

# AT GUELPH

40th  
Year

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March 13, 1996

## AT A GLANCE

**Welcome to College Royal!** Thousands of visitors are expected on campus this weekend for the 72nd annual College Royal open house. Organized by students, the open house runs Saturday from 9 a.m. to 5 p.m. and Sunday from 10 a.m. to 5 p.m. All the traditional events such as live animal surgery, a chemistry magic show, square dancing, a petting zoo, and cat and dog shows are back. New this year is a fly-fishing exhibit featuring Ian James of Guelph and special guest C. David Johnson, star of the CBC series *Street Legal*. Also scheduled are children's activities at FACS, a juried art show in Zavitz Hall, the Talentfest open stage and talks by faculty. This year's Curtain Call production, *Jesus Christ Superstar*, runs March 14 to 16 at 8 p.m. and March 16 at 2 p.m. in War Memorial Hall. A shuttlebus will be available to transport visitors across campus. Information and maps will be available in the University Centre.

**Staff join Senate.** The first two U of G non-teaching staff to be elected to Senate begin their terms in September... *page 3*

**Have a cuppa!** Greenhouse Café customers appreciate Lee McDermott's friendly approach... *page 4*

**Her lamp keeps burning.** Known as a heroic nurse, Florence Nightingale was also a brilliant social scientist who lobbied for social change... *page 5*

### Thought for the week

*When your friends begin to flatter you on how young you look, it's a sure sign you're getting old.*

Mark Twain



**Reading between the lines.** Animals at OVC's Small-Animal Clinic have lots of good reading material when answering nature's call, thanks to the *Guelph Mercury*. The newspaper has donated a half tonne of back issues each month for 10 years to the clinic for use as animal litter. Checking the latest headlines are beagle pups Elisha, left, and Abraham. On hand to help with the big words are Anne O'Donnell, lead hand of the animal housing division, and Martin Doherty, circulation manager for *The Mercury*. *Photo - Kerith Waddington*

## Macdonald Stewart receives largest federal program grant

The Macdonald Stewart Art Centre (MSAC) has received the biggest annual program grant from the Canada Council for 1996/97. The centre will receive \$32,000, an increase of \$18,000 over the last fiscal year.

This news comes on the heels of a similar announcement by the Ontario Arts Council, which gave MSAC the largest annual program grant increase out of 50 Ontario art galleries for the 1995/96 fiscal year.

Both grants recognize the centre's outstanding and continuing commitment to contemporary art through exhibiting, publishing, collecting and interpreting, says MSAC director Judy Nasby.

"We have a unique role among Canadian public galleries in that we serve the campus and broader communities and house a major art collection," says Nasby. "This recognition by the Canada Council acknowledges our staff's innovative approach to presenting contemporary art to the broader public

we serve and bringing international artists and critics to Guelph for exhibitions and short-term residencies. I believe it also acknowledges our strong collecting focus on acquiring major contemporary works and continuing research on Inuit art and outdoor sculpture."

The annual competition is open to more than 200 Canadian art galleries, and awards are given as the result of a peer assessment panel. Programming grants are based on the quality and significance of programs offered and are not dependent on the size of the institution.

The Canada Council funds will go towards programming enhancements at MSAC such as exhibitions, lectures, artists' talks and films, as well as academic and research support for students, faculty, artists and area teachers, rather than for operating costs, says Nasby. □

## Science and Society project set to launch

An innovative pilot project to incorporate undergraduate courses into the curriculum to address the ethics and societal implications of new technology has been launched at Guelph and the University of Waterloo by former Board of Governors chair Ken Murray.

Murray, a 1950 OAC graduate who was B of G chair from 1976 to 1979 and recently served as interim vice-president (University affairs and development), is providing an initial \$100,000 to establish the two-year teaching, research and communications project, to be called "Science and Society."

A longtime supporter of Guelph, Murray says he wanted to give the University an opportunity to provide leadership in the study of emerging technologies and their implications for society.

"I'm concerned that we're not teaching students to be knowledgeable about the social and ethical implications of new science and technology," he says. "My goal is to develop in students and researchers the ability to debate and consider the societal issues and concerns that arise when new technology is developed and introduced."

To that end, "I'd like to see such discussion topics in undergraduate curriculum, initially in OAC and ultimately as a model for the entire University."

OAC dean Rob McLaughlin says Murray's goals are "extremely supportive of the B.Sc.(Agr.) Vision '95 program goals and will greatly assist us in implementing the new curriculum. They also fit well with U of G's learning objectives and will adapt well in a number of our degree programs."

In addition to incorporating undergraduate teaching modules into the universities' curriculum, the project will conduct applied research on societal aspects of technological change and develop public communications guidelines to explain research and development activity and associated technological innovation.

"This is a great project, reflective of Ken's innovation and 'big picture' thinking about the ethical dimensions of science and technology in society," says president Mordechai Rozanski. "And I am enthusiastic about the collaboration with Waterloo. It's a great university, and we are working hard together to be creative and to build on such collaborations in a time of severe disinvestment in universities. I am particularly delighted that Ken has reinforced our commitment to integrating teaching and research at the undergraduate level."

Waterloo president James Downey says his university is "delighted to participate in this co-operative venture. It will enrich the already strong relations between two institutions with well-earned reputations for marrying the results of academic inquiry to the needs of human society. And it seems altogether fitting that Ken Murray, who has had such an important association with both universities, should be the matchmaker."

The academic base for Science and Society will be the Department of Food Science at Guelph and the Centre for Society, Technology and Values at

See SCIENCE on page 4

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## Judicial Committee update

**Editor's note:** This is part of a series of articles on the work of the University Judicial Committee. Provided by judicial officer Kathleen Kwan, this series aims to better inform the University community about the results of infractions of the student rights and responsibilities regulations.

The committee continues to deal with a variety of issues, ranging from a "shooters party" in residence to the unlawful removal of fire-protection equipment.

One type of case the committee has heard several times involves students charged with permitting the use of their telephone to convey an obscene message. In several of the cases, the students did not actively give permission for someone to use their phone, but their rooms had been left unattended and accessible to others.

Regulation 3 of the student rights and responsibilities specifically states that simply permitting one's telephone to be used to convey an objectionable message is prohibited. The committee hopes students will recognize the scope of the responsibility entailed in leaving one's room unattended and unsecured.

The following are brief summaries of selected cases heard by the Judicial Committee.

1. Security Services charged three students with selling liquor without a permit and offering for sale liquor without a permit. The students pleaded not guilty, saying their actions in arranging a "shooters party" did not constitute a violation of the Liquor Licence Control Act. The committee rejected these pleas and found the students guilty because their

actions were determined to be in violation of student rights and responsibilities and the Liquor Licence Control Act. The committee was concerned about the consequences of the students' actions and imposed a penalty reflecting this. The penalty was Level 1 probation for four registered semesters or until graduation, whichever comes first, a fine of \$150 and a requirement to review the alcohol policy with the assistant director, residence life, of Student Housing Services.

