FRIDAY, OCTOBER 13, 1961



In another dramatic first for The Gateway, a BAT (live and furry) has been added to the already eerie staff. The Gateway is now the first newspaper

## Stacks and stacks of letters

is also a Very Good Thing. It might cer; but it is jolly-good-fun to watch

is going to get a hold of MY familiar. However, there is something in your editorial to which I must strenuously object: it is your insulting association of black magic with the Middle Ages. Any competent and self-respecting warlock or witch will tell you that we have made sweeping advances since the Renaissance, and especially in the past (parhaps last) half-century. And let me tell you too that we no longer inhabit caves nor dress in rags nor mumble double-doubles: we now operate in immaculate quarters, and dress in immaculate smocks, and use the most immaculate nomenclature. We're not the social sciences, you

muddleheaded moralists (i.e. midle class philosophers). WE ARE SCIENTISTS! and never let it be WE ARE said that T. H. Huxley popularized in vain. Yours truly, B.G.S.

P.S. I believe that you have made severay typografical heirs on may previous correspondence. You might bring this to the attention of your procofreader whom you pay so lucratively.

To The Editor:

I would be happy to see a section of your literary publication Stet de-voted to writings of students or other Canadians whose mother tongue is French, in their native language.

Very sincerely. **Pierre Aubrey** Ass't Professor Ed. Note: If you mean you'd like to see some articles printed in French, we agree.

ed by Uncle Ernie's inconsiderate lumping of the socialists with the fascists and communists. He also stated that his party is diametrically opposed to all of these.

The Social Credit party's solution to Canada's economic dilemma is a "redistribution of purchasing

A good corporate image will sell more products than will the quality of the product being sold, unless the quality of the product is the basis of the image. Politicians seem to be aware that this is the basic law of advertising, and have come to regard themselves as products to be sold to the public, with votes as the medium of exchange. Manning seems to be cultivating the image of Dedication To Things Higher With Religious Overtones, and has separated Social Credit from the rotten mess of politics, above corruption. The argument runs: "We had a new approach to Canada's economic problems. As we could not institute it through the old political framework, we were forced to find a new vehicle. We started as a social movement. and became a political party through necessity. This, I admit, is true.

## Salesmanship and art

Last week one hundred Edmontonians dealt another blow to Canadian art. They did so by buying one hundred daubs at the exhibition of paintings by "the well-known group of 17 Europ-They read in the catalogue that there was variety and selection . . . you will never find any place else in We hope not, too—but they paid up.

These paintings were extensively hawked around better-class areas of Edmonton before being displayed, and were advertised in The Journal as being sensationally reduced by two-thirds especially for the occasion. The supermarket tone of the showing was borne out by the standardization of prices:-16 by 20 inches for \$26.00, 24 by 32 for \$32.00 and so on—7 or 8 cents

**METICULOUS HODGE-PODGE** 

In the catalogue we read: "1. 'In the Heart of Paris' very picturesque scene by Italian artist. 28 by 52 inches. Artist, A. de Vity. Regular price \$250.00. SALE PRICE \$85.00."

As if the sales technique were not enough, this exhibit turned out to be an uninteresting, though meticulous, hodge-podge of some of Pissaro and Seurat's pret-tinesses. The linking char-acteristic of the exhibition was that all the pictures were very had were very bad. MASTER OF ANONYMITY

Of course, the whole scheme was a substantial success! If we were correctly told that a hundred paintings had been sold in this city, probably three or four thousand dollars changed hands. And now our neighbour's egos and homes are prettily graced by "original oil paintings" by these seventeen famous masters of anonymity.

It is a necessary human right to be free to be gulled, and we would hate to deprive anyone of the privilege of spending their money on bad art. But by claiming this right to be duped, the citi-zens of Edmonton made the showing more profitable (for the entrepreneurs) than pitiful, as it deserved.

themselves were nearly all still wet. Perhaps most patrons construed the smell of paint as a guarantee that genuine oils had been used, rather than as a warning that the pictures came straight from the copying mills in Montreal.

## AND FRAME TOO?

Ah well, it's over now. Mrs. Humanoid has her genuine sign-ed oil painting at two-thirds off (frame included) and has jacked up the rent \$10.00 a month now that her tenants have the company of a simpering midinette or a snow-scene of the Rockies for the next eight months.

But is this the best that a city of 250,000 can do? Is it the best that a Canadian provincial capital can do?

Could it not have been possible that the nebulous concept "Canadianism" might have made one think twice about buying a bad picture just because it seems pretty and the Joneses have one, only this is hand-signed by a "well-known European artist" of whom no one has even heard?

If one must buy bad art, per-haps we could buy one or two Canadian pictures now and again, just in case they turn out to be worth some money later. Or perhaps some of those prints which the Queen's Printer turns out for the princely sum of five dollars— $1\frac{1}{2}$  cents a square inch, for the information of last week's purchasers, but we regret that you have to

in the history of journalism to have a bat (live and furry) on its regular staff.

The bat was captured, at great personal risk, in the halls of the Arts and Science Building by the editor-in-chief, the associate editor, an editorial writer, two fellows from the clinical psychology department, and an alert janitor.

Why the bat was flying around the arts building in the daytime is a question still unanswered. However, informed sources said the bat's initiative and bold nature were the factor that landed it the Gateway job. power" to increase industrial production (by a national DIVI-DEND, possibly?).

But, Mr. Manning, sir, I am confused (as is the Social Sredit party, apparently). You say, sir, that you are not socialists. But you say that you will "redistribute wealth." Sir, what is the difference between "pur-chasing power" and "wealth", both of which are to be redistributed, sir?

Uncle Ernie proved to be a very magnetic and prophetic speaker. The majority of the audience, even though they may not have been convinced Social Credit is the final solution to Canada's economic problems, were convinced that Manning was.

In spite of the natural shyness and credulity of people unused to art exhibitions, it seems astonishing that so few saw through this farce. Quite apart from the patent duplicity of the catalogue, the paintings

buy your own frame.

In the end we may find that there is such a living movement as Canadian art and, who knows, we might even enjoy it.

Macklin on canada's defence

Mai.-Gen. W. H. S. Macklin will speak on Canada's defence policy, at 8:30 p.m. Saturday in Con Hall. Maj.-Gen. Macklin served overseas in both wars with the Canadian Army. He became Adjutant-General of the Canadian Army in 1949 and reminded in that capacity until his monton lawyer who was in the Libretirement.

"I have been criticizing defence policy ever since." says Macklin. He has become nationally and internationally known as a military critic.

eral defence ministry.