

NEWS BULLETIN

UNIVERSITY OF GUELPH

Vol. 17 - No. 34

August 23, 1973

Consumer conference

About 80 people are expected to attend the conference on contemporary issues of consumer behavior on campus, beginning Sunday, August 26. The conference is sponsored by the Department of Consumer Studies and the Office of Continuing Education, primarily for those with a professional interest in educating and guiding consumers. High school teachers of consumer education, consumer counsellors and government employees will attend.

Speakers are faculty members of the Consumer Studies Department, and representatives of Consumer and Corporate Affairs in Ottawa and the Better Business Bureau of Canada.

Among the subjects to be discussed are social influences on consumer behavior, housing the contemporary consumer in the face of overpopulation, health food consumption, fashion and consumer manipulation and the development of standards for consumer goods.

Sunday is registration followed by a welcome address by Professor R. E. Vosburgh, wine and cheese reception, and orientation sessions.

On Monday morning sessions will cover consumer studies as a multidisciplinary endeavor and social influences on consumer behavior, followed by group discussions on consumer sovereignty, self-image and satisfaction. The afternoon program includes discussion of patterns of market segmentation and consumer life styles and a talk on advertising: progress towards self-regulation. In the evening the lecture subject is guidelines: strategies of implementation.

On Tuesday morning housing and an evaluation of aspects of the predictability of fads and fashions are on the agenda. Issues in health food consumption, with discussion on nutrition, additives and consumer acceptance is scheduled for the afternoon session with a lecture on the development of standards for consumer goods in the evening.

Wednesday morning sessions are on trends in consumer legislation and on the consumer's

OVC research on Aleutian mink disease finds link to rheumatic ailments

Diligent investigation over a 15-year period by researchers at OVC has led to the discovery of a diagnostic test for a disease fatal only to mink, but the research may have far-reaching consequences in the campaign against human rheumatic diseases.

Immunologist Donald Ingram, associate dean of Research and Resources at OVC, explained that Aleutian disease, fatal only to mink, shares many characteristics with human rheumatoid diseases. Researchers investigating these diseases now have a model from which to work, Professor Ingram explained.

Research started by Karstad

Research at OVC on Aleutian disease was originally undertaken about 15 years ago by Professor L.H.A. Karstad, Department of Pathology. He was one of the first researchers to describe the disease and to recognize the infectious nature in 1962.

Professor Ingram began his research five years ago, building on the results of Professor Karstad's work; graduate student H. J. Cho discovered the diagnostic test about two years ago. For this test antigen is extracted from the tissue of infected animals. The blood serum of mink is tested using the antigen to determine if they have been stricken with the disease. Early detection in a mink ranch will prevent widespread infection. Previously, mink farmers did not have an accurate method of detecting which animals had the disease until physical symptoms were apparent, usually seven to eight months after infection first set in.

Aleutian disease was known to be infectious for many years although the virus causing the disease had not been isolated. By applying various immunological techniques, Dr. Cho and Professor Ingram have recently been able to purify the virus from their antigen preparation.

Symptoms of the disease include infiltration of certain tissues, such as the liver, kidney and spleen with lymphoid and plasma cells, inflammation of arteries, and the development of glomerulonephritis — inflammation of the kidney. Many of these symptoms are characteristics of human rheumatoid diseases.

awareness of government protection, with the conference closing after lunch.

Faculty members Professor F. Edgecombe, Professor E. Gullett, Mrs. L. Heslop, Professor N. M. Lazarowich, Professor M. Sanderson, Professor G. Scherf, Professor R. Vosburgh and Professor K. Brown will take part in the conference.

