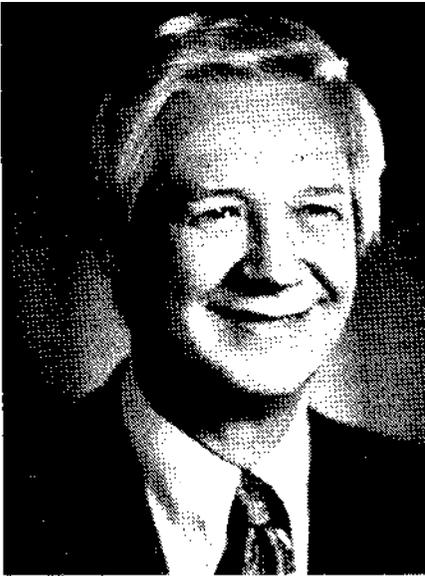




# Canadian advertising up for debate

## Harshman Lecture



Robert Oliver



Lynne Gordon

A well-known Canadian broadcaster, author and consumer advocate, Lynne Gordon, and the president of the Canadian Advertising Advisory Board, Robert E. Oliver, will debate whether Canadian advertising has limited its social usefulness by limiting its view of social roles.

The debate is the 1980 Harshman Lecture, an annual event sponsored by the College of Family and Consumer Studies and funded by the Harshman Foundation. It will take place November 4, at 8 p.m. in Room 105 of the Physical Sciences building.

In debating the place of advertising in Canadian society, Ms. Gordon and Mr. Oliver will address themselves to the following questions:

- Does advertising have a useful social role?
- Does advertising limit our view of ourselves?
- Do we expect too much of advertising?
- Does advertising really reflect our social roles?

With their contrasting professional backgrounds, Mr. Oliver and Ms. Gordon should bring interesting and vastly different viewpoints to the forum.

Ms. Gordon, a broadcaster with CKO Radio in Toronto, has lived in Canada since 1967 and worked for several radio and television stations as a reporter, women's editor, consumer affairs commentator and on-air

personality. During International Women's Year, she was named one of the outstanding women in the province by the Ontario government and since 1976 has been chairperson of Ontario's Status of Women Council. Ms.

Gordon is also an author. *The Consumer's Handbook: 99 Commercial Rip-Offs and How to Spot Them*, was an immediate best seller when it was published in 1975. She writes regular columns for the *Toronto Sun*, *Home-makers' Magazine* and the *Sun Syndicate*.

Mr. Oliver has been active in public relations and advertising for nearly 30 years, with such organizations as the Bank of Nova Scotia, Ford of Canada and the Bank of Montreal. He has been president of the Association of Canadian Advertisers, a director of the Canadian Public Relations Society and chairman of the Commission on Continuous Learning. He has been active in the Ontario Welfare Council, the Canadian Mental Health Association, the Children's Aid Society and the Ontario Heart Fund. He was named "Advertising Man of the Year" in 1974 by the Association of Canadian Advertisers and, in 1976, was named "Advertising Person of the Year" by the Canadian Advertising and Sales Association. He has written three textbooks on advertising and consumer education. The Canadian Advertising Advisory Board, of which Mr. Oliver is president, represents advertisers, agencies and media and deals with advertising and areas of social concern. □



The College Women's Club held its annual membership tea recently. Greeting guests were members of the new executive, left to right, Gwen Alex, treasurer; Laurene Davis, honorary president; Jean Julian, recording secretary; Mary Okashimo, interest group chairman; Margaret Austin, vice-president; Claire Tizard, president; Leni George, past-president; Wendy Lindsay, newcomer chairman, and Eleanore Hulland, corresponding secretary. Guelph's chancellor, Dr. Pauline McGibbon, will be guest speaker at the November 4 meeting at the Arboretum Centre.

## Meeting of October 21.

Virtually every senator supports the concept of liberal education at the University of Guelph. But at Guelph, as at other universities, Senate found it hard to reach agreement as to whether a liberal education is now offered, and, if it is not, how it can be offered.

At last Tuesday night's Senate meeting, however, senators passed motions to ensure that Guelph "will continue to give" a liberal education, and agreed to guidelines which will guarantee that the liberal aims will receive encouragement and priority on this campus.

The report, *Liberal Education: Affirming a Commitment*, which defines a liberal education and affirms its value, outlines how Guelph falls short of achieving it. The report, which also indicates measures for improvement, was sounded out at last month's Senate meeting. This month, however, senators got down to the "nitty-gritty."

A variety of positions emerged during the debate, and each had its following. Each group attempted to strengthen and support those motions that enforced its approach to liberal education.

Some senators, like the Dean of the College of Biological Science, Keith Ronald, believe that Guelph already offers a liberal education ... "so what are we doing here?," he wondered. Others felt that Guelph does not offer a liberal education and still others, that additional incentives are needed. Both these latter groups endorsed the report.

But there were some senators who had reservations about the report, and they were equally strong, both in conviction and numbers. There were the faculty members who, although they support liberal education, place a higher priority on specialization. Others saw the proposed procedures as yet another intrusion into their academic freedom and a threat to their professional integrity.

And there were others, like Economics chairman, Professor John Vanderkamp, who expressed concern that the *ad hoc* Senate Committee to Study Liberal Education had not thought out how the process would work. Many senators said that they were not adequately informed. Said Zoology chairman, Professor Roy Anderson, "I wish all these motions really said what they are meant to mean."

Senate chairman, President Donald Forster, called for an act of faith and trust on the part of Senate. "Senate is being asked to assume that the advisory committee will consist of faculty members who will act in an intelligent and competent manner."

The meeting provided high drama for the video cameras which were recording the meeting, with Senate's permission. The tape will

be used by Dr. Leo Evans of the City University of London, in his research on university governments. All, save one, of the motions required amendments, many of them minor. So close was the vote-splitting that eight separate hand counts were required. Motion 1 (see "Motions" at the end of this page) was carried by a narrow majority.

