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Judy Gish
Western Washington University

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Stalking the wild ad campaign
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Bigger is not necessarily better. Bellingham’s crime rate is growing with its population. by Judy Gish and Gregg Olsen.

Environmentalists have traded banners for briefcases but the movement is still alive and living in Washington, D.C. by Gregg Olsen.

Mount Baker could erupt into Whatcom County’s biggest land-use controversy. by Dave Hatcher.

A vanishing species preserved in photographs. by Jonathan Blair.

Who’s behind the commercials that have everyone laughing in his beer. by Cheryl Brush.

There might be an art to riding busses, but the wise traveler simply nods out. by Jessie Milligan.

The road to higher education is mined with psychological bombs. Students beware! by John Hicks.

You are what you eat. by Jessie Milligan.
Crime: Bellingham grows up

by

JUDY GISCH

and

GREGG OLSEN

It was the standard front page of a typical small town newspaper: one "national event" story, the outcome of a board meeting, the effect of the cold weather on food prices and ... L.A. Strangler Task Force Here to Investigate Murder Suspect? The "what's wrong" with this picture could not have been more glaring if a Norman Rockwell farm boy had been depicted humping a cow.

Bellingham, a.k.a. a great place to raise a family, a place where "I don't even lock my doors," recently became a media starlet when a suspect connected with the killing of two Western women was linked to the Los Angeles "Hillside Strangler" case.

Hardly a routine occurrence here in Our Town. And yet, Bellingham residents have seen five local murders in the news within the past nine months.

Does this mean that murder and violent crime will now be a part of life here as they are in larger cities?

Bellingham Police Chief Terry Mangan confirmed a growth in crime in the area. According to figures Mangan quoted, assault, arson, burglary, larceny, rape and homicide have all increased. For example, there were zero murders
in 1977, he said, and aggravated assault has risen from 59 in 1977 to 91 in 1978. Burglaries showed the greatest increase, from 718 in 1976 to 1058 in 1978.

Deputy Prosecutor Jim Doran, a "hometown boy," attributes this to the breakdown of community relationships. In the past, he said, more people knew each other. "There was an ethic of community morality. Now when you walk downtown, everyone's a stranger," he said.

Engeborg Paulis, sociology professor at Western, agrees. She said the "restraints" against crime diminish when people have less contact with each other. If we had to deal with them every day, "we'd be a lot less likely to bash people over the heads," she said.

This reaction typifies many of those questioned: inconclusive. There are no clear answers.

While the reasons for the increase in certain crimes can't be determined, Mangan specifically links simple assault to Bellingham's location. On the weekends, Canadians as well as people from three other counties come into town. These elements form an unstable mixture and often ignite, causing a high incidence of barroom fights, Mangan said.

Proximity to the border definitely contributes to the city's problems. The Bellingham Special Weapons and Tactics Team (SWAT) receive about three calls a year to apprehend criminals escaping to Canada, Mangan said.

"Obviously our problems with the border are much greater than Yakima's," he said.

Bellingham is also a haven for transients unable to cross the border, he added.

The new emphasis on tourism and conventions here is another reason Mangan cited. Other factors are labor problems, unemployment, and rapid development, Mangan said.

"Twenty years ago we didn't have such violent people up here. We didn't have a lot of dingbats."

The last one seems to be the heart of the issue. "The population has boomed in the last five years," Doran said. "For a long while it hovered in the 33,000 area. Suddenly we have grown to nearly 50,000," he said. "Violent crime might be hard to predict," he added, "but burglary predictably will rise with the population."

Chief Criminal Deputy Martin Baker of the Sheriff's Department and longtime Bellingham resident, said he has seen the character of Bellingham change with the growth in population. "Twenty years ago, we didn't have such violent people up here. We didn't have a lot of dingbats." Now it's a "different breed," Baker said.

He described the new strain: "It's mostly the longhairs, hippie types and dopers." With the increase in population, "it's going to be a big jungle out there," he added.

Doran said he had no way to tell if murder would continue to accelerate at its current rate. Although there appear to be flurries of rapes and deaths, "I don't think there are patterns related to violent crimes — it's pure randomness," he said.

While murders don't follow a trend, Mangan said socioeconomic conditions do play a role. "The use of narcotics is significant in other cities, but there is no indication that it is happening here."

Mangan stated, "Murder is an unpredictable crime."

The two Western coeds might have been the victims of a psychopathic mass murderer. That, too, has no detectable "cause." "There is a statistical probability that a community will have something like that happen to it," Doran said.

If an explanation would be more comforting, Doran said "some people even attribute it to the phases of the moon."

Like industrial pollution, crime is now a part of Bellingham's environment. As a sign of growth, the chamber of commerce might boast, "We have an airport, a K-Mart, and we've had five murders in the last year."

There seems to be only one way to stop it. A sheriff's deputy offers this solution: "If I had my druthers I'd put a big fence and guard around Whatcom County and not let any one else in."
Karen Mandic went to her job at the Fred Meyer department store on Thurs., Jan. 11, as usual. She left the store for her dinner break and never came back. A missing person's report was filed that night.

Mandic and her roommate, Diane Wilder, were found on Fri., Jan. 12, strangled to death, their fully-clothed bodies stuffed into the back of Mandic's 1978 Mercury Bobcat.

The police believe both women were hired to "keep an eye on a house on Willow Road, according to an article in the Bellingham Herald. The two drove to the house together and were somehow lured inside, separated, and then killed individually, the police believe.

A suspect, Kenneth A. Bianchi, has been arrested and charged with the crime. He is currently awaiting trial in Whatcom County.

Bianchi had resided in Bellingham for 10 months at the time of the murders. Before that, he lived in Los Angeles. He was investigated there in collection with the "Hillside Strangler" slayings, in which 13 women were killed, has resulted in a deluge of adverse pre-trial publicity. The following letter was written by the woman Bianchi lived with prior to his arrest for the Mandic / Wilder murder. She requested her name be withheld.

Mandic, 22, was a business administration student at Western at the time of her death. Wilder, 27, was a student at Fairhaven.

[Editor's note: Kenneth Bianchi's alleged connection to the Los Angeles "Hillside Strangler" slayings, in which 13 women were killed, has resulted in a deluge of adverse pre-trial publicity. The following letter was written by the woman Bianchi lived with prior to his arrest for the Mandic / Wilder murder. She requested her name be withheld.]

A man is innocent until proven guilty. This is a constitutional American right, guaranteed to all American citizens by the forefathers of our nation. I'd like to know why the newsmedia believe they have the right to condemn a man before he has the chance to stand up for himself during a public trial... Admittedly — the newsmedia — has not (yet) — before the Bianchi case comes to trial, come out as actually saying the man is guilty — yet — most articles I've read have come across as saying just that.

How will the newsmedia feel if the man is proven innocent? (A possibility I feel that most people don't even think about.) Will they be willing to help him relocate? To a place where he can find a job and begin a new life, unharassed by newsmedia, treated as a human being?

