Alfred Takes Action Against Theft Incidents

Mathew Herron

In the Sepulchre, the 100th issue of the Flat Lax, the article entitled "Crime Wave Continues" dealt with recent incidents on campus involving the theft and/or vandalism. The article concentrated on the theft of the equipment at Hewick Memorial Library on August 27, 1986.

What the article did not explain is that Alfred University has taken action to apprehend the individuals responsible for these crimes and to protect the university and students' property.

On March 7, 1986, the Microcomputer Lab in Allen Hall (now in Myers Hall) and the Saxson House were burglarized by John R. Smith and Charles F. Rubenstein. The pair attempted to steal $12,000 worth of computer and audio equipment but left it behind when they were seen by a night watchman.

The night watchmen reported the license plate of their vehicle to the police which led to their arrest. These two were convicted of larceny and criminal trespass.

On May 9, 1986, it was discovered that the control wires to the bells in the Carillon had been cut and some furniture taken.

This as well as several other acts of vandalism at the Carillon resulted in the arrest of several S.U. N. Y. Alfred students. Due to the frequency of patrols on campus, the police were able to monitor the individual's license plate and apprehend them on August 27, 1986.

A. U. Security and the Alfred Police Department are currently investigating several other incidents concerning this matter.

In addition, the Alfred Police Department and the Alfred Utilizes Marketing Strategies

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In addition, the Alfred Police Department and the Alfred University Security have increased efforts to apprehend these criminals. A. U. Security is asking the Alfred University community for their cooperation in apprehending these criminals.

People aren't being Advising: AU Introduces Wellness Center

Typhair, Chairman of the Wellness Core Committee on campus.

Some centers are teaching healthy eating, smoking, drinking, use of drugs and activities that can cause stress and fatigue. The Wellness Center will offer a healthier living environment, "said Typhair.

This effort may not seem new to some people, in the past, programs and information aimed at creating a healthier environment have been put out by the Carrell Health Center, University Counseling Center and Intramural staff.

In past years, "these efforts have been splintered," said Don King, Vice President of student affairs, "everyone was doing their own thing. Hopefully, the Wellness Center will consolidate these efforts.

The idea of the Wellness Center was developed last Spring by faculty members to give the University community programs and information which will lead to improved mental and physical health.

The Wellness Center "we want to offer a healthier living environment," said Typhair.

A personal body fat content will be measured using skin fold calipers. By knowing the person's body size and bone structure, Typhair can tell them how close they are to their ideal body fat content.

For Better Health: AU Introduces Wellness Center

Joseph L. Keddle

Alfred Utilities joined a small group of pace-setting colleges and universities by its student program will answer questions regarding health related posters will be set up a workout and follow-up evaluations to monitor the individuals' improvement.

Not all colleges are willing to invest effort into a marketing campaign. Studies in higher education reveal a complacency on the part of college administrators in addressing the impending demographic changes. Fewer than one-half of the nation's college chiefs executive expect to have enrollment growth at their university in the years ahead, but few have initiated new recruitment efforts. "...continued on Page 4, Marketing."

Alfred Utilities Marketing Strategies

Joseph L. Keddle

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From The Editor: "Crime Wave Continues?"

Craig Peretz

I must apologize. The headline of the September 10, Fiat Lux, read, "Crime Wave Continues." The article told of the recent robbery in Herk的样子 as well as several other acts of crime and vandalism that have occurred in Alfred over the past several months.

The article did not say that the university had apprehended the individuals responsible for the acts of violence committed against the IBM lab, the Carillon and the Saxon Inn and that appropriate action was taken against these individuals. (see page 1 column 1 of this issue for more information)

The article also did not mention the rumors of students' possessions stolen from their dormitory rooms, cash "lost" and cars temporarily "borrowed."

But most importantly, the article failed to articulate the real reason for its publication: for students to be careful of their possessions. Alfred University is not suffering from a "Crime Wave"; the university suffers no more crime than the average college or university in the United States.