A question of procedure arose when senators could not decide how to deal with Motion 2. The advisory committee, which the *ad hoc* Senate Committee to Study Liberal Education hoped would pull the various factions together, was approved. But Senate would not accept the full motion, because it did not define the committee's composition, its guidelines, or the procedure for its reporting to Senate. Dr. Clark recommended that the motion be split and the second part dealt with at the end of the meeting. Dr. Clark suggested, and Senate accepted, that the composition and terms of reference of the committee be referred to the Executive Committee of Senate.

A College of Arts senator commented that the evening was "academic democracy at its best." Others felt that it was a process of confrontation and compromise; the acting Dean of the College of Arts, David Murray, accused senators of "emasculating" the motions and said that if Senate did not like them they should vote them down, and come up with others.

Dean of Graduate Studies, Professor Herbert Armstrong, took the chair at the half-way point in the meeting, as the chairman left because of family illness. At that point, only three of the motions had been debated.

Time ran out for the meeting and senators emerged with the majority of the agenda not dealt with, including some committee reports, a report on a COU meeting and, as Dean Armstrong had hoped for, "five or six words" on the Committee on University Planning's report on academic administration organization. These matters will be on the November 18 agenda.

The outcome of Tuesday's meeting should leave everyone happy. Guelph has its mandate for liberal education; Dr. Evans has a first-rate show, and, there is even a rumor that Senate may be in the front-running for an Emmy award.

## MOTIONS

### Striking Committee

- Senate approved changes to board and committee memberships for 1980-1981.
- Senate approved the appointees to the selection/review committee for Vice-President, Academic.

Faculty members are H.M. Dale, Botany and Genetics, W.D. Morrison, Animal and Poultry Science and J.M. Wardlaw, Dean, FACS. Student members are J.T. Babcock, undergraduate, Political Studies and D. Howie, graduate, History.

## Committee to Study Liberal Education

**Motion 1:** that the University continue to give a high educational priority to the development of intellectual, moral and aesthetic maturity on the part of every undergraduate student, through a combination of depth and breadth of study;

**Motion 2:** that Senate appoint an Advisory Committee on Liberal Education, for a three-year term;

**Motion 3:** that each program committee review in detail the liberal character of its program and sub-programs and report the results in writing to the Advisory Committee; that the report indicate the extent to which the program and sub-programs satisfy the liberal criteria set forth in Section 6 of the present document, making clear what specific measures have been and are being adopted to satisfy those criteria and comparing such measures with the measures outlined in Section 7 of this document;

**Motion 4:** that the Advisory Committee identify those courses in the University which are most likely to be useful electives for the purpose of liberal education, using criteria set forth in Section 8 of this document;

**Motion 5:** that the Advisory Committee investigate whether budgetary decisions at all levels pay sufficient attention to the needs of liberal education, and, if necessary, so report;

**Motion 6:** that those responsible for organizing relevant non-academic activities in the University, such as Student Services, the Orientation Committee, and student governments, be asked to explore ways in which the aims of liberal education as set forth in this report can be supported;

**Motion 7:** that the Board of Undergraduate Studies examine the feasibility of allowing students to take a limited number of courses on a pass/fail basis;

**Motion 8:** that the Faculty Policies Committee be asked to investigate whether policies on tenure and promotion discriminate against faculty who achieve success in providing liberal education and, if necessary, formulate guidelines to help correct the situation;

**Motion 9:** that the administration be asked to explore means of promoting interaction among students and faculty from different disciplines. □

## Ritchie Lecture November 3

The president of the CBC, A.W. Johnson, will give the Ronald S. Ritchie lecture November 3 at 8 p.m. in Music Room 107 of the Arts building. His topic is "New Communications Technology: Magic or Menace."

Mr. Johnson has held several important positions in government, including deputy minister of the Department of Health and Welfare and secretary of the Treasury Board.

Open to the public, admission to the lecture is free. □

## Young Writers' Competition recognizes winners

Seventeen winners of the Young Writers' Competition gathered recently with their teachers and University faculty to dine with President Donald F. Forster and receive their awards. Theirs were top entries among approximately 400 poems, 150 works of fiction and 50 personal observations and plays submitted this year — the second year of the competition sponsored by the Department of English Language and Literature — by students in Grades 7 to 13 in Wellington County. Their prize was a copy of *Focus*, a handsome volume produced by the University, and containing both their award-winning pieces and illustrations by other students.

Winners in the poetry category were: Tearney McMurtry, Willow Road S.P.; Sara Matthews, Rockwood Centennial P.S.; Carla Wilkie, Aberfoyle P.S.; Margaret Sullivan and Karen Campbell, St. James Junior H.S.; Tim Price, Sacred Heart School; John Flack, John F. Ross; Gavin McMurray, Centennial CVI and Sandy Carter, Suzanne Colladello,

English professors, James Harrison, left, and Eugene Benson, right, are seen with Young Writers' Competition winners from Centennial CVI, Gavin McMurray and Martin Cross who flank their teacher, Gudrun Perin.



Connie Haldenby and Renee Tavascia, Guelph CVI.

Awards in fiction went to Margaret Clark, College Avenue P.S.; Norah Quast, Guelph CVI; Kevin Baker-Pearce, Arthur D.H.S. and Leanne Goodall-Elsey and Friedrich Brunzema,

Centre Wellington D.H.S.

Kim Kefalas and Mary Jo Vander Griendt of Guelph CVI and Fern Hietkamp of Norwell D.H.S. were winners in the personal observation category, and Martin Cross of Centennial CVI won for his play, *The Vigil*. □

## New journal calls for papers

Calls for papers have been sent out for a new publication, *Journal of Business Ethics*. The editor, Philosophy professor Alex Michalos, says the aim of this journal is to be a central clearinghouse for information concerning ethical issues related to business.

"For the purpose of specifying the main areas of concern of the journal, the term 'business' is understood in a broad sense to include all systems involved in the exchange of goods and services. 'Ethics' is also interpreted broadly to include all human action aimed at securing a good life. Thus, our areas of concern are systems of production, consumption, marketing, advertising, social and economic accounting, labor relations, public relations and organizational behavior examined from the point of view of human action aimed at securing a good life. In short, our basic concern is the study of business activity from a moral point of view," explains the editor.

