

# Assertion best retail bargaining method for students

By JUDY MESKO  
Collegian Staff Writer

Assertive personalities are likely to get what they want from a store. They can get a salesman to wait on them, demand a lower price on an item, insist that the manager take back an item they are dissatisfied with, and outsmart aggressive salesmen.

For students who want to be more assertive in a store, the best way to learn is to watch and imitate other assertive personalities, says Marty Kenigsberg, intake supervisor for the campus psychology clinic.

Most important is for students to know what their rights are and to insist on them, Kenigsberg said. If one salesman won't help them, they should talk to

another and then finally the manager, he said. Being polite but firm and keeping good eye contact and posture are also important, he said.

To learn these skills, students should rehearse the situation they expect to encounter at the store, Kenigsberg said. This rehearsal, he said, can be done in front of a mirror, planned mentally, or practiced with a group of friends, each playing the different roles of customer, salesman, and manager. This will make the rehearsal as close as possible to the actual situation in the store, he said.

The psychology clinic in 315 Moore offers free assertiveness training to students, Kenigsberg said.

Students can be assertive in a store to the point of being a "Pain in the ass,"

said a local store manager, and it doesn't always work.

The manager, who asked not to be identified, said he had no preference in giving quiet persons or troublemakers what they want. "I would just as soon wait on the pain in the ass and get him out of the store, because I don't want a scene," he said.

Anyone could be a pain, he said, simply by disagreeing with everything the clerk or the manager tells him. But these persons usually don't win anyway, he said. "Once they finish bitching," he said, "we tell them we don't need their business."

Two clerks from the manager's store said they would rather wait on those who knew what they wanted and were

assertive enough to ask for it, rather than shy persons unsure of what they want.

When students want to be waited on while the clerks are stocking shelves or taking inventory, they should simply ask, the manager said. They shouldn't approach the clerks by asking, "Do you work here?" he said. Then there is the temptation to say no and let the students help themselves, he said.

One sure way for students to get service in a store is to look suspicious and sneak around the shelves of the store, said Deb Moody (7th-political science). Moody has been a salesclerk at a retail clothing store for two years and said the clerks will think sneaky persons are shoplifters and will quickly wait on

them.

Assertive students can get lower prices for items only in certain situations. If students point out that the price of an item on the shelf is lower than the price on the package, they will be charged the lower price, the store manager said.

Moody added that when students point out flaws or other damage on an item, the manager will lower the price if he has the authority to do so. In larger stores, prices are often controlled by a central office and the manager can't change them under any circumstances, she said.

Students generally don't have trouble returning items if they have the saleslip, the manager said. Assertive students don't have trouble returning items,

sometimes without a slip, Moody said. All they have to do is make a scene and say, "The salesgirl told me I could bring it back," or "I wouldn't have bought it if I didn't think I could bring it back," she said.

Assertive students must outsmart aggressive door-to-door salesmen in order to get what they want.

Aggressive salesmen are likely to be the ones paid a commission for every sale they make, Moody said.

"These salesmen will remind you that you can write a check, charge an item, or bring an item back if you're not satisfied. The best way to handle these salesmen is to say no, leave," she said.

## McCarthy to name Cabinet

NEW YORK (UPI) — Independent presidential candidate Eugene McCarthy said yesterday he would name his prospective Cabinet this week, but might leave his vice presidential choice up to the Electoral College if he is elected.

The former Democratic senator from Minnesota also looks Democratic nominee Jimmy Carter to task for his tax reform proposals and said

unemployment could be alleviated by shortening the work week and distributing overtime work to the jobless.

He said he would name "principal Cabinet members" in Madison, Wis., Oct. 8 or 9. "We may not name the vice president, because that's a decision which probably ought to be made by the Electoral College. That's the procedural issue. The other is that vice

presidents really clutter up campaigns."

McCarthy, who served 16 years on the Senate Finance Committee, said the income tax codes criticized by Carter are not "that unfair."

"I think we've reached about the limit of what we can accomplish by manipulation, particularly of the individual income tax rates and I don't even know what Carter has in mind," McCarthy said. He said Carter's proposal last spring to do away with the interest deduction on home mortgages is "a ridiculous proposition."

"We could have a very simple tax code, if we had a simple life in this country," he said. "The Russians

have a simple code, but they then tell people who gets the apartment house, who gets the car, who gets the preference and that."

Relief for the middle class, McCarthy said, would affect 90 per cent of the taxpayers "but there's not much relief you can offer to 90 per cent of the American taxpayers and still pay the bill, but it doesn't amount to very much. You offer them an explanation — you don't go around saying this is a disgrace to the human race."

The best way of redistributing wealth, McCarthy said, is "a force-out on capital gains every eight to ten years."

## Giancana killing also examined Book links CIA to Hoffa death

MIAMI (UPI) — A new book by a reputed former Chicago underworld assassin will assert that Teamster President Jimmy Hoffa was slain on orders from the Central Intelligence Agency by the same person who killed underworld overlord Sam Giancana at his Oak Park, Ill., home in 1975, the Miami Herald reported yesterday.

In a dispatch from its Washington Bureau, the Herald said in the forthcoming book "Chuckie" Crimaldi will claim that Hoffa's body was placed in a car at an auto junkyard. The scrapped car was then compressed into a block of metal and dumped into a steel smelter.

The book claims Hoffa and Giancana both were slain on orders from the CIA. It contends Hoffa was the liaison between the CIA and the Mafia in unsuccessful plots to assassinate Cuban Premier Fidel Castro.

