how to make mouth-watering desserts, columnists are now more likely

extol the value of zinc in the diet or how to cash in on "couponing." Such columns, such as "60 Minute Gourmet" and "Slim Gourmet," did have good-sounding, easy-to-make recipes. "The Butcher," "Naturally," "Laurel's Kitchen" and "Wine Talk" were examples of outstanding syndicated food columns. Microwave cooking columns, reports on fresh local produce and supermarket values were also good features.

Related Lifestyles Sections and Supplements

Arts and Entertainment

Few features on the arts and entertainment ran in the lifestyles sections.¹⁷ Six papers carried two to three pages daily on cultural events such as theater, ballet, plays, concerts, art shows and reviews.

The Arts/Entertainment section of The New York Times ran weekdays and contained news of theater, film and television. A "What's Happening Today" column in The Salt Lake Tribune's Amusement section listed daily cultural events.

Datebook, the arts and entertainment section of the Seattle Post-Intelligencer, was three to five partial pages on weekdays. Most of the copy was staff written and was about theater, art shows, galleries, dance, opera and rock, jazz and symphony concerts. A story on a Seattle model being crowned Miss Washington USA ran in the arts and entertainment section, not LIFE/STYLES.

Book reviews, restaurant reviews, night club entertainment, Hollywood personalities, radio, TV films and travel were other topics found in arts and entertainment sections.

The Oregonian was the only paper that did not make a clear

distinction between lifestyles and arts and entertainment. The Oregonian's entertainment pages included the comics and television listings and usually followed the lifestyles section. Sometimes, however, those pages were intermixed in the DAY section. Separating arts-and-entertainment news into different sections has helped to distinguish lifestyles as a feature section, not just a catch-all section.

Other Sections

Some papers like The New York Times and The Denver Post had Weekend or Entertainment Guide sections on Fridays that covered things to do over the weekend.

The Los Angeles Times carried a 16-page tabloid called YOU on Tuesday and was the only paper that had a lifestyles tabloid mid-week. YOU contained columns on special interests, such as coin collecting, photography, automobiles, legal problems, investments and collectables. Many of the articles followed a question-and-answer format and were of consumer interest. Only four photos ran on the inside pages.

The Los Angeles Times also ran on Friday a 12-page fashion section containing numerous photos and sketches. Much of the copy was staff written: six stories by women (including Fashion Editor Marylou Luther), and three by men. Features included a gossip column about celebrities, a society column called "The Inside View," stories about designer fashions, a calendar of local fashion shows, a "Closet of the Week" column featuring TV personality Sarah Purcell, and a couple of articles about men's fashions.

Sunday Supplements

The Los Angeles Times and The Denver Post were the only papers that did not have a Sunday lifestyles section. A general-interest section called Scene/Arts in the Los Angeles Times, however, looked like a lifestyles section. A comprehensive article about mastectomies and breast reconstruction ran on the cover. Columns by Ann Landers, Erma Bombeck, R.B. Reed (the underground gourmet), Harvey Steiman (food), Pat Montandon and the horoscope made up the rest of the section. The other papers had Sunday supplements that essentially were lifestyles magazines. Parade, a 24-page copyrighted magazine containing light features about celebrities, families, consumer interest and human-interest topics, ran in The Oregonian, the Seattle Post-Intelligencer, and The Salt Lake Tribune.

The Denver Post had Empire Magazine, its own version of Parade, and two other tabloids, Roundup and Contemporary on Sunday. Roundup contained news about the arts--movies, drama, radio, TV, music, art, books, travel and records. Contemporary was a 64-page tabloid that contained human-interest features, such as what happens when a wife earns more money than her husband, how Washington society is keeping up with the Reagans, fashionable work-out togs, and Denver's alternative to the single's bar. Also included were columns such as "At Wit's End," "Couple Life," "Food for Thought," "Managing Your Money," and "The Human Angle."

The San Francisco Chronicle had two Sunday tabloids, This World and Datebook.

Datebook contained arts and entertainment news--listing of films, radio, TV, theater, music, art exhibits, night life, dining out, puzzles, the horoscope, and pictures of celebrities.

This World, a feature section, contained stories on urban-American Indians, a humorous feature on "Reliving the Golden Age of Preppies," and a serious look at the U.S. foreign service in Europe.

Inserted into This World was a 20-page book-review tabloid called Review that contained articles about art and music and columns on best sellers, bridge, chess, antiques and records.

Other Sunday tabloids were Home in The Salt Lake Tribune and P-I/Northwest in the Seattle Post-Intelligencer. Most of the copy in P-I/Northwest was contributed by local free-lance writers. Examples included a "Backroads" feature about exploring out-of-the-way places in the state, a feature about a Bellevue girl who shows horses, several articles by and about local writers, a food page by the author of a Bellevue cookbook, and a history feature.

Included in P-I/Northwest was a 12-page supplement, Sunday Woman, sold by the King Features Syndicate. This contained light features geared toward traditional women's interests, such as gossip, fashion and beauty tips, TV personalities and celebrities, and sewing. The story "How Much Do Your Bad Habits Cost You?" was a consumer-interest feature.

Judging from the volume and variety of supplements, the popularity of lifestyles features extends well beyond the daily lifestyles page. While the daily sections covered topics of broad human interest, more specific interests, such as hobbies, were covered in depth in the

supplements on Sunday when people presumably have more time to read.

The supplements were extremely well organized (packaged) with all the arts and entertainment news running in one tabloid and features about people and human-interest topics running in others.

Layout and Design

Poor packaging and poor layout were directly related. Inside pages often were disappointing compared to the section covers and tended to be gray and unexciting.

Some papers, such as The Denver Post, were full of syndicated columns and little else. Readers of the Post's Living '81 section got a steady diet of "Ann Landers" and "Your Horoscope" with the columns "Socially Speaking" and "At Wit's End" alternating on different days (Figure 3).

The inside pages of the San Francisco Chronicle also followed a prescribed formula. In addition to the bridge and chess columns, "Ask the Doctor," "Green Thumb," "Social Scene," and the "Greengrocer" were repetitive features.

Packaging cartoons and other light items in with features blurred the focus of the lifestyles section. This practice made lifestyles seem more like an entertainment than a feature section.

On Thursday a comics page ran in the middle of The Oregonian's fashion section. A comics page often ran at the end of the VIEW section in the Los Angeles Times.

Puzzles, horoscopes, bridge and chess columns and single-frame cartoons were regular features in many lifestyles sections. The bridge

Tax-Dodger's Wife Needs a Lawyer

DEAR ANN LANDERS: My husband has not filed an income tax return, federal or state, for 13 years. I'd like to get away with this because he owns a small business and has no employees. The IRS wants to have to record him.

I'd like to keep my books and, therefore, don't know what his income is. What his expenses are or how much profit he makes. Also, he doesn't pay any Social Security. This means we will not be eligible to collect when the time comes. Since I don't have a private pension plan, the future seems very uncertain. Am I becoming increasingly better about this?

My children are unable to apply for college scholarships because we can't sign a parent's consent form to release information that doesn't exist.

I returned to work last year and intend to file a tax return for myself. Hopefully, this will not cause more problems. I worry that if something happens to my husband, everything would be dumped in my lap. He has no life insurance either, so there would be no help from that source. I also worry that if we both were to die at the same time, our children would be responsible for the whole mess.

Obviously, I can't sign my name to this letter. Will you please help me? — **Wasting For The Axe To Fall**



Ann Answers

by ANN LANDERS

DEAR ANN: You have helped a 72-year-old man make a big decision. It happened as a result of your advice to the Florida millionaire whose children were self-centered and irresponsible. His grandchildren were lazy and disrespectful. They never said "Thank you" for anything.

You told the old gentleman he didn't owe any of them a nickel. You encouraged him to spend his money, enjoy himself and leave what was left to charity. You even offered to suggest some "worthy causes" if he didn't know of any.

I am not wealthy, but I am comfortable. After reading that column, I decided you were talking to me, too. The circumstances were identical.

I am going to the Orient in the spring and plan to invite a young neighbor lady who will be graduating from high school. He has been supporting himself and helping out at home since he was 13. Paper routes, summer jobs, anything to earn a dollar. What a treat it will be for him — and for me, too! Thank you for helping me on the right course. — **Another Floridian**

Dear Pharisman: Your letter moved my day. Send me a postcard from Tokyo. And

look for my column in the *Asahi Evening News*.

DEAR ANN: I am at present a student at Michigan State. For the past several months my roommate and I have been in disagreement about color coordination of wearing apparel. Will you be the arbiter? She insists that a man's socks should match his shirt. Will you settle it? — **Split In Lansing**

Dear Split: Now this is what I call a matter of grave consequence. I'm sure the whole world is waiting for the decision. Here it is: The socks should match the trousers. So you win the cut-glass by-sweater.

How much do you know about pet, LSD, cocaine, speed, meth, uppers and downers, glue and heroin? Are all these drugs dangerous? Get Ann Landers' new booklet, "Straight Out on Drugs." For each booklet, send a dollar plus a long, self-addressed envelope (25 cents postage) to Ann Landers, P.O. Box 11984, Chicago, Ill. 60611.

Dear Writing: The whole thing smells like a barrel of hot brass. I really worry you. My advice is to get a lawyer at once — and a good one. The longer you put it off, the worse it will be.

Your Horoscope

by JEANE DIXON

FOR TUESDAY
ARIES (March 21-April 20): Do not attempt to fool others Tuesday or you may regret the loser. Some unusual, exciting opportunities will present themselves early in the week.

TALIBUS: Double-check information by your attention on paper work Tuesday so that you will be prepared for the active period which lies ahead. Money worries decrease. Do not expect too much of associates.

GEMINI (May 21-June 20): Some surprising news gets you off to a happy start. You are able to further a long-term goal. Financial matters can be dealt with in a positive manner.

CANCER (June 21-July 20): You are apt to receive more promises than money now. Make a greater effort to curb spending. Keep legal papers before signing. Romance takes backseat to career.

LEO (July 23-Aug. 22): Your first impression of people usually are accurate. Heed your voice. Rapport with male or partner if at all-time high. Good friends seek your advice. Give it.

VIRGO (Aug. 23-Sept. 22): You could find professional advice very helpful if drawing up agreement. Be willing to rearrange afternoon schedule to accommodate others. Plan social activities around work routine.

LIBRA (Sept. 23-Oct. 22): Your mate will be a prominent role in your life this week. Influential people show renewed interest in pet project. Home life is a source of contentment.

SCORPIO (Oct. 23-Nov. 21): Complete those plans you are eager to put into action. Do not let exercise programs enjoy favorable influences.

SAGITTARIUS (Nov. 22-Dec. 21): Financial worries will lessen if you adopt a

more pragmatic approach. Donate time rather than money to a worthy cause. Romance looks more promising than in the recent past.

CAPRICORN (Dec. 22-Jan. 19): Put your artistic talents on display. Get in touch with professionals. You could complete a business agreement that works to your advantage. Someone new enters romantic picture.

AQUARIUS (Jan. 20-Feb. 18): Making money is high on your list of priorities now. Influential people can be extremely helpful. Do not make any important moves without first consulting either the experts or a trusted friend.

PISCES (Feb. 19-March 20): Give free rein to both your individuality and your progressive instincts. Cleave your special ability to make something new out of something old.

SOCIALLY SPEAKING

Fullers Will Be Honored by ARTREACH at Dinner

BY PATRICIA COLLINS

Mr. and Mrs. John Fuller are community activists.

Both have worked for cultural and humanitarian causes and to honor their volunteer service to Denver, ARTREACH will spotlight the Fullers at an April 14 dinner.

The Imperial Ballroom at the Fairmont Hotel has been booked for the event, which will feature the singing group, Up With People. Fuller is on the organization's advisory board.

Philo D. Wino, who runs the Republican Party in Colorado, will take time out from politics to mastermind the 200-person couple feast.

Party organizers also include Norma Brownstein, Don Korte, Mr. and Mrs. Bill Walters, Mr. and Mrs. Robert Cohen, the Harold Williamson, Mrs. J. M. Hoodless, Mrs. Neil O'Toole, Mrs. Brook, Mrs. Franklin Burns, Howard Connor, Henry Lowenstein, Mayor Bill McNichols, Tom Raab, James Silverman, Jr., Lucien Wilson and Anthony Zarogno.

ARTREACH, serving 150,000 people per year, takes programs on art and music to disadvantaged citizens and distributes tickets for cultural and sporting events to the underserved.

Fuller, chairman of the board of Fuller & Co., already has been tapped for such honors as the 1975 Riva B. Birch Humanitarian Award and the 1972 Serrano Club Service to Mankind Award.

A past director of many civic organizations, he currently is a member of Downtown Denver Inc., a director of Student Leadership Club, the Mile High Stadium Club, a past president of the Denver Chamber of Commerce and on the board of the Central Bank Corp. Inc.

Mrs. Fuller is on the board of the Denver Symphony Association, Central City Opera House Association, ARTREACH and Censor Foundation, she also serves on the Mayor's Commission on the Arts.

The time has come to buy tickets to the March 20 dinner at the Fairmont Hotel for the 100th Birthday.

Mary McFadden will be in Denver to help for spring and summer outdoor theater efforts, one of the new stores in the Galleria at the Denver Center for the Performing Arts.

Tickets are \$200 per couple and may be purchased from party chairman, Miss Susan Hirsch.

The Rev. John Waddington, provost emeritus of St. Edmund's Cathedral in Mary St. Edmunds, England, is on the lecture circuit and will talk about cathedrals.

When Waddington speaks March 12 at Heatheridge Country Club for the

English-Speaking Union has topic will be "British Pubs and Signs."

Waddington also was vicar of the Church of St. Margaret in Norwich, honorary canon of Norwich Cathedral and, during World War II, he served on the headquarters staff of Field Marshal Montgomery.

The second March party for the English-Speaking Union members will be on the March 20 when Mrs. Darlene Adams hosts a reception cocktail party in the party rooms at the French Quarter.

WEDDING GUESTS GATHERED recently at Mother's Lutheran Church for the marriage of Miss Ann Hensel to Thomas Dudley Page, son of Mrs. Judy Page and Dr. Dudley Page of Great Falls, Mont.

The Rev. Kenneth Barley and the Rev. Arthur Miller conducted the ceremony.

The bride, who is a daughter of Mrs. Fred Forrest Hensel and the late Mr. Hensel, has given up marriage by her brother, Thomas Hensel.

For the late afternoon nuptials, she wore a long-sleeved white satin gown made with a modified V-neckline ably cut with a wide band of lace. The full skirt flowed into a chapel train.

A veil of gathered illusion fell from a bandeau of satin and she carried a bouquet of freesias.

Miss Susan Hirschauer was maid of honor, and bridesmaids were Miss Susan Freeman and Miss Sarah Bowen, both of Denver, and Miss Sarah Page of Great Falls.

They wore A-line gowns of emerald green satin accented by waistline sashes. Bouquets of yellow, blue, white and navy silk flowers completed their ensemble.

David Livingston was best man; others were James Page of Great Falls and Robert Jacobson and Steven Wetherston, both of Billings.

The Denver Country Club was the setting for a cocktail buffet.

Mrs. Hensel wore a Wedgwood blue sate and the bridegroom's mother chose pink.

After a wedding trip to Vail and Aspen, the couple will live in Denver.

The bride is a granddaughter of Mr. and Mrs. Samuel Carlson and the late Mr. and Mrs. Fred Hensel.

She was graduated from the University of Colorado, where she was a member of Phi Beta Kappa.

The bridegroom is a grandson of Mr. and Mrs. Dudley Page of Cleveland Heights, Ohio, and Mr. and Mrs. Kenneth Rosano of Tampa.

He attended Western Montana College in Billings and the University of Washington in Seattle.

Both are associated with B and H Sports.

SLIM IS IN
BECAUSE THE THIN PERSON YOU WANT TO BE Stay that way - like yourself better. NO DIETS. NO CONTRACTS. NO PROBLEMS.

One-to-one personal consultation. Self-induced subconscious neurological input. BY APPOINTMENT - DR. NORMAN JOFFE 725-5443 1443 S. Boston Denver, CO. 80222

NOW HIRING
CHERRY CREEK STORE
Apply at 262 Fillmore

International Villa
262 Fillmore Denver, CO. 80202



Sensitive

Many of us are sensitive about our looks. When hair grows where we don't want it, we feel ashamed. Embarrassed. Yet, nearly every woman experiences this unpleasantness at some time during her life.

We know. We're Gregory System. We've been helping women solve these hair problems for nearly thirty years. We've improved and refined electronic requirements so that it is now comfortable than ever before. And, we're constantly improving our treatment.

Our permanent hair removal (electrolysis) is the best available. Our follow-up treatment helps most women's skin improve, to look and feel better than ever.

Our treatment is tailored to your needs and skin type. It is non-painful. Please call now for your complimentary consultation and sample treatment. At Gregory, we're so sensitive about your appearance as you are.

gregory system
1400 S. W. 14th St. Ft. Lauderdale, FL 33304
CHERRY CREEK AREA: 269-8661, 150 Fillmore St. Monday thru Friday 9-6

NOW!
25% DISCOUNT
DRAPERY CLEANING SALE

We'll take down and rehang your draperies... at no additional charge!

Drapes here...drapes there...drapes everywhere—beautifully drycleaned by the expert craftsmen of Silver State. And, now, one-fourth off on Silver State's professional drapery cleaning. Remember, with Silver State cleaning of drapes, you get guaranteed length, no sagging or uneven corners, and there is no charge for decorator folds.

That's of Silver State—one of America's largest and finest drycleaning firms!

Silver State CLEANERS & LAUNDRY

BRANCH STORES THROUGHOUT GREATER DENVER

Call 366-1576 for pickup-delivery on draperies

DAVE HINES

Three stacks of coins.

You could make a mint selling your coin or stamp collection with Denver Post Classified HOTLINE. They're easy to place, they work fast and they cost about as much as a good Margon dollar. Private collections under \$2500 qualify for our Classified HOTLINE 377 Special; 3 issues for 7 days for 7 dollars. Call The Denver Post Classified HOTLINE and ask your Post advisor for details.

HotLine

825-3377

Figure 3--Many inside lifestyles pages were filled with regular columnists and little else.

and chess column ran daily in the San Francisco Chronicle's People section.

The Seattle Post-Intelligencer did a good job of packaging all such features--crossword puzzle, bridge, horoscope and other entertainment columns--on one page in another section (Figure 4). Logically the comics, television listings and movie page also belong together. It is more convenient for readers to find all such entertainment features together rather than having to search through different parts of the paper.

While there were many excellent syndicated columns, there was a tendency to overuse them. The Sunday section of The Oregonian was almost completely filled with syndicated columns at the expense of local copy and photos. The impression this gave was that The Oregonian was either too lazy or too cheap to do its own features.

The Salt Lake Tribune relied heavily on syndicated columns. The Seattle Post-Intelligencer, by contrast, contained numerous local features and pictures. Wire copy and wire photos were carefully selected and interesting features were displayed well.

Lack of photos was principally why the inside pages of many lifestyles sections lacked pizzazz. Most of the photos, particularly the strong ones, appeared on the section covers. The New York Times was an exception. Four pictures ran on the two inside facing pages of Living and 10 pictures and one illustration ran on the two inside Home pages.

The Seattle Post-Intelligencer also kept its inside pages lively, displaying large photos well (Figure 5).

The Los Angeles Times had numerous syndicated columns but also much space to fill. The trouble with VIEW was that it tended to run

DR. FRANK MILLER'S Wonderful World of Animals



DEAR DR. MILLER: Someone is trying to sell me this supplement for my horse's feed and the "secret" ingredient is selenium. He practically guarantees it will make my horse run faster. Will it?

—R.O.
DEAR R.O.: Selenium can be useful for horses on wetland and oral supplementation of selenium makes more sense (economically) than giving it by injection. It is, in fact, sometimes used in horses to increase performance. It's probably a long shot, though just how long would depend on whether or not selenium deficiency is common in your area.

love with a Jack Dempsey and is insisting we may and bring him home. He'd have to go in our own community aquarium which has nothing in it save just much smaller fish. I can really blame her for wanting them — but I wouldn't work, would it?

—T.R.
DEAR T.R.: Childlike family life often leads to be gregarious and the Jack Dempsey is a prime example. Sell or do both. Jack couldn't be expected to stay in his corner and be graceful. Whether he bolled the others down or simply walked them, your current companions (and some) would be sure to resent his introduction.

DEAR DR. MILLER: How long does it take after a dog is bitten by a tick for it to start tick paralysis? Does the dog die?

—R.O.
DEAR R.O.: The toxin released by the feeding female tick usually requires a few days to cause symptoms of paralysis in a dog (usually only ticks of the genus Ixodes or Dermacentor produce sufficient toxin to cause this paralysis). Once the dog if the paralytic reaction (the respiratory system and intensive care isn't available. However, most respond rapidly to treatment. Stop one tick any way to help out all ticks and remove them before they dig in.

DEAR DR. MILLER: How long after my dog (Cynthia) was bred would I be able to feel the babies in her stomach?

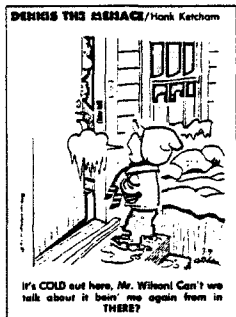
—M.N.B.
DEAR M.N.B.: If Cynthia is a rabbit, you could probably faintly feel fetuses in the abdomen at 12 to 14 days following mating. In your particular reproductive program, you should eventually be able to determine a due in pregnant at the end of week one.

DEAR DR. MILLER: My wife's fallen to

Does your pet have problems? Write Dr. Miller at 280 South Vag New Ave., S.P. 94428. Payment and mail volume receipt expires to answered questions only.



IT'S A RECORD
Largest Palace: The largest palace is the Imperial Palace in the center of Beijing, China, which covers a rectangle 1000 yards by 820 yards, an area of 1779 acres.



THE COMPUTER

ADDRESS	18. Fit in	29. Sa
1. Handle	19. 100 meters	30. Eccentric
4. Wagon	20. Ability	32. Fortune
7. Aggregate	21. The anthem	33. Army officer
11. Mountain	22. Elmer	34. Insurance
13. Malina	23. Feline	36. Loan
14. Easel	24. Senior	37. Jew
15. Jewish electric	25. Greaser	39. Philistine tree
17. Cathedral city	26. Greaser	40. Golf of hair

HOROSCOPE

By Joyce Dixon
MISC Omen 21-April 1981: The entire is brighter to those who show character and determination. Get out and make positive changes in lifestyle.
FAME Omen 21-April 1981: Good ideas come from a casual conversation. Help your feet and ears open. Color could be a lot of fun.
SEEN Omen 21-April 1981: The start has been made or an encouraging note. A response will lead to the desired. Romantic partner prove more realistic than the past.
CAREER Omen 21-April 1981: Move out to a new place. Make a change. Consider new options. Moving may be a better alternative.
LIFE Omen 22-April 1981: One priority to those who are busy. Consider the future. Make a decision. Through investigation any contacts in the past to help.
1981 Omen 22-April 1981: New requests are received from official sources. Promotion or raise become a reality. The idea could be to attend a social lecture or concert tonight.
LUNA Omen 22-April 1981: Your past and future are in a constant state of flux. Make progress. Access your own past's state of mind.
SUN Omen 22-April 1981: The sun is a favorable sign to receive more authority, responsibility. However, be realistic if you give a 4-point note.
SAGITTARIUS Omen 22-April 1981: Extraordinary in the way you solve the problem. The opportunity lies to avoid having things on others.
CAPRICORN Omen 22-April 1981: A good day to consider artistic matters. Progress is made and you may find that the current professional regarding personal concerns.
AQUARIUS Omen 22-April 1981: Concentration and calm down today. Plan to attend a meeting and figure a common problem. Social interaction in 2011.
PISCES Omen 22-April 1981: Keep your fingers under your control of each finger. See and see what you need and your confidence. Trust in your and change according to you.

WORD SEARCH

SEARCH FOR THE WORDS LISTED IN THE PUZZLE.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----

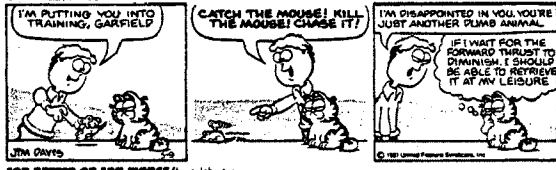
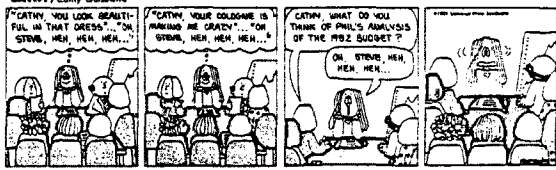
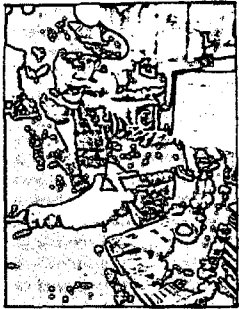


Figure 4--Cartoons, horoscopes and crossword puzzles should be packaged with other light features, such as the comics, and not in the lifestyles section.



Nancy Ifron works on a marine engine.



Pat Schriebe works at the office press.

Job Skills for Students Go to Head of the Class

By Jessane Hooker

Nancy Ifron, a senior at Mount Rainier High School, would rather work on a boat engine than type a letter. But then, she was not always a "bookworm." She always wanted to be a mechanic.

Lidley Ketterer, who recently won the state Northwest Term Work Contest, is working hard to deal with area printers in a district's office, while in another classroom Pat Schriebe is operating an offset press.

They right, as anyone with a degree in English history, sociology, psychology or anthropology discovers at postgraduate time when a student asks, "What can you do?" The answer is usually no skills, no job.

That's what happens to the 500 students from the Highline, South Central and Federal Way school districts who attend the Occupational Skills Center. Here at the modern, spacious campus in South King County, they are learning to do something. For half of each school day, these students learn by doing in any one of 12 courses available.

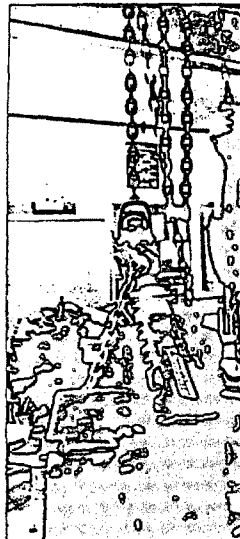
They can learn everything from fish and game conservation to the techniques of computer programming to carpentry to what's the best way to make chicken. Courses range from the practical side of education, like graduates from high school will have marketable skills in areas where jobs are plentiful. For many years, vocational schools at this level have been seen as a last resort for students who couldn't make it in regular classrooms. And the young men were seen as "second class." The traditional vocational education feeling has been, "You are here because you can't make it there."



Instructor Bill Young helps Shumalee Shields in computer class.

Shop and home economics classes barely taught survival skills. "They're on the same spectrum. If a kid can't make it in a regular classroom, he can't make it here either," says Bill Young, the American way to grow up and go to college? "It's one way - but not the only way."

plan on going on to Western Washington," says Schriebe, a two-year visual communications student from Decatur High School. "But I don't believe there is a need to go to college if you have good enough skills for a job." Schriebe wants to be a graphic artist and already made a good design. Students in her class design and produce all the brochures, business cards and printed material used at the OCC.



Joe Crandall, a senior at Highline High School, works on a marine engine.

For her finishing with the process in several others. "I always liked my business and communications," she says. "And I like to be in a different atmosphere from regular school."

And it is just a look around the school's restaurant where students prepare the meals, visit on to the collect the money and clean up the soiled food. Some students find the work a challenge. Some find it a reward. Some find it a challenge. Some find it a reward. Some find it a challenge. Some find it a reward.



Jim Henry, who teaches IT, stands in front of a computer terminal.

There are some who are students' big accomplishments in vocational class was making an ad copy - say they find out there was a match demand for ad copy in the real world.

But doesn't happen at the OCC is the program's plan to teach students all kinds of skills - from 15-foot courses, to 10-foot river boats. (Don't confuse the OCC with the Coast Guard.) The students who will be qualified upon graduation to work in the marine industry, build between 40 and 50 boats a year. The boats are sold in the public at auction. So possibly in the program, Jim Henry says, "We're not just taking them out of the classroom. We're taking them out of the classroom. We're taking them out of the classroom. We're taking them out of the classroom."

TRAFFIC TRANSPORTATION CLUB: The Women's Traffic and Transportation Club of Seattle plans an open dinner meeting March 10 at 115 p.m. at the Batcher Restaurant, Seattle.

CHRISTIAN WOMEN'S CLUB: 60-member Christian Women's Club plans an open dinner meeting March 10 at 11:30 a.m. at the Garden Court, Seattle. For details write HELP, P.O. Box 17749, Seattle, WA 98117.

HELP: HELP is a national organization that offers information and support to persons suffering from heroin. The Seattle chapter meets March 13 at 7 p.m. in room 404, Seattle Central Community Center. For details write HELP, P.O. Box 17749, Seattle, WA 98117.

LUPULI SOCIETY: The Seattle-Bellevue Chapter of the American Lupus Society will meet March 10 at 7 p.m. at the Conference Room 2E, Providence Hospital, 500 17th Ave. S., Seattle.

SEATTLE LIBRARY: The Seattle Public Library will host a two-day workshop on bookbinding March 13 and 14 on the UW campus.

LOW-INCOME YOUTH: The City of Seattle Division of Youth Services is in need of organizational members in sponsoring group work experience projects for up to 10 low-income youth this summer.

WOMEN'S CONFERENCE: Everett-Washcom Women's Institute conference is scheduled March 13 in the Everett State College auditorium. Guest speaker is Leslie Clark, US White House correspondent, will discuss her first days of the Reagan administration.

ANN COMBS

"Would you like to?" I purred seductively.

"No, really."

"But think how nice it would be on the cold, rainy morning to have a steamy cup of coffee warming your hands and sinners down your throat."

"No thanks, but if you want some don't let me stop you. You can make it."

"So did, and now I was ready to go allowed as to how he'd have some as long as I was up."

"Innocence are mistaken to persuasion. I muttered to myself as the headline continued to blur."

Persuasion Is a Subject Too Perplexing to Pursue

"Are You Persuasive?" The headline leapt out of the paper at me. "Oh?" I answered. "How's that again?"

The ad under the headline went on to explain. A real estate brokerage firm soon to open in the area was seeking persuasive people to train as salesmen.

"Let's see," I said. "Am I persuasive?"

I thought back to last week when Joe and I were in bed reading the Sunday paper. The house was still cold, as the furnace had yet to start its up and a shivering 42 degrees, and though I was concerned with looking for a cup of coffee, the idea of stepping my bare feet on the sky

Figure 5--Inside pages don't have to be dull and gray as this page from the Seattle Post-Intelligencer shows.

long features that required several jumps. One story was jumped four times, including once to a second section.

The best lifestyles stories were not over a half page long and were not jumped. None of the cover features in the People section of the San Francisco Chronicle or the LIFE/STYLE section of the Seattle Post-Intelligencer was jumped. Shorter stories were more inviting to read and appeared to be more tightly written and edited.

According to Bill Wundram of the Davenport (Iowa) Quad City Times, the best way to lose leaders is to run a series.¹⁸ The Denver Post ran two series, a three-part series on "Lost Souls," mentally ill residents who live near Capitol Hill, and a 10-part AP series on "Marijuana and Your Child," both on the front page.

The "Lost Souls" series was local, of great human interest and well illustrated with photos. The series on marijuana, however, ran daily at the bottom of the page and did not hold my interest after a couple of days. Running both series together made for predictable-looking layouts, with one at the top of the page and the other at the bottom.

Some papers were graphically more interesting than others. The Style section of The New York Times was bold, lively and distinctive. The layouts were designed by an artist and featured shadow boxes, bendy line rules, odd-shaped pictures, cut-out pictures, artsy borders, and graphic illustrations. Pictures were varied in shapes and sizes, including round, and were morticed, overlapped and thrust into the copy or through line rules.

The pages were exceptionally well balanced with none of the

layouts top or bottom heavy. A top-heavy page, for example, would have the main features, headlines and photos above the fold. Many of the other papers looked as if they had been laid out from top to bottom, with all the important features and photos running at the top.

The layouts of The Oregonian and The Salt Lake Tribune were cluttered and crowded looking and seemed dated. Instead of being designed around a center of focus, such as a cluster of photos, as is the more modern technique, the space in these layouts seemed to be filled up as dictated by the copy.

Except for The New York Times, many lifestyles layouts did not differ much from the news pages. Greater use of pictures, particularly feature shots such as the captain of the Queen Mary sipping tea on a dock (Los Angeles Times) or a bikini-clad woman lying in a coffin-like tanning machine (Seattle Post-Intelligencer), distinguished the lifestyles sections as feature sections.

Only two papers had photo features. The Oregonian and The Salt Lake Tribune ran color features on kite flying on the covers of Sunday sections. The Tribune used white space as a design element by grouping the pictures together and leaving "air" around the page.

The San Francisco Chronicle also left white space around some pictures for a more feature-like appearance. To achieve a more informal look, some copy was set ragged right or was wrapped around pictures. A large dropped initial letter was used at the beginning of features or to break up long paragraphs of gray copy.

The New York Times and Seattle Post-Intelligencer boxed most pictures with a fine black rule. This helped contain the pictures,

especially photos that were light around the edges, and helped anchor them onto the page. The photos that were boxed stood out more than the unboxed photos. (See the covers of The New York Times and Seattle Post-Intelligencer in Appedix III and compare the boxed photos to the unboxed photos in the other sections.)

Color photos looked better boxed. The color kite photos boxed in The Salt Lake Tribune were much more powerful than the ones in The Oregonian that were not boxed. The Oregonian's color photos seemed to bleed into the page.

All of the papers, except The Denver Post and The Oregonian, dispensed with photo captions, a few words appearing over the cutlines or preceding cutlines. In the past, photo captions were a standard layout technique. The captions used by The Denver Post ran above the cutlines and were about the same length as the cutlines only twice as big and bold. The Oregonian used a few capped words followed by an M-dash to lead into cutlines.

The layouts looked simpler and cleaner without captions. Most cutlines were set in the same type size as the body copy or slightly larger. Some were boldfaced, such as those in People; others, such as those in VIEW, were not. Some were complete sentences, such as those in LIFE/STYLE; others were simply fragments or phrases, such as those in Style.

I generally preferred the complete sentences since incomplete sentences were harder to comprehend. Complete sentences, however, were not necessary in all photo spreads.

Typography

Most headlines were set in caps and lower case. Five lifestyle sections, The New York Times, Seattle Post-Intelligencer, San Francisco Chronicle, The Denver Post and Los Angeles Times, used c/lc for heads. Oddly, two of the most traditional-looking papers, The Oregonian and The Salt Lake Tribune, had the most modern-looking heads. They capped only the first letter in each headline. These heads looked more like sentences and were easy to read. However, since people are probably more used to seeing c/lc heads, any difference in readability is likely to be a matter of personal preference.

Four papers, The New York Times, Seattle Post-Intelligencer, Los Angeles Times, and The Salt Lake Tribune, used serif type for heads. The Oregonian, The Denver Post and San Francisco Chronicle used sans-serif. The sans-serif type had a more masculine feel than the serif type, but the serif types was perhaps easier to read because, being more traditional, people are more accustomed to it.

The Los Angeles Times rarely used heads that were larger than 24 to 30 points. The result was tasteful, quiet-looking pages. The Times frequently used kickers to provide more space around heads.

Headlines in The New York Times also were about the same size and importance. Italic and Roman heads were alternated in many papers for variety.

Large headlines, 48 points or more, seemed to shout at the reader. Some papers used overly large heads on unimportant stories, such as "Vacation Time is Cookie Time" in 30-point type in the Seattle Post-Intelligencer, simply to fill space.

Flush-left headlines were easier to read than those that were centered. The San Francisco Chronicle was the only paper that consistently centered its heads. Headlines that were centered were difficult to read because the eye had to jump around the page (Figures 6 and 7). Even bylines that were centered were more difficult to read than those that were flush left. The Oregonian and the Los Angeles Times were the only papers that used flush-left bylines. The Los Angeles Times consistently placed headlines, kickers, cutlines and bylines flush left and was clean looking and easy to read.

Courtesy titles are no longer being used in some lifestyles sections. Three papers, the Los Angeles Times, Seattle Post-Intelligencer and San Francisco Chronicle, eliminated them, referring to men and women solely by their last names.

The New York Times was the most conservative in its use of courtesy titles, using Miss, Mrs. or Mr. on second reference. The Salt Lake Tribune used Mr. on second reference but, with The Oregonian and The Denver Post, allowed women to choose between Miss, Mrs. or Ms. Two papers, The Oregonian and The Denver Post, used courtesy titles for women but not for men.

Courtesy titles often were not used consistently. In sports and wire copy they were omitted.

A well-designed flag and attractive standing heads, such as "Ann Answers" that always run atop a regular column, were important elements of the better-designed lifestyles sections. The simpler the flag the better. The impact of the flag was not diminished by small type.

Tuesday, March 10, 1981

Los Angeles Times

Part 7



Carl Booth, 70, uses self-taught Russian to assist him in teaching English to Soviet Jews.



Russian Jewish immigrants, left to right, Kibbi Tanna, Oskar Magan and Nina Magan practice English lessons at Westside Jewish Community Center where Booth is one of the volunteer teachers.

'Carl Carlovich' and His Unlikely Pupils

By LYNN KIMBERG, Times Staff Writer

When he came home to Los Angeles from World War II, Carl Booth decided that the Russians were going to be a future major power and he ought to learn to speak their language. He took a correspondence course and got all A's. They seem to make sense of it. High. But he found he only could read and write Russian, not speak. So, he started hanging around the Russian Eastern Orthodox church on Western and Broadway avenues, trying to talk with the parishioners in their native tongue.

Booth is a Russian Jew, a small, thin, 70-year-old man with a receding hairline. He is an unusual sight in the English program, which the Jewish Vocational Service provides for money-hungry Soviet Jews who have to learn English quickly on his own terms.

OCCASIONALLY SOMEONE who reads something I have written about dogs or cats, or even snakes, writes from it that I'm "sensitive" to animals, and might not in have any pets.

Of course I am not insensitive to animals. My pet snake has come to my pet as many people are in theirs. I am not conceptually dependent on them, and though I feel affection for them, I am excited in knowing I, as an animal is for people. It is a happy, perhaps, from my greatest love.

Jack Smith Devotion to Pets: How Tweet It is

When the new bird stopped singing last summer we were assured that he was only molting, and would sing again some fall. He has never sung since. But my wife has become this disappointed with patience, whistling and humming at him every morning as if thinking she could induce him to sing again.

Gun Show in Anaheim: No Farewell to Arms

By PAUL DEAN, Times Staff Writer

The madness of America and both sides of a raw issue seem to have left fingerprints on the remains of an event such as the Anaheim Gun Show last weekend. A sign sets the tone: It is a throwback through a century to trench coats in Thompson's saloons. "Please Check Weapons Here," it requests. An attendant goes Salvo Center bearing into empty pistol cylinders and rifle benches. Haven't found anything yet, he says. But you never know.



Gun show is no man's world with Shelby Sharples purchasing 12-gauge scattergun.



A waiting classified advertisement, plus holster and hardware on weapons collector.

Author Magog's Rationale Death Penalty: An Abolitionist's View

By RATHLEEN HENDRIX, Times Staff Writer

The death penalty is used mainly by underdeveloped countries. The only developed countries that really use it, as opposed to just having it on the books, are the U.S.A., the Soviet Union and the Union of South Africa. The U.S.A. may be new, and apparently offense, but it can be on the books for any reason stated in such things. "People like to speculate," he explains. "Some want nothing but Smith & Wesson, others are strictly interested in antiques or military weapons, and that MAC-10 would fit someone's collection."

