

Nigger - The Student As Product

BY GARR

Canadian University Press

Last week a man told a group of university presidents to help students get summer jobs by going "Madison Avenue".

The man was W.H. Rutledge Director of Operations for the University Career Planning Association, and the occasion was the annual meeting of the Association of Universities and Colleges of Canada -- God bless them.

Well, I promptly forgot the whole traumatic vision of cello-wrap students until I popped into Woolworth's yesterday and ordered my lunch to the plaintive strains of free enterprise -- Noel . . . no kidding.

Old Rutledge was right, I thought, it's a buyer's market. He's hustling summer jobs in November and the shop keeper is acting like "lest we forget" refers to last year's profits.

Universities are big business; students are our most important product.

It doesn't matter what material it's made out of as long as it has a good zipper. Do you have a good zipper?

More important -- is your university president telling the world about your zipper and what your zipper can do for the world?

W.H. said what you have to do is make film clips for local T.V. and sound tracks for public service announcements and the radio. Sell students like you a new car or, better still, like you sell something personal.

How about: "Industrialists, decide for yourself. Would you rather sit back and count the days on the

calendar waiting for those tense moments, or go swimming and dancing any day of the month. Well you can.

"Looking for something cheap to fill in those little gaps in your assembly line? A little something to allow you to operate in freedom and comfort? Our product will let you rest easy without the embarrassment of a bulky payroll or expensive retirement plan.

"When your busy season ends, would you rather worry 'What do I do now?' or simply dispose by flushing away?

"You probably know what we're talking about now. The complicated versus the modern way -- why get involved with messy unions, the agony and restrictions of arbitration, when a simple summer insert will do the job?

"Our product, developed by doctors and now used by millions, will take up the uneven flow often experienced during peak periods.

"A small investment will give you more confidence, peace of mind and flexibility. Let you slip out for that game of golf without the feeling that you've forgotten something.

"We have the student to suit your own personal problem, coming in junior, medium and extra strong.

"But don't just take our word for it -- decide for yourself."

What we need, however, is more than a spot on radio here and a blip on the telly there. And Rutledge is the first to admit it.

He suggests a national organization linking students, administrators and government in common cause with some kind of overall theme.

Christmas has "the spirit of giving"; Hallowe'en, "trick or treat". For our project I think we can profit from the rather industrious group of students at McGill who say: "Management is where the action is". Dynamic, what?

Now that the theme and goals are out of the way, a name to convey our message.

What's in a name? you might say. Everything, if you're selling.

The boys in the head office submitted the following: the National Institute for Gaining a Greater Entrepreneurial Resource (NIGGER).

Our letters of introduction are now on the presses and will be out within the week.

They read:

"Dear factory owner:

If your profits are falling off because of increased labor costs, NIGGER is the answer to your prayers.

The National Institute for Gaining a Greater Entrepreneurial Resource is a tripartite organization for the collection and distribution of that all-important product, labor, into the mainstream of our economy. We carefully screen our recruits with the understanding that the university is here to serve you, the man who is making our country great.

We won't recommend just anybody. Only qualified technical and professional people willing to work for low salary under demanding conditions.

Why not let our representative drop up to see you? A NIGGER man can estimate your individual requirements in just a few hours.

Give yourself a break this summer -- Make profits bigger, go NIGGER.

Yours for free enterprise
Tom Black, Head NIGGER"

Fellow students, the answer to summer unemployment is close at hand.

As a NIGGER student both you and your country will benefit.

Don't delay; send away today for more information and a free button depicting an open palm, the national NIGGER symbol.

Remember, think NIGGER -- it's good for you.

UBC Students Sit-In

FREDERICTON (CUP) -- An administration decision to use city police to end a bothersome 48-day sit-in at the University of New Brunswick has backfired.

The Strax affair, almost dead for three weeks now, revived with the arrest of seven protestors in Liberation 130 early Sunday morning.

Within 48 hours of the police action:

- * the student council at UNB strongly condemned the use of police

- * a group of protestors sat in at a city police station and demanded they too be arrested

- * a conference of students from universities and colleges in the province announced plans to switch the location of its sessions this weekend from the UNB campus to protest the presence of police at the university

- * two keynote speakers scheduled to address a Maritime history symposium at UNB this weekend have refused to speak on campus and may force cancellation of the whole affair.

While all this happened, the seven appeared in magistrate's court Tuesday morning and pleaded guilty to a charge of public mischief. All were released on their own recognizance and separate trials were set for December 10.

They pleaded after their lawyer, James D. Harper of Fredericton, failed to have the charges dismissed on procedural grounds. Harper contended they were invalid because they referred to UNB as private property whereas according to a provincial universities act of 1968, the university is in fact public property. Justice Lloyd B. Smith denied the plea for dismissal.

The UNB student council, silent throughout the seven-week protest, called the police action "unprecedented, violent and oppressive" in a letter sent to administration president Colin B. MacKay.

