

MIZZOU

W E E K L Y

University of Missouri - Columbia / February 6, 1990

ON THE INSIDE:

Page 2 The MU Parents Association is beginning its second year with a membership total of 544 families and a goal of "making a difference" in the University community.

Page 5 When was the last time the No. 1-ranked Mizzou basketball Tigers lost a game at the Hearn Center? A Q&A reader wants to know.

Maintaining excellence

Priorities of faculty, staff needed to help develop five-year plan for University.

Chancellor Haskell Monroe is seeking input from all segments of the campus community in helping the administration develop a five-year plan for MU. Such a plan, he says, is necessary "to bring the University into a new era of excellence as we look forward to the 21st century."

"Direct involvement of those most to be affected by the plan is critical to its usefulness," Monroe adds. "It is essential that departmental or unit faculty and staff participate in this planning process." This includes non-academic components, such as Student Life and Administrative Services, he adds.

Departments, as well as support and service units, are asked to submit completed plans to deans or supervisors by April 1. "The plans should not be wish lists based on blue sky," Monroe stresses, "but rather, developed within the confines of what are fairly predictable resource levels. Specifically, I mean making hard choices about realistic priorities."

Monroe also is naming a 13-member long-range planning committee to oversee the process. The chairman is Deputy Chancellor Gerald Brouder.

"An important point is that any number of departments will be affected by the assumptions that serve as guidelines for the plan," Brouder says. "One assumption, for instance, is that in the next five years the percentage of undergraduate students in our total student body will decrease slightly, while the number of graduate and professional students will increase."

"Now, some people might think this would affect only certain academic programs and perhaps the admissions office. But it will affect housing, the libraries, financial aid, student recruitment efforts ... you could go on and on. All these areas should take this assumption into account when they devise their plans."

Other assumptions, Brouder says, are that the graduate and professional student populations will be more diverse; there will be an increase in minority enrollment; MU will retain a statewide mission; tuition will increase at the rate of inflation, or slightly higher; salaries, libraries and computing will be spending priorities; and unless there is a tax increase, state funding will increase at only about 5 percent a year.

Members of the committee are Suzanne Holland, assistant vice chancellor for Student Development; Roger Gafke, vice chancellor for Development, University and Alumni Relations; Water Johnson, associate professor of economics; Don McGlothlin, professor and director of the School of Fine Arts; Bill Noteboom, associate professor of reproductive science and technology; Truman Storvick, professor of chemical engineering; Roger Mitchell, dean of agriculture; Tom Ray, president of the Missouri Students Association; Robert Denhardt, vice provost for budget and operations; Susan Taylor, associate professor of nursing; M. Gilbert Porter, professor of English; and Gordon Kimber, professor of agronomy and chairman of Faculty Council.

Brouder says the plans should be no longer than 20 pages. Deans and supervisors will synthesize plans coming to them and forward a divisional plan to the provost and vice chancellors by May 15. The provost and vice chancellors will synthesize those plans and forward their own to Monroe by July 1. Those plans will be reviewed by faculty, staff and student councils, and Monroe will forward MU's final plan to the UM System by Sept. 1.

"In our planning process, we should direct our efforts toward creating an institution that emphasizes excellence in every aspect of our work," Monroe says. "We must share a vision of MU as the leading institution of higher education in our state and a premier institution in our region and, indeed, in our nation."

Answering the call

From phones to a cable TV system to burglar alarms, Telecommunications at MU handles it.

Looking at the outside of Mizzou's Telecommunications Center—a low, brick building near the southeastern edge of campus—it's hard to tell that big changes have been going on inside.

Only three years ago, a cavernous, two-story room at the center echoed with the clacking of row after row of mechanical switching banks that rose almost to the ceiling. Now the system's capacity has doubled, but the new digital switches take up only a fraction of the space.

The old mechanical switches were not much different than the ones first developed in the late 1800s. "The switches that we had were archaic. They were getting almost impossible to maintain," says Beverly Blackwell, manager of MU's telecommunications network.

"With the old system, we were totally dependent on the telephone company. We passed on all our work to the phone company; we didn't do any of it. Now we almost do it all. We have become the telephone company for the University."

The changeover to the new system came almost exactly three years ago. The initial cost of the GTE-designed system was \$6.7 million. Improvements since then have raised that figure to nearly \$10 million. The sheer size and capabilities of the system are staggering. It has more than 13,000

lines to serve faculty and staff offices and student dorms. Each month it handles 132,000 long-distance calls. There are more than 6,000 miles of underground telephone wire running through campus and another 1,200 miles inside the telecommunications building.

And all those lines are not just for telephones. There are lines for high-speed data transmission between computers; cable television to lecture halls, classes and dorm rooms; hookups to fire and burglar alarms on campus; toll-free hotlines to extension agents all around the state; and direct, leased lines to the University's other three campuses.

Last month three satellite dishes were

bolted down to concrete pads just outside the telecommunications center. Staff there are working with the Academic Support Center to consolidate all the campus video capabilities through the center. When the fine-tuning is finished later this year, departments will be able to call up teleconferences or video programs through the cable television system that runs through campus.

Blackwell explains that the telecommunications network operates as a "recharge center." University departments are charged for the services they use, and those charges must be enough to make up the center's \$5.6 million annual budget. "We receive no state appropriation. Ever-

thing we do is built into our rate structure," she says.

And although the system has been around for three years, not everyone has mastered all its options. To meet that need, Blackwell says her staff is developing refresher courses and training programs "to make sure all the departments know, without asking, what is available."

But as telecommunications technology leaps into the future, Blackwell and her staff still face some of the same old problems. No matter what, people expect to hear a dial tone every time they pick up the phone. "We're still trying to dispel the notion that the dial tone comes from God and the WATS line is free," she says.



Beverly Blackwell, director of Telecommunications, explains the routing of thousands of miles of telephone cables that feed into the central switching equipment.

Rob Hill photo

NEW J-O-B LINE NUMBER COMING

Beginning soon, internal and external job applicants will be able to get information on all Mizzou and UM System employment vacancies by calling one telephone number. An additional service will be the ability to obtain information on positions that have been filled or canceled.

