

## NEWS



The offending party.

## Beer and bodies ad a bummer

BY JERRY WEST

Sex sells. At least that is the opinion of some Dalhousie students.

Recently the *Gazette* received complaints that a Ten Penny Beer ad contained hidden sexual images. The advertisement (in the October 31 issue) shows a flock of geese flying in one direction, with a lone goose headed in the other direction. The area of contention is the clouds in the background.

To clarify the issue the *Gazette* held an informal poll.

Forty participants were asked if they saw anything unusual about the advertisement. Approximately 80 per cent of respondents replied that they saw bodies in the clouds. Some saw male bodies and some

female, but the consensus seemed to be that they were human.

According to the Canadian Advertising Foundation (CAF) this does not constitute subliminal advertising. In order to be subliminal, an image would have to be undetectable.

"No, this type of thing would be covered under the guidelines for sex-role stereotyping," said Kari Kerr, Communications Manager for the CAF.

The Canadian Code of Advertising Standards says advertising "must not exploit... sexuality".

The advertisement has run in a number of other student publications including the King's Student Handbook and the *Weldon Times*, the newspaper of Dalhousie's law school.

"The ad came in at the last minute," said Naz Mitha, Editor of the *Weldon Times*. "The three or four people who were there thought it was rather suggestive, but we'd already gotten some beer from Moosehead in consideration of it, so we felt obligated to run it."

"To tell the truth the ad came in so close to our deadline," said Andy Pederson, Production Manager of the King's handbook, "that we just placed it and never really looked at it."

"The artist didn't have any instructions to put bodies into the picture, and it was never our intention to run a subliminal campaign," said Dave McGuire of Moosehead Breweries, but "we have had a few concerns raised about that piece [in the past]."

*Toto, we're not in Halifax anymore*

## A Canadian wakes up to Beijing

BY RYAN STANLEY

BEIJING — Beijing rises early on a crisp autumn morning, and almost before the sun has pierced the industrial haze blanketing the city, its people have begun the hurried business of making a living.

Having been here almost two months now, teaching English at a small college in the west end of the Chinese capital, I am still puzzled and fascinated by the rhythms of this teeming metropolis.

By five a.m. people have appeared in public parks and on sidewalks to conduct their slow, graceful, silent exercises. Meanwhile, on the streets, the work day is starting up. Cloaked figures emerge from unseen sleeping places in the narrow, dusty lanes and begin to lay out their wares — fruits, vegetables and slabs of meat.

It is a testament to human integrity — everywhere, people are guarding their niches. Women sell flowers, old men offer bicycle repairs on the sidewalk, enterprising youngsters market doughy, deep-fried pastries to passers-by. This is the informal sector — the unpro-

tected, self-employed millions who make up such an integral part of all Third World economies.

Beijing has its modern sector, too — its downtown core features glamorous Western hotels and sparkling office towers. But it is the chestnut roasters and the shoe menders who give the city its vitality. A Beijing market is a swirling sea of buyers, sellers and endless bicycles.

*It is easy to become complacent and to conclude that all is well here*

This centrepiece of the People's Republic is all hustle, and nothing like the stereotype we so often accept of life in a Communist country. The overwhelming impression is one of 16 million people trying to make their way in a place too small for all of them, and finding ways to express their individuality

in an environment that never ceases trying to rob them of it.

For a Westerner, China can be mysterious and unknowable. It can also be very comfortable, for hard currency goes a long way and food is delicious and plentiful. It is easy to become complacent, and to conclude that all is well here — people seem generally satisfied, and the press is full of reports on the government's tireless efforts to improve everybody's lot.

I am given a jolt each morning, when I leave the building I live in, to remind me of the dangers of such complacency. The central courtyard of my college is dominated by a huge satellite dish, pointed skyward. Two years ago it was disconnected, when the government decided its students might be encouraged in their hooliganism if they were allowed to continue to watch American news programs. The dish remains, in disrepair. I often think of it as a symbol — of many things, but mostly of potential.

Ryan Stanley is a fourth-year Dal student teaching English at a diplomat school in Beijing.

## Students busted for fake IDs

BY GUY MAJOR

In the past two weeks, 17 Dalhousie students were charged \$135 by Halifax police for fraud. These students are underage people applying for voluntary proof of age liquor cards under false names.

About half of the 40 false applicants in the past month are young Dalhousie students who are, "...under a lot of peer pressure to drink," says Kim Robbins at the Nova Scotia Liquor Commission.

Abuse of these cards is serious, says Constable Paul MacDonald of the Halifax police, because, "you can walk off with all kinds of things. We know the potential for other crimes to happen because of false I.D.: they can be used in video stores, and an officer could even be misled into charging someone as another person."

According to the Liquor Act, every person who presents false proof of age in order to purchase liquor is guilty of an offense and is liable to a fine of \$100-500, and failing payment, a prison term.

Police are now beginning to charge people under the criminal code, which means a fine up to \$2000 and a criminal record, if the person is using someone's I.D. without permission.

In fact, says MacDonald, seven people have already been charged with this in the past two weeks.

Robbins says that this policy is necessary as a deterrent: "It's costing the taxpayer a lot of money running around checking kids out...I'm not going to give out information on how we catch these people because if we do that, they're all going to know."

## Playing at politics

BY LARA MORRIS

The flag may have fallen, but Canadian unity took the day at last Wednesday's TROC versus BLOC debate.

About fifty people watched members of Sodales, Dal's debating club, take part in the Dalhousie Student Union's "Spicy Commission" series.

John Atchison and John LeBlanc represented the Government side of the House, taking on Tim Costigan and Nancy Palardy for the Opposition.

Laura Stewart acted as Speaker of the House and introduced the question for debate, "be it resolved that Quebec should separate from the rest of Canada."

Government representatives took the position that Quebec should separate immediately and then negotiate an economic agreement with "the rest of Canada" (TROC). They supported their position by stating that the current Federal Government proposals are inadequate, that the Charter of Rights and Freedoms imposes national standards the people of Que-

bec do not want, and that Quebec needs more control over its economy and immigration in order to protect French culture.

"Quebec should declare its sovereignty... and then perhaps negotiate a common market," Atchison said.

These views were challenged by Opposition members who emphasized that now is the time for talk between Quebec and the rest of Canada. They stressed that members of the Quebec government have stated they like the substance of the Federal Government proposals, that the Quebecois have used the Charter to their advantage, and that Quebec needs Canada economically.

"Is the rest of Canada going to want to negotiate after separation? No," said Costigan.

The debaters hammered away at these points backing them up with various events and studies. Repetition was a key strategy, completing the image of authentic politicians.

In the end few audience members voted, but the Opposition members took 85 per cent of those cast.

