nunication—making your-
nderstood, getting your
ge across to others, con-
your thoughts, feelings,
s or whatever—is essential
ost every endeavor. For
ility to communicate—to
ect" with people—is one
greatest assets a person
ossess. In this True-False
we take a look at it.

TRUE OR FALSE?

t you communicate word-
has more effect on people
what you say.

can use laughter to con-
l sorts of messages that
ight not want to put into

re are really no telltale
hat pinpoint when a per-
leveling with you or giv-
a "snow job."

best way to get rid of
pests and other charac-
hom you find obnoxious
tell them how you feel
them—without beating
the bush.

ple use clothes as a means
municating with others.

ANSWERS

. Studies at Oxford Uni-
's Institute of Experimen-
ychology have demon-
that "nonverbal signals"
s facial expressions, eye
ients, head nods, ges-
etc., constitute a kind of
language that has a far
effect on others than
. Tests showed that when
was made of nonverbal
the impact or effect of
n communication was
han four times as great.

Laughter provides one
most effective ways of
g embarrassing ques-
hat put you on the spot.
t did he say when you
him that key question?"
e just laughed.") And
y you laugh can give the
person whatever impres-
ay serve your purpose.
didn't say anything" but

ROGERS®
DEC-O-RATION
OF INDEPENDENCE
FREEDOM



YOUR RIGHTS: FREEDOM to insist on a quality house paint at the right price. One that offers a wide range of colors, applies easily, covers beautifully, protects like an American dream. ROGERS does. That's why we bill it, "The great paint buy for young America." See the guarantee on the label.

Your choice of latex or gloss colors **7.59** Gallon

Surprise! White is only **6.99** Gallon

ROGERS PAINT PRODUCTS available at
SHERWIN-WILLIAMS STORES
See Yellow Pages under paint for the location of the store nearest you.

tific Analysis": "By his behavior, the laugher, unconsciously or consciously, can convey a

which shows that people unwittingly give themselves away when they're trying to stretch

"exhibited more pleasant facial expressions," smiled more, etc. (as though to both reassure

tended to position themselves slightly farther away from the person they were speaking to.

4. *False.* Doing it this way causes hard feelings, makes enemies unnecessarily, and can produce a very unpleasant situation. But there is a simple, tested method for cutting obnoxious characters down to size and keeping bores and pests from making a nest in your hair. It's called the "delayed response" technique. Here's how it works: When a pest stops by your office desk and says "Hello," you simply allow a little more time than usual to elapse before you respond to his greeting. You answer in your usual tone of voice, and may even throw in a smile. He feels greatly relieved. For a brief moment your delay made him feel uncomfortable and at a loss—as any man does when he thinks perhaps he's been cut dead and isn't going to be answered at all. Your smile and greeting have reassured him. But after a few doses of this technique, his ego will begin to feel it, and he'll give you a wider and wider berth, without really knowing why, except that he feels more comfortable that way. The secret in using this method is to delay your response for just the right period: long enough to cause the person to feel just a bit uncomfortable, but not long enough for him to realize what you're doing to him.

5. *True*—but with a catch. Psychological studies at Britain's University of Newcastle have demonstrated that people use clothes to tell others what they *want* them to believe about them. Sometimes the "messages" are valid and help clue others in on the kind of person the wearer is. But sometimes the "message" is completely misleading, as with a quiet, mousy girl in a daring miniskirt, or a dull fellow in a sharp suit. In such cases, the wearer

San Mateo Times September 10 1972 Supplement page 10