

# THE CAMPUS VOICE

Bloomsburg State College

Wednesday, October 13, 1982

In this issue  
.38 Special Tonight  
Page 4

## Registration Effort Successful

By MIKE ALEXANDER

In an effort to increase Pennsylvania's state college students' political influence, the Commonwealth Association of Students (CAS) recently completed a statewide student registration drive.

Approximately 7000 students registered to vote reported Juanita Barnes, Voter Registration Coordinator for CAS. "We feel that the registration drive has been successful," she said.

**BSC registers over 900 students.  
Only IUP has more.**

BSC registered over 900 students which makes it one of the top schools in the state to have registered students. Only Indiana University of Pa. (IUP) which has over two times the population BSC registered more students. Michelle Kessler, coordinator for BSC's CAS chapter said, "I'm pleased with the amount of people that registered. These new registered students add to the already significant number of registered student voters we have gotten from previous years." Unlike many of the other

schools, BSC has held a voter registration drive each semester for the last several years.

**Registered Students should watch the VOICE for upcoming candidates views**

Now that registration is over, Barnes said she hoped students would take the time to become informed on who the candidates are and what they stand for in relation to public higher education and other issues related to students. Kessler agreed, saying "Here at BSC, CAS will be providing information on the candidates and their positions regarding public higher education. Anyone who would like specific information can stop at the CAS Office in the Union and we'll try to provide it." Students should also note that the Campus Voice will be featuring the major candidates and their positions on educational issues before the election November 2nd.

Barnes and Kessler both emphasized that students should view registering as only the first step in making politicians accountable to students. Kessler stressed that, "Registering is meaningless unless you vote."

## Forensic Society Places In Competition

Members of the Bloomsburg State Forensic Society traveled to Shippensburg State College this past Saturday to compete in the annual novice competitive speech tournament. This was the first tournament for most of the students competing and it was also the first tournament for the Forensic Society's 1982-83 season. There were over one hundred students and coaches in attendance representing at least fifteen colleges and universities. Bloomsburg received third place overall.

In Prose Interpretation were Barbara Weist, who placed fourth and Lynn Miller who received a superior. Others who competed in this event included

Whipple, Sharon Carpitella, Lynne Miller, and Betsy Kramer.

Bernie Forese placed fourth in the Persuasive Speaking and Linda Whipple received an excellent. Cathy Kempfle, Lynne Miller, and Suzy Gettle also participated in this event. Lisa Swartzbaugh got an excellent in Poetry Interpretation and Sharon Carpitella and April Edwards received fourth place in Dramatic Duo. Entrants in

**Varsity Speakers and Grad Assistants served as judges**

**BSC received third place overall**

Paula Bergstrasser, Alan Peoples, Sharon Carpitella and Yindra Stanley.

Placing in the Impromptu Speaking were Lisa Swartzbaugh with fourth place and April Edwards and Cathy Kempfle who received excellents. Others entered in the competition were Bernie Forese, Alan Peoples, Linda

Informative Speaking were Lynne Miller, Suzy Gettle and Colleen McAuliffe. Betsy Kramer got second place in Extemporaneous Speaking and Paula Bergstrasser and April Edwards received excellents. Also competing were Lynne Miller and Alan Peoples.

Traveling with the team and serving as judges were varsity speakers Harry Strausser and Lucy Capozzolo. Also attending and serving as judges were graduate assistants Marian Wilson, Fred Deets, and Trudy Cravatta. They each judged four rounds.

## Weekend Update

### Homecoming Provides Entertainment

By MARYANN VESSOTSKIE

Get ready Bloomsburg because this weekend promises to be one of the most memorial of your entire college career. Starting Friday BSC will turn into "The Wide World of Sports" as the 55th Annual Homecoming celebration begins.

Friday night at 5:30 the weekend is kicked off with the favorite movie "Animal House" playing in Carver Hall. Immediately after, buses will be transporting students up to Redman Stadium for the Pep rally and fireworks display. Under the direction of M.C.'s Jim Earley (Deano) and Steve Foedisch (Stumpy) the BSC cheerleaders and Husky

**The parade will include seven area Marching Bands**

Marching Band, along with students will show support for our Fall Sports Program. Also at this time the five finalists of the Homecoming Queen contest and the Freshman Sweetheart will be announced. The evening will end with the nationally known Zambelli fireworks display.

Saturday, Oct. 16, will begin with Dorm judging at 8:45 showing the reconstruction of

Resident Halls into the sports world theme. Following at 10:00 a.m. will be a seven division parade featuring 32 sweetheart

**Bob Tucker will retire his BSC football jersey**

candidates, 14 floats and seven bands including BSC Marching Band, BSC Alumni Band, Millersville State College Marching Band, Bloomsburg Area High School and other area bands.

Now up at the Stadium where BSC meets Millersville State on the gridiron at 1:30. During Halftime ceremonies, ISC and IFC cumulative and activities awards, as well as the winners of the float, dorm and Queen contests will be announced.

The highlight of the ceremony will be when the Athletic Department of BSC retires Bob Tucker's BSC football jersey. Tucker, BSC alumni, former tight-end for the Giants and Vikings, will also serve as Grand Parade Marshall in correlation with this year's theme.

The activities don't end when the game is over. Saturday evening there will be an Alumni Reception at the Sheraton Inn in Danville. There will also be a Dance in Kehr Union at 8 p.m.

So get excited and enjoy the activities because this weekend may be the one that provides some of the most memorable moments of your days at BSC. The memories that may urge you to return for Homecoming after graduation!



Annette M. Scheaffer

**The Lords - one big happy family? The Philadelphia Story cast, pictured above. Back row: Brenda Beverly as Tracy Lord, Dana Creasy as Seth Lord, Richard Weiss as Sandy Lord. Front Row: Karen Howley as Margaret Lord, Sharon Deegan as Dinah Lord. See photo spread on page 5.**

# Letter to the Editor

## Followed in the College Store

Dear Editor:  
 Many a time I have gone into the College Store and have been followed by one of the employees. Not just watched, but actually followed from aisle to aisle. I don't enjoy being treated as a thief. I'm not a thief and I don't think I'm a suspicious looking person.

I realize shoplifting is a problem at every store, but the majority of the people who go into the College Store are honest people. Other stores have security systems, but don't treat their customers in this manner. If the College Store feels they have a shoplifting problem, why don't they have someone watch the exits and the store in an indiscreet manner, instead of following their customers.

