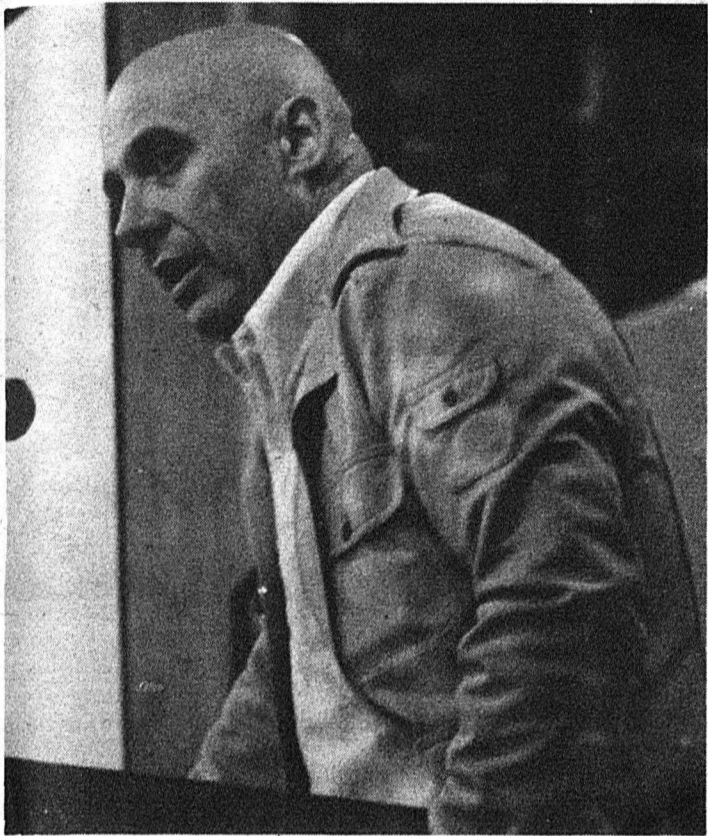


There is no such thing as gravity...

The Gateway

...the earth sucks.

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Sex, sex, sex, sex, sex, everywhere you look. Times now are that you can't even drink your problems away. The ice cubes are right there seducing you. Photo by John Kenney

Sex in the Ice Cubes!

by John Kenney

"This circumvents what many people would call free will," he charged. "As a matter of fact, I'm going to suggest that it's been completely subverted." And so Key introduced the audience to the art of subliminal seduction.

Wilson Bryan Key, President of Media Probe Inc. and author of *Subliminal Seduction* was the star speaker Monday night at Dinwoodie Lounge. He spoke to a substantial crowd about "Causes of Over Consumption - Subliminal Advertising" courtesy of Students' Union, Federation of Labour, Alberta Alcoholism and Drug Abuse Commission, and Alberta World Reflections.

His slide presentation began by exposing the subliminal techniques in an ad for Canon cologne. At first glance it was simply an innocuous picture of the cologne bottle held in the palm of a man's hand. On second glance the thumb and wrist bore an unmistakable resemblance to testicles and an erect penis. Some shavings in the corner were actually a picture of a lop-eared dog.

As Key noted, very few people read the copy nonetheless study it. "The information goes in in something like half a second and you don't even notice it," he said. This ability to present both things simultaneously was termed the synchroistic technique.

"This stuff about the liberated society is just so much nonsense. There probably has never been a society that is so hung-up about sex than this society." He moved on to an ad for Jantzen swimwear to prove his point.

The Jantzen ad portrayed a

male and a female model attired in 'matching' swimsuits standing in the surf. The women's bikini briefs fitted loosely; the man's fitted very snug. The woman's briefs had a zipper and the man's did not. Furthermore the man's suit pattern only matched the bikini top. In the surf, which was airbrushed in, was found the face of something like 'old-man winter' blowing into the crotch of the woman model.

Calvert Whiskey had a successful little number, too. As Key reminded the crowd, "The question is, if you spent a million dollars getting space in a magazine you must be expecting some return."

Clavert created a veritable archetypal zoo for their ad. There were fish, mice, skulls, scorpions, wolves, and a shark all hiding amongst the ice cubes and whiskey in the glass. This was all bubbling up from the bottom of the glass which resembled the cone of a volcano.

To explain the symbols he usually reverted to psychoanalytic theorists like Jung, Freud, and Adler. Even these theorists, he conceded, did not adequately explain the link forged between the advertisement and the reader. Calvert, he suggest, was giving us their version of death in the afternoon.

There were others. There was the drag Queen on the cover of *Oui*, trick centrefolds when held up to the light, and the notorious L & M moment. Benson and Hedges adroitly presented smoking as a challenge to cancer with the

SEDUCTION
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VD, abortions down

The concern by the Students' Union that there has been an increase on our campus of abortions and venereal disease is ill-founded.

