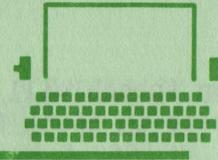


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## GROCERY PRICE SURVEYS: HOW DO THEY WORK?

A conference which will bring together outstanding experts on retail price reporting in the grocery industry will be held at Indiana University-Purdue University at Indianapolis on Monday (October 20).

Scheduled to begin at 10 a.m. in the Champions Room of the Indianapolis Sports Center, the conference will be keynoted by Esther Peterson, special assistant to President Carter for consumer affairs. Actively involved in consumer issues since she was in the Johnson administration, she chairs the Consumer Affairs Council, which is charged with insuring that an effective consumer program is developed in each federal agency and to see to it that consumer interests are taken into consideration in the making of government policy.

The conference is designed for representatives of the grocery industry, academics, journalists, government officials, consumer activists and others interested in business and consumer affairs.

Dr. Robert Sandy, assistant professor of economics and one of the conference planners, said, "Little is known about grocery price surveys, despite their growth. Many organizations take them and disseminate them through the news media, but we don't know if surveys affect buying habits."

That question will be addressed, plus others: What effect does a price survey have on store pricing behavior, what are the problems of the news media, and what difficulties are encountered in comparing the prices of fresh meats and produce. Also, the conference will look at the frequency of surveys, the accuracy of surveys and whether governmental bodies should set standards for taking surveys.

Dr. Joseph N. Uhl, associate professor of agricultural economics at Purdue, will discuss the state of the art in retail food price reporting, and Dr. Samuel M. Loescher, professor of economics at IUB, will discuss lessons from the Bloomington Public Interest Research Groups Study. Joe Lackey, president of the Indiana Retail Grocers Association, and Dottie Ellis, Indiana Commission representative to the National Alliance of Supermarket Shoppers, also will comment.

A luncheon speech will be given by Robert Bartels, president of Mertin's Supermarkets in South Bend and Mishawaka.

Sandy will discuss the Kroger Price Patrol and Lee Benham, professor of economics at Washington University, will comment. The mechanics of grocery price reporting will be discussed by Russell Smith of Vector Enterprises of Santa Monica, Calif. Vector Enterprises prepares grocery price reports for cable television systems in 10 major cities throughout the nation. A professional market analyst, Jack Greuling of Indianapolis, will comment.

A panel will discuss the prospects for grocery price reporting, moderated by Dr. Bernerd Bogar, professor and chairman of economics at IUPUI. Panelists include Mel Applegate of The Lafayette Courier Journal; Frank Gentry, news director of KAAM and KAFM, Dallas, Tex.; James Pearson, director of marketing research and development of the Agricultural Marketing Service, U.S. Department of Agriculture; William Reitz, chairman of the board of the Indiana Retail Grocers Association and president of Scott's Discount Foods in Fort Wayne, and Robert Krughoff, president of the Washington (DC) Center for the Study of Services and publisher of the Washington Consumers Checkbook.

For information, call Ext. 8100.

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#### INTERNATIONAL HEALTH CARE PERSPECTIVES OFFERED AT CONFERENCE

The Third Annual Primary Health Care Conference will be held Friday at the School of Nursing. The program will begin at 9 a.m. with a talk by Oscar Gish on "National Health Care Systems--Some Lessons from Abroad."

Gish and a second guest speaker, Yolande Mousseau-Girshman, are widely recognized authorities on various aspects of health care and have served as consultants to developing countries.

Gish is a research scientist at the Center for Afro-American and African Studies at the University of Michigan. His research includes the study of international migration of high-level manpower and the effect of foreign physicians on the health services of Great Britain and the countries of immigration. He is an active consultant to developing countries on health manpower, health planning and the economics of health care.

Mousseau-Girshman, a health care consultant, was previously associated with the International Development Research Center in Ottawa, Canada, as associate director of the Health Science Division. She has most recently been active in the areas of manpower development, curricular planning and design of instructional materials for the education of health workers in developing countries, development of applied health research and the integration of health care with community development. Mousseau-Girshman will speak at 11 a.m. on the "Pitfalls of Primary Health Care."

Also, Beverly Flynn, professor and chairmen of the Department of Community Health Nursing, and Janet Gottschalk, professor of nursing in the same department, will present an afternoon session on the international perspective on primary health care.

Making the basics of health care available to all members of a community -- at a price they can afford and in a way that they will accept and give full participation -- is the premise of primary health care. One of a handful of schools who use this concept as a major philosophy, the I.U. School of Nursing is an innovator in this area, says Dixie Ray of the community health nursing department.

It is the school's commitment to this field that led it to begin these conferences, which have attracted the involvement of several other schools and departments, including the I.U. Schools of Medicine, Public and Environmental Affairs, Social Work, Liberal Arts and the Center for Global Studies. Also cooperating in the conference is the Indiana State Board of Health and the Alpha Chapter of Sigma Theta Tau, the national nursing honorary society.

