

A useful task

The time has come for this university to acquire something every church in Edmonton has had since the invention of the light bulb. We refer to an illuminated, out-door notice board.

The natural place for such an innovation is the corner diagonally opposite Tuck. Messages in large white letters on a black background could keep the students informed of the next football game, speech by Tim Buck, or meeting of the Free Love Society.

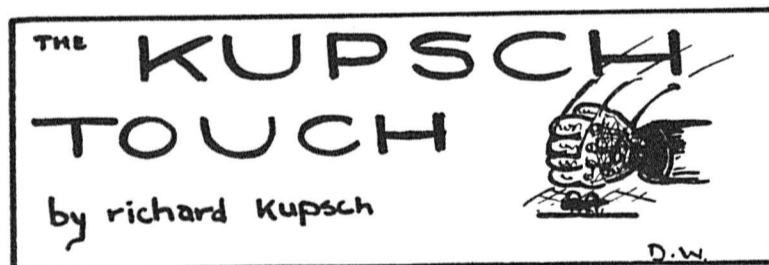
The light could be switched on each night at sunset by the Promotions Committee.

Perry's our man

The Canadian Broadcasting Corporation telephoned The Gateway on press night and, in a tremulous wee voice, inquired which lawyers The Gateway was hiring for its suit against CBXT television for illicit use of the name "Gateway".

The corporation suggested The Gateway editor might appear on the program, to tell the populace of Edmonton all about the university's wonderful newspaper.

A staff meeting, called instantaneously, decided the offer was clearly a bribe. The meeting decided CFRN-TV should be consulted, and the possibility of The Gateway appearing on CFRN-TV to expose this dastardly theft was discussed.



Fraternities for the past several years have been unconsciously propagating a disagreeable image on this campus. But with the recent pamphlet issued by the Interfraternity Council regarding rushing, they seem to have set out to consciously strengthen their image.

The gist of the pamphlet, innocuously titled "Fraternities at the University of Alberta", is that the sole aim of fraternities is to socialize the individual, and to give him a pre-digested set of ideals, hollow though they may be.

In any society, the basic socializing agency is the family. But the prospectus states (page 11), "Fraternities are the basic socializing influence on campus."

Is that so!

Prospective rushee, let us consider for a moment the "thoughts of service to others, of honor and of truth" (page 8).

First of all, someone is merely trying to con you. Second, frat men do not believe in this ideal, anyway.

When this statement is analyzed along with another quote, "The fraternity offers its undergraduates the opportunity for leadership which will make their membership of vital significance to them, and in which they may find a true expression of their best thought and aspirations," (page 11); the fraternity is

reduced to its proper ridiculous perspective.

I was under the impression that frat men had no higher aspirations than drinking and wenching. I am glad that I have finally been straightened out!

Fraternities are basically good organizations, just as long as they realize their true insignificance. But when the stated aim of an organization which is basically social, in its function claims in all honesty and sincerity "it assists the freshman in the crystallization of his philosophy of life so that his standards of self and social relationships shall be clearly defined instead of chaotically dispersed;" then the time has come to purge that organization, along with mad dogs, Englishmen, and the Social Credit Party.

The editor speaks . . .

. . . finally

YEAR OF CHANGE

At the beginning of each term, The Gateway editor always writes a column from on high outlining his policies and plans for progress. This I have not done. I would like to explain my silence with a gruff phrase like "I'll let my paper do the talking for me," or a clever dodge like "Why set out your plans in advance? If you don't and the paper is a mess, no one can make you eat your words." (The Gateway is decidedly unpalatable, even with ketchup). The truth of the matter is I haven't had time.

A headline above these words announces this year as one of "change." This is very true. Some Gateway staffers have been working 20 to 40 hours a week in an effort to straighten out the confusion.

In brief, here are some of the changes that will be apparent to the reader:—

1. Speed: In the past, The Gateway has appeared at 4:30 p.m. Tuesdays and Fridays. Since most students have few afternoon classes, this meant most of the papers were actually not received until Wednesday and Saturday mornings. Through changes such as early make-up shifts and staggered running proofreading (gad, but that sounds exciting), papers have been appearing in SUB and the main cafeteria before noon Tuesdays and Fridays.

In a week or two, almost all the papers should be distributed by noon on those days. Thus, we will save a day.

