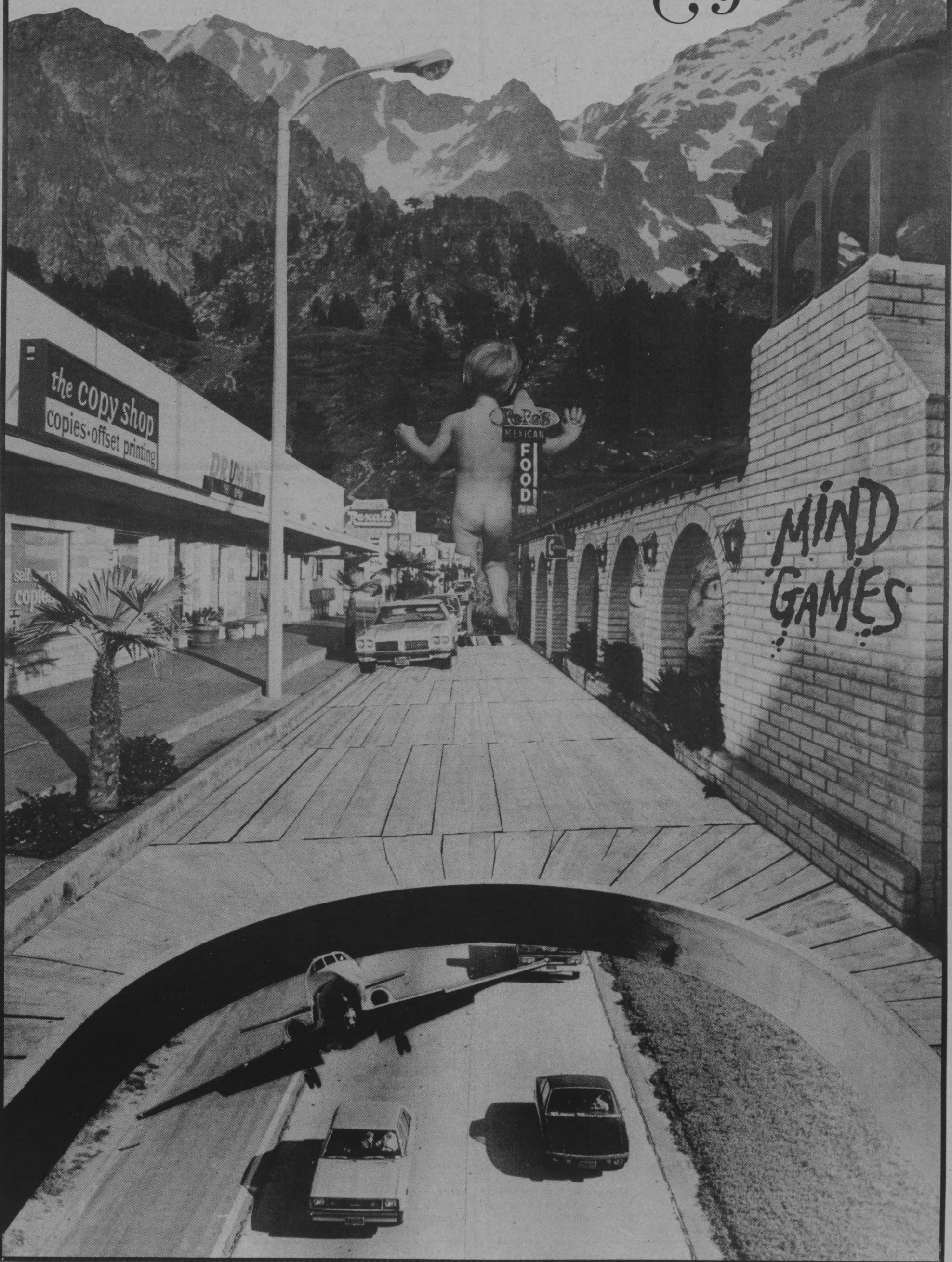


PORTAL

Friday, January 15, 1982

magazine



MIND
GAMES

PORTAL

magazine

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EDITOR: Laurie Putnam

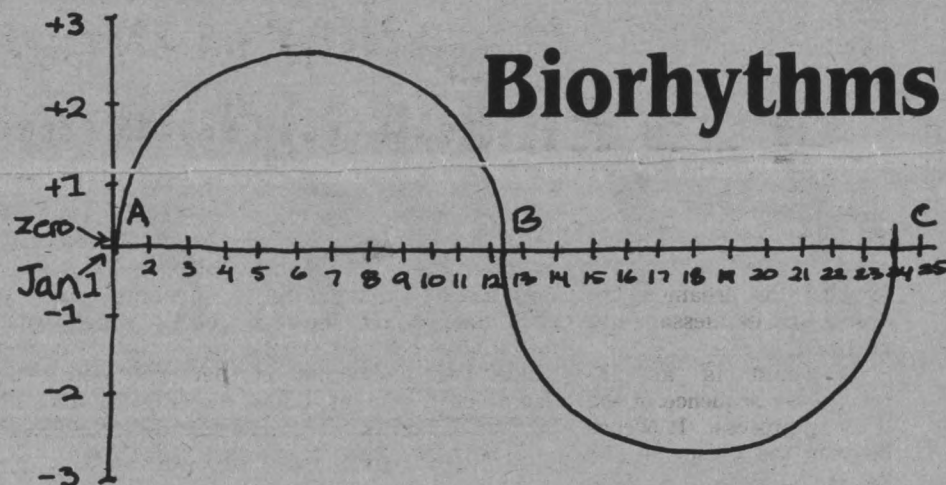
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Above is a typical biorhythm of a 23 day physical cycle. Points A, B and C are critical days, when the body is neither in a positive nor negative state. A composite of this chart, the 28 day emotional cycle, and the 33 day intellectual cycle would give the overall biorhythmic chart.

