

Futon mania sweeps UNB

By DAVID MAZEROLLE
Brunswickan Staff

What is a futon? Answers range from the silly ("1/2 a centon") to the socially conscious ("a bomb that kills buildings, not people"). Defining the word has become a new washroom past time on campus, especially at the SUB, as potty pundits madly cover walls with the answer to this burning question.

The problem first started over two months ago, when the question "What is a futon?" appeared in the public bathrooms on the second floor of the SUB and in the Social Club. Spurred on by the imposing query, scribbles have risen to the task, so that now "futon" rivals "run" as one of the most-defined words in the language. It is "two thousand pounds of fu," "an atom that has lost its virginity," the latin term for a large brown fuzzy creature with a long nose and a tail, "a food processor," "the opposite of futoff," or a "fui with a hard-on." Futon also is thought of as an anagram for "f--ing unreal trip on narcotics," and an anti-nuclear poem in which the first letters of the lines spell the dreaded word.

With any new craze, there is always speculation as to its

origin. Some have suggested that "futon" is the successor to "shad," the byword thought by many to be the work of CHSR staffers.

The truth is, "futon" is the name of a kind of Japanese mattress, currently in fashion in such places as Vancouver and Montreal. It is popular because it can easily accommodate over night guests and when not in use as a bed can be folded to make a casual sofa. The word's appearance on UNB bathroom walls can be traced to the efforts of the people of The Great Atlantic Futon Company.

The Company was founded by student James Tibbitt and friends, who make futons and want to sell them. Their problem was that they had a product but an uneducated consumer public. Their strategy was to apply Stage One of an innovative marketing scheme, a plan Tibbitt calls "The Urinal Principle of Business Marketing." Thus a fad was born. They supplied the initial provocative question and leading answers (which, alas, have been lost due to the efforts of SUB janitors), and the voiding public took it from there - Tibbitt, who appeared in "Viewpoint" in the

Christmas *Brunns* as "James Futon" finds it "amazing that you could get people to go in any direction you choose," and is pleased that the futon fad has drummed up interest in the word.

The Great Atlantic Futon Company's next move is to implement Stage Two of their marketing policy, something Tibbitt promises will be "along the subversive," like the graffiti campaign. He said it will be a "surprise" but hinted there may be a monk walking around campus soon.

Despite the imaginative advertising methods, Tibbitt is not overly optimistic about the success of the company. He cites the depressed economy as a hindrance, stating "there is not a lot of money in Fredericton," and as a further drawback suggests the local population may be too conservative to want a futon. "Most people want to sleep on something with a mattress, box-springs underneath, and four posts around it," he said.

Tibbitt's pessimism may not be unfounded. The average life of a fad is short, and already there are signs of a public growing bored. As one anonymous author has scrawled, "Futuff with your futon."

