

Reporter

November 17, 1972

R. I. T.
COLLECTION



The Women of RIT
See Page 3

EDITOR IN CHIEF
Elmer E. Streeter
MANAGING EDITOR
Joseph F. Staszak
EXECUTIVE EDITOR
Ted Braggins
NEWS EDITOR
Chris Sweterlitsc
CULTURAL EDITOR
Suzanne Udell
CAMPUS EDITOR
Dave Williams
SPORTS EDITOR
James Bozony
COPY EDITOR
Sandi Dunner
PHOTOGRAPHY
Dave Knox, Editor
Marilyn Rosenberg
Grey Crawford
Marc Pfenning
WRITERS
Mike Tuberdyck
Bill Davies
John Butler
Jeffrey Anderson
Gary Groth
Jim McNay
Lyle Wheeler
Al Snyder
Connie Head
ADVERTISING
Geoffrey Lewis, Manager
Mike Burzynski
PRODUCTION
George Mitten
Bill Kalohn
Pete Be Vard
Dan Shippey
Warren Keuffel
OFFICE MANAGER
Diann Rivkin
COMPOSITOR
John R. Meyer
CIRCULATION
Albert Barzalai
CONSULTANT
Mark F. Guldin
ADVISOR
Thomas J. O'Brien
COVER
Dave Knox

Reporter Magazine is published weekly by students of the Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, New York, 14623. Editorial and production facilities are located in room A-238 of the RIT College Union, phone 464-2212. Reporter takes pride in its membership in the American Civil Liberties Union. Recycle this paper.

Letters

Alumnus Questions Health Center

If you're an alumni of this wonderful school, don't expect any favors if you come back—at least not from the Health Center.

I came here to RIT to visit my girl and developed one of the worse ear-aches I've ever had in my life. I decided to go over to the Health Center where, I must admit, while I was an undergraduate I was treated well. I explained my situation and was told that the service is only for registered students, sorry. So I was cast away in pain while only two students sat in the waiting room.

One pays an excess of 8,000 dollars just for tuition to come to this wonderful pile of bricks. But it seems once your money is pocketed, you are forgotten.

I could understand if there was a large influx of graduate students all looking for free medical aid, but I don't understand why a visiting alumni who is in real need of medical attention should be turned away. That doesn't say very much for the Rochester Institute of Technology.

John G. Hodgson
Pro Photo '72

RIT Lacks School Spirit

Call it school spirit, pride, interest in sports, etc.; RIT does not have it. As a freshman this is the one thing that bothers me more than anything about college. I have noticed it ever since I came to school, but it became much more evident this weekend at the Brockport football game. Out of the 5,000 or so students who go to RIT, no more than 50 could find time to drive to Brockport and support our team. It is disappointing that no one appreciates the effort the football players put into their sport. Even worse than the small attendance was the fact that the cheerleaders did not go because their advisor said it wasn't necessary. I do not know the details behind this rumor, but I am sure that if the cheerleaders wanted to cheer Saturday, they could have found a way to get to Brockport.

There is a small percentage of people on this campus who I consider very special people. They play varsity sports for RIT. The football players, for example, go outside and "knock heads" six days a week. They sacrifice a great deal of time and effort; not because they are getting a benefit padded scholarship. RIT does not give athletic scholarships. The students on the football team make these sacrifices because they want to play football and nobody, or at least very few at RIT, give a damn. What's wrong with having a little pride in your school? What's wrong with letting the varsity athletes know that their efforts are appreciated? If the football team had a little support from the students, their record might be 8-0 instead of 3-5. Anyone who has played sports knows how much difference it can make if your fans are behind you, whether the chips are up or down.

Even the attitudes of people in phys ed classes are poor. I am pleased with the RIT phys ed program in that I was given a wide range of sports to choose from. I am disappointed in the fact that most of the people in my gym class are there to get gym credit. They don't really care who wins or loses. I guess this is why our varsity teams don't have any support—no one cares.

There is one remaining football game. It is Saturday, November 18, against Pace, and it is here. I think it would make about 40 young men very happy if a few hundred people came out next Saturday and really yelled their lungs out. Why not show some pride in your school and your team? Why not show someone that you care? The RIT teams get excellent coverage in the *Reporter*; all they need is some support from the student body.

A disappointed student

More Techmila Comments

The Techmila is really something. I believe it is a 100 per cent improvement over last year; it's great. I hope Techmila can do it again. I got drafted but sent in the letter anyway.

Mike Shimer
Photo 1

The Dating Game

Contending with an Abnormal Ratio

BY JAMES K. BOZONY



In the few short years the RIT West Henrietta campus has been in existence, the monolithic walls of bricks have come to be the symbols of a variety of intercampus problems, each with its unique barrier and seemingly unobtainable solution. Criticism has fallen from every edge of sword, and ranges from the design of the College to the attitude of its students. A basic problem and probably most subject to concern, is the social atmosphere and interaction between the male and female populations at RIT.

Lissa Moras, a 2nd year Retailing major, discussed her opinions on the situation. "There is a negative social atmosphere on campus. Because of the ratio (4-1), guys are afraid of asking the girls out. They automatically assume they have dates. They don't." Ms. Moras further stated in support that "a lot of girls spend their Saturday nights in their rooms."

Another RIT sophomore of the female minority, who requested anonymity, specified the male attitude as the contributing antisocial factor. "They either want to tie you down or go to bed."

"The ratio is abnormal," challenged Ms. Moras. "There seems to materialize a generalization that the guys are horny. Actually, the RIT male is gentlemanly, but shy. They have a friendly, brotherly attitude towards you. Except for a few, I like it that way."

Freshman Photography co-ed Marilyn Rosenberg responded to the question of social atmosphere by noting, "Too many people complain about nothing. You can't really blame RIT. It takes an equal part on the individual to go out and become involved with campus activities." Ms. Rosenberg further lauded the male population as "...friendly, gentlemanly. They go out of their way to help you. They aren't as dumb as I expected for a technical school."

Viewpoints and opinions should not be contained to the RIT female, as local colleges have perennially been

propositioned for involvement in the RIT social scene. One of the favorite hunting grounds for the Tech male has been Nazareth College in Pittsford. Patty Burke, a junior Art major at the tiny Catholic girl's school, was quick to offer feelings. While her knowledge of the environment at RIT extends only as far as the numerous fraternity parties she attended last year (and no more, she adds), her description of the RIT man as "bold and obnoxious" lends evidence to first-impressions. By way of comparison to the other popular draw on Naz, St. John Fisher, she explains, "RIT guys seem educated and obnoxious, but Fisher guys are just plain ignorant."

Ms. Burke offers further insight into a situation that bears creditable notice. Signs constantly decorate the Nazareth bulletin boards soliciting for weekend house parties at RIT. If Ms. Burke's feelings can be considered representative of the females at Naz, then "something to do if everything else has failed" doesn't exactly set the party spirit.

In a deficient social environment and misproportioned ratio, the male is often classified as being overreactive to the presence of a female. Ms. Moras wore a dress last Friday, and felt, "like I was on exhibition." In a letter to the *Reporter* October 27, William Seudder, a Photography major, described the male reaction to Playboy photo editor Mark Kauffman's presentation as, "what I would expect at an Elk's party." How can a mature, respectable attitude exist where females are still spectacles?