2. Security Services charged a student with permitting the use of a University telephone to convey an obscene message. The committee accepted the student's plea of guilty with an explanation. The committee took into account that the student was unaware of the phone being used and had not given permission for its use. The penalty was Level 2 probation for this semester and the next two the student is registered in, a \$50 fine and the requirement to write a letter of apology to the individual called. In the letter, the student is to acknowledge accountability for allowing the phone to be used.

3. Security Services charged a student with unlawful removal of fire-protection equipment, unlawful possession of fire-protection equipment and tampering with fire-protection equipment. The committee accepted the student's plea of guilty. The committee was concerned that the student's actions could have jeopardized the safety of the University community and imposed a penalty reflecting this. The penalty was Level 2 probation for this

semester and the next two the student is registered in, a fine of \$300 and the requirement to review fire-safety tapes with the assistant director, residence life, of Student Housing Services.

4. Security Services brought charges against a student alleged to have been engaged in activities likely to cause personal injury when the student bit another student at a University event. The committee accepted the student's guilty plea and deemed this a serious breach of student rights and responsibilities because it constituted an assault. As a penalty, the student was placed on Level 2 probation until graduation, fined \$300, required to post a peace bond in the amount of \$500 and required to write a letter of apology — to be approved by the judicial officer — within 30 days of the hearing or be faced with a charge of breach of probation.

5. Security Services brought charges against two students who were said to be trespassing when they climbed on to the second-floor balcony of a residence. The committee accepted the students' guilty pleas and, in light of the facts of the case, considered the incident a relatively minor student infraction. The students were placed on Level 1 probation for this semester and the next they are registered in and fined \$50.

6. Security Services brought charges against a student who had removed a parking permit from a vehicle. The student pleaded guilty with an explanation, saying he had taken the permit from a car he mistakenly believed to belong to a friend. The committee accepted the guilty plea, but said it still viewed the action as theft. As a penalty, the student was placed on Level 1 probation for this semester and the next the student is registered in and fined \$75. □

## STUDENT SPEAK

### College Royal celebrant chosen

by Joanna Von Felkerzang

Ron Guirguis, newly elected College Royal celebrant, is fully prepared for his role as the University's representative during open house weekend March 16 and 17.

A fourth-year economics major who is president of the University's debating team, Guirguis is ready for the unexpected and hopes that his "broader perspective and understanding of the different facets of this university" will enhance this year's College Royal theme, "Evolution of Excellence."

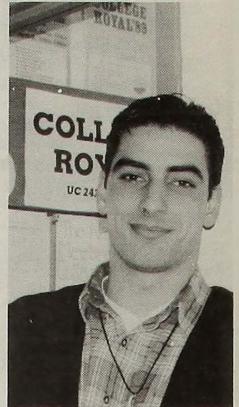
This theme is what particularly drew Guirguis to the Celebrant competition. "College Royal has undergone an evolution," he says. "This year especially, it has been transformed from an agricultural fair to an expression of the entire University. I hope College Royal will continue to carry forward this evolution."

His schedule of appearances is not finalized, and event organizers can still request his presence at weekend activities. His first public appearance as celebrant is March 13 on Magic 106 FM. □

### Ski holiday takes bad turn

A Christmas ski trip to Vermont proved to be more than Peter Lind and Daniel Brown had bargained for.

Lind, a second-year environmental sciences major at Guelph, and Brown, a Brock University student, ended their holiday with several weeks in hospital after suffering first- and second-degree frostbite from spending more than 24 hours in freezing tem-



Celebrant Ron Guirguis

peratures while searching for their way back to their resort.

It all began when the two set off on a pre-lunch ski trip to explore a side trail. On their way back, they noticed a narrow path off their side route and decided to make a detour, hoping it would eventually lead to the main trail.

What they didn't know, however, was that these fresh tracks had been created the day before by an adventurous skier who had to be rescued from a dead end after calling for help from his cellular phone.

Lind and Brown had no such luck. Without any means of communication, they were up to their waist in snow and had to side-step up the mountain on their skis.

"By the time we reached the top, we couldn't see anything," says Lind. Exhausted from their climb, they skied in the dark, searching for a path leading to the main trail.

Eventually, the two dug a hole in the snow, where they spent the night. "We were numb, frozen and couldn't sleep," says Lind. "At sunrise, we walked to the top of the mountain to get a clear view, but the snow covered all the tracks. We started to give up."

They tried one last time by going in the opposite direction of the resort. After hours of skiing, they found their way back.

They were both treated for severe frostbite at a Vermont medical centre, than Lind spent several weeks in the Sarnia Hospital. His plight sparked the interest of local public school students, who filled his room with cards.

Although he missed three weeks of classes, Lind caught up on his studies with help from the Centre for Students with Disabilities.



Student Peter Lind is lucky to be alive after spending 24 hours lost in freezing temperatures. Photos: Joanna Von Felkerzang

## 1996 EYCP deadline nears

The 1996 deadline for applications to the Environmental Youth Corps Program (EYCP) is March 25.

Because of the provincial government employees' strike, only researchers who received EYCP funding in 1995 will receive applications by mail. Photocopies of the application form are available from Barbara Leachman in the Office of Research, Room 224 of the Reynolds Building.

Although proposals are being accepted, the ministries involved in EYCP are cautioning that they have not yet received final approval for money to be spent on this program. □



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## Cultural studies scholar is Winegard visiting professor in College of Arts

Maureen McNeil of the department of cultural studies at the University of Birmingham, England, will be Winegard visiting professor in the College of Arts and the Centre for Cultural Studies/Centre d'études sur la culture from March 18 to April 5.

An internationally renowned scholar, McNeil is author of *Under the Banner of Science: Erasmus Darwin and His Age* and more than two dozen articles and policy reports on the politics of gender, science and technology; education and technology; fetal alcohol syndrome; and critical theory.

A BA graduate in history and political science from York University and an MA graduate in history from Waterloo, McNeil earned a PhD in the history and philosophy of science at the University of Cambridge and has been teaching cultural studies at Birmingham since 1980. From 1993 to 1995, she held the prestigious Nancy Rowell Jackman chair of women's studies at Mount St. Vincent University. On



Maureen McNeil

her return to England, she will take up a readership in women's studies at the University of Lancaster.

At Guelph, McNeil will partici-

pate in a series of lectures, seminars and round-table discussions on science and technology, feminist theories, animal rights and smoking. Her opening lecture, "Purity and Danger: Cultural Studies of Science and Technology," is March 20 at 4:10 p.m. in Room 103 of the University Centre and will be followed by a reception in the University Club.