Personnel Services is establishing this new J-O-B line so employment information may be more accessible. Currently, there are various telephone numbers for various types of jobs.

Look for more details in Mizzou Weekly as they develop.

CUPID, DRAW BACK YOUR BOW

The Horticulture Club's Valentine's Day plant sale soon will be in full bloom. The annual event will start at 8 a.m. Feb. 13 and continue from 8 a.m. to 5 p.m. Feb. 14 in Greenhouse 16, between the Physics Building and Tucker Hall, and in the Brady Commons lobby.

Romantics may choose from roses (boxed, single stem or in bud vases), assorted cut flowers and colorful blooming potted plants. For more information, call 882-9631.

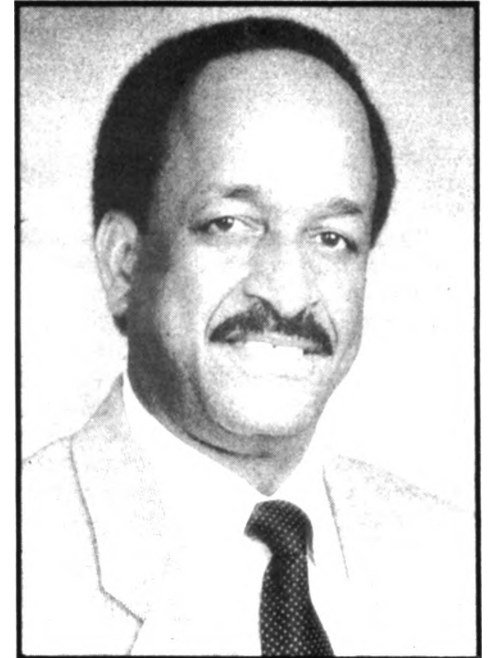


SAFE FLIGHTS EARN AWARD

The University Hospital's aeromedical program has received an award for 5,000 consecutive accident-free missions.

The award was presented by the Association of Air Medical Services. Aeromedical flights at the hospital average 2.5 per day and serve a 150-mile radius. The program also received an award for being the first to complete a priority one site survey, conducted to insure the highest levels of safety.

Harold Crumpton



Special of the Week:



Thursday Special: Feb. 8
Chicken Salad & Perrier
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Monday Special: Feb. 12
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Offering a hand

*MU parents' group,
now boasting 544
families as members,
envision 1990 as
important year.*

The MU Parents Association is beginning its second year of operation with a definite goal. "We want to make a difference," says Harold Crumpton of St. Louis, new president of the group.

The year 1989 saw the formation of the association, the development of objectives and a first-year membership total of 544 families. "We're especially pleased with the membership numbers," Crumpton says. "And we believe 1990 will be an important year for us. Through focus groups and other surveys, we want to see how we can best serve the parents of MU students."

Crumpton adds that the group wants to help the students, too. "We want to do things for them on a personal level — maybe come in during mid-terms or finals, just to say, 'Hey, we love you,' or bring them food to keep them going," he says. "We need to be supportive."

Crumpton, area manager for Southwest Bell in St. Louis, is the father of Karen Crumpton, a junior majoring in mechanical engineering. Other officers for 1990 are Joseph Tamborella, Lee's Summit, Mo., vice

president; Joyce Taylor, Fayette, Mo., treasurer; and Mary Ann Holsinger, Centralia, Mo., secretary.

Members of the board are Karen Adderton, St. Louis; Linda Blades, Shelbina, Mo.; Frank C. Dunlay, Prairie Village, Kan.; Marcia Eilers, Nelson, Mo.; Susan M. Freeland, Lee's Summit, Mo.; Barbara Hailpern, Denver, Colo.; Robert J. Holman, Blue Springs, Mo.; Harold L. Palmer Sr., St. Louis; Nelson Richter, Maryville, Mo.; Philip Smith, Louisiana, Mo.; Jill Sterling; Mark Tade, Columbia, Mo.; Geraldine Thomas, East St. Louis, Ill.; Earline White, St. Louis; and Herbert I. Wilkins, Waynesville, Mo.

Purposes of the group are to provide a support network for the parents of Mizzou students; to support the University's programs, activities and mission; to enhance the communication between MU and the parents of students; to promote educational, cultural and fund-raising objectives of students; and to develop an informed constituency for Mizzou. Membership dues are \$20. For more information, contact the MU Parents Association at 214 Brady Commons.

====> Let's Compute!_

Winter '90 Short Course Schedule

Campus Computing is offering a variety of computer short courses this semester free of charge to faculty, staff and graduate students*. For information on the locations and times or to enroll, please call 882-2000.

Beginning CMS, February 14 & 15

Introduction to JCL on MVS/XA, February 12, 14, & 16

Introduction to Pagemaker (PC), February 14 & 15

Intermediate CMS, February 19 - 22

Introduction to Computing with IBM PCs and
Compatibles, February 23

Mainframe Text Processing with GML and DCFXP,
February 26 - 28

Introduction to DOS I, March 1 & 2

Introduction to WordPerfect 5.0 for the PC, March 12-15

Introduction to DOS II, March 13 & 14

Introduction to the Mac, March 26

Introduction to WriteNow for the Mac, March 29

*The Beginning CMS classes are also open to undergraduates.

CLASSIFIEDS

FOR SALE

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HOME FOR SALE: Quiet family subdivision, 1/2 mile east of Columbia,

less than 15 minutes to campus. Solar design, three bedrooms, two baths, wood stove, low utilities, fenced. \$65,500. 474-5577 evenings.

The Classified Advertising Section is open only to faculty and staff members. A home phone number is required in all classified ads.

Ads must be typed.

Rates: 30-word maximum \$3.

Publication deadlines:

Feb. 9 for Feb. 20

Feb. 16 for Feb. 27

Mizzou Weekly Classifieds: Make your check payable to University of Missouri and send to: Mizzou Weekly, 1100 University Place, Attention: Michelle Burke.