Unfortunately, crime has become a part of our society. Why an individual steals or why a person commits vandalism is unknown. All the average student knows, is that the $20 that he left on his desk is now gone.

But, even if the amount of theft on this campus is relatively small, what can you do to prevent it?

First, present temptation. Don't leave your wallet lying around. Lock the door when you leave your room. Take the key out of the ignition when you run into the store for "a couple of things."

Second, if you are going to walk home late at night, call A.U. security for an escort or walk home with a friend.

Third, be aware of what is happening around you. Did you see an individual sneaking around the back of your residence hall? Why is he standing outside of the building so late at night?

If you notice anything unusual or suspicious, relative to a potential or an actual criminal activity, please notify the Security Office as soon as possible. (phone: 871-2108)

To The Editor:

Dear Editor;

Not to bore you with old issues, but do the students of Alfred University really want the words of our Alma Mater changed?

In the midst of the Homecoming festivities, I spoke with several alumni who think that it is "unnecessary" to make any changes in the school song. Carl Peterson, an active alumni member of the students he talked to "do not see a need for the change." Members of the faculty (who's names he did not mention) feel very strongly about changing the words "Alfred, Mother of Men". Peterson's concern is that a majority of the people who want the change are not even graduates of Alfred University and do not have any real "ties" to the University.

According to Peterson, changes to the school song will be made to the Alfred University Student Newspapers, were students unconcerned or uniformed about changing the words; and what is your stance on this university issue?

Jennifer S. Boll

Correction

ATTENTION

Work Study Students!

You are needed to work

P.A.S.S. Events

Handling Equipment
See Concerts for Free

Contact:
• Matt Dubai (2134)
• Mark Shaughnessy (2167)

Next Issue of the Fiat Lux
Oct. 8th

Deadline Oct. 1st

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Correction

In the Sept. 10 issue of the Fiat Lux, the article entitled, "Cocaine Price Down. Use Up" stated, that according to the New York Times 100 million tons of cocaine was shipped into the United States last year. The correction should read 100 tons of cocaine was shipped into the United States last year.

From bottom left, Photo Editor, Kenning Arlitsch; Advertising Manager, Laurie Grilliches; Managing Editors, Bryna Redden, Editor, Craig Perez; Production Manager, Jennifer Weekly Boll; Assistant Production Manager, Matt Paul. Standing from left to Assistant Photo Editor, Gary Brown, Business Manager, Laurie O'Sullivan; Layout Editor, Matt Hermansen, and Sports Editor, Jeff Brill.
William Kinzie, III
At the beginning of each semester, a typical complaint from most college students is about the prices they have to pay for textbooks. This year the situation seems worse than most. A closer look into the textbook situation will find a surprise in who is to blame.

While most people blame the bookstores for the high prices, it is the book publishers who are at fault.

Alfred Koegel, the owner and manager of the College Book Store on Main Street, agrees with students in saying book prices are terrible.

She states that this year was particularly bad because the publishers put out so many new editions.

Textbook publishers, in an attempt to fight the resale of used books, often print new editions, letting the older editions become obsolete.

The College Book Store is trying to do something about the high cost of books. It belongs to five Used Book Houses in an attempt to find as many used books as possible.

If the faculty members will order next semester's books early enough, the College Book Store will buy back students used books at a 50 per cent reduction. Koegel states that most of the time the orders come in too late.

Reselling publishing costs, another problem cited by all book stores is the excessive freight charges that must be paid to ship books.

The College Book Store has a $9,000 freight bill last year. Freight prices are so high, that with the prices of some books, if one book is lost, you could lose your profit for the entire shipment.

Alfred University has not been in the bookstore business in quite awhile, there was a student run operation in the 70's. Although colleges that do have their own bookstores, charge the same prices as the privately owned stores.

According to Lois Weber, the Manager of the Campus Store at Alfred State College, their situation is identical to that of the College Book Store.

