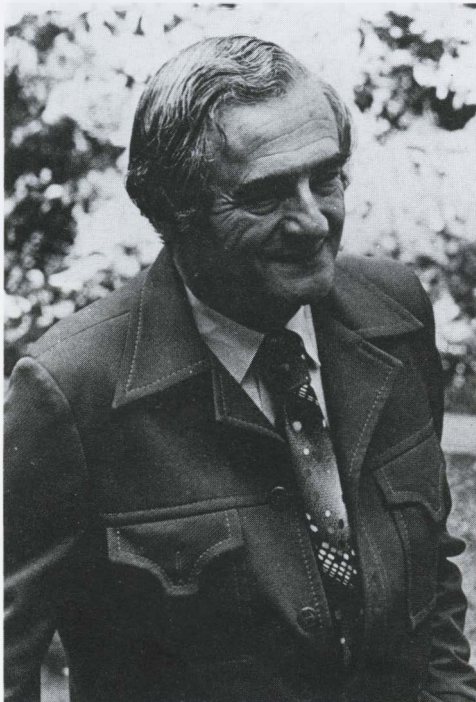




# Genetic Engineering:

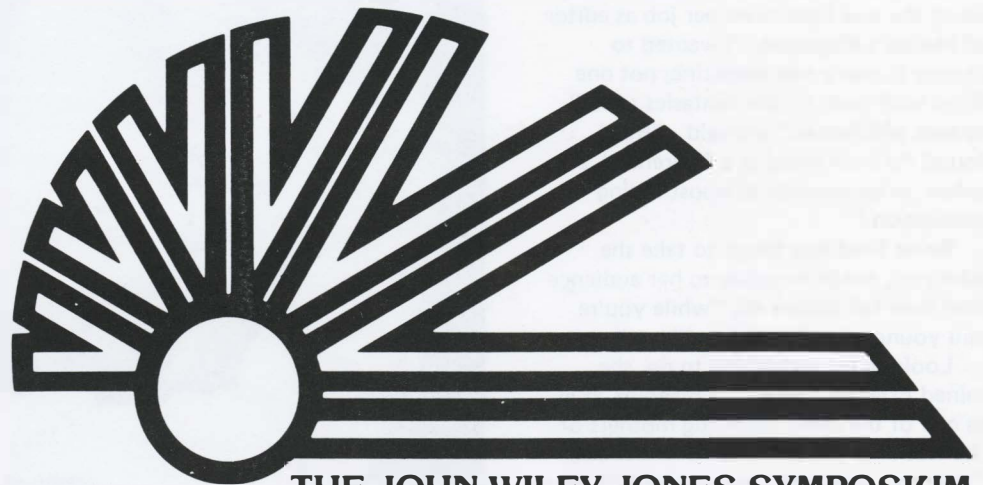
The debate over recombinant DNA and other genetic engineering advances will grab the spotlight on campus next week.

Genetic engineering is the topic for the fourth annual John Wiley Jones Symposium, hosted by RIT's College of Science. The two-day conference will feature an Oct. 7 lecture by Dr. Robert L. Sinsheimer, chancellor of the University of California at Santa Cruz. Sinsheimer will speak on "Science and Responsibility" at 1 p.m. that day in the Ralph Van Peurse Auditorium of the College of Science.



## GUEST LECTURER

Dr. Robert L. Sinsheimer, chancellor of the University of California at Santa Cruz, will present the John Wiley Jones Distinguished Lecture on Tuesday, Nov. 7 at 1 p.m. in the Ralph Van Peurse Auditorium, College of Science. His topic will be "Genetic Engineering: Science and Responsibility." The lecture is open to the public.



## THE JOHN WILEY JONES SYMPOSIUM

Sinsheimer is a world renowned biophysicist whose major scientific interests include physical and chemical properties of nucleic acids and replication of DNA and bacterial viruses. He is known for his active participation in the world-wide controversy over possible hazards and uses of recombinant DNA technology.

Also scheduled for Nov. 7 is a panel discussion on "Genetic Engineering: The Collision of Technology, Theology and Law." Along with Sinsheimer, panelists will include: Dr. Frank E. Young, moderator, professor and chairman, Department of Microbiology, University of Rochester; Dr. Harlyn O. Halvorson, director, Rosenstiel Basic Medical Sciences Research Center, Brandeis University; Sr. Ann Neale, Ph.D., executive director, Bishop's Committee for Human Values, National Conference of Catholic Bishops; and Dr. William Riker, Wilson Professor and

chairman, Department of Political Science, University of Rochester.