By TRACYE SAAR

Ever wonder why some days seem to be perfect and everything is going your way? (You can't believe it! You actually got up in time for breakfast and even stayed awake for the entire Econ. lecture!)

And then other days seem to be disastrous from the moment your clock radio goes off. (You can't find a place to park your bike and you spill your hot coffee on your TA as you try to find a seat). You realize then that the day is going to be a series of obstacles.

Why is it that some days you are the epitome of the three C's (Confident, Cheerful and Capable), and other days you feel like something the cat dragged in (Stupid, Slow and Scummy)? These highs and lows you experience could be a result of biorhythms — the physical, emotional and intellectual cycles that began the moment you were born.

Biorhythms were discovered in the 1920s by Dr. Wilhelm Fliess, along with Dr. Hermann Swoboda and Dr. Sigmund Freud. Biorhythms have since progressed to become a major new branch of biology, and are now being researched at Harvard, Stanford, and in Germany and Japan.

Biorhythms are basically divided into three cycles: physical, emotional and intellectual. The physical cycle, lasting 23 days, is often referred to as the "masculine rhythm." It affects the physical aspects of your body, including stamina, resistance to illness, and energy level.

Next is the emotional 28-day cycle, often called the "feminine rhythm," although both men and women may have it. This cycle governs the nervous system, moods, feelings, and the sexual cycle.

Finally there is the 33-day intellectual cycle, which is concerned with alertness, memory and reasoning.

These three cycles of biorhythms can then be divided into positive and negative sides. When a cycle changes from positive to negative, or vice-versa, the cycle is at zero

and this is called a "critical day." There are 5-7 critical days each month, and studies have shown that 80 percent of all accidents, sudden illnesses and deaths occur on critical days.

In Hanover, Germany, for example, a study revealed that 83 percent of workers' accidents occurred on critical days. In Japan, a major bus company charted the rhythms of 500 of its drivers and reported a 50 percent drop in accidents when the driver was informed of an impending critical day.

Also, in Switzerland, a hospital charted illnesses and medical crises among a group of patients and found that over five times as many brain strokes and cardiac infarctions occurred on critical days as on non-critical days.

This is not to say that biorhythms are harmful or evil because they "predict" a bad day; the influences of the cycle depends upon various factors such as age, education, health, circumstances and personality.

A critical day doesn't affect everyone the same way. People born on the same day will have the same biorhythmic chart, yet if one person was born earlier in the day then their cycle will be calculated as one day earlier. However, what effectively personalizes your biorhythm chart is your awareness of the way you act and feel at certain points in the cycle.

"Studies have show that 80 percent of all accidents, sudden illnesses and deaths occur on critical days."

Supporters of biorhythms feel that charting the cycles can be beneficial in many ways.

Biorhythms can chart compatibility. It has been found that the people you like and get along with have a similar chart to yours. Biorhythms also offer insight to your relationships with others — if your roommate is grumpy and a real pain to be around, it may be because of a low in hisher cycle. You can also chart a marriage through biorhythms.

Athletes use biorhythms to help deter- (please turn to page 3A)

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Investigation of Dream World Opens Window to Subconscious Mind

By JANE BAILIE

Though the existence and meanings of dreams are often clouded within the mind of the dreamer, the dream and its message are very real.

A dream is an intermediary sequence of the thinking process. It occurs between the conscious and the unconscious, in a state commonly known as the "preconscious."

"Dreams reflect intrapsychic processes, which are recurrent in each individual," states Emil Gutheil in his book, *The Handbook of Dream Analysis*.

"Most dream material is selected from recent experiences," continues Gutheil, "but the experiences influence the dream plot only to the degree that they cause in it an echo of deep-seated personal complexes."

Conscious experiences establish the basic outline of a dream from conflicts which have lain either partially or completely submerged in the subconscious. But a dream is not an unaffected repetition of the initial situation; its content is personal and inspired by specific associations connected with the conscious incident.

Only a number of the impressions of recent occurrences, such as unfulfilled desires and incompletely repressed thoughts, enter into the dream.

These "day residues," as Freud once called them, manifest themselves in a variety of ways. Some remain in the preconscious state until they are released in daydreams as moods, symptoms, symptomatic acts and other inflections of character. They may also merge and appear in distorted forms in a dream.

"Important facts may be mixed with unimportant ones; psychic accents may be displayed, material from infancy may be associated with material from recent times and may further distort and disguise the dream," comments Gutheil.

A dream is experienced at

a level of consciousness in which thought processes occur not in words, but in images. Thus, the dream may last an unimaginably short time, despite the fact that it often contains events which last a number of hours, days and at times

dreamer to discharge emotions which could prove harmful if released during full consciousness.

Dreams can prevent shocks which would normally be damaging to a person's ego. Particular experiences and situations

towards the high, the sublime, the ideal. Both of these tendencies appear in dreams."

A series of dreams may represent a number of solutions — some extremely unrealistic — for the same problem. Scientists, playwrights and composers may visualize images or figures which have failed to actually materialize during their conscious endeavors.

"The story of Kehule, the inventor of the graphic representation of the benzene ring, is well known," comments Gutheil. "After many years of fruitless attempts to express the specific configuration of atoms in a graphic formula, he dreamed of a snake biting its own tail. He awakened

and drew the formula on paper."

Stehil once said, "The dream is not a play of thought but a struggle of effects." The emotions displayed in a dream are usually considered to be its most reliable elements. The emotion generally corresponds to the dreamer, but not always to the manifest content of the dream.

"The hidden censorship which brings the antimoral

and antisocial segments of the dream into consciousness in a more or less disfigured state proceeds to exert influence in the dream's emotional phases," explains Gutheil.

"Dreams have contents which are closely related to the dreamer's personal problems. They express these problems in a specific way no matter what external or internal stimuli may have given rise to the dreams."