The journal will publish original articles written from a wide variety of methodological and disciplinary perspectives. Speculative philosophy, as well as reports of empirical research, are welcomed. Prospective authors should make a special effort to have all papers written in a style that facilitates communication across disciplines, asks Prof. Michalos.

The journal will be published quarterly, with about a sixth of each issue devoted to book reviews and announcements. Manuscripts should be sent to the Managing Editor, Department of Philosophy, University of Guelph. Subscriptions and advertising material should be sent to the publisher, D. Reidel Publishing Company, Box 17, Dordrecht, The Netherlands. □

## New publication looks at fuel cell possibilities

Fuel cells provide an efficient, quiet, pollution-free means of converting fuel into electricity. Fuel cells powered the electrical equipment in the Apollo moon expedition, but before they can become widely used, major obstacles have to be overcome, not the least of which is high cost. Chemists at Guelph and other research centres are seeking breakthroughs that will lower the cost of fuel cells and tap their potential for highly efficient generation of electricity.

Fuel cell research is the focus of the first issue of *Chemtrends*, a semi-annual publication of the Department of Chemistry. The one-page publication will discuss chemistry topics of interest to the public.

Fuel cells are electrolytic cells that convert chemical energy directly into electrical energy. The fuel — hydrogen, methane, or another hydrocarbon — is continuously supplied from an external source. The fuel cell will generate electricity as long as fuel is supplied.

Theoretically, fuel cells should be able to generate electricity at 100 per cent efficiency. In practice, the chemists hope to achieve something better than the 40 per cent efficiency attained in modern plants that generate electricity through the combustion of fuel.

University chemists are working on electrode systems for hydrogen/oxygen fuel cells that would replace platinum electrodes, the best fuel cell electrode known. 'One reason fuel cells are not economically competitive with other energy sources is that platinum is scarce and expensive. Our chemists are also exploring alternative fuel cell fuels, including organic wastes from pulp and paper mills and food processing plants. Fuel cells fed by waste

products could fight pollution and generate electricity at the same time.

Although many technical problems remain to be solved, the Guelph chemists are guardedly optimistic that working fuel cells systems could provide economically competitive electrical power for remote communities and industrial plants or could be used to supplement the existing electrical power grid.

Developing suitable electrode materials and finding effective catalyst systems — two problems our chemists are tackling — are essential goals if fuel cells are to become economically competitive with other power sources.

If you would like to learn more about fuel cells from this issue of *Chemtrends* or would like to receive future issues, please contact the Department of Chemistry, Ext. 3061. □

**ALL MEMBERS** of the University community who have not contributed to the on-campus United Way campaign are asked to do so by contacting their Department or unit canvasser. According to Pat Lafferty and Consumer Studies professor, Trevor Watts, the University has reached only 50 per cent of its \$40,000 target.

**IRELAND HAS, THROUGH** the ages, been famous for the beauty of its folk music and for the skill of its harpists. One of the most distinguished of present day Irish harpists is Grainne Yeats, who will perform at the Thursday Noon Hour Concert October 30 in Music Room 107 of the Arts building.

The first program, at 12:10 p.m., will include music by Giacomo Perti, Handel, Turlough Carolan (Irish harper), and *Three Songs for Soprano and Irish Harp*, by Brian Boydell, set to poems of W.B. Yeats. The second program, at 1:10 p.m. will consist of Irish traditional music and song.

### Brian Gerrard

Brian Gerrard has joined the Department of Family Studies as assistant professor. He is with the child and family development section of the Department.

Professor Gerrard received his B.A. degree from the University of Manitoba in 1968 and a Ph.D. in sociology, majoring in small group behavior, from the University of New South Wales in 1973. In 1974 he received an M.A. in counselling psychology from the University of British Columbia and expects to receive his Ph.D. in counselling psychology from the University of Toronto in January, 1981.

Before coming to Guelph Prof. Gerrard was director of parenting research project (1973 to 1975), a visiting lecturer in the department of counselling psychology (1975) and a visiting lecturer in the department of educational psychology (1975 to 1976) at UBC.

As a research associate in the department of medicine, faculty of health sciences, at McMaster University since 1976, he has been responsible for directing two research projects: one, to develop individualized educational materials for an experimental study of the learning style of physicians, and the other to develop a content analysis instrument currently being used to relate physicians' interpersonal skills to patient outcome measures.



Last year, as teaching assistant in the department of counselling psychology at the University of Toronto, he taught counselling skills to students in the counselling doctoral program and designed a manual describing interpersonal coping skills counselling procedures and other educational materials subsequently used in training all year-one doctoral students in counselling.

Prof. Gerrard's current duties involve teaching courses in marital and family dynamics and family and marital therapy, as well as conducting research in family and marital therapy, adoption and the elderly. □

### Mirella Taiariol

Mirella Taiariol has been promoted to the position of personnel administrator in the Personnel Department. She joined the University as administrative assistant to the manager, Salary Administration and Records, in August, 1979.



Prior to moving to Guelph, Ms. Taiariol lived in London, England, for three years where she obtained an M.Sc. in Planning. She received a Bachelor of Environmental Studies degree from the University of Waterloo in 1970, and has studied on a part-time basis towards her M.B.A. at York University.

In her new position, Ms. Taiariol will be responsible for the preparation of job descriptions for support and professional staff and for initiating salary surveys and responding to requests for salary information from outside organizations. She will also act as liaison with other universities, industry and government for salary and job description information-sharing. □

PROCEEDS from this year's Aggie Week were presented last week to the Ontario Community Centre for the Deaf, Willowdale. Accepting the \$2,800 cheque for the Centre from Aggie Week president, George Thompson, was Rev. Bob Rumble. Also attending the presentation were Andi Preston, Aggie Week secretary, and Cameron McWilliam, Aggie Week vice-president.