How does the newsmedia feel about "getting the family's point of view," as they call it? I have been harassed by reporters at my door, (in one case opening the door to a rolling camera), phone calls from the East and West coasts up until midnight on some occasion. My cars have been broken into and the contents strewn about, nothing stolen, but I would imagine someone was looking for information regarding my personal life. I have repeatedly told all that I have no comment. This alone does not stop some "investigative" reporters. I have had no comment in the past — none at present EXCEPT what I am saying now, and I will most likely not have in the future.

How does the newsmedia feel about upsetting a family to the point of...

1. One family member has decided to retire before he had planned because he is not emotionally or physically (medically) equipped to handle the added pressures caused by sensationalism.

2. Another's having to move out of town because of harassment and personal threats made by an over-zealous reporter wanting the "inside" story, OR ELSE.

If the newsmedia is concerned with Bianchi's right to a fair trial, why then I ask, are they ruining his reputation before he has even had a chance to stand up for himself? The judicial system in our country is not without fault, this is true, but who can come up with something "better?" The newsmedia? Certainly Not! Why not put some faith in the current system and let them do the investigating? I'm sure they are better qualified in separating informant's facts from fiction.

I would like to see some responsible reporting for a change, and I would like to see facts, not hearsay. The only way this will be possible, will be to attend the public trial, not in the papers or on television beforehand. After all, isn't a trial such as this made public for the public.

In response to the articles in the Herald of Sat., Feb. 3, from Los Angeles (AP) entitled BIANCHI INFORMERS CONTACTED, I personally know the girl "who asked that her name be withheld." Did the press take the time to investigate any of these "informers" backgrounds who know the "inside" story? No, they did NOT. If they had, they would have found that (in this particular instance) she is a very irresponsible person in both her personal and work life. I won't go into detail by giving names, because I know what it's like to have your life exploited by "friends" and newsmedia. I have valid reasons for believing this girl fabricated the "cache of marijuana" story. Most of the people who have come forth and given interviews are persons that myself and many others know would never choose as personal friends, most of them people who enjoy the attention they have received by doing so.

All newsmedia, I am sure, would like to think of themselves as responsible reporters. If they really believe themselves as being responsible, they'll have to prove it to myself and the public.
Earth Day has gone the route of holidays like Columbus Day and Arbor Day — near oblivion. Perhaps it's because merchants couldn't come up with the proper advertising campaign for sales or Hallmark was unable to design a Holly Hobbie card line that would make Earth Day a lasting event.

Whatever the case, Earth Day, once "the" environmental media event, will probably go unobserved next month. The demise of the holiday, however, does not signal the death of the movement.

The movement simply has changed.

Prior to 1965, if a person was active in the environmental movement he was considered a "total freak," Ruth Weiner, Huxley College faculty member, said.

"No one paid any attention to you. You got stepped on in the Halls of Congress. We were at the bottom of the heap as far as pressure groups were concerned."

That began to change around 1970 with the advent of Earth Day. "All of a sudden," Wiener said, "here we were fighting a losing battle with industry holding the upper hand."

The media picked up on it and environmentalists ceased being total freaks and became "heroes." It was the environmentalists in white hats and earth shoes against industrialists in black hats and wingtips.

Wiener knew, she said, that the attention was not going to last forever.

"We knew we had to get what we could — fast. The day is coming when it'll be over."
"We were right. The day is here. It's over," she said.

The initial fervor of environmentalists has been expended, John Miles, also of Huxley, maintains. Some of the high media profile has dissipated, yet the movement has never been stronger.

"More is happening now in 1979 than in 1972. It's just not on the front page as much," he said.

A national trend toward conservatism has put the conflict of social responsibility in perspective. "Is it going to be everyone's air or my job?"

In some cases, environmental causes do put jobs in jeopardy. "It is an issue brought up by industry to serve its purpose. It's an argument that they use to oppose something that will harm them economically," Miles said.

"They say that jobs are more valuable than the environmental quality. They're right for those people in those jobs — it is more important for them to work."

"It's not the big picture," he said. A job? Clean air? What's a new conservative American to do? Miles has the definitive answer. "Because money in the pocket is more tangible than the lead in the lettuce, the battle is sometimes lost."

"But in 1970, you could actually believe that there would be no more freeways."

The complexity of many of today's issues is another factor in the change of the environmental movement. Environmentalists must now know more than their counterparts of a decade ago. Emotionalism alone just doesn't work anymore.

"In the early days of the movement it looked a lot more simple than it was. That's true for the antinuke movement now. Questions aren't simple ones. You have to know both sides of the issues," Wiener said.

"The majority of people don't have the combination of tenacity, intellectual curiosity and drive to find their way through very complex issues," she added.

Greg Hart, president of the local chapter of the Audubon Society, said, "In the early '70s and late '60s the movement was a child and acted like a child. Some of the dreams and hopes were not really that well founded. Now we must take a second look and compromise," Hart said.

The movement has "mellowed out," Hart continued. "We're not as aggressive about the issues. People are less interested in stirring up change and causing static."

The change in the political climate is the reason, he said. "When things were more stirred up, the members of Audubon and other groups reflected that."

Audubon magazine reflects a change in environmentalism also. Flip through the pages of an issue from 1976 and compare it with a current one. The change? The magazine now courts advertising from the "enemy" — Gulf and Arco.

Hart addressed the question of why an environmental publication would include ads urging the exploitation of the environment rather than conservation.

"Money. It's taking from the rich and using it for a greater cause: conservation of resources," he said. Above all, environmentalists have learned that they no longer can maintain the "all or nothing" stance of the past. Now they must compromise. Wiener takes a labor/management dispute approach.

"You have to determine a position with which you go to the bargaining table," she said.

That attitude is a fairly new one. Years ago, Wiener said she believed that environmentalists would see the end of the automobile. Not just the big fuel wasters, but all cars.

"We know now that people aren't going to give up cars. But in 1970, you could actually believe that there would be no more freeways. Speeches were given calling freeways 'concrete monuments to man's stupidity.'"

"There became more of an attempt for students to try and keep their noses clean."

The main years of student support, according to Wiener and Miles, were 69-74. And if those weren't exactly the peak years of student support then certainly they were the years of student interest.

It was about 1974 when students started to ask the now almost automatic questions: "How is this going to help me get a job? What good is this degree?"

"There became more of an attempt for students to try and keep their noses clean" regarding involvement in environmental activism, Wiener said.

Wiener dramatised a student's concern. "Suppose I went to G.P. to get a job? Will they find out that I testified against them at a public hearing?"

But, in spite of mounting economic pressures, those who care continue to fight with increasingly sophisticated tactics. Environmentalists are a political force with lobbyists in Washington "and everything," Hart said.

Early movement purists might interpret this as going so far over to the other side as to become indistinguishable from it.

Not true, Hart said. "It's really getting into the mainstream and using the rules that have been established in order to get what you want."
Items

Free speech for faculty

In order to “speak more freely,” members of the Faculty Senate recently requested its meetings take place without the presence of University President Paul Olscamp and Vice President for Academic Affairs James Talbot.

Faculty Senate President Ajit Rupaal said members of the senate felt meetings should take place “without image or input from the president and vice president.”

