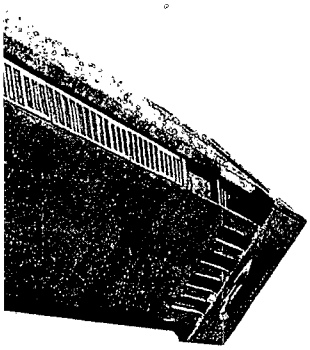
The Alumni UBC
CHRONICLE
FALL 1988



MISSION STATEMENT

Dr. Strangway's Vision for the Future of UBC

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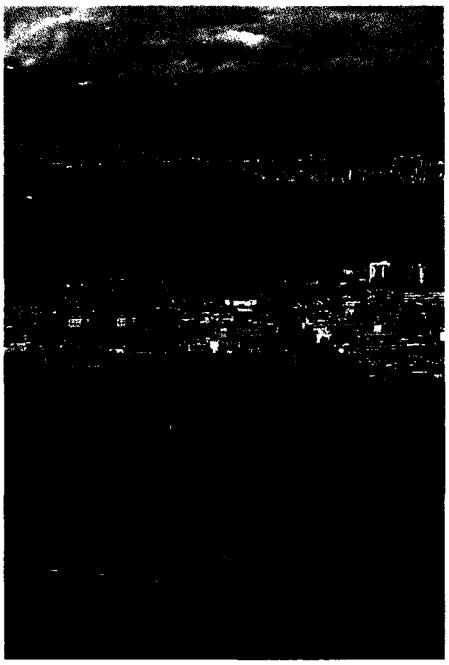

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SUBSCRIPTIONS: The Alumni Chronicle is sent free of charge to alumni of the university. Subscriptions are available to others at $10 a year in Canada, $15 (in Canadian funds) elsewhere. Student subscriptions $2. ADDRESS CHANGES: Send new address with old address label if available to Alumni Records, 6251 Cecil Green Park Road, Vancouver, B.C. V6T 1W5. ADDRESS CORRECTION REQUESTED: If the addressee, or son or daughter who is a UBC graduate, has moved, please notify UBC Alumni Records so this magazine may be forwarded to the correct address. Postage paid at the Third Class Rate Permit No. 5914 RETURN REQUESTED. Member, Council for the Advancement and Support of Education. Indexed in Canadian Education Index. ISSN 0824-1279.
Printed in Canada.

Strangway

When I came to UBC to serve as president, the institution was in a difficult period. Years of recession and financial restraint had taken their toll, and the strain was beginning to show. Some buildings, constructed decades earlier as temporary facilities, were literally falling apart, programs were in danger of stagnating and staff and faculty were becoming demoralized.

It was clear to me, virtually from the day I arrived, that we needed to take a hard look at UBC, what it was, what it had become and what it could be in the future. I decided to develop a statement that would help reinforce the identity and purpose of the University in the 1990s and beyond.

I also knew from the beginning that preparing such a statement would only be useful if there was extensive consultation with all areas of the University, the community and the government. My job was to listen to the diverse needs and opinions of the various groups, review the position of UBC both historically and currently in the province, and consider the changing environment we are facing in the coming decade. Within this process we have developed an extensive plan for the future of the University.

The task of preparing what is now the fifth draft of the statement has been an interesting and rewarding one. I have had the opportunity of meeting with hundreds of people inside and outside the University. Their views are reflected in the Mission Statement.

The heart of the Mission Statement is a reaffirmation of UBC's long history. It builds on the past and lays a foundation for the continuing evolution of the University. Thirty years ago, UBC was the only significant post secondary institution in the province. During the 1960s and 1970s, a large, sophisticated system of colleges and universities developed to serve our increasingly diverse and demanding society. By the 1980s, even as we were going through a period of economic hardship, UBC had evolved into the premier institution of higher learning in the province, and had taken its place as a major North American university.

The facts are undeniable. UBC receives $75-million annually in competitively awarded grants, placing us among the top three Canadian universities. Our departments and schools are regularly reviewed by external experts. Recent reviews of geography, commerce, dentistry, education, forestry, business administration, economics, medicine and others rank them in the top 20 when compared to similar departments around the world and frequently judge them the best in Canada. These rankings are based on competitive grants, subject competitions, faculty research citations, economic impact and research funding. Clearly, UBC's place is at or near the top of the academic pyramid worldwide.

The UBC Mission Statement recognizes and builds on this reality. By attracting and keeping the very best B.C. and Canadian students, by encouraging applications from the best international students, and by working for more and varied research activity, the University's reputation and value to this society can only be enhanced.

The system exists in British Columbia to serve a wide range of academic needs. Students with the desire and ability must be given access to higher learning; a healthy, progressive society depends on it. Institutions must be funded adequately to meet this need, and new institutions to address growing needs, such as a university for the interior, must be established.

At the same time, the kind of exceptional academic activity that goes on at UBC must be fostered and strengthened. There is an ongoing need in our system for a world class university.

I urge all alumni to read the Mission Statement. The fifth draft was published in *UBC Reports* asking the University to respond. The final document will be prepared following this input and released in the fall. I am extremely interested in hearing the views of alumni.

Your thoughts and observations will help UBC meet the challenges of the 21st century.

David W. Strangway, President
The University of British Columbia

For a copy of the UBC Mission Statement, call or write the UBC Alumni Association. ■

THE UBC SPIRIT IS COMING HOME

HOMECOMING 1988

The UBC Spirit is Coming Home
Homecoming '88
Schedule of Events

Saturday, Oct. 1
AMS Executives Reunion Luncheon

Homecoming Football Game and Tailgate Party 2:00 p.m. *(Thunderbird Stadium)*

Monday, Oct. 3
Homecoming Parade 12:30 – 1:30 p.m. *(On Campus)*

Meet the Brass 4:30 – 6:30 *(SUB Plaza North)*

AMS Art Gallery Opening 7:00 – 9:00 p.m. *(Fortieth Anniversary)*

Homecoming Pit Bash 10:00 p.m. *(Pit Pub)*

Tuesday, Oct. 4
Just Desserts 7:30 p.m. *(Cecil Green Park House)*

Wednesday, Oct. 5
Judging of the "Decorate Your Building" Competition 12:30 p.m. *(Around Campus)*

AMS Council Meeting 6:30 p.m. *(Cecil Green Park House)*

Thursday, Oct. 6
Arts 20 Relay Run 12:30 p.m.

Homecoming Arts Festival 12:30 – 4:30 p.m. *(SUB Partyroom)*

Great Trekker Awards Dinner 7:00 p.m. *(SUB Ballroom)*

Friday, Oct. 7
Homecoming Octoberfest 8:00 p.m. *(SUB Ballroom)*

Oct. 3 – Oct. 7
Homecoming Scavenger Hunt

For more information call **228-3313**

Diggens

I had the opportunity recently to look through some back issues of *The Chronicle*. The magazine provides an interesting and exhaustive history of the Association, and I was impressed by the consistent service the Association has provided its membership. It's also interesting to see how much and how little things have changed over the years.

For instance, in the December 18, 1939, issue of *The Graduate Chronicle*, there is a whimsical editorial about the B.C. Temperance Union's outrage over liquor appearing on the tables of cabarets in Vancouver. The writer offers to research this problem if the BCTU will kindly supply him with free tickets to the cabarets.

There is, unfortunately, another story in that issue that sounds all too familiar. The headline reads, "Financial Situation of the Alumni Association Bad." To quote the article, "The president asked the treasurer how the financial situation was and the treasurer refused to reply because the situation was unspeakable." It seems that the more things change, the more they stay the same.

Our services to alumni have increased dramatically since those early days. Any of you who have had occasion to use our services to organize a reunion or division event know how difficult and time-consuming such work is, and appreciate the professional staff we have to help you. Now, however, we are financially unable to keep up with this growing demand.

We have taken some drastic steps to trim our operations budget, and we are striving to increase our income by marketing Alumni Association products and services to our members. Still, our situation remains "unspeakable."

One bright light, however, has begun to shine. The University has allowed us to appeal to you through our annual fund campaign. When you donate to the Association this year, you will be able to assign your gift to the Association, the University or any other fund (scholarship, bursary, chair, etc.) of your choice. I ask that you consider giving at least a part of your gift to the operation of your Alumni Association. Your donation will help us keep up production of division newsletters, improve existing programs and develop new ones, and allow us to respond to the ever increasing demand on our very important services to our members.

Your support will help sustain our relationship with you and with the University, and will end, I hope, the long tradition of Association treasurers unable to answer the question, "How is the financial situation?"

Thank you in advance for your support. ■

John Diggens, President
UBC Alumni Association

Alumni Activities & Events

ACTIVITIES AND EVENTS

The Medical Division is once again hosting a lecture to be given preceding the opening reception for the BCMA annual general meeting. "Modern Medicine with Pagoda Roofs" will be presented by Dr. Shelley Naiman on October 19 at 6:00 p.m. at the Vancouver Trade and Convention Centre.

The Social Work division will hold their annual reunion and meeting on October 18 at 7:00 p.m. at Cecil Green Park.

The Annual Engineers Award Dinner will be held at the Engineer's Club on November 17. The award winner will be announced at a later date.

Agricultural Sciences Alumni and guests, Saturday, October 22, are invited on a guided tour of the UBC Botanical Gardens. Meet at the Gate House in the Gardens at 1:45 p.m., rain or shine. Refreshments will follow. Please RSVP to Agnes Papke at 228-3313.

REUNIONS

Class of '78 MBA/MSc, September 23, Cecil Green Park
Class of '48 Engineering, September 30/October 1, Cecil Green Park
Class of '38, September 30/October 1, Cecil Green Park
Class of '78 Commerce, October 29, Cecil Green Park

HOMECOMING EVENTS

Homecoming Football Game and Stadium Party, October 1, UBC Stadium
Arts '20 Relay Race, October 6, UBC
Great Trek Award Dinner, October 6, Student Union Building
Oktoberfest, October 7, Student Union Building

BRANCH ACTIVITIES

Toronto

We have been forced to move our monthly pub night. The new site is:

Original Hectors
49 Eglington Street, Toronto.
(Two blocks west of the Unicorn)

We still meet on the third Wednesday of every month at 7:30 p.m. and proceed onward till the last dog is hung. Tell all your UBC friends and come out to pub night!

Ottawa

The Ottawa Branch of the Alumni Association held a successful reception at the National Arts Centre on June 9, 1988.

Tom Siddon, former UBC professor, MP and Minister of Oceans and Fisheries, was host for the event. Dr. Strangway spoke to Ottawa branch members and guests about the upcoming major campaign, the recently released Mission Statement, and the importance of the Alumni Association to the health of the University. An excellent time was had by all.