"MR. JOE'S ART GALLERY," a solo exhibition of paintings by Mendelson Joe, opens November 3 in Room 103 of the University Centre. Sponsored by the University Centre, admission is free. Mendelson Joe received a Canada Council grant in 1978 to paint the Mendelson Musiculture Series — 38 portraits of Canadian contemporary pop music songwriters, musicians and performance. An example is an "Ann Murray" portrait in a recent *Macleans Magazine*. The exhibition runs to November 5.

"ROMANTIC COMEDY," with co-stars Karen Valentine and Keith Baxter, is offered November 20 to those who use the University Centre's Royal Alex Shuttle to Toronto. The evening is \$17, and it includes a good orchestra or balcony seat and return transportation in a travel cruiser. The bus leaves the University Centre at 6:30 p.m. Tickets are available at the central box office in the courtyard of the University Centre, Ext. 3940.

BACK BY POPULAR DEMAND, is Les Ballets Jazz de Montreal, performing November 6 at 8:30 p.m. in War Memorial Hall. The evening is sponsored by the University Centre. The group specializes in contemporary dance, inspired by the varied rhythms of jazz music. Tickets, \$6, general admission; \$5, students and senior students, are available at the box office in the courtyard of the University Centre, Ext. 3940.

ROSS POPLE, one of the most brilliant 'cellists in Britain today, will give two performances at the Thursday Noon Hour Concert November 6 in Music Room 107 of the Arts building. The first program at 12:10 p.m. will include Vivaldi's *Sonata No. 5 in E Minor* and Frank Bridge's *Cello Sonata*. Program 2 will consist of a toccata by F. Rescobaldi, arranged by Cassado; Debussy's *Sonata in D Minor*, and Chopin's *Introduction and Polonaise Brillante, Op. 3*. Arranged by Concert Management, the concerts are free.

For Sale — 7 ft. Schefflera, 823-2012 after 5 p.m.; CB radio aerial with 50 feet of cable, 821-1168 after 5 p.m.; size 8 Brownie uniform with belt, 821-1924; well constructed turquoise settee with air cushioned seats, sets of drapes, three or four seater settee, Joyce, 836-2840; pumpkins for Hallowe'en or pies, honey, 821-2696; hardwood potty chair, Safe-T-Ryder car seat by Dorel, 623-4859; size 4, 1 pc. hooded snow-suit, size 3 girl's hat and coat set, single bed mattress, size 10 boy's skates, size 2 girl's skates, L-shaped carpet and runners, 821-5412; '73 Buick Regal, certified, 821-1493; 2 handwoven Persian rugs, 7' x 4' and 5' x 3', Arshad, 2429; 1974 Ford with winter tires, camper trailer, both in good condition, 821-9378; boy's size 6 Bauer Junior Supreme skates, excellent condition, Guelph minor hockey league jacket, size 12-14, 824-9126 after 5 p.m.; like new, belt to Girl Guide uniform, girl's bicycle suitable for 8 year old, Girl Guide hat and belt, 3864; Kastle CPM special skis, 180cm, Marker bindings, size 8 Munari boots, Ramy poles, perfect condition, 5 lb. mummy winter sleeping bag, Rheem Callitone stereo-phonograph, excellent condition, wood and rawhide snowshoes, 836-2519; garage sale, Nov. 1, 9 a.m. - 4 p.m.; Hwy. 7 East, left at 4th line Eramosa, 5th house on left after railway tracks, 856-9835.

Free — Female kitten, 6 weeks old to good home, 3357.

## Guelph accepts DATAPAC calls

The University of Guelph is now able to accept DATAPAC calls from off the campus. DATAPAC is the Trans-Canada Telephone System's computer communications network. It is capable of transporting large amounts of electronic information for a low cost.

This means that if you travel to the University of British Columbia, but forget to take your data, there is no need for panic. Or, if you need to use a program which resides in the computer system at Guelph after you have moved on to post-doctoral work at UCLA, Telenet (the American equivalent of DATAPAC) can help you.

A computer terminal, a coupling device usually called a modem, and a telephone are all

the equipment you need to transfer the information or run your data through the computer program lodged in Guelph. You will also need to know two telephone numbers and the University of Guelph computer sign-on procedures. The first telephone number will be for the local DATAPAC Service (this may entail charges depending upon the telephone call areas), and the second number is the DATAPAC call number.

For more information on using DATAPAC, contact Kent Percival at ICS, Ext. 3702. A manual describing how to use DATAPAC, Tymnet, and Telenet communications systems is also available from ICS □

# Applause-Guelph conserves \$1 million

The University community deserves a round of applause, according to Bob Davis, assistant director, Physical Resources. Last year, Guelph facilities consumed 26.2 per cent less fuel and electrical power than they did in 1970-1971, at a cost avoidance to the University of \$1,123,000.

Although Mr. Davis admits that some of the credit, about 3 per cent, should go to warmer-than-usual weather, the bulk of the savings were due to conservation efforts and "excellent co-operation by everyone in the campus community."

But Mr. Davis hastens to add that now is not the time to become complacent; as long as a light burns when there is sufficient daylight to work by, or an oven is left on with nothing in it, or a fumehood operates after the need for its service has been removed, there are still examples of "energy waste" on campus. Such waste happens because people fail to take

advantage of every saving opportunity, says Mr. Davis, especially during the peak periods of electrical energy use, from 1 p.m. to 4:30 p.m., Monday to Friday.

To get everyone in an energy saving frame of mind — now that colder temperatures and a period of high activity is leading to normally increasing energy use — the energy conservation committee presented a display in the University Centre courtyard on Guelph's past role in energy conservation as part of an Environment Week exhibit. The committee also announced the campus-wide contest for energy conservation ideas, with the winning contributor receiving an award of a dinner for two at the Whippetree Restaurant, and a certificate. Suggestions, including the contributor's name, address and telephone number, should be sent to the energy conservation committee, Trent building, by November 10. The winner will be announced November 20. □

## Universities need autonomy and dependable income

Universities need a large measure of autonomy and dependable income in order to fulfill society's expectations of them — but not so dependable as to be unaffected by performance. An attempt must be made to reconcile financial security with the provision of rewards for excellence. So argues Peter Leslie, associate professor of political studies at Queen's University, in a report to the Association of Universities and Colleges of Canada which provides a detailed analysis of public financing alternatives for Canadian universities and the probable impact of each on excellence in teaching and research.

