

# Marketing team is victorious

## Ryerson beaten again; Humber retains trophy

By DORIS FREITAG and BILLY KENNEDY

Humber defeated Ryerson again in the second annual marketing competition.

The competition, held in the Empress Room of the Park Plaza Hotel, in downtown Toronto, was sponsored by Industrial Marketers of Toronto.

Each five-member marketing team was allowed thirty minutes to present its complete marketing proposal for a multiple keyboard-to-tape computer system, code-named INDAT. The problem was based on the actual situation at Consolidated Computer, a Canadian firm which was \$10 million in debt last year.

A solution had to include an outline of the company's objectives, a scheme to reorganize the company's staff structure and an estimate of the number of personnel required to put the company back on its feet. The teams were given a \$75,000 figure to work with for a one-year advertising and sales promotion plan. Public relations objectives had to be outlined and a new name suggested for the INDAT computer system.

The panel of three judges, Patrick J. Suddick, vice-president of Honeywell Information Systems; John L. Montpetit, vice-president of Marketing at Mohawk Data Systems; and William Hutchison, president of Consolidated Computer, the company in question, acted as a hypothetical board of directors for the struggling company.

An atmosphere of formality prevailed as the Ryerson team began the competition. The team, headed by David Needham, divided the problem into five parts, as did Humber, each member handling one aspect. Other members of the team were Andre Penco, Edward Woodridge, Alfious Jones, and George Beals, the only non-graduating member on the team.

The Humber presentation, headed by Robert Tune, was noticeably more forceful. Mr. Tune and the other members of the team, Robert See, David Morrison, Marguerita Gingra and Hank Gibson tended to sink more into the role of an actual marketing team facing a board of directors rather than a panel of judges. The problem at hand was referred to as "ours" as each team member addressed the judges and Mr. Tune often used his pointer emphatically when making a point in his segment of the presentation.

The major difference in the ideas of Humber and Ryerson in marketing the INDAT system were in selling. Humber suggested direct selling, as the company has been doing. Ryerson stressed wholesaling the product.

Continued on page 2

## Education minister interviewed

### IMC tapes McNie

By CLARIE MARTIN

The Minister of Colleges and Universities Jack McNie visited Humber recently to make a pilot TV program in conjunction with the Instruction Material Center (IMC). The program, called "Management by Motivation", is the first of a possible 13-week series dealing with management development programs at community colleges throughout Ontario.

The video-taped program is hosted by Leo Mitchell, government supervisor of the

management program of the Applied Arts and Technology branch, and features Mr. McNie in an interview. The Minister took part in the program because of his managerial background and his personal contact with many firms.

Mr. McNie said there is a greater need today for such programs because of our economic switch to the service industry, secondary manufacturing development, increase in international competition, and the growth of consumerism.

Jerry Millan, production co-

# Coven

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**Vote April 5th**

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HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY



(Photo by John Steele)

Robert Tune, president of Humber's marketing team, and Hank Gibson, another member of the team, hold the trophy they won in the International Marketers of Toronto competition. The trophy was donated by Canadian General Electric. Other members are David Morrison, Robert See, Marguerita Gingras, and substitutes Howard Morton, Jody Glasser, Ed Reynold, Michael Glynn, Linda Saunders and Michael Dack.

ordinator of IMC, said, "The idea of the series is to try and explain what management programs are all about. This is the first of a possible series for instruction within the college system via cable television."

"Each course is written by a leading Canadian specialist in the subject matter, the programs are designed by people in the industry for people in the industry."

The programs deals with managerial problems and present

solutions to keep people up-to-date with modern techniques. They show what the management programs are about, how management is used, and give information and details.

Mr. Millan explained the pilot program will be presented to a conference of community college representatives in the near future for their evaluation of the series and consideration of its use in the management area.

## Humber misses art show

Humber students missed out on an arts and crafts show at Casa Loma on March 10 and 11 because no one heard about it. According to Alan Stein, a third year Fine Arts student, staff and students were not aware of the show until a week before the opening.

"There just wasn't enough time to get organized," said Mr. Stein.

David Chesterton chairman of Visual Arts, said Humber did not receive notice of the exhibition. "If I had known, we would have been there with bells on. The show organizers said they sent the notice, but I never received it."

Co-ordinated by the Organization for Rehabilitation through Training, the exhibition featured the work of professional artists as well as work by students from Sheridan and George Brown Colleges. Sheridan's School of Design took top honors at the show.

Stephen Taylor, a stained glass artist and teacher at Humber admits that because his work load in and out of the College he is often out of touch with the world, but he contends, "Surely it is the responsibility of the College to maintain a total and complete contact with all sectors of the community. It appears that once again Sheridan has put itself in a position where we should have been."

Sheridan's organizer Michael Fortune, a second year Furniture Design student, said notice of the show was posted last December.



Richard Whitten a second year photography student won first prize in the Student Behind the Camera contest with his mountain landscape.

(Photo by Richard Whitten)



(Photo by Shaun McLaughlin)  
Instructor Elizabeth Ashton is rated the fourth ranking equestrienne in the world.

## College teacher rated 4th best equestrienne

By SHAUN McLAUGHLIN  
Humber instructor, Elizabeth Ashton, has been rated the fourth-ranking equestrian in the world.

Ms. Ashton said she was happy but surprised she was rated so high since she didn't participate in European competition.

Ms. Ashton is the only Canadian to receive a rating this year. She attributes the high rating to her performance in the North American Fall Circuit.

The Fall Circuit consists of competitions in Washington, New York, Harrisburg and at the Royal Agricultural Winter Fair in Toronto.

Ms. Ashton and her horse Scotch Valley won the highly-prestigious President's Cup in Washington, where she competed against a 1972 Olympics gold medal winner.

Ms. Ashton has been riding since she was seven and has always had her sights set on top competition events.

She was in reserve for the Canadian team at the 1972 Olympics and feels she has a good chance to make the team in 1976.

As a teacher in the Horsemanship course, Ms. Ashton is able to combine her hobby with her job. She says this is not always a good idea because the practical aspects of horses can become a drudgery.

To become successful in competition a person must begin at a very early age, she explained, and riding two or three times a week is not enough; "It's got to be three or four hours a day."

"It's hard work, but I've never thought of quitting."

Commenting on her win in Washington and her high world rating, she gave a lot of credit to her horse and to luck.

Scotch Valley also received a fair share of recognition. He was named one of the top ten horses in the world.

## SU forgetting students: Towers

The Student Union debated job descriptions again Monday March 12 in the light of its involvement with the surrounding community.

Rick Andrews, chairman of the Business Division, raised this question when he stated, "The purpose of the Student Union is all wrong in that it is more concerned over collecting the activity fees and their own personalities, than they are with the community surrounding them." He felt the SU is viewed as a "bunch of leeches" by the community because all they do is take money from the students and the Ontario Government and don't return anything to the community itself.

"Let's show them we want to be part of the community by getting all of the students involved," he added.

Neil Towers, SU vice-president, says Humber is a Community College and isn't doing its job. "We should be involved as residents of the community," he said. "We should take Humber to it and make this involvement a new job of the SU."

One problem facing the SU is it can't involve the community if it can't even involve the students. Mr. Towers suggests a restructuring of the Union because "we are doing something drastically wrong."

