

It went straight to their heads

by Lucinda Chodan

It all started with a small ad in the Classified section of *The Gateway* January 22.

If you like Pina Coladas and getting caught in the rain ... Eighteen ads — and \$108 — later, students are still replying to mysterious Savoir-faire Pierre's adaptation of a Rupert Holmes song.

"I can't believe it," says *Gateway* advertising rep Margriet Tilroe-West. "We've never had a run that's lasted for a whole term."

In the process, the musical ads have touched on homosexuality, punk, sado-masochism, pornography — and even politics.

In the February 19 issue of *The Gateway*, one day after the federal election, this ode appeared.

... It was decided at midnite to dump him today If he's the leader you've looked for, We'll give him away!

The PC Party of Canada
In another lowlight last



rock critic Graham Hicks even week, this lyric appeared:
If you like penis colossus ...
The Edmonton Journal's

noticed the ads — and quoted them in a story about "Escape — then in a story about Rupert Holmes, the composer of the original "Escape (The Pina Colada Song)."

The ads peaked the day after the initial ad appeared, when four students paid about six dollars each to reply to Savoir-faire Pierre. Then for almost three weeks, an average of two Pina Colada ads a week ran in the paper. In late February, just when things seemed to be dying down, three new Pina Colada

ads with cryptic references to "bollero biting" showed up in *The Gateway* office.

There are signs that the end is in sight, though. Tuesday's paper featured these lines:

I'm fed up with Pina Coladas And all poems with that name ...

The author concluded:

Please "Pina Colada" no more.

Gateway ad manager Tom Wright is still looking for Savoir-faire Pierre, though. "I'd like to meet the guy. He'd make a hell of a salesman," Wright says.

Council approves Agriculture-Forestry pedway

by Sunshine Thomson

The final plans for the Agriculture-Forestry link to the Students' Union Building were approved by Students' Council at its Tuesday night meeting.

The cost of construction is to be borne by the university and the Students' Union is to be compensated for the loss of Room 260 and Room 606, which is university property.

Science councillor Steve Cumming expressed concern over chair storage space displaced by the walkway. "We're under

no obligation to give them anything," he said.

An amendment to the motion was passed directing the executive to include chair storage space as a provision for approval of the walkway.

A motion was heard to move into committee of the whole to discuss the Woods-Gordon Housing Study report which discusses renovations of Lister Hall and North Garneau was tabled. Scott Thorkelson had prepared a brief to Council on the subject of the North Garneau recommendations.

However, Arts councillor Alan Fenna, said it would be inappropriate for the Students' Union to consider the brief when the university had not done so, and when most councillors had not had a chance to read the report.

Thorkelson said students had always been in the vanguard on the debate on North Garneau. "Why," he said, "should we put in a reactionary position as Mr. Fenna suggests?"

The motion was tabled, however it will be considered at the next Council meeting, when

more information is available. The proposed real increases for university housing were also discussed. Vp academic Chanchal Bhattacharya told Steve Cumming the rent in-

creases in university housing were justified, and that is why he voted for them.

Council also discussed changes to the Students' Union constitution.

Correction

Several Law students informed us that it was them, not Aggies, responsible for the misplaced toilet, reported in last issue. The true pranksters say the Aggies wish they were responsible.

Kirk

Kirkwood

"Observe our subject, Professor Igor."

Yes, Dr. Frankenstein, hehnn, hehnn. You've done it again."

"The subject, this one is named Kirkwood, has gone through a series of courses, frustrations and shocks. Now observe his behavior. His walk, his talk ... neyahahaha."

"Hehh, nenhh, you've created ... an intellectual!"

But seriously, folks, I'm getting pretty scared about the way they play with your brain pan here. University education is turning us into a bunch of boring, pedantic half-wit. Yesterday I was talking with a guy who was going on and on about electoral strategies for tribal villages in Rwanda (help me Rwanda, help me get her out of my heart). He was irrational, obfuscatory and too dull to cut butter. And I was answering him back in kind.

