

She remembers

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quickly, such as a phone number. This process can handle no more than seven to nine items, the normal mind's capacity for quick memory.

Other people are better at long-term memory, where items are associated with mental images, words and/or past experiences. This type of memory can last forever.

Memory plus knowledge

As for students, Day feels that mastering new material is, based on a combination of memory and general knowledge. An important thing is for the student to know what not to know; to concentrate on some things and not try to remember others. It is also important to build an overall framework for the things you want to remember.

When asked about the effectiveness of increase-your-memory courses, Day didn't discount them altogether.

"They will help, but they often have you expend your energy in ways that are not directly appropriate to the subject matter."

She says a built-in memory technique that all humans can use is based on the

"tip of the tongue phenomenon."

"Sometimes a name is on the tip of your tongue and it is possible to recall it by rejecting other possibilities," she said. "If you remember that the name had several syllables, you can reject all one-syllable names. Or you may remember the sound and rhythm of the name. Eventually you can remember the name itself, although it may be at 2 a.m. when you are no longer trying to think of it."

'Garbage memory'

Are there disadvantages to good memory?

"Yes," Day said. "If it's too good it can be a disaster. 'Garbage memory,' which is unselected and unorganized, can interfere with normal reasoning processes. I know of one man who cannot hold down a job because he remembers too much. His memory holds him back intellectually."

Day, whose lecture notes are cued for memory, offers other professors tips on how to better remember their lecture presentations and their students.

"But I don't give away all of my trade secrets," she said.



NAMES CAN BE GAMES — Dr. Ruth Day remembers the name and in many cases the course work of nearly all the 2,000 students she has taught in the past nine years. "They appreciate being known and they work harder," she has said. (Photo by Thad Sparks)

Washington to be in spotlight

The federal government will be discussed during two colloquia on campus Wednesday.

An official from Washington will discuss "Government Reorganization under the Carter Administration" during the Colloquium on Policy Analysis, and the Round Table on Science and Public Affairs will feature a talk on "Innovation — Washington's New Buzzword."

The Colloquium on Policy Analysis will be held in Room 101 of the West Campus Union at 3 p.m.

The speaker, Patricia A. Gwaltney is deputy associate director for human resource organization studies in the office of Management and Budget. She came to this position from the staff of the U.S. Senate Budget Committee where

she was principally responsible for policy, budget and economic analysis of health care issues.

The Round Table on Science and Public Affairs will begin at 8:15 p.m. in the Gross Chemical Laboratory Auditorium.

N. Bruce Hannay, vice president of the Research and Patents Division of Bell Laboratories, will speak. George R. Herbert, president of the Research Triangle Institute will be the moderator.

Both lectures are open to the public.

United Way

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was "proud of the Duke community and pleased with the amount generated by employees."

"We've received almost 104 percent of the goal," Blake said. "I want to thank everyone in the medical center and the university employees who've responded to the needs of others less fortunate than they are."

Oct. 31 was the last official report day for Duke's united way campaign, but contributions are still welcome. Blake said contributions should be sent to 614 Chapel Drive.

The medical poster

William Hefland, who has an international reputation for his knowledge of prints, drawings and ephemera, will speak on "The Medical Poster: An Illustrated Survey" Thursday, Nov. 9, at 8 p.m. in the Medical Library's History of Medicine Reading Room.

A senior vice president of Merck, Sharp and Dohm International, Hefland has exhibited his collections in London, Paris and the United States.

He is the author of many articles on the social history of medicine and of the book, "Medicine and Pharmacy in American Political Prints, 1765-1870."

Hefland's lecture is sponsored by the Josiah C. Trent Society for the History of Medicine and is open to the public.



Nov. 3-10, 1978

The Medical Center Calendar lists lectures, symposia and other activities of interest to faculty, staff and students. Notices should be sent to Box 3354 no later than one week prior to publication. If last minute scheduling makes it impossible to send a written notice in time, please call 684-4148.

Friday, Nov. 3

12:30 p.m.

Biochemistry Seminar. Dr. Phillip Robbins, Center for Cancer Research, Massachusetts Institute of Technology, Cambridge, "Synthesis and Processing of Cell Surface Glycoproteins," Rm 147, Nanaline H. Duke Bldg. Coffee at 12:15 in the lobby.

1 p.m.

Network for Continuing Medical Education (NCME). Program on "The Challenge of Adolescent Medicine." View in Rm M406 at Duke and Rms D3008, C6002 and C7002 and Bldg 16 at the VA Hospital. (Previous NCME programs have been catalogued in the Medical Center Library and are available for viewing there.)

Monday, Nov. 6

12 noon

Pathology Research Conference. Dr. Donald B. Hackel, professor, "The Heart in Shock," Rm M204.

Wednesday, Nov. 8

1 p.m.

NCME. See Fri., Nov. 3, for program and viewing areas.

2 p.m.

Rheumatology Symposium. Dr. E. Carwile Leroy, director, Div. of Rheumatology and Immunology, Medical Univ. of South Carolina, and Dr. Shaun Ruddy, chairman, Div. of Immunology and Connective Tissue Diseases, Medical College of Virginia, will speak. Topics: "Progressive Systemic Sclerosis," "New Methods of Detection of Immune Complexes" and "Patient Presentations." Hospital Amphitheater.

3 p.m.

Colloquium on Policy Analysis. Patricia A. Gwaltney, deputy associate director for human resources organization studies, Office of Management and Budget, "Government Reorganization under the Carter Administration," Rm 101, West Campus Union.

8:15 p.m.

Round Table on Science and Public Affairs. N. Bruce Hannay, vice president, Research and Patents Div., Bell Laboratories, "Innovation — Washington's New Buzzword," Gross Chem Lab aud.

Thursday, Nov. 9

10 a.m.

Registration begins for Medical Alumni Weekend, Davison Bldg lobby.

4 p.m.

Dedication of the Searle Center for Continuing Education in the Health Sciences (lower level, Mudd Bldg).

5 p.m.

Dean's Hour. Dr. E. Harvey Estes, professor and chairman, Dept. of Community and Family Medicine, will speak on the future of primary health care in the United States. Searle Center.

8 p.m.

Trent Society. William Hefland, senior vice president, Merck, Sharp and Dohm International, "The Medical Poster: An Illustrated Survey," History of Medicine Reading Rm, Mudd Bldg.

Friday, Nov. 3

8:30 a.m.

Registration continues for Medical Alumni Weekend. Activities continue through weekend. (See next week's *Intercom* for story.)