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### Hollins Columns (1982 Sept 27)

Hollins College

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# The Hollins Columns

Volume Fifty-Three Number Four

Hollins College, Virginia 24020

September 27, 1982

## Hollins exposed to *The Naked Truth*

by Jennifer Farthing

Everyone is exposed to over 500 ads a day which sell more than products. They sell values, images, concepts of success and worth, love and sexuality, popularity and normalcy. They tell us who we are and who we should be," said Jean Kilbourne, the first of a series of lecturers in the 1982-1983 General Speakers Fund program.

In the program, *The Naked Truth*, Kilbourne examined the cumulative effect of advertising on individual self-images and the society as a whole, using over 200 slides. Advertising constitutes "a \$60 billion per year industry," said Kilbourne, "and half of children's waking hours are spent watching television. They are basically brought up by the mass media. The messages in ads are persuasive and pervasive and bombard us from birth."

Kilbourne showed how advertisements portray women frequently as sex objects or demented housewives and men as super-macho, controlled, and unemotional beings. Kilbourne said women are depicted "as housewives obsessed by ring around the collar or as an inferior class of human beings while men are also distorted as invulnerable, dominant and powerful characters." These stereotypes encourage suppression of shared male/female characteristics of

compassion, sensitivity, empathy, and care which hurts society by trapping us in rigid roles of femininity and masculinity," she said.

Kilbourne spoke of the relationship between advertising, the role of women, and the structure of the economy. "This shows the value of corporate profit over human need. The propaganda of the ads indicate happiness can be bought, products can meet the deepest needs. They play on insecurities, motivating us to buy things we don't need."

In makeup and beauty aid advertisements, Kilbourne pointed out that "the ideal of absolute flawlessness is the essence of female beauty. Though the look is based on falseness, the ads say all women's worth is based on looks and how well we can disguise ourselves." Kilbourne gave the statistic that over \$1 million is spent on cosmetics each hour.

Through lingerie commercials, Kilbourne showed, "the body is turned into an object, women are grouped together as things — perceptions that lead to violence against women as things not equals. Products offer alterations which seem to allow women to become acceptable or natural. And as people feel worse about themselves, the more they are likely to buy."

Ads portray the "attitude that sex is a game hunt in which the men hunt and the women lose, which harms both sexes because this destroys the authentic relationship." Weight reduction advertisements "play on anxiety and dread of being unacceptable. Yet this is a time of college eating disorders, like anorexia, due to obsession with thinness."

Kilbourne said "many advertisements trivialize the women's movement and liberation." The Virginia Slims cigarettes caption "You've come a long way, Baby," emphasized her point. "The message is — you are what you buy," said Kilbourne with an ad that read, "Innocence is sexier than you think." She explained, "The message is intended to be subconscious with sexual messages, while blatantly implying that women should be innocent yet experienced."

Kilbourne spoke of the exploitation of little girls through advertisements. "The child is portrayed as a seductress, or the adult is told to be young like the child." In a society where 25 percent of the rape victims are under 12 years old, she said, "ads create a climate to look at little girls as sexual objects." One lingerie ad read "Little girls don't grow up too fast. Fathers just notice too slow." "There are even cosmetics for girls from ages nine



Jean Kilbourne, first lecturer in the GSF series

to twelve," she explained. Another ad contained the question, "Can you compete with your little girl's looks?" "We internalize these messages and it becomes a self-fulfilling prophecy. Women dread

younger women which imposes a taboo against aging," Kilbourne said. This aging process is dreaded because "women turn

**Kilbourne**  
(Continued on page 8.)

## Stewart leaves: search ensues

The vacancy created by Dean Roberta Stewart's decision to leave the administration of Hollins College is an issue of concern and interest to all members of the College Community. The Dean of the College is the highest academic officer and reports directly to the President.

In an effort to efficiently and effectively fill this position, the President of the College, Paula P. Brownlee, has authorized the election of the Dean Search Committee. The purpose of the committee is to prepare an advertisement for the *Chronicle of Higher Education* and begin the procedure of publicizing the position and procuring nominations. The Committee will then go through the amassed nominations and prepare a complete background and professional file on each candidate.

In addition to the mechanics of the search, the Committee will

solicit information from the Hollins Community—faculty, staff, and students—concerning the perceived role of the Dean. With these ideals in mind, the Committee will continue its search and the accumulation and study of the candidates.

President Brownlee has taken on an advisory role and will work closely with the Committee. She has also taken on the responsibility of contacting many members of the higher educational community on behalf of Hollins and the Dean Search Committee.

The Committee is working on a strict deadline in an effort to pare down the group of candidates to a number small enough to effectively consider. The possibility of off-campus interviews is also being considered. The Dean Search Committee intends to have a number of candidates on campus for interviews by the end of the year.

The Dean Search Committee includes four faculty members elected to represent each division, an administrator and two students. Ronald Webster of the Psychology Department is representing Division III and was selected as Chairman because of his previous experience on the Presidential Search Committee. Milton Granger, Division IV; Allie Frazier, Division I; William Nye, Division II; William Noell, administrator; and Melissa Flournoy '83, and Catherine Stephens '84 are the other members.

The Committee is interested in having your comments on the qualifications of a Dean and the needs of the College. They request that you contact one of them if you would like your opinion to be considered. This task is vital to Hollins' future and the Dean Search Committee has high expectations for the progress for the fall.

## Mixer ends with a crash

by Susan Arnesen

William Anthony, a freshman from Hampden-Sydney College, suffered severe lacerations at the New Students Party on September 18.

Anthony, a resident of Collinsville, Virginia, ran through the far left plate glass window in the Rathskeller, according to Kathy Hiserodt, Assistant Dean of Students. Hiserodt said that the 6'3" football player was "coherent" after crashing through the glass at 1:01 a.m.