The strong influence of public policy on higher education is demonstrated in Dr. Leslie's review of provincial systems of postsecondary education. From the perspective of current financing arrangements and available enrolment projections, the author presents funding and development options which are intended to form the basis for recommendations by the universities to the federal and provincial governments to assist in solving problems that will plague the universities in the coming decade.

Dr. Leslie says that universities and governments are trapped by current financing arrangements that stifle innovative solutions to problems of staffing, program redundancy and overcapacity, and offer scant reward for excellence. Because of financial constraints in the coming decade, "Canadian universities may well fail to rise to the challenge of shrinking and developing at the same time." He describes the relationship between universities and governments as a fiscal standoff. On one hand, the universities have commitments to faculty and existing programs which are a legacy from the expansionary 1960's. Governments, on the other hand, insist that they can provide no more money for higher education during a period of economic recession and that the universities must make do with what is available. To solve the impasse, Dr. Leslie underlines the need for the universities to take hard decisions in order to free scarce resources for development where needed.

Dr. Leslie discusses the appropriate roles of the federal and provincial governments in supporting universities. He argues that the federal government

should discontinue the current arrangement of transfer payments to the provinces, leaving operating support of the universities as a provincial responsibility. In its place, he recommends maximum federal support of research and other specific programs in clearly identified areas of federal responsibility. Dr. Leslie sees the federal government deriving maximum impact from its support of universities by concentrating its financial resources on adequate funding of direct and indirect costs of research, including the salaries of researchers. He suggests that provincial governments adopt formula financing of university operating costs as opposed to discretionary grants.

The conclusions of the 446-page report are contained in three resolutions proposing action to be taken by the universities themselves, 16 policy options for provincial governments, and 11 recommendations which the universities might endorse and forward to the federal government. □

**WHEN THE SCIENCE TEACHERS'** Association of Ontario holds its Seventh Biennial Conference in Toronto, many Guelph faculty will be there to present talks, panel discussions and workshops. A theme session on nuclear energy, presented by Physics professors J.L. Campbell, J.R. MacDonald and P.A. Eglestaff, will open one day of sessions. Three more physicists, Professors J. Hunt, E. McFarland and R. Ollerhead will give a workshop on teaching astronomy in grades seven and eight.

Short, concurrent sessions on a variety of science topics will feature Guelph faculty in Nutrition, Human Biology, Microbiology, Botany and Genetics, Zoology, Psychology and Chemistry.

An exhibit, *Guelph Looks at Energy*, focuses on the many energy-related research projects at the University. Participating in the planning of the exhibit were faculty and staff from the OAC, the College of Biological Science, the College of Family and Consumer Studies, the College of Physical Science and the OVC. The exhibit runs the gamut from solar energy to methane generation to human energy.

The conference will run for three days, November 6 to November 8, at the Skyline Hotel in Toronto.

## Conference to highlight technology in greenhouse energy conservation

New technology in greenhouse energy conservation equipment will be demonstrated on campus during the second annual Canadian Greenhouse Conference, November 7 and November 8. The conference organizer is Horticultural Science professor, Jim Tsujita.

The conference combines grower information seminars that feature an impressive group of experts, and a grower trade show with over 60 booths highlighting products and new technology of interest to commercial growers.

Seminars begin at 9:30 a.m. Friday with speakers from the Netherlands, the United States, and across Canada, as well as many from Ontario. The theme will be "Growing Ideas 1980."

"Save" is the key word — time, energy, money and labor — says Prof. Tsujita. Concurrent Friday seminars will cover cut flowers and potted plants. Saturday sessions will deal with vegetables and bedding plants.

The trade show will open at 8 a.m. Friday and close at 5:30 p.m., while the Saturday hours will be from 9 a.m. to 4 p.m.

Conference sponsors are the Department of Horticultural Science, Ontario Ministry of Agriculture and Food, Flowers Canada, Ontario Vegetable Growers Marketing Board, Canadian Region Bedding Plants Inc., and Allied Trades.

For further information, contact Horticultural Science chairman, Professor I. Nonnecke, Ext. 2783. □

## Series presents experiences in international development

A series of informal noon-hour presentations of experiences in international development takes place every second Wednesday from 12 noon to 1 p.m. in Room 132 of the Arts building. The sessions are open to everyone and you are invited to bring your lunch.

On November 5, Barsa Kelley, sessional lecturer in the Department of Geography, will speak on "The Role of Women in Rural Development in India." Ms. Kelly is on the board of directors of Match International. On November 19, Crop Science professor, Bruce Hunter, will speak on "Agriculture and the Water Resources Development Project on an Island in Indonesia." On December 3, Sociology and Anthropology professor, Sid Gilbert, will speak on "First Impressions of Development Education in the Republic of Transkei, South Africa."

Anyone interested in making a presentation should contact Consumer Studies professor, Lila Engberg, Ext. 3779, or the Centre for International Programs, Ext. 3256. □

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OVC liaison officer, Dr. Bob Buck, right, briefs some of the veterinary students from France during a tour of the OVC recently. The 22 students—from the L'Ecole Nationale Veterinaire d'Alfort who had completed their courses, but had not yet graduated, spent five days in Guelph.



## Linda Lemon for alderman

Linda Lennon's life may be composed of many parts, but it is far from fragmented. A part-time student at the University, housewife, mother, part-time worker at the Children's Aid Society, and a Women in Crisis volunteer, Linda recently announced her candidacy for City of Guelph alderman. The civic election takes place November 10.

"I enjoy being involved in the community where we live, whether it be as a volunteer, or worker, or elected representative," says the political science student. Linda became interested in municipal council when she attended the meetings concerned with Women in Crisis issues. The part-time student, who has one semester of courses to take before graduating, subsequently took a course on the subject to learn more.

