

Burger boppers gobble Whoppers

by Cheryl Downton

The **Burger King** in Halifax was the scene of gross moral ineptitude Saturday. The management enlisted the aid of gullible high school students to promote Burger King and its 'products'.

Some time ago local manager Donald Tanner contacted the students' councils of four Halifax high schools and asked each to send a two-man team to the **Burger King** on Saturday afternoon to participate in a "Whopper"-eating contest. The **Burger King** has recently opened in Halifax, and feels it needs some additional publicity. The object of the display was to see which participant from which high school could consume the most "Whop-

pers" in a thirty minute time frame. The winner would have his name engraved on the newly-acquired **Burger King** trophy. (If the contest with the boys was successful, the management planned to promote a similar event for girls in two or three months time.)

On Saturday only two teams showed up—JL Illsley and Queen Elizabeth High Schools—and were immediately dressed in **Burger King** t-shirts. Tanner instructed them that they were to eat the complete "whopper", and each contestant was provided with the beverage of his choice. Urged on by approximately two dozen fellow-students, including one head girl and several yearbook photographers, the com-

petitors gobbled and grunted for thirty minutes.

When asked how he felt about such an obvious display of gluttony in these times when millions are starving world-wide, Tanner replied: "I didn't actually give it much thought. It's a novelty to turn the younger generation on; it's a game."

"It's one of the luxuries of the western world," responded Bill Hayward, a participant from QEHS. "If they had a Burger King they'd eat there too," James Nicols of QEHS said enigmatically.

The "Whopper" (weighing in at 9 7/16 ounces) was dutifully devoured, and the winner from JL Illsley downed five and a half in the

allotted time. **Burger King** gained its publicity—but at what cost? According to Tanner, radio advertising will be in the vicinity of \$360.00, while the t-shirts and the food amount to approximately \$40.00. What of the students who participated in the stunt? Are they concerned that as they stuffed themselves in aid of a multi-million dollar corporation, hundreds of human beings were dying of starvation, and still more were born into the world, some of whom will suffer the same fate?

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