

## Editorial

### West Elephant: whuff!

"No one in the western Hemisphere will have to go to Europe anymore."

—Nader Ghermezian, quoted in the *Edmonton Journal*

That's right, folks! Step right up! It's the only show in the world. Us suburban Edmontonians have it all. Why shell out big dollars to go to scuzzy, run-down, communist infested Europe when over in the west end, we can be cosmopolitan without having to give up our insularity?

But the biggest advantage West Edmonton Mall has over Europe is the common language: consumerese.

Suzette C. Chan

### Beer barrage

The knee-jerk response displayed by some members of the SU executive in the present beer dispute has helped put the students' council silly season into high gear.

The executives who backed freezing draught prices — VP Internal Scott Richardson, VP Finance Rob Splane and President Mike Nickel — said it was a campaign promise and that the loss of \$14,000 (even though it has been speculated the loss could go as high as \$20,000) could be absorbed, given the SU's continuing high budget surpluses.

However, this means that (1) draught beer drinkers are protected from the increased cost of their favorite beverages at the expense of everyone else and (2) the executive has chosen to take business decision-making out of the hands of their managers and bestow it upon themselves.

The problem with the first issue is allowing political considerations to erode the profit-generating abilities of the SU's most important revenue bases, RATT and Dewey's.

If this precedent-setting philosophy of freezing prices in the face of cost increases were applied to all SU businesses, its presently comfortable surplus could get picked clean rather quickly.

The second problem is the executive and council should be setting policy guidelines for its business and service area managers not elbowing them out of the way and doing their jobs.

A reasonable goal would be to have managers provide the best possible service to the students at the lowest possible cost, contingent upon the market forces acting on the businesses from outside this institution.

It should also be noted that part of the reason we have professional managers is to provide experience, judgement and continuity in areas where executive members lack the skills necessary to make sound decisions.

Continued moves by the executive to make decisions based on short-term political criteria as opposed to sound business criteria may score them points in the short term, but it will inevitably undermine the solid financial base the SU presently enjoys, and that was not why they were voted into office.

Bill Doskoch

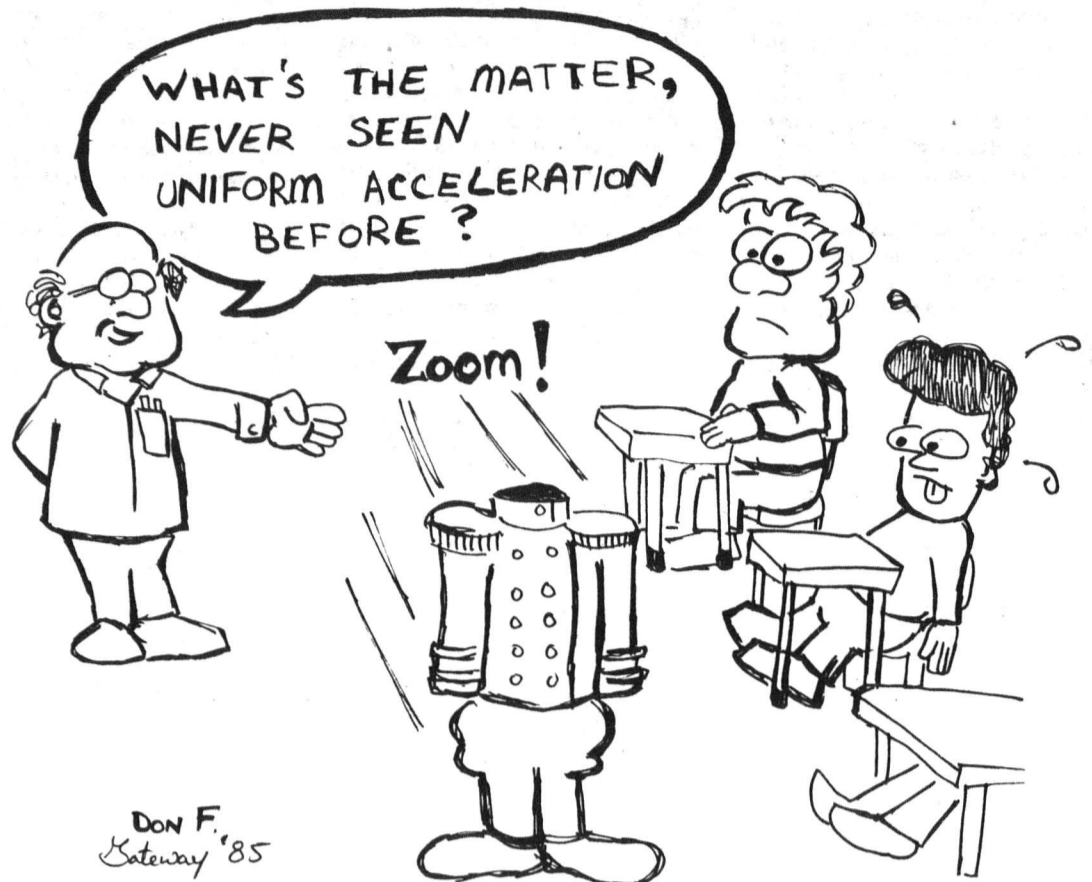
### Correction:

