

Lifestyles

Therapists fleecing public with self-help books

By JUDITH A. RUSSO
Associated Press Writer
SEATTLE (AP) — Enter any bookstore and you'll find walls of self-help manuals. They'll save your marriage, cure your phobia, release the "inner you," or enable you to stick to the only diet you'll ever need.

Many of them make claims on the covers or jackets that the contents don't deliver, and some use theories that have not been proved, said psychologist Gerald Rosen, who wants his fellow professionals to do something about that.

He suggests a kind of Good Housekeeping Seal of Approval from the American Psychological Association. Books would be required to state how methods had been tested, on whom, and how effective they were. And now the market includes cassette tapes, too.

"We have to have these products marketed with accurate claims and not take advantage of the public," said Rosen, who is in private practice in Seattle and has written a self-help book of his own, about phobias.

Rosen had hoped to present a "Golden Fleece Award" for self-help psychotherapies at the APA's convention last August in New Orleans to embarrass therapists who made exaggerated claims about untested programs. He had planned to pass out noisemakers, and make awards based on the level of honks and boos each book received.

But the APA nixed the idea.

"Very bad taste," said Charles Spielberger, APA president. "It's not scientific evaluation, people booing."

If an APA member writes a book that violates the organization's ethical principles and if someone files a claim, the APA would investigate, said Spielberger, a psychology professor at the University of South Florida, Tampa.

"We don't shrink for a minute from expelling or censuring a member who doesn't follow APA code," said Raymond Fowler, a psychologist and APA chief executive officer, but "you can't just let one member speak for the association and say, 'Here's a bad guy doing a bad job.'"

APA may consider regulating member authors, but Fowler said, "The truth is, I wouldn't want to underestimate some of these books. They are very sound and very sensitively thought out ... and for some individuals it may be the only psychological help they'll obtain."

And evaluating every self-help book would be an enormous undertaking.

Rosen's book, "Don't Be Afraid," had its share of exaggerated claims, he said, and the experience taught him it would be possible for the APA to set up a standard contract for psychologists to negotiate control of book promotion.

One way to deal with book jacket hyperbole, Rosen said, is for authors to take a tough stand with publishers. But Herbert Holtje, a lit-

erary agent, said it is nearly impossible for writers to maintain that kind of control.

It is unrealistic that self-help books "should be marketed without consideration of the competitive climate created by publishers," Holtje wrote in the journal *American Psychologist*.

Albert Ellis, president of the Institute for Rational-Emotive Therapy and a psychologist in New York City, has written more than 50 self-help books.

"I'm critical of some self-help books but definitely in favor of others," said Ellis, who would approve of a program to test a book for effectiveness. But he said he doubts publishers would wait around for that.

"I must say there's something frustrating about the hard work of research day in and day out just to get a little way and someone reels out a pot-boiler and makes thousands," said Patricia Keith-Spiegel, a professor of psychology at California State University at Northridge who teaches a course in ethics.

She was on the APA's ethics committee at a time when a psychologist couldn't give out professional advice except in a client-patient relationship.

"Then everything exploded," she said, and psychologists were on radio and television, they were writing columns, they were writing books.

She is writing her own how-to book, how to get into graduate school.

"I've been a vocal critic of self-help books," Keith-Spiegel said. "I'm going to have to research and check out everything I say."

Rosen cites a number of books he feels exaggerate their claims. One is "The Doctors Guide to Instant Stress Relief: A Psychological and Medical System," by psychologists Ronald G. Nathan and Thomas E. Staats, and Dr. Paul J. Rosch.

"I don't believe there's any such thing as instant stress relief," Rosen said. "It could have been called the 'Doctors Guide to Stress Relief You Can Learn in a Few Weeks.'"

But Nathan said the title was suggested by the publisher and agreed upon only after much discussion among the authors. While it may take six months to learn the technique of instant relaxation, it then can be applied in seconds, he said.

One danger in self-help books is that people can misdiagnose themselves and fail to seek help, Rosen contends. But Nathan said he and his co-authors provided a test for the reader to determine if professional help is needed.

