Philosophy Women Meet at WU for Midwest Conference

Feminist theory and practice will be the theme of a two-day conference to be held at WU on Saturday-Sunday, Oct. 23-24. The meeting constitutes the Midwest Conference of the Society for Women in Philosophy (SWIP). WU groups sponsoring the meeting are: the Women's Studies Program, the Department of Philosophy and the Faculty of Arts and Sciences.

Marilyn Frye, assistant professor of philosophy at Michigan State University, will be the opening speaker at 9:30 a.m. in Beaumont Lounge (Room 202), Mallinckrodt Center. She will discuss “Who Wants A Piece of the Pie?,” a paper she previously delivered at the Detroit meeting of the National Organization for Women (NOW). Professor Frye has taught feminist philosophy at Michigan State for the past three years. She chairs a committee on the Status of Women in the Professions of the American Philosophical Society. A graduate of Stanford University, she earned her Ph.D at Cornell University in 1969.

Professor Frye’s theme—whether or not women should strive for equality within the present system—will be continued at a panel discussion led by three academicians from Southern Illinois University, Edwardsville, beginning at 10:30 a.m. Their topic will be: “Matriarchy: Feminist Conception and Critique.” Speakers will include: Sheila Ruth, assistant professor of philosophy and director of women’s studies; Suzanne Jacobitti, associate professor, department of government and public affairs; and Charlotte Frisbie, associate professor of anthropology.

At the afternoon session beginning at 2 p.m., a second panel will consider the question: “Are Virtues Sex-Related?” Panelists will be: Claudia Card, associate professor of philosophy at the University of Wisconsin-Madison; Susan Ekstrom, a graduate student in philosophy at Michigan State; Joan Leguard, assistant professor of philosophy at Iowa.

(Continued on page 3)

Davis Receives Science Medal At White House

Hallowell Davis, director emeritus of research of the Central Institute for the Deaf and WU Medical School faculty member from 1946 to 1965, received the prestigious National Medal of Science in ceremonies held Monday, Oct. 18, at the White House. Medals were presented by President Gerald Ford to Davis and 14 other individuals for outstanding achievement in science or engineering.

The 1975 honorees were announced by the White House last spring. The selections were made by the President's Committee on the National Medal of Science on the basis of nominations from throughout the nation.

The citation given to Davis by President Ford stated that the medal was conferred for his “fundamental research on nerve potentials, electroencephalography and mechanisms of hearing that have formed the basis for advances in neurophysiology, neurology, otolaryngology, audiology, acoustics, occupational health safety, and pediatrics.”

Among others who received medals for their scientific contributions were Hans Bethe, Professor Emeritus of Physics at Cornell University; E. Bright Wilson, Jr., Richards Professor of Chemistry at Harvard University; and Joseph O. Hirschfelder, Adkins Professor of Theoretical Chemistry, University of Wisconsin at Madison.

Davis was the first person from a Missouri university or institution to receive the National Medal of Science. After receiving his AB and MD degrees from Harvard and serving on the Harvard Medical School faculty for 20 years, Davis joined the Central Institute for the Deaf as its research director in 1946.

He retired in 1965 as research director, research professor of otolaryngology and professor of physiology. He has continued as research associate at CID since that time.

Davis had made several significant contributions to the field of hearing research and was a leader in the development of the field of auditory sciences. He is known for his work in the area of hearing loss and the development of devices to assist the hearing impaired.

(Continued on page 2)
WU Graphics Students Promote City Living
In Four Documentary Television Commercials

Four television spots designed by WU Graphic Communications graduates that are now running on local stations are as eye-catching as any commercial for cosmetics or soap suds—but instead of selling consumer products, this TV campaign salutes the city neighborhoods of St. Louis and the people who call them home.

As Tim Raglan, one of the 1976 Fine Arts graduates who worked on the spots and who is now a designer-illustrator for The Hanley Partnership, Inc., of St. Louis, phrased it, “We weren’t interested in taking a real-estate approach, but in imparting a sense of community.”

The only “pitch” to these soft-sell, documentary-style public service spots, featuring on-camera interviews with city residents, is to give prospective home buyers an opportunity to see that the city is still a good place to live.

All of the spots capture the vitality and commitment of people involved in making their communities work. In one TV spot, the camera catches the tree-lined streets of the North Side O’Fallon-Fairgrounds Park area, an established, black, middle-class neighborhood that appeals to all age groups. “The most important thing happening here is the spirit,” says a resident.

Souland-Hyde Park is an area of diverse ethnic make-up. Home of the Farmer’s Market, the area reflects the pioneering spirit of those who are renovating the old buildings to update a historic neighborhood. In this spot, a resident says, “It takes a hammer and a saw to turn one of these old buildings into a great place to live.”