"Why do we kill people who kill people to show that killing people is wrong?" Even before he had done a day of pondering, John Spentnik for Newsweek at Florida State Prison in 1970—the year before Spentnik was executed—Magog had been asked to write a book on the death penalty. It was 1981 and Magog still refers to himself as a child of the 1960s. He has a collection of interviews with people on the death penalty, except from Amherst and Union Theological Seminary, New York. He has a book against the death penalty, most articulately phrased, perhaps, in the title of the Fellowship of Reconciliation, an abolitionist group that Magog quotes more than once.

Figure 6--Flush left heads are easy to read because the eye moves naturally from left to right over the page.

The name of the section was usually centered at the top of the cover. Other essential information appearing on the flag was the name of the newspaper, date and sometimes the section number. The Oregonian and the Seattle Post-Intelligencer listed features or columnists appearing inside. The Salt Lake Tribune ran partial headlines of inside features as "teasers" on its flag.

The most attractive flags were the least cluttered (Figure 8). The Style flag, in an understated 18-point type, took up minimum space and didn't compete with headlines at the top of the page. The small type was "stylish" and elegant looking.

The People flag took up only an inch. The DAY, LIFE/STYLES and VIEW flags were all about two inches deep.

The Lifestyle flag looked like a long narrow cigar tube and was cluttered with too much information. The Living '81 flag varied from one to three columns and floated on the front cover. This posed an awkward design problem, did not work well with the overall page layouts, and was not consistent with other section heads.

The Denver Post also had unattractive standing heads. Pictures of the columnists, such as Ann Landers, were cut out and appeared to be floating, John the Baptist style, inside a box with their names (Figure 9). Too much space was taken up by these heads. The standing head over the horoscope ran 1½ inches deep by 3 columns.

The Seattle Post-Intelligencer combined sketched portraits with bar lines to make some nicely designed standing heads. The Los Angeles Times used no photos or sketches but achieved a pleasing design with line rules and consistent type face.

THE NEW YORK TIMES **STYLE** MONDAY, MARCH 9, 1981

17

LIFE/STYLES

Seattle Post-Intelligencer • Tuesday, March 10, 1981

5

Ann Landers Page 2
Consumer Reports Page 3
Classified advertising Page 4



D *The Oregonian*
MARCH 11, 1981

WEDNESDAY

01
FOOD, FEATURES
NEWS, TELEVISION

The Salt Lake Tribune **Lifestyle** Section C Monday Morning, March 9, 1981 Page One

38 *San Francisco Chronicle*

People

Thursday, Mar. 12, 1981

LIVING '81
THE DENVER POST Fri., Mar. 13, 1981 71 SECTION F

VIEW

Monday, March 9, 1981

Los Angeles Times

Books/Society

Part V

Figure 8--The most attractive flags were simple and uncluttered. The boxes around the Lifestyle and Living '81 flags look dated.

Your Horoscope

by JEANNE DIXON

YOUR BIRTHDAY **SATURDAY**
 English actor Michael Caine is over-
 and his home base from London to Beverly Hills as he celebrates his birthday with you. You seem very interested in making a major change in your life.

VIRGO (Aug. 23 Sept. 23): A proposed trip will give your spirit a big lift. Plan to purchase some new items for your wardrobe. Your generous nature will reap you sizable dividends in the near future.


LIBRA (Sept. 23-Oct. 23): Participate in a civic or community project

Old Boss Proved a Jerk, but Don't Give Up

DEAR ANN LAMBERS: I would like to say something in defense of the job applicant who in an interview said, "I am working now but I can start right away." The person who wrote to you said he should not hire anyone who had no little thoughts that he would leave the employer without giving notice.

If I were you, Ann, I wouldn't be so quick to side with the employer against the applicant.

I was one who always felt it was im-



Ann Answers

by ANN LAMBERS

and need to know whether or not I should talk to her about it.

The friend has four kids, one pampers them beyond belief. I am sure she never would get rid of them. But I am worried because of the stories I have heard about how some cats are very jealous, and when a new puppy comes into the house they jump into the crib at night, lie across the crib's face and smother it to death.

When morning comes and the mother finds her dead child, she has no



Bridge Banter

by JARED JOHNSON

Novice Bridge Week a Success

The third annual novice duplicate-wood Bridge Club Sharon Wells says bridge players' week in Denver, Feb. 8-14, was a success, with many of the new players turning out for the special Monday evening novice game is being moved to Thursday evenings.

CHARITY GAME: Three Denver-

Miss Judith Walker to Wed Raymond T. Clark in June

BY PATRICIA COLLINS
 Denver Post Staff Writer

Miss Judith Walker and her fiance, Raymond Travis Clark Jr. of Tacoma, Wash., will be married June 20.

The 4 p.m. family ceremony will take place at the home of the future bride's parents, Mr. and Mrs. Rowena Walker Jr. and will be followed by a large buffet supper dance at Liberty Hall Country Club.

Miss Walker is a granddaughter of the late Dr. and Mrs. H. H. Walker of Philadelphia.



Figure 9--Cut-out photos of the columnists appear to be floating in these standing heads. The line rule border used as a "hood" over the horoscope column takes up too much space and looks dated, as does the reversed-out type for the "Socially Speaking" column.

Staff Analysis

A good lifestyles section did not have to be large, although the largest section, VIEW, happened to be one of the best. The Style section of The New York Times, the smallest section, was one of the best. Except for theme days, it was one page a day.¹⁹ Most sections, however, averaged three to four pages daily beginning with an open section cover. The Sunday and Wednesday food sections tended to be complete sections.

While many sections attempted to appeal to the interests of both men and women, most of the copy was written by women.²⁰ Fifty-three women were identified as staff writers for the seven papers, compared to 15 men. The Salt Lake Tribune and The Denver Post had exclusively female writers. The Los Angeles Times had the most balanced staff with eight female and seven male writers.

Of the total number of bylined stories that ran, including staff-written, wire and news service copy, there were 129 stories by women and 55 stories by men. The Salt Lake Tribune had the highest ratio of women-to-men writers with 20 stories written by women and two by men. The Denver Post, which after The New York Times was the smallest section, had the most equal mix of bylined stories, nine each by women and men. The Los Angeles Times had 21 stories by women and 16 by men. At the other papers, women wrote more than twice as many stories as did men.²¹

Women wrote almost four times as much local copy as did men. Female staff writers wrote 86 stories compared to 24 by men. All of the local stories at The Denver Post were written by women, as were most of the stories at The Oregonian, the Seattle Post-Intelligencer

and The Salt Lake Tribune. Again, the Los Angeles Times had the most equal mix with 15 local stories written by women and 13 by men.

The Los Angeles Times had the most equitable balance between male and female writers and was the least slanted toward women. It was the only section edited by a man, Bob Rector.

The New York Times was slightly geared toward women's interests, particularly the fashion page, but it had good general-interest appeal. The Living (food) section appealed equally to both sexes and was radically different from other food sections that were still geared mainly toward housewives.

The Oregonian and The Salt Lake Tribune had the most traditional lifestyles sections. They had mostly female writers and carried a high number of stories on traditional women's interests, such as club news, fashion and beauty tips, recipes, household hints, sewing and weddings.

Use of courtesy titles by both papers also made them seem more traditional and socially oriented.

The covers of The Denver Post were of general interest but the inside pages, which consisted of Ann Landers, the horoscope and the social column, were directed more at women.

Although the staff of the Seattle Post-Intelligencer was heavily female, it did a good job of covering topics interesting to both men and women. Stories directed specifically at women focused on career women, such as features on Japan's only female foreign correspondent, a woman financier and a female time-management consultant. The fashion

section was geared toward women, and the food section, while traditional in appearance, contained some of the more interesting syndicated columns --"60 Minute Gourmet," "Craig Claiborne's Gourmet Diet," "Naturally," "New on Market," and "The Butcher."

The San Francisco Chronicle combined human-interest and women's-interest features with medical-advice columns, social columns and the bridge and chess columns. Weddings and courtesy titles were omitted.

Men and women were more equally represented as columnists than as feature writers.²² There were 57 syndicated female columnists vs. 43 male columnists. Local columnists were about evenly split, 17 women to 16 men.

Men tended to write more articles about medicine, gardening and games, such as bridge and chess. Women wrote more advice, coping, fashion, sewing and society columns. Men and women wrote nearly equally on food, humor and personal commentary.

While women did most of the feature writing, men did most of the photography.²³ Of 273 photos (not including brides), 140 were wire service or uncredited. The remaining 133 were identifiable as staff photos. Of those, 104 were taken by men, 29 by women.

Most of the photos in The Salt Lake Tribune were uncredited. However, the Tribune did have four of the most outstanding photos, four dazzling process-color photos of kites flying in the wind.

All of the photos in The Denver Post and Seattle Post-Intelligencer were taken by men.

The Los Angeles Times had the most equal ratio of male to female photographs with 19 photos taken by men and 15 by women. The New York Times had eight photos taken by women, 22 by men.

Footnotes

⁹See Appendix I for a list and explanation of the 37 topics that ran in lifestyles.

¹⁰More stories were termed "interesting" than any other description partly because this was the most general of the descriptive categories.

¹¹See Appendix II for a list of topics popular with the different lifestyle sections.

¹²Consumer-interest columns were: "Super Market Shopper," "Consumer Reports," "New on Market," "Market Basket Bargains," "Super Savers" by Jan Leasure, "Consumer Saturday" by Michael deCourcy Hinds, and "Freebies" by Brian Weiss.

¹³Coping columns were: "Ann Landers," "Dear Abby," "Dr. Joyce Brothers," "Past 65" by Carl Riblet Jr., "Working Woman" by Niki Scott, and "Options" by Beverly Stephen.

¹⁴Health columns were: "Dr. Neil Solomon," "To Your Good Health" by Dr. Paul G. Donohue, "Medical Roundup," "Personal Health" by Jane E. Brody, "Ask the Doctor" by G. Timothy Johnson, M.D., and "For Women Only" by Christine Haycock, M.D.

¹⁵Nutrition columns were: "Naturally" by Sharon Cadwallader, "Nelson Talks Food" by Richard Nelson, "Slim Gourmet" by Barbara Gibbons, "Laurel's Kitchen" by Carol Flinders, "Ask a Dietician," "The Butcher" by Merle Ellis, "Food for Thought" by Jean Mayer and Jeanie Goldberg, "Garden Gourmet" by Gary Niederkorn, "The Gourmet Diet" by Craig Claiborne, and "Food and Fitness" by Dr. Lawrence Power.

¹⁶Society columns were: "The Evening Hours" by Judy Klemesrud, The New York Times; "In One Ear," by Rod Patterson, The Oregonian; "Socially Speaking" by Patricia Collins, The Denver Post; "Jody Jacobs," "Maxine Chesire" and "San Diego on VIEW," Los Angeles Times; and "The Social Scene" by Pat Steger, "The Chatter Box" by Suzy Knickerbocker, and "Herb Caen," San Francisco Chronicle.

¹⁷As of 1983, the lifestyles sections of The Denver Post, The Oregonian, and the Seattle Post-Intelligencer include arts and entertainment.

1982. ¹⁸Penney-Missouri Workshop, Columbia, Missouri, March 7-12,

¹⁹See Table 1.

²⁰See Table 2.

²¹See Table 3.

²²See Table 4.

²³See Table 5.

CHAPTER III

CONCLUSIONS

The answer to the question "What is a lifestyles section?" is that it is a feature section focused primarily on people and stories of human interest. Lifestyles features revolved around people--what they do for a living, how they rear their children, how they cope with problems, what they eat, wear, and enjoy doing socially and for entertainment. Profiles on people and the interesting things they do ran in every paper.

The best sections had the highest proportion of interesting and useful features. Nearly all of the 36 stories that ran in The New York Times, for instance, were well-developed bylined features that were "interesting" (15) or "useful" (17). This made for attractive layouts (no fillers) and compelling reading.

"Informative" stories about local happenings provided important information to readers but took up a lot of space, posed a layout problem (or were the result of poor layouts) and generally had limited readership appeal. Many papers, such as the Seattle Post-Intelligencer, packaged information about local events into weekly calendars, such as "Around the Sound." This reduced the amount of space wasted, allowed readers to glance at a variety of local events, and provided more equal coverage of community affairs.

Except for humor and advice columns, "entertainment" features--i.e., cartoons, horoscopes, bridge columns and puzzles--were inappropriate

in the lifestyles section. The Los Angeles Times ran several small cartoons such as "Cathy" that were not funny. The bridge and chess columns, which always ran on the inside pages of the San Francisco Chronicle, provided a disappointing contrast to the cover features.

Humor columnists, such as Erma Bombeck and Art Buchwald, were not as fresh and funny as they used to seem.

The better sections were well written, had a variety of stories, often written from an interesting angle or viewpoint, and had serious as well as light features.

Description

Section Name

Whatever the lifestyles section is called, it should be recognizable as the feature section. "Style" aptly characterized The New York Times' lifestyle section and "People" described the San Francisco Chronicle's section.

Days Run

Lifestyles should be run seven days a week or at least six days a week if a variety of lifestyles magazines are carried Sunday. Unlike hard news, which is unpredictable and often unpleasant to read, lifestyles is generally upbeat and gives readers something to look forward to. The Saturday Los Angeles Times was disappointing without a VIEW section.

News Hole

- 1) Number of pages: A lifestyles section didn't have to be

large to be good. The Style section of The New York Times was one page or less and was always interesting and attractive.

2) Covers: Open covers were ideal for feature news since this allowed more latitude for creative layouts. Unfortunately, few papers made good use of the space. Most of the covers were similar in appearance to the news pages except that pictures were run larger.

3) Average number of inside pages weekdays: A daily one-page section well written and carefully laid out was preferable to three or four pages filled with syndicated columns, wire copy, cartoons and entertainment features.

4) Theme pages: Except for the food section, designing pages around regular topics on certain days of the week represented a new method of packaging lifestyles. Papers that were not designed around regular topics offered more variety and promised surprises each day. Having separate sections for fashion and food allowed more space to be devoted to other lifestyles topics. Sections that were designed according to fashion, consumer interest and interior design risked being a little monotonous but were more clearly focused than regular lifestyle pages. In the larger cities, such as New York, theme pages wouldn't be as limiting as they might be for smaller papers where there would be less local news on those narrower topics.

5) Sunday sections: Expanded Sunday sections offered readers more variety than space permitted weekdays but often made the mistake of trying to please everyone, the result being a lot of space wasted per reader.

Topics Covered

The most popular and prevalent topics were consumer-interest and health and nutrition features. How to save money and be healthy were major concerns of all the lifestyles sections.

Articles about health and nutrition were more prevalent than recipes and cooking features. However, food features were a major part of four lifestyles sections that did not have separate food sections.

Human-interest features, a catch-all description of articles that were of general interest, formed the next most popular topic. Fashion, social news and women's-interest news ranked next. Advice columns, either Dear Abby or Ann Landers, were regular features in four papers. Landers was run in three lifestyles sections, Abby in one, The Oregonian. Club news was a major topic of interest in one paper, The Oregonian; three other papers also carried some news about local clubs and organizations.

Coping stories and features about family problems were popular. Nearly every lifestyles section had a humor column, the best of which were staff written. Numerous small notices about community events, such as talks, workshops and meetings, ran in five lifestyles sections. Entertainment features--puzzles, cartoons, comics, bridge and chess--were popular in both the San Francisco Chronicle and Los Angeles Times. Some of those features also ran in three other lifestyles sections.

The rest of the lifestyles content consisted of features on a variety of special interests, such as antiques, books, plants and gardening, sewing and travel. A few hard-news stories and features ran occasionally.

Social News

Social news was limited mainly to society columns and was personal, relatable and often funny. Socializing consumes a significant amount of people's time and interest and is probably under-reported in lifestyles, a reaction, no doubt, to a fear of seeming silly and irrelevant. But more news and pictures of people being sociable would brighten up the lifestyles section and more accurately reflect an important part of community life.

Weddings

The lack of wedding writeups in many lifestyles sections reflects a growing trend to remove social news from lifestyles and perhaps, with the divorce rate running at about 50 percent, a changed social attitude toward the significance of wedding rituals. Most wedding writeups were treated as matters of public record and reported either under vital statistics or as briefly as possible. Writeups were handled uniformly, with all the pictures and copy the same size and length, as they should be.

The Oregonian tried to include something personal about each of the weddings, such as the fact that the bride wore her mother's wedding dress, which made the writeups more interesting. The Oregonian also did a good job of running the writeups underneath or beside the brides' pictures so that the writeups could be easily clipped and saved (Figure 10). Writeups in The Salt Lake Tribune often did not run near the appropriate photos, which was confusing (Figure 11). Writeups in The Oregonian should have been run on the same page and writeups in The



MRS. D. SUNWALL
Carrying the Bible her mother carried for her own wedding, Barbara L. Elch exchanged wedding vows March 7 with David S. Sunwall in Tremont Evangelical Church. The bride is the daughter of Mr. and Mrs. Anthony H. Elch of Clatskanie. The bridegroom is the son of Mr. and Mrs. Sam Sunwall of Conrad, Mont.

MRS. M. SLIGAR
The fathers of the bride and bridegroom performed the marriage ceremony for Brenda Liverson and Sara Sligar March 8 in Bible Temple. The newlyweds attended Portland Bible College. The bride is the daughter of the Rev. and Mrs. K. E. Iverson. The bridegroom is the son of Mrs. H.B. Sligar.

MRS. D. HAUGE
In a ceremony performed by the father of the bridegroom, Barbara Ann Spies exchanged wedding vows with Daniel Anders Hauge March 7 in Bethlehem Lutheran Church in Bethlehem. The bride, daughter of Mr. and Mrs. Kenneth H. Spies, graduated from Pacific Lutheran University and is a graduate of the University of Oregon. The bridegroom is a graduate of Pacific Lutheran University.

MRS. M. BLICK
Rebecca Ann Bennett and Michael E. Blick composed the wedding vows they exchanged March 7 in Oak Hills Presbyterian Church, Milwaukie. The bride, daughter of Jean E. Bennett of Milwaukie and T.G. Bennett of Gladstone, is a student at Portland Community College. The bridegroom, son of Mr. and Mrs. Edward H. Blick of Richmond, Wash., is a graduate of Big Bend Community College.

MRS. C. YARDLEY
Wearing a gown designed and handmade by her sister, Shauna L. Mesman married Craig D. Yardley March 7 in Hilldale Community Church. A reception was held at Western Forestry Center. The bride, daughter of Mr. and Mrs. Bernard G. Mesman of Salem, is a graduate of the University of Oregon and the U. of O. School of Nursing. She is a member of Kappa Alpha Theta. Son of Mr. and Mrs. Carl C. Yardley, the bridegroom graduated from the University of Oregon.

MRS. P. BYERS-JONES
Jan Marie Trulsson wore her mother's ivory satin wedding gown when she exchanged marriage vows with Philip Byers-Jones March 7 in All Saints Roman Catholic Church. A reception was held at Multnomah Athletic Club. The bride, daughter of Mr. and Mrs. David A. Trulsson, is a graduate of Southern Oregon State College and the University of Oregon. Son of Howard Byers-Jones of Eugene and Neelene Byers-Jones of Camberley, Surrey, England, the bridegroom graduated from the University of Oregon.

MRS. J. ECKERT
Wearing her mother's good cross as part of her wedding ensemble, Kathleen Marie Trippett married John Clarke Eckert March 7 in Valley Community Presbyterian Church. A reception followed at Progress Downs Golf Course. The bride is the daughter of Mr. and Mrs. William E. Trippett. The bridegroom is the son of Mr. and Mrs. Richard Eckert.

MRS. J. RUSSELL
Fay L. Lynds wore her grandmother's open ring and necklace when she married James K. Russell Jr. March 7 in Merrioid Presbyterian Church. The bride is the daughter of Mr. and Mrs. E.A. Lynds. The bridegroom is the son of Mr. and Mrs. James K. Russell Sr. of Troutdale.

MRS. D. KUPETZ
Denise Lee and David Kupetz were married March 8 in Trinity Baptist Church. The newlyweds are graduates of George Fox College. The bride is the daughter of Mr. and Mrs. Victor A. Lowman. The bridegroom is the son of Mrs. Richard Cossel of Quincy, Wash.

MRS. J. HIBBARD
Peach and gray accent colors were chosen by Cynthia Arctelle Swann for her March 7 marriage in Multnomah Presbyterian Church. The bride is the daughter of Mr. and Mrs. Lawrence B. Swann. The bridegroom is the son of Mr. and Mrs. Richard Hibbard.

About **ANTIQUES**
BUCK L. HANNON
weekly in Northwest Magazine

Drexel Heritage March Values

Paul Schatz/Trulatin
Visit our newly decorated and accessorized model rooms

Sale of Drexel sofas... loveseats... sleep sofas
select styles and fabrics... **20% off!**

Sofas as low as \$859
Loveseats as low as \$819
Sofas only available in
matching sleep sofas at comparable savings.

Drexel bookcases on Sale
Stock Clearance
Black lacquer and
Cherrywood Decorations
Round bookcase
reg. \$749. Sale \$489.
Dresser bookcase
reg. \$699. Sale \$449.
Small bookcase
reg. \$519. Sale \$369.

Drexel Accolade Bedroom on Sale.
8 piece bridge unit bedroom group includes
2 armchairs, 2 lighted bedside tables, 2
chairs, 2 end beds, headboard.
reg. \$2648. Sale \$2279.
CP Dresser reg. \$999.
Sale \$599.
CP Bed Frame reg. \$1819.
Sale \$1399.

Drexel Sectional on sale Save 20%
Sectional Armchair
reg. \$2399. Sale \$1999.
Design your own sectional!
From these 3 pieces:
Corner unit reg. \$479.
Sofa \$360.
Armless unit reg. \$399.
Sofa \$319.
Chaise reg. \$249.
Sofa \$199.

Drexel Accolade Dining room collection on Sale.
48" round extension table
reg. \$599. Sale \$569.
Low back Armchair
reg. \$225. Sale \$199.
Low back side chair
reg. \$189. Sale \$179.
Chairs reg. \$164.
Sofa \$1659.

Paul Schatz
Drexel Heritage
Trulatin

Since 1919

Consistent Service of Customers

Sunday Browning 12 to 5
Monday 10 to 8 10 to 6 Tuesday thru Saturday
Tualatin exit off I-5 638-9591 (call collect)

Plants and their care
CHARLES H. POTTER
weekly in Northwest Magazine

ART &
CRAFT
SHOW

Eastport Plaza

Thurs. Mar. 12
THROUGH
Sunday Mar. 15

Licensed as Purveyor on N.E. Reed Avenue
between Powell & Holbrook Streets
HAPPY N. LEVYER

BERRIES

PLANT A HARVEST IN YOUR YARD THIS SPRING!
Denise Z. Deas has a tremendous selection of fruits, berries, and vegetables - all ready for spring planting. Edible and grow a garden this year - with a little help from us at Denise Z. Deas.

RASPBERRIES

1 YR OLD PLANTS
Hardy Williams Raspberries plants that thrive in the Pacific Northwest - YIELD sweet, luscious berries. Good for jams, pies, freezing, and eating fresh. Reg. 79¢ ea.

5/\$1.00

STRAWBERRIES - 25 for 1.97
INCLUDING EVERBEARING - Reg. 2.79

SEEDLESS GRAPES - 1.97
INTERLAKEN - Reg. 2.99

RHUBARB - 6"
STRAWBERRY & CRIMSON CHERRY
Reg. - 89¢

DENISE Z. DEAS

Seven Bees

Nursery-Garden Center-Flors
Open every day
9am to 7pm

EASTSIDE
1235 E. Home Ave.
WESTSIDE
1235 W. Home Ave.
545 S. of Central St.

EXPIRES MARCH 20, 1981

Figure 10--A good way to display weddings is to run the writeups underneath the brides' pictures, as The Oregonian did.



Mrs. Gydosen Mrs. Larsen Mrs. Rudson Mrs. DeWanna Mrs. Ellis

Too thin's as bad as too fat

Remember the height and weight charts in your doctor's office? The ones that kept suggesting that you'd lost a few pounds? Well, don't let your favorite doctor let it go the American Council of Life Insurance. The word is not that weighing too little can be almost as dangerous as weighing too much. According to a 26-year study of 5,000 people by the National Institute of Health, extremely thin people have the same high mortality rate as those who are grossly overweight. The researchers also found that people of average weight actually have the lowest death rate. And, according to the Society of Actuaries — the people responsible for weight chart figures in the first place — being too thin can indeed shorten your life. In other words, fat or thin, it's a good to be "average" — even better to be slightly on the thin side, say the actuaries, but not too thin. A Council analysis of the Society's new 1960-61 study found that persons who are 100-120 — 30 percent below average weight — have a higher death rate than persons of average weight. So, whatever your height, according to the actuarial studies, you're in danger if you're either 20 percent above or below average weight.

News of weddings

Niggard-Johnsen
Carolyn Sigvard and Steve Gydosen were married Thursday at the home of the bride's parents.

Gydosen, Salt Lake City. He attended Utah Technical College at Salt Lake.

McPhie-Larsen
Greva Renee McPhie and Steven G. Larsen were married Wednesday at the home of Mrs. McPhie's LDS Ward.

A reception was given after the ceremony, Fort Douglas Hidden Valley Country Club was setting for a wedding breakfast.

The bride is a daughter of Mr. and Mrs. Richard Sigvard, Sandy.

The bridegroom, Rock Springs, Wyo., is a son of Mr. and Mrs. Larry A.

of Mr. Marilyn McPhie and Gerald E. McPhie, both of Salt Lake City.

The bridegroom, a son of Mr. and Mrs. Gaylen C. Larsen, Salt Lake City, is a student at Utah State University.

Lundgreen-Rushton
Karen Lundgreen and Cary Rushton were married Thursday in the Salt Lake LDS Temple.

A reception was given at the Orchard in Ward, beautiful, District.

The bride is a daughter

of the Gold Room was setting for a wedding breakfast.

The bride, a daughter of Mr. and Mrs. Sherman C. Lundgreen, Bountiful, attended Brigham Young University.

The bridegroom, a son of Mr. and Mrs. Owen A. Rushton, Ogden, attended the University of Utah. He filed an LDS mission to Germany.

Miles-Destromp
Janis Miles and Randolph Brian Destromp were married Friday at the Christus Episcopal Center.

A reception was given at the Christus Episcopal Center.

Parents of the bridegroom are Mr. and Mrs. Gerald R. Destromp, Mt. Carroll, Ill.

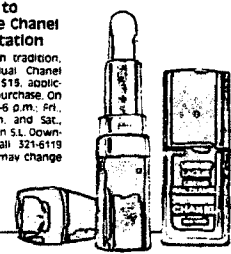
Alvini-Ellis
PROVO — Wendy Dawn Alvini and B. Chris Ellis were married Friday in the Provo LDS Temple.

An open house was given at the home of the bridegroom's parents, Schenckwood Terrace was setting for a wedding luncheon.

The bride is a daughter of Mr. and Mrs. Harold P. Alvini, Huntville, Ark. She graduated from Brigham Young University with a degree in business education.

The bridegroom is a son of Mr. and Mrs. Clark Ellis, Ogden. He is a civil engineering student at the University of Utah and filed an LDS mission to Chile.

We invite you to Enjoy a Private Chanel Beauty Consultation
In the classic French tradition, receive an individual Chanel Beauty analysis for \$15, applicable to any Chanel purchase. On Thurs., March 19, 10-6 p.m. Fri., March 20, 10-9 p.m. and Sat., March 21, 10-6 p.m. in S.W. Oquirrhin town Cosmetics. Call 321-6119 for reservations, it may change the way you look.



ZCMI



Mrs. Orton



Mrs. England



Mrs. Herbert

Lownd-John
Sherril A. Lowe and Randy L. Orton were married Thursday in the Salt Lake LDS Temple.

A reception was given at Seven Oaks Reception Center. The home of the bridegroom's parents was setting for a wedding breakfast.

The bride, a daughter of Mr. and Mrs. Max S. Lowe, Sandy, attended Brigham Young University and is a student at the University of Utah.

The bridegroom, a son of Mr. and Mrs. Ralph L. Orton, Bountiful, is a student at BYU. He filed

an LDS mission to New Zealand.

Jrnon-England
Tarrn Jensen and Myrie England were married Thursday in the Salt Lake LDS Temple.

A reception was given at the Top of the World LDS Ward.

The bride, a daughter of Mr. and Mrs. George Jensen, Salt Lake City, is a computer graphics student at Brigham Young University.

The bridegroom, a son of Mr. and Mrs. Rex England, Sandy, is a computer science student at BYU. He filed an LDS mission to Australia.

at BYU. He filed an LDS mission to Australia.

Gen-Herbert
Kathi Gee and Matt Herbert were married Wednesday in the Main LDS Temple.

A reception was given at the Christus Episcopal Center. Andy's was setting for a wedding breakfast.

The bride is a daughter of Mr. and Mrs. Wilbur L. Gee, Salt Lake City.

The bridegroom, a son of Mr. and Mrs. Paul J. Herbert, Salt Lake City, filed an LDS mission to Australia.



Mrs. Knudson



Mrs. Shene



Mrs. Rockwood

Christensen-Knutson
Teresa Christensen and Craig W. Knutson were married Thursday in the Salt Lake LDS Temple.

A reception was given at Heritage House, Kane Hollow was setting for a wedding breakfast.

The bride, a daughter of Mr. and Mrs. William

E. Christensen, Salt Lake City, attended Brigham Young University and the University of Utah. She attended with Lambeth Delta Sigma.

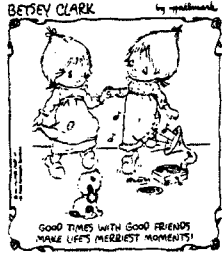
The bridegroom, a son of Mr. and Mrs. Owen C. Knutson, Salt Lake City, attended BYU and graduated from the U of U. He filed an LDS mission to the Fiji Islands.

Lingo-Shirts
Elizabeth Lingo and Dee Shirts were married Saturday in Holy Trinity Greek Catholic Church.

A reception was given at the Little America Ballroom.

The bride is a daughter of Mr. and Mrs. James W. Lingo, Salt Lake City.

The bridegroom is a son of Mr. and Mrs. Carl W. Shirts, Salt Lake City.



BETSEY CLARK by appointment

Wright-Rockwood
Teresa Marie Wright and Randall Milton Rockwood were married Friday in the Salt Lake LDS Temple.

A reception was given at The Old Meeting House, Ambassador Club was setting for a wedding luncheon.

The bride is a daughter of Mr. and Mrs. Paul L. Wright, Salt Lake City.

The bridegroom, a son of Mr. Benson Milton Rockwood and Erwin C. Rockwood, both of Salt Lake City, attends the University of Utah. He filed an LDS mission to California.



Next Time You Make an Entrance, Make it One They'll Remember
Begin with a look to rival every star in the night sky. We've found yours rendered in the prettiest spring pastels: aqua, lilac or ivory. Long, 588, or short, 568. Begin with a lean, 000V-skimming under-dress to peek through yards of soft, flowing sheer polyester trimmed in Schiffrin lace. Finish with a romantic rose at your waist. A special creation by Ana for Argente File Ltd. in our Bridal Salon.

Figure 11--Wedding writeups in The Salt Lake Tribune did not run underneath the appropriate photos. Displaying the photos in clusters or groups is preferable to the "measle's" style of sprinkling them all over the page.

Salt Lake Tribune should have been run on the same day.

Womens-Interest News

Many lifestyles editors seemed to make a conscious effort to appeal to the interests of both men and women. Still, women and their special concerns were a major part of most lifestyles sections. But instead of focusing on the problems of homemakers and mothers, as in times past, the stories were geared more toward working and career women. Despite, and because of, the changing role of women in society, women still seem to have special concerns that are more newsworthy than men's interests.

Fashion

Several papers used stories from The New York Times and the AP to report fashion trends. Many of these stories could have been localized and would have been more relevant to readers. The emphasis of the fashion sections was not so much on styles as it was on value, practicality and consumer interest. Few stories dealt with makeup, hair styles and beauty tips. Since what we wear and how we look is of enormous personal interest to people, more serious attention should be paid to those subjects.

Food

Except for The New York Times, all of the food sections could have been improved. The difference between a good food section, such as Living, and other food sections was like the difference between canned and homemade food (Figure 12). One had originality and pizzazz,

PERSONAL HEALTH

Minimizing The Risks Of Medicines

By JANE E. BRODY
An elderly Minnesota man was taking five drugs, only one of which, a sleeping medication, he could identify. After suffering a heart attack he was sent home with two more prescription drugs, which he began taking with the old ones so that there would be "no gaps." What resulted was a chaotic combination that, fortunately, was discovered because it could have proved fatal.
An anticoagulant was prescribed for an elderly woman with a history of strokes and heart trouble. One side effect is depression, so she was also taking an antidepressant that numbed her emotions and weakened her ability to care for herself.

People over 65, primarily because they have more chronic illnesses, take three times as many drugs as younger people. They will often have different doctors treating them for different conditions, and it is not unusual for them to be taking several different prescription drugs on a regular basis, plus one or more over-the-counter preparations, a diuretic to lower blood pressure, and an antacid to relieve heartburn.

Such practices heighten the potential of adverse and sometimes life-threatening reactions, especially if one physician is not overseeing the use of all the drugs.

At the same time changes in the body make the elderly more susceptible to complications caused by drugs and their interactions. A dose that is safe and effective in a younger person may cause severe toxic reactions in an elderly person.

The B. Corrigans, professor of pharmacy at the West Virginia University Medical Center, noted that the aged "are representative to medicine and other disease treatments such as cardiac," and "from these drugs the aged are exposed more than the normal amount of radiation, medical conditions and lack of coordination."

On the other hand, normal adult doses may be inadequate to treat older patients, or their reactions may be unusually opposite to that of younger people.

During aging the processes of the body that is weaker and less elastic cause changes and the proportion that is not increases, so a drug that is soluble in water will reach a higher concentration in an older person unless

Continued on Page 18

A Japanese Gastronome Divulges His Secrets



By SHUN CHIRA

SARAJI, Japan — Shizuo Tsuji leaned back in his narrow plush armchair, surveyed his ornate dining room with his chandeliers and Oriental rug, and ate a slice of chocolate cake freshly baked by one of his students. "Let's eat talk for a few minutes, just eat," he said, "and the rest of you who come here to savor the good things. As Japan's most famous gastronome he has turned his appreciation of fine food into a career. An expert on French and Japanese cuisine, Mr. Tsuji heads the leading professional cooking school in Japan and has written books on cooking, travel, music and musical French ballets like, 'Dance in His professional specialization in French cuisine. Mr. Tsuji admits to a message design when setting

Japanese food. "With French food, it's my work and my study," he said. "It's academically curious and while easy. But when I eat the Japanese way, I don't take any notes. I wish my palate to have to say, 'The food he said, is "like a souvenir of daily life, education, circumstances of my friendships, music and paintings."
His latest book, "Japanese Cooking: A Simple Art" (Kodansha International, \$12.95) is the result of a three-year effort to share with the rest of the world his joy in traditional Japanese food. Although many Americans' image of Japanese food stops at sashimi and raw fish, Mr. Tsuji believes the Japanese cuisine is more varied and subtle than most foreigners — or, for that matter, Japanese — realize.
To demonstrate the essentials of his native cuisine, Mr. Tsuji presided over a dinner at his favorite Japanese restaurant. Each of the 12 small courses was a celebration of color, form and texture. Dried fish succeeded to a charcoal broiled succulent lobster, which, in one white bowl tucked into the light red glass. Soaping turtle soup followed. The rich broth topped by a string of seaweed with a hint of ginger.

Mr. Tsuji was clearly in his element, relishing the fresh, precise flavors, his face lighting up when he passed correctly that some of the red, and gold-lacquered containers were museum pieces. Mr. Tsuji explained that the main ingredients of many of Japanese cuisine — fresh ingredients beautifully cooked. The presentation must offer a clue to his book's title. Why, with its hours of preparation and intricate cooking techniques...

Continued on Page 19

The Selling Of the Girl Scout Cookie, 1981

By FRED FERRITY
If you need Vanilla Biscuits or Mocha, Kaff, the history of the Girl Scout Cookies begins, as did most of our earlier history, in Ladysburg, Pa., and she has the recipe. On the other hand, Bob Atkins of Jupiter, Fla., claims he all started in his little bakery in Williams, Ill. in 1925. Not an accident, as the Girl Scout Council, who says she was named when the first original Girl Scout Cookie was baked in Philadelphia in 1926. Certainly not so, says Abby Musick, who claims to have named the first Girl Scout Cookies in Philadelphia in 1921.
Add though she makes no primary baking claims, Sids Speech, who wrote "Kiss Me Kite," "came up with the concept for 'creating' the Girl Scout Cookies during the time she worked for the scouts.
How, you might ask, do Girl Scout Cookies manage to survive such controversy? The answer is, very simply. What the Girl Scouts of the United States of America do is suggest, as H. L. Mencksen said it, this everybody might be right, and then simply go about the business of selling cookies, usually around this time of year.
This week at Girl Scout Week, the climax of the annual selling, ordering, baking and delivering cycle. Any day now boxes ordered from the girls in the great drive will be delivered, and we can begin marketing them. This Mocha, Vanilla (vanilla and chocolate cream sandwiches), coconut and orange Saksas, vanilla shortbread, Trefoils, Forget-Me-Not (the Girl Scout's first chocolate sandwich), Tagalogs (chocolate covered peanut butter cookies) and Do-Do (peanut butter sandwiches).
The Girl Scout Cookie, once a thin little vanilla shortbread and as an occasional non-riser 30 years ago, has become a multi-million dollar business. They bring income to the Girl Scouts on every level, from national headquarters to the smallest troop. Girl Scout Cookies are manufactured and sold in such numbers that there are, "If for every man, woman or child in the United States, a Girl Scout Cookie. The year's sales would add up to \$1.1 million, which will be used to help run the Girl Scouts' national organization.



Girl Scouts sell seven different kinds of cookies

Use cookies this year, packed by rows in new million cookiebags, as dealers for its packages. They cost United \$3.99 and countries "the largest single purchase of Girl Scout Cookies ever made," according to Charles Novak, a spokesman for the unit. The order is certainly larger than any taken by your local Girl Scout Troop, but it's still only a part of the vast numbers of cookies sold each year. In the 15 years from 1966 to 1980, cookie sales went from 16 million boxes to 192 million, and 128 million will be sold this year.
But to Mrs. Henshew the process of selling is as important as the numbers. "The young girls learn skills and safety in numbers," she said. "They gain confidence. They learn to write an order, make change. They become a small part of the business world."

In addition, each of the 238 independent Girl Scout Councils throughout the country, through which the cookies are ordered and distributed, collects \$3 cents for every box it sells. Most boxes are sold for about \$3.30, so \$3 cents a box goes to the individual baker who produces, packs and ships the cookies.
The Girl Scouts use six bakeries. All of them are licensed by the national office. They submit competitive bids — which include prices and lists of ingredients — to the national council and then regularly submit samples of their baking during the six months of production that precede delivery. Mrs. Henshew says no artificial ingredients are permitted in Girl Scout Cookies, nor are there preservatives.
"We don't report ourselves with child life," she explained. "Our cookies are made, delivered and eaten. They don't sit in a corner."
The six bakers who made this year's Girl Scout Cookies are: Bury of Elizabeth, N.J. (which baked the new million shortbread Trefoils for United Airlines); Little Brown Bakers of Louisville, Ky.; Pa.