Another problem facing the members of the SU is students only notice its social aspects and SU should do something to get students involved.

Dave Cross, a member of the Association of Community College Students, an organization which represents 17-20,000 students in eight colleges across Ontario, suggested the SU has to establish

its credibility with students before it starts worrying about the community. He then suggested the use of a study to determine student and community attitudes towards the College to combat student apathy.

Mr. Andrews suggested one method of community involvement is to open the College to such community groups as Boy Scouts and Girl Guides.

According to Mr. Towers, going

to the community could loosen the Borough of Etobicoke's purse-strings when they see the College is willing to be a part of the surrounding community. The borough has already promised \$430,000 towards Humber's ice-rink.

Neil Towers now feels "the onus is on the Student Union not the students. The students are putting up the money and the SU is not showing anything for it."

## Marketing team

Continued from page 1

Humber also suggested a new name for the product (Magnakey) but Ryerson preferred to leave the name as INDAT.

After the presentation, the judges retired to make their decision. They were officially limited to 15 minutes, but because "the decision we had to make was very difficult," they asked for more time.

"I don't think I knew as much as you people know," began Mr. Hutchison in a short talk before the winner was announced. He admitted both teams stated the case "like it really is."

Points of criticism came from Mr. Hutchison and Mr. Montpetit, however. Both maintained the teams did not stress the profit end of the problem enough.

Mr. Hutchison said although both teams had good suggestions, reasons other possibilities would not work should have been mentioned.

When the winner was finally announced, a long and proud cheer rose from the audience, made up

largely of interested Humber students and staff.

Mr. Tune confessed the tension he had felt before the announcement when he said, "after the presentation I thought we were way ahead, but when that guy started cutting us up I wasn't so sure."

According to one of the judges, Mr. Montpetit, Humber won the competition mainly because the team recognized and analysed the problem more correctly and mentioned better research.

Donald Sbrolla, the Humber Marketing Management instructor in charge of the team, said the winning of such a competition is invaluable for the students who participated. The students' future employers are made aware of members of the winning team, increasing job opportunities.

The Humber team was chosen from 64 business students for their grades and appearance.

For the second year in a row the graduating students have won the handsome I.M.T. trophy donated by the Canadian General Electric Company.

## Pub Association formed

# Order to rule pub nights

The Post-secondary Pub Association is being organized to protect and police college and university pubs.

According to Ferguson Mobbs, president of Humber's Student Union, five colleges — Humber, Seneca, Fanshawe, Mohawk and Algonquin, have already joined. He said they hope to enlist a total of 15 colleges and universities during the next two weeks in order to meet the costs of running the association.

The association will be run by all the presidents of college and university student governments. They will have the right to approve all licensed events. An investigator, chosen by the association, will visit each pub once a month. He has the right to levy a fine or close the pub. If he does this, the decision can be appealed by the Student Union within the penalized college.

Mr. Mobbs said it would have to be an extremely serious offence to take the license away. As an example, he cited the Western University "super stag" where students ruined the place.

A committee of five people, also selected by the presidents of student unions, will run the pubs on the same code of ethics the Liquor Control Board of Ontario uses.

The new rules will discourage drinking contests. If these rules are not kept and damage results, the persons responsible will have to reimburse the union from his or her own pocket.

There will be no differentiation between students and staff. The results could be a loss of revenue for students working in the pubs and all students would lose a valuable social outlet.

Mr. Mobbs said, "Pubs are a thing of the future and will not disappear. Students come here because prices are cheaper and they are with their friends."

## Negligence costs \$600

Negligence by drivers is costing Humber money.

Supervisor for Humber's grounds department, George Curtis, estimates as much as \$600 in repairs may be necessary to the campus's grounds because of negligent car drivers and riders who take their horses over the playing field. Cars are responsible for about \$200 damages, said Mr. Curtis, "and you can double that for the horses."

He said barriers don't mean anything. "You put them up and

they come right back down again."

Mr. Curtis said the department has been in existence for three months because it was necessary for something to be done about the matter. Trees have been broken down and ruts as much as "6" deep" are ruining the lawns.

"All I'm asking for is a little cooperation from the students," said Mr. Curtis. He said once he asked one person to move his car "and he told me to screw off and went on. What can you do?" he asks. "I took his license number but you can't do anything."

"When someone is illegally parked," he said, "security is called, they put a sticker on it and they're right back up there again." Mr. Curtis does not blame students only. "Some of the staff do just the same thing," he said.

Mr. Curtis explained the horse problem. "Horse droppings have wheat in them. You just can't spread it around or when it dries you'll have weeds all over the field. No, it has to be removed and that takes men and money."

As far as the tracks they leave behind, he said, "I can't send a ball team out there like that. Someone will break an ankle."

He said when he accounts for these expenditures he always has to explain people's inconsideration as the reason.

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## Rexdale land gift is white elephant

By DORIS FREITAG

An active community-minded group in Rexdale will see to it that no developer gets hold of 2.29 acres of borough land.

Last year, the United Church donated the parcel of land at the south-east corner of Albion Road and Martingrove Road to the community. The Church bought the land from Central Mortgage and Housing on the condition the land be used for a community purpose.

Since that time, a Rexdale group received a Local Initiatives Program grant to "go out into the community and find out what people (of Rexdale) want to do with the land." The group, called People Planning 2.29 named after the land, has received a few worthwhile suggestions from members of the community over the past year.

As in any situation in which community members are asked to participate, the majority of citizens in the area feel they have no influence anyway, so they have not spoken up, explained Judith Ross, a member of the LIP group. "This makes it a long tiring program," she added.

Included in the suggestions was a daycare centre. This idea is almost excluded, however, said Ms. Ross, since a daycare centre has been built elsewhere in the community.

Another faction of the area suggested a service centre be built on the land, which would include a

health centre, social services branch, children's aid, teen centre, and general meeting place for the community. Such a project would be built with room for additions, said Ms. Ross.

The land is presently a park.

"Some people think it would be super just to leave it as a park, because park space is limited right now," said Ms. Ross.

In any case, all proposals have been researched by the people suggesting them and compiled in booklet form. The final decision is now in the hands of a community board of representatives. The board must base its decision not only on what would be best for the community, but also what is most feasible financially. Funding for the project, whatever it turns out to be, will come from business foundations and companies approached by People Planning 2.29.

The land has not, however, been totally useless since the United Church gave it up. In the summer of 1972 it was a children's playground, run by People Planning 2.29 with the aid of Humber College Recreation Leadership students.

According to a report of the program, written by the people who organized it, the day camp was a success. Over 200 children were registered in the program. Because there were so many interested students, they had to rotate, each student working on the program for at least five weeks at \$15 a week.

## Students snub Kraft to support farmers

By BORYS LENKO

A nation-wide boycott of all Kraft food products is gaining support in many of Canada's universities, according to Katherine Jennings. Ms. Jennings is a spokeswoman for the Toronto branch committee of the boycott.

Universities throughout Canada have begun a protest against Kraft in support of the National Farmers Union (NFU) to have collective bargaining powers with the company.

Simon Fraser University, and York have been able to have Kraft products, such as cheese, removed from their cafeterias. At York the only Kraft products that are now used are sandwich spreads.

