

Now, wanderlust with a difference

How many people do you know have bartered with a pygmy in Zaire, shared mint tea with a nomad in the Sahara, munched chapatis with a Nepalese Sherpa on Everest or bedded down on a river barge enroute to Manus, Central Amazon?

This year, in the footsteps of explorers of centuries past, a special breed of travelers will search out corners of our world beyond the beacher of American Express. These people are not tourists; they are travelers rejecting regimentation and gloss and who want more out of life than a crowded beach. They are people with a flair for creative travel, looking for real experiences in real places.

A British idea, which over the past few years has pioneered the mixed camping expedition routes of over 65 countries on five continents, it has brought together thousands of multi-national individuals from all walks of life. It has seen the development of the three-to-13 week European camping holidays as a favorable alternative to the ever-increasing difficulty of hitch-hiking in Europe while eliminating the accommodation hassles.

It has placed four-wheel drive vehicles on the world's hottest deserts, over the highest mountain passes and the thickest jungles from Iceland to Afghanistan. It has developed a treasure house of travel information, trans-Siberian train schedules, Indonesian island hopping, Himalayan trekking and information beyond the scope of the normal high-street travel agent.

Overland travel takes time as in the four-month Australia expedition driving some 15,000 miles from London to Sydney. But then who would trade this travel experience at less than double the cost of the 16-hour direct flight?



HAIR-PORT

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Noted social critic/author to speak at U

Vance Packard, one of the most perceptive social critics of our time, is the author of many phenomenal best-sellers that continue to provoke discussions in homes and classrooms across the nation and abroad. His platform appearances are always eagerly awaited in communities throughout the country, and on March 6th he comes to the U of A Campus at the Students' Union Building in Dinwoodie Lounge, at 7:00 p.m.

Packard's seventh book, "A Nation of Strangers", (publication September 8th, 1972) deals with the accelerated movement of Americans, the upheaval of thousands of established communities, the onrush of relatively anonymous living in many metropolitan areas, and the breakdown of kinfolk ties, all having a profound impact and affecting the American life style, American institutions, the demands for products and services as well as the mental attitudes of the people; and pushing new changes to the forefront.

A native of Pennsylvania, with a master's degree from Columbia University's Graduate School of Journalism, Packard also did graduate work in international economics at three universities. He holds Distinguished Alumni Awards from Columbia University and Penn State University.

Before becoming preoccupied with the social sciences, he spent five years as a newspaperman in Boston and New York.

In 1957 his first book, "The Hidden Persuaders", appeared and quickly climbed to the #1 spot on the nation's best-seller lists. This study of motivational research techniques alerted the American public to the methods of "persuasion in depth" advertising.

It was followed in 1959 by "The Status Seekers", which analyzed class stratification in the United States and, in 1960, by "The Waste Makers", which sounded a sharp warning on planned obsolescence and the waste-encouraging commercialism of American life. Both

books became best-sellers, and Packard became the only author in recent years to have three books in a row reach the top

rung in the non-fiction field. Best-selling works have continued to follow and achieve
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What will they think of next

LOS ANGELES (ZNS/CUP) - For the ecologist worried about cities becoming one big mass of concrete, "grasscrete" may be the perfect answer.

"Grasscrete", a British invention was recently installed on the parking lot of the Home Savings and Loan Office in Los Angeles.

The parking lot was covered over with a green tinted concrete with X shaped holes

placed every six inches. Then a special type of Bermuda grass was planted in the holes, a grass tough enough to stand up under the heaviest carload.

Home Savings and Loan points out that while the "Grasscrete" costs 20 per cent more to install than conventional asphalt, it is attractive and when fully grown out, will provide enough oxygen for 25 people each day.

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FRIDAY, MARCH 14, 1975

There will be openings in the Edmonton office of our firm for second year students in Business Administration and Commerce who plan to major in Accountancy with the view to becoming Chartered Accountants.

Employment will begin September 1, 1975 and will follow the WORK/STUDY PROGRAM - an option in Accounting available in the Bachelor of Commerce program in the Faculty of Business Administration.

Please contact your Student Placement Office to arrange a convenient time for a personal interview on campus or to obtain a copy of our recruiting brochure.

If the date of our visit does not suit your time schedule, you are invited to call:-

Mr. Preston, Edmonton office, at 429-5211.

FORUMS

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VANCE PACKARD

speaks on:

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**WEDNESDAY
MARCH 5**