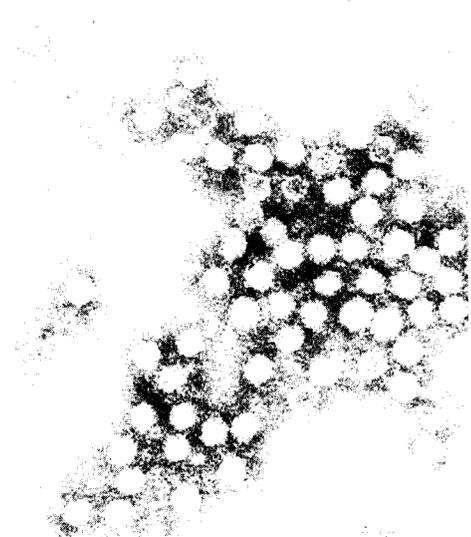
Further information is available from the Office of Continuing Education, Johnston Hall, Ext. 3956.

The symptoms of both diseases are alleviated by introduction of immunosuppressive drugs into the body. These suppress the ability of the body to produce antibodies. Experiments have shown that Aleutian disease and human rheumatoid afflictions progress more rapidly if the body is allowed to freely produce antibodies. Thus, development of both groups of diseases is retarded by these drugs, of which cortisone is the best known.

Work with hospitals

Professor Ingram and Dr. Cho are now working with doctors from Toronto Wellesley Hospital and McMaster medical faculty in Hamilton. They have also had discussions with members of the Canadian Mink Ranchers Association and received correspondence from laboratories in all parts of the world requesting information on the production and availability of the antigen.

So far, the OVC lab has been the only one to produce the antigen required for the detection test. Professor Ingram and Dr. Cho's results have been published in the scientific magazines, "Journal of Immunology," "Canadian Journal of Comparative Medicine," "Nature," "Infection Immunity," and in the Canadian Mink Ranchers Association journal.



The virus of Aleutian mink disease (magnified 180,000 X) as first isolated by Dr. Cho and Professor Ingram. The virus which appears to be spherical in shape with a diameter of 23 nanometers (one millionth of a millimeter) is probably a Parvovirus, one of the smallest viruses known. The chemical characteristics of the virus are now being determined.



Drs. Marjan Schnetz has taken up a position as assistant director in Student Affairs. Drs. Schnetz has a Doctorandus degree in clinical psychology from the University of Amsterdam, and has counselling experience at Davis and the University of Waterloo.

Professor F.J. Milne returns from leave

Professor F. J. Milne, Clinical Studies, has returned from a sabbatical that took him to Africa, Europe and Britain. He spent the first part of his leave as Nuffield Visiting Professor to the University of Ibadan in Nigeria, and the second part visiting all the veterinary schools in the United Kingdom, the School at Ghent and taking part in the program of the European Society of Veterinary Surgery in Utrecht.

Professor Milne reports that he was impressed with the enthusiasm of faculty and students in Nigeria, both at Ibadan and the northern University of Ahmadu Bello. While visiting the north of the country he helped treat 32 stallions (it was reported that the mares were in the harem) at an out clinic.

Although we don't usually associate horses with Nigeria, Professor Milne said they are used for polo which is very popular in the south of the country. Also police are very keen to increase the use of horses for traffic and crowd control.

While at Ibadan, Professor Milne lectured to the senior class, gave tutorials and demonstrations in the large animal clinic and seminars for faculty and students. He delivered a public lecture on the changing role of the veterinarian in today's society.

He reports the social highlight of the visit was Burns Night in Ibadan with haggis flown in by British Caledonian Airways and highland dancing on the lawns with the temperature in the nineties.

Before returning home, he gave a short series of lectures at Bristol University, and spent a month at Glasgow University where he studied the examination system as it pertains to the graduating class.

He pointed out that at Glasgow, of 54 students who sat the final examinations in their graduating year, 14 failed to satisfy the examiners. They have the opportunity to resit the examination three months later.

FACULTY ACTIVITIES

Professor H. D. Ayers, Engineering, is on study leave at the University of Lancaster, Lancaster, Yorks, England until May.

