

Gays demand Coors boycott

by Jennifer Feinberg
Canadian University Press

MONTREAL (CUP) — Gay groups across Quebec are mobilizing to boycott the sale of Coors products.

Although Coors beer is brewed in Canada by Molson, profits are forwarded to the U.S.-based Coors Brewing Company, which practices a policy of discrimination based on race, religion, political viewpoint, and sexual orientation.

The company uses lie detectors and searches of personal property to investigate the personal lives of its workers and to maintain its discriminatory practices.

Thomas Burnside, a member of the Lesbian and Gay Friends of Concordia collective, is helping the boycott drive by approaching gay bars and explaining to patrons why Coors products should not be bought or sold.

"We plan to zap selected bars in the city, speaking to customers before they go in, wearing T-shirts with a fluorescent message emblazoned on them, and just basically making a concerted effort to bring the Coors label to its knees," he said.

Unions, ethnic groups, and gay organizations have boycotted Coors since 1967. Many gay bars and restaurants in Toronto and throughout much of the U.S. do not sell Coors products.

"It's easy to brush off a Coors boycott here, saying that there is not much money involved and that Coors is not profiting directly," Burnside said. "But this is a fallacy.

The Coors company reaps millions from licensing fees and from the marketing of cups, bar furniture, signs, etc."

The Coors family are founders and continuing financial supporters of the Moral Majority, a right wing American evangelist group headed by Rev. Jerry Falwell.

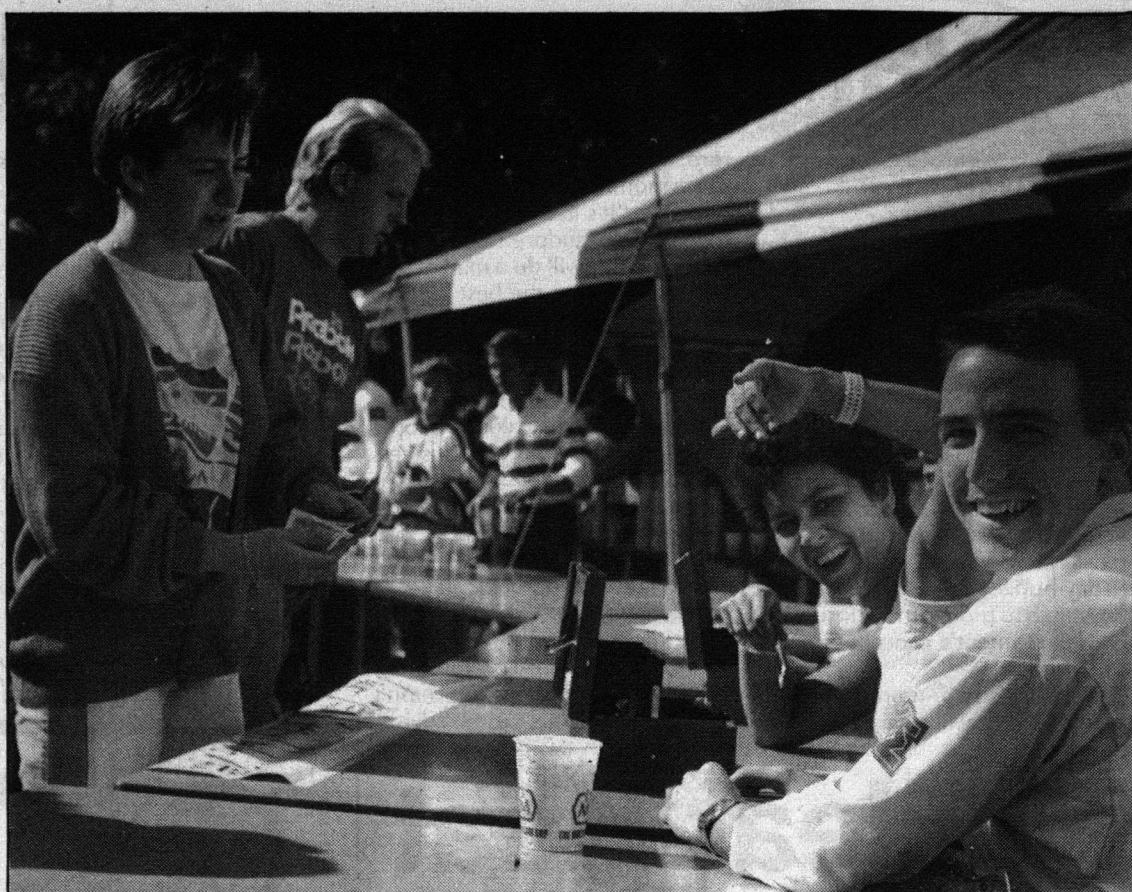
The beer company has tried to whitewash its image by supporting 'liberal' causes. But, Burnside said, gay and other organizations must take the company's right wing connections very seriously.