"Things couldn't have gone better," said Hiserodt. "The party was clearing out and students were headed for the buses." Meanwhile, two of Anthony's classmates transported him around Moody Center, up the steps, into the building. They laid him on the couch near the kiosk. There, Amy Crofts, Kim Shepherd, Tina Wahlstrom and three Hapden-Sydney students, one of whom is an experienced EMT, performed emergency first aid while the Roanoke Volunteer Rescue Squad was on its way. The students were reported to have gone through three first aid kits in order to stop as much bleeding as possible.

According to the Roanoke Volunteer Rescue Squad, Hollins No. 5, the call to the station was

received at 1:12 a.m. The ambulance arrived at the College at 1:17 a.m. The students explained how they were treating Anthony. Hiserodt described the transition as "a very gradual change". The ambulance left for the Roanoke Community Hospital at 1:36 a.m.

When asked if any changes could be made in sponsoring freshman mixers, Baylies Willey, Dean of Students, replied, "We really couldn't do anymore. There couldn't be a better controlled mixer". Willey thinks that the procedure of checking off a list of students names, having a dress code, limited consumption of beer, and the accompaniment of Hampden-Sydney's Dean of Students, Lewis Drew and five RAs was sufficient.

According to Hiserodt, Anthony was released from the hospital on September 20. Following the accident, Anthony underwent two to five hours of surgery. "If his recovery went smoothly, he would resume school on September 22," said Hiserodt.

Willey added that some new changes being considered are having an SGA usher with a knowledge of first aid and an industrial first aid kit on hand as a worthwhile measure of caution.

Editorial

## Library hours need to be changed to aid students

In response to the editorial of last week, I too am impressed with the new additions that have been made. But I want to bring up a corollary issue. One which has been debated often, but never resolved. That issue is, the library's operating hours.

Why are the hours so limited? They are restricted to 8 a.m. to 11 p.m. on Monday through Thursday. On Friday, although it opens at 8, it closes an hour earlier. On Saturday they shut down at 6. Often students books have been locked up for the night. Why does a College library close so early? Hollins is working hard to increase its reputation as a strong academic community. Now let's work on increasing the library hours. We have many quiet areas in which to study. Students need resources which are only available the library.

Keeping the library open longer will result in several financial problems: larger electricity bills, higher staff salary payments and a need for greater security protection. But the need for longer library hours outweighs the obstacles that we must overcome to make it possible.

I would suggest that the the library be kept open from 8:00 a.m. to 1:00 a.m. every day.

Electricity bills can not be avoided. But they can be reduced by sectioning off unused portions of the library.

The added hours would help to provide jobs for students who have not been able to work on campus. Positions are filled rapidly on campus and many students would like to work. After 11:00 p.m. it would only be necessary for one or two students to sit at the front desk.

Security would have to check in at the library periodically, and lock the doors at 1:00 a.m.. This is the same as locking up the Art Annex or Botetourt.

We must continue to aid academic interests and intellectual stimulation in order to heighten the Hollins reputation. An extension of the library's working hours would bring this welcomed change.

Kathy Megrue

Editorial

## Lecture sparks response

The slide/lecture presentation by Jean Kilbourne, Wednesday, September 22, was informative and enlightening. However, the fact that consumers are the beginning of the marketing cycle was ignored. Corporations today are doing extensive consumer research studies to determine consumer desires and needs. These surveys, interviews, and polls have only a general product line in mind. They have only a general product line in mind. They are not psychologically persuasive or emotionally convincing. In this process, corporate marketing departments seek to fulfill these needs and then to assure the market that their product meets the specified needs. Products do not in and of themselves convince consumers to buy.

Advertisements present a concept or an image in order to inform the consumer. The responsibility then falls back on the buyer to make an adequate decision based on the assessment of their position.

It is important to be aware of the influence of subliminal imagery and of the stereotypes presented in ads in order to make a clear distinction between what we need and what we want.

Institutions such as our own College, advertise through admissions cataloges, brochures, and alumnae. Prospective students then make their own decisions.

Regardless of the way in which a product is presented, the consumer independently makes a choice to fulfill needs. It is the responsibility of each of us to be educated and informed, allowing us to make choices which will answer our needs. An awareness of stereotypes is helpful but is only the first step in separating ourselves and making our individual decisions.

Jennifer Farthing '84

Letter from the Editor

## Columns encourages reader response

In the first issue of the Hollins Columns, at the beginning of September, I urged new and old students to take part in the activities and opportunities of the Hollins community. Many people have made the effort to investigate and join organizations both at Hollins and in the Roanoke area.

I know that people are taking the time to get involved and participate in Hollins activities. It is a beginning. It is also very encouraging. What disturbs me, however, is the lack of effort on the part of the College community to respond to what is going on around them.

Do you have concerns or ideas? Do you agree or disagree with what is said or done in you classrooms or dorms? The purpose of the editorial page of the Hollins Columns is to provide space for you to speak out on matters of importance to you and the rest of the community. I do not feel that enough people are taking advantage of the opportunity.

As editor of the Hollins Columns, I want to hear from you.

Cindy Wilson

## Editorial Policy set

The Hollins Columns is published weekly throughout the school year except for holidays. The newspaper is distributed to students on Mondays from the wooden stand outside the dining hall in Moody Center. Copies of the newspaper are delivered to the faculty and mailed to subscribers throughout the country.

The goal of the Hollins Columns is to consistently and responsibly inform members of the College community of news and events affecting them. The newspaper serves as an outlet for readers' opinions and concerns through letters to the editor. All letters must be typed doubled space and delivered to the box on the door of the Columns office below Starkie.

Questions or concerns should be directed to Cynthia Wilson '83, Editor-in-Chief, or Jennifer Farthing '84, Managing Editor.

The opinions expressed in the Hollins Columns are not necessarily those of the College.