"I have talked to a lot of people over the years who have found a great deal of help in self-help books," said Bernie Zilbergeld, a psychologist in private practice in Oakland, Calif., and co-author of "Mind Power: Getting What You Want Through Mental Training."

"If they can go out and pay \$5 for a paperback book and get help from it without seeing me, why not?" Zilbergeld said.

Rosen admits he sounds self-serving: He charges \$95 for an hour of therapy. But, he said, professionals should not promise the public more than they can deliver.

Refreshments



(Staff photo by Jean Streetman-Ward)
Tiffany Bruce, 8, of Pampa, takes a break from the heat to get snowcones at the West Texas Snow Co. on North Hobart.



The Book Report

by
Janette Quarles & Ellen Malone
Lovett Library Staff

First Hubby by Roy Blount
The First Hubby has cared for the kids and made the meat loaf for years in order to emotionally and financially support his wife's political activism. Now, his kids are grown, his wife is busy, and, in the White House, he has a cook. Feeling a bit left out and unnecessary, he wanders around Washington in disguise, taking polls on his wife's popularity. He also pours his moody reflections (such as how he met President Clementine when she was dashing naked across a college campus pursued by police dogs during a protest rally.) This is a fun to read book.

Into the Darkness
by Barbara Michaels
Barbara Michaels, the mistress of modern romantic suspense returns with her most daring and entertaining book yet. When a young Meg Venturi inherits her grandfather's antique jewelry business, she soon discovers that her legacy includes not only sparkling gems but dark secrets as well—secrets that can kill.

Message From Nam
by Danielle Steel
As a journalist, Paxton Andrews, former Southern belle and Berkeley co-ed, experiences the bloody conflict of the Vietnam War firsthand. After seven years of writing an acclaimed column for American newspapers, she returns to the U.S., where the stories of the men she has met at the front—Peter Wilson, a promising law student whose fate takes a turn in Da Nang; Ralph Johnson, the seasoned AP correspondent; Bill Quinn, the hardened captain of the Cu Chi tunnel rats; and Sergeant Tony Campobello, the street-wise New Yorker with a chip on his shoulder—continue to haunt her.

Vietnamese people. Recalling the passions and intrigues of the war, the author creates characters who learn to survive in the turmoil around them.

Don't Shoot, It's Only Me
by Bob Hope
One of America's best-loved entertainers recalls fifty years of dodging bullets and zig-zagging through war zones in the name of comedy. From his vaudeville beginnings to his valiant tours of military bases during WWII, and the major military actions that followed it, to his present status at the pinnacle of show business, Hope recalls his distinguished comedic career, as well as his relationships with an impressive list of celebrities.

My Life in Three Acts
by Helen Hayes
In My Life in Three Acts, Helen Hayes, speaking with wit, wisdom and candor on topics both public and private, provides an engrossing account of her rich and productive life.

She offers deft behind-the-scenes portraits of such personalities as Joan Crawford, William Randolph Hearst, Charlie Chaplin, F. Scott Fitzgerald, Richard Burton and many more. At the same time she reflects more seriously—and with great honesty—on the painful parts of her life. Finally, she expresses her strong views on what is wrong with the American theatre today, and what has always been wrong with

Hollywood.

6 Stories for Children
by Danielle Steel
Max and the Baby-sitter
With warmth and tenderness Danielle Steel shows how parents can help children banish their fears of babysitters.

Max's Daddy Goes to the Hospital
With her special sympathy for children's concerns, Danielle Steel demonstrates how parents can help a child overcome his worries with caring reassurance when his daddy goes to the hospital.

Max's New Baby
Introducing a new baby into the family is not always easy, as Danielle Steel is well aware. Still, talking things over can do a lot to help older children make the new little ones welcome.

Martha's New Daddy
In this endearing portrait of a caring family, Danielle Steel reassures young readers that continuity and love need not end when a parent remarries.

Martha's Best Friend
In this charming story about fun and friendship, Danielle Steel shows young readers that parting, though sorrowful, can have a sweet ending.