All opinions seem to lead to a common question: What can be done to improve the situation? What is lacking that can be substituted to produce a more congenial male-female social atmosphere?

"Parties on the other side of the campus," proposed one individual, referring to such tremendous and enthusiastic gatherings as Fall Weekend and Octoberfest, as well as live-band beer blasts. Ms. Rosenberg also cited the Octoberfest as the kind of situation RIT social life needs. "A big party situation—people dancing arm-in-arm in circles with people they don't even know." Ms. Moras suggested that "CUB and Centra should sponsor more on-campus activities for students," noting that disenchanting RIT students seek the more receptive atmospheres of the U of R or Brockport on weekends.

Co-ed housing will continue attempts at changing the mood of a very divided campus with experimental living conditions next year. The RIT hierarchy also recognizes the probably root of the problem as Admissions continues to reduce the lopsided ratio that produces the present social establishment.

In a setting that is supposed to be "the chance of a lifetime," to meet new friends and promote interaction and mental development, it seem the brick kingdom is yet in its infancy and must slowly find its way to mature, acceptable standards for healthy social environment.

Reportage

Student's Eyes Damaged in Self-Inflicted Wounds

Early Thursday morning, November 9, an RIT student whose name is being withheld got out of his dorm bed and proceeded to the bathroom where he cut himself about the eyes with a sharp instrument while other members of his house stood by unable to help.

Mitch Koppelman, the student's RA, said there was no way for anyone to predict what the student was planning to do. "He was unpredictable. His personality changed. You don't expect this from anyone," Koppelman said.

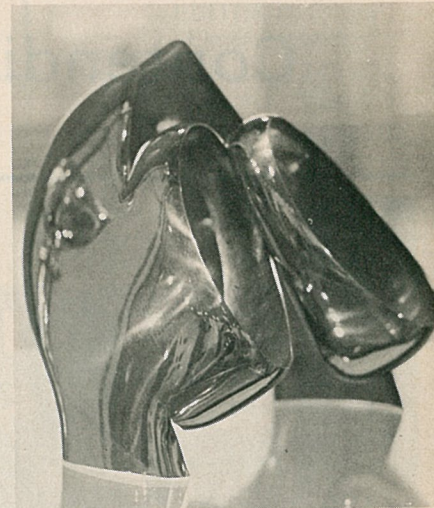
According to Koppelman and others associated with the student, the student was sleeping in his bed when he suddenly awoke, walked up and down the hall and then called the RIT emergency phone number requesting that an ambulance be sent to his room. Koppelman stated that an ambulance was not sent at that time because of the limited amount of information given by the student. The student did not threaten any action on his part; he only requested that an ambulance be sent. Koppelman said that the reason that nothing was done was that the emergency phone gets so many prank calls that unless sufficient information is given, no action is taken.

An ambulance was summoned a few minutes later by another member of the house who was at the scene and saw what the student was doing.

According to Koppelman, the student was posing a threat to other students who tried to prevent him from cutting himself and would not allow anyone to come near him. Those who tried to help felt that if anyone approached him, he might harm himself worse or even someone else. "I don't think there was anything they could have done," Koppelman stated.

Koppelman also stated that he felt this was not a case of attempted suicide and also ruled out any rumors that drugs were involved. "The student's purpose when he set out was to damage his eyes, and he wasn't going to stop until that was done," Koppelman said.

After completing his task, the student became weak and allowed the other students to carry him out of the bathroom and apply first aid to help stop the bleeding. The ambulance arrived and took the student to Strong Memorial Hospital where he was placed in the intensive care unit. Damage to his eyes is permanent.



Christianson Creates Award

An extraordinary sculpture has been created by RIT Professor Hans Christianson for presentation by the National Registry of Interpreters for the Deaf.

The work is an abstract pair of hands that form the symbol for the word "interpreter." The award will be presented by the Registry at their convention this summer. The recipient will be an interpreter selected from across the nation who had made a significant contribution to interpreting.

Though originally asked to make a silver bowl, Professor Christianson submitted a model based on the idea of the hands and this was taken to the last convention of the NRID. There it was selected from among several designs that were submitted.

Professor Christianson has made numerous such awards. Among them are the Institute Sports Hall of Fame medals, the Goudy Award, and the Founder's Scroll. All of these are done in his spare time and often take between 50 and 75 hours each.

By creating a work of art to be presented as an award, Christianson hopes to get away from the static "trophy" type of award that is so common and which frequently ends up in an attic.

The Interpreter's Award and several other examples of Professor Christianson's work are currently on display in the Art and Design Building at the Faculty Art Show which continues through today.

—J. McNay

Binder Donated to Printing Dept.

RIT's School of Printing will be given a perfect binding machine with attachments valued at \$10,000 by the Hans Muller Corporation which will serve as a start for the school's finishing and bindery program.

The bindery program, to be developed out of the present Imposition and Finishing course which includes bindery theory, will be set up in what is now the advanced letterpress lab. Mark Guldin, director of the School of Printing, stated that although the present course is well done, a more formal program is needed to provide students with a working knowledge of bindery equipment. Guldin hopes that the course will begin next September even though he doubts that all the equipment will be in the lab by then. Guldin feels that the course could develop into something comprehensive enough to provide a student with the needed information to go into bindery work as a living.

The School of Printing will be assisted in setting up the bindery program and in obtaining equipment by a

committee set up by the board of directors of the Bindery Industries of America.

Action to get the new binder was started when a student wrote to a Mueller Corporation salesman for background information and the salesman subsequently visited the campus.

Fraternity Conducts Tour

On Tuesday, November 14, 1972, Alpha Chi Sigma Professional Chemistry Fraternity was host to approximately 60 area high school students. The students were given a tour of the Science Building and observed actual experiments in progress.

The presentation included organic, biochemical and analytical techniques. These techniques were described simply, in terms the students could comprehend.

The members of Alpha Chi Sigma feel that the gap between high school and college laboratory courses is a large one and tours such as this can help close the gaps.

Reportage

Applications for Aid are Available

Students wishing to be considered for scholarships, grants, or federal financial assistance may now pick up applications in the Student Aid Office in the Administration building. These applications are for the 1973-74 school year.

RIT urges that students wishing to apply forward their applications to their College Scholarship Service prior to January 1, 1973, so that a full eight weeks may be allowed for processing.

Students applying for RIT scholarships and grants must send a Parents' Confidential Statement to the Student Aid Office by March 1, 1973. Applications received after March 1 will not be considered for RIT scholarships.

Applications for National Direct Student Loan, the Educational Opportunity Grant, the College Work-Study Employment Program, and other federal assistance programs can be received by the Student Aid Office prior to or after March 1, 1973.

Vermont Ski Trip Planned

Last week at their third bi-monthly meeting, the Ski Club discussed their upcoming Vermont skiing trip. The three-day ski trip is scheduled for January 5, 6 and 7, 1973. The cost, to members of the Ski Club, will be \$51.00, which includes transportation, lodging, food, and the lift cost. Membership in the Ski Club may still be attained (membership dues of \$5 are due November 19) by contacting the club's president, Edward Lord at 328-3449. The trip will take the club to the Madonna, Vermont ski area. In past years, the club skied at the Brantling ski area, the Swain ski area and the Front Ridge ski area.