SOME SUPPORT FOR ARTHRITIS

If you suffer from arthritis or are concerned about someone who does, there's a group you should know about.

The Columbia Arthritis Support Group meets regularly to provide information and understanding to arthritis sufferers or those affected by it. The group's next meeting will be at 7 p.m. Feb. 20 in the Columbia Mall community room. Donald Kay, MU rheumatologist, will speak on "Arthritis Remedies: What Works, What Doesn't."

With questions, call Lavona Virgen at 882-8097.



ASSISTING THE STATE

The campus community is invited to a discussion of university-state government research interactions at 3:30 p.m. Feb. 8 in N214-215 Memorial Union.

Several state legislators and agency representatives will be on hand, and will explain how faculty can assist them in making better policy decisions in Missouri. "I am always glad to have an opportunity to demonstrate our institution's qualities and talents," Chancellor Haskell Monroe says.

SENIOR NAMED TOP SCHOLAR

A Mizzou senior is one of 20 undergraduate students in the nation named to USA TODAY's All-USA Academic First Team.

Rick Ross, who is majoring in chemistry, art and physics, is the only representative of the Big Eight on the first team. He grew up in Columbia and plans to graduate in May 1991 with three degrees. He hopes to pursue a career in theoretical physics as a university professor.

Ross, who won \$2,500 for the honor, was nominated by S.R. Koertyohann, chairman of the Chemistry Department, and Ed Kaiser, director of the Honors College.

J-SCHOOL FACT ON 'JEOPARDY'

A question concerning Mizzou's School of Journalism was posed on the Feb. 1 "Jeopardy" television program.

The question asked which school of journalism is the world's oldest. The answer, of course, is the one at MU.

The question stumped the show's three contestants.

MU research examines ancient civilizations

By bombarding geological samples with neutrons and analyzing the results, University researchers are making new discoveries about ancient civilizations and may help prove what caused the death of the dinosaurs.

Scientists at the Research Reactor use a process known as neutron activation analysis, or NAA, to provide a "chemical fingerprint" of archaeological and geological samples. Such fingerprints help researchers determine the origin of pottery, tools and other artifacts.

"NAA is simply a technique to measure the concentration and presence of elements in samples of any kind," says Michael Glascock, a senior research scientist and interim director of the NAA project. "We use it mostly for archaeological and geological specimens, although there are some industrial applications we are involved in."

NAA researchers at MU are just completing the first year of research supported by a three-year, \$360,000 grant from the National Science Foundation. The grant allowed the researchers to set up an archaeometric research laboratory that collaborates with archaeologists and researchers from around the world who need NAA technology for their work.

More than 20 proposals already have been submitted by institutions around the country, including Arizona State University, Harvard and the Smithsonian Institution. The projects have required the irradiation and analysis of more than 4,000 samples, Glascock says.

"The demand for, and interest in, NAA is overwhelming," he says, adding that only three other locations in the United States have the capabilities to do it.

In the NAA process, a small sample of clay, volcanic obsidian or geological sedimentation is sent into the reactor and bombarded with neutrons. The sample's elements then become radioactive, and later each emits a unique signal that is measured by a detector and recorded by a computer.

"The fluctuation of different elements recorded from each sample serves as our 'chemical fingerprint,'" Glascock says. "We then can take another sample and analyze its results to see if there are similarities or differences. Those differences help us to interpret the archaeological data."

MU researchers have fingerprinted hundreds of samples of obsidian, a volcanic rock, from Central America. The chemical fingerprint after NAA analysis leads them to the locations of the actual volcanos where the obsidian artifacts originated.

"This knowledge provides researchers with new information on trading and migration patterns of ancient civilizations in this area," Glascock says.

The technique originated in the 1950s at the Brookhaven National Laboratory, and in the past 30 years more than 60,000 specimens have been analyzed worldwide.

Glascock, in conjunction with researchers at the UM-Kansas City, is providing data on a related project involving a theory of what led to the demise of the dinosaurs.

The theory speculates that a large meteor-

ite struck the Earth millions of years ago, raising a cloud of dust that blocked out the sun. Plant life necessary for many dinosaur species disappeared, and the dinosaurs consequently died. Scientists analyzing shale and soil samples millions of years old have found large amounts of iridium — an element highly concentrated in meteorites — in soil samples dated to about the same period when dinosaurs disappeared.

"They are associating this high level of iridium with a meteorite cloud that would have resulted from a meteor hitting the Earth and fragmenting," Glascock says. "This same anomaly has been found in many parts of the world."

Samples from the central Midwest have been analyzed through NAA at the reactor to verify iridium content in soil samples from this same period. Glascock says an upcoming project will involve testing samples from China.

"We're going to continue that work to see

if there are high levels of iridium," he adds. "We still won't be able to solve the issue, but we will add to the database."

MIZZOU

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Program boosts scholarship endowments

Jim Irvin, former interim vice chancellor for Student Affairs, and Roger Gafke, vice chancellor for Development, University and Alumni Relations, have coordinated two resources to create a new Scholarship Endowment Management Program.

The two created the program by coordinating the resources of the Office of Student Financial Aid and the Robert A. Graham Center for Estate Planning. "Both the administration of endowment and the awarding and processing of scholarships will operate more effectively and efficiently through this effort," Irvin says. "We're very pleased to move forward with this project."

Specific goals for the new program include the following:

- to ensure that all available scholarships and loan monies are awarded to deserving

students;

- to enhance recognition of donors;
- to enhance the solicitation of endowments;
- to make use of unrestricted, privately-endowed funds to reduce general operating funds required to support campus scholarship programs.

"We believe this program will enable the University to obtain the greatest benefit from its use of private contributions," Gafke says.

Initial components of the Scholarship Endowment Management Program include the formation of a scholarship task force committee, the annual publication of a scholarship booklet and the development of a donor recognition and communication program. A future goal is the development of a single scholarship application form for all Missouri awards.