SORSE, or Students Orientation Services, is not the only SU service that helps first year students as reported in the editorial September 12, 1985. The Student Ombudsman Office also runs a service for first year students and various high schools. The office has dealt with several students' complaints this year. The current Ombudsmen are J. Shah Pemberton and Paul Alpern in Room 230 SUB, phone number 432 4689.

### Congratulations

Congratulations to Gord Stamp and his band of merry volunteers for making the Terry Fox Run a well-organized success.

## NEWS ITEM: LABS START THIS WEEK.



## Letters to the Editor

### Res vindicated

I resent the picture of residence that is painted in your article 'Of Res and Refuse' (*The Gateway*, September 10, 1985).

No, on the average day in res, people are not wallowing around in their own technicolor chunks, nor are they all vegging out in a sea of toilet paper. They are probably studying, socializing (not to be taken for partying), or sleeping. You see, the maids in res do get weekends off, and deservedly so. On the average weekend, then, it does get a little messier than usual. This is not to say that it is unliveable... after all, one has to live here!! And if (let me emphasize that) if somebody vomits in a public area, they rarely do it again — you learn fast: "You don't shit where you eat, you don't puke where you sleep." But puke is not the issue here — the image of res is. On the whole, res is a clean place, and the students here are aware enough of their own environment to keep it that way. In future, please try harder to give a more overall picture of res, not dwell on a few isolated nasties. Thanks.

A concerned student and former Lister resident  
(name withheld by request)  
ARTS III

### Archie laments

I'm writing to clear my mind of a few things that have been upsetting me of late.

The first thing, or should I say person, that has me bothered is a girl named Veronica. Things were great between us in high school. We used to spend time together and we had, what I thought was, a good relationship; of course she'd never let me do anything with her, but I respected that. Then we arrive

here and it all changes. How was I to know that she'd been holding out on me in order to save her supple, nubile frame for university and its entire male population. She won't even glance my way, now that she has her Freudian fill of any young man she wishes for. What really makes me mad is that it's not just the students; it's not even been a week and I've seen four professors with 'I'm intimate with Veronica Lodge' smiles on their faces.

Of course, it wasn't always Veronica. I liked Betty Cooper at one time but now I dread even seeing her face on campus, knowing that she'll follow me around all day, brushing herself against me in ways I can't describe. I wish she'd leave me alone. It's amazing how so much hell is the result of an hour of heavy petting.

To top it all off I understand that Reggie Mantle is running for president. I wonder if everyone finds university this hard. It would be a lot easier for a guy like me. Anyways thanks for hearing me out. I feel somewhat better now.

Archie Andrews  
ARTS I

### Nix on nirvana

The disciples of His Holiness Maharishi Mahesh Yogi will be back at the SUB to repeat their sales pitch on the benefits of the TM trademark, claiming that the mystical combination of lotus position (or other relaxed posture), mantra, and the requisite fee will enable the practitioner to enter a fourth state of consciousness, reducing anxiety, increasing energy, improving learning ability and work performance. The popularity of this package of Eastern mysticism is traceable to the pretense of "scientific evidence" cited by the TMers. Let's look:

**Oxygen consumption:** During regular sleep, the body's oxygen consumption drops an average of 8%. The Fakir's Follow-

## The Gateway

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What a mess volunteers make! Virginia Gillese, Roberta Franchuk, Suzanne Lundrigan & Marke Wolfe spent all night picking Don Teplysk's droppings, Gilbert Bouchard bits & John Watson pieces off the furniture. Blaine Ostapovich and Edna Landreville vacuumed up spare Vince Byfields while Audrey Djuwita set Brinton McLaughlin traps baited with Susan Suttons. Unfortunately, while Hans Beckers & Gord Stech were pushing Ian Ferguson out the front door, Morris Lipssett, Alex Miller & Greg McHarg climbed in the back, harrassed Tim Hellum, annoyed Ron Chicora, and made Pernell Tarnowski imprints in their silly putty.