Continued on Page 18

Cassoulet: Variations On a Hearty Theme

By BOBBA HODGSON
The art of cassoulet-making is taken so seriously in France that many cooks treat it like a soufflé. Let a French chef tell you the oven door is not opened until the cassoulet is ready to eat. Hence the cook's shop with the copper cauldron. "Close against corners of air — cassoulet is oven. Please return carefully."
Cassoulet is a rich mixture of goose or duck, mutton such as lamb or pork, fat sausage and white beans. Flavored with garlic, tomato and herbs, baked in the oven and usually served under a topping of crisp browned bread crumbs. This delicious French dish is excellent for a Sunday lunch party, after which guests may be delighted for a brief auditory visit to the history of March 19.
Because it is so filling, a light young wine, green salad and fruit to follow are all you need serve with cassoulet. For those who want a more elaborate meal, oysters are a good first course.
Cassoulet originated in the region of the Languedoc, and although it is supposed to be a peasant dish it is considered one of the specialties of French cuisine.
Each region has its own variation on the central theme of beans. Cassoulet Toulouse includes preserved goose (confit d'oie) — a way of using goose from the area where Toulouse lives have been used for four years. Cassoulet from the region of Castellanais includes lamb from Caracassonne, and cassoulet from Périgord, Alsace, Charente and Castanets.
Cassoulet's most important feature, the beans, should be moist but not mushy, and should be well flavored. The slowest possible cooking is available, but with the way they have been developed in those areas, the beans are not overcooked. Making a cassoulet is quite a long process, but not difficult, particularly

Continued on Page 19

Figure 12--The Living cover of The New York Times features four staff-written stories, a large graphic and a photo and proves that food pages can be as lively and interesting as other lifestyles pages.

while the other was bland and unexciting. More staff-written copy and photos were needed.

With over 50 percent of American women working, food features should be an invaluable source for money-saving shopping advice and tasty, time-saving recipes.

A good trend was an emphasis on health and nutrition--eating right, staying slim, and educating the public about proper vitamins and minerals. While The Denver Post ran a full-page color picture of a cheese-rice torte on the cover of its Food section and a full-page inside feature on ice cream cakes, there seemed to be less emphasis on high-calorie desserts than in the past. Many sections also carried columns on gourmet cooking and wines which are probably of interest to many people who, out of economic necessity, are entertaining more at home these days rather than dining out. The proliferation of gourmet columns also suggests that American tastes have changed. Lifestyles editors must think readers are more interested in French, Oriental and Mexican cuisine than they are in the standard American meat-and-potatoes fare. Although foreign dishes are probably more costly and time-consuming to prepare, an appreciation for those food reflects a better-educated public and a willingness to spend more money on food prepared at home, perhaps as an alternative to the expense of dining out.

All of the papers carried a good selection of syndicated food columns, many of which were excellent. School-lunch menus and fresh-produce columns were good local features. The Salt Lake Tribune had a "Requests" column where people could write in and request recipes from readers. Those types of columns help involve readers and make the food

sections more fun and personable.

Related Lifestyles Sections and Supplements

Arts and Entertainment

News about plays, concerts, art shows and other cultural events belongs together and should be packaged separately for the convenience of readers. All but one paper, The Oregonian, clearly separated arts and entertainment news from their lifestyles sections.

Other Related Sections

Separating fashion and food from lifestyles allows lifestyles to maintain its identity as a human-interest section. "Weekend" sections, which ran Fridays in two papers, helped readers see at a glance what was happening over the weekend and were particularly useful in larger cities where there were many activities in which to participate.

Sunday Supplements

Sunday supplements were the next best thing to TV in print. Readers could tune in to drama, comedy, travelogues, and cultural, educational and entertainment features. If the writing was not always the best on Sundays, at least the selection was.

Layout and Design

Packaging

Horoscopes, comics, cartoons, crossword puzzles, and bridge and chess columns did not belong in the lifestyles section (Figure 13). Neither did features on records, movies and television. Those features should be packaged in the entertainment section (Figure 14). Book

By Geneva Dilline
New York

One of the qualities that has endeared Lady Diana Spencer to the British public is her shyness. When her engagement to Prince Charles was announced last month, Lady Diana was described by friends as "shy and quiet." The press has speculated her "shyness" because she blushed when followed by photographers.

A touch of shyness can be endearing, especially among the famous. The idea that shyness is a cure for the unwelcome glare and other symptoms of this social affliction is somewhat comforting to other shy people.

There is comfort, too, in statistics. After surveying more than 10,000 people of various ages and income levels, Stanford University researchers report that 40 percent describe themselves as shy and that another 40 percent say they used to be shy but have conquered it.

"It is the rare person who says 'I've never had feelings of shyness,'" Philip Zimbardo, head of the Stanford research project, explained in a recent interview. "Of course, the people do not go around complaining about their shyness. They are the real silent majority."

Zimbardo is widely regarded as the first social scientist to take shyness seriously. After more than nine years of surveys, interviews and experiments on what he calls a "social disease," Zimbardo has divided its victims into two groups — the "naturally" shy and the "acquired." Public shy people fit the stereotype. They cannot conceal the shyness that their behavior, both verbal and non-verbal, so clearly reveals. They fail to make eye contact or to smile at others who show them a warm, blue smile. They tend to stutter and blush a lot.

When Being Shy Isn't So Sweet



Lady Diana Spencer, fiancée of Prince Charles, has charmed the British public with her shyness.

Privately shy people give off no easy signals. Some may appear to be bored, aloof or snooty; others can be passive and even uninterested in public. "These are the celebrities, the politicians and the university professors," Zimbardo said. "What they report in interviews is the same internal anxiety, the same fears. They have simply learned to hide them."

For the television personalities like many others who

avoid confidence and authority on the job, shyness creates in socially unpredictable situations that call for spontaneity. "The most important area is intimacy," Zimbardo said. "Here, both people should be equal. There are no rules that say 'Now you talk, and 'Now you don't talk.' By its very nature, intimacy creates a maximum of freedom. That's where shyness comes in."

Shyness restricts freedom. Shyness, as Zimbardo describes it, is a kind of person in which the person plays the dual roles of the guard, who imposes restrictive rules, and the prisoner, who follows the rules and thus earns the guard's contempt.

"The cure of shyness," he said, "is an expressive concern about being evaluated and an assumption that the evaluation will be negative and you will be rejected."

A common sensation reported by people seeking help at the Stanford Shyness Clinic is that of being an actor before an ever-present audience.

What is the cure for shyness? In some cases, the easy cases, it is a matter of teaching social skills: how to start a conversation, how to keep it going, how to give and receive a compliment. With a bit of role playing, most people can conquer their shyness.

But not all shy people are lacking in social skills. What they lack, according to Zimbardo, is a feeling of self-worth. He blames shyness for that. After cross-cultural studies in eight countries, the psychologist theorizes that shyness flourishes in societies where parents transmit cultural norms that stress competition, individual success and personal responsibility for failure.

In Britain, Zimbardo said, the appeal of Lady Diana's shyness is not surprising. "She reserves it as a national characteristic there. There's a sense of modesty as ground. It's almost an upper-class trait to have a slight stutter."

A Racy Affair In Santa Anita

SOCIAL SCENE
By Pat Stepp

SPORTS-A-GO-GO: The Proxys Knocks, the Spritz Grass, Robert and Shirley Rook, Paty Pope and the Jack Bateses spent most of their weekend at the track in Santa Anita — primarily for the Santa Anita handicaps Sunday and the luncheon the Robert Strubs gave before the race.

The play at the first annual Wilkes Randolph Tennis Classic, which took place over the weekend at Silverado, never started before a civilized 9 a.m. Sandy Walker didn't bother with the qualifying matches Saturday, but just turned up for the finals Sunday. When competitor Matthew Kelly was asked who won, he replied, "I forgot." But he hasn't forgotten the name — and telephone number — of Claude Rossas Parlor, Kathy McGrath, Linda Bruce Owen and Bob Bell were the winners.

Matthew warmed up for his tennis play by attending Mary and Barnaby Conrad's dinner Friday at Trader Vic's after the opening of Barnaby's show at the Maxwell Galleries. The Gene Kligman and Marilyn Davies Lewis with her daughter, Lucy, were early arrivals at the show. They wanted to get home in time to watch Walter Cronkite drop his anchor spot on the CBS nightly news.

THE FAMOUS BOX BAR at the Opera House has been reserved by Matilda and Dick Kustin for a reception Thursday for Arianna Scaasopoulos, the author of "Marta Callas: The Woman Behind the Legend." After three months of being besieged by anxious boutiques trying to land Richard Burton for dinner, Carole Schorranen left for Hawaii — just as Burton and "Carole" left town Sunday. Her final good-bye words to Carole: "You must remember to invite us back. We love this city."

John Treiman, a Delta Lism vice president, is flying to Puerto Vallarta this weekend to give a luncheon Sunday for the Phil Obens and the Paul Benavente's but is also welcome the first Delta ship into PV. When Connie Wiley returns from Lissad, she'll temporarily move into John Dwyer's place in Bethesda (he's spending more time in New York now, so he's taken a flat in Greenwich Village), because actor Albert Finney has rented her house while working on the film, "Shoot the Moon." He and some of his co-workers will be honored at a cocktail party benefiting the Magic Theater later this month on board Walter Lander's ferryboat.

Watson Blair Jr., the son of the Watson Blair of New York, and Jane Goldberg were married Saturday at a private ceremony performed by Judge Isabella Grant. Afterward, family and the judge went on to the Trafalgar Room at Trader Vic's for dinner — and more wine. Jane's sister, Ellen, announced her engagement to Arnon Oshabson. Jane and Ellen are the daughters of the Robert Goldbergs of Seattle. The newlyweds are living here while he attends Hastings.

Are Humans Too Finicky for This?

A friend of mine in advertising was appalled when I told him my great idea about cat food.

"Why not sell mouse-flavored cat food and, if the Audubon Society wouldn't be offended, favor cats with some of our chow chow herbi-chow. Kitty yawned as cats are want to do and acted as if the could eat men when I talked about a mouse-flavored entrée for dinner."

All I have to do to summon our cat is to rattle the cat food box, open the refrigerator door or press the cat opener. We have had cats who preferred dog food and dogs who would just so soon eat the cat food if given a chance.

But cats are a little weird and more fussy than dogs in their eating habits. I have heard more whines to the feed store, though there was plenty of food and fresh water at her disposal.

However, no cat could be as finicky as Remko, whose story has been told many times in our family. Remko was part of a package deal — he came with an apartment my husband and I wanted to rent shortly after we were married.

Although Remko could have passed as the lead husky on a sled team, his owner had provided him with a velvet restler. The pink ribbon she had tied around his buckle neck was about as fitting as a sash on an elephant in a tux.

When she gave me Remko's menu for the week, I gulped. It consisted of ground round (no hamburger, she warned), calf's liver and shredded chicken breast. No mention was made of cat food.

My husband will never let me forget my reply: "That's OK. What Remko won't eat, I can always give to my husband." We did it at the apartment. Remko loved my husband but hated me.

I've often wondered how cats survived without the variety of pet foods now on the market. When I was growing up we always had a cat, sometimes as many as three or four, but all they were ever fed were table scraps.

Three Scraps. Now, how does that gran up in a cat food flavor? I suppose my advertising friend would veto that as well unless it could tack a more appetizing name on it.

I could use the technique I do with leftovers. For starters, how about Chicken Catch-as-catch-can? Is it the Cat's Meow?

COFFEE BREAK

By Adeline Delroy

Why not sell mouse-flavored cat food and, if the Audubon Society wouldn't be offended, favor cats with some of our chow chow herbi-chow. Kitty yawned as cats are want to do and acted as if the could eat men when I talked about a mouse-flavored entrée for dinner."

CHESS

By George Koltanowski

PROBLEM
By G. John Gormley

White to move and mate in three moves.

White's Queen is on e1, White's Bishop is on f6, White's Knight is on g5, White's Rook is on h4, White's King is on g1, Black's Pawn is on e2, Black's Pawn is on f2, Black's Pawn is on g2, Black's Pawn is on h2, Black's King is on e8, Black's Queen is on d8, Black's Bishop is on c8, Black's Knight is on b8.

DOWN'S

In 1929, the life expectancy of Down's syndrome victims was nine years. Today, some Down's syndrome victims are living into their 70s. But in spite of their increased life span, they can only be expected to attain the IQ level of an 8-year-old at best.

Because of their improved life expectancy, many of them grow outside their parents, which means they may be left without home care. In the past, many of these individuals were institutionalized. Now some can be placed, like a foster child, in an outside home under supervision, rather than in an institution.

Down's syndrome can be identified early in a pregnancy through amniocentesis, a test which is often advised for pregnant women over 35, because of the higher rate of Down's syndrome births in these women. If Down's syndrome is identified, the parents may consider abortion during the first trimester of pregnancy.

There are an estimated two to six million retarded people in the U.S. No treatment that I am aware of has significantly improved their IQs, although many attempts have been made with a variety of diets and medications. However, more studies are in order before real claims can be made.

'Can Retardation Be Lessened?'

FOR WOMEN ONLY
By Christine Hayrock, M.D.

DEAR DR. HAYCOCK: My niece's newborn child is suffering from Down's syndrome and supposedly will be mentally retarded. Is there anything that can be done for this child? —X.X.

There is no known cure for Down's syndrome, which is the preferred term for mongolism. However, improvements in medical care have lengthened the life expectancy of affected children.

Research gains have been made in genetic counseling and earlier prenatal detection of chromosomal abnormalities. But once a retarded child is born, there is no way to correct the condition other than raising and education.

LADY MARIQUINA
maternity boutique

Maternity Fashion Now!
The Spring '81 Collection by Lady Mariquina.

For one wear only, at a special **20% OFF**!

Shop by now, one dress for fresh new fashions for Spring and Summer at very special prices just for you! Show your contrasting bands on sweaters and cardigans, corse and wide. \$495-119.55!

122 Geary St., S.F. 94108
(415) 431-3302

Call or Write For Free Spring/Summer Catalogue

BRIDGE

By Charles Goren and Oscar Reif

Both vulnerable. North deals.

♠ 1107
♥ 954
♦ 873
♣ A108

♠ 452
♥ A Q J 2
♦ 10 8 6 2
♣ 9 3

♠ A 4
♥ 10 9 2
♦ K J 7
♣ 6 5 4 3 2

The bidding:
North West North East
1 ♠ Pass 2 ♠ Pass
4 ♠ Pass 4 ♠ Pass
Opening lead: Two of ♠

North-South might have elected in a no trump contract if North had chosen to respond one no trump or if South had read three no trump rather than four spades.

Even though the no trump game couldn't be better, it would have required exact defense, but basically the same defense was necessary to shiver declarer from scoring up four spades.

West led a low diamond. Slowly it was hobbled until the queen was cut. West would lead away from an ace into the crumpled hand. East decided that he had to know who held the queen of diamonds, if he was going to conduct an intelligent defense.

No one made the expert play of the jack to the first trick. That could not cost if partner had the queen. It would still force the ace.

Declarer won the queen of diamonds and led the king of spades. East took the ace and now took trick. Declarer almost surely held the ace of diamonds, so there were not many tricks to be had in that suit.

And dummy's club suit presented a very obvious threat — declarer must lead and one or more inners on that suit unless the defender took three tricks quickly. The defense needed three more tricks if they were done to defeat the hand, and the only suit that offered any hope of more than one trick was hearts.

One problem was solved — the second was which heart to lead. The winning play is the 10 because that sets the defender three tricks in the suit and a one-trick set.

East found the correct shift. Had he led a low heart, declarer would simply duck it and the defender would be able to score only two heart tricks. Declarer would later clear his remaining losers on clubs after drawing trumps, and the contract would be fulfilled.

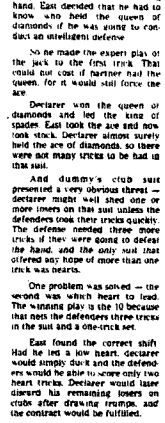


Figure 13--The bridge and chess columns and a cartoon regularly packaged on the inside pages of the San Francisco Chronicle, were frivolous features that did not belong in the lifestyles section.

Gore Vidal: At the Top of Very Tiny Heap

BY MICHAEL KASLOW
 In Gore Vidal's books, there is a pervasive cynicism, a tone of tart detachment. Politics, whether in Rome or Washington, just and unwise, people come and go, and cynicism is a survival strategy. In his articles he is equally cynical, but he is not cynical about the world he lives in. He is cynical about the world he writes about. He is cynical about the world he is part of. He is cynical about the world he is living in.



Gore Vidal
 Photo by Tom Brown for The New York Times

Having had successful careers as a playwright ("The Best Men," "Victims of a Small Town"), a novelist ("The Skin of Lions," "The Visitor," "Washington"), and a screenwriter ("Masters of Deceit"), Mr. Vidal has been successful in many fields.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Books of The Times

By Christopher Lehmann-Haupt

800 YEARS IN ANOTHER WORLD by Harding Loring, 248 pages, Algonquin, \$14.95.

His problem was not precisely how to die. He wanted merely a steady income, something that would keep him from being a burden on his family. He wanted to die in a comfortable, well-furnished room, with a view of the sea.



Harding Loring
 The illustration is by ...

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

Bridge: Rotterdam and Tokyo Play in Shanghai Tourney Final

By ALAN TRUSCOTT

FINANCIAL MARSH 11 -- ROTTERDAM won 12-10 and Shanghai for the United States, came from Rotterdam to Tokyo. Shanghai 11-10 and Shanghai for the United States, came from Rotterdam to Tokyo.

NORTH		EAST		SOUTH	
6-4	4-1	6-4	4-1	6-4	4-1
0-8433	0-8433	0-8433	0-8433	0-8433	0-8433
0-8433	0-8433	0-8433	0-8433	0-8433	0-8433
WEST (D)	WEST (E)	EAST	SOUTH		
6-4	6-4	6-4	6-4		
0-8433	0-8433	0-8433	0-8433		
0-8433	0-8433	0-8433	0-8433		
0-8433	0-8433	0-8433	0-8433		

The final standings in the group were: Rotterdam 12-10, Shanghai 11-10, Tokyo 11-10, and Shanghai 11-10.

Music: Zabrack Returns to Pianistic Past

Non-classical of the 1920's and 30's are being rediscovered. Pianist Zabrack is returning to his pianistic past, playing his piano compositions in Carnegie Hall.

Revue: 'The Apollo... Recalling a Glorious Past'

By JENNIFER DREHMAN

The Apollo revue is a celebration of the past, recalling the glory days of the Apollo theater.

Chess Column

The chess column discusses the latest moves in the world of chess, including games played by top players.

Pride Replaces Shame

Near did the world look down on its men...

Mr. Vidal has been successful in many fields, including politics, fiction, and non-fiction. He has written about the lives of George Washington, Abraham Lincoln, and Franklin D. Roosevelt.

The Cast

The cast of the production includes several notable names in the theater world.

Nureye and Baryshnikov

Dancers Nureye and Baryshnikov have announced plans for a new production.

Dispute Over Christo 'Gates' Continues

A legal dispute over Christo's 'Gates' project continues to rage in Washington.

Chess Column

The chess column continues with further analysis of recent chess games.

CROSSWORD PUZZLE

- ACROSS
 - 1 Put on a play
 - 5 Closing
 - 13 Russian ruler
 - 14 Cut off
 - 15 Alibi
 - 16 New-gotter
 - 17 Old man
 - 19 Gales play
 - 21 King
 - 22 Tennis man
 - 24 Highest bird
 - 25
 - 27 Leafy or European
 - 28 Burma's first prime minister
 - 29 Plus, a 2
 - 31 Have out
 - 32 Gargle
 - 33 Niece
 - 34
 - 35 Getting on 'The
 - 38 Mount
 - 42 P. A. labor
 - 44 Word with
 - 45 Read or
 - 46 Across first
 - 47 French comic
 - 48
 - 52
 - 53
 - 54
 - 55
 - 56 Kind of error
 - 57
 - 60
 - 61
 - 62
 - 63
 - 64
 - 65
 - 66
 - 67
 - 68
 - 69
 - 70
 - 71
 - 72
 - 73
 - 74
 - 75
 - 76
 - 77
 - 78
 - 79
 - 80
 - 81
 - 82
 - 83
 - 84
 - 85
 - 86
 - 87
 - 88
 - 89
 - 90
 - 91
 - 92
 - 93
 - 94
 - 95
 - 96
 - 97
 - 98
 - 99
 - 100

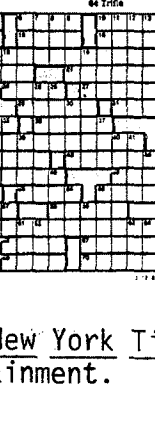


Figure 14---The crossword puzzle and chess column of The New York Times were more appropriately placed in Arts/Entertainment.

reviews, especially those written by staff and contributing writers, made good lifestyles copy. Travel news, which in The Oregonian was mostly syndicated copy, should be packaged separately. Hard news also did not belong in the feature section but news features were highly interesting and topical.

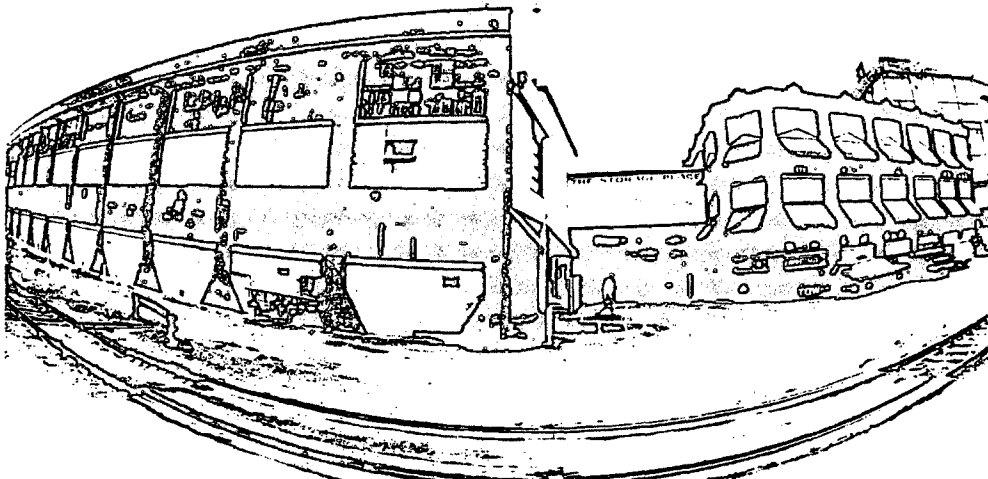
Graphics

Some sections, such as the Style section of The New York Times, were carefully designed by an artist. All the graphic design elements (borders, line rules, cut-outs, call-outs, etc.) worked together as a whole (Figure 15). The Style pages were as exciting to look at as the features were interesting to read. Oftentimes the use of graphics in other papers looked contrived and artificial. Bordering an occasional feature with decorative trim was distracting rather than attractive. Many papers were inconsistent in their use of graphics, underlining some kickers and not others, and indiscriminately bordering features. Care should be taken so that graphic design works together and does not merely decorate the page.

Photos

The section covers were the most visual pages but often the photos weren't well displayed (Figure 16). Photo composition could have been more imaginative in almost every case (Figure 17). Clustering photos together and using white space as a design element would have enhanced the display (Figures 18 and 19).

Inside pages tended to be uniformly gray, particularly toward



TRANSITION — Called The Storage Place today, sprawling complex of buildings off the Barstow Freeway at Northeast 28th Avenue once housed the country's largest furniture factory, the Doornbester Manufacturing Co., which employed 3,000 people before closing in 1954. Plant established in 1938 has come full circle as it attracts such modern-day tenants as custom furniture makers and craftsmen. Photo is taken with wide-angle lens.

'This building seems destined to produce furniture'

By JUDY McGERMOTT
of the Oregonian staff

Sunlight streaming in through southern windows seems to belie their existence, but the ghosts of woodworkers are said to be everywhere, say the newest craftsmen to inhabit a sprawling Northwest Portland complex that once housed the country's largest furniture factory.

Decades before there was a Barstow Freeway, in an area old-timers call Sub-Zero's Gulch, the Doornbester Manufacturing Co. set up shop in 1938, eventually building a complex of 3,000. When the plant closed in 1954, one of the bidders on key machinery at the auction was Charles Barker, who the following year oversaw the rebirth of the 500,000-square-foot complex at Northeast 28th Avenue as yet another maker of furniture, Barker Manufacturing.

Barker, which hired a number of old Doornbester hands in the transition, manufactured bedroom case goods until its 1978 bankruptcy. Today, there is a new owner, Joe Weston of Weston Investment Co.

Weston, who named the buildings The Storage Place, envisioning partitioning the aging structure entirely into mini-warehouses. Therefore, he was surprised, he said, when one custom craftsman after another, including makers of custom furniture, began contacting him about renting space.

"Surprise, and somewhat disappointed," he admitted. "I had a parking problem, and the more small tenants with employees, the more space the building would demand, though, to produce furniture."

Approximately half of the building's space is rented, with 60,000 square feet in mini-storage and 240,000 square feet divided among 15 commercial tenants.

"I was working in 200 square feet in my basement, and making my home — there was always a fire coil of duct on everything upstairs, and my wife gave me an ultimatum," recalled John Economaki, a woodworker and custom furniture maker who last fall moved his operation to 2,000 square feet in Weston's building.

"I fell in love with the building," said Economaki. "It has the ghosts of many woodworkers, and I always liked the idea of doing contemporary furniture in an old, old building. The roof leaks, and the train goes by, but it's romantic."

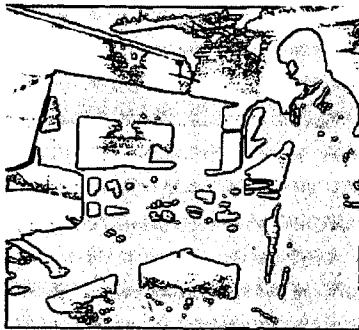
Roger Hockett, president of another craft-oriented tenant, Oregon Fine Joinery, called the space "excellent for people like us, close in, about one third the price of most rental space around town."

The skylights afford natural lighting and a southern exposure has kept even winter gas heat bills to \$50 or less a month. A new sprinkler system is also an attraction to woodworkers.

A four-man partnership, Oregon Fine Joinery moved last fall from Southeast Portland to a 450 square feet down the hall from Economaki. The building's freight elevators, including one which accommodates a pickup truck, appealed to the furniture makers. "To use to haul wood to the second floor of their former location."

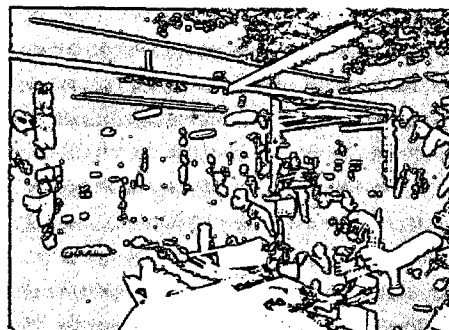
Knowing something of the building's history, Hockett said, leads to much speculation and reminiscing about Doornbester's heyday.

"You still think about those Doornbester employees waiting up the same stairs, down the same halls, 40 or 50 years ago."

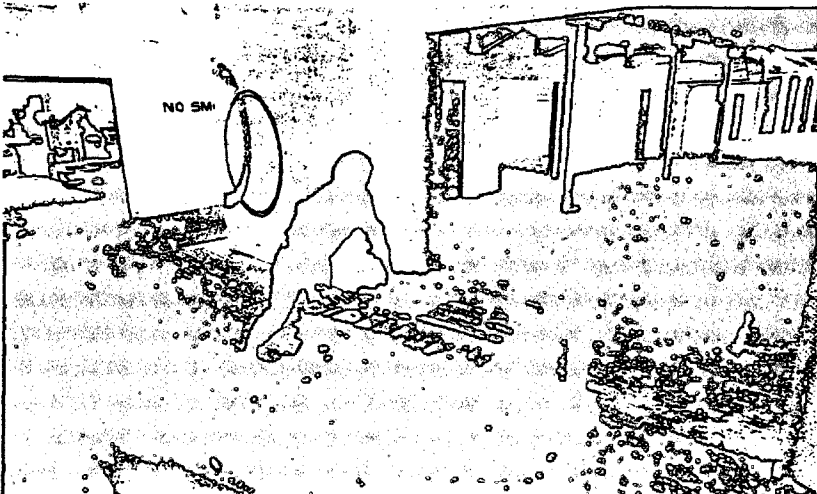


APPARITIONS — Spooky ghosts of woodworkers past is John Economaki, working on a cabinet cart. Custom woodworker took a lease on 2,000 square feet of the complex's expanse last fall in move from cramped workshop in home.

Staff photos by BOB ELLIS and TIM JEWETT



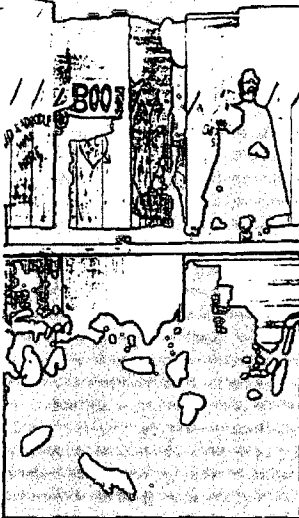
ALL THE AMENITIES — Enjoying a bagel and coffee break in their 4,500-square-foot space are the four partners in Oregon Fine Joinery. (from left) Roger Hockett, president, Stephen Grove, Michael de Forest and Ken Martin. Former quarters make them appreciate building's freight elevators.



GRAC WITH ROOM — Oregon Fine Joinery's Stephen Grove pushes cart D321 unwanted space. Approximately 300,000 square feet of Weston's complex awaits tenants.

Figure 16--Too many photos crowd this page. The top photo should have been the center of focus. The other photos should have been sized smaller and white used to open up the page.

Counselors suggest methods to cope with sex abuse of child



AAAH! NO LOCKS — Learning how to foil the villain (Sonny Sorros) are students at Linwood Elementary School attending Storefront Theater's Children's Theatre for Public Schools show illustrating safety.

By **SURAN HOBART** of the Oregonian staff
One out of every four children will be sexually molested before reaching age 15.

This statistic, based on various surveys, was cited repeatedly in interviews with police officers, social workers and psychologists who would not even come. It refers both to cases reported to authorities and the millions of incidents not reported, ranging from incestuous rape to fondling hidden beneath a bed-sheet by an adult friend of the family.

Last year, there were 635 incidents of child sex molesting (victims 17 years old and younger) reported in Oregon, according to Alden Powell, director of protective services for the state Children's Services Division. Hundreds more, Powell believes, went unreported.

Incidents range from a child being confronted with a person exposing himself to nudity and rape. For the most part, victims are girls, but boys are not exempt. Victims include a nine-month-old baby raped by a male teen-age babysitter and a nine-year-old girl raped by her stepfather.

Portland and Multnomah County account for more than half of the reported cases. The Portland Police Bureau reported that it had 208 child victims of some sort of sexual abuse in 1980, and the Multnomah County Sheriff's Department estimated that it logged about 100.

Our parents generally have more difficulty dealing with it than the children because their instinct is to attack the person who did it. We understand that, said Marilyn Culp, director of the Multnomah County Victim Assistance Program. "Once the parent can make sense out of it, then they can help us help the child."

Helping the child begin by recognizing that something is wrong — even if the child has said nothing. A young child may not tell parents about an incident out of ignorance that what occurred was wrong or out of a inability to express what happened. An older child who is making poetry may be too embarrassed to talk about it.

Richard Lazrus, a Portland psychologist who specializes in stress and trauma among sex abuse victims, and Judy Steinberger, clinical psychologist at the Morrison Center for Youth and Family Services for which many victims and their families are referred for counseling, said parents stressed to their children's behavior might direct sources of change in terms of sleeping patterns, temperament or mood, in spending less time with former friends, and being as comfortable as school and physical complaints that may indicate a desire for special attention.

Police said most men of offenders rely on the vulnerability of children to conceal their use once accepting the behavior and then keeping it a secret. Lazrus suggested parents can help equip children to avoid becoming victims by teaching them a sense of their bodies as their own property which they have the right to control.

There are certain things that nobody should be doing to your body. Lazrus suggested telling children: "Tell them they have the right to say no and to leave if the person persists. They have the right to feel uncomfortable with themselves."

Next, parents must believe their children when they tell them something unusual has occurred. Children don't lie about this, "was repeated time and again by psychologists, social workers and police.

Larry Flindling, a Portland police detective with the crime division, said that although children generally do not know the proper names for body parts or sex acts, victims usually can graphically describe what had happened by using an anatomically correct doll to demonstrate.

Such graphic descriptions, particularly for children, are helpful.

Psychologists agree that in most cases children should be encouraged to talk about the incident in order to vent pent-up feelings of guilt and fear.

Even if parents believe the child, psychologists said, they often realize the child is disclosing the incident because they believe it pretends the trauma. While living in the aftermath of sexual abuse is not easy, psychologists agreed that the child should be encouraged to talk about the incident in order to vent pent-up feelings of guilt and fear.

The denial and minimization of dealing with sex abuse cases has been found ineffective, said Dr. Shirley Anderson, pediatric consultant for the Sexual Assault Center in Seattle, Wash., and the regional treatment-training center for sex abuse victims.

When parents are not sure about what happened to their child, they should give the child an opportunity to talk, but let the child see his or her own pain, said Ms. Steinberger, adding that most parents surprise themselves at the amount of strength and support they can marshal when their child is in need.

Lazrus said three major aspects of the child's psychological development are at stake following a sexual assault: a sense of self-worth; an ability to trust other human beings; and a healthy attitude towards sex and sexuality.

Most children, like many adult victims of sexual abuse, believe they are responsible for the act. This is compounded by the child's egocentric view of the world, in which they believe they are the cause of everything that happens in their life.

"The damage is self-inflicted," said Lazrus. "It is a self-inflicted wound. In contrast, there are the people who come to feel they are abused through no fault of their own. They are able to deal with challenges of all kinds."

These children also have problems trusting people again. (problems) being able to achieve the intri-

city that is a prerequisite to trusting," he said. "The child must also get a healthy perspective on sexuality. It was the circumstances under which the sexual act occurred that was bad, not sex itself."

The psychological trauma is likely to take longer to overcome in cases of incest, said Ms. Steinberger. "A stranger-to-stranger crime is much easier to explain," she said. "You can just say the man was sick and that had nothing to do with the child. In incest, you have the whole issue of family love and trust to deal with."

"You can tell Mommy about the neighbor, but who can you tell if it was Daddy?" detective Flindling said.

In the 635 child sex abuse cases in Oregon last year, the father was the perpetrator in 204 incidents, or 32 percent. Adding stepfathers to fathers brought the figure to 38 percent of the incidents, and with other relative family and stepfather mothers live-in boyfriends and foster fathers, that figure jumps to 81 percent.

Flindling said that one person is often responsible for several incidents in a recent case. One parent, after a 3-year-old girl spoke up about an incestuous relationship with her father, four other women in the family were also accused ranging in age from 17 to 32, revealed they had been victims of the same man when they were about 10 years old.

In the majority of incestuous incidents, one parent (usually the mother) either was told by the child or suspected it, but ignored the information, said Flindling. "Often, the mother is so dependent on the perpetrator (her husband or live-in boyfriend) that she's bringing herself to do anything about it," added James Miller, a caseworker in the Children's Services Division's protective branch in Portland.

Protective services work with incest victims and their families, supervising counseling and rehabilitation which might range from five to six years. In that time, the family has been on his case for four years, in a stranger-to-stranger crime after the agency determines that the child will be safe in his or her own family, they refer the family to mental health clinics for one or two sessions of services or to private psychologists for counseling.

Although resolving incestuous relationships may take longer because of the family's history, most stranger-to-stranger victims and their families seem more cooperative to ensure emotional recovery, psychologists said.

It is necessary to get long-term help, so at least have the child checked out and what the needs are," said Lazrus, adding that long-term counseling is not usually necessary if parents are prepared to work with the child in the home.

He said as initial sessions may involve the child on a different agenda than the incident, and the resulting trauma of the incident is usually overcome despite the best efforts of parents to make them feel safe and secure. When the numbers surface, he said, the child needs help.

"The fact that it looks OK on the surface is no guarantee."

Educational skit shows 'Dangerous Stranger'

By **BARBARA JOHNSON** of the Oregonian staff

The villain was named and named enthusiastically. The "Dangerous Stranger" was unmasked in a quiet show and a rousing song. "Don't type it to the car."

It was all part of a recent performance by the Storefront Theater for children at Linwood Elementary School. It marked the group's fifth season of Children's Theatre for the Public Schools. Personal safety is the current theme, covering abusive situations at home, incest, abduction, theft and resources to help children.

In the quiet show, the students had to decide which of three mystery guests was the Dangerous Stranger — the woman who tells children she is their teacher's former second-grade teacher, the man who asks a child to help him find a lost dog in the basement, or the man offering five bubble gum cards at his apartment.

"Don't take chances better safe than sorry," sang the cast of six in the musical song and dance show. "Let the family, police or teacher know when someone makes you feel uncomfortable."

Parents are encouraged with overactive imaginations. Call them when you're going to be late," sang Kiki Kazdoolie, played by Ross Kerr, the project director.

The Storefront Theater performers believe theater can be educational and concept-reinforcing and still be entertaining. Background material for the show came from the Crime Prevention Unit of the Portland Police Bureau and law-related educational materials for the Portland School District.

The company of six, three of them paid through Comprehensive Education and Training Act funds, had a schedule of only seven March appearances for the current show because many schools can't afford the \$150 performance fee. During the past five seasons the shows played at 90 to 95 schools each year.

In lieu of the stage production, however, representatives of the Portland Police Bureau and the Multnomah

County Sheriff's Department visit schools to warn children about the dangers of talking to strangers. There are also programs about sexual abuse designed to explain to young children that their bodies are not to be tampered with by others.

Authorities said it is not uncommon for officers or teachers, immediately following such programs, to get reports from young children regarding incest or violations by strangers.



Staff photos by BOB ELLIS

SAFETY SHOW — In musical revue format, Storefront actors present material on theft, abduction, abuse and self-protection. From left are Sonny Sorros, Ray Tilgman, holding Ross Kerr, Rebecca Singer and Teedy Deane.

Prosecution said help in resolution of trauma

By **SURAN HOBART** of the Oregonian staff

Taking the witness stand against an assailant is difficult for a youngster who has been sexually molested, but the decision to prosecute is likely to be beneficial to the child's mental and emotional health in the long run, according to experts in child behavior.

Parents are faced with the conflict of wanting to assist the child from more trauma or accepting the social responsibility of removing the perpetrator from society before another child is harmed.

Once children get past age 5, they get it in abstract reasoning. A school-age child and there is innocence. He needs to know that it's not his fault."

Even children under age 5 who understand the concept of right and wrong, often need to know that something is being done to "make it right," said Richard Lazrus, a Portland psychologist who specializes in helping people cope with stress and handles many sex abuse cases.

Authorities believe many parents do not report incidents because they fear the child will be arbitrarily dragged through the legal process and subjected to numerous police interrogations with little regard for mental and emotional needs.

Not true, said Marilyn Culp, director of the Multnomah County Victim Assistance Program. She and others involved in the legal process emphasized that at every step, the best interest of the child is paramount. The decision to prosecute is made between parents and the deputy district attorney — not the child — and parents have the option at any time of dropping charges, ending the proceedings.

Ms. Culp explained that the criminal justice system can take no action against a suspect — even if he confesses — unless the victim agrees to prosecute.

The majority of victims drop charges, she said, fearing the rigors of the trial. But of those sex abuse cases involving adult or child victims where proceedings begin, about 86 percent result in conviction either through trial or plea

negotiations. About one-third of all prosecutions end in plea bargaining, in which the suspect pleads guilty to one or more charges to avoid trial.

"The suspect doesn't want to go through an open courtroom any more than the victim does," said Ms. Culp.

Confessions are common, once the suspect knows the victim plans to proceed with the case, said Sgt. Kirby Broutillard, who heads the Multnomah County special services detective division which handles sex crimes.

"These people have an emotional attachment to the crime. Often you can get them to confess," he said.

Multnomah County has made special provisions for victims of "hardcore" crimes, said Ms. Culp, limiting the number of times they must be interviewed by authorities and always having a victim advocate present to help them through the process.

Most child sex abuse cases do not involve physical injury and there is rarely a witness, said John Bennett, deputy district attorney who heads a four-person team that handles sex abuse cases in Multnomah County. The prosecutor often takes care not to leave physical evidence, Bennett said.