The Scholarship Office will be located within the Office of Student Financial Aid in Jesse Hall. Joe Camille, director of Student Financial Aid, will soon appoint an assistant director for scholarships to coordinate the program.

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Richard Pettway

Japanese investment helps U.S.

Japanese direct investment in the United States has been extremely beneficial for the American economy, creating a "win-win" situation for the United States, an MU expert on the subject says.

"Now is the time to stop bashing the Japanese and start cooperating with them for our mutual economic prosperity," says Richard Pettway, professor of finance and holder of the prestigious Missouri Bankers Chair. "When a Japanese firm is lured to, say, Missouri, the firm usually establishes a new plant and sets up a new base of operations. This type of economic stimulation brings new wealth and new employment to the area."

With more and more anti-Japanese sentiments emanating from the U.S. Congress — fueled by the Japanese acquisition of Rockefeller Center in New York — there are economists and politicians who view an aggressive Japanese investment policy as controversial for the United States.

Pettway disagrees with those who blame Japan, insisting that "foreign investment is not particularly bothersome" for the American economy.

"I never hear those people complaining about Canadian or European investment, which is higher than Japan's," he says. "The only problem I can foresee from excessive foreign investment is if America does not attempt to refine its infrastructure and education system. Japan is producing twice as many engineers as we are; that should tell us something."

In the coming years, the number of Japanese mergers with existing American firms will be small, but Japanese business executives will establish more new companies in the U.S. he says.

"The size of the merger market in Japan is quite small. And because of this, I believe Japanese mergers and acquisitions also will be smaller than their direct start-up of new firms within the U.S."

An example of this practice is the establishment of automobile assembly plants in the United States, a practice used by Nissan, Honda, Toyota and Mazda. These companies did not acquire American firms but started their own subsidiary or affiliate here. This practice supports the expansion of existing Japanese management and avoids many personnel problems associated with combining different firms in a merger, Pettway says.

The trend of establishing new firms is occasionally broken. When the Japanese do purchase firms they tend to prefer relative smaller ones. Profit is, of course, the motive, he says.

"The purchase of smaller firms in Japan generates more wealth than the purchase of larger ones," Pettway says. "This is due to the personnel problems created when larger firms are merged. The large firm has its own identity and is very hard to change."

"My research has shown that Japanese firms, like American firms, do not overpay for businesses that they acquire. What appears to be outrageous and inflated prices paid by Japanese companies for mergers of American firms, is really a function of the Japanese having a much lower cost of capital than American firms. They can pay higher multiples for earnings than can American firms."



Jeff Adams photo

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1990 Staff Recognition

Ten volunteers from each peer-group nomination forms and to interview Recognition Week, Mick Deaver and The group will meet Feb. 27 and 28

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Name _____

Campus Address _____

Phone _____

Send to: Darlene Schroeder, 323 J

Staff Recognition Week

Q&A

Q. I enjoy swimming, but must admit that I'm not the best swimmer in the world. I understand there is a masters swimming class that meets on campus regularly. I might like to join if I'm good enough. What are their requirements for "good swimmers?"

A. Allen Hahn, professor of veterinary medicine and group treasurer, says there is no set requirement. "We have swimmers of all different levels, and they're paired off

based on their ability," he says. "Probably the best way to tell would be to show up for a practice and give it a try." The group, made up of about 30 faculty, staff and graduate students, meets at the Natatorium from 6 to 7 p.m. Mondays, Wednesdays and Fridays, and from noon to 1 p.m. Saturdays and Sundays. The workouts are structured, and include freestyle as well as various stroke sets. Adds Joe Goldfarb, an assistant professor of health and physical education who acts as the group's coach: "You don't have to be an excellent swimmer to join, but you do have to be an excellent worker."

Q. When was the last time the MU basketball team lost a game at home? Aren't they close to setting a record in that regard?

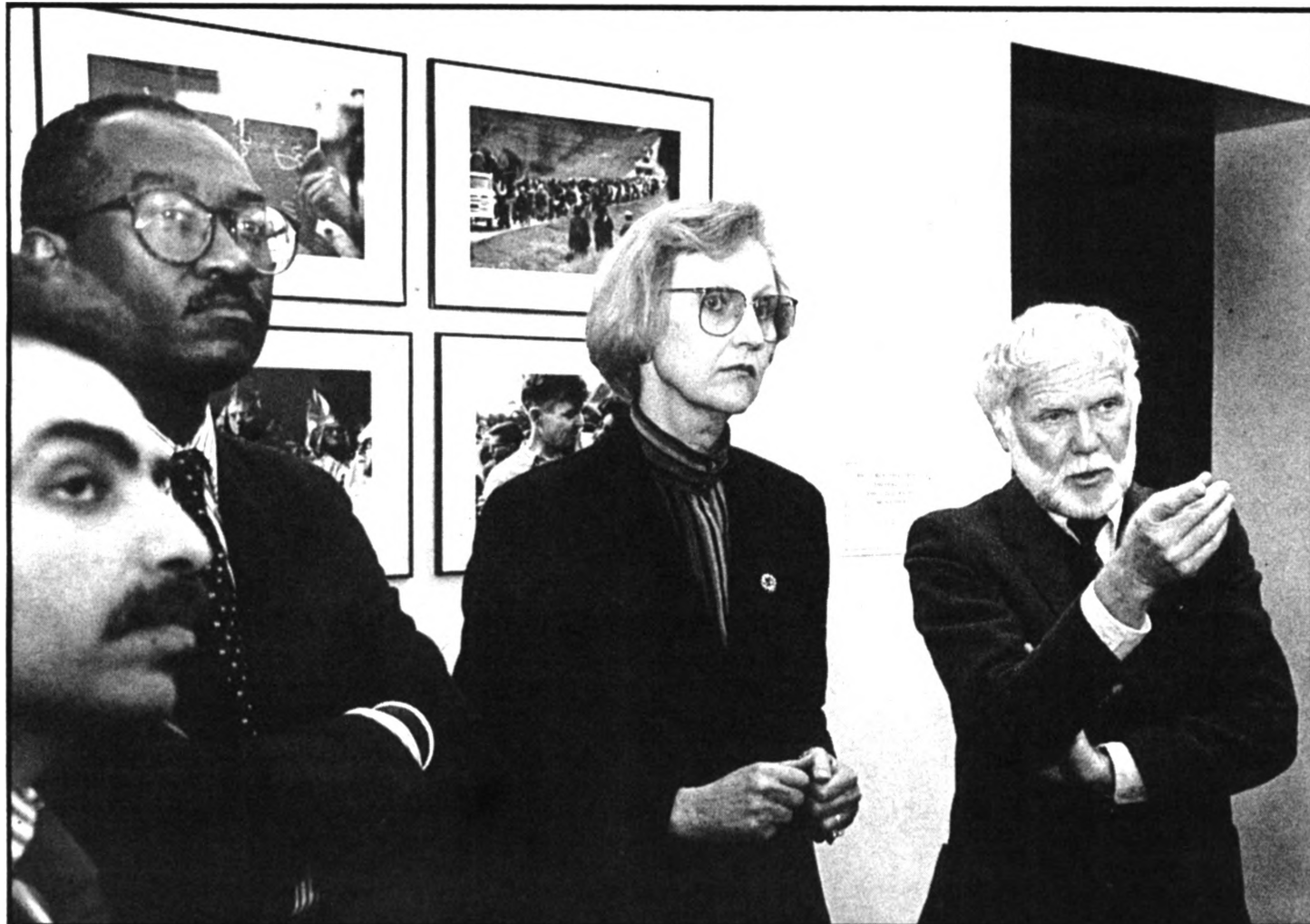
A. Yes, extremely close. With the Feb. 4