### THE HOLLINS COLUMNS

The Hollins Columns is published on Mondays throughout the academic year except during College holidays and examination periods. Subscription price is ten dollars. Office in lower level Starkie, Post Office Box 10154, Hollins College, Virginia 24020. Telephone (703) 362-6100.

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## FINANCIAL AID

### Hollins programs affected little for current year

by Beth Davis

Despite all the negative media reports, the availability of federal funds for student loans is not much changed from last year. Hollins Director of Financial Aid, Sue Ross, says that while the funds are there, the government has changed the process for getting the funds. Financial aid offices are "working under interim final plans" Ross stated, "nothing is definite." As an example of this Ross said that the validation process for a Pell Grant (see article) has changed immensely. "Last year only 12 of 106 applications for Pell Grants had to be validated," Ross said, "this year only eight of a comparable number of Pell Grant applications did not have to be validated." The validation process is a time consuming job that is done by the Hollins Financial Aid Office. This shift in the government policy of validation increases the burden

on every college and university's financial aid office.

Ross stated that Hollins' policy towards financial aid works from the premise that the student and her parents are responsible for the major part of the student's education. The Hollins Financial Aid Office then tries to fill the gap between what the student and her family can contribute and what the student's costs will be. This gap can be filled in a number of ways, either with a loan, grant, or with a combination of grants, loans and a campus job for the student.

The Hollins Financial Aid Office places a strong emphasis on students working both on campus during the school year and in a job of her own choice during the summer. A financial aid student is required to contribute a set amount (\$900 for freshmen; \$1,100 for sophomores, juniors, and seniors) from her summer earnings. Even if the

student does not work during the summer she (or her parents) is expected to contribute the set fee.

While figures are not available for this school year, the total funds that Hollins students received (from all sources: Hollins, federal and state governments and agencies) was over two million dollars in 1981-1982. This was an increase of almost half a million dollars over the academic year 1980-1981. The 1981-1982 figures reflect an increase of over a million and a half dollars from the 1971-1972 school year. Seventy per cent of Hollins students in 1981-1982 received some kind of financial aid.

Ross stated that her office tries to help guide the student and her family through the "maze of financial aid." Ross also said that financial aid for this school year is still available. The Financial Aid Office is located on the third floor of the Administration Building.



Sue Ross, Director of Financial Aid

Photo by Liza Fox

## National plans benefit students

Newspaper, radio, and television reports of substantial cuts in Federal financial aid to college students have triggered a barrage of phone calls to the U.S. Department of Education in Washington, D.C.

Callers, both students and parents, are often confused by misleading or incomplete information. Many have expressed fear that the government has let them down; that college is no longer affordable.

It is true that student financial assistance programs have undergone considerable change in the past two years. There have been reductions. Most of the changes, however, reflect an effort to return the aid programs to their original purpose, which was to help students cover the cost of a college education—not to carry the whole burden. A successful return to original intent will help ensure the survival of these aid programs for future students.

Federal financial assistance is divided into three categories. "Grants" are awards of money that do not have to be paid back. "Loans" are borrowed money which a student must repay with interest. "Work-Study" provides the chance to work and earn money to off-set college costs while attending classes.

The Pell Grant Program is one of the best known of the Federal student aid programs. Formerly called the Basic Educational Opportunity Grant, Pell is often the first source of aid in a package which may be composed of other

Federal and non-Federal sources. In the 1982-83 school year, 2.55 million students share \$2,279,040,000 in Pell Grants.

The U.S. Department of Education uses a standard formula to determine who qualifies for Pell Grants. Students should contact the college financial aid administrator to apply on the free "Application for Federal Student Aid". This is the form used for all Federal student aid programs. The Department guarantees that each participating school will receive the money it needs to pay Pell Grants to eligible students.

The Supplemental Educational Opportunity Grant provides another mechanism for making awards to students. SEOG is different from the Pell Grant in that it is managed by the financial aid administrator of each participating college. Each school receives a set amount of money from the Department and when that money is gone, there are no more SEOG funds for the year.

In 1982-83 the Department of Education will provide 440,000 students with \$278,400,000 in Supplemental Educational Opportunity Grants. Students will get up to \$2,000 a year under this program.

Grant programs are designed to help the most needy students get a college education. The Pell Grant, in particular, is targeted to help those students whose families earn less than \$12,000 per year. Grant aid is not meant to cover all college costs but is expected to be combined with a

reasonable contribution from the student's family and individual self-help, generally in the form of loans, private scholarships, and work.

Another type of student financial assistance is the College Work-Study Program. Designed to provide on or off campus jobs for undergraduate and graduate students who need financial assistance, Work-Study is usually managed by the college financial aid administrator. Some 950,000 students will receive \$528 million under this program in 1982-83.

A great deal of publicity has been generated lately on Federal student loans, particularly the National Direct Student Loan Program. Although all colleges do not participate in the NDSL program, 3,340 of them do. This program makes available low interest (5%) loans that students must begin repaying six months after completing school (either by graduating, leaving, or dropping below half-time status). Up to ten years is allowed to repay the loan. Application is made to a school's financial aid administrator who manages the loan fund. The fund is a revolving account, designed to allow a school to continually make new loans as existing loans are repaid. About 800,000 students will receive NDSLs in 1982-83; 10,000 more than in 1981-82.

Recently, Secretary of Education T.H. Bell signed a regulation which provides incentives for an institution to reduce the default rate of its NDSL program fund. A college which has a default rate over 25%

is asked to turn responsibility for collecting the debt over to the Federal government. If an institution is not prepared to do this, and the default rate remains 25% or more, the Federal government will cut off NDSL funding.

The Guaranteed Student Loan Program, much in the news lately, makes available low interest loans to students, with the Federal government paying the interest while a student is in school. These loans are made by a lender (such as a bank, credit union, or savings and loan association) and insured by either the Federal government or a State Guarantee Agency. This, the largest student aid program, will make available over \$9.5 billion in loans during the 1982-83 school year.

