

## Jean Kilbourne Raises Questions Concerning Awareness

**Carol Neudorfer**

How do advertisements affect society's values? Or, how does advertising affect our individual self-image? Why do we choose certain brands over others, when they do the same things?

Dr. Jean Kilbourne raised these questions on November 3. Her elaborately collected slide show, which consisted of 200 slides of nationwide magazine advertisements, was most illuminating.

The ads we see in magazines are worth more concern than a quick laugh and a turn of the page. Critics argue that ads affect our values, and those of society because the advertisements are reaching our unconscious minds, but escape our conscious minds. Ms. Kilbourne demonstrated how cleverly the advertisers aim for the unconscious, which is the basis for her presentation. "Through the use of sexual symbols and subliminal images, advertisers are dictating what we should be, and who we are. The view of the advertisements becomes the norm," said Kilbourne.

The ad is designed to make you believe that you need the product, which is a basic goal of the ad, but the methods by

which advertisers convince their audiences are most disconcerting and appalling.

The advertisers' depiction of women is especially shocking. As Kilbourne explained it, the advertisers believe that women must cover up their defects with makeup, and as a result, society is taught to believe that women are ugly in their natural states. In turn, a woman's self-image may be distorted. She may feel that her femininity is inadequate, and she becomes ashamed of her body. Women are degraded mentally also, because they are shown as housewives in commercials. Their demented concern for household cleanliness reflects that society believes women have trivial concerns. Statistics show that 42% of all working women are the sole supports of income in their families, and very few advertisements show women in realistic working environments. In one ad, the woman was depicted as a superwoman; she had time to cook, clean, hold a daily job, "pass out kisses" in the morning, send her kids to school. Without the aid of her perfume, the ad states, she wouldn't be a superwoman.

According to the advertise-

ments, a woman is aged after the age of 25, but the male reaches his peak at 40. The older woman is value-less because she has committed the horror of the aging process. One of Kilbourne's most astute comments was that we would not depict any minority in the shallow and belittling way a woman is shown in advertising.

Another way the advertisers operate is to instill guilt in the viewer. One available example is "ring around the collar." The woman, cleans her husband's garments, and is therefore, responsible for their being spotless; therefore she is responsible to buy a product that will remove the shameful rings. The woman who allows her husband to travel in dirty necked shirts is relished with guilt. Ms. Kilbourne's sense of humor causes her to ask why the husband can't wash his neck. The fear of not being accepted is a tool the advertisers use again and again to convince us to buy things we do not necessarily want or need. Dr. Kilbourne stressed that our sexuality is also exploited through guilt. The woman is regarded as a package-an object. A slide of a brassiere ad was captioned,

Photo by Carol Neudorfer  
ALFRED UNIVERSITY LIBRARY  
NOV 10 1981



Jean Kilbourne attacks stereotypes

"Maidenform: A new way to wrap your package."

Another recognizable example of exploitation is the Virginia Slims cigarette ad. Its slogan, "You've come a long way, Baby," may seem innocent enough, but it is twisting the intent of the women's movement. How can a development towards liberation be associated with the enslavement of tobacco? The ad is directly mocking the women's movement, as Jean Kilbourne noted in her speech.

Kilbourne's focus of concern presently is the violence committed towards women in

advertising. One ad which asks us, "Are you ready for leather" shows two men in leather beating up a woman dressed in leather. Kilbourne notes that this disturbing image is detrimental to both sexes, if that behavior is considered the norm. And though violent advertising doesn't provide the cause for violence, it certainly does help to encourage violent action.

Kilbourne suggests that one way to change negative advertising is to join consciousness raising groups, and another way is to write letters

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## Fiedler To Speak Nov. 16

**Doug Brandt  
News Release**

An important figure of American literature and culture will be visiting Alfred on November 16 and 17. Dr. Leslie Fiedler has taught literature all over America and Europe and written for magazines that range from *Partisan Review* to *Ramparts*. Fiedler has written 17 books (novels and criticism) and hundreds of essays, articles, reviews, stories and poems. His public talk will be on Monday, November 16, at 8:00 p.m. in Susan Howell Hall. Having the presence of such a man is something that should not be missed.

Fiedler's unique understanding of the national subconscious is portrayed in celebrated works "Nude Croquet" (1969), and "Love and Death in the American Novel" (1960). He argued that the country's literature was obsessed with and therefore incapable of, developing

mature heterosexual themes. Dr. Fiedler has become, in his own words, a "controversial" figure. He has been highly acclaimed for his accomplishments and has received numerous awards and honors.

His more recent novel, "Freaks," is a novel portraying not society's, but nature's own outsiders. It is clear that Dr. Fiedler's sensitivity and understanding toward life and humanity has never diminished. Having someone as distinguished as him to speak at our University is a great opportunity for the entire Alfred community to appreciate literature as life and art.

Dr. Fiedler, at 64, has been the Samuel L. Clemens, Professor of English at SUNY/Buffalo. His lecture will be entitled "Death and Rebirth of the Novel." Don't miss it! November 16, 8:00 p.m. at Howell Hall.

## The Draft: Facing the Facts

**News Release**

Can you feel the draft breathing down your neck?

The Central Committee for Conscientious Objectors warns that the reinstatement of draft inductions may be closer than you think.

"The resumption of draft registration for 18-year-old males makes it very important that all Americans think through their beliefs about the problems of war and the draft," said Larry Spears, Director of CCCO's Youth Campaign.

Also, the Supreme Court ruled on June 25 that registering men but not women for the draft does not violate the U.S. Constitution. According to Prof. Peter Goldberger, an attorney and teacher at the Villanova University School of Law, Villanova, PA, "This decision brings us a step closer both to prosecutions of non-registrants and to resumption of draft inductions." The exclusion of women from

registration will make it easier for Congress to reinstate the draft.

One consequence of the Court's decision, commented Goldberger, is that it should remove any doubts that anyone may have had about the close connections between registration, a "real draft," and mobilization for war.

"The position argued by the government's lawyers and adopted by Justice Rehnquist flatly contradicts the bland public relations statement of Selective Service that registration and "the draft" are altogether different propositions," said Goldberger.

During the oral argument of the case, Solicitor General Wade H. McCree, Jr. admitted that "you can't separate" the questions of registration and the draft. The Court described registration as "the first step in a united and continuous process designed to raise an army speedily and efficiently."

CCCO is also concerned by what it perceives as President Ronald Reagan's retreat from his 1980 statement of opposition to draft registration.

"The increasing likelihood of a draft," said Spears, "is causing concern for a growing number of high school and college students."

