

## 19 seek president's office

### Campaign platforms range from ridiculous to serious; six in by acclamation

### Vance Packard talked of advertising, etc.

BY CATHARINE MORRIS

The author of the best-seller "Sexual Wilderness" spoke to a capacity crowd Friday in Convocation Hall.

Vance Packard, main speaker at Varsity Guest Weekend, has also written "The Status Seeker" and "The Hidden Persuaders". He spoke about the student and the changing American character.

"We are moving towards a society of happiness seekers", he said. This change in society is due to technology and the advertising needed to "move the mountains of goods" produced.

"Advertising promotes hedonism as a way of life", he said.

"Increasing impulsiveness in buying is one result of this pleasure-seeking attitude."

"There is exploitation of holidays to promote big-time spending." For instance, Christmas officially starts one week earlier every year", said Parkard.

He pointed out that "one third of all shoplifting occurs 20 days before Christmas".

The author said advertis-



VANCE PACKARD

ing makes efforts "to promote narcissism as a way of life". An example is the extensive use of cosmetics by teenage girls. Twenty years ago, hardly any girls used mascara on a regular basis.

"Now, 99 percent of teenage girls use mascara as well as eyeliners and false eyelashes", he stated.

### Youth tend towards idealism

"Advertisers are exploiting the youth market as a strategy because youth is influential in the acceptance of new products."

Mr. Packard used the example of the sale of "training bras" for eight, nine, and ten year old girls.

"These children are being given a fast start to neurosis", he said.

Technology provides a greater range of choosing occupations, but "people will have to have two or three occupations in their lifetime" because of planned obsolescence.

"More people are concerned with what they were getting rather than what they are giving."

He said that impulsiveness is showing up in our way of life—in violence and in the growth of dishonesty in our schools.

"There is a more casual attitude toward sex," he claimed. His survey of sexual attitudes revealed that although there was no startling increase in "total experience" on the part of men of 21 or 22 years, there was an increase of 60 percent on the part of women.

Mr. Packard suggested there is a decline in personal resourcefulness in our society. He thought this could be due to a lack of creative activity for small children.

In spite of the bad effects of technology on our society, Mr. Packard noted "an increase in interest in doing something about our social problems".

"There is a great deal of idealism shown by young people."

"They no longer want to just make a buck", he said.

By ELLEN NYGAARD

A flip of a coin is not going to decide this year's Students' Union presidential race. Unless you have a 19-sided coin.

When the smoke cleared after nomination day, Feb. 12, there were 19 candidates for president, two for vice-president of academic affairs, three for vice-president of external affairs, and two for treasurer. The remaining positions were filled by acclamation.

Elected by acclamation were Wendy Brown, secretary; Dennis Crowe, coordinator; Jack Barrigan, Chairman of the University Athletic Board and President of Men's Athletics; Ellen Singleton, vice-chairman of the University Athletic Board and President of Women's Athletics; Dan McCaffery, Treasurer of UAB; Cathy Sinton, Wauneita President; Gloria Darroch, Wauneita Vice-President; and Jeanette Brown, Wauneita secretary-treasurer.

#### THE RACE

The crowded presidential race is another matter. The Disciplinary Interpretation Enforcement Board met Friday for two and a half hours in an effort to clarify the issue.

The meeting was called to review irregularities that had been discovered in several nomination forms. Ken Newington, the Chief Returning Officer for the students' union, ruled that 15 of the nomination forms for the office of president were signed by ineligible students.

Candidates in question were called individually to the docket and the allegations read by the returning officer. Following questions from the board, the candidate or his counsel was allowed to make a short presentation to the board.

#### OBJECTIONS

A series of objections were raised throughout the hearing that candidates were not being questioned as to their eligibility but as to their sincerity as candidates. It was brought to the attention of the board that a nominee could be a serious candidate without being a serious contender.

It was stressed that at the time of the nominations, to the best of the candidates' knowledge, their nominators were eligible. It was also pointed out that the Students' Union constitution had already been infringed upon by the Students' Union in that the election was not being held at the proper time and that the decision of the board should be tempered by this fact.

This leaves the 19 candidates still responsible for conducting campaigns. All emphasize that they are serious about running for the position.

Candidates are running on tickets ranging from the 'Invisible' ticket to the 'Virginity' banner. One candidate is running under the auspices of the "Red Herring Interest Group".

Jim Vogel, a candidate whose slogan is "Applehood, Motherpie, and Vogel", explained that the slogan was chosen because he felt something 'catchy' would get the campaign down to a personal level where the real issues could be discussed. He said some of his campaign philosophy was taken from the psychology of the Trudeau campaign.

Vogel's views of the Students' Union now and in the future seem to reflect the general trend of the election: "You don't have to grow up in the students' union committee structure to have a point of view. It is a tendency for the student who has grown up through such a structure to see his understanding of the issues is the only enlightened one."

Presidential nominee David Leadbeater saw no changes in his campaign in view of the large ballot. He wonders, however, why the office of president was chosen as the major bone of contention. "There are other means of expressing their views", he said.

"There's a difference between having knowledge about what's going on and having a point of view", Leadbeater said, commenting on the statement of Mr. Vogel.

Because of the large number of

candidates for all offices, speeches at the election rally Thursday will be curtailed to two minutes per candidate.

Nominees for president are: Rolly Laing, Sydney Sharpe, Joanne Harper, Charlotte Bragg, Donaleen Saul, Lorraine Raboud, Shirley Sandul, Jim Vogel, Warren Wasywich, David Leadbeater, Garry Mitchell, Michall Sowden, Tom Fuller, Doug Wasywich, Dougal MacDonald, Judy Adamic, Dan Makarus, Zelma Hardin, and David Belke.

Nominees for vice-president of academic affairs: Elizabeth Law and Earl M. Silver.

For vice-president of external affairs: Eric Hameister, Bob Hunka, and Coral Sloan.

For Treasurer: Dennis Fitzgerald and Thomas Richard Payne.

Students' Union elections will be held Friday, Feb. 21.



### Cum on baby light my fire

JOSE FELICIANO—and the Miss U of A Pageant will bring new lights to the audience.

The Jose Feliciano Show is a complete two-hour show that will add new color to the pageant. Blind from birth, Feliciano appears on stage complete with guitar and seeing-eye dog. He sings his songs with soul, with a background of spanish guitar, as in two of his recent hits, "High Heeled Sneakers" and "Light My Fire". The young Puerto Rican with the vibrating sounds promises to have the show of the year.

The Miss U of A Pageant will have all the glamour of a national pageant with this young and courageous star. The Jose Feliciano Show and the Miss U of A Pageant will be open to the public and tickets go on sale Wednesday for the event on Thursday, March 6, in the Jubilee auditorium. Ticket prices will be \$2.50, \$3.00, and \$3.50.