She will also discuss "Issues in Feminist Theory" March 21 at 7 p.m. in Room 304 of the MacKinnon Building and participate in debates on anti-vivisection as well as smoking and the arts.

McNeil will be available for individual consultation in Room 047 of the MacKinnon Building, Ext. 6049, e-mail: culture@uoguelph.ca.

Her visit is sponsored by the Alma Mater Fund and the College of Arts. The anti-vivisection debates are sponsored by the Centre for the Study of Animal Welfare, the Office of First-Year Studies, the Department of English and the women's studies program. □



Gilian MacPherson



Dave Robinson

## Senators to provide staff perspective

The representation of staff interests on Senate can positively influence academic policy at U of G.

So say Gilian MacPherson and Dave Robinson — permanent full-time members of the University's non-teaching staff who are set to become the first staff members to sit on Senate this September.

MacPherson, an administrative officer in the OAC dean's office, and Robinson, a technician in the Department of Biomedical Sciences, believe the frequent contact they and their colleagues have with students renders the voice of staff on policy making vital.

MacPherson, a 1985 BA graduate of Guelph who has worked on campus since the early 1970s in a variety of administrative capacities and as an academic counsellor, believes she has a lot to offer.

"This nomination provides another avenue through which to work with faculty and represent staff and academic needs on campus," she says. "Given the current

fiscal climate, open learning is of particular interest to me. In addition to responding to academic and market needs, this form of delivery generates revenue that is likely to become increasingly important."

She'd also like to see more recognition given to — and bigger roles played by — alumni, particularly those who work on campus. "I believe our employees can be our best ambassadors."

A 1982 B.Sc. graduate of Guelph, Robinson has held positions in the Department of Biomedical Sciences since becoming a full-time staff member in 1983. After several years of seeking representation for staff on Senate as president of the U of G Staff Association from 1993 to 1995 and as a member of numerous committees, he's looking forward to his one-year term.

"I am happy to have been nominated for this position and will try to be of immediate assistance to my colleagues and ultimately the University itself." □

## Federal study of UI, employment patterns yields unexpected results

by Kerith Waddington  
University Communications

Employees are 50 to 60 per cent more likely to leave a job once they've worked long enough to qualify for unemployment insurance, but they're also more likely to be laid off by their employers than to quit voluntarily.

That's what economics professors Louis Christofides and Chris McKenna discovered while participating in the first complete evaluation of Canada's UI program. Sponsored by Human Resources Development Canada (HRDC) in 1994/95, the study was one of 25 conducted at universities nationwide. These studies are now forming the scholarly basis for the government's current examination of how to reform the program.

Researchers focused on such areas as UI income distribution and living standards, UI and the labor market and the effects of UI on employer and worker behavior.

McKenna and Christofides say their study of employment patterns and UI — completed by evaluating data from two labor

market activity surveys — yielded a few surprises.

"It is conceivable that some work attachments last just long enough to qualify for UI benefits, but they are not always terminated by workers wishing to take a period of subsidized leisure, as is commonly believed," says McKenna. "This study reveals for the first time that both sides of the labor market are equally involved in separations, a finding that puts a whole new spin on the issue of UI program design for HRDC."

Christofides and McKenna hypothesize that employers are involved in the separations for reputation purposes; it's probably easier for them to hire from the local labor market if it's known that their firm keeps workers employed until they qualify for UI. It may also enable the employers to hire at lower wages.

Of the 60,000 people surveyed, results indicate that job durations are about 80-per-cent shorter than they would have been had UI benefits not been available. In other words, all else being equal, separation after 10 weeks would

have occurred eight weeks later than it did.

McKenna is careful to point out, however, that the results cannot be studied in isolation.

"The usefulness of the UI program and the direction it takes will be guided by the amalgamated results of all the studies. It is important to also note that wherever UI entrance requirements are set, there will be results like this, so movement of the qualification date is not necessarily the answer."

Personal and job characteristics were also studied for their effect on job duration. McKenna and Christofides found that job duration is generally longer for older workers, for those making higher wages and for those with a reasonably high level of education. Gender made no significant difference in job duration, but the size of a firm, unionization and coverage by a collective bargaining agreement all prolonged employment time.

Christofides adds that it should not be assumed that longer job durations are necessarily better.

"It is reasonable to expect that from a policy point of view, lengthening the time at which UI qualification occurs will prolong employment durations, may discourage marginal labor force involvement and may reduce turnover rate," he says.

"But keeping employees at a job when they don't want to be there is not really a step forward. Productivity goes down, and employers may come under pressure to keep on workers, thus incurring higher costs. So manipulation of UI qualification time will have only so much impact on the effectiveness of the labor force in the country and the usefulness of the program itself." □

## FACS marks 25th anniversary

The College of Family and Consumer Studies will celebrate its 25th anniversary March 16 during College Royal open house weekend.

Supported by the U of G Alumni Association, the Harshman Foundation, FACS and the Mac-FACS Alumni Association, the day kicks off with a panel discussion on "Life After FACS — Thoughts on the Contributions of FACS to Career Development" at 2 p.m. in Room 149 of Macdonald Hall. Moderator is UGAA president Liz O'Neill.

From 4 to 6 p.m., there will be tours of College Royal displays in

FACS and other colleges and a silent auction of FACS memorabilia.

A dinner begins at 7 p.m. at the Cuten Club and will be followed by a program honoring recently retired faculty and staff, a talk by FACS dean Michael Nightingale on the future of the college and a live auction of memorabilia. Emcee is 1972 FACS graduate Judy Maddren, co-host of CBC radio's *World Report*. Auctioneer is Prof. Keith Slater.

For more information or to reserve a table, call Barbara Aldridge at Ext. 6321. □

## March hits a high note

Music is in the air.

U of G ensembles and student soloists are offering a variety of concerts this month, ranging from classical to jazz.

First up is a recital March 18 with violin student Gisele Boll performing works by Mozart, Bach, Prokofiev and Monti. She will be accompanied on the piano by her mother, Linda Bonadeo-Boll. The recital begins at 12:10 p.m. in Room 107 of the MacKinnon Building. Admission is free.

On March 22, the U of G Orchestra teams up with the U of G Concert Winds, fresh from their win of two gold ribbons at the Guelph Kiwanis Music Festival, for an 8 p.m. concert in War Memorial Hall.

Conducted by Henry Janzen, the orchestra will perform "Hebride Overture," "Reverie" and "Acadian Songs and Dances." Led by John Goddard, the winds will offer "Brass Fanfare," "A Bernstein Tribute," "Mars" from *The Planets*, "March to the Scaffold" from *Symphonic Fantastique*, "An Irish Rhapsody" and "The Trombone King." Tickets are \$7 at the door or from the Department of Music, Ext. 3127.