With the elimination of the student deferment in the mid-'70's, the classification available to the greatest number of young people is conscientious objection. A conscientious objector is someone who is opposed to participating in war on the basis of deeply held moral, ethical, or religious beliefs. During the time of a draft, anyone recognized by their draft board as a conscientious objector would then serve two years doing alternate civilian service.

Spears stated that over 27,000 draft-age individuals have already registered with

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# Editorial

The University system and the idea of the university education, seems to be an institutional dinosaur on its way out. The traditional four year education, with emphasis on the classics, literature, philosophy, history - produces graduates who are unable to compete against students from universities which stress specialization. The creation of the "well-rounded" individual, as well-versed in all aspects of intellectual endeavor as possible, has been the reason for the existence of, as well as the goal of, the university in the past. The individual thus trained was supposed to be better able to enjoy and appreciate the varied aspects of modern culture and intellectual experience.

However, the demands of a scientifically and technologically advanced society have resulted in the emergence of less traditional universities and colleges, as well as technical schools, geared toward early and extensive specialization and production of graduates ready to enter a competitive job market.

It seems unfortunate that the only alternative to substantial ignorance is unemployment. The possible solutions to this dilemma seem to be limited, the prohibitive cost of modern education eliminates the possibility of lengthier programs of study for all but the very wealthy.

The only viable solution, the one being attempted at Alfred University, is to balance specialization with variety of study so that the individual is not only employable, but as well "educated" as possible. The introduction of a slightly more demanding core-curriculum is a step in the right direction. However, without a concerted effort toward constant monitoring of the requirements of the various majors, and a required variety of electives, Alfred may find itself with graduating classes not only weak in the traditional fields, but also at a decided disadvantage when competing for employment.

The Editors

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The **Fiat Lux** encourages letters to the editor. It is unusual that letters are published anonymously; however, names will be withheld upon request. Excessive contributions by individuals are discouraged. The editors reserve the right to edit all letters to conform to space limitations and journalistic ethics. Address any correspondence to The **Fiat Lux**, P.O. Box 767, Alfred, N.Y. 14802. Editorial policy is determined by the editors.

## Letters to the Editor

### Busy signal! Futile

### Science

Dear Editors,

I want to protest the services of the Iroquois Telephone Company. I cannot call out after 7 p.m. until 12 p.m. I get a busy signal when I dial "1." The information I get from the telephone company on this problem is not enough circuits to handle the call load. This has been going on for years and the Iroquois telephone co. will not put more in.

I am paying a lot of money for my phone and I am getting increasingly angry about not getting an outside line when I need it.

If enough of us protest we can force Iroquois to put more circuits in and we can get what we pay for. Since the Iroquois Telephone Co. charges more for its services, a few circuits shouldn't affect the rates.

Sincerely,

Frustrated and Angry

### Contra?

Dear Students,

On Saturday Nov. 14, at 8PM in Davis Gym there will be a Square and Contra Dance. Almost everyone knows what square dancing is, but what are contras?

Contra dancing is very popular where I'm from (Amherst, Mass.) and is enjoyed by all ages. If you like good fiddle music and can tell your left from your right you'll do fine. (one way to tell left from right: hold hands out in front of you, palms down. Your left thumb points to your right hand and your right thumb points toward your left hand).

The figures are similar to those in square dancing but contras are done in lines (or "sets") and usually every other couple is "active" (the ones) and they progress down the set while the "inactives" (the twos) progress up the set. When you reach the end of the set you change your number (from one to two or vice-versa) and work your way back the other way. It sounds complicated but it is easier performed than said. The caller will instruct as much as necessary. Eventually you will memorize the order of figures and you may be able to tell what to do simply by hearing the phrases in the music.

Come give it a try! There's no need to come with a partner since the caller usually instructs everyone to switch partners after each dance. There will be a one-hour workshop from 7 to 8 PM, so if you want to get a head start and learn some basic figures, come early. Cider and donuts will be available.

Van Kynor

Dear Editors,

I feel that there is scientific knowledge that human beings should not have. While it is true that scientific inquiry has in many aspects of our society improved the condition of human existence, it is also true that our scientific inquiry has produced hazards to life that will eventually destroy Man and his environment. I will attempt to explore the Reality of my statement by using what I call the Practical Approach and also by using a Spiritual Approach.

The Practical Approach states that one scientific solution of a problem results in more complex problems to be solved. A classic example is the case of the automobile. I may enjoy making a trip to place A in half the time it would have taken a century before and actually marvel at the miracle of science for making the car possible. However, the car must burn fossil fuels and is, therefore, a pollutant to our environment. Science may respond to this question by inventing catalytic converters to help slow down pollution, but this at the same time causes more consumption of gasoline and since gasoline is finite, the car will, therefore, eventually be useless. Technology may then come up with a substitute fuel, but it may be at a cost to our environment by digging into the earth and destroying its beauty, thus creating more problems.

A byproduct of the scientific method of constant search is the "discovery" of the atom. Some people may argue that the constant searching for the makeup of matter is fascinating and of interest to the human mind. I am forced to take the opposite position. This interest that scientists have has resulted in the development of nuclear weapons; a capability now possessed by six nations, while others are believed to have the capability of producing these weapons, but have not as yet detonated one. It is to the credit of scientific knowledge that the human race can now destroy the earth as we know it.

Another fascinating aspect that is part of the Practical Approach of looking at scientific knowledge is man's insistence on exploring the universe. The reasons for this exploration are defended by those who advocate the endless amount of resources to be found in outer space and by those who, again, are merely curious as to looking around the universe. A brief look at

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# SOL GORDON

## Eases The Sexual Pressures

**John Simmons**  
What really counts for ourselves is self-esteem," said Sol Gordon in a provocative and sometimes hilarious lecture on healthy sexual behavior given to a capacity crowd in Harder Hall on Tuesday night, Oct. 27. The lecture entitled "Ten Heavy Facts About Sex College Students Do Not Know", dealt with many of the sexual myths and biases that still prevail in today's society. Gordon, director of the Institute for Family Research and Education at Syracuse University, attempted to de-emphasize the statistics and guilt surrounding sexual behavior. Gordon instead proposes that the most important aspect of human relations is love.