One-day ski trips cost members \$9 for a full day of skiing. For those interested in joining the club and joining in on the activities, contact Edward Lord as soon as possible.

During this ski season, the Club has already had the Regional Director from the U.S. Eastern Amateur Ski Association speak to their group; put on a ski show in the Mezzanine dining hall with a comprehensive display on equipment, ski maintenance, etc.; and held a session designed for beginner-skiers just this Monday.

—G. Groth



Coffeehouse Offers Relaxation

Some authors believe that life in the world is speeding up so fast that people no longer have a chance to be human. At RIT, there are people who agree, saying that RIT is too commercial and too money grubbing.

A few weeks ago a group of people at RIT got together to alleviate this problem and formed the Keystone Rag Coffee House. Located under Colby Dorm, in place of the sandwich shop, Keystone is completely different.

Formed to allow students to express themselves and to get away from "money, money, money," Keystone operates at minimum expenses. Those who visit it for the first time find there is not much there: tables, chairs, free coffee, and candlelight. Twenty-five cents is charged for admission. Snacks other than coffee are no more than twenty-five cents. There is no paid entertainment and no jukebox—Keystone encourages creativity. Without any competing noises, a person has an opportunity to do his own thing.

Open Thursday, Friday, and Saturday from 8:30 p.m. to almost any hour of the night, Keystone has had poetry reading, music, and just good conversation. Students who have been there find Keystone a place where they can create most anything.

—D. Williams

Film Programs Cancelled

Publicity proved to be a problem for two film programs last week. Affected were the regular Monday evening Free University films and a picture from the Rochester Festival of World Films.

In spite of the Election Day break, about 40 people appeared on Monday evening in Room A205 of the General Studies Building for the regularly scheduled Free University film program. On the bill for that evening were three films about painters: "The Eye of Picasso," "The World of Rubens," and "Van Gogh: Darkness Into Light." However, unknown to those in attendance, the program for that night had been cancelled due to the election recess. No information to this effect was available at Room A205 or at the main desk of the College Union Building.

These same films were subsequently shown two nights later on Wednesday evening. Once again there was no publicity announcing the change. When contacted, a member of Free University explained that the breakdown in their organization was with the person responsible for printing the signs announcing these changes.

Similar problems arose with a film provided by the Festival of World Films. Long ago this group requested permission to show a film provided by the Festival of World Films. Long ago this group requested permission to show a film at RIT on November 8. Bob Bruzgo of the Talisman Film Festival obtained this date, but the actual arrangements and publicity were to be handled by people associated with FWF.

Less than a week prior to the scheduled screening date, the original film was cancelled and "The Battle of Culloden" by Peter Watkins ("The War Game," "Punishment Park") was substituted. Though two showings of the film had been planned, the late change in the program limited the opportunities for widespread publicity and only a few signs were posted announcing this event. When only one paying admission appeared for the first screening at 7:30 p.m., the entire program was cancelled, thereby avoiding rental costs for the auditorium.

Reportage

Campus Liquor Concerns

The liquor-oriented society of the RIT campus could be in a great deal of trouble. It seems that the students and some organizations on campus do not always abide by the entire law.

There have been and may still be cases where beer in vending machines and parties without licenses have been noticed by few people. The question is, When will the state discover what is going on and bring everything to a quick stop?

Hal Frankel of the state ABC board stated that there are three different licenses on the RIT campus. These are:

(1) The Cellar—Beer and wine; this permits the carry-out sale of beer and one-the-premises consumption of wine.

(2) The Ritskeller—Beer; this allows for the consumption of beer in the immediate area. It does not permit anyone to remove the beer to even another section of the CU.

(3) The Mezzanine Lounge—Full liquor; this is the only place on campus that is permitted to sell mixed drinks.

Frankel also noted that the enforcement of these laws was based mainly on spot checks on the areas, and that violation of the laws could mean withdrawal of all campus licenses. The sale of beer at house, dorm or floor parties is legal only with the purchase of a \$20 temporary license; this also includes parties where the beer is free after you have paid an admission fee.

Liquor on campus is great; but remember, if you are caught with an illegal party, you are subject to arrest, fine and/or jail. —*J. Anderson*

Housing Experiment Continuing

Students taking part in the Freshman Housing Experiment are enjoying the unique opportunity of experiencing life in the residence halls without the presence of upperclassmen to "show them the ropes."

The participants live in Nathaniel Rochester Halls A and B, and the lack of upperclassmen in these areas has been intentionally arranged. The experiment is to see what roles these freshmen choose for themselves and how they adjust to a collegiate environment when there are no older students present. Those taking part

are given the chance to work out their own approaches to the difficulties they may encounter, thus allowing them to succeed or fail on their own merits. Since this is their first college experience, the members of this program are made aware of the facilities available to them through the Counseling Center and other services that exist for their benefit on the RIT campus.

In previous years this program had much more structure than at present and the students were less involved in deciding where the program would go. This year the direction the students take is much more a product of their collective ideas. A resident advisor participates to the degree of providing information as to where possible solutions to problems can be found on campus.

This year the men's house elected officers who have taken over the administration of the house. Thus far they have shown interest in questions of a legal nature and have invited the Rochester district attorney to be a guest speaker.

The women's house decided to provide a television for their lounge. However, rather than place a request for this with the Housing Office, they have undertaken a project to make the purchase with money they raise.

Tom Riley, Programming Assistant for Special Interest Housing, speculates that as these students become more familiar with RIT, they will become more involved and their activities will be more numerous. Above all, Riley stressed that the direction they take will come from the members participating in the project themselves rather than from some outside source. —*J. McNay*

Guide to Illegal Parking

It has been reported by some students who have received parking tickets that it appears that Protective Services employees are biased in their ticketing of illegally parked cars.

James Riley, director of Protective Services, said that he is constantly reminding his employees that they must ticket any illegally parked car. Riley said there are not enough patrolmen to go through all the parking lots more than once per shift. Once an illegally

parked car is ticketed, any car parking near it will probably not get ticketed for while. The result is that when the ticketed car owner returns to his car, it appears that the officer had been biased.

Riley went on to say that there is a priority as to which parking areas get the most coverage. They are, in order of priority: disability parking areas, delivery of mail, books and food; visitor parking; and grass areas and fire lanes. If time permits Protective Service officers then check other parking areas.

Riley realized that due to a lack of transportation off campus, many students have cars and that there is a shortage of adequate parking spaces close to dorms and classes. As a remedy to the situation, Riley is looking into building more parking lots or establishing a shuttle service between the buildings and the more distant lots.



Opening this evening at 8:15 is the Brickcity Player's first presentation of the year, "The Owl and the Pussycat." Starring Eileen Golden and Glen Sullivan, the play centers around the relationship of a would-be writer and a prostitute. The play is directed by Doug Marlow and Betty Glasenapp.

Emergency Numbers Listed

There are three numbers on campus which people may call if an emergency or accident occurs. In life or death situations which require an ambulance, 3333 is the number to call. This will be answered on the first or second ring and should only be used if the need necessitates prompt action.