March 25 is student soloists' day, with 10 students performing vocal and instrumental pieces at 12:05 p.m. in MacKinnon 107. Admission is free.

The U of G Jazz Ensemble and conductor Prof. Howard Spring are tuning up for a concert March



28 at 8 p.m. at the Macdonald Stewart Centre. Special guest is jazz pianist Frank Falco of Toronto, who will also lead a workshop for the ensemble a week prior to the concert. Tickets are \$2 at the door.

A month full of music wraps up March 29 with the U of G Choir's spring concert, "To God of All Nations" (Music of Praise from Many Traditions), conducted by Marta McCarthy. The program will include "Jerusalem" by Hubert Parry, "Miss Luba: Mass in Congolese Style," arranged by Guido Haazen, "The Hour Has Come" by Glick and "To God of All Nations" by Chan Ka Kin, who will be on hand for the performance.

The concert begins at 8 p.m. at War Memorial Hall. Tickets are \$7 at the door or from the Department of Music. □



Lee McDermott likes to put her customers at ease with a friendly smile at the Bovey Building's Greenhouse Café. Photo - Joanna Von Felkerzam, University Communications

## Serving up coffee with a smile

by Joanna Von Felkerzam  
University Communications

After five years of working in the University Centre for Hospitality services, it wasn't easy for Lee McDermott to leave friends and co-workers behind to head off to a new position as part-time supervi-

sor at the Bovey Building's Greenhouse Café. But she likes the challenge and change.

"I wanted to branch out and try something new," she says. "If you don't think you can succeed, no one else will."

This isn't the first time McDermott has taken on a chal-

lenge. After the youngest of her three children headed off to school, she enrolled in a computer course at Conestoga College. "You're never too old to learn," she says.

McDermott proved this motto true in her last position at the UC's Second Cup. To join that operation, she was required to undergo an intensive coffee college course and pass with 85 per cent to become a certified coffee agent. "It was a tough lesson, but I passed it," she says.

Her innovative and friendly approach to work is noticed by her co-workers and customers alike. In an earlier stint at the UC Deli, she launched a weekly *Trivial Pursuit* competition. The questions had been given to her son's fourth-grade class and, unable to answer them herself, she posed them to the University community. She's still waiting for the answer to: "What is a guyot?"

McDermott's dedication to students goes beyond the call of duty. First-year students who have problems adjusting to the pace of university often confide in her, and she directs some to on-campus counselling services. She hopes the friendly Greenhouse Café atmosphere helps put students at ease. □

## 'Scots and Aboriginal Culture' focus of talks

The Scottish studies program in the Department of History will hold a spring colloquium on the theme "Scots and Aboriginal Culture" March 22 to 24 in Room 117 of the MacKinnon Building.

Sponsored by the Scottish Foundation, the College of Arts and Multiculturalism Canada, the colloquium will feature talks by Scottish studies experts from Scotland, Australia, Guelph and across Canada.

Speakers include Cliff Cumming and Kerry Cardell of Australia's Deakin University, who will also perform a dramatic dialogue between a Highlander and an Aborigine in 19th-century Australia. Alexander Murdoch of Edinburgh University will dis-

cuss "Race and the Highlander: Emigrants from the Scottish Highlands and Native American and African People in North America."

Other topics include "Images of the Native in the Scottish Periodical Press," "Scottish Influence on Métis Culture in the Northwest" and "Sectorialism in Indian Affairs." There will also be a round-table discussion on "Scots and Aboriginal Culture?"

Cost is \$20 for Saturday or Sunday (\$15 for seniors), \$30 for both days (\$25 for seniors) and \$15 for lunch on Saturday. For more details, call Barb Merritt at Ext. 6528, fax to 766-4384 or send e-mail to Prof. Elizabeth Ewan at eewan@uoguelph.ca. □

## Pesticide penetration of plastic can be reduced

by Margaret Boyd  
University Communications

Pesticide penetration into plastic containers can be reduced significantly by increasing the amount of fluorination in the containers, studies at the Centre for Toxicology show.

Recycled agricultural pesticide containers find new life as fence-posts and curb stops and in industrial use throughout Canada. Even though the recycled products have passed extensive health and environmental testing, the Guelph findings mean that risks associated with these products can be further minimized.

When triple-rinsed, these containers (about one million agricultural pesticide containers are used annually in Canada) retain 0.1-per-cent pesticide residue. But it has been observed that certain solvent-based pesticide formulations can penetrate into the plastic matrix of containers.

Container fluorination, a treatment in place to prevent penetration, is currently not as effective as it could be, says graduate student Graham O'Brien, who helped conduct the study. If fluorination of pesticide containers were more stringent, however, it

would provide a much more effective barrier against pesticide penetration, he says.

O'Brien and Prof. Keith Solomon, director of the Centre for Toxicology, conducted a comparison of two types of plastic — fluorinated high-density polyethylene and regular polyethylene — to determine how effective fluorination is in reducing pesticide penetration. For the study, O'Brien took two-centimetre discs of plastic from unused containers, treated them with solvent-based radiolabelled pesticides and stored them at three different temperatures — 18 C, 22 C and 50 C. The study found that the fluorinated containers and those stored at lower temperatures recorded lower pesticide penetration levels.

"Certain formulations of pesticides penetrate the plastic matrix," says O'Brien. "Fluorination does reduce actual pesticide penetration, but we found it was only preventing it by 20 to 40 per cent compared with unfluorinated containers."

The study found that fluorinated variability within containers is high and that those containers with little or no pesticide penetration had undergone more stringent fluorination, says O'Brien.

Fluorine is added during the blow-moulding stage of plastic-container production and exchanges with the hydrogen atoms in the high-density polyethylene, forming a Teflon-like coat.

O'Brien and Solomon are also working on a solvent extraction method for recycled products to measure existing pesticides and their associated risks. Some of the more common pesticides include trifluralin, 2,4-D and azinphos-methyl.

The new measurement technique, which will simulate the recycling process, could provide quality control of human and environmental risk. The new technique uses solvent to extract pesticides from simulated recycled products to determine a recovery percentage.

This research is supported by the Ontario Pesticides Advisory Committee and the Ministry of Environment and Energy. □

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## Science and Society gives undergrad teaching a boost

Continued from page 1

Waterloo. A project leader will be named this spring.

Norman Ball, director of the Waterloo centre, says this project "is the most exciting thing that has happened to the centre in its more than 10-year history. But it's more than an exciting moment and prospect for the centre. It's a momentous occasion in the history of undergraduate teaching at Waterloo and Guelph.