Professor D. H. Pletsch and Professor D. J. Rose, Agricultural Economics & Extension Education, spent a week on campus during their home leave from Ghana.

Professor W. M. Braithwaite, Agricultural Economics and Extension Education, and **Professor R. R. Forster**, Landscape Architecture, met with **Professor J. R. Wright**, formerly of Land Resource Science and now at the University of Ottawa, earlier this month to prepare the preliminary draft report for the study on recreational open space.

Gary Johnston, of Agriculture Canada, a research officer in the Department of Horticultural Science, was elected a director of the Potato Association of America at their recent Diamond Jubilee meeting at the University of Guelph. This was the first time the association had met in Ontario, and only the second conference to be held in Canada.

Agricultural Economics and Extension Education professors **T. K. Warley**, **P. A. Wright**, **L. J. Martin**, **George Brinkman** and **Karl Meilke**, and graduate students **A. C. Zwart** and **Sam Dappah**, attended the annual meeting of the American Agricultural Economics Association - Canadian Agricultural Economics Society at the University of Alberta in Edmonton. Professor Warley chaired a sectional meeting on grain marketing methods in Canada and the United States. Professor Martin and A. C. Zwart presented a paper entitled A recursive spatial analysis of the North American pork sector with special reference to Canadian policy implication. Professor Martin also chaired a contributed paper session on agricultural marketing and prices. Professor Brinkman chaired a seminar session on regional and national public policies.

PUBLICATIONS

Dorter, K., 1973. Science and Religion in Descartes' Meditations. *The Thomist*, 37, pp. 313-340. (Philosophy)

Geissinger, H. Dieter, Parvathi K. Basrur, and Shigeto Yamashiro, 1973. Fast scanning electron microscopic and light microscopic correlation of paraffin sections and chromosome spreads of nickel-induced tumor. *Trans. Amer. Micros. Soc.* 92(2): 209-217. (Biomedical Sciences)

Overwhelmed with sunflowers

Chemistry graduate student Helen Campbell put an ad in last week's News Bulletin for "sunflower heads minus seeds, or we will remove seeds and return them to you." The response was overwhelming. She hoped for about a hundred and was offered everything from a few to a quarter acre field by one caller. She is involved in a natural product research group working on terpene chemistry under the direction of Professor Robert McCrindle.

***** CAMPUS BRIEFS *****

Surplus sale

The Surplus Department through the Department of Residence has for sale 138 avant garde thermoplastic chairs. These chairs are stackable and resist bumps, stains and alcohol marks. The chairs are priced as follows: 4 for \$30.00; 2 for \$15.00; 1 for \$8.00.

The chairs will be offered for sale in the main lobby of the East Residence from August 27 to August 31 from 9 a.m. to 3 p.m. on a first come first serve basis.

Karate Club

The first meeting of the Karate Club will be Monday, September 10, in the Gryphon Stadium exercise room at 7 p.m. The fee is \$6 a semester cash. Students, faculty, and staff are welcome.

Faculty Club closed

The Faculty Club has closed for the annual clean up and repair program. It will reopen on Monday, September 10 with meal service in the dining room and full bar service.

Radio program

This Saturday, "The Farm Show," - a respectful, affectionate comment on the people who farm Ontario - will be broadcast on the CBC radio network at 8:03 p.m.

The program is the result of a six-week visit to the farming area of Clinton by Paul Thompson, artistic director of Toronto's Theatre Passe Muraille, his wife, actress Anne Anglin, and four other actors. They observed farmers firsthand, listened to stories and generally soaked up the atmosphere of the country.

The production was first staged in a barn for the farmers and was later adapted for radio, being aired on CBC in December of 1972. The hour-long show examines many different facets of farm life in skits, monologues, poems and songs: the importance of tractors, views on winter, loneliness, weddings, families and death, the younger generation and religion.