The panel discussion is at 8 p.m. in Ingle Auditorium and, like the lecture, is free and open to the public.

Sinsheimer also will meet with various classes on campus the following day, Nov. 8.

The John Wiley Jones Symposium is funded through a gift to RIT from Jones Chemicals, Inc., Caledonia, New York. The company created the endowment fund in honor of John Wiley Jones, its founder and chairman of the board, as a tribute to Jones' career in the chemical industry. The endowment also provides outstanding scholar awards to a physics and chemistry student each year. This year's recipients are Robert Peck, fifth-year physics student from Boardman, Ohio and James Lock, fifth-year chemistry student from Penn Yan, New York.

# 60 Minutes with Shana Alexander

It was a scenario more suited to Jane and Saturday Night Live rather than "60 Minutes" or Institute Forum: Her agent had given her the wrong time for her speech as well as neglected to tell her the topic. And a malfunctioning smoke alarm kept some 500 people waiting in the rain for an hour while CAB and Forum people entertained her in the communications office.

Nevertheless, Shana Alexander proved her star status with patience and, eventually, charmed her audience with a serious yet humorous discussion of ERA and women's rights.

Alexander became a feminist in 1969 when she was fired from her job as editor of *McCall's Magazine*. "I wanted to change it into a real magazine, not one filled with such female fantasies as wall-to-wall artichokes," she said. "But I found I'd been hired as a figurehead, a token, in an attempt to boost falling circulation."

Being fired was tough to take she admitted, recommending to her audience that they fail before 40, "while you're still young enough to be resilient."

Looking for something to do, she joined Friedan, Steinem, Chisholm, et al as one of the seven founding mothers of the National Women's Political Caucus, "the most important human rights movement of the moment."

Eventually she dropped out, however, feeling she could be more effective as a "closet feminist," writing books such as *Anyone's Daughter*, to be published in May, about Patty Hearst. "I'm grateful to Patty," she noted, "for helping me clarify my own understanding of America after Watergate and Vietnam."

Alexander's interest in the women's movement was revived last year when a planned speech in Nevada was cancelled at the last minute because the sponsor—a Mormon charity—objected to her use of "dirty words," i.e., equal rights.

Fear of ERA, she noted, is irrational, like fear of the dark. Opponents of the movement are those who do not wish to yield power. "The real enemies of ERA are not men, not Phyllis Schlafly. The real enemies are those who discriminate because it pays. Because a woman will work for less than a man."

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**News and Events** is published every Thursday by the Communications Office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call Norm Wright at 475-2750.

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Shana Alexander of "60 Minutes" fame, autographs copies of her book, *Talking Woman*, in the lounge of the College/Alumni Union during her visit here to address Institute Forum on Oct. 25.

Alexander compared ERA to the suffrage movement: it will take just as long, she said, and its strongest opponents are women themselves. Why? Because most women still see themselves in the housewife-mother role, and they worry that a constitutional guarantee of their self-image and self-worth is a threat to that traditional image.

"Most people do not see injustice until it is personally felt," she stated. "But it's the housewife who suffers most. If she loses her man, she's the most unprotected of all, or just one man away from a welfare check, as they say."

Alexander predicts ERA will pass in the 39 additional months Congress recently gave states to ratify it. She called the extension an overwhelming victory: "It showed renewed momentum for the women's movement and revealed a slew of new political skills that exist among women."

Alexander also talked about Point/Counterpoint (her segment of 60 Minutes), describing it as "a revival of the classic art form of the Punch and Judy show. We keep American mad as hell," she said. "But it provides an opportunity for viewers to vent their anger in a healthy harmless way."

"The appeal is that the bad guy always wins."

## News & Newsmakers

**Gary Christie**, of the Industrial Engineering Department, attended the SIGGRAPH '78 Conference in Atlanta, Georgia on computer graphics and interactive techniques.

**Dr. Paul A. Haefner, Jr.**, professor and head of the Biology Department, attended a "Binational Symposium on the Composition and Evolution of Crustaceans in the Cold and Temperate Water of the World Ocean", October 20-21, 1978. The symposium was sponsored by the U.S. - U.S.S.R. Joint Committee on Cooperation in Studies of the World Ocean. Dr. Haefner presented a paper entitled "Comparative Review of the Biology of North Atlantic Caridean Shrimps."

**Mrs. Ellen Stemrich**, executive secretary, Office of Special Events, has been selected to participate in the "Women Into Management" program. This program is a pilot program in the Rochester Area which is sponsored by the Department of Health, Education & Welfare of the Federal Government.