The advantage that the Campus Store has, is the ability to allow students to charge their books to their on-campus account, which in turn allows students to defer payment to a later date.

Other college bookstores also use this to their advantage.

Hartwick College in Oneonta, New York, has its own bookstore. It has managed to defeat its competition by allowing its students to charge their books.

According to Dr. Bryant carrot, Provost of Hartwick, 90% of the student body now purchases their books through the on-campus bookstore.

One common threat to both private and institutional bookstores is the fact that selling textbooks alone is not profitable. Every bookstore has to be carried through the "off season" with the sale of other items.

"The days of simply assigning books are over," said Koegel. Professors are making an effort to be careful in the books they select.

In some cases, if a bookstore sees an excessively priced book, it will contact the professor to see if another book can be chosen.

The College Book Store under orders certain books in an attempt to support and encourage the use of the APO Used Book Sale.

Koegel is hoping that the future will bring an outcry loud enough to lower textbook prices. But for now, she says, they will continue to help her customers as much as possible to lower their textbook costs.

The series of events begins on Monday, Sept. 29, at 7:00 and 9:00 p.m in the Campus Center's Video Lounge with a lecture on "The Job Search".

The seminar will cover such topics as: The resume and cover letter, interviewing skills, and dissecting the job interview.

The final part of the series is the "Mock Interview". Mock Interviews will take place in Bartlett Hall's Office of Career and Counseling Services by appointment only. Registration for the mock interviews will be open to those students who have attended any one of the four presentations, with seniors having priority.

If there are any questions, please contact Peg Kurtz or Karen Bray at the Office of Career and Counseling Services (2154).

The staff of Career and Counseling hopes to see you there.

Are Textbooks Really That Expensive
After Alfred: A Mock Interview and Job Search Seminar Series

The “After Alfred” series presented by the AU Career and Counseling Services Office for the Fall 1986 semester will address the various aspects of that important job search.

The series begins on Monday, Sept. 29, at 7:00 and 9:00 p.m in the Campus Center's Video Lounge with a lecture on "The Job Search".

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Call your local agent for schedules and information for the FIAT LUX staff.

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Be a part of the FIAT LUX
Meetings
Mondays
7:00 p.m.
Down stairs in the Rogers Campus Center

Money Matters
The stuff of the FIAT Lux wishes to congratuate Valerie Booth on the birth of her new baby girl, Brittany. Born on Sept. 17, 1986 at 9:15am, weighing 8 lbs. 2 ounces. Welcome to the world Brittany.

Valerie Booth is the author of the financial aid column, Money Matters. Because of the happy occasion, the column has been temporarily suspended.
Chris Sjolander

At the 1986 Freshman Olympics, the Teft team captured first place breaking Reimer's three-year winning streak. Reimer did take sixth, Cannon with fifth, and Openhym at three year winning streak. Reimer did take

consisted of four events: volleyball, crab relay race. The tug o' war, consisting of five competitive spirit, which may have led to
dorms. The games were "just to have fun." According to Hansen, is to build spirit among the old event water polo, was shared by Tefft

Janet Pingitore

If you're talking about. The officials must take each situa-
tion as it comes.

Carole Hansen is a second-year graduate student at AU and the organization of the Olympics was a part of her internship.

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If your parents can't be with you, remember them with flowers.

Teft Victorious at Freshman Olympics

Close calls like these. The officials must take each situa-
tion as it comes.

Doherty Brings Enthusiasm To Art and Design

The Alfred University Chorus is off to a fine start this semester, but additional members are still needed, especially sopranos and altos. The Chorus has been quite small for the last several years, Mrs. Buckwalter, the required rehearsals allow the membership to improve, making it possible to perform a still wider range of music.

Chorus Seeks To Expand

Members of the chorus are expected to improve, making it possible to perform a still wider range of music.

Although, the Chorus has been quite small for the last several years, Mrs. Buckwalter, the required rehearsals allow the membership to improve, making it possible to perform a still wider range of music.

