

Notable scholars to speak at health symposium

Ten prominent scholars will speak about consumer health behavior Wednesday and Thursday at the Steinhart Symposium on "Consumer Behavior in the Health Marketplace," according to Ian Newman, symposium coordinator.

Newman, chairman of the Health Education Dept. in the Nebraska Center for Health Education, said the university symposium nationally is the first of its kind. He said he encourages UNL students to come.

The symposium has been financed by a grant from Mr. and Mrs. Morton Steinhart of Nebraska City.

According to Ed Hirsch, vice-president of the University Foundation, the Steinharts have donated \$5,000 a year for mental and community health programs and symposiums since 1960. The money has been used in the past for University Health Center programs, Hirsch said, and was given to the symposium this year.

Hirsch said Steinhart is an executive officer with Morton Foods Company.

There will be coffee break discussions after the first speeches each day so students can talk to speakers, Newman said. Students also can sign up for the luncheons either day for \$4.25 each. Newman said the speakers will each host tables, and five students will be able to sit with each speaker.

The hour-long speeches will last from 9 a.m. to 2:30 p.m., with discussions following the final speech each day. Speakers for the symposium are:

- Gerald Zaltman, University of Pittsburgh business professor, on "New Themes in Innovation Research: Implications for Consumer Health Behavior."
- LuAnn Day, University of Chicago Health Administration Studies, on "Access to Medical Care."
- Thomas Prendergast, University of Missouri-Columbia, Community Health and Medical Practice, on "Consumer Behavior: An Epidemiological Perspective."
- Leon Robertson, Insurance Institute for Highway

Safety, on "Whose Behavior in What Health Marketplace?"

-Nathan Maccoby, Stanford University Institute for Communication Research, on "The Stanford Heart Disease Prevention Program."

-Malcolm Knowles, North Carolina State University Adult and Continuing Education, on "The Adult as a Consumer of Learning."

-Lawrence Wortzel, Boston University School of Management, on "Some Determinants of Post-Purchase Satisfaction Among Medical Care Customers."

-Godfrey Hochbaum, University of North Carolina School of Public Health, "Selling Health to the Public."

-James Swinehart, Children's Television Workshop, "Some Lessons from the 'Feeling Good' Television Series."

-Sidney Stahl, Purdue University Department of Sociology, "Motivation Interventions in Hypertension Screening: The Community as a Lab."

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- 5 Did a rodeo stunt
- 10 Thunder sound
- 14 "—" for All Seasons"
- 15 Horace opus
- 16 Top-notch
- 17 Tall
- 20 "Kissed — and made them cry"
- 21 Play the informer
- 22 Murray and West
- 23 Explosive device
- 24 Effect
- 27 Witticism
- 28 Invite
- 31 Raccoon's relative
- 32 Oven
- 33 Thine: Fr.
- 34 Dark
- 37 Secular
- 38 Sky sightings
- 39 Drip-dry material
- 40 Undergrads: Abbr.
- 41 Printer's instruction
- 42 Appraise
- 43 Low-grade
- 44 Give — steer to
- 45 Words with David or Bethlehem
- 48 Knave — (tart thief)
- 52 Handsome
- 54 Hewed
- 55 — nothing
- 56 Year in Nero's reign
- 57 Lamp adjunct
- 58 Sews shut, in falconry
- 59 ShriII bark

- workers
- 8 Ancient Tokyo
- 9 Certain drillers
- 10 Brahman, for one
- 11 Rude one
- 12 Indigo plant
- 13 Seeger
- 18 Riboflavin's relative
- 19 Thomas Wolfe hero
- 23 Colorado sights
- 24 Adjective endings
- 25 Cuspid's neighbor
- 26 Medieval shield
- 27 Neck ruffle
- 28 "Thereby hangs —"
- 29 Tries one's wings
- 30 Ovens
- 32 Make a bid

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- Monday**
- 6 p.m.—Volunteer Income Tax Assistance - Nebraska Union 225G.
 - 6:45 p.m.—America Program—NCCE.
 - 6:45 p.m.—Assertiveness Training—NCCE.
 - 7 p.m.—The Arts Today Conference—NCCE.
 - 7 p.m.—Parliamentary Procedure Conference—NCCE.
 - 7 p.m.—Hearing Loss, Hearing Aids and You Conference—NCCE.

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- Tuesday**
- 8 a.m.—Workshop for Salesmen, Designers, and Developers of Grain Dryers—NCCE.
 - 4 p.m.—All University Fund—Union.
 - 6:30 p.m.—Career Exploration for Women—NCCE.
 - 7 p.m.—ASUN Government Liaison Committee—Union.
 - 8 p.m.—Faculty Brass Quintet Concert—Kimball Recital Hall, 11th and R streets.

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crossword puzzle

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SUEDE	GREENWOOD	
ESTHETE	QUEST	
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RAYAS	GALAPAGOS	
ARET	ARRAS	ARTE
GADSWOONS	CLEAN	
TINGS	EASERS	
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ONICE	SAGINAW	
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- 33 In a wretched way
- 35 Empty-pump sign
- 36 Resulted
- 41 In a while
- 42 Loathes
- 43 Austen subject
- 44 "—" and his money...
- 45 G. B. or Artie
- 46 Hack
- 47 Declare
- 48 Make eyes at
- 49 Ramble
- 50 Do chores
- 51 Take it on the lam
- 53 Pub order

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