The Orient

Dr. Strangway attended receptions in Taiwan and Singapore during a visit to the Orient in June. In Taipei, he gave a commencement address to students at Tunghei University and attended a reception for friends and alumni of UBC. The reception was organized through the B.C. Trade Office in Taipei. In Singapore, Dr. Strangway talked at an orientation for students interested in attending university in Canada. He also attended a reception for friends and alumni sponsored by the Canadian Alumni Association and the Canadian High Commission.

Continued branch development in the Orient and elsewhere is a high priority of the Association.

NOMINATIONS FOR ALUMNI AWARDS

Each year we recognize individuals who have in one way or another made a significant contribution to the University or the Alumni Association. If you know anyone who would be worthy of receiving one of the following awards, please contact the Programmes Department at the Association office, 228-3313.

Alumni Award of Distinction recognizes truly outstanding international achievements of UBC Alumni.

Association Honorary Life Membership recognizes contributions made to the UBC Alumni Association and/or UBC by a non-Alumnus.

Outstanding Young Alumnus Award is awarded to a UBC Alumnus under 36 whose endeavours in professional, civic, business, arts, home-related, political or similar activities are worthy of recognition and have brought honour to UBC.

Faculty Citation is awarded to members of the faculty who are recognized as having an established record of outstanding service to the general community in capacities other than teaching and research. Recipient need not be a UBC alumnus.

Blythe Eagles Volunteer Service Award honours someone who has contributed extraordinary time and energy to the Alumni Association. ■

News In Brief

ARCHITECTURE REUNION DRAWS CROWD

A reunion for graduates of the School of Architecture was held on June 19, 1988, at Heritage Hall in Vancouver. All years were invited to the reunion.

This event was the first planned by the recently formed architecture division of the Alumni Association. Architecture grads from any year interested in getting involved in the division can call Dino Rapanos, 228-3839 for details.

GEOGRAPHY SOCIAL

The Geography Alumni Alliance is holding an AGM/social on Wednesday, September 21, at Cecil Green Park House, UBC, at 7:30. All geography alumni are invited to greet old friends and meet new ones. There will be slide shows of recent tours through Japan and China, plus election of the alumni alliance committee for next year.

All geography alumni will be receiving ballot forms in the UBC Geogramme newsletter within a few weeks. Please fill out the ballot form and return to the geography department or bring it with you to the social. We hope you can attend this event and show your support for the Alumni Association.

UBC Intramural Sports

ALUMNI UBC

... invites Alumni to take part in the 68th annual

ARTS '20 RELAY

Thursday, October 6, 1988
12:30 P.M.
(Register by Sept. 30, 1988)

. . . in celebration of "Homecoming Week 1988"

This historic 10.6 km, 8 person team relay race is open to alumni. Race from V.G.H. to UBC Reception following.

UBC Intramural Sports
Room 66
Student Union Building
6138 S.U.B. Blvd. UBC
228-6000

AGGIE DIVISION ENTRY SCHOLARSHIP

The Aggie division has established a scholarship for students entering the undergraduate programme of the faculty of agricultural sciences for the first time. Future fundraising will be directed toward establishing an endowment fund to support the award in perpetuity. The amount of the annual award will be a minimum of $1,000 and will be first awarded in 1989/90.

AGGIES FROLIC AT PICNIC

Aggie alumni and families from the Lower Mainland gathered at Campbell Valley Regional Park in Langley for an old fashioned day of picnicking on Saturday, July 16. Children played games and ran races (organized to perfection by Lora and Phil Chow) while the adults played a close match of serious and spectacular softball. Drs. Bruce Owen and George Eaton dropped by to visit with some "old" students.

There is a scheme afoot for another picnic next year, so plan on getting a group of your classmates together and enjoy the society of fellow Aggies!

BRACKHAUS NEVER TAUGHT HERE

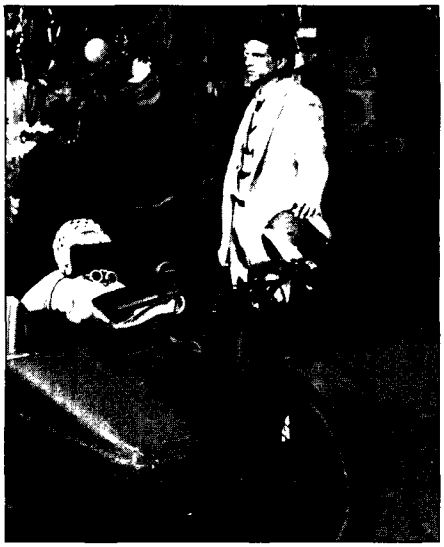
In the article on UBC spinoff companies (*Chronicle*, Summer, 1988) it stated that Karl Brackhaus is a former UBC professor. Dr. Brackhaus received his PhD from UBC in 1975 (Thesis: "The Cyclotron"), but has never been employed by the University as a professor. The *Chronicle* apologizes for any inconvenience caused Dr. Brackhaus.

CECIL GREEN TO STAR IN NEW FLICK

Put Paramount Pictures, Ted Danson, Isabella Rossellini and Cecil Green together and what do you get? A great Hollywood movie!

The wedding scenes shot for *Cousins*, a new film from director Joel Schumacher, were shot at Cecil Green House in late June and early July this year. Both the house and the staff behaved in an exemplary manner, though some staff members could be seen hanging out the windows to catch sight of the stars.

Students from Ray Hall's UBC film class observed various aspects of the shooting, and were invited to the editing booth to see the daily rushes.



Ted Danson prepares for a scene in the movie Cousins, *shot recently at Cecil Green Park.*

Cecil Green House played the part of a California reception hall in the movie and showed great star quality.

Cousins is a remake of the French film, *Cousin, Cousine*. Producers hope to release the movie for Christmas.

LIBRARY FACULTY MEMBER WINS PRESTIGIOUS AWARD

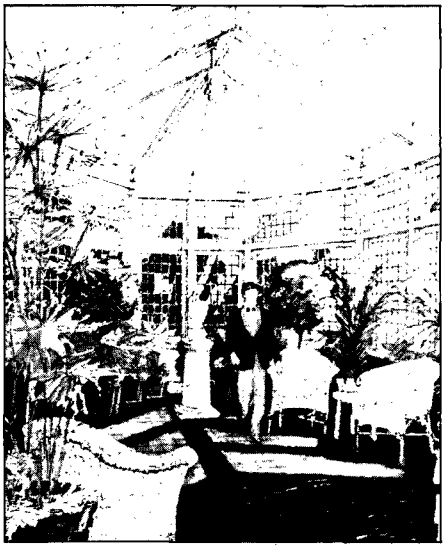
The highest award of the British Columbia Library Association, the Helen Gordon Stewart Award, was made in May to Professor Lois M. Bewley (Arts '47) of the UBC School of Library, Archival and Information Studies. Professor Bewley, who has been a faculty member at the school since 1969, was given the award "in recognition of outstanding lifetime achievement in librarianship in British Columbia."

An active participant in library associations and government library commissions, Professor Bewley is a former president of the B.C. Library Association and the Canadian Library Association. She has taught and written extensively in the areas of public libraries, library legislation, library architecture and intellectual freedom.

ORTHOKINETIC WHO?

We forgot to credit the creator of the magnificent statue that graced the cover of the spring *Chronicle*. The statue Orthokinetic was used to commemorate the opening of the Allan McGavin Sports Medicine Centre in January, 1988. It is the work of John Sund, a graduate of Emily Carr College of Art and Design.

News In Brief



Architects' rendering of the Conservatory, Cecil Green Park House.

MANSION TO GET REFITTING

Cecil Green Park House, headquarters of the Alumni Association and the site of over 350 weddings, receptions, conferences, Association events and meetings every year is to undergo major renovations and upgrading.

Plans for renovations were drawn up by architect B. Gordon Hlynsky and include work on all areas of the mansion. All the wood panelling in the house will be refurbished, and flooring and leaded windows will be repaired and restored. There are plans to reconstruct the conservatory and to re-install its glass roof. A permanent roof will be built over part of the patio at the rear of the house, and the foyer and library will be redesigned.

Upstairs offices at the house will be modernized, and all electrical and plumbing services will be upgraded. Alterations will be made to the entrances so the house will be wheelchair accessible.

The house will be closed to all functions during the month of November, 1988, and from January to April, 1989.

Funds for the renovations were provided from a bequest by Ida Green, wife of Cecil Green. Mrs. Green passed away in December, 1986.

TOTEMS DONATED TO ASSOCIATION

James Beveridge (Arts '38) was cleaning out his closet in Toronto and came across a pile of UBC *Totems*, yearbooks from the teens to forties. He sorted through and kept some that had personal nostalgic value and decided to give the rest to the Alumni Association. On a recent trip to Vancouver, Mr. Beveridge visited Cecil Green House and presented 21 issues of the UBC *Totem* to the Alumni Association.

Mr. Beveridge was a member of the Publication Society at UBC in the thirties, and was editor of the *Totem* in 1936. He was also active in the *Ubyssey* and the *Graduate Chronicle*. "The PubSoc at that time was filled with very lively, very talented people," he said, with the likes of Dorwin Baird, Norman Depoe, Zoe Clayton and Bill Mays all struggling to pound out copy on deadline.

He worked with Shell Oil in India, and spent many years with the National Film Board in Ottawa, Montreal and London. He currently lives in Toronto.

WANTED: ALUMNI DIRECTOR

The UBC Alumni Association is currently looking for an executive director to manage its affairs. The person must have experience in one or more of the following: fund-raising, management (financial and personnel), communications, special events planning and administration. The new executive director will also be required to deal effectively with all levels of university administration, private business and government and be familiar with the operation of volunteer organizations.

If your career has made you an effective generalist, able to manage an organization of dedicated, diverse people, send your resume to the Alumni Association, c/o Deborah Apps, Acting Executive Director, 6251 Cecil Green Park Road, Vancouver, V6T 1W5.

PROF'S SURVEY SHOWS UBC, WEST SIDE SUPPORT TRADE PACT

Professor Emeritus Robert M. Clark conducted a random survey of 1,000 individuals on Vancouver's West Side to find out

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News In Brief

how they felt about the Free Trade Pact with the United States. Respondents were asked if they were sympathetic, undecided or unsympathetic to the agreement. Of those polled, 48.2 per cent favoured the pact, 29.6 per cent were neutral or undecided, and 22.2 per cent were opposed.

The survey, Clark admits, represents a particularly skewed portion of the population: more men than women were interviewed, persons in business occupations were better represented than those in skilled or unskilled occupations, and UBC faculty, staff and students were over-represented in relation to the rest of the population. Clark feels, however, that the survey accurately portrays general acceptance of the Free Trade Pact.

Professor Clark, whose specialty is government finance, was a member of the department of economics from 1946 to 1985.

Members of the pharmacy class of 1953 at their 35th reunion, May 6 and 7, 1988.