**Mrs. Carole Bower** attended a seminar on Oct. 20-23, 1978 sponsored by the National Association for Female Executives in Los Angeles, California. Mrs. Bower is

events specialist for the Office of Special Events. The seminar was on Career Communication.

**Paul R. Kazmierski**, assistant dean of Learning Development Services at RIT, has recently been honored with the A.B. Herr Memorial Award for outstanding service in the field of reading. At the 22nd annual meeting of the College Reading Association on Oct. 20, Past-President and Board-of-Directors member Kazmierski received this distinguished citation.

A rather unique aspect of this national award is that Dr. Kazmierski succeeded the late A.B. Herr at RIT. Mr. Herr was recognized for his contributions to the College Reading Association by the establishment of the memorial award. There have only been four nationally known recipients since it was established by the Association in 1968.

Dr. Kazmierski has been a board member for over 11 years and has served the College Reading Association as president and in various committee positions. His research and writings in verbal information processing have frequently been published by the Association.

**Harry Lang**, assistant professor in the Technical Science Department and **Judy Egelston-Dodd**, coordinator, Career Education Outreach Program, both of NTID, presented a workshop, Oct. 27, 1978 on, "Mainstreaming Handicapped Students into Science Classes: A Unit for Pre-Service Teacher Training," at the NE Regional Conference of the Association for the Education of Teachers of Science (AETS) in New York City.

**David Abbott**, producer/designer in Instructional Media Services, has had an illustration selected by the Company of Military Historians for their series of prints on military history. The work has been reproduced in four colors and distributed to subscription members throughout the country.

The following NTID staff members will present papers at the 1978 American Speech and Hearing Association (ASHA) Conference in San Francisco on Nov. 18-20, 1978: **Sidney Barefoot, Sylvia Card, John Conklin, Suzanne Connors, Ann Lieberth, Jean Maki, Dale Metz, Roberta Moreau, Marianne Streff, Joanne Subtelny, John Webster, and Robert Whitehead.**

## A Day of Fasting

For the fifth year, the Human Development Committee at RIT has scheduled a day of fasting to focus attention on the plight of starving and malnourished persons around the world. This year, "Food Day" has been scheduled for Thursday, Nov. 9.

The committee urges RIT students, faculty, staff, and friends to participate by cutting down on food intake that day. Money saved by fasting will be placed in a special food fund. The fund will be sent to Oxfam-America, an international relief and agricultural development agency. The base price of that food would be contributed to the "Food Day" fund. Other contributions may be sent to Sister Shirley Pilot in the Chaplain's office.

The Human Development Committee has raised over \$20,000 as a way of focusing on the problem of world hunger. During the 1976-77 school year, more than \$13,000 was raised during a week of special activities at RIT which included a benefit concert by folk singer Harry Chapin.

For more information or if persons wish to become involved in the planning and execution of "Food Day" contact Sister Shirley Pilot at x2138.



### PLANT SALE

Tim Callahan (left) of RIT swim team, makes plant sale to unidentified RIT student. The two-day sale, conducted in the College Union, was to raise funds for the team's training trip in Florida this December. Plants came from Batavia Nurseries.

## Elaine Spaul Named First Assistant in Student Life

Elaine Spaul, who teaches English in the College of General Studies, has been appointed to the new position of assistant in student life in the Student Affairs Office.

The position was created in response to concerns that emerged during discussions on the quality of student life last year. Every two years a different member of the RIT faculty will be appointed to the position on a part-time basis, while continuing teaching duties on a part-time basis.

According to Dr. Fred Smith, vice president for student affairs, "This position represents an effort to address some of the prevailing student concerns that have persisted in part because they do not fall clearly within the responsibilities of specific administrative units.

Although the position contains elements of the ombudsperson concept, it is intended primarily to identify the resources of RIT which can respond to student needs, and simultaneously remove the real and imagined barriers of student access to these resources."

One of Spaul's responsibilities will be to coordinate campus forums on student life issues throughout the year and to plan an annual student/faculty/staff retreat. This year the retreat will be held Nov. 5 and 6 at the Notre Dame Retreat House in Canandaigua.

Spaul will also be concerned with the special interests of foreign, handicapped, and women students. She will act as a liaison from the vice president of student affairs to various administrative offices and groups which can assist these students. She will also work in complementary education, focusing on



the development of materials to inform students about complementary education programs and activities in which they can participate.