Registration for the conference starts at 8 a.m. and the program, over at 3:45 p.m., will be followed by films.

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#### EUROPEAN VISITORS ON CAMPUS THIS WEEK

The International Forum's "Noon-Hour Series" is sponsoring the appearances of two European guests at IUPUI this week: Polish journalist Henry Krzeczowski and German law student Susanne Willems.

Krzeczowski has been a contributing editor since 1966 for the major Catholic newspaper, Tygodnik Powszechny. A weekly published in Krakow, the paper has a circulation of 40,000 and, it is believed, a readership five times as great. Some observers think it is the most important newspaper in the country.

Besides his journalistic activities, he has long been a writer for literary magazines and journals and one of Poland's most distinguished translators. He is one of three editors of a three-volume anthology of English and American poets and he has just published a book of his own essays called Afterthoughts.

Krzeczowski will speak on "Poland -- A Pattern for Survival (Some Issues Concerned with Eastern Europe)" at noon on Monday (October 20) in the Roof Lounge of the Union Building.

Susanne Willems, a resident of Dusseldorf, Germany, is a student of history and law at Freiburg University. She is currently serving one year as a volunteer with "Action Reconciliation -- Service for Peace," a German organization founded in 1958 and concerned with the question of German postwar reconciliation for crimes committed during the Third Reich. Willems, who also has traveled extensively in Eastern Europe and the Soviet Union, has an academic interest in the Holocaust and its impact on modern Germany.

She will speak Wednesday at 12:30 p.m. in the Porter Room at the Union Building.

For either or both events, visitors and guests may buy their lunch in the mezzanine cafeteria and bring it to the meeting room or bring their own lunch. No reservations are required. For more information, call Ext. 7294.

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WHO, WHAT, WHEN, WHERE & SOMETIMES WHY

Displays -- Pharmacy displays in University Hospital this week will be Norwich-Eaton Pharmaceuticals on Monday, Lippencott on Wednesday and Merck Sharp and Dohme on Friday. Displays in Riley Hospital will be Lederle Laboratories on Wednesday and Norwich-Eaton on Friday.

Biochemical -- "Photosynthetic Inhibition Due to Salt Stress," Biochemistry Seminar by Dr. Robert W. Keck, associate professor; Medical Science Building, Room 205, Monday at 4 p.m.

At IMA -- Part Two of "Key Acquisitions Since 1970," major exhibition at the Indianapolis Museum of Art, opens Tuesday and runs through November 30. The second part focuses on "Prints, Drawings and Western Paintings."

Money -- "Short-Term Financial Management," School of Business "Management in Action" seminar designed for managers with financial responsibility in small to medium-sized businesses; Union Building, all day Tuesday and Wednesday.

What's on WAT -- "Feeding the Cancer Patient" is the topic of a live satellite broadcast on WAT 21 Medical Television Tuesday from noon to 3 p.m. Dr. Maurice Shills, professor of medicine at Cornell and director of clinical nutrition at the Sloan Kettering Cancer Center, and Ronnie Chernoff, clinical oncology research nutritionist at the University of Pennsylvania Medical Center, will discuss the overall effects of surgery, chemotherapy and radiation therapy. Presented by the American Dietetic Association, this will be a one-time only broadcast and will pre-empt regular WAT 21 programming.

Colloquium -- "Processes of Aging as Measured by Self-Concept and Life Satisfaction Tools," School of Nursing Research Colloquium by Irene E. Pollert; School of Nursing, Room 305, Tuesday at noon.

Biological -- "Autecological Studies of Volvox populations: Seasonal Abundance, Spatial Patterning and Phosphorus Physiology," Department of Biology Seminar by Dr. W. Herbert Senft from Ball State; Krannert Science Building, Room 357, Tuesday at noon.

Seminar -- "Ultrasonic Hysteresis in Biological Media," Ultrasound Research Division Seminar by Dr. Ronald Johnston from the University of Illinois; University Hospital, Room C303, Tuesday at 3 p.m.

Genetical -- "Molecular Evolution of Duplicated Genes," Medical Genetics Seminar by Dr. Robert Wise, graduate student, Riley Research, Conference Room 138, Tuesday at 4 p.m.

Chemical -- "Reactions of Carbantons with Electrophiles," Department of Chemistry Seminar by Fred Bordwell from Northwestern; Krannert Science Building, Room 231, Wednesday at 5:45 p.m.

Efficiency -- "Getting Organized," Staff Training Program with Barbara Jones, training coordinator in the Personnel Division; School of Nursing, Room 210, 10 a.m. Thursday. For information, call Ext. 4537.

Physiological -- "Muscle Energetics: How Good Is the Evidence for Our Basic Dogmas?," Physiology Seminar by Dr. Martin J. Kushmerick from the Harvard Medical School; Medical Science Building, Room 205, 2:30 p.m. Thursday.