If the College Store wishes to continue this, I can shop elsewhere. The College Store is more a convenience than a necessity, I need only buy my books there. I can buy everything else I need at another store, where they treat their customers with respect.

Guilty Until Proven Innocent

## Concert Defended

Dear Editor:  
 In response to the Oct. 8 concert complaint, I would like to say that the so-called "unhappy Music fan" is blowing a lot of hot air. This person appears to be ignorant and generally misinformed.

## Happiness Determined By Ability to Understand People

1980, Los Angeles Times Syndicate

Your happiness is determined, to a very large extent, by your ability to understand people. The more sensitive your insight into the personalities of the people around you, the better you are going to get along.

Since understanding people, getting an accurate "feel" of their personality characteristics and how their minds work, is so important, psychologists try to determine precisely what "secrets" and principles are involved in the process.

Psychologist Verne Kallejian and his colleagues completed an intensive two-year study of the factors involved in "understanding the other fellow." To take the subject completely out of the realm of theory and insure practical

Hopefully some of his misconceptions can be cleared up.

To begin, I specifically remember filling out a concert questionnaire last semester. I'm sure that this questionnaire had a big influence on the committee's choice. 38 Special is a well rounded and respected southern rock band which had several hits in the past. Anyone who has not heard of 38 Special must either be listening to disco or playing ostrich.

As for the complaint about the fair's entertainment, one must realize that country music is very popular in this area, as well as with some members of this campus. Even though more of the Big 4 (Waylon, Willie, Hank and Merle) were not at the fair, the entertainers who were are top notch. I commend the fair's entertainment committee for the work they put into this year's program, as well as the concert committee for their choice of 38 Special.

A Country Redneck

## Rude Critic

Dear Editor:  
 This past Thursday I went to see the opening of the play, "The Philadelphia Story", and I was really peaved about the stupidity of one of the people in the audience. This person made comments like: "I can't hear them, they are murmuring" and "I can't believe they are so unprofessional."

I have just one question for that rude person who interrupted my enjoyable evening, "What do you know? Apparently you can't act yourself or you wouldn't be just an observer. How can you even begin to criticize students who have worked hard to accomplish something when you have contributed nothing? I hate phoney critics.

Another thing, the sound problem is not new to the auditorium or to the play people. I think they did an admirable job combatting the problem. Unlike the "rude

observer", I did not have my face stuffed with food, nor was I talking to my neighbor; so I heard things clearly.

I hope that this person reads the editorial page of this paper. Critics should.

One last thing, I did enjoy the production despite this person, I hope the next cultural event he (or she) decides to stay in the dorm to criticize something of which he (or she) is knowledgeable.

Upset in Haas

## Fear of Falling

Dear Editor:

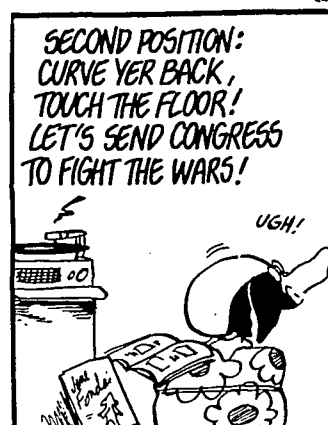
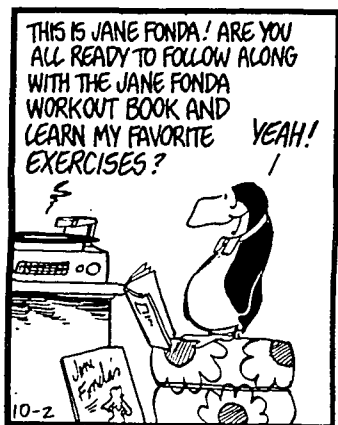
I know this is a little premature, but with the cold weather approaching, I am concerned with the age-old problem of slick sidewalks and paths. I hope the maintenance department does a better job keeping things clear than they did last winter.

Oh, eventually things get cleared up, but I don't want to be the first to fall, and force them into action. Please, please try and do your job, so that the hospital doesn't have to do theirs.

Ice Maiden

**All Letter to the Editor must include a name and telephone number for verification. All letters should be submitted to the CV office by 5 p.m. daily.**

## BLOOM COUNTY



by Berke Breathed

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The Voice is governed by the Editorial Board with the final responsibility for all material resting with the executive editor as stated in the Joint Statement of Freedom, Rights and Responsibilities of students at BSC.

The Voice reserves the right to edit all letters and copy submitted. A maximum of 450 words will be placed on all letters to the editor with an allowance for exceptions. All letters must be signed and have an address and phone number for verification. Names will be withheld upon request.

The opinions voiced in the columns, articles and notices are not necessarily honored by the entire staff. An unsigned staff editorial denotes a major editorial opinion.

**All copy must be submitted by 5 p.m. on Sundays, Tuesdays or Thursdays. A two day notice must be given for late or postponed articles.**



# News Happenings National

A shortage of fluoride is threatening public water supplies. Fluoridation of public waters supplies is one of the cheapest and most effective health measures. Fluoride cuts the rate of tooth decay in half. The annual cost is approximately 30 cents a person.

By-products of the phosphate-fertilizer, hydrofluosulfic acid and sodium silicofluoride are the two most widely-used chemicals to fluoridate water. Because the recession forced many fertilizer manufacturers to cut production in half, a shortage of fluoride will result.

Republican Sen. Richard Lugar is working double-time. The Indiana statesman, as well as running for re-election, has expressed interest in the chairman's seat of the National Republican Senatorial Committee. The position is now shakily held by Oregon Sen. Bob Packwood, who recently claimed the president to be insensitive to blacks and women. If Packwood chooses to run for re-election to the position, the White House vows it will not take sides, claiming "We don't want to get into another screaming match with him."

The year 1982 may go down in the books as good for the crooks, particularly for the counterfeit money marketeers. Already the Secret Service has discovered more counterfeit bills than it did in entire fiscal 1981. Its expected totals for fiscal 1982: \$71.7 million in uncirculated bills and \$8.7 million in those already circulated. In Columbia, where counterfeiters and drug smugglers work closely, one-fifth of the currency is made. The domestic recession, however, is what the Secret Service considers to be the cause for the current upswing in bad bills.

