

Sex and the Coolidge Effect

From **Hot Monogamy: Essential Steps to More Passionate, Intimate Lovemaking**, by Dr. Patricia Love and Jo Robinson (Dutton; \$21.95)

HAVING AN AFFAIR IS THE WAY THAT MILLIONS of people look for sexual excitement. There's no denying that sex with a new person stimulates the appetite. Sexologists refer to this phenomenon as the Coolidge Effect, referring to an incident that may or may not have taken place between President and Mrs. Coolidge. It seems that the President and his wife were being given separate tours of a government farm. When Mrs. Coolidge toured the chicken yard, she stopped to admire a rooster that was busily mating with one hen after another. The First Lady brazenly asked the guide how many times a day the rooster performed his duty. "Dozens of times," the guide replied. "Oh!" said Mrs. Coolidge, visibly impressed. "Would you mind telling that to the President when he comes by?" When the President's entourage came to view the chicken yard, the guide dutifully reported that Mrs. Coolidge wanted to draw his attention to the rooster's virility. The President viewed the scene for a moment and then asked the guide, "Does the rooster mate with the same hen over and over or with different hens?"

"Why, different hens, of course," said the guide.

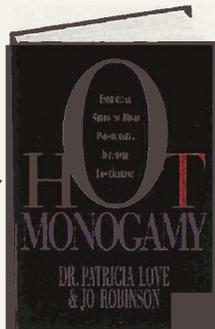
The President said with a smile: "Kindly convey that to Mrs. Coolidge." Copyright 1994 by Patricia Love and Jo Robinson

Great Expectations

From **How and Why We Age**, by Leonard Hayflick, Ph.D. (Ballantine Books; \$24)

IF CANCER WERE CURED TOMORROW, ABOUT 3.1 years would be added to the life expectation of a newborn and about 1.9 years to the life expectation of a 65-year-old. Most people who are asked to guess would say 10 to 30 years. These high guesses are, in my view, the result of the enormous cancer enterprise. We have built a huge medical research and care industry that employs thousands of scientists and caregivers on whom we spend billions of dollars. The result is that we have come to mistakenly believe that our cancer research efforts, if successful, will add decades to our lives.

By contrast, finding a cure for the leading cause of death in the United States—cardiovascular disease—would add 13.9 years onto the life expectation of newborns and 14.3 years onto the life expectation of those 65. That would be spectacularly rewarding. Copyright 1994 by Leonard Hayflick



Q&A: Tap into intelligence you didn't know you had

The Mother Lode of Invention

You know, you're a pretty smart guy. Brighter even than you think. The danger is, though, that your hidden genius may be going unrecognized, says Thomas Armstrong, Ph.D., author of *7 Kinds of Smart: Identifying and Developing Your Many Intelligences*. As the title suggests, Armstrong believes that real smarts take many forms. Maybe you read others well (people smart) or can find your way out of unfamiliar territory (spatial smart). We asked Armstrong what it takes to unearth our hidden brain power.

Q. Let's begin by playing devil's advocate. Why bother hunting for hidden talents? By now, don't most of us know what we're good at?

A. Tom Clancy doesn't think so. He wrote his first novel at 35. Mid-life is all about hunting for untapped areas to develop. You look around at what you've done and almost always find there's some part of you that hasn't lived and wants to live. The important thing to remember is that this isn't about getting rich and famous. It's about fulfillment. Not knowing your hidden talents can lead to getting stuck in a career, for example, that's totally at odds with your natural gifts. Through circumstances, you end up at a word job when your smarts are with pictures and people.

Q. So, how can we locate our hidden talent?

A. First, you have to identify it. Childhood is the original spawning ground of intelligence, so that's where you have to begin. Visit the place where you grew up or look over old memorabilia

from early school days, talk to your relatives or just watch some kids playing: It'll trigger forgotten memories of the time you won a spelling contest, painted a great picture, got laughs from your friends for hamming it up or spent hours taking stuff apart and putting it back together. All of those are clues about what you really find rewarding.

Q. And the next step is?

A. The hard part—developing the talent you've neglected. That means building into your schedule time to cultivate it. It helps to have a plan on paper. Write down five specific things you're going to do in the coming months and years to achieve your goal. That might include a list of courses you'll take, books you'll read, people you'll get to help you, organizations you can join, and software and other tools you can use. And then, do it. No excuses. Clancy says if you have a **real dream**, "responsibilities need not erase it. Duties need not obscure it. Because **the dream is within you**, no one can take it away."

Go Cold Turkey on the Mayonnaise

Three months. Just 90 days. If you can hold out that long, you may win the age-old battle of the bulge. It seems three months' time is what it takes for a guy to lose his craving for fatty foods. A small study at the Monell Chemical Senses Center in Philadelphia showed that people who were put on a reduced-fat diet for three months and forbidden to use fatty condiments such as salad dressings, mayonnaise and butter lost their taste for fatty foods. What's more, three months after the study, they were still laying off the mayo.

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