“Some (faculty members) feel they can’t speak out freely in their presence,” Rupaal said.

“It should be noted that the fear is of the office and not the man,” Olscamp responded.

The Constitution doesn’t bar Olscamp and Talbot from meetings but request they not be seated as regular members.

The Faculty Senate is a recently organized body to speak to faculty concerns. It takes the place of previous year’s All-University Senate of administrators, faculty, staff and students.

Ferndale has an old flame

An “eternal flame” burns outside the city of Ferndale. It has been burning for at least fifty years.

The flame is fueled by natural gas that rises to the surface through a shaft drilled in the 1920s. Along with the gas comes up salt water which forms a little pool around the flame.

“It always has been bubbling and as long as it’s bubbling, it will burn,” Les Lindbloom, a lifetime Ferndale resident who lives nearby, said.

“We never paid any attention to it. It was just a common thing,” he said.

In the 1920s and 1930s many gas wells were drilled in the area. However, most of them were shallow — about 175 feet or so — and ran dry within a short time.

Not so the M&M well, as it was locally known. It was drilled by a different company than the others and was drilled much deeper, Lindbloom said.

The mixture of water with the gas made it unfit for any kind of practical use, although rumor has it that someone once did try to use it for home heating.

“There is not really enough there to seal off and try to salvage,” Lindbloom said. Besides, the well head is probably rusted beyond any hope of capping, he said.

Naturally, the flame draws sightseers. At one time a through road ran past it but it is now blocked on one end by a gravel pit.

“It got to be pretty well-known when they could drive through and party down there,” Lindbloom said.

Paul Westby, a sheriff’s deputy, said the flame is an “attraction for partygoers” but it causes few law enforcement problems except for “some kids driving up there, drinking a bit, and leaving some litter.”

“It’s pretty well harmless. I’ve taken my family up there,” he said.
Addicts may flee strict B.C. law

Heroin addicts from British Columbia might find reason to cross the border this year to avoid becoming subject to that province’s mandatory narcotic withdrawal program.

British Columbia’s Heroin Treatment Act allows Canadian officials to require addicts to spend up to a year of full-time detention at a treatment center near Nanimo on Vancouver Island. The act is aimed at what one Canadian magazine estimates as 7,000 regular users in the lower mainland.

The treatment act, effective in January, takes the place of a voluntary methadone program that did not require detention.

The act won’t be in full force until July 1 when police can begin sending those suspected of dependency to treatment centers, Greg Andrascik, of the B.C. Alcohol and Drug Commission, said.

Police will then be able to obtain a warrant to hold suspected addicts for up to 72 hours for evaluation by doctors. Medical or legal counsel are not given to the suspect during evaluation, Andrascik said.

Once dependency is established, the Supreme Court of B.C. can commit the user to six months to a year of detention and treatment, Andrascik said.

B.C. Health Minister Bob McClelland said “The act takes care of people's civil rights in every way ... heroin addicts have no freedoms anyway because they are chained to the drug,” according to the Canadian magazine, The Last Post.

Through the strictness of the act, the heroin market “is to be eliminated by making the personal costs so deadly as to effectively squelch demand,” The Last Post reports.

But the magazine also makes the prediction: “The most likely outcome of compulsory withdrawal is the mass exodus of the heroin community” out of the province to other areas, such as Washington where heroin users can voluntarily treat their addiction.

Is there life after graduation?

It is possible to find a job in Bellingham after graduation. About 240 graduates last June applied for positions in government through Western’s Career Planning and Placement. Of the total, 17 found jobs in Bellingham. Only 10 were placed in Seattle and five in the state capital.

The three cities represent the greatest concentration of Western graduates hired to work in government.

About 210 graduates were placed in private business and industry; 34 were placed in Bellingham, 77 in Seattle and 20 in Everett. The majority of other graduates who found jobs in the private sector were placed in the Puget Sound region.

The Career Planning and Placement Center reported the 1977-78 placement year “was one of the most productive in recent history.”
Mt. Baker up for grabs

by DAVE HATCHER

Mount Baker’s thermal activity in 1975 sent the rotten-egg smell of sulphur fumes drifting for miles over Whatcom County.

Recent recommendations by the U.S. Forest Service on how to manage the 275,000-acre roadless area around this gleaming, steaming giant has raised a stink all the way to Washington, D.C.

On Jan. 4, the Forest Service dismayed conservationists and delighted the timber industry by recommending Mount Baker be opened for logging, mining and other non-wilderness uses, along with 90 percent of Washington’s 2.1 million acres of roadless areas.

Church Mountain, Twin Lakes, Hannegan Pass, Baker Pass, Skyline Divide and Anderson Buttes may feel the sting of a logger’s chainsaw or bulldozer’s blade in the years ahead as a result of RARE-2’s recommendations.

RARE-2 (Roadless Area Review and Evaluation) is the second nationwide study on how much of America’s remaining 62 million acres of undeveloped national forests should be designated wilderness by Congress.

Two other options were available under RARE-2. Areas could be recommended for non-wilderness uses, primarily logging, under “multiple-use” management. As a last resort, an area could be held in limbo for “further study.”

RARE-2’s recommendations triggered expected reactions from members of the opposing sides.

Richard Whitmore, forester for Alpine Logging in Bellingham, was quoted in the Bellingham Herald: “There already is a large amount of land in Whatcom County which is preserved as wilderness. I don’t think we need any more.”

Ruth Weiner, professor of environmental studies at Huxley College, was quoted as calling the recommendations “tragically short-sighted, but not unexpected.”

“It shows the strong influence the timber industry has in this state,” she said. “But this (the recommendations) is just the beginning.”

Don Culver, planning staff officer for Mount Baker-Snoqualmie National Forest headquartered in Seattle, said, “RARE-2 is just one key step in the land allocation process but is certainly not the end. It’s not over by a long shot.”

Indeed it isn’t. RARE-2’s recommendations are just suggestions forwarded by Secretary of Agriculture Bob Bergland, who oversees the Forest Service, to President Carter.

Carter’s formal wilderness proposals are unlikely to reach Congress earlier than mid-March because of a routine review by the Office of Management and Budget.

“The Forest Service has never in the past given us good wilderness.”

Forest Service officials also formally agreed to give Congress until April 15 to do its own review before areas proposed for multiple-use, such as Mount Baker, would become available for timber sales or other development.

Although only Congress can classify federal land as wilderness, it is under no obligation to act at all on RARE-2’s recommendations.

Culver said, “Basically RARE-2 recommendations go to Congress but what they do and how soon is unknown to us.”

Culver expects Congress probably will be receiving wilderness proposals from special interests and “there will be much more intensive attempts to influence Congress than us so far.”

A Sierra Club spokesman had his own recommendation: “Don’t get despondent; get mad.”

“The Forest Service has never in
the past given us good wilderness. Wilderness has always been protected from the wreckers by hard work and love. That's what it still takes," wrote Dennis Baird, Sierra Club's National Wilderness Committee chairman, in the Jan. 19 issue of "National News Report."