"Despite their apparent frivolity, dreams reportedly serve many functions."

years. One young man remembers a dream in which he experienced virtually the entire French Revolution, including his own beheading, in a matter of seconds. He awoke to find that the top bar of his bed had fallen onto his neck. The dream was nothing more than a sub-

conscious translation of the physical discomfort caused by the bar, and was perceived and experienced the moment he was struck.

conscious translation of the physical discomfort caused by the bar, and was perceived and experienced the moment he was struck. Yet despite their apparent frivolity, dreams reportedly serve many important functions.



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Yet despite their apparent frivolity, dreams reportedly serve many important functions.

Dreams protect a person's sleep. External and internal stimulations which would normally cause one to awaken, ward off complete consciousness even for brief periods of time. Dreams also serve to release emotional energy, by allowing the

desires which could not be completed during consciousness.

"In general," explains Gutheil, "we call the material containing the taboos, the repressed, the thwarted tendencies, 'catagogic' (Greek prefix meaning 'downward'). Incestuous cravings, criminal, tabooed homosexual cravings, and similar tendencies belong to the catagogic material."

"Anagogic tendencies, on the other hand, are those which lead 'upward'

Biorhythms Predict Highs, Lows

(continued from page 2A)

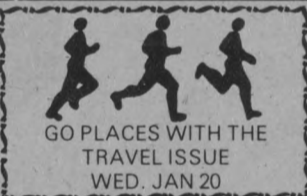
mine a training schedule. You can also use biorhythms in planning when to go on a trip or have surgery. Students can use biorhythms to find out when their cycle is at a high, which is the best time to study new material; on low days you would review old material.

All in all, having your biorhythms charted is worth doing. You can buy a book that will give you step-by-step instructions, or find a friend (or make one!) who dabbles in computers. The main idea behind biorhythms is that they allow you to be

aware of your cycles and therefore, to be more in tune with yourself.

Awareness is the key word, and you have to work with the chart to exercise or conserve the energies you have. You will still experience the ups and downs, but if they correspond to your chart you will be prepared for them and be able to turn them around to work for you, not against you.

Now some people solemnly adhere to biorhythms while others disregard them as a pseudo-science along with astrological forecasts. You can experiment and see for yourself whether or not you are a believer.



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Timothy Leary

The psychedelic changeling talks to the Nexus about life, himself, and of course... LSD

"We are moving into the age of information, when the key to survival is not going to be firepower or land power or money, but brain power. It is the age of information and intelligence. In the future if you are going to enjoy your life and continue to grow you are going to have to learn how to use your brain. The intelligent, disciplined, planned use of brain-activating drugs is the vehicle for controlling your brain."

— Dr. Timothy Leary, Conference on Psychedelic Drugs, UCSB, January 8, 1982.

This should not be an essay on drugs, but an essay on minds. There is nothing to be found in psychedelic experiences that you don't bring into them yourself. This is what can make them so valuable, but this is also what can make them so frightening.

Only in the past 20 years have psychedelic drugs been widely used in Western society (LSD was first synthesized in Switzerland in 1943), but the use of hallucinogenic plants and fungi goes back hundreds, perhaps thousands of years in societies which found they enhanced spiritual or mystical experiences. In modern terms, they are

commonly referred to as "consciousness-expanding" or "brain activating." (Some drug induced visions have been likened to the experiences in contemplative religions such as Hinduism and Buddhism.)

In the 1950s, '60s and '70s there was a flurry of research on the effects of psychotropics on humans by psychologists, sociologists, neurologists, and certain intelligence agencies. Today however, this research has ground to a stop, and state and federal laws have made the use of those drugs illegal.

The earliest scientific experiments with LSD and other man-made pschdelics were conducted by the CIA and other intelligence agencies in an attempt to find a way to influence people to act against their will. The agency eventually abandoned the theory according to journalist John Marks, who has chronicled the CIA's exploits in this area in several books.

From the start, however, the most fruitful research with LSD has come in the field of psychology. While an early theory that LSD could be used as a study aid because it created "model psychosis" in otherwise normal individuals proved to be incorrect, psychologists soon discovered other applications for the drug.

As a psychologist during this period, Dr. Timothy Leary became a pioneer in the study of these drugs, as well as a vocal and controversial proponent of their widespread use in society. Because of this, he was eventually asked to leave Harvard, where he was teaching, and became an outspoken leader of the counterculture movement of the '60s. Now in his own '60s, Leary still talks about the use of LSD, and of what use LSD can be to the human species.

"It was like a golden wand handed to a psychologist," he recounts. "It was an access code to the brain-computer."

Many theories of psychotherapy attribute our behavior to experiences in our past, imprints in our memory which condition our respnses and attitudes. Explaining, Leary says, "None of us chose our mothers and fathers and our neighborhood or our first grade teachers that laid such heavy scars upon our delicate brains. LSD gives you a chance of probing and re-imprinting so that you don't have to be a victim of the helpless brainwash that was laid upon you in childhood."

But Leary sees LSD as much more than a tool for psychologists. Leary speaks of his first psychedelic experience in philosophical terms. "I was introduced to multiple realities and I realized that this little narrow band of Timothy Leary reality was an artifact of my early imprinting and social conditioning. I just laughed and laughed."

These "multiple realities," Leary believes, are an innovation both in the sciences and in philosophy. "In the past 20 years there has been an enormous revolution in the way our species is thinking. It's all very related to the classic LSD reaction that says: everything is alive, everything seems to have intelligent meaning, everything is talking to you if you listen. Everything comes in waves. Everything moves. Everything is connected. This is the inner mystical, neurological side of what the scientists are now coming out with in their various different metaphors."

"The same thing is running through all of the sciences: multiple realities, multiple options, meaningful stages of evolution as opposed to blind Darwinism."

