Young Feels Media, 'Vehicle For Understanding Opinion

By Rodney Montgomery

"Genealogy is my avocation, but media are important vehicle for understanding public opinion," said Dr. Tommie M. Young. Young is the appointed chairperson of the Department of Educational Media at A&T, after the retirement of Dr. Ralph Wooden during the spring of 1980.

Young came to A&T in 1975 as the director of Library Services, and in 1979 was assigned to Instructional Support Services as director. What led her to her position in Educational Media was her areas of competencies in Secondary Adult Education, Early Childhood Education, Library Science, Education, Speech and Theatre, Social Psychology and genealogy.

A published author, Young has been published in numerous publications and professional journals and is presently working on a book titled, No Pleasant Lane, which is a "biographical fiction" inspired by the life of Pleasant Lane, Young's grandmother. Young has received the governor's certificate for leadership and a certificate in advanced genealogical study. She is president of the Durham Branch of the NAACP, holds membership in the U.S. Civil Rights Commission and North Carolina Council of the Arts, and is the National Grampaeus of Zeta Phi Beta Sorority, Inc.

Facility To Attend Convention

By Tony Moore

When the South Atlantic Modern Language Association (SAML) Convention convenes beginning November 6, new A&T faculty member, Dr. Sally Ann H. Ferguson will be in active attendance. She will present her paper titled, "Chestnut's 'The Conjuror's Revenge': The Economics of Direct Confrontation." "The Conjuror's Revenge" is the fourth story in a collection of seven short stories by Chestnut entitled, The Conjuror Woman, to the collection, the main character, Uncle Julius (the Conjuror, an Uncle Remus type individual) tells seven stories which should render him economic gain. In the fourth story, Ferguson argues that "it is the pivotal central story; only in four does Julius experience economic gain without aid, and for just a moment he is a man (by the very limited definition of his skill at controlling money)."

The Franklin, Virginia native who holds membership in the South Atlantic Division of the Modern Language Association, graduated in 1973 from Norfolk State College in Virginia with a B.A. in English Education, and an M.A. and a Ph.D in English from Ohio State University. She taught two years at Norfolk State and then came to A&T, what she considers to be "a pretty good Black school; and that's where good, well-trained Black faculty should go."

A&T State University Names New Fiscal Affairs Officials

A&T State University has named two new officials to fulltime employee Dec. 1, A&T officials said.

James Way, who graduated this year from A&T, will serve on the staff as an accountant. The appointments are aimed at strengthening the fiscal affairs operations. Harris, who worked with the A&T fiscal affairs last spring, is familiar with A&T operations. The accountant will work under the supervision of Quieter Craig, acting vice chancellor for fiscal affairs.
SBA Donates Money To Advance Minority Status

Washington The U.S. Small Business Administration (SBA) has provided $100,000 to the International Association of Black Business Educators (IABBE) for a project to advance the economic status of minorities through academic programs.

Membership of IABBE, a non-profit corporation headquartered in Washington, D.C., consists of dean, department heads and management education faculty members at Black educational institutions across the nation.

Under the funded project, "Minority Education in Small Business Entrepreneurship," the organization will instruct new and prospective business owners in methods of entering various types of businesses in the United States and abroad. IABBE plans to use academic programs to bring entrepreneurial training and expertise to the Black community.

"The law dealing with capital ownership development of Black business calls for funding organizations such as IABBE for projects designed to provide technical or management assistance to firms that are socially and economically disadvantaged," explained A. Vernon Weaver, SBA Administrator.

A study of 300 schools by the American Assembly of Collegiate Schools of Business (AACSB), an official accrediting body for management education, reveals that the percentage of Blacks in management education is decreasing.

Pan Hellenic To Enhance Ideas

By Loretta Gallishaw

The Pan Hellenic Council of NC A&T State University opened the new school year with a commitment to enhance the ideas of Greensboro to all people located at A&T.