Currently, there are 20 members. The Chorus and making a commitment to vocal music should contact Mrs. Buckwalter (587-0900) or come to a rehearsal.

John Howard, professor of marketing at Alfred University, sees the hiring of a market-
ing manager as a wise decision.

Professor Howard feels that good institutions need good advocates. Comparing a university to a hill in Congress, Howard ex-
lains that both education and laws are sac-
rosanct in our society, but few criticize when they are bestowed to gifts and in pursuing prospective students.

Europe, France, Germany, and Czechos-
laskia. After the war in order to "know what it's like out there," he worked in industry. He enjoyed working in production, however, he wanted to teach. "An awful lot of people spent a lot of time educating me. I owed it to others," he said in a serious tone. Doherty has been a faculty member at a number of universities including The University of Rochester and Rochester Institute of Technol-
ogy. He also worked for George Eastman House for 7 years.

In addition to his teaching, Doherty does photographic consulting and appraisal work. He is founder of the University of Louisville Archives of Photographs, one of the largest collections today. Doherty is also the author of the sole book on American sociological documenta-
photographers. He is currently updating this book, a biography on Milton Reysor who is a Marxist sociological documenta-
photographer. He believes that even in the modern age, "you have their conscience prodded anymore," he remarked.

When asked about his future plans, Doh-
erty cracked, "It depends on how many stu-
dents show up next year.

Marketing Stategy Continued

Critics of the marketing of higher educa-
you say that a college should sell itself on its academic reputation alone. Marketing techniques are accused of degrading the dignity of academia. Some institutions have been criticized when they resorted to gifts and in pursuing prospective students.

Doherty earned his undergraduate degree at the Rhode Island School of Design and did graduate work in graphic design at Yale. He then served in World War II in Northern
University Appoints New Administrators

Vice President of University Relations, Dean of Students and Marketing Manager

Joseph Keddie

Three administrative changes occurred over the summer in vital roles at the university. A Vice President for University Relations and a Dean and Department of Student Affairs were appointed to the positions vacated by resignations earlier this year. A Director of Marketing was hired for that newly-created position.

John A. Riddiford assumed the position of Vice President of University Relations on August 18, 1986. He replaces Doug Kelley who resigned the position earlier this year. Mr. Riddiford brings previous experience as Director of Corporate and Foundation Relations at Pennsylvania State University where the corporations and foundations supplied a record of $15 million in gifts during his tenure.

Mr. Riddiford will continue to build on the tremendous support of alumni and friends of the university, as evidenced by the success of the recent Heritage Campaign.

"Volunteer involvement and commitment are key ingredients to the future," Riddiford says. He therefore plans the expansion of volunteer structure to build on the momentum achieved by recent fundraising success. The university needs to fine tune its existing programs for the future, he states.

The scale and atmosphere of Alfred University reminds Riddiford of his collegiate experience at Brown. He prefers an institution of a smaller size. (continued on page six)

Arlitsch

Vice President of University Relations, John Riddiford praises the tremendous support of alumni and friends of the university.

At Alfred University, Vice President Riddiford is responsible for the supervision of two staffs: Development and the Alumni/Parent Program. The first of these manages the annual fund, planned giving, corporate and foundation relations, and development services. The second staffs: Development and the Alumni/Parents Program.

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John A. Riddiford has served as Dean of Students since July 21, 1986. He replaces Lynn Janicki, who resigned on July 1. O'Donnell served in a similar position as acting Dean of Student Affairs at Saint Mary's College in Notre Dame, Indiana.

As Dean of Students, O'Donnell will supervise the Deans of Student Affairs and Student Living and the Dean of Student Activities. She will advise the international and disabled students and adult learners.

The Dean adheres to the philosophy of getting involved. Initially this semester, orientation of the international students required most of her time. She has, nevertheless, participated in many on-campus activities as possible to remain herself with the students and their needs.

