

Elegy

Ring out a cheer for dead Alberta. If you don't feel like cheering, at least shed a tear for the University of Alberta's Homecoming Weekend 1960. Eleven events were scheduled. The only one that succeeded was a tea at the tag end of the weekend. A tea!

The weekend began Thursday, October 6 with two Stan Kenton concerts. The first was attended by 250 persons, the second by another 250. The rink is supposed to hold 3,000 persons. 'Nuff said.

Friday was another great day. A pep rally was scheduled for 12:30 p.m. in Convocation Hall. Nobody came. Nothing happened.

The final two Stan Kenton concerts were held Friday evening. Big crowds this time—450 persons at the first, 300 at the second. Goodbye \$7,500 of student money.

Came Saturday. Pre-game festivities were scheduled for 12 noon to 2 p.m. Festivities? Some chaps with scrapers came out and pushed slush around. By game time the slush-pushers were joined by almost 200 persons, the crowd for the Homecoming Game. A post-game weiner roast was set for 4 p.m. Hah!

The Women's Athletic Association's Homecoming Dance, held in the PEB gym barely broke even. At least it didn't lose money. The eighth annual Alumni Ball, held in the ice arena, was a success crowd-wise—but the rink was cold and unfriendly. Homecoming Weekend spirit coagulated still further.

The final event of the weekend was the Faculty-Alumni Tea, for alumni only, held in the Wauneita Lounge Sunday afternoon. It was a success.

If Homecoming Weekend is examined in the cold, hard light of retrospect, three observations stand out prominently from the mass of back-biting, bewilderment and soul-searchin that have ensued.

First, the miserable weather. The stands would probably have been jammed at the football game had the weatherman smiled. In fact, participation in all events Saturday would have jumped.

Secondly, one wonders why Homecoming Weekend was set for a long weekend. At least 1,000 students left the campus, and these are the students who live on or near the campus and will attend such events as were scheduled. The Monday of the long weekend was not used for a single event, so why not use a two-day weekend?

Thirdly, Homecoming Weekend at the University of Alberta is a student-initiated event. Yet alumni are supposed to be its focal point. The alumni should play a larger part in carrying out the weekend, and at least should do their best to show up on campus and make the event a success.

Still, in the final analysis it is a moot point as to whether the University of Alberta's alumni and students are worth staging a Homecoming Weekend for. Apparently the only thing graduates of the University take away with them is an ability to attend tea parties.

Kenton Miscues

Why did Stan Kenton flop? A look at the show that few saw might answer some questions.

Students' Council gave the show the go ahead and authorized the financial backing for the entire promotion. They must take the responsibility for a rotten egg; only through their naivete can they be blamed.

From Council's viewpoint, early in the summer, big name entertainment seemed to have promise, despite a flop in the form of Ted Heath some years back. A big name to most council members, a top man among the jazz buffs, Kenton looked most promising, even with an \$8,000 price tag for a one-night, two-concert stand. With 80 per cent houses for those two concerts money would have been made. Council may have been led astray with high hopes and an assuring booking agent who told them all would be well, but their move was thought out.

Later in the summer Kenton found himself free for Thursday night, and willing to put on a show at a drastically reduced price of \$2,000 for the night. Council jumped at the offer and the word was out that this show would be the show that would put the promotion in the black. Why the sudden change of thought? Council was assured that there would be no red tinges on a one night proposition, and if they didn't expect a sell-out for the two performances on the one night, where did they expect to get the bodies to fill the hall two more times. No Thursday night show would have meant \$2,000 less to lose. Perhaps all council needed was a lesson in cynicism and a course in arithmetic.

Kenton, after the final concert Friday, laid the blame for the bungle on poor booking. He may have been right—the students of this University and the populace of Edmonton just may not have been ready for the Kenton sound.

Despite bad booking and an ingenuous council, most of the blame for the flop must fall on two parties: those responsible for the publicity and the student body of the University of Alberta.

Stan Kenton, for all of his big name and bigger price, received publicity and a response that would not have done justice to a flea circus.

Edmontonians could have made the show pay. The Edmonton Journal carried virtually nothing about Stan Kenton, and the radio and television organs didn't do much better—either because they weren't hounded enough or paid enough.

Nothing bizzare was done to attract the eye of the public, such as a snake dance which would stop a few cars and get a few students into trouble, and attract enough notice to make people at least wonder who Stan Kenton was.