This year the Pan Hellenic Council will undertake several new programs designed to promote our interest and viewpoints regarding the welfare of the student body here at A&T and to continually become more functional in the proceedings of this university.

Economic studies show that minorities are significantly underrepresented in business ownership. In 1972, minority firms received about 1.5 percent of the gross receipts of all U.S. firms. By 1977, gross receipts had increased only six-tenths of one percent. It is estimated that by 1992, minority firms will be receiving only 5.4 percent of the gross receipts of all U.S. firms. SBA's minority small business and capital ownership development programs are committed to increasing this percentage. Clement said.

A list of 30 institutions selected for the project will be available in December. Persons interested in obtaining additional information may contact Dr. William L. Crump, Project Director, University of the District of Columbia, College of Business and Management, Suite 713, Washington, D.C., 20005.

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Humana will be on your campus Friday, November 21st Recruiting Day
Journal Entry
By Tony Moore

The Ladd Company, through Warner Brothers Pictures, released its first film in September: *Bette Midler is Divine Madness*, starring Bette Midler. *Madness*, based on Midler's Broadway show, was filmed on location at the Pasadena (California) Civic Auditorium on four successive nights before live audiences.

The film is a potpourri of music including Midler hits such as "The Rose," "Boogie Woogie Bugle Boy" and "Do You Wanna Dance?"

Director-producer Michael Ritchie and cinematographer William Fraker used ten cameras while filming, without breaks, to give *Madness* a sense of audience participation.

In addition to musical talents, Midler has a comedic flair which has become the hallmark of her performances.

She came into the business (entertainment) when she was sixteen, while living in Hawaii with her parents, and decided to become an entertainer. She was an extra in the motion picture *Hawaii* where she earned enough money to buy a ticket to New York. In New York she landed a job in the chorus of the musical "Fiddler on the Roof"; a year later she won the part of "Tevye's" oldest daughter, a part she played for two years.

At that point she determined to become a pop singer and spent three years playing dingy New York nightclubs. She put together a dynamic act that springboarded the "Divine Miss M" into the bigtime.

She became a regular at the Improv where a talent booker for Broadway's Continental Baths spotted her and she spent six months at the bathhouse. She appeared on the "Johnny Carson Show," and later landed a recording contract with Atlantic Records. Her first album, *The Divine Miss M*, went gold, yielded two successful singles, "Do You Wanna Dance?" and "Boogie Woogie Bugle Boy," and was that year's Grammy Award winner for Best New Artist.

Midler toured the country with her stage show, house records at the Palace Theatre and on Broadway. She was a major star of record clubs, concerts and Broadway, and conquered television with her special, "Old Redhead is Back."

In 1979, movies came. Midler's first movie, *The Rose*, based loosely on the life and career of the late Janis Joplin, was a box office smash, starring Midler herself, who was an academy award nominee for Best Actress. The movie soundtrack went platinum, and the single, "The Rose," went gold.

Another dimension was added to her multifaceted career when she authored the Simon & Schuster publication, *A View From a Broad*.

Hurry Up This Way Again!

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Every year, some fifteen thousand more of our young people are given a chance to succeed. That is how many freshmen enter schools affiliated with the United Negro College Fund (UNCF). Many minority group young people are getting a boost toward higher education from a publicly-supported fund.
**Battle Arranges Band Music**

By Rosalind Postell

TB's Top Tunes

"Yes Oh Yes"

"One End A Million"

"Loft Lee Juan"

"Funk End Four You Make Her End Why"

"Ole Knight String"

"Part Delights"

"Recognize any of the above songs? They are all current hits. However, these tunes were rearranged for the Aggie Band by senior-applied music major, Turner Battle.

Turner, nicknamed T.B., serves as the announcer and arranger for the band. The Lidseton native has been the band's arranger for three years and the band's announcer for a year.

Turner began arranging music for the band in his sophomore year. "First, I listen to a recording of a current hit song; then I arrange the music for the different band instruments," he said.

