

## Alternative Liason:

# Gathering good-time girls?

Diane Wilson

Attractive, single, unattached, liberated women eighteen to forty-five are eligible for a free membership in our exclusive liaison service.

So began an unusual advertisement which appeared in *Excalibur* two weeks ago. Puzzled by the strange offer, I visited the agency as a prospective customer.

Alternative seems to be the only agency to advertise in university and community college newspapers. According to Alternative, "We feel that most university students are not looking for long term relationships as such as it is for this reason we advertise in the school papers."

Alternative Liason is located in a small, non-descript plaza at the corner of Kingston Road and Markham in Scarborough. It was not easy to find because the address noted in the advertisement did not correspond to the sign on the outside of the building. The sign read: Leeward Islands Developments Ltd., Caribbean Developments Co., Suite 4. No mention was made of Alternative Liason.

However, up a dozen steps and down a corridor, I found an Alternative Agency sign on the door of Suite 4. When asked about the discrepancy in the signs, the woman in the office seemed to disassociate the service from the Caribbean Development Company. The woman, who later identified herself only as Sandra, said, "those were the people who were here before us." Alternative Liason has occupied the office for eight months and has not altered the sign. Coincidentally perhaps,

THIS APPLICATION WILL BE HELD IN THE STRICTEST CONFIDENTIALITY

ALTERNATIVE AGENCY  
3471 Kingston Road,  
Suite 4,  
Scarborough, Ontario  
M1M 1R4

code number

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

PHYSICAL DESCRIPTION: \_\_\_\_\_

MEMBER: \_\_\_\_\_

AGENT: \_\_\_\_\_

DATE: \_\_\_\_\_

THIS COMPANY IS NOT RESPONSIBLE FOR ANY ACTIVITIES OR THEIR CONSEQUENCES WHICH OCCUR AS A RESULT OF THE INTRODUCTION OF TWO OR MORE PERSONS. IT IS CLEARLY UNDERSTOOD BY THOSE WHO PLACE THEIR SIGNATURE ON THIS FORM THAT ALL MEMBERS SHALL CONDUCT THEMSELVES IN AN ADULT MANNER AND THAT DISCRETION WILL BE EMPLOYED AT ALL TIMES.

STRICT CONFIDENTIALITY IS THIS COMPANY'S POLICY AND ANY OF OUR MEMBERS FOUND NOT TO BE OBSERVING THIS RULE SHALL HAVE THEIR MEMBERSHIP CANCELLED WITHOUT REFUND. ANY COMPLAINTS DIRECTED AGAINST FELLOW MEMBERS OR THIS OFFICE MUST BE MADE IN WRITING AND DIRECTED TO THIS OFFICE.

MEMBERSHIP WILL TAKE EFFECT UPON THE FIRST INTRODUCTION MADE BETWEEN YOU AND OTHER MEMBERS.

WE HOPE THAT YOU WILL FIND OUR SERVICE REWARDING AND THAT THE CONTACTS YOU MAKE AS A RESULT OF OUR EFFORTS WILL ASSIST YOU IN LEADING A SINGULARLY ACTIVE SOCIAL LIFE.

THANK YOU,  
ALTERNATIVE AGENCY

the agency sponsors trips to the Caribbean, among other locations. They are boasting a free trip to the Caribbean on February 15, as the prize for a beauty contest that they are also sponsoring.

The *Excalibur* advertisement declares that "Our service acts as a centre for you to meet carefully screened and committee-approved gentlemen." According to Sandra, this screening process focuses upon the income level of the prospective male customer. "The cost of our service is quite high, so that we attract some of the most distinguished people around." Looking around at their office, which had a sofa, coffee table, a desk and a well-stocked bar in the corner, among other

things, it was hard to imagine very distinguished people using this introductory service.

However, the cost is high; for a married man wishing to use the service for three months it will cost \$800.00. A single man would pay \$500.00 for the same length of time.

In comparison to other introductory services, the cost is steep. For instance, the cost for one year membership at Face-to-Face Introductory service is about \$350.00 per year, depending upon the type of membership which is requested. Face-to-Face also discourages married customers looking for a mate, unlike Alternative Liason.

How does Alternative Liason advertise for these male customers?

service." So discreet were they, that they would not discuss the rates for the service over the telephone.

Once the male customer has paid for a three month membership and has been introduced to his mate, Alternative forgoes all responsibility. On the application form which is given to all prospective customers, the company outlines their lack of control. "This company is not responsible for any activities or their consequences which occur as a result of the introduction of two or more persons. It is clearly understood by those who place their signature on this form that all members shall conduct themselves in an adult manner and that discretion will be employed at all times." If discretion is not observed, then Alternative will revoke the membership.

As most introductory services hesitate to say anything negative about another agency, it was difficult to discover what others thought of Alternative. However, three agencies that were called had heard of Alternative Liason and were in a hurry to say that their agency wasn't like that of Alternative's.

Mona, from Camelot Introductions, briefly identified Alternative as an agency for "casual daters and swingers."

The spokesman for Wellesley Introductions said he'd heard of Alternative, but he felt that his agency was much more selective.

Emerging from the building, I felt an enormous sense of relief. At least I know that there are alternatives to Alternative Liason.

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