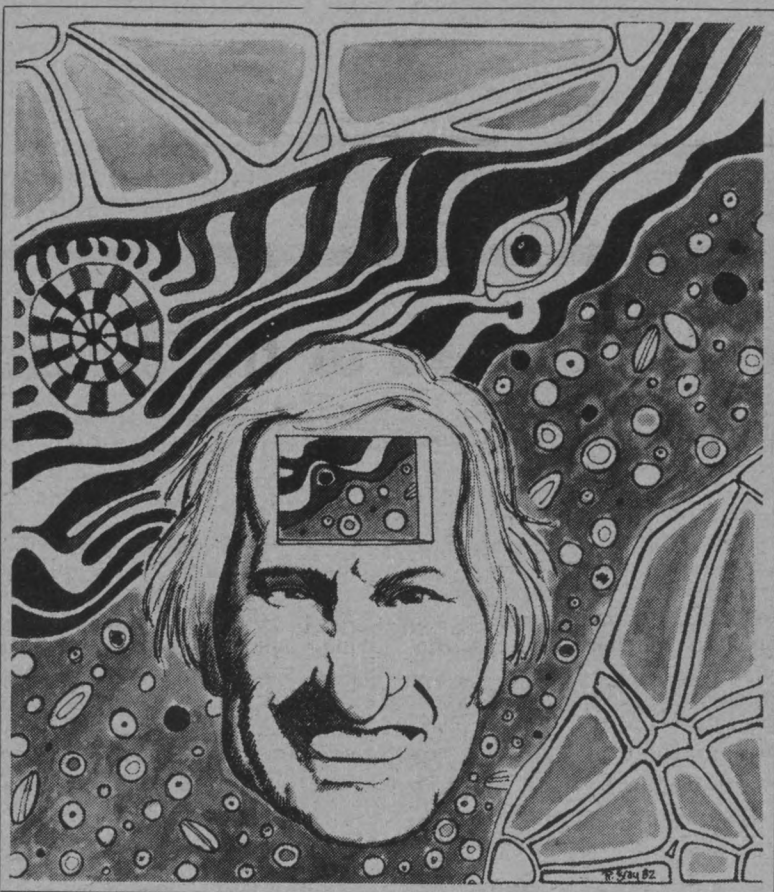
Leary speaks quite a bit about evolution, deriding the fact that too often it is talked about in the past tense, and as a random process. "The interesting thing about the Christian creationists and their rivals the Darwinian scientists is that neither of them accept that it (evolution) is going to take us into the future, a future which is hopefully more intelligent and more evolved. It is as though we're seven month embryos thinking 'Well, this is the end.'" Leary believes the future will be both more evolved and more intelligent.

He talks about Alvin Toffler's idea of the "third wave": the era of computers and mass communications when information is available to the common man at a rate almost incomprehensibly faster than we can assimilate it. Then he refers to psychedelics as "third wave drugs," an important tool for building the future, because "LSD accelerates and multiplies the functions of the brain."

So it isn't difficult to see why Leary talks about drugs like LSD as an integral part of the future, helping man to keep up with his own technology and to learn how the human computer, the brain, can work more effectively and perhaps even giving us a glimpse of how the brain will function without drugs in the future. They have come to Western society, he believes, at a time when they are needed and at a time when they can be put to use, whereas "LSD would have been almost incomprehensible 100 years ago, before television or computers."

Naturally, Leary believes research on psychedelics should be resumed. "I don't understand why the scientific study of these drugs has been stopped simply because the government is cracking down on abuse. We are all against the abuse of drugs and we're all for the in-





By Steve Barth

people who do nothing but do acid and close up. "It's not enough to say 'Hey, peace and love baby, it's all in your mind.' No, it's not all in your mind. There is a real world out there and we have to be as effective outwardly. Otherwise you're just sitting around high. It is a kind of spiritual masturbation."

Leary sees this balance between two worlds as essential, not just in drug experiences but in any kind of thinking. "Everything I say about LSD is about life anyway." This is why Leary, a kind of John Glenn of inner space has always been a big proponent of the exploration of outer space as well. In fact, these days the subject of psychedelics takes up a very small percentage of Leary's public lectures, most of which deal with what he sees as manifest destiny of the human species to migrate into space.

He points out: "There's a haunting correlation between America's public obsession with inner space and outer space. Both peaked about '68 or '69 and have gone underground. There is a tremendous outerspace underground — thousands of younger scientists who are deploring the fact that our space movement has been taken over by the military."

tensive research on them," he says.

However he is optimistic that that the value of psychedelics will eventually be realized. "When you introduce into a culture an innovative factor like brain-change drugs, it takes some time for the innovation to be socialized. It has been 20 years since the brain-change drugs became well known in this country. I think in the next 10 to 15 years we're going to see a tremendous renewal of interest in the systematic, disciplined scientific research on these drugs. It's inevitable."

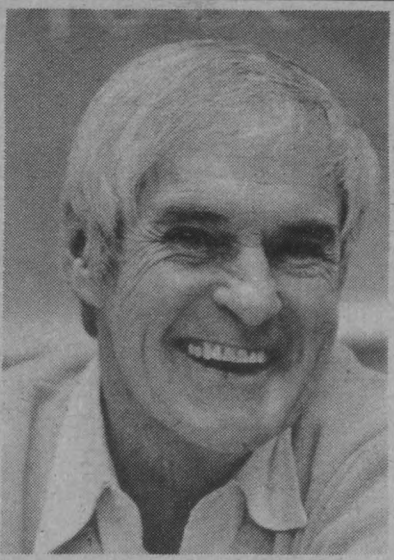
In the meantime, LSD and other psychedelic substances are only used illicitly. And while they are not as apparent in the public eye as they have

and you will be haunted for the rest of your life by that particular cut or that particular record." Needless to say, Leary adds that the choice of music would be very important. "Give it some thought so you're not blindly pressing buttons in your neural computer, letting the programs spin wildly."

"I don't want to be put in a position of a prude saying there aren't times when you want to just go in blind and thrash about, but you have to have a lot of experience before you do that."