PHARMACY '53 MEETS AGAIN

Pharmacy '53 grads had their seventh quinquennial reunion (i.e.: every five years) on May 6 and 7, 1988. Class members and their spouses gathered for an evening reception at the home of Bev and Louanne Twaites on Friday, and for dinner at the Faculty Club on Saturday.

Special guests were Class of '53 professors Dr. Jack Halliday, Dr. Finlay Morrison and Mr. Norman Zackarias, as well as Dean Emeritus Bernard Reidel and Dean John McNeill.

Pharmacy's professional practice night will be held September 29 at 7:00 p.m. at the Faculty Club Ballroom. The AGM and election will be held November 5 at 7:30 p.m., also at the Faculty Club. Call Louanne Twaites at 224-0390 for details.

OLD BIRDS FLY AGAIN

The UBC Alumni Oldtimers hockey team, "The Old Birds," completed another tour to Europe in early May. A team of 22 played two games of non-contact hockey in Finland, two games in Leningrad and Moscow, and one game in Czechoslovakia.

The team was made up of UBC faculty, alumni and other friends of the University. The oldest player and captain was Lew Robinson, professor emeritus of geography.

The tour company in Finland misinformed the UBC team, and there were no over-50 teams in any of the three countries the team visited! Except in one Finnish game, the UBC team was outperformed by the much younger teams. But the European teams were very friendly and evened things up considerably by trading players in the last period.

The UBC team made a good impression everywhere it went. The team was featured in a spot on Leningrad television as the first over-50 hockey team to play in the country. Canada's "oldtimers," apparently, play to an older age than they do in most European countries. A tribute, we suppose, to the superiority of Canadian hockey. ■

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Serving UBC Graduates

COMMERCIALLY HOT

Some television commercials are more entertaining than the shows they interrupt, thanks to companies like Circle Productions, a Vancouver commercial production house whose mandate is quality, entertainment and making the product sell.

BY JOHN LEKICH

Deep within the psychological junk drawer of every self-respecting couch potato lies a mental note explaining that commercials were created in order to grab a beer from the fridge, kiss the kids good night, or check on the temperature of the Tuna Surprise.

Unfortunately, someone forgot to mention this sacred rule to the people at Circle Productions. A locally-based commercial production house founded in the early seventies by former UBC students Robert Turner and Chris Bowell, it shoots the kind of award-winning ads fully capable of making you forget that your casserole may be burning to a crisp.

Since purchasing their first set of portable video equipment on blind faith—a time when Turner describes the fledgling enterprise as "one step removed from knocking on people's doors and offering to photograph their babies"—Circle has grown into the largest commercial production house west of Toronto.

With economics grad Bowell handling the business side and Turner directing most of the spots, the company now does an annual business that stretches into million dollar figures. A far cry from the early years when, as Turner wryly observes, "wanting to make a living as a filmmaker was a totally alien concept in Vancouver. Like being a uranium miner on Saturn."

Circle now boasts a staff of approximately a dozen people, including Robert's twin brothers, Terry and Tim. Both took undergraduate business degrees at UBC before moving east to become practicing lawyers.

Now functioning as senior producer, Tim has been with Circle for almost four years. Terry, who came onboard full-time a little over a year ago, is currently investigating the possibility of the company expanding into feature length production.

When asked if a measure of their success can be attributed to the fact that they're close relatives, Terry explains, "There's a collective satisfaction here that probably doesn't exist in businesses where the goals are purely financial. We work well together and we genuinely like what we do."

Adds Robert, "Chris Bowell and I have known each other since we were little kids. So we're as close as brothers. But I think it's only natural that we've all gravitated toward each other. We basically share the same philosophy of life."

It's a philosophy that's mirrored in the company's bright and informal Kitsilano office. The people at Circle favour old oak to cold steel; sweaters to expensive Italian suits. Perhaps because, as Robert points out, separating yourself from the popular tastes of the general public means inevitable failure.

"As long as you can still go to a comedy that everybody's raving about and laugh along, you're okay. As soon as you start asking yourself, 'Why do *they* like this?' it's all over for you."

While pointing out that "we work very hard to analyse our position in the marketplace," he explains that creative decisions are made from the standpoint of "sitting in front of the TV with a beer" and asking, "would I want to see this?" It's an approach that's been highly successful. While currently servicing clients as far away as Detroit, Circle's work for locally-based companies is rapidly becoming the stuff of homegrown legends.

A prime example is the commercial known as "Systems," which was produced for Vancouver's McCann Erickson Advertising on behalf of IKEA furnishings. In Swedish, with English subtitles, it features a basset-faced narrator who moves along a conveyor belt while explaining how the IKEA system operates.

Winning the first overall gold medal for a western-based production company at the recent Bessies (a celebration of the best in Canadian commercials), "Systems" is typical of the Circle penchant for quality, detail, and a strong sense of narrative. Like other

spots for the Vancouver *Province*, the Yellow Pages and the B.C. Milk Foundation, it has the rich look of a miniature feature film.

Notes Tim Turner, "This isn't the dawn of television, when people were willing to sit around and watch somebody flip eggs over a stove. Today's audiences have been raised on Star Wars. They know a cheezy commercial when they see one. So unless you're entertaining them, they'll move on to something else.

"That's why our aim has always been to make a commercial as entertaining as possible," he continues. "It has to have a little bit of a twist. Some sort of edge that's going to prevent it from getting lost in the television maze."

"The television audience doesn't really discern where material comes from," adds Robert. "Big budget commercials from New York are sandwiched in between the *Cosby Show* or *Miami Vice*. And so, in order for us to compete, we must provide an equal style of production.

"Just because the viewer lives in Richmond doesn't mean he isn't as sophisticated as the viewer who lives in Connecticut or Los Angeles. They both have the same impact and the same awareness of what's going on in the world. They both want to be entertained with the highest quality product."

Quality is especially important in a business that relies on "making a product as palpable and interesting as possible." In an arena that Robert describes as "shaky, fickle and extremely volatile," surviving means "creating something that sticks its hands out of the TV, grabs you by the lapels and gives you a great big kiss."

And yet what Robert calls "being constantly sharp and creatively hot" isn't always as romantic as it appears.

Of Circle's grassroots approach to a business that many outsiders see as appealingly exotic, Tim Turner observes, "Some people get into production because of the glamorous side and all the trappings that go with it. But ultimately the product will suffer. You can't run around while simply appearing to be creative. You have to come up with the goods."

Nevertheless, Tim admits that the business has its romantic moments. "It's always fun to know that the yogurt you introduced last month has taken a quarter share of the marketplace in two weeks," he smiles. "But what's really nice is seeing the rewards of your work on the screen. Not many jobs have that kind of immediate feedback."

And yet, such tangible rewards often depend on variables that can't be charted on a graph. Explains Robert, "After a certain amount of knowledge, craft, and experience, the whole key to the creative end of this business is intuition. You have to feel things rather than analyse. That requires a certain amount of imagination combined with gut instinct."

But then, it was gut instinct that got Robert Turner into filmmaking in the first place. Originally an economics major at UBC, an introductory course on the history of film rekindled a childhood passion for the movies.

"That course unlocked a lot of interesting feelings," he recalled. "As soon as I saw what was going on, I instinctively knew that I should be concentrating on film. I consider myself extremely lucky that I was exposed to it."

It doesn't strike Robert as particularly unusual that he would inevitably switch to arts after years of studying economics. Perhaps because he considers his time at UBC to be "much more fundamental" than simply helping him zero in on his chosen profession.

"I really think that a lot of people miss the point of university," he says. "It's not just about getting a fix on a job. It's about getting a fix on life. On the fact that there's a lot more going on about the way the world works than meets the eye."

In fact, Robert considers his most valuable lesson at UBC to be a lasting respect for the power of knowledge, "both as a stimulant and as a commodity."

But, beyond the advantage of being exposed to such knowledge, he adds, "University taught me how to learn. It was worth everything to see how such vast amounts of information could be boiled down so that it's right there at your fingertips."

The process of ingesting information and then utilizing it "as quickly, cleanly and humanly as possible" continues to hold an abiding fascination for Turner as a director.

"Filmmaking requires that you strip down a vast amount of information to its bare bones," he explains. "What you're really trying to do is synthesize a lot of different elements so that the essence becomes something that people readily understand."

Not surprisingly, everyone at Circle seems to communicate a basic respect for the power of knowledge and how it can be utilized to achieve various goals.

Says Terry Turner, "I took a lot of film courses at UBC and found them all interesting. But I didn't know where they would lead. Law school really opened my eyes to the fact that there's so much knowledge out there. It's just up to you to pull it out and make it work."

Nowadays Terry pulls together a number of skills to lay the groundwork for the company's gradual expansion into feature length films. "Basically, I'm here to let the others continue doing their work while personally focusing on a few other arenas that may end up complimenting the commercial production."

While Robert Turner says that such commercial production will always be Circle's primary interest, he points out that all forms of film production "are closer to merging than at any other point in history.

Film production is becoming one giant video."

Citing such top grossing features as *Beverly Hills Cop, Top Gun* and *Fatal Attraction*, he says, "All those projects were done by directors who not only started in commercials, but continue to direct commercials between films. The difference between what we do now and directing a film is actually very slight."

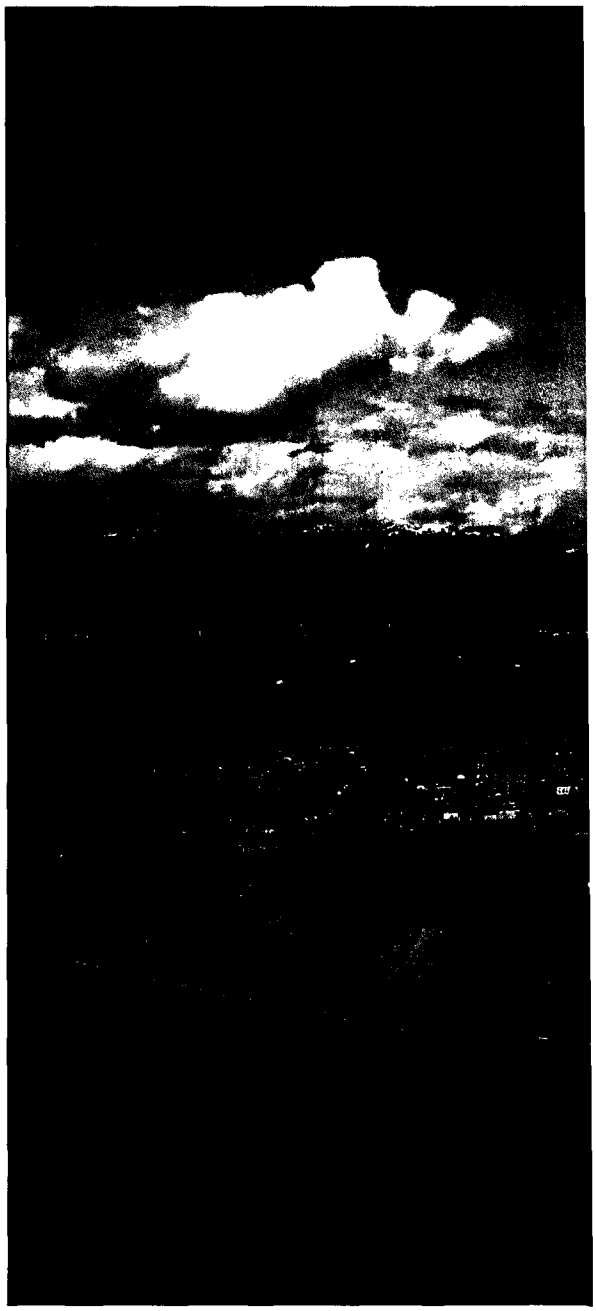
The brothers say that expansion into feature production is being approached with all necessary caution. Still, once all the elements are properly in place, it's doubtful that Circle's basic philosophy will be able to resist the challenge.