Gordon blames much of the research done in the field of sexual behavior for many of the pressures that people have concerning their own feelings and experiences. "We invented the age of the multiple orgasm," the well-known author and lecturer said of the many studies done on sex that have boxed people into certain "normal" sexual patterns. "Sex has become a kind of gymnastics," Gordon stated. "Where is love? Where is caring?" Much of the inadequacy felt by frustated people stems from their inability to "perform" up to the standards set by Masters and Johnson, Hyte and other experts in the field of sexual behavior. Gordon said that much of the so-called abnormal be-

havior such as masturbation and homosexuality are actually healthy and honest expressions of human sexual desires. Gordon feels that the release of sexual energies should not be categorized or indexed as normal or abnormal. He believes that the labeling of sexual behavior leads to feelings of inferiority that are unnecessary and unwarranted. "We're not inferior. We're exceptional, wonderful, human beings and nobody needs to be compared to anybody else," Gordon said. Dr. Gordon was very supportive of sex education in high schools and said that the opposition to sex education programs was based on the assumption that knowledge is bad. He feels that most of the sex education programs stress the wrong aspects of sex, calling these programs, "the endless pursuit of the fallopian tubes." Sexual education programs should stress things like love and how to deal with the complex feelings about sex that some times develop during adolescence, while the study of reproduction should be left to a biology class, he noted. "We must put this area of sexuality into perspective!" Gordon exclaimed to the responsive audience. Speaking about homosexuals Gordon asked, "If three or four percent of the population is gay, why is it anybody's business, why should anybody care?" Gordon scoffs at the idea that homosexuals should be kept

from teaching in public schools, stating that the reasons behind homosexuality are unknown but sexual preference is determined by age five. The role that gay teachers serve as models for behavior are minimal due to the overwhelming percentage of heterosexual teachers. the only definition of homosexuality, according to Gordon, is that a person has sex and prefers sex with adults of the same sex. "A few homosexual experiences do not make a person gay anymore than a few heterosexual experiences make a person heterosexual," Gordon explained. The speaker repeated that most of the information available on human sexuality is inaccurate and based on faulty assumptions. Due to the pressures put on people to conform, any questions asked by an investigator of sexual behavior are likely to be answered incorrectly. The tendency of people being surveyed about sex is to give answers that contain exaggerations or distortions of their true feelings. According to Gordon, the most important feelings a person can have are those about himself. Feelings of inadequacy or guilt about sexual matters can only lead to more problems. The people who severely repress their fantasies or become preoccupied with guilt over them are likely to harm themselves emotionally. Often a person will direct hostility towards another person for whom he

has "illicit" feelings. Often guilt becomes the "energy for the repetition of unacceptable thoughts". According to Gordon, the best way to control unacceptable thoughts is to accept them as normal. Gordon used several humorous stories to illustrate his point and the lecture was punctuated with prolonged periods of laughter and applause. Gordon used several words and phrases that are common to college students but are seldom heard in a public setting. The jokes language helped "break the ice" and put the audience at ease by shattering our own hangups about speaking about sex in public. With the taboos on talking about sex eliminated, Gordon felt that it was easier to reduce the taboos concerning feelings about sex. Gordon was the first speaker in a four-week series of lectures on sexuality as part of "Human Sexuality Month".

## Survival

**continued from page 2**  
history will prove the absurdity of the above opinions. From the time of Henry the Navigator until this very present day, Europeans have searched for various resources in faroff foreign lands. The idea of exploring and exploiting the resources of Africa, Asia, and the New World is almost the same and just as spectacular as future plans for exploration and exploitation of the solar system. Obviously we have learned very little from history for the results of exploration and exploitation are very apparent today; such as the elimination of native populations through colonization, and the destruction of the earth's environment as a result of exploitation of its resources. Finally, the practical aspects of political competition on earth also serve as a deterrent to the development of scientific knowledge in outer space. During the four centuries from the life of Columbus until the present age, global conflicts frequently broke out between nations competing for control of the earth's resources. If this competition were to exist for control of the resources of the universe in an age of nuclear weapons, then what will prevent a global war with a magnitude of destruction never before experienced by the human race? The second phase in proving the limits of scientific knowledge can be seen from a spiritual view. Science claims to be in touch with reality by breaking down the mysteries of the universe and looking at all aspects of life objectively and through measurement. This mode of thought holds that if A is not an object then it cannot be measured, which means that it cannot be proven to exist. The question now arises as

to where love and beauty fit into scientific method, for if they do not fit, then scientific knowledge is not in touch with Reality. For example, if the above A is the spirit of life and is known by the human mind to exist, then can the scientific method, using the above example, actually say that A does not exist? From a spiritual view the universe cannot be proven or non-proven. Objectivity and subjectivity are the same and are the One of the universe. From this view of life, which is undefinable, man and the universe are united and everything is alive. The universe gives life, beauty, joy, and sorrow and are all One or Reality. From this spirit comes the contentment of the mind of living with the universe and not conquering or defining it. From the spiritual Reality it is proven that the scientific search and search process is ridiculous. The universe is round and everything in the universe is One. Since going in a circle will eventually lead back to the beginning, then it is also true that the search in breaking down atoms will eventually come right back to the beginning of the search. Spiritually, the search is futile since man's spirit is lost in the process of defining the universe and is only regained when returning to the beginning of the search (or source) According to things spiritually true, it is known that the universe simply IS, and any attempt to define IT is senseless. In conclusion, I have proven by using what I call the spiritual and Practical Approach that scientific knowledge should be limited. The search for this knowledge is not only futile, but will also only result in the destruction of the Earths sacredness and the destruction of the human race. **Eric Copperman**

## Kilbourne

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threatening to boycott products offensively advertised until the ad is changed. "The companies assume tht if one person complains, there are 500 others who were afraid to write." Jean Kilbourne's message to us is to become more aware of advertising, and how we can be exploited by it. "Through this awareness, we can begin to change distorted values and choose products we want, not products we believe will bring us gratification."

## ALFRED PIZZERIA

15 Church Street 587-9444

*Thanksgiving Special!!!*

for the month of November...

**TURKEY SUBS...only \$2.25 whole, \$1.20 half**

**Every Friday**

**Open 11 a.m. till 2 a.m.**

**Also Fish Fry Only \$3.25**

Served from 11 a.m. until 8 p.m.

**PIZZAS!!**

The Alfred Pizzeria serves the **FINEST** pizza in Alfred!

**REMEMBER:**

**We Deliver 8 p.m. to Midnight!**

**7 Days a Week!**

Lunches served from 11 a.m. till 1 p.m. Mon-Thurs.

Hours

5 p.m. till 2 a.m.

Mon. - Thurs.



## Gridders Grasp Clean Slate

Dave Sinek

The Alfred University football team is two games away from an undefeated season. The Saxons reached the 8-0 rank this weekend by defeating upstate power Albany State.