Health Services director, Dr. Cookson, explained that there are two main types of venereal disease: syphilis and gonorrhoea. There has been no reported case of syphilis for three years.

"Gonorrhoea is the big one," he commented, "although not particularly a problem on our campus, partly because there is not as much promiscuity on a university campus as some people would like to think." Only forty-eight cases were reported between Oct. 1/74 and Oct. 1/75, not many when you consider that there are 23,000 students. Although he did say there is an increase in the country as a whole.

The question was raised when the Students' Union took it upon themselves to order information booklets on V.D. and birth control. They then proceeded to dispense them to the student body, a service already provided free of charge by Student Health. Dr. Cookson said that dissemination of information is a good thing for all concerned but whether it should be done by the S.U. is questionable when it is freely available at other sources. After all, the Health Services is there for the student's benefit, they are not an administration run organization.

Cookson suggested that perhaps the Students' Union money would be put to better use by putting up simple, explicit posters directing students to the Health Service to obtain information. Especially since Student Health just ordered 1000 more copies of the same

booklets distributed by the Students' Union. Student Health has been making available these booklets for the past seven years.

As for abortions, the so called increase stems from the fact that cases which would previously have been kept hush, are coming out of the woodwork.

It should be kept in mind,

Dr. Cookson emphasized, that health education in general is aimed at by the Student Health Services.

Whether there is an increase in V.D. and abortion is not relevant to the question of distributing booklets, he said. They should be distributed and readily available at all times, which they are at the Student Health Services.

Students and the law

On Friday and Saturday, Student Legal Services, will host the Second National Conference on the role of the law student in the administration of justice.

The two day conference will be attended by 40 delegates, representing all law schools in Canada and thirty-two of the delegates are from out of province universities.

Hodgson visits U

On November 6 Stuart (Milton) Hodgson was at the university as guest speaker at the Henry Marshall Tory lecture. He had been invited and brought here by The Friends of the University, an organization which covers activities not included in the budget.

As commissioner of the Northwest Territories his presence augured well for a fine lecture. Mr. Hodgson has been a figure of no little controversy as such things as native land claims and northern oil have constantly figured in Canadian news.

Unfortunately Hodgson is also a federal civil servant, and as such felt he could not comment.

TORY LECTURE
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All the representative organizations are concerned with and operate community-based, legal information and advice services for the benefit of those who cannot afford the services offered through conventional legal channels. The primary interest of the delegates is to enhance and expand the nature of legal services being offered by their respective programs.

The purpose of the conference is to evaluate what student organizations are doing in matters relating to administrative tribunals and small claims actions. As well, the delegates will look at their role in community work, particularly that related to legal education. The overall objective is to determine specifically how legal students can achieve these objectives within their respective organizations and jurisdictions.

Christmas comes early

During the 6-month period ending September 30, the U of A received more than \$10.5 million in gifts.

That information was included in a report made to the Board of Governors at its meeting Friday. The report, from the university's comptroller, indicated that most gifts are received to sponsor specific research projects or programs. Others are for scholarships, faculty or department projects or courses, general educational purposes or for establishing endowments - the interest from which is used for any of the other undertakings mentioned.

The greatest amount of money, \$8,093,573.18, came from the federal government. The majority of the federal money was for research and was either channelled through the Medical Research Council or the National Research Council. Other federal agencies making major contributions were the Canada Council, the department of national health and welfare and the defence research board.

From the provincial govern-

ment, the university received \$640,645.44 in gifts. The largest amount of funds came from the department of agriculture - almost half the amount. Other large contributions came from Alberta Energy and Natural Resources, the department of advanced education and the department of health and social development.

Industry was responsible for \$160,220.00 in gifts, which largely went towards research projects. The Alberta Hail and Crop Insurance Corporation, Eldorado Nuclear Limited, and United Grain Growers Limited each contributed \$20,000 or more.

Associations and organizations accounted for \$1,434,913.93 of the gifts, with the money, for the most part, going towards specified research purposes. Large contributors included the Alberta Heart Foundation, the Alberta Law Foundation, the National Cancer Institute and the Canadian Arthritis and Rheumatism Society.

Another category in the

comptroller's breakdown included foreign government agencies, Canadian provincial and territorial governments other than Alberta, and other universities. This category was responsible for gifts totalling \$155,960.33. The largest single contributors were the student's department of the Royal Thai Embassy and the National Institute of Health of the United States government.

Individuals contributed \$51,243.20, mostly in the form of endowments. The university received \$15,000 in anonymous endowments, an endowment from the estate of Charles Plavin and \$29,116.77 from escheated estates. A sizeable grant for general educational purposes was made by Ada Skarin of Edmonton.

Combined, the gifts amount to \$10,536,556.08 for the university's use.

The gifts reported by the comptroller do not include gifts to directly sponsor scholarships as these are handled through the university's Student Awards Office.