

Opinion

Kevin Law



Attack of the Baby Boomers

It's too late! Unnoticed at first, they crept into society and have taken over every aspect of present-day culture.

I am speaking of a menace more profound than an alien invasion, more frightening than American Imperialism, more alarming than communist spying.

I'm talking about Baby Boomers.

Just in case you haven't noticed, Yuppies have a stranglehold on everything from jobs to popular culture. As a result, our generation (roughly between the ages of 18 to 30) is forced to live in the giant shadow of a post-war population that bulges on the demographic scale like a beer belly over a pair of tight Levis.

Looking for a career? Forget it. Statistics indicate career level opportunities are becoming less prevalent, taken up of course by the Boomers. But don't worry. Service industry jobs abound. We'll all be able to get "McJobs" quite readily with a degree in hand.

Trying to find new musical horizons to expand your listening pleasure? Give up trying to find any on commercial radio. They cater to Yuppie dominance by playing soft rock and mouldy oldies from the sixties.

How about television we can relate to? No way. From *thirtysomething* to *L.A. Law*, the networks have tried to out-yuppie one another in a bid for boomer viewership. It's revolting to watch several similar cutesy, upper middle class families (run by Yuppie parents) solve a major weekly crisis, such as yes or no to eye shadow for the 12 year old daughter.

Even commercials are boomer oriented. Someone should strap semtex to those raisins and set it to go off at the first note.

Will our time ever come? Not likely, because Baby Boomers will dominate North American culture for most of their, and our, lives. But like a conquered nation, a conquered generation can resist.

The secret is: don't sell out. Grow your hair long, go on poge (paid for by Yuppie taxes), and when you go to the bank to cash your check, take your ghetto blaster and blow them all away playing *Guns and Roses*.



Letters

Give a hoot

"Give a hoot...Don't pollute" was the 1970's answer to the garbage problem. Remember Woody Owl and all of his little friends tossing their trash into a bin?

While that campaign against littering was an important step on the way to creating a greater consciousness about the garbage problem, its approach is no longer adequate. We know now that the solution is not to find places (trash cans, land-fills) to store all of our garbage, but rather to do something about our "throw-away" mentality.

Last week *The Gateway* hailed the fact that none of the "disposable" cups used on campus were made with chlorofluorocarbons, which erode the ozone layer. While this is definitely a step in the right direction, like the Woody Owl campaign it just doesn't go far enough. The university should lead by example by using real dishes, or at the very least recyclable ones.

And that is just the beginning, if we are really going to change our wasteful ways. Large institutions are not the only ones to blame. We all are. Every one of us that pours coffee into a styrofoam cup at 7:45 each morning and rushes off to class. Every one of us that uses the supermarket's plastic grocery bags, rather than bring a couple of bags from home that could handle 20 years of groceries. And, indeed, every one of us that puts plastic, disposable diapers next to baby's tender flesh.

It is a very messy legacy that we are leaving behind. Change will not come easily. It is my hope that through creating greater awareness of the garbage problem, steps will be taken to change the situation. But it will take all of us, from corporations, to governments, to you, and to me.

Become informed about the environment. Let's clean up our act.

Brian Crowley
Recreation Administration IV

The Gateway welcomes letters to the editor.

The name, faculty and year of study of the writer must be included for publication. The writer's phone number and University of Alberta I.D. number must also be provided, but will remain confidential.

Letters should be double-spaced, and typed if possible. They must not exceed 300 words.

The Gateway reserves the right to edit for length or clarity. Material of a racist, sexist, homophobic, or libellous nature will not be published.

Please submit letters to Room 282, SUB.

Magnetizing impractical

Re: Treatment criminal (Jan. 5)

I can't see how magnetizing books would be a suitable solution. Sharon argues the system works fine for libraries, and that it is then affordable (in comparison to extra staff in book buying season). First of all, those books in the library belong to the library, so they can do whatever they want with them. Also the amount of books there remains relatively constant. Conversely, the bookstore has books that I'm going to buy and keep. Now I'll have a magnetic strip in it that I don't want and is no longer useful.

Also, the bookstore must bring in new books to resupply the old. They now must spend money in supplies and manpower to magnetize those new books. Clearly this is an ongoing cost and much more expensive than Sharon had anticipated.

It seems to me she's just P.O.'d because the cop was a jerk.

Mike Weiss
Science IV

YOU'LL HAVE TO LEAVE THE BAG
HERE MISS. DON'T WORRY, IT'LL
BE SAFE HERE WITH ME!



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