Universities in Manitoba and Saskatchewan have also been successful in having a ban on Kraft goods.

The boycott on Kraft goods began in 1971 when Kraft would not negotiate new contracts with dairy farmers. According to Ms. Jennings, other companies such as Borden said they would talk with the farmers, but Kraft definitely refused to negotiate with the NFU.

The NFU, according to Ms. Jennings, "is a radical organization trying to raise the farmers' living standards." Ms. Jennings also claimed, "many farms are living below the poverty standards."

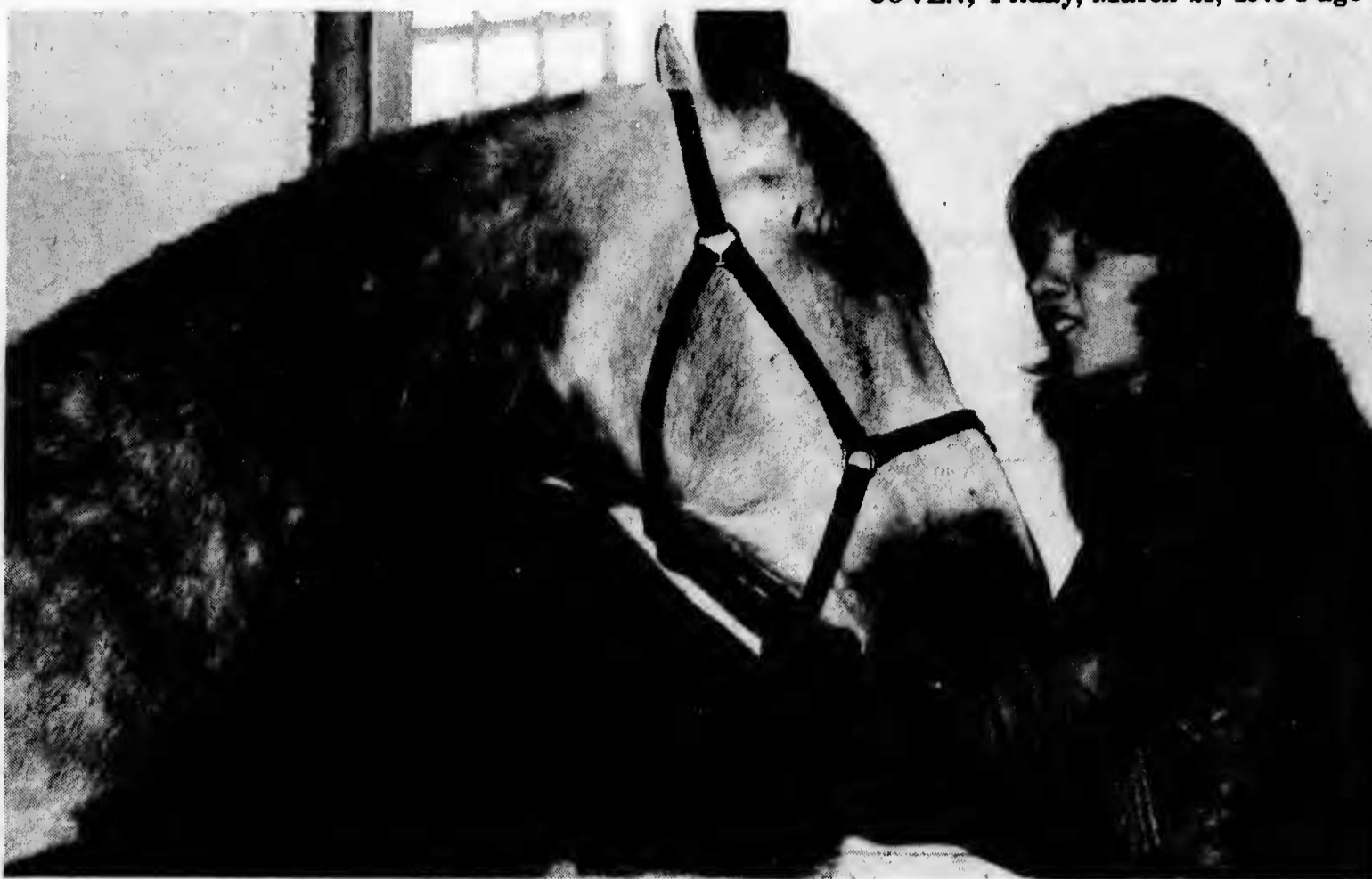
In 1971 the NFU began its boycott in the rural areas of Canada. Moosonee showed a 40 per cent decrease in Kraft sales for the year.

In 1972 the farmers union needed more support so they began boycotting Kraft in the urban centres. Ottawa was the first place where people got involved. After became interested in the boycott.

According to Ms. Jennings another reason for the boycott is that Kraft has a monopoly over the dairy industry. Kraft is the largest processor of dairy products in North America. In 1969 Kraft's sales topped \$2.6 billion. Its profits are three times those of the next largest corporation in the food business.

Besides the boycott on Kraft, the group is also involved in a boycott on Iceberg lettuce, a non-union group operating in the United States. Caesar Chavez, spokesman for the United Farm Workers, has asked the Canadian groups to support the American farmers cause. Mr. Chavez organized the grape boycott in California, and had his demands met after five years.

Ms. Jennings said the boycott on Kraft will probably end after Kraft gives the farmers collective bargaining rights, but added, "a boycott on some instant coffees is planned in the future."



(Photo by Borys Lenko)  
For her last year at Humber Janice Jones a 2nd year Horsemanship student has the task of training Kanjarro. The equines centre's first colt was born on March 11 to Lady a mare owned by Humber College.

## Equine staff, students miss birth of colt

By BARRY GODFREY AND BRIAN KENDALL

The stork has finally made its overdue arrival at Humber College, delivering a hungry, little colt. The colt born Sunday, March 11, at the Equestrian Centre is the foal of Milady, a horse bought by the Center in December.

The colt, which at time of writing had not been named, arrived unexpectedly. Due to foal at the

beginning of March, Milady chose her own time. When stablehand Dave Willie arrived at the Center at 5:30 a.m. Sunday there was little left for him to do but clean up.

Both staff and students had hoped to be on hand to witness and aid in the birth but were caught unawares. Even the night before, Milady had still shown no indication that her time was near. Mare and colt have been placed

under the supervision of two-second year Horsemanship students as a special project. The choosing of a name for the newborn has been also placed in their hands.

Director of Horsemanship Studies, Dick Burgis, sees the new arrival as "a valuable teaching tool," for the Horsemanship students, allowing them to participate in the care of a horse, right from birth.

## Temporary Absence Program

### Inmates attend colleges

By MARY KELLY

Every day of the week 34 inmates from correctional institutions attend community colleges in Metro under the Temporary Absence Program.

The program began in 1969 under the Ministry of Correctional Services. It is designed to permit an inmate serving a sentence up to two years to study in the community during the day, returning to the institution at night and on weekends. It also enables the offender to visit his home in time of crisis or emergency or to attend a community hospital for treatment.

According to Jim Cassidy, a representative from Correctional Services, the community colleges involved in this program are; Humber, Sheridan, Centennial and George Brown.