"I am running to be elected, and not for fun," says Linda, who stresses the importance of decisions made by city council. Most citizens are apathetic about municipal politics because they are not party based and tend to be low profile, she says. "However, the fact is that 22 per cent of our tax money is spent at the city level and decisions are made by a mere handful of representatives."

If elected, Linda foresees no time conflicts since, as she points out, most aldermen maintain full-time jobs. Her children, John, Jennifer and Joanne, range in age from seven to 12 years of age. Husband John, is a carpenter with Whitman Contracting.

Being interested and willing to learn are the main requisites for an alderman, according to this candidate. Linda is particularly concerned that council become aware of all grants available to municipalities, and that more of these grants should be given without conditional terms attached. "I am convinced that municipal councillors know their area best, and that provincial involvement in city affairs should be minimized," she says. Linda also hopes to combat apathy concerning city affairs by effectively communicating and being accessible to the public. □

**IN A CONTINUED EFFORT** to promote recycling in Guelph, the Guelph Recycling Committee is sponsoring a newspaper collection depot. The newly-formed Ontario Paper Company will be offering newspaper collection to November 1 at a depot in Branion Plaza. The depot will be open from 8 a.m. to 6 p.m. Please include regular, non-glossy newspaper, and bundling would be appreciated. For more information, telephone 824-2091.

## Conference examining nutrition and health behavior

How and what people eat depends largely on their beliefs and attitudes about food and health. A one-day Nutrition and Health Behavior Conference, Friday, October 31 at the Arboretum Centre will focus on nutrition and health behavior, with the sessions geared to professional dietitians, nutritionists and other health professionals.

Dr. Irwin M. Rosenstock, chairman of the department of health behavior and health education at the University of Michigan's School of Public Health, will give the keynote address, entitled "The Health Belief Model: Its Development and Application in Nutrition."

An afternoon session, "Motivation, Learning and Behavior: Compliance with Health Regimens," will include talks on diet and heart disease and behavioral control of obesity. The two participants are Valerie M. McGuire, nutrition co-ordinator at the Toronto-McMaster Lipid Research Clinic, and Dr. Michael D. LeBow, a professor in the department of psychology at the University of Manitoba, and the author of two books on weight control.

Family Studies professor, George Kawash, will close the conference with a talk, "Psychosocial Influences on Nutrition and Health Behavior." □

Next Week at **Guelph** *Continued from page 8.*

### TUESDAY, 80 11 04

Debate — HAS CANADIAN ADVERTISING LIMITED ITS SOCIAL USEFULNESS BY LIMITING ITS VIEW OF SOCIAL ROLES?, Lynne Gordon, broadcaster and consumer advocate, and Robert Oliver, president, Canadian Advertising Advisory Board, 20:00, PS 105. This Harshman Lecture is sponsored by the College of Family and Consumer Studies.

### WEDNESDAY, 80 11 05

Luncheon Special — 11:30 to 13:30, PCH, UC. Experiences in International Development — THE ROLE OF WOMEN IN RURAL DEVELOPMENT IN INDIA, Barsa Kelly, sessional lecturer, Geography, 12:00, Arts 132. Noon Hour Concert—MENDELSON JOE, UC courtyard. Worship — CATHOLIC MASS, 12:10, Chapel, level 5, UC; ANGLICAN EUCHARIST, 17:00, UC 332. Employment Search Program — THE RESUME, JOB LOCATION STRATEGIES, THE LETTER OF APPLICATION, 13:00, UC 301. Meetings — CHRISTIAN DOCTRINE CLASS, 17:00, UC 335; IMMANUEL FELLOWSHIP, 19:00, 9th fl. lge., Arts. Job Hunting Clinic — THE JOB INTERVIEW: HOW TO BE SUCCESSFUL, 18:00; register at Connection Desk, level 3, UC by 80 11 04. Basketball — GRYPHONS vs. TORONTO: WOMEN, 18:00; MEN, 20:15, Athletics Centre. Games Room — TABLE TENNIS LEAGUE, 18:30, Games Room, level 3, UC. Free Films—DANCE AND IMAGERY: This is Stompin' Tom, Trance and Dance in Bali, Tai Chi, Ballet Mechanique, Islamic Mysticism, The Sufi Way, 19:00, LA 204. Career Information Session — MARKETING, PERSONNEL AND SALES, 19:00, UC 442.

Amnesty International — GRANDMOTHERS FROM ARGENTINA, visitors present a personal view of political oppression, 19:30, Wing B of PCH, UC. Meeting — INTERNATIONAL DANCE CLUB, 20:30, Gryphon room (upstairs at Alumni Stadium). Information: 836-8453.

### THURSDAY, 80 11 06

Meeting — ONTARIO WEED COMMITTEE MEETINGS. Information: W.D. Taylor, Crop Science, Ext. 2513. Continues 80 11 07. Continuing Education Conference — NEGOTIATING THE COLLECTIVE AGREEMENT, 09:00 to 17:00. Information: Ext. 3956. Luncheon Special — 11:30 to 13:30, PCH, UC. Interface — NOON HOUR DISCUSSION FOR INTERNATIONAL STUDENTS, 12:00, UC 441. Noon Hour Concert — ROSS POPE AND MICHAEL FREYHAN, 'cello and piano, 12:10 and 13:10, Arts 107. Employment Search Program — THE INTERVIEW, 13:00, UC 301. Worship — CATHOLIC MASS, 17:10, Chapel, level 5, UC. Meeting — NAVIGATORS, 18:00, UC 442. Job Hunting Clinic — THE JOB INTERVIEW: HOW TO BE SUCCESSFUL, 18:00. Register at the Connection Desk, level 3, UC by 80 11 05. University Bible Studies — THURSDAY NIGHT STUDY, 19:00, Arts 117A. Meeting — INTERVARSITY CHRISTIAN FELLOWSHIP, 19:00, 9th fl. lge., Arts. Men's Hockey — GRYPHONS vs. YORK, 19:30, Memorial Gardens. UC Presents — DANCE. DANCE. DANCE, 20:00, PCH. UC Presents — LES BALLETS JAIL DE MONTREAL, 20:30, WMH. \$6/\$5.



