

CLAY FROST

## Fur flies in America

By MARY DANIELS  
Chicago Tribune News Service

**W**hy do you own a cat? The answers to that question in a recent survey were surprising and destroyed the longstanding belief of the cat as an aloof, unfriendly creature.

Cat owners, in a random sampling, were interviewed for the "Kal Kan Report: Your Purrfect Friend." Seventy percent said cats provide affection; 62 percent said cats provide companionship; 54 percent said cats offer unconditional love; and 52 percent said cats are entertaining.

More than 56 million cats live in nearly one-third of America's households. The average cat-owning home in the United States has two cats, according to 1986 data. By comparison, only 51.6 million dogs live in U.S. homes.

"The Kal Kan Report: Your Purrfect Friend," sponsored by the pet food company, was based on a 24-question telephone survey of American cat owners in 44 states.

Asked to describe their cats, 91 percent of owners said they are affectionate; 91 percent, curious; 90 percent, intelligent; 87 percent, gentle; 86 percent, friendly; 84 percent, relaxed; and 82 percent, playful.

Also gone is the image of the cat as aloof and introverted. Cat owners gave a unanimous "yes" to the question: Does your cat communicate with you? Eighty percent reported that their cats "talk" and respond to their owners by using the following body language: by rubbing against the owner (95 percent); by purring (91 percent); by moving tail (85 percent); by making eye contact (76 percent); by moving ears (58 percent). Twenty-nine percent reported "sulking" as a form of communication.

Many humans show intriguing creativity when naming their cats. A sampling: Beeswax, Mojo, Spud, Tickle, Mumchucks, Chowder, Chablis, Eight Ball, Mousie Tung, Mercedes, Panda Bear, PC Jr., Squeak, Smudge, T'zshz and Vetro.

## PoGo Bal bounces into the toy world

Knight-Ridder News Service

**P**oGo Bal is basic. It's just a rubber ball, slightly smaller than a volleyball, with a 12-inch plastic rim. You stand on the rim. You bounce up and down.

No batteries. No accessories. Nothing to transform. It'll never sell, right?

Wrong. Since Hasbro Inc. introduced the toy in late January, it has become one of the country's hottest playthings.

In June and July, PoGo Bal has been listed as the third most popular toy in the country — right after G.I. Joe and Barbie, according to the industry journal Toy & Hobby World.

"We knew we had a winner," said Hasbro spokesman Wayne Charness. "We just didn't realize that we had the phenomenon that it is."

What's the attraction of this short, fat cousin of the old pogo stick? "I think it's fun and very good exercise," Charness said.

Charness said the toy had been tested and found to be safe. But Boston attorney Edward M. Swartz, author of "Toys That Kill" (Vintage Books, \$6.95), said that while he had heard of no complaints about the toy, it might cause some injuries.

"It's got no safety straps for the feet. You'd have to be very agile to do this, and even then you'd have some problems," Swartz said.

Charness said Hasbro hoped to sell as many as 3 million PoGo Bals by the end of the year. It sells for about \$14.99.



You don't have to take my advice, Gwendolyn Koldofsky tells music students, but if you do, you'll sound much better. Below, she conducts pianist Bruce Patterson, trying to get him to be less timid.



Photos by TIM JEWETT  
The Oregonian

# QUEEN OF THE ART SONG

Legendary vocal coach Gwendolyn Koldofsky bravely shares her time, timing in classical form

By DAVID STABLER  
of The Oregonian staff

**T**he pain is bad today. Despite summer sun streaming through French doors, Gwendolyn Koldofsky sits in a high-backed Martha Washington chair with a heating pad nestled against her arthritic spine.

Around her sit two dozen singers, pianists and voice teachers eager to hear the 80-year-old woman speak. With a minimum of gesture, Koldofsky addresses a young singer who has just finished performing an art song by British composer Gerald Finzi.

"It was very well-prepared. Your diction is very much better than yesterday. You slept on your diction." The singer, Robert Spezza, beams. Such words from the master won't be forgotten.