The position also has a faculty development dimension in that it provides an opportunity for faculty to broaden their responsibilities beyond teaching disciplines and to learn about student life areas.

"Elaine has tremendous rapport with students and is a creative, talented teacher and counselor," Dr. Smith concluded. "She's the ideal person to initiate this new position."

## Joe Sorrentino Featured in 2 Talks at NTID

Joe Sorrentino, one of the most dynamic and stirring speakers in America today, will speak to students, faculty and the general public at 4 and 8 p.m., Wednesday, Nov. 15, 1978, in the NTID Theatre.

Sorrentino, who by age 20 had flunked out of high school, floundered through 30 jobs, been placed in three reform schools and been booted out of the Marines, talks about his experiences and reflects on how the individual can change his or her life.

Today, Sorrentino is a Harvard Law School graduate, the award-winning author of three books, an award-winning professor, an attorney, journalist and television personality.

As a former street gang leader and lawyer who has served on the bench, Sorrentino knows both sides of American society—a loser's life on the streets and the chance to start again.

"I had seen my best friend's head blown off," Sorrentino explains. "I saw other kids drown in heroin and go on to prison. I saw 40-year-old guys still hanging out on street corners. I got tired of the down side of life. Of course there were good influences—teachers and counselors who plant seeds that take ten years to reach you."

Sorrentino's main theme is the individual. "Too much reliance is being placed on testing. Too much stress is given to measuring people. Science cannot measure human potential. Despite grim verdicts and stark limitations," says Sorrentino, "the individual will always have the freedom to achieve his or her dreams."

For more information about Joe Sorrentino's appearance at NTID, which is being sponsored by the Division of General Education, call Julie Cammeron at x6847 or x6466.

Faculty and staff are asked to encourage their students to attend.

### PROVOST AT U of R

Provost Todd H. Bullard will speak at the University of Rochester this Saturday (Nov. 4) as part of a seminar series on higher education.

His talk is entitled "The Faculty and Academic Governance." It will be held in Room 201 of Lattimore Hall at 9:30 a.m., and is free and open to the public.

RIT President Paul Miller spoke earlier this fall in the 13-part series.

## Educational Seminars Offered

For those employees having special interest in photography, printing or archaeology, a series of educational seminars is being offered in November and December.

Sponsored by the Colleges of Graphic Arts and Photography and Fine and Applied Arts in conjunction with the Personnel Department, these educational programs are entitled:

Series I: "Beginning Photography"—five sessions, presented by William R. Peterson, manager of Photo Facilities, School of Photographic Arts and Sciences, Nov. 2 - Dec. 7.

Series II: "Introducing Printing"—five sessions, programs shared by nine members of the School of Printing, Nov. 3 - Dec. 8.

Series III: "The World of the Archaeologist"—a three-part series presented by Dr. Robert H. Johnston, dean of the College of Fine and Applied Arts, Nov. 7 - Nov. 21.

If, for some reason, you had not received prior notice of these seminars, late registrations are being accepted. Contact Sandy Parker, Personnel Office, to register or for further information.

# SPORTS . . . from Roger Dykes

The men's hockey season opened last week as the Tiger icemen fell to Brock University of Canada, 6-3 at Brock.

Pacing the RIT skaters was freshman forward Shawn Olsen (Plattsburgh). The center/wing collected two goals, one in the second and one in the final period. Senior Rick Kozlowski (Pittsford), in his first season with the Tigers, got the second RIT goal in the third period. Scott Tripoli (Liverpool), Glenn Howarth (Rochester) and Chuck Blanken (Lancaster, PA) recorded assists.

Brock tallied twice in the opening 20 minutes and held the Tigers scoreless. In the second period, the Badgers lengthened their lead with a goal at 1:12. Six minutes later Olsen had RIT's first goal of the year, assisted by Tripoli. The Badgers took advantage of a five-minute penalty to the Tigers and scored at 14:35. In the final period each team lit the lamp twice.

Coach Daryl Sullivan was impressed with his team's overall play against the Canadian team. In addition to Olsen's play, Sullivan cited winger Brett Miller (Kenmore) and Kozlowski. Defensively, Ed McDonald (Camillus) turned in a strong effort with solid checking.

In the nets, Andy Paquin (Massena) and Dave Lewis (Auburn) shared the chores. Paquin, a senior, played the first two stanzas and allowed four goals while making 13 saves. Lewis, sophomore transfer, played the final period and allowed two goals while stopping 12 shots.