Martha's New School
A new house and a new school can be frightening to a small child, as Danielle Steel knows so well. Yet family love and new friends will cause old worries to fade and new joys to prevail.

Dad's drinking frustrates daughter

DEAR ABBY: My father lives in another state, and he visits me three or four times a year for two weeks (sometimes) at a time. Prior to each visit, I work myself up into a nervous frenzy because I know he will drive me crazy while he's here.

Dad is 56, single, and I think he's an alcoholic. He hangs out at his favorite club while he's here, then comes back to my place somewhere between "high" and "loaded," and he expects me to stay up with him while he drinks more and talks non-stop about himself. Thank God, I don't have any children.

I don't know how to stop this vicious cycle (which has been going on for five years) without losing him altogether, which sometimes I think might not be such a bad idea.

Please don't recommend intervention, as he doesn't think he has a drinking problem.

FRUSTRATED DAUGHTER
IN NEVADA

DEAR FRUSTRATED: When you stay up and provide your father with an audience while he continues to drink and talk, you are enabling him to drink. Please, do your father and yourself a favor, and attend some meetings of Al-Anon and Adult Children of Alcoholics. They're



Dear Abby
Abigail Van Buren

listed in your telephone directory. You will get some helpful, eye-opening insights on how to deal with your father, which could provide salvation for the both of you. Good luck!

DEAR ABBY: I have just finished reading your book, "Dear Abby on Planning Your Wedding." It was a wonderful book and extremely helpful. After reading the section on "Including Disabled Persons," I had to write and tell you about a wedding I attended recently.

The bride's father had a stroke quite a few years ago and is now confined to a wheelchair. At the start

of the reception, when they traditionally play "Daddy's Little Girl," they did something a little different but simply wonderful. The song they played was "Leader of the Band," and facing her father, the bride wheeled him around the dance floor. I don't think there was a dry eye in the house! Everyone applauded.

It was the most beautiful dance I had ever seen at any wedding. I know I will always cherish that special moment shared between that father and daughter!

KAREN CHASE,
BAY SHORE, N.Y.

DEAR KAREN: Thank you for reminding us that with enough love and creativity, there are few problems that are insurmountable.

DEAR ABBY: I hope "Heartsick in Arizona" writes her son out of her will. He apparently prefers his pit bull to his mother, so he certainly doesn't deserve any of her money. Pets are nice, but they should not replace people.

On second thought, it might have been better if "Heartsick" had chosen to have a pet instead of a son.

TICKED OFF IN TEXAS

ROYSE ANIMAL HOSPITAL
•Boarding • Science Diets
Mon.-Fri. 8:30 a.m. - 6:00 p.m.
Sat. 8:30 a.m. - 2:00 p.m.
1939 N. HOBART 665-2223

Dr. N.G. Kadingo
Podiatrist
(Foot Specialist)
819 W. Francis 665-5682

B&B Pharmacy
Located In Randy's Food Store
401 N. Ballard
•665-5788 •669-1071

Open Mon.-Fri. 9-6
Saturday 9-1

- Senior Citizens Discounts
- Generic Drugs
- Hollister Ostomy Supplies
- We Accept Blue Cross, Blue Shield, PCS, Paid Medicaid and Value Care Cards

*FREE Delivery
*Emergency Number
665-2892

Dennis Roark
Pharmacist-Owner
"Your health is my first concern."

Annie Skimmers & Beacons®

Lots of colors to choose from

Grande
*Black w/bright stripes
*White w/tropical stripes
*Navy w/southwest stripes