Herald writer Vera Glaser noted that Crimaldi will say in the book, "The same man that killed Mono Giancana took care of Hoffa for the same reason: He knew about

the Castro plots."

Crimaldi will claim in the book that he was present at a meeting between his former boss, loan shark Sam DeStefano — another mystery slaying victim — and Giancana, at which DeStefano and Crimaldi were asked to take on the Castro assassination assignment.

Crimaldi quotes Giancana as saying, "I was tapped by some guys from the CIA. I was promised special government consideration for a lot of aggravation that was coming my way."

Crimaldi quotes Giancana as saying, "What you guys will do is jump bail. It'll be in all the papers who two gangsters skipped the country, so there won't be anything phony about your leaving. After you're situated in South America, you'll be contacted."

"You'll be picked up there and eventually you'll be dropped off on the Cuban coast. They'll pick the time and the place to do the hit. After you whack him, you can come on back home and everything will be taken care of. Okay?" Crimaldi quotes Giancana as saying.

The book said DeStefano asked for time to consider and eventually rejected the assignment on the advice of underworld elder statesman Paul "the Waiter" Ricca.

The Crimaldi book is ghost written by retired U.S. Air Force Col. John Kidner, who told the Herald he doesn't know where Crimaldi lives and has no direct means of communicating with him. Crimaldi has been given a new secret identity by the Drug Enforcement Administration, with which he has been cooperating. The Herald said the underworld allegedly has a \$50,000 price on Crimaldi's head.

Kidner told the Herald when he wants to talk to Crimaldi he puts an ad in a Chicago newspaper and then waits days or week for Crimaldi to appear.

Kidner told the Herald that after Giancana was killed, he placed an ad and about three weeks later Crimaldi appeared.

"He came straight to the point: 'Momo was hit by the CIA,'" Kidner said. "I told him that would take some proving. He replied, 'I don't need proof. The CIA used one of our guys; an import. Nobody'll ever pin this on anybody.'"

## Schorr criticizes 'Eastern elite' press

AKRON, OHIO (UPI) — Former CBS newsmen Daniel Schorr says that in the seven months since he leaked a secret government document to a New York newspaper, he has fallen "in love with the people of America and out of love with a lot of my colleagues."

Schorr said Saturday night he feels the public had a right to know the contents of the intelligence document. He

said that because CBS had done all it wanted with the report, he went shopping for a publisher and "unhappily" the Village Voice was the "last resort."

"The Eastern elite newsmen and politicians felt they had a monopoly on sophistication and that the millions in TV-viewingland never knew or understood because they were not insiders," he said in a speech.

In February, Schorr, a 23-year veteran with CBS, leaked a copy of a House Intelligence Committee report to the Village Voice. Highlights of the report, critical of the CIA, had been used by Schorr on CBS.

The committee voted to make the report public, but the House as a whole decided to keep the contents secret.

At a news conference prior to the speech Schorr said he

expected the leaked report to result in a "24-hour flap." Instead, he was suspended from his broadcasting job and subpoenaed before the House Ethics Committee.

"The CIA never killed any foreign leaders, but it wasn't for the want of trying," he said. "It was out of utter inefficiency they never succeeded."

## British keep limits on water

LONDON (UPI) — The Great British Drought of 1976 was the reverse of an old cliché yesterday — forgotten but not gone.

Weeks of regular rain have made it seem that the worst British drought in 500 years never really happened.

Grass is green again, country lanes are muddy and there are puddles on main roads.

Water rationing became a thing of the past this weekend.

Supplies to the homes of more than 140,000 people in Devonshire, cut off completely when the drought was at its worst, are being switched on again — the county had its heaviest September rains in 16 years.

More than 260,000 persons in Wales, where water was

cut to homes for 17 hours of each 24, have had supplies restored.

Tough restrictions on water use remain. It is still illegal to wash a car, water a lawn, fill a swimming pool or wash a building.

People are using more water than before restrictions were imposed. This, and the apparent normality of a rain-soaked country, has water officials badly worried.

"All this rain has encouraged people to relax their vigilance over water saving," said Gerald Payne of the Thames Water Authority.

"But the situation is still very serious, and it will be for a long time."

To underline the point, new water restrictions came into force for 4 million users in East Anglia Saturday — a day when some parts of the area were flooded by heavy rains.

Throughout September, contrary to weathermen's predictions, Britain proved the truth of another cliché: that it never rains but it pours.

In some areas September rainfall was the highest on record.

## Clouds bar open house

The scheduled open house at the Davey Lab observatory was cancelled this past weekend because of cloudy skies.

The open house, sponsored by the Penn State Astronomy Club, was scheduled for Friday and Saturday.

(answers to page 4 puzzle)

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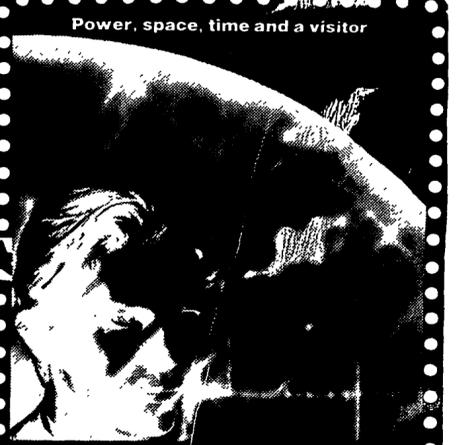
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