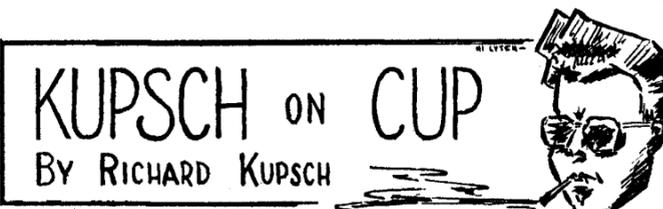
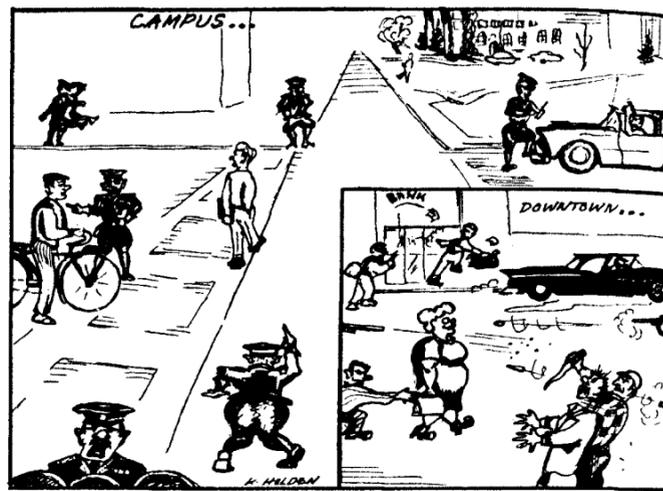
Campus publicity hit an all-time low. Lacklustre attempts at faculty club displays, where they existed, only reduced the shine on the big name, and the "homecoming weekend" spirit wasn't even there. Most of the publicity for the event emanated from SUB, the worst place for any emanation, and it was weak.

There was no meeting of Kenton publicity and student interest, for two reasons—the publicity was weak and the interest was non-existent.

Students have a certain responsibility to back council decisions—because council represents them, at their request, and because they have a fair-sized investment tied up in the Students' Union.

Students on this campus lost about \$1.40 each in the Kenton fiasco, half the price of a ticket. With full houses at every concert the Students' Union stood to profit about \$10,000. Put that into club budgets and see how many wanted and needed items it would buy. The loss will have to be absorbed by dipping into a reserve fund of the SU.

If every student had bought a ticket and half of them had sold one elsewhere, the \$10,000 would have been in the kitty. Next time Students' Council, with implied student permission, promotes something, every student should think about "how much is nothing costing me?"



The fraternity organized down at the U of A at Calgary has not been too well received, at least by the editor of *The Gauntlet*, UAC's newspaper.

In a fiery and not too-well written editorial, he charged that "The invasion of the UAC campus by discriminatory, undemocratic, sectionalizing fraternities has begun.

"A fraternity by definition is discriminatory," he states. Definitely fraternities discriminate against pledges who do not have the 60% average needed to go active.

"The ugly part about a fraternity," observes the editorial, "is not the number of people who are involved—it is the number of people who are not, the students who, due to their failure to follow the herd, due to some personal deficiency, perhaps not their own fault, are left out, excluded, ignored, shunned."

More than 60 per cent of the male student body are eligible to join fraternities, yet less than five per cent do. As the editor himself pointed out, only ten out of a possible three or four hundred did join the fraternity. There's a moral here somewhere.

The editorial continues, "No University, particularly a growing University that needs every work hour it can get, has room for people who are bonding together behind the administration's back in a move which can only result in harm to the University, in a blemish to her still maidenly reputation."

Although a fraternity does not need permission from the administration to form, the administration has final say about who can join, through academic controls and other means.

The editor wants the fraternity suppressed, as was done at the University of Toronto last year. This act would defeat its own purpose. In past, organizations that have been

driven underground have become stronger because of the precariousness and excitement of their position.

Many uninformed are prone to think that fraternity membership is a mark of status. Let them think so. We live in a democracy, and one of the basic tenets of a democracy is the freedom of belief.

McMaster University at Hamilton is reviving an old custom; a week in March free of lectures and labs, ostensibly so that student can study for their finals.

Dr. G. P. Gilmour, president of the University, said that he had helped invent it, and had helped kill it. He added that students had assured him that they needed the extra time to study, but that there was no evidence that this had occurred.

Dr. H. S. Armstrong said that it was not successful when it was attempted before because people wanted to know ahead of time when it was so that they could plan skiing trips.

The students argued strongly for it, however. Among their points were that it is necessary for studying for exams that are close together, and that it would give students a chance to catch up on term papers and such.

Possibly the best summation of the opinion was given by a junior, who stated, "I think study week will be used well. Those who are going to flunk will know it by then and will have a good time."

THE GATEWAY

Member of Canadian University Press

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Office Telephone—GE 3-1155