#### Football

A wild play with no time left on the clock enabled the Windsor Lancers to nip the football Gryphons 10-9 last Saturday. The loss dropped the Gryphons record to 4-3 on the season. They will travel to J.W. Little Stadium in London Saturday to take on the Western Mustangs at 1 p.m. in one of the OUAA semi-final games. The other game will see the Laurier Golden Hawks visit the first-placed Blues at Varsity Stadium in Toronto.

#### Basketball

The men's basketball Gryphons got the exhibition schedule off to a good start Friday night with a 95-92 victory over UOTR Les Patriotes. The Gryphons will scrimmage again at the annual alumni game Saturday at 8:15 p.m. The men's alumni game will be preceded by the women's game at 6 p.m.

The OWIAA cage championship could be decided this Friday night when the two top teams in Ontario meet head to head at the Athletics Centre starting at 7:30 p.m.

#### Hockey

The men's hockey Gryphons ran into difficulties in the Guelph-McMaster Tournament held over the weekend, losing 4-3 to Laurier on Friday and 5-1 to the University of Michigan in the consolation final on Saturday. The McMaster Marlins won the championship game, downing Laurier 7-4 after defeating Michigan 9-1 in the semi-final.

The Gryphons will travel to Ryerson Sunday, before playing the regular season home opener next Thursday night at the Gardens against York. Game time is set for 7:30 p.m. The women's team will open the exhibition schedule this Thursday by hosting Seneca College in a 7:15 p.m. game.

#### Soccer

The soccer Gryphons rounded out the season with a tie and a win last week, to finish their record at 3-3-4, good enough for sixth place in the league.

#### Rugby

The rugby Gryphons ended up on the short end of an 18-6 score with the Mustangs last Saturday. The 55 points in the Brock game is a school record, but the loss to Western dropped the Gryphons league record to 3-3-1. The final game of the regular season is slated for Saturday when they host Queen's in a 2 p.m. contest.

#### Swimming and Diving

The Gryphons swimming and diving team opened up with a swim at York Friday, and logged a 123-101 win. The women's team accounted for the margin of victory as the two men's teams appeared very evenly matched.

#### Tennis

The women's tennis Gryphons rounded out the season at the singles finals at Brock over the weekend finishing with an overall ranking of sixth.

#### Cross-country

The cross-country Gryphons competed in the OU-OWIAA Cross-Country Championships at Western over the weekend, with the women's team placing second and the men's team seventh. The CIAU championships are Saturday, November 8 at Guelph. The women's race starts at 1 p.m., followed by the men's, at 1:30 p.m.

#### Volleyball

The men's volleyball Gryphons made a strong showing in a scrimmage against Waterloo Friday night, winning 15-9 in both the first and fourth games, and losing 14-16 and 13-15 in the second and fifth game. In the third round, Waterloo won 15-2. The squad will scrimmage again this Friday against Laurier at the Athletics Centre, beginning at 5:15 p.m. The women's team will swing back into action this weekend by competing in the Windsor Cam-Am Tournament Friday and Saturday.

#### Gryphon of the Week

Fiona Rintoul, of the women's tennis Gryphons, is Gryphon of the Week for the week of October 20 to October 26-

A seventh semester B.Sc. in Agriculture student, Fiona competed in the singles and doubles finals and has finished her fourth season as a Gryphon tennis player. Fiona is also chairperson of the Women's Intercollegiate Council, which works to strengthen women's sports on campus. □

# Next Week at Guelph

## THURSDAY, 80 10 30

Exhibit — BRIAN JOHNSTON AND JOHN BROWN, paintings, drawings and prints, main floor, McLaughlin Library, until 80 11 15.  
Psychology Preregistration Counselling — B.A. STUDENTS, 10:00 and 14:00, ground fl. lge., Arts; B.Sc. STUDENTS, 10:00, Arts 534.  
UC Noon Concert — MICHAEL LEWIS, 12:00, UC courtyard.  
Noon Hour Concerts — GRAINNE YEATS, Irish harp, 12:10 and 13:10, Arts 107.  
Careers and Jobs — INTEREST TESTING, 13:00; register at the Connection Desk, level 3, UC before 12:00 today.  
Employment Search Program — THE INTERVIEW, 13:00, UC 301.  
Lecture — STRUCTURALISM, POST-STRUCTURALISM, SEMIOLOGY. WHAT NEXT?, a review on the new theories in criticism in France, Prof. Irene Pages, Languages and Literatures, 15:00, Arts 116.  
Worship — CATHOLIC MASS, 17:10, Chapel, level 5, UC.  
Job Hunting Clinic — THE JOB INTERVIEW: HOW TO BE SUCCESSFUL, 18:00; register at the Connection Desk, level 3, UC by 80 10 29.  
Meeting — INTERVARSITY CHRISTIAN FELLOWSHIP, 19:00, 9th fl. lge., Arts.  
University Bible Studies — THURSDAY NIGHT STUDY, 19:00, Arts 117A.  
Woman's Ice Hockey — GRYPHONS vs. SENECA COLLEGE, 19:15, campus arena.  
Landscape Architecture Public Lecture — ART INTO LANDSCAPE, Sir Geoffrey Jell icoe, CBE, visiting the School under the distinguished visiting professor program, 19:30, LA 204.  
OPIRG Lecture — DIRTY HANDS: CANADA'S ROLE IN THE GLOBAL ARMS RACE, Carl Stieren, Ontario co-ordinator, UN Association in Canada, 20:00, PS 113.

