

Marketing team is defeated!

By Bill Dzigan

York University defeated Humber College in the finals of the third annual marketing competition, sponsored by the Industrial Marketers of Toronto.

York, the only University represented at the March 21 competition held in the Empress Room of the Park Plaza Hotel in downtown Toronto, beat six Community Colleges. Besides Humber, they were: Ryerson, Sheridan, Seneca, George Brown and Centennial.

In the two previous competitions, both won by Humber, Ryerson was the only opponent. This year's match, however, was expanded to include seven teams with five members each.

"The competition," said IMT Presi-

dent Keith Boddaert, "serves as a bridge for communication between IMT and full-time marketing students. It gives the students a chance to take a stronger look

at the industry and meet prospective employers."

The day began for all teams at 9 a.m. when they were given the Springfield

Packaging Limited case. In three hours, they had to prepare a twenty minute presentation analyzing long and short term objectives, product planning, distribution, pricing, and promotion.

Mario Pascucci, Humber's captain, said: "We were put into a closed room and could not phone or make any outside contacts. The teams drew lots, and we presented third. At a quarter-to-five we were told we were in the finals."

The other team members were: Sergio Cuifo, Robert Scott, Rory Warnock, and Vesta Elliott.

Humber Marketing teacher and co-ordinator of the team, Byron Collins, said: "The students were chosen for their marketing savvy and their ability to articulate what they know."

All five of Humber's team members played a part in the verbal presentation, but only two of York's students did that in the evening final.

York team member, Ray Kurki, said: "It provided a smooth flowing and coordinated presentation. It also meant that less people had to get nervous."

The other members of the champions were: Carl Hayman, Ken Porter, Robert Sherkin, and Carmen Giordano. All were fourth year undergraduate marketing students.

York Marketing professor, Charles Mayer, said: "They're not necessarily the best students. I chose a few and then they selected the rest."

Mr. Kurki said: "We wanted people we could work with."

To explain the closeness of the group, he said: "After reading the case, we all came up with the same idea and worked from there."

The presentations were graded on content, detail, accuracy, alternatives, and proof or logic. The three judges were: Maurice Hecht, marketing professor at the University of Toronto; John B. Walker, business, developing and acquisition manager at American Can of Canada Limited; and D.H. Lumb, general sales manager of Donitar Packaging Limited.

Humber made its presentation first. The plan stressed a competitive attitude on which Judge Lumb afterwards said: "Damn the torpedos, full speed ahead."

Their presentation stressed a "new program and a new product." In summary, Mr. Pascucci said: "We believe our solution to be most profitable and feasible for solving the problems of Springfield."

Following both presentations, the Judges criticized Humber for not offering any alternatives. York, on the other hand, suggested five. York concluded, in their report, the Springfield company should "gradually leave the market and seek other more profitable opportunities."

The two conclusions were widespread and Ms. Elliott said: "I think they read a different case than we did."

Before announcing the result, Judge Hecht said: "I don't agree with York's decision, but they should be admired for their analytical presentation."

He then proceeded to break the sus-
continued on page 3 with photo

Coven

Vol. 3, No. 29
Tuesday,
March 26, 1974

HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY



Vampires Don Boynton and Henrietta Palecki, 1st year Public Relations, stalked the College corridors last Thursday to find blood donors for the Red Cross blood clinic here. (Coven photo by Clarie Martin)

Revised Constitution

SU changes by-laws

By Shaun McLaughlin

Revised by-laws for the Student Union outline changes in the SU electoral process and job descriptions for the Chairmen.

Nomination procedures differ under the new by-laws. Twenty-five names are now required to nominate a candidate for a representative position. Forty names are

required to nominate a candidate for President or Vice-president of the SU. The old by-laws required only ten names for all positions.

Nominated candidates will now be required to post a \$10.00 security bond when they file their nomination papers. The money will be refunded after the election

if the candidate has not violated the election rules.

Each division, under the previous Con-

stitution was entitled to four reps. Now each division will be allowed reps on a pro-rated basis - one per 300 students. If the remainder exceeds one, another rep will be allowed.

Early reports on the constitution listed a minimum of 150 as the remainder needed to be entitled to an additional rep. The SU decreased the minimum remainder to increase representation from 13 to 16.

The Applied Arts Division and the Business division will still get four reps. The Communication Arts and Human Studies, and the Health Sciences Divisions will be entitled to three reps. The Technology Division will be entitled to two reps, under the new regulations.

Job descriptions in the new by-laws remain almost the same for the President,
continued on page 2.

SU Nominations

Candidates for President

Brian Flynn - Business Division
Marlon Silver - Technology

Candidates for vice-president

Robert Murray - Business
Doris Obernier - Social Services

Representatives

Business - five candidates for four positions
Creative Arts - Human Studies - three candidates for three positions
Technology - three for two positions
Applied Arts - one can. for four positions
Health Sciences - none but Osler box not checked at this time

Biz. block quietest

By Lou Volpintesta

If Toronto International Airport ever expands the Business Division block of Humber College will be the quietest building on campus.

In 1969, the college spent \$80,000 installing soundproofing in the business block on an experimental basis.

The soundproofing consisted of a three-inch layer of concrete on the roof, covering the steel that is normally used. A layer of plaster was laid between the tiles and the steel supports in the ceilings and masonry was installed in the walls. Provisions were made for double glazed windows but they were never installed.

Ioi refuses

S.A.M. merger

The Student Athletic Movement refused to merge with the Student Union during a Student Affairs Committee meeting on March 11. Alan Ioi, SAM president, suggested the merge a month ago.

At the last meeting, Mr. Ioi voiced his opposition to the plan because SU members could vote against athletic functions because they're not interested in athletics." Mr. Ioi also wanted to consult with Wayne Doyle, vice-president of SAM and Steve Collette, SAM's director of Communications before agreeing to any merger of the two student bodies.

Keith Nickson, SU president, said the decision was a mistake. Mr. Nickson said, "For all intentions they don't exist as legitimate student group. They're only known to people with athletic purposes."

