

Snowstorm is worst in almost 100 years

by Beatrice McMillan

Hundreds of people were stranded in the phenomenal snowstorm last weekend which blanked southwestern Ontario vertically as well as horizontally. I was one, along with three others, destined to catch a train 28 hours late.

In Kitchener, snow blew and piled into drifts, transit stopped, taxis stopped, trains stopped, businesses stopped and even classes were cancelled (which meant the storm must be bad). The city came to a standstill wanting the storm to stop too!

In Toronto, the barometer dropped to the lowest ever and 100 km torrent winds brought Lake Ontario closer to the people,

damaging Ontario Place, and freezing the harbour roads with ice. Windows of downtown buildings crashed to the ground endangering passersby. People clung to each other for fear of being blown away like paper down the street.

The 401 was blocked at Kitchener not only by snow but by stranded cars.

Over 10,000 homes went powerless, 3,000 in London alone where the Canadian Armed Forces assisted. Near Ingersol, 20 hydro towers collapsed. Millions of dollars in property damage resulted from the storm as winds tore roofs away from houses and punctured holes in

barns. Cars wouldn't start and heat systems failed. It was a catastrophe.

Michigan received record snowfall and further south, Ohio had up to 11 foot snowdrifts: their worst in history along with Indiana and a Federal state emergency was declared. Even Chicago further south suffered.

Back on the local scene, I originally took a bus downtown, went to the train station and waited in a packed lobby. At 2:55 we were told the 12:38 train would not come till the next day, and at 3:00 the busses stopped. I met three others who felt just as helpless as I did and the four of us tried to get a room at the

nearest hotel to the train station...but they were full and we asked to stay in their dining room for the night (for a fee of course), but they said, "No", and they were closing at 8.

Three hours later, we gambled with the weather and found the train station again. I couldn't believe it when the man behind the wicket said they had no intentions of staying open all night. (After all, their beds weren't the greatest) We felt destined for the snowbanks.

Finally, one of us contacted some cousin's friends who called some friends who had some friends visiting who owned a four wheel drive truck. There was hope. Half an hour later, we were rescued, wined, dined, and bedded down in the friends of friend's home. Our faith in

humanity was restored as we were treated royally.

However, I did think I would never get home...and when the train pulled in the next day, it was packed full. If we had to hang out the windows to fit in, we would. Once aboard, exhaustion took over and we were safely on our way.

A couple of good points resulted from the storm experience. I met some strangers who became friends, I realized the reality that some businesses and people care more about money than other's safety while others helped out strangers, for which we were grateful.

Also I learned to carry more money next time I wish to go home for the weekend...because you never know when the worst storm in history will strike again.



Summer employment

by Barb Wolfe

While many of us are suffering midwinter blahs, and thoughts of spring seem almost too optimistic, the hunt for summer employment has already begun. And a hunt it may prove to be.

Due to a number of factors, including the current economic situation, and the large number of post secondary students in Ontario, the job outlook is tight. Though, says Horace Braden, the volume and quality of jobs is about the same this year as last.

Student Services has already seen a great deal of activity regarding summer work, though perhaps unfortunately most of the applications sent are for camps. A summer out of doors may be seen inviting, but generally

not as high-paying as many students need.

Mr. Braden outlines three valuable hints for students to keep in mind. The first step requires setting up a plan of attack. "Explore any avenues of assistance", he advises. This includes everything, from the simple yellow pages of a city's directory to friends or relatives already in the job force.

Important also is to remain realistic. Students must recognize the condition of the job market and be flexible. You may get a job, but not in the field you anticipated.

Wherever your hunt might end, remember, says Mr. Braden, "there is no substitution for honest, hard work."

Young Canada Works program

by Steve Fischer

This summer the Employment and Immigration Commission of the Federal government will once again provide money through the Young Canada Work Program to assist students in running programs in the community. These programs must be sponsored by an established community organization, who will handle the money involved.

The purpose of the Y.C.W.P. is to provide beneficial service to some segment of the community, to give practical experience in a carrier field, and provide students with the opportunities to develop carrier related skills. An

example of the program run last year was the eye testing of sick and shut-in people in the K-W area. This program was run by some students from the school of Optometry at U of W and was sponsored by RAYS—an organization for the transportation of senior citizens.

The program runs from May until September but according to John Collin, the Kitchener co-ordinator, they prefer if the program started in June, since often a good deal of organization and planning is needed before the projects get underway. Most of the programs will run for a minimum of 6 to 16 weeks.

The Young Canada Work Program is open to anyone 18 years of age and older, who is registered in an educational institution this year, and will be going back to school next Fall. They can get an application from the Y.C.W.P. office at 43 Weber Street East in Kitchener, or any Manpower center. Mr. Collin recommends, however, that students who are interested in the program phone the office (743-4187) and come in and talk over their idea for a summer program. Mr. Collin, or Brian Grubb (the Waterloo co-ordinator) may be able to give you an idea as to the acceptability of your program, recommend sponsors for you for the program you are interested in, and give you direction as to the amount of preliminary work involved, the budgeting and the related information.

The pay is \$138 a week for the program manager, who holds the responsibility for the program, and \$106 a week for the other workers. \$30 per week will be provided for overhead, of which \$10 will be for worker benefits, such as vacation pay (4%) and U.I.C., and \$20 will be for transportation costs, renting equipment and other incurred expenses. Mr. Collin expressed the hope that the sponsors for each program will be able to provide some additional money for wages and expenses, as well as providing such things as accommodation and food for the workers where possible, but this will depend on the sponsor.