Something else that Leary says should not be done without a lot of experience is tripping alone. "Always have a friend along who has had some experience. When you get — and you will get —

"The human brain is perfect. I submit to you that all drugs are perfect too. There is a time and a place for every drug."



been in the past, Leary estimates that the use of psychedelics is as popular as ever and probably more so. Still, he believes that more than 90 percent of the time, drugs are not used intelligently.

According to Leary, the key to having a good psychedelic experience, especially with acid, is what he calls set and setting: set being an individual's state of mind going into the trip; and setting meaning the physical environment — where you have the trip as well as such things as who you are with and even what the weather is."

"If you are going to take a drug like LSD," Leary advises, "you should think very carefully beforehand about who you are and where you want to go. You are going to change your mind. You are going to brainwash yourself. The attitude that you bring into the session and the surroundings are going to determine how you brainwash yourself. This is nothing to be frivolous about."

He emphasizes the need not just for mental and emotional preparation, but for a definite plan as to what you want to get out of the experience. "Do you want to understand more about physics or do you want to understand more about sex or about music? If you should surround yourself with music during an LSD session, the music becomes visual. You can actually see the ideas taking form

trapped and confused, that person says, 'It is all right, keep going.' You have got to have someone there. Total precaution and planning, guidance and companionship are needed."

"The brain is a very delicate computer," Leary points out. "You are going to be spinning it and accelerating it and letting programs flash for six hours at least. You are going to come out of it with a permanent imprint, a new mind set. So you've got to be careful." He adds, "It is tremendously optimistic because it does give you a chance of brainwashing yourself and re-imprinting your mind. But to reflect on the danger there too, you can come out worse unless you take the necessary precautions."

"But on the other hand, with any sort of intelligent planning and cautious protection of yourself against unpleasant surprise, the chances are 100 to 1 you are going to come out of it a much richer and better person."

Leary also warns against repetitious LSD sessions. The experiences, he says, "should be a reasonable step of passages that are going to take you where you want to go. You simply can't repeat an old pleasure without risking getting bored or tattered. You have to keep it alive and fresh and changing and growing."

Furthermore, Leary "deplors"

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Self Hypnosis

Students Learn Techniques For Improving Self-Control, Confidence and Esteem

By TRACY DUNIGAN

Due to a growing student interest in hypnosis, the UCSB counseling department will continue to offer beginning and advanced self hypnosis classes Winter quarter. According to counseling psychologist Kathleen Donald, the classes teach techniques to

down the heart beat. Audio cassettes on relaxation and hypnosis are offered at the counseling department located on campus. All of these services are prepaid by registration fees.

Students in beginning self hypnosis classes are introduced to methods that produce, for example, better

one person's particular problem as a group. Each week new techniques on problem solving are introduced.

The imagery technique, for example, involves the senses in imagining the sight, smell, or feel of a certain place or situation. Imagery is often used by athletes who hypnotize themselves and imagine each move or detail of, for instance, a ski run or ice skating performance.

One example of this hypnotic "mind over matter" technique is found in cancer patients undergoing chemotherapy. The patients

are told to imagine a cancer cell being driven out of the body by little cleaning men. There have been some positive results with this technique, but as Donald carefully noted, the use of imagery is a tool, not a cure-all.

Also offering beginning and advanced self hypnosis classes is certified hypnotherapist Jinny Moore. Moore began her the classes this fall, holding the sessions in her home at the Moore Ranch in Carpinteria.

According to Moore, hypnosis is not a new found science.

"Hypnosis dates back to Egypt," she said, where sleeping pyramids were prevalent and used as a place to hypnotize people with depression and other problems.

Hypnosis has since had its controversial periods of inacceptance. Nineteenth century Dr. Franz Anton

Mesmer was barred from the medical profession for practicing hypnosis on willing patients. Moore introduces students to Mesmer and his techniques in her classes, as well as educating her students in hypnosis.

"Hypnosis," according to Moore, "is the relaxation of mind and body focusing on one thing, giving positive suggestions while in an ordered state of consciousness that creates self improvement. Hypnosis further enhances any activity."

Moore stresses the positive view of hypnosis, and regards herself as a guide who teaches her students how to deal with their intimate problems in their own heads.

Moore is currently holding both beginning and advanced classes, and will also be presenting two body imaging classes, in which

students work on their self image to attain goals as to how they want to look and feel. A method called "cuing" is used in the class, where things are put "around a person's environment to remind them that this is the way they want to be."

"Patients are told to imagine a cancer cell being driven out of the body by little cleaning men."

"Memory suggestions are introduced while students are in a hypnotic trance."

strengthen study habits, self confidence, and self esteem so that students may gain better control over their lives via the subconscious.

The self hypnosis program was started at UCSB two years ago by Donald and colleague Elizabeth Holloway. Since the first self hypnosis class, response has been so overwhelming that several staff members have been added.

"I think it's the name more than anything else that attracts people," said Donald, because people are "tuned into the word hypnosis."