Conferences on campus

The Students International Meditation Society will hold a weekend conference at the University beginning Friday, August 24. The expected 75 participants will be housed in Lambton Hall. Last week, 1,158 were registered for the two-day Alcoholics Anonymous Conference held on campus.

On the tip of your tongue? Psychologist studies memory loss

One of the many interesting facets of memory is the "tip-of-the-tongue" experience — trying to recall a name or word which is temporarily blacked out of our mind. (Some students claim this is an all too frequent phenomenon, particularly at examination time.)

Psychologist A. Daniel Yarney has recently completed a study of pictorial recall. Results were published in the magazine, "Memory and Cognition." Previous studies had investigated the TOT phenomenon on recall of words, but this is the first study which employed pictorial data.

Forget what we want to?

Professor Yarney explained that memory recall is simply a problem of retrieval — the information is there but does not easily come to mind. Explanation of this experience began with Freud who theorized that we forget because we wish to repress the forgotten person. Other studies demonstrated that words are frequently available in memory but are temporarily inaccessible.

Professor Yarney showed his subjects black and white photographs of 35 personalities from the entertainment field (eg. Cary Grant, Carol Burnett) and 15 from other professions (eg. Spiro Agnew and Pablo

Picasso). Subjects who were in a TOT state, that is, vainly groping for the name which they believe they knew, completed a questionnaire designed to describe their TOT experience.

Results show that a subject searching for the name of a personality recalled first the person's profession or field of importance, the place where the person was most often seen (newspapers, films, television), and how recently he had seen the person. Subjects then searched the phonemic information stores, i.e., initial letters of the target names, initial letters of similar sounding names, and number and stress on syllables in the target name.

Recall profession first

The results showed that although retrieval from generic memory is important in searching for target names, it is secondary to retrieval from other memory stores such as verbal and imagery representations. Subjects were specific in describing the person's profession, where they most often saw the person, and they were able to give temporal-spatial relationships to this experience. TOT states seem to operate both in semantic long-term memory and in the more perceptual episodic memory system, the study concludes.

Question methods of determining protein quality in meat

A method of determining protein quality in meat products proposed by the Department of Health and Welfare is of questionable accuracy according to research conducted at the University of Guelph by scientists from the university and the federal government.

Dr. I. R. Sutherland and Dr. W. G. Sterritt, both of the Meat Inspection Division, Health of Animals Branch of the Canada Department of Agriculture, in cooperation with Professor W. R. Osborne, Department of Animal and Poultry Science, conducted the study. It was undertaken to evaluate the official government method proposed for use to determine the protein efficiency ratio (P.E.R.) and protein rating of meat products.

Set minimum standards

In an information letter from the Health Protection Branch, the Department of Health and Welfare has set out proposed minimum protein standards for meat products.

The protein rating method is the proposed criterion of measuring the quality and quantity of protein. However the results of the recent Guelph study indicate variability in response and a number of factors in the composition, preparation and processing of meat products which remain undefined and could influence the P.E.R. determination.

