

Editorial

"York is for U"

During the last few years enrolment at Ontario universities has plummeted. In college admissions and recruitment offices across the province, bureaucrats have become involved in a mad scramble to attract as many warm bodies to their respective institutions as possible, expenses be damned. One of the most costly and, shall we say, tacky devices being used is an advertising campaign selling a particular university's perceived "lifestyle." Guelph, that apparent nirvana in Ontario's snow belt, is leading the way.

And what about York? Well, it appears that we're above such things. A recent *Globe and Mail* story quoted a York spokesman as saying that "lifestyle advertising isn't compatible with what we see our school representing." Oh, no? It seems to us that York's lifestyle is one of the few things it has going for it. And one of the few things it is known for at all.

If you doubt what a fun place York U. is, just take a look around. How many universities in

Ontario have turned their libraries into a three-story lounge. Go into the social science section any morning and you can catch Bernie pronouncing to all on the problems of the Leafs. Stroll into twentieth-century fiction and learn all about Shelly's new hunk. There may not be many books but the few that are there make for terrific decoration.

Where else in Ontario are students spared the unnecessary trouble of voting for a student president every year? Where else can you learn disco (the "Central Square Hustle" perhaps) every Tuesday and Thursday night for only \$25.

And what about the Stong Pond? Shimmering ripples and gliding geese. We hear that palm trees are soon to be planted round its sandy shore and rowboats rented out for those romantic moments after the pubs close. Combined with the newly-announced plans to turn Central Square into a roller disco, how can students not be attracted to York for their higher education.

No, the York administration is ignoring our prime resources.



Perhaps they feel that our internationally renowned General Education program in first year will bring in the hordes. Turning out all those well-rounded intellects surely elevates our image.

We don't think so. What brings in the dough (and the students) today are good slick ads and we humbly offer the following dialogue for that perfect 30-second TV spot:

He: (tight jeans, no brains, holding squash bag) Hey Shelly, what's happening?

She: (tight jeans, no brains, holding armload of overdue books) Like everything Bernie! Just finished my terrific gen ed nat sci 127.3 half-course with that dynamite cross-appointed visiting assistant prof.

He: Really! Wow! York is great, Shelly! Want to play tennis at the new tennis centre or go for a swim in the pool or just go to the

library and rap?

She: Sure, let's do all of them, Bernie, and then get down to the pond and sip Perrier.

He: (slyly) And then we can go to my fabulous residence pad and study all night, eh!

She: (blushing demurely) Oh, Bernie! It's so easy to fall in love here at York!

Now if only we could persuade President Macdonald to join a new wave band...

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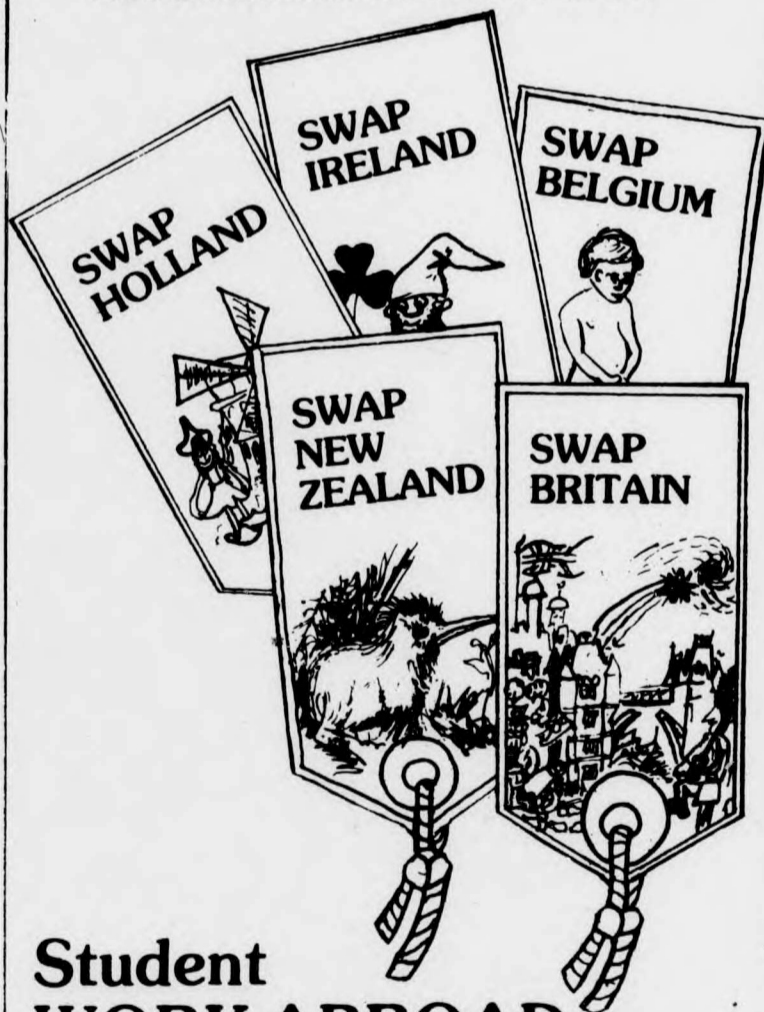
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