University is making us all like that. Besides misrepresenting their course material, the Dr. Frankensteins and Professor Igors of the university are teaching us two things: to use big words indiscriminately and to analyze superficially. Students imitate professors and each other, either because they are impressed (or at least overwhelmed) by totally incomprehensible babble and pretentious, borrowed opinions or because they know that is what they have to parrot to get good marks. Either way, it is habit forming. Listen to any conversation around campus: there's no syllables like polysyllables and damn the fallacies. Ride 'em redundancies, Yeehaa!

Do you know what I said the other day? I told some one, "In respect to specific goals, at this point in time it seems expedient and not unnecessary for pressure reduction purposes to make a temporary expedition forthwith and relive renal anxiety." I think I was trying to say I had to go to the bathroom.

Furthermore (heaven help me, I'm starting sentences with conjunctions), I heard myself describe *Moby Dick* as an "enjoyable book but you can't take Melville's insights to be too significant." How dare I say that about an acknowledged classic of English literature! At least I should read it first! (Besides, if I could write anywhere near as well as Melville, I wouldn't be doing this, would I?)

We have got to put a stop to this now; we have got to return to intellectual innocence and purity. To defeat the constant mental tinkering students face I have devised a treatment; **Kirkwood Primal Punk Therapy**. Think back, back before you entered the world of university. Remember how happy you were in the safe warm envelope of high school. Things were simpler then. There was no "In my opinion it is not an unjustifiable assumption that ..." there was only, "Who gives a shit?" Think deeper, now. Forget about classical, jazz and folk; wasn't Nazareth the greatest band you ever heard? Remember the mural on Gerald's van? Now that was a work of art.

Let yourself be immersed in those memories. Now recall the shock of entering university, the noise, the confusion. You are surrounded by important looking people speaking a strange language. Do not let yourself be swept into that mob; hold the memory of your past. Muster your energy. Scream out! "Boogie till you puke!"

Okay, relax again. You're cured for now. Go hang around a shopping center for a while. Play a few games of pinball. From now on, when someone asks you if you saw that insightful but objective documentary on PBS last night you can look them in the eye and say, "I dunno. Was that on the same time as Buck Rogers?"



High and dry or down in the gutter? Most campus pedestrians seem to prefer the former, but a *Gateway* photographer caught one guy who likes getting right down into whatever he does.

Psychology students occupy offices

MONTREAL (CUP) — Students in Universite de Montreal's psychology department have begun an unlimited strike to protest quotas imposed on the Masters program and to ask for an overhaul of the program in general.

The 500 students, on strike since February 29, are currently occupying the faculty offices.

According to Marc Dumont, a third-year psychology student, "Qualified students are being refused admission to the Masters program after they have done their undergraduate work here." The students say they should not have to apply to do their Masters after completing their undergraduate program at the university.

The students are also protesting the course content and the structure of the program, which they say is too theoretical.

"Courses are too scientific," said Dumont. "We want them to be concrete in nature."

"This gap between theory and practice has existed for several years," said Ginette Sauve, president of the Psy-

chology Students Association.

"The university continues to send psychologists onto the job market that aren't competent to handle a professional practice."

Under the current program there are 135 hours of practical work and these are done only during the two-year Masters

program. "This is clearly insufficient," said Sauve.

Students in the sociology department are also refusing to attend classes in solidarity with the demands of the psychology students. A one-day general strike is being organized for today by the two faculties.

Research new position

Research will receive new emphasis at the University of Alberta with the creation of a Vice-President (Research) position in the Office of the President.

"The new vice-president will co-ordinate and help make visible research activities on campus," said university President Myer Horowitz.

The position will also involve developing funding sources for research.

Along with the new position, the Board of Governors also approved the appointment of an additional Associate Vice-President, but no title was specified.

"I need some time to look at the entire administrative arrangement before deciding which specific position should be created," said Horowitz.

"We have needed additional staff for a long time," he said.

Horowitz also intends to reorganize the vice-president position, although no details were announced.

"The entire office (of the president) will be reshaped in the next three months," he said.

A committee has been struck to select the research vice-president and the position will likely be filled by fall.

No candidates for the position have been announced.