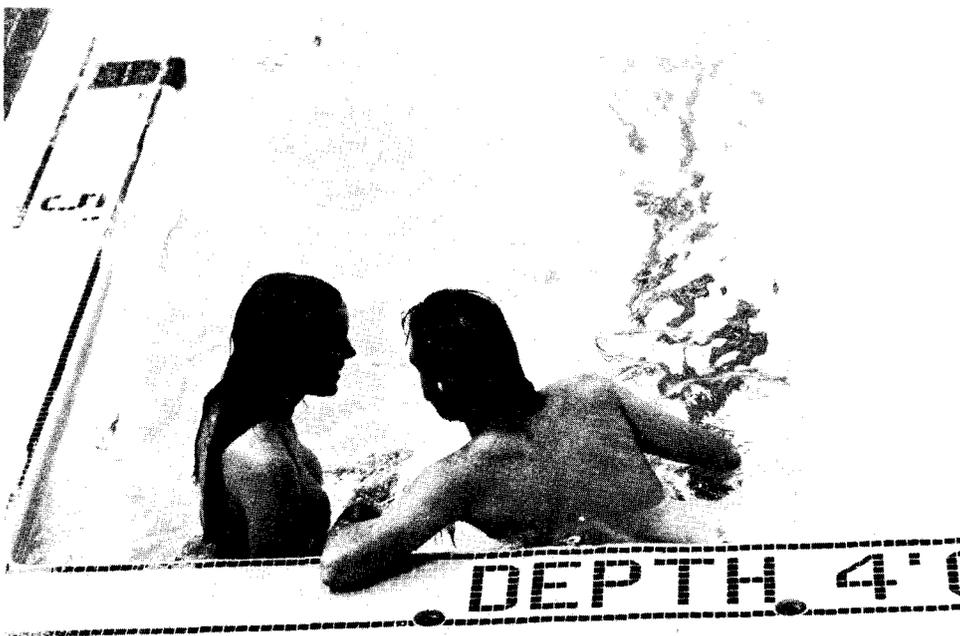
Test protein intake of rats

Using the official method, rats are fed selected diets over a four-week period. The rats are weighed at the conclusion of the tests and any weight increase is supposed to be due to the protein. Thus rats which have gained the most weight are assumed to have consumed the food richest in protein, the P.E.R. method states. The trial revealed several deficiencies with this method.

Previous investigators have found a variability of results due to the palatability, consumption, and the levels of fat and protein fed to the rats. While frankfurters and steak may have similar protein content, the amount of fat may differ considerably resulting in a higher weight gain of varying composition.

The specified four-week period during which the rats are fed represents an extremely long period of time at considerable expense when the large number of meat products presently on the market is considered. Furthermore this length of time complicates enforcement procedures. However if the feeding time is shortened there is an increase in the variability of results.

Effects of additives to the meat product and processing methods require further consideration, the study concludes.



The swimming pool is a popular spot this summer with three hours of free swimming time most days. Until September 3, hours are as follows: Monday to Friday, early bird dip 7:30 — 8:30; noon swim 12 — 1; afternoon dip 5 — 6; Monday to Thursday only, family swim 7:30 — 8:30; Saturday and Sunday, recreational swim 2 — 4; family swim 3 — 4. Staff of the athletics Centre point out that children must be accompanied in the pool by an adult. Details of children's swimming lessons for the fall semester are on the back page of this week's News Bulletin.

NEXT WEEK AT GUELPH

THURSDAY, AUGUST 23

Exhibit — NORMAN C. WALLACE COLLECTION OF HORSE BRASSES, Arts building showcase until end of August.

Radio — HEIDELBERG HI-LITES, University of Guelph news program, CJOY 1460, 6:20 p.m. Monday — Friday.

T.V. — SPOTLIGHT ON UNIVERSITY OF GUELPH, Cable 8 at 6:15 p.m.

FRIDAY, AUGUST 24

Worship — MUSLIM JUMA PRAYER, 1 p.m. Arts 315.

T.V. — SPOTLIGHT ON UNIVERSITY OF GUELPH, Cable 8 at 5 p.m.

SUNDAY, AUGUST 26

Conference — CONTEMPORARY ISSUES OF CONSUMER BEHAVIOR, continues until August 29. See story on the front page.

Worship — PUJA, sponsored by the Hindu Cultural Society, 10 a.m. 8th floor lounge, Arts; MUSLIM ZUHR PRAYER, 1 p.m. 9th floor lounge, Arts.

Job Opportunities

New listing as of August 17, 1973.

Custodian 1, Housekeeping. Starting Rate: \$2.30. Six month job rate: \$2.55.

Custodian 2, Housekeeping. Starting Rate: \$2.53. Six month job rate: \$2.80.

Mail Service Driver, Communication Services. Starting Rate: \$2.77. Six month job rate: \$3.07.

