

Giant Pre-Christmas Sale at the Bookstore

10% Off

on all Trade Books (Books labelled Dept. 4 only)
with the exception of
10 Super Specials below, where our discounts
are already higher than 10%

- | | |
|---|---|
| 1) WHITE HOUSE YEARS,
Henry Kissinger | regularly priced \$25.00
now \$19.95 |
| 2) THE DEVIL'S ALTERNATIVE
Frederick Forsyth | regularly priced \$15.95
now \$ 9.95 |
| 3) THE ART OF EMILY CARR,
Doris Shadbolt | regularly priced \$39.95
now \$29.95 |
| 4) SMILEY'S PEOPLE,
John Le Carre | regularly priced \$12.95
now \$ 9.95 |
| 5) WONDERS OF TUTANKHAMUN,
(50 posters suitable for framing) | regularly priced \$12.95
now \$ 7.50 |
| 6) TREASURES OF TUTANKHAMUN,
Edward | regularly priced \$ 9.95
now \$ 6.95 |
| 7) MONTY PYTHON'S SCRAPBOOK
THE LIFE OF BRIAN
(2 books in one),
Chapman & Cleese | regularly priced \$11.95
now \$ 7.95 |
| 8) THE ANCIENT STONES SPEAK,
David D. Zink | regularly priced \$ 9.95
now \$ 6.95 |
| 9) THE FACTS OF LOVE,
Alex & Jane Comfort | regularly priced \$12.95
now \$ 7.95 |
| 10) ZOLTAN SZABO:
ARTIST AT WORK, Szabo | regularly priced \$24.95
now \$17.95 |

Limited Quantities
First come First served

The staff of Excalibur intends to have a happy holiday. See you next year.

THINK FASHION! THINK WESTERN!

All hats are
custom styled to
suit your
fancy. Pick a
feather or band to
match your outfit.

Brand names,
felts or straws.

A large selection of colours
and styles.



7,000 sq. feet of
Western Wear
means "Lots of
Choice"

Y'all Come

GOLDEN HORSESHOE
DIV. OF GOLDEN HORSESHOE FEEDS LTD.
BOLTON SHOPPING CENTRE ALLAN DRIVE BOLTON
416-857-1800
WESTERN WEAR

DIMITRI
WILL BE WAITING
AT THE LODGE.

DIMITRI?
THE ARCTIC EXPLORER?
THE LODGE MANAGER?
THE ST. BERNARD?



Discover Dimitri...
the pure vodka.



Sexy clams and the CIA

Mind games

Bruce Gates

You've heard it all before: weird faces in ice cubes, phallic shapes, unspeakable sex acts in glasses of booze, four-letter words and death imagery... But a clam-plate orgy?

Well, yes. What better way to sell fried clams? That, according to the subliminal mind of Dr. Wilson Bryan-Key, the guru of the mind boggling school of media sexploitation study, is exactly what Howard Johnson's restaurants were doing in San Diego last year to push their fried clam dish.

"I can't stand friend clams," he said, "but for some reason I found myself ordering them. So I thought, 'wait a minute, something's going on here.' Then I noticed it. While my six students and I were sitting and waiting to be served, there were these placemats with an ad for clams staring up at us."

In that ad, Key claims, were pictures of human forms engaging in bestiality, and other sex acts, in an orgy on the clam plate.

"If you look closely," he says as he outlines the various shapes that appear on a slide of the place mat, "you'll notice that the picture of these fried clams doesn't even resemble the real thing. It's a fake."

Then he pressed the projector button. The next slide shows the same picture, except this time the orgy and the figures have been outlined in pen for all to see. It's all in the airbrush, he says, and the technique works.

"It sells, and it sells a good deal more than just a simple plate of clams," Key says.

And all along you thought it was the taste!

Key was speaking at a day-long conference on mind manipulation sponsored by the Citizen's Commission on Human Rights and held last Sunday at the Ontario Institute for Studies in Education. He told an audience of about 200, who had paid up to \$25 each to listen to a series of speeches on mind control, that "we are beyond any question the most managed, manipulated and controlled people anywhere on the face of the earth."

It all has to do with the brain, he says. Nobody knows exactly how it works, and the ad people don't care how it works, as long as they can sell us.

And they sell us using hidden messages and suggestive pictures that play on our prurient subconscious. Yet lewd pictures and hidden meaning are far from new; they've been around since the time of da Vinci in the Renaissance. And Key says he discusses this in his new book, **The Clam-Plate Orgy**, which comes out in February.

That will be his third book on the subject of mind manipulation through advertising. The other two, **Subliminal Seduction** and **Media Sexploitation** have already titillated readers' imaginations with tales of hidden persuasion.

But how does he know so much about subliminal advertising? Well, for several years he worked for a number of ad agencies, and he claims to be privy to what goes into an ad.

Take an ad for Miss Clairol hair coloring: an innocuous picture of a young mother touching her young daughter's hand with the knuckles of her right hand. But look closely, Key beckons.

"Why isn't the mother's hand touching her hair to bring attention to the nice brown curls she got when she used the product?" Surely, you would

think, that is what the advertisers would want you to associate with. But no, Key argues, they have other designs.

"I don't know about you. I can see where the mother's right hand is all right. But what is her left hand doing — and where?" The inference is that the mother in the Miss Clairol ad is engaged in pedophilia.

Does she or doesn't she? The ad says, "She still does," but one guesses that only her hairdresser knows for sure.

"You have to be participants in the damn thing to make it work," Key says of subliminal advertising. "But we are participants because we're all integrated into this society of ours." We are all seduced by subliminal messages. And, if subliminal advertising doesn't get to you, perhaps the Central Intelligence Agency will. In a tale of intrigue, manipulation and cover-ups, author Walter Bowart described some of the not-so-scrupulous activities of the CIA.

Also speaking at the conference on mind control, Bowart told listeners that "the seal of the CIA possesses even more power than the seal of the President of the United States."

He said the CIA gives the President only the information that they know will lead him to make the decisions they want him to make.

Furthermore, he claims, during any clandestine activity, the President, like the proverbial wife, is always the last one to know about it. This type of secrecy is what he likes to refer to as the "U.S. cryptocracy."

Much of what Bowart discussed appears in his book **Operation Mind Control**, which chronicles the lives of the victims of the CIA and other related American organizations.

Some of what Bowart had to say was on the humorous side, like the CIA's hiring of a magician to prepare a manual for secretly administering drugs to people. Other comments were downright unnerving, like the CIA's more recent experiments with "psychotronic warfare" which uses electromagnetic and radio waves to control the minds of people.

Still other statements were purely intriguing, as in 1975 when Watergate burglar Howard Hunt confessed to having been ordered to drug syndicated columnist Jack Anderson, who was exposing the CIA's mind control operations. LSD, that infamous mood-altering drug of the sixties, was mixed with DSMO, a universal solvent that penetrates skin. That concoction was smeared on the steering wheel of Anderson's car with the intention of having the drug absorb itself into his bloodstream while he was steering his way through traffic.

"But unfortunately for the CIA," Bowart notes, "it was cold that day and Anderson wore gloves to work."

And who was it that hooked the rebellious young of the sixties on LSD? Doctor Timothy Leary? Well, not quite. According to Bowart, Leary, "the Pope of Dope", was instructed to turn the youth of America onto LSD to alter their resistance to the Vietnam war.

It all made for interesting listening. Whether or not everything he said was accurate, at least it was provocative.

"The technology for mind control already exists, but no one yet understands the language of the brain. And I thank God for that."