win over Colorado, the Tigers have won 28 consecutive games at the Hearnes Center. The team's record is 29, set during a period between 1980 and 1982.

The Tigers' next home contest is Feb. 10 against Nebraska, and after that, Feb. 18 against Oklahoma. The last time Mizzou lost at the Hearnes Center was on Feb. 27, 1988, when the Tigers fell to Kansas, 82-77.

Incidentally, when Nebraska beat Mizzou on Feb. 6, 1982 to end the 29-game streak, the Tigers were ranked No. 1 in the nation.

Send your questions about campus matters to Mizzou Weekly, 1100 University Place, or call 882-5918. You must include your name and phone number so we can reach you, if necessary. All questions remain anonymous. Mizzou Weekly will not answer unsigned questions.



Photojournalist Charles Moore, right, talks about his photographs of the civil rights movement with, from left, Mort Sajadian, acting director of the Museum of Art and Archaeology; Vice Provost KC Morrison; and Provost Lois DeFleur. Moore took a number of photographs in the late 1950s and 1960s that influenced the passage of the 1964 Civil Rights Act. Moore's photography is on display in the museum's Pickard Gallery through Feb. 15.

Robb Hill photo

Women's Health



If You're Like Me...

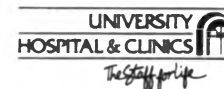
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Nomination Awards

category are needed to read candidates for the 1990 Staff Barbara S. Uehling awards. Interviews will be March 7.

BARBARA S. UEHLING AWARD FOR ADMINISTRATIVE EXCELLENCE

*E*ach year the Staff Advisory

Council presents the Barbara S. Uehling Award for Administrative Excellence to an administrator who has demonstrated qualities of leadership, administrative excellence and in some way has contributed to improved working conditions and the quality of life for MU staff.