He based his statement on the acclamation of Mr. Ioi and Mr. Doyle to office and the appointment of Mr. Collette to office during last year's SAM election.

When it was learned that aircraft would not pass over the school close enough to make a difference, the Board of Governors decided not to install the soundproofing in the other sections.

Because of the time factor involved, the Board had not conducted any in-depth studies to fully investigate the necessity of soundproofing. Since the school was to open in September of 1969, the Board took a "rather safe than sorry" attitude.

In the study compiled by the architects, Allward and Gouinlock, it was stated that the "lands are well clear of the major flight paths of the Toronto International Airport and thus no greater problems than are experienced in other areas of the borough are anticipated in this regard."

Harry Edmunds, Director of Physical Resources, said recent improvements in aircraft and noise control has removed the need for soundproofing the entire school.

SU by-laws

continued from page 1.

Vice-president, Treasurer, and Representatives. There is, though, a big difference for Chairmen.

Chairmen will no longer be elected by the student body, nor will there exist divisional Chairmen. Chairmen will be appointed by the SU from the elected reps.

The new position of Chairman of Student Activities, covers orientation, HATO, Winter Carnival and all social functions.

The only other Chairman position, under the new by-laws, is Chairman of Publications and Public Relations. The holder of this position is responsible for SU public relations, liaison with all internal and external media, and the SU Editorial Board.

The Editorial Board is non-existent at present, but might include in the future, according to Keith Nixon, another College newspaper.



Leslie Wright with a couple of his anti-war creations. (Coven photo by Clarie Martin)

Potter ridicules war

Anyone who has visited the McGuire Gallery lately undoubtedly has seen those little tank designs. They were created by part-time ceramics instructor, Leslie Wright.

What is unique about these weapons of war are the barrels. Leslie has formed them into swollen male sex organs.

Leslie admits his tanks are definitely an anti-war statement but adds they were fun to make.

Mr. Wright feels he has taken a serious subject (war) and interpreted it into something people can laugh at.

His talents lie in a mixed bag of what

he terms "representational art". Mr. Wright says he doesn't have the ability to reproduce objects as they are so he relies on an inherent sense, forming the things he sees into what they represent to him.

Mr. Wright builds his creations by hand. He finds turning clay on a potter's wheel, irrelevant to creativity.

"Hand building", he says "is the first step to making ceramics an art form, rather than just a function."

If you haven't seen his latest creations, they will be on display in the gallery until Friday.

Our new campus

By Brian Wheatley

The Etobicoke Board of Education is ready to transfer the Queensland Public School to Humber College as a Centre of Continuing Education. This addition will be the eighth campus for the College. Queensland Public School is located one block east of Kipling Avenue and one block north of the Queensway - in the vicinity of the Queensway II campus.

The Federal Government through the Department of Health and Welfare will award Humber a grant which amounts to between \$50,000 and \$70,000 for the project.

This is a pilot project for an opportunity for advancement program for one parent families. It will provide the parents with an adult training centre and an activity centre for the children.

The building is in good condition, better than most people expected when the project was announced. There is a parking lot and two playing fields.

The school has storage and washroom facilities as well as a gym which serves as a cafeteria and games room. During off hours it will be used for physical education.

The courses to be housed at the school will include Opportunities for Change, Randa English, senior citizens courses for people living on the Lakeshore and day and evening part-time learning.

A flyer is being sent to residents near the school informing them of the planned bus routes. The buses will transport women and children to the campus four times daily through residential streets.

Student's views on Humber streak team

By Clarie Martin

Student reaction to Humber's streaking exhibition in the Pipe on March 15 was one of curiosity, interest and pleasure. After the laughter, applause and uproar had died, students were asked to express their views on the streaking team consisting of three males and one female.

Stella Bolguroff, 2nd year Interior Design; "I was surprised to see a girl. I thought it was rather cute. It's hard to remember what they were wearing."

Zenia Artymyshyn, 1st year Early Childhood Education: "It happened so suddenly I really didn't get a good look."

H. Sawh, 3rd year Electrical/Mechanical: "A lot of baloney. They've

got nothing else to do so they run around."

Lydia Beck, 1st year Legal Secretary: "Nothing fantastic. It was an experience. I haven't seen a streaker before."

Anne Douglas, 1st year Legal Secretary: "I think it's better than doing dope. It didn't bother me. Give me \$50 and maybe I'd do it."

Paul Laskaris, 3rd year Electrical/Mechanical: "I liked the girl. They don't have anything new to show us. It warmed the atmosphere here."

Barb Murray, 2nd year Interior Design: "I don't know what to say. Overall I thought it was good. The girl was a great grand finale."



Advertisement

Mouthpiece

To the students of Humber College:
You are cordially invited to participate in this year's Student Union elections on April 2 and 3.

The successful candidates of this election will be the next year's SU members. You have a chance to shape the course of the College year to come, when you cast your vote for President, Vice-president and divisional reps.

We have made it much more convenient for you to mark your ballots this year. Instead of the usual single polling booth, we are offering you four booths. (One for each division, with Technology and Health Sciences sharing one.) Quo Vadis and Osler each have a polling station of their own.

We also give you your choice of two voting days and two voting locations. On April 2, the polling station will be located outside of the Humburger. On April 3, it will be near the Pipe, outside of Student Services. On both days the polling stations will be open from 8:30 to 5:00.

We hope these electoral innovations will make it easier for you to vote this year, and increase the overall turnout.

If you don't vote, even with all the extra opportunity we are providing, then we won't be expecting you to be complaining next year, will we?

We are in the process of negotiating with James Davison, Humber vice-president of academics, to work out a system where SU cabinet members may obtain up to four academic credits per semester for their contribution to the SU.

Under this system an SU member would get credit in relations to his course of study. For example, treasurer would receive accounting credit, president would get business management credit.

If this is approved we hope it will take pressure off SU members, whose grades suffer because of the time they put into the SU. It might even allow people, who would otherwise be intimidated by the workload, to run for office.

This week's movie, Wednesday at 7:00 pm. is 'The Killing of Sister George.'

