

# Joe Polonsky

## Boobs and discrimination

Let me first make my position very clear. I definitely have nothing against my eyes focusing on the nude female body. One might say I even have a certain affinity for it. What I do mind is seeing that female body being relegated to a position no better than a hunk of meat. What I do mind is seeing a woman standing in front of a room full of people, boob in hand, gyrating into a fit of either boredom or nausea. "Hey gentlemen, look at me, I'm a cheap thrill. For an extra five spot, I might let you touch one of my proverbial you-know-whats."

York University has a reputation for being one of the most progressive institutions for higher learning in the country. It is in keeping in line with this progressive reputation, and in keeping in line with York's reputation as a catalyst for social change, that the Winters College Council has unanimously given approval to their coffee house to hire a topless dancer.

In a time when the realization of the dehumanizing aspects of our traditional idea of womanhood is being brought into the forefront of the public conscience, Winters College Council has decided to play the role of the reactionary. Instead of trying to maintain some stature as a vehicle for social change, Winters College Council has decided

to become a vehicle for a grandiose boob packing plant, Upton Sinclair's Jungle visited.

I would hence like to make it public knowledge, that on Feb. 12, Mr. Joseph Polonsky addressed a letter to the Winters Judiciary Affairs Committee. The scope of the letter is that the Winters Coffee House, with regards to hiring policy, is grossly discriminatory against men. I, as a man, have every right to be as dehumanized as my sister. Surely it is against the spirit of this university to harbour any form of discrimination, whether it be on the basis of sex, religion or color.

EXCALIBUR shall do its best in keeping you up to date on the findings of the judiciary committee, on this matter. For a college council which was elected/ acclaimed on the grounds of turning itself into a politically-aware body, I must say that it is most distressing to see them toss off any issue as important as this in a 60-second conversation, while on the other hand spend countless hours debating over a pool table. The council in approving the Sandbox's hiring of a topless waitress, has not only cheapened the council's concept of women, but has proved to be unreceptive to a challenge over their open discrimination of men.

I demand the right to be dehumanized! I shall not be discriminated against!

## Airline exploits women

By BOB WALLER

She smiles, she fluffs up pillows for you, she wears shorter skirts. That's the line of one Air Canada advertisement that appeared in The Globe and Mail's Report on Business on Feb. 19.

In the ad, which appears below,

the government-owned airline appeals to executives to fly Air Canada because "We try to make business trips a pleasure!"

And how do they do so? Why, of course, they offer "an Air Canada stewardess. Nice company coast-to-coast!"

In the ad, as you can read, the company presents their 'typical' stewardess as a butcher would — as a prime piece of beef.

The objectification and dehumanization of women to serve commercial purposes is nothing new in advertising. Corporations discovered a long time ago that capitalizing on one of the basic human needs and pleasures — sex — to sell their wares was effective.

Naturally, however, they didn't exploit men as well as women. Simply put, the reason why is that most of the people who began utilizing for higher profits were men and — with some exceptions — objectifying men in advertisements was not particularly attractive (i.e. it wouldn't sell.)

Also, it should be added that our society is dominated by men; our culture is patterned by men and consequently works to reinforce their dominant positions; and finally, our profits-first society is controlled by men.

Needless to say, however, the ills of this situation will not be remedied by objectifying men along with women. Unfortunately, a trend to do so seems to be appearing (remember the groin deodorant for men, Braggi?) in recent advertising. Two exploitations have never made a liberation.

That may seem a little general to apply to a roasting of an Air Canada advertisement. What is important is to see that a crown corporation which is supposed to run in the interests of all the citizens of Canada is, in fact, exploiting one-half of the population by running the ad below which dehumanizes women as some sort of pleasure machines.

In doing so, Air Canada reveals itself as being basically as oppressive as car companies and other large corporations. If it will boost profits, use it.

They recognize that themselves. At the bottom of the ad they say: "We're going places!"

This is an Air Canada stewardess. Nice company coast-to-coast!

Her hair. Looks great. She's now allowed to fix it the way that makes her look best. Which is kind of nice!

A pretty smile. Goes a long way to soothe the business mind. One of our greatest assets!

Our schedule. With more flights to more places in Canada than any other airline. Businessmen particularly like the extra convenience! See your Travel Agent.

Her hands. They fluff up your pillow; hand you magazines, and serve you delicious Connoisseur Service on all our North American DC-8 and DC-9 flights of over 2 hours.

Her legs. The pride of Canada! A sight for many a sore businessman's eye!

Her new uniform. It makes a big difference to how she looks. She looks better. She knows it. So she shows it — in lots of little ways.

**We try to make business trips a pleasure!**

**AIR CANADA**

*We're going places!*

## York Secretaries and Office Staff

A preliminary meeting for those interested in the formation of an Association to define and further the interests of the Secretaries and Office Staff in the University, will be held on Friday, February 27th, in Stedman Lecture Hall "D" from 4:00 to 5:00 p.m. All interested persons are urged to attend this first organizing meeting.