"Put RARE-2 and all its stupidities aside. Remember what we stand to lose, and get to work writing letters, getting slide shows together, and organizing to protect the wild places we all love and need," Baird said.

"Swift ... said enough land already had been designated as wilderness."

Loggers coveting Mount Baker's timbered slopes, however, have an ace up their sleeves: Congressman Al Swift.

As a general rule, Congress relies heavily on local congressmen's views about a proposed wilderness in his district.

Mount Baker roadless area is in Swift's district but unfortunately for conservationists, he said he was opposed to any more wilderness in his district during his campaign in November.

He said enough land already had been designated as wilderness or national parks in the 2nd District.

Without a local congressman's approval, Congress won't establish a wilderness area in his district, according to "Washington Wildlands Tool Kit."

Drew Pettus, legislative assistant for Swift in Washington, D.C., said Swift has agreed to accompany conservationists this spring to areas in Mount Baker-Snoqualmie National Forest that were not recommended for wilderness.

Swift's campaign statements are "not his last words" on the subject, Pettus said, but "he is leaning in that direction."

According to Pettus, Swift is concerned about "environmental value versus jobs. Swift sees a need to get down to hard facts — will there be an impact on jobs? Are there alternatives to the impact of wilderness classification?"

In the Aug. 16 Bellingham Herald the timber industry claimed "11,000 jobs and 'job opportunities' will be lost if it can't start cutting now roadless national forest land."

In the same article, environmentalists said their proposal to designate 1.8 million acres of wilderness in Washington would reduce the state's supply of available commercial timber less than 5 percent."

"It is a very complex question," Pettus said, "and it is difficult to get answers. You almost need an economic study to get the truth. There are lots of opinions."

"I wouldn't want to go running off to Congress with Mount Baker," Charlie Raines, a wilderness coordinator for the Sierra Club in Seattle, said. "Mount Baker isn't ready for a congressional campaign."

We don't have facts or answers to questions over timber or mineral resources, he added.

Congressmen are shying away from RARE-2, Raines said. "They know it is a hot item. Swift won't be taking the lead on it."

Drew Pettus said, "My personal opinion is that if we see any action this year, I'll be amazed. Maybe not in this Congress at all."

Persons wanting more information on this issue can contact:

CITIZENS FOR WASHINGTON WILDERNESS
4512 University Way, N.E.
Seattle, WA 98105

WESTERN ENVIRONMENTAL TRADE ASSOCIATION
(opposes conservationist's proposals)
1200 6th Ave.
Seattle, WA 98101

DEFINITION OF WILDERNESS IN 1964
WILDERNESS ACT:
A wilderness, in contrast with those areas where man and his own works dominate the landscape, is hereby recognized as an area where the earth and its community of life are untrammled by man, where man himself is a visitor who does not remain. An area of wilderness is further defined to mean in this Act an area of undeveloped Federal land retaining its primeval character and influence, without permanent improvements or human habitation, which protected and managed so as to preserve its natural conditions and which [1] generally appears to have been affected primarily by the forces of nature, with the imprint of man's work substantially unnoticeable; [2] has outstanding opportunities for solitude or a primitive and unconfined type of recreation; [3] has at least five thousand acres of land or is of sufficient size to make practicable its preservation and use in an unimpaired condition; and [4] may also contain ecological, geological, or other features of scientific, educational, science or historical value.

PROHIBITION OF CERTAIN USES:
Except as specifically provided for in this Act, and subject to existing private rights, there shall be no commercial enterprise and no permanent road within any wilderness area designated by this Act and, except as necessary to meet minimum requirements for the administration of the area for the purpose of this Act (including measures required in emergencies involving the health and safety of persons within the area), there shall be no temporary road, no landing of aircraft, no other form of mechanical transport, and no structure or installation within any such area.
Collecting

The gas station, as we know it today, will not prevail much longer. The cumbersome, traditional old pumps are being replaced by technologically advanced models.

Pumps have changed dramatically since the 1930's; from the 10-foot giants, pumped manually by the attendants, to the silent, chrome-plated models of efficiency we see today.

David Willson, curator of the W.C. Darcy Memorial Museum in Auburn, Wash., is an avid collector of the old pumps and other gas station memorabilia. Among the collection are porcelain signs, oil cans and every imaginable piece of equipment.

"When it comes to collecting," Willson said, I have no sense of balance or proportion and desire none. I am driven by desperation to accumulate and preserve." He said fire, vandals and time are his enemies; they work 24 hours a day against him.

The museum is not an entity as one would expect. It is strewn almost randomly between the shelves, book cases and aisles of the Green River Community College library.

Willson is head reference librarian. Intelligent and persuasive, Willson convinced an apprehensive, canonical college administration not to ignore the beauty of the old pumps.

Willson contends the artifacts are a symbolic representation of the "power age," vestiges of the past, not be forgotten or ignored.

"The pumps are lined up chronologically to show evolution of design. There are no labels on any
of the pumps,” he said. “Labels too often blind the viewer to the object and negate its authority and dignity.”

He said placing the pumps in a library acts as a shock technique to raise people’s consciousness. “If people walked past one of these pumps in a junk yard, it is more than likely it would not register consciously that they’d just seen a gas pump,” he said.

Willson said the glass cylinder-top pumps from the 20s and 30s are the most desirable to any collector. He has noticed at least a dozen business establishments in Seattle alone that display an old pump as part of the decor. One pump he cited was 11 feet tall and sported a family of gold fish swimming around in the 10-gallon glass top.

The Smithsonian has only eight pumps on display, Willson said. Other items, such as sewing machines, are much more abundant. The Smithsonian displays 300 typewriters and 700 sewing machines, he said.

Retrieving the pumps from the field is the most exciting part of collecting, he said. “When I spot a pump I want, I move fast.” If Willson’s eloquent manner cannot wrest the pump free of charge from its owner, $25 to $250 is paid, depending on style and condition.

The glass top pumps are the most revered by the collector, Willson said.

If the glass is broken it cannot be replaced. If this is the case, the most desirable pump becomes almost worthless, he said.

Willson’s interest in the pumps started about 25 years ago in White Pine, Montana. His uncle Lyle owned and operated a station there for more than 30 years. Willson returned to White Pine some time ago to try to retrieve his uncle’s old pump. The property had changed hands over the years and he was met by an unsympathetic occupant who only allowed him to take photographs of the old beauty.
Men are people, too

by RICK NEWBERG
Excuse me. I'm sorry. Did I offend you? What did I say wrong? Are you mad at me? WHAT'S THE MATTER? No . . . don't cry. I'm sorry. Please don't cry . . . that's better.

Just counting heterosexual relationships, I'll bet that conversation has taken place in at least 1 million and 26 lover's quarrels.

Men have never really understood women. Women have never really understood men. That's the only thing everyone understands.

But lately, with the sexual revolution, women's liberation and rapid changes in traditional sex roles, both sexes seem to be understanding each other less and less.

Back in the '60s men who didn't subscribe to the ideals of the women's liberation movement (but loved the no-bra look) were called "Male Chauvinist Pigs." Now they're called sexists or, in extreme cases, sexist pigs.

