

An outfit called Publisher's Central Bureau that does a mail-order business in used books sent me a catalog recently, and as usual I found a few items between the cheap novels to burn my money on. In particular I found a two-volume *Handbook of Early Advertising Art*, which I thought would be amusing and perhaps useful for *Gateway* layout needs.

It arrived the other day and it is everything I expected and more. The two books were compiled by Clarence P. Hornung and published by that superlative Dover Publications (the only house that still binds all their books, including paperbacks, in signatures, instead of just ramming the wad of printed sheets against a wad of glue to hold them in).

One volume is typographical and the other is pictorial, and includes gems like this:



THE CHOPPING BLOCK

by Jens Andersen

I was expecting the typographical volume to be a trifle dull and functional, but Mr. Hornung has relieved the usual tedium of such volumes by illustrating the different typefaces, not with alphabets, but oddball and seemingly archaic headlines. For instance:

COMPENDIUM OF TRICKINESSES

Showing how to Attain Efficiency in the Art of Men-Managing
Selections from the Diary of a Lady of Leisure

And:

POLITICAL DECENCIES

Fossil Specimens from
Ancient Quarries

I'm sure the news department will find a use for all this space filler. As for me I would never dream of using it to pad out any of my areas of the paper.



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Student press fells govt.

ST. JOHN'S (CUP) — The staff of the student newspaper at Memorial University of Newfoundland, the *Muse*, found themselves drawn unwittingly into a hot political debate last week when the leader of the Liberal opposition waved a copy of the November 27 issue in the provincial legislature claiming that the paper had "caught up with the government" and that he was "proud of them".

The paper had printed a front page editorial accusing the provincial government of trying to place "misleading advertising" about the recent cutbacks in transfer payments to the provinces by the federal government.

Two days after Premier Brian Peckford dramatically announced that Memorial's budget demands would be met at a rate above that of inflation, his office requested space in the *Muse* for a full page ad reading, "Established Programs Financing...for post-secondary education...what are the facts?", and then gave the figures of the total cutback in provincial revenue because of the loss of the revenue guarantee in the November 12 federal budget.

The staff of the *Muse* felt the ad was misleading because it implied that the federal cutbacks were directly to post-secondary education, when they were actually to the entire social services envelope. The staff believed Peckford was either trying to rescind his earlier promises of full funding, or was trying to make students feel guilty for getting the increase at the expense of other government programs. The staff voted unanimously to reject the ad and run a critical editorial.

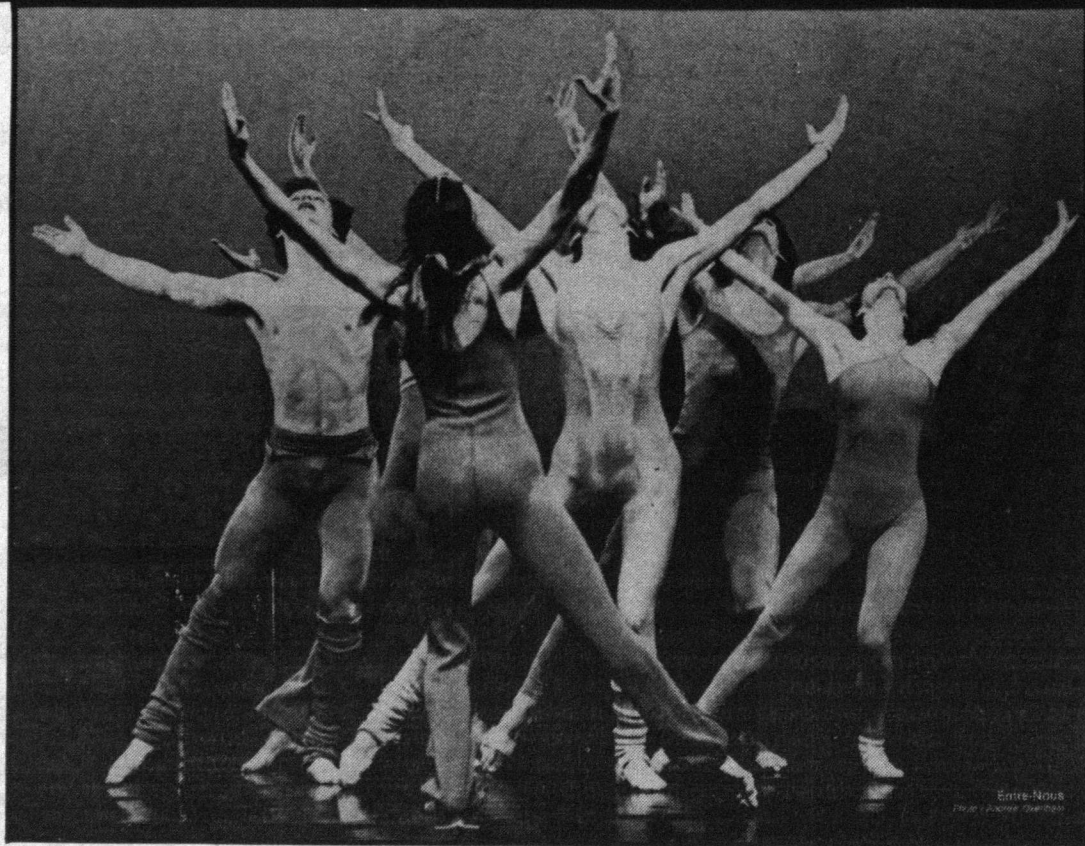
The Liberal opposition in the provincial legislature used the *Muse* editorial in the November 30 question period to lambast the government for trying to "distort the facts" and "abuse the people's money". One member, Rod Moores, said the student newspaper was "too often taken too lightly in this province". He said the *Muse* had "caught the premier at his game...if you don't believe that, you're living in a vacuum." Moores neglected to mention that he had taken the paper quite seriously in 1972 when the *Muse* staff turned down one of his own election ads.

On December 1, the *Muse* office was descended upon by local newspaper and television reporters.

The St. John's morning daily, owned by a former Liberal cabinet minister, had reserved its biggest headline for "Cutbacks, tuition hikes coming MUN paper suspects," with a precis of the editorial. A second article had the head, "Propaganda game is up gleeful Liberals assert."

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