Contact Canada

By Marion Williamson

An inexpensive opportunity to experience the diversity of Canadian life is being offered to Canadian and foreign youth by Contact Canada.

Contact Canada, an international youth exchange program, is operated in Canada by the Department of the Secretary of State.

For a cost of \$100, participants become involved in a three-week group program in one of the six regions of Canada. The programs centre around the following cities: Halifax, Nova Scotia; Quebec City, Quebec; Toronto, Ontario; Winnipeg and St. Boniface in Manitoba, Calgary, Alberta; Vancouver, British Columbia. Applicants have a choice of participating in one of the following sessions: Session 1 June 22-July 14, Session 2 July 13-August 4, Session 3 August 1-August 23.

The programs in the six regions are planned and implemented by voluntary organizations in the area. Each regional program is designed by a director and his staff to enable participants to have as much contact as possible with the people of the region and to help them gain greater insight into the geographic, historic, economic and cultural features of the area.

The first two weeks, which are spent in the different regions, are divided into three separate periods. These include, a home study, a study session and a camping period. At the beginning of the third week all groups meet in Central Canada.

Contact Canada is open to young adults between the ages of 18 and 23. Participants from Canada must be Canadian citizens. All applicants must submit a 300-word essay with their application, outlining their reasons for wishing to participate in Contact Canada.

April 15, 1974 is the deadline for applications for this year and they are to be submitted to: Contact Canada, Department of the Secretary of State, Travel and Exchange Division, 130 Slater Street, Ottawa, Ontario, KIA 0M5. Further information can be obtained through Peter Mitchell of the Community Studies Course in room H225.

Community to review role of senior citizens

By Nancy Abbott

Instead of wondering what we can do for the aged, we should be considering what the senior citizen can do for the community.

That was one theme presented at the "Reflections" seminar at Humber March 16. The seminar was designed to investigate the attitudes of people working with senior citizens.

Paula Gardner, co-ordinator of the Senior Citizens Bureau at the Ministry of Community and Social Services stated, "The group met mainly for the exchange of ideas and to acquaint one another with various concepts."

Ms. Gardner said the 25 people who attended had varied backgrounds. Some, were in recreation fields, and some were librarians, she said.

She said the meeting covered topics such as the role of the worker, training of the workers and an evaluation of the worker's attitudes towards aging and the people they work for and with.

Before the meeting Ms. Gardner said, "We want to find out what is needed to help senior citizens, and at the same time learn the attitudes and human behavior of those working with them."

The outcome of the meeting was favor-



While on a four-day tour in the Toronto area, conductor Harvey Sisler and the John Carroll Concert Band from Cleveland, Ohio visited Humber last Friday. (Coven photo by Clarie Martin)

We're number one

Giant magnet for students

By Bruce Turner

Humber College is number one when it comes to attracting the most students from other college districts.

President Gordon Wragg made that statement at a recent meeting with Applied Arts staff. He started by saying, "We hate to brag, but....."

Mr. Wragg was referring to a study

which showed that Humber attracted a total of 2,763 students from other college districts. It also showed that the College lost only 163 from its own district. This came to a net gain of 2600 students; the highest of all other colleges.

The study was actually a document prepared as a 'Market Share Analysis of the Colleges of Applied Arts and Technology' for the years 1972-73. The survey covered the 22 colleges in Ontario to determine the colleges sources of enrollment.

While Humber ranked first, Fanshawe College in London, was a weak second with a net gain of 789 students. The lowest ranked college was George Brown with a net loss of 1,781.

On the other side of the scale, out of 1,125 students from the Humber district (Etobicoke and York), 962 attended this school while 163 left to attend other colleges.

Breaking down the figures and looking into other districts surrounding the college, the document shows that Humber gained 379 students from Sheridan's district, 960 from Seneca, and 40 from the Durham College area.

Fred Embree, Humber's Registrar, attributed the number of out-of-district students to several factors.

"I think that the unique programs offered by Humber, such as horsemanship and

music courses, attract many of these students," he said.

"I also like to think that this is due to the fine reputations of some of our courses. Most students have to re-locate to go to college, and I think that when they have to move they tend to move to where the best courses are."

Mr. Embree added that, "Some of the other colleges are beginning to wonder why their students are coming here. I believe they're getting a bit worried."

Marketing competition

continued from page 1.

pense. "As a member of the University of Toronto," he said, "I have to announce the winner is York University."

Mr. Boddaert then presented the Canadian General Electric trophy to York captain Robert Sherkin and said: "Your presentation spoke for itself."

Judge Walker praised the students and said: "Lots of guys now in the packaging industry better be worried about their jobs."

Humber Marketing teacher and Director of IMT, Donald Sbrolla said: "I was proud of Humber. I think they put forth a very respectable presentation, but York was the best in both the afternoon and the evening."

All the teams were presented with a Certificate of Participation.



Humber's marketing team: From left to right: Marjo Pascucci, Sergio Cuiro, Vesta Elliott, Robert Scott, and Rory Warnock. (Coven photo by Duncan MacDonnell)

THE GREAT HUMBER TURTLE RACE

Monday, April 1st

Coven

Vol. 3, No. 29
Tuesday, March 26, 1974

HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY

High school mentality shown by 3 students

Fern Campbell is a first year Journalism student, confined to a wheelchair. A week ago the special chair she'd been given by The Board of Education for manoeuvring at Humber was carelessly smashed by three Humber students who used it for joy-riding through the corridors.

While night-students were at their classes, the culprits, a male and two females took the wheelchair from its place at the front door where Fern's mother usually leaves it. A security guard caught them in the act and apprehended the man. Fern's parents are considering pressing charges if the College doesn't do so.

Fern, who is totally unable to use her legs and only partially able to use her arms, was loaned the \$250 chair which enables her to participate in classes.

While the chair was being temporarily repaired, Fern missed classes. The chair still isn't in proper working order.

Fern's parents have to pay for repairs. If the chair is sent away to be repaired completely, Fern will not be able to attend classes for weeks. Although she has a wheelchair of her own at home, it will not serve her needs here at Humber.