Everyone's got a little bit of sexist in 'em. For instance, although I never said one way or the other, you probably presumed the first paragraph was a man talking and a woman crying. After all, men aren't supposed to cry, except during the National Anthem. Women are the emotional ones.

But the old stereotypes are changing. In the past men were thought to be superior to women and a special set of privileges accompanied that superiority. The opportunity to get a fulfilling, high-paying job was almost exclusively a male privilege. Women were just supposed to please their man, do housework, and raise children. Men could do almost anything as long as it was masculine, so both sexes were bound to their gender.

When everyone has the same rights and freedoms, privileges cease to exist. What fun is a privilege if there is no one to have privileges over? As women gain more and more rights, men lose more privileges, while simultaneously gaining the freedom to be themselves: The freedom to cry if they want to, the freedom to vacuum the living room, do the dishes, change diapers, watch soap operas. Whatever their masculine little hearts desire.

So where are we now in the sexual revolution? It's way past time for Paul Revere to ride around warning, "The Women are Coming! The Women are Coming!" The women are here. But where's everyone headed? Can you get there from here?

Like a fool I wandered around the campus of Western asking that type of question. The usual response was something like, "Gee, I haven't thought about it much," accompanied by a "who-is-this-guy?" look.

But there are barometers. One is the establishment of a Men's Resource Center on Western's campus. It's not a place for men to get drunk, gamble, smoke fat cigars and watch women jump out of cakes either. It's designed to help the thoroughly modern male recognize the advantages the women's liberation movement offers him.

Center coordinator Leo Griffin, a Fairhaven student with a self-designed major in human services, said he feels the center will be a good place for men to come and talk about any problems they might encounter, from sexual problems to help with identity probes.

"We want to help men be the real people they want to be and not to do traditional male things just because they think they should," Griffin said, "and we'll handle problems like, 'My roommate's attracted to me and I don't know what to do'."

Right now the Men's Resource Center isn't much, just a small cubicle of a room dwarfed in size by the Women's Center. (Which isn't a place where women sit around knitting sweaters, gossiping about soap operas, clipping coupons and doing each other's hair.) Griffin is just now looking for someone to run the place.

The creation of Men's Resource Centers throughout the country signifies the completion of one
cycle in the sexual revolution. We've come from women's liberation, to gay liberation to liberation for the entity everyone's been liberating themselves from, the "Macho Male."

But how many cycles are left until this revolution causes more understanding than confusion? This spring, maybe even Valentine's Day, the sun will be shining everywhere and everyone will wander dreamily out of their houses, hugging each other, saying things like, "Now I understand," "Whew, glad that's all over." "Boy, I'm liberated now."

Hardly.

Even changes for the better tend to make people uncomfortable, at least for awhile. As the plot thickens, men are squirming in their seats, only halfway through a foreign film without subtitles.

Dorothy Riddle, a noted feminist who visited Western last month, thinks things will get worse before they get better.

"Women are starting to think that men aren't essential to their life."

"Right now we're coming to the hardest part of the so-called sexual revolution. The increase in domestic violence, (i.e. rape) is an indication of this," Riddle said. "Men will have more confusion about themselves."

Riddle attributed part of the confusion to people's misconception of the reality of relationships.

"People have to give up that myth that you will achieve wholeness by joining with another person; it's within oneself," she said.

She might be right. I can think of a few of my friends who were veritable human wastelands until they met someone who brought out the best in them. Either these people couldn't, or wouldn't, do it themselves. Who knows?

Another person I spoke with, a woman who recently married for the first time at age 31, said, "Women are starting to think that men aren't essential to their life. Now it's a matter of choice. You don't have to have a man to buy a home or even adopt kids. Now, men are desirable instead of necessary."

The conversion from a necessity to a luxury could be particularly painful to some men but for those with the "balls" to handle the situation, the end result should be much more fulfilling. The changes should decrease a common problem in relationships, the feeling of being taken for granted.

Right now the figures indicate an overflow of struggling necessities and a scarcity of luxuries. In expanding numbers more people are choosing to remain single. This has created what the media calls the "Lonely American Male." (Opposite of Steve Martin's wild and crazy guy.)

Michelle Wallace writes in the Oct. 78 issue of Ms. magazine, "Nothing is going to work until men realize that things aren't ever going to be the way they once were. The joyride is over."

She adds, "Men are on a journey from a bad place to a better one ... but for some it will be a long lonely journey."

Of course, all these notions are gross generalizations. As long as there will be Dallas Cowgirl-types running around there will be urban cowboys and other wild and crazy guys in close pursuit.

"Men are on a journey from a bad place to a better one ... but for some it will be a long lonely journey."

H. Harris, Western anthropology professor, said the old male stereotypes are still being taught by society.

"Boys are still raised with the idea they have to be dominant, that you have to learn to fight. If you fail, you can always dominate a woman," Harris said, "and you find women don't want to be dominated anymore." Harris added that he has always been appalled at men who feel the need to dominate women.

So where are we now in the sexual revolution? Have women really changed that much? If so, why didn't men change right along with them? Will things get worse before they get better? Is it really all that bad? What is truth? Why is there air? Are we being visited by aliens from outer space? Who knows?

One thing for certain, women won't stop fighting for equal rights until nothing is left of the male chauvinist pig - except the squeal.
Like the different phases of the moon, the number of minority faculty members is waning while the women faculty membership is waxing at Western.

Although constantly reminded of the hiring guidelines set by the Affirmative Action Office, Western has seemingly lost its equilibrium in an effort to be non-sexist as well as to have an equitable distribution of minority group members, veteran and handicapped individuals.

Western's hiring results of 1977-78 have tipped the scales toward women and, although not intentionally, the scales have slipped in the hiring of minorities compared to those hired in previous years.

In non-faculty positions, however, minorities and women have increased their numbers.

The white male has been and still is the leader in faculty and non-faculty positions.

Of the decreasing minorities, blacks especially have migrated away from Western during the past four years, Western administrators said.

"Western hasn't been an exactly comfortable place for blacks," Joan Stewart, director of Affirmative Action, said.

"With the phasing out of the College of Ethnic Studies some blacks have either left or have transferred to other jobs in Western," Stewart said.

Stewart said Bellingham's low percentage of blacks (less than 1 percent) also had discouraged potential black faculty members from moving to Bellingham because of a lack of social involvement for their families.

Women are fairing better than minorities in terms of acquiring more faculty positions at Western because of their qualifications and availability, Stewart said, citing that 49 percent of the work force is now comprised of women.

To date, of the nearly 441 full-time equivalent, FTE, faculty members at Western for 1977-78, about 18 are minorities, or 4.3 percent, and nearly 77, or 17.5 percent, are women.

The decreasing level of minority faculty members correlates with the decreasing level of minority students, James Talbot, vice president for academic affairs, said.

"I don't think we can separate one problem from the other," Talbot said.

The see-saw action of the declining minorities and rising of women is reflective of the student population, Talbot said.