But to the piano accompanist: "Everything is too staccato; it sounds 'exercisey.'"

The pianist's smile disappears. "Not so mechanical," Koldofsky says. "Please try to imitate the legato of the voice. It needs to sound easy in the piano; do you know what I mean?"

Singer and pianist try again.

Koldofsky sings along in a quavery but perfectly in-tune voice: "La, la, laaaah."

But they don't "laaaah" with her. She snaps her fingers: "Try to change it the way I suggested."

They try, unsuccessfully.

Koldofsky softens. "I'm sorry to sound so nasty; I'm not at all kind or fair."

Everyone, including the singer and pianist, laughs.

It is the third week in June, and Koldofsky is holding court on the second floor of Gerlinger Hall at the University of Oregon. This is the 16th year that the legendary vocal coach has come to Eugene from Los Angeles to lead a weeklong class in the interpretation of art songs. Because she suffers from arthritis of the spine, this could be her last year in Eugene.

### Eager to learn

Among singers and singing teachers in this country, Koldofsky is queen of the art song. Her master class at Juilliard last fall overflowed with students and professionals eager to hear her insights into this specialized form of music.

Art songs, as they're called in English — *Lieder*, in German; *chansons*, in French; *arias*, in Italian — are short, intimate, classical songs based on poetry, usually for one voice and piano. Schubert wrote 600 of them; composers such as Ned Rorem continue to write art songs today.

What distinguishes Koldofsky from the thousands of other voice teachers is that she's a pianist, not a singer. She doesn't teach singing; she teaches style and interpretation: how to make the words come alive through the music, how to shape a phrase so the meaning of the poetry is clear, what sound is appropriate for a song about ghosts, how fast to take a song about spring.

She addresses her comments equally to singer and accompanist because, like all great interpreters of the form, she believes the performers are equal partners. Collaboration is the key, she says.

A successful career as pianist, accompanist and chamber musician gives Koldofsky her authority. She just finished her 40th year of teaching at the University

See VOICE, Page C3.



Soprano Kathleen Adams is told to add feeling.

## Living digest

### What the studies show

■ **Look out for the bull.** Manufacturers of alcoholic beverages aim an inordinate amount of advertising at blacks, charges the Center for Science in the Public Interest, a consumer group. The effects have been harmful, according to the report, "Marketing Booze to Blacks." Blacks suffer more alcohol-related diseases than whites, even though they drink less than whites. This is true, the researchers say, because blacks generally get a lower level of health care than whites.

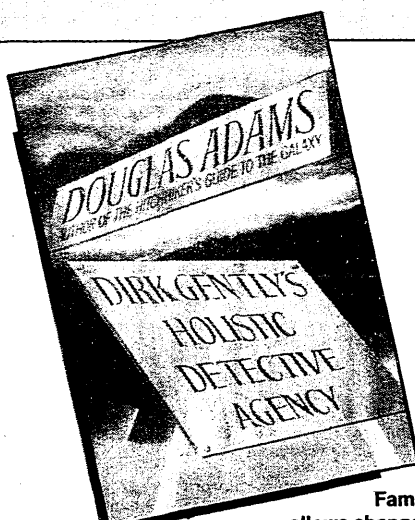
■ **Beilyaches.** One in every 10 American men and one in every 20 American women will develop an ulcer sometime in their lives, says the Journal of the American Osteopathic Association. The discomfort comes and goes for weeks at a time, then may disappear. Some

ulcers heal themselves; others require treatment. Either way, the journal says, half of all ulcers recur within two years.

### How they rate

■ **Here are Billboard's top 10 pop singles for the week ending July 4.**

1. "Alone," Heart.
2. "I Wanna Dance With Somebody," Whitney Houston.
3. "Shakedown," Bob Seger.
4. "Songbird," Kenny G.
5. "Don't Disturb This Groove," The System.
6. "Point of No Return," Expose.
7. "Funkytown," Pseudo Echo.
8. "Something So Strong," Crowded House.
9. "Head to Toe," Lisa Lisa and Cult Jam.
10. "I Still Haven't Found What I'm Looking For," U2.



