

Tutmania rampant in Toronto

By JOHN HAMILTON
Staff Writer

Close on the heels of Farrah power and disco fever, a new phenomenon has swept over North America: Tutmania. In every city that the 4,000-year old relics of the legendary King Tut have appeared, local populations have reacted almost fanatically, and, inevitably, commercial interests have responded with the same fervor.

Last year the priceless artifacts toured seven American cities; currently they are on display at the Art Gallery of Ontario at Toronto. The exhibit is open seven days a week; an estimated 1,500 people are passing through it per hour. This is the sole Canadian stop in the worldwide tour; after December 31, the Tut treasures will move on to Europe. At the completion of the tour, they will return to Cairo, never to travel again, according to the sponsors of the project, the Egyptian government.

But the Egyptians are not sending out such an exhibit for pure aesthetic and cultural reasons; rather, they are selling a bit of their history. But it's no

bargain: they receive the entire take from ticket sales (an estimated \$140 million from the Toronto stop alone!), plus commissions on all sales of "official" souvenirs, which range from gold Tut goblets at \$3,000 apiece to lapel buttons and postcards which sell for under a dollar.

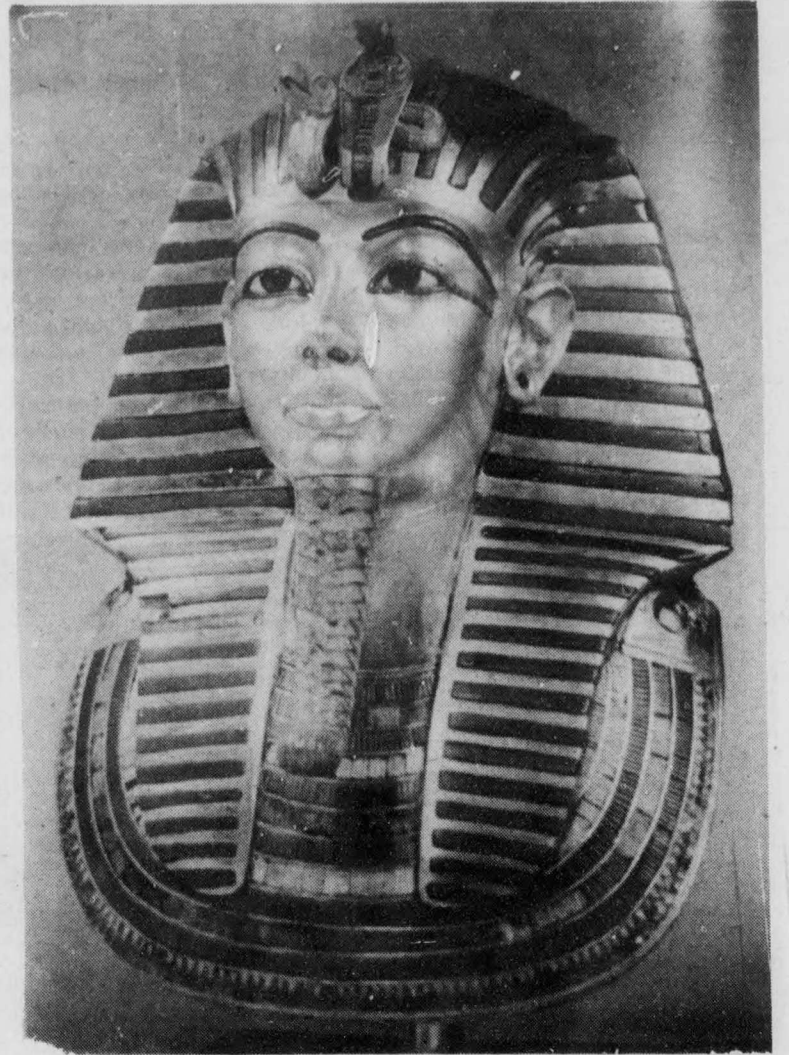
Not only are the owners capitalizing on the show, Shrewd businessmen here are cashing in on the public fascination with the boy king Tutankhamun, whose untimely death at the age of 18 is the reason all these treasures exist in the first place. Tut is hot stuff now, and everyone is into the act. A number of "Tut Huts" have set up in Toronto malls, selling unofficial memorabilia ranging from the incredibly tacky to the at least semi-tasteful. Much is overpriced junk, but people are buying it, both because everybody else is doing it and as "an investment", a claim which is based on current value of similar nostalgic items such as Coke trays and Tiffany lamps.

