

DR. K.C. DEAN DR. H.D. HUNTER
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OPTOMETRISTS

Campus Towers 11151-87 Ave.
For Appointments Please Call
439-2083

DISCO Shoes

Discount Prices on Shoes for the Entire Family

10470-82 Ave.
Also Downtown, Jasper Place.

Specialists Styling & Hair Care

Experts - Hair Analysis
Hair & Scalp Treatments Permanent Waving
Coloring & Frosting Hair Cutting & Styling

Under New Management
439-2423 Campus Tower Bldg Bsmt. 8625 - 112 St.

Marnie's Wedding Shop

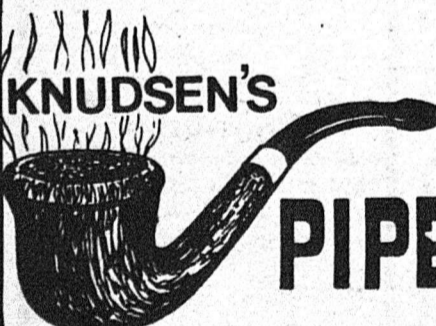
10305 - 80 AVENUE, EDMONTON, ALBERTA

"Everything for a Beautiful Wedding"

- * Wedding Invitations
- * Shower Gifts
- * Napkins
- * Bouquets artificial
- * Car Decorations
- * Church Candelabra
- * Hall Decorations
- * Cake Decorating Supplies
- * Candles & Bridal Books
- * Exclusive cake tops

433-1622

COMPLETE WEDDING CAKES
Made to order or we will decorate your own cake. We also make and decorate Dummy Cakes. (for sale or rent)



PIPE DREAM LTD.

South Entrance of Boardwalk

- * A new service for Pipe Smokers
- * Custom Tobacco Blending
- * Quality Pipes and Pipe Repairs

Drop in for a Coffee and a Pipeful

PORTRAITS OF DISTINCTION

Goertz STUDIOS

OFFICIAL CAMPUS PHOTOGRAPHER

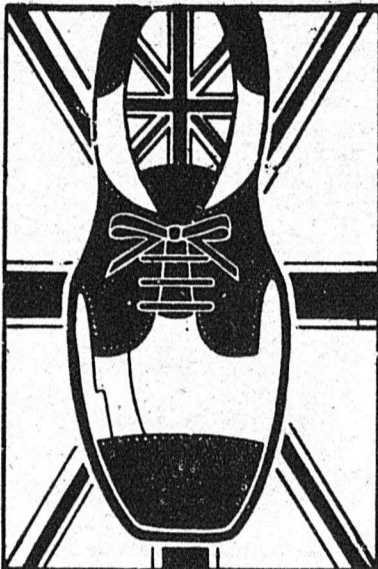
NOW LOCATED IN 9012 HUB
Make your appointment NOW
PHONE 433-8244

SPECIAL STUDENT PRICES

Sublimating sex... continued from page 1

glove thrown down in a hockey fight. The word 'cancer' was substituted for 'Cooper' on the glove.

Even the campaign literature for Canada's federal election came under scrutiny.



BRITISH BOOT (EDMONTON 1972) LTD.
FAMOUS ENGLISH BRANDS
McHALE HART
"we fit the hard to fit"
NARROW FITTINGS AND OVER SIZES
WIDTHS AAA TO EEEEE
424-9165
10311 Jasper Avenue
Clark's Wallabees and Casuals

Same thing: sex, sex, sex, sex, written all over the pictures and posters.

Rembrandt? "I've found examples in, especially Renaissance art, of everything I've found in advertising art. It is very, very old stuff," remarked Key. Rembrandt (the little devil) had the word 'sex' spelled out in the upper left-hand corner of his *The Sampling Officials of the Drapers Guild*.

And, yes, even in the most sacred of sacred - the Canadian one dollar bill (the old issue). If you draw a line straight up from the silo on the back and look to the right, there it is, ever so faint - sex. Apparently - the less

wrinkled the bill, the clearer is the word.