Fame allows change.

### Inside

■ **"One of the things about having success as a writer,"** says the immensely successful Douglas Adams, "is being able to do other things." Toward that end, the author of "Hitchhiker's Guide to the Galaxy" has become an expert on the "Aye Aye," an endangered species of the lemur family. **Page C5**

■ **Record companies** are changing their tune. They've found that records sell despite all of summer's activities. As a result, a lot of records — by major stars, by cult stars, by soon-to-be stars — are on their way to your local store. **Page C8**

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Action.....C2  
Advice.....C4  
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# Gwendolyn Koldofsky: She brings lyrics to life

**VOICE, from Page C1.**  
of Southern California, during which she accompanied such world-famous singers as Lotte Lehmann, Marilyn Horne, Hermann Prey and Peter Schreier.

Pianists, singers and instrumentalists come from all over the country to work with her; many enroll in the accompanying program she pioneered in the late '40s. The program since has been duplicated by several universities.

And, contrary to what she says, Koldofsky is both kind and fair to students.

Her comments to Spezza and his accompanist, Margaret Murer, were direct, but not harsh. Unlike some musicians who operate by reducing students to quivering wrecks, Koldofsky is gentle, dignified and lacking of obvious ego. Her sole concern is to get to the core of the music.

**'You have a lovely voice'**

If a musician doesn't understand, she will rise from her chair, go to the piano and demonstrate what she wants. Often, she prefaces suggestions with a "You have a lovely voice" or "You prepared that very well."

To an outsider, the language she

speaks might sound curiously obscure. "Try not to make me feel as if you're counting it inside," she tells one pianist who played in too-strict rhythm. She thought the music needed to flow more.

"The repetitions could have more movement," she tells a young singer from Eugene who sang prettily but

from university students to college teachers to professional performers. Most are from Oregon; others are from Colorado, California and Washington. Some have lovely voices, but none is ready for a major career.

Each participant paid \$200 for the four-hour-a-day, five-day course.

**"This is an opportunity to work with one of the greatest. The young generation has lost some of that grandness and respect, I think. She makes it very real."**

without passion. "I think the inner anxiety is a little bit missing."

Most of Koldofsky's comments on this second day of a five-day course are about loosening up, becoming more expressive, projecting moods more directly.

"The whole purpose of the class is to understand the poetry," Koldofsky says on a break between performers.

The 17 musicians in Eugene this year vary in age and experience

Each team performs once a day. Observers paid \$125 for the week.

Spezza, 21, who sang the Finzi, is about to enter his senior year at the University of Oregon, where he studies with Exine Bailey. Bailey herself is an institution in Eugene, now retiring after 35 years, and a long-time friend of Koldofsky. Bailey is the reason Koldofsky comes to Eugene each year.

Spezza has studied voice for seven years and hopes to sing profession-

ally someday. This is the first time he has sung for Koldofsky. He was nervous the first day but much more relaxed by the second, he said.

**'She's very knowledgeable'**

"She's very knowledgeable, and she knows how to establish what she wants with the performers," he said after his session with Koldofsky.

Wendy Zaro-Fisher, who sang a difficult and emotionally charged song by Hector Berlioz called "Le Spectre de la Rose," was one of the more experienced singers in the class. Zaro-Fisher studied with Koldofsky at USC and has sung professionally both in Los Angeles and New York. She is pursuing a doctoral degree in Eugene, studying with Bailey.

"This is an opportunity to work with one of the greatest," she said. "The young generation has lost some of that grandness and respect, I think. She makes it very real. She teaches us humility."

Long after the class is over, students remember Koldofsky's advice, Zaro-Fisher said.

"She's like a Contac pill that keeps going off: 'Oh, yes, Mrs. Koldofsky said this and this.'"

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## Social Security

**Q:** I have two jobs where I receive tips. Do I have to report my tips to each employer?

**A:** If your cash tips total \$20 or more in a month from one employer, you must report them to that employer. If your tips from each job amount to \$20 or more in a month, then you'll have to make reports to both employers.