Lindsey
Pure Linen
*Taupe *Teal
*Green *Peach

Your Choice Only 19⁹⁹

DUNLAPS

•Dunlaps Charge •American Express
•Visa Coronado Center •Mastercard

Today's Crossword Puzzle

The World Almanac Crossword Puzzle

ACROSS

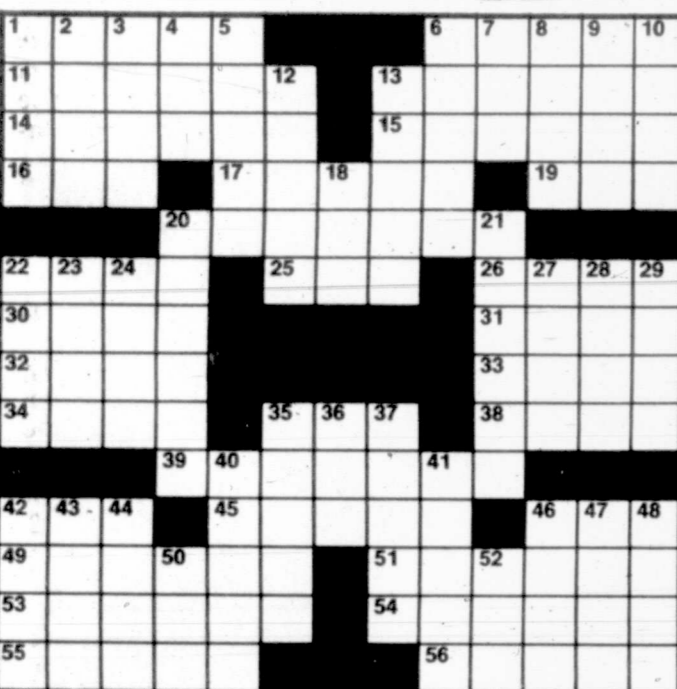
- 1 Tasty
- 6 Swiss mountaineer's song
- 11 Kind of power
- 13 Stick together
- 14 Hair wave
- 15 Loud noise
- 16 Female word
- 17 One who fails to win
- 19 Comparative suffix
- 20 Place of residence
- 22 Shade of blue
- 25 Actor
- 26 Wax
- 30 Silly
- 31 Work like
- 32 Female voice
- 33 Small monkey
- 34 Horse's gear
- 35 Temporary fashion
- 36 Dame Myra
- 39 Arab chieftain's domain
- 42 Distant
- 45 Bring upon oneself
- 46 Air circulator
- 49 Team
- 51 Devotion of nine days
- 53 Acid-testing paper
- 54 Laborer
- 55 Retains
- 56 Insignificant