# International

## Pakistan

Mrs. Bhotto is the widow of former Pakistani president Zulfikar Ali Bhutto, who was executed in 1979 with the approval of Pres. Mohammed Zia Ul Hag. Mrs. Bhotto is suffering from lung cancer. She had been pleading for permission to receive treatment abroad, but as of yet been denied her requests. Zia is planning a trip to the U.S. in December, hoping to have the same success of Indian prime minister Indira Gandhi's recent tour. It is thought by Bhutto's friends that the government will not let her go before Zia's trip, since Pakistani officials fear she will give bad publicity that will hinder his visit.

## Russia

Russian president Leonid Brezhnev is showing an increase in his public appearances, supposedly to end the talk about his health problems. In spite of Brezhnev's efforts, the Soviet bureaucracy is planning for the post-Brezhnev era. Both academic and economic institutions are already working on measures ways in which the new leadership can revive the Soviet economy. The reforms are most likely to focus on improving incentives for both management and labor, restructuring the price system and introduce new technology.

## South Africa

The unstable leading the unstable; a double-crisis situation has come up concerning Namibia's independence issue. The Western nations of Britain, France, and West Germany, which are aiding the negotiation process, insist that Washington ease its persistence in removing Cuban troops from neighboring Angola. U.S. officials wish the Cuban troops to leave before Namibia's elections take place, and fears that stopping this demand would jeopardize South Africa's cooperation in negotiations. In a private meeting at the U.N., black African nations asked that the U.S. sustain the Cuban issue.

## France

Georges Marchais, French communist party leader, is feeling a bit under the weather these days. Marchais suffered a heart attack in 1975 and spent last week in the hospital for examination. Upon returning from a two-month vacation in Bulgaria, Marchais turned over some of his party tasks and speaking arrangements to Andre Lajoine, the man most likely to take over the position. Marchais, the party leader since 1972, has been blamed for the 1981 drop in French Communist vote, and maimed by the Eurocommunist wing of the party for his pro-Soviet stance in the Afghanistan-Poland crisis.

# Job Search Is Tough

Campus Digest News Service

With more than 10 million Americans out of work, the competition for jobs is really getting keen. Even minimum wage jobs are highly sought-after, sometimes by people who have earlier had jobs which paid much more than minimum wage.

Unemployment benefits are getting harder to come by, as well as welfare, and this is increasing the competition for minimum wage jobs as well. In some parts of the country, a single job opening will attract several hundred applicants.

Workers who were laid off from the steel and auto industries have a good chance of never being rehired by their former employers. They are now having to turn to minimum wage jobs just to earn a living. The adjustment from a \$16 an hour job with company benefits, holiday and sick pay, health insurance, etc., and that of their new job, which may offer little in benefits or job security, can be quite a traumatic shock to them. And these higher-paid workers are now entering into a new level, thereby reducing the number of minimum wage jobs that are available to teens, minorities, and housewives re-entering the job market.

The situation is not likely to improve in the near future. Many companies besides the big companies in the hard-hit industries of steel, besides layoffs, many auto and rubber companies, are just not replacing employees they are losing naturally.

As jobs become more scarce, people who are out-of-work tend to lower their sights as far as matching their previous salaries go. The more job interviews they come away from without getting the job, the more likely they are to take a pay cut just to get a job, figuring any income is better than none.

The retail field is one where jobs are highly sought-after now. Employers are sometimes scared of hiring someone who came from a high paying job, however, since they hate to hire someone who may not be happy in his new lower-paying job.

The slump is really hitting employment agencies hard, too. With many employers not replacing people who leave, and not hiring on additional people, the number of jobs for agencies to fill has declined dramatically. Plus, agency fees drive away customers, and for jobs with fees paid by employers, employers are becoming less likely to want to take on that additional cost.

Instead, they hire from the outside on their own, or begin looking at employees on their staff to fill jobs that have opened. Often, a position will be combined with several others, and all will be redefined so that a replacement is no longer needed.

## Over qualification becomes a problem with employment agencies

Many employment agencies are having a new problem crop up more and more--their applicants are just too over-qualified for the jobs that are available. Although the applicants themselves will often be willing to take on a position of much lower prestige or pay, often the employers are skeptical of hiring someone who has a PhD to be a secretary.

It's not such good news for all the students continuing (or starting) their higher education this fall, but higher education can sometimes be a strike against you.

# Headaches Kill Seven

Don't touch that Tylenol! To think that even a headache can kill you. The recent death of seven Chicago-area residents has the whole nation in a frenzy.

The victims ranged from 12 to 35 years of age, and all had taken Extra-Strength Tylenol capsules. Before the last Tylenol-related incident had been reported - two weeks from last Friday - boxes of the pain-reliever had been removed from retail store shelves nationwide. The link between cyanide and Tylenol was made on a "wild stab" by two off-duty firemen who had compared information concerning the deaths.

Cyanide, a toxic metal salt, has the ability to kill in as few as 15 minutes with only a 50 milligram dosage. It is not sold over the counter, but is widely-used in industrial processes such as electroplating, steel-hardening, and extracting gold and silver from ore. The McNeil Consumer Products Co., Tylenol's manufacturer and a subsidiary of Johnson & Johnson, stated that Tylenol makers also use cyanide as part of their testing procedure in the manufacturing process.

Some officials feel the poisoning occurred on the production line. Others think it was the work of a madman, who randomly selected bottles from the shelf and replaced them after their contamination.

Justification for the crime could be in the medication market. Tylenol previously enjoyed 37 percent of national pain-reliever sales. Ironically, the \$85 million advertising campaign they employed to attain in this standing may result in a backfire. Tylenol's claim was once to be a "safe aspirin substitute."

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## Here's to Your Health

By SUSAN KROLL-SMITH

We have been sending a lot of you folks over to see the Docs in the emergency room lately, and I understand there have been some long waits. Make that time worth your while. Take a book.

When you do see the Doc understand that he is very busy, but that is no reason to compromise your care. You be prepared. Be able to rattle off all recent symptoms. (We can help you decide what is relevant.)

Be assertive! If you have questions then it is your responsibility to yourself to ask those questions. Physicians often assume that we understand or do not care what they say, what we have, how we got it, how to get rid of it, hot not to pass it to friends ... Chances are they will not offer you a dissertation, but get the information you want.

