

# Carleton pres. says Women profs suffer most in cutbacks

by Ron Stang

Women are likely to suffer most from recent cutbacks in university financing, as advances they've made in gaining academic staff positions could be jeopardized by possible faculty layoffs, the president of Carleton University told an audience at Mt. Vincent University, Saturday.

Dr. Michael Oliver said that to meet recent budgets most universities are scrambling for ways to cut staff. Among the first to go could be sessional lecturers and those professors without tenure. Of all the faculty positions held by women, he said, it is these two in which they are most concentrated.

Oliver said he hoped that universities, if they have to cut staff, would take into consideration the unique position of women academics. If such measures were not taken he said the university could return to an all male bastion.

The president was speaking at a symposium on the Changing Role of the University, held in conjunction with fall convocation activities at the university. The weekend events also marked the formal installation of Dr. Margaret Fulton as the new president of Mt. St. Vincent, a traditionally womens' institution.

Responding to a related question from the audience about what exactly the universities are doing to equalize pay for women staff, Dr. Moses Morgan, another member of the panel and a representative of the Association of Universities and Colleges Council, said he "wasn't really sure" and would have to refer the question to the council's executive director.

However, Dr. Morgan, who is president of Memorial University, was quick to point out that his own university, didn't discriminate in women's wages.

Another panel member, Dr. Naomi Herson, associate dean of education at the University of British Columbia, said that in her department, statistics have been compiled which show that women staff at UBC are now receiving the same salary as their male counterparts for corresponding work.

Dr. Jacqueline Mattfeld, the fourth panel member, stressed the importance of female academic staff as role models for women students.

Mattfeld, who is president of the all-womens' Barnard College in New York City, said in her address that one of the most vital functions all-womens' college have had in "filling the female void" of co-educational education, is direct woman-to-woman teaching. As a result, they have

been the only institutions of higher learning capable of meeting the needs of women.

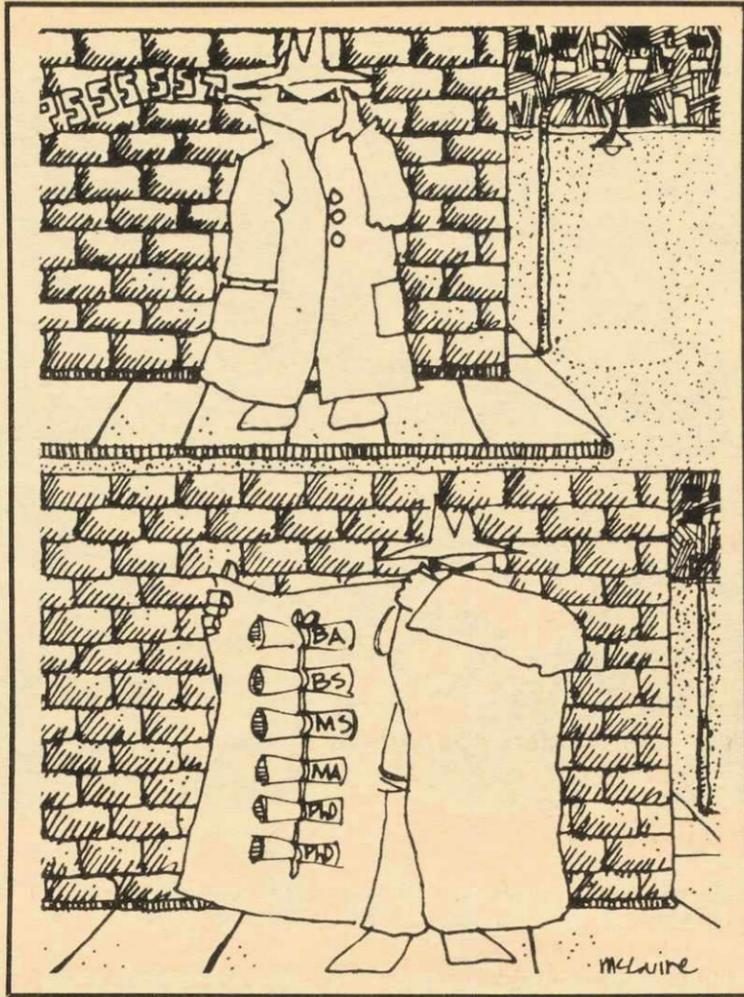
This supportive environment has resulted in real gains, Mattfeld said. She added that women graduating from womens' colleges are twice as likely to go on to graduate school as those studying at co-educational facilities.