Inmates attending these colleges are primarily males ranging from 17-24 years of age. Most of them are taking Technological courses such as plumbing, sheet metal, drafting and electronics.

Inmates are informed of the program through an Information Booklet which is issued to them upon admission. While any inmate may apply, all applications are carefully screened and reviewed by a panel of counsellors and administrators. When selected, they are informed of the terms and conditions relating to their particular temporary absence.

Applications will not normally be given consideration if the applicant has committed a crime involving violence, brutality or arson, habitual use of drugs, a history of alcoholism, a serious sexual offence or if he has previously escaped or attempted to escape from custody.

"The inmate must meet the standard requirements of the college. He must have grade 12 or

be admitted as a mature student. He has to pay his own tuition and he must be properly motivated in attitude, ability and behavior," said Mr. Cassidy.

If an inmate graduates before his sentence is completed he may apply for temporary absence in employment or apply for parole. He may also go back to the institution to finish his sentence.

Mr. Cassidy believes that the program has been successful because it gives the inmate an opportunity to be re-integrated into the community. He also feels it acts as a deterrent against future involvement in crime.

He said, "It gives the inmate a healthier attitude toward society and he is not as likely to become as resentful and bitter as he would if he were isolated in a cell."



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Vol. 2, No. 24  
March 23, 1973

HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY

## Get out and vote

The Student Union elections are coming up very soon but few people seem to care.

We have had trouble this year in our Student Union both with the programs our representatives have offered and the fighting that has gone on inside the SU. This year's SU hasn't done much for Humber students outside of social activities.

Student Athletic Movement elections are also being held. The non-existent nature of this year's SAM executive should be noted by both the voters and all those running for positions on next year's student athletic government. These student officials also spend our money and collect honoraria. Next year hopefully we can get a SAM executive that will treat their positions seriously.

Last year only about 19 per cent of the student body elected the present SU executive. If a majority of Humber students had voted maybe things would have been different this year. When a minority chooses the executive then only a few will be satisfied.

You, the students of Humber will be faced with the election of student officials who will handle your money for the next year.

Go to the candidates meetings and listen carefully. Take your time and decide who you want to represent you. If you put a little effort into electing these people our Student Union will benefit immensely. Most important remember to vote for your choice of candidates on April 5. M.M.

## Students missing out

During the last few weeks many students have been involved in competitions and productions designed to let them apply their talents and college training.

Marketing students entered and won a competition against Ryerson. Five photography students won prizes in the Student Behind the Camera contest. Students from five courses have put their heads together to produce a Broadway Musical, The Fantasticks. The experience and recognition they will get from these projects will be invaluable, but others will lose out because similar opportunities have been missed. Lack of communication appears to be the culprit.

The students producing The Fantasticks have worked hard but some of their effort will be wasted because Humber doesn't have adequate theatre facilities. They will be staging it at Mimico Secondary School. Based on the experience of the Chuck Mangione concert and varsity sports, it is safe to assume that the play won't draw much of a crowd from Humber because it is being held outside the College.

Adequate makeshift facilities could have been set up but Peter Dawson, director of the production, said he couldn't get enough money out of the Administration. Harry Edmunds, director of Physical Resources came right back saying Mr. Dawson didn't approach him until it was too late.

Lack of communication is one of Humber's major and most frustrating problems. It gets more and more difficult to overcome as the structure of the College grows and branches. It's not a problem peculiar to Humber, but it must be fought on the home front first. Each individual, whether student, faculty or administrator, must make a conscious effort to inform and be informed. D.L.

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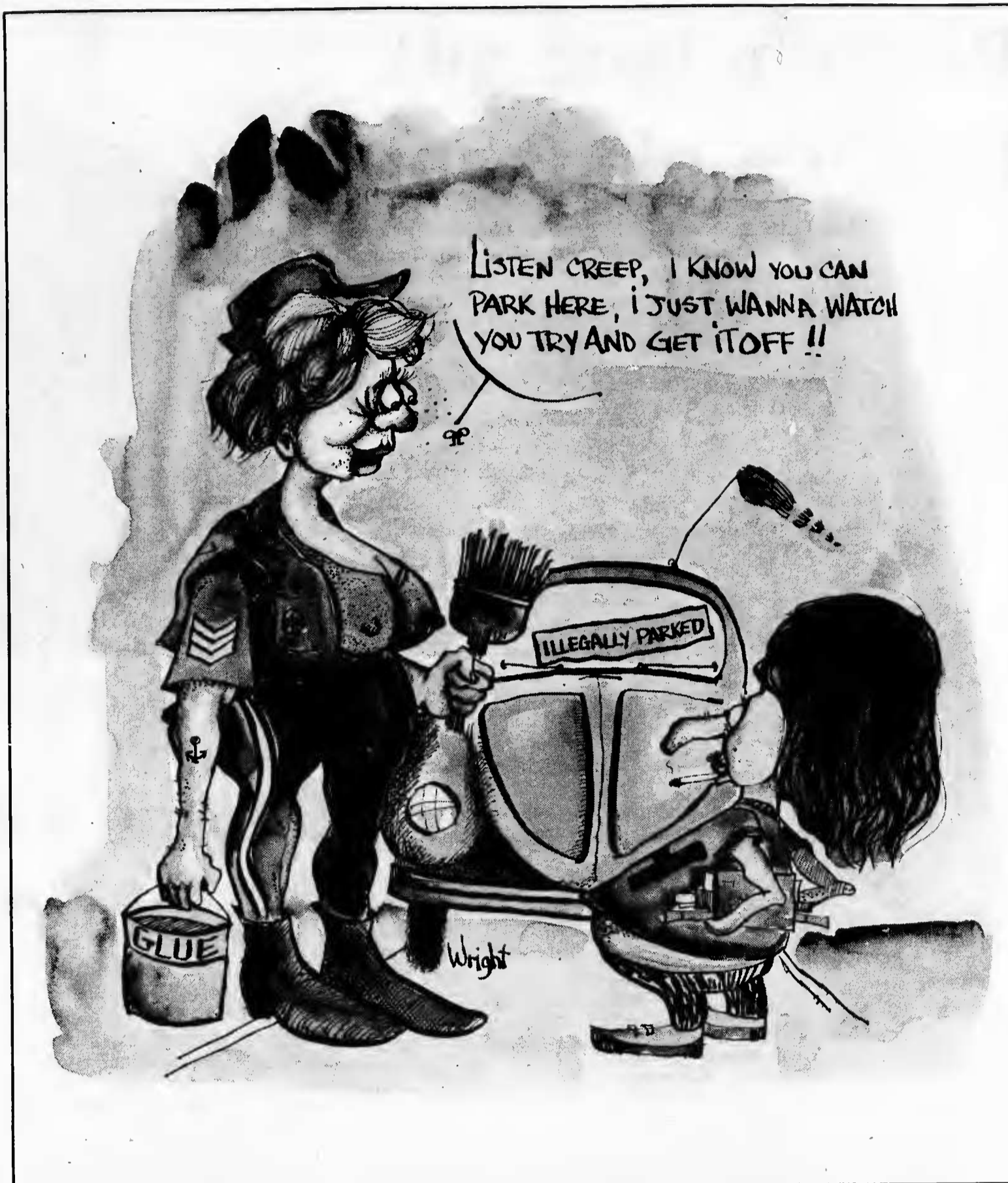
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## Trip to Humber a drag But city living worth it

A common complaint heard around Humber's North Campus, particularly from new students, is, "It's too far away from everything."