As Robert Turner explains, finding that crucial edge to success is no big mystery. "It's just common sense and common decency, combined with really wanting to do something interesting in life." Smiling, he adds, "Then, if you're careful, lucky and smart, you'll get there." ■

Proving once and for all that a production company needn't be American to be good, the driving forces behind Circle Productions are seen here with story boards, photos and reels of upcoming and past commercials. From left to right, Tim Turner, Terry Turner, Chris Bowell, and Robert Turner, who, not missing a beat, makes last minute arrangements for an evening shoot.

Alex Waterhouse-Hayward

Dr. David Strangway has released the fifth draft of the Mission Statement, describing the University as it is now and defining where it might go in the future. Not without controversy, the statement has stirred up mixed responses from detractors and supporters. The main concern involves money, an issue so contentious it could mean the Mission Statement will go no further than the paper it's printed on.



BY CHRIS PETTY

MISSION: IM

A greying, scholarly-looking man in a dark suit ambles down Wesbrook Mall. It is a brisk fall day in 1985. Except for the suit, he blends in with the students who share the Mall with him. His demeanour is such that he does not seem out of the ordinary. He enters a building, walks to a row of telephone booths and stops in front of one with a sign that says "Out of Order." He glances around, then slips into the booth and shuts the door. He lifts the receiver and puts a quarter in the slot.

"Good morning, Dr. Strangway," a voice begins. "When the University was established in 1915, it was the only post secondary institution in the province. Now, two other universities and a host of colleges and technical schools exist to serve a multitude of educational needs in B.C. It is necessary to establish UBC as the prime research university in the province. To a large extent, this is now the case, but some in the society are against the official recognition of this fact. They fear the University will lose its identity, and other institutions will lose financial support.

"Your mission, should you decide to accept it, is to produce a Mission Statement formalizing the University's role as the prime post-secondary institution in B.C., and to convince university and community members that this is an important step in the development of UBC and of the province in general.

"Should you fail to be successful in this mission, we will disavow any knowledge of your activities, and you must suffer any consequences your actions provoke.

"Good luck, Dr. Strangway. This tape will self-destruct in five seconds."

The coin jangles down into the return slot, and thin wisps of smoke thread out of the pay phone. But the man is gone from the booth. He is walking purposefully back to his office, his brain churning with ideas to get his mission started.

It is three years and five drafts later, and David Strangway has released the current version of his Mission Statement, "Second to None," for all the world to see.

Writing a Mission Statement for a large institution is something like trying to get parliament to agree on the perfect economic system. There are as many different opinions, positions and interests as there are members, and the chance of coming to any sort of consensus is remote. But Strangway has worked hard to sell his ideas to the University community.

According to Dr. Strangway, the Mission Statement describes a UBC that already exists in fact. "We have evolved into a first rate, world class university,"

POSSIBLE?

he says. "UBC is on a par with the best of the state-run universities in the U.S., and we are right beside U of T and McGill as the best in Canada. In a way, with this Mission Statement, I'm stating the obvious. I'm describing the University as it is, and, with that defined, laying out some plans for where it might go in the future."

There is a reason to believe his claim that UBC has become a world class university. UBC has already been defined as a top-rated research facility. The Carnegie Foundation describes UBC as a "Research 1" university, alongside the best in the world. Many schools and departments within the University are considered by independent observers to rank in the top 20 world-wide. Strangway's claim that UBC is accepted in the company of the University of California at Berkeley, UCLA, Michigan State, Ohio State University, the University of Texas and other first-rate American public universities seems to be no exaggeration. But he feels UBC must take some important steps to continue the trend.

For instance, in order to attract more research funding, UBC has to increase the number of graduate students. And because limited provincial funding prohibits further growth, the University will have to decrease its number of undergraduates. Another important step is to increase the percentage of full-fee paying foreign students attending

The University of British Columbia, nestled amidst the expansive Endowment Lands of Point Grey, is frequently referred to as one of the top universities in Canada. Not satisfied with that status, Dr. Strangway intends to make it an influential and respected institution world-wide.

First Image Productions

SUMMING UP THE MISSION STATEMENT

David Strangway's Mission Statement is an 83 page, highly philosophical analysis of the form and function of UBC in the eighties and beyond. While he acknowledges that many hands contributed to the writing of the document, it is nonetheless his Mission Statement: he supports all the ideas it presents.

Because the Mission Statement is so philosophical in nature, it has been difficult for some critics and analysts to include the sometimes lengthy rationales given to support and explain each position. Taken out of context of these logical arguments, some of the conclusions and recommendations of the document may seem radical and unreasonable. Detailed study of the entire text might not convince the reader that Strangway's ideas are the right ones, but it will at least provide all the background material necessary to have an informed opinion of the intent of the Mission Statement.

With this in mind, the following provides a summary of some of the main points of the Mission Statement.

There is a wide range of educational opportunity in B.C. The system includes everything from vocational institutions to colleges to a variety of universities. As the premier member of this system, UBC has built a reputation as a first class facility, able to produce research on par with the best universities in the world. Since great diversity does exist in the B.C. system, UBC can now limit its function as a universally accessible institution and concentrate on developing itself further into a truly world class research-oriented university. A number of internal changes need to take place to speed this process.

Current provincial funding levels at UBC prohibit any more growth of the total student enrolment. Since access to existing space has become extremely competitive, only those students who have shown a strong likelihood of success in their chosen programs will be allowed to attend. Admission standards for undergraduates will be raised.

The master's degree has become the minimum career entry degree for many occupations. As a response to this, and as a way to strengthen the University's research capacity, graduate enrolment will be increased from 4,000 to 6,000 in the next five years. Although the University will continue its commitment to a first rate liberal arts and science undergraduate program, undergraduate enrolment will be decreased by 2,000 over the same period.

Since the demand for more undergraduate places will continue to increase, the provincial government should consider establishing another university in the Interior. Programs to complete degrees are now being prepared in conjunction with some community colleges in the province.

UBC will raise the numbers of international students enroled. Comparable institutions enrol four to six per cent of their undergraduates, and up to 40 per cent of their graduate students from outside the country. UBC's international enrolments represent 1.3 per cent of undergraduates and 20 per cent of graduate students. This increase will further enhance the University's reputation abroad.

UBC has become a major partner in collaborative research ventures with various government agencies and private corporations. The results for the University have been increased funding and a world-wide reputation for quality research. At present, UBC generates over $75-million annually in research funding. The University will strive to become more research intensive, seeking by the year 2000 to double the amount of sponsored and private research funding it receives. At the same time, royalty and dividend income to the University should quadruple to a total of $2.5-million.

UBC is consistently ranked in the top three of Canadian universities, yet its median faculty salary is ranked 17th. The University will establish a salary structure that is competitive with peer universities.

The University has strong historical ties to the Asia-Pacific region. UBC will continue to develop wide-ranging programs in Asia-Pacific studies.

Building construction has fallen far behind current demands for space, and the maintenance of some buildings has been neglected, both due to a shortage of funds. UBC will continue to press for increased building and maintenance funding from the provincial government.

The University maintains that most of the University Endowment Lands should have formal status as a park. The original intention of the UEL lands was to provide a source of revenue for the University. Portions of that land could be developed to the benefit of the University and the community at large. The University will continue to develop plans to seek financial returns from its lands.

Alumni wishing to receive a copy of the Mission Statement should write or call the Alumni Association offices. ■

UBC. Enrolment of undergraduate students from outside Canada is far lower than in comparable institutions (1.3 per cent at UBC, four to six per cent elsewhere), and while foreign graduate students account for 20 per cent of UBC's graduate population, that figure is lower than average. Some first rate universities have as many as 40 per cent foreign graduate students. Another key element is to increase admission standards at all levels. Only high achievers will be accepted at UBC.

The most important step, though, is to increase dramatically the amount of research done at UBC. By the year 2000 he would have UBC double its research income and quadruple royalty and dividend income. To attract these new dollars and to produce the high quality of research necessary to keep them coming, only the best and the brightest can attend UBC.

This is, for Strangway, a reasonable extension of UBC's role. "UBC was the only sizable post secondary institution in the province till UVic was established in the sixties," he says. "Since then, we've developed a very diverse system of universities and colleges. UBC, as the senior member of the system, has been slowly establishing a reputation for excellence around the world. Our goal is to take UBC into the next decade as the foremost research university in Canada."

Each draft of his Mission Statement was filtered through committees of deans, vice-presidents, department heads, alumni representatives, student leaders and other university notables, and each subsequent draft reflected the diverse and sometimes conflicting interests of all these groups. He has attained a surprising degree of support for his vision: most university officials think the Mission Statement is a winner.

Alumni Association President Dr. John Diggens is pleased with Strangway's focus on graduate studies. "Some years ago, the BA or BSc was the key entry level degree in many occupations. Now, a Masters degree is a virtual necessity. UBC will obviously continue to provide high quality undergraduate training, but the plan to increase our graduate enrolment will provide greater opportunities for study at advanced levels. This move alone will greatly enhance the University's reputation."

Daniel Birch, academic vice-president and provost, feels Strangway's vision is entirely correct. "UBC," he writes, "has for years been pursuing the goal of 'second to none' ... and to abandon that pursuit ... would be a change of course indeed—and a very unfortunate one."

Dean of education, Dr. Nancy Sheehan, concurs. "The direction Dr. Strangway has chosen is the right one. I have had a lot of input (into the Mission Statement) and agree with its thrust."

Other members of the UBC community support the Statement but have some reservations. English department head Dr. Herbert Rosengarten likes the idea of a research intensive UBC but feels the net result for his department will be a loss of students. "What they mean by 'research' doesn't really apply to arts research. If someone in arts gets a $5,000 research grant, it's cause for great celebration. A science grant is more likely to be ten times that much. So the likelihood is that we will lose students and gain very little in research funding."