Minimally you should know:

- Diagnosis - and then have him-her translate that into understandable terms.

- Exactly what medications you are being given, and what they will do for and to you.

- If there are any non-pharmacological treatment for you to use.

- Preventive measures for the future.

- At what point you could assume that you are not healing, and therefore should return for re-exam.

If it helps, put your questions on paper. How many times has your mind gone blank while sitting on the exam table, unclothed?

We can help with a lot of this as can the emergency room nurses. But get yourself into the healthy habit of questioning your doctor. After all, whose health is it?

# Visual Alarms Installed

By WENDY BITTNER

Two years ago, if there had been a fire in Elwell Residence Hall at Bloomsburg State College, Lisa Purnell may not have known about it. Lisa, a junior majoring in secondary education, is hearing impaired.

"Naturally, I'm afraid of fire because when I go to bed I take my hearing aid out," she says. "Unless someone or something wakes me up, I would go right on sleeping."

Lisa needs a visual fire alarm which will flash when activated, and wake her up. The visual alarm, which Lisa describes as a "bright, red, flashing light," was something that she tried to get for two years. Ironically, now that Lisa is living off campus, the alarm has been installed in her old dormitory room.

"There was a lot of red tape involved (with the alarm) because it cost so much," she explains. Nevertheless, Lisa says she's happy now that other hearing impaired students can benefit from the alarm.

Lisa has been fighting red

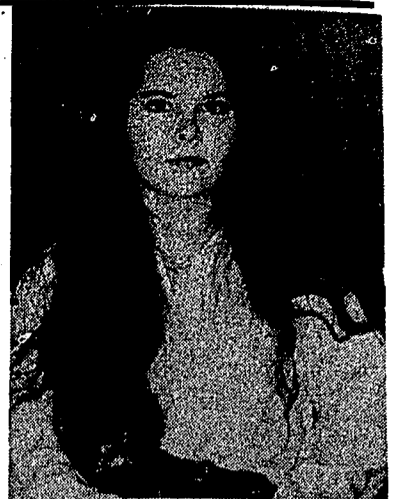
tape for a long time.

Lisa's parents discovered that she was deaf at the age of two and when they noticed she wasn't talking. When she was four, her parents enrolled her in a school for the deaf in Philadelphia, where she lived during the weeks and came home on weekends.

She learned to speak, sign, and read lips at the deaf school. By fourth grade, the work had become too easy for her, and she returned to public schools. "A lot of the kids made fun of my speech," Lisa says. "It was really hard for me to deal with."

However, she didn't let name calling get her down. In the tenth grade, after coaching from her brother, Richard, she beat up a boy who had continuously teased her. "He never bothered me after that day," Lisa said with a laugh.

Throughout high school, she was determined to go to college. She chose Bloomsburg because of its curriculum, its price, and its distance from her home. "I wanted to be far enough away



Lisa Purnell

from home so I couldn't run back all of the time."

Lisa is planning on getting her Master's degree at the Galludet School for the Deaf, in Washington, D.C. According to Lisa, the college relies on sign language, and is the only one of its kind in the country. "I want to go there for the new environment," she says.

As for the more distant future, Lisa has set three goals for herself. "I want to teach, I want to be an actress in the National Theatre of the Deaf, and I want to write a book about hearing and the deaf society," she states. And with the attitude and achievements that Lisa possesses, she just may.

## .38 Special Rocks Tonight

The members of the A&M recording act 38 Special appearing tonight in Nelson Fieldhouse were raised on the tough, industrial west side of Jacksonville, Florida, a neighborhood where a career delivering chickens or working as a railroad clerk was the best a person could hope for in life. 38 Special saw only one route out - music.

And that route has served them well. 38 Special scored a platinum album with *Wild-Eyed Southern Boys* (the 23rd best selling LP of 1981 according to *Billboard's* surveys), as well as a hit single with "Hold On Loosely," which was the third most played song on AOR radio in 1981 according to *Kal Rudman's Friday Morning Quarterback Album Report*. From January to September of that same year 38 Special played for three-quarters of a million fans, and with the release of their fifth A&M album, *Special Forces*, 38 Special will be setting out on a nearly year long tour (primarily headlining 10,000 seat arenas) that will be seen by close to a million concert-goers.

38 Special have come a long way from their earliest road trips, when the band and crew traveled in an Econoline van with a mattress in the back, slept four to a hotel room and watched a \$20 a month profit disappear when "Big Blue," their cantankerous equipment truck, constantly broke down. But somehow they managed to eke out the princely sum of \$2.50 a day per member to eat. To limit the money to one meal a day, the band would sleep as late as possible and wait as long as they could to eat, then spend two dollars at a local cafeteria or a McDonalds.

Following the evening shows, "We could all

pool our extra fifty cents," recalls guitarist Jeff Carlisi, "and buy sandwiches from our road manager, who would bring cases of peanut butter and jelly on the road with him." When the band signed with their first manager, "he was real embarrassed to tell us how low the daily allowance he could give us for food was. When he finally admitted it was \$10, we rejoined!"

But such was 38 Special's drive to make their mark in music and to get out of Jacksonville's west side, the Liverpool of the American South.

**The band and crew travelled in an Econoline van. 38 Special will be touring for a year.**

"Back On the Track," a song from the new 38 Special *Special Forces* LP, sums up what life was like for many of Jacksonville's West Side kids.

Bad reputation, it seems to be my style  
I been categorized as a little wild  
Police took my photograph; a hunted boy  
runnin' from his past  
Some people call me the devil's child

At 17 I was on my own  
Had clothes on my back from a broken home  
Slapped in the face til my daddy got straight  
I knew it was time to run.  
1982, Rocknocker Music Co.

The warm-up Band tonight is Spys, which features former *Foreigner* members. Alcoholic beverages and recording equipment are not permitted.