The kind of childish misadventure suggested by these College students is high school stuff. Kids in high school would be scolded by their teachers and sent to the principal.

The people responsible for damages to Fern's wheelchair may receive more than a scolding or be sent to a more undesirable place than the principal's office.

Because of three Humber student, who should have known better, Fern Campbell, an invalid since early childhood, must suffer -- as if she hasn't had enough.

C.M.

Ioi gives S.A.M. a second chance

Student Athletic Movement president Alan Ioi must be commended for thwarting the Student Union's power-hungry move to absorb S.A.M. and become lord and master of all student activities. Mr. Ioi cast the deciding vote against a merger motion at a recent Student Affairs Committee meeting. Thus, S.A.M. remains the only other autonomous student governing body in the College.

Mr. Ioi must have recognized the dangers that such an amalgamation posed to S.A.M.'s athletic interests. Had the two merged, S.A.M. would have been reduced to a Student Union committee with all its activities overseen, if not over-ruled, by the Student Union.

People interested in athletics are a minority but must form the largest single minority faction. A separate organization is paramount if their needs are to be adequately served.

The issue at hand is the effectiveness that the Student Athletic Movement can have and not money as the SU would have us believe. S.A.M. ran an adequate program on a working budget of \$6,360 this year and will likely finish with a small surplus. The function of the Movement is not to run Humber's entire sports program but to ensure student athletic needs are met through advising the department.

If SU president Keith Nickson took the time to assess the situation and relationships existing in Humber's sports world he would realize that S.A.M. doesn't need the blessing of the Godfather but the support of the students to achieve its goals.

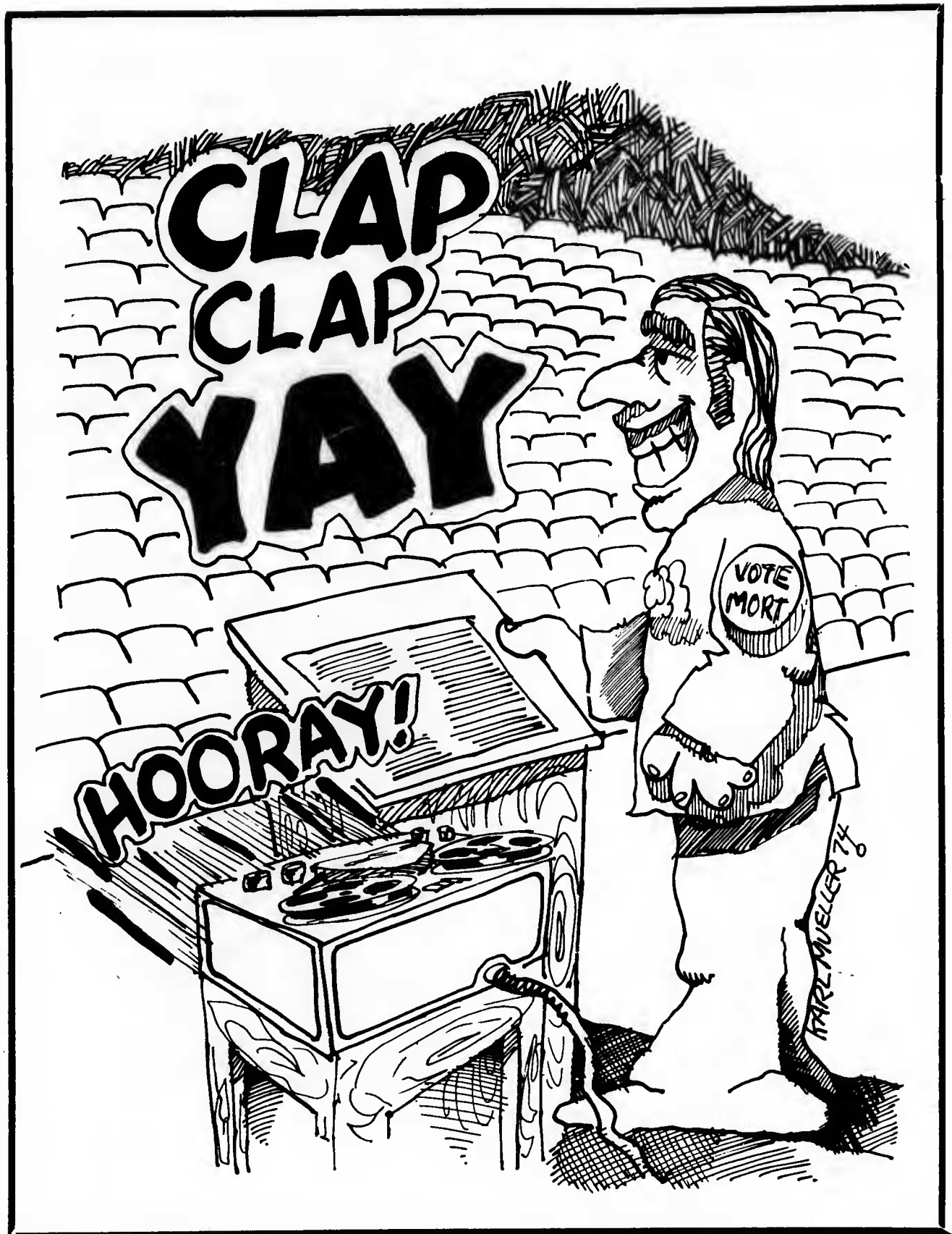
L.M.

Coven is an independent student newspaper published weekly by the Journalism Department, Humber College of Applied Arts and Technology, Rexdale, Ont. Member Audit Bureau of Circulations.

Publisher: J.I. Smith, Co-ordinator Journalism Programs.
Editor Karin Sobota

Associate Editors, Dennis Hanagan, Clarie Martin; General News, Larry Gouge; Entertainment, Nancy Abbott; Wire, Janet Ursaki; Sports, Larry Maenpaa; Staff Advisor, Fred McClement.