In a game that was labeled, Alfred's toughest of the year, The Saxon's showed no problems in defeating the Danes 16-0. The shutout was predictable in a sense that the Saxon defense is simply awesome. But, the offense, says coach Sam Sanders, "hasn't exploded yet. We improve every game but we still haven't reached our peak."

The Saxons went to work Monday afternoon to prepare for their last home game against the University of Rochester, a team that spoiled Alfred's season last year when they played the Saxons to a tie. The Saxons realize that the two remaining games must be played one at a time, a policy Coach Sanders has tried to employ throughout the season. To look past either of the two

games remaining would be dangerous; it could cause a mental letdown.

The big question lately seems to be, What are Alfred's chances of post season play? If the Saxons remain undefeated their chances are great. However, the Saxons would not be eliminated with one loss. The playoff bids are not official until the season is over so we'll just have to wait.

The Saxons have proved their desire to win a total of eight times this year. The most impressive win was against Cortland State in Cortland. The Saxons, fearful of a letdown, due to the following week's game against Albany experienced just that. Luckily, the letdown only lasted two quarters leaving the Saxons time to recover. And recover they did, as they shot Cortland out in the second half after trailing 14-3. The locker room at half time was one of disbelief in what had happened, but not in what could be done. The Saxons were

## SPORTS

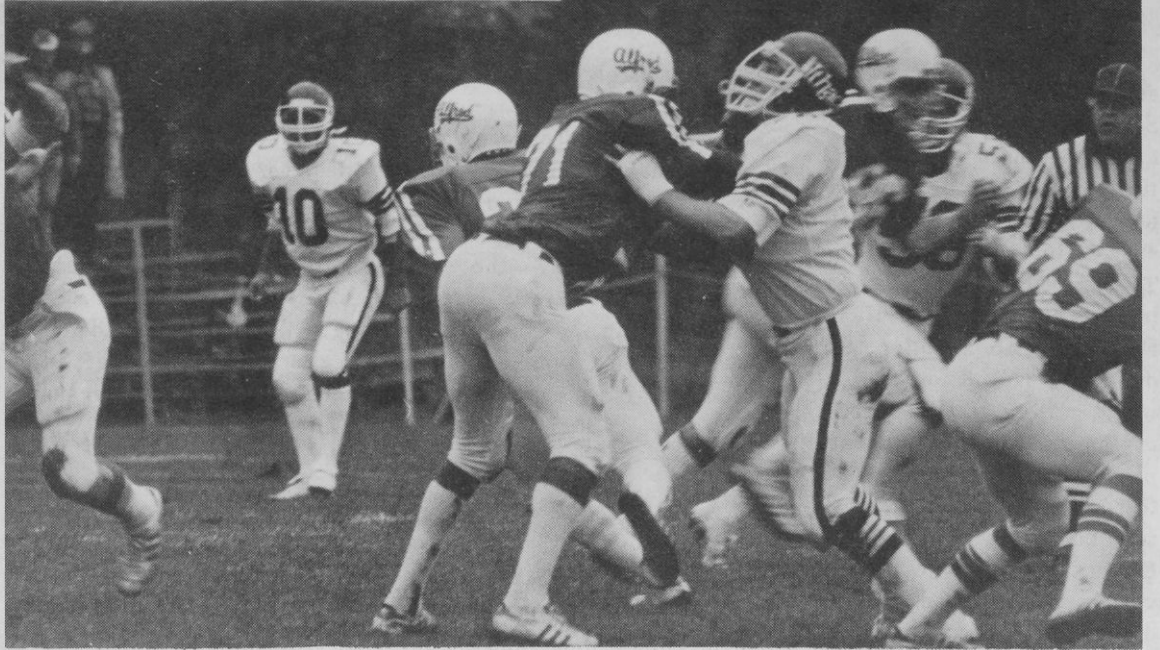


Photo by Bob Knowles

### Saxons pummel Ithaca

down, but definitely not out. They realized what was on the line and decided it was worth getting.

The second half showed Alfred's desire to win was not lost, just temporarily misplaced. The Saxon defense did their part as they held Cortland to 26 net yards and only one first down. The offense started out slowly as they scored just three points in the third quarter on a Kris

Johnson field goal. The defense gave Cortland balerina lessons with their one, two, three, kick routines and the offense began to capitalize.

Glenn Law hit Joe Hale for six and on the two point play conversion found Bob "Fuji" Pietrosanto to tie the score at 14-14 with 13:05 left to play.

The offense again took over after a brief defensive stand and used 14 plays to make the

score 21-14, Alfred. Bob Pietrosanto and Brian O'Neil were offensive and defensive honorary captains in Albany for their performance against Cortland State.

The Saxons appreciate the fans' support and can only ask that you be there Saturday at 1:30 to help cheer them to a Division III Championship. Canisius College, November 14...but remember don't look ahead!

## Ladies Win Three

The Lady Saxons closed out their season with two disappointing setbacks losing to Geneseo 5-1, and the University of Rochester 3-1. Freshman Debbie Loveys scored in each of the games as Alfred closed out the season with a 3-9 record.

In their final game at the U. of R. the Saxons played with a lot of enthusiasm and desire. Rochester, who is seeded No. 1 in the state tournament this past weekend could not take A.U. lightly. Last year in much the same situation the Saxons pulled out a 2-1 vic-

tory as the Rochester team thought they had an easy game.

Seniors Sandy Huffsmith and Rhonda Brow played very well in their last game as did goaltender Heather Sinclair.

# Gen & Jerry's

15 Church St.

### Come On Down To G.J.'s...

Any afternoon between 4 & 7 p.m. for a \$1.00 pitcher or caraffe of wine with the purchase of a large pizza. (Pizza must be ordered in G.J.'s)

Monday Night Football with wings only \$1.50 for a single order during the game. Also serving steamed and raw clams.

Don't Forget to Check Out Our New Wednesday Night Specials!!