AMS president Tim Bird is concerned about UBC becoming inaccessible to many qualified students, and that the already over-crowded college system

will be unable to take up the slack. As well, says Bird, "other Canadian universities are going in the same direction as UBC. Many of our own average and above average students will have to compete with students who can't get into universities in their own provinces."

In spite of these concerns, Bird generally supports the goals of the Mission Statement, and thinks that the development of UBC as a research intensive university is a good idea.

Accessibility seems to be the major concern of non-university groups. When the current draft was released, editorial writers for both local newspapers branded the Mission Statement a blueprint for an elitist UBC. An elitist UBC, said the *Sun*, "cannot be (established) at the expense of ... British Columbians who look to UBC as the biggest, most comprehensive and most convenient school at which to obtain an education." The *Province* felt that increasing the numbers of foreign students would mean that "qualified, above average students (from B.C.) would be turned away." Letter writers complained that an exclusive UBC goes against the idea of accessible education to all, which they feel is the traditional responsibility of the University.

However, real opposition to the establishment of UBC as the dominant research facility might be brewing in other universities in the province. SFU president Dr. William Saywell is unwilling to take a back seat to UBC when it comes to research. He says, "I categorically reject the notion that there are two classes of university in terms of research intensiveness. Obviously the scale is different, but the quality is the same." It seems unlikely that either SFU or UVic will give up their own drive to bring in more research dollars without a noisy fight.

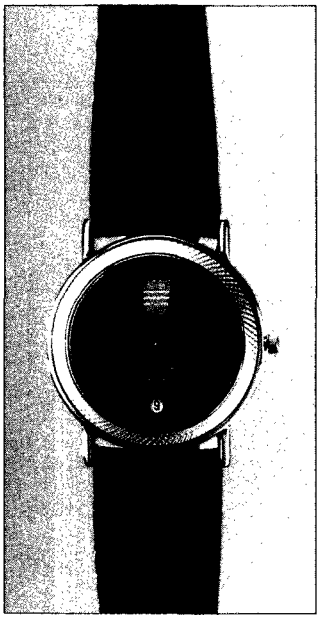
But ultimately, the real crux of concern over the Mission Statement is money. There simply aren't enough provincial education dollars to go around. A research intensive UBC, some feel, would siphon funds away from other institutions, further impoverishing the whole system.

Government spending on B.C.'s post secondary system is, per capita, the second lowest in Canada. There are already thousands of qualified students who cannot find room in existing institutions, and with tightened admission policies at UBC, even more students will be out in the cold.

The problem of under-funding has dogged education in B.C. for the last ten years and may prove to be a more potent enemy to Dr. Strangway's vision than any other person or group. Perhaps his next move should be to gather together his allies and convince provincial funding bodies that a first rate public university can only exist as part of a first rate post secondary system. Without that, Dr. Strangway's Mission Statement could well become a mission impossible.

The man walks briskly up the Mall clutching a neat package of papers under his arm. He has finished the sixth draft of his Mission Statement and he is off to present it to an important group of government officials. Most of his detractors have become supporters, and others will soon be won over with this, the last version. There are still opponents who will never be convinced, never support his vision, and the storm of protest from other institutions looms overhead like a dark cloud. But he is confident. A breeze blows up and rustles the remaining leaves on the trees. He pulls his collar up against the cold and carries on, a small smile on his face. ■

UBC SCHOOL WATCH



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John.

John Diggens, BSc'68, DMD'72
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Class Acts

30s

Brian Tobin BA'30 received hon. Doctor of Laws degree at the University of Victoria spring convocation. He is a retired *Victoria Times* editor and former editor of the UVic Alumni *Torch*.

40s

G.R.(Rowlie) Phare BASc'48 and his wife and college sweetheart, **Edith M. Benson** BA'48, celebrated the tenth anniversary of their company (G.R. Phare & Assoc. Inc., International Consultants to Management) with a wine and cheese reception at their "new" offices in Old Lachine, Quebec ... **Dr. Hassel C. Schielderup** BASc'49 retired in November, 1987, as programme manager advanced products, Douglas Aircraft Co. in Long Beach, California ... **Andrew Snaddon** BA'43, of Edmonton, editor-in-chief of the Publications Board in 1942-43, recently received an Alberta Government Achievement Award for excellence in the field of journalism. The award recognizes his 41 years of service with 3 major Alberta newspapers and with Southam News Service ... **James A. MacCarthy** BSA'46 was named citizen of the year by the West Vancouver Chamber of Commerce ... **Wendell Forbes** BComm'48, consultant and deputy publisher of *Guideposts* magazine, has received the DMA Circulation Council's 1987 "Circulation Leader Award," recognizing his contribution to the circulation community. Mr. Forbes was at Time Inc. for 22 years, where he became circulation director of *Life* magazine. In 1979, he founded the School of Magazine Marketing ... **Robert F. Sheldon** BASc'48, after recently retiring as president of Newmont Exploration of Canada, has been appointed a director of Granduc Mines Ltd ... **Wah Wong** BA'48, MA(U of W), PhD(NYU) retired in beautiful False Creek here in Vancouver after more than 30 years with UNICEF. He still keeps in touch with UN work for children, travelling to Asia and Africa as a consultant for UNICEF Canada. He also serves as the Canadian subscription agent for *Asiaweek* magazine, published in Hong Kong. He and his wife **Vivian Wong** BA'47, MA(Stanford) have two sons (a lawyer in Toronto and a management consultant in Ottawa), and one grandson born in this lucky Year of the Dragon ... **Dorris D.(Payne) Andrews** BA'48, ME'71 (U of Toronto) retired as a counsellor from the Vancouver School Board in 1987 and is enjoying travelling and gardening...

50s

William Harrower BSc'53 retired in June, 1988, from Canron Inc. after 13 years as plant engineer, chief inspector and welding engineer. He will be living in the Gulf Islands, fishing and gardening ... **Taffara DeGuefe** BComm'50 LLD'74 has been advisor and management consultant to the Swaziland Development and Savings Bank since 1986. Last year he was elected a member representing English-speaking Africa on the Development Cooperation Committee of the International Savings Banks Institute based in Geneva ... **R.J. Baker,O.C.** BA'51, MA'53 has been appointed The David MacDonald Stewart Professor of Canadian Studies at the University of P.E.I. He was also given the Distinguished Member Award at the annual meeting of the Canadian Society for the Study of Higher Education. In addition, he was the first faculty member and director of academic planning at Simon Fraser University, and was the first president of the University of P.E.I ... **Ken Mahon** BComm'58 senior partner of Wolridge Mahon, Chartered Accountants, has accepted an appointment as chairman of the B.C. Neurological Foundation ... **John Shields** BComm'57 is the new president of the Vancouver Neurological Association ... **Ed Frazer** BASc'58 is currently vice president for Teleradio Systems Ltd. in North Vancouver ... **Betty Vogel** BA'53, MA'68, MLS'56(U of Calif. Berkeley) is publishing a book in September entitled *A Librarian Is To Read.* It is based on ten years experience as a librarian at the Seattle Public Library and is available from Blue Flower Press, #101-309 E. Cordova Street, Vancouver ... **J.T. Sullivan** BASc'55 retires in May, 1988, after 24 years with Alberta & Southern Gas Company in Calgary ... **Alexander Boggie** BA'50, MD'54 retired on June 30, 1988, but is still continuing activities with The Medical Council of Canada, Medical Alumni and the First Nations House of Learning ... **Patrick Duffy** BSF, MF(Yale), PhD(Minnesota) former Alumni Branch chairman in Calgary and Ottawa. Retired from the Federal Public Service in March, 1988, and is presently consulting in resource and environment management out of Vancouver...

60s

Paulette J. Furney BEd'67, MA'69 is now living in Victoria after 19 years of teaching French at Okanagan College in Kelowna ... **N. Gerald Rolfsen** BArch'63 has recently been elected president of the Architectural Institute of British Columbia ... **Robert Lamb** BA'69, MA (Missouri), PhD (City University of New York) has written the exhibition catalogue *The Canadian Art Club 1907-1915* for the Edmonton Art Gallery, and edited *The Arts in Canadian Society During the Age of Laurier,* due out this summer ... **Dennis Cleve** BSc'65 has been appointed assistant deputy minister of the Manitoba Department of Industry, Trade & Technology ... **Raymond Peters** MSW'63 is the assistant director of the Social Service Department at the Brookdale Hospital in Brooklyn, New York ... **Anita (Johnson) van Ginkel** BA'62 is teaching at Port Moody Senior Secondary School. She is also the regional director of the Debate and Speech Association ... **Marian J.T. Kamara** BSW'64 is the Ambassador Extraordinary and Plenipotentiary of Sierra Leone to the Kingdom of Belgium, with full accreditation to the European Economic Communities, France, the Netherlands, Luxembourg and UNESCO ... **Darlene Sanders** BEd'68 has opened a unique gardening store "The Avant Gardener" in Ambleside, West Vancouver. Classmate **Barry Hitchens** BComm'68, MBA'70 is helping her out ... **Ruth E. Berry** BHE'63 is the 1988 "Woman of the Year" (YW-YMCA) in the public affairs catagory, as well as being recently appointed Dean of the Faculty of Human Ecology at the University of Manitoba ... **Ken Carriere** BASc'65 married Marge Dennis, MA in North Vancouver on May 21, 1988 ... **Bob Miller** BSc'67 teaches at the College of New Caledonia in Prince George and has recently been elected District Governor for B.C. Toastmasters ... **Ken Harrison** BASc'65 has been the executive director of the Management and Professional Employees Society since 1975. He remarried Lesley McLaughin in 1982 and has two children, Erika born in 1971 and Kevin born in 1972 ... **A. Keith Plant** BASc'61 has been appointed vice president, corporate development, for Western Digital Corporation...