The program must involve enough work for at least 3 students, although small projects without massive planning are preferred. The project manager will be provided with the additional students through the program, although several people may jointly apply for a project and if accepted, work on it together.

Federated Appeal

by Brian Harrison

Have you ever wondered how groups such as Boy Scouts, the Cancer Society, Red Cross, Girl Guides, St. John's Ambulance and other such agencies find the money to run their services? These groups are amongst the 29 agencies that receive financial support through the Federated Appeal in Kitchener-Waterloo. Each year, the Appeal launches its fund raising campaign to collect funds which it in turn gives to its member agencies. The Federated Appeal is the only major fund raising organization to guarantee it's allotments to the participating agencies.

The agencies are divided into four main categories of service that deal with children, Youth Families, Handicapped, and Aged. Last year, donations totalled \$945,652, while payments to agencies totalled \$830,460. The campaign and administrative expense was \$95,827 which is to remain at the same level for this year; however they hope to raise more money. The goal this year is \$1,035,000

an increase of 6% over last year's achieved figure. The major source of funds for the Appeal is the Industrial Campaign which will be contacting approximately 30 major companies in the Kitchener-Waterloo area. It is felt that less than 50% of all possible donors are being reached in the area, but it is hoped that the 900 volunteer and canvassers can improve this fact this year.

"Good Neighbour" awards are being given out to company and employee groups within the community that have been highly supportive of the Appeal through both participation in the Appeal and sharing of their charitable dollars.

Any students who are interested in helping out any of the 29 member agencies in the Federated Appeal could contact the group of their choice or contact the Federated Appeal at their offices located at 30 Francis St. South, Kitchener, one block from King St., or phone 745-7343. Your help would be greatly appreciated.

Graduate Studies

by Karen Kehn

The graduate students at WLU are forming a group to promote their interests. Jeff Blakely, a representative of the planning committee, says they are drawing up their constitution. They plan to become a small club called the Graduate Student Association of WLU. Two or three weeks after recognition, there will be a general meeting for all graduates and interested students. At this meeting, there will be a discussion of goals, and the constitution will be presented. If it is acceptable, the next step will

be to pick an executive. There will be three officers selected as well as one representative from each of the eleven graduate faculties.

The graduate students plan to send a representative to the Ontario Graduate Association (OGA) conference on February 24. Although OGA is a commission of the Ontario Federation of Students (OFS), it is autonomous, and has its own conferences. The WLU graduates are interested in the OGA's views about the re-establishment of OSAP for graduate students.

News on Election

by Sara Gray

As this paper reaches the public, elections will be in the process of becoming a thing of the past. A few interesting happenings have occurred since nominations closed last Thursday.

As many of you may or may not know, all arts directors who decided to run are in by acclamation. Those who thus are now in office as arts representatives include Lynn Burgess, Thomas Creek, Mark Filo, Terry Finucan, John Honsberger, Mitch Patten, Mark Smith and Kris Ulmanis. Also in by acclamation are Jeff Blakely, graduate director, and Marilyn Morris, music director. Another candidate had indicated a desire

to run for the music seat, but was disqualified because she did not show up for the all candidates meeting.

Also, one candidate for business director, Doug Lawson, withdrew from the competition.

Notice

Next week's Cord will be the last issue for the next two weeks. After the February 9 issue, the next issue to appear will be on March 2. Any one wishing advertisements, letters to the editor or trivia in general to appear before reading week should take notice of this and contact us before next week's deadline.

THE CORD WEEKLY

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comment

I'm sure that you have often heard that the little guy is always shoved around by the bigger guy, and I'm not talking about Randy Newman's song, *Short People*. When you're out in the big cruel world you soon find that the biggest most important people get dealt with first while the little guy is shoved further and further down the list. This was what the Cord experienced last week and it was part of the reason why this illustrious paper was not available on Thursday. Due to economic reasons our printers, Fairway Press, would not run off the paper Thursday morning when they normally do. After this initial delay we got hit with the storm of the winter which held things up even longer. When Monday morning rolled around the printers were backlogged with orders so we didn't receive the paper until Monday afternoon. It's unfortunate, but that is the way things seem to go.

.....

Now that you have heard some of the problems of working on a newspaper, I'm sure that you can think up many of your own, such as mid-terms coming up, all the essays and cases that will have to be done over reading week. Well before the thought of all this work gets you down and depressed to the point where suicide or better yet dropping out of school pops into your head, try taking a break. You'll probably say that you don't have any time for these non-productive hours in your day but if you try it you'll find that when you do sit down to work you will get some done in the end. This comes from first hand experience as well as advice from friends who love to take walks through Waterloo Park or just around the city. In addition to clearing your mind of all your problems you get some exercise, now that's a bargain, two benefits for the price of one.

Since we are on a highly intellectual plane, in other words, I'm struggling for ideas, consider this, February 2nd, besides being our WLUSU general elections is also ground hog day. I'm not sure if there is any relation between the two, I'll leave that to your discretion. So if you're tired of winter you'll know today how much longer you have to put up with the white stuff along with knowing who your new Board of Directors are. So go to visit ground hog day on Thursday.