DOWN

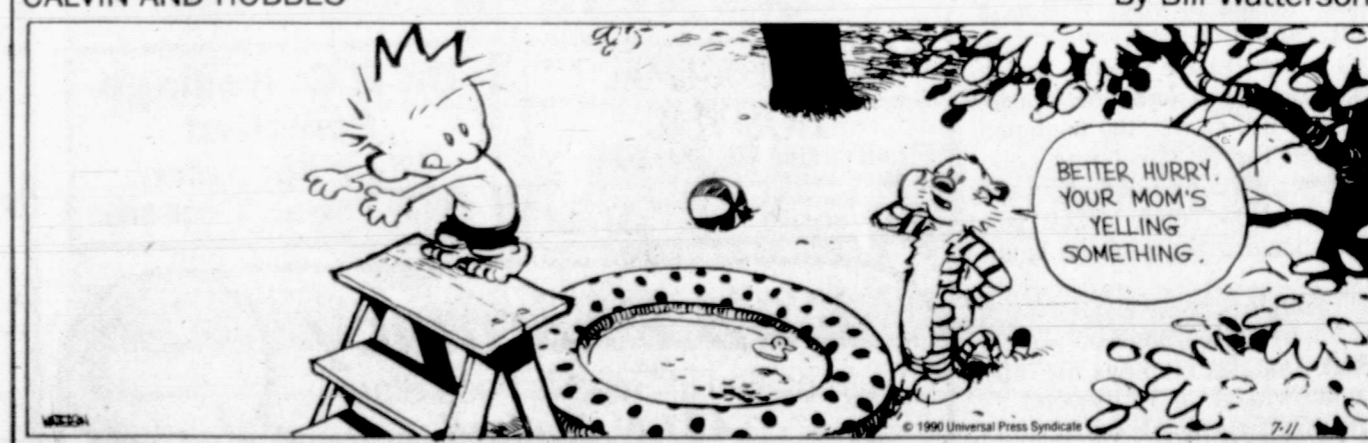
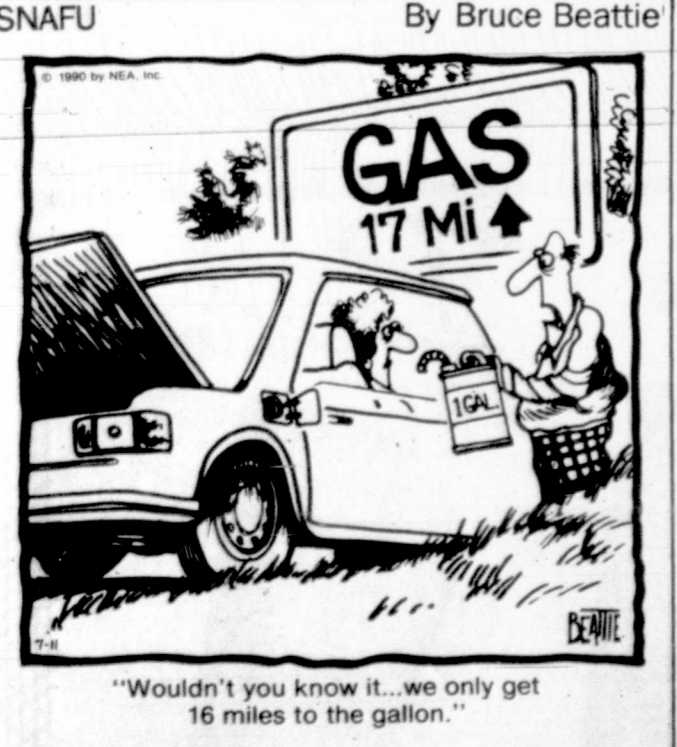
- 1 Sweet potatoes
- 2 Beehive
- 3 State
- 3 Greater in number
- 4 2100, Roman
- 5 Cede
- 6 Belonging to you
- 7 Electrical unit
- 8 Figure skater
- 9 Author
- 10 Wanton look
- 12 Clumps of dirt
- 13 Fish basket
- 18 Mrs. in Madrid
- 20 Indefinite person
- 21 Injure
- 22 Former Russian ruler
- 23 New England university
- 24 Against
- 27 Singer
- 28 Adams
- 28 Crumbles
- 29 Protection
- 35 Uncovers
- 36 Part of a circle
- 37 Discourage
- 40 Arithmetic sign
- 41 Boy Scout group
- 42 Actor Peter
- 43 —'s Irish
- 44 Rose
- 46 Fixed routine
- 47 Hat material
- 47 Dill seed
- 48 — a; not any
- 50 Ref's kin
- 52 Complete

Answer to Previous Puzzle

C R A G J A R C R A B
 Z A S U I K E E I R E
 E S P Y L I V E D N A
 C H I E L M E R E D O D
 H E R O N B R A V E L Y
 S E A O S M O N D
 F U M A B Y
 I N A L O A
 R I S I N G G M T
 R I C H T E R F E A S T
 O B I S U I T E I E R
 L A C E V E E T T E
 E L L S E V E E R S E
 O D E S R E M L E E S



© 1990 by NEA, Inc.



Gorbachev re-elected easily as head of Soviet Communist Party

By BRIAN FRIEDMAN
Associated Press Writer

MOSCOW (AP) — Mikhail S. Gorbachev was re-elected easily Tuesday as leader of the Soviet Communist Party, endorsed by delegates who at times criticized his policies but decided they could not survive without him.

Delegates at the 28th congress of the Soviet Communist Party voted 3,411 to 1,116 to keep Gorbachev as general secretary. His opponent, Teimuraz Avaliani, received 501 votes in his favor to 4,020 against.

Under the congress' rules, the delegates were required to take separate votes on each candidate.