70s

Robert Rubis BA'72 and **Lynda Rubis** BEd'74 are now both working at the International School in Bangkok, Thailand ... **Kim Miller** BComm'78 earned a MBA from Simon Fraser University. She is now living in Calgary and working for Trimac Transportation as manager of human resources ... **Brenda Marles-Osberg** MA'79 was appointed assistant manager, public affairs, B.C. & Yukon Region for the Royal Bank of Canada ... **Edwin Osberg** BSc'75, BASc'78 works as a scientific engineer at TRIUMF ... **Joy (Ward) Fera** BRE'72 attended the International Olympic Academy in Olympia, Greece ... **A. Dianne Kapty** BSc'74 is now assistant director for drug distribution in the pharmacy department at the Cancer Control Agency of B.C. in Vancouver ... **May Chan** MLS'78 began work in 1988 as a collection manager at Southern Alberta Institute of Technology library. May and her husband Ed of 15 years are expecting a baby this summer ... **Wayne Chou** DMD'79 was recently initiated as president of the Vancouver and District Dental Society ... **Stephen S.J. Lee** BA'71, MLS'73 and wife **M. Catharine (Helmstock) Lee**MLS'73 have decided to move back to the West Coast after 15 years in Toronto. They have quit their positions as Branch Heads with the Toronto Public Library and, with their children Jacob and Naomi, have moved to Victoria ... **Charles Lin** BSc'74, PhD'79(MIT) is now associate professor with tenure at McGill University's Department of Meteorology in Montreal. He and his wife **Janet Lee**BSc'78 and their three children are happily settled in Westmount where Janet teaches classical piano ... **Andrea Elinor Bertram** BMus'78, Prof. Teacher '79 has her first teaching job as a music teacher with a multiple subject credential beginning September, 1988, in Sacramento, California. She and her husband **James W. Woyce** BSc'73 have purchased a home along the American River in Rancho Cordova ... **Gord (Big Gee) Robinson** BEd'79 will be moving to England with his wife and three kids to teach science for a year ... **Douglas M. Hume** BA'73 has been promoted to regional manager, B.C. with Imbrook Properties Ltd. He is responsible for all Imbrook's assets in B.C. including three of Vancouver's finest office buildings, The Hongkong Bank of Canada Building, Westar Place and Laurentian Pacific Place ... **Murray Walker** BMus'75 is director of music at the York School, Monterey, California ... **Lena Hauser** BMus'75 performed this past year in the role of Pamina in the Gemini Opera production of

Class Acts

The Magic Flute. She also performed at the London International Opera Festival ... **Alexina Louie** BMus'70 was named Composer of the Year, 1986, by the Canadian Music Council ... **Hildegard Westerkamp** BMus'72 was commissioned to compose a piece for the opening of the Canada Pavilion at Expo '86 ... **Chris Moss** BEd'77 is the new associate registrar of the B.C. Open University /Open College and is completing a MEd in education administration at the University of Victoria ... **Frances (Langley) Boyd** BRE'78 is now married with a baby girl born on November 9, 1987. She is the department head for Preschool and Recreation at Sunnyhill Hospital in Vancouver ... **Arlene Galloway** BScN'74, after working for the B.C. Ministry of Health since 1975, has left her job in November, 1987, to set up a new company, Qualy Publishing. She writes and publishes books promoting healthy lifestyles ... **Patrick von Hahn** BEd'76 is on secondment from Richmond School District to teach at Department of National Defence Schools in Brussels, Belgium ... **Don Jury** BPE'74, BSR'78 runs physiotherapy clinics in Richmond and in Ladner. His wife, **Vicki (Williams) Jury** BPE'75, teaches physical education in a Vancouver high school. They have a 4 year old daughter and a 3 year old son ... **George McWhirter** MA'70 won the 1988 Ethel Wilson Fiction Prize at B.C. Bookprizes for his novel *Cage*. He also won the 1988 F.R. Scott award for translation ... **Kim Miller** BComm'78 completed his MBA at Simon Fraser University and is now the manager of human resources for Trimac Transportation in Calgary ... **Katherine (Mann) Clendenan** BComm'76 has joined classmates, Joan (Wynne) McCance and Don Nilson at Nilson & Company, Public Accountants in Vancouver ... **Gaelan de Wolf** BA'71, MA'77 recently received a linguistics doctorate in the field of Canadian English from the University of Victoria ... **Coby Hoogendoorn** BScAgr'79 just had a baby boy, Benjamin, born on May 26, 1988. Her husband Peter Jolly is studying for his PhD at James Cook University in Queensland, Australia. Coby completed her PhD in Animal Science at Massey University, New Zealand in 1986 ... **Richard M. Wozny** BA'79, MA'83(Temple) was recently appointed manager, development, Western Canada for Marathon Realty Co. Ltd ... **William J. Andrews** BA'78, LLB'82 is currently executive director for West Coast Environmental Law Association and has a son, Aaron ... **Robert Holmes** BA'78, LLB'81 married Maureen McKeon BA'85 (SFU) on January 9, 1988, at St. Mary's Kerrisdale Anglican Church in Vancouver ... **Randy Taneda** BSc'76, LLB'79 married Julia Bryant on August 8, 1987 ... **Karen Jefferson** BSecEd'77 married Roger Johnston C.A. in Banff, Alberta on March 11, 1988 ... **Per Suneby** BASc'75 is currently director of marketing for a major product line with Codex Corp., a major communications equipment manufacturer. He is living in a suburb of Boston with his wife ... **M.P. Murphy** LLB'78 is currently teaching criminal law and evidence for Seneca College at Canadian Air Force Base Lahr, West Germany ... **David Lowe** BFA'79 won the Simon Fraser University Open Undergraduate Scholarship. He is part of the first fine arts module which has an emphasis on music, art and drama. David hopes to be teaching at the intermediate grade levels in September ... **P. Joan Wasylik** BA'77 has been promoted to manager, marketing communications for Siemens Hearing Instruments International Group, headquartered in Erlangen, West Germany. Formerly director, marketing communications, Siemens Hearing Instruments (USA), Piscataway, NJ and account executive for Rowland Grody/Tellem, Los Angeles, California ... **G. Waller** BComm'79 is a manager, systems projects in Oakville, California. He and his wife Judith have a baby, Sean, born in May, 1987...

80s

Derek D. Wiens BComm'81, LLB'85 is executive assistant to The Hon. Gerry St. Germain, P.C., M.P., Minister of State for Transport ... **Aryind Midha** BASc'81 is back in Vancouver as manager of metallurgy and quality assurance at Western Canada Steel after working in Ontario and Alberta ... **Illoana M. Smith** BComm'80 is marketing and sales manager for specialty fertilizers - C.I.L. Inc. in London, Ontario ... **Henry F. Man** BASc'83 was married June, 1988, to Patti Mack. He is still working at British Petroleum as productions operations manager ... **Catherine Holt** BA'81, MA'85(University of Western Ontario) after 3 years as a producer at CBC Radio is now communications advisor to the cabinet of the Yukon Territory ... **Helene Warkentin** BEd'83 is back home in B.C. after three years of teaching in Niger ... **David Robertson** BSc(Pharm)'86 married **Jeanette Kooistra** BEd'85 in October, 1985. Their first child Janelle Erin was born June, 1987. They live in Armstrong, B.C ... **Brian Kennedy** BRE'84 married **Ruth Norman** BRS'84 on August 15, 1987. Brian is a salesman and Ruth is an intervener with deaf/blind children ... **Margaret (von Hahn) Tasker** MEd'81 has been living in Sydney, Australia since May, 1987, and works in volunteer administration for the Volunteer Center of New South Wales ... **Sanae Komiya Kimura** MEd'82 was married on April 2, 1988, to an engineer working for IBM Japan ... **Al Irwin** BComm'85, LLB'86 married **Marilyn Huthings** BSc'87 in August, 1987. Al is now practicing securities law with the firm of Ladner Downs and Marilyn is a supervisor with UBC Food Services ... **Mark Pike** LLB'83 is now practicing law with the firm of Fowler, Rose, Pike in St. John's, Newfoundland ... **Howard Morton** PhD'81 joined Abbott Laboratories as a senior research chemist in Chicago, Ill ... **David Frakes** BSc'87 has started his first year of medicine at the University of Calgary ... **Katie Eliot** BA'80 is working at the UBC Institute of Asian Research with Director Terry McGee. She is also current president of the Geography Alumni Alliance division for UBC ... **Jack Siu** BASc'81, MBA'85 married **Anna Law** BComm'83 on August 22, 1987 ... **Susan Howatt** BA'84, LLB'88 and **Phil Carhoun** BComm'84 were married April 30, 1988 ... **Dan Kukat** BComm'81 is executive vice president of Argon Financial Consultants Inc ... **Stephen S. Johnson** BA'87 is currently working as an analyst at the Swiss Bank Corp. (Canada) in Toronto ... **Makhan Kalar** BA'84 has begun a new career as a Financial Planner /Security Broker with Haywood Securities Inc ... **Kevin Robert Burns** BA'87 has been performing stand-up comedy regularly at Pun-

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chlines Comedy Club and Yuk Yuk's ... **Emilio Domingo** BComm'85 is sales and marketing manager for Neptune Dynamics Ltd ... **Jeff Holm** BASAc'87 and **Patti (Stonely) Holm** BEd'80 have moved to Kamloops where Jeff is an estimator/engineer for Dawson Construction and Patti teaches secondary level immersion for the Kamloops School District ... **John Harbick** 79 and **Karen (Story) Harbick** BEd'83 were wed in July, 1987 ... **Douglas Pauls** DMD'87 married Alison Koehn of Burnaby on May 7, 1988. He is currently working as an associate in a dental practice in Kerrisdale ... **Frank-Erik Paul** BA'85, MBA'88 is currently working in the marketing department at the downtown head office of Canadian Pacific Forest Products Ltd ... **Frances (Larter) Roberts** BMus'86 was appointed director of senior music at Collingwood School in West Vancouver ... **Mark Wunderlich** BSc'86 married Cathey Marquis (RN grad VGH '86). He is employed as a lab technician with B.C. Forest products in Mackenzie, B.C ... **Shirley Diamond** BMus'86, recently nominated to Pi Kappa Lambda has received her MMus in saxophone performance from the University of Texas ... **Vicki Horsfield-Starr** BSR'82 has a daughter Cayleigh born on June 7, 1987. She is living in Montreal with her husband who is an associate editor at *Reader's Digest* ... **Gordon Conroy** BEd'81 is moving to Toronto to teach learning disabled kids on individual programmes at the Toronto Learning Center ... **Bruce McCloy** BEd'84 and his wife **Tina (Herbert) McCloy** BEd'83 and their daughter Sarah have moved to Princeton, B.C. where Bruce is now P.E. department head at Princeton Secondary School ... **Andrea Dyke** BA'83, her husband Rhos and their children Helene and Lance moved to Atlanta, Georgia in July, 1988, with System Works Inc ... **Brian Russell** BSF'84 married **Kathy Vandalen** BScAgr'86 in December, 1987. He is working for the Ministry of Forests and Lands in Campbell River, B.C ... **Sharon (Nagel) Pughe** Dip.DH'86 married Doug Pughe July 2, 1988. She is working for a periodontist in New Westminster, B.C ... **A. George Melo** BASc'85 married **Maria J. Garcia** BComm'86 on July 4, 1987. Both are working in Vancouver ... **Leighton J. Cook** BComm'86 married Christina S. Kim on August 8, 1987. He was recently promoted to National Distribution Manager, Grocery Products for Canada Packers Inc. in Toronto ... **Carolyn Conlin** BComm'85 married Murray Pellowe on June 11, 1988, in Scarborough, Ontario. She is working as a lead programmer/analyst for IBM Canada ... **Theodor Armen Hansen** BASc'80 is now working in Toronto for Honeywell as principal applications engineer for pulp and paper ... **Perry Monych** BSF'84 after graduating from Harvard Business School in 1986 moved to Edmonton and then to Toronto where he is vice president, finance and planning for Hamilton Group Ltd ... **Lori (Gordon) Broome** BSc'85 moved to the Bahamas with her husband in August so that they could both continue their teaching careers ... **Bassam Masri** BSc'85, MD'88 is completing a rotating internship at Grey Nuns Hospital in Edmonton ... **Joseph James Crosara** BMus'82 is now teaching music in Quesnel, B.C ... **Yale Shap** MEd'85 is a faculty instructor for Adult Special Education at Kwantlen College ... **Andrew Arthur** BSC'85, MSc'88 married **Tammea Archibald** BA'86 in June, 1986. They are residing in Calgary ... **Norman Haulieu** BASc'80, MASc'83, PhD'86 was recently appointed Queen's National Scholar associate professor of electrical engineering at Queen's University ... **Janice Williamson** BScPharm'85 and **Blake Reynolds** BScPharm85 were married April 9, 1988, in Nanaimo, B.C ... **Moreno Giuseppe Ciapponi** BComm'84 has received his C.A. designation in January, 1987, and is the assistant controller at the Jim Pattison Group of Companies corporate office ... **Sandra (Lutke) Bridgman** BSc'86 and **Nigel Bridgman** BSc'86, DMD'90 were married May 21, 1988 ... **Ernie Anderson** BASc'80 recently moved from Red Deer to Calgary with Dome Petroleum Ltd ... **Manon Guilbert** MLS'84 is working as an international documents and microforms librarian at the