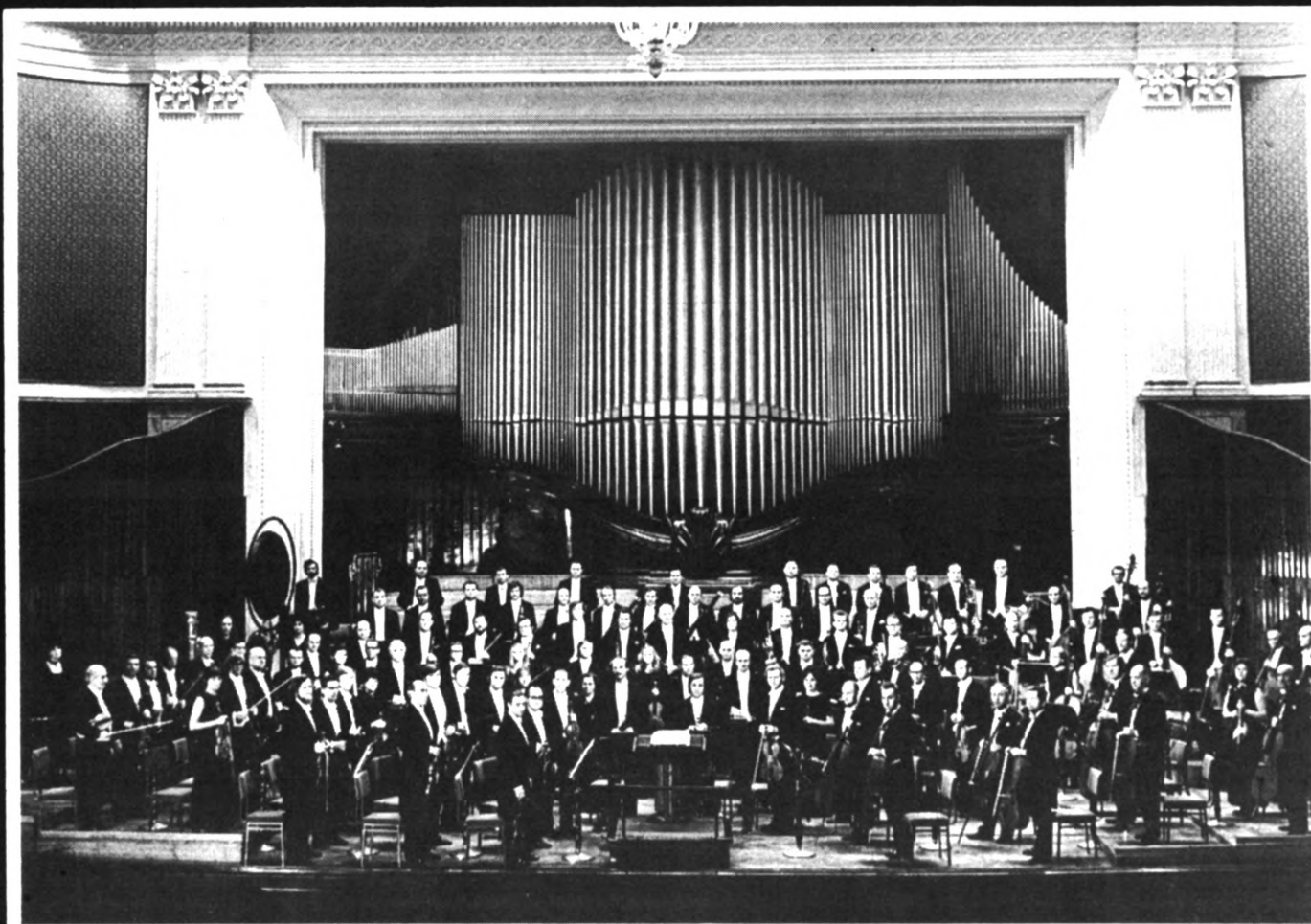
*A*ccomplishments which qualify the

nominee for the award should be documented in a letter and mailed to Darlene Schroeder, 323 Jesse Hall. Nominations for this award are being accepted through Feb. 26, 1990.

Jesse Hall **Deadline: Feb. 22**
Week is April 9-13.

THE WARSAW PHILHARMONIC ORCHESTRA

Kazimierz Kord will conduct and Zoltan Kocsis will be on piano when the Warsaw Philharmonic comes to Jesse Auditorium at 8 p.m. Feb. 13. Tickets for the Concert Series performance are \$16 for faculty and staff, and \$13 for students. A free concert preview will precede the show at 7 p.m. in the Fine Arts Recital Hall.



EXHIBITS

HISTORICAL SOCIETY: "The North American Indian," the photo-illustrative work of Edward S. Curtis, will be on display in the State Historical Society of Missouri's gallery, in the east end of Ellis Library, through March. Hours: 8:30 a.m.-4 p.m. Monday-Friday.

JESSE HALL: An African Art Exhibit will be

on display from Feb. 7-March 10 on the second floor of Jesse Hall. There will be a reception from 4:30-5:50 p.m. Feb. 7. Exhibit created by Adrienne W. Hoard, associate professor of art and art education.

HISTORICAL SOCIETY: The work of "Artists of the Mid-1900s" will be on display in the society's corridor gallery through April in the east end of Ellis Library. Hours: 8 a.m.-4:30 p.m. Monday-Friday and 9 a.m.-4:30 p.m. Saturday, except holidays.

MUSEUM OF ART AND

ARCHAEOLOGY: "Word and Image: The Art of Illuminated Manuscripts and Early Printing" will be on display Feb. 2-April 9 at Pickard Hall.

BRADY COMMONS GALLERY: Display will be devoted to Black History Month, Feb. 3-22, in 203 Brady Commons. Hours: 10 a.m.-5 p.m. weekdays.

BOONE COUNTY NATIONAL BANK: The 46th Pictures of the Year exhibit will be on display at the bank, at Eighth and Broadway streets, Feb. 5-March 9. Hours: 9 a.m.-5 p.m. weekdays, 9 a.m.-noon Saturdays.

Sponsored by the School of Journalism.
MUSEUM OF ART AND
ARCHAEOLOGY: "Rome and the Germans" will be on display through March 11 in Pickard Hall. Hours: 8 a.m.-5 p.m. Tuesday-Friday, noon-5 p.m. Saturday and Sunday.
MUSEUM OF ART AND
ARCHAEOLOGY: "Missouri Murals: Studies for the State Capitol Decoration" will be on display through March 4 in Pickard Hall. Hours: 8 a.m.-5 p.m. Tuesday-Friday, noon-5 p.m. Saturday and Sunday.



MUSEUM OF ART
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MINORITIES ARE NEEDED

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The Staff for Life

Young, old take fashion cues from different areas

Television performers are the most commonly used source of fashion information by elderly consumers, and social gatherings are the No. 1 source for college students, according to an MU study.

"Fashion Information Seeking by Younger and Older Consumers," is one of the few studies to include men and the elderly when examining media influences on clothing choices. The research was published in the Clothing and Textiles Research Journal.

"The findings also reveal that younger consumers used media more frequently than older consumers and that females used media more often than their male counterparts," says Usha Chowdhary, assistant professor of textile and apparel management.

The five most commonly used sources of fashion information by younger consumers were social gatherings, public places, female friends, female television performers and

prominent women.

The five most commonly used sources by the older consumers were female television performers, male television performers, fashion ads in newspapers, public places and prominent women.

For younger consumers, male respondents rated social gatherings, public places and prominent men as the three most commonly used consumer-dominated sources. Females used public places, social gatherings and female friends. However, Chowdhary said the mean scores were significantly higher for women than men, which indicates that women tended to have more personal involvement in their fashion information sources than men.

Older male consumers used female television performers, male television performers and public places more frequently than other sources. Older female consumers used female television performers, fashion ads in newspapers and male television performers.

"The findings imply that younger consumers may take higher risks while making fashion selections than do older consumers because they validate information from more sources than do the elderly," she said.

MICK DEAVER MEMORIAL AWARD

The Mick Deaver Memorial Award was established in 1980 by the Staff Advisory Council. Deaver was associate director of the University Police Department at the time of his death in 1980 in an automobile accident. This award recognizes a staff member who

exemplifies Deaver's concern for fostering good relations with students.

If you would like to nominate a staff member for this award, please send a letter to Staff Advisory Council, 323 Jesse Hall, detailing specific examples of why you feel this person deserves this award. Nominations are being accepted through Feb. 26, 1990.

If you need assistance, or if you have any questions, you can call any Staff Advisory Council member.