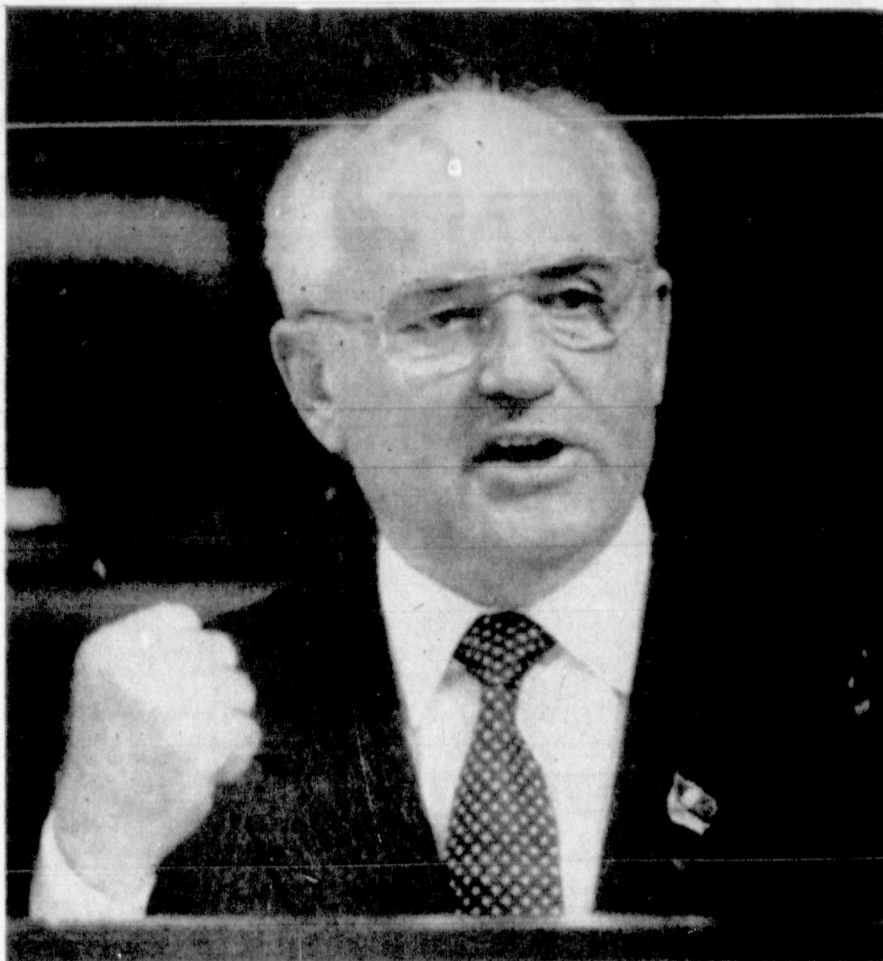
The result was announced at the end of the eighth day of the 28th Congress of the Soviet Communist Party after a brief break to count the secret ballots.

Gorbachev's victory was greeted by loud applause from the delegates at the Kremlin's Palace of Congresses.

Seven candidates were nominated Tuesday morning to challenge the 59-year-old president and party leader. By the afternoon, all had dropped out but Avaliani, the man who led a coal strike in western Siberia a year ago.

The congress, which many expected could pose a challenge to Gorbachev, ended in triumph for the Soviet leader. Delegates approved Gorbachev's proposal to reorganize the party Politburo, transferring greater power to the government that Gorbachev heads.

The top party job carries no fixed term of office. But the meeting changed party rules to require that the general secretary be elected by a congress, which traditionally meets every four or five years, rather than by the Central Committee which meets several times a year. The change will make it harder for oppo-



(AP Laserphoto)
Gorbachev addresses Soviet Communist Party members.

nents to oust Gorbachev as party leader.

In March, Gorbachev was elected to a five-year term as president, an office whose authority was strengthened at his initiative.

Gorbachev warned the traditionalists at the opening of today's session that they could not continue ruling the country like feudal lords.

"The party will succeed when it understands that society is different," he told the delegates.

Later, he spoke only briefly to accept his nomination.

"I carry the most responsibility

for what has been done," he told the delegates. "You have the possibility, you have a lot of information, it's right that you should decide."