## FRIDAY, 80 10 31

Last day of preregistration (in-course students)  
Conference — NUTRITION AND HEALTH BEHAVIOR, 09:00 to 17:00. A Continuing Education Program, sponsored by the Department of Family Studies. Information: Ext. 3956.  
Psychology Preregistration Counselling — B.A. STUDENTS, 10:00 and 14:00, ground fl. lge., Arts.  
Video Tape — HAIL! HAIL! ROCK AND ROLL, 11:00, UC 103.  
Worship — ANGLICAN EUCHARIST, 12:00, UC 332; MUSLIM FRIDAY PRAYERS, 12:30, Chapel, level 5, UC.  
Meetings — FACULTY-GRADUATE STUDENT FELLOWSHIP, 12:00, UC 301.  
Faculty Club — PIANO BAR, 16:30 to 17:30, Faculty Club, level 5, UC.  
Men's Volleyball — SCRIMMAGE vs. WILFRID LAURIER, 18:15, Athletics Centre.  
Friday Film — BLOODLINE, Audrey Hepburn, 19:00 and 21:30, PS 105. 75 cents.  
Women's Basketball — GRYPHONS vs. LAURENTIAN, 19:30, Athletics Centre.  
Pub Night — ROCKY HORROR PICTURE SHOW, 20:00, PCH.  
Disco — ALL NIGHTER, 01:30, Bullring.

## SATURDAY, 80 11 01

Conference — 5TH ANNUAL AGRICULTURAL HISTORY OF ONTARIO, 09:15, PS 105. Information: Ext. 3958.  
Arboretum Nature Interpretation Program — BIRD FEED AND FEEDERS, 13:00, J.C. Taylor Nature Centre.  
Continuing Education Non-credit Courses — LE FRANCAIS DE CHEZ NOUS, 13:30. Information: Ext. 3956.  
Rugby — GRYPHONS vs. QUEEN'S, 14:00, rugby field.  
Basketball — ALUMNI GAMES: WOMEN, 18:00; MEN, 20:15, Athletics Centre.  
Pub Night — TEENAGE HEAD, 20:00, PCH.  
Disco — ALL NIGHTER, 01:30, Bullring.

## SUNDAY, 80 11 02

University Bible Studies — CAMPUS CHURCH SERVICE, 10:00, Arts 117A.  
Worship — CATHOLIC MASS, 10:10, PCH, UC; MUSLIM ZOHR PRAYERS, 13:30, 9th fl. lge., Arts.  
Cine Series — THE JERK, 20:00, WMH. \$2.

## MONDAY, 80 11 03

UC Presents — ART DISPLAY BY MENDELSON JOE, UC 103. Continues to 80 11 05.  
Video Tape Program — MIGHTY GOOD, 11:00 to 15:00, UC 103. Continues 80 11 05 and 80 11 07.  
Women's Hour — THE POLITICS OF HOUSEWORK, 12:10, UC 441.  
LRS Seminar — NORTHERN BOREAL FOREST ECOSYSTEM CLASSIFICATION, R.K. Jones, Ontario Institute of Pedology, Guelph, 15:10, LRS 124. Coffee and doughnuts beforehand in LRS 230.  
Games Room — SNOOKER LEAGUE, 17:30, Games Room, level 3, UC.  
Jobs and Careers — INTEREST TESTING, 18:00. Register at the Connection Desk, level 3, UC by 16:30.  
Career Information Session — CHILD CARE, EARLY CHILDHOOD EDUCATION, PSYCHOLOGY AND SOCIAL WORK, 19:00, UC 442.  
Ritchie Lecture — NEW COMMUNICATIONS TECHNOLOGY: MAGIC OR MENACE?. CBC president, A.W. Johnson, 20:00, Arts 107.

## TUESDAY, 80 11 04

Instructional Development Workshop — COURSE PLANNING, 09:00. Co-leaders: Ann Munsch, Family Studies and Don McIntosh, Office for Educational Practice. Information: Ext. 3522.  
Biomedical Sciences Seminar — MALIGNANT MYOPATHY, Ms. G. Venkatarayappa, Biomedical Sciences, 11:00, OVC 309 (Bldg. 39).  
Our World — CONTROLLING INTEREST: FILM ON THE WORLD OF MULTINATIONALS, 12:10, UC 442.  
Study Skills Seminar — EXAM WRITING SKILLS, 12:10, UC 441.  
Games Room — TABLE TENNIS COACHING CLINIC AND EXHIBITION, 12:30, UC courtyard.  
Employment Search Program — THE SELF ASSESSMENT, 13:00, UC 301.  
Physics Colloquium — DOES THE NEUTRINO HAVE A MASS?, Prof. J.J. Simpson, Physics, 16:00, PS 113. Coffee beforehand in mezzanine foyer.  
Worship — CATHOLIC MASS, 17:10, Chapel, level 5, UC.  
Job Hunting — RESUME WRITING CLINIC, 18:00, Counselling and Student Resource Centre. No need to register; just drop in.  
ICS Course — PERK (Personal Reference Keeping System), L.Dunn, 18:30, ICS. Information: Ext. 3046 between 13:00 and 16:30.  
Continuing Education Novice Farmer Program — HORSE MANAGEMENT, 4 evening sessions, at Guelph. Information: Ext. 3064.  
Continuing Education Non-credit Courses — STAND UP, SPEAK OUT, TALK BACK, 19:00. Information: Ext. 3956.  
Meeting — GOD, MAN AND WORLD, an attempt to define a Christian view of reality, 19:00, UC 335.  
Foreign Film — A BIGGER SPLASH, 19:15; PI ROSMANI, 21:20, LA 204. Single feature: \$2/\$2.50 and double feature: \$3/\$3.50.  
International House Panorama Series — WORKSHOP ON SELF-ASSERTIVENESS, Prof. M.P. Sobol, Psychology, 19:30, Watson Hall lge.  
Brief Encounters — SEXUAL VALUES ON CAMPUS (1), 19:30, over CFRU (93.3 FM).  
Film — THROUGH JOY AND BEYOND, the life of C.S. Lewis, 20:00, Chem/Micro. 200. Sponsored by the Guelph Chapter, Canadian Scientific and Christian Affiliation: Ext- 2642/3922.

*Continued on page 7.*

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