The students said they could not condone "totalitarian tactics as part of the regular administrative routine" and affirmed the "right of students to disagree with the policies and opinions of the board of governors." The council then demanded the university drop charges against those arrested.

On Tuesday afternoon, administration officials called a press conference to present their case. Dugald Blue, university registrar, presented a statement explaining the process by which the cops were called.

Blue watched the bust Sunday morning.

He said the decision had been made November 1 on the advice of the board of deans. He said student possession of building keys was one of the reasons for the eviction, but admitted nothing was broken into or taken. Blue said the administration would have to "consider" whether any action would be taken against engineering and commerce students who participated in raids against Liberation 130 and caused extensive damage.

On Monday, 24 protestors, including Dr. Norman Strax, picketed memorial services at the Fredericton cenotaph in support of the seven arrested. One placard they carried read: "Was their fight for democracy in vain?"

Then ten marched to city hall and sang "We shall overcome" before moving on to the city police station. Three students and Strax were allowed into the cell block to visit the seven and once in, they demanded to be arrested. When police refused, they sat down. They handed a list of 150 names to the cops, all of people involved at one time or another in the Liberation 130 occupation and all requesting arrest.

Fredericton police chief Bryce Neely told them to tell it to the judge and refused to arrest them unless ordered to do so by the judge. He then had his men carry the protestors out of the station.

Later in the day, organizers of the Actions conference, a meeting of New Brunswick students scheduled for this weekend, announced they would move the conference off the UNB campus to protest the police action.

Tuesday evening, Michael Cross, a University of Toronto history professor, announced he and George Rawlyk, from Queen's University, would refuse to give scheduled addresses at a conference on Maritime history this weekend at UNB.

He later retreated somewhat, saying he and Rawlyk did not want to punish delegates to the student-generated conference and would speak at any off-campus location. However, they refuse to speak on campus or share the podium with any UNB administrators.

Cross said he and Rawlyk were greatly upset by the university's mishandling of the Strax case and particularly by the police action.

Organizers to the history symposium were debating late Tuesday night whether or not to call off the whole affair.

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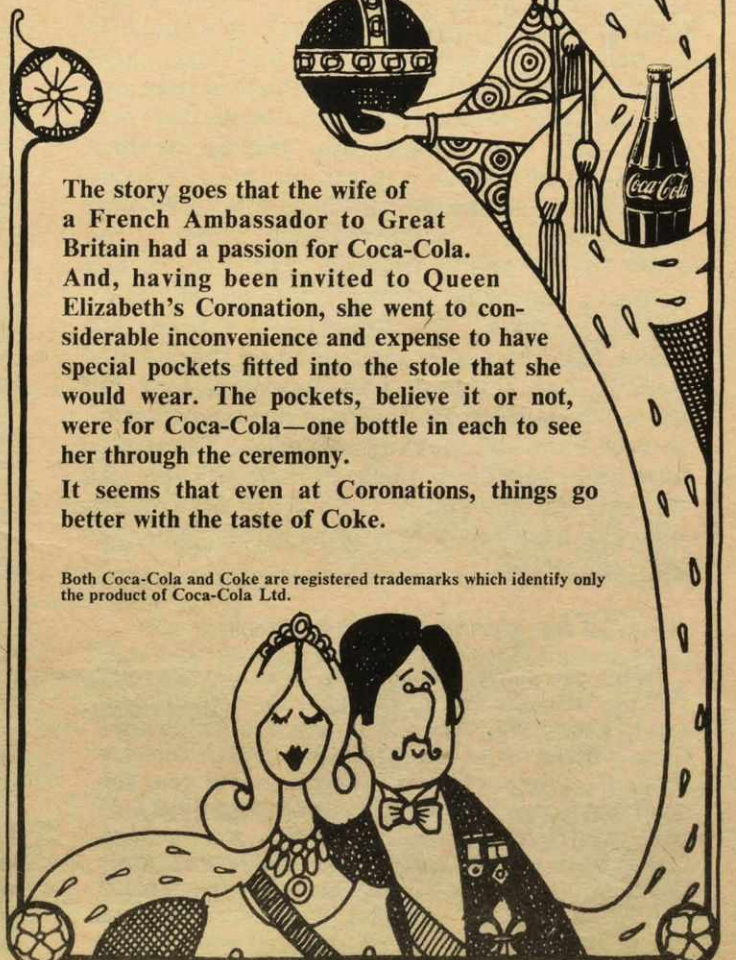
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Have you heard the one about the French Ambassador's wife?



The story goes that the wife of a French Ambassador to Great Britain had a passion for Coca-Cola. And, having been invited to Queen Elizabeth's Coronation, she went to considerable inconvenience and expense to have special pockets fitted into the stole that she would wear. The pockets, believe it or not, were for Coca-Cola—one bottle in each to see her through the ceremony.

It seems that even at Coronations, things go better with the taste of Coke.

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