

## Eminent geographer to speak at UNB

Each year the Royal Canadian Geographical Society sponsors lectures at university centres in a different region of the country. This year the region is the Atlantic Provinces and the lecturer is a renowned geographer, Dr. Edward Pleva.

The Royal Canadian Geographical Society (founded in 1929) is a national organization of citizens

interested in geographical matters and primarily in making our own country better known to Canadians and to people abroad. Its principal activity is publication of the popular bimonthly magazine, *Canadian Geographic* - appearance two years ago on newsstands it now has a circulation of nearly 50,000 and carries many authoritative articles about Canada for popular reading.

The Society also engages in other activities. For example, it gives modest financial support to some Canadian Geographic expeditions and projects; each year it awards the Massey Medal to an individual who has made an outstanding contribution to geography in the Canadian context; and each fall it sponsors a series of public lectures in a different region of the country, such as the address you will hear tonight, in order to make important aspects of Canada and Canadian development better known and understood.

The recognized dean of academic geographers in Canada, Dr. Edward G. Pleva, 65, professor emeritus and for many years head of the department of geography at the University of Western Ontario, has been awarded the 1978 Massey Medal by The Royal Canadian Geographical Society.

Chosen for this honour because of his unique contribution to the development of modern geographical education in Canada, and especially to the training of university and high school geography teachers now to be found from coast to coast, Dr. Pleva received the medal on May 16 at Government House in Ottawa.

A native of Minnesota, he was the twentieth in a succession of eminent explorers and geographers to win the Massey Medal — the first in 1959 having been the late Supt. Henry Larsen, who pioneered the west-to-east trav-

erse of the Northwest Passage.

A founding member and past president of the Canadian Assn. of Geographers, and a Fellow of The Royal Canadian Geographical Society, Dr. Pleva was the second university geographer in Ontario 40 years ago when he became the first geography teacher at the University of Western Ontario. He developed that university's geography department and its curriculum. Later he wrote the course of studies and was the first examiner-in-chief for Grade 13 geography in Ontario.

His special area of interest and activity as a geographer has been the Great Lakes. He was first chairman of the advisory committee for the Canada Centre for Inland Waters, and helped to formulate the Ontario Conservation Authorities Act, the Ontario Planning Act, and the Ontario Water Resources Commission Act.

He edited the Oxford University Press series of Canadian atlases and the McGraw-Hill series of school texts in Canadian geography.

A community worker and leader, popular public speaker, environmentalist, consultant and adviser of provincial and municipal governments, Dr. Pleva has consistently kept his work as a teacher and the profession of teaching as his primary interests, and is often quoted as having said, "To teach effectively one must be involved in the real world."

The Canadian Assn. of Geographers in 1973 conferred on him its award for service to the geographical profession. In 1971 he received an honorary LL.D. from Waterloo Lutheran (now Wilfrid Laurier) University. He has

been made a life member of the Ontario Assn. for Geography and Environmental Education.

During World War II he served concurrently with the University of Western Ontario and the Office of Strategic Services in Washington.

Some former Pleva students, in urging his consideration for the

Massey Medal, entered a submission which said in part: "Everyone who listened to him heard something with which they could agree and were influenced by . . .

All who did things were treated with dignity and given enthusiastic support for these parts of their activities which were part of his general goal. He was at the forefront of what now would be called environmentalism, but without the connotation of being against things. He was, and is, always a positivist."

In his 39 years at Western before becoming Professor Emeritus, Dr. Pleva never took a leave of any kind and never lost even one day due to illness.

Speaking at a dinner in his honour last June, he concluded his remarks by explaining his guiding philosophy in these simple terms: "Live for today as if you were to die tonight and live for tomorrow as if you were to live forever. I try to balance these two drives. That's living!"

While he has retired as head of the geography department at Western, Dr. Pleva continues his record of public service as a consultant to the Ontario Royal Commission on Electric Power Planning and as a very active citizen concerned about development and progress in many sectors.