Many students who come to Humber from another city or town find places to live close to the College. The Rexdale-Malton area, however, can be a remote and lonely place for someone living on his own without a car.

All that glitters is not gold in downtown Toronto. But for some people, city life can be a refreshing change from the boredom and loneliness of living in the suburbs.

Living in downtown Toronto while attending Humber can be challenging, but it can also be a drag.

For an out-of-town student living away from home for the first time, the city offers freedom without the problems of having a family living above you.

He can, at his own risk, but without restriction, visit the numerous theatres, museums, massage parlors, art galleries, bars, concert halls, brothels, and libraries available for both relaxation and research.

Using the student-infested area bordered by Avenue Rd., Dupont St., Bathurst St., and Bloor St. as an example, a student can, with a watchful eye and little hassle, find a furnished room in a not-too-rundown house for between \$15 and \$25 per week.

Since many of the rooming houses are occupied entirely by students, a student from Humber has a chance to meet people with common interests from outside the limited social circle at the College.

High rent and tempting, but expensive, after-school activities can make inner-city life more expensive than living in suburbia. But a student with a limited income can still have a good time and maintain a fairly balanced budget.

Kensington Market and a few discount department and drug stores are full of bargains for the shopper who no longer pays bus fare to get to and from a supermarket.

By going to free plays, concerts and lectures, some people could find they actually spend less for entertainment.

Included in the group offering free of "pay what you can" entertainment are the Backdoor Theatre and Tarragon Theatre which regularly give free showings of their work. The Bathurst Street United Church houses free concerts sponsored by community-oriented organizations.

Before deciding to live downtown a Humber student should consider how increased independence and the availability of nightspots will affect his studies.

Living in the city can mean getting up as early as six-thirty and facing three hours on the TTC getting to and from school. It's a ride which might include three buses and the subway each way.

An hour ride on two buses and the subway is boring, but the worst part of the daily journey comes at the final transfer point.

In my opinion, the most demoralizing experience a Humber student has to endure is, waiting at the corner of Elmhurst and Islington St. for the 96B Wilson bus on a cold, rainy Wednesday morning in February.

## letters to the editor:

Dear COVEN:

Is SAC going to grant student dollars to a "Keep Humber Clean" campaign just because one person claims the school is a mess? I certainly hope not.

I did my own little survey since reading your article March 2 and I am happy to say I'm not "embarrassed."

If SAC is willing to spend money why not spend money on a more serious problem: Where are we

supposed to put our coats in the winter if we weren't fortunate enough to get a locker?

Now, I'm not going to quote any statistics but enough people are stuck without lockers. Those hangers in the halls are useless. As we've experienced, they can very easily be pried open and off goes another \$100-\$200 coat.

So why not spend some funds on research for a safer place for our coats so we don't have to wear or

carry our coats around with us all day inside the building.

Signed,  
Al

Letters should be addressed to The Editor, COVEN, Room B403, North Campus. All letters must include the full name and program or address of the sender. COVEN reserves the right to edit all contributions but will take every precaution to preserve the core of the correspondent's argument.)

## Hitch-hiking Europe

# Your pack is your life

By BRENDA CARSON

As we set out that morning for Brussels we had no idea what we were in for.

Our first hitch-hiking experience the week before had been a disaster. We had planned on hiking to Duesseldorf for a weekend and had reluctantly taken a ride with two men in a two-door Citroen. We were frozen after standing in the rain for an hour and we still weren't out of Amsterdam.

So we accepted, and struggled into the back seat. They drove us a couple of miles up the road and suddenly turned down a side street.

They tried to tell us that Utrecht, the next town was too far and we'd never make it. The driver gave me a hand sign I couldn't understand.

He kept repeating it, and I kept shaking my head in mystification. Finally he grabbed my leg and began running his hand up and down.

I understood perfectly and demanded to be let out.

Our naivete about hitch-hiking almost got us into more trouble than we could handle. From that experience we soon learned some of the rules of the road:

Never get into a car with two men and avoid the two-door cars. Once you're in the back seat you're trapped.

Always carry your pack on your lap or beside you. More than once we suspected trouble, and one time even had to jump from a running car when an over excited Spaniard insisted on taking us to his cheap pension and his amigos. Your pack is your life on the road and you should guard it as such.

Never flirt or act any way but pleasant on a ride. Europeans are usually hospitable but don't create any undue impressions.

Always have your map conveniently located; if you can't make anything else understood you can still point. Make name signs of the town you're aiming for. It makes hiking a lot easier and faster.

Make sure you know the hitching rules of the country. In Germany you cannot hitch on the autobahns, the German 401, and we heard of police fining some hikers \$100.00 for an offense.

Always be courteous to police and act innocent, and if necessary, stupid. If you know you're not supposed to be on a certain road, or if you're not sure, claim ignorance, but be polite.

Avoid carrying dope in your pack when hiking. If you want to risk it, put it in your shoes or pockets, somewhere where it's easy to get rid of in a hurry. But not in your pack.

Truckers are great for picking up hikers, especially girls, but never get into the back.

Most lock from the outside only, and it can be a terrifying experience to find yourself locked in a pitch-black refrigerated cheese truck bumping over an unfamiliar road.

Men usually have a harder time hiking on the road than girls. We heard contrasting stories about some guys doing just as well as girls and others spending up to two days in the same spot just trying to get to the next town. Girls don't seem to have any problems.

We never spent more than an hour waiting for a ride and were sometimes offered food, fruit, occasionally beer and were usually driven right through the city and to our hostel. We found the people who picked us up were generous and most wanted to try out their English.

In spite of our uneasiness about our second attempt at hiking we had no trouble at all. We took rides from a biology professor who pointed out windmills sprinkled across the flat marshy land and gave us a short history of a Dutch castle. And a trucker who spoke no English, except to say he didn't. Finally a young Belgian businessman drove us across the border, through Antwerp and into Brussels.

Because of the dope problem Europeans are uneasy about taking hikers through border crossing.

Belgium looks a lot like Holland — flat. It's a trilingual country whose people speak German, French and Flemish.

If it weren't for the Belgians we wouldn't have our treasured french-friend potato or 33 one-third rpm records.

Our first impression of Brussels was relief. It was sunny — no rain — and we could use our broken French to our hearts delight. It was different from Amsterdam. Europe was beginning to look a lot better.

We found the Belgians to be what we pictured Europeans to be, friendly, helpful and smiling. I was even given the fare for the Metro (subway) by a young Belgian I'd asked directions from when I



thought I'd lost my money. The whole family assembled on the street and walked us to where they could point out the way and then waited smiling to make sure we took the right direction.

As we made our way around the city in the early morning, middle-aged men hobbled about on amputated limbs, and others with eyes or arms missing were reminders that this city had once suffered the chaos of war, 28 years ago. I never noticed the aftermath as distinctly as here.

Brussels' historic buildings, sculptures and palaces are all centrally located and the city has a fine museum that houses some famous art pieces.