Since his junior year, Turner had also been the announcer for the band. When the original announcer did not show up for a game, he was asked to substitute and has announced every game since that time. "As the announcer, I try to put myself in the spectator's position," he said. "I then exaggerate the reactions the crowd makes towards the band performance."

A proficient saxophonist and pianist, Turner has been a Marching Aggie since his freshman year. In addition he is also a member of Phi Mu Alpha, a professional music fraternity.

Turner envisions graduate school as composition and arrangement major. Afterwards, he hopes to compose and arrange movie scores, network television programs, and commercials. In the meantime, he accompanies a vocalist at the Manileworks Restaurant and Bar in downtown Greensboro.

"I love all music, especially jazz, soulful funk, and some funkadelic," said Turner.

Besides music, he loves trains and philosophizing. To quote his favorite philosopher: (himself), "Life is like ice cream; you've got to lick it before it melts down over the cone."

As for the band, he commented, "The band is in a rebuilding stage. With the help of very cooperative freshmen and upperclassmen, things are going smoothly. The new uniforms and the spirited attitudes contribute to the band's hopeful outlook. I look forward to big things for the band in the future."

---

**How to stretch your college dollars.**

You don't have to be a math genius to figure it out. Basic money management and careful budgeting are two very effective ways to keep from feeling the pinch when money gets tight. And we'll tell you how to do just that, and more, in our next issue of "Insider," the free supplement to your college newspaper from Ford.

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Then we'll tell you how to be sure you're getting what you pay for. And how to complain when you don't.

Check it out. You'll find some great tips on how to stretch your college dollars. And who knows, you may even discover being frugal can be fun!

Also be sure to check out Ford's exciting new 1981 lineup, including Escort. The front-wheel drive car that's built to take on the world. With Escort you'll find some great ways to multiply your fun.

---

**Campus Haps**

Pre-registration for spring semester will be held November 10-14, 1980. Class schedule bulletins and trial schedule forms will be available in all academic departments beginning November 3.

Applications for Spring Mass Communications internships are now being accepted for processing. If you are planning to work as an intern next semester, please come to Crosby 226 and talk to Mr. Parbhoo, Internship Director. Application deadline is November 21.

The Pan Hellenic Council will be sponsoring a Talent Show in the latter part of November. Anyone interested in presenting a talent, please see James Vincent in Curtis Hall, Loretta Gallishaw in Cooper Hall, Kim Baily in High Rise or come to Room 100 of the Student Union at 6:00 pm on Wednesday, November 5.

The Pan Hellenic Council will be holding a meeting for all members on Wednesday, November 5, 6:00 pm in Room 100 of the Student Union. All members are urged to attend.

---

**JONI (A Movie)**

**Thursday, November 6**

**7:00 p.m.**

Free Free Free

No I.D. or Money Needed

Harrison Auditorium
Student Motivation Important Stimulation

The following example is an indication of how motivation can direct the student to accomplish his/her intentional purpose:

"A marginal student was singled out by a professor who cared. He made an example of him during the introduction of the students in class. We will call the student John. As a result of this stimulation, John became a regular class room participant. After two weeks, the test results indicated that John had earned a near perfect score on the other test under the same professor. Some four weeks later, John earned a perfect score on both the written and performance tests."

In general, one needs motivation to succeed in performing quality work in any phase of life. Motivation is a necessity for people to strive towards their desired aims. The above example is only one reflection of how students can benefit through the aspect of motivation.

Michael R. Watkins
Associate Attorney General

When you need some notes at 3:00 a.m., you find out who your friends are.

You left the notes for chapter 6 in the library. A sure sign that tomorrow’s test will be heavy, with questions from chapter 6. Someone you know is about to get a phone call. He’s not going to like it, but he’s going to have to come through. When this is over, do something special for him. Tonight, let it be Löwenbräu.

Löwenbräu. Here’s to good friends.
Time To Unite!

By Michael Fairley
Mass Communications Students!! If ever there was a time for us to unite that time is now. Do you realize that if A&T had and accredited Mass Communications program, it would be one of the largest programs on campus?