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### Unspoken Words

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### The Answers to Monday's Campus Voice Crossword Puzzle

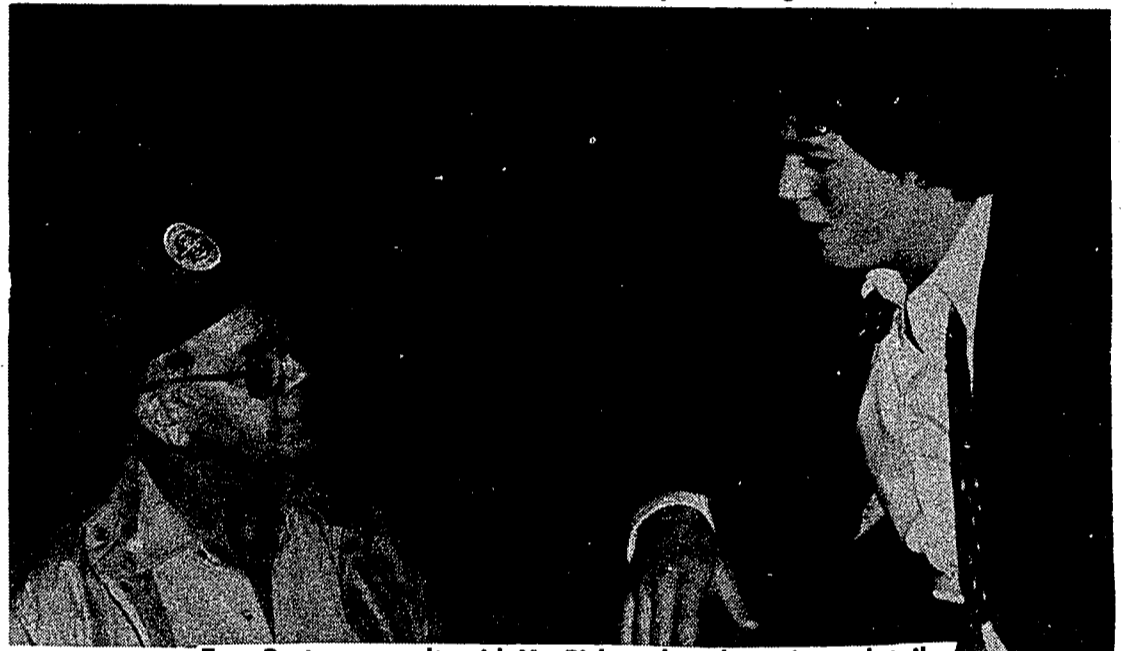
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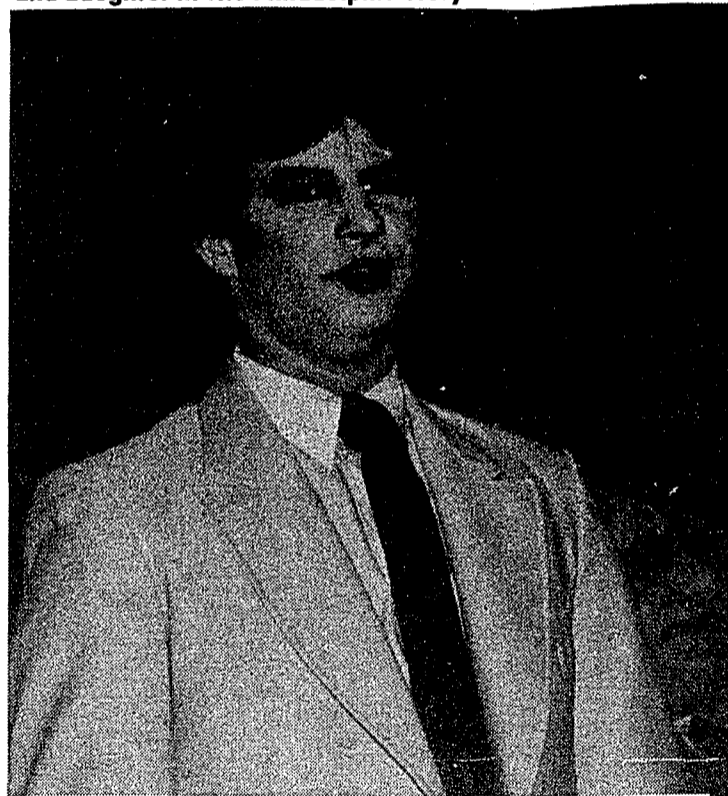
Brenda Beverly and Karen Howley appear as a mother and daughter in *The Philadelphia Story*.



Mike and Dexter toast to Tracy's wedding.



Tony Pastore consults with Mr. Richey about last minute details.



Chuck Gillmore in the role of Dexter, Tracy Lord's ex-husband.

# Philadelphia Story Thrills Weekend Audience

Photo's by Annette M. Scheaffer

**Lewisburg Craft Fair 1982**  
  
 •10th Annual  
 •Seventy-five professional craftspeople  
 LEWISBURG ARMORY, U.S. ROUTE 15  
 LEWISBURG, PENNSYLVANIA  
 Friday, October 15, 1-9 p.m.  
 Saturday, October 16, 10-9 p.m.  
 Sunday, October 17, 10-6 p.m.  
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## Labels Can Mean Nothing

Campus Digest News Service

Before you head downtown this weekend for another foray into the world of designer jeans and things, better heed these words: the label you are paying the big bucks for may not be what you're getting.

This increasing crime got a big boost in the '70s when status labels first became important, and big sellers. Now counterfeiting plagues everything from motor oil to golf clubs.

Even though the practice costs the legitimate industries lots of money, penalties are not severe. Many states consider the crime as a misdemeanor, and the dealers who have been caught have been charged with other crimes, such as wire fraud, in order to get them behind bars.

Label counterfeiting has really taken off around the country—and it's no wonder with fake labels raking in more than \$150,000 for one disreputable dealer in one year alone.

The one area where label-fakers are under attack is in apparel. Those \$50 jeans you picked up last week could be just another \$11.95 special with a rather inexpensive little label stitched on the rear. But the legitimate makers are fighting back.

Jordache has already seized \$10 million worth of fake jeans

and the manufacturer also took out a big ad in a California paper publicizing the arrest and conviction of a major counterfeiter.

Manufacturers or their lawyers had gone into stores to seize the merchandise, but it was because no one had bothered to ask a judge for such an order.

There is a debate among trademark attorneys on whether it's better to get a fine levied against an offender or go for a jail term. The main idea behind all court cases of this type is to let other offenders know they will be punished if caught, and the debate centers around which punishment has the most deterrent effect.