If something occurs of a nature which does not require expedient service, the campus security may be called at 2853. During the evening, 2400, the number which goes to the information desk in the Administration Building, may be called in emergency situations. However, in life or death situations, always call 3333, immediately and without delay.

These numbers can be effectively utilized to provide assistance in emergency situations.

Canteen Refunds Provided

There's nothing like putting your quarter in the coke machine and getting the ole familiar "clink" instead of the soft drink. As likely as not, the machine is in perfect working order but is just out of change or drinks. That doesn't satisfy the thirsty patron who has just spent his last quarter for a quick picker-upper. So who can blame him for accidentally giving it a moderate karate kick accompanied by a forearm shiver.

The Canteen Corporation has decided that it's cheaper to hire students to give refunds and make change for their machines than to replace them every six months or so. For the time being, the candy, coke and cigarette machines in the dorm area and the gym will be the only ones monitored by students.

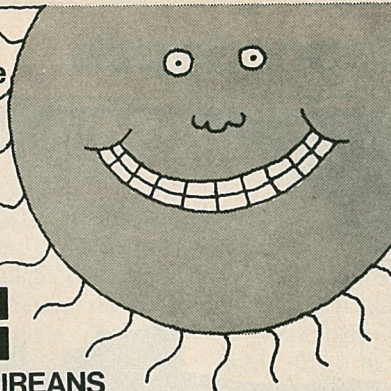
As Henry Viga (Photo Science 3) put it, "If anyone is shortchanged by one of the machines or if they just need change to buy something from one of these machines, we'll be able to help them." The other two students also live in the dorms, Rick Schondolon, an RA in Fish B and Pete Stevens in Sol Heumann.

Viga indicated that their phone numbers were posted on the machines for which they were responsible. He also indicated that all resident advisors had their phone numbers in case of emergencies.

Senior and Sophomore
Degree Candidates
THE

BULL

...IS THE SYMBOL FOR TAUREANS



...but this is
no bull.



Sign up now for
your **YEARBOOK
PORTRAITS**

make your
appointment now at
C.U. Lobby
from November 15-22
Portraits taken
in Conference Room C
November 27-December 8

AFTER 23 YEARS

Mann's Jewelers

INC.

has moved to

**2947 MONROE AVENUE
MONROE CLOVER PLAZA**

R.I.T. CLASS RING HEADQUARTERS

**Special consideration to R.I.T.
students and faculty**

**Stop by and have a cup of coffee
during our opening**

FREE PARKING

Reprodepth



Parking Problems Still Present

"There are a lot more cars on campus than we expected," stated James Riley, director of Protective Services. "If the trend continues, with the number of cars increasing, a shuttle bus must be provided or additional parking spaces should be created close to the buildings." Many students have expressed their disgust with the situation, stating that with the lack of transportation, a car is almost a necessity.

According to Riley, the present Student Association bus can't be used as a shuttle between parking lots and Institute buildings because of its already full schedule to off-campus locations. Bob Pisa, Student Association bus manager, said that SA will get a vehicle for a one-week trial period to determine if an on-campus shuttle bus is feasible. The bus will run between parking lots, dorms and academic buildings. If it should prove successful and the Institute approves funds, a new bus will be purchased. Pisa said that there are still some details to be worked out.

Riley said that in the academic area, Institute staff personnel arriving for work after 9:30 a.m. have a hard time finding a parking space close to the buildings since the parking lot near the ice rink is usually full by that time; but Riley went on to say that the biggest parking problem is in the dorm area. Because residents park for extended periods of time and there seem to be more Food Service and NTID personnel, the problem has become very evident. With Protective Services cracking down on faculty-staff parking violations, a meeting between Protective Services and dorm faculty and staff was held. In that meeting it was brought out that the staff is willing to pay for the privilege of parking near the buildings. With respect to that, Riley said that a parking fee has been considered. The actual cost would be assessed according to the proximity of the space to the buildings. In an effort to give the staff a better shot at good spaces, the last two rows of the

large parking lot near Grace Watson dining hall has no student parking between 2:30 and 6 a.m. Although this area has been posted as a restricted area in the past, the signs have been torn down. Signs were recently put up notifying students of the restrictions and a guard assigned to the area for the first few nights to inform students that they would be ticketed. Stated Riley: "We would rather prevent the illegal parking than ticket the cars."

A traffic committee has been appointed to work out a ten-year master plan for the provision of parking spaces, but their task is difficult because it isn't known if there will be a rapid transit system started in Monroe County. If there was a mass transit system, RIT would be part of it, making it easier for students to get off campus. Whether such a system would give residents transportation, thereby giving students less need for a car so that fewer students would bring cars to school, is also an unknown factor.

Packaging Scheduled for Fall '73

A program designed to give a Bachelor of Science degree in Packaging will be offered at RIT starting in September 1973. The program is designed to prepare graduates for employment in areas of management, sales, marketing, structural design, purchasing, quality control, product development and production.

The program is a unique one in that it is the first at RIT to include courses in Art and Design, Printing, Engineering, Photography, Science, Business Administration and General Studies.

The program will initially offer options in design and management with broad electives in each area to allow students to meet individual needs.

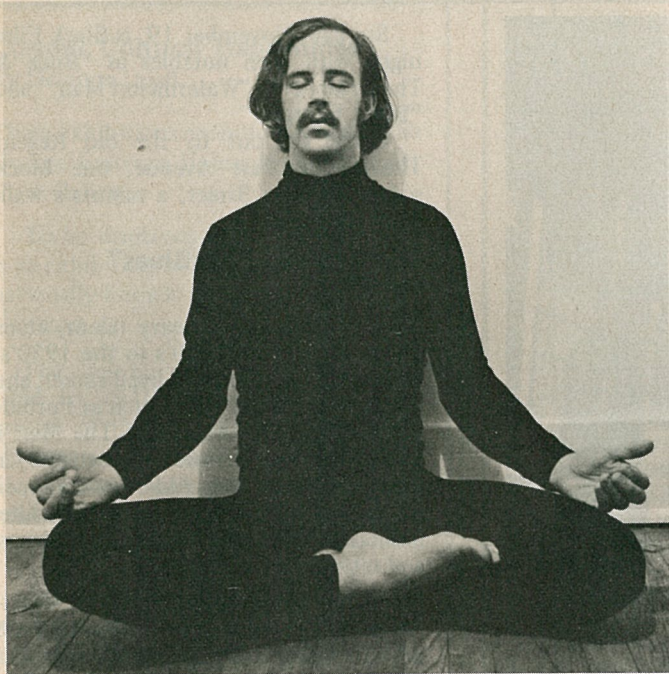
Environment will be stressed in the new program, according to Todd Bullard, provost and vice-president of Academic Affairs. "As an integral part of the packaging program, and indeed in the other offerings of RIT, one could expect a strong emphasis on environmental concern that a technical institute of our nature would place high on its list of priorities."

First year enrollment for the program would be limited to 24 to 30 candidates who will be selected from either qualified high school graduates or transfer students. The projected enrollment for the four-year program lists approximately 120 students by 1977.

The voluntary Co-op option, which is a part of other programs at RIT, is also included in the packaging program. Students will be given the opportunity to work in the packaging industry in order to make extra money and gain experience in the field.