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Department of External Affairs in Ottawa ... **Justin Wyatt** BA'84 is currently working on his PhD in film and television studies at UCLA in California ... **Scott Jorgensen** BComm'82 has just transferred to Smithers, B.C. as an account officer, corporate banking with the Royal Bank ... **Ian J.H.Baird** BA'81, LLB'85 recently joined the Crown Prosecutor's Office for the Judicial District of Vegreville, Alberta ... **Catherine Backman** BSR'81 graduated with her MS from the University of Washington in 1987. She is now on faculty at UBC as O.T. fieldwork coordinator, rehab. medicine ... **Cheryl Mitchell** MA'84, LLB'87 joined the foreign service of the department of external affairs in 1987 ... **Eric Eggertson** BA'85 after working as communications officer for Credit Union Central of Saskatchewan, is switching to assistant editor of *Credit Union Way* magazine ... **Shelagh Keogh** BSc'84 was married to Jeff Reading on August 13, 1988...

Births

Glenn Kishi BPE'79 and **Donna (Davidson) Kishi** BEd'79 happily announce the birth of Marissa Michiko, April 5, 1988, a sister for Nathan Toshihiko, March 3, 1985 ... **Brian Tijman** BASc'79 married **Diane MacDicken**BA'76 last year and they are proud to announce the arrival of their first child, Brendon, on April 13, 1988 ... **Rosemary Benoit**BSc'82 wishes to announce the birth of James on September 20, 1986 ... **Leslie (Chu) Garaeu**BHEC'81 and **Frank Gareau**BASc'81 announce the arrival of their daughter Tia Alexandra on June 8, 1988 ... **Karol (Wiley) Elliott**BSR'79 and husband Brian have a second child, Spencer Patrick, born on March 18, 1988. They live in Westbank, B.C ... **Mark Sack**MASc'83 and **Katheryn Scott**BA'83 wish to announce the birth of their son, Carl Edgar Russell on June 29, 1988. A brother for Emma ... **Tim Kasdorf**BSc'82 and **Audrey (Desautels) Kasdorf**BEd'84 announce the birth of their son Cory John, on December 17, 1987. A brother for Kristin Elizabeth ... **George Spencer**BASc'77 and his wife Ann had a daughter, Mary Elizabeth, September 29, 1987, in Houston, Texas ... **Michelle (Bastin) Paterson**BEd'87 and husband Kevin wish to announce the birth of their first child, Justin Thomas, on September 21, 1987 ... **Cecile McQueen**BEd'74 and **Don McQueen**BScAgr'76 are thrilled with their daughter born on September 25, 1987. A new sister for William and Henry ... **Susan (Wiles) Armstrong**BHE'81 and husband, Craig, announce the birth of their first child, Stephanie Rose, on May 10, 1988 ... **Ted Perry**BA'76, MA'84(Western) and **Susanna (Dunnett) Perry**BA'79 are pleased to announce the birth of their first child, Fraser Thomas, on June 3, 1988 ... **Janice (Parent) Kerssens**BA'85 married Henry in December 1986. Their first child Laura was born November 1987. They are expecting number two in December 1988 ... **Katrina Link**BEd'80 had a daughter, Araceli Adriana born on April 28, 1988. A sister for Carlos ... **Heather (Donegani) Cross** BEd'77 and **Keith Cross**BA'77, MBA'81 are pleased to announce the birth of Julia Ann on August 23, 1987. A sister for Mathew and Allison ... **Kathryn van Dinther**BSc'81 and **Bill van Dinther**BApSc'81 announce the birth of Mathew Anthony Kenneth on November 15, 1987. A brother for Kristen Alison, born on August 26, 1986 ... **Matilde (Pimentel) Magis**BEd'86 had a baby girl, Sabrina Antoinette on February 3, 1988 ... **Louise Perry**BEd'80 and **Perry Mazzone**Ba'80, LLB'83 are pleased to announce the birth of their second child Mark Anthony on June 30, 1988 ... **Michael Girard**BSF'84 and **Carol (Smith) Girard**BHE'84 wish to announce the birth of their first child Mathew Michael on June 14, 1988 ... **Bob Young**BEd'82 and **Debbie (Buis) Young**BEd'80 wish to announce the birth of their daughter Stephanie Blair, born Apil 1, 1988. A sister for Chelsey ... **Chris Kelly** BA'73, MA'86(SFU) and **Debbie (Collins) Kelly**BEd'74, MEd'87 welcomed Alyson Mairead to their family on April 28, 1988. Simon James, born September 22, 1983 is pleased to be a brother ... **Fraser Cooper**BASc'83, MEng'84 and his wife Suzanne wish to announce the birth of their son, Garett James, born May 25, 1988 ... **Leslie (Hornby) Zenger**BScAgr'77 and her husband Edmund have a daughter Nancy Ella born on April 17, 1988. A sister for 17 month old Geoffrey ... **Arnie Fine**LLB'80 and wife Susan had a baby boy, Adam, on May 14, 1988. A brother for four-year old Carly ... **Michael Vanchu**BComm'83, MBA'87 and wife Dixie are pleased to announce the birth of their baby, Ashley Erin on June 2, 1988. Michael has been promoted to National Product Manager for Michelin Tires Canada ... **Delwin Stander**BA'85, LLB'88 and wife Veronica wish to announce the birth of Stirling Delarey. Grandson to Juanita and **Anton Stander**BEd'63, MEd'70 ... **Margot (Anderson) Dyble**BSc'81, BScAgr'82 and husband David announce the birth of their daughter Shannon Margaret on October 22, 1987. A sister for Adam born on July 10, 1985 ... **Cathy (Jansen) Gould**BSN'82 wishes to announce the birth of her first child Brittany Shannon on June 6, 1987 ... **Gary Wadson**BSc'77 and **Patty (Lawrence) Wadson**BSc'82 announce the birth of their second son Christopher Garry on August 31, 1987 ... **John Wainman** BASc'78 has a new job as a Strategy Consultant with M.I.D. working between Boston and Paris. He and wife Vesna also have a new baby girl, Yelena Alexandra born on April 6, 1988 ... **Stephen J. Ballie** BSc'81 and **Kanya M. (Godwin) Baillie** former Aggie, wish to announce the birth of their daughter Camille Serena on April 1, 1988. A sister for Mathew, grandaughter for **W. Garth Godwin**BA'57 and a great-granddaughter for **Kathleen M. (Inglis) Godwin**BA'25 ... **Mi-**

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chele (Cordiner) NashBScAgr'76 and husband Graham have another son, Trevor born March 18, 1988. A brother for Richard ... **Barbara (Cox) Aspinall**BPE'73, LLB'76 and **Daniel Aspinall**BComm'75 announce the birth of Neil on February 13, 1988...

In Memoriam

Hector Roy MacRae BASc'43 passed away April 5, 1988 at his home in Calgary. His career in the oil industry spanned 32 years until his retirement in 1982 ... **Leonard Allan** BASc'39 passed away October 19, 1987. He worked at Britannia Beach in the mining industry for many years before working for a variety of mining companies in B.C ... **Geoffrey Conway**BComm'56 suddenly March 28, 1988 in Toronto. In 1969 he formed Cable Utilities Communications Ltd. and achieved a doctorate in economics in 1973 ... **Wilma Margaret (Morden) McLachlan**BA'23 suddenly in North Vancouver on April 21, 1988. She was 85. A pioneering resident of North Vancouver, she was active in civic affairs, was a member of the North Vancouver School Board, an activist with the Keith Lynn Ratepayers and was instrumental in the establishment of the first North Vancouver Community Center ... **David Weiler**BA'71 on May 15, 1988 in his 38th year. He was a former Captain in the Regular Canadian Forces (Army) and a veteran of the Rhodesia anti-terrorist war ... **Beverley Kathleen Lecky** BA'38 passed away on June 13, 1988 in Vancouver. She had a long and meaningful relationship with the University of B.C., including a term as the president of the Alumni Association. She was also associated with the Junior League of Vancouver and the Delta Gamma Sorority. Survived by her loving husband John as well as many family members ... **Raymond James Baines**BA'49 survived by his loving wife Joan ... **Philip Wilson Barchard**BASc'40 at home on October 29, 1987. He is survived by his wife Thora ... **Lloyd Lester Baynes** BA'23 died May 31, 1988, in his 87th year. Born in Vancouver, to a pioneer family, he taught 40 years in the Vancouver school system, mainly at King Edward High School. He was a participant in the Great Trek. He is survived by his wife Betty, of White Rock, B.C., a son Roy, of Vancouver ... **Ian Gordon DesBrisay** BComm'53 on May 17, 1988. He is survived by his wife **Joyce (Forentain) DesBrisay** BA'56, his son **Gordon DesBrisay** BA'81 of Oxford, England, his son Stuart and his daughter Janet of West Vancouver ... **Margaret Alice O'Neil** BA'38, BEd'50 passed away on May 10, 1988 ... **Randall Etter Chapman** BA'50 on May 19, 1988, at home in Lantzville, B.C. He is survived by his wife Irene, three daughters, three grandchildren, two brothers and one sister ... **Reginald Anthony "Tony" Barker** BASc'49 at the age of 64, on June 14, 1988, in an automobile accident in Portugal. He was well known in the mining community and was employed by AMAX for 26 years, including 8 years as president. He is survived by his wife Jenny in Houston, Texas ... **Thos Hall** BASc'51 passed away May, 1988. He is survived by his wife Pamela ... **John Moss Cummings**BASc'33, MASc'35 on September 17, 1987. Survived by his wife Ethel, son John and daughter Betty Demarce. He was a mining engineer with the B.C. Department of Mines for 13 years. He was also production manager for Ocean Cement at Bamberton, B.C. from 1954 until his retirement in 1972 ... **Vivian (Habiston) Clogston**BHEc'56 passed away February 26, 1988, in Tacoma, Washington of cancer ... **B.A. Thompsett**BA'66 passed away. He is survived by his wife ... **Ivan Martinoff**BA'42, MD(Ottawa) on May 22, 1988. He was a member of The American Psychiatric Association & American Board of Psychiatry and Neurology. He is survived by his two children and his sister ... **Michael Serink**BSc'85 tragically on July 6, 1988, at age 26 aboard the Piper Alfa rig in the North Sea. He had worked at Exlog company for about a year as a geologist specializing in computers. He had lived in Calgary since his graduation ... **John (Jack) William Whitelaw**BA'37 suddenly on June 18, 1988. He received his MD degree at McGill University in 1941 and took his pediatrics training at the Hospital For Sick Children, Toronto, and Babies Hospital in New York. He was a clinical professor of pediatrics at UBC and was an active member of the community. He maintained a close association with the Childrens Aid Society. He is survived by his loving wife Virginia ... **Thomas Charles Hall**BASc'51 after a brief illness on May 23, 1988 at the age of 62. He worked for Fiberglas Canada Inc. for 31 years of which 21 were spent in Sarnia, Ontario. He was a member of the Abbotsford Curling Club and the Ledgeview Golf Club. He is survived by his wife Pamela ... **Derek William Pethick**BA43 on May 16, 1988, at age 68. He wrote 11 books on B.C. history. He was a teacher and wrote documentaries for the CBC ... **Dorothy (Adams) Foulger**BA'21 March 16, 1988, in California at age 88. She was a teacher for 12 years at the UCLA Theatre Arts Department, and an actress. During her UBC years she was very active in the Players Club and served as its president during some of the earlier years ... **Thomas McKeown**BA'32 and a Rhodes Scholar'35 passed away June 13,1988. He was a professor of social medicine at Birmingham University and an international figure in epidemiology. He played an active role in the World Health Organization and was an author of a number of medical publications, the most noted of which was *The Role of Medicine*. He is survived by his loving wife, a son and a daughter ... **Geoffrey Brunn**BA'24 died July 13, 1988, at home in Ithaca, New York. Dr. Brunn was a historian and biographer and was the author of several books on European history. He taught at New York University from 1927-41, Cornell and Georgetown, among others. He is survived by his wife, two daughters, three grandchildren and two great-grandchildren. He was 89... ■