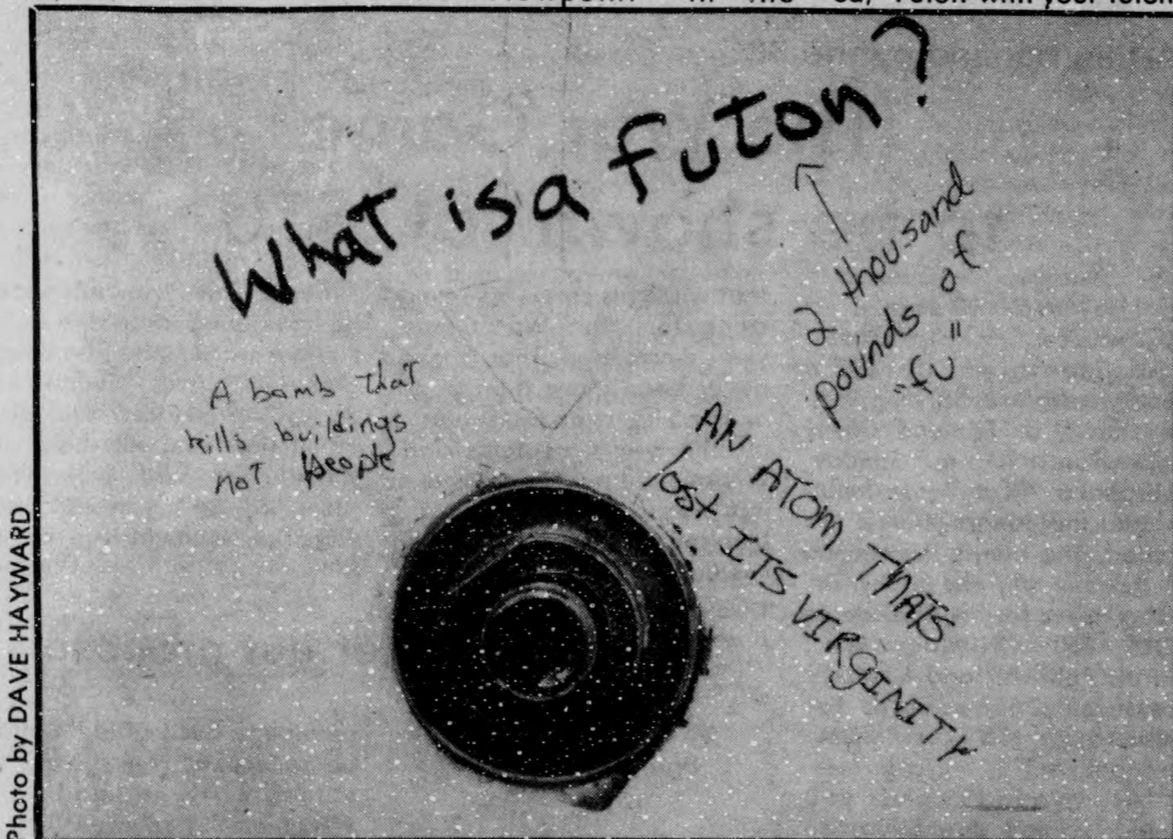


Photo by DAVE HAYWARD

Claude Ryan to speak at UNB

Former editor of *LeDevoir*, an ex-leader of the Quebec Liberal Party, Claude Ryan will be speaking Wednesday, February 16 at 2:30 p.m. in Tilley 102.

Ryan resigned his post at the French language Montreal daily, *Le Devoir*, in 1978 in order to run for the leadership of the Liberal Party in Quebec. He defeated his opponent Raymond Garneau, in that race, and led the party from outside the National Assembly until his

victory in a by-election some time later.

His major victory during his time as leader was as titular head of the NO campaign in the May 1980 referendum on sovereignty-association. Slightly less than 60% of Quebecers voted against the question, slowing down, at least temporarily, the move towards independence.

Between the referendum and the second Parti

Quebécois victory, Ryan's Liberals won eleven consecutive by-elections. After the defeat in the Spring of 1981, questions were raised about Ryan's leadership, and he eventually stepped down.

Dr. Kuun, the chairman of the Political Science Department Guest Lecturer Committee has been trying to have Ryan come to UNB to speak for a year and a half now, but he only accepted very recently.

POLITICAL PERSPECTIVES

With RICHARD HUTCHINS

One of the most hammered out issues of our time is the super powers' Arms race and its unrelenting build-up and strategic placement policies. It seems both the Americans and Russians are pursuing a Machiavellian approach to the future, "If you want peace prepare for war." That policy is not new, man has been building his military strength since the beginning of history, but what is unique is the propaganda war developing in the world community and its effects on Russian and American Foreign Policy.

It is difficult for us as Canadians to perceive the fears of a Europe still very much aware of war and its destructive remnants. How would we perceive our American allies if we were not a nuclear free zone? I am sure that the issue would then become paramount in Canadian's fears and we, too, would question super-power build-up more vehemently!

Across the European continent, a large and well-organized anti-nuclear movement is gearing up for massive demonstrations this year to block development. No matter what happens at the Geneva talks, the Russians are in full support of the movement and have pursued their own anti-American propaganda machine in Europe. Most European governments realize the need for a balance of power but do not wish the arena of war to be on their soil. President Reagan can ill afford to lose the strategic geo-political locations in Europe, and he is applying pressure on his allies to subdue the anti-nuclear movements with renewed fears of the communist war machine.

Moscow is playing a loaded hand designed to leech upon European fears. During a recent visit to West Germany, Foreign Minister Gromyko made reference to "Germans and Russians living under one roof, in the same European community." This is a viable argument trying to alienate the Americans as isolated from the feelings of Europe.

In reality, both sides are coming under serious arms talks and grant concessions to one another. I feel and trust that the turning point will be this summer with the planned missile placements beginning in Europe. If the anti-nuclear movement is able to prove its public support, it will be realized that it is a movement and a philosophy that can no longer be ignored by the super powers.

Carnival shows profit

by GERARD FINNAN
Brunswickan Staff

in a few weeks.

Extravaganza and Mr. UNB were the two profit making ventures, earning \$1200 and \$200 respectively. The Tequila Pub lost \$400 and the Comic in the Club lost \$600. Sales of Carni mugs went well; they sold out.

Thornton mentioned other expenses incurred by Winter Carnival such as office supplies and Carni parade but does not expect these costs to hurt the estimated \$400 - \$500 profit.

Thornton is waiting for a few more bills to come in and hopes to have the Winter Carnival report presented to coun-

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FEBRUARY 16 3:30 p.m. ROOM 143
D'AVRAY HALL

PLEASE ATTEND ONE OF THESE SESSIONS.