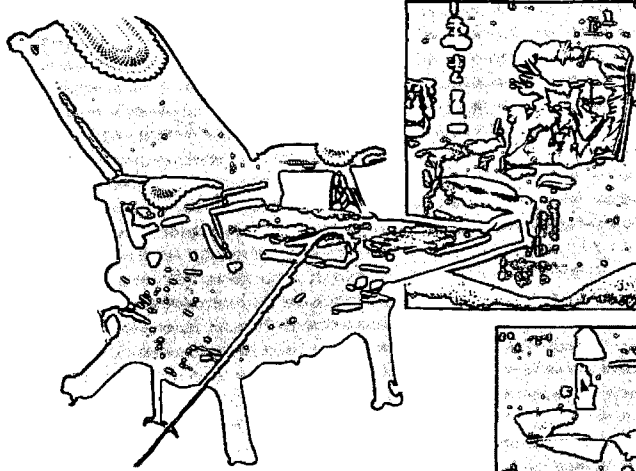
"Usually, all you have is the word of the victim against the word of the defendant," he said.

Following is a summary of what a family might expect after reporting a stranger-to-stranger child sex abuse. The chain of events might differ in individual cases. Procedures for handling incest cases are somewhat different, according to representatives of the state's Children's Services Division, because of a desire to try to keep the family together (through the rehabilitation process).

In Portland, a plain-clothes detective in an unmarked car responds to say reports of child sex molesting, according to Larry Flindling, detective with the city's sex crimes division. In Multnomah County, a uniformed police officer responds to the call, said Broutillard. The initial interview by the uniformed officer primarily involves questioning of the parents, with a few questions to the child if it appears this will not further upset the child. Police will ask that the child be taken to Holladay Park Hospital for a physical examination to verify physical evidence. There the family will be met by an advocate from the Multnomah County Victim Assistance Program. Ms. Culp said that because Holladay

Figure 17--This page is too gray and lacks a visual center of focus. The photos are too similar in size and shape and the page looks imbalanced.

BY DESIGN



Recliners — The Chair People Love to Hate

By Judith Anderson
You can't say the recliner people aren't trying. The manufacturers and their public relations agencies flood the media with press releases describing all the mechanical improvements, the elegance and the sleeker lines added recently to these ubiquitous lounge chairs.

Like the middle income people, who have made "chair" a dirty word, the recliner folk have come up with the term "motion chair" in hopes of improving their image.

They have made sleeker models — copies of Copenhagen and Queen Anne wicker chairs, veneers with rattan, chrome and wood detailing, modular units to blend right in with non-reclining chairs.

The Barcelonaer Co., a leader in the field, has teamed up with the American Society of Interior Designers to sponsor an annual design contest in which a recliner is a key element in a room.

The campaign to upgrade the image of the chair everyone loves to hate has been successful to a degree. Bill Whitlock, interior design director at Macy's in San Francisco, said that while he thinks most recliners are "pretty tacky looking," he has found "some contemporary designs that are decent" and often upgrades them for his clients with custom covers of silk or real leather.

But the old image of the man in his undershirt, stretched out in his back tray recliner with the shaved side patches, excused beer while he watches football on TV, is a hard one to fight.

And the idea of a stylish room done by a professional designer with a recliner as a centerpiece is still almost too ridiculous to consider.

"I don't deal with the kind of people who would own a recliner," one local decorator said. "If they insisted on having one, they would have to bring it in from a store."

"I think they're ugly," said Jon, a designer who said she has never had a client who owned or begged for a recliner. "I see those ads in the Sunday paper showing recliners in 18 different styles and I think, 'They're still not any better.'"

The people who steer all recliners fall into two categories, says John Hain, for 13 years a wholesale representative for the Le-Z-Boy Chair Co. and now owner of a recliner shop in Daly City. "They're either younger people who don't usually buy recliners or a highly sophisticated person with excellent taste," he said.

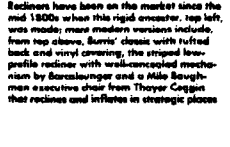
But Hain and his fellow retailers can laugh all the way to the bank. There is no end of customers from age 60 upward who look forward to spending an evening in a recliner. The industry sales figures are around \$200 million a year, covering prices that range from around \$150 to \$700.

"I see more people prefer comfort to style," Hain said. "They want a chair to relax in."

The problems with recliners isn't that they aren't comfortable — although some of the new low-profile models are lacking in that area. The problem is style. Hiding the moving mechanisms without producing extra bulk and awkward lines isn't easy, and plenty of potential customers think the designers have a way to go before they get it right.

Recliners have a long history of providing comfort for sore legs and aching backs. It was, in a history compiled by the Barcelonaer people, that Philip II of Spain had a special chair built in the 16th for his gouty leg. In the late 1800s, English designer William Morris produced a chair with a movable back and adjustable footrest that became very popular.

Airplanes, trains and harbor ships have chairs that recline to some degree, and probably the most comfortable recliner around today is the computerized recliner that many dentists have for their patients.



Recliners have been on the market since the mid-1800s without this rigid structure, top left, was made; more modern versions include, from top above, Barrie's chest with tufted back and vinyl covering, the striped low-profile recliner with well-concealed mechanism by Barcelonaer and a Miles Broughman executive chair from Thyron Cognan that reclines and inflates in strategic places.

It becomes obvious in conversations with designers and salesmen that the image of the man lounging in the recliner is vital. "I have to laugh," decorator Dana Dalton said. "Women say, 'ugh, my husband wants a recliner.' I tell them to go down and get one.

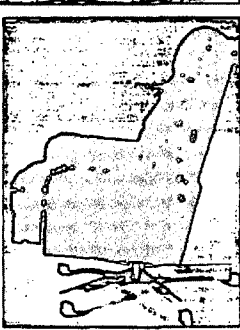
"Men love them. They like to have a place to put their feet up and read. A man should have a comfortable chair. If he wants one, let him have it."

San Francisco furniture designer Peter Rocca tactfully admits that "I'm sure they have a purpose... but I don't know of a well-designed recliner on the market, and I don't know why."

"If the recliner manufacturers were smart," he added, "they would hire a first-rate designer to design one and they would probably do a lot more business."

Barcelonaer vice president Jack Hartley disagrees. His company has rejected the idea of hiring outside designers. "There are a number of disciplines and issues to be learned" to incorporate a motion mechanism in a chair, he said, and he thinks it takes a specialist to do the job.

Indeed, he added, "Some of the most beautiful chairs on the market" are recliners: the fact that recliners and chairs have never discovered them is "a matter of education."



Interior designers often suggest alternatives — the easy chair with an ottoman and the chaise longue are preferred for rooms where style is important. Neo-Rococo has a favorite outdoor recliner, made by Metalfab, that she sometimes installs in a sun room for her clients with bad backs.

But as for a well-made, comfortable indoor recliner that is also a real thing of beauty — don't hold your breath.

John Hain knows of "nobody" who is working on any revolutionary designs. "That's probably because the business is doing as well as it can and no one wants to rock the boat."

It's also a question of "what you like," he said. The people who buy recliners probably wouldn't care less that their living rooms will never be photographed for Architectural Digest.



Claire Falkenstein, a dynamic artist best-known for her sculptures, says her childhood was almost void of art.

The Making of a Universal Artist

By Blake Green

When Claire Falkenstein goes about her business she creates a work of art. She is an artist, you may be thinking, so what else is new? But it isn't just the sculptures, the paintings, the jewelry, it's also where she makes a salad. Or a stew. Or, at the best of times, out of fire. I pick the cuttings, I organize them just so.

There is even the matter of the visual image being captured by the photographer as Falkenstein sits in front of her muse, multi-colored paintings, "Charismatic" Claoud-Chou. "She is a woman to whom time has not been wasted; with shy green eyes, her face is interesting as well as pretty. She wants not to photograph her frowning, or from the side, or from the left, or without some example of her work to, so it were, back her up.

Known of her work, these being the monumental sculptures which include steel, marble, metal and founds — from each of these periods are on display through Saturday, March 31, at the Sculpture Anderson Gallery in Palo Alto. These are all "paintings" I've hung on — it's good to have your rooms arranged, not to put them away or sell them off.

When you work on Falkenstein's scale there can be problems keeping your rooms around. Recently she sold the last of what she calls "my own series" — in line with her interest in "things that symbolize the comic phenomenon" — a painting "13 feet wide, 7 feet high and 4 feet through. A little difficult to find space for."

Today in Conn Bay, a Falkenstein fountain can be found at the Conn Bay Mall, but when the artist was a little girl, there was almost no art. "I had my only influence was the funny papers."

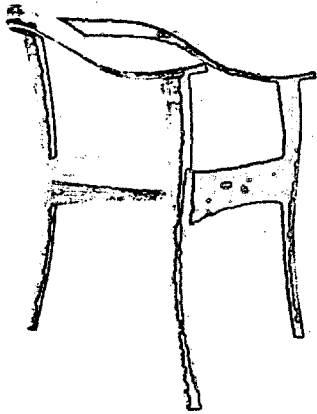
However, one of the owners of the lumber mill for which her father was an executive had collected objects — "crafts, sort of things" — from all over the world. "I had the run of his house," and it was there that I had the beginning of, let's say, a feeling for beauty.

Admittedly, as other designers the time when, as a 7-year-old she came to San Francisco on a lightning excursion and, the San Francisco Bay Area being somewhat more populated than Conn Bay, "when I first saw the hills covered with structures, I just rolled around on the deck. I really never got over that — so much of my work has been structure and intense repetition."

Falkenstein says her "first commitment, when I knew I couldn't do anything else, was at the university, U.C. Berkeley, my junior year when I had the extraordinary teacher."

Figure 18--Clustering the photos above into a unit, and use of white space as a design element gives this page an open, attractive appearance. The ragged-right columns also make for a more informal look.

Silhouette chair is best of furniture show



A three-legged dining room chair with a continuous piece of wood forming back and armrest was given Best of award.

Special to The Tribune
A simple but elegant looking three-legged chair made from Honduras mahogany won the "Best of Show" in the Daphne Awards competition sponsored by the Hardwood Institute, a division of the National Hardwood Lumber Association.

The event recently at the Waldorf Astors, New York, is the first of its kind in the industry.

3 Special Awards
Entries were in nine categories. Three special awards were given for "Best Reproduction," "Best Innovation" and "Best of Show."

Furniture included 18th Century designs, reproductions of antiques and French pieces, contemporary, Oriental and rustic styles. Prices ranged from moderate to expensive. Criteria for judging was superior value to the customer as well as excellence of design.

Utahese Chair
Michael Goldfinger designed the silhouette chair for Union Woodworks, Mountain View, Utah. It was a Daphne in the dining room category and went on to capture "Best of Show." Features of the design include a curved back that melds into carved arms and seat, joined on three slender and tapering legs.

A red oak "Lunar" headboard with fabric insert won the award for "Best Innovation." John Flocke and Jack Terrace designed it for Lorraine Furniture Company, Richfield. The archaic headboard has unique lines and is flexible. It allows a customer to change the fabric insert to match or contrast with the room's decor.

Chinese Wedding Bed
"Best Reproduction" award went to Baker Furniture Co., Grand Rapids, Mich., and its design staff for its Chinese wedding bed. A hand-carved, intricately designed bed with detail of the sitting dynasty. It is made of solid ash/dubro, an imported wood from South America and of American walnut.

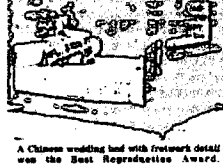
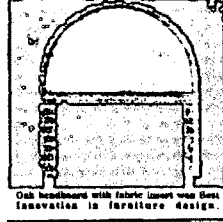
The Daphne Awards were created to honor art, talent and creative spirit and its recognition for the outstanding contribution that furniture designers and manufacturers make as craftsmen as well as entrepreneurs in the furniture industry.

Walnut Storage Cabinet
Other Daphne winners were:
Occasional Furniture — A walnut storage cabinet designed by Leonard Sloan for Palsani Furniture. The walnut cabinet has clear crisp lines that meld together a traditional or contemporary setting. It offers practical storage space for stereo components at an affordable price.
Modular Case Goods — Roger Kenneth Leeb designed an unusual desk for Add Interior Systems, Los Angeles. It is formed from a series of white oak boxes to create a sculptured unit that combines versatility and practicality.

Upholstered Furniture — Rita St. Clair designed a chair ottoman for its subtle combination of hardwood and fabric and for its subtle flair of the chair's back and sides. It featured an interior hardwood frame of solid oak. It was designed for David-Edward Lee, Baltimore, Md.

Rosewood Recliner
Occasional Seating — A rosewood recliner designed by Jeff Keller and Judy LaFrance, Portland, Maine. It was selected as an excellent example of the modernization of a traditional design.

Quick Assembly Furniture — Richard Ehrlich, Wedgwood Furniture, Chapparral, Va., an upholstered sofa with poplar frame. It was selected for design for its easy to assemble and reasonable price. The frame holds together through a patented device which assures sturdy construction.



A Chinese wedding bed with ironwork detail was the Best Reproduction Award.

An Landers

Precautions in case of a fire

Dear Ann Landers: This column will surely have some lives if the people who read it take it seriously. These suggestions are from a Los Angeles fireman, Richard Kauberman, who believes that he would have survived the Las Vegas MGM Hotel fire. Because of what I have learned from him, I'm sure I would have survived it, too.

First, when you check into a hotel, make sure you find out exactly where the fire exits are. Check to see if they are open and where they lead to. In other words, be familiar with them. If there are NOT open, call security and ask them to open the fire exit on your floor.

Know where your room key is at all times. Some of the Las Vegas victims were wandering in the halls. The smoke was terrible, but they were unable to get back into their rooms which would have been a lot safer because they didn't have their keys.

There is a bedside table in all hotel rooms, and that's where your key should be — on top of the television or in your travel packet or your pocketbook. The room key belongs on the bedside table.

Continental style dessert
For a refreshing continental-style dessert serve fresh Western winter pears with wedges of your favorite cheeses. Arrange slices, Apples and Confiture serves on an attractive tray, along with one or two cheeses. Cheddar, Swiss, Brie, Monterey Jack or Blue cheese — any of these are excellent served with the juicy fresh pears. And for convenience, let out a pear slice.

Make it a habit to keep it there.

At the first hint of the smell of smoke, call the fire department, NOT the desk. The desk will probably send you a security guard. The fire department will send fire-fighters. Tell the fire dispatcher what room you are in.

Then feel the doorknob. If it is hot, don't open the door. If it isn't, peek outside. If it's not too smoky, go to the fire exit. Keep a key toward your face. NEVER USE THE ELEVATOR. When you see the stairwell, walk — do not run — down. If it gets too smoky, turn around and go A.L.L. the way up. A fireman will greet you on the roof.

If you are trapped to stay in your room. DO NOT break the window. If there is smoke outside, you will need to close it.

Fill the bathtub with water. Wet the towels and sheets and stuff them around the door. Block all vents with wet towels and sheets.

If the walls are hot, use the ice bucket and throw it at each wall on the walls as you can. Put a wet cloth over your nose and mouth. Smoke inhalation kills more people than fire. Above all, keep fighting. Don't wait. The longer you stay conscious, the better your chances for survival.

Dear Readers: I suggest you tape a copy of these rules inside your suitcase so you can refresh your memory before every trip.

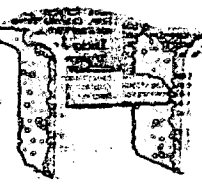
Dear Ann Landers: I didn't care for your advice to the woman whose husband divides the newspaper with her and then falls asleep under his bed.

You have an eye for headlines, all right. You told her to buy TWO papers. I say, why waste the money? If the big ad is going to sleep, he can sleep just as well under yesterday's paper. I wish you would correct that advice. It bothered me. — Maria in Davis, Cal.

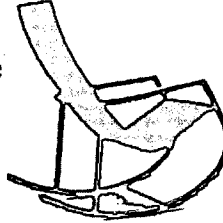
Dear Ann Landers: Sorry, dear, you didn't read the whole letter, and did. It seems Sleeping Beauty likes to fall asleep with the paper over his face. When she tries to get off, the writhing him up and he gets mad. He wants to sleep under the current paper, so when he wakes up he can start to where he left off.

The man is a light sleeper and has a hot temper. Once when she tried to remove the paper and substitute it for the half she could read, he yelled her. So I suggested two papers, and I stand by my advice. It's worth the extra money. A fat lip can be a nuisance and dental work is expensive.

Discover how to be safe and without feeling like the old woman. Ann Landers' "Dear Ann Landers" will help you to learn how to be safe and without feeling like the old woman. Write to Ann Landers, P.O. Box 196, Chicago, Ill.



Designer's effective use of hardwood and fabric was upholstered furniture award.



Modernist recliner was seating award for artist.

Our reversible rain tunic steals the scene!
The closer you look, the better it gets! Our reversible rain tunic from Check Point is the newest length of the season... wear it loose or gathered in a blouson! And note the details... the big pouch pockets that reverse to slash pockets, the high stand collar, the button-on hood, the water-repellent poly/cotton chintz, grom/raspberry or oyster/ nutmeg, 5-15, 58.00. Costs at all stores.

Castleton

EARLY BUY SALE
Save during this one day Spring clearance sale.
SAT. MARCH 14 10 A.M. to 2 P.M.
18 in. H. dining case from **\$995**
New Free Japan 11" x 15" from **\$895**
The Harvest Co.
3273 So. West Temple 486-4731
Preservation is still a good idea

Sale
Ski Clearance
30-60% off.
STEVENS BROWN
100 S. BUCKINGHAM

MATTRESS SALE
LOWER PRICES — BECAUSE WE ARE THE FACTORY

REG. FIRM	King 2-Pc. 108.00
	Queen 2-Pc. 125.00
	Full 2-Pc. 85.00
	Twin 2-Pc. 68.00
MED. FIRM	King 2-Pc. 200.00
	Queen 2-Pc. 175.00
	Full 2-Pc. 130.00
	Twin 2-Pc. 105.00
EX. FIRM	King 2-Pc. 275.00
	Queen 2-Pc. 245.00
	Full 2-Pc. 185.00
	Twin 2-Pc. 145.00

FLOATATION WATER BEDS
Full \$215
Queen \$245
King \$320

BUNK BEDS
Complete with Mattress, Ladder, Bedding, and Bedside Table
\$149.95 up

HEADBOARDS \$39
with 1/2" Cotton Mattress

OVERMAN'S MATTRESS
WHERE BETTER MATTRESSES ARE MADE
2763 S. STATE, SALT LAKE 484-4466

Want Ads are for REAL ESTATE!
The Little Ads that pay off BIG!
Dial "A.D.S.-2.0.0.0" to place your
WANT AD!

Figure 19--In contrast to Figure 18, these photos lack impact.

the ends of the large sections such as VIEW. The Style and LIFE/STYLES sections were the most visual of all the sections. More photos, especially local photos, were needed in the other sections. Local photos were generally more interesting and had more impact than wire or canned pictures.

The VIEW section was the only section that had a fairly even number of male and female photographers, suggesting that photo-journalism is still a male-dominated field.

Boxing photos with a hairline rule helped photos stand out and was preferable to those that were not boxed.

Using captions as mini-heads under photos was unnecessary and a waste of space. The pages looked cleaner without them.

Most papers set their outlines slightly larger and bolder than body copy for a nice effect. Outlines that were complete sentences were the easiest to read, the exception being brief caption-like cuts.

Typography

Headlines

Most heads were unimaginative but adequately descriptive. For example, "A Japanese Gastronome Divulges His Secrets" ran in The New York Times and another dull head, "Dedication Set for New Housing Complex" ran in the Los Angeles Times. More creative, original heads, such as "Put dream on a string" in The Salt Lake Tribune or "Has the Queen Mary's Ship Finally Come In?" in the Los Angeles Times, would liven up lifestyles.

Typeface

Serif was perhaps a little easier to read than sans-serif. The body copy in all seven sections was serif. For headlines, however, sans-serif looked a little cleaner, more modern and was more masculine in appearance. (Compare the sans-serif heads in The Denver Post to the serif head in the Seattle Post-Intelligencer, Appendix III.)

Size of Heads

Heads that were relatively the same size and weight made the layouts look simpler and less cluttered (Figures 20 and 21). Heads that were 30-to-36 points were the most pleasing to the eye. Of course smaller heads were appropriate for brief notices and less-important stories.

Positioning

Flush-left heads were easier to read than centered heads.

Bylines

Bylines looked better in type that contrasted with the body copy. All the papers, except The Salt Lake Tribune, had bylines that were either all caps, boldfaced or italic. Bylines also should be flush left.

Courtesy Titles

Use of courtesy titles (Miss, Mrs., Ms., and Mr.) was a waste of space. Copy looked cleaner and read better without courtesy titles. Using courtesy titles in lifestyles, but not in sports or hard news, subtly implies that life styles news is still mostly social and

Friday, March 13, 1968

Los Angeles Times

Part 1

Grave Matters

Entrepreneurs Who Help You Go in Style

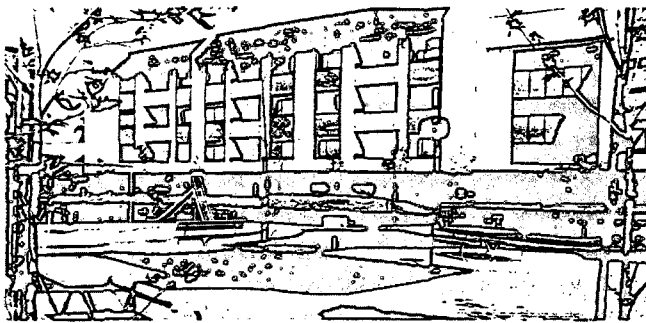
By DAVE LARSEN, Times Staff Writer

SUNNYVALE, Calif.—Death, as we all know, is nature's way of telling you to size down. But when the time comes, what if you were the type who always had to have the last word? Stan Zelazny had the answer: a talking combtoone. Ever conscious of our energy-conscious society, Zelazny and Michael O'Neil have designed such a device—to be solar-powered. Zelazny recalled that his dream had its origins five years ago during a barbecue in his Detroit back yard. "It was a hot August afternoon and I had snacks on the grill," Zelazny remembered. "As the afternoon and the beers wore on, Michael readily blurted: 'What this country needs is a good solar-powered talking combtoone.' A long silence fell over the guests. "But I got to thinking that this was the place where Henry Ford had gotten his start. (to my reading of the Bible), and maybe Michael's words weren't that far-fetched. The two would-be inventors had known each other just about since birth, having been born three days apart in the same hospital. "I always tell him: 'You're the kid who keeps me awake at night,'" Zelazny said. They had pursued somewhat related careers. O'Neil an elec-



Stan Zelazny, co-inventor of a solar-powered talking combtoone, contemplates the possible marketplace.

Local contractor, Zelazny having gotten a degree in electrical engineering. Now they were to embark together on an awesome enterprise. "I know now what Thomas Edison probably went through," Zelazny sighed. "When we were working our butts off in my basement, my wife kept asking me why I didn't move out and live with the kids. After they tell they had their understanding, as it were, I called a lawyer to paper, they looked up a patent attorney. "By the end he'd take the cases. The lawyer went to Washington, D.C. searched the records. Please see ENTREPRENEUR, Page 18



The Billy G. Mills Manor will be officially opened Saturday, though most of the tenants already have moved into the low-income project.

Low-income Tenants

Dedication Set for New Housing Complex

By SAM KAPLAN, Times Urban Affairs Critic

A 102-unit federally subsidized housing complex sponsored by USC will be dedicated Saturday by Mayor Tom Bradley and local dignitaries. Though most of the tenants already have moved in, they did not want to wait another week, day or hour for their new apartments. The tenants are the fortunate few selected from some 4,000 applicants for apartments in the three-building complex at Vermont Avenue and 7th Street. It is named Billy G. Mills Manor, in honor of the Superior Court judge who represented the area on the City Council from 1963 to 1974.

"I feel so lucky to be in such a pretty place," exclaimed Catherine Atkins, a 69-year-old retired machine operator and grandmother of 14. She moved into a one-bedroom apartment in the complex two weeks ago from a small studio a few blocks away where she was paying \$127 a month rent.

Recently subdivided land. The actual rent for the new apartment is \$468 a month, but with a federal subsidy, under the multiple Section 8 program of the Department of Housing and Urban Development, Atkins says only \$76. The subsidy is based upon the difference between about 25% of Atkins' gross income and the current cost of the apartment to the owner. "Was I kidding? Every apartment in the complex is subsidized, with tenants paying monthly rents ranging from \$19 to \$200. "I've waited so long for something wonderful like this," says Atkins, who is recovering from recent open-heart surgery. With the money she saved from the difference in rent, Atkins confides, she at last is buying some new furniture. "I'm really looking forward to making this place into a real home," she adds with pride.



Lorena Dowal, a retired cook living on Social Security, is one of the project's 250 tenants selected from some 4,000 applicants.

"This place is going to be just fine, especially for my daughter. It will give her a better outlook on life," says Linda Jones, watching her 3-year-old Starr, away on a swing in a children's play area in the complex's inner court. "Where we come from, BKA & Pignera, was strictly ghetto. Also pleased to have gotten an apartment in Mills Manor is Evelyn Parker, whose 2-year-old son, Marcus, joined Starr in the play

of the complex. The others include West Indonesian, Canadian Construction Co., the Water Labor Community Action Committee and Congressman Robert C. Farrow.

Mills Manor is the first of six planned developments, with a total of 380 apartments to be built by the consortium as part of an agreement with the city. That deal allowed USC students instead of low-income families to live there and occupy a 102-unit federally subsidized housing project at 3115 Orchard Ave. The consortium was to provide at least 200 of the units by last month, but got bogged down in various federal bureaucratic problems. The deadline for the construction has been extended two years by the city's Community Redevelopment Agency, which is assisting the consortium in the protracted processing with HUD of the five other developments.

Avoid Problems. USC is succeeding at sponsoring Mills Manor with an extraordinary progress and willingness to help tenants adjust to their new home. Included will be financial counseling, social gatherings and various classes, such as physical fitness and nutrition for the elderly. About half the units in the complex are occupied by elderly persons and the other half by families with children.

The search to avoid some of the problems that have plagued other projects in the past, explains Gilbert Williams of USC's community service center, which will conduct the program. "We want to create an atmosphere, pride and a sense of neighborhood among the tenants." The search of that sort already seems to have taken root. In a second-floor laundry room, Lorena Dowal was just finishing cleaning up an overflow of socks as long that it was a lesson in how to keep the part of a public and private consortium that spurred the construction. Please see DEDICATION, Page 22

Film Portrays Her Life

Tribute to Lady Bird Johnson

By ELIZABETH MERRIN, Times Staff Writer

WASHINGTON—Displaced Democrats are really no different from any other homeless tribe. When times get tough and their encouragement is occupied by enemy forces, they drop in their front get together and talk about how nice it used to be. And so it was that week when many of the hostesses of the Great Society, including six former members of the Cabinet of Lyndon Baines Johnson, engaged with an assemblage of Democratic congressmen, past and present, and close to 300 of the behind-the-scenes faces who have long wielded Democratic power.

'Johnson Era Revisited' "I think if I were writing a book about today," said Jack Valenti, Washington-based president of the Motion Picture Assn. of America. "I would title it 'Remembrance of Things Past.' Unfortunately, the former special assistant to President Johnson said ruefully, "some obscure writer beat me to it. "But, yes," Valenti said, as he looked around the lush, domed room in the National Academy of Sciences, pan across Constitution Avenue from the Washington Monument, "I would like to see this room, no question about it. Or, as former L.B.J. Secretary of State Dean Rusk put it, "This really is a great reunion of the Johnson era."

Three pre-teen-age Johnson granddaughters, garbed in look-alike French schoolgirl dresses of lace-trimmed black veils, additionally stalked through the crowd of grown-ups in black tie and evening gowns. When you see something with the Johnsons, Valenti said, "it's always like a family reunion." Then the object of that family reunion, the matriarch of the L.B.J. clan, entered and took her place near the main entrance. It was to honor Lady Bird Johnson that these long-time Democrats had gathered together, after all. But as she stood at the door and greeted them all, it almost looked as if Lady Bird Johnson had made the trip to Washington just to reassure her old friends that things would be all right, that the Democrats would weather the Republican storm.

Lady Bird Johnson, nearly 70, looked almost untouched by time. Thirteen years out of the White House, eight years a widow, the former First Lady still packs in full days at her desk at the LBJ Library in Austin. She sits on countless boards of corporations and foundations still the matriarch on time for silent, solo contemplation in long walks by the river. Lady Bird Johnson left a "blooming legacy," Valenti said: the 2 million dollars and other fortunes had poured in Washington and open roads across America. Even First Lady Nancy Reagan made an in-

direct reference to her predecessor's pet project earlier this week when she told a group of Congressional wives that "it got out every day and check the wings and the crochets." All many people who check her hand this week, said Lady Bird Johnson's stark blouses on and on.

Walk Remembered "I just love continuity," Mrs. Johnson says in one of her walks alone, a walk that is now recorded on film. "I like to think things are getting on, once again, better."

"Lady Bird Johnson has been an integral part of the American scene," said MCA President Lew Wasserman, a long-time member of the LBJ Foundation. After staff members culled through the 25 million pages of Johnson memorabilia housed in the huge LBJ library in Austin, Wasserman said. "We found there was no film about Mrs. Johnson," Wasserman had already funded a documentary about the 36th President, he decided to do the same for the President's wife. "We just felt there should be a film about her."

So Wasserman hired Washington film maker Charles Guggenheim, and set up the film. Guggenheim made "The First Lady: A Portrait of Lady Bird Johnson," a film that will become a seven-part part of the L.B.J. collection in Austin. Mrs. Johnson has a special fol-



Lady Bird Johnson, widow of President Lyndon B. Johnson, sits with Lew Wasserman at the premiere of the film "Lady Bird Johnson" about her life. Wasserman produced the film.

lowing," Guggenheim said. He spent a year and a half making the film, and because of Mrs. Johnson's often dramatic, accidental, uninvited four lectures to do it. "We saw this as a living memorial to her." "Careful done," Lady Bird Johnson herself pronounced after viewing the film she had been "scared to death" to see. "I think he made it quite nice." Did she like it? Lady Bird Johnson, noted for her modesty and described by friends as more shy and self-effacing than her public image might suggest, hesitated. "Yes," she said, "I do."

That sentiment was shared by the handful of friends, family and former colleagues who watched the premiere of the 30-minute biography. "I was very pleased," Mrs. Johnson said. "Not only have they cap-

tured the information about her life, but they captured her spirit. That's hard to do." "That sentiment was shared by the handful of friends, family and former colleagues who watched the premiere of the 30-minute biography. "I was very pleased," Mrs. Johnson said. "Not only have they cap-

Figure 20--The Los Angeles Times has a simple, uncluttered look because its heads are uniform in size.

IN SEATTLE STORES

Identical fashion shows featuring cost-effective and unique clothing are being presented at a RICHARD WILLY, Saturday at 10 a.m. to 7:30 p.m. New York designer and fashion authority Charles Kleinman will direct the "Trends That 1981" show, which will feature designs from 1969-1970, 1970-1971, 1971-1972, 1972-1973, 1973-1974, 1974-1975, 1975-1976, 1976-1977, 1977-1978, 1978-1979, 1979-1980, 1980-1981, 1981-1982 and other famous designers.

Merchandise-making workshops are scheduled for the following: BSN, March 21 & 22 from 10 a.m. - 4:30 p.m. Class fee is \$25. Enrollment is limited. For reservations, call 366-7296.

Easter Bunny Breakfasts are scheduled for 10:30 a.m. to 11:30 a.m. at the Restaurant, FREDERICK & NELSON downtown March 17 & 18. There is a fashion show at 11 a.m. March 17, followed by informal modeling, and informal modeling on March 18 from 10 a.m. - 4 p.m. Children's meal and an Easter menu will be featured. Tickets are \$10 for children, \$15 for adults. For reservations, call the store after March 15.

The "Chanel" collection from Paris is being shown at FREDERICK & NELSON downtown March 17 & 18. There is a fashion show at 11 a.m. March 17, followed by informal modeling, and informal modeling on March 18 from 10 a.m. - 4 p.m. Catherine Chénier, Chanel fashion representative, will be in the store to assist customers.

The "Levi" collection will be shown informally at FREDERICK & NELSON EVERETT Mall, March 18. The clothes can be seen in the Fringe Restaurant.

A three-hour seminar, "Pants That Really Fit," will be held at THE SILK THREAD store, March 26, 8:30 - 11:30 a.m. Class fee is \$15. For reservations, contact the store. The shop also offers a seminar on sewing with silk, March 27, 7-9 p.m. Fee for this session is \$10.

The Friendship collection of jewelry, furnishings and art objects from the People's Republic of China are being featured at the downtown Northwest Southcenter Tacoma store. The shop also offers a seminar on sewing with silk, March 27, 7-9 p.m. Fee for this session is \$10.

Tonight's free lecture at REI (8:00 p.m.) features Steve Barakatta, author of "A Thousand Years in Nepal." He'll show slides, discuss trek planning and answer questions. It begins at 7 p.m. at REI headquarters.

The Adult collection comes to L. MAGNIN, March 17 & 18. There'll be informal modeling each day from 10 a.m. - 4 p.m. on the three days.

The Southcenter BSN will have an Elizabeth Arden skin care specialist in the store March 16-20. Individual consultations are \$10. For an appointment, contact the cosmetics department at Southcenter.

Fabrics are being featured in a fashion show tonight at the Northwest BSN, and tomorrow night at Alderwood Mall. Both shows begin at 7 p.m.



1940's-era gown by Charles Kleinbocker

Formal planning classes are again being offered by the BSN and FOSTER AND WHEELER. At the downtown BSN store beginning March 23, classes meet Monday nights 8:30-10:30 p.m. for five weeks. Fee for the series is \$22 per person, \$25 per couple. To register, call 366-7296.

Free sewing classes are being offered tomorrow at the STREET'S & NEW store in Tukwila, and at the Bellevue store on March 19. The classes begin at 9:30 a.m. Three short cut rectangles for home sewers will be taught in one hour. To register, call the Bellevue or Tukwila store.

Both stores are also offering free mini classes on Saturday mornings throughout the month. Subjects range from "SOFT SKIRTS" to "Western Blouses." For more information, contact the store nearest you.

Thermal Underwear Makes a Jogging Suit

By Marvyn Leiber
Los Angeles Times

Dear Marvyn: Why are all the jogging outfits made of acrylic or some other synthetic fiber? Don't manufacturers know that many people get allergic reactions to synthetic fibers? Please try to find a firm that makes an all-cotton jogging suit. I'm a size 14 - K.B., Philadelphia.

Dear K.B.: The running gear illustrated here is not a bona fide jogging suit, but it certainly works. The run pieces are really thermal underwear made of 100 percent cotton, heavy-weight combed cotton knit. J.C. Penney's catalog offers them on Page 248 for men only, but a man's regular should provide just the right fit for the sport. The pullover and pants are \$3.50 each, off-white only. You could contact the sender of the underwear buttons by layering them with other soaps, as per our advice. Manufacturers make acrylic jogging suits because they are washer-dryer proof. Cotton knits are more likely to shrink - another reason to wear the man's size.

Dear Marvyn: Although I am a fairly tall, slender woman, I have been blessed with a more than adequate bustline. I have searched desperately, but in vain, for a sexy, high-quality bra in size 36 DD. I realize I have to have support, but why can't I also have pretty, delicate colors and sheer lace? - J.S., Macon, Ga.

Dear J.S.: You can. The only catch is, the bra will have an underwire to ensure the support you require. Such a bra in a delicate lace-trimmed collection is illustrated on Page 37 of the catalog published by Victoria's Secret, Box 1088, San Francisco, CA 94128. It is available in 32 to 38 C, E, L and DD cups for \$10.50. Colors include rose, dusk, subtle and black. As it says in the catalog, "This underwire bra is especially designed by the full-figured woman."

Dear Marvyn: As a size 16, I need help in choosing my overalls. Are there any rules of thumb that apply to my size? Fashion rules, that is. - H.C., New York, N.Y.

Dear H.C.: Rule out denim and white. Rule in one-color suits of separates that give you one long uninterrupted line of color. One color is stunning. Two colors are interesting. Three colors are somewhat dangerous. Lines, of course, they're all very subtly combined. Avoid plaids and brilliant, crisp prints. And you must do well to meet the advice long given to pregnant women and wear a soft bow in your hair to draw attention to your face - and away from your body.

Dear Marvyn: My husband has been looking everywhere for silk underwear to no avail. I saw a pair of silk boxer shorts for \$20, but that's well beyond our budget. Are they available for \$25 or less? Where? He's a medium - S.D., Buffalo, N.Y.



CLOTHESLINES

Dear N.B.: Silk dresses are available for \$12 and silk blouses sell for \$18 at International Mail, 2000 Highway Drive, San Diego, CA 92138. The dresses come in red, black or tan with side stripes. Sizes range from small through extra large.

Dear Marvyn: My husband and I will be taking a Caribbean cruise in May. I am strictly a tailored type of dresser and I prefer pants to dresses. What would be best for evening attire at the captain's dinner? I am in my late 30s. - T.V., Cedar Rapids, Ia.

Dear T.V.: How about silk or matte jersey pants with a knee-length tunic? The top could be made of silk crepe de chine, matte jersey or cotton to either a matching waist or a belt. If you want to be really festive, raffia or straw would insure you a seat with the captain.

Marvyn welcomes questions for use in this column, but requests the returned answer mail personally. Send your questions to CLOTHESLINES in care of this newspaper.

School Holds Annual Sale

The P.T.A. of Lakeland School sponsors the annual and wonderful things you can find in Seattle's stores and other places around the Seattle. There are great deals, shopping tips and a few stress-free tips to get you started.

The Lakeland sale, the annual fundraiser sale to benefit the Lakeland School has a reputation for being the biggest and the best. This year, there are more than 10,000 items - 100,000 antiques, sports equipment, books, furniture, you name it.

The sale starts today at 10 a.m. and continues until 9 p.m. Tomorrow, sale hours are 10 a.m. to 6 p.m. and on Saturday, all leftovers will be sold from 10 a.m. to 2 p.m. The sale is being held in the Seattle Center Fine Pavilion.

Proceeds go to the Lakeland Educational Endowment Program, a summer school for disadvantaged children.

ESTATE FINDS: Pandora's Castle, 2020 N.W. Market St. is the old Salinas Library. Has about two more vintage furs for \$20 to \$30. Stoles, capes and jackets of everything from mink to pony are listed.

SAMPLE SALE: The Luvon Point store at the Overlake Service League is having a sale of sample clothing at the Luvon Point, 3000 Elliott Ave., March 15-16. Hours are 11 a.m. to 5 p.m. Sunday and 10 a.m. to 6 p.m. Monday.

Children in women's sizes 8-16 and men's size 36-44 and clothing for infants, toddlers, boys and girls will be included.

Seahawk Presides At Fashion Show

Seattle Seahawk player Kieren Herrera will be master of ceremonies at a luncheon and fashion show sponsored by the John Roberts Taylor studio of the Fred Hutchinson Cancer Research Center, March 21 at the Seattle Trade Center.



Following luncheon, tickets will present the fashion show. No-host cocktails will be served at 11 a.m. with luncheon to follow. Tickets are \$22.50. The event is being underwritten by the business community. All proceeds will go to the center.

For reservations or additional information, call Mrs. Lynne Taylor, 366-2281, or Mr. W.C. Taylor, 366-2280. The guide is welcome.

Eileen Herrera

Sitting pretty.

That's what you'll be doing in these Spring-weight fashion separates. For a breezy day cover-up this lightweight acrylic cardigan will be just right. Add this polyester pleated skirt with elastic waistband and basic knit shell to complete your new Spring look.

All available in pretty lights and brights for misses sizes.

Knit shell, \$7.
Pullover skirt, \$13
Cardigan, \$20.

The JCPenney Spring and Summer catalog is here. Available at a \$2 charge, redeemable on any catalog order.