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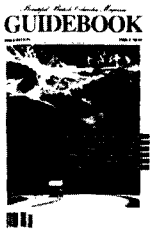

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Column

CONTINUED FROM PAGE 22

"neither of them feels any reluctance to offer themselves as representatives" (local columnist); "every journalist's dream is to have their own broadcast."

We allow the fanatics who pervert normal language in their efforts to eliminate "man" unmerited influence. They are unaware that "man" may be generic, "human being" ("huperson"?), like the Greek *anthropos* and the Latin *homo*. Manufactured words should be banished from educated speech (e.g., "chairperson," "salesperson," "spokesperson," "coastguardspersons"). I refuse to denote a woman as a manuscript. The God of the New Testament, *theos*, is male; the noun is accompanied by a masculine article. Greek possesses a feminine article, which, accompanied by *theos*, denotes a goddess. The language of the Gospels, like history, cannot be rewritten. I read with horror that the cowardly ignorance of a school board in Ontario may lead to a new opening for the Lord's prayer: "Our Friend...." The Greek is *pater*: it does not mean "friend" and it has no "female element." The basic guilt for dissemination of these aberrations, however, rests on our intellectual leaders, the élite (I risk the wrath of the press), who have meekly appeased the practitioners of evil instead of denouncing their abominations. I seek the élite first in the universities, especially ours, which would be Second to None, in the colleges, and in the schools. As Cicero said, in a time of crisis, *"nos, nos consules, desumus"* ("we, we the leaders, are delinquent in our duty").

A persistent crime, which afflicts the University's publications and the press (for the moment I include *The Province*), is the employment of jargon, especially the ugly practice of making nouns serve as adjectives. This week's shameful roster includes "degree completion programs," "community outreach" (what does it mean?), "media attention," "work experience student" (help!), "gender inequity fund" (help again!). For further examples see *UBC Reports*. When I read (present tense) an essay made unintelligible by such jargon, I say to the student, "if you write like this, they'll make you a dean."

For years I have preached that "like" is not a conjunction, despite the prose to which we are exposed. In an academic bulletin I am shaken today by the advice given to young authors: " ... just write like you talk." This explains why I sympathise so deeply with our neglected students. Some years ago, when serious corruption of language became an epidemic, a professor of English remarked that our students were required to take two years of English in order to gain familiarity with a language other than their own. Now I often wonder about professors. *Quis custodiet ipsos custodes?*

"Other than" reminds me to insist that "different" be followed by "from," never by the disfiguring "than" or by "to." Equally to be avoided is the split infinitive ("to not complain"). I know that Fowler will, in certain contexts, admit it. His contexts are so sophisticated, however, and the examples that we meet daily are so repellent that our best course is to eschew the usage without exception—and so to teach students.

I present without comment words that I have heard mispronounced on our platforms in this decade (a student taught me how to pronounce this noun): genuine, comparable, hospitable, formidable, adult, address, harass (a horror perpetuated by television). At educational institutions the interlopers that have usurped the places of "preventive" and "interpretative" (psychologists will take note) should not be heard.

Let no-one conclude that I fail to recognise the need for new terms ("telephone" is a young noun), fresh connotations for old ones (e.g., "media"), and the evolution (generally simplification) of grammar and syntax (gradual retirement of the subjunctive). These healthy manifestations of a living language must be created by, or accepted by, those who know the language, not by the ignorant who care not. There is much that we can do to stamp out the solecisms that I condemn. We must never, to quote a recent column, give up "moaning about hopefully" or, when the pilot assures us that we shall "hopefully take off momentarily," repress a shudder—twice. We must discipline ourselves to avoid inflicting wounds on the language, in speech and writing; dictionaries belong where we live, wearing the honourable shabbiness of use. We must be immediately intolerant of error, in our families, in our classrooms (if we are fortunate enough to be teachers), and amid our friends. To be right is preferable to being popular and yields more satisfying rewards. We at the universities, where all teachers ought to be enrolled in the forces to respect English, should press for a policy that would withhold teaching certificates from those who cannot prove, in speech and writing, a reasonable competence in English. Teachers must be models: an empty classroom does less harm than one with a semi-literate teacher. I hope my readers include Professors of Education, who must cope with a formidable (stress the first syllable, please) task. But it should be shared by other Faculties.

The beauty of our language lies in its charming irregularities, its flexibility, its difficulties (for the speaker and learner), its defiance of grammatical analogy. Consequently, we (if we are conscientious) learn every day. We shall never master it. Ignorance is not a sin; failure to do something about it is a major sin.

I give my last paragraph to my linguistic panacea. When I become Dictator in Charge of Education, Latin will become a required subject in the academic programme of our high schools. Think of the results: soon, all teachers will have studied the Romans' language for four years. Literacy in English is all but guaranteed. ■

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Column

An alumnus prefers the English of the past to the dialect of the present.

"SECOND TO NONE"

(Note: I like this; so I stole it)

BY MALCOLM F. McGREGOR

Malcolm F. McGregor, Arts '30, M.A. '31, is a Professor of Classics Emeritus, the University of British Columbia, and an Instructor in History, Vancouver Community College, Langara Campus.

Although the three columns that have appeared in *The Alumni UBC Chronicle* dealt with the 1960s, they took my memories back to the 1920s, when, as reasonably literate freshmen, my peers and I learned, in Freddy Wood's section of English 1, to revere the English language and to write it accurately. In English 2, the two lectures a week on the great writers of English delivered to the whole class were complemented by a third hour devoted, in small sections, to the language: spelling, pronunciation, idiom. Thorlief Larsen made this for me a vivid and unforgettable experience. Wood, Larsen, and my clever choice of major subject, Classics, were the foundations of my career as an aggressive champion of our language.

Curiously, I think now of the *Ubyssey*, which I served first as reporter, then as Sports Editor. "Curiously": but in those days literate editors insisted on a literate staff; we wrote correct English and we could spell (we *never* mis-spelled proper names, especially Scottish names). Thus my *affaire* with the language flourished.

There is no doubt that the quality of English heard and read today has declined markedly in the last generation. I muster a parade of common barbarisms, in the hope of influencing readers.

During my recent uncomfortable sojourn in a hospital I was invited, by orderlies, practical nurses, nurses, interns, residents, and other doctors, to lay on the bed, which I considered a vulgar proposition. This very week I find, in the current *Reader's Digest*, a definition of prostrate: "to lay flat, facing downward" ("It Pays to Enrich Your Word Power"). A sentence in a local newspaper, "The New Democratic Party's game plan has been to lay low," at least suggests a degree of modesty as well as agility.

At our University, to *Tuum Est* we have added "Second to None," an admirable war-cry. Hence, our publications should be models of linguistic accuracy. Unfortunately, we fall short of excellence. When *UBC Reports*, our official means of communication with the public, produced "honourary," perhaps borrowed from the University of Victoria, I lodged a complaint. I was more offended by the confusion of the various forms of "alumnus," which should not be unfamiliar on a university's campus. As a gesture of good will to our administrators I explain the mysteries.

"Alumnus" is masculine and singular; the feminine is "alumna." The Latin "u" sounds like the vowel in "put," when anglicised like the vowel in "up." Now we come to the fun. "Alumni" is masculine and plural; the Latin pronunciation of the final syllable rhymes with "knee," the English with "eye." "Alumnae" is feminine and plural; the Latin pronunciation of the final syllable rhymes with "eye," English with "knee." Clear? I add, to please the liberated fanatics, that in the phrase "alumni of the University" the masculine includes the feminine.

Latin plurals give chronic trouble. Still, terms such as "media," "data," and "agenda" have been adopted by English and should be recognised as plurals. Yet "media" is often treated as singular by the press, "data" by academics, and "agenda" by everyone—except me (I have been called archaic). Many, falsely elegant, produce a Latin plural when an English plural is more natural. I nominate for adoption "stadiums," "plebiscites," "gladioluses," "octopuses" (the Latin is *octopodes*, with stress on the antepenult; "octopi" is a monstrosity), "dogmas" (rather than "dogmata"). I do not sympathise with the Professor of Classics who complained that he had been attacked by a gang of hoodla; nor am I subject to tantra. The miraculous metamorphosis of a singular into a plural is a popular blunder of another kind. Consider:

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