## Dire warnings

An international conference of biologists was convened in LaJolla (Pron: La HOY-ya), California last week to discuss the fate of the tropics. And the scientists issued some pretty dire warnings.

British biologist Timothy Whitmore, warned that two-thirds of the world's tropical rain forests will disappear by the year 2000. He claims that overpopulation and logging are reducing rain forests by 51 acres a minute or 73,400 acres a day.

And noted Stanford biologist Paul Erlich warned that 10 to 20 percent of all the species on this planet will become extinct by the turn of the century.

Erlich also warned that the

ecosystems which support these species are also disappearing and that could mean doom for the human race. The ecosystems, said Erlich, "maintain the quality of the atmosphere, control our weather, create and maintain soils, provide fresh water, provide food from the sea" and determine the future of crops, domestic animals and medical research. Erlich told the conference, "The public must come to understand that every time a population or species (of animal life) goes extinct, the tenure of (man) . . . becomes a little less secure . . . When the bell tolls for the snail darter, it may also be tolling for (man)." (Newscript)

## Letters to the Editor

### King of chokers

Dear Editor:

Let's make it known. What? That the Boston Red Sox are indeed the King of Chokers. Even the warlords of baseball are laughing at these Men of Fenway. Oh Yaz and Fisk, come Rooster and Boomer and how Freddie, not to forget Butchie. And how the Hawk must have enjoyed it. And excuses were already wailing in this, the heat of Baseball rivalries. Who could forget what happened last Monday at Fenway Park. Bucky Who? Yes it was. Barely over the screen. But wait. More was to come; Munson, Jackson and Gossage put on the finishing touches.

I was indeed a sad day for those followers of the Sox. For the

McCarthy brothers, Palmer and a host of other Sox fans, may we offer our sympathies and may next year have a better ending. Maybe they can blow a 20-game lead. Who knows? The Boston Red Sox, The Minnesota Vikings of baseball. Can't win the big one. Get rid of four starters, the Boomer, let a third baseman who can throw. Maybe a manager. Who knows what the problem is.

But for us Yankee fans, who cares about Boston, we are the team to play-off against Kansas City. We earned it. So for Catfish, Reggie, Lou, Willie, Thurman, Ron, and Chris, see you later.

Reg Wryly (Crack)  
Harrison House

### Disco boy?

Dear Editor:

It would appear to me that Marc Pepin is a bit narrowminded when it comes to music. I have come to the conclusion that this klutz is a disco freak, his knowledge hasn't increased a bit since last year, anything that's folk oriented is garbage according to him.

I don't think it's ever occurred to him that a folk artist doesn't need a back-up band. Dan Hill's songs are about experiences and this is what he wants to share with his audience. Unlike Disco bands that throw out so-called songs with two lines of lyrics repeated throughout the whole song. How gross!

Obviously Mr. Pepin didn't catch the song about RCA trying to mould Dan Hill into a "Bo Donaldson". He must have missed it while he was asleep.

The only way I can accept this clod's assessment on the artist's guitar playing talents is if he is an accomplished guitarist himself, this I doubt very much.

I'm totally fed up with this jerk's evaluation of artists on the whole, "severely biased" might be a good phrase to use. All I can say to you Mr. Pepin, using a line from Frank Zappa's song, "Disco Boy", is "Run to the toilet and comb your hair".

Yours sincerely,  
Bill Yarnell

# You & P&G

## Technical Career Opportunities For Engineering & Science Graduates

Representatives from Procter & Gamble Specialties, Limited will be on campus to present career opportunities to all interested engineering and science graduates. Our objective in this informal discussion will be to inform you about the tremendous growth opportunities available in our manufacturing operation. Brochures and a comprehensive booklet about P&G Specialties is available at your placement office. Plan to be at our presentation —

### Take a look!

Date & Time: Wednesday, October 11th 7:00 p.m.  
Location: Head Hall  
Representatives: J. Thorpe, A. Ross

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