Of course you can charge it

Discover VISA

This is JCPenney

Charge at JCPenney: Alderwood Mall • Aurora Village • Bellevue Square • Bremerton • Capital Mall • Downtown Seattle • Everett • Noringate • Southcenter • Tacoma Mall • Valla Plaza.

Figure 21--A variety of type faces and head sizes makes this page look too busy. Except for the standing heads, the headlines are disproportionately large for the stories.

therefore not to be taken as seriously as other news.

Flags

Flags should be simple and not cluttered with a lot of information. Nicely designed flags, such as Style, took up minimal space at the top of the page and did not compete with headlines.

Standing Heads

Heads that appear on regular columns should be handled consistently so that the reader can readily identify them. Running simple bar lines or line rules above and below the heads was a good way to distinguish columns from feature stories. The Los Angeles Times, which used only graphics, and the Seattle Post-Intelligencer, which used portrait sketches, had good-looking standing heads (Figure 22). The Salt Lake Tribune ran photos of regular columnists in its standing heads. Often it wasn't clear if the photo was the columnist or someone mentioned in the column. The small head-and-shoulder shots were not interesting photographically and were visually distracting sprinkled all over the pages.

Staff Analysis

Except for VIEW, most lifestyle staffs were predominately female. This is perhaps one reason why lifestyles sections still seem largely geared to women. The Denver Post was the only paper that had more wire or news service stories written by men. However, the Post also had no stories written by male staff members.

The number of local and syndicated columns was fairly evenly divided between women and men, which suggests that men are equally

Perlman to Guest at Symphony Benefit

The American Youth Symphony Affiliates strike up the band Sunday at their annual benefit at the Dorothy Chandler Pavilion. This year the young, local talent shares the spotlight with guest artist Itzhak Perlman.

The Affiliates, 50 women who act as the support group for the American Youth Symphony, include Mrs. Raymond Speare, Mrs. Ernest Auerbach, Mrs. Jerry Godell, Mrs. Dan Golenternek, Mrs. Jack Nadel, Mrs. Seymour Owens, Mrs. Morey Parkes and Mrs. Michael

League is set for Wednesday at the Beverly Wilshire Hotel.

Proceeds from the annual event will go to the Brace Fund of Orthopaedic Hospital. Times columnist Jack Smith will be the featured speaker.

It might be St. Patrick's Day, but Tuesday's awards for the General Hospital volunteers at the County USC Medical center have an international touch.

Jody Jacobs

Mme. Sadat to Open 'Egypt Today' in L.A.

Mme. Jehan El-Sadat, wife of Egypt's president, arrives here Thursday to open, at the invitation of Mayor Tom Bradley, the American symposium titled "Egypt Today." L.A. is part of a three-city tour that includes Washington, D.C., and Houston. The symposium is sponsored by the Middle East Institute, Meridian House International and the Smithsonian Resident Associates, Inc.

She will also tour the gallery and observe children's art classes. Right after that, the mayor hosts a private reception for her at Hollyhock House.

While here Mme. Sadat will also address the L.A. World Affairs Council and visit the J. Paul Getty Museum, USC, UCLA and Rancho Los Amigos.

On March 21 she will attend a black-

C2 S Fri. Mar. 13, 1981 Seattle Post-Intelligencer



Magazine Will Assist Parents

Dear Ann Landers: My younger sister and her husband, both 38 years of age, have been trying to have a family for five years. Last September they finally succeeded. Our joy was short-lived. The child was born brain-damaged. The doctors said it was due to her difficult and complicated delivery.

Dear Dr. Brothers: Until recently, my husband's salary provided for all our family's needs and none of us had to worry much about economizing. Our three teen-age children grew up with an almost unlimited supply of money for their daily needs.

Well, things have changed. My husband has been ill and so he now earns much less. In addition, we're trying to keep up with inflation and we're not making it.

My husband's salary has



DR. JOYCE BROTHERS

and plan a realistic budget for the family as a whole and for each member. If your youngsters don't have allowances, I strongly suggest that you set this up as soon as possible. Make the allowances realistic, but if

quite angry, but I don't want to express this to him. — O.K.

Dear O.K.: I think you can explain to your son that automobile insurance companies aren't out to get him, but unfortunately statistics

18 San Francisco Chronicle Mon., Mar. 9, 1981

Diet Controversy

ASK THE DOCTOR

By G. Timothy Johnson, M.D.

DEAR DR. JOHNSON: Our daughter, now 7, was born with a PKU deficiency. She has, of course, been on the "PKU diet" since she was born. There seems to be controversy about how long a child must stay on this diet. What's your opinion? — M.K.

I can't pretend to be an expert on the PKU diet, but, like you, I've been following the controversy for the past few years.

For the rest of our readers, the initials PKU refer

Work to Be Done

GREEN THUMB

By John E. Bryan

March is a busy time of the year in the garden. The longer days, warmer nights and earth that has not yet been dried out by the hot summer sun are ideal for plant growth.

Any plants that didn't get a good start will appreciate a feeding. Use a balanced fertilizer containing nitrogen, potash and phosphates.



Plants that like special formulas, such as roses, camellias and citrus, should begin to receive regular feedings of the fertilizers formulated for them.

Do not leave any spent flowers under the bushes. This material provides a home for many diseases. Rake

Figure 22--Simple line rules set off standing heads in the Los Angeles Times. Another nice effect is achieved by the Seattle Post-Intelligencer with bar lines and sketches. The San Francisco Chronicle also has simple, attractive standing heads.

interested in writing about lifestyles topics, such as food, society and gardening, but that male staff reporters are not being assigned or encouraged to cover lifestyles news.

The New York Times (Style) was the only section that had all staff-written stories and columns. The Los Angeles Times (VIEW) and the San Francisco Chronicle (People) had high ratios of local-to-wire service stories. The Seattle Post-Intelligencer (LIFE/STYLES) and The Salt Lake Tribune (Lifestyle) ran about half and half. Except for the Style section, VIEW was the only other section that had a good ratio of local-to-syndicated columns. VIEW was about 50-50. Lifestyle was 1 to 10; LIFE/STYLES was 4 to 19; and DAY (The Oregonian) was 2 to 18.

The New York Times and Los Angeles Times did a good job of using "specials," stories written by stringers or free-lance writers. Specials had the home-grown appeal of staff-written copy and brought readers interesting news from other parts of the state or country, such as a report about a wedding photographers' convention in Las Vegas that ran in Style.

The sections that had the most locally written stories and columns were more interesting than those that were filled with wire or news service stories and syndicated columns. The sections that were the most local were the most relevant to their readers, though wire and syndicated copy often discussed interesting people and socially relevant issues, such as discrimination, abortion and day care.

Stories were often too long and jumped too many times. Unless a story is particularly compelling, many readers won't bother searching

through the paper to continue reading a story. The Seattle Post-Intelligencer and San Francisco Chronicle kept their stories short (no more than half a page) and had no jumps. Shorter stories were more inviting to read and allowed for more variety of topics. Long columns of gray copy made dull layouts and unless readers had sufficient time and interest, most would be lost or discouraged from reading long, jumped stories.

Long stories also tended to be less tightly written than shorter features. The writing in The New York Times was of extremely high quality, as was that in VIEW. Blake Green wrote several interesting features for People and Nancy Burkhart almost single-handedly upheld the Living '81 section.

Unfortunately there was very little outstanding writing. Jack Smith, (VIEW), Carolyn Heilbrun and Mimi Sheraton (Style), Judy Magrid (Lifestyles), Rod Patterson (DAY), and Adeline Daley (People), were the best and most original.

The lifestyles sections tended to be a little too complacent, a little too bland with the same old topics recycled every month and year. Two papers ran more or less the same topical kite-flying feature on Sunday. The photos were pretty, but let's face it, it's been done.

What was needed was more creativity, originality and flair--more bright color pieces, such as the story on talking tombstones in VIEW, to balance out the personality features, the heavy coping features, the live-right/eat-right features, the how-to consumer features, the women's-interest features.

The Los Angeles Times seemed to have the most fun and the best sense of humor. The other papers seemed to take themselves too seriously.

Except for a recipe-exchange column in Lifestyles and a letters column in VIEW, there wasn't much reader input or interaction in lifestyles. Local consumer-complaints columns, gardening or "buck-stretcher" columns that invite readers to share information help make lifestyles sections more personable.

CHAPTER IV
RECOMMENDATIONS

- * Be more local.
- * Run shorter stories; don't jump stories.
- * Localize wire copy whenever possible.
- * Show more local faces.
- * Make better use of free-lance and contributing writers.
- * Get local readers more involved through reader participation columns.
- * Be more creative, original, less serious.
- * Stick to feature news.
- * Don't mix in hard news.
- * Get rid of cartoons, comics, puzzles, bridge, chess, horoscopes, movie and record columns, TV listings, and arts and entertainment features.
- * Don't overuse syndicated columns and wire copy.
- * Keep weddings uniform in style.
- * Run brides with the appropriate writeups.
- * Run recipes two columns and boldface ingredients.
- * Omit courtesy titles.
- * Strive for snappier, brighter layouts.
- * Use more white space on open covers.
- * Run more and larger photos, especially on inside pages.
- * Inspire photographers to be more creative.
- * Box photos, especially color photos.
- * Use photo captions or boldface lead-ins only when a photo stands

alone, otherwise, a cutline will suffice.

- * Use consistently-sized heads; don't run heads larger than 36 points.
- * Simplify standing heads.
- * Run heads, bylines, cutlines flush left.
- * Strive for a more balanced staff: more male writers and more female photographers.

APPENDIX I

Methods of Evaluation

It was necessary to make numerous subjective judgments to categorize each story or piece of editorial information into one of 37 topics. Many stories could have been appropriately placed under several topics. For example, would a story about a family services counselor who helps women organize their time be classified under "advice," "coping," "education," "families," "health," "people" or "women's interest?" I chose "women's interest" because the subject matter was specifically directed toward women's problems.

Descriptions of the topics listed below may help clarify how the lifestyles news and features were classified.

Advice

Columns such as "Dear Abby" and "Ann Landers." "Dr. Joyce Brothers" was placed under "coping."

Art and Antiques

Notices about art shows were placed under "talks."

Books

Mostly book reviews.

Careers and Jobs

Only two stories were placed under this topic because the point

of the story often was not about the job itself but about something else, such as coping or women's interest.

Celebrities

Name-brand people, such as Gloria Vanderbilt, as opposed to people who might be well known by some, such as Mother Jones Publisher Jacques Marchand, but not by the general public.

Children's Interest

Stories children would be interested in reading themselves, not stories about children. Stories about children were placed under "education and school" or "families."

Club News

Notices about club meetings were placed under meetings unless the article contained other news. Often it was difficult to classify news as either "clubs," "meetings" or "talks," particularly if a program or speaker were slated.

Commentary

This contained only letters to the editor of VIEW. Other columns that could have been placed under this topic, such as "Erma Bombeck" or "Ann Landers," were placed under the topics that best described them, such as "humor" or "advice."

Consumer, How-to

Articles such as how to evaluate video systems or a survey of various do-it-yourself products. Also columns like "Consumer Reports,"

"The Supermarket Shopper," and "Freebies."

Coping

Some stories under this topic overlapped with "careers," "families," "older Americans" or "women's interest." Included were the columns "Options" and "Dr. Joyce Brothers."

Culture

Concerts, ballet, symphony, plays, reviews, etc.

Decorating and Design

Many of these stories emphasized consumer interest, such as "Decorating Without a Decorator," and "Cover That Wallpaper--Restoration Avoids Stripping."

Education and School

School news and what school children were doing.

Entertainment

Articles about records, movies and television.

Families

Many family-interest stories dealt with coping, such as how "latch-key" children cope or how to help troubled teenagers.

Fashion and Beauty

Mostly about fashions although some stories were on other topics such as designers or fashion shows.

Food, Recipes

Most food stories were restricted to cooking and food preparation. Articles about nutrition were placed under "health."

Games and Diversions

Crossword puzzles, horoscopes, bridge and chess columns, comics, cartoons--things that were included to amuse the reader.

Health and Nutrition

Question-and-answer health columns such as "Dr. Neil Solomon." Also articles about eating right, staying slim, and getting proper vitamins.

Household Hints

Columns such as "Hints from Heloise" and "Helpful Hints."

Human Interest

Stories that had general appeal to both men and women. These stories often could have been more narrowly classified.

Humor

Mostly humor columns such as "Erma Bombeck," "Art Buchwald" and "Jack Smith."

Meetings

Usually short, one-column notices.

News

Most of the news stories that ran in lifestyles were from the AP.

News Features

More in-depth coverage of local news events, usually from a personal angle, such as a feature about the low-income tenants of a new housing complex in Los Angeles.

Older Americans

News about or of specific interest to older Americans, such as senior citizens' activities and the column "Past 65."

People and Profiles

Since almost all lifestyles stories involved people, these stories were generally limited to personality profiles.

Plants and Gardening

Columns such as "Plants in the Home," "Green Thumb" and articles about gardening.

Politics and Political Analysis

Jane Bryant Quinn's column "Staying Ahead" was the only entry in this category. Maxine Cheshire's Washington column could have been placed here but was put under "society" instead.

Recreation

Hobbies and pastimes. Kite flying, bingo playing, etc.

Sewing

Mostly syndicated columns such as "Sew With Flair" and "Needle-play."

Social News, Society

Society columns and social affairs. Wedding news was placed under "weddings."

Talks, Lectures, Workshops, Classes

Usually one- or two-paragraph notices about local events of community interest.

Travel

Self explanatory.

Vital Statistics

Brief notices about births, marriages and divorces.

Weddings, Engagements and Anniversaries

Only actual writeups counted. Weddings, engagements and anniversaries mentioned in society columns weren't included.

Women's-Interest Issues

Stories that were specifically directed toward women and their special problems and interests. Often women's-interest stories overlapped with other topics, such as "coping," "careers" and "families."

APPENDIX II

Popular Lifestyles Topics

Listed below are the newspapers that ran the most news on a given topic. Not all topics are listed.

Advice

Seattle Post-Intelligencer
The Salt Lake Tribune

Art

The New York Times

Books

Los Angeles Times

Celebrities

The Oregonian
San Francisco Chronicle

Club News

The Oregonian
The Salt Lake Tribune

Consumer

Seattle Post-Intelligencer
Los Angeles Times
The Oregonian

Coping

Los Angeles Times

Decorating

Seattle Post-Intelligencer
The New York Times

Family

The Denver Post
The New York Times

Fashion

The Oregonian
Seattle Post-Intelligencer

Food

Seattle Post-Intelligencer
The Oregonian
The New York Times

Games

Los Angeles Times
San Francisco Chronicle

Health and Nutrition

The Salt Lake Tribune
The Oregonian

Household Hints

The Salt Lake Tribune

Human Interest

The Denver Post
Los Angeles Times
The Salt Lake Tribune

Humor

Los Angeles Times

Meetings

The Oregonian

News

The Denver Post

People

San Francisco Chronicle

Plants

The Denver Post

Sewing

The Salt Lake Tribune

Social

Los Angeles Times

Talks

Los Angeles TimesThe OregonianSeattle Post-Intelligencer

Weddings

The OregonianThe Salt Lake Tribune

Women's Interest

Seattle Post-IntelligencerThe OregonianThe Salt Lake Tribune

APPENDIX III

Analysis of the Seven Lifestyles Sections

The Evening Hours



Kenneth and Pat Taylor at their official home.

Two of the most popular members of the New York social scene these days are Kenneth Taylor, the Canadian Consul General here, and his wife, Pat. The glamorous couple seem to turn up at the best parties in town, and many a woman would love to have them as guests.

Mr. Taylor was the Canadian Ambassador to Los Angeles and served as an ambassador to the United States in the 1970s. He is now the Canadian Consul General in New York. He and his wife have a beautiful home in the city.

Pat Taylor is a former model and a socialite. She is known for her elegant style and her love of art. She has been married to Kenneth Taylor for many years.

For Wedding Photographers, Something New

"You give me brides with stars in their eyes? I will give you the brides with dollar signs on their faces!"

— Bill Stockwell, the starry husband

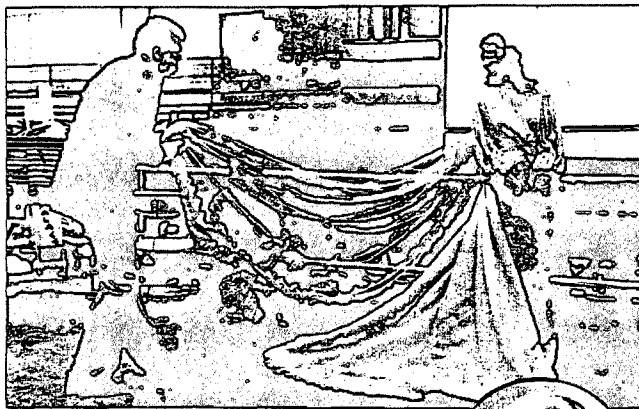
By WAYNE KING
LAS VEGAS, Nev., March 12—After 40 years as a photographer and 20 as a wedding photographer, Bill Stockwell is still at it with what he likes to call "The Classic Wedding"—the rehearsal and the actual ceremony at a hotel or a restaurant.

"The (classical) tradition and the Polaris Prodigy," said Mr. Stockwell, "are turning our last 10 years into a very fast-paced life."

"We shoot," he advised all professional wedding photographers, "on the spot, and we're not waiting for the photographer to show up."

Mr. Stockwell, who calls himself "the Money Man," is a self-styled photo entrepreneur who moved three decades ago—being the wedding through the bride's money tree—was one of a score of professional photographers and crews now dedicated to the art, craft and business of wedding photography.

The staff sponsored by a cruise group called Wedding Photographers International drew 1,500 families and professional wedding photographers to Caesar's Palace to trade tips on new techniques, equipment, styles and directions in the world of wedding photography.



Monte Zucker, in boxing ring at Caesar's Palace, shows how to position a bride's train.

Bill Stockwell, a pioneer in the field of wedding photography.



The Evening Style
There emerged glimpses of evolving styles in wedding photography. From the stark, black, fashion-oriented of the 1930s and 40s, through Mr. Stockwell's more dramatic, multiple exposure "money revolution" to the "money tree" style of California's 34-year-old Rocky Gray, who has been in the business since the 1950s, the new style of wedding photography is being born.

It was said that the new style of wedding photography was being born in the form of the ceremony itself. As the wedding photographer increasingly assumes the role of wedding consultant, he is also becoming the architect of the wedding and restructuring the wedding day.

Monte Zucker, for example, the 58-year-old Silver Spring, Md., photographer whose average contract is up to \$3,000 a wedding and average \$1,500 a bride, has been in the business for three hours before the ceremony "to have a period of time to get to know each other and with the wedding party."

"The people are not brought together for the ceremony," he said, "they are brought together for the wedding. I am a photographer of faces and feelings," he said, "not of the most of the bride and groom."

Pat's husband, Mr. Zucker says that the prewedding morning, which is being adopted by a growing number of other wedding photographers, serves both to relax the bride and groom and to make the wedding day more relaxed during the ceremony, and also to allow the photographer to get to know the bride and groom before the wedding day.



Photographing wedding photographs of some top professionals at a convention display in Las Vegas.

day, selected from 150 exposures at at least three locations, shot by assistants and by himself at critical junctures, complete package prices from a least \$750 to about \$1,200 (average \$850).

Although most wedding photographers are men, a handful of women have achieved notable success.

Ellen Bell, who at 30 has been a professional for 10 years, now operates three studios with four assistant photographers, also works in affluent Orange County, Calif.

Working in luxury resorts in affluent Orange County, Calif., Mr. Paterman's fee for a wedding is \$2,000 to \$3,000, plus a 10 percent service charge. He also offers a "video package" for \$1,500, which includes a 15-minute video of the wedding.

As a result, Mr. Paterman now plans to offer the cassette, in a matching album cover, as an adjunct to the traditional wedding album, and also to offer his services in producing Videocassette tapes for other photographers who might want to market them.

MOROCOCO, which always seems to be the center of attention, is now the center of the social scene. The new Moroccan night spot is under the direction of Fred Astaire, who is now the center of the social scene. The new Moroccan night spot is under the direction of Fred Astaire, who is now the center of the social scene.

MOROCOCO, which always seems to be the center of attention, is now the center of the social scene. The new Moroccan night spot is under the direction of Fred Astaire, who is now the center of the social scene.

MOROCOCO, which always seems to be the center of attention, is now the center of the social scene. The new Moroccan night spot is under the direction of Fred Astaire, who is now the center of the social scene.

MOROCOCO, which always seems to be the center of attention, is now the center of the social scene. The new Moroccan night spot is under the direction of Fred Astaire, who is now the center of the social scene.

Couple's Design: Fit for a Queen

As soon as the engagement of Prince Charles to Lady Diana Spencer was announced, the speculation began: Who would design the wedding dress of the future Queen of England? Would it be a more establishment designer such as Mary Quant or an iconoclastic original such as Zandra Rhodes? All it turned out to be was neither of the above.

The formidable impression made by the royal couple on their first public appearance Monday night at a benefit concert at Goldenrod Hall convinced the designer. Though they were both observed as they arrived, when Lady Diana removed her wrap, revealing a shimmering black silk evening dress, there were audible gasps of surprise. London fashion, which had set worldwide trends in the 1960's, was making news, after a long hiatus.

It was only logical for the designer of the much-applauded dress to get the commission for the wedding gown. Designers, really. The aggressively doleful style was the work of a couple, Elizabeth Emanuel and David Emanuel, age 27 and 28, who have worked as a team since they graduated from London's Royal College of Art four years ago.

As one of the brides she created for the fashion show at the graduation ceremony, Elizabeth Emanuel presented a wedding dress. The couple had been married when they attended the Harrow School of Art. They were the first married couple accepted by the Royal College, treating grand for many British fashion designers. Mrs. Emanuel's bridal gown proved prophetic. It was photographed by Bride's magazine and it led to the couple's designing wedding clothes for friends and friends of friends.

Couple's Design: Fit for a Queen



Two years ago, they brought their collection to Helen Benson, where there are sold a few custom dresses for summer weddings available, selling for around \$300. The silk children and last last they showed were \$1,000.

"They took us by storm," Monica Hickey, the bride's buyer, recalled yesterday. "They did a lot of off-the-shoulder necklines and very full skirts, which had not been around before and the bride's mother-in-law had said she would not wear anything like that. They were very good at what they did."

"If they used pink chiffon, they used a lot of lace. The same shade as everything else. They were very good at what they did. They were very good at what they did. They were very good at what they did."

They design dresses because those ordered for the altar, EvangeLine Brock, Bianca Jagger and Princess Anne have been photographed in their designs. The Emanuels also have a critical side. They believe that, with a few changes, bridal gowns can be worn after the wedding, so they can be "an investment, not an extravagance," Mrs. Emanuel has said. Whether the Prince of Wales and his bride are concerned about this aspect of their work is debatable.

ADVERTISING FOR ADVERTISING'S SAKE

Every business dry The New York Times creates a unique marketplace for advertisers who seek advertising. The Advertising News page gives newspapers and broadcast companies direct access to the man and woman who make space and time buying decisions involving billions of dollars a year.

New York offices alone bill an estimated \$6 billion a year. And in New York, The Times is read by substantially more company and client executives than any trade publication.

In addition to its impact in the influential New York market, key media decision makers in major advertising centers on the Northeast and across the country turn to The Times for the morning's news of the advertising scene.

If you advertise for advertising—particularly national advertising—let Bob Crain, advertising manager, tell you how successfully The Times works for other media advertisers. His number is 212-556-1453.

ROBIN'S paid tribute to the Cardinal in his book, which was a best-seller. The book was a best-seller. The book was a best-seller. The book was a best-seller.

Elizabeth and David Emanuel with a wedding dress they designed for Bendel's.

Elizabeth and David Emanuel with a wedding dress they designed for Bendel's.

The New York Times

As one would expect, the Times' Style section was sophisticated, cosmopolitan and stylish. Even the Style logo, printed in small understated letters, had class.

The Style section gave the impression that less is more. Since the entire section was usually no more than one page (three at the most), the writing, photography and layout were of exceptional quality.

Except for the society column, where only well-known people were mentioned, the Style section did not attempt to cover what its one-million readers actually did with their lives, but rather focused on topics that would likely interest them. Examples included how "latch-key" kids from White Plains cope with coming home to empty houses, a discussion of whether or not to clean expensive down coats, and how families can help elderly relatives who they suspect are being mistreated in nursing homes.

The scope of the Style section was international as well as cosmopolitan. The number of "specials to the Times" brought readers stories from around the country and world, such as a new showing of Art Nouveau in Paris, the secrets of making Japanese sushi, and new trends in wedding photography as reported from a wedding photographers' convention in Las Vegas.

The focus of the Style section was slightly more oriented toward women's interests, particularly fashion, and topics such as interior decorating, relationships and coping that seem to hold more appeal to women. More important, however, is the fact that the Style section is directed to an audience that is well educated, affluent, career oriented,

cultured and sophisticated.

The Style section focused on seven topics, one for each day of the week: Sunday, human interest; Monday, coping and relationships; Tuesday, fashion; Wednesday, food; Thursday, decorating; Friday, society; and Saturday, consumer interest. The advantage of packaging lifestyles news according to themes is that readers, who are creatures of habit, know what to expect on a given day. The topics in Style were broad enough that this did not seem limiting. One danger, however, is that this does tend to limit timeliness (what if a major fashion show were held Wednesday?) and focusing on the same topics each week tends to be somewhat repetitious and narrow.

The writing in the Style section was exceptionally good. Writers who reported on specialized topics such as fashion (John Duka), food (Pierre Franey), and health (Jane Brody) all seemed to be experts in their fields. Columnists Carolyn Heilbrun and Mimi Sheraton were outstanding creative writers.

Almost all of the copy in the Style section was exclusive by-lined feature material. None of the copy came from the wire or other news services, but a number of the columns, "Wine Talk," "60 Minute Gourmet" and "Personal Health," were syndicated by the Times News Service and were run in many of the other lifestyles sections.

Despite limited space, the layouts of the Style section were innovative and arresting. The pages were obviously designed by an artist, as opposed to being laid out by production personnel, and were irresistible looking and hard to put down. Numerous design elements, such as line rules and screens, were used in the layouts but instead of

being merely decorative, they enhanced the readability and appeal of the copy.

Proportionally, the Style section was the most visual of all the other lifestyles sections. Photos were varied in size, some running as large as eight columns, and came in all sizes, including square and round. Many of the photos were "cut-outs" or "pop-outs" that added the illusion of depth to the pages. Fortunately, the writing in the Style section was strong enough not to be overpowered by the layouts.

I. Description

A) Section Name: Style

B) Days Run: Seven

C) News Hole

1) Total Number of Pages: 11

2) Covers: The news hole ranged from one-half to three-quarters of a page on four covers. Three covers were open.

3) Average Number of Inside Pages Weekdays: One

4) Theme Pages: Living (food), Wednesday; Home (decorating) Thursday. On Tuesday the focus was on fashion: Saturday, consumer interest.

5) Size of Sunday Section: One-half page.

II. Topics Covered

Food, consumer interest, human interest, coping, interior decorating, families, fashion and women's interest.

Chart 4--Below is a breakdown of the topics run and the number of stories on each topic.

Topic	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Art and Antiques	1				1			2
Consumer				1	1		3	5
Coping		2			1			3
Decorating					3			3
Families		1			2			3
Fashion			2			1		3
Food				5			1	6
Health				2				2
Human Interest				3		1		4
People				1				1
Social						1		1
Women's Interest		1	1		1			3
Totals	1	4	3	12	9	3	4	36

A) Social News

"The Evening Hours," a society column, ran Friday.

B) Weddings

None. The Times ran 51 wedding announcements in its Society section following the Style page on Sunday. Wedding writeups, from one to six paragraphs, were oriented toward socially prominent people. Mention was made of what the couple's parents and grandparents did for a living.

C) Women's-Interest News

Two stories appealed to "liberated" women's interests; one about a bridal broker appealed to traditional women's interests. "Liberated" women's-interest stories were a feature on black women achievers serving as role models to women students from Atlanta, and Carolyn Heilbrun's column, "Hers."

D) Fashion

A fashion page ran Tuesday. The main feature was on sweater dressing. A "Notes on Fashion" column mentioned interesting fashion buys at local stores.

E) Food

The Living section was geared equally to men and women and featured three outstanding columns syndicated by the New York Times Syndicate: "Personal Health" by Jane E. Brody; "60 Minute Gourmet" by Pierre Franey, and "Wine Talk" by Terry Robards. Stories revolved around topics, such as "The Selling of the Girl Scout Cookie, 1981," instead of around recipes. Features had an international flavor with stories on Japanese cooking, the French approach to yogurt making, a French cassoulet and an Irish green grocer in Dublin.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

Two pages of Arts/Entertainment ran daily and contained news of theater, film, television, music, movies, books, chess, bridge and the crossword puzzle.

B) Other Sections

On Friday, a seven-page Weekend section replaced the Arts/Entertainment pages. Weekend included much of the same information as the Arts/Entertainment pages in an expanded format along with things to do over the weekend.

C) Sunday Supplements

Arts and Leisure, a 40-page section, contained stories on antiques, art, dance, film, music, television, TV listings, theater, bridge, cameras, chess, gardens and stamps. The New York Times Magazine, Book Review and Travel sections also ran Sunday.

IV. Layout and Design

A) Packaging

Lifestyles news was packaged according to themes--food and interior design--and focused on five other topics: human interest, fashion, coping and relationships, society and consumer interest.

B) Graphics

Numerous shadow boxes, benday, Bodoni rules, line rules, hair-line rules, artistic borders, graphic illustrations, odd-shaped pictures, and "cut-outs" or "pop-out" pictures were used. Photos were morticed, overlapped and thrust into copy or through line rules for effect.

C) Photos

- 1) Number of Photos on the Covers: 24
- 2) Number of Photos on the Inside Pages: 14 (four pages)
- 3) Boxed vs. Unboxed Photos: Photos were boxed
- 4) Captions: 0
- 5) Cutlines: Cutlines were set about twice as large as body copy and usually flush left. Most cutlines were incomplete sentences.

V. Typography

- A) Headlines: Cap and lower case
- B) Type face: Serif
- C) Size of Heads: Most heads were 30-36 points
- D) Positioning of Heads: Flush left
- E) Bylines: Boldfaced, centered
- F) Courtesy Titles: Mr., Miss, Mrs.
- G) Flag: The word "Style" in small letters was centered at the top. The words New York Times and the date, both in smaller type ran to the left and right, respectively.
- H) Standing Heads: No pictures. Columns such as "Notes on Fashion," "The Evening Hours," and "Consumer Saturday" were distinguished by the use of different type, such as a large initial cap or boldface letters. Each standing head was treated differently.

VI. Staff Analysis

- A) Number of Staff Writers: 17
 - 1) Female: 13
 - 2) Male: Four
- B) Total Number of Wire and News Service Stories: 0
- C) Specials to The New York Times: Six
 - 1) Female: Four
 - 2) Male: Two
- D) Number of Bylined Local Stories: 18
 - 1) Female: 14
 - 2) Male: Four
- E) Number of Syndicated Columnists: 0

F) Number of Local Columnists: Nine*

1) Female: Five

2) Male: Four

G) Total Number of Photos: 38

H) Credited Staff Photos: 30

1) Female: Eight

2) Male: 22

*Local columns: "Consumer Saturday" by Michael deCourcy Hinds, "De Gustibus" by Mimi Sheraton, "The Evening Hours" by Judy Klemesrud, "Hers" by Carolyn G. Heilbrun, "Notes on Fashion" by John Duka, "Personal Health" by Jane E. Brody, "Relationships" by Nadine Brozan, "60 Minute Gourmet" by Pierre Franey, and "Wine Talk" by Terry Robards.

'Transplant wilt' saps newcomer's spirits, expert says

By ADY McDERMOTT
The Oregonian Staff

Feeling depressed and fatigued? Taking more afternoon naps? (Usually accidents-prone? Forgetful? Experiencing a loss of creativity, a change in eating patterns, a need for stimulants?)

If you've moved recently, and you're female, Orlean Stiles Beach knows the signs you're talking you. She calls it "transplant wilt."

"Most women recognize it once it's been described to them," said Ms. Beach. "Usually, though, while it's happening to them, they don't have a name, or an explanation for it." Ms. Beach will conduct a workshop on the subject from 10 a.m. to 10 p.m. Saturday, March 14, at Westminster Presbyterian Church.

In some ways, transplant wilt, and subsequent recovery, resemble the stages of grief, said Ms. Beach, who with her sister, Mercedes Stiles McCosh, operates Stiles for Relaxation, a consulting and real-estate business specializing in real-estate and self-care.

"A woman may experience grief fully, then anger, then a period of bargaining, and finally resignation — the whole business of starting with endings, moving with beginnings."

Ms. Beach came up with the term "transplant wilt" in 1974 "to describe what was happening to me." The former high school and college teacher and co-owner of the Fore Foundation was beginning a yearlong national study of interrelated relationships that



NEW ROOTS — Orlean Stiles Beach says "transplant wilt" describes the experience many have adapting to new surroundings. She will present March 14 workshops for newcomers.

would take her to at least five communities.

"I remember reading a booklet about moving that said the first 90 days were the hardest. I just guessed — that's about all the time I was to be allowed to set my own community."

Taking an objective view as possible of the situation and her reaction to it, Ms. Beach realized she was taking more naps, eating and drinking more, finding it difficult to get up, appointments and, in general, to "make connections."

Further reflection indicated to Ms. Beach that she has repeatedly experienced the phenomenon she dubbed "transplant wilt."

"Actually, with 37 moves in my lifetime, you could say I've made a longitudinal 43-year study of the phenomenon," Ms. Beach told a recent audience, the Lake Oswego Welcome Wagon Club.

"When you've been transplanted, you have a resting period as you catch your breath," she told the women, most of whom moved to the Portland area from other parts of the country in the last three years for their own reasons.

"Transplant wilt can affect any member of a family, but the wife and mother, particularly one who is not pursuing a career, seems especially vulnerable," Ms. Beach said.

It is the woman, she noted, who generally must care for the household, creating a smooth transition from old to new environment. The husband immerses himself in his new job, and the children in their new school, leaving the wife and mother to pick up the pieces — create a comfortable new home, locate a network of new support services, from family doctor to dry cleaner, and cope with the children's difficulties adjusting to the new neighborhoods or school.

Her own experience and that of others has taught her that the people most prone to developing a relationship with a new comer are themselves newcomers.

Ms. Beach said, "Longtime residents have circles wide which they already interact and which generally aren't open to others. It's even hard to meet neighbors unless you have children or pets."

Little has been written on the subject of adjustment difficulties, and Ms. Beach, who does recommend one-to-one individual support work, "Brief Experiences: How to Make the Most of Relationships That May Not Last Forever" by Emily Coleman and Betty Edwards (Anchor/Doubleday).

"There is a lot of literature, mostly from the 1950s, that helps you with the mechanics of a move. The authors mention that it's hard to leave but offer little that will help with the emotional and even physical changes that often accompany the transition."

Despite the fact that a new school district or a move can be traumatic for a child, Ms. Beach has found that

"Children usually have no control over the decision to move. They've been pulled out of established friendships, in their new community, they find themselves being tested and tested out. Adults establish a pecking order, but in a new community, time and more study."

A stumbling block for many children, she said, is school. "There is an excellent program at a school in Cleveland Heights, Ohio, in which new children spend a couple of days, before they attend even one class, getting acquainted with the school and its personnel. Two or three children are assigned to walk them around the neighborhood, point out the favorite candy store, show them the corner where the buses hang out. It's a child's-eye view, and the principal of the school says such tutoring has reduced her discipline problems."

"Unfortunately, that kind of program is rare."

The woman who suffers most readily, Ms. Beach said, is the one who loses her skills at making contacts.

"There are conversational operators that work, for example, I'd move to town and looking for a restaurant. People come to talk about their town."

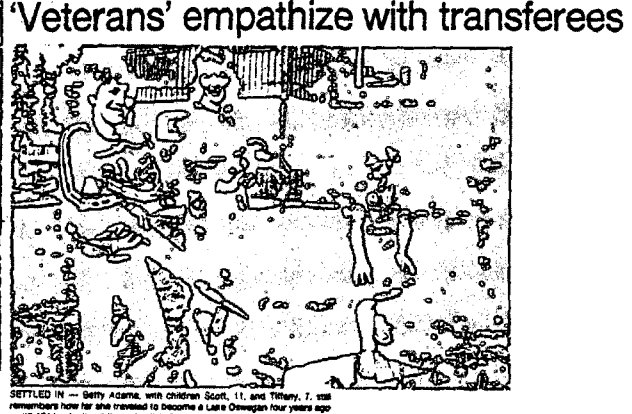
"Still, Ms. Beach said, it is rare for any woman who has done a recent move to think the community with the same interest, but that defines a life change rather than traumatic."

"It's important to let yourself have time to wilt. You'll come back."

'Veterans' empathize with transferees



SETTLED IN — Betty Adams, with children Scott, 11, and Tiffany, 7, is glad to be in her new home. She and her husband, Larry, moved from their old home in 1974. It was fairly a first move from home town.



NEW IN TOWN — Portland has been home for Mary Adams and her family, which includes children from left, 11, Clint, 7, and Kristin, 6, since late January. Moving "gets easier each time," she says of relocating three times in four years.

List for movers leaves little in doubt

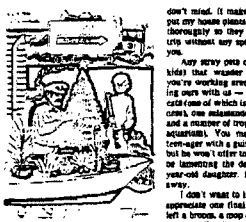
By ADY McDERMOTT
The Oregonian Staff

We've never employed professional movers before so I'm not sure what we can expect of you. I'm sorry we can't be here to supervise, but our new home is a long drive away.

I did at least leave you a few suggestions which I hope will be of help. Be sure to put down old newspapers or drop clues to protect the carpeting upstairs. A few of those carvings that they use when being brought down the aisle would be ideal. Of course, I'll be more concerned about the possessions you take at the destination, not where the carpeting is all over.

You'll find that we're backed most of the light stuff and the perishables upstairs. It isn't that we don't trust you, but to not a company move, and you charge by the hour. Your men won't make special trips out to the van with just a case table or a flower plant, will they?

We've saved cardboard cartons for months, and we've been traveling about labeling the cartons. Please observe all warnings such as This End Up. It took me a long time to get this End Up. You don't have to worry. Fragile means Handle With Care. There is one box labeled please Do Not Handle With Care. It contains a mason jar, a purple vase Aunt Gertrude gave us for Christmas. It has been packed without much care, so drop it if a few dimes and don't worry if you hear a rattling sound.



I'd better list some of the things that we do want left behind:

1. Don't bring the expense. They were part of the closing deal, and before I observed the boxes I had replaced the new ones with disaster.
2. Leave the big camera in the bedroom. It hides the place where the painter is working.
3. Leave the rest in front of the kitchen sink. It hides the worst place in the house.
4. Leave the children's book hanging over the bathtub. It hides a couple of missing tiles.
5. Leave all picture and mirror hooks, unless you want to peck up the messy holes they make when pulled out. Anyway, the new owners may want to hang their pictures in the same location.
6. Leave the old best-up rabbit park in the garage. It contains garbage.
7. My husband may complain, but I won't give it if you overlook the old hat he wears for yardwork, and the collection of obsolete license plates he has stashed in one corner of the garage.
8. Almost everything else to the garage to go.
9. Be sure to bring the bag labeled Bulbs and the box labeled Shrods. Also the garden tools stored the made with the handle broken off.
10. There's a small pile of bricks that may come in handy, or our new house, save a lot of time and money. You didn't have time to sort them out. Just

don't mind. It makes a handy place to put my house plants. Be bringing them thoroughly if they insist on them (the trip without any special attention from you).