But true marketing ingenuity has been brought to Tut. Cookie stores have baked giant cookies in

the shape of the gold Tut death mask, and Laura Secord is displaying chocolate sarcophagi and King Tut suckers, presumably aimed at the younger crowd. The old Canadian institutions have not escaped the temptation, either; both Eaton's and Simpson's have set up special Tut departments in their stores, mainly selling jewelry reproductions but also posters and T-shirts.

T-shirt makers have not stopped at emblazoning Tut's mask on their products; slogans such as "Don't touch my Tuts" and "I'm a Tut nut" have appeared on people's chests. But perhaps the most timely Tut invention is the new dance, the Tut Strut, which was first demonstrated by a group of belly dancers in the Four Seasons Hotel last week. Soon to be released is an Egyptian-like disco song of the same name, so everyone can Tut Strut around their own living room.

So King Tut, in a way, has achieved the immortality he prepared for so long ago. Yet as he sat there on that dry sun-beaten Egyptian day, he never imagined that his rebirth would be gauged, not on sandy desert altars to the sun, but at cash registers and bank accounts in downtown Toronto. His golden afterlife has been tarnished into a search for green, so to speak; Tutankhamun would certainly be disappointed.



Week successful

By ANDY LEGERE

Engineering week opened Monday, Nov. 5. On hand was the Vice-president of the Montreal engineering firm who was guest speaker for the evening. The candidates for queen were introduced and the night was topped off with a social at the STUD. Tuesday was dedicated to open house, with displays by all engineering departments. The winner for best entry were the Electrical Engineers with their simulated robot, which gave guided tours of the Lab displays.

Wednesday started with a trip to Saint John, where UNB students from Fredericton and Saint John toured the Moosehead Brewery, with "refreshments" afterward. Sports activities got under way that same evening with the Venezuelans taking the Volleyball honors and the fifth-year civil engineering students capturing the floor hockey title. The softball game was postponed until tomorrow due to bad weather.

Thursday began with the fifth-year civils taking the ice

hockey honors.

The famous "Lady Godiva Gallop" followed; you had to see it to believe it. The day finished with the Godiva Pub at the STUD with an excellent turnout from the student body.

The Great Canadian Coaster Derby took place Friday with the class of 1980 mechanical engineers winning the race. The fourth-year electrical engineers showed their ability to hold liquor by winning the chugging contest. That night there was a sellout crowd for the Coaster Derby Pub with a line up waiting all night to get in.

To finish off the week, there was a dinner Saturday at Keddy's. Later that evening, Susan Lynch was crowned Queen at the engineering ball at the SUB.

A special thanks is in order for those professors who cancelled mid-terms and cut down on assignments to make it possible for students to enjoy engineering week to its fullest. Over all, the week was very successful with good support from both the public and the student body.

Bowman new arts rep

By Susan Reed
Staff Writer

Newly-elected Arts Representative Bryce Bowman plans to sponsor good relations between both the executive and councillors of the SRC and the SRC and the university media.

Bowman, retrieved from a victory party Wednesday night, was very happy about his new position. He said he had run for office because he felt he had a reasonable and valid mandate.

Bowman stressed that he wanted to serve not only the Arts faculty and those who had elected him, but the entire student body.