Graphics June Lawrason, Barry Wright
Circulation Tom Green
Advertising Bill Seguin, 676-1200, Ext. 519



"God's Herb" legal?

By Patti Vipond

"And God said Behold, I have given you every herb bearing seed which upon the face of the Earth, and every tree in which the fruit of a tree yielding seed to you and it shall be made for meat."

Jack Brashear believes this phrase, taken from the chapter Genesis in the Bible, is the basis for legalization of marijuana.

Mr. Brashear, former editor of an underground paper in California and now living at Lake Wendigo in northern Ontario, has started a movement called Chapter 1. The name comes from the first chapter of Genesis whose verses 11, 12, 29, 31 and 32 compose the proof of his theory. The campaign is aimed at justifying man's right to use marijuana under the laws of God as opposed to the Ontario Narcotic Control Act.

"God has given us all the Herb," said Mr. Brashear. "Does this mean he's trafficking? All of Canada's officials, including the Queen, are sworn in on the Bible, yet they don't believe what it tells them. In my eyes these people are guilty of blasphemy."

Earlier in his life, Mr. Brashear, now 37 years-old, was extremely anti-drug, and went so far as to apply for an undercover narcotics agent job at the Sheriffs Reserve in Texas.

But through favourable experiences in his life, he claims he became a firm believer in drugs and God.

Mr. Brashear's decision to start the campaign came after being threatened with deportation after being charged with possession of marijuana.

"All over Canada, people are taking these petitions with them," said Mr. Brashear who has been distributing the petitions at all major transportation terminals. The petition was first signed by comedians Cheech and Chong who later gave their permission to have their signatures mimeographed onto every paper.

One petition is presently on its way to the Prime Minister.

Mr. Brashear invites anyone interested in helping the cause to write him at P.O. Box 867, Englehart, Ontario. Anyone wanting a petition can pick one up at the Coven Media Resources Centre.

Letters

To the Editor:

I had hoped that out of all the media and people who went completely over-

board over the streaking craze, the editorial staff of Coven would show some restraint and sanity in the coverage of this silly fad.

But alas, when Tuesday's Coven came out, there were no fewer than five stories and one editorial devoted to the four

individuals who apparently had the sheep-like urge and did what was expected of the crazy Humber students.

Perhaps even more absurd than having to join the crowd and actually have streakers here was the necessity for Humber to fake having streakers when none actually existed.

While the U. of T. was making it onto the front page of the Toronto Sun with

their streakers, Humber was left out in the cold with no streakers and no publicity. We were fortunate that the television crew came along in time to declare us the streaking capital of Toronto and save our shattered image. In grooviness, Humber has always had to lead the way.

Everything was fine after we actually did have streakers last Friday, though. We could face our friends down at the Tube and the Generator and have just as good a streaking story to tell them as they would be relating to us.

What would Humber do without our revolutionary trend-setters to keep us up-to-date on what we're supposed to be doing? And what would Humber do without Coven to encourage the trend-setters to tell us more?

James Adair,
2nd Year Journalism

St. Vincent is like Shangri-la!

By Charlotte Empey

Third World philosophy and the dream of brotherhood of man may seem like adolescent illusions from the nineteen sixties peace movement, but Humber College and a tiny island are putting those ideas into practice and making them work.

Humber and the island of St. Vincent have a unique and mutually rewarding relationship.

The College was twinned with St. Vincent, one of the West Indian windward islands, through Project School-to-School in October, 1969. As part of the provincial government's Ontario-Commonwealth Caribbean school twinning program, Humber was committed to providing St. Vincent with school supplies and other needs like typewriters and books. However, the relationship has grown to much more than that.

"Although twinning just means giving a helping hand educationally," explained Doris Tallon, assistant to President Gordon Wragg, "we have carried the relationship much farther. We have the strongest relationship in the program by far."

Shortly after Humber and St. Vincent were officially twinned, the college brought two young Vincentians to Toronto for a two week visit. The students attended classes at the college and toured the city and parts of the province with Humber students.

Later, the College developed a scholarship program whereby Humber sponsored Vincentian students who wished to study at the college.

As the relationship grew, Humber became involved in raising money for a new vocational school on the island. Not content with merely providing the necessary capital, a Humber instructor and three students spent the better part of their summer holiday 18 months ago helping to install the plumbing and electrical wiring at the school on Troumaca Bay.

Money for the various St. Vincent projects is raised in a variety of ways. A Caribbean Carnival is held annually, the profits going to the St. Vincent fund. Each spring, President Wragg and a group of students plant flowers in the greenhouse behind the College, to be sold at the end of the spring term. At harvest time, the produce from President Wragg's farm is placed in bushel baskets around the college, and students, staff and faculty are invited to pay what they can, the proceeds again going to St. Vincent.

Of all the schools originally involved in Project School-to-School, Humber is one of the few that continues to maintain a strong, positive relationship with its twin. In other schools, program interest is on the wane, but for many Humber faculty and students, commitment to St. Vincent is personal and lasting.

Support for the St. Vincent project is not limited to providing just monetary and educational aid. A philosophy of sharing and learning is an integral part of the relationship. This is a two-way experience, and the cultural exchange has enriched the lives and outlooks of everyone involved.

Humber instructors Bill Wells and Gord Kerr have been active in furthering the St. Vincent project. They are instrumental in organizing the annual Caribbean Carnival, which last year realized a profit



Sandy beaches and white surf is just another feature of the island of St. Vincent. (Photo by Frank Ryan)

of over \$2,000. Their involvement goes much farther than that though; St. Vincent has become a part of their everyday lives. Both men have holidayed on St. Vincent, getting to know the country and its people.

They tell the story of walking along the beach on Beque, a small neighboring island, and being approached by a young man who engaged them in conversation and asked them where they were from. "We're from Toronto, Canada," replied the two men.

"Oh, I attended Humber College in Toronto," countered the young man enthusiastically. "Do you know it?"

It turned out the young man whose name was Knolly Simmons, had studied architecture at Humber and was now practicing his chosen profession, designing and building houses and resort complexes on the island.