Who will direct the program is not currently known. According to Professor Hector Sutherland, chairman of the study committee that recommended the program, an experienced and recognized leader in the packaging industry is now being sought to direct the program on a full-time basis.

The program has been under formal consideration for the past six months. It was developed with the assistance of the Rochester Area Packaging Association and also received assistance from several consultants and other individuals closely associated with the packaging industry.



Peace of Mind Sought

Methods of mental development have long been practiced in the Orient, but only recently have these techniques become popular in the Western World. In the Rochester area three new groups have established themselves.

The newest of these groups is a chapter of the International Center for Self-Analysis (ICSA). Located on 93 Spruce Avenue, the Center specializes in yoga techniques and offers communal spiritual living. With approximately 20 qualified teachers, the "New Light Center" offers a large variety of courses. These include the physical and mental yogas as well as the Integral Yoga which is a combination of the two. Also offered are two- and three-day intensive courses in Self-Illumination which provide an opportunity for a direct experience of consciousness. To contact the New Light Center, you can call 235-1810 or attend an "Open House" held every Sunday at the Center from 2-7 p.m.

Another group, Students International Meditation Society (SIMS) offers courses in Transcendental Meditation as taught by Maharishi Mahesh Yogi. Basically, the student is instructed in a form of mantra yoga (meditative). He then meditates twice a day for about 20 minutes and checks with the instructor periodically to make sure he is meditating correctly. Also, advanced courses of three days and longer are offered for those interested. The Rochester contacts are Ward and Coco Keer, 377-9792.

Few claims can be made about the mental effects of these techniques as no conclusive studies have been made. However, one group, Mind Development, Inc., has had numerous statements made by students published in an attempt to publicize their technique. The technique is under the heading of parapsychology, and in effect is a Westernization of the Orient's teachings. The students claimed they had developed ESP and clairvoyance after taking a forty-hour course. The upstate teacher is Herb Walser, 442-6365.

Whether you find the claims believable or not, a great number of people have taken these courses and found great satisfaction in them.

—B. Davies

Club Offers Cheaper Rates

Tuesday, October 31, an airplane was parked in the Administration Circle. It was there to solicit members for the Aviation Club. That night their membership doubled and as a result, the Club may repeat the same thing later this quarter. Both the plane and prizes, including a one-hour flight lesson and navigational plotters, were given free by the Rochester-Monroe County Key Aviation Airport. An underlying reason for the presence of the plane was to emphasize that Aviation Club has a different objective this year than it had last year.

Last year the Aviation Club sponsored trips to cities and towns around New York. This had been fine for those who had a pilot's license and could use the free flying time. This year, going on the philosophy that people would rather learn to fly than be flown, the Club's sole purpose is to reduce rates for its members.

"In the long run," said Myron Langer, president of Aviation Club, "membership in Aviation Club will make learning to fly a lot cheaper. Money received from Student Association is used to buy block time at the two airports we use: Key Aviation Airport and Three Star Aviation Airport. Now Aviation Club makes down payments on 50-hour blocks of time. In big blocks, the rates charged by airports for use of their airplanes is reduced. As students use up the time, they pay for the time not covered by the down payment."

To obtain a private pilot's license at a federally approved airport, a person needs at least 35 hours of flying time; 20 with an instructor and 15 hours of solo time. Both of the airports used by Aviation Club are approved; an unapproved airport usually requires more flight hours to get a license.

A member of the Aviation Club pays at Key Aviation \$11 an hour for the use of the plane and \$5 an hour for an instructor. A nonmember would pay \$17 an hour for the plane and \$6 an hour for the instructor's time. At Three Star, a member pays \$10 an hour for the plane and \$5 for the instructor. A nonmember would pay \$15 an hour for the plane and \$5 an hour for the instructor.

At the beginning of the quarter, Langer said Aviation Club had voted to use only Three Star Aviation Airport in LeRoy, New York. Three Star has only high-winged airplanes; that is, airplanes with wings on the top of the plane fuselage. Unknown to Aviation Club, members had strong feelings about the type of plane used and formed their own club, Pilot's Association. Pilot's Association decided to use Key Aviation, which has low-winged airplanes. Different schools of thought maintain that different types of planes are best to learn in. When Aviation Club learned that some members thought low-winged planes were best to learn on, they decided both airports would be used. Therefore, the Pilot's Association, instead of remaining separate, rejoined Aviation Club.

The Aviation Club now helps those training under either school of thought, and is willing to expand again if necessary. According to Langer, even though there are different ideas as to which plane is best for learning, after getting a pilot's license, one can learn to fly the other type very easily.

Repreview



"Fanny" Performs Powerful Rock and Roll by Suzanne Udell

The concert sponsored by the College Union Board on Saturday, November 11, was no different in its attempt to get off the ground than the other concerts presented in the Clark Gymnasium—the concert started late.

After a 20-minute wait, Fanny, an all woman rock band, blasted the audience with electric guitars, drums and a piano that didn't sound quite right. The blasting was, as usual, due to the poor sound equipment and to those individuals who had their greasy little fingers on the tuning controls. It appears that those who work the magic volume machines believe if the volume is turned all the way up, the audience will love it. Perhaps if they sat in

the bleachers for a song or two, they'd know how it feels to have your hearing temporarily impaired.

Despite the sound distortion, Fanny played some powerful rock and roll music. Among the more familiar songs they performed was Eric Clapton's "Badge." Several viewers got in gear and rocked and rolled with the music and applauded Fanny loudly. A few of the slower numbers, written by individuals of the group, were also favorably received.

The talent and charm put out by this all women group was not surprising. Claiming they like their audiences to forget they are women and remember they are musicians first, they did a fine job.

World Festival of Films Provides Entertainment for All

by Geer

ImagiNations has begun with great success and not just in the financial sense. The films have generated well-attended showings.

"Weekend of a Champion" was a killer flick detailing the excitement of the Monte Carlo Grand Prix. Produced by Roman Polanski (remember "Repulsion"), director Frank Simon shows in color the grueling pace of racer Jackie Stewart.

Saturday's night showing of "Keep on Rockin'" brought back that old time spirit of rock and roll. A document of the 1969 Toronto Rock and Roll Revival caught the verve and energy of the beginnings of the music.

Chuck Berry's performance is sweated out on the stage in full sexual energies. Inter-cut with the moved

"sweet little sixteens" in the audience, we are made aware of where this music originated from—below the hips. The audience was fully aware of this too as they clapped in rhythm to the energy being generated.

It is not too late to be entertained and educated to Rochester's own unique film festival.

Friday, November 17, is "Kovacs!" at 7:30 p.m. which was detailed in last week's issue of the *Reporter*. Following is an international festival of cartoons for ADULTS. At midnight is the Swedish comedy on love and lust, "Honey-moon."

Saturday, November 18, at 10 a.m. is an international festival of cartoons for children. At 2 p.m. is a series of family film features.

Sunday, November 19, is Black Film night with such notables as "Buck & The Preacher" "Watermelon Man," and "Black Fantasy."

Come on out to the old Regent Theatre on East Avenue, one block south of Main Street, a minute's walk from Midtown.