The battle against counterfeiting is getting expensive. Manufacturers of the real items want to catch the manufacturers of the fake clothes, they don't want to keep messing with the small-time dealer and salesman.

Last year Calvin Klein spent ten percent of its profits toward cracking down on the fraud. That expense totaled more than a million dollars. Jordache spends about half that much, but the figures are still alarming—especially when it appears the consuming public may be losing their intense interest in labels.

## Understanding People

1980, Los Angeles Times Syndicate

Science has redoubled its efforts to discover as much as possible about love. And while leading psychologists and sociologists haven't been able to analyze completely the stuff Cupid dips his arrows in, they've come up with some interesting findings. Let's take a look at the most revealing:

Q: Is there such a thing as "love at first sight"?

A: No. As psychologist Vernon W. Grant observes, "attraction can occur at first sight; genuine attachment, expressing a fully matured emotion, must have time to develop." University of

### Love at first sight

California's sociologist Judson T. Landis finds that what happens "at first sight" is infatuation. Sometimes these sudden infatuations may develop and ripen into love. But more often than not, he finds, the elements necessary for the ultimate growth of love are not present—and the attachment is short-lived.

Q: Is it true that the most important step in achieving love and happiness is choosing the right mate?

A: No. Dr. Harold T. Christensen, Chairman of the Sociology Department of Family Life at Purdue University, finds that too many people are under this illusion. His studies show that picking the right mate is only part of the story, and that of even more importance is being a good mate. This means being willing to go at least half-way in making the multitude of necessary marital adjustments and making allowances for your partner's faults and imperfections.

Q: Should you try to persuade the "Girl of Your Dreams" that she's in love with you?

A: No. Prof. F. Alexander Magoun warns men in his latest textbook, *Love and Marriage*, not to make the mistake of persuading a young woman that she is in love. "Courting," he points out, "ought not to be a conquest, but a mutual search

by two people to discover together what they have in common." And it doesn't serve either party's interest to sweep a girl off her feet at a time when it's most important that she have her feet solidly planted on the ground.

Q: Is it true that the more a couple have in common, personality-wise, the better their chances for love?

### Opposites Faults-Similar virtues breed love

A: Prof. Christensen's studies show that it can be dangerous for a couple to be too similar in character and temperament. The course of love runs smoothest when they have opposite faults, similar virtues. (For example: if both are idealistic, that's fine; but if both are stubborn or hot-headed, that's bad.)

Q: Is it true that Southern girls have the inside track over their Northern sisters?

A: Studies conducted by psychiatrist J. A. Morris Kimber show that Southern women have a decided edge on northern women in matrimonial chances; and that Northern men frequently marry Southern women, but few Southern men marry Northern women. In another study, made by Florida State University psychologists, personality tests were given to more than 1,500 co-eds from both North and South. The results showed the Southern belles to be far more romantically feminine in their attitudes.

Q: Does love mean a different thing to a woman than it does to a man?

A: Studies of psychologists and sociologists have probed this question from every angle.

### Love means different things to males and females

Consensus of their findings backs up what Byron said over 100 years ago: "Man's love is of man's life a thing apart; 'tis woman's whole existence." The more a couple can understand this fundamental difference between the sexes, the happier

their whole relationship is likely to be.

Q: Is it true that the better adjusted a girl is the sooner she's likely to fall in love and marry?

A: No, it's likely to be the other way around. Sociology Prof. Floyd M. Martinson studied a cross-section of young women in their early-to-middle 20's, and found that those who had not yet married averaged the best personality scores. The single girls showed better emotional adjustment, greater self-confidence, and a better-development sense of security. They also averaged better physical health scores. Prof. Martinson concludes that it is the immature or not-so-well adjusted person who is the most anxious to get married.

Q: What if your "one and only love" turns you down?

A: Your chances for love and happiness are just as good as they ever were, if you will only realize the fact. As Dr. Claude C. Bowman, Temple University sociologist, points out: the "one and only love" is a myth, and studies have completely ex-

### "One and only love" is simply a myth

ploded the illusion that there is a single "soul mate" to whom one is attracted by cosmic affinity. If you are jilted, get back in circulation.

Q: What is this thing called love?

A: Perhaps the best answer to this question has been provided by a Harvard University sociologist, Carle C. Zimmerman, and the Rev. Lucius F. Cervantes, director of the Sociology Department of Regis College, Denver, in their textbook, *Marriage and the Family*, which sums up the findings of a monumental study. They define "Love" as "the most complete response of which a human being is capable, reaching its fulfillment in a total community of life between one man and one woman. Married love is, then, the highest union possible between human beings."

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A representative of the Graduate School will be on campus on October 22. Contact Career Development for further information.

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## Happiness Determined

(continued from page 2)

When it was demonstrated to these subjects that their rigid-mindedness impaired their ability to form accurate judgements of others, many of them followed the suggestion that they make a conscientious attempt to overcome this tendency. To the extent that they were successful in this, their "understanding" scores went up sharply on later tests.

If you want to increase your ability to understand the other fellow and sharpen your insight into his character and personality, the findings and conclusions of the two-year study provide a simple set of rules:

### Six Rules to Help Increase Understanding

1. Don't jump to conclusions about people. Hold your appraisal of them in abeyance until you've had the opportunity to assess the various aspects of their personality.

2. Cultivate the art of listening sympathetically and intently.

3. You can toss a leading question into the conversation now and then but do it casually. Never give the impression of probing.

4. Don't try to put people into categories. (He's the such-and-such type.) They won't fit.

5. Don't be hypercritical. Instead of looking for faults, cultivate an attitude of tolerance and acceptance toward people who think and feel differently from the way you do.

6. Remember that people want to be understood and that the art of understanding them lies principally in just easing the stumbling blocks out of the way.



Heldi Van Scoy

You can witness great soccer action just like you see above when Susquehanna invades Redman Stadium tomorrow afternoon at 3:30. The booters are enjoying another winning season, so come out and be part of it.

# Huskies Dominate

(Continued from page 8)

Kessler coming in eighteenth at 22.29.

One of the top BSC runners, Lori Pingitore, was forced to drop out of the race after the two mile mark due to breathing difficulties. Assistant coach Chris Daymont remarked, "I was really happy that everyone still dug down and went on even after realizing that Lori wasn't there. We didn't back off even after losing one of our strongest runners. It showed that we can pull together when we're in trouble and still run as a team."