Mr. Kerr's and Mr. Wells' enthusiasm about the "unspoiled Shangri-la" is infectious. "The island looks like movies I've seen about Hawaii or Tahiti," said Mr. Kerr. "Do you know they have donkeys down there that quite literally talk to one another all night long, and cocks that crow every hour on the hour."

Both instructors are also active in seeing that the St. Vincent students' stay at Humber is a memorable one. They get involved in the lifestyle of the students, organizing parties and outings and visiting with them after school hours.

"We feel very much at home with them," said Mr. Wells, "because we are very much at home."

Doris Tallon is another person who has made St. Vincent an important part of her life. Her office walls are covered with line drawings, paintings and crafts; gifts from the people of St. Vincent.

When the project was first initiated, Ms Tallon organized an audio-visual program, affectionately called "a visit to St. Vincent", as a means of letting the community know of Humber's involvement. School children from communities as far as 70 miles north of Toronto were bussed to the campus and treated to a program on St. Vincent including films, film-strips and crafts displays. Unfortunately, the program has been discontinued. "It was just too time consuming," said Ms Tallon.

"We've made a lot of friends down there," said President Wragg. "We know a lot of people there, and we have some understanding of their needs. The things they need and want are things we can give them. Ideally, they should have appropriate facilities on the island, but this is difficult. However, I think it is

more beneficial for St. Vincent to send students here to be trained and then have them return to work in their own country, than to send people down there."

Janette Mills, the only girl in the scholarship program at the moment came to Canada last September. "I love my program," said Janette. "I am training to be a lab technician. In St. Vincent there is a great demand for hospital workers of any kind, and my training will be put to good use."

Cuthbert Williams, marketing student, said, "I really enjoy the program and I feel there is a lot of scope for marketing in the West Indies and the course offers valid training for this."

Perhaps Cuthbert best summed up his feelings when he said, "I like the College and the people here, though I miss my friends. There is a gap between myself and the other students because of my background, but I get along well with the other kids in my class."

Reprinted with the permission of Spear Magazine.

"Sorry-wrong number!"

By Yvonne Brough

"Hello Ian, Ian Turnbull?" the voice cooed softly.

"What the hell," I said to myself. The sultry voice on the phone turned icy. "Who are you?" she demanded.

"Oh uh, I'm the maid. Just a minute, I'll put him on."

You know its not easy being the girlfriend of a man who just happens to have the same name as one of Toronto's favorite hockey players. I wouldn't mind the numerous female callers if Ian would only let me get a little closer to the receiver.

I can always tell where the conversation is headed by the various shades of red on Ian's face.

"She wants to know if I'm real," he whispered to me.

"Just a minute" I said biting his ear... MMM, "yep".

He disengaged my arms from his neck and went on talking, holding me at arms length.

"Yes, I'm the real Ian Turnbull; at least my mother thinks so."

"You saw the last game eh? Yes, I was rather good that night wasn't I?"

"Why thank you; I like to think I'm in good shape."

"You say you've embroidered my name on your undies and you'd like to pop over and inspect the stitches? Well I don't know. Can I invite the coach?"

"There are limits as to how far a decent all-Canadian hockey player can go. What about my reputation?"

"Would you settle for an autographed hockey stick?"

"She thinks I'm sexy" said Ian over his shoulder.

"Listen honey" said I, "I think you're sexy too, but if you don't get rid of hockey Hannah the groupie I'm going to tell her you wear Winnie-the-Pooh shorts."

Honestly, the nerve of some people.

"You wouldn't" he gasped.

"Try me" I sneered.

It took him three seconds to consider the risk involved before picking up the phone.

"Listen, there may be a problem. You see my lady doesn't like me to go out after four o'clock."

"Yes, yes I have a girlfriend. Surprised eh?"

"Hey don't tell the rest of my lady fans. It's a secret."

"Hello, hello? Shucks. She hung up on me."

A good thing I thought to myself. I've half a mind to call up the real Ian Turnbull and bill him for being his answering service.

On the other hand, maybe I'll ring up and ask for Ian Turnbull the painter in my black negligee voice.



One of the schools being aided on the island. (Photo by Frank Ryan)

Both Sides Now

This week Coven asked: "What do you think makes people streak?"

Photos by Dennis Hanagan



Ivan Fernandez, Community Studies; "It's just like smoking dope in the sixties; in the seventies it's streaking. It's deviant behavior and everyone does it once in their life. It's a unique thing right now."



Dorothy Denker, Fine Arts; "They probably just do it on a bet to prove they have the nerve to do it."



Art Lockart, Community Studies; "Lack of funds for clothes. You need a bit of insanity to keep the world going."



Jerry MacKinnon, ex-student; "I guess they've just found something new to do."



Susan Beresnevicius, Fashion Careers; "People do it as a dare; to see if they can do it without getting caught. I suppose it makes you more or less a hero."



Fraser Torek, Carpet Installation; "It's a fad. It doesn't cost much money to join but you can't tailgate. It'll probably go on this summer then peter out."

Etobicoke helps find oil substitute

By Keith Williams

Lifetime Lube, a 100 per cent synthetic, non-polluting lubricant may find its way into the crankcases of Humber students' cars as a substitute for oil. Kilborn Synthetic Distributors of Etobicoke and Mississauga working in conjunction with the Hatco Chemical Company of New Jersey have come up with such a product which can be used for anything from the family car to a high-powered speedboat.

They have been in business since September 1973 and a spokesman for the

company said sales of the product are growing faster than it can be produced. Retail outlets extend from Vancouver to Montreal.

Lifetime Lube is sold to hardware stores, independent service stations and automobile parts companies. Its sales also include truck and bus company fleets.

Lifetime Lube is composed of Adipic Acid, alcohol, and animal fats, collectively known as an ester base. The product will not freeze in temperatures as low as minus 75 degrees Fahrenheit and it will not burn at 800 degrees Fahrenheit.

The product has sold very well in the United States, especially Houston, Texas, where they are using it in a fleet of police cars as well as selling it door-to-door.