Any new pots of plants (annuals or biennials) that weather to and out while you're working aren't ours. We're taking ours with us — three children, two cats one of which is subject to capricious, one measurement (in a small cage) and a number of tropical fish (in a large aquarium). You may notice a heavy carpet with a subtle banding around, but he won't offer to help you. He'll just be laughing the department of our 14-year-old daughter. Don't let his new away.

I don't want to impose, but I would appreciate one final small service. I've left a broom, a mop and a six-size box of soap. Would you give the place a once-over-lightly before you leave? The water is still connected, but since the tenants aren't serviced in for another month you won't have any electricity. I've left a flashlight in case it's a dull day.

After you've finished, lock up carefully and leave the key under the wheel, not on the table. We'll be there the day after tomorrow and we'll be there the day after tomorrow.

After a while, it became a positive thing, necessary to learn ourselves, as if I were following a prescribed course. Remember open to innovation and change — that is the challenge.

By ADY McDERMOTT
The Oregonian Staff

It's been five years, but Jane Robinson remembers her first transmute days (moved) as vividly as if they had happened yesterday.

"I transplanted from Middletown, Conn. and I had been here 23 years, and I had come west with her husband seeking new adventures, leaving the children, by the young adults, behind."

"I remember getting to many a new corner and crying. I didn't even know where my house was, and it felt like I was in a new world. It was really miserable. Everything was the same, yet not the same. I didn't know how to garden out here. Even the plants in the store were different."

In retrospect, Ms. Robinson knows she was experiencing the phenomenon Portland consultant Orlean Stiles Beach terms "transplant wilt."

"It took me a long time to get over being uprooted," said Ms. Robinson, a longtime corporate wife who switches gears to establish with her husband a printing company in Portland. At the same time, she said, she could recognize good things here that couldn't have been in the East. People were so warm and genuine. It reminded her of the East Coast when she was young.

Lake Oswego Betty Adams was a transplant four years ago, coming with her husband and children from Akron, Ohio ("2,461 land miles — our very first move").

It took, she estimates, three years to get my roots down. It really is more difficult for the wife. My husband had his work. Scott (then 7) had school and Tiffany (then 3) had me. Who did I have?

Ms. Robinson and Mrs. Adams seem to transcend by joining the 385-member Welcome Wagon Club of Lake Oswego a meet for transferees. Mrs. Adams described the organization as "a great group for someone who doesn't have an instant network for contacts. Its message was thick, positive, and the people were open and friendly. You said that when you're making adjustments, it's a relief to have someone who's been there."

Today, she is a Welcome Wagon flunkie. "The tree is blossoming," she

The Oregonian

The DAY section was still mostly a women's section. The most frequently-run stories were about topics that appealed to traditional women's interests, such as advice, celebrities, club news, fashion, food, society and meeting notices. The DAY section was one of only two sections that still run wedding writeups. It was also traditional in its use of courtesy titles.

Three cover features, one on kite flying, one on the renovation of an old furniture manufacturing factory, and one on educating children about sexual abuse, had equal appeal to men and women. A picture showing a man rolling bread dough illustrated a cooking feature that ran on the cover of the Wednesday paper.

Most of the other stories and columns were primarily geared to homemakers. Aside from the food and nutrition columns, columns such as "Erma Bombeck," "Needleplay," "Helpful Hints" and "Sew with Flair" largely appealed to women. "Past 65" by Carl Riblet Jr. and "Staying Ahead" by Jane Bryant Quinn, however, had no sex bias.

Because so many columns ran in the DAY section it did not seem local. More than half of the stories were from the wire or other news sources, and only two columns were staff-written compared to 18 that were syndicated.

The focus of the DAY pages was also blurred. Since the DAY pages did not fill an entire section, it was often unclear where the DAY pages ended and other news pages began. Travel, arts and entertainment news, TV listings, comics and hard news frequently were mingled with the DAY sections.

The photography, layout and overall appearance of the DAY section was not particularly exciting. The best photos were two color fashion photos that ran Thursday. Four color photos ran on Sunday's cover but they were out of focus and looked washed out.

None of the pages appeared to be laid out by a graphic artist. Pictures seemed to be sized to fill the space without regard to their relative importance or merit.

Recipes, in particular, were poorly laid out. Columns of ingredients were often broken or jumped. This makes it difficult for people to clip and file the recipes. A better practice is to list ingredients in two columns so that they will fit on a 3x5 index card.

Instead of boldfacing the number of servings a recipe makes, it would have been better for The Oregonian to boldface the ingredients. Also the headlines over the recipes were too large and made the individual recipes look more like separate stories than parts of a feature.

Visually, the DAY pages were staid. Columns, stories and photos tended to be stacked on top of each other and the gaps filled with small one- or two-paragraph stories.

I. Description

- A) Section Name: DAY*(SunDAY, MonDAY, etc.)
- B) Days Run: Seven
- C) News Hole
 - 1) Total Number of Pages: 63
 - 2) Covers: Open

*The DAY section is now called Living and includes the Arts and Leisure section.

- 3) Average Number of Inside Pages Weekdays: Four
- 4) Theme Pages: Wednesday (food)
- 5) Size of Sunday Section: 20 pages

II. Topics Covered

Club news, fashion, food, health, talks, travel, weddings.

Chart 5--Below is a breakdown of the topics run and the number of stories on each topic.

Topics	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Advice	1	1	1	1	1	1		6
Celebrities	2						3	5
Club News	1	1	3	2	3	4		14
Consumer		1		5			1	7
Coping		1						1
Cultural	3							3
Education			1					1
Entertainment			1	1				2
Family			2					2
Fashion		1			9			10
Food	1		1	5		1		8
Games	1				1			2
Health	2			4	2			8
Household Hints		1		1		1		3
Human Interest					1	1	1	3
Humor	1		1			1		3
Meetings	1						3	4
News					1			1
News Features	1							1
Older Americans	1							1
People								0
Plants							1	1
Politics	1							1
Recreation	2							2
Sewing	2							2
Social	3					2		5
Talks	1	3		3	1		2	10
Travel	8							8
Weddings							12	12
Women's Interest		2			1		3	6
Totals	32	11	10	22	20	12	26	132

A) Social News

"In One Ear," a local column by Rod Patterson, ran Sunday and provided a humorous look at what local people were doing. Other social news was limited to small notices about anniversaries, dinner dances, receptions and parties.

B) Weddings

Twelve wedding writeups ran Saturday with eleven small pictures. There were no engagements.

C) Women's-Interest News

Most of the stories had a "traditional" appeal. Traditional stories were "Veterans emphathize with transferees;" "To wall-flower's lament, cheerleaders did have fun," a column by Beverly Stephen; and "Lifestyle clash baffling," a story about how the children of working women are neglected. Some topics were "liberated," such as a story about secretaries' reactions to the movie "Nine to Five," a feature on a group of professional women who formed an exclusive "good old girls" business club, and a feature about a woman pilot who teaches the wives of male pilots the rudiments of flying. While these stories dealt with "liberated" subjects, the underlying assumptions were that successful female executives and women pilots were the exceptions, not the norm, and that discrimination against women in the work force was still a topic to make fun of.

D) Fashion

Fashion news was a major part of the DAY section. In addition to

a two-column picture and an article about a benefit fashion show that ran Monday, three pages of fashion news ran Thursday in a special March/Fashion section. Two color photos ran on the cover. Unfortunately, too much copy was crammed on the page and the photos were not well displayed.

E) Food

The Wednesday food section (20 pages in two sections) contained numerous recipes and syndicated columns. Many of the columns dealt with consumer interest and nutrition. One large recipe feature (canned) focused around Irish cooking to tie in with St. Patrick's Day. Except for a few canned photos, the inside pages were gray. The television and radio listings also ran in this section.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

There were no distinct arts and entertainment pages although there was an attempt to run cultural news in a catch-all section that included the TV listings at the end of the DAY pages. News of the arts was mixed in with community news and other miscellaneous hard-news stories. Two staff writers, both men, wrote reviews of cultural events, such as the opening of the Oregon Shakespearean Festival and a performance of Wagner's opera "Die Walkure." Another local columnist, Peter Farrell, had a television column that ran with the TV listings.

B) Other Sections

None.

C) Sunday Supplements

Parade, a 24-page nationally syndicated magazine; Northwest, a 24-page Oregonian feature supplement; and TV Click, a 32-page TV and radio magazine.

IV. Layout and Design

A) Packaging

The structure of the DAY section was not always clear. Nine pages of travel features ran in the middle of the Sunday section. Inside features varied daily and included diverse topics such as fashion, music, travel, drama, news, television and church news. On Tuesday, the crossword puzzle and a story about prison escapees ran with news of the arts. The comics ran on page 4 of Thursday's nine-page section.

B) Graphics

Graphically, the DAY section was unexciting. The stories were not boxed and there was no attempt to liven up the pages using line rules or other graphic-design elements. Few stories were set more than one column width.

C) Photos

- 1) Number of Photos on the Covers: 22
- 2) Number of Photos on the Inside Pages: 37
- 3) Boxed vs. Unboxed Photos: Unboxed
- 4) Captions: Two or three boldface words, all capped and followed by an M-dash, preceded the cutlines.
- 5) Cutlines: Cutlines were slightly larger than body copy and flush left. They were complete sentences.

V. Typography

- A) Headlines: Lower case except for the first letter of the first word
- B) Type Face: Sans-serif
- C) Size of Heads: Heads varied in size from about 18 to 48 inches
- D) Positioning of Heads: Flush left
- E) Bylines: Heavy boldface, flush left. Another line, "of The Oregonian," in smaller type identified staff writers.
- F) Courtesy Titles: Miss, Mrs., Ms.
- G) Flag: The last three letters of each day of the week were capped in heavy boldface caps, i.e., SunDAY. The name of the day was centered at the top. The Oregonian and the date ran at the left. A list of inside topics, such as "features," "fashion" and "drama" ran flush right.
- H) Standing Heads: Some columnists, such as Abby, had sketches that ran with their columns. Other standing heads were merely kickers.

IV. Staff Analysis

- A) Number of staff writers: Nine
 - 1) Female: Seven
 - 2) Male: Two
- B) Total Number of Bylined Wire, News Service Stories: 18.
- C) Number of Specials to The Oregonian: One
 - 1) Female: One
 - 2) Male: 0
- D) Number of Bylined Local Stories: 20

- 1) Female: 19
- 2) Male: One
- E) Number of Syndicated Columnists: 18*
 - 1) Female: 11
 - 2) Male: Seven
- F) Number of Local Columnists: Two**
 - 1) Female: 0
 - 2) Male: Two
- G) Total Number of Photos: 59 (Not including 15 brides)
- H) Credited Staff Photos: 24
 - 1) Female: Four
 - 2) Male: 20

*Syndicated columns: "The Butcher" by Merle Ellis, "Dear Abby" by Abigail Van Buren, "Erma Bombeck," "Food for Thought" by Jean Mayer and Jeanine Goldberg, "Helpful Hints" by Mary Ellen Pinkham, "Laurel's Kitchen" by Carol Flinders, "Needleplay" by Erica Wilson, "Nelson Talks Food" by Richard Nelson, "Past 65" by Carl Riblet Jr., "Plants in the Home" by Elvin McDonald, "Sew with Flair" by Sandra Betzina, "Sheinwold on Bridge" by Alfred Sheinwold, "60 Minute Gourmet" by Pierre Franey, "Slim Gourmet" by Barbara Gibbons, "Staying Ahead" by Jane Bryant Quinn, "Beverly Stephen," "Super Savers" by Jan Leasure, and "To Your Good Health" by Dr. Paul G. Donohue.

**Local columns: "Behind the Mike" by Peter Farrell, and "In One Ear" by Rod Patterson.



THE LA BONTE HOTEL IS ONE OF ONLY SIX REMAINING CAPITOL HILL BOARDING HOMES HOUSING PSYCHIATRIC CARE PERSONS. There are more than 2,000 estimated chronically mentally ill persons, ranging in age from 17 to 80, living in the Capitol Hill community.

Future Cloudy for Mentally Ill

EDITOR'S NOTE: This is the final story in a two-part series that has been appearing in the Living '81 section.

BY NANCY BURKHART

What will happen to them now — the chronically mentally ill who were released on an unpopulated city only to fall through its cracks? Between 1,500 and 2,000 live in Capitol Hill. Some are in houses, while others live in an agency. Not all have come from institutions, but most are chronic schizophrenics. They have voices, disorganized thinking clouds their self-image and images of the world around them. They suffer paranoid delusions and hallucinations. As a consequence, it's a transient population, wandering from alley to alley, town to town, one day here, the next day gone. They range in age from 17 to 80, but almost half are between 20 and 35. Some occasionally give in to violence, others merely fall into periods of "crisis."

Most live on E231 a month (which comes from Supplemental Security Income) or in a boarding home. Some live in their own homes, but most are in boarding homes. Boarding homes are more prevalent in the Capitol Hill area than in any other Colorado community.

Six privately owned boarding homes with beds available for about 300 psychiatric care patients and one nursing home, Rocky Mountain Health Care Center, 222 Downing, has a floor devoted to psychiatric patients. The Denver Community Care Program, with two part-time staff psychologists, an outreach team and vocational and recreational facilities at 1250 Broadway, reaches about 1,500 citizens each year.

BY CRISIS treatment still is lacking. One aspect of the illness is a need for immediate help but not the necessary help. Denver General Hospital's psychiatric ward usually is filled to overflowing, and its services are only temporary. Fort Logan Mental Health Center, the former home of many of these persons, has slammed its doors on the population because of a

LIVING '81

THE DENVER POST Wed., Mar. 11, 1981 39 SECTION D

lack of money and can provide only out-patient treatment. In extreme cases, in-patient treatment is available, but it can take months on a waiting list before admission. In 1961, about 7,000 persons were in state hospitals in Colorado. Today, about 1,200 are there. One reason for the de-institutionalization movement was poor living conditions within the institutions and the high cost of improving them, said Dr. Edmund Sapor, director of the Health and Hospital Mental Health Program and director of the Division of Psychiatric Services at Denver General Hospital. "It was assumed that, because they (institutional patients) would be in the community, their care would cost less," he said. "But, their living conditions are no better, maybe worse for some... than in the mental state hospital. And, their care isn't enough. It's a need for more boarding homes for psychiatric care. Ten to 15 percent of the (chronically) mentally ill patients aren't going to make it in the community. They need a revolving door so they can return to the institutions."

DR. HAROLD SHURE, a Denver Community Care psychiatrist who regularly sees many of the chronically mentally ill who live in Capitol Hill, was a resident psychiatrist at Pueblo from 1962 to 1966, when so many patients were released that he was part of the team that screened patients to determine those fit to live in the community. "When you take to the state hospital these days, you see the mass of people — it was easy to focus, not on the illness, but on the environment," Shure said. "It was easy to ignore the fact that these people had a serious mental illness. I think we were overemphasizing the institution's effect on them. We thought the people would go into the community and blossom... that's not true. Community care centers were to

take responsibility for them, and they don't."

What of the situation on Capitol Hill now?

"IT'S APPALLING. General living conditions are appalling. What I see is very limited resources in the community and people involved in mental health care doing a very basic job," Shure said. "When I was at Pueblo, I never dreamed this would happen. In the overall perspective, it (de-institutionalization) was a good move, but I think we underestimated the problems of the chronically mentally ill. And, over time, we've tended to ignore them. It bothers me to think that services might be decreased."

For some, the living conditions are simply a matter of degree. "If you see these people if they'd rather be here like this or back in the state hospital, they would say 'Here, of course,'" Shure said. "They're happy, they have their freedom of movement, freedom to associate with other people. They don't want to give that up. I think many of them can move further and gain greater independence. I see a greater potential than they're able to achieve at this point — if they had the services."

Shure and Capner agree that more boarding homes are needed, as well as more professional staff in the boarding homes to care for and protect the residents of crisis or to predict and possibly prevent a violent episode. "Since the Last Souls articles (in the Contemporary and Living sections) during 1977 and 1978, housing for these people has gotten worse," said Lynn Jones, team leader of the Denver Community Care Outreach team. "Many of the boarding homes have closed. Since 1978, we've lost about 165 beds for psychiatric care patients. And I don't see that trend changing unless we get financial aid for the boarding home centers."

Denver Community Care Program is funded by the state, through the Health and Hospital Mental Health Program. The state would like Denver to take more responsibility for the program. And money is being cut everywhere. Denver contributes more to mental health than any other city or county in Colorado, but it is running out of money, Capner said.

What would happen if a boarding home ever should decide to sell and the boarding home should close? Who would shoulder the responsibility for the possibly 40 persons locked out on the street?

Capner didn't have an answer. "We hope they're not going to (close)," Capner said. "I refuse to be alone in planning for the future. I believe mental health program planning is a state responsibility. It's not our responsibility. Sixty percent out on the street is public policy. The public has to make the decision as to what to do if the budget falls. But, no one takes the responsibility... and we can't."

As director of a state program, he has the following statistics: The Legislature and the voters, Capner explained. Therefore, no matter how much he, personally, would like to solve the problem, he is unable to do so, he said. Capner said he has asked for budget and service increases. He thinks there are three provisions in the proposed budget for July 1981 to June 1982: 40 new inpatient beds at Fort Logan, a restructuring of state hospitals to meet accredited agency standards, and an additional \$60,000 for mental health resources in the community. The decisions on those requests will come from the Legislature's Joint Budget Committee.

Latchkey Kids Find Skill for Household Help and Survival

BY GEORGIA DULLA
1981 Denver Post-Denver Post Times

WHITE PLAINS, N.Y. — As Linda Berman was driving home from the office the other night, the pasta pot in her kitchen began to boil and the scent of oregano filled the air. Her live-in help, 13-year-old Michael and Debbie, 11, had dinner under control.

"If my mother has a hard day we usually make her spaghetti," Debbie said, stirring the tomato sauce. "If she has a really hard day we make salad, too."

Mrs. Berman is a widow and a social worker. Like many working mothers, she cannot always be home when school lets out and so she has trained her children to be self-reliant and cooperative around the house. She has also encouraged them to take cooking and sewing courses in school, which may explain why Debbie and Michael sounded so pleased with themselves as they prepared dinner.

"It's good to be able to do things for yourself," Michael said. "If kids can't make meals and they have to wait for their mother to get home, it might be 7 o'clock before they eat."

Debbie nodded. "Some of our friends are getting housekeepers, but we don't have one," she said cheerfully. "So we help out."

BESIDES MAKING dinner when Mrs. Berman has a "hard day," the children also clear the table, load and unload the dishwasher, vacuum, clean the bathroom, feed the fish and put out the garbage. They even do window cleaning.

Not all members of the so-called latchkey generation are as resourceful as Michael and Debbie Berman, but many are learning. With more than half the mothers of school-aged children home economics courses to reflect the changing role of the child in the two-paycheck family as well as the one-parent family.

What such children need are simple "survival skills," said Dr. Gladys Gary Vaughn of the American Home Economics Association. "There are homes and even neighborhoods that are devoid of adults when the children return from school," she said. "It may only be two hours that the children are alone but these hours are crucial. This is what home economics courses today are trying to address."

Although the courses vary widely from state to state and from school to school, Vaughn said, the aim is to teach children to cope during the after-school hours: to lock and unlock a door, answer a telephone, prepare healthful snacks and handle medical emergencies such as nosebleeds. Some schools have even set up small community nurseries to give eighth-graders the practice needed to care for younger brothers and sisters.

A pioneer in such courses is the Norwood Elementary School in Cranston, R.I., where boys and girls as young as 9 are learning to cook nutritious family meals, wash and patch their own jeans, clean the house and shop for groceries. This program, a model for many others, was created six years ago by Marie Lawrence, the school principal, who believes in relating school lessons to real life.

FOR EXAMPLE, a class in consumerism was divided into two groups, each of which was given \$3 to buy breakfast. The group that bought bread and jam had plenty to eat, while the group that bought prepared snacks went hungry. Said Mrs. Lawrence, "This kind of instruction hits home."

In the Brooklyn home of Nathaniel Williams, instruction made all the difference. Williams works in a dry-cleaning plant and for the past seven years he has been rearing his three children alone. The job became considerably easier, he said, after Tammy, 14, attended home economics classes at Junior High School 294.

"Now she can cook, clean the house, iron clothes, oh, she can do everything," Williams boasted.

Private schools, too, are training youngsters in homemaking skills. The Collegiate School for boys in New York City is regarded as a forerunner in the field with an innovative infant-care course. Fifth and sixth graders were shown how to bathe, feed and diaper a baby.

TWO YEARS AGO, Jim Broder, now an eighth grader at Collegiate, took an elective course called domestic survival in which he learned culinary arts, needlepoint and companion shopping.

"He cleans up as he goes along and he sets the table with candies," said Mrs. Broder. "He's incredible."

Elements Parents Can't See Often Push Teens to Try Pot

EDITOR'S NOTE: This is the final story in a 10-part series on marijuana, which ran daily in the Living '81 section.

BY JOHN BARBOUR

There are two elements of adolescence that parents see only briefly and in glimpses. The first is age and the second is day by day. They are isolated and an abiding sense of now. To cope, the teenager may retreat into withdrawal and the agent of that isolation is more and more marijuana. What frightens most American parents is that relevant now begins as early as age 12, when the child enters junior high school, the first step on the difficult journey to adulthood.

GRAMMAR SCHOOL is a fairly cozy, fairly restricted environment. Class follows class follows recess follows class. A new orderly march through the day from the taking of attendance to the final bell. Then comes junior high, usually in a different building with different kids, usually near the high school or sharing the same building with it. The halls are wider, the ceiling higher. The cloakroom is replaced with individual lockers. The student is issued his own books. He or she is expected to be present at homework and to travel most of the rest of the day on his or her own.

At home the student has a mother, too. Parents from the mid-1930s and '40s were told over and over by self-prophets that the early years were the formative ones. That to witness the child's formative years was to witness the child's future. The child's future was to be a right and wrong, they were told.



So it is with a sense of pride and relief that the parent greets the child's entry into junior high. Not only has the child graduated, the parent has graduated as well. If the child is expected to find his way from class to class, he can also find his way home, and an entrance to new freedom: He can hang out after school and mother won't break his sweat if he isn't home by 3:30. In fact, mother may not be home. After-school communication may be a note taped to the refrigerator door. The child, arriving in an entry

room, drops his books on the dining table, grabs a snack, checks for messages and checks out. There is nothing inherently wrong with this. It is part of growing up that one graduates from one state in life to another. But what can be a positive experience with new responsibilities often becomes a vacuum, a suddenly empty world with which the child must cope.

Many young Americans are being invited to try marijuana before they have coped with acne. They are being invited to try marijuana before they have coped with acne. They are being invited to try marijuana before they have coped with acne. They are being invited to try marijuana before they have coped with acne.

Whatever, the step into junior high school is being considered more and more an endearing time for the adolescent who often is unprepared for it.

Many young Americans are being invited to try marijuana before they have coped with acne. They are being invited to try marijuana before they have coped with acne. They are being invited to try marijuana before they have coped with acne.

"If something like a party were taking place tonight and a lot of people that I didn't know were there, I would be in a very nervous mood and in a hurry to impress everyone

— I usually get paranoid, so I smoke a joint and try to relax. However, if I still feel nervous, it's usually a lot worse after the joint. In those cases when I smoke a joint, I don't meet people, I feel impaired to the point that I think I can't carry myself with respect and dignity or no."

IT IS THE NATURE of the adolescent to keep most of his life hidden. He has a private world that is more often with sympathetic peers than with parents.

MARIJUANA AND YOUR CHILD

where communication is more difficult and disapproval more likely.

It is the search for quick and easy solutions that lies behind much marijuana use, beyond the users' notion that it is a benign and pleasant experience. One father gave a teenager a scroll for Christmas that contained a simple prayer, it said: "God grant me patience — and I want it right now."

To order the 40-page booklet on which this series is based, send a check for \$2.00, payable to Associated Press, to: Marijuana and Your Child, The Denver Post, Box 101, Denver, N.J. 07804. You also will receive "Get Off the Grass," a booklet which focuses on the pitfalls of marijuana. It costs one cent for a grade for your child.

THURSDAY: Here's a scow at you, eye.

The Denver Post

Next to The New York Times, the Post had the smallest lifestyle section. It had the fewest staff writers (three) and the fewest local stories (five).

Only one local story, always one of the cover features, ran in each section. The rest of the cover space consisted fo a serialized AP feature on the dangers of marijuana smoking and either one AP story, a column, or a feature from another news service.

The inside pages were dull and predictable. "Ann Answers" and "Your Horoscope" were the two primary features run daily. The column "Socially Speaking" ran three times a week with "At Wit's End" and "Spotlight on Clubs" running on the alternate days. A few meeting notices and wire service stories rounded out the section.

Home World on Saturday was disappointing. A staff-written feature on a bachelor's dream pad was interesting but a news feature from the Los Angeles Times on the growth of Green Valley, Nevada, a bedroom community of Las Vegas, had no relevancy to Denverites and was apparently run to fill space.

Except for two local gardening columns, the inside Home World pages were filled with syndicated columns and a few brief stories and notices.

Since there wasn't much copy to judge from, it was difficult to say what the focus of the Living '81 section was. The features were directed toward general human interests, such as the series on mentally ill outpatients living in Denver, a feature on the popularity of financial self-help books, a personality profile on a Denver barber, and two

stories from The New York Times--one on "latch-key" children and another on the psychological roots of procrastination.

Running the horoscope column as a major feature seemed trivial and out of place in lifestyles. Columnists Ann Landers, Erma Bombeck and Dottie Lamm appealed to women's interests, as did the weekly "Spotlight on Clubs" feature.

The layout of Living '81 looked more like news pages than feature pages. Most of the pictures ran on the section covers, but the pictures were not well displayed. None of the photos reproduced well. They looked grainy and fuzzy as if poor-quality screens were used.

Graphically, the paper had a dated appearance. The flag and many of the standing heads were nothing more than round-cornered boxes containing cut-out pictures of the columnists. The pictures looked rather like severed heads and seemed to be floating in space.

The lack of inside photos made the sections look gray.

I. Description

- A) Section Name: Living '81*
- B) Days Run: Six (Monday through Friday and Home World on Saturday)
- C) News Hole
 - 1) Total Number of Pages: 18
 - 2) Covers: Open
 - 3) Average Number of Inside Pages Weekdays: Two
 - 4) Theme Pages: Home World

*As of September 14, 1981, the Living '81 section was changed to Living and Arts and includes the comics, TV listings and entertainment.

- 5) Size of Sunday Section: 0
- 6) Food Section: Food was not a part of Living '81. A separate 24-page food section ran Wednesday.

II. Topics Covered

Families, human interest, plants and gardening, advice, games, consumer interest and talks.

Chart 6--Below is a breakdown of the topics run and the number of stories on each topic.

Topics	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
Advice		1	1	1	1	1		5
Art and Antiques							1	1
Club News						1		1
Consumer					1		2	3
Coping				1				1
Decorating							2	2
Families		1	1	2	1	1		6
Games		1	1	1	1	1		5
Human Interest		2	2	1	1	2		8
Humor				1				1
News				2		1	2	5
News Features							2	2
Plants							5	5
Social		1	1		1			3
Talks, etc.				1	2		2	5
Total		6	6	10	8	7	16	53

A) Social News

The column "Socially Speaking" ran Monday, Tuesday and Thursday.

B) Weddings

No weddings or engagements ran in the Living '81 section except what Patricia Collins mentioned in "Socially Speaking." She wrote up three weddings (one with a 3/4-length picture of the bride) and one engagement. Her descriptions were more flowery than most wedding writeups today. Collins described the bride's and attendants' dresses and, in two of the accounts, noted what was worn by the mothers of the bride and bridegroom.

Regular wedding writeups ran on Sunday in Contemporary magazine. Seventeen engagements, 13 weddings and three 50th wedding anniversaries were run. None of the engagements had photos. There were three brides and two photos of anniversary couples.

C) Women's-Interest News

Three stories dealt with "liberated" women's issues. They were: a weekly column by Colorado's First Lady, Dottie Lamm, who wrote about the effects proposed government cutbacks in spending would have on women; a feature about novelist Judith Guest (author of "Ordinary People"), who was slated to speak at the 1981 International Women's Week Conference in Boulder; and a UPI story about women workers at the United Nations protesting unequal employment opportunities.

D) Fashion

None.

E) Food

None. A separate 24-page Food section ran Wednesday in addition to Living '81. The cover was a full-page process-color photo. A number of interesting staff-written and syndicated features ran on the inside.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

Three partial pages of Entertainment and the Arts--news about movies, celebrities and local cultural events--ran Wednesday and Thursday. On Friday, a 10-page section called the Entertainment Guide carried news about movies, concerts, plays, art exhibits and night clubs.

B) Other Sections

Weekend World, a three-page section on Saturday contained movie ads and information about things to do and events happening over the weekend.

C) Sunday Supplements

Contemporary, a 64-page feature tabloid; Empire, a 40-page feature magazine; and Roundup, a 20-page arts and entertainment tabloid.

IV. Layout and Design

A) Packaging

Nearly all the features ran on the covers. Syndicated and local columns were packaged on the inside pages. Except for Saturday, "Ann Answers" and "Your Horoscope" were regular features Monday

through Friday. The column "Socially Speaking" ran three times; "At Wit's End," once; and "Spotlight on Clubs," once. Home World contained interior decorating and gardening features.

B) Graphics

The Post used line rules, dingbats, call-outs, boldfaced lead-ins and boldfaced subheads. Some stories were boxed and set two columns. One two-column feature was set in type larger than the body copy.

C) Photos: 27

- 1) Number of Photos on the Covers: 17
- 2) Number of Photos on the Inside Pages: 10
- 3) Boxed vs. Unboxed Photos: Most were not boxed.
- 4) Captions: The Post ran long captions in heavy boldface type slightly larger than body copy and centered above the cutlines.
- 5) Cutlines: Cutlines were complete sentences the same size as body copy and centered under the photos.

V. Typography

- A) Headlines: Cap and lower case
- B) Type Face: Sans-serif
- C) Size of Heads: Heads ranged from about 14 to 42 points and were in regular and heavy bold type.
- D) Positioning of Heads: Flush left
- E) Bylines: Boldface caps, centered
- F) Courtesy Titles: Miss, Mrs. Ms.
- G) Flag: The flag varied from two to three columns wide and

floated on the upper half of the covers. It was a round-cornered box with large balloon letters. The section letter, the words "The Denver Post," the date and page number ran on one line at the bottom of the box.

- H) Standing Heads: Cut-out photos of the regular columnists ran within round-cornered boxes similar to the flag. The "Socially Speaking" head was a strip of black tape with the letters reversed out. The head over "Your Horoscope" was a line rule run like a hood over the title.

VI. Staff Analysis

- A) Number of Staff Writers: Three
- 1) Female: Three
 - 2) Male: 0
- B) Total Number of Bylined Wire, News Service Stories: 12
- 1) Female: Three
 - 2) Male: Nine
- C) Specials to The Denver Post: Two
- 1) Female: One
 - 2) Male: One
- D) Number of Bylined Local Stories: Six
- 1) Female: Six
 - 2) Male: 0
- E) Number of Syndicated Columnists: Eight*

*Syndicated columnists: "Ann Answers" by Ann Landers, "Antiques in America" by Gray Boone, "At Wit's End" by Erma Bombeck, "The Bradford Clinic" by Barbara Taylor Bradford, "Compact Living" by Sharon Nelton, "Home Improvement" by Bernard Gladstone, "Indoor Gardening" by Jane Alder, and "Your Horoscope" by Jeane Dixon.

- 1) Female: Six
- 2) Male: Two
- F) Number of Local Columnists: Four*
 - 1) Female: Two
 - 2) Male: Two
- G) Total Number of Photos: 27
- H) Credited Staff Photos: 19
 - 1) Female: 0
 - 2) Male: 19

*Local columns: "Dottie Lamm," "Garden Gourmet" by Gary Niederkorn, "Gardening with Gundell" by Herb Gundell, and "Socially Speaking" by Patricia Collins.

VIEW

Sunday, March 8, 1981

Los Angeles Times

Part VI

A Route to Relearning

Brain-Injured Adults Find Hope at Center

By KATHLEEN NEWTON

"Will I be normal in a year?" The young woman with long blonde hair possible under her hooded parka or her eyes wide for an answer.

It's the same question her classmates, busy around her at long tables in an old stone garage at Pasadena, Pa., asked over and over since their own tragedies—car accidents, strokes, polio, diabetes, falls, epilepsies, strokes—have left them with brain injuries and the need to relearn a seemingly infinite number of facts, figures and everyday tasks.

The single promise that attracts the students—most in their 20s and 30s—to the stone garage, the modest headquarters of the Neurological Learning Center, is the chance to return to "normal," or at least closer to "normal" than they've been in many months.

The privately funded center is devoted to the rehabilitation of brain-injured young adults, in the teaching of abstract concepts. It offers to young people—the age bracket most likely to be vic-



Left: Phyllis Monks, movement therapist, left, helps patient try to deep knee bends to improve her coordination.

Lines of accidental brain injury—what no other center in Los Angeles (and few others in the country) provides a bridge between hospital rehabilitation programs and reentry into society.

When students arrive at the center, located on the campus of Pacific Oaks College, many have trouble reading, conveying and remembering what used to be simple facts or processes. Most have forgotten, for instance, how to do everyday tasks such as balancing a checkbook. They also may have trouble walking, balancing and coordinating their movements.

Most of the students have spent weeks or months in a coma, many more months recovering in a hospital and additional time in a hospital rehabilitation program. But they are still a long way from stepping back into their former routines.

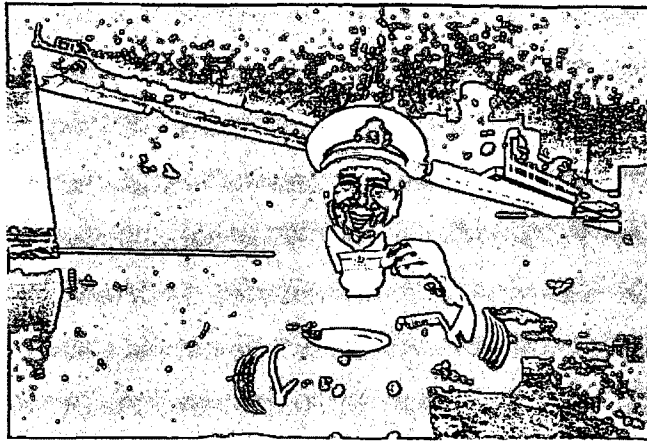
Many have been out of touch for at least a year," explains Virginia Krueger, the center's director. "Their social skills are gone, most of their friends have died and they are devastated. I try to put them back together—and I think we do a good job."

Thirty-five students have graduated from the program. "Several have returned to school," Krueger says. "Several others have gone on to job training. Most have improved their lives."

Krueger knows first-hand about improving a life by getting a mind back together. She began the Neurological Learning Center after a bus-and-run accident in 1977 left her daughter, Paula, blind 17 with a brain injury.

After Paula's medical care was complete, Krueger sought cognitive therapy (also called educational therapy) to help her daughter regain everyday skills. Since there are an estimated 400,000-plus head injuries of varying severity each year, Krueger was surprised at the fruitless search she encountered.

Please see RELEARNING, Page 18



Tea and toast, with John Gregory, newly appointed 34th captain of the Queen Mary, saluting the diverging liner and her new location.

New Management, New Outlook

Has the Queen Mary's Ship Finally Come In?

By PAUL DEAN
Times Staff Writer

There's a new boatie to the Queen Mary. It could be another incarnation. It might also be no more than a splashy reversion to a standard. Yet to all who have retained a respect for tradition and tradition as all there will agree to this news.

Superstructure past, the first one in 10 years and the 11th layer in her extensive, as a large, expensive white. Sheddiers are packing and reorganizing deck and running gear, before buffing. Carefully designed have been replaced by last, new, more sturdy. From time to time there's the low sweet, rest of her return.

Learning. Moved by the rate and the pace, requirements are being custom woven in England to Cusack's original colors and Wilson pattern.

Personnel. A god-blessed and uniformed captain, the liner's 34th skipper has been appointed.

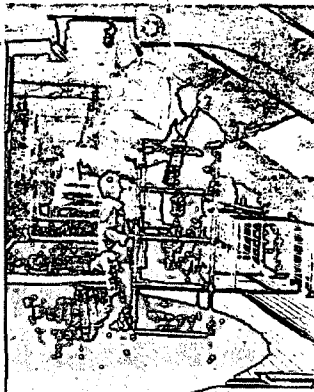
Food. The chef's kitchen. Restaurants. The Cuban coffee shop (we're colonial hash coffee ever served aboard the Queen Mary at sea?) has been darkened and will be illuminated, to be replaced by a swimming pool. In remaining aboard restaurants, European schools as Mason's is the film in Paris are overwintering meals that will be created, not merely prepared.

Disturbances. Watch for the return of big bands and ballroom groups and a sitting room close to the Andrews Sisters.

And those pitiful machines and power stands, long a screaming cacophony curdling the blue and Cochran blood of British visitors, have been tossed overboard.

The transition, say new operators of the Queen Mary, is to reattach the ship as an experience, not simply a place to visit and some frustration over what could be package days will offer a cruise to nowhere and guests at sea with none of the reactions.

Such work and resolve have been in court effect, since September. That's when the Wrisher Corp. of



Painters tacking lifeboats and devises as part of a 4,000-gallon project to brighten the liner's fading superstructure and image.

Beverly Hills, diversified owners of commercial concerns from the Disneyland Hotel to world rights to Lanes and the Long Ranger, named a 40-year lease for a rental space ascending from a museum \$600,000 a year to operate the Queen Mary, its Mary's Gate Village and surrounding 45 acres. Within the corporation, however, a more important piece of paper has been created among Wrisher executives and superstars. It is known as The Famous Memorandum.

Now has this ordered President Jack Wrisher, veteran of a dozen transatlantic crossings aboard the Queen Mary in her prime. The site and style of the company's new, he said, is to restore this ship to the style and elegance of the '30s.

Dick Stevens, bossy, unsubtle and entrepreneurial president of Wrisher Hotels, knows why he decided to make his company alongside the Queen Mary. It was a pain in his wife's neck.

Mrs. Stevens suffers from arthritis. Last Memorial Day, her neck muscles were white-hot. However,

Stevens decided to get the kids out of her hair.

"I'm myself and the three kids had been to Disneyland and Knott's Berry Farm and Santa's Claus Village. I'd found all the better stories and the lunch was crummy. But the worst part was watching and the last was interesting."

Of greater fascination and interest to Stevens, St. Long Beach-born said to former classmate Army officer eventually discharged into the hotel business after the Korean war, was a score in the Los Angeles Times. It reported that Long Beach was purchasing a 125-million-pound steel for the Queen Mary of 1981. Further, Long Beach Harbor Department was given considerable authority for inspecting its red, black and white stepladder.

By the Bridge. Stevens contacted Wrisher. They telephoned Long Beach officials. In not much more time than the Queen Mary used to take on its round trip between Southampton and New York, constant travel had been bought out by the city, the Long Beach-Wrisher proposal had cleared the state Lands Commission (with state Commissioner Ken Cory claiming he's getting something for this turkey... it's a state Lands Commission project of a really hot project?) and Wrisher Corp. was contemplating the liner's bridge.

September and October become landmark months. Wrisher netted \$25,000,000 less losses overseas from Queen Mary operations. If may well, believe Stevens, be the first time the ship since it was brought to Long Beach for refloating in 1967.

Stevens has slacked his tight-lipped blazer. The tie comes off. It has supposed office—reworked crew quarters—where he now spends 24 days a week. Stevens speaks of financial fire.

"We didn't do anything brilliant," he says. "We just got something together. We haven't made a profit since because we've been having a hard time."

Stevens says (QUEEN MARY, Page 18)

EVERY MARCH, for the past several years, when I opened my March file I found a number of letters, anguished in tone, from Henry Childs, the spokesman of Chaffey College, urging me to help him destroy the myth of the swallows of San Juan Capistrano.