Mattfeld also said that although changes are occurring, co-educational institutions still have a long way to go before they can adequately serve their women students.

The most positive trend, she said, has been the recent upsurge of female graduates from professional schools. Although this in itself is optimistic, she cautioned that such a development could be limited.

She said that during the 1920's there was also a trend towards greater women enrollment in universities. In fact, enrollment of women in the 1960's rose to a point where it only matched proportionally the number of women in college during the Twenties. But that earlier trend quickly died as female enrollment declined in the following decades.

"Today, women stand at the crossroads," Mattfeld said. "Only if they are adequately represented in education will they be able to make the contributions to society on the basis of knowledge and not regarded only by their gender."



## Sex in ads doesn't sell

HOUSTON (ZNS-CUP) — At least this is the conclusion of a study conducted by University of Texas researchers Benn Judd and Wayne Alexander.

Judd and Alexander asked 219 men and women to view 12 slides, three of landscapes, three of a smiling woman's face, three of a female's face and breasts, and three showing the frontal view of a totally nude woman.

Each slide was paired with pictures of a product and its brand name.

The survey found that the recall rate dropped 50 to 60 percent for the ads containing females, regardless of whether the subjects were viewing total nudity or merely a woman's face.

## Diving dollar raises text prices

OTTAWA (CUP)—Textbook prices are up as much as 20% at universities across Canada.

At the University of Manitoba, about three-quarters of the increase is due to the weakened Canadian dollar, according to the textbook supervisor at the bookstore.

The majority of textbooks are bought from the U.S., where the Canadian dollar is only worth 85 cents, she said.

As well, she said, there was an extra markup when foreign books were bought through Canadian distributors.

Textbooks at the University of Toronto bookstore have also increased in price by 20%, according to a survey conducted by the Varsity. However, prices for the same textbooks at other Toronto universities, such as York, are lower because prices at those universities are subsidized by the universities.

U of T students must pay between \$140, for education students, and \$937, for dentistry students, for textbooks and equipment, according to student awards officer Dilys Olden. She said the average was \$250 for arts and science students.

Book prices at Red River Community College are also going up 20%, according to the student newspaper there.

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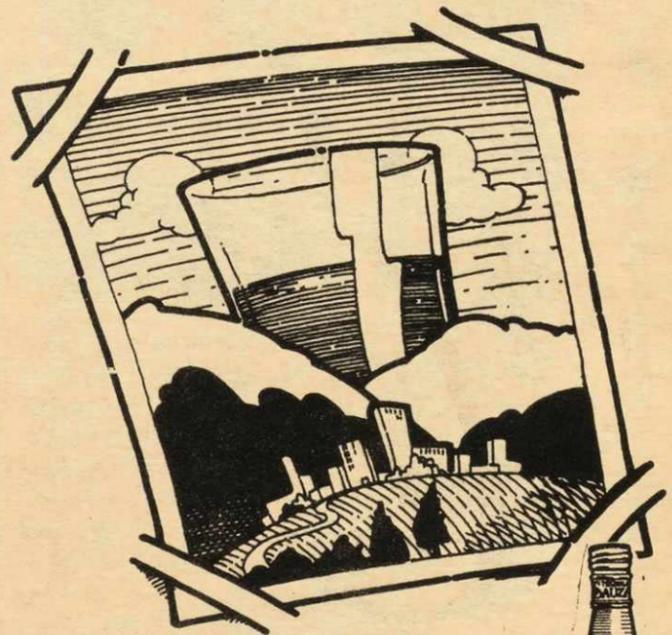
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