"With all of the high-profile emphasis on graduate research, industrial liaison and the courting of funding agencies, undergraduate teaching often gets short shrift. But I think undergraduate work is

what makes a university; it's where the quality begins and, for many, where university ends."

Ball says Murray's proposal is especially appropriate "at a time when we are facing cutbacks and worrying about their impact on the quality of teaching."

Universities are increasingly being asked to show how they are working as part of a larger system rather than as lone wolves, and whether they are serving the taxpayers as well as they should, he says. "The Science and Society project should leave no doubt that Waterloo and Guelph know how to help each other and, in doing so, to give better value for funds received." □



# World At Guelph



Members of the European studies program check out the international news programs now available via satellite in the College of Arts Media Centre. From left are program director Prof. Renate Benson, student Harold Welsand, sessional lecturer Friedrich Kuebart and student Lise Rivet.  
Photo - Kerith Waddington, University Communications

## Satellite opens window on world

News and information from Europe and other countries are now coming to U of G 24 hours a day via satellite and can be accessed in the College of Arts Media Centre.

The international Deutsche Welle tv has contributed a satellite dish to U of G's European studies program (ESP). Connected to a TV monitor in the Media Centre, the satellite also receives a number of programs of interest to other departments.

This is good news for the 50 students in the European studies program and the many more interested in international programs and foreign languages, says ESP director Prof. Renate Benson, Languages and Literatures.

"Some of the programs are a must for those taking business German, but students and instructors should be made aware of the availability of a wide range of news stations," says Benson. "There are broadcasts in many other languages, including French, Spanish, Italian, Portuguese, Arabic and Japanese. News and educational programs from

around the world are also available. This satellite dish is helping bring the global village on to our campus."

The daily journal *Nachrichtenmagazin/News Magazine/El Informativa* covers the latest news; *Drehscheibe Europa/European Journal/Europa Semanal* and *Focus Europa/Focus on Europe* offer regular comments on the development of the European Union; *Schauplatz Deutschland/Germany Live/Alemania en vivo* provide a multilingual kaleidoscope on life, culture and science in Germany; and *100 Grad/HEAT* brings entertainment and music for younger people in German and English.

The satellite project is also funded by the Alma Mater Fund and other alumni donations. The Media Centre, located in Room 019 of the MacKinnon Building, is open Monday to Thursday from 9 a.m. to 8 p.m., Friday from 9 a.m. to 4 p.m. and Saturday from 1 to 4 p.m. For more information on program schedules, call Kathy Haneson or Deanna Underwood at Ext. 2144. □

## Nightingale's views on reform relevant today

by Helen Fallding  
Office of Research

Florence Nightingale is widely known as the heroic front-line nurse who saved thousands of British soldiers' lives during the Crimean War. But few are aware that she was also a brilliant social scientist who lobbied for social change. Two U of G researchers and three international collaborators hope to change that by collecting and publishing her writings.

Prof. Lynn McDonald, chair of the Department of Sociology and Anthropology, and Prof. O.P. Dwivedi, Political Studies, are collaborating with researchers from universities in New York, Indiana and Dundee, Scotland, to pull together Nightingale's collected works.

### Tip of the iceberg

Project director McDonald says that although about five volumes of Nightingale's correspondence have already been published, much more remains.

"That's just the tip of the iceberg," says McDonald. "She wrote letters virtually every day of her life—to royalty, viceroys, prime ministers, many to the minister of war, and to experts and intellectual leaders like John Stuart Mill."

In fact, there's such a wealth of material that McDonald estimates this research could yield at least 10 volumes.

Nightingale, who lived between 1820 and 1910, developed her basic philosophy before she went to the Crimea. She was a Christian who didn't believe in miracles; she thought that relief of social problems should be sought not through prayer, but political action. She devoted her life to reform work in areas such as health

promotion, hospital design and midwifery. She lobbied for reform of the "Poor Law" system, which forced the poor into workhouses, and against the Contagious Diseases Act, which scapegoated prostitutes in an effort to control sexually transmitted disease. Nightingale also enunciated the principles of medicare as early as the 1860s.

### Social safety net

"The issues she worked on are still issues for us," says McDonald. "She was working in the 19th century, when there was an extremely inadequate version of what we call the social safety net. In the intervening years, we have achieved many of the things that she worked for, but they are again at risk."

McDonald is well-suited to the task of analysing a historical figure whose work combined both theory and activism. She herself left the academic world for a number of years to serve as president of the National Action Committee on the Status of Women and then a member of Parliament.

Dwivedi, for his part, will focus on Nightingale's writings about India, which cover everything from irrigation and famine relief to finance and tax policy.

"I have never seen evidence that Nightingale addressed the issue of whether the British should have been in India as a colonial power," says McDonald. "But given that they were there, she believed they were responsible for the welfare of citizens of the country, and she held them to account."

### Radical ideas

McDonald suggests that stereotyping of women and the radical nature of Nightingale's ideas explain why her intellectual contributions have been forgotten, whereas her image as the selfless "lady with the lamp" lives on.

"A romantic nurse is just fine, but someone who wants to institute and develop the medicare system is much more threatening," says McDonald. "Nightingale's policies would always cost money, which she would say was money well spent. She saw a bigger role for the state than was accepted at that time or is accepted by the neo-conservatives of today."

McDonald predicts the project will take many years to complete. The research will require visits to London, England, where many Nightingale manuscripts are archived. McDonald has applied to the Social Sciences and Humanities Research Council for funding. She says there are opportunities for graduate students from several universities in a number of fields to become involved in the project.

McDonald and collaborator Victor Skretkovicz will report on their research at an Amsterdam meeting of the International Sociological Association in May. □

## International team explores amino acids in pig growth

by Anne Douglas  
Office of Research

Lean growth in pigs is getting global attention. It's the focus of an international group of amino acid producers and researchers who met at Guelph recently.

Prof. Kees de Lange, Animal and Poultry Science, initiated and co-ordinated the meeting between the scientists and the world's top amino acid manufacturers from Germany, France and the United States. The team of researchers includes Malcolm Fuller of the Rowett Institute in Scotland, Sonke Mohn of Germany, Paul Moughan of Massey University in New Zealand and Prof. Ron Ball, Animal and Poultry Science.

The purpose of the meeting was to discuss early results of a three-year research project on pigs' ability to use dietary amino acids for lean growth.

Amino acids are the building blocks of proteins. They join in chains at the molecular level to form the protein that makes up muscle. So taking amino acids into account is vital to making good feed and, in turn, good meat.

"It's the first time these three companies have worked together as a team," says de Lange. "Attempting to understand the rela-

tions between dietary amino acid supply and lean growth is such a major undertaking that international co-operation on this issue is exactly what is needed."