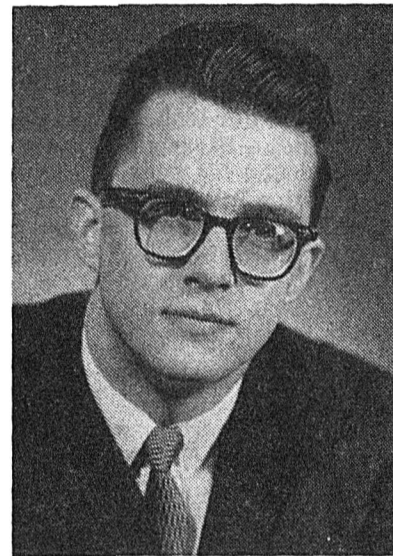
An even greater speed-up may be effected if a night press run can be instigated. But despite the heroic efforts of the printshop crew, The Gateway can never be truly fast until the university discards its ancient hand-fed flat-bed press.

2. Production or make-up: This concerns the arranging of articles in an aesthetically pleasing manner on the pages, writing competent headlines, and balancing headline sizes and types. This year, under last term's editor John Taylor, and veterans John Whittaker and Dave Bowes, The Gateway is striving for an improved format. Progress may be seen in the new lower case headlines, the features layouts. (Pearson last week and buildings this week) and, for example, the front-page layout in the Kenton issue.

3. Features: Under features editor Bentley LeBaron, The Gateway should be putting out the best features in its history this term. This is no idle chirp. Take another look at at the Pearson feature last week and the buildings feature this week.

4. Proofreading: Sloppy proofreading in the past has been an irritating problem. The situation should improve, as we have a proofreading staff that will do only that this term. In the past, reporters have done this exacting job on top of their regular labors. In addition, a small stipend is being paid to proofreaders this term.

5. Distribution: In the past, a student has carried out this time-consuming task. A student is learning a rare art when he learns how to write a decent sentence as a reporter, but distributing newspapers is a waste of a student's valuable time. This term, one of the university trucks will do the job. (This is the first time The Gateway and the administration have agreed on anything in 52 years). Besides,



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our driver, Wes, does a better job, mainly because he doesn't have to skip classes to get to the printshop on time.

6. Quality: Many ghastly sentences manage to sneak into The Gateway's columns. We have a great crop of rookies this term, but they can't be expected to write polished copy for a while, if ever. To keep the ghastlies out, a small crew of copy editors headed by experienced Pete Brewster will sift through the verbiage. In the past, one haggard copy editor has done the job.

7. The future: This aspect is one of great importance. When I first entered this university the enrolment was 3,500. Now it is 7,000. (I'm trying to establish myself as an Old Man, in an effort to gain proper respect from our impudent news editor, Bill Samis). The Gateway has remained unchanged during this time.

The time is coming when The Gateway will go thrice weekly or even daily. Even the brief Short Shorts are becoming so long they crowd items out of the paper. Toronto and McGill now have the only university dailies.

The university thinks it may have a new press within a few years. The Gateway must be ready to match a press that will churn out the papers in a few hours. This is why John Taylor is grimly pioneering make-up simultaneous with Sunday's press night.

Thus, our efforts to speed up The Gateway are not merely for the benefit of students who will enjoy reading the paper with their lunch Tuesdays and Fridays. We will have faded from the scene, but at least some editor two or three years from now will have a machine that may be able to effectively utilize a fast rotary press. All the changes set out above, and many smaller ones, lean toward this goal.

The Gateway's "great leap forward" cannot be discussed without mention of the staff. This seems to be a good year. We have some genuine aces. I dislike singling anyone out of such a group for special mention, but I cannot pass over Bill Samis, news editor, and Bentley LeBaron, features editor. If I had had all the college journalists in Canada to choose from, I would have taken these two. Both are in second year arts and science. You will hear much more of them in the future.

The mixing bowl

This campus has often been described as an architectural hodge-podge. We have everything from the ancient, castle-like St. Stephen's to the brand-new, rectangular, Cell Block 60, also known as the Physical Sciences Centre. Yet, all these buildings have something in common—red brick, with varying amounts of white trim.

In an effort to do penance for previous lack of foresight and appreciation of the beauty of architectural consistency, our benefactors have

now decided to bless us with a new Education Building. No more dull monotonous red brick. Instead, the exterior will be covered with slabs of pre-cast white concrete.

This will remove the only factor which all the campus buildings now have in common. The next step, we suggest, is to build the proposed graduate and research library with panels of green glass, similar to the Provincial Telephone Building.

Then the U of A will definitely have no rivals, architecturally speaking.