Brian Harrison, editor

Winter Driving Some borrowed advice

Some storm eh? Weather like that is the stuff that tall tales are made of. Just think: fifty years from now you'll be boring your grandchildren out of their minds with all the details of the "big one of '78". That is if you make it that far. Because for a number of unfortunates, the big one of '78 was the last one — ever.

Many people spent their last hours on the highway, doomed because of a combination of ill fate, bad timing, and probably partly because they simply didn't know how to drive in snow. Which leads me to a favourite sermon topic of mine: the skills of winter driving. Perhaps the reason why this topic holds so much fascination for me is that I am a notoriously bad (and notoriously lucky) winter driver. But my own luck is bound to run out, and while fate may have the upper hand when it comes to determining weather conditions, I do have the recourse of learning some basic driving techniques to cope with snow. And judging by the driving habits of many of my fellow drivers, I would estimate that I am not the only one who would benefit from a few well chosen tips on winter driving.

Hence it was with interest that I read in *Popular Mechanics* an article on precisely that topic. The writer, E.D. Fales junior, did a lot of first hand researching, and the tips he came up with are the combined suggestions of numerous seasoned and successful snow drivers. Some of his suggestions follow:

1. Get off fast pikes in snow storms because large trucks can go faster than cars in such weather and the muck they throw up can be blinding and even stall wipers.
2. Have a light foot on the gas pedal (which may seem boring, but works).
3. Put weight in the back — but not too much (100 lbs. is about right) and not too far back, for fear of overbalancing. Also, be careful about what kind of weight you use; cement blocks, logs or irons can fly right through the back in a sudden stop.
4. Keep moving. In deep snow, if you stop, you stop for good. Use a moderate, even speed.
5. Downshift before you reach hills so as to maintain even traction all the way up and prevent fishtailing.
6. Never spin wheels, even momentarily. Spinning digs you in. If the wheels start to spin, stop instantly before dig-in begins.
7. If going through a big drift, feed power carefully before-hand; don't try to power through, let your momentum carry you.
8. Keep wheels straight to cut an easy track, eliminate tendency to fishtail, and open a track for rear wheels. Turned wheels create obstruction by snowplowing.
9. If windshield becomes iced continually, wedge a couple of empty match books between the crack in the hood and the cowling to let warm air fanned up by the engine keep ice from forming. Aside from that, if you can't stop, roll down the window and flick the wiper with two fingers — it removes the ice from the blade — then claw at the ice as much as is safe.
10. When you start to skid on snow or glare ice, release your brakes to enable you to steer.
11. If you're desperate for traction — put someone in the trunk. This can be dangerous, but may be less dangerous than spinning out. (This last one is no joke, although the thought of my best friend huddled in the trunk seems a little far-fetched).

These tips may or may not be useful, but if they save anyone some gruelling hours spent in a snowdrift, they're worthwhile. For further information, see the original article in the December issue of *Popular Mechanics*, called, *How to Go in Snow*. Happy snowstorms!

Eileen Fischer, news editor



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Let's individuate

W.L.U. prides itself for being small, giving more individual attention to its students. It is no doubt that for this reason many chose to go to W.L.U. Who likes to be a number?

The administration's theory is that a closer one to one relationship will help in the education process. This stimulating theory is not being practiced in the classroom situation.

This year out of six courses that I take, only two of those professors have attempted to learn any students names...and these are full year courses.

It is granted that subject material is the most important thing to learn from the classes... but I believe more individual attention if generated by the professor will produce more student participation. This is a two way process of communication. What is happening to the student-teacher relationship?

It truly would be beneficial to encourage class discussion pos-

sibly through more of this one-to-one identification. Discussion shows interest, and interest stimulates better academic performance. Isn't that what we hope for?

Beatrice McMillan

Clarification

In regards to last week's editorial comment about the non attendance of Dave Creek at the last three WLUSU board meetings, I feel it should be pointed out that family difficulties have necessitated Mr. Creek's going home every weekend since Christmas. Certain members of the board were aware of this at the time, and in light of the extenuating circumstances it would seem to me that Mr. Creek's absence from these meetings was wholly excusable and should not be considered significant as a point against him in his upcoming term in office as a director.

Jo Reep

Cassidy replies

I was surprised to read in the January 18, 1978 Cord that Leigh Cassidy was not a co-op student when elected to the WLUSU Board of Directors. I was not only a co-op student but was also fully aware that I would not be in Waterloo for my work terms, as were my supporters.

If you research the topic of a by-law restricting co-op students from representation in WLUSU you will find one doesn't exist. But, rather there is a regulation stipulating that all job descriptions and contracts applicable thereto must contain a phrase restricting co-op students.

All co-op students have the opportunity to run for the board of directors because this regulation does not apply to them. The reason being that the right to representation on the board by co-op students is protected by The Ontario Corporations Act, The Wilfrid Laurier University Act, and the WLUSU Letters of

Patent.

Also by restricting co-op students from being on elected executive member of WLUSU is also in violation of these aforementioned acts and legal documents.

I would hope in the future that WLUSU will see fit to include co-op students in their administration. After all co-op students can offer the union a wide range of management skills.

Leigh Cassidy

Editor's note: this letter was printed as received.

"Hear ye" rehash

In response to M. Souter's article "Hear ye, Hear ye all students", Cord Weekly, Jan. 26, '78, I feel I must point out a few difficulties with his suggestions.