New method eases removal of gallstones

New technology at University Hospital and Clinics may make surgery unnecessary for removing gallstones in some 30 percent of the patients suffering from painful symptoms. Gallbladder surgery is the second most common surgery performed in this country, following Caesarean sections.

The new equipment, known as a gallstone lithotripter, sends out sonic shock waves to break up gallstones. The disintegrated stones are further dissolved by medication, allowing them to pass through the body's digestive system.

University Hospital and Clinics is one of two University-affiliated hospitals in the state and one of seven medical centers in the nation to be designated as a research center for the Northgate biliary lithotripter. Frank Mitchell, professor of surgery, is the chief investigator for the study.

Lithotripsy, or shockwave treatment, for the removal of kidney stones was approved by the Food and Drug Administration in 1984, and many of its advantages also apply to gallstones.

As an alternative to conventional surgery, gallstone lithotripsy is done in SameDay Surgery. The patient is then kept in the ShortStay Center overnight for observation and follow-up studies. Mitchell says patients are able to resume normal activities within 24 hours.

Following traditional surgery where the gallbladder is removed, the patient typically stays in the hospital four to six days and spends two to four weeks recovering at home.

The costs for lithotripsy range from \$4,000 to \$5,000, while an operation may cost \$6,000 to \$9,500. Insurance coverage varies from individual carriers.

According to Mitchell, those people who may be candidates for lithotripsy include patients who have five or fewer stones and a gallbladder that is still functioning.

During the procedure, the patient lies on a lithotripter table, while an ultrasound device is used to locate the gallstones. Then a shock wave is produced which pulsates up a water column and through the patient to the stone. The shock wave causes the stone to vibrate and shake itself apart.

Medication is given to eliminate any discomfort the patient may experience.

Staff Recognition Week 1990

is planning another RESEARCH EXHIBIT.

Let's make our campus community aware of the fact that research involves staff personnel. Research takes many forms on campus and almost all departments are involved. From microscopes to publishing books, staff are involved in projects that will change history as we know it. Get campus recognition for projects you are involved in — register now to present an exhibit.

The date and place of the exhibit will be announced later, and you will be notified by campus mail when your registration is received.

You do not have to prepare something entirely new for this exhibit. Material prepared for other meetings or exhibits will be satisfactory.

We had a big turnout last year. Let's make it even bigger this year!

*Working on research?
Share it with us!*

Please return this form to:
Dottie Farmer
Staff Recognition Week 1990
409 Lewis Hall

I would like to participate in "Staff Recognition Week 1990 Research Exhibit."

Name: _____ Phone: _____

Department: _____

Exhibit: _____

If you have questions, call Dottie Farmer at 882-2557 or Judy Stock at 882-3096.

CALENDAR

Send calendar items in Campus Mail to Billy Sledge, Mizzou Weekly, 1100 University Place, by noon Tuesday the week before publication.
Events are free and open to the public unless otherwise noted.

Highlights

CONCERT SERIES: Vocalist Cleo Laine and saxophonist John Dankworth and the John Dankworth Quartet will perform at 8 p.m. Feb. 6 in Jesse Aud. Cost: \$12 students and groups of 10 or more, \$15 public. Call 882-3781. A free concert preview will be at 7 p.m. in the Fine Arts Recital Hall.

ALL-SPORTS SHOW: Seminars and exhibits on the latest in fishing, boats, motor homes, camping, hunting and more will be Feb. 9-11 at the Hearnes Center. Hours: 3-5 p.m. Feb. 9, 10 a.m.-9 p.m. Feb. 10 and 10 a.m.-4 p.m. Feb. 11.

MSA/GPC SPECIAL EVENT: Kim and Reggie Harris will present "Music and the Underground Railroad," a musical narrative about slavery and the quest for freedom, at 8 p.m. Feb. 11 in Jesse Aud.

6 Tuesday

SENIOR SECRETARIES: The Arts and Science Senior Secretary Network will meet at 8:30 a.m. in 101 Geology Bldg. Coffee and doughnuts will be served.

BLACK HISTORY EVENT: Alvin A. Plummer, director of the Missouri Commission on Human Rights, will speak on "Fair Housing" from 10:15 to 11:30 a.m. in N214-215 Memorial Union.

GALLERY TALK: Ann Guell of the Museum of Art and Archaeology will present "Aldus Manutius: Printer and Man of Letters" at 12:15 p.m. in Pickard Hall.

RECREATION/INTRAMURALS: Entries close in 106 Rothwell for women's darts. Play begins Feb. 14. Call 882-2066. Also, water exercise will be held from 5:30-6:15 p.m. Tuesdays and Thursdays at McKee Pool through March 13. Cost: \$10. Sign up in 106 Rothwell.

CONCERT SERIES: See Highlights.

7 Wednesday

RECREATION/INTRAMURALS: Entries close in 106 Rothwell for co-rec table tennis. Play begins Feb. 14. Call 882-2066.

PROVOST: Provost Lois DeFleur will have open office hours for faculty, staff and students from 3-5 p.m. in 114 Jesse Hall.

PHYSIOLOGY SEMINAR: Leona Rubin, assistant professor of veterinary biomedical sciences, will present "Second Messenger Regulation of Photoreception" at 3:40 p.m. in M437 Medical Sciences Bldg.

PHYSICS AND ASTRONOMY COLLOQUIUM: The Department of Physics and Astronomy will sponsor "The Toda and Kac van Moerbeke Systems," by Friedrich Gesztesy, professor of mathematics, at 4 p.m. in 120 Physics Bldg.

ORGANIZATIONAL MEETING: Faculty, staff and students concerned about the responsible use of animals in biomedical

research will meet at 4:30 p.m. in 119 Animal Sciences Research Center.

WOMEN'S CENTER: A panel, "For Colored Girls Who Have Considered Suicide When the Rainbow Is Enuf," will be presented at 7 p.m. in 106 Pickard Hall.

MSA/GPC FILM: "Murder by Death" will be shown at 8 p.m. in Ellis Aud. Cost: \$1.