We found the hostel, bought our cards and settled down for the night after beating a couple of Vancouver boys at hearts.

We immediately liked the hostel atmosphere but it surprised us when some of the German girls ran around the community washroom in the nude. This was one inhibition we soon lost.

We went to bed that night our anxieties about travelling had vanished and our confidence was rocketing.

"We'll be in Paris tomorrow, imagine Paris, after reading and hearing so much about it, we'll finally be there!"

I didn't realize just how long it was going to take us.

## Hardened Livers make fine doorstops

# Cirrhosis begins in the home

For about \$15 you can make your own wine or beer and avoid wasting your weekends and money in pubs on flat beer, weak drinks and lousy bands.

Two years ago in July the provincial government allowed students to spend the little entertainment they have in bars and pubs. You may come out drunk, also broke.

Humber College offered two winter night courses on the arts of wine-making. Wine Tasting For Health and Enjoyment offered you a chance to become a fine connoisseur for only \$40.

The Magic of Wine was much more profitable. The \$5 course introduced you to amateur wine-making and was seen on cable television in January. The course will be offered again in September.

To start making your own wine you will have to obtain some information about the beverage you decide to make. All the necessary information and equipment is available at a Wine Arts store.

President of Wine Arts, E.G. 'Buzz' Arthurs said, "All you need to start is the basic equipment in which the beginner may not just produce a palatable win but a very acceptable wine in any variety and in any quantity, from one to 100 gallons."

To produce five-gallons of wine, including the basic equipment, it would cost you about \$15.

With this equipment you can produce beer, cider, liqueurs and any kind of wine ranging from table wine to champagne.

To get started on wine such as French Beaujolais, you don't have to slush your way around a vat of grapes and risk turning purple. All the wine concentrate is "pre-mashed" and comes out of a can.

The equipment for wine such as Beaujolais consists of a large thin-necked jar, called a secondary fermentor, a primary fermentor, special locks to keep out air and fruit flies, a modern book one wine-making (or beer if you decide to make it) a siphon hose, a hydrometer, which is a special instrument used for finding the specific gravity of liquids, a testing jar to test your wine or beer, and two or three dozen bottles. I found those bottles saved from Old Niagara and Four Aces days work fine.

The ingredients would be:

- 1 tin of French concentrate (the mush from the grapes)
- 4 tins of warm water
- 3 pounds of white sugar
- 4 Campden tablets of potassium meta-bi-sulphate which release sulphur dioxide and acts as a sterilant
- 3 ounces of Acid Blend, which is a mixture of organic acids for correcting deficiencies
- 1 teaspoon Grape Tannin, an astringent substance found in grape pips and stems which improves flavour
- 4 teaspoons Yeast Nutrient, which invigorates the yeast and produces more alcohol
- 1 package of Wine Yeast to consume sugar and produce alcohol.



After you have all the ingredients mix them, excluding the yeast, in a primary fermentor. When the mush (crushed fruit and other ingredients) is exactly 70 degrees F. add the yeast. Ferment the wine for four or five days. After this fermentation period siphon the liquid into a secondary fermentor and attach locks.

Leave it in the fermentor for three months. When the wine is clear and stable it may be bottled. All wine may be sweetened by adding sugar.

Making wine may sound like a difficult, scientific experiment but it is actually easy, interesting and economical.

Each additional can of wine concentrate will cost you between \$2 and \$12 depending on the quantity, kind and colour (red or white). Beer concentrate usually costs about \$2.50 and produces approximately 42 bottles.

The cost of wine would vary between 15c and 35c per bottle. This is cheaper and usually superior to many commercial brands. From personal testing and

observations, your own home-brew usually has a higher alcohol content than many store brands.

While you are drinking one "batch" you can be making another. This way you'll never run dry.

You'll save money, make better wine and beer and you'll have something to do if homework or someone fails to arouse you.

Plato once said, "Nothing more excellent or valuable than wine was ever granted by the gods to man."

# Humber can't stage its own play

Humber's production of "The Fantasticks," a musical play, must be staged elsewhere because of the lack of theatrical facilities in the College.

Fifty students from six Humber courses have joined forces to present the Broadway musical. Fantastic or not, the musical begins a three day run from March 29 to 31, at Mimico High School.

Theatre Arts instructor and the musical's director, Peter Dawson, said, "If the administration puts a lighting cable in the lecture hall, drama at Humber may be performed in a makeshift theatre until plans for a permanent theatre are complete." He went on to say, "We have all the lighting equipment, it's just a matter of running a 100 amp cord to the lighting board costing \$1,500."

More permanent arrangements to make the lecture hall a workable theatre are under consideration by Harry Edmunds, director of physical resources at Humber. Mr. Edmunds hopes to remove the tables and chairs in the lower section of the hall to make room for a stage and to create a larger area for the actors to work in. If seating is needed, extra chairs could be

moved in or students may prefer to sit on the floor.

"We hadn't budgeted for the cost of the cable," said Mr. Edmunds. "We needed more time; we might have been able to accomplish it in time for this year's production, but Mr. Dawson didn't approach us about the lighting cable until this past February. He has known about this since the beginning of the year."

Plans for a permanent theatre, with full facilities, have been approved for the Phase V complex, to be completed in 1975.

The theatre will be constructed so it could be used either as a theatre-in-the-round, or as a regular theatrical set-up.

Mr. Dawson says the author calls the play a parable of love. However, according to Mr. Dawson, the play is a loose version of Romeo and Juliet, with a twist.

The musical began on Broadway in 1966 and has been on and off stage since then. Humber's production of the musical is rooted in a discussion between Mr. Dawson and Musical instructor, Clark Anderson, about involving the Music and Drama courses in a

joint project. Their decision was to stage The Fantasticks.

Publicity for the play is being handled by Humber's first-year PR students. Three hundred dollars out of the production's \$1,200 budget has been granted to this course for the printing and distribution of posters, flyers and tickets throughout the College and various shopping centers.

James Hornby, a first-year PR student, said, "This project will give PR students practical experience in business."

According to PR instructor Hugh Morrison, "It's the first time PR has taken on the complete job of promotion including printing and publicity."

IMC, in co-operation with first-year student Nance Gluszek, has produced a video tape recording of The Fantasticks production.

Ms. Gluszek, who also works for Terracom Cable television, has arranged with her company to broadcast the tape recording throughout Etobicoke and Mississauga. The recording will be shown on March 22, on channel 10.

Three excerpts from the musical are acted by the cast, and in-

terviews by Ms. Gluszek with Peter Dawson and some of the actors, are included in the tape.

Ms. Gluszek is trying to get other cable television companies to show the tape through their systems. The tape is available to Humber staff and students through IMC.

Costumes for the eight actors of this two act musical are being designed and sewn by the Fashion Careers students. The publicity materials and tickets are designed by the Graphic Arts students. Ms. Gluszek said this has been a great

opportunity for the College's departments to work together.

The production costs are being split between the College's Communication Arts department and Humber College President, Gordon Wragg, according to Mr. Dawson.

Tickets for Humber's first musical are now being sold for the Thursday, Friday and Saturday performances on March 29th, 30th and 31st. Prices are \$2.00 for adults and \$1.50 for students. To buy tickets phone Humber College at 677-6810, extension 200.