With regards to the Board of Directors attempting to run the "business" (sic) of the Corpora-

tion, often it is the case that the only reason the Board's even looking at such "business" is the fact that officers are not doing their job. The organizational basis of WLUSU provides for officers of the corporation to make "business" decisions on their own. If these officers do not have the authority to make a decision that affects the "business" then logically it is up to the Board to decide. But if an officer does not decide and the matter reaches the Board, then there is a problem. Above and beyond this is the possibility of an officer making a completely ludicrous decision (we've seen examples of this so far this year). So the matter of the Board wasting time on operational decisions is inherent and, to my mind, not completely useless. Such decisions make obvious to the directors the complexity of alternatives and their ramifications faced by the officers of the Corporation.

With regards to Mr. Souter's cont'd. on p. 3

To Vote or Not to Vote is that the Question



by John Webster

This column should appear on WLUSU election day and thus, my first impulse would be to emphasize the importance of voting. I cannot do that. Vote for who? Vote for what? Student elections at this school are a mystery. Issues are non-existent and candidates benefit from anonymity. One might argue that apathy is a sign of contentment. Possibly this is the case and

might account for some of the lack of participation in elections. At the same time, the burden to ignore the students should be placed upon the candidates and present elected officials. If the board of directors is preventing the exercise of effective government and is such a contentious issue, then why haven't any of the candidates trying for positions taken a stand? I don't like to question the quality of any of the candidates but they certainly cannot promise to provide information once in office when they don't even attempt to deliver during the election. Proxy voting is distasteful; what about securing block votes from residences or from any outlet? The ability to conduct a campaign may not indicate the ability to perform in office, but it at least may be a measure of something—ingenuity, creativity, the ability to cope with groups and questions. Are

the candidates interested in effective organization and revealing financial difficulties, or would they rather prey on ignorance and apathy for the latter will never show up on a resume. I realize that student government is not rewarding for many. Talk to former frustrated officers. They were certainly not interested in glory. Yet this does not excuse the attitudes and performance of those presently in office and those seeking office. Is the voter to cast his ballot on the basis of some revealed know-

ledge? The officers bear a responsibility to the whole student population regardless of who votes. This is the burden of governing. I only wish the candidates would respect the privilege of voting as much as they expect the student body to take advantage of it.

condemn those in the executive responsible for failing to inform membership of their intentions and reasons for refusing to bother with re-election. I would also like to thank those who set up the association and are legitimately concerned with its future and not with the exercise of power. I do not feel that the association will collapse and, yes, there are confident, competent people who are willing to work and who have never been approached.

As a member of the Political Science Association, I would like to take this opportunity to



cont'd from p. 2

changes to the Board of Student Activities (BSA), personally I don't think the place for organization restructuring proposals is the Cord, but this was initiated in the Cord and I will respond likewise. The division of BSA into three areas and the added persons in charge of each area would not, I think overcome the problems plaguing the BSA. The present system makes the Director of Student Activities (DSA) responsible to the Board of Directors and through him/her all position holders in the BSA. Therefore optimal control over the activities of position holders in the BSA is attained. Adding three area managers would only increase the time lag between proposals and implementation and, no doubt create more confusion in an already chaotic department. And as for as dividing honoraria (please note the spelling), such a proposal would not tend to serve the best interests of the students because it would upset the balance of the system.

A suggestion by Mr. Souter

concerning the DSA being a voting member of the Board comes in direct conflict with the report of the Planning Committee. "...The committee feels that officers generally should not be directors on the Board..." (Planning Committee Report, 1977). This committee examined the various aspects of this subject area and its report was accepted by the Board of Directors on Jan. 15, '78.

One matter that Mr. Souter discussed was not completely correct. Honoraria is a token "thankyou" provided for position holders who successfully complete a somewhat rigorous position description. Position holders are not "employees" in the strict sense of the word. Although a contract is signed by the position holder, such a requirement is for purely legal reasons. As far as the proposals for position evaluation are concerned, such an evaluation was tried in 1971-1972 and was thrown out subsequently because it proved to be a colossal waste of time and energy. Even if such a

plan was implemented I can say from personal experience on the Board that I would be loath to evaluate another person's job.

Finally, a "scale of worth" designed as a basis for small clubs grants would be unreasonable. I cannot see the WLUSU Photography club being compared on the same scale as for example, Laurier Christian fellowship. The purpose of the various clubs is to develop within the members of the Corporation specific skills, academic development, orientation of special groups into WLU or social or recreational events not sponsored by the BSA (P76/BSA-1, Campus Clubs).

As far as small clubs using WLUSU office supplies it is my understanding that this is the procedure presently in effect. Office space is another matter though. Most position holders will testify to the fact that space is at a premium in the Student Union Building.

I hope these comments will prove to be constructive.

Dan Daly

Some Supermarket trips and tips

(Reprinted from a publication by the Ontario Public Interest Group (OPIRG) at Waterloo University, written by Peggy Nichols)

The supermarket is the battlefield where you and the food industry come face to face in the struggle for your food dollar. You have the upper hand, the supermarkets argue, because you choose where and what you will buy. When we look at the tricks the supermarkets use to influence these choices, however, we begin to see that the fight for the food dollar is "fixed" in favour of the seller.