He mentioned that historically there have been personality splits in the SRC that had been detrimental to the whole university and expressed his belief that "everybody should push together." Student apathy, said Bowman, is an important concern and to

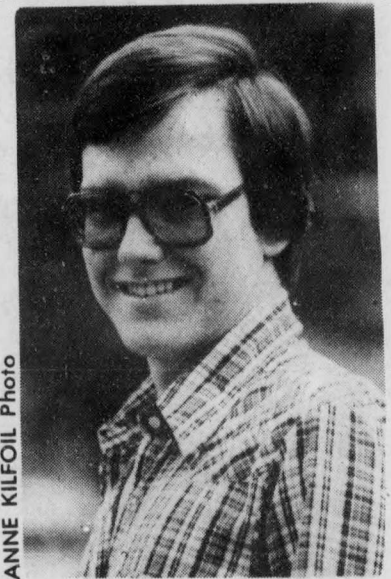
combat this proposes to found a committee composed of the executive of the clubs on campus. Bowman said he would attempt this at first with the arts clubs in order to test his plan's feasibility. He said he would seek the aid of the other new arts Rep, Lynn Fraser, in this.

This committee would co-ordinate the activities of the clubs. Bowmans said he believed this would make more students willing to join in activities as they would know more of what is going on. As a natural consequence of this increased student participation, students would become more acquainted with the SRC.

Bowman thinks his idea will work and is starting on it immediately. Should it prove successful, he will campaign to use the same system in the other faculties, bringing the whole under a central control.

This committee would eventually be abolished and taken over by the SRC to establish communication links.

Bowman said he had been told that no other arts representative



Bryce Bowman

has ever undertaken such a programme to organize student participation.

Another of Bowman's aims is to pass a constitutional by-law prohibiting anyone from running for two offices simultaneously. This, he said, was a belittlement of the student council.

\$400,000 granted for forests

UNB and the province's forest industries have announced a joint venture to improve the quality of our forest resources.

Eight major forest product companies have agreed to provide UNB with \$400,000, payable at \$80,000 per year, to support a "chair" in forest tree improvement.

The industry grant was announced recently by Acting President Thomas J. Condon.

"This tremendously important step in strengthening the department of forest resources at UNB will enhance the application of advanced science and technology to reforestation and stand improvement problems," he said.

"Assuring a continuing and improving supply of economic roundwood for future harvesting is vital to the economy of the province."

The grant will cover hiring of a professor of tree genetics and a technician, as well as such research costs as equipment, travel and computer time. The university is seeking a senior researcher with an established international reputation for this prestigious academic post.

Participating in the project are Acadia Forest Products Limited; Boise Cascade Canada Ltd.; Canadian International Paper Company; Consolidated-Bathurst Limited; Fraser Inc.; J.D. Irving

Limited; MacMillan-Rothesay Limited; and St. Anne-Nackawick Pulp & Paper Company Ltd.

Groundwork for establishing the tree improvement chair was laid by UNB's former president, John M. Anderson. He hoped that in strengthening relationships between the university and the industry, the joint project would prove to be a step towards the forestry complex which is proposed for New Brunswick.

Dr. Condon hailed former President Anderson's "skillful efforts in bringing together so imaginatively the university's needs and the needs of the forest industries."

Earth slowing down

The Earth is slowing down. No, that's not a Chicken Little joke. It's a fact. Little by little friction between tides and the ocean bottom are putting the brakes on the Earth's rotation -- which not only makes the days grow longer, but according to Australian meteorologist B.G. Hunt, also affects the climate.

Roughly speaking, Hunt says, the slower the Earth spins, the wilder the weather gets. One-and-a-half billion years ago, days were only 10 or 12 hours long -- and major storms and hurricanes were

probably relatively uncommon. As the planet lost some of its spin, big storm systems became more likely -- which may seem like a piece of bad luck until you realize that storms are responsible for much of the rain that falls on the Northern Hemisphere.

Can we expect the Earth's slowdown to create drastic changes in our weather in the near future? Don't count on it. At the moment, it takes 50,000 years to add a single second to the length of a day. (NEWSSCRIPT)