Determining dietary amino acid requirements for groups of pigs that differ by sex, age, environment, health and genetic makeup is arduous because those characteristics can change the requirements. It would be impossible to test each group of pigs for how much of each of the 10 amino acids they need, so the researchers want to be able to predict amino acid requirements.

First, they have to understand the relationship between dietary amino acid intake and lean growth. They hope that by conducting a variety of tests to determine how much of the amino acid consumed is absorbed by pigs and how much is eliminated, they can begin to understand the factors that affect the pigs' efficiency at converting amino acids into lean growth.

Lysine is one of the most important amino acids in pigs' diets, so the first studies have all focused on the animals' use of it. The researchers have evaluated various techniques to measure the efficiency of using available amino acids to produce body protein.

"What has been lacking are accurate experi-

mental techniques and close control of the factors that may affect the efficiency of amino acid utilization in growing pigs," says de Lange.

The researchers have used three different methods to study how pigs use amino acids. Preliminary studies have shown when and what type of measurements are best at monitoring the efficiency with which pigs use amino acids.

"The results of this work will allow us to more accurately meet amino acid requirements of different groups of pigs," says de Lange. "If we understand amino acid absorption better, then by feeding better diets, we can reduce the excretion of nitrogen with swine manure into the environment and use our amino acids more efficiently. It will bring both competitiveness and sustainability to the pork industry."

This research is sponsored by Degussa in Germany, Eurolysine/Heartland Lysine in France and the United States, and Archer Daniels Midland in the States. Other sponsors are the Natural Sciences and Engineering Research Council, the Ontario Ministry of Agriculture, Food and Rural Affairs, U of G's Department of Animal and Poultry Science and the German Research Foundation. □

# Community

## NOTICES

### Senate cancelled

The March 19 meeting of Senate has been cancelled. The next scheduled meeting is April 16.

### Candy sale planned

The 1996 United Way campaign will benefit from a sale of Laura Secord candy March 28 in the University Centre courtyard. Ten per cent of the proceeds will go to the campaign. All candy will be offered at a discount of 10 per cent.

### Volunteer appreciation

The Wild Bird Clinic Club is holding a volunteer appreciation night for all its members March 13 at 7 p.m. at the University Club on Level 5 of the University Centre.

### Retirement reception

John Campbell, manager of Environmental Health and Safety, will be honored at a retirement party April 4 from 4 to 6:30 p.m. in the University Club on Level 5 of the University Centre. Cost is \$10. RSVP by March 27 to Theresa Hood in Human Resources, Ext. 8774. Anyone unable to attend but wishing to donate to a gift or send greetings to Campbell, forward them to Hood by March 27.

### Teaching on the Web

The University of Waterloo is hosting a seminar on "Experiences Using the Web for a Course" March 28 at 1:30 p.m. in B1-271. Three science professors will demonstrate and discuss their use of the Web for teaching. For more information, call Waterloo's Teaching Resources and Continuing Education at 519-888-4567, Ext. 3132.

### Quality of life

McMaster University's department of clinical epidemiology and biostatistics is sponsoring a workshop on health-related quality of

life March 25 and 26 in Niagara-on-the-Lake. For more information, call Martha Leibbrandt in OVC at Ext. 4414. To register, call Marlene Taylor at McMaster, 905-525-9140, Ext. 22163.

### Community forum

An open community forum on developing resources for teens in downtown Guelph is slated for March 23 from 1 to 4:30 p.m. at 133 Wyndham St. For more information, call Hilary Sullivan at 824-7230 or Madeline Bakker at 823-8611.

### Seniors launch new club

A new club for seniors begins in Guelph this month, focusing on books, photography and writing. The club will meet the last Thursday of each month from 1:30 to 3:30 p.m. at the Evergreen Seniors Centre. Members must belong to the Guelph/Wellington Seniors Association. For information, call James Gordon at 821-7065 or Betty Richard at 823-1291.

## JOBS

As of March 8, the following positions were available to on-campus employees only:

**Control Clerk, Financial Services**, temporary leave from March 15 to Nov. 15/96. Salary: \$14.44 to \$16.13 an hour. Removal date: March 13.

**Secretary, Veterinary Teaching Hospital**, temporary leave from May 15 to Jan. 2/97. Salary: \$11.90 to \$13.28. Removal date: March 15.

**Client Service Clerk, Veterinary Teaching Hospital**, temporary full-time leave from April 15 to Oct. 16/96. Salary: \$13.17 to \$14.71. Removal date: March 15. □

### Anti-racist drama

The Department of Drama presents Sri Lankan teens from L'Amoureux Collegiate in Scarborough exploring issues of racism, the Canadian immigrant experience and more at a presentation of *The Lamp and the Mirror* March 15 at 1 p.m. at the Inner Stage. Admission is free, but donations are welcome.

### Easter breakfast

The men of Speedside United Church will hold an Easter farmers' breakfast March 30 from 9 to 11 a.m. Cost is \$5 general, \$2.50 for children 12 and under. Pay at the door.

### Focus on Fergus

The Wellington County Historical Society presents an illustrated talk on the history of the Fergus area

by nature photographer/musician Wayne Bridge March 24 at 2:30 p.m. at the Wellington County Museum and Archives. Admission is free.

### Garden tour

The volunteer committee of the Macdonald Stewart Art Centre will host its fourth annual self-guided tour of six Guelph and area gardens June 23 from noon to 5 p.m. Tickets are \$7 general, \$3 for children and are available at the art centre, the Framing and Art Centre, Royal City Nursery and Coach House Florist and Gifts. Proceeds will go for new acquisitions.

### Juried art show

The Department of Fine Art's 28th annual juried art show runs March 15 to 17 in Zavitz Hall. A reception and awards presentation

will take place March 15 from 7 to 9 p.m.

### Guelph Spring Festival

The Guelph Spring Festival, a celebration of the performing arts featuring chamber musicians, a jazz and world music celebration, and a family series, runs May 31 to June 16. Tickets range from \$8 to \$25. A family fun day in St. George's Square is slated for June 1. For information, call 821-3210.

### On being a parent

Author Barbara Colorosa will speak on parenting with wit and wisdom April 2 at 7 p.m. in Peter Clark Hall. Cost is \$10, with proceeds going to Canadian Crossroads International. Call 763-9526 or 822-9610 for information.

## CLASSIFIEDS

### FOR RENT

Two-bedroom furnished bungalow, Dufferin Street, two baths, laundry, large fenced yard, close to bus stop, available May 1 to Aug. 31, \$800 a month inclusive, Jack, Ext. 3650 or 824-9526.

Four-bedroom summer sublet, two living rooms, rec room, two baths, eat-in kitchen, parking, laundry, close to bus route, Marcus, 836-9566 or e-mail mlepkows@uoguelph.ca.