"The Price is Right"

Supermarkets design pricing patterns to confuse the consumer and discourage a choice of products based on price. By frequently changing the prices of certain items, they create the impression that prices in one supermarket are different from those in another. Store advertising is geared to support this impression and convince you that buying in this store really will lower your food bills. A further advantage of price mixing has been exposed by one report of Ontario's Special Committee on Farm Income (1969):

"The advantage to supermarkets of this type of pricing policy is quite clear. If they were to operate with set price lists, consumers would have the opportunity of making comparisons over extended periods of time and of discovering stores which, for their particular needs, were most economical."

attention to a few high volume items like butter, eggs, and milk, consequently these prices remain constant throughout the market to prevent any real competition.

Another effective pricing gimmick is to end prices in the number '9'. Marketing experts assume that you relate prices like 29 cents to 20 cents rather than 30 cents and will buy more at the odd price. Multiple-unit pricing--2 for 49 cents, 3 for 79 cents--also causes shoppers to buy more. Industry studies show that even when multiple buying offers no savings, shoppers gobble up items priced in this way. You are supposed to think that you are getting a bargain which would be lost if this grouping were split. As a former editor of *PROGRESSIVE GROCER* remarked, "Some women even think that's the only way the store will sell the item."

Specials

Specials are intended to attract you with promises of savings which will be lost if you go elsewhere. The trick is to appear to offer 'bargains' without losing money. Specials offered by a supermarket have usually been purchased at a special price from the supplier. Suppliers are the same for many of the supermarket chains so these chains all get the same deal. Thus, while Zehrs may have Delmonte canned tomatoes on sale this week, the same 'special' price will be advertised by other chains at different times. Over the course of the year, the difference between specials in different supermarkets averages out to be the same.

Further, any profit 'lost' by tempting you into the store with 'loss leaders' is made up by

setting higher prices on other items. An American study group, the National Commission of Food Marketing observed:

"...the best sales mix for a store would be a minimum of strategic items at low prices to bring in the traffic, and a maximum of higher priced items to increase profit."

The purpose of specials, then, is not to save shoppers money but to draw them into the store and expose them to higher-priced goods.

Store Layout and Impulse Buying

Store layout plans are based on

exposing you to as many high profit items as possible. One industry handbook, *Food Merchandising Principles and Practices* plainly states:

"The cardinal rule of self-service food store layout is to expose as much of the product line as possible to each customer because the rate of exposure is directly related to the rate of sale of merchandise."

Many stores have a single entrance leading past non-grocery luxury items such as flowers or plants, and baked goods specialties. Locating necessary foods such as milk and eggs at the back of the store leads

shoppers past many products with high profit margins. Eye-catching end-of-aisle displays contain not only the occasional 'bargain' but also slow-moving or high profit items which the store wants to push. Foods which 'go together' such as pancake mix and syrup, or macaroni and prepared sauces are shelved side by side to encourage the sale of groups of products.

Packaging

Packaging is not designed to give you any real information about the product inside but to get you to buy it. Bright colours and catchy names are used to attract your attention. Government leg-

cont'd on page 9

How can you face death

by Pat Earl

It isn't always easy to face someone who has just recently lost a close relative, is it? Somehow you just can't find the words, or is it that if you stop to speak, you might have to look into their eyes.....

By avoiding the person altogether, you might even forget that it happened to you once or twice, and anyway, they'd rather be alone, of course, any fool knows that. Chances are that you're the only one who didn't speak to them so they probably didn't notice you duck around the pillar either.

Do the words above sound familiar to you? They should to some of you because only last week a few of you were guilty of the actions mentioned above. Oh sure, maybe you had different

reasons than those I mentioned, but what kind of reason could possibly keep you away from a friend who was grieving?

A lot has been said about how we accept life, but can any of you remember how you were taught to accept and face death? Day after day people are born and people die, it's a fact of life and to some of us death is only the beginning.

There's a word we seldom use which seems very appropriate now. The word is *COMPASSION*. The dictionary defines this word as meaning "Pity for suffering or distress of another with a desire to help or spare". We would all do well to remember this definition throughout our life because we all expect someone to offer it to us someday.

Whether you believe death is the beginning or the end, it hurts very much and we need each other at this very crucial time in our lives. If our dog was killed by a car, we would be surrounded by friends offering sympathy, but what about when our relatives die? Is it any harder to offer condolences at this time?

The acceptance of death comes easier when we have the compassion and empathy we desperately require to adjust mentally to our misfortune.

A friend has asked me to write this down so we may all see grief as it is. Do you know someone who has lost a loved one recently? What was your reaction? What compassion did you offer? What will you expect when it's your turn?

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Reggie's Corner

It's that time again!

Pre-Registration for the 1978-79 academic year:

When: March 9, 1978

Where: Central Teaching Building

Time: 5:30 - 9:30 p.m.

Education Deduction Certificates (Revenue Canada T 2202A) will be available the second week of February, from the Office of the Registrar.

NOTE:

Last day for dropping two-term courses changed from February 15th to February 20th.

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Most shoppers pay close

Entertainment

Heroes—you won't be disappointed

by Sue Thomson

What would you think of a movie co-starring the "Fonz" and the "Flying Nun"? Like most people you would immediately be turned off! Well if this is the reason you haven't seen *Heroes* yet—forget it! *Heroes* is a touching movie about two very real people and it's really worth going to see.