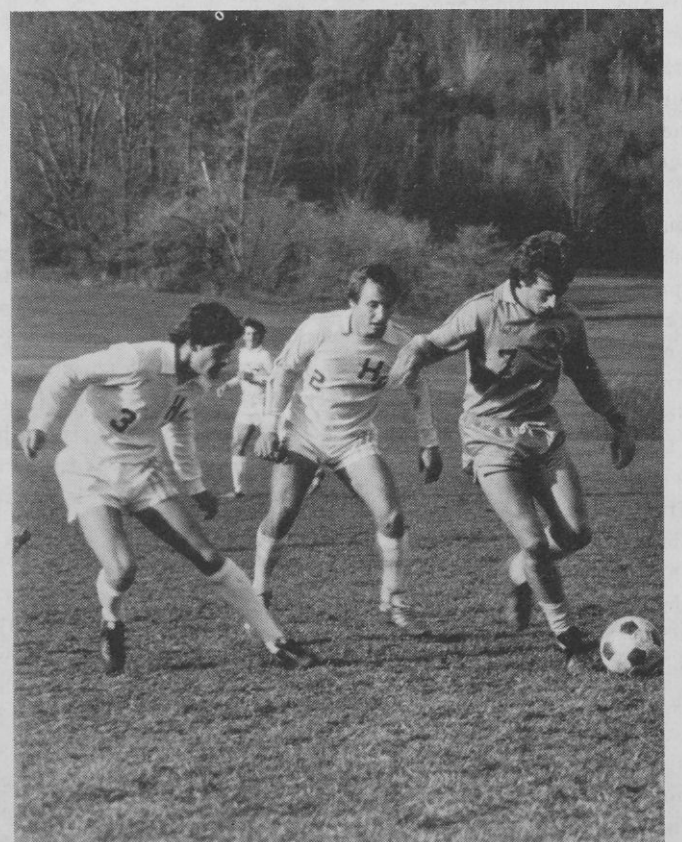
## Sullivan Out For The Season

Senior split-end Matthew Sullivan is out for the remainder of the season after suffering ligament damage to his right knee. The injury occurred in the second quarter of Alfred's last home game against St. Lawrence.

The loss of Sullivan has forced the team to make some major adjustments. Last season Mr. Sullivan gained All-American honors on the receiving end of graduated quarterback Bob Schuster. Matt is a highly

skilled athlete who has been a leading contributor to the winning tradition of Alfred football under coach Sam Sanders.

Sophomore Sam Sanders, Jr. has been called on to "do the job" in place of Sullivan. On behalf of the school newspaper and the entire student body, congratulations must be given to Matt Sullivan for his accomplishments as a student and as an athlete at Alfred.



Steve Funk on the move against Houghton

Photo by Bob Knowles



## New Member For Relations

Thomas A. Turner, Jr., Director of Community Relations at Alfred University, announced recently the appointment of Mrs. George W. Johnson, of 60 Sayles Street, Alfred, to serve on the Alfred University Area Scholarship Committee as a member.

This committee each year plans the Annual Scholarship dinner, scheduled now for Saturday, April 17, 1982. Proceeds from the event support a Scholarship fund for

students from the eight high schools in the Alfred-Hornell-Wellsville area.

Other members serving on the Committee are: Mrs. William A. Argentieri, Mrs. Ibrahim Y. Al-Sinjari, Mrs. David A. Shults and Mrs. Robert E. Hollands, all of Hornell. Mrs. Albert Rawady, and Mrs. Lewis C. Butler of Alfred serve the University area. Other members are: Mrs. Kenneth Mider of Canisteo, Mrs. Ruth

G. Brown, Mrs. Don O. Cummings, Mrs. George B. Harris, Jr. and Mrs. Karney R. Cochran of Wellsville.

Mrs. Johnson is a new member of the community moving here recently from Schenectady, New York.

## Dance Concert '81

Alfred University Performing Arts Department will present Dance Concert '81 on Thursday and Friday November 12, 13 at 8 p.m. in Harder Hall. Special guests on Friday will be the Geneseo State College Dance Ensemble. Ms. Carla Murgia is artistic director for the production as well as performing in several pieces. Included in the company are 9 men of which 5 are varsity athletes. Highlights of the evening include: "Heartland" dedicated to the spirit of the pioneers whose fortitude breathed life into America, "Salute to Eva," inspired by the strength and mystery of one of history's most captivating personalities Eva Duarte Peron (1919 - 1952) and "Yo Jock", dedicated "to sports enthusiasts, no matter what 'position' you play." Other pieces include "Take Five", "Exorelein", "Inspirations", "Ayure", and "When you love someone". Admission is \$2 for Alfred students and faculty.

## Poetry

BURT

They'll teach you in school:  
Why did you die, to prove a point?  
Just trying to have a good time  
Life, at the expense of no-one  
Ended tonight on I-95  
Why talk about what should have been?  
Are we supposed to know  
What's best for us, did you?  
You are just another lesson,  
But the book is much too long.  
You, are just an example,  
Hit me for saying statistic!  
The highway goes on, but a lesson ends,  
Like most, unheeded: Burt the bike,  
And the phone pole, gone,  
Without a trace.

Neil L. Gleit

## Shakespeare's "The Tempest"

Scott Churilla

On October 23, the Alfred community was treated to a fine performance of Shakespeare's, "The Tempest," by the National Shakespeare Company. "The Tempest" is Shakespeare's last complete work, and one of his very best. The show portrayed Prospero, the magician/ ex-Duke of Milan, who, with his daughter, was sent to sea in a decrepit ship to drown, but instead ends up on an enchanted island in which he ruled. Years later, Prospero's treacherous brother and his court are shipwrecked on the island as a result of a tempest revealed through Prospero's magical abilities. Prospero teaches all of them a lesson, forgives them, then gives up his mystical powers and returns to Milan.

One of the most significant aspects of the show was the company's use of the beautiful rhythmic verse of Shakespeare. Except for a couple of actors who were notorious for mumbling and losing lines, most of the players were powerful and used Shakespeare's verse well. This fine verse usage was an important aid to the understanding and enjoyment of the plot line of "The Tempest."

The characters in the show were all interesting and well-rounded. Except for an occasional heavy-handedness by the actor playing Prospero the characters were well developed. The characters of Caliban, Ariel and Miranda were especially strong. Each had a beautiful voice and were convincing in their roles.

Although there were a few inexcusable mistakes in stage direction and movement, the overall acting of the players was clean and undistracting and invited the audience's attention. What was also evident was the sense of unity and ensemble of the company.

The set, for a traveling professional company, was very effective, practical and neither distracting nor hindering. The lighting and sound effects were also in tune with the mood and feeling of the entire show.

The pace of the show was quick and never lagging. All the pieces of character and script fit together well. The show was highly entertaining and the crowd responded with a standing ovation as a result of a tempest revealed through Prospero's magical abilities.

## Thoughts Outside Investigation

Eric Copperman

A man sits and stares at the professor's lecture dreaming of freedom.

"Furthermore," begins the professor, "I sincerely believe that the atom is the very basis of life in this universe."

The man sits and stares at the mad scientist in front of him. His mind wanders out of the classroom and into the hills: the green fresh smelling forests and the bright sun above the valley, the birds singing, the cricket chirping, and the wind blowing his hair, making him know what it is to be alive.