"Lady Sings the Blues"

by Geer

Billy Holiday was a heavy talent, blues singer of the late 1930's to the 1950's. In her hard worked and lived career, she brought to history songs such as Forbidden Fruit, Lover Man, and The Man I Love. She was a maid, a prostitute, a heavy drinker, a drug addict, and a loner in pioneering her music with white musicians. Her loneliness led her to drugs and ultimately her demise.

Diana Ross, another black entertainer, of Supreme fame does a total job of portraying Lady Day. Ms. Ross is a S*T*A*R of the old Hollywood and in the true sense of the word. Both movie and star complement one another in a quality production of "Lady Sings the Blues." The quality is of the type of production of the early 1950's when there was a big run on biographical stories.

As in the other 'era flicks,' there are the stock roles of: the beloved mother, the handsome and strong boyfriend, the hard-boiled, soft-hearted boss, and the always dependable comic relief sidekick. What is so astounding is that all these hoaky characters and styles work. There is no overplaying on the audience's emotions. The performances are well-contained, tempered with humor, and characterizations ring true.

"Lady Sings The Blues" is an entertainment flick that runs tight. There are no sloppy scenes. Everything fits together with a nice flow from beginning to end. The opening scenes are presented in a series of sepia stills detailing Lady Day's arrest. It is brutal but not excessive in cruelty. The opening of the motion part of the flick 'throws' you into the action via a well-cut overhead shot. The ending is a play on an old technique. As Billy Holiday is performing to a sell-out crowd at Carnegie Hall, her fate is depicted by overmerging news headline blurbs.

If you like to be entertained and do not mind being moved, then Lady Sings The Blues is your kind of flick. Now playing at the South Town Cinema I on Jefferson Road.

photograph by Marilyn Rosenberg

Current Cultural Happenings

By Suzanne Udell

Three exhibitions recently opened at the George Eastman House in the Brackett Clark Gallery.

To be displayed until February 1973 is an exhibition of 83 prints by the internationally-known photographer Arnold Newman.

The prints on display are from 1938 to 1971 and consist of various aspects of the photographer's work including photo montage, cut-outs and documentary work. But the basis of this exhibition is also the core of Newman's career: portraiture.

Arnold Newman is one of the world's best-known portraitists. His subjects range from Lyndon Johnson (the official presidential portrait) and Haile Selassie, Emperor of Ethiopia, to the great figures of the art world: Pablo Picasso, Leonard Bernstein, and Carl Sandburg—to name a few. With reference to Newman's "environmental portraiture," Peter Pollock has written: "Newman has trained himself to observe deeply, to penetrate below the surface. He is particularly interested in the relation between a man's personality and his life's work. He wants to know what there is about them that makes them important in our time and searches for symbols that suggest their involvement."

To be displayed until January 1973 will be three recent works by Robert Brown. Since 1968 Robert Brown has worked with the photograph-as-object and minimal imagery. He has described the large cut-out sidewalks in this exhibit as "mural prints of straight documentary imagery of natural monuments."

Also to be on display until January 1973 will be a collection of large and small photo-assemblages by Carl Toth. The works in this exhibit are made up of apparently randomly arranged, cut-up squares with coinciding edges, merging into a single coherent image. Each grouping of squares forms a carefully hand-colored tableau, or personal landscape.

The exhibitions will be open to the public from 10 a.m. to 5 p.m., Tuesday through Sunday.

Pimples? Blemishes? Blackheads? New 3 Step Skin Therapy System Guarantees Visible Improvement

Doctors stress one step isn't enough. If you've tried one medication, or another, you've already found out that "one" medication isn't enough. Doctors know that a complete program—a combination of medications—is the most effective way to fight skin problems. That's why Dermakon made the **Zit-Kit™**... 3 medications designed to work together. The **Zit-Kit** provides you with a five minute a day regimen to combat pimples, blemishes, blackheads and oily skin 24 hours a day. Here's how it works.

1. Dermakon Skin Cleanser DK 1

A deep cleansing lotion that helps "scoop out" pore-clogging oil and hidden dirt, leaving skin deep down clean. Relieves itching and softens blackheads for easy removal.

2. Dermakon Medicated Lotion DK 2

Helps dry skin eruptions and reduce skin irritation during daytime. Leaves an invisible film of medication.

3. Dermakon Medicated Cream DK 3

Formulated with special medications to help heal and soothe troubled skin while you sleep. Natural Vitamin E added.

Visible Improvement Guarantee: If not completely satisfied with visible improvement after two weeks, just mail the unused portion of the **Zit-Kit** products with the box to Dermakon Laboratories, for your purchase price refund.

INTRODUCTORY OFFER

To obtain your Dermakon **Zit-Kit**, send \$5.00 (includes postage and handling) to Dermakon Laboratories, Box 35, Butler, N. J. 07405.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

C

ImagiNations Rochester's 2nd Festival of World Films

Regent Theater
65 East Avenue
LAST THREE DAYS!

5, FRIDAY, NOVEMBER 17

7:30 KOVACS! (U.S.)—His zany comedy

9:45 International Cartoons for Adults—Including Zagreb Studios.

12 Midnite DEAD PIGEON ON BEETHOVEN ST. (W. Germany/U.S.) Spy thriller by Sam Fuller

SATURDAY, NOVEMBER 18

10:00 A.M. New program of international cartoons for children

2:00 Family film and international shorts

7:30 SECRETS (Gr. Br.)*Jacequeline Bisset and Per Oscarson in adult drama.

9:45 SOUNDER—New family-oriented black film from Hollywood.**

12 Midnite LIKE YOU LIKE ME (U.S.)*—Marathon encounter group.

SUNDAY, NOVEMBER 19

BROTHER JOHN—Sidney Poitier

BUCK AND THE PREACHER—Harry Belafonte and Sidney Poitier in the Wild West

WATERMELON MAN—Godfrey Cambridge

BLACK AMERICAN DREAM, BLACK FANTASY, BLACK ROOTS—About the black experience. Latter two directed by Lionel Rogosin.

(Call 454-1640 for times of Sunday films.)

Tickets: \$2.50 (students \$1.50). Matinees: \$1.00.

Each Show Requires A Separate Ticket.

For Tickets: 63 East Ave. (next to the Regent) 454-1640

Tickets also available at the door. Program subject to change.

Plenty of parking at Midtown Plaza, just one block from Regent.

*Adults only. **Radnitz/Mattell Productions present SOUNDER, A Robert B. Radnitz/Martin Ritt Film, a 20th Century Fox Release.

Scoreboard



Brockport State Blasts Tigers for 30 Point Victory

Brockport State broke loose from a 6-6 snarl at halftime to crush visiting RIT 36-6 last Saturday at the Golden Eagles' field.

For Coach Tom Coughlin's Tigers, the loss marked an end to a three-game winning streak after suffering an opening season of four straight defeats. It is now impossible for RIT to finish the season with a winning record.

RIT ended the scoreless drought with 2:50 left in the first half, as Tom Honan passed 40 yards to tight end Joe Moffett for a 6-0 lead. But the Eagles struck back in the next minute of play, as Brockport quarterback Dave Elvin zipped a 20-yard scoring strike to Jeff Crane to knot the halftime score at 6-6.