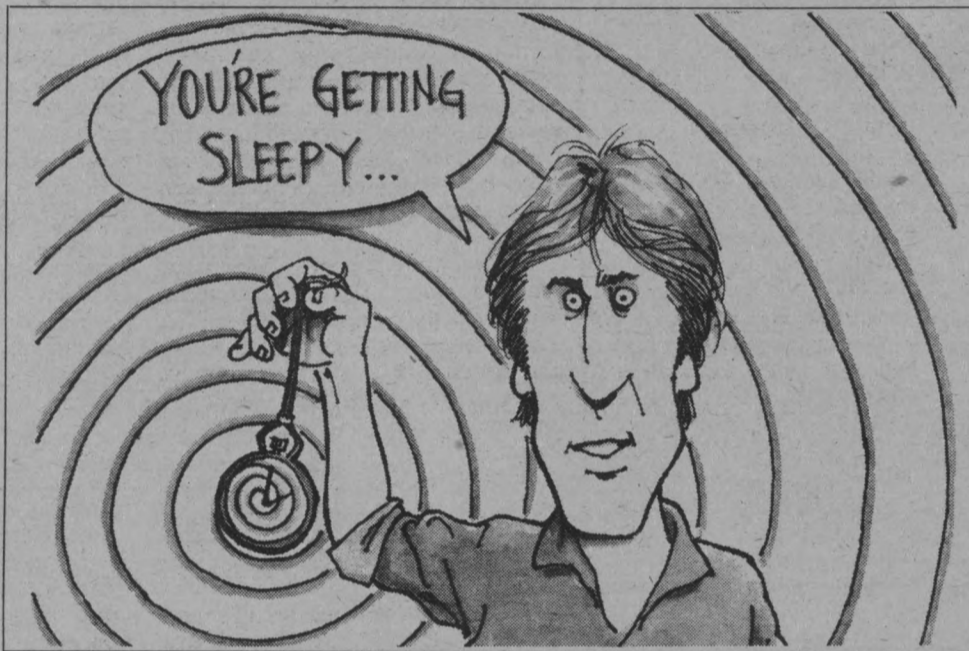
Along with the self hypnosis classes, the counseling department regularly offers relaxation groups and autogenic training. These classes focus mainly on quieting physiological functions, such as slowing

study skills.

"Basically what we try to do in beginning classes is teach techniques," Donald explained. Memory suggestions are introduced while students are in a hypnotic trance. These suggestions may deal with preparing for exams, reducing pre-test anxiety, or building self esteem and confidence.

Different skills or applications for putting oneself into a trance are also taught in the beginning classes.

Due to the students increased knowledge of self hypnosis skills, "advanced classes typically have more group interaction," according to Donald. Therefore, these classes take on a problem solving approach. The class works on individual goals or problems, and may work on



While under hypnosis, students are tape recorded as they tell goals they would like to achieve and what they'd like to improve. Moore noted that her hypnosis services provide consultation for stress management, habit control, mental rehearsal (as a preparation for such activities as exam taking, being interviewed, acting, and sports), concentration and recall, regression, self improvement, and expanding creativity.

For further information on any of Moore's courses, call 684-7936.

Perhaps the most fascinating thing about self hypnosis and tapping the unconscious mind, is the potential it holds. Donald illustrated Sigmund Freud's own theory regarding the size of the unconscious, in which he compared the conscious mind to the tip of an iceberg and the unconscious mind to the much larger portion of the iceberg below.

What Has the Graduate Students Association Done For You Lately?

One of the issues the Graduate Students Association is involved in is the Peace Institute Proposal. The prospects for having a Peace Institute somewhere in the UC system is becoming more and more hopeful.

Just last month, before Christmas break, Governor Brown promised the students of the University to include funding for the Institute in his budget. At first we thought he was going to ask for one million dollars, but now it looks more like 600 thousand dollars. This money is from the increased cost of overseeing the Department of Energy Laboratories (Los Alamos, Lawrence-Livermore, Lawrence-Berkeley, etc.). Now that a baseline budget for the Institute has been established, due to student activity, more and more of the University's administrators and faculty are taking the whole idea seriously. In fact, the question now is, where will the Institute be, and what will it look like?

Let us step back a minute, and ask ourselves a very important question — what power do the students have in influencing the decision-making process in this affair? After all the students were and continue to be the main motivating force behind the

Institute. Well, I think that there are three main directions to go here, and we must go in all three.

The first direction concerns the Academic Senate University-wide Special Committee on Global Security and Cooperation. This is a committee made up of faculty members from each of the UC's campuses and one student representative. (The student representative is appointed by the Student Body Presidents' Council.) I am currently the student representative. This committee is charged with deciding where the Institute will be and what it will look like. Thus it is imperative that you contact this committee and express your interest in having the Institute on this campus. If you don't do this soon, in some very vocal and popular way, your campus may be left out. You can communicate with this committee by contacting me at the GSA Office, ext. 3824.

Another way students can help support the Peace Institute is through funding. This may be done with a five dollar voluntary fee. In this way the students of this campus show their solidarity and can demand some accountability for their funds; hence a continued control over the Institute.

The third direction in which students can go in attempting to influence the decision-making process in implementing the Peace Institute concerns our Student Lobby Office up in Sacramento. Remember that the process by which the UC budget is passed is very political; much lobbying goes on for and against particular items in the budget. If the Student Body Presidents' Council does not agree with the plans for a UC Peace Institute, we can ask our staff up in Sacramento to scuttle the whole affair. We have done so in the past, and we feel a commitment to see that the Institute is implemented properly. The Student Body Presidents' Council wants to hear from students — how do you envision the ideal Peace Institute? If you are interested, you can get copies of all the proposals now submitted from your Academic Senate Office or call the GSA Office.

I have spent time going over the ways in which students can get involved in this process, but let us not forget that what we want is a good and honest UC Peace Institute. Any comments, suggestions, proposals, and help from you will be more than appreciated.

Dennis Gagnon
External GSA President

Attention Graduate Students:
You are invited to a Brunch to discuss the Peace Institute. Free Bagels, Juice & Coffee Monday, January 18 9:30 a.m. South Hall Room 1401

Is Your Department Represented in GSA Council?

GSA
1409
South Hall
961-3824

Anthropology Bee Hanson
Art/Art History Dalton Paxman
Biological Sciences Frank Cameron
Chemical/Nuclear Engineering Chuck Peden
Chemistry
Classics
Dramatic Art
Economics
Education Connie & Stanley Varnhagen
Electrical Engineering
English Jodie Patterson
Ergonomics/P.E.
French/Italian Rodney Chonka
Geography Tim Minor
Geology Ritchie Boyd
German/Slavic
History Ran Hopkins

Mathematics David Jonish
Mechanical Engineering Joseph Hutchins
Music Vicki Kirsch
Philosophy Mark McLeod
Physics Rich Mackenzie
Political Science Kofi Nyawuto & Davor Pisk
Psychology Paul Reed
Religious Studies Greg Shaw
Sociology
Spanish/Portuguese Rich Jensen Jr.
Speech Shereen Bingham

If your department is not represented, and you're interested in getting involved in GSA Council, call the Graduate Students Association Office, 961-3824.