## Dresses highlight spring fashion

Manufacturers are dubbing 1973 as the year of the dress. Their offerings this spring will tempt even the most ardent pants fan to slip into something more feminine.

Spring dresses exemplify the current trend toward classic, simple clothes. The fabrics are soft and body-hugging in cotton blends, jerseys, and polyesters. Dress lengths are several inches longer in even the most junior stylings.

This season is seeing a return of the blouson and the belted chemise, but the big winner is the shirt dress. These shirts-turned-into-dresses provide one of the sleekest, simplest ways of dressing this spring. They require little more in the way of accessories

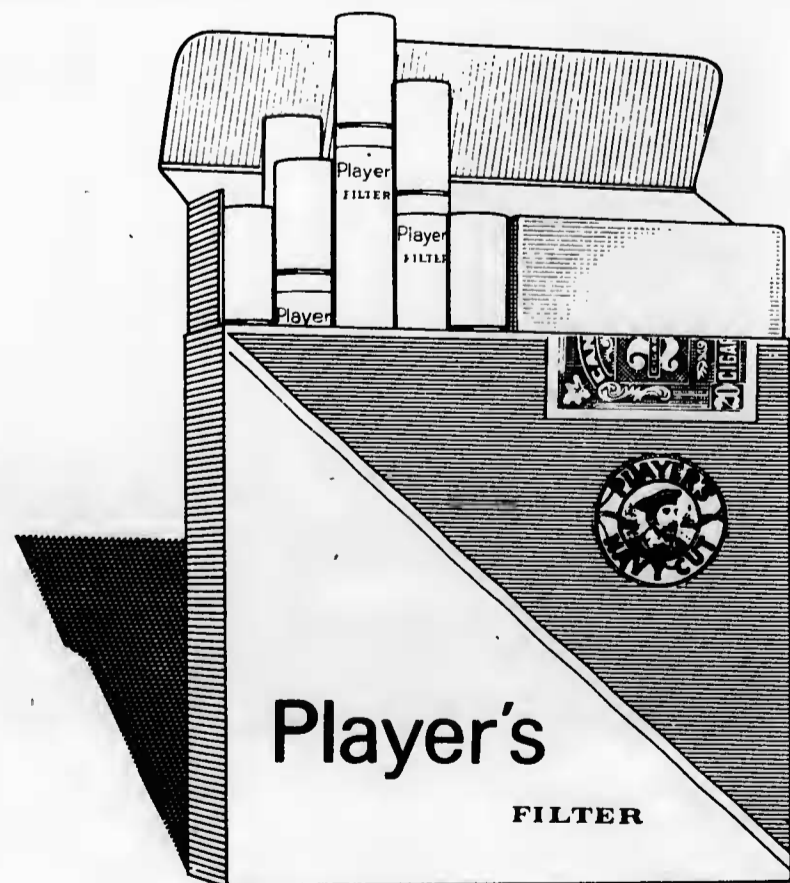
than a skinny belt, a great looking scarf and one of the new chunky bangles.

Whatever the styling, the accent is on the waist, and belts, drawstrings and elastic shirring mark the spot. So if your waist leaves something to be desired, now is the time to start shaping up.

The pastels are still popular, in pinks, blues, yellows and greens. Navy, the perennial spring favorite, is teamed with red and white for a crisp, classic look.

Dots, small plaids and checks are still with us, but watch for the tiny floral prints making their debut this spring, part of the trend toward soft, feminine dressing.

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In your own time.  
On your own terms.  
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Humber College Presents  
**The Fantasticks**  
music by Tom Jones  
lyrics by Harvey Schmidt

starring  
**Linda Rayner  
Lawrence Lacey**

Thurs, Fri, Sat.  
March 29 30 31  
Adults \$1.50  
Students \$1.00  
ticket info.  
677-6810 ext.200

at  
Mimico High School  
8 pm



Kathy Armour won second prize in the non-people classification in Conestoga's Student Behind the Camera contest. Humber College took the top five awards at the competition. Ms Armour is in her first year of Humber's photography course. (Photo by Kathy Armour)

## Photography Students place 2nd

By JANET URSAKI

Humber College students won five prizes and the second place standing in the Student Behind the Camera photography competition hosted by Conestoga College. Conestoga took seven prizes and first place, while the Ontario College of Art placed third.

The 19 participating colleges and universities were allowed to submit 25 entries. Carling Breweries supplied the prizes.

Sherway Gardens will display the winning photographs from March 15 to March 26. Helen Simpson, a spokesman for Sherway's promotion department said there were five judges including Lorraine Monk, Executive Producer of the National Film Board's still life photography division and Michael Hanlon, editor of Canadian Magazine.

Both colour and black and white photographs were submitted in the following categories: people, land and seascapes, nature and animals, architecture, fashion science and research, sports and unclassified.



The first prize people picture was also taken by Richard Whitten in the camera competition.

(Photo by Richard Whitten)



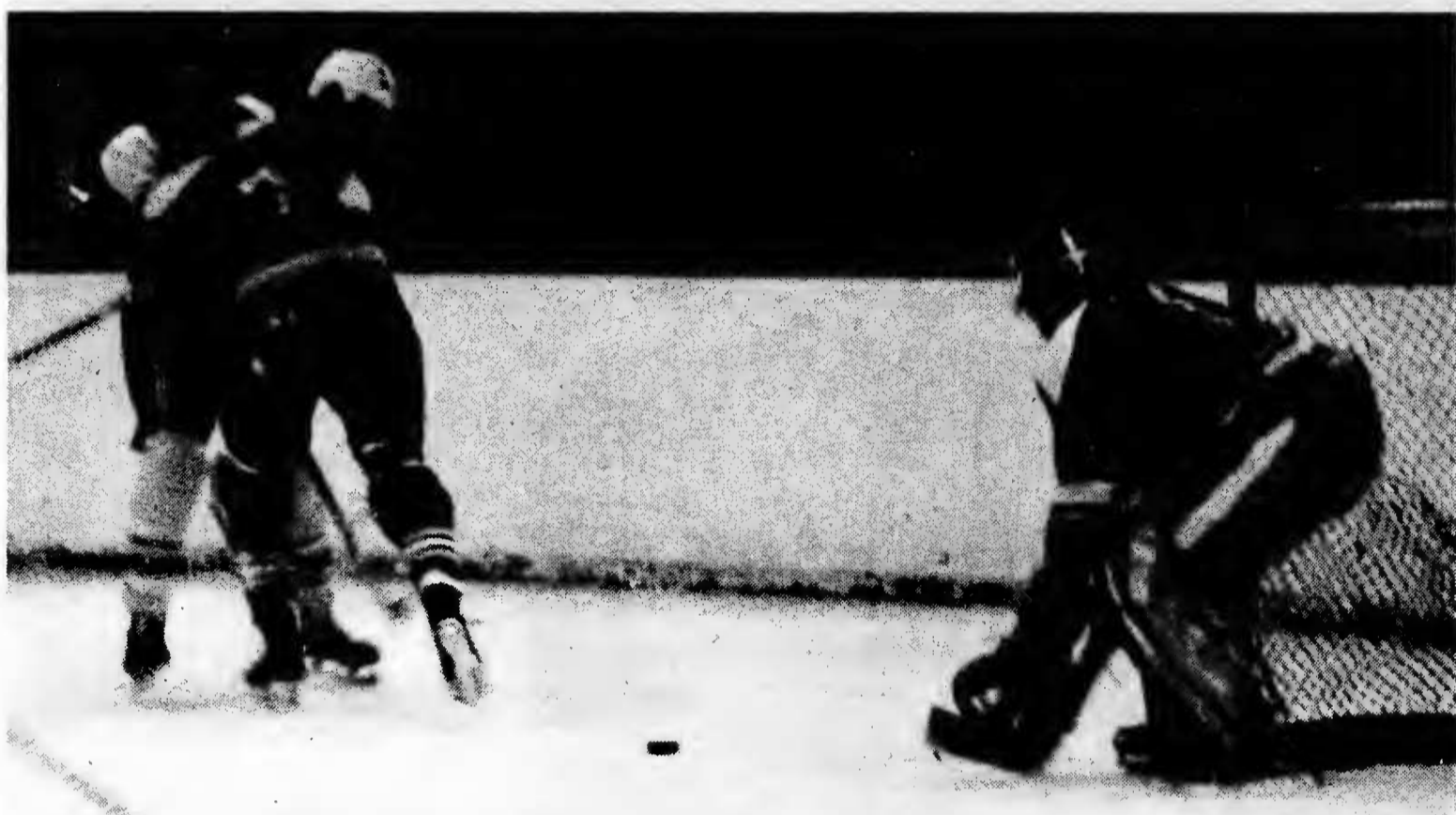
Nick Tirkalas won second prize in the people competition with his colour portrait of a woman looking out a window. (Photo by Nick Tirkalas)