As everyone knows, the swallows come back to the meadows of San Juan Capistrano on March 15. This phenomenon has come to rank not far behind the Renaissance as an article of Christian faith, and it has also been very useful to San Juan Capistrano as a source of attraction, though I cannot understand why anyone would go out of his way to see or claim a bird as the swallows.

In any case, I have opened my March file once more, and have decided that Childs deserves a hearing. Always in the past I have simply moved his complaints on to the next year's March file, hoping that either he would tire of the subject, or that I might be so overcome, some March, that I would find it compelling, as the literary critic says, that March has come.

To give you some idea of the depth of Childs' feeling about the Capistrano legend, I quote from one of his letters: "This kind of myth, although it is a lie, has got to go. Attack this windmill—destroy the myth as only you can do for Southern California and then on to bigger things. The remaining Lemmings do not migrate to the sea and continue suicide. Do not fall in the trap of myth." I hope it is clear that Childs was referring to swallows in the outset, but someone got off onto lemmings. He

Jack Smith

Belief Is Just a Swallow Away

had written to me previously to complain about a line of mine describing "democratic cars, racing to their doom, like lemmings."

"I felt," he wrote, "a certain feeling of faleness." Faleness, I learned by looking it up in an exact word meaning failure, and I use, had I not already been intimidated by Childs' reputation as an ornithologist, certainly have translated me about my foolish faith in the lemming myth.

His feeling of faleness, he said, had come from my failure to act on his alarm. "After all, I did send you a copy of my paper on the lemming myth, in which it was clearly pointed out that the phenomenon does not occur, and that it is merely absurd that any population of organisms would destroy themselves. It is not biologically or evolutionarily logical."

Childs also pointed out that he was not a mere academic, having spent eight summers of Scandinavia, studying the lemming and other mammals of that region. "Recall," he said, "that the lemmings have given us a wonderful metaphor, and it is no less useful to us

simply because it is based on biological error. Certainly the lemmings don't care."

However, Childs linked the lemming myth with the Capistrano myth in a paper called "The Lemming Legend and the Capistrano Caper," and I think it deserves wider notice than it got when he delivered it to the Chaffey faculty in 1977.

"In point of fact," he said on that occasion, "the lemming and the Capistrano legends are pure myth, yet both are supported by the popular trash on the popular press and the literature of the day, who in their right minds and only casually acquainted with the facts would believe that the swallows always return to Capistrano on St. Joseph's Day or that lemmings migrate to the sea and commit suicide!"

As for the swallows, he said: "Like many other migrating songbirds, its northern migration is markedly affected by the weather. It should also be noted that the migratory urge has been shown to be a result of gradual interferences caused by the shortening of the day length. This is the swallows return to Capistrano due to this sort of discomfort has

not received the attention which our generally oriented society usually gives to such phenomena.

"It is interesting to note that almost without fail some swallows do return to Capistrano on March 15. Why is that? Could it be that the newspaper reporters, the TV newscasters, and thousands of gullible citizens are there to observe their arrival, and in so doing cause? As one who has been at Capistrano on March 15, and by actual count seen more than 500 swallows and then read in the paper about their prompt arrival on March 15, I can see a observer in that myth..."

One must respect Childs' omniscience, considering that academic credentials and his experience in the field. However, I am not sure that I care to embrace the theories of one who so readily admits that he has spent his life observing Scandinavian mammals (though I could understand it if they included Scandinavian women).

How does he know, for example, that the lemmings just weren't in a mood to commit suicide the summer he was watching? How does he know that the swallows who showed up on March 9-10 days early—hadn't they got their calendar messed up, the way I do?

However, I am inclined to go along with Childs. He is, after all, an ornithologist, and I am merely an amateur bird watcher. He is wrong, though, about our blue jays. He says they are not blue jays, they are scrub jays. But they are blue, and they are jays, and so they are blue jays. It is not logical.

Please see BELIEF, Page 18

Los Angeles Times

VIEW came the closest to being a general human-interest feature section. It had the most balanced staff, with about half the writers and columnists being male. Nearly half of the photos that ran were taken by women. The other papers had mostly female writers and male photographers.

The content was not centered on women's interests, as many of the other lifestyles sections were. VIEW had no advice columns or features on celebrities, interior decorating, household hints, recipes or sewing. There were no weddings and only a few engagements. Only one column dealt with fashion and beauty.

The emphasis of VIEW was people-oriented. Stories were about interesting local people, from a retired 70-year-old black house painter who was also a self-taught Russian teacher, to a Los Angeles philanthropist.

Most features were human-interest. Examples included a feature on the Queen Mary, a story on the rehabilitation of brain-injured adults and a review of a book about the death penalty. Book reviews were a unique feature of VIEW and a good source of interesting, original copy.

VIEW did follow-up features on a number of news events happening in the community, such as the dedication of a low-income housing complex. A staff writer made this an interesting story by interviewing several of the new tenants. A feature on an Anaheim gun show titled "No Farewell to Arms" also had human-interest appeal. Another news feature dealt with the findings of an urban development symposium that attracted several national figures, such as NBC news anchor Tom Brokaw, author Ray

Bradbury and hair stylist Vidal Sassoon.

For a large city, VIEW had local flavor and reflected the community. Columns such as "Jody Jacobs," "San Diego on VIEW" and "On VIEW" discussed local people and publicized local events. Like many small-town papers, VIEW ran numerous notices about talks, lectures and meetings of public interest.

VIEW also was one of the most entertaining and colorful lifestyles sections. Jack Smith's humor column, which ran four times a week, was something special to look forward to. Two columns, "Other VIEWS" and "Things," examined everyday occurrences, such as the joys of receiving a letter and quirks of human nature, that gave readers a lift. A feature on the inventor of solar-powered talking tombstones was a good color piece.

One drawback of VIEW was the packaging of cartoons, the bridge column and the comics page with the features. I would prefer VIEW to be strictly a feature section and not have its identity confused with that of an entertainment section.

The inside pages tended to be a little gray, especially toward the ends of the sections, and the main features tended to be too lengthy and require too many jumps.

The layout of VIEW was clean and neat. The heads were relatively small, about 30 points, and uniform looking.

I. Description

A) Section Name: VIEW

B) Days Run: Six (Sunday through Friday)

C) News Hole

1) Total Number of Pages: 92

2) Covers: Open

3) Average Number of Inside Pages Weekdays: 6-30

4) Theme Pages: 0

5) Sizes of Sunday Section: 18 pages

6) Food Section: Food was not a part of VIEW. A separate 40-page section ran Thursday.

II. Topics Covered

Books, consumer, coping, games and diversions (cartoons and bridge), human interest, humor, society and notices about talks, lectures, etc.

Chart 7--Below is a breakdown of the topics run and the number of stories on each topic.

Topics	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Books		2	1	1	4	5		13
Clubs	1				2			3
Commentary	1							1
Consumer	1				4	3		8
Coping	3				2	1		6
Cultural		1			2			3
Education		1		1				2
Families					1	2		3
Fashion					1			1
Games	3	4	4	4	5	5		25
Health	1	1			1	1		4
Human Interest	2	1	2	1	1	1		8
Humor	2	1	2	1	2			8
Meetings	1			1				2
News Features		1			1	1		3
People			1		2	1		4
Recreation					1			1
Society	2	2		2	1	2		9
Talks, Etc.	5	2		2	8	5		22
Weddings (engages)		1				1		2
Women's Interest	1			1	1			3
Totals	23	17	10	14	38	29		131

A) Social News

"Jody Jacobs" ran Sunday, Monday, Wednesday and Friday; "Maxine Cheshire," a social column that dealt mostly with Washington politicians, ran Monday, Wednesday and Thursday; and "San Diego on VIEW," a social column about San Diego residents, ran Sunday. ("On VIEW" by Marylouise Oates dealt with local cultural and

charitable events and was not primarily social.) One story, a tribute to Lady Bird Johnson, was about a social occasion, the premiere showing of a documentary on her life.

B) Weddings

None. VIEW ran six engagement notices, three Monday and three Friday under the heading "Engagement News." The writeups were two to three paragraphs long. In addition to the couple's education and employment, their fathers' occupations were mentioned.

C) Women's-Interest News

Only three stories were classified as women's interest. They dealt with "traditional" and "liberated" topics. A column, "About Women," was about widowhood and a woman's subsequent loss of income; one was a profile on Congressional wives; and the other was about new research that shows women can have normal vaginal deliveries after having a Caesarean section.

D) Fashion

There were no stories about clothes but a column, "Beauty VIEW," on Thursday told how actress Alexis Smith uses a holistic approach to maintain her health and looks. A separate fashion section ran on Friday.

E) Food

None. A separate 40-page food section ran Thursday in addition to VIEW.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

"Calendar" ran daily and included stories on art, drama, films,

music, radio and restaurants. Monday through Friday the television listings were included. Movie and TV ads ran in this section.

B) Other Sections

YOU, a 16-page tabloid containing features on coin collecting, photography and other special interests, ran Tuesday.

Thursday's food section was more than half filled with full-page grocery ads and mostly contained recipes and syndicated columns. A staff-written news story, begun on the cover, dealt with nutritional quackery. A calendar of local cooking classes and a feature on indigenous edible roots were inside features. Interesting cover features were a story on healthful desserts that double as sweet treats and an article on Jewish dishes for the Purim celebration.

C) Sunday Supplements

The Sunday paper contained separate Book Review, Television, Travel, News Features and Home sections.

IV. Layout and Design

A) Packaging

The cover formats were similar. Jack Smith's column ran at the bottom quarter of the page daily except for Friday. A two-column feature and picture set off in a box ran either at the upper left or right and another story with pictures ran across the other columns.

B) Graphics

Line rules, underlined kickers, boldfaced subtitles, dingbats and call-outs were used to break up the grayness.

C) Photos

- 1) Number of Photos on the Covers: 23
- 2) Number of Photos on the Inside Pages: 17
- 3) Boxed vs. Unboxed Photos: Unboxed
- 4) Captions: 0
- 5) Cutlines: Cutlines were slightly larger than body copy, flush left. Some were complete sentences; others were phrases.

V. Typography

- A) Headlines: Cap and lower case
- B) Type Face: Serif
- C) Size of Heads: Most were 30-36 points
- D) Positioning of Heads: Flush left
- E) Bylines: Bylines were the same size as body copy with the names in caps. A second line in italic caps and lower case identified Times staff writers or other writers. Both were flush left.
- F) Courtesy Titles: 0
- G) Flag: VIEW, set in 48 points, was centered at the top of the cover. In between two narrow line rules below were Los Angeles Times centered under VIEW; the date, flush left; and the section number, flush right.
- H) Standing Heads: Heads for regular columns were run as kickers over staff-written heads. Line rules were drawn over and under the heads.

VI. Staff Analysis

- A) Number of Staff Writers: 15
 - 1) Female: Eight
 - 2) Male: Seven
- B) Total Number of Bylined Wire, News Service Stories: Nine
 - 1) Female: Six
 - 2) Male: Three
- C) Number of Specials to VIEW: Seven
 - 1) Female: Four
 - 2) Male: Three
- D) Number of Bylined Local Stories: 20
 - 1) Female: 12
 - 2) Male: Eight
- E) Number of Syndicated Columnists: 10*
 - 1) Female: Four
 - 2) Male: Six
- F) Number of Local Columnists: Nine**

*Syndicated Columns: "About Women" by Janice Mall, "Astrological Forecast" by Carroll Righter, "Art Buchwald," "Maxine Cheshire," "Contemporary Living" by Letitia Baldrige, "Food and Fitness" by Dr. Lawrence Power, "Mind Your Money" by Peter Weaver, "Options" by Beverly Stephen, "On Bridge" by Alfred Sheinwold, and "Dr. Neil Solomon."

**Local Columns: "Beauty VIEW" by Lydia Lane; "Book Reviews" by Charles Champlin, Times Art Editor; "Book Reviews" by Art Seidenbaum, Times Book Editor; "Consumer VIEWS" by Don G. Campbell; "Jody Jacobs;" "On VIEW" by Marylouise Oates; "San Diego on VIEW" by William Sullivan; "Jack Smith;" and "Things" by Miv Schaaf.

- 1) Female: Four
- 2) Male: Five
- G) Total Number of Photos: 40
- H) Credited Staff Photos: 34
 - 1) Female: 15
 - 2) Male: 19

Seattle Post-Intelligencer

LIFE/STYLES was similar to Style in that it had food, fashion and home theme sections. Except for the fashion and food sections, cover stories were of general human interest.

At least one consumer-interest story ran every day but Monday. The focus of Tuesday's section was mostly on consumer interest with three columns, "Freebies," "Supermarket Shopper," and "Consumer Reports," and one consumer-interest story (about inflation-proof merchandise) running on the inside.

Women's-interest stories were mainly directed toward working women. A cover story, "Time-wasting is Women's Scourge," set the theme for Monday's section. Three stories by staff writer Joanne Hooker dealt with a woman's need to manage time effectively. Niki Scott, author of the column "Working Woman," wrote on "Effective Anger is Focused Anger."

Local and wire stories were well balanced. Wire stories often had unusual angles or were on interesting topics. A local feature on sun tanning delved into the popularity and safety of tanning parlors, noting that at least 14 sunshops had started up in the Seattle area. A LIFE/STYLE reporter wrote about what kinds of people regularly play bingo. A reporter also went to a local shopping mall and wrote on the urban cowboy fashion craze and the mechanical bull riding fad that was sweeping the nation.

Another local feature, a comprehensive inventory of Seattle bridal stores, provided helpful information to prospective brides, listing all the stores in Seattle that sell bridal gowns. Instead of running on

the last page of the fashion section, however, this story should have been the cover feature along with some strong local photos.

Wire or news-service stories that were interesting included a feature on a new magazine for chocolate lovers and a feature on Japan's only female foreign correspondent, both from The New York Times. A story about workaholics by the Cox News Service ran as a sidebar with a staff-written story on various types of addicts. Another interesting story from The New York Times was a report on why male voices are still preferred by advertisers over female voices, even for women's products (because they have more authority).

Wire and news-service stories were given good display and thereby seemed more interesting. Janet Grimley, assignments and feature editor, said she doesn't think readers are as concerned about reading local news as editors think they are. "They [readers] want interesting and informative information and don't care where it was written," she said.

The LIFE/STYLES section also carried a good selection of syndicated columns but didn't overuse them.

The section was clearly a feature section. The comics, bridge and horoscope columns were packaged separately.

The sections were snappy, bright and well-designed. No more than two stories ran on covers that were open. Only one story ran on covers that had ads. None of the cover stories was jumped and care was taken to square off the ends of the stories. Inside photos were run large and given good display. Standing heads were uniform looking and well designed.

The layout was sloppy in places. Some of the heads were too

large and took up too much space. The headline "Here Comes the Sun Machine" on Sunday's lead feature was set in 54-point type across eight columns and was overpowering. Another head, "Orange Jazzes Up Chicken," in 36-point type was too large for a small recipe.

In Saturday's HOME/DESIGN section, there was one bumping head, and one standing head was transposed: "Antiques Know Your."

A three-column picture of a model wearing a bridal gown on the cover of Thursday's fashion section ran without any accompanying story. The 36-point head that ran as a caption underneath the photo was too large.

I. Description

- A) Section Name: LIFE/STYLES*
- B) Days Run: Six (Monday through Friday plus HOME/DESIGN on Saturday)
- C) News Hole
 - 1) Total Number of Pages: 35
 - 2) Covers: Three open; one 7/8 open; one 2/3 open; one 1/2 open
 - 3) Average Number of Inside Pages Weekdays: Three to four
 - 4) Theme Pages: Three (Food, Wednesday; Fashion, Thursday; Interior Decorating, Saturday)
 - 5) Size of Section: Six pages

II. Topics Covered

Consumer, food, talks and community notices, women's interest, coping fashion and health.

*LIFE/STYLES is now called Living.

Chart 8--Below is a breakdown of the topics run and the number of stories on each topic

Topics	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Advice	1	1		1		1		4
Art and Antiques							1	1
Careers			1					1
Celebrities		1						1
Consumer	2		4	6	2	1	1	16
Coping	3	1				1		5
Decorating							3	3
Education	1							1
Fashion					4	1		5
Food				11				11
Health		2		3				5
Household Hints	1							1
Human Interest	1	2				1		4
Humor	1				1			2
Meetings						1		1
News				1				1
People	1							1
Recreation			1					1
Sewing					1			1
Talks, Etc.	2	1	2		3	1		9
Vital Statistics		1		1				2
Women's Interests	2	3	1		1	1		8
Totals	15	12	9	23	12	8	5	84

A) Social News

None.

B) Weddings

Two brief wedding announcements and one 50th wedding anniversary announcement ran in a "Milestones" column Monday. Typical of the wedding format was:

MARRIED: Stephanie Lynn Johnson to Pat O'Day Feb. 21 in St. Mary's Episcopal Church, Tacoma. She is the daughter of the Roger Johnsons, Tacoma, graduated from UW and is a member of Kappa Kappa Gamma sorority. He is the son of Wilma Berg, Seattle Heights. They will live in Seattle.

The anniversary writeup said:

50th WEDDING ANNIVERSARY: The Victor Iversons, Stanwood, celebrated their 50th wedding anniversary March 8. They were married in Seattle, March 7, 1931.

The preceding Monday, scholarship recipients also were listed in the "Milestones" column.

On Wednesday, information of public record was listed in small print under the headings, "Births," "Marriage Licenses" and "Dissolutions." The births were listed alphabetically by hospitals under the parents' last names. For example:

GOLDBERGER--Timothy and Karen, 14240 S.E. 18th Bellevue, daughter.

Marriage licenses were listed by last names, the man's name first in alphabetical order. For example:

BLUM-FEWELL--Kurt Blum, 29, Seattle; Constance Fewell, 30, Seattle.

Dissolutions were listed alphabetically under "Dissolutions Asked" and "Dissolutions Granted." For example:

"ALLEN--James G.; Carolyn S."

No addresses or ages were given.

C) Women's-Interest News

Eight women's-interest features focused mainly on "liberated" women's topics. Examples included the column "Working Woman" and features on female achievers, such as Japan's only female foreign correspondent and a female fashion financier who was a millionaire by her mid-20s. Tuesday's section focused on career women with features on how to better organize one's time and set priorities. Another "liberated" story examined the reasons why men's voices are still predominant in radio and television advertising. "Traditional" women-interest stories were Heloise's household-hints column, a sewing column and a feature about a new fashion magazine for "large-size" women.

D) Fashion

Four pages of fashion news ran Thursday. Syndicated columns were "Sew with Flair," a "how-to" sewing column by Marylou Luther, a fashion editor of the Los Angeles Times. Two local columns, "In Seattle Stores," a column that unearths good buys and unusual finds from rummage sales to estate sales, were consumer-oriented. An exhaustive full-page feature on Seattle-area bridal stores provided valuable information to prospective brides, such as styles carried, price range, sizes and store hours.

E) Food

The Wednesday food section was not just a grocery-ad section haphazardly filled with wire copy. The section was only 14

pages, compared to some of the other food sections that ran 20-40 pages, and it contained a good ratio of news to ads. The section was a blend of recipe features and consumer-interest and health and nutrition features. Since St. Patrick's Day was the following week, the lead feature and theme was on Irish cooking. The cover feature focused on a Seattle homemaker from Dublin and on authentic Irish recipes. One inside feature, a local story, was a follow-up report on a panel discussion at the University of Washington on dietary fads.

Some of the best syndicated food columns were regular features. They were "The Butcher," "Naturally," "Craig Claiborne's Gourmet Diet," "60 Minute Gourmet" and "New on Market." An article about Irish whiskey by Terry Robards of The New York Times also was printed.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

Except for Thursday, two or three pages of arts and entertainment ran daily. Included were movie listings and stories about local cultural events such as art shows and concert reviews. Other features were stories about Hollywood celebrities and art and entertainment news from around the world. A story on a Seattle model being crowned Miss Washington USA was placed in this section, not in LIFE/STYLES.

B) Other Sections

None.

C) Sunday Supplements

Travel, a 10-page section; HOME/REAL ESTATE, which had house and gardening features; Sunday Brunch, a 10-page arts and entertainment section; P-I/Northwest, the magazine of the Seattle Post-Intelligencer; Sunday Woman, a 12-page King Features Syndicate tabloid; and Parade.

IV. Layout and Design

A) Packaging

The crossword puzzle, bridge, horoscope and other entertainment columns were packaged together on a separate page that ran in different sections of the paper Monday through Saturday.

B) Graphics

The section had a clean appearance. Some stories were boxed. Heavy bar lines occasionally were used as spacers between stories. Recipe ingredients were boldfaced and easy to read.

C) Photos

- 1) Number of Photos on the Covers: 21
- 2) Number of Photos on the Inside Pages: 27
- 3) Boxed vs. Unboxed Photos: Boxed
- 4) Captions: 0
- 5) Cutlines: Cutlines were slightly larger and bolder than body copy. They usually ran one line or less and were complete sentences.

V. Typography

A) Headlines: Cap and lower case

- B) Type Face: Serif
- C) Size of Heads: Headlines tended to be large. Most ran 36 points on the main features. Some ran 48 to 54 points.
- D) Positioning of Heads: Flush left
- E) Bylines: Boldfaced, centered
- F) Courtesy Titles: 0
- G) Flag: The LIFE/STYLES logo was a combination of two type faces-- a heavy bold for LIFE and a thin, 'elongated type for STYLES. The logo ran flush left at the top of the section cover. Seattle Post-Intelligencer in small type ran next and the section number and three inside teasers ran flush right. A heavy bar line underscored the entire flag.
- H) Standing Heads: Some regular heads, such as "Consumer Reports" were boldfaced and were centered between a bar line at the top and a line rule at the bottom. These heads floated within the body copy and a staff-written head ran at the top of the column. Portrait sketches of some regular columnists such as Ann Landers were part of some standing heads.

VI Staff Analysis

- A) Number of Staff Writers: 10
 - 1) Female: 10
 - 2) Male: 0
- B) Total Number of Bylined Wire, News Service Stories: 14
 - 1) Female: Eight
 - 2) Male: Six

- C) Number of Specials to the Seattle Post-Intelligencer: 0
- D) Number of Bylined Local Stories: 15
 - 1) Female: 15
 - 2) Male: 0
- E) Number of Syndicated Columnists: 17*
 - 1) Female: Seven
 - 2) Male: Nine
 - 3) Couples: One (Ralph and Terry Kovel)
- F) Number of Local Columnists: Four**
 - 1) Female: Three
 - 2) Male: One
- G) Total Number of Photos: 48
- H) Credited Staff Photos: 22
 - 1) Female: 0
 - 2) Male: 22

*Syndicated Columns: "Ask the Designer" by Carleton Varney, "James Beard," "Dr. Joyce Brothers," "The Butcher" by Merle Ellis, "Clotheslines" by Marylou Luther, "Freebies" by Brian Weiss, "Gourmet Diet" by Craig Claiborne, "Paul Harvey," "Hints from Heloise," "Know Your Antiques" by Ralph and Terry Kovel, "Ann Landers," "Naturally" by Sharon Cadwallader, "Sew with Flair" by Sandra Betzina, "60 Minute Gourmet" by Pierre Franey, "Supermarket Shopper" by Martin Sloan, "Philip Warren," and "Working Woman" by Niki Scott.

**Local Columns: "Around the Sound" by Gail Collins, "Ann Combs," "Personality House" by Barbara Huston, and "Emmett Watson."

Taking On Life in a Wheelchair

By Charles Petit

A doctor at the Spinal Cord Injury Unit of the Santa Clara Valley Medical Center nodded as a 15-year-old boy wheeled past, his arms and legs useless, sporting his colorized wheelchair by posting his club on a control bar.

Just a few years ago, from the same neck injury, he would be dead, no doubt about it," said Dr. Conal B. Wilmet, the Irish-born director of the center, one of the country's 14 federally designated spinal cord treatment centers.

There are perhaps 200,000 previously able-bodied Americans today who suffer from some degree of paralysis from spinal cord injuries, with 800 to 10,000 more added each year.

Injury to the spinal cord, followed by paralysis from the point of injury down, was once an almost certain sentence to a very dark, usually from bladder infections or other complications.

Today, thanks to aggressive rehabilitative medicine and programs to train people to care for themselves and cope with complications before they become serious, a normal life-span is well within reach.

Automobile accidents, according to one study, account for 45 percent of the injuries and explain the reason: movement of seat belt use by most spinal cord physicians.

Other causes are diving accidents (usually head first, one in 100), falls (10 percent), motor vehicle accidents (7 percent), and miscellaneous mishaps, the remainder 16 percent.

Physical care is only half the challenge. Emotional therapy is critical to recovery. "I don't see them whether they think about suicide," Wilmet said. "I see them when they were the last time."

Rehabilitation is not easy on patients or the medical staff. The patients must learn to use a wheelchair, learn how to read, write, how to use a telephone and how to cope with sensory deficits daily throughout the rest of their lives.

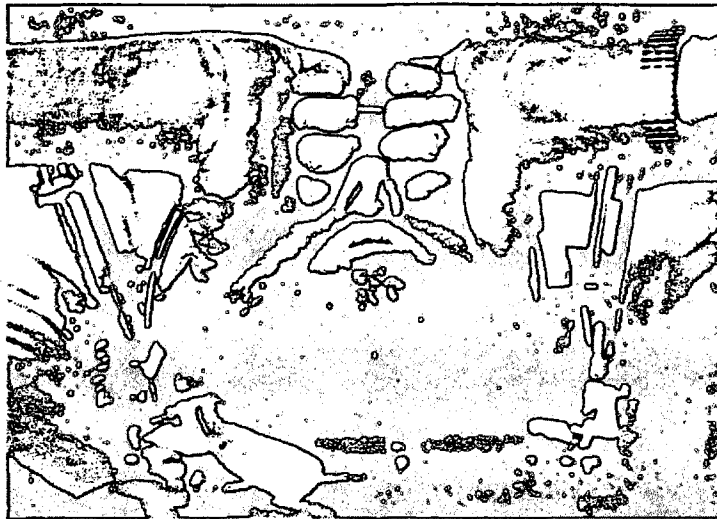
The most extraordinarily expressive body of people, Wilmet said, he figures that for the average three months of acute post-injury care each patient pays the cost ranges from \$60,000 for persons who suffer paraplegia (paralysis of the legs and lower torso) to \$75,000 for quadriplegia (both arms and legs).

The unit in San Jose has 40 beds and a rehabilitation program, and sees about 100 patients per year through the most acute phases of their injury. Closely affiliated with it is another spinal cord injury unit, which has 21 beds, at Ralph K. Dietrich Medical Center in San Francisco.

Generally, the higher in the spine the injury occurs, the more difficult the treatment, simply because if the injury to the spinal cord is "complete," blocking all nerve impulses, from that point downward the patients are not likely to recover the body is left paralyzed and without sensation.

Remarkably, in most cases of complete spinal cord injury, the cord is not actually cut. More typically, a severe blow to the back or neck, or extreme bending (cracks the body vertebrae to crush or bruise the vital nerve pathway inside). Subsequent healing may leave the spinal cord outwardly intact, but scar tissue and demyelination of nerve fibers leave it beyond treatment by today's medical science.

For the moment, rehabilitation and adaptation to living handicapped is the goal of psychiatry (the medical science of treating disabling injuries).



When Hal Hosen found himself paralyzed and in a neck brace, he scolded himself for having parked in places reserved for the handicapped.

'I don't ask them if they think about suicide — I ask when was the last time'



Dr. Conal B. Wilmet directs the Santa Clara spinal cord injury unit where paraplegic and quadriplegic accident victims learn to cope with their new lives.

While some progress is being reported in finding electronic ways to stimulate muscles cut off from normal nerve pathways, few authorities expect computer-controlled black boxes to give back to paraplegics a semblance of normal motion in the near future.

Prospects seem dim for any quick realization of the ultimate dream of both the patients and their doctors: some way to restore the injured spinal cord itself. Still, basic research into how nerves work, and sometimes heal, offers hope.

The main problem is that the neurons of the central nervous system, the brain and spinal cord, do not heal spontaneously.

Hope stems from the observation that in special laboratory environments, central nervous system fibers have been misrouted into healthy alternatives. The trick will be to find a way to reestablish neural wiring in an injured spine.

There are many things under investigation, such as factors that keep neurons alive in those that promote regrowth of nerve fibers, that may provide tools for treatment in the future," said Dr. Ruben Adler at the University of California, San Diego.

"We must be very careful not to create false hopes in people. We are far away from things that will provide a breakthrough today or tomorrow. Nonetheless, the question is not really if, but when," Adler said.

Patients Tell How They Cope

Several present and former spinal cord injury patients at Santa Clara Valley Medical Center told how they got on and some of their thoughts about it.

• **Herb Friedman**, 46, of Los Gatos, was an iron worker six years ago at a highway construction site in San Francisco. A load of steel fell from an overhead crane, killing his partner and crushing Friedman's back. Now a poor counselor who was recently injured playing tennis in the center, Friedman said, "The young kids 15 and under, seem to take it the best. They adapt right away. It's the older people, teenagers and young adults, who take a long time, and a long part is worry about their sex lives. But hell, if you loved life before your injury, you're still going to love it, and if you were a doctor, you sure aren't going to love that wheelchair."

• **Brian Powell**, 15, of Lodi, was hunting for rabbits last March when he stopped to take off his work wearing his rifle against his side. The rifle fired, hitting him in the neck. He hopes to be home within a month, and worries most that "people will stare at me in the wheelchair."

• **Suzanne Davis**, 22, recently graduated from Stanford University, "was asleep in the back of a station wagon when needed for a wedding at Lake Tahoe with her boyfriend and two companions in September. She woke up on the ground, tossed from the car after an accident, her neck fractured from hitting a boulder. With limited use of her arms and no use of her legs, she plans to go to law school in her native Atlanta. "It didn't really hit me for a long time, until I saw people on television talking and discussing. It's going to be hard coming back home and not being the same."

• **Hal Hansen**, 31, an automotive repair technician from Fremont, was driving his van back from Green Valley where he and his wife plan to buy a house. He fell asleep and hit a tree, waking up pinned inside and puzzled that he couldn't put himself free. After his injury, he said, "I lay here for two days and chastised myself for all the times I parked in those drive zones reserved for the handicapped. If people only knew how tough it is to just get into a wheelchair." Hansen is still wearing a neck brace, an appliance initially bought to his skull to stabilize his broken neck. He plans to write a how-to guide to auto electric repair, and his old boss says he will try to keep him on as a troubleshooter despite limited use of his hands. "I figure I'll just be wheelin' around instead of walkin' around."

An Ex-Marine's Ferocious Battle to Walk



Gregory O'Kelly has studied medical journals and experimented with electric therapies.

Ever since he was paralyzed eight years ago, Gregory C. O'Kelly has embraced more and more firmly the conviction that he will walk again — despite the best doctors' advice.

This San Franciscoan's story is one of ferocity and eloquent battle against paralysis and prevailing medical opinion. His experience illustrates both the anguish that can accompany a crippling, injury and, more broadly, the conflicts between what medical science says and what patients sometimes believe.

Doctors who treat O'Kelly find themselves at once exasperated by the stubborn refusal of the 35-year-old former Marine to accept his paralysis as permanent and moved by his drive to become whole again.

O'Kelly, a powerful man whose arms are as big around as the barrel of a handgun, was a young lieutenant in the Marine Corps in 1972 when a frazzled accident instantly changed his life forever. His motorcycle skidded on slick pavement while motoring through a "death harbor" in San Diego. The impact fractured his back about six inches below his neck. From that moment on he has had "no return, no sensation below the waist."

He has since picked up a master's degree in philosophy, but most of O'Kelly's academic pursuits have been in medical libraries scouring research journals in search of escape from his wheelchair. He has explored acupuncture, corresponded with veteran medical and osteopathic, and experimented on his own body in his Twin Peaks apartment to find a way to walk again.

The fruit of his research is an elaborate theory of spinal cord injuries and how they might be healed through application of direct electric current. To say it has not won over the medical authorities is to put it mildly.

Recently, the editor of a medical neuroscience journal reviewed one of his papers. "The judgments I have read the paper you submitted to me several times in search of a single scientific redeeming feature and here it is. I have been unable to accomplish that task... the studies to be commended for his interest and drive, but the paper is almost pure drivel."

Of this rejection, O'Kelly said, "I expect that, if he was a true scientist, he'd say he's lost it, not just that it is unscientific."

Dr. Robert Weismann, a San Jose neurologist who knows O'Kelly, said, "If he had overreacted to his inability to think very

to simply believe authority, there would be no progress. His ability to apply his mind is amazing. His knowledge of the spinal cord and how it works is quite remarkable, considering he's taught himself from reading."

In long, often elegantly phrased essays and journal entries, O'Kelly explains his theory.

Briefly put, he believes that in the majority of spinal cord injuries, those in which the spinal cord is not actually severed, a significant amount of reconnection returns in neurons passing through the point of injury.

If so — it's a big if — he concludes that the question may actually result from deterioration of the connections within the spine, between peripheral nerves and muscles and organs. He holds that slight withdrawal of peripheral nerves from their contractive points, called motor end plates, occurs in muscles and organs during the time the spinal cord is in shock.

Special electric micro-recovery apparatus motor end plates in paralyzed peripheral nerves, O'Kelly claims, can be reattached and placed back in the under-charge, of a substance he thinks a direct electric current may stimulate the motor end plates to reattach.

So convinced is he of his theory that he regularly applies electric currents to himself, often burning his underlying skin with a "balance transformer" that delivers a flow of direct current to his nerves and muscles. Some return of sensation to his lower torso appears to have resulted, he said. Doctors who have run tests on him say it proves nothing.

His writings describe the death of emotions in an extraordinary battle against paralysis and recovered medical science.

"I am resolutely told to see me now or to call someone else, always someone else. I want someone to whom this creature I want to transcend the crushing weight of public opinion down to the pitiful, theoretical impotence and epistemological cowardice of the experts."

However, a section in his diary, dated a dark time of rejection and de-motivation, reveals the deep despair of an injury such as his can trigger.

Finally I must face the prospect that I am alone, that I will always be isolated and that I can't go on forever in this, at times, if not like a prison, I feel that the burden of a dream, I wish the world might I could learn to live with it.

San Francisco Chronicle

The primary focus of the People section, not suprisingly, was on people. Personality profiles ran on all section covers and several features about people ran inside. Most features focused on ordinary people, such as a handicapped ex-Marine and his battle to walk again; a Point Richmond woman who had written a historical guide to her village and fought to preserve the city's historic district; a housewife turned motorcycle rider; a profile on Mary, the interpreter during the Iranian hostage crisis; a woman who had battled schizophrenia for 30 years; and a couple of profiles on local artists.

A few features focused on widely-known personalities, such as Jacques Marchand, publisher of Mother Jones, Western writer Louis L'Amour and novelist Judith Krantz.

The covers were lively looking and well laid out. Photos tended to be clustered together and white space was used to give a feature-like appearance.

The inside pages, however, were disappointing. Most of the space was devoted to regular columns and there was little room for other features. The repetition of certain columns was dull and showed little imagination or care.

Bridge and chess columns ran daily, giving the impression that these were the most important features in the People section. Also regularly run were medical columns, a produce column about fresh vegetables available at local stores and a gardening column. A small cartoon, Guidon, ran Monday through Friday and was a waste of space.

Social columns were an important part of People. There were three society columns: "Social Scene" by Pat Steger ran five times: "Herb Caen," once; and "The Chatter Box" by Suzie Knickerbocker, once.

Adeline Daley wrote a witty personal column, "Coffee Break," that ran twice a week, and "My Fair City" by Merla Zellerback, which also ran twice a week, was a good local color piece.

A hard-news story about a Black Panther being denied parole and a news feature about polar bear alerts in the Yukon appeared, incongruously, in the middle of Thursday's fashion section.

One disturbing feature about the layout was the use of centered headlines which gave the pages a jumpy look.

Because so many entertainment features--bridge, chess and cartoons--were packaged in People, the section lacked clear focus. It was part features, part entertainment, part consumer interest and part a society section.

I. Description

A) Section Name: People

B) Days Run: Six

C) News Hole

1) Total Number of Pages: 22

2) Covers: Five open; one 2/3 open

3) Average Number of Inside Pages Weekdays: Three to four

4) Theme Sections: Two (Thursday, Fashion; Friday, Design)

5) Size of Sunday Section: 0

6) Food Section: Food was not a part of People. A separate six-page food section preceded People Wednesday.

II. Topics Covered

Games, such as bridge and chess, people, human interest, society, health and consumer interest.

Chart 9--Below is a breakdown of the topics run and the number of stories on each topic.

Topics	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Celebrities					1			1
Consumer		1	1		1	1		4
Coping		1	1	1				3
Decorating						1		1
Families							1	1
Fashion		1			2			3
Games		3	3	3	3	3	2	17
Health		1	1	1	1	1		5
Human Interest		1	2	3	1			7
Humor			1	1	1			3
Meetings			1					1
News					1			1
News Features				1				1
Older Americans				1				1
People		2	1	2	1	3	1	10
Plants		1		1		1		3
Sewing				1				1
Society		1	1	1	1	2	1	7
Women's Interest			1					1
Totals		12	13	15	14	12	5	71

A) Social News

"Social Scene" ran Monday through Friday; "Herb Caen" ran Friday; and "Chatter Box" ran Saturday.

B) Weddings: 0

C) Women's-Interest News

One feature about a 39-year-old housewife turned motorcyclist ran Tuesday.

D) Fashion

A fashion story on country club dressing ran on Thursday's cover with the column "Clotheslines." An interview with designer Gloria Vanderbilt was more of a personality profile than a fashion story as was an interview with a woman who designs jewelry.

E) Food

None. A separate six-page Food section preceded by People Wednesday. It had a good mix of features, photos, columns and ads.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

Stories about the theater, art shows, galleries, dance, opera and rock, jazz and symphony concerts ran in Datebook Monday through Friday. Most of the copy was staff written and included reviews of local performances. Datebook averaged three to five pages.

B) Other Sections

None.

C) Sunday Supplements

Scene/Arts, a feature section; Datebook, a 52-page entertainment tabloid; Review, a 20-page literary and cultural tabloid inserted in This World; and Travel, a 30-page section.

IV. Layout and Design

A) Packaging

People followed a regular format. Features ran on the covers but the inside pages were filled with columns, many of which ran daily. The bridge and chess columns ran daily. "The Greengrocer," a produce column, ran Monday, Tuesday, Thursday and Friday. "Green Thumb," a gardening column, ran Monday, Wednesday and Friday. A medical column ran Monday through Friday. Two local columns, "Coffee Break" and "My Fair City," each ran twice a week. "Dear Abby," which ran daily, was packaged on Panorama, a column page opposite the editorial page.

B) Graphics

The lead features on the section fronts had white space around the heads or pictures. Photos were clustered together and cut-lines often were placed to the left or right in wide gutters. Some stories were set in odd widths and ragged right for a more feature-like appearance. Many features began with a large initial boldface cap. Some stories were boxed and bold lines and dingbats were used to separate copy.

C) Photos

- 1) Number of Photos on the Covers: 21
- 2) Number of Photos on the Inside Pages: 11

- 3) Boxed vs. Unboxed Photos: Both
- 4) Captions: 0
- 5) Cutlines: Slightly larger than body copy, boldfaced and often set flush left or right. There were no periods at the ends, even on cutlines that were complete sentences.

V. Typography

- A) Headlines: Cap and lower case
- B) Type Face: Sans-serif
- C) Size of Heads: Heads ranged from small 14-point type to large 52-point type.
- D) Positioning of Heads: Centered
- E) Bylines: Italic, the same size and type as body copy, centered
- F) Courtesy Titles: 0
- G) Flag: People was set in heavy bold 30-point type and centered at the top of the page. The date ran flush left and San Francisco Chronicle and the page number ran flush right. A heavy bar line underscored the logo with the descender of the letter "P" in People breaking the line. The flag took up minimal space--only an inch at the top of the page.
- H) Standing Heads: Most were set in 18-point heavy boldface type, underlined and centered with the byline underneath a staff-written head. Some, such as the bridge and chess columns, had no staff-written heads.