In the classroom, the professor talks of the miracle of

the atom.

The man stares at the professor and sees a mushroom cloud encompassing his beloved hills.

"Progress," smiles the professor, "any questions?"

"But why?" asks the dreaming man.

The professor replies in his precise voice, "Scientific investigation is the natural course of man's evolution."

But as the professor speaks the man hears the cry of the crickets and the howl of the wind as life-giving trees disintegrate.

"Oh," replies the man.

## An Evening of French Culture

Jeff Lindenthal

Students in Contemporary French Culture, ML 280, prepared an evening of French Cuisine on Friday, Oct. 30. In addition to class readings, movies, and slides, French Professor Dr. Stephanie Dubravacic warmly offered her home for the occasion. The evening began with a wine sampling complimented with wines from the Bordeaux, Champagne, and Burgundy regions of France. Dinner included numerous quiches, salads, meatball internationale, and a very special Chicken Coc Au Vin. Over a dessert of exquisite French Eclairs guests relaxed and enjoyed a multi-media fashion show which featured original fashion design and modelling. The special guests of honor, John and Mary Foxen, noted that many trends in French fashion design remain popular today. Through exposure to many aspects of French life both in and out of the classroom, Dr. Dubravacic enjoyed creating a genuine French atmosphere for her students.

Photo by Beatrice Jeremovic



French Fashions

## An Error By The Editors

I was glad to see that you had a picture and mentioned Alpha Chi Rho's winning Homecoming sign, but I would like to point out that they only won the fraternity division. The sorority division was won by Alpha Kappa Omicron. We were disappointed that there was no mention of this in your coverage of Homecoming. We too worked very long and hard both planning and painting our sign and feel we deserved some recognition in our school paper.

Cindy Earl - AKO



# Senate Report

Susan Lillo

The Student Senate met on October 27 in the Student Senate office of the Campus Center. The meeting was primarily concerned with getting more involvement within the Senatorial Committees. All students are encouraged to join the following:

The Safety Committee is presently in need of a chairperson as well as members. The purpose of this committee is to investigate campus safety and potential safety hazards. Anyone interested in joining or chairing this committee should contact their senator.

S.H.A.C. is a committee designed to aid students living off-campus. Services include informing students of their rights as tenants and offers a list of available off-campus apartments. If anyone is interested in using these services or in joining this committee, contact chairperson Edie Ungar at 587-9286.

If you've noticed an improvement in the food since last year, and the new script books and deli lines, let the Food Service Committee know. They meet each Monday at noon alternating between Ade and Brick Dining Halls. Contact Joe Sullivan at Mercury B if you are interested in becoming

involved.

A new committee is forming to establish a course and teacher evaluation guide. If the Deans of all the colleges approve at the Dean and Faculty meeting on November 11, work will begin on designing the new guide.

In view of the recent budget cut proposals in the area of financial aid for college students, the Independent Student Coalition is a committee every student should become involved in. The Coalition is chaired by Rich Wagner, and represents 250,000 students enrolled in independent universities in New York State.

The Financial Committee is beginning interviews for the six open positions next week. Those interested should contact chairperson Dave Levine at 3427.

The Publicity Committee is also searching for people willing to help keep the campus informed of Senate and Senatorial Committee news. Anyone interested should contact chairperson Tom Reid at 3512.

The next meeting of the Senate will be held on November 10, at 7:00 P.M. in the Student Senate office in the Campus Center. Everyone is encouraged to attend. Get involved.

## Draft Awareness

continued from page 1

CCCCO through its conscientious objector card. "These cards are available, free of charge, from CCCO P.O. Box 15796, Philadelphia, PA 19103. They simply state 'Because of my beliefs about war, I am opposed to participating in the military.'"

"The usefulness of this card," commented Spears, "is that it provides a record of an individual's opposition to war. This CO card will help to demonstrate to the military that hundreds of thousands of young people will not serve in

the armed forces. Support for conscientious objection, along with the large number of non-registrants and the vocal anti-draft movement may help to deter Congress from establishing a peacetime draft."

CCCCO was founded in 1948 as the Central Committee for Conscientious Objectors and has served continuously since then as a national, non-profit agency counseling young Americans facing the prospect of military service, and those already in the military.

## S.A.B. Presents: EASY RIDER

Tues., Nov. 10 8 & 10 p.m.  
Science Center Lecture Hall  
\$1.00 for AU & Tech students

## Sexuality Month Continues

Holly Lawson

The third week in the Human Sexuality Month, the Abortion/Contraception week promises to be an enlightening one. The events begin on Tuesday, November 10, at 8:00 p.m. with a pro-life/pro-choice forum. Rev. James Hughs from the Rochester Human Life Commission will be presenting views on the pro-life aspect of contraception and abortion. Representing the pro-choice platform on this issue will be Ms. Roz Kenworthy who is a counselor at the Cornell Medical Clinic. The forum will take place in McLane gym and each speaker will take a

turn explaining their particular stand on this controversial issue. A short question and answer period will conclude the program.

On Thursday, November 12, The Bach and Birth Control exhibit on sexuality and contraception will be presented. This is a continuously running multi-media presentation which strives to inform people in the area of sexual responsibility by presenting facts about sex, love, fertility and family survival. The exhibit is set up so that a student can spend as much time as he needs in order to absorb the material. Present at the ex-

hibit as a guide and informer is Richard Creesey who is a known sociologist, film producer and sex educator. The exhibit will be running all day in the parents lounge of the Campus Center.

During the week contraception workshops will be held in the dorms and at any off-campus living areas interested.

Further information concerning this week and the Human Sexuality Month may be obtained from the Office of Student Living and The Allegany Helpline. Posters may be found throughout the campus.

## St. Pat's Board Plans

The last regular meeting of the St. Pat's Board was held Sunday, Nov. 1 in the Campus Center. The planning of the fiftieth anniversary of St. Pat's weekend is led by board president Craig Kazin. The Vice President is Jeanne Lemmond and the Treasury and Secretarial positions are held by Hayden Wool and Doug Miro. Wally Higgins is the board's advisor.

The last few weeks have

been devoted to planning activities such as the Beer Blast, Ball, and forming a committee to head the Beard Growing contest. The band for the Beer Blast has been chosen and we are working on one for the Ball.

This year's mug and favors have also been designed and we are hoping that production will soon be underway.

During the last meeting the board selected a logo for the

big weekend. The logo chosen was one drawn by Doug Mecaskey.

The board voted in favor of including the State University in this year's parade and allowing the fraternities and sororities to submit Floats.

The next meeting will be held Sunday, Nov. 15, at 7:00 in the Campus Center. Everyone is encouraged to attend.