Overall, RIT outshot Brock, 33-31. But the Tigers were able to capitalize on only 9.1 percent of the shots while the Badgers made good on 19.4.

Olsen and freshman Tom Scamura (Williamsville) handled the faceoffs well for the losers. Olsen won three of four faceoffs while Scamura made good on 11 of 19 attempts.

The Tigers were without the services of outstanding freshman Ron Kerr (Brampton, ONT). Kerr injured his shoulder in pre-season and should be ready for the next contest. Captain Tim Connolly suffered a similar shoulder injury in the Brock game and may be sidelined temporarily.

Next game for RIT is Sunday, Nov. 5 when Canisius comes to the Frank Ritter Memorial Arena for an 8:15 p.m. faceoff.

## **Cross Country (17-0)**

A victory in the Independent College Athletic Conference (ICAC) Championships was not to be for Coach Peter Todd's Tigers. Looming one of the

favorites entering the competition last Saturday, the Tigers finished second to St. Lawrence, a team they had beaten during the dual meet season. The Saints won their sixth straight ICAC crown with 24 points. The Tigers placed second with 45, followed by RPI (63), Clarkson (115), Hobart (167) and Ithaca (178).

Winner was Mike Burns of St. Lawrence, timed in 32:56.0 for the 10,000-meter race, run at Central Park in Schenectady. John Pelkey of the Saints took second in 33:09 and RIT's Chuck Ellis placed third (33:19). Ellis had defeated both runners in the dual meet campaign.

Tony DeSimone, Rome senior, turned in a solid effort to finish sixth. Pat O'Grady (Auburn) was seventh for RIT. Bob Perkins placed 13th, followed by Rick Letarte (16th), Kevin Belfield (17th) and Don Campbell (18th).

Although disappointed with the second place finish, Coach Peter Todd felt his harriers turned in a solid effort. "We ran as good as we have all year," said Todd. "But St. Lawrence was just a better team Saturday."

In junior varsity competition also on Saturday, the Tigers placed fifth in the Canisius Invitational. Fredonia won the JV meet with 18 points, followed by Lock Haven (57), Grove City (63), Buffalo (105) and RIT (110).

Gary Witnauer was top RIT finisher with a 14th place for the 4.6-mile course. Witnauer was timed in 24:45. Al Willett took 18th with Wayne Martin 22nd, Tony Machulskis 27th, Bob Donnelly 29th and Steve Lane 35th.

Upcoming for the varsity is the Upper New York State meet slated Saturday, Nov. 4, at Siena. RIT will be looking for its first UNYS title since the competition began in 1967.

## **Soccer (6-8-1)**

Coach Bill Nelson's soccer squad continued to skid in the closing contests of the season. The Tiger booters fell to Houghton (3-0), Ithaca (1-0) and RPI (1-0) in action last week.

It was the sixth shutout loss of the campaign against RPI and dropped RIT to a 1-4-1 mark in the conference. One game remains on the schedule, that coming at Hamilton, Monday, Oct. 30.

In the Houghton loss, the Highlanders dominated play, outshooting RIT by a 22-9 margin. Freshman Bill Schulze (Ft. Washington, MD) turned in a strong effort with 14 saves. Against Ithaca, everything was equal but the final score. Ithaca had a slight edge in shots, 14-13.

Schulze was again in the nets, accounting for eight saves. Ithaca's netminder made nine saves.

RIT had one of its best showings this season against RPI in the finale at home Saturday. The teams played through a scoreless first half with RIT holding the edge. In the second half, it was close to even with RPI slightly outplaying the Tigers. The break came at 17:45 when an errant pass went to RPI's leading scorer, Ahcene Zemani. He put the perfect boot past Steve Owens in the right hand corner and it was to be the eighth loss for the Tigers.

Owens played superbly in the nets, making 11 saves.

After 15 games Doug Fisher is leading scorer with five goals and two assists. Andy Coppola has seven points on four goals and three assists. Owens is saving 83.5 percent of the shots on net. Schulze has an 87.5 save percentage.

## **Women's Volleyball (6-11)**

The women's volleyball squad skidded to 6-11 on the season with two wins in five matches last week. The Tiger netters lost to Fredonia (15-9 and 15-13) in the first home match of the year last Tuesday. The same night RIT took the measure of Roberts Wesleyan by 15-11 and 15-5 scores. Thursday the Tigers traveled to Oswego, losing to the Lakers while downing Alfred. In the Oswego match RIT fell by scores of 15-0, 0-15 and 12-15.

