

# hypnosis

**Doors open  
later for USC**

Mac Court's doors will be opening later than usual Thursday night for the Southern Cal basketball game. Because there is no preliminary game, officials will

open the doors at 7:00 p.m. for the 8:05 p.m. contest.

On Saturday, the doors will open at 1:00 p.m. for the preliminary to the UCLA-Oregon game.

## Commentary

### Getting rid of those psych-yourself blues

Mike Marino

## TECHNICS WEEK AT THOMPSON'S

### Technic's Famous SL-23 Turntable

- Beltdrive Turntable
- D.C. Motor
- Complete Auto Shut Off
- High Quality Light Tracking Tone Arm
- .05 Wow and Flutter-65 db Signal To noise.

N.A.V. \$149  
ONE WEEK SALE PRICE

**\$139<sup>00</sup>**



### World's Finest Stereo Cassette Deck

- 3 motor direct drive, 3 head configuration.
- Frequency response 30-20,000
- Wow & flutter 0.04% S/W ratio -67 db
- Separate tape transport and electronics.

N.A.V. \$1,500  
ONE WEEK SALE PRICE

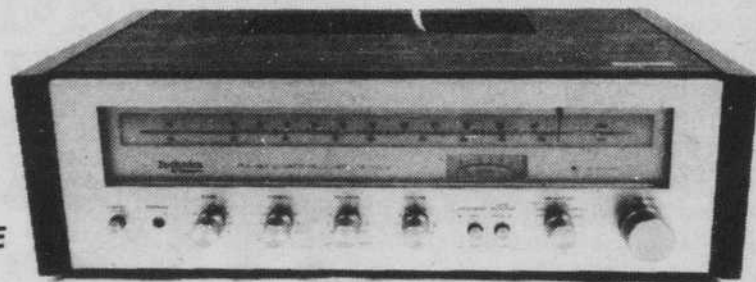
**\$1,250<sup>00</sup>**

### New SA 5170 AM/FM Stereo Receiver

- 25 watts per channel 1.5% distortion
- D.C. OCC discrete power amplifier
- Sensitive FM reception

N.A.V. 250  
ONE WEEK SALE PRICE

**\$209<sup>00</sup>**



These are just a few examples of Technic Sale Items. Come in and check the rest for yourself. All Products include Thompson's In-Store Warranty Service.



**SALE ENDS SAT., FEB. 25TH**



**THOMPSON'S ELECTRONICS**

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A while back someone invented sneakers and everybody said sports had been advanced as never before. If you wore sneakers (someone even thought to put cleats on them for running on grass) you stood a better chance of becoming a good athlete.

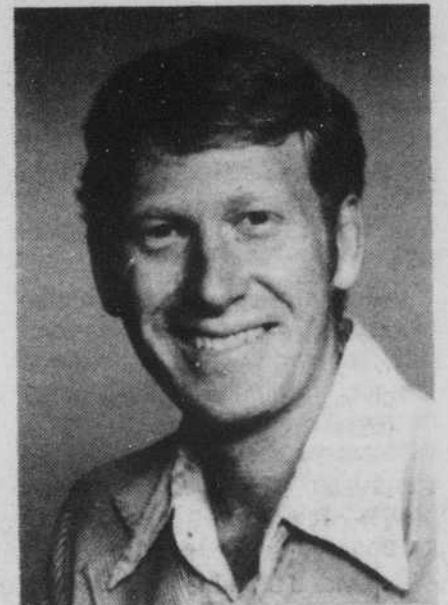
Then came Nutrament and Gatorade, and the new craze was to drink (or eat) your way to success. Folks in the sports business began to analyze calorie content and fat quantity and metabolic rate and heart beat...and if you were a coach you concentrated just as much on the diet as you did on the T formation or the layup drill.

Now it's hypnosis. Because most athletes think too much. They have to kick a field goal or shoot a free throw or do a highbar routine — and everybody is watching. Or they have to step out on the floor for the first time since they tore their knee — and they freeze.

It may sound funny, but it isn't. Athletes have fears that can cause real problems. "There are little 'maybes' that can screw up the whole thing," said Duck men's swim coach, Rich Schleicher. "If, for example, a guy is on the high dive and is going to do a triple back, then halfway through decides he can't do it, then splat!"

Therefore, something has to be done to overcome a lot of the fears and anxieties that cause the athletic "maybe". And that's where Schleicher comes in. In addition to being an energetic swimming coach, Schleicher has a Ph.D. and specializes in sport psychology. In plain language, he uses hypnosis to hopefully bring out the full potential of athletes.

"The Russians have been working on it for over five years," Schleicher said. "They work on it with all their athletes, and you'll probably see the results in the 1980 Olympics."



**Rich Schleicher**  
no babbling idiots

It would be great if we didn't have to think before we competed, or for that matter took part in any activity. But we're only human, and when we look into the challenge court and see some racketball behemoth slamming the thing around the walls at 100 miles an hour, we get a little edgy.

Then we go in and miss the first 10 serves.

"The thing that causes error is tension — to be too excited," Schleicher said. "When there's tension, you get uptight. And when you're uptight you expend a lot of energy."

"Like the 98-pound guy who sits behind a desk. He may eat like a horse," he added, "but if he's tense all the time, he's gonna burn it all up."

That's when we emerge from the court or the field completely frazzled and ready for a padded cell. But think, we put that pressure on our own shoulders, didn't we? "Pressure is only produced when you put it on yourself," Schleicher said. "I try to work with the person; to give them a technique to relax themselves — and that's a gateway into hypnosis."

Our activity level is all based on a continuum. At one end of the line is the sleepy condition, when we're oblivious to everything, and at the other end we're extremely aroused, going crazy at every little instance.

"Somewhere in between you have a peak performance level," Schleicher explained. "If you go too far, and fall over, you end up like a babbling idiot."

At Oregon, the process for calming the jocks down is becoming known as "The Schleicher method." Ninety percent of the men's swim team has been through personal sessions with the coach, and now athletes and coaches from other sports are beginning to get interested.

How does it work? "I don't know," Schleicher grinned. "No one does for sure, except that the brain and the nervous system control everything the body does. And I can give them some suggestions that can help."

Hold on, you party pranksters. Rich isn't talking of making anybody act like a chicken or something. "That definition makes me violent," he said. "Today, hypnosis can be used for many things, like in operations for people who can't use drugs. Or for someone who has a little barrier in their way."

Hypnosis isn't going to make a weekend jogger into a nine-flat sprinter, or a hacker into a scratch golfer. But it can help. "You can't make a broad statement of success," Schleicher warned. "In some cases it will work perfectly, but in others it will help someone only a little bit. But it's better than no help at all."

Schleicher won't force any athlete to undergo hypnosis. Even basket cases have to come to him for help. But if they do, he usually gives results.

"It's all psych sessions," he said. "After we're through the athlete can know what I've done, and can then relax themselves." Wouldn't we all like to be able to do that.