Fully furnished three- or four-bedroom home, hardwood floors, fireplaces, two sunrooms, deck, porch, large partly fenced yard, laundry, parking, near Elora Gorge and swimming quarry, available April to July 1996, \$700 a month inclusive, 787-0609.

### FOR RENT

Furnished room in family home, shared bathroom, laundry, parking, on bus route, \$400 a month with meals, \$300 a month for room only, non-smoker, no pets, available now, Rick, Ext. 3108 or 824-5173.

### FOR SALE

Child's Peg Perego electric ride-on vehicle, brand new, best offer, 822-3729.

Bungalow with six bedrooms, two kitchens, two baths, living room with fireplace, fenced yard, carport, 10-minute walk to campus, ideal investment opportunity for student entrepreneur, Kim, 836-0737.

### FOR SALE

Limoges dinner service, Theodore Haviland, prior 1926, 12-place settings, 93 pieces, cream with gold trim, perfect condition, appraisal available, 821-2087.

### WANTED

Housemate to share luxury home with one other person, country setting, 20-minute drive to campus, available from April 1, \$300 a month inclusive, Ext. 3990.

Painters for summer employment, Peterborough area, experience not necessary, great income possibilities, Dave, 821-3770.

Large interoffice envelopes, University Communications, Level 4, University Centre.

### AVAILABLE

House sitter to live in and care for your home while you are away, second-year DVM student, quiet non-smoker, available for summer and/or fall and winter '97 semesters, Robert, 837-1698.

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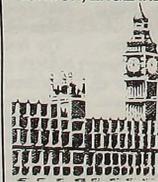
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# CALENDAR

## THURSDAY, March 14

**Pathology Seminar** - Graduate student Marianne van den Heuvel considers "Suppression of Bovine Leukemia Virus Expression" at 11:10 a.m. in Pathology 2152.

**Concert** - Soprano Sally Sanford joins Catherine Liddell on lute/theorbo at 12:10 p.m. in MacKinnon 107. Admission is free.

**Canadian Studies Lecture** - Robert Kline of TVOntario talks about "Imprint — Television and Literature: Can They Coexist?" at noon in MacKinnon 226. Cost is \$15. Register at Ext. 3064.

**Plant Biology Seminar** - "A Spiroplasma's View of Rapid Transit: Why All the Passengers Don't Get Off the Bus" is the topic of Jacqueline Fletcher of Oklahoma State University discusses at 3 p.m. in Axelrod 117.

**Artist's Talk** - Prof. Margaret Priest, Fine Art, discusses her new show, "To View from Here," at 4:15 p.m. at the Macdonald Stewart Art Centre.

**Workshop** - The Counselling Unit hosts a session on "Body Image" at 5 p.m. in UC 334.

**Film** - *Truth or Dare* begins at 7:30 p.m. at the Macdonald Stewart Art Centre.

## FRIDAY, March 15

**History Seminar** - "Daylight upon Magic": Deconstructing the Royal Tour of 1901" is the topic of Philip Buckner of the University of New Brunswick at noon in MacKinnon 132.

**Evolution and Systematics Seminar** - Prof. Teri Crease, Zoology, discusses "Concerted Evolution in the Ribosomal Genes of *Daphnia pulex*" at 3:10 p.m. in Axelrod 259.

## MONDAY, March 18

**Fine Art Seminar** - Mixed-media artist Francis Labouthillier discusses his work at noon in Zavitz 320.

**Student Recital** - Violinist Gisele Boll and pianist Linda Bonadeo-Boll perform at 12:10 p.m. in MacKinnon 107.

## TUESDAY, March 19

**Animal and Poultry Science Seminars** - M.Sc. student Carla Wood considers "Expression of Gonadotrophin-Like Hormone Genes in Bovine Conceptuses," and M.Sc. student Derrick Romain examines "Black Bear Food Habits and Nutrition in Northern Ontario" at 11:10 a.m. in Animal Science/Nutrition 141.

**Fine Art Seminar** - "Imagining the Unconscious: Science and Spirituality in French Symbolist Art" is the topic of Serena Keshavjee of the University of Toronto at noon in Zavitz 320.

**Canadian Studies Lecture** - Film critic Geoff Pevere discusses "Media as Contemporary Mythology" at 1:30 p.m. in MacKinnon 226. Cost is \$15. Register at Ext. 3064.

## WEDNESDAY, March 20

**Biochemistry Seminar** - Brian Cox, Chemistry and Biochemistry, considers "From Binding to Transcription to Metabolism and Beyond: In Vitro Assays for Environmental Estrogens" at 1 p.m. in MacNaughton 222.

**Physics Colloquium** - "Black Holes in the Centres of Galaxies" is the subject of Scott Tremaine of the University of Toronto at 4 p.m. in MacNaughton 113.

**Cultural Studies Lecture** - Winegard visiting professor Maureen McNeil of the University of Birmingham discusses "Purity and Danger: Cultural Studies of Science and Technology" at 4:10 p.m. in UC 103. A reception will follow at the University Club.

**Botany Seminar** - Margot Kronick discusses "Mycorrhizas in Temperate and Boreal Forests: Ecology and Applications" at 7:30 p.m. at the Arboretum Centre.

## THURSDAY, March 21

**Pathology Seminar** - Graduate student Gloria Arcuri considers "The Pathogenesis of Pneumonia Virus of Mice in the Wistar Rat" at 11:10 a.m. in Pathology 2152.

**Canadian Studies Lecture** - Consultant and community activist Tom Kleinbermink discusses "The Corporatization of Culture"

at noon in MacKinnon 226. Cost is \$15. Register at Ext. 3064.

**Concert** - The Royal City Saxophone Quartet performs at 12:10 p.m. in MacKinnon 107.

**Workshop** - The Counselling Unit hosts a session on "Wellness and You" at 5 p.m. in UC 334.

**Cultural Studies Seminar** - Winegard visiting professor Maureen McNeil of the University of Birmingham explores "Issues in Feminist Theory" at 7 p.m. in MacKinnon 304.

**Art Lecture** - Michelle Jacques of the Art Gallery of Ontario discusses "Group of Seven: Art for a Nation" at 7:30 p.m. at the Macdonald Stewart Art Centre.

## FRIDAY, March 22

**Concert** - The U of G Orchestra and Concert Winds conducted by Henry Janzen and John Goddard perform at 8 p.m. in War Memorial Hall. Admission is \$7.

## SATURDAY, March 23

**Scottish Studies Colloquium** - "Scots and the Aboriginal Peoples" is the theme of talks from 9:15 a.m. to 4:30 p.m. in MacKinnon 117. A reception follows at the University Club. The colloquium continues Sunday from 9 a.m. to 4:45 p.m.