The Tigers handled Alfred in three games, winning the opener, 15-11, losing the second, 6-15, then rallying for a 15-13 decision in the finale. Last Saturday RIT met its match against St. John Fisher, losing in four games. The Cardinals won the first game, 15-5. The Tigers rallied for a 15-9 victory in the second game then fell by 15-8 and 15-0 margins.

In the Roberts match Debbie Salmon (Watertown) hit a hot streak at the serve line with eight points in eight attempts. Becky Lucitte (Rochester) had a very strong week at the service line. She was six for eight in the second Fredonia game, four for six in the second Roberts contests and 15 for 21 in three sets against Alfred. Against Oswego, Lucitte guided RIT to a 15-0 shutout in the first game, scoring nine points in 10 serves.

This week RIT is at Keuka Monday, home against Houghton Wednesday and at Brockport for the AIAW District Qualifier on Saturday.

## CONTINUUM Earns Awards for CCE

The College of Continuing Education has received awards from two national designers' organizations for its publication, CONTINUUM, the quarterly magazine of the National University Extension Association.

Awards of Merit were conferred upon the magazine by the University and College Designers' Association (UCDA) and the Society of Publication Designers (SPD).

The December 1977 and June 1978 issues of CONTINUUM received Merit Awards in the category of total design from the University and College Designers' Association. George Bedirian, editor of CONTINUUM, journeyed to UCDA's annual conference in Estes Park, Colorado in September to accept the awards for the quarterly.

The Society of Publication Designers also presented two Awards of Merit to the December 1977 issue of CONTINUUM, one for photography and one for page design.

RIT won the contract to publish the NUEA quarterly in 1976. At that time the editorial staff of the College of Continuing Education (CCE) renamed and redesigned the magazine, previously called The Spectator. In 1977 SPD granted Awards of Merit to the first two issues of the publication, one for photography in the first issue and one for the design of a 16-page supplement that appeared in the second.

Today CONTINUUM is one of the most highly respected publications in higher education. Editorially and graphically it represents a new departure for magazines of its kind. Conceptually, each issue is an integrated whole. Photographs and illustrations — both color and black and white — are carefully chosen to enhance the in-depth examination in each issue of a specific theme of interest to continuing educators across the country. Each issue also includes reports on significant programs and research in higher continuing education, as well as thought-provoking essays by practitioners in the field.

Because of the success of CONTINUUM, the contract to publish the magazine, originally awarded for four years, has been extended. Dr. Harold Alford, editor in chief and CCE dean, plans CONTINUUM's thematic content, and Editor George Bedirian is responsible for design, photography and layout. Betty Glasenapp, managing editor, and Harold Kentner, executive editor, both secure

articles and maintain the flow of information.

The National University Extension Association for whom CCE publishes CONTINUUM, was organized in 1915. It is devoted to advancing the concept of continuing education and to encourage communication and cooperation between institutions and professionals in the field. It numbers more than 250 of the major higher education institutions in the country — including all the State universities and such independent institutions as Johns Hopkins, the University of Chicago, and the Smithsonian Institution.

CCE, in addition to publishing CONTINUUM, maintains a significant leadership position in NUEA. Harold Kentner, assistant dean, is a member of the National Board of Directors, CCE Assistant Dean Norman Flannigan is the chairperson of the Division of Administrative and Business Services, and CCE Dean Harold Alford is an ex officio member of the Board of Directors and the Publications Committee in addition to his role as editor in chief of CONTINUUM. CCE also recently hosted NUEA's Region II Conference in Rochester.

## 'Office of the Future'

W. Dal Berry, president of Graphic Sciences, Inc., a subsidiary of Burroughs Corporation, was on campus recently to discuss the "Office of the Future."

Approximately 75 students from the College of Engineering and the School of Computer Science and Technology heard Berry describe equipment marketed by his company that can transmit and receive a full page of text or graphics using the telephone lines in as little as 20 seconds.

He also stretched students' imaginations by talking about future roles for computers and the use of automatic files.

His visit was planned by Professor Ralph Stearns, member of the Career Education Division, a faculty member in the Department of Industrial Engineering, and Elizabeth Erbeling, president of the student chapter of the American Institute of Industrial Engineers.



## Clowning Around

Gale LaJoye, former advance clown with the Ringling Brothers and Barnum and Bailey Circus, and instructor at the circus' Clown College, will perform as "the classic clown and mime," at 8 p.m., Friday, at the NTID Theatre.

LaJoye's performance will feature several clown routines, including slapstick clowning, sight gags and balancing tricks.