Key linked the various dimensions of addictive behaviour now surfacing to the effect of advertising. Approximately 25% of U.S. teenagers were probably alcoholics he said, and 10% of U.S. adults with "the rate of increase also very high, again sustained by media exploitation."

"If I'm a fake and I've dreamt this all up and if I'm a con man then you've got to admit I'm a pretty clever one," confessed Key. His next book, *Media Exploitation*, will be out in the spring.

FEMALE UNIVERSITY STUDENTS

Can you sing, dance, or play a musical instrument? If so the Mechanical Engineering Club would like you to become part of Engineering Queen Week.

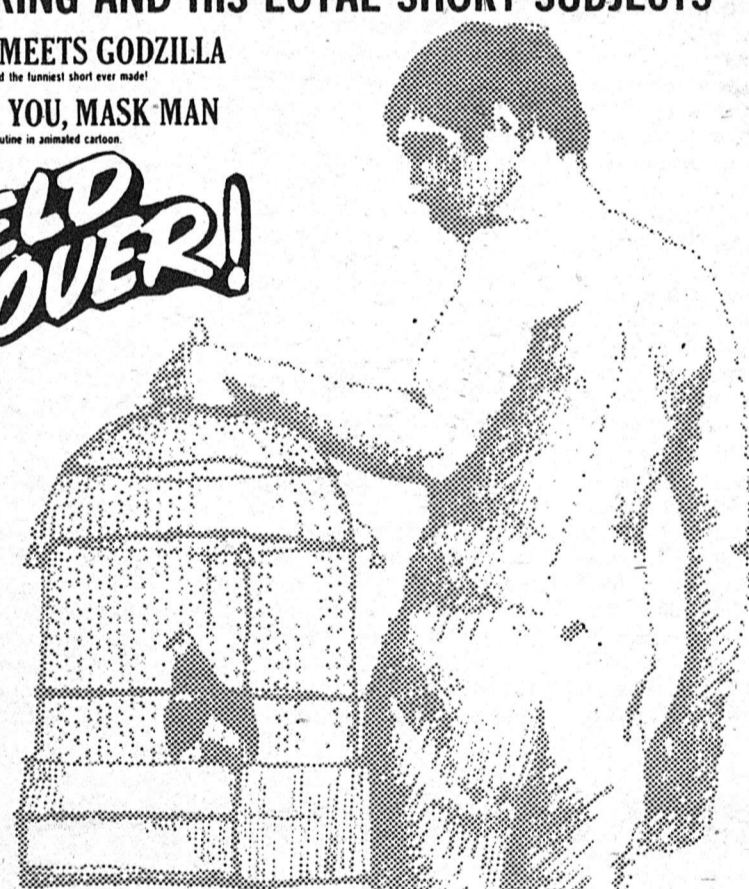
Contact the club at
439-3205
or **433-1223 (evenings)**

THE KING AND HIS LOYAL SHORT SUBJECTS

BAMBI MEETS GODZILLA
- second for second the funnest short ever made!

THANK YOU, MASK-MAN
- a Lenny Bruce routine in animated cartoon.

HELP OVER!



ALAN BATES in

KING OF HEARTS

In an isolated surreal pocket of World War I, the British send Alan Bates into a highly unlikely, tiny French town to discover a bomb. The townspeople have fled and the inmates of the local asylum have taken their place. The resulting interaction gives us some of the most enchanting sequences on film. When the reality of the returning armies breaks the bubble and the inmates have returned to the asylum, we can really share Bates' confusion about which people are really insane. In our opinion, KING OF HEARTS is a rare treat; funny and sad at the same time.

This wacky, crazy, beautiful film has awakened, become a giant, and tipped the movie world upside down. Tens of thousands, hundreds of thousands of people are cheering the King in a few selected cities.

There is one reason for this phenomenon: people love the King.
After 3 1/2 years in Cambridge, Mass. still going strong!

ADULT, NOT SUITABLE FOR CHILDREN

KLONDIKE 10337 - 82nd Avenue Phone 433-5785 **7 AND 9 PM**