**Q:** I'll be moving soon and the Health Maintenance Organization I signed up with for Medicare coverage won't be convenient to my new home. Can I cancel my enrollment at that organization whenever I like? What do I have to do to cancel?

**A:** Yes, you can cancel your enrollment at any time. To cancel, you should contact Social Security. The people there will have you complete a cancellation form. Your enrollment would then be canceled effective Aug. 1 if you completed an enrollment cancellation form any day during July.

**Q:** Four years ago I suffered a

disabling injury and started getting Social Security disability benefits. I haven't worked since then because my condition hasn't improved. But now I need more income, so I'm thinking of getting some kind of job. If I go to work, will my Social Security disability benefits stop?

**A:** Not immediately. People who return to work before there has been a significant medical improvement in their condition can be eligible for what is known as a trial work period. The trial work period, which lasts up to nine months and longer under certain circumstances, gives them a chance to test their ability to work. Advise Social Security immediately when you attempt any work.

**Q:** My son is supporting me. When he retires, will I qualify for a Social Security benefit on his record?

**A:** No. Benefits are not payable to the parents of living workers, even if the worker is supporting them and retired. The parent benefit is payable only in the event the worker has passed away and was providing at least half of the parent's

support.

**Q:** What's the maximum amount of earnings subject to Social Security tax this year, and what's the maximum Social Security tax I'll have to pay?

**A:** The maximum amount of earnings this year, subject to the Social Security tax, is \$43,800. The maximum is adjusted annually to keep pace with average wages. If you earn this amount, or more, you'll pay the maximum Social Security Tax, which would be \$3,131.70. If you're self employed, your maximum Social Security tax will be \$5,387.40. Incidentally, about 8 million wage earners and self-employed people pay the maximum.

**Q:** I applied for SSI but was turned down. I'd like to appeal, but I can't find the letter that told me what to do. How can I appeal the decision?

**A:** To appeal, you must fill out a form called "Request for Reconsideration." You can get the form at any Social Security office. You have 60 days from the day you got your denial letter to ask for an appeal.

## Wrinkle Cream Great Success



**"YOUR SKIN CAN LOOK YOUNGER,"** says Pharmacist Robert Heldfond about his wrinkle cream, EB5, to an interested onlooker. They are shown above in a JCPenney Cosmetic Department.

It's an exciting story of a pharmacist who developed a wrinkle cream which women are requesting throughout the country.

Robert Heldfond is making cosmetic headlines with his EB5 Cream. His dream since pharmacy school has resulted in a wrinkle cream which is enjoying tremendous sales in department stores and is praised very highly by customers.

Research lab tests show that by daily use of EB5 Cream, morning and night, facial lines around the eyes, on the forehead, and around the mouth are smoothed. And you'll be so pleased to find that EB5 is 5 creams in one jar... EB5 is a wrinkle cream, a day

and night cream, a moisturizer, an eye cream, and a make-up base... all in one.

Pharmacist Heldfond's EB5 Cream leaves the skin soft, velvety and younger-looking. It contains Liprogen and other effective ingredients.

If you are concerned about your skin appearing to be aging too quickly, try some EB5 Cream. One jar lasts for months. Sold with a money-back guarantee (complete details available in-store).

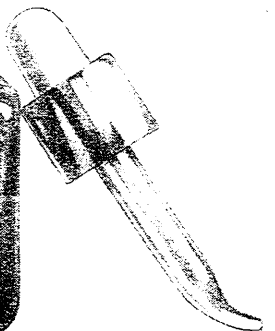
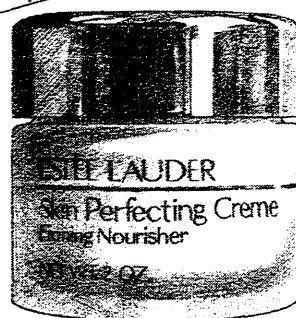
Note: EB5 Cream is available at most large JCPenney stores.

**JCPenney**

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