RIT tailback Joe Widay, filling in for the injured John Humphrey, fumbled the ball away on RIT's first second-half possession, and the cross-town rivals needed only 5 plays to drive the distance. With 12:20 remaining in the third stanza, RIT fell behind 14-6.

On their following series, the Tigers

marched 60 yards but were stalled on the State 15-yard line. Widay came up with a spectacular 32-yard run in the fruitless drive, and finished with 111 in the losing cause.

RIT's chance of closing the gap fell to frustration with 3:45 left in the third period, as Honan threw to Mike D'Avanzo on the 19-yard line and Brockport cornerback Gary Hartranst stepped in front of the play and raced 19 yards to pile the lead at an unreachable 20-6.

Linebacker Terry MacIntyre came up with the outstanding defensive effort, charting 21 tackles—19 of them initial hits.

Moffett accounted for 3 receptions for 60 yards and Jack Romano bruised out 54 yards in 19 attempts as the Tigers were disadvantaged 369-251 in total yardage.

RIT, now 3-5, hosts Pace College Saturday in the season final on Tiger Field.

—J. Bozony

Soccer Ends Season in a Tie

The Tigers' soccer offense scored their most goals this season in the game against visiting Ithaca but were lucky to settle for a 4-4 tie in a game they should have won.

Although Ithaca was first to score, the coming-up Tigers' offense ripped in 2 straight goals to take the lead into the half 2-1 with scoring by Nick Panarties and Per Haack Kjeldson. That lead was soon to grow as just seconds into the second half, the offense charged down the field and watched Jim Page put in the Tigers' third goal.

The 2-goal lead did something strange to the Tigers for instead of continuing their strong drive, the team seemed to slow down. The defense got themselves in trouble and Ithaca started their comeback by scoring their second goal. Said Coach Bill Nelson, "a mixup between the defense and goalie Tim Kohl gave them the goal and their momentum back." It wasn't long before Ithaca tied the score 3-3. The Tigers moved again with what looked like the winning fourth goal by Tony Rizzo. Once again it wasn't enough as Ithaca took their toll on RIT and put in the tie goal. They went into overtime with neither team scoring and leaving the offense amazed with a 4-4 null. A disappointment to what seemed like a well-played game.

The Tigers didn't do as well in the match against the Statesmen of Hobart as they were shut out 2-0 in their final ICAC contest of the season and finished with an 0-5-0 league record. In the ICAC standings, Rensselaer Polytechnical Institute took their eighth divisional record 4-0-2 with St. Lawrence pulling up a close second at 4-1-1.

In their last game of the season the Tigers met the University of Rochester for the first time and were defeated. The Tigers now end their season with a less than impressive 1-11-4 record.

Coach Nelson can expect a lot from his young team next year and hopefully will move into a winning season.

—M. Tuberdyck

Typist Wanted

Accurate typist needed 10 hours per week. Good pay. 464-2212.

Zodiac News

Resurrecting the SST

(ZNS)—There has been an increasing number of indications that the Nixon administration will attempt to resurrect the supersonic transport plane (the SST).

Now the Wall Street Journal reports that NASA is spending \$11 million this year to redesign an SST engine—and to research the effects of the SST on the upper atmosphere. The \$11 million spent on the SST this year compares to only one-and-a-half million dollars spent on the SST last year.

Most of the money is being used to perfect what is called a “dual-cycle engine.” This engine would be “quiet but inefficient” around airports, but would grow noisier and more efficient at high altitudes.

The SST was killed by a coalition of conservatives in Congress last year because of noise pollution fears and because of the possible harmful effects it might have on the upper atmosphere. The SST program was killed by Congress after it spent \$1.2 billion on the project. The Journal reports the White House is expected to ask for at least \$5 billion if and when it tries to start up the SST program again.

Questionable Taste Award

(ZNS)—The “Questionable-Taste-of-the-Year Award” could go to the National Lampoon—if indeed, there is such an award.

The satire magazine announced in its November issue that it is promoting a new contest; in order to win you have to pick the exact date on which Mamie Eisenhower will die. The Lampoon calls it the “forgotten but not gone” contest.

As a helpful hint, the Lampoon gives Mamie’s birthdate 76 years ago and says that “in case of ties, the earliest postmark wins.”

Kissing Disease Going, Going, Gone

(ZNS)—Mononucleosis—the kissing disease—may soon be a thing of the past.

A vaccination for “mono” is currently being tested on 250 student volunteers at Northwestern University, at the University of Pennsylvania and at a university in Paris, France. A control group of another 250 students is being

compared with the vaccinated students. The American Medical Association reports that since tests began in 1968, none of the vaccinated students have come down with mono—while some of the control group have been stricken.

Final effectiveness of the vaccination will not be known for another three years.

McGovern Shuns Recount

(ZNS)—Senator George McGovern’s campaign office reports that it will not ask for a recount.

Man Freed of Pot Charges

(ZNS)—A Washington, D.C., Superior Court Judge—in a landmark case—has freed a 20-year-old man facing pot charges because he could not find “a jury of peers.”

Judge Harry Alexander handed down his decision after reviewing the ages of prospective jurors in the case against Michael McCoy. The defense had requested that at least half of the 12-member jury be between the ages of 20 and 30. However, on the first panel brought in, 15 of the 21 people were 50 years or older—and one was 74.

Judge Alexander ordered many of the jurors dismissed and called new panels until a final jury was selected. The final jury consisted of five people in their 20’s, five in their 30’s, and two in their 40’s. However, before the case could proceed, the Government immediately objected; prosecution attorneys insisted that the final jury was too young and was “not representative of the community.”

The Government said it would not continue with its case, so Judge Alexander simply set McCoy free.

Who Invented the Flush Toilet?

(ZNS)—If you’ve ever wondered who invented the flush toilet, well, here’s the answer:

The toilet was devised and perfected by an English sanitary engineer named Thomas Crapper. It was originally called “Crapper’s Valveless Water-Waste Preventer” and its float, metal arm and siphonic action bowl were successfully demonstrated at a British health exhibition in 1884. It is reported to have been the rage of the Victorian Age.



GET HIGH

LEARN SKYDIVING WITH BROCKPORT STATE SKYDIVING CLUB

CALL

FRANCO ROSSI 266-0442

SPECIAL RATES FOR WOMEN

SBLI

SAVINGS BANK LIFE INSURANCE

KIND TO YOUR BUDGET FOR EXAMPLE

\$20,000 FIVE YEAR
RENEWABLE TERM

Age	New Annual Rates
20	\$56.00
25	\$59.00

Monroe Savings Bank

SOUTHTOWN

244-4112

open Thursday and Friday
until 8pm

What's Happening

Friday, November 17

12 noon—1 p.m.: Black Awareness Coordinating Committee films, "Black Roots," Booth Auditorium, Gannett Building
 4—6 p.m.: Roman Catholic Mass, Father Appelby, Kate Gleason North Lounge
 7:30 & 10 p.m.: Talisman-Cinevent, "Reefer Madness," General Studies Auditorium, free
 7:30 & 10 p.m.: Talisman Film Festival, "Beckett," Booth Auditorium, Gannett Building
 7:45 p.m.: Hillel Services, Nathaniel Rochester South Lounge
 8:15 p.m.: Brick City Players present "Owl and the Pussycat," Ingle Auditorium, College Union