The Runners of the Meet were the top seven Huskies finishers because everyone ran a really great race. Each runner improved her time since first running the BSC course.

Head coach Dick Daymont felt, "We were pretty tentative

on our own course, more so than any of the other teams because we knew what was coming up. We knew when to watch for the hills and the grooves. It was a very good learning experience for us for the next three meets. They all are very important. We have the Bucknell Invitational next weekend, then the State Conference meet and then Regionals. This helped us to prepare for the upcoming

## Invitational next weekend at Bucknell

competition."

The Bucknell Invitational includes some quality teams and is always a big meet. So look for the Husky runners to continue their winning ways in the future.

# CV Classifieds

## Announcements

QUEST ANNOUNCES a new addition to the fall schedule - a Homecoming rafting course. This fun day on the Lehigh River is to be held on October 16, Saturday. Sign-ups are now being taken. Stop in the Quest office or call to register.

"SEX AND POLITICS are a lot alike. You don't have to be good at them to enjoy them." - Barry Goldwater. Join the Bloomsburg State College Republicans! For more info, call Don at 784-4260.

AN ALCOHOL INFORMATION TABLE will be set up in the Kehr Union Snack bar on Thurs. Oct. 14 from 9 a.m. to 3 p.m. Stop by and be an informed consumer.

## Spinnet-Console Piano

WANTED: Responsible party to take over low monthly payments on spinet piano. Can be seen locally. Write Credit Manager: P.O. Box 33 Friedens, PA 15541

## Personals

PEPE, Teddy bears are fine, but they just can't compare to you. - E.T.

TO THE "SCOT", Belated congratulations, Heather, and good luck. Can't wait for your reawakening. - The Mic.

HAPPY BIRTHDAY LORI AND CAROL from the Cross Country team! NO. 12, You still can't count pass 13 - can you?

HEY TARZAN: We want a "leaf fight" rematch! You're DEAD! Luv, you sisters.

LAMBDA CHI, We know sometimes the night gets late. We all work real long hours. We'll say it now: "You guys are great" and you can say it with flowers. Love - Chi Sig

PAUL, My mother didn't send me here for you to talk to me like that.

SPANKY, Fold any wash lately?

DOUG, Do you always sleep on the ground?

TONY C., Good to have you aboard!! Thanks for all your help so far. - N & R

MIKE D., How do you know these personal things about werewolves?

STEPH....Happy Birthday! from the Feature Dept.

HEY PROSPER, I'm still awaiting my letter. Guess you sent it to the wrong address, eh?

Classified

I wish to place a classified ad under the heading:

Announcements  
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I enclose \$ \_\_\_\_\_ for \_\_\_\_\_ words. (at 10¢ a word.)

Send to: Box 97 KUB or drop in the Campus Voice mail slot, 3rd floor Union before 5 p.m. on Sunday or before 5 p.m. on Tuesday.  
 All classified must be pre-paid.

## Sports Quiz

Campus Digest News Service

1. Name the only active player who has won or shared three American League home run titles?
2. Gaylord Perry won the NL Cy Young Award in 1978 while pitching for the San Diego Padres. Name the other Padre to win the Cy Young award?
3. One active pitcher has won three American League Cy Young Awards in the past decade. Name the player?
4. Rod Carew has been American League batting champion seven times. What other active player has three AL batting titles?
5. Pete Rose has won three NL batting titles. What other active player has led the National League in batting in three years?
6. Name the last pitcher in the National League to be named the league MVP?
7. Mike Schmidt and John Bench have each been National League MVP twice. Name one other active player who has won this honor twice?
8. Who was the only player in this century to have seven hits in a single game?
9. Who once hit home runs in eight consecutive games?
10. Steve Busby pitched two no-hitters for the Kansas City Royals. What other Royal pitched a no-hitter?

1. Reggie Jackson
2. Randy Jones (1976)
3. Jim Palmer (1973, 1975, 1976)
4. Carl Yastrzemski (1976)
5. Bill Madlock
6. Sandy Koufax (1963)
7. Joe Morgan
8. Cesar Gutierrez, Detroit, in 1970
9. Dale Long, Pittsburgh, 1956
10. Jim Colborn, 1977, vs. Texas

## BSC Shuts Out Shippensburg, 3-0

By MARY HASSENPLUG  
 The BSC field hockey team knocked off their next victim in the form of Shippensburg by a 3-0 score.

The Huskies drove in all their goals in the first half, starting with a short by Karen Hertzler with less than five minutes gone.

Lynette Kyle made it 2-0 four minutes later as she knocked a short drive past the goalie.

Hertzler came back to score her second goal by deflecting in a drive by Kyle.

The Huskies controlled the

statistics as they outshot Shippensburg 17 to 4. BSC had 18 penalty corners to only one by the opponents. Goalie Laurie Snyder was forced to make only two saves as compared to seven by the opposing keeper.

The Huskies played a slow game when compared to their usually short, passing game and quick upfield movement. They should be ready for a hard driving, exciting game when they travel to Millersville on Friday, Oct. 15 for their last conference game.

**Come out and help honor one of BSC's most prestigious alumni — Bob Tucker. Join in the fun; Pep Rally Friday night, Homecoming Game Saturday.**

## Softball...

(Continued from Page 8)  
 a single to left. Millen walked and Henderson reached first on an error, allowing Berry to score.

The tight Huskie defense held off the threats by Rutgers and took the top honors in the tournament.

Constable commented, "Our outfield was really strong all day. They took away a lot of shots with some really fine plays. Everybody came through and was aggressive at all times. It's really nice to beat these big Division I schools!"

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# THE VOICE

# SPORTS



Patrick J. Murphy

BSC Head Coach George Landis' expression tells the story of Saturday's game at West Chester. The Huskies hope to change the look on Landis' face this Saturday against Millersville in BSC's Homecoming Game.

## Women's X-Country

### Huskies Dominate

By MARY HASSENPLUG

In their first and only home meet of the season, the women's cross country team put on a

strong showing on their way to sweeping the BSC Invitational. They defeated East Stroudsburg, Shippensburg, Allentown, and Kings on their way to victory.

The Huskies top seven runners all finished within the top twenty, while six finished in the first fifteen, earning medals for their performances.