Undergraduate students can borrow up to \$2,500 a year and graduate students can borrow up

to \$5,000 under GSL. The total debt an undergraduate can carry is \$12,500. For graduate or professional study this figure is \$25,000. A student borrower whose family income is less than \$30,000 automatically qualifies for an interest-subsidized loan. Students whose family income exceeds \$30,000 may still be eligible for GSL interest benefits if the college's financial aid administrator determines that the student has demonstrated financial need.

A new loan program started in 1981, called the Auxiliary Loan (or PLUS) Program, allows parents, independent students, and graduate students to borrow up to \$3,000 a year. There is no income cut off for eligibility. The interest on PLUS loans will be lowered from 14% to 12% sometime in October as a result of lower average U.S. Treasury bill interest rates.

## Anthropology aspects shown through films

This October, five films dealing with various aspects of anthropology will be shown at Pleasants 310 at 10:50 a.m. for classes taught by Anthony B. van Fossen and other interested members of the College community.

On October 1, a film entitled *The Man Hunters* will be shown. It focuses on the evolution from Australopithecines to modern man will be shown. *Forest People*

of Central Africa, a film about the social organization of pygmies, will be shown on October 8.

*The Ax Fight*, a film about the Yanomamo Indians of South America will run October 15. On October 20 *In Search of the Lost World*, a film about the history of American Indian societies, is to be shown. Ending the series on October 27 will be *Berlin*, a filming of a day in that industrialized city.

## French natives bring culture to College



Therese Kosovsky

Photo by Liza Fox

Hollins is extremely fortunate to have two French assistants here on campus who will be at Hollins for the 1982-83 school year.

Brigitte Monnier, 22, and Therese Kosovsky, 23, arrived at Hollins on September 2 of this year; this arrival marking their first visit to Virginia and the United States. Brigitte is from a small community approximately eight kilometers from Versailles, while Therese is from a small town approximately fifteen kilometers from Fountainbleau.

Brigitte has graduated from Paris-Sorbonne and aspires to either be an English or a French teacher in France. Therese is preparing for her third year at the University and after she

graduates she would like to work as an interpreter in France. They both commented that they appreciated the experience abroad and being able to live here at Hollins.

The single-sexed environment as far as the undergraduates are concerned, is not foreign to either Therese or Brigitte. Therese spent nine years of grammar school in an all female school, while Brigitte acted as a resident assistant in an all female boarding school after college.

Both assistants applied for teacher assistantships in the United States, and Brigitte also applied for one in Scotland. But when given a choice, she chose the United States.

Brigitte and Therese are living

in Randolph this year. While Therese had seen Hollins in a student handbook prior to her arrival, Brigitte came to Hollins never having seen it before. Her first reaction told her that she was "pleased with the sight of the College; it had a romantic atmosphere." Therese thought the "landscaping was beautiful," and Brigitte added that "the environment was nice, but there were some definite restrictions."

Both assistants are working with beginning and intermediate french students, but they are also conversing with the higher level french students. Brigitte commented, "The students here have an enthusiasm to speak french; they are eager to improve."

### Diamonds are forever...

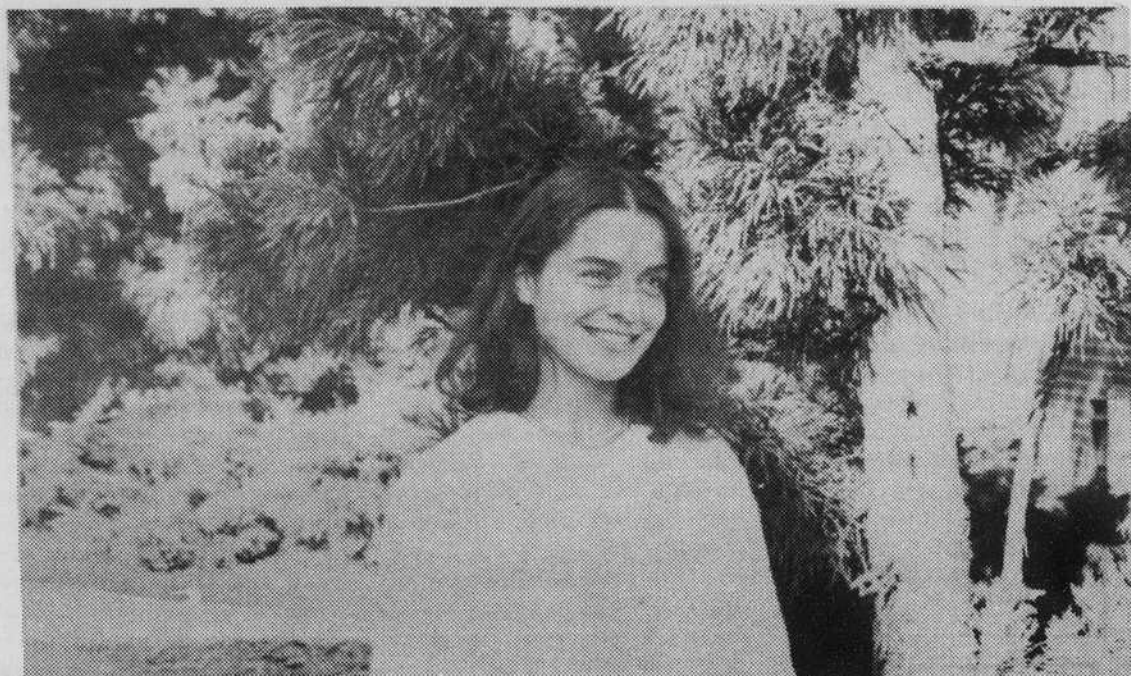
by Jan Acela

Capital Diamond & Gold, Inc., located at 6312 Peters Creek Road, NW, is "Roanoke's only public diamond wholesalers," says Ralph Bosen, the president of the company. Bosen is on hand to help with any jewelry needs. Bosen states that "Capital

Diamond & Gold sells merchandise at wholesale prices, not discount quality merchandise". Bosen buys directly from the wholesalers enabling him to sell at prices equal to or less than retail prices.