Saturday, November 18

10 a.m.: Hillel Services, Shabbat Minyan, Nathaniel Rochester Lounge
 1:30 p.m.: Football, RIT vs. Pace, home
 7 p.m.: Captioned Films, "Hellfighters," General Studies, Room A205
 7:30 & 10 p.m.: Talisman Film Festival, "The Battle of Cable Hogue," Booth Auditorium, Gannett Building
 8:15 p.m.: Brick City Players presents "Owl and the Pussycat," Ingle Auditorium, College Union

Sunday, November 19

10:30 a.m.: Roman Catholic Mass, Father Appelby, Ingle Auditorium, College Union
 12:30 p.m.: Hillel Services, Bagels and Lox Brunch, location to be announced
 1 p.m.: Protestant Worship, Reverend Rynearson, Kate Gleason South Lounge
 4—7 p.m.: Alpha Xi Delta Pancake Dinner, \$1 admission
 7 p.m.: Boswell Coffee House, Multi-Purpose Room, College Union
 7:30 & 10 p.m.: Talisman Film Festival, "Kachenjungha," Booth Auditorium, Gannett Building
 7:30 p.m.: Brick City Players presents "Owl and the Pussycat," Ingle Auditorium, College Union

Monday, November 20

2—4 p.m.: Board of Trustees meeting and banquet, Ingle Auditorium and College Union Cafeteria
 7:30 p.m.: Free University, "Literature," part 2, General Studies, Room A205
 7:30 p.m.: Motor Sports Club meeting, Inn on the Campus
 7:30 p.m.: Student Christian Movement general meeting, Nathaniel Rochester South Lounge

Tuesday, November 21

12 noon & 1 p.m.: Nickelodeon, "Battle in the Stratosphere," Ingle Auditorium, College Union, 5 cents
 1—2 p.m.: RIT Chorus Rehearsal, General Studies, Room A269

Wednesday, November 22

Thanksgiving Vacation begins, College Union will be open

Sunday, November 26

10:30 a.m.: Roman Catholic Mass, Father Appelby, Ingle Auditorium, College Union
 1 p.m.: Protestant Worship, Reverend Rynearson, Kate Gleason, South Lounge

Thursday, November 30

8 p.m.: George Plimpton speaks, author and movie reviewer, Ingle Auditorium, College Union

UNIVERSITY OF ROCHESTER
 Concert Committee Presents:

CANNED HEAT

ADDED ATTRACTION
NRBQ

TICKET OUTLETS

U of R - Todd Union
 RIT - College Union
 Monroe Music - 655 Monroe Ave.
 Euphoria - 72 East Ave.

9 p.m. U of R Palestra
 Friday, December 1

ADVANCE \$4.00
 AT THE DOOR \$4.50

Produced in Association with Deluca Enterprises and Campus Productions

*"It helps me
 to keep going through
 my classes all day,
 and I like it."*



A cup of coffee in the morning...
 if all it did was help wake you up,
 wouldn't it be worth having?



National Coffee Association

Boeing is back.

This fall marks the first time since 1969 that Boeing has had a formal recruiting program on college campuses. A lot has happened since then. It was a tough period. One which saw the aerospace industry plagued with manpower reductions. It was a period of belt tightening, soul searching, and finally, accomplishment.

Now the airline industry has turned the corner and jetliner orders are coming faster than we ever predicted. Orders for the 727-200 have passed the 1,000 mark, and the sale of ten 707's to China represents a breakthrough which gained worldwide attention.

Boeing continues to pursue vigorously a number of major aerospace programs, including a short takeoff and landing (STOL) aircraft, helicopters, the Airborne Warning and Control System (AWACS), and space vehicles and equipment, among others.

Boeing Computer Services, Inc., a wholly-owned subsidiary, is becoming recognized as a broad based company with services not only in consulting, training, computer system design, programming, and data processing, but also in management, operations research, and management of customer computer facilities.

While the major elements of our business continue to be commercial jet transportation and government defense and space requirements, we have begun activities outside these

traditional areas. Measured on the scale of total company operations, these diversification activities don't loom very large yet. But we believe they have potential for the future and could represent as much as 25 percent of total sales in a decade.

A few of these programs are: 1) people movers to unclog traffic conditions in our cities; 2) hydrofoils to move people and freight over water faster; 3) a 100,000-acre test site where we're growing crops in a desert that has been stabilized with garbage from a nearby city; 4) a pollution control process that has application in desalination and as a treatment of industrial waste; and 5) aerospace programs that can lead to a better understanding of how to use this planet's natural resources more efficiently.

The point is—today Boeing is a lean, ambitious, and very inventive company. A place where new ideas flourish. Where an attitude prevails that nothing we did before is good enough for tomorrow. An organization that's rebuilding. Strong. Healthy. And devoted to the development of new systems that can keep planet Earth on course and the people who live here healthy.

If this sounds like the kind of company you can grow with, let's get together. The place to start is with your Placement Office.



BOEING
An equal opportunity employer.

PANASONIC[®]

"Just slightly ahead of our time"

SOLID-STATE STEREO PHONO with AM/FM STEREO RADIO

- 4 Speed Changer
- Special Output & Input Jacks
- Dust Cover

199.95

a 249.95 Value



#SE-850

FM/AM DIGITAL CLOCK RADIO

WITH DAY-DATE CALENDAR

- 60-Minute Snoozer
- Automatic Shut-off
- Music or Buzzer Alarm Wake-up

64.95

#RC-6551

a 74.95 Value

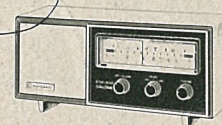


FM/AM TABLE RADIO

- Built-in Antennas
- Slide-Rule Tuning
- AFC on FM

29.88

a 34.95 Value



#RE-6137D

AC/BATTERY CASSETTE RECORDER

With Built-in
FM/AM Radio

a 69.95 Value

59.88



#RQ-435S

AC/BATTERY CASSETTE RECORDER

- Built-in Condenser Microphone
- Push-button Controls
- Automatic-stop

a 56.95 Value

46.95



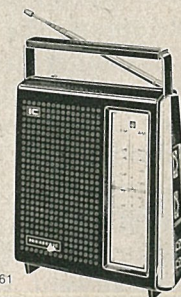
TOP CAT
in Catalog
Showrooms

FM/AM PERSONAL PORTABLE RADIO

- AC/Battery Operation
- Built-in Antennas
- Slide-Rule Tuning
- Integrated Circuitry

32.95

a 39.95 Value



#RF-561

SEE OUR COMPLETE
SELECTION OF QUALITY
PANASONIC PRODUCTS.

TO ALL OUR PITTSFORD FRIENDS

Due to a fire, our PITTSFORD SHOWROOM was destroyed. Thank you for your past patronage. We are looking forward to serving you in any of our other 3 Rochester showrooms.

Naum's

GREECE
Steps from Long Ridge Plaza
225-4800

CHILI
3313 Chili Ave.
889-2740

WEBSTER
Next to Empire Drive-In
671-3310

SYRACUSE, N.Y.
3430 Erie Blvd. E.