"You have to take the time to know the place," O'Donnell explains. She, therefore, plans no changes in the existing programs until she has had time to assess them and to hear the interests of the students. Believing in the importance of student involvement, the Dean urges students to address her with their suggestions and problems.

As another part of her duties, O'Donnell will supervise the Deans of Student Affairs and Student Living and the Dean of Student Activities. She will advise the international and disabled students and adult learners.

O'Donnell hopes that college will ultimately teach students to be good citizens, and she will expect them to face the outcome of their own choices.

Alfred University became a pace-setter by its recent appointment of Donna Reynolds as Director of Marketing.

Reynolds assumed the newly-created position, on August 1, 1986, with extensive experience in the marketing of consumer goods for the apparel and food industries.

Reynolds was formerly a brand manager for Velcro USA where she helped transform a line of fasteners from a medical and industrial material to a commonly-used consumer good for the home sewer. She takes pride in her accomplishments at General Foods where she developed a food product from the idea to the market stage.

Sheer Bluster

Last week, Pop Tops was run for the first time in the Fiat Lux. It consisted of a new game for students to play during their "social hour." It was a column that was written in very poor taste, but the Saxon Warrior, must apologize for the contents of the last column.

The new Pop Tops will contain crazy and most unmentionable things for people to do in and around Alfred. It will be a chance for students to share their ideas on what they do in Alfred during the weekend or when they have free time.

Now, on to the idea of the week.

Are you bored or broke? Would you like to meet a lot of people? Do you like being the center of attention? Do you enjoy doing bizarre things?

Then why not enter the 18th annual Cohocton Fall Foliage Festival Bizarre Contest from Oct. 3 to 5. This may sound ridiculous, but there is a total of $450.00 in prize money awarded to contestants who sit in trees the longest. (up to 48 hrs.)

Cohocton is just a 35 minute drive northeast of Alfred.

Applications for the interesting contest are available at Rogers Campus Center or you can call Bob Fleishman at (716) 364-5312 or (716) 364-5227.

Send your suggestions for Pop Tops to the Fiat Lux, care of Rogers Campus Center.
SAXONS EDGE CANIUSIS
17-13 Win Brings Record To 2 and 0

Jeffrey Brall
For the second straight year, the Homecoming football game was played on soggy Merrill Field. The rain in both years created less than adequate playing conditions, and it was prevalent during the game.

The one difference was the game’s outcome. Last year, Alfred blew numerous chances and lost 21 to 20. This year, however, Alfred (2 and 0) won 15-13 with an obvious -work time off the clock. There were no fumbles, no passes or be sacked.

The first time I saw Carley lower his shoulder the ballcarrier he hits drops like a rock and Scott Knapp knocked a receiver’s helmet clean off with a vicious stick against Canisius. The deep coverage men are good athletes who have started to enjoy hitting this year. These guys have to be athletes because they are responsible for one on one man coverage to free up linebackers for the pass rush.

The quarterback controversy was settled as Paul McDonnell walked out with the starting job all season as long as Jim Carman with the wings.

The first quarter of the game was dominated by the defenses. The only scoring came with 9:53 left when Tim Peters kicked a 34 yard field goal. Canisius then appeared to be moving towards a score after a couple of big plays, but they fumbled away their chances in Alfred territory.

After a couple of punts, Alfred moved into Griffin territory, but Peters drew some hard luck when his 44 yard field goal attempt came up just short of the crossbar. Canisius' big shot in the Saxons just before the end of the quarter when quarterback Mike McCarthy hit fullback David Hersey for a 53 yard gain. However, Scott Knapp and Dave Pillets each recorded sacks and Jeffimited McCarthy’s fake field goal attempt.