Capital Diamond & Gold has a full service jewelry and watch repair on the premises. Jewelry remounting and gift certificates are also available. CD&G offers a full line of add-a-beads, diamonds, and gold chains.

Bosen makes a very unique offer to his customers: "When you buy a diamond from me you've got two weeks. If you can find the same quality, size, and color diamond elsewhere for less, buy it! Bring it in with a receipt and I'll buy my diamond back".



Brigitte Monnier

Photo by Liza Fox

### Prospectives visit Hollins

by Debby Burt

On September 30 through October 1, Hollins College will be sponsoring a Senior Day. The prospective students will be living the life of a Hollins student for 24 hours. They will register between 2-6 p.m. on Thursday, September 30.

Campus tours, interviews, and bus tours of Roanoke will be given that afternoon. The students will also have a chance to attend mini-classes in dance, computers, and creative writing. There will be a deli dinner with the faculty in the Forest of Arden. The day will conclude with a discussion of the London Abroad Program by John Wheeler, professor of political science. Following Wheeler's talk, there will be an ice cream party. The night will be spent in a dorm with a Hollins hostess.

Friday morning the seniors may attend classes and have interviews with the Admissions Office. After lunch in the dining room, they may attend a Financial Aid Forum. The forum will be held in the Green Drawing Room and will precede a Student Panel. The students will then be free to attend a Hollins tennis match against VCU.

In the past, the prospective students have been struck by the community spirit and friendly atmosphere found in the Hollins students. Remember, the prospective students of today are the Hollins students of tomorrow.

# SKIP CASTRO

## ZOLLMAN'S PAVILLION

Thursday September 30  
9:30 p.m. - 2 a.m. 25 Kegs

\$4.00 cover for Band  
STUDENT I.D. REQUIRED

Washington & Lee  
University



During his government finance class on September 22, Bernard Gauci had a very special visitor. A woman from Mirthful Messengers dressed as a Playboy Bunny came to wish him a happy birthday. She sang several songs, including "You Must Have Been a Beautiful Baby" and some personalized numbers. At the end of her "performance" she pinned a cotton tail on Gauci. He commented that "Never before have I been so close to something like that!"

Photo and story by Robin Johnson

## COLLEGE POETRY REVIEW

The NATIONAL POETRY PRESS  
announces

The closing date for the submission of manuscripts by College Students is

**November 5**

ANY STUDENT attending either junior or senior college is eligible to submit his verse. There is no limitation as to form or theme. Shorter works are preferred because of space limitations.

Each poem must be TYPED or PRINTED on a separate sheet, and must bear the NAME and HOME ADDRESS of the student, and the COLLEGE ADDRESS as well.

MANUSCRIPTS should be sent to the OFFICE OF THE PRESS.

NATIONAL POETRY PRESS

Box 218

Agoura, Ca. 91301

## Guide provides information on world affairs careers

For those of you who are interested in international affairs, the Foreign Policy Association has just published a book which may be helpful. The publication is entitled, *Guide to Careers in World Affairs*.

Among its many listings are over 120 employment sources in international business, banking and finance, non-profit and non-governmental organizations, the United States government, the United Nations, and other international organizations. The kind of information listed

includes: professional staff size, number of professionals hired in the last year, qualifications necessary for employment, internships, and a list of graduate schools offering international relations degrees.

To obtain a copy of the 104 page book send \$4.95 to the Foreign Policy Association, 205 Lexington Ave., New York City, NY, 10016. If you are so eager to receive a copy that you are willing to pay for a long distance phone call, FPA's number is (212)481-8454.

## Computer intro held

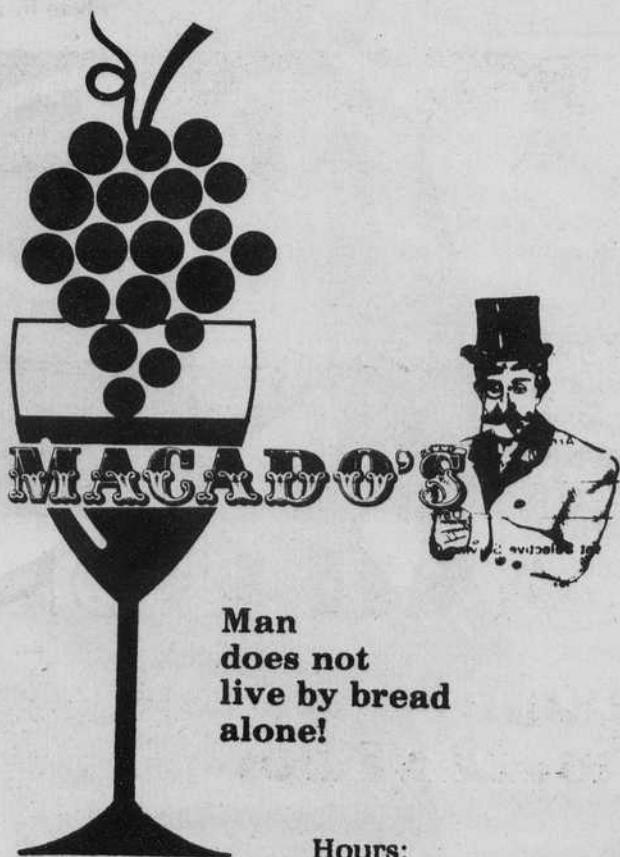
An introduction to the use of the VAX 11 computer will be held October 5. The seminar will be held in Dana 236. Sessions will be offered from 3-5 p.m. and 7-9 p.m.