The current status of the Mass Communications concentration depends upon whether the university receives additional funds from the Kellog Foundation. But, an interesting question is; why the UNC General Administration approved a program, for Winston-Salem State University, which is in its fetal stage, instead of providing a program for the approximately 250 students at A&T?

The total blame for this action does not lie solely on Chapel Hill. If A&T students want a Mass Communication program, the students and faculty must make their requests known to the UNC General Administration.

Also, the approximately 250 Mass Communications students must come out of hiding and participate in their campus media so the administration will know that they exist and are indeed concerned about their future.

The grant notification should come by February 1981, which gives Mass Communications students ample time to inform fellow students about the problem and organize an effective plan of action. If A&T's Mass Communications program is dismantled, students will have to change majors or institutions, and it is doubtful that Winston-Salem will join the UNC-G, Bennett, A&T Consortium.

Leading editorials are written by the editor of The A&T Register. Such editorials will not necessarily carry a byline and will not necessarily reflect the opinion of the University or the entire staff. Staff members are free to write dissenting opinions.

To receive The A&T Register, please send $8.50 for one year or $16 for two years to The A&T Register, Box E-25 Greensboro, North Carolina, 27411 to cover mailing and handling costs.

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Student Victims

By Galen Stevens

Many university and college students throughout the country are suffering, victims of drug and alcohol abuse. The problem is plagued ripe and tender minds of students and others for many years and seems to be an everlasting leech that handicaps the environment with a quiet and very powerful presence.

The problem is very noticeable on the campus of North Carolina A&T. The next time you are walking across campus or even going to class, notice how evident this problem really is; young men under certain trees, people out in cars in the parking lots. Do not be surprised to walk into certain restrooms around the campus and find yourself caught in a cloud of smoke.

It seems that many students believe they can deal with or accept situations more effectively while under the influence: conversing with the opposite sex, enjoying a football game or concert, or even accepting a failing grade. Some students even rely on certain drugs to keep from falling asleep when studying: i.e. acid (LSD), speed, and other forms of drugs known as uppers. It should not be forgotten no matter how much happier one may feel or how much one may think the drug aids, the risks of death, either by accident or overdose, are considerably high and the thought of putting one's hopes and dreams on such a thin line is frightening?

Do You Know?

By Audrey L. Williams

Do you know where you're going to? An old familiar tune, right? Students of mass communications, your attention is demanded.

As of this point your budget is hanging on a thin thread. You have no department, only a "concentration." You also have only one full-time mass communication instructor with some 250-plus students.

Winston-Salem State University recently acquired a department in mass communications. They only have prospective students and instructors. Maybe the fact that Winston-Salem has a department is political. Although I don't proclaim to be a politician, it is a known fact that A&T has highly accredited departments in business and engineering. The UNC-System is trying to avoid duplication, which would mean fewer accredited departments at A&T. So the story goes Winston-Salem gets the department and A&T does not!

"I am an Aggie born and bred," but by the fall semester of '81, I might become a Howard Bison or a Winston-Salem Ram because the grant given to the mass communications program by the W.K. Kellogg foundation is slowly dwindling.

Okay, fellow mass communication students, now is the time to take action before it's too late. We have a new interim chancellor and a welcoming committee of mass communication students demanding a department would help bring him out of his present low profile.
Curtis Hall’s Electronic Duo To Create Robot

By Andrew McCorkle

Derek Green and Michael Upchurch are electronic whiz kids. The sophomore electrical engineering majors have been friends since the second grade. They share hobbies and a room in A&T’s Curtis Hall, and together they will design and construct a 4 foot tall, 2 foot wide mechanical robot.

"Upchurch and I plan to build a fully programmable robot with his own brain," said Green. "We hope to have him follow pre-set tracks and be able to pick up certain objects. He will also have a special light-sensing circuit designed by Upchurch."

The robot will contain "circuitry to slow him down in case he travels down a steep hill a little too fast," said Green.

