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CUS

Finding new weapons in fight against complacency

By **DON SELLAR**
(CUP Staff Writer)

OTTAWA—The job of converting campus apathy into social concern and social change has always been a formidable barrier to English Canada's student leaders.

But in the last days of 1966, there is evidence of a fresh approach being taken by the Canadian Union of Students, a new weapon being developed in the fight to shake complacency and channel the anxieties of concern into social action.

Bolstered by a surprising new bureaucracy, CUS is now engaged in a new communications experiment with the 150,000 students it claims to represent.

Bureaucracy is the tool and communication the goal of those who toil here on a full-time basis for the legions of social conscience.

The problem they face is obvious: how can they communicate with a vast mass of students steeped in indifference and ignorance about their role in society? And how can they create action while still working on vital structures reports which will determine their future course in societal involvement?

Their past is against them. In other years, other "new student movements" born at CUS congresses have met the brick wall which separates them from students.

OLD ORDERS FAILED

The old movements or orders failed when they turned out to be the same old weary dreams sparked by the same old feckless action exerted by the CUS headquarters in Ottawa.

The old orders collapsed, because there was no machinery to implement them.

This year, the message is roughly the same as it has been in other years. Fervent ideals of universal accessibility to post-secondary education and democracy in the university community were the main planks in a new student movement.

But when its leaders left the delivery room in Halifax and returned to their campuses, they had a new weapon with which to implement the ideals they shared. They had a bureaucracy in Ottawa, slowly putting itself in a position where it could tackle the old-fashioned job of work which implementation of social legislation always involves.

ROLL UP SLEEVES

CUS president Doug Ward and his staff of eight associate secretaries, four secretaries and a press and mailing room staff of three rolled up their sleeves and went to work.

They began with a massive office reorganization, in which piles of duty files were unceremoniously tossed into garbage bins at 45 Rideau Street.

They followed this up by entering a new age of specialization, in which field secretaries, equipped



CANADIAN UNION OF STUDENTS PRESIDENT DOUG WARD
... CUS won't collapse from within

with experience in education matters, co-operative housing and university affairs travel to campuses where their specialized knowledge is needed.

Gone forever are the annual coast-to-coast cook's tour made by former CUS presidents. Today Doug Ward and CUS reach students by sending field workers on abbreviated trips, many of which are financed by students' councils.

They are trying to establish a contact with students. They are trying to cast aside the isolation which has dogged the CUS secretariat for years.

REACHES 1,500

There have been other significant changes in CUS. For example, the new communications secretariat presided over by former Dalhousie Gazette Editor Terry Morley is now reaching 1,500 key students with his monthly newsletter, CUS Across Canada.

This publication has replaced the old system of mailing CUS material to the CUS chairman and council president on each campus. It reaches anyone who is interested in or connected with student government, including student newspaper editors.

Another CUS publication, a pamphlet entitled "What's CUS?" is being mailed directly to every Canadian student belonging to the national organization. This is the first time that every CUS member will receive such a mailing, communications chief Morley points out.

The union is banking on one other major change in printing policy to improve communications with students: a shelf full of program outlines.

NO MORE REPRINTS

These outlines represent original work by CUS associate secretaries—not the reprints which used to spout out of CUS headquarters.

They emphasize ways and means of implementing CUS policy.

"We're trying to make the publications more relevant to the needs of campuses," explains Morley. "People on the local campuses can read newspapers, we assume. Therefore, we're not sending out newspaper reprints anymore."

CUS employees also point with pride to a new centralized office filing system and student government research documentation centre which will be in full operation by the end of March, 1967.

Ward has had to draw his staff together into an efficient office unit, in order to function more effectively. Each week he presides over staff meetings, and promotes an 'open door' policy for CUS secretarial and printing employees with complaints to register.

A FAR CRY

These employees are now armed with new fringe benefits and a conditions of work contracts, a far cry from the day when CUS hired Jehovah's Witnesses for secretarial duties because that religious sect sets a maximum annual wage limit on its members.

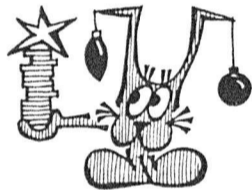
Ward makes no bones about the fact he has had difficulty establishing formal office procedures, but his efforts meet with frequent praise from those who work under him.

He sees his job as "the most frustrating time of my life so far." The eight withdrawals this fall, coupled with the massive house-cleaning job have left Ward looking a lot paler than he did when he began work in July.

But this year, there are indications that his new student movement won't collapse from within.

"Doug has successfully maintained the congress orientation," one associate secretary observed last week. "But whether the member unions will be able to do this remains to be seen."

xmas 1apinette



Lapinette demonstrates her garnished funds which she has just garnered gratefully.



tuning in, loanwise.



Lapinette mails early, but forgets easily.



bank of montreal

campus bank

put a penny a day in your PCA; have \$3.65 by next xmas!!!!

Lapinette awoke with a start. "by jingles" she said ringingly, "it is december already, which means xmas, which means gifts, which means **money.**" thus demonstrating the value of her seminar in logic.

which means a hop over to the campus bank. otherwise this ad would be paid for by a company that sells logic instead of greenbacks.

now Lapinette's supermanager was only too hoppy to help. they garnered some funds from her personal chequing account: enough to send a chocolate carrot to all her pals.

the manager then reminded lappy about her second-term loan forms.

she promised to mail hers in.

won't the manager be pleased to receive a tasty chocolate carrot?

won't one of her boyfriends be surprised to receive a loan form.

HOUSE EC LESSON

KILLAM (GNS)—A world famous house economist here has advised that in order to detect which side of the bread is buttered, simply drop it, and see which side hits the carpet. "It has never failed on a million rugs," she said.