Worldly -- The 1980 International Festival, billed as "a family affair," opens Friday for a three-day run at the Indiana Convention-Exposition Center. Food, fun, crafts and entertainment from around the world are on the agenda. Tickets at the door are \$3 for adults, \$1.50 for children 6-12 and adults 65 and older; children under 6 are free.

ISO -- The Indianapolis Symphony Orchestra's third pair of "Great Classics" subscription series concerts will be Friday and Saturday at 8:30 p.m. in Clowes Hall with piano soloist Alexis Weissenberg and conductor Raymond Harvey, ISO's Exxon/Arts Endowment conductor. Then, next Sunday (October 26) at 7:30 p.m., ISO Music Director John Nelson will take the baton to conduct the orchestra and pianist Andre Watts in two Brahms concertos.

More Money -- "A Financial Planning Seminar for Women" will be held Saturday from 8:30 a.m. to 12:45 p.m. in the auditorium of the Regenstrief Health Center. Cost is \$5 for those who pre-register and \$7 for walk-in registration. Pre-registration forms are available in Room 411 of the School of Nursing or by calling Ext. 8012. Advance registration must be received by Tuesday. The program is sponsored by Chi Eta Phi Sorority, Inc., a professional nursing organization.

Operatic -- Mozart's "The Marriage of Figaro" will be on stage in Bloomington's Musical Arts Center Saturday at 8 p.m. Additional performances are October 31, November 1 and November 8. For ticket information, call 812-337-7433.

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#### ENCORE WORKSHOP

"Special Students: Special Challenge in the Classroom," a workshop presented earlier, is back by popular demand and will be repeated October 28. The purpose is to share techniques and resources for more effective instruction of special types of students: physically handicapped, older, academically unprepared, honor students.

Three major questions will be addressed: How can the special student be identified in the classroom? What techniques are especially useful in teaching them? What other resources are available at IUPUI to help those students achieve their academic goals?

The workshop will be held from 9 a.m. to 12:30 p.m. and registration is limited. For more information, or to reserve a place, call Paula Schneiderman at Ext. 7442.

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#### NEWS 'N' NOTES FROM HERE 'N' THERE

New Face -- Jo Ellen M. Sharp has joined the staff of the IUPUI News Bureau. She comes from The Louisville Courier-Journal and Louisville Times where she was doing feature and court reporting. She also has worked as an editorial consultant for the Human Services Coordinations Alliance in Louisville, for The Evening News in Jeffersonville and for U.S. News & World Report in Washington. If the name sounds familiar, it's because Jo Ellen also is a former editor of The Sagamore.

Key Holders -- All faculty members who are members of Phi Beta Kappa are requested to call Paul Nagy, associate dean of the faculties, at Ext. 8974.

Fellowships -- The Lilly Endowment Faculty Open Fellowships are for teacher/scholars in mid-career who seek a break from academic routine and whose aspirations and needs cannot be served by conventional fellowships for study and research. To be eligible, a candidate must have been a faculty member for at least five years and engaged in undergraduate classroom teaching for at least 50 percent of the time. For more information and application materials, contact Sidney Johnson at Ext. 8285 in Research and Sponsored Programs. Applications are due on November 10.

Waltz, Anyone? -- The IUPUI Faculty Club's First Annual Banquet and Grand Ball is slated for November 1 in the Arabian Room at the Murat Shrine. The festivities start at 7 p.m. with cocktails, then dinner at 7:30 p.m. and dancing from 9 p.m. to midnight. The event is open to all IUPUI faculty members and their invited guests. Cost is \$16 per person and you can reserve your own table for groups of eight; dress is semi-formal. Reservations must be in by October 28 (make checks payable to the IUPUI Faculty Club). Send reservations to: Dr. William DeMyer, Riley Hospital, Room N125 or to him at 4000 Cooper Road, Indianapolis 46208.

Adventure South -- Physician or soon-to-be-graduated medical student urgently needed for three-week mission service in January in Port-au-Prince, Haiti. Cost is \$650, with ample travel expenses included. Duties include managing medical team of nurses, students and dentist. Call 635-7401 or 283-1972.

Adventure North -- The IUPUI Women's Club plans a bus trip to Chicago November 15-16. Cost of the trip and hotel reservations is \$43. Paid reservations may be sent to Alice Taylor, Cavanaugh Hall, Room 103 (by Thursday), or call her at Ext. 4591.

Flash -- The News Bureau has received word that the winners of the faculty/staff intramural tennis doubles finals are Dr. William G. McAdoo and Dr. Eugene Levitt. On the other side of the court were Bob Martin and Ken Beckley.

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#### UNITED WAY

If you haven't yet made your pledge to the United Way for 1981, now is the time. You'll be helping many people solve many problems. I believe that the United Way is one of the best investments in people you can make. Our volunteers who are conducting our campus campaign are eager to complete the current drive as soon as possible. Just fill in your pledge card and give it to your division's United Way coordinator. I hope that you'll join me in supporting this worthy program. It's an ideal way to reach out and touch our neighbors for the better. -- Glenn W. Irwin, Jr.

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(MATT-720118)

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green sheet 

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