The cost of the project is estimated at $700, "But that’s nothing compared to what it would cost if we’d built commercially," said Green. "Most of the cost will come from making up the custom arms and legs," explained Green.

If the robot happens to get cornered, much like the way small battery operated toys, became cornered it will be able to emit a special pitch that will activate a unit that “will let me know. I will have the unit with me all the time," said Green with the candor of an experienced science enthusiast.

The basic design will also include micro processes. "As I build him and learn more about micro processes I will use micro process to have him do things on his own...fully automatic," said Green.

A visitor to their first floor room often finds the two in the midst of some creative effort. Even during an interview Upchurch was busy molding and cutting a special console to fit into his car.

Unlike Green, Upchurch has not always had a interest in electronics, he was deeply involved with industrial arts during high school, laying the foundation for his unoffical partnership with his roommate. However, in recent years because of Green’s influence Upchurch has combined his craftsmanship as a builder with his knack for electronics to produce a number of musical instruments.

Upchurch is quick to acknowledge Green as the greater electronic mind and credits his life long friend with introducing him to a complex electronic component called a chip.

"Green turned me on to some circuits he knew," recalled Upchurch. "He was more or less my teacher."

"Green told me there were little black boxes called chips," explained Upchurch, "But I didn’t believe him."

After finally being convinced, Upchurch said he used a chip to build an electronic metronome. "I got kind of cocky after that," he chuckled.

His interest was keener than most of the other students and he wanted to know more than what was being taught in class.

"They weren’t doing anything that I wanted to do," said Green, "I started to read alot on my own and began to piece circuits together on my own.”

Green said he worked at first with “simple circuits” building radios and light flashers.

However, he soon found himself becoming more and more advance while his electronics savvy increased.

The electronic Whiz Kids Derek Green and Michael Upchurch. (Photo by Tyson)

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Sports Notebook
By Raymond Moody

Remember the World Series? Philadelphia’s Tug McGraw used the statement “You’ve got to believe” as a slogan for the Philadelphia Phillies. The Phillies did believe and they walked away as the champions against the favored Kansas City Royals.

NC A&T’s football team has to “believe” it can handle the Rattlers of Florida A&M. There’s a lot at stake in this game. The winner finishes the year in second place behind SC State and will represent the MEAC in the Gold Bowl. The Rattlers are currently 3-4.

I feel the season is at stake for the Aggies. For A&T to claim a successful season, it has to make a bowl appearance.

A&T showed a lot of character Saturday in its 22-21 win over Morgan State. The Aggies did what they had to stop Morgan’s offense; they did. When they had to score and convert for the two points, they did. You’ve heard the old saying that “when the going gets tough, the tough gets going.”

A&T’s offense continued its outstanding play Saturday by rushing for 378 yards. The Aggies are leading the nation in rushing yardage; since A&T has the number-one rushing team in the nation, it has the number one offensive line in the nation.

Congratulations go to A&T’s Cross Country team. The Aggie harriers won the MEAC championship Saturday morning.

The Aggies were coached by Mel Pinckney. Pinckney overcame a number of obstacles to take this team to the championship. But everyone knows Pinckney is a “miracle man.” He’s currently coaching wrestling and will handle A&T’s track team in the spring. So that’s one championship down and two more to go for Pinckney.

A&T’s basketball team is practicing very hard in preparation for its opener against NCCU. The game has been scheduled for November 29 at 7:30 p.m.

The Aggies look to improve on their 8-19 record in 1979-80. The Aggies will be led this year by James Anderson and forwards Antoine Collins and Harold Royster.

Anderson and Collins are transfers from Coach Corbett’s Lincoln team. Everyone in Aggieland knows about Harold Royster. Royster has been named second team All-MEAC for two of his three years as an Aggie. Royster, along with Howard’s Larry Spriggs and James Ratliff, is the class of the MEAC at the forward position.

With support coming from James Horace, Ron Stinchcomb, and Artie Gaines, A&T could represent the MEAC in the NCAA Tournament.