He acknowledged that he has not been able to give both the Soviet presidency and the party leadership full attention, but said he hoped that a new party structure would settle that problem.

Gorbachev received warm applause when he approached the podium, and spoke in a quiet, calm voice.

Foreign Minister Eduard A. Shevardnadze, one of those who with-

drew, said, "I do not see a stronger, more experienced" candidate than Gorbachev.

Avaliani stood before the congress' almost 4,700 delegates to declare a cautious approach to strikes.

Last year, when hundreds of

thousands of coal miners struck the Soviet Union's coal fields, Avaliani was chairman of the strike committee in the Kuznetsk Basin of Siberia. He also is party leader in Kiselyovsk.

However, in answering questions from the delegates, he said he would

support strikes only on a case-by-case basis.

Another one-day coal strike is planned by miners today to protest the party's hold on power and the government's inability to fulfill the promises it made to end last year's strike.

Lane® Recliner REBATE SALE!

First-time, factory-authorized rebates on these select recliners ...now through Saturday only!



\$60⁰⁰
FACTORY AUTHORIZED
REBATE



"Bronco" Your personal invitation to relaxation! This soft Wall-Saver® is space-efficient without sacrificing a thing. Its generously proportioned design offers you plenty of roomy, stretch-out comfort. Featuring a layered triple-tiered back, padded pillow arms and thick T-cushion seat.

Regular Price \$649
Sale Price \$409
Less Rebate \$60
Your Cost **\$349**



\$50
FACTORY AUTHORIZED
REBATE

"Pacer" Contemporary Wall-Saver® sumptuously cushioned to perfection! Tiered back, pillow arms.

Regular Price \$499
Sale Price \$349
Less Rebate \$50
Your Cost **\$299**



\$20
FACTORY AUTHORIZED
REBATE

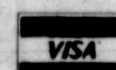
Modern
Luxury!

Regular Price \$449
Sale Price \$289
Less Rebate \$20
Your Cost **\$269**

FREE DELIVERY

OPEN 9:00 TO 5:30 MON.-SAT
PHONE 665-1623

Texas
FURNITURE



Use our convenient budget payment plan or we'll welcome your MasterCard or Visa charge.

IN DOWNTOWN PAMPA AT 210 N. CUYLER

Play & Win

Convenient Cash™

Over 400,000 Prizes Available Win Up To \$1000 In Cash!

ALLSUP'S

Stop by your favorite Allsup's Store to pick up your game piece and game rules. Up to \$50,000 in cash and over 400,000 free instant prizes will be given away. You can win one of 5 top cash prizes of \$1,000 playing Allsup's Convenient Cash. Come play Allsup's Convenient Cash and become a winner with us.

ALL VARIETIES
PEPSI-COLA
6 PAK/12 OZ. CANS

\$1.99

MARS MILKY WAY/SNICKERS/BOUNTY/ PLAIN OR PEANUT M & M'S
CANDY BARS

3 \$1
FOR

ASSORTED FLAVORS
GATORADE
32 OZ. BTL.

99¢

MEDIUM OR LARGE FITTI
DIAPERS
PKG.

\$5.49

FRITO LAY® ALL TYPES
DORITOS
REG. \$2.49 SIZE

\$1.89

SHURFINE LONGHORN STYLE
CHEDDAR CHEESE
8 OZ. PKG.

\$1.99

ORANGE/GRAPPE
WAGNER DRINKS
32 OZ. BTL.

\$1.29

PAGE
PAPER TOWELS
2 PKGS.

\$1.00

FRESH...DELICIOUS
HAM, EGG & BISCUIT
EACH

69¢

309 N. Hobart
1900 N. Hobart
500 E. Foster
1025 W. Wilks
Borger Hwy. at Price Rd.

ALLSUP'S
CORN DOGS
2 FOR

99¢

PRICES EFFECTIVE
JULY 11-17, 1990

CRANBERRY/CRANAPPLE
OCEAN SPRAY DRINKS
48 OZ. BTL.

\$1.99