

Gateway

Member of
Canadian University Press

Published twice weekly by the
University of Alberta Students' Union
in the Gateway offices, Room
282, Students' Union Building.

Volume LXVI, Number 23

November 25, 1975

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CIRCULATION

Circulation 18,000. The Gateway
publishes on Tuesday and Thursday
during the fall and Winter Sessions.
It is distributed to the students,
academic, and non-academic staff
on campus.

Subscription Rates: \$10.00 for 67
issues

Circulation Manager: Jim Hagerty

ADVERTISING

No mats accepted. National and local
advertising \$.28 per agate line.

Classified Ads, 10¢ per word

All classified ads must be prepaid.

Advertising Manager: Tom Wright

432-3423

PRODUCTION

Ad make-up, layout, and typesetting
done by Media Productions, Univer-
sity of Alberta, Room 238, Students'
Union Building.

Production Managers:

Loreen Lennon
Margriet Tilroe-West

FOOTNOTES

Publicizes campus events or those of
interest to students, without charge.
Foot note forms available at the
Gateway office and should be sub-
mitted before 2 p.m. Mondays and
Wednesdays.

LETTERS

Submit all letters, typed and double-
spaced to the Editor, who reserves
the right to edit copy. Regular copy
deadlines apply.

Opinions expressed in the Gateway
are those of the writer, and are not
necessarily those of the Gateway.

GRAPHICS

Submit all graphics, cartoons, and
illustrations to Graphics Editor by
normal copy deadlines.

COPY DEADLINES

Monday noon for the Tuesday edi-
tion; Wednesday noon for the Thurs-
day edition.

TELEPHONES

Editor's office:
432-5178
All Departments:
432-5168
Media Productions:
432-3423

Tonight

at 7:30

RM 282 SUB

Gateway

General Staff Meeting

All staff members are asked to attend; to discuss our progress
so far; to raise some complaints; to hear what's happened to
us since rookie night. Same plan as then, business before
pleasure. Come on out and lend us your opinions.

letters

Hard look

With regards to a mini-
controversy of opinion in *The
Gateway* over so-called "sub-
liminal advertising," I feel I must
respond to a letter of
questionable merit by one Jack
Adrian (Nov. 18).

I attended Wilson Bryan
Key's lecture on November 10
and my impression is that if Mr.
Adrian also attended it (which I
doubt very much), he must have
been either asleep, stoned, or
so engrossed in the slides
showing overt and covert sex
that he missed the lecture. At
no time did Key make "the
enormous supposition that the
mere presence of the word
"sex" in an ice cube will cause a
wild rampage at the Liquor
Store with thousands of
hysterical ad readers
desperately pleading for Brand
X Scotch." "How absurd" in-
deed. What grotesque ex-
aggeration!

"Subliminal seduction" Key
stated, was based on a delayed
reaction - an implantation of a
message in the subconscious.
But the target is the sub-
conscious, it is NOT a conscious
stimuli. This is why I also must
dispute Mr. Adrian's contention
that "the mere presence of the
word 'sex' in an ad, or implica-
tion of it, no more drives him to
Buy!Buy!Buy! than the mere
presence of a woman drives him
to Screw!Screw!Screw!"
Though I have a smattering of
knowledge about the subject, I
am no Psychology professor.

The Pig's Pen

Hey, has anyone noticed?
The COGs are coming out of the
woodwork again. I hadn't seen a
genuine COG (Children of God)
for over a year, ever since they
bombed on their predictions of
the end of the world. It was all
tied to the arrival of a comet
back then, but can't remember
it's name.

At any rate, the comet came
and went. We were still here.
The COGs were very em-
barrassed, and dropped out of
sight. I can't say I shed any tears
over it.

But the other day on Jasper
Avenue I (literally) ran into a
woman with pamphlets in her
hands, and a 'Divine Light' in her
eyes. I pegged her (everyone is
subject to prejudice, even me)
right away as either a 7th Day
Adventist, or a Scientologist,
and got ready for Hard Sell #4

However, I can tell that neither is
he. Therefore, I cannot say that
he is entitled to make such a
claim as "...no more drives a
man..." Stick to your music Jack,
and leave the psychology to
intelligent persons.

Mr. Adrian also writes that
"if you look long and hard
enough, you can find sexual
implications in anything. Even
ads." True. But you don't need a
microscope to spot a third
person's hand on a model's hip,
or "cancer" on a hockey glove,
or a fly on a woman's swimsuit.

I agree, "men do have free
will". ("Men" meaning humans,
gentle Women's Libber). But I,
for one, feel a deep sense of
outrage when it is entirely
possible that I am being unwit-
tingly influenced so that I do
NOT have complete free will. It
angers me to have my brain
tampered with without my
knowledge of the methods and
results.

Phil Brose
Commerce

Monkey see...