Henry Winkler plays Jack. Jack finally succeeds in escaping from a Veterans hospital where he has been since coming back from Vietnam; he fantasizes that help him shut out the memories of the war. While on a bus to Eureka, California to start his long-dreamed of worm farm, he meets Carol — Sally Fields. Carol

is going for a ride on a bus to sort out her feelings on her impending marriage. From then on there are comedic, touching and even frightening moments as the film goes on.

This film opens a long shut door for the Americans. This is one of the first movies having to do with the Vietnam War — if only in an indirect way. This subject being closed for so many years is understandable in the pain and humiliation it caused the Americans. There are a few other films in production now that are dealing with the Vietnam war. One is *The Deer Hunter* starring Robert NeNiro. And another is Francis Coppola's

money-gobbling extravaganza *Apocalypse Now*. I think this is an important movie in that it shows the Americans are finally feeling less upset and angry at that disaster.

Henry Winkler betrays his "Fonz" act in some humorous parts of *Heroes* but these can be excused as an integral part of Winkler's ability. The role in *Heroes* is demanding and shows that Winkler deserves all the adulation he receives.

Sally Field also has successfully outgrown *Gidget*, *The Flying Nun*, and *ESP*. After an absence from film for quite awhile, she made a notable comeback in *Smokey and the Bandit* — especially in snaring her new boy friend Burt! In this film, again as in Winkler's case, Field has a demanding role which she carries off with aplomb.

I suppose the producers, David Foster and Lawrence Truman, are in for congratulations and I hope we see more of the writing talents of James Carbatos.

From the opening strains of John Phillip Sousa to the ending of *Kansas*, *Heroes* is a good film. A few 'draggy' moments occur but are quickly forgotten. See it and have a good cry!

Outrageous—Canadian film makers score again

by Loretta

*There are three important things in life — sex, movies and my career. You should think alot about them and almost never about yourself.**

Outrageous is not your average, I've seen-it-all-before movie. After all, how many movies have you seen in which an eight-year resident of a mental institution (one of the best in the province her mother claims) teams up with a gay hairdresser who is a frustrated female impersonator? Not too many eh?

Well now is your chance to see one of the year's best movies (it made 16 top 10 lists in the U.S.) and it's Canadian yet! Double Yeah!

*We're all nuts. But you and me—we're here to love and look after one another.**

The film opens with Liza Connors (Hollis McLaren) complete in pink robe and matching fuzzy slippers, making her way through early-morning Toronto trying to find her friend Robin Turner (Craig Russell). She arrives looking like a little lost waif clutching a scrapbook full of stories and a shoppers drug mart bag full of pills.

Robin hasn't the heart to turn her away, and after helping her to overcome one of her numerous nightmares, a strong and loving bond is forged between them; a bond that makes life easier for both.

Robin encourages Liza to accept herself and to keep on writing in her scrapbook. She, in turn, eggs him to try out at an underground bar in T.O. He's a hit and makes his friend Perry, whose big number is to sing Ave Maria while rollerskating in a nun's habit, a hit.

*And that's what it's all about—doing something important — something big and dazzling.**

Liza encourages Robin to take the big step and go to New York to promote his act — besides, she will need the money once her baby arrives (she thinks it was the Metro cab driver who did it). *I have never known anyone worth knowing who wasn't a positive fruitcake.**

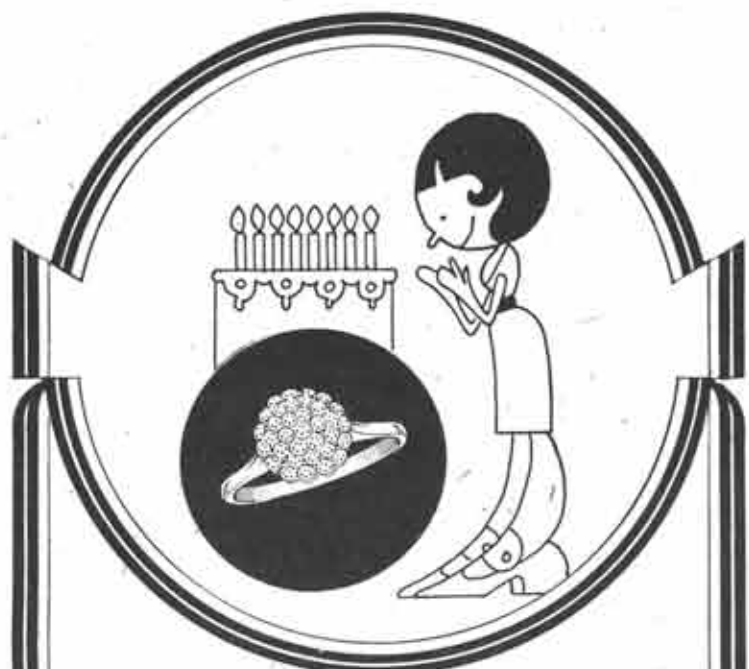
The film is an excellent showcase for the abundant talents of female impersonator Craig Russell. From Barbra Streisand to Mae West to Carol Channing, he does them all superbly.

McLaren and Russel are a dynamic duo and light up the screen with their dazzling performances. Check it out— it's bound to give you more than a few chuckles.

*You're not dead. You're alive and sick and living in New York just like 8 million others.**

Ah yes Robin Turner, it is a weird world.