As a professor of "clownology" at Ringling's Clown College in Venice, Florida, LaJoye taught an eight-week curriculum, including mime, acrobatics, slapstick, juggling, make-up, costume, and prop designs as well as individual clown character and gag development.

LaJoye spent the 1976 circus season as an "advance clown" traveling cross-country ahead of "The Greatest Show on Earth." He is currently director of operations at Ringling's Circus World Theme Park in Orlando, Florida.

Tickets for LaJoye's performance are \$1 for all students, RIT faculty/staff and senior citizens, and \$3 for all others. For reservations and information, call the NTID Theatre box office at 475-6254.

### PHONE CHANGES

#### Corrections:

Lou Boyon 2217  
Roy Dement 2846

#### Additions:

Jack Coon 2848

## Profile

# Stan Widrick: 'Observant Shopper'

Stan Widrick calls himself "an observant shopper." That's an understatement.

The College of Business marketing professor is so astute at the supermarket that he's done a study designed to save you from paying too much for a variety of items.

It's all a matter of "quantity surcharges." That's his term for a price structure in which a larger-sized package of a certain brand costs more per unit than a smaller-sized package of the same brand.

For instance, a six and one-half ounce can of tuna at 65 cents costs ten cents per ounce. But think twice before you automatically reach for that larger, "more economical" can of tuna, he warns.

If the twelve and one-half ounce can of tuna costs \$1.39, that's actually 11 cents an ounce. You'd be better off to buy the smaller one.

Widrick conducted a survey of more than 2,000 brand items in 70 randomly selected Rochester-area supermarkets during the past year. He found that more than 18 percent of the surveyed items had a "quantity surcharge."

In fact, tuna was the main culprit in his study. Seventy-seven percent of the tuna items he checked had quantity surcharges.

Some other food items found by Widrick to have high incidences of quantity surcharges were canned beans (38 percent), laundry detergent (31 percent), and peanut butter (24 percent).

"Shoppers should be aware that the larger size is not always the most economical," warns the 34-year-old Brighton resident. "Don't assume that the larger size offers the best value. Check it first."

Widrick found that rates of quantity surcharges vary widely from supermarket to supermarket in Monroe County. One chain had a whopping 28 percent surcharge rate while, at the other end of the scale, another group had surcharges on only eight percent of the items checked by Widrick.



His Monroe County Findings corroborate the results of an earlier survey he conducted in supermarkets throughout Oswego County. In that smaller sampling, more than one-third of all items checked were found to have quantity surcharges.

Those two studies are forming the core of his Syracuse University doctoral dissertation on the concept of quantity surcharges. He also is completing work on another study designed to determine which types of people are most often victimized by quantity surcharges.

Widrick has a few tips for shoppers who want to beat the high cost of food and, more specifically, avoid the quantity surcharge syndrome:

- check the unit pricing labels on supermarket shelves, which tell you exactly how much you're paying for each unit of the product;
- beware of packages that are odd-sized, like nine and one-quarter ounces in weight, since they make it more difficult to determine exactly how much you're paying for them;
- when there are many package sizes of an item from which to choose (4 oz., 16 oz., 24 oz.), it's more likely that you'll end up paying a quantity surcharge on one or more of the sizes.

The Lowville, N.Y. native says he first stumbled onto such surcharges five years ago while, coincidentally, buying some tuna at a supermarket in Herkimer.

"I talked to the store manager and other supermarket officials about it, and they couldn't explain why these discrepancies existed," Widrick says. "I was amazed when, after looking into the matter, I discovered how prevalent it is."

And the quantity surcharge phenomenon isn't limited to only the upstate New York area, Widrick adds. He has had students in his marketing research classes take similar studies in many states, and the percentages of quantity surcharges are always about the same.

Given his expertise in the area, it shouldn't be too surprising that he does most of the shopping for his wife and two pre-school children.

"I think my wife kind of likes the idea, since she isn't too interested in that sort of thing," he says. "In fact, my two children think of food shopping as my job since I often take them with me."



First Class



### CONABLE SPEAKS ON TAXES

Rochester-area Congressman Barber B. Conable is flanked by RIT Trustee Frank M. Hutchins (left) and Alan Illig (right), chairman of the Institute's Deferred Giving Advisory Committee, at a recent campus dinner held as part of a special all-day program on tax legislation and charitable giving. Following an afternoon panel discussion of the advantages and tax considerations involved in current and deferred charitable giving, Conable delivered a dinner address on tax laws and their impact on the taxpayer.