The oil was used in an Oldsmobile with 135,000 miles on the speedometer. The car had been getting 75 miles to every quart of oil. The car now receives 1000 miles for every quart. A car that had been getting 1,000 miles on every gallon

of oil, now gets the same mileage on only a quart. Gas mileage is increased by five to eight per cent.

Tests have proven the use of Lifetime Lube has increased the overall performance of an automobile.

Winning car loses parts

By Brian Healy

Humber's pollution-free car won third place in its last competition in Detroit a year and a half ago, but it has lost all value to the college except for parts.

The car, modified by technology students to run on propane gas, has been parked near the Landscaping buildings because the Technology division does not have room for its storage.

A new course, Automotive Systems, would use parts from the car for student garage work. However, Technology does not yet have facilities where such work could be done.


If facilities do not become available, the course will be dropped and the car sold for parts.

Course ends

The third Management for Women course ended Saturday, March 9, with an all-day workshop conducted by Marnie Clarke.

The course covered such topics as organizing and planning for results, the role of the manager, setting objectives, motivation, delegation, and leadership.

The Management Development staff of McGill University has received a videotape prepared by the Centre for Women and IMC, which discusses the philosophy, approach and planning involved in developing the course. The tape will be used to develop a similar program in Montreal.



THE PERROQUET

Friendly meeting spot at night and great lunching at noon! Everyone dances to live evening entertainment followed by nostalgia music (great for reminiscing) played on a classic old juke box. It's a great new night-place for both. Be sure and say hello to 'Koko'.

THE BRISTOL PLACE HOTEL, 950 DIXON RD.
AT TORONTO INTERNATIONAL, AIRPORT .677-9444

Ready, set, crawl for charity

By Sue Watts

Humber's off to the races when the first annual turtle race is held April 1st in the Lecture Theatre.

The second year Public Relation students had a problem. What could they do that would be interesting and fun for Humber students and at the same time raise money for the Dellcrest Children's Centre? Of course...turtle racing.

So, their plan began. The first problem was solved by Hartz Mountain Pet Supplies Limited on Rexdale Blvd., who made the race possible by donating fifteen turtles. But, of course there has to be a prize for the "fastest snapper north of the Ascot", so Molson's Breweries has donated \$100 and a trophy for the winning turtle.

Monday, April 1st at 2:00 p.m., Chum's "Shotgun" Tom Rivers, will be in the Lecture Theatre to give a play-by-play commentary on the race.

"We've had a great response, in fact we may have to get more turtles", Lucy Baistroch, a second year public relation student said.

Bets, of 50 cents and up will be taken from the 25th of March and right up to post time. The entrance fee is 25 cents.

All proceeds will go to the Dellcrest Children's Centre, which is a centre helping emotionally disturbed children and their families through a wide range of treatment services.

Card players compete with lunch eaters

By John Mather

Humber College should schedule classes so there are less people in the cafeteria at one time during lunch periods, said Dave Davis, head of Food Services. "It's not that there are students playing cards, there are just too many people," he said.

At a recent rap session for the Applied Arts Division, Rose Mary Ward, an instructor in Fashion Careers, claimed she couldn't get a meal in the cafeteria because too many students were playing cards.

"When you have 10 or 15 minutes for lunch it's very aggravating to find the cafeteria full of students playing cards," said Ms. Ward. She finds the situation worse in the Humberger.

Mr. Davis said he has received a great number of complaints from students and teachers about card players in all cafeterias. He said card-playing has affected service to the point where some people don't eat in the cafeteria anymore.

However, he doesn't feel any action can be taken against students who use the cafeteria for this reason. "Where else can they go?" he asked.

"I've tried to kick students out, but what can I do? They have a right to be there," he concluded.

Police course teaches tact

By Brian Donlevy

The handling of fellow officers' is just as important in a police department as the officers' handling of the public.

The problem is that there are not enough trained Police Supervisors around to handle all the constables.

That is where Barrie Saxton comes in. Mr. Saxton is teaching Police Supervisory Practices, a continuing education course, to 15 men connected with different police forces.

The course is designed to show these men the way to operate a police force, and how to cure the problems.

According to Mr. Saxton, "good cops don't necessarily make good supervisors. Supervisors are hired to interpret department policy to the men on the street and place checks and balances on them."

According to the men in the course, the police forces are now recognizing the need for good supervisory personnel, so they are giving the men time off work to attend school and reimbursing them for a successfully completed course.



The winner's box is empty, waiting for the champion of the great Humber turtle race, proceeds to go to the Dellcrest Children's Centre for emotionally disturbed children. (Photo by Clarie Martin)

Communication void filled

There has been a lack of communication at Humber and President Gordon Wragg has set up informal rap sessions as a way to overcome it. The rap sessions provide a way for staff and students to "let their hair down" and freely discuss problems they have on the management level.

Humber has around 800 staff members President Wragg said, "They can provide some input through the regular line organization, but this is never altogether satisfactory". He feels the staff sometimes want to talk directly to the people at the management level. Rap sessions provide a method for doing this.

You can always find deficiencies in anything as complex as Humber", Mr. Wragg

said. The rap sessions try to explore the direction the College is moving in and find out what areas deserve more attention. He said, "There are a great many things that are drawn to our attention and we get a lot of input on things that might not get the attention they deserve."

Some problems brought up by the staff include parking, the staff lounge, student residences, and problems that could be caused by the expansion of Malton Airport. Primarily, however, the staff is concerned with doing their job a little better.

More meetings are planned and President Wragg thinks it will be "a continuing process". He hopes the students and staff will meet on a fairly regular basis.

Mr. Wragg said the sessions can be used by groups of students in the next few weeks who want to discuss anything.

TERMPAPERS

Quality, Originality, Security

\$2.75 per page

SEND NOW FOR LATEST

CATALOG. ENCLOSE \$2.00

TO COVER RETURN POSTAGE

Hours: Mon-Fri 12 noon - 8 p.m.;

Sat 12 noon - 5 p.m.