**taken from the movie Outrageous.*



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Best Movie Bets

Outrageous (Hyland)

'Outrageous' is one of the best and most successful films made this year and the fact that it is Canadian makes it even more of an achievement. Outstanding performances by Hollis McLaren and Craig Russel (as a female impersonator) make this film a MUST SEE.

Cousin, Cousine (Cinema)

For a limited time, this superb film will be in town. If you've never seen it, you are missing a tender, warm and funny movie — it was the 1975 Cannes Festival winner and well worth checking out.

Hereos (Odeon-Hyland)

This is a super movie and has

attracted a large following, even though the critics soundly panned it. This leads us to make the statement, "What do critics know anyway?" Henry Winkler makes us forget the "Fonz" and Sally Field has long outgrown the "Flying Nun". They are a dynamic duo in a funny, sad and touching love story.

Semi-Tough (Waterloo)

One of the rowdier and funnier movies I've seen in a while. There is something for everyone; for the ladies we have Burt Reynolds and Kris Kristofferson (sigh) and for the men we have Jill Clayburgh and football. Shake them all together with a liberal dose of comedy, a dash of a love story and voilà a well-done movie.

answers to puzzle on page 8



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Vitamin D:

The only common foods that are naturally high in vitamin D are salmon, sardines, tuna and herring. A serving of one of them provides about 300 units, so does 1½ pints of the vitamin D fortified milks. Read the labels to see if they have been fortified in this way — Chocolate dairy drink and buttermilk, usually have not had vitamin D added. Evaporated milk is always fortified with D and so are some of the dried skim milk powders. About half the margarines have had about 150 units per ounce added. About 200 units of vitamin D will do the average person. Here's some tasty dishes for you to try out. Again, they are simple, one-step (or two step) dishes:

Salmon Biscuit Roll:

1—15½ oz can of any good salmon
½—cup sliced celery
¼—cup EACH chopped green pepper and green onion tops

2—tbsp butter
½—can chopped green olives with pimento
1—10 oz can cream of chicken soup
3—cups Bisquick or biscuit mix
1—cup milk.

METHOD

Drain and flake salmon, reserve juices. Cook next three ingredients in butter until tender. Stir in olives, salmon, ¼ cup soup; season to taste. Combine baking mix and milk; in separate bowl. Knead on floured board 10-12 times or use package directions. Roll dough into 9"X12" rectangle. Spread with salmon mixture. Roll up lengthwise. Place seam down on baking sheet. Brush top with beaten egg. Bake 25-30 minutes at 400°F. Add milk to reserved

juices to make ½cup; add soup and 1 tsp lemon juice. Serve hot over sliced salmon roll. Serves 6.

—Here's a couple of one pot pasta dishes you're bound to like.

Port Sausages, Mexican Style:

1 lb pork sausages
¾ cups chopped onion
¼ cup chopped green pepper
1-28 oz can tomatoes
1½ cups water
1 tsp chili powder
1 tsp sugar
1 tsp salt
2 cups elbow macaroni

METHOD

Cut sausage links in three. Saute with onion and green pepper until vegetables are soft.

Remove excess fat. Add remaining ingredients. Bring to a boil, stirring. Reduce heat, cover and simmer until macaroni is cooked, about 10 minutes. Stir occasionally during cooking. Serves 4. Freeze leftovers.

Meal in a soup:

1 tbsp butter or margarine
¾ lb hamburger
2 medium onions, sliced
3 celery stalks, sliced
2 large carrots sliced
1 medium potato diced
1½ cups cauliflower flowerets
1—19 oz can tomatoes or 2 cups chopped peeled fresh tomatoes. (about 5)
1½ tsp salt
1/8 tsp pepper
6 cups water
¾ cup elbow macaroni or small shells.

METHOD

Melt butter, add hamburger and brown slightly, stirring with fork. Add remaining ingredients except pasta (macaroni). Cover and bring to a boil. Reduce heat and simmer 30 mins. total time. Add small shells or elbow macaroni about 17 minutes before the end of cooking time. Serves about 12 (cups)

Creative Thinking:

"Artichokes used to annoy me", says Justice Oliver Wendell Holmes in *The Magnificent Yankee*, until I got to thinking of the leaves as petticoats."

By the way, if you're used to meddling with your kitchen appliances please remember one very important rule. "If it works, don't fix it"...

