

Letters to the Editor

Excalibur hypocritical with Victory ad

In last week's issue of Excalibur, you ran a burlesque ad. I strongly object to such advertising.

The ad featured a nude model and copy to the effect that the Victory "has the hottest nude shows in town," etc., all backed by a promise of "special rates for students" and a reminder that "only at the Victory do you see a three hour show with an unobstructed view."

My complaint is this: in a student publication that circulates in an institution emphasizing intellectual development, to run an ad for a business that exploits the female body with no regard for the mind or the person within the body is blatant hypocrisy.

If your editorial policy refutes the treatment of women as possessions or sexual objects, then your advertising policy must be brought into line with that stand. Otherwise, Excalibur can be justly accused of condoning the treatment of women as sexual objects.

The advertising game is well known for its exploitive psychology, not only of women, but of men too. There is no need to give examples of the advertisements that play on the insecurities people have about body smells, appearances, and lifestyles in order to sell a product. This approach jacks up the sales of everything from shaving lotion and feminine deodorant to the latest fads.

You may ask, if we remove the burlesque ad, what kind of

precedent does that set, faced with the issue of responsible advertising. Does that create a censorship problem as to who decides what constitutes an offensive ad? The idea of censorship in a student-run newspaper within a university atmosphere is offensive too.

However, my contention is that this ad is a blatant insult to women. Here is a clear-cut case and removal of the ad would not create a censorship issue which could become more and more complex in judging the subtle innuendos of advertising language. The ad reflects on women everywhere and encourages an attitude that women are striving to destroy.

In allowing this ad to appear, Excalibur is fostering this discriminatory attitude and acting irresponsibly towards its female readers. I ask that you take action on this issue and refuse all future burlesque ads.

Marilyn Smith.

Glendon dons protest fees

We the under-signed, dons-in-residence at Glendon College, wish to register our protest against the current level of fees for the residences on the Glendon campus.

It seems that in raising the fees to as much as \$1,200 the university has lost sight of an important economic reality: that for the Glendon student it is relatively easy to find other

accommodation at a cost which is now significantly below that being charged in the residences. A policy which may be suitable for the York campus will have the effect of undermining residence life on this campus. We therefore hope, using a political analogy, that the government of the metropolis will recognize the peculiar needs and problems of the colony, and will reduce the residence fees here to an economically more rational level.

Thank you for your attention to this letter.

Mark Anderson
Sally Bowen
Gail Cuthbert
Roger Gannon
Rejean Garneau
Michiel Horn
Ron Sabourin
Jill Wyatt

Pick's Prophet

comments resented

I resent the implications of Andy Pick's remarks about Mert Prophet. No doubt, due to the nature of the game, football called on him to exercise more fully his very considerable talent, but this was not to the exclusion of non-footballers. In my case he was always available, helpful, and extremely successful, — and that speaks for many colleagues too. Your resume on Mr. Nowalkoski assures me that he is the man to continue this high level of service.

J. Ceri Stephens
humanities

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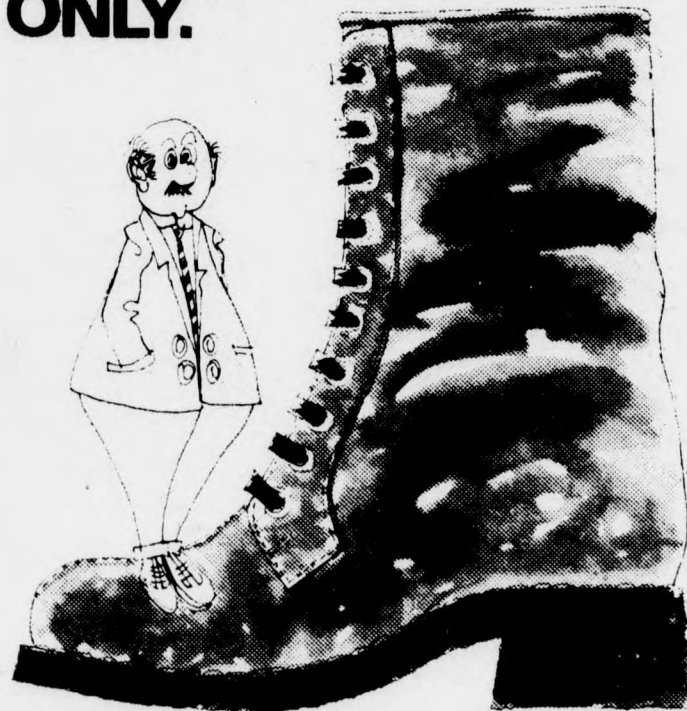
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