

# undheit! Gesundheit! Gesundheit!

by Uncle Walt  
 It's new! It's improved! It's so in, you can't do without it! For youth, beauty, wealth, and a better sex life, take Cruds every day. Free samples with every bottle! Save on every gulp! Buy Cruds!!!

Advertising not only butchers the English language and assaults our senses, but also sells many products dangerous to health — worthless and ex-

pensive. Apologists who claim that ads are needed to publicize new products ignore the fact that most ads are for old products. Many supposedly new products are just slightly altered and re-packaged.

Rather than discuss the techniques of deception used by advertisers, the following will list some of the products pushed. Also remember that services, such as car and TV repairs, are also often

fraudulently presented.

A big and dangerous business is drugs, both prescription and over-the-counter (patent, proprietary). Hosts of cold and headache remedies, containing only acetyl salicylic acid and caffeine, are sold. Lately, more potent drugs, including anti-histamines and sustained-release capsules, have appeared. No cold cure exists.

Drug companies, which advertise directly to doctors as

well as in the mass media, invent hundreds of similar drugs with different brand names and convince physicians to prescribe these expensive brands instead of ordering by generic name. Free samples and "detail men" push sales.

Tranquillizers have made fortunes for drug companies. More recently, stimulants have been sold for everything from obesity to depression. Patients expect doctors to prescribe a medicine for every complaint, and doctors usually do.

Reducing gimmicks abound, although the only answer is eating less. Dentifrices offer fancy names, yet brushing teeth with salt, baking soda, or even warm water does just as well.

Cosmetics are often irritating to skin, and sometimes poisonous. Cultivate the natural look.

The bill outlawing cigarette ads has not been passed by Parliament. Filtre-tip cigarettes don't make smoking safer, but contain stronger, lower quality tobaccos to retain flavour through the filtre.

Non-foods such as soft drinks are pushed with clever jingles and contests. Sugar, a sub-

stance which the human body doesn't need, is pushed as an energy food. Artificial vitamins, in pills and added to such depleted items as white bread and cold cereals, are a poor substitute for good food.

The quality of products and services has declined with the increasing sophistication of ads. Today's food, cars, houses, and appliances do not compare to those of earlier, more honest days.

Customers believe wrongly that "advertisers couldn't get away with lying". The government is impotent to stop the torrent. Only customers themselves can refuse to buy junk and shoddy service. You are the one who pays for ads whenever you buy advertised products. Don't!

Planned obsolescence, product duplication, and useless or dangerous products make our economy overproductive. Further growth will not eliminate unemployment. Only a drastically shortened work week will guarantee that everyone who wants a job will get one; employment can thus be spread over the whole labour force. Even college graduates.

## ... more words

### Dal sucks

(cont'd from p. 5)

Canadian universities! The organizer of these events must have been chewing bubble-gum when he booked the main attraction for these events or somebody took him for a real ride.

Dal students deserve better entertainment than Rolly Daniels, Ocean, Dr. Music and

the unbelievable Dublin Corporation. The people who are booking this entertainment for us are totally incompetent. Everyone I've talked with agrees that the prices charged during the Winter Carnival week were outrageous. I challenge anyone to give me a complete rundown of the expenses of Carnival week and to explain why the prices were so high. Everyone has been telling

me that the sub-rats are a bunch of crooks and after that Howard Hughes Winter Carnival, I'm inclined to believe them.

I've been very critical, but my feelings represent those of a great many undergraduate students attending Dal. Dal could be a great university in all fields, but changes are definitely needed, RIGHT NOW! If nothing else, I hope this article will stimulate a reaction so that Dal will correct its wrongs before total bureaucracy sets in.

Peter Green

### Dal Radio and infantile banality

TO THE GAZETTE:

Can you tell me why Dal

Radio insists on displaying its erotic fantasies on the radio, polluting the ears of innocent listeners and adding to the air of infantile banality which presently fills the Student Union Building?

Please explain.

Bewildered,  
Andrew Gilbert

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