

# ENTERTAINMENT

## The Third Eye

# When you care enough...

by mish tell

managing editor

When the right words won't flow and you don't know just exactly what you feel or even how to say it—a greeting card can be the best way to communicate.

For some reason, those cards seem to fill the gaps in our thoughts and turn our mumble-jumble feelings into a keepsake memory.

"It's mentally healthy to let someone know how you feel," Motivational Psychologist R. Chris Martin, consultant to Hallmark

said.

"But it isn't always easy to find the right words. Saying it face to face can sometimes make a person feel vulnerable," he said.

Cards make people laugh, cry, and understand. Americans will give approximately 7.1 billion cards this year according to a recent Hallmark survey. The average person receives 30 cards annually.

The new trend in *open communication* has exploded the card era. More cards are being sent to help express feelings than ever before.

"People are communicating better than ever," Martin said. "People are realizing that much of their happiness depends on communicating," he said.

Love has always been a major theme in cards and the American need to express feelings and communicate openly has made *personal expression* or non occasion cards the fastest growing card category at Hallmark.

"In love relationships, cards can be used to clarify relationships, to help people recognize their feelings or just to

make someone feel good," Martin said.

Sometimes cards are used because the sender needs someone to really listen.

To make an ordinary greeting card, it takes 18 months from the initial idea to marketplace. For more timely cards, those developed to exploit a trendy idea or attitude, the process can take a rush—three months.

Besides the traditional birthday and holiday cards, people often send humorous cards to relate their feelings. Hallmark, who has a staff of 40

writers, designs more than 3,000 humorous cards each year.

"Many people find it easier to say what's on their minds when they wrap their messages in a smile," Steve Finken, humor editor of Hallmark cards said.

Today's humor is more sophisticated according to Hallmark industries. Wit, puns, and double entendre are favorites along with women's humor.

Research has indicated that humor "can soften a serious message and it allows the sender to show concern for another per-

son without focusing on the intense emotion," according to Hallmark. Also, younger adults in particular use humorous cards to replace phone calls or letters in part because it is sometimes difficult for them to express personal feelings.

Whether the greeting card you receive is humorous, serious, or off-the-wall, greeting cards are an easy way to express feelings. So send someone you care about a Hallmark card.

And show them you care enough...well, you know the rest.

## Happy B-day Scorpions

by mish tell

managing editor

Happy Birthday, Scorpio! (Oct 23-Nov 21)

A Water sign, ruled by Mars, Scorpio is symbolized by a Scorpion. Those born under the sign have great strength of character says Neville Drury, author of the *Dictionary of Mysticism and the Occult*. "They are resourceful and make excellent friends," he says.

A word that most likely describes a typical Scorpio is *serious*. Scorpios tend to cause extra amounts of stress because they demand perfection in both work and romance.

Scorpios are quite elusive—"You tell what you know," Sydney Omarr, syndicate astrologist in over 300 newspapers, says. "Even when you don't know, you give the impression of having inside information," he says.

Scorpios are very secretive. Although you are an intense, loyal friend, your "sting" seems to

strike unconsciously when you feel you have been betrayed.

"You often make cutting remarks to those closest to you—especially family members," Omarr says.

One of the strongest traits of a Scorpio is the fact that people born under that sign are highly goal oriented. By the time temporary goals are met, new ones have already been implemented.

On a negative side, Scorpios are greedy and often "want too much too soon," Omarr says. Scorpios are also greeted with the Green-eyed Monster, jealousy, throughout their lives—mostly with affairs of the heart.

Your personality is dynamic and you are full of enthusiasm. At times, your uplifting attitude is what sets the pace and motivation for those around you.

Where love is concerned, Scorpios lack the strength to define terms which leave both the Scorpio and his

mate confused when there is a lack of communication.

Although love is one of the highest motivating factors with a Scorpio, it is important for the sign to learn to define and accept the reality of the relationship and open their eyes while they are in the situation.

A Scorpio doesn't gain much from material possessions but grows from emotional expansion. Scorpios enjoy the bizarre and are often referred to as being "far out," Omarr says.

Scorpios are independent and feel lonely in a crowd because being one of a crowd is far from a Scorpio's style. Most likely, persons born under this sign set their own pace with fashion and feeling.

Famous personalities born under the sign of Scorpio include: Burt Lancaster, Martin Luther, Theodore Roosevelt, Michael Landon, Richard Dreyfuss, Grace Slick, and Bruce Jenner.

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