The Tower-Grove Compton Heights South-side spot takes the viewer into the spacious, old family homes and through the parks and picnic areas in this neighborhood of German tradition. A neighborhood housewife says, “I know the faces behind every door.”

A Central West End restaurateur discusses the “great pedestrian flow” that characterizes this area of boutiques and antique shops and eclectic architecture. A WU nursing student, filmed at a rooftop celebration, comments in the same spot, on “the party atmosphere” of the Central West End.

The television project was supervised by Gene Hoefel, assistant professor of Graphic Arts Communications. A 15-year veteran of the Chicago advertising world, Hoefel returned to the University three years ago to concentrate on marketing concepts that would involve his students with the problems of society and the community. “As a city resident,” he said, “I was aware of the revitalizing going on in urban neighborhoods.”

The spots running on Channels 2, 5, 11, and 30 are a team effort by Hoefel, his students and enterprising city officials. In John G. Roach, director of the Community Development Agency, and Chris Desmond, then station manager of KMOX-TV, Hoefel found willing allies. Roach, looking for a way of promoting city living, agreed that the most effective method was through the medium of TV, focusing on the four neighborhoods used in the spots.

“First, we determined a specific marketing profile for each spot, because each neighborhood has its own character and appeal,” said Hoefel. Then, the students took scores of slides, scanning the houses, apartments, shopping centers, offices, landmarks and architectural styles, spending hours shooting from many angles, including interior shots and whole-area views taken from rooftops.

Simultaneously, the students conducted preliminary interviews with residents in their homes and offices and places of recreation.

“We did a lot of survey work,” said Fine Arts graduate Margie Coates, now a graphic designer with Hellmuth, Obata and Kassabaum. “The Community Development Agency provided the initial sources, but we got to know people on our own, too. The interviewing was exciting because we saw people devoting time and energy to making their neighborhoods a good place to live.”

Carolyn Lee, a Fine Arts graduate now with KETC-TV and Mark Twain Banchares, worked on the Soulard and Tower Grove spots. “I grew up in the Tower Grove area and there are so many beautiful buildings worth renovating for the quality of their craftsmanship,” she said.

Rather than ask specific questions, the students let their subjects speak spontaneously about how they felt about their neighborhoods.

The interviews and slides were then screened by Hoefel. “The people came across as so real, that we decided to abandon the script and go with unrehersed interviews,” he said.

Finally last May, the cameras were ready to roll. During two hectic Saturdays, ten interviews were filmed by Channel 4 and Hoefel.

The students then spent a week in Chicago with Hoefel where they got an education in the editing of their six hours of tapes at an independent film company, and in watching a sound track being built.

Back in St. Louis, a private screening was held in Mayor John Poelker’s office, with Poelker, Roach and Hoefel, and representatives of every TV station present. The verdict was unanimously favorable.

Mayor Poelker selected the four commercials now on the air, and KMOX-TV distributed them to the other stations. “They’re among the best public service spots I’ve seen,” said Roach.

(continued from page 1)
New Alumni Program To Help WU Undergraduates Plan Careers

A new program designed to help WU undergraduate students develop realistic career plans is being sponsored by the WU Alumni Association.

The program, Alumni Career Exploration Service for Students (ACCESS), will give students the opportunity of meeting with alumni, now active in business and the professions, who can provide first-hand information about their occupations and the job market in their fields.

At this time, more than 500 alumni in the Chicago and St. Louis areas have agreed to participate in the program with more acceptances being received daily. If the program succeeds this year, it is hoped that it may be expanded in the future to include alumni from other parts of the country, said Trudi Spigel, the program’s director.

“The program was initiated because of the competitive employment market that college students, particularly those in the liberal arts, now face,” Spigel said. “By meeting with alumni in the job market, students can identify employment options, assess career expectations, plan realistically for short and long term goals, appraise the job market in specific areas, and gain experience in interviewing without the pressure of a specific job search.”

For further information, or for an appointment, call Spigel at ext. 4995.

HYMAN MELTZER, WU professor of psychology, is co-editor, with Frederick R. Wickert, professor of psychology at Michigan State U., of a recently released book entitled *Humanizing Organizational Behavior*. The book advocates consideration of human realities in organizations, giving specific attention to minorities, women, the aged and the young. Formulas for humanizing assembly line production, unions, working environments and behavior techniques are also included. Meltzer, who contributed two articles to the book, is an expert in industrial psychology.

ALVIN W. GOULDNER, Max Weber Professor of Sociology, was invited to participate in a national conference on democratic socialism Oct. 7, sponsored by the Research Institute of International Change at Columbia University. Approximately 50 scholars attended.