Those interested must register by October 4. This may be done by calling x6451 between 9 a.m. and 4:30 p.m. There will be a limit of 10-15 people per session.

The basics of how the VAX 11 system works will be demonstrated. This includes such things as how to log on, obtain help on line, how to run a BASIC program, and how to save files. Also shown will be some of the computer's other capabilities. A demonstration will be given of software, and Russian and logic programs. In addition, there will be a statistical package.

"The general purpose is to allow people to get a taste of everything," explained Bobbi Kurshan, assistant professor of computer science. There will be instructions given on playing games on the computer, including Pac-Man.

On October 19, another seminar will be held demonstrating how the editing function may be used to write papers. Two other seminars will be held this semester, and additional ones are planned for Short Term and the spring semester.



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10-5:30 Mon.-Sat.

## GOP club campaigns

by Kathy Jackson

Do you know who is running for the U.S. Senate in Virginia, or in other elections throughout the United States? If you missed your chance to join the Hollins College Republican Club at the Activities Fair, then you missed the chance to join in on this kind of political knowledge.

The Hollins College Republican Club is an organization with approximately 50 members. The main purpose is to get interested people involved in the political system. The club also hopes to provide a means of participation in the activities of the Republican Party.

The College Republicans is the campus affiliate of the National Republican Party. They will work on campaigns in Virginia, as well as national campaigns. Last year, members participated in the Virginia gubernatorial race by volunteering several hours a week telephoning potential voters.

This fall, they hope to conduct a survey at the College. The club has been working closely with the Tribble campaign. Tribble is running in the November election for U.S. Senator.

Currently, there are two officers who serve as co-chairmen. Elections are coming up for the remaining positions to be filled.

Anyone who has an interest in the Republican Party may join. Contact either Kathy Jackson or Nancy Horton.

## MBA lecture held at UVa

A feature presentation entitled *The MBA: How to Get It/Why to Get It* will be held at the University of Virginia on September 29 at 7:30 p.m. This will be presented in Newcomb Hall in the South Meeting Room.

Important information will be provided on the advantages of working or not working before considering business school, how to choose the right business program for you, and the value of the MBA in the present market. It will also be possible to talk to a panel of admissions representatives from graduate business schools who will discuss, among other things, the admissions procedure.

Students interested in interviewing with recruiters on the College campus are encouraged to participate in sessions at the Career Counseling Center. The counseling center, located at Rose Hill, will host recruiters from the University of Alabama and Tulane Law and MBA schools on September 18 at 8:30-11:30 and 1:30-4 p.m. respectively. The next day a representative of the University of Richmond School of Law will be present from 9 a.m.-12 p.m. Late in October, representatives from Emory Law School and University of Baltimore Graduate and Law Schools will be on campus.

Also in October, the Career Counseling Center will offer workshops in resume writing, October 4-7; interview tips, October 11-14 and 18; and on job-hunting techniques, October 18-20. For further information contact the Career Counseling Center in Rose Hill.

## Catholic Mass celebrated

by Jan Acela

Members of the Hollins community will now have the opportunity to participate in a weekly Catholic service. Catholic Eucharistic services will be held each Tuesday afternoon at 4:30 p.m. in the chapel. A visiting priest from the Roanoke area will perform a service twice a month.

Marty Woodward, the Catholic Campus Minister, will lead the other services. The Eucharist, which Woodward is qualified to distribute, will be provided by local churches. These weekly services will fulfill the Catholic weekly obligation to attend mass.

## Christian Fellowship



Tuesdays at 4:30  
in the Ark

sponsored by  
Baptist Campus Ministries

Everyone Welcome

## EAT, DRINK, AND BE MERRY IN ROANOKE



Get out of your rut and into living.

Barrel House Restaurant- East Main Street, Salem features: The Dangermen- a good time rock 'n roll band on Friday, October 1. During the week is Monday night football and a half pint of beer is 7c with every touchdown. Tuesday is Ladies Night from 9:30-11:30 p.m. with half pint for 35c or three drinks for \$1. Wednesday is Mickey's Night with Mickey's Malt Liquor for 50c from 9:30-11:30 p.m. Monday-Wednesday nights is Midnight Madness with Happy Hour from 11:30-1:30 a.m. Monday-Wednesday from 5-10 p.m., you can get discount prices for pizza. Also, presenting a college I.D. will get you in for half price. P. Capers- 7512 Williamson Road: Jane Powell will be coming on October 13 and again at the end of

October. Happy Hour from 4-8 p.m. everyday, drinks two for one. Monday and Tuesday, Happy Hour is all evening. Looking for a good meal for Parent's Weekend or Fall Weekend? The Charcoal Steak House, 5225 Williamson Road, features delicious steaks and seafood as well as many Greek and Italian delicacies. David Hill is the week-night entertainer, playing both the guitar and piano as well as vocals of top forty hits and soft mellow rock. Friday and Saturday nights brings a jazz trio that includes David Hill once again. Monday-Friday, Happy Hour is 4-7 p.m. with all bar drinks \$1. Mac and Maggie's, a relatively new restaurant, located at Tanglewood Mall, has a great

menu and reasonable Happy Hours. Ribs and chicken are their specialties as well as several types of quiche. You can order various sandwiches of your choice at lunch. Happy Hour: early afternoon from 3-7 p.m. with 25-40c off drinks. Every night from 10:30 p.m.-2 a.m. drinks are two for one.

The Ground Round, located at Tanglewood Mall, is another good idea for Parent's Weekend and any other fun night out. Wednesday, September 29 features Gary Allen from 9 p.m.-1 a.m., he plays country and soft rock. Happy Hour: Monday-Wednesday from 10 p.m.-12 a.m., Thursday from 3 p.m.-1 a.m., Friday and Saturday from 3-7 p.m.