"Right wing political groups are a very real and growing presence in the States — and that is scary," he said. "A lot of their political clout rests on contributions from such companies as Coors."

Burnside said the issue was raised at Concordia last year when the campus caterer supplied a gay and lesbian dance with Coors products. "After that, we made a point of not accepting any Coors. It said a lot for the possible success of concerted city-wide action against the sale of the beer."

No bars in Montreal are refusing to sell Coors yet, and many concerts — featuring acts from Johnny Cash to Jane Siberry — are sponsored by Coors. "In some cases, it's a blatant lack of consciousness, in others it's just a lack of sensitization," Burnside said.

Lesbians and gays of Concordia are asking the student council to stop the sale of Coors products at dances.



Smiling faces at the beer tent

photo by Leif Stout

Beer garden festivities started Monday Party rocks in Quad

by John Watson

"Oh boy!" Barb Higgins is enthusiastic about this year's Freshman Introduction Week.

Monday to Friday, from noon to 4:00 p.m., the Beer Gardens will feature free music and hamburgers to go along with the \$2.00 beer.

You may recognize the people flipping the burgers; they are this year's Students' Union executive.

If you made it on Monday, you may have had Brent Kane, CJSR station manager, throwing cassettes at

you.

All of the festivities are in the quadrangle between Central Academic Building (CAB) and Athabasca Hall.

Other events planned include a drop-in by the U of A skydiving club on Tuesday (or Wednesday).

"About 40 clubs (will be) set up on the walkway," said Higgins. All will be competing for your interest.

There will be two bands playing each day, tentatively scheduled for 2:00 p.m. and 3:15 p.m.

A wide variety of music is planned, including rock, jazz, and blues.

The Students' Union is spending \$37,000 on the event. About half of that total is for alcohol.

According to Students' Union programs manager Gerry Stoll, "It won't cost anything if it does well."

"We'll break even if we have three days of good weather," said Stoll. But if the weather does not cooperate, the party will move inside to Dinwoodie lounge on the second floor of SUB.

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—Provide input for Students' Union lecture presentations, including planning organization, and event promotion

—Assist with special Students' Union entertainment projects and presentations (e.g. Freshman Introduction Week)

—General office duties, including typing, handling general telephone inquiries

Qualifications:

—Must be a University of Alberta student

—Typing and clerical skills

—Ability to deal effectively with staff, students, and the general public

—Interest in the promotion of the arts on campus

—Public relations experience an asset

Remuneration:

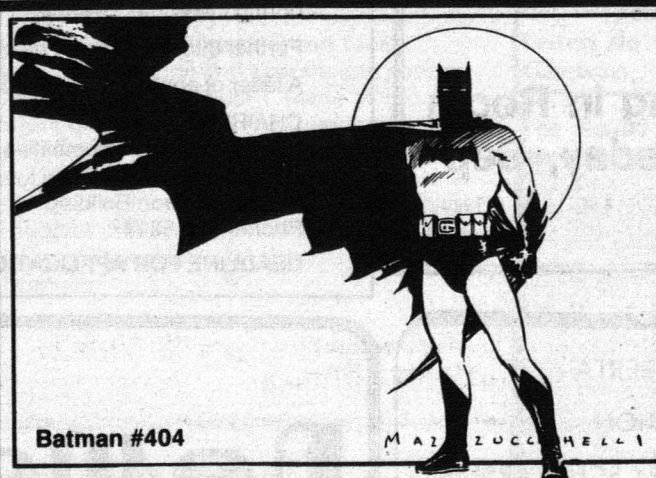
—\$300.00 per month

NOTE: This is a term position, effective immediately to 30 April 1986.

Minimum of 10-15 hours per week, although hours may be flexible.

For Information and/or Applications, contact Barb Higgin, Vice-President Internal, 259-A Students' Union Building, 432-4236.

Deadline for Applications: Monday, 15 September 1986, 4:00 p.m.



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