This one-half page was provided and paid for by the Graduate Students Association.

One Last Word:

In Search of the Ultimate Alcoholic Beverage

By KATY PARKS

Despite the warnings of my editor, I am going to use this column to expound the virtues of an alcoholic product. I am going against better judgement because I think UCSB students are misguided on this subject, and badly in need of consumer guidance.

It has recently come to my attention that the vast majority of collegiates here are unaware of the existence of Pimm's No. 1 Cup — a gin derivative specially imported from England. No matter how sophisticated the masses think they are in choice consumption, without Pimm's on their shelves they are significantly lacking in class, intelligence, and worldliness.

I mean T&T's, "Teetollers," peach and banana margaritas from

"No matter how sophisticated the masses think they are, without Pimm's on their shelves they're significantly lacking in class, intelligence and worldliness."

Acapulco's and Grolsch beer may be extremely advanced, but Pimm's goes one step farther. It is thirst-quenching, smooth, and tasty, and provides the natural punch so sought after in the act of imbibing.

Are we so much creatures of habit, as has been pronounced by the renowned sociologists and political scientists, that we have lost sight of the original motive for molding our habits, that being the seeking of pleasure? Pimm's is the ultimate in pleasure: it makes one happy, exciting and loveable. And it does not leave one with a hangover.

I was recently in the SixPac Shop and, after boldly asking whether they stocked Pimm's No. 1 Cup, I received a puzzled stare. Suddenly I realized the seriousness of the campus naivete. "What the — is Pimm's?," asked the clerk in attendance. "Are you sure you're like in the right place? This is like a liquor store!"

Precisely. The SixPac Shop is a liquor store. And so is S.O.S., and Continental Liquors. The I.V. Market, Pruitt's, Fedmart and Smith's also boast large liquor sections. Why, then, the absence of this obviously palate-tickling beverage?

Well, the first reason probably has something to do with the fact that not one of the aforementioned stores had ever heard of Pimm's, and neither had I until I visited England last year and was introduced to this delightful cocktail by way of "limey" friends. I longed to share this treat with my fellow American friends, but so far had not been able to do so due to an inability to be able to obtain the product itself. Does Isla Vista have to

be like this — Pimm's-less? No.

The other day I decided to do something about the situation and hastened into the SixPac Shop to convince the manager, Mr. Greg Daviro, to order some of the ambrosia-like liquid. Thus I came to problem number two, another reason behind the local state of affairs.

Pimm's No. 1 Cup is indescribable. Intrigued by my persistence, Daviro, an adventurous and trusty soul, produced a well-thumbed

volume of alcohol distributors and attempted to take my order. By description.

"O.K.," he began, "like what category would this stuff be under?" I had no idea. Heavens, I should; I have drunk enough of the stuff. But I never claimed to be a connoisseur or a chemist of any sort; thus I have never analyzed the stuff, and its make-up is not immediately obvious.

"I'm not quite sure," I mused intelligently. Could it

be a gin? No, Davirro affirmed my suspicions by flipping to the page marked Gins and not finding Pimm's listed there. Well then, was it a liqueur? No, idea foiled again. How about a brandy? No. A whiskey? No. A mixer. No.

I did now know what Pimm's was. It is an amber-colored sweet blend of herbs, spices, fruits and fine spirits, which makes a giddy, fizzy cocktail when combined with 7up. But I knew that as to what one categorizes this

delight as, I had not the faintest notion.

Davirro began to become suspicious of my apparent obsession with the beverage. Was I an alcoholic, or simply batty? Just as he was about to succumb to the truth of the second hypothesis due to my insistant ranting, he yelped triumphantly, "I found it!" Pimm's No. 1 Cup of England was listed under *Special Imports*.

I think poor Davirro was so taken aback by the (please turn to page 8A)

Improve Your Memory.

How to Avoid that "What Was Your Name Again?" Syndrome

By RUTH HOFFMAN

Almost every day of your life you are expected to memorize information. Names, dates and times, not to mention class material must be retained for future use. Most of us remember just well enough to get by, while others, such as actors and politicians, can memorize pages and pages of dialogue and statistics. How do they do it?

Anyone can remember things that they care about. The problems come when we must retain information which seems inconsequential. Facts and formulae that do not connect with previous knowledge and carry no emotional impact will very likely be forgotten.

Dr. Roberta Klatzky, who teaches a course in learning and memory at UCSB, says that "if you are trying to improve your memory, become more interested in life."

She suggests reading broadly and pursuing subjects that have always

been of interest but were never explored. The logic behind this is simple — you remember new information best if you can relate it to something you already know. Therefore, the more you know about a variety of subjects, the easier it is to assimilate new material.

However, there are times when you simply need to memorize something by rote. For these occasions, mnemonics, or memory aiding techniques, can be useful. Mnemonics have been used since the time of Aristotle, but their success continues to amaze. Essentially, Dr. Klatzky asserts, these techniques simply give more meaning to the material, making it more likely to be retained. The following are a few of these mnemonic devices.

Imagine a large house with many rooms, and in your mind place each thing to be remembered in a separate room. When it is time to retrieve the information, take a mental tour of the

house and you will recall what you put into it, room by room.

This method of giving location to data can also be used for remembering names of people in a room. Remember where each person is sitting as you memorize their names, and later, when they all have moved, mentally go around the room and recall their names as you picture their old location.