# KAY'S CABIN

## J.G. Hook...The Unmistakable classics

The yummiest red, the finest wool, and Hook's unbeatable tailoring make it the best shirt jacket ever--with pleated pockets and snap-back cuffs, \$95. Classic charcoal grey flannel pants are also from Hook, \$79, along with the creamy cotton ribbed turtle, \$55, at Kays.









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# Coming Events ... September 27 thru October 10

Monday 27	Tuesday 28	Wednesday 29	Thursday 30	Friday 1	Saturday 2	Sunday 3
<p>Freshman Class Meeting, 6:30 p.m., Babcock SGA Bonfire with S'Mores, 9 p.m., Siberia</p>	<p>Computer Open House, 3-7 p.m., Dana Computer Room Catholic Mass, 4:30 p.m., Meditation Chapel</p> 	<p>LSC Luncheon, 12 p.m., PDR Wednesday Chapel, 7 p.m., Meditation Chapel</p> 	<p>High School Senior Day Philosophy Club, 4:30 p.m., Jenney Lounge  Hollins Columns Open House, 7 p.m., Apt. 205</p>	<p>High School Senior Day</p>	<p>Continuing Education Seminars for Women: <i>Change and the Experience of the Self</i>, 10:30 a.m. and 1 p.m., Babcock</p> 	<p>HOP trip to Sharptop at Peaks of Otter for breakfast leave at 4 a.m. Sunday Chapel Service, 7:30 p.m., duPont Chapel</p>
<p>4</p> <p>Student Senate, 4:40 p.m., Babcock Freshman Class Meeting, 6:30 p.m., Babcock Play tryouts, <i>Out of our Father's House</i>, 7:15 p.m., Dana Dance Studio</p>	<p>5</p> <p>College Legislature, 4:30 p.m., Babcock Play tryouts, <i>Out of our Father's House</i>, 7:15 p.m., Dana Dance Studio  College Legislature, 4:30 p.m., Babcock</p>	<p>6</p> <p>Play tryouts, <i>Out of our Father's House</i>, 7:15 p.m., Dana Dance Studio</p> 	<p>7</p> <p>Sigma XI Lecture, Paula P. Brownlee, 8:15 p.m., Babcock  Alumnae Council</p>	<p>8</p> <p>Hop 2000 Miller Cinema Society, 8 p.m., Talmadge Hollins New Students to Hampden-Sydney Mixer, 7 p.m.</p> 	<p>9</p> <p>Downtown Roanoke Day Dean of Students Movie: <i>A Touch of Class</i>, starring Glenda Jackson and George Segal, 9 p.m., Babcock</p>	<p>10</p> <p>Oktoberfest Weekend Party: Robbin Thompson Band and Good Humor Band, 2-6 p.m., Roanoke Civic Center Sunday Service, 7:30 p.m., duPont Chapel</p> 

## Students volunteer to help others

by Lauren Dickie

On September 19, a Volunteer's Fair was held at the Chapel. If you were unable to attend but still are interested in which organizations asked for volunteers, here is some helpful information about those organizations. They including: the Free Clinic, the Mental Health Services, TRUST, TAP (Total Action Against Poverty), the Roanoke City Jail, the Roanoke Home for the Elderly, and the Roanoke School system.

The Free Clinic, open since 1974, is an extremely beneficial part of the Roanoke community. The Free Clinic offers a variety of treatments and it has the only free, privately supported dental care in the United States. People who use this facility usually do not qualify for Medicare but are still economically unable to afford medical care.

Hollins volunteers are needed at the Free Clinic Tuesday and Thursday nights to help check in patients and review their medical records or "screen" the patients before they see a doctor. They are a link between the patient and the doctor. They communicate not only information but care and concern. For more information contact Frank O'Brien.

The Mental Health Services is sponsoring a social club for older people with a history of psychiatric problems. J.Y. Ardam is the administrator at the Hitching Post on Williamson Road, which is close to Hollins. It

is there that the program will be held regularly on Monday evenings from 6:30 to 8:30 p.m. Barbara Kolarik, John Sabean, and Paul Steinke are providing training sessions September 21 (past) and September 28. A Hollins volunteer who can provide any talent part-time or who just wants to be involved in reaching out to these people is needed. Anyone interested in this activity should contact the above people.

TRUST is an organization which acts as a Hotline for people in any type of crisis. It was originally set up by the Hollins College Community. TRUST not only offers crisis counseling but information and overnight housing for people in need such as runaways. Training for this work starts October 1 and runs the first two weeks in October. A shift of 5-8 hours one day a week is expected from a volunteer but these shifts are flexible. For more information contact Alvord Beardslee, Leonard Pick, the director of the program, or Ellen Wineman, a former Hollins student and vice-president of the board says a volunteer must be "a good listener" and "be able to deal with people in a non-judgemental fashion."

TAP, Total Action Against Poverty, supports three programs: the ex-offenders program, which prepares inmates in institutions for the outside world by job training and skills assistance; Head Start, a program for preschoolers

running from 7:30 a.m.-4:30 p.m. during weekdays includes all types of learning and a lot of TLC; and the new Harrison House project, located in downtown Roanoke, which provides apartments for the elderly and an Afro-American Cultural Center. Hazel Thompson who represented the Harrison School project at the Volunteer's Fair was one of the first students to enter the school when it was originally set up as a junior high school in 1917. Since then she has taught there and is presently helping develop ideas such as exhibiting black art and providing places for music and dramatic production. Interested volunteers are needed to help in these types of programs and should contact her.

Tutoring at the Roanoke City Jail is a volunteer program ten Hollins women pursued last year. Inmates who wish to earn their GED often need help in English, spelling, math, and other areas.

A volunteer interested in this activity would be expected to donate one hour a week for tutoring and two or three groups of people would be sent each week. For more information about this activity, please contact Nancy Lawrence, Coordinator of the Hollins Volunteers.