## Washington Semester Offered

Dr. Heineman, chairperson of Social Sciences Division, is now taking applications for the Washington Semester Program.

The Washington Semester Program is sponsored by The American University and allows students to spend a semester in Washington, D.C., studying the national government. In addition to taking course work, the stu-

dents will meet with government officials and political leaders in seminar sessions and will undertake individual research projects that utilize the availability of governmental agencies and documents. Course credits and grades are fully transferable to the Student's Alfred transcript.

The three Alfred students selected will participate dur-

ing the spring semester, 1982. Juniors or seniors who have had the introductory course in American politics are eligible to participate. This year the Washington Program is also offering a number of alternative programs with a journalism and a criminal justice option. Those interested should contact Dr. Heineman in Science Center 423H immediately.

## Performing Artist and Speaker Series presents:

Wednesday  
Nov. 11  
Howell Hall  
8:00 p.m.

**Derek Walcott**, a native of Trinidad and an internationally known poet and dramatist, will have a poetry reading free of charge

Monday  
Dec. 7  
Harder Hall  
8:00 p.m.

**The Broadway Marionettes**  
will present Charles Dickens' "Christmas Carol"

A.U. Students and children under 18	\$2.00
A.U. Faculty and Staff	\$3.00
General Public	\$4.00

## Businesswomen

Linda Goodnan

On Friday, November 13, at 1:00 PM, Mrs. Jean Valvo will be the guest speaker at a reception in the Commons sponsored by the Businesswomen's Association. Mrs. Valvo is the executive director of the Girl Scouts of America. Her topic will be discussing women in management. Last year Mrs. Valvo was on campus and spoke at a luncheon for the Businesswomen on handling stress. This is the second reception in a series throughout the year sponsored by the Businesswomen's Association.



# WALF News

There may not be enough time for the radio listener to tune to WALF from 7 a.m. to 2 a.m. everyday, so please allow our recently available Fall schedule to help tune your listening tendencies. WALF is a student-community access radio station. The type of programming afforded this medium may seem unconventional in contrast to commercial airwaves, yet it is quite unique. Music and information potential in college radio overpower the phonograph and stereo typical radio station.

The WALF 200 watt stereo power increase is under way. The University administration has awarded WALF 5000 dollars and a 5000 dollar loan to aid in equipment construction costs. You can look forward to a strong FM-Stereo signal in the Alfred valley during the spring semester. We at WALF will continue to provide more modern modulation and invite you to be a part. An introduction to WALF radio may be done through an interview with the staff or a casual tour anytime.

89.7 FM  
Jeff Lindenthal  
General Manager

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ELECTRONIC EARRING AND PIN - Hot, red LOVE LITE comes complete with a mini-battery. Guaranteed to lite up your nite life. Send \$6.00 for one or \$10.00 for two to: TRADING, Box 1007-A, Warwick, RI 02888

## WANTED

Instructors wanted to teach **Minimester** courses: women's defense, ballroom dancing, smoking withdrawal, wine appreciation, billiards and pool, exercise, crafts, and italic handwriting. Contact Student Activities Campus Center (871-2175).

THIS MAY COME AS A SHOCK TO YOU



but Fiat Personals are only \$0.50 for AU students **That's right** for a mere half a buck you can have **your** message published in the Fiat! All you do is write your personal on a piece of paper along with your Name, Address, Phone and Student ID#. Place it in an envelope with \$0.50 cash or check and put it in the Fiat Lux mailbox at the Campus Center. (Please mark the envelope AD). Don't wait! Do it now.

## PERSONALS

Dear Copper,  
Awoo! I always do that when I find what I been trackin' I'm a hound dog! Love forever, Todd

Dear Lady/ Man,  
Now we're really confused.. What is that between the dress and the pant leg???

Terri,  
I just thought I'd spell your name correctly for a change! Me (of course)

A. Fox,  
I Love you muchly!! J. Hound

Willy B. and Kevin,  
Thanks for the advice. More cookies are coming. C.J.

**al-ba-tross**  
1: any of various large web-footed seabirds (family Diomedidae) that are related to the petrels and include the largest seabirds 2a: something that causes persistent deep concern or anxiety b: something that makes accomplishment particularly difficult.

Rumor has it that a tasty meal lies in the spider's web.

John M.,  
Eat my dust!!! J.W.

Stewart,  
I need a bath! ARF

# Holiday Formal

The Student Activities Board and the Residence Hall Council have joined together in the production of the first and hopefully annual Holiday Formal to be held on Friday December 11, 1981 from 9 to 1. It is through such events that programming across campus will become unified and responded to. If there are any students who are interested in working on the festivity, contact Jeanne Osborn, Student Activities Office at 2175.

# Crandall's

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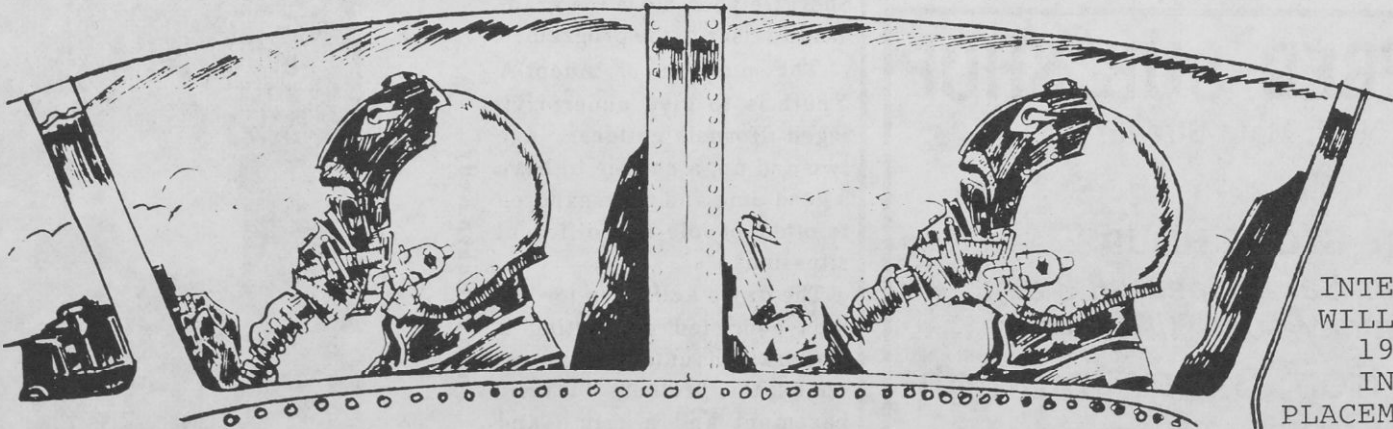
# "The Odessa File"

Sponsored by Hillel at Alfred  
Sunday, November 15, 1981  
1 p.m. Harder Hall Auditorium  
50 cents for members  
\$1.00 for non-members

# ARE YOU READY FOR TAKEOFF??

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and advancing to over \$30,000 in four years. Add to this the foreign travel, medical/ dental coverage, and you'll see this is truly a unique opportunity.