ESSAY SERVICES

57 Spadina Avenue, Suite 105

Toronto, Ontario, Canada

Telephone: (416) 366-6549

Writers: ATA CONTEST

By Shaun McLaughlin

An educational competition with \$11,000 as prize money is underway within the 22 Community Colleges of Ontario. Each college is receiving \$500 to divide among its successful contestants.

The contest sponsor, the Automobile Transportation Association of Ontario, is leaving each college free to set its own criteria. The ATA wants students to present a major project on the theme, 'The Movement of Goods by Automotive Transport'.

Humber's Award Committee, the body which will decide the criteria, judge, and award the successful contestants their share of the \$500, has been formed. They want students to submit a summary of proposed study. If this is approved, then a student must complete the entire project to be eligible for prize money.

The summary proposal must be a maximum of one page in length; submitted before April 16; and outline the student's objectives, resources to be used, and the presentation. There will be no cash awards for this part of the project.

The completed study must be submitted before May 31.

All proposals will be screened for potential. Unacceptable project proposals will be turned down. Every accepted project, will receive a share of the prize money, if properly completed. The Award Committee plans to keep the list of acceptable proposals short to assure a large share of the money to successful contestants.

For further information, students are urged to contact the Technology office.

humber college presents...

JAZZ WORKSHOP CONCERT

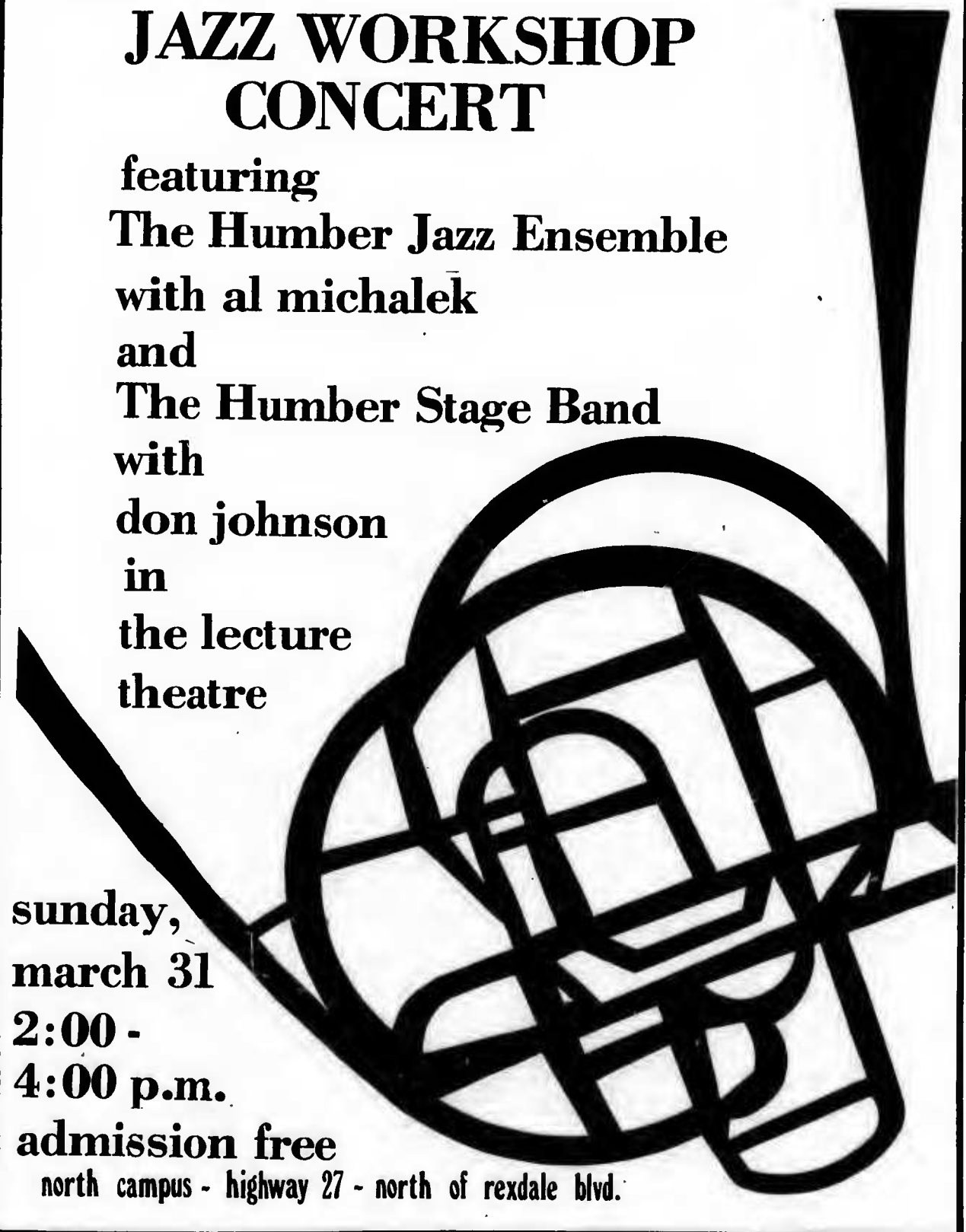
featuring
The Humber Jazz Ensemble
with al michalek
and
The Humber Stage Band
with
don johnson
in
the lecture
theatre

sunday,
march 31

2:00 -
4:00 p.m.

admission free

north campus - highway 27 - north of rexdale blvd.



FROM GIRL TO WOMAN

Who Are You? Where Are You Going?

Come and Hear

PROFESSOR ANNE-MARIE HENSHEL

Feminist - Sociologist

York University

and

Panelists

Ruth Matheson - Director, Career Planning and Placement
Humber College

Marjorie Janz - Counsellor, Humber College

Esther Vickor - Student, Humber College

Marnie Clarke - Director, Centre For Women, Humber College

Humber College North Campus Lecture Theatre (Auditorium)

Tuesday, April 9, 1974 1 P.M. - 4 P.M.

FREE ADMISSION

Sponsored by:

Field Placement - Human Resources Development Program
and The Centre For Women