TWO GROUPS of St. Louis area women have been instrumental in making possible the continuation of quality treatment for cleft palate and oral cancer patients. The Lasky Center for Palate and Oral Cancer Rehabilitation at WU’s School of Dental Medicine, headed by Dr. L. Woodrow O’Brien, received 15 per cent of its $80,000 budget this year from the Nadah Women’s Organization and the Lasky Center Auxiliary. Nadah, a group organized in 1940 to raise money for charities, became a major supporter of the Center in 1967. In addition to its annual contributions, Nadah has also funded a laboratory and examining room for the Center. The Auxiliary was founded with the specific purpose of raising money and publicizing the Center. During the 1975-76 academic year, the Center served approximately 2,000 patients.

“SEARCH FOR SANITY,” a five part lecture series, will be offered by the School of Continuing Education on five Tuesdays beginning Oct. 26 at 12:30 p.m. Sam Rosenkranz, former WU lecturer in philosophy, will present lectures drawing from science, art, religion and philosophy. The course will meet in the January Hall Conference Room. The fee for the series is $30. For further information, call ext. 4261.

CONFERENCE (Continued from page 1)

State University; and Vivian M. Weil, associate professor of philosophy at Illinois Institute of Technology.

On Sunday at 10 a.m., also in Beaumont Lounge, Ann Palmeri, assistant professor of philosophy at Hobart and William Smith Colleges, will speak on children’s rights as set forth in her paper, “Childhoods End: On the Liberation of Children.” The conference will conclude with a speech on “Institutional Sexism, Professionalism, and Personal Fulfillment” by Karen Grandstrand Gervais, assistant professor of philosophy at Illinois Wesleyan University. The commentator will be Maryellen MacGuigan, assistant professor of philosophy at Mercy College in Detroit.

The Society for Women in Philosophy was organized by the Women’s Caucus of the American Philosophical Association in the spring of 1972. Its multifold purposes include distributing papers and syllabi for philosophy courses on women’s studies and feminism. The group has also compiled a list of women available for employment in philosophy, a directory of women philosophers, and information on women willing to give colloquia or comment on papers. It also issues a newsletter.

The Society for Women in Philosophy Conference is free and open to the public.

For further information on the meetings schedule or topics, call Professor Joyce Trebilic at ext. 4908.
PERFORMING ARTS
FRIDAY, OCTOBER 22
8 p.m. Theatre of the Open Eye, "Gauguin in Tahiti," a new musical drama. Edison Theatre. Admission $4.50; WU faculty/staff and students not from WU $3.50; WU students $2.
SATURDAY, OCTOBER 23
8 p.m. Theatre of the Open Eye, "Op Odyssey," a musical-media production. Edison Theatre. See ticket prices above.

MUSIC
FRIDAY, OCTOBER 22
8 p.m. Music Department Organ Concert, Carl Stauplin, chairman of organ department, Drake U., and Thomas Harmon, organist, UCLA. Works by J. S. Bach, Mendelssohn, Brahms and Reger. Part of the Kelsey Organ Series. St. Louis Priory, 500 S. Mason Rd.
8:30 p.m. Umtrathskeller presents "Bagatelle," a local jazz band. Until 12:30 a.m. (Also Sat., Oct. 23.)

SATURDAY, OCTOBER 23

SUNDAY, OCTOBER 24
8 p.m. WU Wind Ensemble Concert, Dan Presgrave, director and conductor. Program will include works by Ives, Gershwin, Jacobs, Joio, Tull and Stravinsky. Edison Theatre.

TUESDAY, OCTOBER 26
8 p.m. WU Wind Ensemble Concert, Dan Presgrave, director and conductor. Cardinal Glennon College, 5200 Glennon Drive.

WEDNESDAY, OCTOBER 27
11 a.m. Assembly Series/Blewett Memorial Concert, with Howard Kelsey, WU organist, performing Poulenc's "Organ Concerto," the Corelli "Trio Sonata, Opus 1, No. 1 in F Major" and Handel's "Violin Sonata No. 4," arranged by Leigh Gerdine. Graham Chapel.

EXHIBITIONS
"50 Years of the Pulp Magazine," a collection of magazines, rare anthologies and limited editions comprised of early works in science fiction and fantastic art. Olin Library, level 5. 8:30 a.m.-5 p.m. Mon.-Fri. Through Dec. 31.

"Native American People: Resurgence and Renewal." A display of recent publications illustrative of the burgeoning interest in native American peoples. Olin Library, level 3, adjacent to the circulation desk. 8 a.m.-12 midnight, daily. Oct. 18-Nov. 29.


"Joe Goode: Recent Works," an exhibition of this Los Angeles artist's sky paintings. Steinberg Gallery. 9 a.m.-5 p.m. weekdays; 10 a.m.-4 p.m. Sat.; 1-5 p.m. Sun. Through Oct. 31.

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