### Promotions

The following recent promotions have been announced by Personnel: Ella Ford, NTID Public Information, visitor center specialist; Joan Recchio, Personnel, secretary/receptionist; Helen Dorsett, Central Placement, receptionist; Eileen Beikirch, Records, scheduling supervisor; Phyllis Reynolds, Records, registration supervisor; Angela Spano, Admissions, admission specialist; Grace Termotto, Admissions, group leader/computer; Judy Schallhorn, Records, registration specialist; Valerie Liotta, Payroll, payroll specialist; Roberta Woods, NTID, mag card operator; Debbie Cantabene, NTID, supervisor, word processing; Norine King, CCE, information service coordinator; Wanda Tubbs, CCE, registration specialist; Joseph Gianni, Mail Services, mail clerk; Margaret Urckfitz, Mechanical

Engineering, department secretary; Mark Erdle, Campus Services, electrician; Janice Hall, NTID, executive secretary; Gail Savino, Residence Halls, file clerk; Elizabeth Cain, Institutional Advancement, executive secretary; Delores Baxter, CCE, academic support specialist; Dale Bramer, Instructional Media, engineering assistant; Connie LaBarre, Business, mag card operator; Bill Bianchi, Accounting, staff accountant; Vesta Wilcox, Accounting, check-writer; Betty Thompson, Accounting, check processor; Margaret Gardner, Payroll, weekly payroll supervisor; Sandy Parker, Personnel, training program coordinator; Art Dwan, Bookstore, shipping & receiving clerk; Judy Amalfi, Payroll, senior payroll clerk.

### Datebook

**to Nov. 10—Bevier Gallery.** Jack Lenor Larsen—The Larsen Influence in Fabrics, Leathers, Carpets and Wall Coverings. Open 9 a.m. - 4 p.m. and 7-9 p.m., Mon. - Thurs.; 9 a.m. - 4 p.m., Fri.; 1 - 5 p.m. Sat.; 2 - 5 p.m. Sun.

**to Nov. 27—"A Contemporary Ghost Town: Photographs of Old Baytown"** by Judy Sanchez. Wallace Library, 2nd floor gallery.

**through Nov. 30—Communications Gallery,** 4th floor, Bldg. 01: "Gladiators & Champions" Formula 1 drawings by Walter Kowalik.

**to Dec. 1—"People & Places II"** by Prof. Douglas Lyttle, SPAS. Faculty Center, Library.

**Nov. 4—"Seminar in Higher Education: Governance and Policy."** Guest speaker, Dr. Todd H. Bullard speaking on "The Faculty and Academic Governance." 9:30 a.m., Rm. 201 of Lattimore Hall on the University of Rochester River Campus.

**Nov. 6—Rosicrusians.** 6-11 p.m., Col. of Photo. Conf. Rm. Contact Mary Schwartz at 263-4629.

**Nov. 6—RIT Philosophy Club Meeting.** Prof. Walter Soffer, SUNY, Geneseo, speaking on: "The Origins of the Mind-Body Problem." 7:30 p.m., Bldg. 12-2428. Everyone is invited.

**Nov. 7-10—Graphic Arts Research Center.** "Basic QC For Graphic Arts Applications" Seminar. Call x2758 for info.

**Nov. 7—SA Open Forum.** 1 p.m., 1829 Rm., CU. Students, faculty and staff are welcome to attend.

**Nov. 7—"Genetic Engineering: Science and Responsibility,"** lecture by Dr. Robert L. Sinsheimer, chancellor of the University of California at Santa Cruz. 1 p.m., Ralph Van Peursem Aud., Col. of Science.

**Nov. 7—"Genetic Engineering: The Collision of Technology, Theology and Law,"** a panel discussion, 8 p.m., Ingle Aud.

**Nov. 9—Novels at Noon.** *Madame Bovary*, Gustave Flaubert. 12:10 p.m., Rm. 203, 50 W. Main St.

**Nov. 9—Photo Product Demonstration.** Presentation of the Canon line by representative William Wuest. 2-4 p.m., 07-1541.

**Talisman Film Festival,** Ingle Auditorium  
*One Sings, The Other Doesn't*—Nov. 3, 7:30 & 10 p.m., \$1.50

*The Great Race*—Nov. 4, 2 p.m., \$1.50

*The Turning Point*—Nov. 4, 7:30 & 10 p.m., \$1.50

*Dream Life & The Girls*—Nov. 5, 7:30, \$1.50