Another more familiar practice for improving memory is repetition. The importance of repetition cannot be overemphasized. Let me say that again — the importance of repetition cannot be overemphasized. Repetition makes information stay in your short-term memory longer, thus increasing the chance that it will make it into your long-term memory.

If you are having an unusual amount of trouble retaining some material, divide what you need to memorize into smaller sections,

(please turn to page 8A)

"a weekly publication of the activities planning center"

Friday, January 15

P.P.S.: Meeting, UCen 2292, 4 p.m.
 I.S.A.: Meeting, UCen 2292, 7 p.m.
 Committee for Black Culture: Meeting, Pavilion A, noon.
 College Bowl: UCen Pavilion B, C, 6 p.m.
 Musical: "Hair" UCen Catalyst, 8 p.m. \$5/\$4
 Babylon Warriors Concert: Old Gym 8, 10:30 p.m.
 Martin Luther King, Jr. Birthday Celebration: Meet in front of library, march to Storke Plaza, noon.
 Los Angeles Chamber Orchestra: All Mozart, Campbell Hall, 8 p.m. \$9/\$7/\$5/\$3.

Saturday, January 16

A.S. Legal Aid Program: UCen 2272.
 Bike Tour: S.B., Carpinteria, Lake Casitas, 6:30 a.m.
 Film: "2001" Campbell Hall, 6, 8:30, 11 p.m. \$1.50/\$2.
 Musical: "Hair," UCen Catalyst, 6:30, 9:30 p.m., \$5/\$4.
 Bike Club Century

Sunday, January 17

Film: "LouLou," Campbell Hall, 7:30 p.m. \$2/\$2.50.
 Musical: "Hair," UCen Catalyst, 8 p.m.

Monday, January 18

Film: "Live & Let Die," Campbell Hall, 7, 9:30 p.m. \$2.
 Jog Log: Soccer Field, 11 a.m.
 College Bowl: UCen Pavilion B, C, 4 p.m.
 A.S. Finance Board: Meeting, UCen 2284.
 Program Board: Meeting, UCen 2292, 5 p.m.

Tuesday, January 19

Eckankar: Introductory talks, UCen 2282, 8 p.m.
 A.S. Status of Women: Meeting, UCen 2284, 5:30 p.m.
 G.P.U.: Meeting, UCen 2272, 7 p.m.
 Lecture: "Sexual Learning: Fantasy & Fact" John Baldwin, PhD, SHS Conference room, 5:30 p.m.
 Bike Club: Policy meeting, 6681 Del Playa No. 2, 7:30 p.m.
 Panhellenic & IFC Blood Drive: Pavilion ABC, begins 10 a.m.

Wednesday, January 20

A.S. Leg Council: Meeting, UCen 2284, 6:30 p.m.
 College Bowl: UCen Pavilion, 4 p.m.
 Kundalini Yoga Class: UCen 2272, 8 p.m.
 OCB: Meeting, UCen 2284, 3 p.m.
 A.S. Status of Women: Lecture, ERA, Pavilion ABC, 8 p.m.
 GSA Council: Meeting, South Hall 1432, 7 p.m.
 Committee for Black Culture: Meeting, UCen 2272, noon.
 Film: "Star Trek Bloopers" & assorted shorts, Campbell Hall, 6, 8, 10, 12, \$1.50/\$2.

Thursday, January 21

Film: "Alien," Campbell Hall, \$2.
 Snakeman and the Dishes Concert: UCen Catalyst, 7:30 p.m.
 College Republicans: Meeting, UCen 2282, 7 p.m.

Memory

(continued from page 7A)
 suggests researcher Donald Norman of UC San Diego. Norman maintains that the mind holds material best if it has been broken into sections containing no more than four or five items each. Further, arranging the sections into a logical order can make this device even more effective.

Essentially what you are doing with these techniques is giving structure to previously unstructured material. Anything with a structure or order is easier to remember than random

bits of information. The most basic instruction for improving memory is to connect the information to be learned with what you already know. Making a niche in the already known for the new data to fit into assures that you will be able to find that data when you need it.

As you are choosing classes, keep this in mind: subjects which are completely new to you are likely to be the most difficult, since the material presented in them may relate very little to what you already know. So be forewarned, and go into the new quarter armed with a few mnemonic devices.

Will Isla Vista Remain Pimm-less?

(continued from page 7A)
 discovery of the reality of this strange new substance, that he decided to order several bottles for the shop. He wanted to try a taste of it himself. Persistence triumphed. I am not batty.

So now Pimm's No. 1 Cup is available for \$10.19 in Isla Vista at the SixPac Shop on Pardall Road. It is a start.

Now, one may ask, with the purchase of a bottle of Pimm's, what does one do with it? How does one drink it?

Well, adhering to the tradition employed by

students at the University of Exeter in Devonshire, England, the procedure is as follows: In large bowl, combine one part Pimm's with two parts 7up or equivalent. Add the likes of four or five apples, oranges and cucumbers cut into thin slices, and several mint leaves if possible.

Have plenty of chilled glasses and ice over which to pour the tingly concoction. Now invite a few friends over, set up a table in the sun, and have a "Pimm's Party!" Drink up. It's better

than dieting. O.K., my plea for a good cause is now over. It is up to you now students, to go out and try Pimm's No.1 Cup for yourselves. Granted, it is a bit expensive, but seven or eight can share a bottle and then it's cheaper than Tanqueray or three sixers.

And what are you into — quantity or quality? This is the quality stuff. It mixes the time-worn, bucolic elegance of the English countryside with the trendy excitement and punch of the British New

Romantics to make cocktail to which the true American can relate. After all, you like their music and their clothes, why not their alcohol? Be the first on D.P. to throw a Pimm's party.

Start a trend. Get smart. Move forward...

Have I adhered to all the glittering generalities used in basic advertising technique? I doubt it, but at least I tried. Whew. Funny the uses to which one can put this column space. Long live freedom of the press! Vive le periodical!

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