Mail and Messenger, Communication Services. S.G. 2. Salary range: \$80 — \$106.

Library Technical Assistant, Library. S.G. 5. Salary range: \$106 — \$154.

Library Technical Assistant, Library. S.G. 5. Salary range: \$106 — \$154.

Control Clerk, Audio Visual Services. S.G. 3. Salary range: \$88 — \$116.

Clerk Typist, Safety Security Department. S.G. 3. Salary range: \$88 — \$116.

Library Assistant (Temporary), Library. S.G. 2. Salary range: \$80 — \$106.

For further information see Bulletin Boards or call Extension 3058 or 3059.

PERSONALS

FOR SALE — '72 Triumph GT6 MK3, Ext. 2521 or 821-9146; Electric 30" stove, fridge, Mr. Mooney at Ext. 3700; Grade XIII text books, 822-5830; '66 MGB, Ext. 3752 or 821-7386; Chesterfield and dinette suites, beds, dressers, T.V., lamps, vacuum, power sweep, Ext. 3036 or 321-8497; Kitchen suite and four chairs, wringer washer, electric stove, Ext. 3111 or 821-9456; '67 MGB, 821-2790 evenings; Black labrador retriever pups, CKC registered championship stock, 821-0308.

HOUSING — For rent, room in 3 bedroom apt., Cedar St., Ext. 3728 or 821-4174; Wanted to rent, furnished house or unfurnished apt. for visiting professor and family (2 adults and 2 school children), by Sept. for one year, 821-0554; Wanted 2 bedroom apartment close to downtown where pets allowed, Sky, 821-8268 after 6 or Ext. 3863.

MISCELLANEOUS — Ride wanted to Fergus, evenings only, Gail at Ext. 3954; Ride wanted daily from Marden on Hwy 6 to University, Marg at 824-6197 or 824-0064; Ride wanted daily from Wellington Woods downtown, 8:10 a.m. and return 4:45 p.m., 821-3486 or Ext. 3839.

Orientation

A four-day orientation schedule designed to introduce 2,200 freshmen to the perils, rigors and benefits of university life begins Tuesday, September 4.

Included in the itinerary are orientation meetings for international students, off-campus and married students, the president's welcome, student mixers at various campus pubs, barbeque dinner and a street dance.

Freshmen should note that Thursday, September 6, is an important day in orientation, one which could have some bearing on future studies. Important and useful information pertinent to an academic career will be discussed at meetings with the academic deans and counsellors in each program.

Freshman registration is slated for Wednesday from 8:30 a.m. to 4:30 p.m. in the Athletics Centre. Registration times are:

AAA-DYN 8:30 a.m. — 10:00 a.m.

DYO-LEE 10:30 a.m. — 11:45 a.m.

LEF-RIB 1:30 p.m. — 2:45 p.m.

RIC-ZZZ 3:15 p.m. — 4:15 p.m.

Children's swimming

The Department of Athletics will again give swimming lessons to children of faculty, staff and students in the fall semester. Registration must be made in person at the Athletic Centre on Saturday, September 15 between 9 and 11 a.m. only. The fee is \$10 a child. Lessons begin Monday, September 17 for parents and pre-schoolers and Saturday, September 22 for the other groups. Lesson times follow: parent and pre-schooler, 3 - 4 p.m. Monday— Friday; beginner and junior, 12 - 1 Saturday; intermediate and senior, 1 - 2 Saturday. All inquiries should be directed to Ian Smith, Ext. 2224.



Walkers enjoy pedestrian spine joining east residences with campus centre.

Postage-Paid-In-Cash At Third Class Rates Permit 721, Guelph, Ontario.

The News Bulletin is published every Thursday by the University of Guelph's Department of Information. News items must reach the Information Office, Room 361, McLaughlin Library (Ext. 3863) by noon Friday. Articles and news items may be quoted or reproduced in full.

**NEWS
BULLETIN**

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