8 Thursday

ENGINEERING CONFERENCE:

"Construction Project Management Using Microcomputers," co-sponsored by the College of Engineering, will be presented today and Feb. 9 at the UM-Kansas City Conference Center, 801 W. 47th St., Kansas City, Mo. Cost: \$475. Call 882-3088.

WOMEN'S CENTER: Coordinator Laura Hacquard will present "Retail Therapy: Buying Our Way Out of Sorrow" at noon in 229 Brady Commons.

STAFF COUNCIL: Group will meet at 1:15 p.m. in S204 Memorial Union.

RESEARCH SEMINAR: A discussion of MU-state government research interactions will be at 3:30 p.m. in N214-215 Memorial Union.

FACULTY COUNCIL: Group will meet at 3:40 p.m. in S110 Memorial Union.

AFRICAN ART LECTURE: The Department of Art History and Archaeology will sponsor "Traditional African Art in Society," by Kwabena Ampofo-Anti, of the Hampton University art department, at 5:15 p.m. in 106 Pickard Hall.

NUCLEAR FREEZE PROGRAM:

Organization will sponsor a program on the environmental impact of nuclear weapons production at 7:30 p.m. in Garnett Aud. "Nuclear Bomb Factories," a documentary by the Center for Defense Information, will be shown. Discussion will follow.

ENVIRONMENTAL ENGINEERING SEMINAR: "Trends in EPA Water-Quality-Based Permitting" will be from 7:30-9:30 p.m. in S203 Memorial Union. John Dunn, environmental engineer for the EPA Water Division in Kansas City, will speak.

9 Friday

MIP VISITING SPEAKER SERIES: The Missouri Institute of Psychiatry will present Patricia M. Wright, assistant professor of psychiatry, to speak on "Psychological Games Patients Play" at 1 p.m. in Kohler Aud., 5400 Arsenal St., St. Louis.

DEPARTMENT OF ENTOMOLOGY SEMINAR: "Nuclear Magnetic Imaging of Plants" will be presented at 2:40 p.m. in 2-16 Agriculture Bldg.

ALL-SPORTS SHOW: See Highlights.

MICROCOMPUTER COURSE: The College of Engineering, the Department of Civil Engineering and Engineering Extension will sponsor a "Construction Project Management Using

Microcomputers" short course at the University Conference Center, 801 W. 47th St., Kansas City, Mo. Cost: \$475. Call 882-3088.

MSA/GPC FILMS: "Heathers" will be shown at 7 and 9:30 p.m. in Ellis Aud. Also, "Evil Dead II" will be shown at midnight in Ellis Aud. Cost: \$2.

ROMANCE LANGUAGES LECTURE: The Department of Romance Languages will sponsor "The Web, the Hive and the Looking Glass: The Art of Self-Consciousness," a lecture and slide presentation by John Kronik, professor of romance languages at Cornell University, at 7 p.m. in 106 Pickard Hall. A reception will follow.

10 Saturday

RECREATION/INTRAMURALS:

"Introduction to the Weight Room, Phase I" will be from 9:15-11:15 a.m. in B301 Student Recreation Center. Cost: \$3. Sign up in 106 Rothwell.

MEN'S BASKETBALL: Tigers will play Nebraska in a Big Eight Conference game at 1:10 p.m. at the Hearnes Center.

MSA/GPC FILMS: "Heathers" will be shown at 7 and 9:30 p.m. in Ellis Aud. Also, "Evil Dead II" will be shown at midnight in Ellis Aud. Cost: \$2.

11 Sunday

MSA/GPC SPECIAL EVENT: See Highlights.

12 Monday

UNIVERSITY Y: University Y's CommUniversity will sponsor eight-week aerobic classes through April. Evening classes on yoga, sign language, astronomy,

juggling, caving and wine tasting also will be offered. Call 882-1550.

WOMEN'S CENTER: Carol Myscowski, assistant professor of religious studies, and PhD candidate Jacqueline El-Sayed will present "Women In Islam" at noon in 229 Brady Commons.

SOLID STATE SEMINAR: The Department of Physics and Astronomy will sponsor "Atomic Force Microscopy" by Paul Bryant, professor of physics at UM-Kansas City, at 4 p.m. in 120 Physics Bldg.

RECREATION/INTRAMURALS:

Beginning Goju Karate will be offered Mondays from 6:30-8 p.m. in the Rothwell Gym mat room. Cost: \$20. Limit 30 people.

MSA/GPC FILM: "Chocolat" will be shown at 8 p.m. in Ellis Aud. Cost: \$1.

MSA/GPC SPECIAL EVENT: Taifa, a group of singers and storytellers of African-American lore, will perform at 8 p.m. in Memorial Union Lounge.

13 Tuesday

PHARMACOLOGY SEMINAR SERIES:

The Department of Pharmacology will sponsor "Oxidant Regulation of Phagocytosis" by Hattie Gresham, research assistant professor of medicine, at 12:30 p.m. in M558 Medical Sciences Bldg.

BLACK HISTORY LECTURES: Dwayne Crompton, executive director of the KCMC Child Development Corp., will present "Meeting the Needs of Minority Children in Day Care Settings" from 1-2 p.m. in 18 Tucker Hall. Josiah Young, associate professor of religion at the Wesley Seminar in Washington, will present "An Afro-American Experience in Christianity" from 7-9 p.m. in Memorial Union Chapel.

CONCERT SERIES: The Warsaw Philharmonic Orchestra, under the direction of Kazimierz Kord, will perform at 8 p.m. in Jesse Aud. Pianist Stefan Kocsis also will perform. Call 882-3781. A free concert preview will be at 7 p.m. in the Fine Arts Recital Hall.

PARKING AND TRANSPORTATION SERVICES
107 SWALLOW
882-4568

Increased enforcement has been requested from the University Police for parking lots in the core campus. Please make sure that your hangtag is clearly visible on your rearview mirror or that your bumper sticker is free of dirt and easily seen.

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Scanning system software	Book Pavilion
Optical resolution	600 dpi
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