Can you qualify? If you are within a year of graduation, a U.S. citizen, in good health, and have 20/20 vision, maybe you can. Contact your Placement Office to make an appointment with a Navy Officer Representative. He can make arrangements for taking the Navy Flight Aptitude exam.

INTERVIEWS  
WILL BE HELD  
19 NOV  
IN THE  
PLACEMENT OFFICE



## Ceramic Program Receives Grant to Further Research

The New York State College of Ceramics at Alfred University has been awarded a \$21,118 grant to study the feasibility of using a cheap and readily available mineral called wollastonite in the manufacture of ceramic "whitewares"—common industrial and household products such as electrical insulators and wall tiles.

Dr. James S. Reed, profes-

sor of ceramic engineering, will be the project's principal investigator under terms of the grant from the The New York State Science and Technology Foundation.

Expanded production of the mineral, he said, would have a direct impact on the economy of New York State. The substance is now used primarily as a white filler in plastics.

Reed said wollastonite's potential as a ceramic raw material was recognized in the 1960's but that little research had been carried out on its industrial applications.

He said his study would attempt to determine whether the mineral could be used instead of quartz as one of the chief ingredients of ceramic whitewares.

Assisting Reed on the Alfred project will be Lisa Sletson, a ceramic engineering master's degree candidate from Monsey.



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## Activities Progress

1982 is the Alfred year of the skier, and Alfred University is in need of skiers at all levels. Through the Swain ski resort, located in Swain, New York, Alfred University ski club members are being offered a variety of ski packages at discount prices and transportation from the university. If there are any interested skiers out there who would like to join the fun, contact Jeanne Osborn at the Student Activities Office, at 871-2175.

The slate has been cleared and a new year is to begin within the Student Activities Board. New Officers will take their posts in January 1982, but elections are coming

up soon. If you feel you possess the interest, energy and enthusiasm to manage budgets, lead fellow students and program for the student population then contact the Students Activities Office for further information.

S.A.B. is also implementing a format similar to the Student Senate and Residence Hall Council, in that they will distribute representatives around the campus in the near future.

The Student Activities Office is off and running and is in the midst of planning two new programs for the University and community.

On Wednesday December 2, 1981 the SAO will be

presenting a Dinner-Theater in Ade Hall. The Alpha-Omega Players of the Repertory Theater of America will be performing Neil Simon's "Chapter Two" following a cocktail hour and dinner of Cordon Bleu and all the fixings. Further details and reservation forms will appear in the next issue of the Fiat.

On Thursday and Friday December 10 and 11, the SAO will be sponsoring the First Annual Holiday Crafts Fair to be held in the Parents Lounge of the Rogers Campus Center. All interested persons should contact Marcia Catania at the Students Activities Office, at 871-2175.

## Halloween Is Shared With The Children

Jeff Williams

The original purpose of fraternities was to serve the community. In recent years it seems as though most fraternities in Alfred have lost sight of this original purpose.

On the afternoon of October 31 Alpha Chi Rho was the exception to this trend. The house was the sign of the Adopt-A-Youth Halloween party.

Adopt-A-Youth is a division of the Student Volunteers for Community Action, and is funded through the Student Senate. The co-ordinators of the program are Stephanie Leung and Kate Rowley. Sheri Delveccchio is the graduate advisor to the program.

The purpose of Adopt-A-Youth is to give underprivileged Hornell children, age two and up, a chance to have a good time and to be exposed to other people and different situations.

The day's activities for the kids consisted of visiting a elaborate haunted house set up by the brothers in their basement and a mime and clown show that featured John Wayland and Amy Kresloff. The final event was the breaking of five pumpkin pinatas.

The children were dressed in costumes ranging from a

modern Yoda and Buck Rogers to the more traditional witches and skeletons. The smiles on their faces were evidence of the fun they were having.

This was the third Halloween party Alpha Chi Rho has hosted. House president, Steve Lynch, commented, "The brothers are involved in the activities a lot now. We are very happy to do this and plan to continue it in the future."

Adopt-A-Youth volunteer Meril Tannor added, "The kids are great. I'm glad I have a chance to work with them."

Hard work and dedication seemed to be the key ingredients for making this party a success.

Adopt-A-Youth is now planning their annual Christmas party that features Santa Claus. They will also be organizing a field trip and an Easter party for the kids.

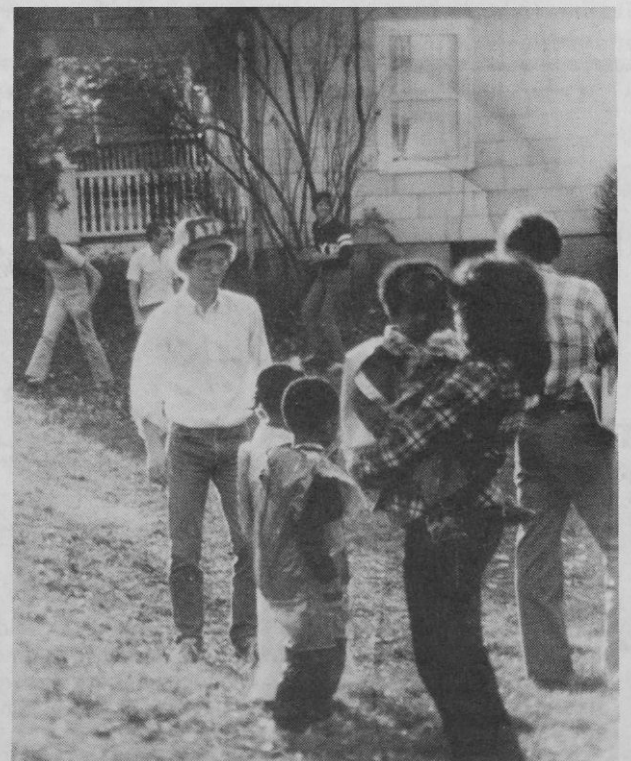


Photo by Robyn Kelly

Adopt-A-Youth and Alpha Chi Rho bring happiness to Hornell kids.