First prize in the nature competition went to Eva Dzilums a first year student at Humber. (Photo by Eva Dzilums)



Goalie Fred Ciuffo of The Team with the help of defenceman Bill Sutherland stops a shot from (8) Tom Brown of the Jiggers.



Team forward Cenio Guerra is being checked as Jigger goalie Don Henry looks on. The Team won the Intramural Hockey championship defeating the Jiggers 6-1.

# Coven SPORTS

HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY

## The Team tops finals in intramural hockey

By BRIAN McLAIN

The Team won the Intramural Hockey League championship when they defeated the Jiggers 6-1, in the last game of the round-robin final. The game was played March 14 at Pine Point Arena.

The Team controlled the game from the start and their tight defensive play stopped the Jiggers in their own zone.

The game was wide open but lacked the polished teamwork that comes from hours of practice.

Both teams were aggressive and showed some solid body checking despite a minimum of equipment worn by each player.

For the Team, Glen Harris scored three goals. Larry Parker, Fred Wittall and Ralph Monings

added single markers. Tom Brown scored the lone Jigger goal.

Goalie Fred Ciuffo, of the Team, was outstanding as he stopped many shots from close in.

In other final round games, the Team defeated the Apples 2-1 in overtime and the Apples trounced the Jiggers 7-0.

In the most exciting game of the finals, Larry Parker scored two goals in the Team's come from behind victory over the Apples.

In the semi-finals, the Jiggers advanced to the championship round when the Cougars defaulted.

The Apples edged Queensway 4-3 in overtime and the Team was victorious over Marketing 4-2 in other semi-final action.

### Season wrap-up

## College to hold tennis tournament

Whether you are a high calibre tennis player or a weekend buff you can enter the Humber College intramural tennis tournament to be held in the Bubble, April 11 and 12.

Preceding the co-ed singles and doubles tournament will be a special tennis clinic April 4 and 5 from 3:00 to 5:00 p.m. Fundamentals will be taught at the

clinic but even advanced players can benefit.

Raquets and balls will be provided. The tournament is open to all Humber students who sign the registration sheet in the Athletic office by April 9.

For further information contact Helen Spielman through the Athletic office.

## Injured Hawks return but recovery slow

Hockey injuries have seriously disrupted the school work and sports lives of Al Ioi and Dan MacAreavey.

Both Hawk players have returned to school since their hockey injuries. Ioi spent February recuperating from a kidney operation after his right kidney was ruptured when he fell on a hockey stick. MacAreavey lost three weeks of school after sustaining a brain concussion in the final game of the season, February 24.

MacAreavey thinks he could fail his first year of marketing and may switch to another course if that occurs.

He still suffers from after effects of the concussion. He is partially

deaf in one ear, though not permanent, and has recurrent headaches. There was no permanent physical damage.

"I can't write tests or read extensively either," MacAreavey also missed playing on an Etobicoke hockey team that went to Russia and Finland last Friday. The team is composed of junior high school star players.

Ioi's injury had a great impact on his life. "It was a blow to my life in sports and, in a way, my future."

He had hoped to play football and possibly hockey again next year for Humber. "I really looked forward to next year."

Ioi is in the first of a two year Recreation Leadership course.

Before his accident he was unsure whether he would take a desk job or play an active part in field work. "Now," he concluded, "it looks like a desk job."

He must convalesce for a year before resuming any type of strenuous activity and cannot participate in any contact sports for the rest of his life.

Ioi has received extensions on most of his work so that he can finish his year. MacAreavey is finding it difficult to catch up on his work, especially his tests. Both are determined to pass this year.



## Women cagers may play in two leagues next year

By BEVERLEY DALTON

Humber's women's basketball team may play in the Borough of York Senior A tournament next January said Coach Mary Lou Dresser.

"It would be good experience and would give the team more exhibition games," she said.

The Hawks finished the season in second place behind league-leading Centennial College of Scarborough. Humber had a record of 11 wins and four losses in the Ontario Colleges Athletic Association Southern Division.

Humber's stiffest competition was against Centennial to whom it lost all three games. Dresser said Centennial's success was because of its outstanding individuals and good supporting players. "It had a better balance than Humber. Our problem was we had some excellent individuals but our supporting players were not as

developed as Centennial's."

Dresser doesn't plan to make any significant changes in coaching for next season because she is very pleased with her team's performance. The players were in good shape and worked effectively together as a team. "Each of them performed in valuable ways," said the coach.

There were two major changes in the Hawks' line-up during the season. Helen Croitoru did not return to the College after Christmas because of a family illness. Last year she played on the Can-Am team that was chosen from the top high school basketball players in Hamilton. Croitoru and Jo-Anne McBride worked well together. They moved the ball into the opposition's end, often setting up key plays in games.

Linda Coon was added to the line-up after Christmas. She was the second-leading scorer at the end of

the season. Linda played only 10 games and had a record of 76 baskets for a 16 point average per game.

Humber's leading scorer was Debbie Cross who played 15 games, scored 110 baskets and has a 17 point average. Third was Deanna Pacini who played 15 games, scored 74 baskets and has a 12 point average.

According to the coach the Hawks could be playing in the Bubble next year instead of Kingsmill Vocational School in Etobicoke. "Possibly the students would support the varsity teams if we played on campus." Dresser said the Hawks biggest supporter during the season was the men's basketball team.

She said someone in the Athletics Department will be chosen to handle all publicity. "We hope to start publicizing the games earlier to encourage more support."

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