The Saxons started in the second quarter, and they hampered the Saxon offense, while Canisius’ offense was starting to show signs of life and also were able to get some points on the board as the bare footed Joe Ray kicked a 40 yard field goal at the 10:48 mark to tie the score at 3 apiece. Alfred needed a shot in the arm, and it came in the form of a Greg Prusia interception. The scoring drive consisted of a 31 yard Sam Goble run and a 22 yard, an awesome leaving touchdown by Robert Jones after 7:52 of the quarter. Peters converted the point after to put the Saxons up 10 to 3. This year, however, Alfred (2 and 0) won 15-13 with an obvious -work time off the clock. There were no fumbles, no passes or be sacked.

For the second half of the game, McCarthy completed two long passes to his receivers to put his team in excellent shape to tie up the score. Bob Wray then sacked McCarthy, and the first play of the 4th quarter Peters converted the point after to put the Saxons up 10 to 3. This year, however, Alfred (2 and 0) won 15-13 with an obvious -work time off the clock. There were no fumbles, no passes or be sacked.

The Saxons’ defense was dominant all game, as Alfred (2 and 0) won 15-13 with an obvious -work time off the clock. There were no fumbles, no passes or be sacked.

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Crandall’s Downtown
Main Street, Alfred
AU Triumphs in Bryan Karl Tournament

Cross Country Slows Down

Women's Soccer

The Alfred Saxon women's soccer team got off just a couple steps away from the ball when freshman goalie Valerie DiFlorio. The Lady or Cindy Murray getting within range of scoring Allegheny's goalie obtained possession. The Saxons keeping control of the ball and making many good attempts at scoring. Each time, though, the Alfred striker seemed to put just a couple steps away from the ball when Allegheny's goalie obtained possession. 

Most of the time it was either Penny Giess or Cindy Murray getting within range of scoring. The Saxons finally got their shot in when Murray and put it in the left hand corner of the goal. Coach Pat Codispoti substituted freely and let many of the 15 freshman and sophomores get playing time.

Men's Soccer

Steve Allison, head coach of the Alfred men's soccer team, had to be a happy man after the Saxons crushed Lemoyne 5-0 in the opening round of the Bryan Karl Benefit Soccer Tournament. The Saxons ran circles around the out-manned Dolphins.

Alfred was tentative in the first few minutes, but relaxed once Bill Ruffle put the ball in at 20:34 of the first half when their striker had a breakaway against freshman goalie Valerie DiFlorio. The Lady Saxons put on a pressure late in the half, but they just couldn't convert. At 37:21, Murray tied the game up at 1-1, with a long shot from the right side that sailed over the goalie's head and into the left hand side of the goal. That shot definitely got the rest of the team pumped up. Pressure was consistently put on by the Lady Saxons, who were out-hashing the Allegheny for the ball. Many times Denise Frey ahd headed the ball to keep it in Alfred's striking end when Allegheny attempted to clear it. Alfred's winning goal came in overtime when Andrea Hynes took a pass in traffic from Murray and put it in the left hand corner of the goal. Coach Pat Codispoti substituted freely and let many of the 15 freshman and sophomores get playing time.

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AU Rugby
against U of Rochester
Sat. Sept. 27
12:00
Jericho Hill

AU Rugby
against U of Rochester
Sat. Sept. 27
12:00
Jericho Hill

AU Triumphs in Bryan Karl Tournament

Cross Country Slows Down

Women's Volleyball

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Another Floor of Fun & Exciting Merchandise!

Featuring
- Portable Furniture
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Large Selection of
- Wind Sox and Wind Chimes
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THE GALLERY
43 N. Main St. Alfred
Store Hours:
Monday-Friday 10 am-6 pm
Sundays 11 am-4 pm

AU Rugby
against U of Rochester
Sat. Sept. 27
12:00
Jericho Hill
Mike Augustine (42) contemplates the situation just before his collision with teammate John Atkins (38) during their attempt to block a Mercyhurst punt in last week's game. Photo by Kenning Arlitsch.

The Puzzle

ACROSS
1 Snake
4 Chose
9 High mountain
12 Confederate general
13 Respite
14 Contend
15 Goal
17意大利语
19 Electric
20 An Apostle
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