The football team will depart Greensboro sometime Wednesday night for Florida. The theme song for last year’s NCAA basketball championship game was “This is it” and this is how I view the game for the Aggies.

A&T must play its best game of the season. The Aggies must execute offensively and defensively without letting up. Remember “You’ve got to believe.” I don’t believe, I know. The Aggies can win. But if I’ll be close in Florida. Look for a low scoring game. The Aggies by one.

A&T 14 Florida A&M 13
Fuller Named New Coach For Volleyball, Softball

By Audrey Williams

Vivan Fuller, the women's new volleyball and softball coach, says, "The change from Bennett College to A&T is a lot different; there are more students."

Fuller is from Cedar Grove and holds a master's in physical education. She also teaches swimming and personal hygiene.

"This is my first year here at A&T. I've been here about eight weeks now," said Fuller.

Fuller explained that she was an assistant volleyball coach at Bennett and came to A&T to "challenge another job." Fuller said, "The women's volleyball team has had its ups and downs this season. We're losing more than we're winning. One of the top players for the women's volleyball team is sophomore Annette Yancey.

"She's an all-round athlete. She will play any position I put her in, and know what to do," said Fuller.

Fuller is presently recruiting young women for next year's team. She explained that there were several hopefuls, and all the seniors had considered A&T.

"I'd like to see the women's program on the rise this year, so that, when someone asks, "Do you have a volleyball team?, they won't answer, "What's that?"

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Heating System Difficult To Operate In Winter

By Tonya LeGette

During this time of the year, it is often cold in the morning, warm during the day, or warm in the morning and cold in the day. No, this is not a weather forecast, but a comment on the heating system here at A&T.

According to Gerard Gray, director of the physical plant, this unstable weather makes it very difficult to maintainadequate heat in the buildings.

"It is not easy to respond to everyone's need. In the comfort index, what is comfortable for one, may be uncomfortable for another. We use steam heat, and it is manually operated. The controls are set and it takes time for the heat to build up," said Gray.

Even after the weather has stabilized the thermostat cannot be set any higher than 68 degrees because of energy conservation, and it will all really be a matter of responding to change in temperature, Gray comments.

"The heating system is much more different than the cooling system. Air conditioning responds very quickly, whereas the heating system responds much slower. After the weather gets cold and stays cold, it will be much easier to control the heat in the buildings," Gray concludes.

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Moody and Nash's Black College Poll

1. S.C. State 9-0-0
2. Grambling 7-1-0
3. Tenn. State 5-1-0
4. Alcorn State 5-2-0
5. N.C. A&T 5-2-0
6. Virginia U. 6-1-1
7. Jackson St. 5-3-0
8. Howard 5-2-1
9. NCCU 6-2-0
10. Florida A&M 3-4-0

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"WHEN YOU SHOOT A LOTTA POOL IN BARS, THE ONLY THING YOU WANT FILLED UP ARE YOUR POCKETS."

Steve Mizerak - Famous Pool Player

LITE BEER FROM MILLER: EVERYTHING YOU ALWAYS WANTED IN A BEER. AND LESS.
Tracksters Place In Top Five
In Cross-Country Tourney

By Quill Ferguson

North Carolina A&T's cross-country runners demonstrated their tremendous strength Saturday by winning the first annual MEAC Cross-Country Championship on the campus of A&T.

It was predicted earlier in the season that the Aggies had a shot at the title; however, who would imagine that they would place three runners in the top five, and four in the top ten places.

The Aggies totally dominated the field finishing with an impressive 33 points, followed by Howard 52, S.C. State 62, Delaware State 97, Bethune-Cookman 147 and Florida A&M 150. In cross-country the lowest point total wins.

Leading the way for the Aggies were Tim Nixon.

Christ Woodard, Quill Ferguson, Daniel Fritz, Curtis Davis, Eric Beamon, James Canady, Chuck Richardson, and Hubert Gooden.