The first Huskie finisher was

#### Seven runners finished in the top 20

Karen Henseler who placed third with a time of 20.26. Vicki Amici was close behind in fourth at 20.40. Fourteen seconds later came Barb Docerty in fifth place. Terry Purcell finished seventh in 21.01.

Yvonne Delnis, at 21.58, finished eleventh, while Chris Ann Finnigan was twelfth with a time of 22.04. The seventh Huskie finisher was Kelly

(Continued on page 7)

## Rams Blank Huskies

By CHAS ROTH

Turnovers were the name of the game as the BSC Huskies lost their fourth game in five decisions by a score of 46-0 to a powerful West Chester State team. The Rams stole the ball a total of five times from the young BSC offense and were able to convert all five into points. The Huskies did not take the ball away from the Rams once.

Bloomsburg took the opening kickoff to the WC 28 and were moving the ball well until a Ram defensive back picked off a Dick Klingerman pass on the BSC 48 and returned it to the 16. West Chester covered this distance in three plays as Bruce Carthon hauled in Ron Gaynor's thirteen yard toss for the score. Eric Wentling added the extra point.

Following the kickoff the Huskies again appeared to be moving well when quarterback Dick Klingerman coughed up

the ball on a keeper after a hard hit by the Ram defense. West Chester could not penetrate the end zone and had to settle for a 29 yard field goal by Wentling.

Wentling's kickoff sailed out of the end zone and BSC had a first down on their own 20. In six plays the Huskies moved the ball to midfield. On second and three from the West Chester 47, Klingerman handed off to new tailback Stan Kucewicz whose fumble was recovered by WC linebacker Rich Moule. Five plays later, halfback Ron Perkins bolted 16 yards untouched for the Rams' third TD of the first quarter. There was a fumble on the extra point attempt but holder Bob Rafferty was able to scoop up the loose ball and scamper into the end zone for a two point conversion. At the end of the first quarter West Chester was in the lead 18-0.

On their next possession BSC mounted their best drive of the day. Starting on their own 19,

Bloomsburg moved to the WC 20 in fifteen plays. Faced with a fourth and twelve the Huskies chose to go for it all instead of a field goal. The Ram defense forced Klingerman out of the pocket and he was tackled at the line of scrimmage.

Perkins scored two more touchdowns in the first half, the final one coming on a four yard run with 22 seconds remaining in the half.

BSC could mount no offensive threats in the second half and the defense held the Rams to no points in the third quarter. Reserve running backs Mike Irving and Ray Holmes each scored touchdowns in the final stanza. Wentling's kicks made the final score WCSC 46-BSCO.

The Huskies return to action at home next week in BSC's 55th Annual Homecoming game against Millersville State. At halftime former BSC All-American and NFL great, Bob Tucker, will be honored in ceremonies on the field.

## Women's Softball

### BSC Takes Trenton Tournament

By MARY HASSENPLUG

For the second year in a row, the BSC women's softball team began its season by sweeping the fall Trenton Tournament. Last year it started the team on its way to winning the AIAW, Division III National Championship.

The first game pitted BSC against Division I powerhouse Rutgers University. The Huskies rose to the occasion with a 3-1 victory. It took a trio of freshmen in their first collegiate game to lead the way. Centerfielder Chris "Cappy" Zimmerman led off the fourth inning with an infield single. A sacrifice bunt by Anne Schmidt and a passed ball moved her to third. Second baseman Kathy Berry lined a double to left field, scoring Zimmerman. Then up came power hitter Jeannie Millen who belted a line drive home run over the fence in deep center.

Rutgers came back with a run of their own in the fifth but it wasn't enough to overcome the Huskies. Bloomsburg did however have to overcome the loss of rightfielder Sue Hicks who broke her arm during pregame warm-ups. Assistant coach Cathy Constable, taking over the coaching duties while Jan Hutchinson was with her field hockey team, commented, "It was really hard to come back and play with total concentration after Sue was injured, but we hung in there and played a great game. We showed that we can be tough under pressure. Also, we found ourselves in a tight spot when

they had a runner on third and only one out, but our defense was exceptional. It feels really good to beat a team like Rutgers."

BSC beats Trenton State

BSC next defeated NCAA, Div. III runner-ups Trenton State college, 6-3. The Huskies came out strong and scored three quick runs in the first inning. Zimmerman was hit by a pitch, Schmidt and Millen then walked to load the bases. Catcher, Denise Henderson drove an outside pitch to deep right-center field for a three run triple.

Bloomsburg earned another run in the second when Zimmerman singled in Deb Schneiderhan to make it 4-0.

Trenton scored two runs in the third and one in the fourth in an attempted come back. In the fifth Millen again walked and Henderson singled to put two runners on. Pitcher Brenda Long then singled in both runs with a shot up the middle.

With two victories under their belt, the team met Seton Hall and added another win by the score of 5-1. Again they started the scoring early with Zimmerman walking, stealing second and advancing to third on a passed ball. Henderson walked and got caught in a run down, allowing Zimmerman to score. Millen drew a base on balls and Long reached first on an error by the shortstop. Deb Schneiderhan and Carolyn Harley both walked, scoring Millen. Third baseman Kathy Behan singled in Harley for the third run of the inning.

The Huskies scored two more in the fourth as Anne Schmidt walked and scored on a single by Millen. A passed ball scored Millen for the final run of the game.

Freshman pitcher Chris Moyer won her first game as she gave up only three hits.

BSC blanks Montclair State

BSC shut out Montclair State in their fourth game by the score of 2-0. Brenda Long and Tina Souders combined for a two hitter, striking out two and not issuing a single walk.

The Huskies scored their initial run in the first when Millen lined an RBI single to left, scoring Zimmerman. The second run came in the fifth after centerfielder Mary Hassenplug walked and eventually scored on a passed ball.

The Huskies went into the finals as the only unbeaten team and were destined to stay that way. Meeting Rutgers University for the second time, BSC overpowered them and won the tournament with a 5-0 shutout.

Souders pitched a three hitter while her teammates helped her by knocking out seven base hits. Harley scored the first run on an RBI single by Zimmerman. Long drove in the second run with a shot down the left field line, scoring Millen.

The Huskies scored three runs in the fourth on two singles and a pair of walks. Zimmerman beat out an infield hit and Schmidt followed with a walk. Berry knocked in a run on

(Continued on page 7)

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