VI. Staff Analysis

- A) Number of Staff Writers: 10

- 1) Female: Seven
 - 2) Male: Three
- B) Total Number of Bylined Wire, News Service Stories: Four
- 1) Female: Three
 - 2) Male: One
- C) Number of Specials to the San Francisco Chronicle: 0
- D) Number of Bylined Local Stories: 17
- 1) Female: 13
 - 2) Male: Four
- E) Number of Syndicated Columnists: Eight*
- 1) Female: Five
 - 2) Male: Three
- F) Number of Local Columnists: Seven**
- 1) Female: Three
 - 2) Male: Four
- G) Total Number of Photos: 32
- H) Credited Staff Photos: 12
- 1) Female: Two
 - 2) Male: 10

*Syndicated Columns: "Ask the Doctor" by G. Timothy Johnson, M.D., "Bridge" by Charles Goren and Omar Sharif, "Chatter Box" by Suzie Knickerbocker, "Clotheslines" by Marylou Luther, "For Women Only" by Christine Haycock, M.D., "Options" by Beverly Stephen, "Sew with Flair" by Sandra Betzina, and "The Wibberly Papers" by Leonard Wibberly.

**Local Columns: "Herb Caen," "The Chess Column" by George Koltanowski, "Coffee Break" by Adeline Daley, "The Greengrocer" by Joe Carcione, "Green Thumb" by John E. Bryan, "My Fair City" by Merla Zellerback, and "Social Scene" by Pat Steger.

There's expert help for teens, their parents

**By Nancy Hobbs
Lifestyle Writer**

Communicating with teens is one of the biggest concerns of parents today.

Unfortunately, says Ellen Clawson, little has been done in the past to help parents prevent problems dealing with teen drug use or to aid in their understanding of developmental transitions.

Ms. Clawson is director of Marmalade/Frontier Schools and the Family Center. She is former director of counseling and education for an adolescent program with Granta Mental Health.

The Family Center was designed to help prevent crises before the fact by educating and supporting parents and their children.

The center's staff consisted of doctors to the community who went into three classes: Parent Effectiveness, Developmental Issues and Communications and Drug Information.

Each class will be taught one day a week, Tuesday, Wednesday or Thursday respectively, for two hours.

Parent Effectiveness

Scott Pullerose, primary instructor of the parent effectiveness class and associate director for treatment, Marmalade/Frontier Schools, will implement guidelines of STEP, a program of Systematic Training for Effective Parenting. The course will run side-by-side with a different principle of behavior presented each week.

Dr. David Taylor, Mr. Pullerose said, the program places strong emphasis on practice and support, individual perfor-

omation is an important part of learning and teaching the behavior. Mr. Pullerose is also director of the Parent Drug Treatment Program, Division of Alcoholism and Drug.

"The STEP course is designed to shift, from parents, any kinds of problems. The group then tries to develop new strategies in solving these problems."

Both Davis as instructor at Frontier School, will treat the developmental issues and communications course.

Adolescence Development

The goal of that course, Ms. Clawson said, is to deal with personal problems parents are having with children and each other. It will include information on developmental stages through adolescence, including sexual development and communication skills.

Bill Eddy, Community Crisis Center, will teach a course on drug information.

Recognizing a teen's abuse of drugs and learning to cope with drug-using adolescents will be major topics. Mr. Eddy also will discuss the effects of alcoholism in the family.

"We're trying to generate information throughout the community and hope to bring people from the community to take advantage of our services," Ms. Clawson said.

The Family Center will seek out special educators in different local areas for future classes and will have staff openings

available for individual counseling.

The center is being funded by the National Institute on Drug Abuse in an effort to prevent problems before they happen.

"Prevention isn't a new idea, but it's something that has not been funded in the past," Mr. Pullerose said.

"This is a new concept and, I think, an exciting one."

Frontier School is an alternative education program for "seriously delinquent" students, 14 to 19, Ms. Clawson said.

Marmalade School is an alternative for students with special educational needs or desires. Marmalade students, kindergarten to 12th grade, may or may not have delinquency problems, Ms. Clawson said. The program was originally designed to support family and tide in an alternative education medium.

Parents Need Support

Frontier Marmalade needs are familiar with a wide range of adolescent problems and feel it's important to help educate the parents to cope with difficulties.

Prevention would be most effective, said is the Family Center's primary goal.

"I see it the Family Center becoming a prevention center and support system for families. We hope to try and prevent some of these problems and classes are being with," Ms. Clawson said.

Registration for classes and personal appointments can be made through Marmalade Hill School.



Scott Pullerose, Ellen Clawson will provide children with family problems. First consulting, conduct classes for parents, classes deal with drugs, communications.

It's a treat included in bubble

Note to Parents: Try to get some bubbles when you read this story. If not, save it and read it again right before your children make bubbles or use the accompanying map to look at bubbles. This column is designed for children's enjoyment of their surroundings. Details pointing up to them please when reflections are seen. The first could be your own eyes.

By Robin Robinson

Alexandra showed the back door closed with her seat.

She carefully put her bubble jar and her magic bubble wand on the table.

"It's too cold, even. My fingers get wet. How they've cold and red and they don't work very well. I can't. I might drop my bubble jar!"

Alexandra began taking off her scarf and coat.

"Wow! It's the warmest that. A little soap won't hurt that comes close to it."

And that is how Alexandra ended up in the basement on a bright sunny March afternoon.

Alexandra turned on the light because there were no windows in the cold dark basement. She saw on the basement steps as she blew out her big bubbles.

"These bubbles look so sad," thought Alexandra. They have no reflections. She blew again. Three big bubbles floated on the air. Each of them floated sadly down into the gray gloom of the basement.

"There's hope," thought Alexandra. "Each of those bubbles had two bright lights glimmering inside."

"It's a reflection," she announced to herself. "It's a reflection of the ceiling lights."

She blew another spate of bubbles. They floated into the dark as she counted, one-two, one-two, one-two.

But when she looked into the fourth bubble it was full of a thousand rainbows. And in the back of the bubble sat Starlight. Alexandra caught the bubble in mid-air.

"There are eyes of you, Starlight," she said.

"And one of you is upside down. Where are your eyes?"

Starlight whispered into her ear. "I'm on your shoulder."

Alexandra turned her head. Sure enough! Starlight was sitting on her right shoulder. "Is that your reflection in the bubble?" she asked.

"Yes," replied Starlight. "And your reflection is on there, too."

"There are two of me, and I'm upside down," marvelled Alexandra.

"How some more. Since rainbows are all light, I'll make them all rainbows and glimmers and glimmers."

Alexandra reached her magic wand in a circle around her and eight brilliant bubbles floated in mid-air. Rainbows danced through them as they gently fell toward the floor. Alexandra caught one.

"One reflection is on the front of the bubble and one reflection is on the back of the bubble. That's why one is upside down. It's a reflection of a reflection."

Starlight flew to the top of a bubble and slid down the edge like a slippery slide. "Wow! That was great! How some more for me," begged the tiny fairy.

And so Alexandra did.

Over a bubble like the one Alexandra saw. Make sure that it doesn't rainbows and rainbows and light are around the when. The next time you see bubbles look carefully at them. This one as a dark row. How is it different? Can you see your reflection?

Can have cake, eat it

**By Bev Everett
Chicago Sun-Times**

It's not quite the utopia that allows you to have your cake and eat too, but if Andrew J. Zetti has come pretty close.

Imagine being able to go into a store and stock up on some vanilla, black forest cherry torte, pineapple upside-down cake, pizza roll or quiche — all of them considerably lower in calories than the conventional versions.

It's a dieter's fantasy come true.

Zetti is the founder of the Slimmy's, a chain of 22 stores for the weight-conscious that sell frozen, non-cholesterol saturated, entrees and appetizers that help lead to a dieter's eye.

The foods aren't quite as rich, as flavorful or as tasty as the fattening models, but for people who love to eat or have to control their calories, Zetti is a hero of sorts.

Actually, the only person the genius with the artificial sweetener had introduced in touch with his sister, said Peter Zetti, Zetti's spokesman and business manager.

Economic Background

"Six years ago Zetti was executive chef for the Famous-Barr department stores in St. Louis. He had an excellent background, which included working as chef on the St. Louis team and cooking for celebrities in Chicago."

"He had a diabetic sister and had trouble deriving nutrients and good-tasting dishes for her to eat. Tully said."

Give a good chef a challenge, and the rest is a piece of cake.

The first diabetic-approved foods Zetti created for his sister were cakes — pineapple upside-down cake and black forest cherry torte.

He discovered that baking cakes at a lower temperature gave them more moisture and a better taste than the microwave-made fare with fruit and saccharin sweeteners.

Zetti assumed that his sister wasn't the only person who wanted more than dry toast in her diet, and he had plans. In 1974 he quit his job, opened a restaurant in St. Louis and started producing diabetic-approved foods for customers on heat up at home.

23 Armed

Now there are 23 Slimmy's locations around the country, and Tully get three or four inquiries a day from people wanting to operate one.

The Slimmy's provides a list of available products that includes a breakdown of the calories, carbohydrate,

Annual ball for military

The 21st annual Military Ball will be Wednesday at the Port Douglas Officers' Club for Army, Air Force and Navy ROTC members attending.

The event will begin at 6:30 p.m. and will include dinner.

Queens from the three branches of service will be presented under the traditional sword arch. Queens are Kathy Brink, Air Force; Wanda Smith, Army; and Tammy Heatal, Navy.

Citrus salad

Tasty citrus fruits are served King crab in an easy, citrus salad for two. If necessary, thaw 2 to 12 ounces Alaska King crab split legs. Arrange crab and assorted sliced citrus fruits on 2 individual lettuce-lined salad plates. Combine 4 cups mayonnaise and 1 tablespoon orange juice. Serve mayonnaise mixture with salads. Garnish with sliced almonds, if desired. Makes 1 serving.

All Slimmy's stores are equipped with a microwave oven so customers can have their foods heated to eat at the store.

The only thing Slimmy's pressure are the ice cream and the decoration for some cakes.

Zetti is still at work expanding the list of foods to sell in those 22 stores. "He is very receptive to new ideas and looks forward to new recipes," Tully said.

Some of the best sellers nationally are the turkey roll, the crab roll, the puttanesca chicken and sausage-serving patties.

The chef's most recent invention was a chocolate cookie with 345 calories and 11 grams of protein.

The first version of the cookie is one that Tully describes as one of the few, and great, dips.

Earn \$691.45 in 26 weeks.*

MONEY MARKET
Savings Certificate

That's based on this week's rate:
13.67% Annual Rate
(Effective 3/1/81 through 3/1/81)

*Based on \$100 minimum deposit. Interest paid on certificate only. Subject to change. Federal Reserve may prohibit compounding of interest and require withdrawal penalty on early withdrawal.

Phone **262-RATE**
for the latest FTS MoneyMarket rates.

Prudential Federal Savings
Personalized Financial Service

Be in shape for spring!

AMERICA'S FINEST WOMAN'S SALON

September's Lady

THE BODY WRAP

Winter's almost over — get ready for spring — Right Now!

- Individual program for best results (designed for you, by you)
- A new exciting you in 10 to 12 weeks
- Lose inches where you want while you firm and tone your figure
- Tanning options — to go with a summer you
- Private tanning and dressing rooms

It Really Works

Call Now! 3 Locations to pamper you!
278-2814 328-0182 226-7861
2268 E. 4800 So. 837 E. 4th So. 912 So. State St.
Holladay Trolley Orem

Hours Daily 9am-9pm, Friday & Saturday 7am-10pm

COME SEE US

it's worth it... anytime!

HARTMANN CARRY-ONS

IF YOU WOULD RATHER WAIT AROUND WAITING

Nylon packcloth with better leather

A Carry-on, Hand-up bag holds 4 suits, 8 pockets. \$235

B Under Seat Carry-on 8 pockets 21" long \$205

FREE GIFT WRAPPING

SHAPIRO TRAVEL GOODS

GIFTS • HANDBAGS • LEATHER

152 South Main • Fashion Place

Personal Service • Phone 521-7111

Bank Cards Accepted • Parking Valet/Host

The Salt Lake Tribune

Lifestyle seemed more like a women's-news section than a general-interest feature section. Most features appealed to traditional women's interests, such as cooking, sewing, housekeeping, club news and weddings. Lifestyle was the only section that had no human-interest features, one of the most popular types of news for most of the other papers. Some of the cover features, however, were on topics of general interest, such as kite flying (recreation), tree pruning (gardening), counseling for troubled teenagers and their parents (families) and a report on a furniture show (decorating).

The noticeably feminine appeal of the Lifestyle section was partially due to its staff makeup. There were no male staff writers and, except for Dr. Solomon's health column, no other copy was written by men.

The section was not very local. Only 10 bylined stories were by staff writers. Syndicated columns, the AP and other newspaper syndicates provided much of the content.

The most popular topic was food. In addition to the Thursday Food section, the lead feature on Friday was on Mexican cooking. An inside feature Friday focused on what Nancy Reagan likes to eat, and a lengthy staff-written story on Saturday was about microwave cooking. Fifteen articles, columns and fillers dealt with health and nutrition.

Next to The Denver Post, which only ran 18 pages for the week, the Lifestyle section had the fewest number of photos. Of 29 photos, only four carried a local credit line. Snapshots of the columnists

were relied on to liven up the inside pages in lieu of other photographs.

However, four of the best photographs found in any of the seven papers ran on the cover of the Sunday Lifestyle section. The pictures of kites were dazzling for their color and quality of reproduction.

According to Lifestyle Editor Barbara Robison, open pages are laid out by an artist, and Sunday's cover, the only open page, was radically different from the rest of the week's. It alone gave the impression of being a feature. The photos were artistically clustered together and the headline, instead of running at the top of the page, was dropped. Good use of white space helped create a more open, airy feeling that worked well with the subject of kite flying.

The layouts of the rest of the sections were routine. Several one-column fillers, such as how to stain wood with tea, filled space. I didn't like the cartoon by Hallmark, "Betsy Clark," that ran four times during the week. I couldn't tell if it was an ad or was meant to be cute.

The Lifestyle pages were not lively or interesting. Heads often were too large and strung out over too many columns. One seven-column, 36-point head proclaimed: "Good tips abound for morning oatmeal eaters." There also was a problem with bumping heads and Ann Landers' name was misspelled on the cover of Saturday's section.

The Lifestyle flag was poorly designed. It was cluttered with too much information and the rounded corners used to box the flag looked dated.

I. Description

A) Section Name: Lifestyle

B) Days Run: Seven

C) News Hole

1) Total Number of Pages: 37

2) Covers: One open (Sunday); the rest 1/2 to 2/3 open

3) Average Number of Inside Pages Weekdays: Three

4) Theme Sections: One (Thursday, Food)

5) Size of Sunday Section: 12 pages

II. Topics Covered

Weddings, health, nutrition, food, advice, household hints, families, women's interests.

Chart 10--Below is a breakdown of the topics run and the number of stories on each topic.

Topics	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Advice	1	1	1	1	1	1	1	7
Careers	1							1
Celebrities						1		1
Children's Interest				1				1
Clubs		1	2	1				4
Consumer	2				1			3
Cooking	1							1
Decorating	2					1	1	4
Education	1							1
Families	2	2		1				5
Fashion	3			1				4
Food	1	1		1	3	1	2	9
Games	1		1	1		1		4
Health	4		3	2	4	2	1	16
Household Hints	1		1	1	2	1	1	7
Humor		1						1
Meetings				1				1
News Feature	2							2
People	1							1
Plants			1			1		2
Recreation	2							2
Sewing	4							4
Society				1				1
Talks				1			1	2
Vital Statistics		1				1		2
Weddings	13	2	1					16
Women's Interest	2	1	1			1		5
Totals	44	10	11	13	11	11	7	107

A) Social News

There were no social columns. One small announcement about a military ball ran Wednesday.

B) Weddings

Thirteen writeups ran Sunday; two Monday; and one, without a picture, Tuesday. All but two of the writeups that ran Sunday were grouped together on one page. Photos were run side-by-side across the top, middle and lower half of the page. The write-ups ran in serial fashion and did not run with the brides' pictures.

According to instructions in the Sunday and Wednesday sections, photographs must be submitted one week before the wedding and an eight dollar fee is charged "to cover production costs." Golden wedding and birthday announcements are charged at \$15.40 per inch --more if a picture is used.

C) Women's-Interest News

Most features were of the "traditional" variety. Two articles dealt with women's health issues--toxic-shock syndrome and the risks of teenage pregnancies. Another feature was about a home-maker for hire. A cover feature Tuesday about a slide show to be presented by the leader of the 1978 American Women's Himalayan Expedition appealed to "liberated" women's interests.

D) Fashion

Jennifer Anderson's fashion and beauty column ran Sunday with a feature on handmade clothes as an art form from the Baltimore

Evening Sun, and a small fashion filler that said dainty, "little-girl look" bracelets were "in." An AP photo showing the newest designer-label jeans, "Goodies," from Goodwill Industries, ran Wednesday. There was no local fashion reporting.

E) Food

The food section was relatively small, with the news hole running only seven partial pages. The cover feature was on a woman who likes to cook her grandmother's recipes. Two columns, "Laurel's Kitchen" and "Here's What's Good to Eat," focused on health and nutrition. Another column, "Stretch Your Food Dollar," was of consumer interest. "Dear Heloise," a household hints column, ran in this section.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

A two-page Amusement section contained news of music, art, symphony and other cultural events Monday through Saturday. A "What's Happening Today" column listed daily cultural activities. Four Amusement pages ran within a 12-page section called The Arts on Sunday.

B) Other Sections

None.

C) Sunday Supplements

The Arts, an arts and entertainment section; Parade; Home, a 24-page feature tabloid; and TV Week, a 20-page tabloid containing TV logs and mostly canned or wire features about celebrities, inserted in Home.

IV. Layout and Design

A) Packaging

The Lifestyle section was clearly a feature section aimed at women.

B) Graphics

Few graphic design elements were used. A couple of features were boxed with a squiggly-lined border. Kickers were underlined. Boldfaced subheads and a few call-outs were used to break up copy.

C) Photos: 29

1) Number of Photos on the Covers: 15

2) Number of Photos on the Inside Pages: 14

3) Boxed vs. Unboxed Photos: Except for Sunday's cover, photos were not boxed.

4) Captions: 0

5) Cutlines: Cutlines were complete sentences and were set slightly larger than body copy in bold face. Cutlines under large pictures often were broken too many times and were awkward to read. One four-column, two-line cutline was broken four times.

V. Typography

A) Headlines: Lower case except for the first letter of the first word.

B) Type Face: Serif

C) Size of Heads: Type size ranged from about 18 to 42 points

D) Positioning of Heads: Flush left and centered

- E) Bylines: The same size and type as body copy, centered
- F) Courtesy Titles: Mr., Mrs., Miss, Ms.
- G) Flag: Lifestyles in about 42-point boldface type was centered at the top of the page. The Salt Lake Tribune ran at left; the section number, day, date and page number to the right. The flag was boxed and the corners rounded.
- H) Standing Heads: Most columns did not have standing heads. Some, such as Ann Landers, were run as kickers. Small one-column pictures ran with all the columns.

VI. Staff Analysis

- A) Number of Staff Writers: Seven
 - 1) Female: Seven
 - 2) Male: 0
- B) Total Number of Bylined Wire, News Service Stories: Eight
 - 1) Female: Eight
 - 2) Male: 0
- C) Number of Specials to The Salt Lake Tribune: Two
 - 1) Female: 0
 - 2) Male: Two
- D) Number of Bylined Local Stories: 10
 - 1) Female: 10
 - 2) Male: 0
- E) Number of Syndicated Columnists: 10*

*Syndicated Columns: "Jennifer Anderson," "Dr. Joyce Brothers," "Heloise," "Joyce Laine Kennedy" (careers), "Ann Landers," "Laurel's Kitchen" by Carol Flinders, "Robin Robison" (children), "Dr. Neil Solomon," "Pat Trexler" (sewing), and "Erica Wilson" (sewing).

- 1) Female: Nine
- 2) Male: One
- F) Number of Local Columnists: One*
 - 1) Female: One
 - 2) Male: 0
- G) Total Number of Photos: 29 (Not including brides)
- H) Credited Staff Photos: Four
 - 1) Female: 0
 - 2) Male: Four

*Local Columnists: "Monday Musings" by Judy Magid.

APPENDIX IV

Comparison of Stories and Topics in All Sections

Grand Totals	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake	Tota ¹
Advice		6	5		4		7	22
Art and Antiques	2		1		1			4
Books				13				13
Careers and Jobs					1		1	2
Celebrities		5			1	1	1	8
Children's Interest							1	1
Club News		14	1	3			4	22
Commentary				1				1
Consumer, How-to	5	7	3	8	16	4	3	46
Cooking	3	1	1	6	5	3	1	20
Cultural (plays, concerts)		3		3				6
Decorating & Design	3		1	2	3		4	13
Education, School		1		2	1		1	5
Entertainment (movies, TV)		2						2
Families	3	2	6	3		1	5	20
Fashion & Beauty	3	10		1	5	3	4	26
Food, Recipes	6	8			11		9	34
Games, Diversion (puzzles, bridge)		2	5	25		17	4	53
Health and Nutrition	2	8		4	5	5	16	40
History								0
Household Hints		3			1		7	11
Human Interest	4	3	8	8	4	7		34
Humor		3	1	8	2	3	1	18
Meetings		4		2	1	1	1	9
News		1	5		1	1		8
News Features		1	2	3		1	2	9
Older Americans		1				1		2
People & Profiles	1			4	1	10	1	17
Plants & Gardening		1	5			3	2	11
Politics, Political Analysis		1						1
Recreation, Hobbies, Pastimes		2		1	1		2	6
Sewing		2			1	1	4	8
Social News, Society	1	5	3	9		7	1	26
Talks, Lectures, Workshops		10	5	22	9		2	48
Travel		8						8
Vital Statistics (births, divorces)					2		2	4
Weddings, Engagements, Anniversaries		12		2			16	30
Women's Interest	3	6		3	8	1	5	26
Totals	36	132	53	131	84	71	107	614

APPENDIX V
LIFESTYLES QUESTIONNAIRES

Name of lifestyles section: Living/Style (includes Style page 5 days a week, The Home Section and The Living Section) The New York Times
 Name of lifestyles editor: Nancy Newhouse

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?

Concerns the way people live, entertain, dress, relate to each other, their consumption patterns, their ideas and goals. Women's issues, profiles, women's health

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

It tends to be feature rather than hard news

3. What, specifically, are the kinds of things you like to cover?

See question 1

4. What do you feel is the most popular thing you do in the lifestyles section? Historical features, human interest features, consumer interest stories, social news, etc?

Consumer stories, social events, profiles, fashion human interest

5. How important are pictures to your section?

As important as words.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

yes

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

The style page is somewhat geared to women, the Living Section and Home Section are pitched equally to men and women.

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

Mr. Mrs. and Miss only. First reference example Mrs. Jane Smith, Miss Judy Jones, Mr. John Smith. 2nd reference Mrs Smith, Miss Jones, Mr. Smith.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

Our sections and pages are the most graphic in the paper. Photos and art work extensively used. Each page and section has an art director

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

We do not do reader surveys. Mail indicates that what we do is extensively and carefully read.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

The Living and Home Sections grew out of the style page five years ago. The style page in itself grew out of a woman's page which had existed for many years

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

yes. Department stores, and food outlets mainly

13. How large a circulation does your newspaper have?

1 million

14. How large a staff do you have?

25 reporters (some only in Home and Living) 5 editors, eight copy editors, 1 photo editor, 3 art directors, 2 secretaries, 1 copy person, 1 telephone operator

Name of lifestyles section: DAY section (Monday, Tuesday, Wednesday, etc.) The Oregonian
 Name of lifestyles editor: Milly Wohler

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles? We have main news, Metro, sports and DAY, which features more in-depth examination of issues, news, personalities, etc. It is also the package for the regular columns (Abby, Bombeck, etc.) and for food, fashion and (on Sunday) travel.
2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?
Often it is merely the approach, and a little more length for development, because we prefer having a news peg. And, of course, the fashion and food.
3. What, specifically, are the kinds of things you like to cover?
Men and women as personalities and contributors to our society, issues such as child care, single women deciding to have children, social changes, community projects. We've done such things as mud wrestling, girls who love horses, the tampon problem.
4. What do you feel is the most popular thing you do in the lifestyles section?
Historical features, human interest features, consumer interest stories, social news, etc?
Human interest features, though consumer stories which have to do with saving money, time, etc. are also popular. There are also many out there interested in crafts and hobbies, but we don't do those regularly.
5. How important are pictures to your section?
Vital. We usually use them as a part of the page makeup to give our section front, and interior, a more open look and provide visual difference when compared to metro, main news.
6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?
I'm sure readers prefer local news and features, though some columns are also looked for (NEVER leave Abby out of the paper).
7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?
We like to think we ~~xxxx~~ interest both men and women. Many more men ~~xxxxxxx~~ interested in cooking for instance (we have a cooks to copy feature that is about 1/2 male) cover men's fashions and most social issues are of interest to both sexes. Still, probably our primary audience is probably female.

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We follow AP style --though kicking and screaming. Use Mary Brown on first reference (except in weddings if the parents prefer Mr. and Mrs. John Brown) and subsequently use Miss, Mrs. or Ms. -- EXCEPT for some reason known only to the Associated Press, sports figures who are female can be called by their last name only.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

An artist, rather than copy desk, usually lays out Page 1. Interior pages are handled by copy desk. We use larger pictures, strive for more feeling and action, use color on each Sunday and sometimes during the week. Have a little latitude in graphics, but have to pass deviations from overall style past managing ~~xxxx~~ editor.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

We know it's popular, but haven't any recent readership survey. We are asking for one, because we aren't certain of the relative draw of certain columns and subjects. We receive many letters, and phone calls on controversial topics. Not as many as 20 years ago, though. I feel the public is becoming more apathetic.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

About 11 years and it was an outgrowth of the old women's section, though a quite dramatic and sudden change was made by the previous woman's editor. She set the tone and broke a lot of hard ground.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

I pay very little attention to advertising. Sorry, it's been bred in the bones.

13. How large a circulation does your newspaper have?

407,000 circulation on Sundays

249,000 weekdays

14. How large a staff do you have?

Myself, five women, 1 man and an editorial assistant. There is one person (female) on the copy desk who handles our section exclusively.

Name of lifestyles section:

~~Journal~~ Living & Arts

The Denver Post

Name of lifestyles editor:

John White

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?
their lives. People, all kinds of people, and how they live
Concerns, trends, featurized news.
2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?
More people-oriented.
3. What, specifically, are the kinds of things you like to cover?
Just about anything. Soft issues; issues following the news; family, women, men, news. Health, aged, teenagers, children, welfare.
4. What do you feel is the most popular thing you do in the lifestyles section?
Historical features, human interest features, consumer interest stories, social news, etc?
Human interest features.
5. How important are pictures to your section?
Essential.
6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?
Depends on how interesting local news is; some wire stories are very good and we try to use them.
7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?
We hope it has strong appeal to men, also, along with young unmarrieds. However, our basic readership, or more than 50 per cent, is women.

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We omit titles on 2nd reference and use last name; we use title preferred by interviewee (Mrs. Miss, Ms.)

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

More display, more frequent use of color.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

It is very popular; I know from word of mouth, letters, public response. ~~Four~~ Four years ago, we ran a simple questionnaire on marriage and received 3,000 responses.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?
It was an outgrowth of women's news; that was an outgrowth of society news. Living (lifestyle) section is about 6-7 years old.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

Yes to both questions.

13. How large a circulation does your newspaper have?

260,000 daily; 350,000 Sunday (approx).

14. How large a staff do you have? ^{CAS of 9/14/81}
Our section ~~is~~ front now, incorporates our arts (entertainment) department. Living Department alone has 17 persons (including copy desk).

Name of lifestyles section: View

Los Angeles Times

Name of lifestyles editor: Bob Rector

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?

I hate the term. We call ourselves a newsfeatures section. If someone's style of living is interesting, we'll write about it.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

We do not cover hard news. ^{OR BREAKING} Other than that, we cover anything that makes a good story.

3. What, specifically, are the kinds of things you like to cover?

Everything: from cops to housewives, medical developments to features from Washington (we have a reporter in the bureau there).

4. What do you feel is the most popular thing you do in the lifestyles section? Historical features, human interest features, consumer interest stories, social news, etc?

Human interest features, be they individuals or groups facing or solving problems.

5. How important are pictures to your section?

Very. We assign art with every ~~hard news~~ story.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

We devote our Page one and much of our inside space to local coverage.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

No. We try to appeal to all.

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We use last name in second reference 95% of the time, the exceptions being in ~~xxx~~ stories where more than one family member is involved and from time to time in ~~society~~ society stories.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

The entire paper attempts a uniform look. We use more art because we have the space to do so.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Readership surveys indicate we are widely read, second only to main news.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

It was an outgrowth of the old women's/society section.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

A number of major retailers appear in View by design.

13. How large a circulation does your newspaper have?

1,036,522 daily; 1,290,194 Sunday.

14. How large a staff do you have?

Three editors and 15 reporters

Name of lifestyles section: Living (6 days) Lifestyle (on Sunday) Seattle Post-Intelligencer
 Name of lifestyles editor: Janet Grimley--Assignments Editor/Features Seattle Post-Intelligencer
 (I handle all feature sections, not just _____)

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?

Monday-Saturday is a combo of human interest features, synd. columns and arts and entertainment news including television, reviews, calendar listings of upcoming events. On Sunday Lifestyle is human interest, upbeat stories--often x sybaritic.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

Stories don't need a solid news peg although we try to have one. Written in feature style while rest of paper is more news oriented. Sometimes stories could fit in our LOCAL pages as well as Living so we editors try to share as space dictates. We try to be timely with story coverage i.e. if a book author is through on Monday, we run his story on Tuesday.

3. What, specifically, are the kinds of things you like to cover?

Wednesday--food x emphasis; Thursday--fashion emphasis. Try to cover events and people that are of interest to readers--personalities, things to do; tips on how to save money. i.e. just did a five-parter on How to Survive Inflation. Interviewed real people who gave tips and then also ran other tips that reporters found. Also ran contest for readers to suggest ideas and gave money as prizes. Had over 1,000 entries and it was low key promotion.

4. What do you feel is the most popular thing you do in the lifestyles section?

Historical features, human interest features, consumer interest stories, social news, etc?

Prob. human interest features and consumer interest features--we try to have human interest that is, real people in our consumer stories. Social news is hardly ever covered--this isn't a social town. We cover the major fund raisers with 2 or 3 pictures and a short story. (maybe 4 or 5 a year)

5. How important are pictures to your section?

Vital--we have a section story daily and must have good art to lead off the section. Virtually every local story has art with it.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

I don't think our readers are nearly as concerned about local features as we are. They want interesting and informative information and don't care where it was written. Syndicated columns are liked because they're consistent and readers are creatures of habit. Want to read Landers daily, for example.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

Definitely not. Our ME is against women's sections which is why we've reorganized features and I handle what used to be separate departments. Stories are evaluated on content and placed in the paper where they fit. A medical story about abortion would then fit news if it's current or in our "think" section if it's interpretive.

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We follow ~~the~~ the guidelines: Jan Smith first reference, Smith on following references. Exceptions are if we're interviewing husband and wife. For clarity we'd either use both first names or Smith and Mrs. Smith. Exceptions also when we're referring to stately old ladies or women like Nancy Reagan.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

Use same typefaces as rest of paper. We run more and larger pictures than daily pages and ~~the~~ pages look better--more care taken in squaring off stories, watching head sizes etc.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Havent done readership survey for about 3 years. At that time our features were well-read. Suspect they still are because of letters and calls when people are searching for information or we left something out. We have a daily Advice Page which includes, Landers, Dr. Brothers, Heloise, Dr. Coleman, our Action Column and that is really well-read.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

The original Lifestyle section grew out of women's pages and switched sometime in the early 60s- It went thru many name changes because of various publishers who had different ideas. It was called Lifestyle, Style Lifestyles, Accent, A.M. Northwest and now is a combo section called Living and still Lifestyle on Sundays. Living made the greatest changes in format, ~~as arts/ent. coverage was added to the page.~~

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

food and fashion yes--the rest I really don't know. I understand about 50% of the ads are by request; the other 50% are placed there. We try not to sell placement advertising.

13. How large a circulation does your newspaper have?

daily 197,000 sunday 227,000

14. How large a staff do you have?

~~29~~ counting myself, our 2 clerks and the copy desk which is ours exclusively. We handle: all arts/ent. coverage, TV book, Sunday mag. Living-6days, Lifestyle-1; real estate, books, travel, fashion, food, **Focus**.
Staff breakdown: copy desk and layout: 6 Editor-1 (me)
TV coverage and book: 2 Gen. assign. 7
Arts 6
Specialists 5 in Food, Fashion, Real Estate
Clerks 2

Name of lifestyles section: People

San Francisco Chronicle

Name of lifestyles editor: C. Shen

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles? *Soft features: personality profiles, fashion home design, the local social scene, consumer stories, "copying" with life, latest trends & foods, innovative columns*
2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper? *us with, it doesn't have a time element that would require running it on a certain day -- we don't do, however, run stories that relate to stories in the daily news*
3. What, specifically, are the kinds of things you like to cover? *consumer interest, human interest, leisure-time activities*
4. What do you feel is the most popular thing you do in the lifestyles section? *Historical features, human interest features, consumer interest stories, social news, etc?*
5. How important are pictures to your section? *crucial!*
6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services? *yes*
7. Is your lifestyles section primarily geared to women? If not, who is your primary audience? *NO - women & men 20-50, of middle-class, fairly educated*

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

Omits courtesy titles

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

Larger pics, column widths vary & can be larger than in the news section.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Very popular. Often get letters & phone calls after certain articles.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

Yes. Used to be Women's World.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

Bridal ads, department stores, fashion, makeup ads.

13. How large a circulation does your newspaper have?

About 560,000

(Back page completed
by Nicole Lastreto,
editorial assistant)

14. How large a staff do you have?

15 including editor and reporters (2 male reporters)

Name of lifestyles section: Lifestyle--The Salt Lake Tribune

Name of lifestyles editor: ~~Barbara~~ Barbara Robison

LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?

A little bit of everything from carryover stuff of old women's section, like weddings, to consumer news and club items

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

For one thing we can offer better display and can write longer stories. We also have the leisure of being able to devote more time in news gathering, making for better quality.

3. What, specifically, are the kinds of things you like to cover?

Consumer news, how tos, things that relate to the reader, medical.

4. What do you feel is the most popular thing you do in the lifestyles section? Historical features, human interest features, consumer interest stories, social news, etc?

People stories and ~~xxx~~ covering issues to which the reader can relate.

5. How important are pictures to your section?

Very--but we are ~~xxxxxx~~ fortunate in having an excellent photo staff. Our photographers also like the sec tion because we can give them excellent display.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

Local without question. Although wire stories also get excellent response.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

Primarily to women.

8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

On second reference it's Mr. Jones, Mrs. Smith. On women, however, we let them choose what title, Miss, Mrs. or Ms., they wish to use.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

We use more color, more art. Artists help us lay out full page treatments, but they do this in other sections as well.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Every few years we run a questionnaire to help us know what readers want. Response is overwhelming! On occasion we do have readership surveys.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

We've had Lifestyle section about 12 years. It was an outgrowth of women's section.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

We never lack for advertisers requesting our section. It more than pays its own way.

13. How large a circulation does your newspaper have?

Daily--110,000; Sunday-- 187,000

14. How large a staff do you have?

Staff of 6 and one part-time. plus myself.

* P.S. Would like x to see results of your poll.

TABLE I
COMPARISON OF SECTION SIZES

	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake City
Total No. of pages	11	63	18	92	35	22	37
Open Covers	3	7	6	6	3	5	1
Average No. Inside Pages	1	4	2	6/30	3/4	3/4	3
No. Of Sunday Pages	1	18	0	18	6	0	12

TABLE 2
COMPARISON OF STAFF SIZES*

	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake City
Staff Writers	17	9	3	15	10	10	7
Female	13	7	3	8	10	7	7
Male	4	2	0	7	0	3	0

*Based solely on the bylines that appeared March 8-14, 1981, and not on the actual size of the staff.

TABLE 3
 COMPARISON OF BYLINED LOCAL STORIES TO
 BYLINED WIRE/NEWS SERVICE STORIES

	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake City
<u>Local Stories</u>	18	20	6	20	15	17	10
Female	14	19	6	12	15	13	10
Male	4	1	0	8	0	4	0
<u>Wire/Syndicated</u>	0	18	12	9	14	4	8
Female	0	8	3	6	8	3	8
Male	0	19	9	3	6	1	0
<u>Specials</u>	6	1	2	7	0	0	2
Female	4	1	1	4	0	0	0
Male	2	0	1	3	0	0	2

TABLE 4
COMPARISON OF LOCAL TO SYNDICATED COLUMNS

	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake City
<u>Local Columns</u>	9	2	4	9	4	6	1
Female	5	0	2	4	3	3	1
Male	0	2	2	5	1	3	0
<u>Syndicated Columns</u>	0	18	8	10	17*	9	10
Female	0	11	6	4	7	5	9
Male	0	7	2	6	9	4	1

*Figure includes one couple

TABLE 5
COMPARISON OF PHOTOGRAPHY

	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake City
Total No. Photos*	38	59	27	40	48	32	29
Cover Photos	24	22	17	23	21	21	15
Inside Photos	14	37	10	17	27	11	14
No. Credited Photos	30	24	19	34	22	12	4
Female	8	4	0	15	0	2	0
Male	22	20	19	19	22	10	4

*Does not include brides

TABLE 6
COMPARISON OF THEME SECTIONS

New York	Portland	Denver	Los Angeles	Seattle	San Fransisco	Salt Lake
Living Home	Food	Home World	None	Food Fashion Inter. Design	Fashion Design	Food

TABLE 7
COMPARISON OF COURTESY TITLES

New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake
Mr. Mrs. Miss	Mrs. Miss Ms.	Mrs. Miss Ms.	0	0	0	Mr. Mrs. Miss Ms.

TABLE 8
COMPARISON OF WEDDINGS

New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake
0 ¹	12 ²	0 ³	0 ⁴	0 ⁵	0	16

¹Fifty-one wedding announcements ran in the Society section Sunday.

²Wedding writeups ran on Saturday.

³Thirteen weddings, 17 engagements and three anniversaries ran in Contemporary magazine on Sunday.

⁴There were six engagement announcements. No weddings.

⁵Weddings, engagements and anniversaries ran in a "Milestones" column. Marriage licenses ran under a listing of public record information.

TABLE 9
COMPARISON OF TYPOGRAPHY

	New York	Portland	Denver	Los Angeles	Seattle	San Francisco	Salt Lake City
Headlines	C/lc	Cap 1st letter /rest lc	C/lc	C/lc	C/lc	C/lc	Cap 1st letter /rest lc
Typeface	Serif	Sans- serif	Sans- serif	Serif	Serif	Sans- serif	Serif

BIBLIOGRAPHY

Newspapers

- The Denver Post, March 8-14, 1981.
- The Journal Herald, Dayton, Ohio, March 17, 1982.
- Los Angeles Times, March 8-14, 1981.
- The New York Times, March 8-14, 1981.
- The (Portland) Oregonian, March 8-14, 1981.
- The Salt Lake Tribune, March 8-14, 1981.
- San Francisco Chronicle, March 8-14, 1981.
- Seattle Post-Intelligencer, March 8-14, 1981.

Lifestyles Workshops

- APME Modern Living Committee Report, Toronto, Ontario,
October 20-23, 1981.
- Penney-Missouri Workshop for Lifestyles Editors, Columbia,
Missouri, March 7-12, 1982.

Miscellaneous

- Correspondence: Letter to Mickey Davis, The Journal Herald,
March 17, 1982.
- Lifestyles Questionnaires.