"Because 50 percent of the student population are women," Talbot said, "we should reflect the student population as well as we can through hiring more women."

Fifty percent of the teachers are not women because of the competition for them, Talbot said. Western frequently has been beaten at hiring women faculty members by other universities.

"We often can't meet the salaries for women that other universities offer," Talbot said.

Compared with other Universities, Western does not meet the national average for minority or women employment. Western lacks about four persons to meet the average minority employment, and 20 women to meet the average women employment.

Only two of nine at the executive-administrative-managerial level are executive women. Mary Robinson, the newly appointed vice provost for academic affairs, is one and Stewart the other, Stewart said.

Three minorities are in that category, none at the executive level, Stewart said.

"We have realized the problem of our low minority faculty membership," Talbot said, "and we're directing our energies to correcting it. But we've got a long ways to go."

As a vice president, Talbot said he urges department heads "to make every effort to hire qualified women and minorities."

Stewart said that President Paul J. Olscamp also was encouraging department heads to hire more women and minorities, and a drive to do so would be pushed more forcefully in the future.
by CHERYL BRUSH

What is seven feet tall, measures 85 to 90 gallons and charges at nine miles an hour? A Wild Rainier, of course.

Numerous sightings of the Wild Rainier have been reported throughout the Northwest but none has been captured as yet.

The search for the elusive Wild Rainier is just one avenue of advertisement being explored by the Rainier Brewing Company of Seattle. The company first started turning out award-winning commercials and gathering national fame in 1974.

The humorous commercials were Rainier's bid to entertain viewers while expanding the growth of the company and successfully competing with national brands with more resources than Rainier.

Jim Foster is the man behind the scene. Foster is president of Rainier's in-house ad agency, Marketing Communications. The agency was started in 1974 because "the profitability of the company had sort of plateaued," Foster said. "In order to compete and grow we had to develop our own identity ... our own style, and that's what we set out to do."

Rainier sought the help of Seattle firms Heckler Associates and Kaye-Smith Productions to write and produce the commercials. Since then success has been measured in large profits and in making the New York Times with a picture of a case of Wild Rainiers running through Pioneer Square on Fat Tuesday.

Foster said.

Terry Heckler, of Heckler Associates, is credited with the original Wild Rainier idea, which he said sprouted from the "Beer Crossing" commercial.

James Foster

To highlight the Wild Rainier idea, Rainier contracted Mickey Rooney and Boone Kirkman to conduct a safari into the "foothills and riverbeds of the Rainier's Cascade habitat."

In the advertisement Rooney explained their attempt to capture and taste the Wild Rainier: "Our bearers were to trap the Rainier in their net, then Boone would employ his pugilistic skills to open the cap with a specially constructed giant bottle opener."

"Then ... Wham! ... there he was, in the underbrush just ahead. He turned and saw us, sloshed, then charged. There was momentary chaos as the net was tossed. The big Rainier bobbed, evading the net. Boone was able to get his opener on the cap for just a split-second, but it wasn't enough. The MFR (Mountain Fresh Rainier) fled into a thicket, and we had to resign ourselves to a plaster cast of a big, fresh footprint as a souvenir of our adventure."

While some people think the commercials are completely "wacko," Heckler said they are actually "tightly designed" and "calculated to stimulate a strong response." He added that Rainier commercials tend to grab people's attention.

Foster said he has a "filing cabinet full of letters which are 99 percent positive of Rainier commercials. People enjoy our advertising; they don't find it an intrusion," he said.

One of the most recent commercials (called the most controversial and topical by Foster) depicts a woman calmly pouring herself a beer and explaining that one needn't be "macho" to enjoy beer. An offstage male voice yells for her to "Bring me a beer" and the woman, formerly smiling and demure, screws up her face and screams "Get it yourself, Bob!"

The commercial was intended to be a parody of all the "macho" beer commercials boasting big name sports personalities, Foster said. "It's a little bit of a poke at all the male-oriented, male-dominated beer commercials. Most beers are
after the male market. They feel that that’s where the business is and it really isn’t necessarily true,” he said.

“But beer has a kind of a masculine image and light beer, because of its being lighter, tends to have a little bit of a feminine image or appeal; so they are trying to counteract this by associating the product with burly, heavy masculine guys,” Foster added.

Instead of seeing the commercial as a bit of a poke at the big name brands and their macho commercials, Foster said some people are seeing it as a feminist approach.

The latest commercial being broadcast in the Bellingham area is of a motorcycle traveling along a country road which leads to a snow-capped mountain. The noise made by the motorcycle has been adjusted to a subliminal “R-r-r-Rainier-r-” ... leaving the viewer wondering if he is hearing things.

Heckler said radio advertisements that have people off the streets trying to growl Rainier in the form of a Harley Davidson, Kawasaki and so forth are in the works.

The people involved in creating the ideas for the commercials are "really young" Heckler said. He added that everyone keeps running lists of possible ideas.

Rainier’s beer target is from the “legal drinking age to 40,” said Foster. People over 40, he added, tend to drink less beer.

Parody is a major theme in many of the commercials and advertisements for Rainier. One poster is a remake of the National Geographics magazine cover, only now it sports a new title (National Beerographics) and shows a Wild Rainier trying to escape capture.

Rainier even has Mrs. Olsen, of coffee fame on its side. As she explains in the commercial to a young housewife: “It’s Mountain Fresh, the freshest kind.”

Foster said Rainier has had no problems with copyright laws. "Parody is only illegal if you try to pass it off as an original," he said.

Another commercial shows an alpine lake scene, and the hills are alive with the sounds of ... frogs croaking “R-Rainier-R.” The frogs won a national award for their effort.

Among the awards won by the Rainier commercials is the Hollywood Radio and TV Society-International Broadcasting Award of 1976 and a Gold Creative Award from the Seattle Art Directors Society. In addition Kaye-Smith, producers of many of the commercials, has won national awards out of New York, Chicago and Seattle.

It costs Rainier, who leads the state in beer sales, around $1,200 to $1,500 to purchase air time for a 30-second commercial, Foster said. The Company spends in excess of one million dollars in media in the Northwest each year, according to a company brochure.

One commercial had the Rainier symbol, a large cursive ‘R’, made of bottle caps that began to topple like dominoes. It took 12 hours to set up more than 3,000 bottle caps, according to a story in the Tacoma News Tribune, before six cameras, filming from different angles, shot the scene in one take.

With such a big play on the Wild Rainier image, one might imagine a story on “The Three Rainiers” to appear soon.

But, Foster said, “there are certain things we can’t do because of their appeal to underage people; anything that is based on a nursery rhyme or fable, we couldn’t legally do.”

It appears that Rainier is just starting to explore the realm of amusing and imaginative commercials to tickle our funny bones ... “Join us next week when we go after the elusive Tasmanian wombat.”

Western grad finds happiness in ‘reel’ life

Shoudering the title of director-producer of the largest film production company in the Northwest is something Gary Noren, Western graduate of 1974, is glad to do.

“I just fell in love with making movies,” said the 27-year-old vico-

education major. "It’s like playing all the time.”

