

professeur de français qui enseigne aux jeunes comment écrire en "bon français". Si c'est le cas à cette école, où est donc votre conscience professionnelle, si vous en avez une? Vous aussi, vous avez sauté sur l'occasion pour brimer l'oeuvre française; vous aussi, vous nous dégradez quand nous ne sommes pas responsables d'une telle présentation. J'oubliais de vous demander: "Quelle est la qualité de votre propre français?"...

Pour tout vous dire, avant que l'article qui avait été écrit de ma propre main ne paraisse, j'avais demandé à l'Editeur s'il avait des questions à poser concernant le contenu de mon article, et cela, afin de me protéger. Sur sa réponse négative, je me suis dit que j'étais assuré d'avoir l'intégralité de mon texte, ce qui n'a pas été le cas comme vous avez pu le constater.

Je suis donc furieux pour le Collège Universitaire Saint-Jean et cela touche mon orgueil personnel. Si jamais certaines personnes avaient l'intention de répliquer, vous êtes les bienvenus. Comme on dit, "Je vous attends avec une brique et un fanal"...

Yves L. Bourassa

I was going to reply in French, but somehow didn't dare. An old prof of mine once told me that if Voltaire were alive today, and would read my French, he would die.

I think there's a lesson in there somewhere.

Ed.

Potash empire

While I was visiting my home town of Grenfeld, Saskatchewan on the weekend, I was talking to Bert in the Link Hardware Store, and he had a very interesting idea as to why Alan Blakeney took over the potash mines in that province.

It seems that the money the province obtains from the sale of potash will go towards the purchase of New Yorkers - specifically, two million residents of Manhattan and the Bronx.

The money New York receives from this sale will go towards the purchase of three hundred dirigibles which will be floated over Washington, flashing obscene language at the White House.

Saskatchewan will reap great benefits from their end of the deal, in that they will have more people than Alberta, and thus will get over their severe inferiority complex.

Future plans also call for the purchase of fifteen Rocky mountains, three blocks of



downtown Calgary, and an acre of tar sand. This will make Saskatchewan so closely resemble Alberta that no one will be able to tell the difference, and they'll become the new blue-eyed sheiks of Canada.

Well, that's what Bert says, anyway. He's known to overdo it with the Serno, so I don't believe him anyway.

Alice Chalmers
Ag 1

CKSR kickin'

The future of student radio at this university appears to be reaching a conclusion, rather than another of many non-conclusions. Gene Borys, vice-president finance on the present SU executive, predicts that CKSR will re-open and begin operations after Christmas. Having been avoided and ignored by the powers-that-be for about fifteen months, the question is finally considered a current issue.

The main problems of re-opening the station have been finance, finding competent staff, and format and style of the

broadcasting. The executive, in conjunction with the Services Advisory Board, hopes to work out the details and make a proposal to Students' Council, which if they have any sense of their responsibility towards the students, they will accept.

As a staffer of the radio station in its last year of activity, I hope that upon rejuvenation, the high standards of programming achieved in previous years will be resumed. The fundamental purpose of student radio is to provide education and entertainment for staff and listeners. The new staff must not sell out; it must be progressive, informative, and responsible. Commercialization must be avoided at all costs, and good and varied programming enforced.

There has been too much procrastination and politics involved in the decision towards CKSR. Former ringmaster Joe McGhie and his associates were able to shun the issue last year. Currently, hopes are running high and all concerned students should voice their opinions, and try to insure that Students' Council make a responsible decision, and not sweep the issue under the carpet, again.

Gordon Turtle

Higher than legs

In response to your letter in last Thursday's Gateway presenting the results of your Female Leg survey conducted last week; a reply.

We feel that it is now impossible for us to contain our information we are collecting concerning the area of male anatomy that usually connects with various seating apparatus.

As of yet our conclusions haven't been completed (its so difficult to get dependable help this season) but things do seem to be drawing to a close. Unlike yourselves we didn't use photography as our data recording but rather a gradient scale from one to ten. Disappointedly it seems we have to conclude that most males score between five and one - with rare exceptions.

We're sure that you can bear further with us when we say we are also unable to disclose the most favorable areas for conducting our survey, although the areas around vending machines have been highly profitable.

M. Whoopee

Subliminally unsexable student expresses free will

They're at it again, those social-psychologists who, in their great and erudite wisdom, see no difference between men and monkeys. I'm referring, of course, to the Gateway's story on the speech by the author of "Subliminal Seduction". Where does fact end and fiction begin?

It is quite possible that implications involving sex are used in advertisements. That may be the case. But, it is difficult to assess where explicit implications are used and where cultural norms are assumed in any instance.

For example, virtually all vases have a shape that is pictorially analogous to a woman's hips: complete with handles for a better grip. This is true not only of vases made today, but is also true of vases from 18th C. England, Hellenic times, and from the ancient

Chinese civilizations. Does this mean that all such objects when used in ads are there for the purpose of throwing us into a "subliminal frenzy"? Does it mean that a home with a number of vases houses a latent nymphomaniac? Is baseball an erotic sport because of the "obvious" connection between the equipment it uses and the equipment used in other forms of "sporting"? The point being that if you look long and hard enough, you can find sexual implications in anything. Even ads.

But that is not the worst obscenity in the idea of "subliminal seduction". The author makes 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. If it were only true, then I could become a millionaire overnight selling "Sexacola", if that's all there was to it. That is not all there is to it.

The author, and those who promulgate his theories, forget to mention a significant fact about men that shoots holes a mile wide in the premise of his theory. That fact is that men do have free will and do not have to sonnabulistically obey the commands of all ads seen.

Further, the mere presence of the word "sex" in an ad, or implication of it, no more drives a man to Buy! Buy! Buy! than the mere presence of a woman drives him to Screw! Screw! Screw! I mean, how more

suggestive can you get than to come face to face with a real, live, copulatory member of the species? This simply does not happen. Desire may be aroused -Yes, but action? That depends on the choice of the individual.

"Monkey see, monkey do" is appropriate to monkeys; not men. If a man buys a product because of some word or other and not because he has judged by some valid standard, who is at fault? Who decides to buy? Not the ad, for ads don't buy.

If a man insists on acting like a monkey, seeing and doing, with no mediating thought, that is certainly his choice. But please, dear advocates of Subliminal Seduction, don't make a monkey out of me!

Jack Adrian
Music

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