## MONDAY, March 25

**Recital** - Student soloists perform at 12:05 p.m. in MacKinnon 107.

## TUESDAY, March 26

**Animal and Poultry Science Seminar** - M.Sc. student Derek Haley discusses "Sucking Behavior of Calves: Effects of Milk Flow" at 11:10 a.m. in Animal Science/Nutrition 141.

**Food Science Seminar** - "Milk Proteins and Particles Made from Them: Challenges and Opportunities" is the focus of Prof. Douglas Dalgleish at noon in Axelrod 117.

**Physics Colloquium** - M.V.N. Murthy of India's Institute of Mathematical Sciences and McMaster University considers "Fractional Statistics from a Generalized Pauli Principle" at 4 p.m. in MacNaughton 113.

## WEDNESDAY, March 27

**Plant Biology Seminar** - Karl Oparka of the Scottish Crop Research Institute in Scotland discusses "Unravelling Plant Communication Channels: Viruses Carry the Torch" is the topic of at 4 p.m. in Axelrod 117.

**Cultural Studies Lecture** - "Speaking on Behalf of Animals: Anti-Vivisection and Victorian Women" is the topic of Susan Hamilton of the University of Alberta at 7:30 p.m. in OVC 1714.

## WORSHIP

Womanspirit, a spirituality circle for women, meets Fridays at 12:10 p.m. in UC 533.

Roman Catholic Eucharist is held Sundays at 10:10 a.m. in Thornbrough 100.

The Open Door Church of non-denominational Christian worship is held Sundays at 7 p.m. at Harcourt United Church. □



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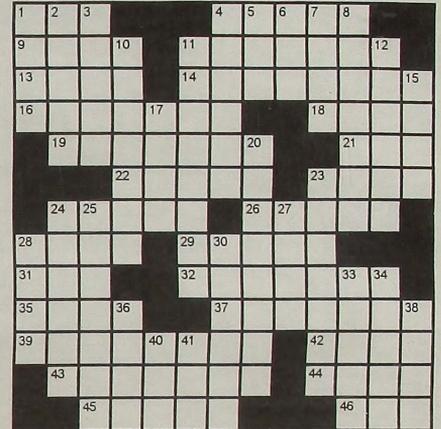
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18. Small case
19. Pulled out
21. Cheer word
22. Ishmael's mother
23. Nozzles
24. Landscape
26. Amino and boric
28. Partiality
29. Darkness
31. K-O connection
32. Child's vehicle
35. Helpers
37. Nevertheless
39. Jury member
42. Split asunder
43. Sets in order
44. Run before a gale
45. Language of the street
46. Diminutive of Edward

### DOWN

30. Chinese city
33. Put out tenants
34. Musical comedy
36. Circus animal
38. Tidy up
40. Depot: abbr.
41. Team members
5. Public house
6. Brother
7. Carry
8. Afforded relief
10. Hackneyed expressions
11. Tiny bits
12. Concerns of a pomologist
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# GRAD NEWS

## Magazine's messages on infant feeding vary over five decades

The final examination of **Patrick O'Brien**, an M.Sc. candidate in the Department of Human Biology and Nutritional Sciences, is March 15 at 9:30 a.m. in Room 212 of the Powell Building. The thesis is "The Fatigue Response of the Trunk Musculature to an Isometric Trunk Twist Exertion." The adviser is Prof. Jim Potvin.

The final examination of M.Sc. candidate **Karen Beck**, Consumer Studies, is March 15 at 10 a.m. in Room 233 of the FACS Building. Her thesis is "The Use of Intrinsic and Extrinsic Cues in Information Processing and Con-

sumer Choices." The adviser is Prof. Majorie Wall.

The final examination of **Zhichao Shi**, a PhD candidate in the Department of Chemistry and Biochemistry, is March 22 at 9:10 a.m. in Room 132 of the MacKinnon Building. The thesis is "Adsorption of Anions and Their Co-adsorption with Copper Adatoms at the Au(111) Electrode Surface." The adviser is Prof. Jacek Lipkowski.

Interested members of the University community are invited to attend. □

by **Margaret Boyd**  
University Communications

**M**essages about infant feeding in a major Canadian women's magazine over the past 50 years have swung from bottle feeding to breast-feeding, reflecting scientific advances and societal values, a U of G study has found.

In the 1940s, ads and articles about infant feeding promoted bottle feeding exclusively. In the

1960s, freedom of choice was introduced, and bottle and breast-feeding were promoted equally. In the 1980s, the pendulum swung in favor of breast-feeding, which is still the preferred infant-feeding method of most new mothers and the health profession.

For the study, fourth-year applied human nutrition student **Beth Potter** looked at issues of *Chatelaine* magazine from 1945 to 1949, 1965 to 1969 and 1985 to 1989 to determine the volume and types of messages being generated about infant feeding.

*Chatelaine* was chosen for the study because it is a national magazine aimed at women from 20 to 60 and is read by one-quarter of all Canadian women. In addition to comparing the number of messages and themes presented, Potter compared messages about trends in breast-feeding and how these messages relate to the World Health Organization code.

All the advertisements found in the 15-year sample period violated the World Health Organization code, which prohibits infant-feeding advertising unless accompanied by a statement that the product being advertised is not intended for infants under four months of age.

Potter found 292 items related to infant feeding, 183 of which were advertisements for bottles, for-

mulas and foods. There were also 99 indirect messages, which included such items as ads for unrelated items that contained, for instance, depictions of babies and bottles or other items associated with infant feeding. For the entire 15-year period, there were only 10 editorial articles about infant feeding, none of which appeared in the magazine between 1985 and 1989.

In terms of trends, different messages were discovered in each of the decades. Messages related to bottle feeding were common in the postwar period of the late 1940s, whereas by the late '60s, messages about bonding were common. By the late '80s, messages about health and what infant food "does not contain" were most common, Potter says.

The frequency of the messages varied. There were 161 messages from 1945 to 1949, 88 from 1965 to 1969 and 43 from 1985 to 1989. This decline could reflect the influence of the WHO code, which came into effect in 1981, or a changed target audience, Potter says. In addition, formula companies may have shifted their advertising focus from general women's magazines to health professionals and magazines aimed specifically at new parents.

The Canadian trends, as depicted by the magazine, closely follow those in the United States that show breast-feeding declined in the postwar period until the early '70s, when it increased.

In Canada in 1990, 80 per cent of new mothers breast-fed their babies in hospital, and the average period of breast-feeding was just over three months. Statistics show that women are more likely to breast-feed if they are older, married and well-educated, have higher incomes and are nonsmokers.

Potter's research was supervised by Prof. Judy Sheeshka, Family Studies, and McMaster University nursing professor Ruta Valaitis. □

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