

## Consumers lost in university lecture theatre

by Kevin Gillese

For consumers who watched Professor Theodor Labuza lecture about "Consumers Lost In The Market Place" last Tuesday afternoon, a type of constant soon appeared. The location may have changed but the situation remained the same; they were now consumers lost in the university lecture theatre.

Labuza is a man with excellent qualifications; he has been a faculty member of M.I.T. and is currently a full professor at the University of Minnesota, where part of his research work is in conjunction with NASA. But for all his expertise, he was not able to accomplish the goal he set for himself in the lecture, that being to illuminate the consumer's confusion about food and nutrition.

Dr. Labuza spent a good deal of time exploring different 'myths' that the consumer had been "media-ized into believing." Some of the fallacies which the media have perpetrated on the consumer were explored - many were simply left unanswered or skimmed over. A good deal of time was spent exploring modern attitudes towards nutrition - "people want to believe in magic and especially in regards to food" - but little or no explanation of what the 'right' attitude is, was given.

Labuza did touch tentatively on a number of nutrition issues which are currently enjoying a type of popularity in North America. These included possible links between nitrite content and cancer, between botulism and canned foods, between food colouring and learning deficiency diseases.

The point which Labuza chose to stress was simply that these links, which have received a great deal of media attention recently, are only 2 possible links and have not been scientifically connected, as of this moment. But he did not advance any evidence to prove that the links did not exist either, and so left the consumer in the position

of not knowing who or what to believe.

Having left that message, Labuza proceeded to pronounce that "we can fight this type of mis-information in two ways - either through legislation, or education." He then proceeded to outline a plan by which Saturday morning television advertisements could be used to teach small children about nutrition, and how nutrition education should be compulsory from grades one through twelve.

If the basis for the lecture was to prove to people that not much is known about nutrition, then it was a success. If its basis was, instead, to try and teach people something about nutrition, it was, to a large extent, a failure.

## New division a Canadian first

The first division of oncology in a Canadian medical school was recently created in the Faculty of Medicine.

Oncology is the science dealing with the study of cancer and the newly-created division will be responsible for co-ordination and development of research and educational programs in the field of cancer. In this, it will be supported jointly by the university, the Provincial Cancer Hospitals Board, and the National Cancer Institute of Canada.

Dr. R. Neil MacDonald, currently the executive director of the Provincial Cancer Hospitals Board and director of the W.W. Cross Cancer Institute, has been named to head the oncology division.

In announcing the appointment, Dr. D.F. Cameron, dean of the university's Faculty of Medicine, said, "This appointment is unique in Canada and we are optimistic that it will greatly facilitate the development of new cancer treatment

programs in our community."

Dr. Cameron also said the creation of the division will facilitate the continued development of the team approach to cancer care research and education. "Education and research in the field of cancer and the care of cancer patients requires co-operation and teamwork between many members of Edmonton hospitals," he said.

He added that the appointment of Dr. MacDonald to this new position reflects the close liaison that exists between the Provincial Cancer Service's programs and the Faculty of Medicine at the university. "The university, with its primary responsibility for medical research and education of health professionals, and the Provincial Cancer Hospitals Board, with its responsibilities for cancer care, work closely together and we believe that this new appointment will strengthen our respective programs," he said.

cost him about \$3,500 and that it was in a rural riding. In urban ridings, he said, it costs even more to fight an election.

"Even with the proposed increase of four new seats, it will be impossible to campaign door to door," he said, adding, "it will probably make candidates work a lot faster."

## Electoral changes, from page 1

Posters, banners, and other election material will be protected by law. A \$2000 fine across the board is the proposed penalty for removing election materials, which now cover campaign material.

"I think the new legislation will cut election costs in the constituency," said Purdy speaking of the reduced campaign period.

He said his own campaign

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