Re letter in *Gateway* of Nov.
18 concerning Subliminal
Seduction:

You have proven to me, Mr.
Adrian, that you are indeed a
monkey. One could forgive you
for making numerous incorrect
statements in your letter, but
not for dismissing the whole
concept of subliminal seduc-
tion without even taking the
trouble to look at the research
done by Prof. Key. How absurd
of you, Mr. Adrian.

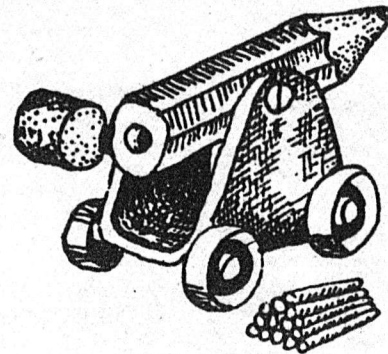
By asserting that "if you
look long and hard enough, you

The End of What World?

Then I looked at the
pamphlet she had given me and
groaned. It was called "I am a
Toilet" by Moses David (the
COG founder) and if the author
was describing himself in the
title, I must heartily agree.
Never, with the exception of
some textbooks, have I ever
read such garbage.

But regardless of my
feelings, I was trapped on that
sidewalk. She had finally
managed to get someone
stopped (a major achievement
in a snow storm) and she wasn't
about to let her victim escape.

She brought out her mark-
ed bible (there seems to be a
standard set of quotations) and
started "proving" that Moses
David was the new Messiah.
She started with a saturation
attack from the Old and New



Lost loss

When we consider how long students have had to
live knowing HUB has been siphoning off their money,
and we consider how many services have been
crippled as a result of that siphon, I think students have
a right to know what the heck is going to happen with
the building.

Information has been scurrilously cached outside
of the student view, and only when one is yet more
scurrilous than the executive can students find out
what is happening to their building.

Why, if Peat and Marwick, those overpriced
hounds of business acumen, say (at a cost rumoured to
be about three times the agreed price) that HUB could
be a viable operation in a couple of years (with proper
management), does the executive seem hell-bent to
get rid of it? After suffering through the costly section
of HUB's life, why are we getting rid of HUB now that it
seems we can finally pull out of the cost dive?

Council, it seems, is not too crazy about losing
HUB either. What about the students?

What are we getting in return for HUB? I suggest
that executive will be satisfied with nothing. If that is
true, students will have lost not only their services, but
about \$5 million.

Why be so secretive? I know negotiations of these
types are by force of tradition secret, but most
contentious politicians would at least admit
negotiations have started, would say what they are
about, would give a hint as to what the goals are, and
would try to sell the idea to others. The executive has
done none of this on its own.

I'm not asking for a blow-by-blow, meeting-by-
meeting account. I'm asking for a little frank honesty.

Included with this request would be a list of
reasons (good ones) why we should get rid of HUB in
the first place. Nobody has to tell me about the
financial reasons, they've been running about this
office for years, but other reasons. Why now? Why
against the highly paid advice of Peat and Marwick?
Why without student consent? And why veiled in a
cloak and dagger atmosphere?

All I have is speculation and a few minutes of
closed meetings. And I generally speculate the worst is
happening when I have little information to go on. Is
the worst indeed happening?

Greg Neiman

can find sexual implications in
anything," you show that you
have completely missed the
boat. The basis of Prof. Key's
theory is that the material plac-
ed in ads has it's effect on the
sub-conscious. I looked at the
first ad in the photographic
insert in Prof. Key's book for a
full 15 minutes - and I looked
long and hard - without seeing
anything out of the ordinary. It
was when I followed Prof. Key's
directions that I saw the full
content of the ad. Not only was

the word sex "merely" present, a
representation of a semi-erect
penis that had just ejaculated
and two vaginal images, one
complete with clitoris, were also
in the ad. The images were
crude, but they were there. One
can pick out this content only by
a lengthy analysis, yet the sub-
conscious sees it in an instant.
This is the whole thrust of
subliminal seduction. It is not
what you see, but what you
don't see that affects you. Of
course men possess and have
control of their own will, but
their will does not have control
of their sub-conscious. This is
what the ads play on. The ads
referred to (and ads like it) by-
passes the conscious
processes of one's mind and
suggests to the sub-conscious
that by buying that particular
brand, the result will be a
sexually great time. The sub-
conscious replays in a way that
the conscious mind has virtually
no control over.

Furthermore, one can
possibly refute Mr. Key's theory
on one basis or another, but one
cannot refute the fact that
enormous sums of money are
being spent each year on this
type of advertising - and there is
plenty of evidence to show that
this type of advertising does
exist. Ads do buy, Mr. Adrian,
and it is quite likely that they
have been buying you and me
for a very long time.

Stuart Munro
Arts