Capturing individual honors was Ronnie Holt of S.C. State, with a time of 34.47 on the grueling 6.2 mile course.

The next three places belonged to A&T's Tim Nixon, Christ Woodard and Quill Ferguson with times of 34.51, 35.07, and 35.14, respectively. A&T went on to place eighth Daniel Fritz 37.01 and sixteenth Curtis Davis 38.40 to round out the first five scorers.

It was the first running championship for the Aggies in the history of the MEAC and the way things look they should have a strong indoor and outdoor track team also.

Black College Scores
A&T 22 Morgan State 21
Florida A&M 49 Tuskegee 22
Howard U 38 Hampton 21
Norfolk St. 20 Bethune-Cookman 7
S.C. State 59 Morris Brown 7
Townson St. 30DelawareSt. 0
Central State 19 Bowie St. 10
Eliz. City St. 28 Fayetteville St. 15
St. Paul's 27 Livingstone 13
Virginia Union 53 Virginia State 0
WSIU 5 J.C. Smith 3
Grambling 43 Texas Southern 14
Mississippi Valley 47 Prairie View 7
Aiken St. 26 Bishop 7
Tennessee St. 49 Southern 9
Alabama St. 20 Alabama A&M 17

The Aggies open their indoor track season December 6 when they travel to the William and Mary the Williamsburg Invitational , Va.

Top 10 Cross Country


BADISCHE CORPORATION . . .
a producer of

CHEMICALS
FIBERS & YARNS

Since its founding on the Texas Gulf Coast in 1956, Badische Corporation has become a recognized rising force in the North American chemicals and fibers and yarns industries.

Today it is a member of the BASF Group, one of the world's largest and most respected chemical organizations.

With major manufacturing facilities in Williamsburg, Virginia; Freeport, Texas; Anderson, South Carolina, and Amperior, Canada, Badische Corporation produces a variety of chemical products and nylon and acrylic man-made fibers.

We will be interviewing at the North Carolina A&T on November 25, 1980 . . . see your placement office for details.

BASF

Member of the BASF Group
an equal opportunity employer—m/f
If you think you could pick your beer with your eyes closed, here's your chance.

Probably just one beer drinker in 3 can pass this test.

All three major premium beers are distinctly different in taste. After all, they're made by different brewers using different ingredients and different brewing processes. Still, it takes a pretty educated tongue to tell them apart.

You may not win, but you can't lose.

This test requires a blindfold. That's so your eyes won't influence your mouth. Because taste is all that counts—in this test, and in a beer. Here's how the test works. You pour Schlitz, Bud and Miller into identical glasses. Have a friend label them 1, 2 and 3 and switch them around. Now, taste. The one you pick may not be your beer, but it's the beer with the taste you want.

See? You can't lose.

What is that taste you're tasting?

Maybe beer tastes so good because you're really tasting each sip more than once. First, the lively, refreshing character of beer comes from the aroma and flavor of the hops. Next, as you swallow, you sense the richness—the body—that barley malt adds. Finally, the finish. Now the balance of tastes becomes clear. No one taste should intrude on your total beer enjoyment.

How do Schlitz, Budweiser and Miller compare on taste?

That's for you to decide. Simply rate each beer from 1 to 10 on the flavor characteristics below. When you're finished, try to guess the brands by name. Very, very few people can do this.

Does the taste of a beer ever change?

Yes. All beers have changed over the years. One example is Schlitz. Two years ago a master brewer named Frank Sellinger came to Schlitz. He came to be president. And to brew a Schlitz that was smoother than any other beer. Taste that beer for yourself. Because taste is what it's all about.

The best beer is #

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Refreshing</th>
<th>Faintly sweet</th>
<th>Full bodied</th>
<th>Smooth</th>
<th>Mellow</th>
<th>Mild</th>
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Place beers' numbers on each scale from 1 to 10.

Beer #1 is brand
Beer #2 is brand
Beer #3 is brand

Today's Schlitz.
Go for it!

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