The Roanoke City Nursing Home needs Hollins volunteers to help in greeting older people, writing letters for them, and reading to them. Jan Acela '85, a former volunteer who is working again this year, said the people

are "so grateful and loving" and they appreciate having someone "who cares that they're still alive." For more information about volunteering contact Nancy Lawrence or Carolyn Vaughan.

One final activity a Hollins volunteer can participate in is an after school program for inner-city children at the Christ Episcopal Church in downtown Roanoke. Margaret Gardner, who represented the program at the Fair said these "latch-key kids" have no place to go after school. A "pilot program like this has been needed for 15 years," she commented. This program starting October 4 will run from 3:30-5:30 p.m. Monday-Thursday afternoons. Volunteers will be needed to help run music, crafts, sports, and tutoring activities as well as provide loving attention. An interested volunteer should contact her at the church.

Anyone interested in helping to tutor children pre-school to high school age should contact Robert Bourdeaux in the Education department. These children, usually physically and mentally handicapped, need special attention. A volunteer donating just one or two hours a week can help the student progress noticeably during a semester.

Hollins Volunteers is a rejuvenated program which is being supported by a growing enthusiasm from the Hollins College Community. If you want to do something creative and

satisfying try volunteering. Nancy Lawrence, Carolyn Vaughan, or Rod Sinclair can assist you in becoming a volunteer in any of these programs.



### Home plays at Hollins

by Colette Foster

*Home*, which was nominated for two Tony Awards and won the Audelco Award for the highest achievement in the craft of black play writing and theater production, was performed at Hollins on September 17.

The play, featuring a cast of three, tells the story of a black man. Cephus Miles' life is chronicled from his childhood in North Carolina, his refusal to join the Army and subsequent stay in jail, to his move to the North, and finally, his return to the South.

From the beginning, the audience is involved in the play. The standing ovation at the end bore testimony to this.

To quote the *New York Times*, which aptly sums up the experience, "Home is warm, funny and fully alive and indisputably where the heart is."



## Netters swing into season

by Nancy and Penny Driver  
 The Hollins tennis team started their season by winning. On September 22, they defeated Mary Baldwin 9-0. The team, instructed by their new coach Heidi Hess, began practice on September 13.  
 Hollins has a very young, spirited, and highly potential team this year. Representing the

Hollins tennis team are the following: Sheila Mullancy '84, Penny Driver '85 Nancy Driver '85, Jenni Pettinga '86, Val Scott '86, Karine O'Bryne '86, Kelly Vicke '86, Alex Trower '86, Caroline Battin '86, and Mandy Chrisco '86.  
 Coach Hess believes in conditioning, running and giving 100% at practice. States Coach Hess. "Even though we had very

little time to practice, I was pleased with their performance against Mary Baldwin."  
 They played Randolph-Macon (Ashland) here on September 24 and on September 27 they will travel to Lynchburg College. On September 27 the team will be back home against Randolph Macon Women's College.



Mo Newton directs the Hollins Outdoor Program  
 Photo by Morgan McEachern

## HOP offers adventure

by Muffy Schoeller  
 HOP, what is HOP? It's the Hollins Outdoor Program, under the direction of the new Head Resident of Main dorm, Mo Newton. HOP's new logo is "More than a weekend away," and former HOP director Judy Sublett is in the process of designing shirts printed with the logo for sale in the HOP office.

"If you need to cancel, please give 24 hours notice so that someone else may have your spot. All sign-ups will be available beginning the Monday 12 days prior to the trip, and this is done in the HOP office. Money must be turned in when you sign up. Checks payable to the Hollins Outdoor Program are acceptable. Payment is not refunded."

The program is open to students, staff, faculty and their families. You need not be experienced to participate in most of the activities because many of them are either instructional or for plain fun.

Some of the items available in the HOP office for rent are sleeping bags, tents and other camping materials. In addition, Newton has consumer information related to travel, work and study opportunities. If you would like any of these items, please contact her in advance.

Newton urges "everyone to attend" and to come up to her office (third floor Moody) to get a schedule of events and ask any questions concerning the program.

The opportunities offered by HOP can be fun and rewarding as well as educational.

Newton is also in the process of planning a Short Term trip to the Big Ben Wilderness Area in Texas, where participants will hike and raft on the Rio Grande. Cross country skiing will be offered in New Mexico, depending on snow conditions.

"Sign ups are on the first come, first served basis," Newton says.



### Kilbourne (Continued from page 1.)

from sex objects to morons concerned with the odor of kitty litter at bridge parties and the horror of an angry family because she made too much cake and should have used Stir and Frost," she said. One ad read "End the heartbreak and embarrassment of bad coffee forever," picturing an older woman.

Subliminal imagery is also used by implanting sexual objects into advertisements, especially for cigarettes and alcohol products. This phallic imagery is most powerful because it makes the reader anxious and is apparent to the subconscious, resulting in the fact that we remember the ad better," said Kilbourne.

While today women are working out of necessity like men, products are advertised as "Perfume for the 24 hour woman" which continue to present the woman as the spouse with total family responsibility after the work day," she explained.

"While many women today are beaten by their husbands or lovers and too ashamed to get help, ads encourage sadism, bondage, and abuse," said Kilbourne. An ad for jewelry read "Chain her in 14-karat gold." "Movies allow viewers to identify with the killers as in *Friday the 13th* and albums advertise "I'm Black and Blue from the Rolling Stones and I love it." she said. Kilbourne stated, "These should be unacceptable ads. Violence is always what happens from turning people into things. We need to be aware of these images and their impact. There is a need for change. And it is possible to make a difference by voicing attitudes against violence and exploitation."

Kilbourne said that "sex is used to sell everything." An ad for rice read "Whatever you're giving him tonight, he'll enjoy it better with rice." Another for cameras read "One guy got her on the first try." "Men are exploited in ads also," said Kilbourne. An ad for stereo equipment contained the caption "Size has nothing to do with performance." and a macho-looking muscle man.

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