Noren works for Kaye-Smith Productions. The company has filmed most of the Rainier brewery commercials and won several national awards doing so.

Asked if he drinks Rainier beer, Noren said, “Sure ... I get it free!”

Another Western VICOED grad of the same year, Mark Eguchi, is an assistant cameraman for Kaye-Smith.

Besides television commercials, Noren also produces corporate and industrial films for various major corporations in the Northwest.

Noren is excited about his role in the future of Kaye-Smith. "Our future is looking more and more towards television production and corporate films, keeping in mind that down the road a few years we’re going to expand into our own entertainment films. We’ll be producing feature films out of the Northwest,” predicted Noren, adding, “it’s a lot of fun ... I’m having a good time.”
Zen and the art of bus riding

by

JESSIE MILLIGAN

We were just approaching Everett when the drugs began to take hold.

At least they were for the people in the seats in front of us. "It's the only way I can go Greyhound," one of the smokers muttered, as low-quality smoke, vaguely reminiscent of wet, smoldering hay, drifted through the seats.

The bus driver raised his microphone and repeated "Cigarettes only please." The smoke ceased, the smoker sighed, "Now I'm set for the trip."

"He's right, you know," my companion whispered, "There is an art to bus riding."

An art? I flip through my mental files and can find no reference to bus-riding that is sub-titled "art."

Boredom, yes. Numbness of extremities, definitely. But, art? Doubtful glances breed quick responses and my companion continued: "It's simple. Bus riding is a means to an end, inexpensive, too. If you expect to be entertained, you won't. Don't try ... relax, it's the only way you'll appreciate it all."

The sun is setting, silhouetting smoke stacks as we travel through Snohomish County.

"Conversation stirs as the bus slows for the Mt. Vernon depot. Behind me I hear, "Come on. You'll like it. You'll do things in college you've never done before ..." I strain to catch the rest but its lost in the noise of air brakes."

"Eavesdropping might be the only saving-grace for bus riders and it's the only chance for human contact when your seatmate is asleep."

A condensed version of a sailor's life story is filtering in through the depot noises. "After crossing the equator nine times I began to think I'd seen and done it all. And then ..." I turned to look as the bus approached the freeway.

The sailor rambled on about exotic places and diseases the girl had never seen or heard of. I could tell by the wow's and really's that interspersed the conversation.

"I suppose," I told my sleeping companion," there is really no way of knowing if you've picked a strategic seat for eavesdropping until you're miles enroute and then it's too late."

My seatmate released a deep, artistic snore.

Both my feet are asleep as we near Bellingham. Two Canadians across the aisle are watching people remove packages and luggage from the racks above the seats.

"Can you tell me," one said, "why everyone in Bellingham dresses as if they're going camping?" "It must be because they live in such a remote corner of the states, eh?" the other replied.

"I try to fathom the logic involved in that one and it brings to mind other bus conversations I've heard. What better place than a bus for discussing cold realities ... divorces, crippled children, ships lost at sea, in fact, an enterprising script writer for a soap opera could probably gather all his material on a bus."

"It just might be feasible because bus passengers are really just a mobile cross-section of middle America, and most of them love to talk. Unless, that is, you happen upon one who insists it is an art and then promptly falls asleep."
Western is no exception to the nationwide trend toward more academic stress.

Counselors dealing with troubled students at Western identify the causes of stress as societal changes, anxiety over the tightening job market, increased competition for admittance to graduate school, perfectionist syndromes, financial problems, first serious encounters with the opposite sex, the excitement and fear of being away from home for the first time and other factors.

Arnold Chin, Counseling Center director, said he and fellow counselors responded to about 1,900 students experiencing problems last year, not the least of which was academic stress.

He said pressure at Western is about par compared to other schools. He identified pressure to declare a major and lack of feasible postgraduate plans as major sources of stress.

"Students hear opportunities are good in certain fields like business and health science and, because of the tightening job market, choose a career on the basis of what they think is available rather than what's right for them," he said. "This can be scary for a student who believes he will be stuck in an undesirable but available job for the rest of his life."

Michael King, a counselor at the center, agrees. He said students should assess themselves instead of employment statistics. The methods he recommends include analysis of interests as they relate to a particular job, the suitability of personality types for various job roles and, the most important factor, an honest appraisal of basic skill areas, such as using words, employing analytical thinking, originality, and intuition.

Within each of these skill areas, King suggests an analysis of related "subskills," such as ability to research, evaluate, organize, and other activity which the basic skill would involve.

"This system helps students evaluate potential majors by having them assess whether their skills would be utilized," he said.

"All of us have an ideal self, influenced by factors like religion, parents, peers, or imagination," he added. "Unfortunately, we all face realities as well, and the greater the distance between students' expectations and what they can actually achieve, the greater the resulting stress."

Mary Daugherty, director of the Academic Advisement Center, explained a different type of expectation problem experienced by students who never thought they could attend college because of their background.

"If a student is the first member of his family to attend college, he is seen by friends and family as moving upward, and is subjected to great pressure to maintain the position," she said.

Of particular concern to Daugherty is the plight of minority students at Western.

"The lack of any real minority communities is a unique aspect of Western," she said. "The result is that these students don't feel a part of the total campus community and experience anxiety caused by feelings of alienation and being
It's rare these days for a student to go straight through school," he said. "Out of a freshman class of about 1,500, only about 25 percent will finish in four years without a break, yet about 70 percent will eventually receive their degree."

"Failure to meet expectations ... can cause students to experience nervous breakdowns, inferiority complexes and even suicidal tendencies."

According to King, job areas with strong competition for positions include journalism, history, sociology, psychology, and any of the other liberal arts. Currently, relatively easy areas to fill include computer science, accounting, and petroleum engineering, he said.

Both King and Chin said the problem is particularly aggravated by stiffer entrance requirements for graduate programs. King cited pre-med students as an example.

"Students with plans for medical school often will major in biology, and if they're part of the 90 percent of qualified applicants denied entrance to med school, they might not know what to do with the biology degree," he said.

Chin said another detrimental factor is inadequate preparation for college in high schools.

"Some high school graduates come here who have actually never written a paper," he said. "An academic quarter doesn't allow much time to learn the skill here."

The easiest concern for students at all grade levels to relate to is probably test anxiety.

Daugherty, with other staff members of the advisement center, responded to over 1,000 students with academic problems last fall. She has definite views concerning teaching and grading procedures and shows little hesitancy in voicing them.

"We need to get away from these so-called 'objective' multiple choice type exams where the student is asked to make abstract, discriminant choices rather than explain what he knows about the subject matter," she said. "With the way some profs word the questions, the tests tend to test I.Q.'s rather than knowledge learned in the course."

Besides giving more essay exams, Daugherty suggests instructors take measures to make students want to learn, instead of relying on their fears caused by feeling they have to learn.

"It's important for instructors to realize they're teachers and not just lecturers," she said. "A student who's encouraged to participate in discussion and other class activity will probably acquire more of a grasp of relevant subject matter than if he was simply trying to absorb and later regurgitate a mass of material."

According to Daugherty, the majority of student's course problems stem from not knowing class requirements.

"Every professor is supposed to have a syllabus in (Academic Vice President) Jim Talbot's office, which lists class topics, grading procedures, test dates, and class texts," she said. "They (instructors) should pass copies out to students, but many don't."

Daugherty insists lack of this type of communication can instill a false sense of security in students who feel caught up with expected assignments, such as text reading, and then have a term paper or some other unexpected task demanded of them.

Another area of concern to Daugherty is students' inability to properly assess their level of readiness for certain classes. An example she cited was the lack of a math prerequisite for Astronomy 103.

She said students tend to have problems about two-thirds way through the quarter due to the varying amounts of math required by different professors teaching the course.

"It's like a hidden prerequisite," she said. "We have about 300 freshmen each year who aren't allowed to take math courses because of previous math deficiencies, but who are allowed to take science courses partly consisting of math functions."

Daugherty also said professors should try to explain to students the relevance of the course to their academic pursuit and make themselves available to students by observing regular office hours and offering appointments.

King agrees with Daugherty's last suggestion and said the opportunity for help is good at Western due to
the relatively small classes and lack of teaching assistants trying to fill the role of instructors.

He also said professors should try to establish a rapport with students to help them overcome inhibitions about speaking during class.

Another factor affecting class communication is the vocabulary employed by professors, Daugherty said, which often is aimed only at students with wide word spans.

One practice King spotlighted as particularly stress inducing is inflexibly grading on class curves, which invariably results in the flunking of the bottom grade percent of the class.

Ironically, the cause of academic stress that yields the most tragic results is also the one students have the most control over. Failure to meet expectations, whether self-imposed or external, can cause students to experience nervous breakdowns, inferiority complexes and even suicidal tendencies.

Unlike stress causes having to do with school policy and instructors’ behavior, this factor is a product of the student's mind and choice of reactions to the expectations. Obviously this is related to and affected by other stress causes.

While the consequences of stress can be devastating to a student's performance and career plans, academic results provide only part of the total picture. This ailment affects, and is affected by, many sociological and personal aspects as well.

According to King, problems resulting from relationships with families and members of the opposite sex, especially if it's the student's first enduring relationship, can be a determining factor in a student's ability to deal with academic pressure.

Chin agreed, comparing the age span of 17 to 23 to other uncertain transitional periods, such as experienced upon reaching middle age or retirement.

"When an academic burden accompanies the stress of adjusting to this stage of life, it can be incredibly hard for the student to deal with," Chin said.

Daugherty placed particular emphasis on the impact of social change on school life, which she said has resulted in relatively new personal problems for students to adjust to.

"Identifying sexual roles is harder now, and women must face new options consisting of career opportunities previously closed to them," she said. "It was easier in the past for women when they had their lives programmed for traditional roles, such as that of the housewife."

Daugherty also said material and financial concerns add pressure to campus life that was much less common in the past.

"In the fifties a student didn't think a car was necessary, but with today's peer pressure it's practically required," she said.

"Students also became confused by adjustments society is making to the environment, such as smaller cars, and more confined, energy-saving houses," she said. "They feel the things they are going to college to attain are being redefined and they begin to question the worth of a college education."

To alleviate the problem, she suggests that a liberal arts education should stress deeper values in life than 'discos and skiing.'"

The symptoms of academic stress seem to have as wide a range as the causes. Chin listed as obvious signs, depression, psychosomatic headaches and insomnia, and erratic behavior that, left untreated, can lead to a nervous breakdown.

More subtle symptoms include intentional and unintentional procrastination, he added.

"It's an avoidance reaction," Chin said. "Students are afraid to confront real or imagined shortcomings in their abilities, so they foster excuses not to."

Examples Chin cited include students who aren't in need of money, but work 20 to 30 hours per week to justify their poor school performance, and those who accumulate hundreds of unrelated credit hours in order to avoid the stress of an academic commitment.

King said stress can manifest itself in altered eating habits and actual physical illness.

"The decline of self-esteem can also cause the student to withdraw from social contacts, which leads to an increase in brooding," he added.

While King said certain programs, such as engineering, music, and pre-med tend to produce more anxiety than less competitive fields, the effects depend more on the individual.

"It's a paradox. Often the type of people who feel the most stress demand perfection of themselves because they associate this with success, which they wind up not attaining because of the ill effects of this syndrome," he said.

Students have had to live with academic pressure since the dawn of formal education. Traditional anxiety associated with school work probably hasn't increased at all on its own merit. The increase of pressure clearly has come about as a result of external factors in our society which previous graduates have failed to resolve.

Daugherty offered these suggestions for students to deal with academic stress on a personal level:

"Seek help at the counseling center if needed; get a physical checkup and exercise; form good relationships; and for crying out loud, have some fun!"
Agency prescribes new labels

by Jessie Milligan

For decades, the American public has been ingesting and applying over-the-counter medications, often of unknown content or medicinal value.

But this year, by a ruling of the Federal Food and Drug Administration, manufacturers of over-the-counter drugs will be required to prove the effectiveness of ingredients listed on their product's label, Gordon Tweit, Fairhaven Drug pharmacist said.

Products might change as manufacturers drop any ingredients either not known to be beneficial or presenting too high of an investment to prove effectiveness.

"Not every ingredient (in medications) has known medicinal value. It's ridiculous to take things we don't know much about," Tweit said.

In addition, the act requires all medication labels to list all ingredients in the product. Most over-the-counter drugs do so already, but it hasn't always been that way.

The first food and drug act in 1906 took such items as "tincture of opium" off the market.

Turn-of-the-century medications occasionally had ingredients that could be more upsetting than the original ailment. Tweit has one old prescription to relieve "bladder disease and bed-wetting in children." Its main ingredient is "Spanish fly," the rumored aphrodisiac that is actually just an irritant to the urinary tract.

Patent laws in the 1930's required drug manufacturers to list most ingredients. The laws didn't require ingredients be beneficial but did insist they be harmless. However, any of the firms established before the patent laws were not subject and will just be coming into conformance this year, Tweit said.

The act might make some manufacturers miserable but benefits to the consumer could be many.

Side effects won't be so likely once unnecessary ingredients are dropped, particularly suspected carcinogens. Allergic reaction or a toxic mix of two prescriptions can be more easily avoided, Tweit said.

Furthermore, since the label reveals all, it won't be necessary to pay high prices for a well-marketed product that can be bought in a lower-priced form, he said.

Although the consumer will only be paying for ingredients that "work," he'll probably also be paying for the cost passed on by the company to test effectiveness.

The paperwork and cost could be prohibitive to drug companies that don't do a large volume. Many of the "marginal companies" could go out of business, Tweit said.

Although ingredients used for scent, taste or as a base aren't covered by the act, over-the-counter drugs could become quite similar. It's probable there will be only a limited number of drugs known to relieve a particular ailment, he said.

Tweit points to one factor that can't be regulated — the psychological effects of taking medication. Whether the product has tested ingredients or not "if you think it is helping you it will because that is when you begin to help yourself."