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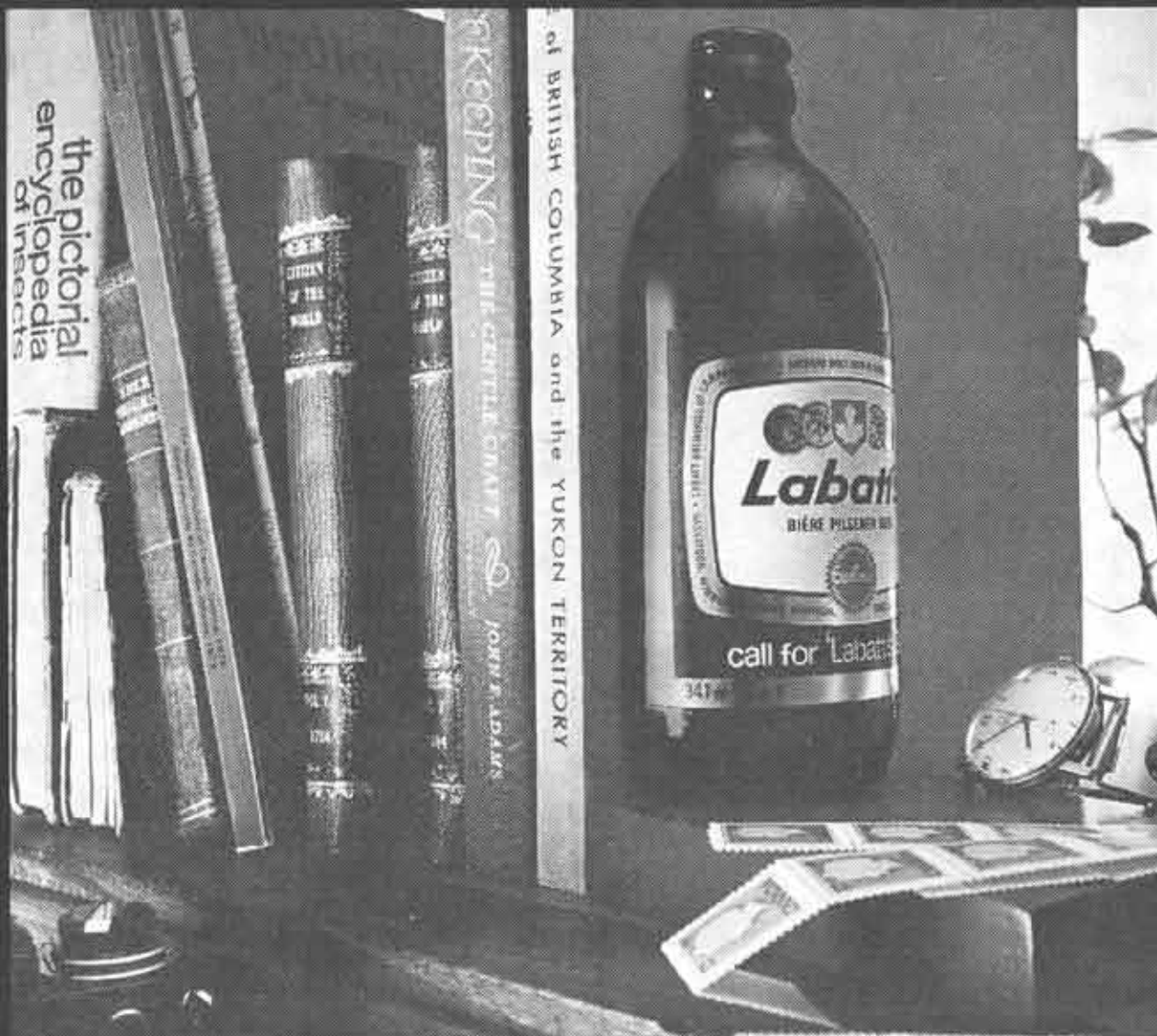
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What to do with an empty Blue.



When you're smiling, call for Labatt's Blue.

7EE VEE and MEE

by Chris Liedtke

Things to do and see while at WLU during or after the worst blizzard you've ever seen:

1. Lock yourself up with all of those assignments, papers, essays, or what-have-you, and resolve to finally get them out of the way for good.

2. Plan your trip to Florida, titling it "Oh, how I long for the Sunny South" or, "The Great Escape."

Or, decide that deep in your heart, you really liked snow anyway, so the more the merrier. So, 3. go skiing — cross-country has become all the rage, probably because the slopes are too crowded.

4. Shovel some snow — it's such good exercise!

5. Build a snowman.

6. Go snowshoeing.

And after experiencing the Great life Outdoors, come on in from the cold and relax. Warm up with a spiked hot chocolate (try Smirnoff's *Ski Jump 8* simply add a shot of vodka to your hot chocolate, top with whipped cream, and sprinkle some Galiano across the top.) Or instead,

you can add brandy to the brew. If you like mocha, add a little instant coffee to your hot chocolate. Then cuddle up with your honey, (or the next best thing), and watch TV.

Tonight we have something for everyone, (well, almost everyone) — a thriller, a musical, a comedy, and a western.

At 11:30 on channel 4, *You'll Like my Mother* is a 1972 thriller starring Patty Duke as a pregnant young widow trapped in a snowbound house with a crazy-man. An OK movie, but not something you'd go to see twice.

For Presley fans, there's his 1966 musical entitled *Frankie and Johnny* on channel 7, also at 11:30. Elvis plays *Johnny* and Donna Douglas (of *The Beverly Hillbillies*) plays *Frankie* in this tale of love and jealousy among river-boat entertainers in old New Orleans.

At midnight tonight on channel 9, *Georgy Girl* is portrayed by Lynn Redgrave. It's called a "bittersweet Cinderella story" and also stars James Mason and Alan Bates.

On channel 11, *Bad Company* a 1972 Western features Jeff Bridges, Barry Brown, Jim Davis etc., as a young draft evaders of the Civil War, trying to survive the perils of the wilderness.

Friday night takes you back to the 50's and early 60's with the premiere of *Deadman's Curve* a 1978 TV-movie about the careers of singers Jan and Dan, portrayed by Richard Hatch and Bruce Davidson. It will be shown on channel 4 at 9 p.m.

At the same time on channel 7, another 1978 TV-movie will be

shown. It's called *Cruise into Terror* and sounds like it might be one more addition to the already lengthy list of disaster movies. Mexican-bound passengers are on this terror filled cruise as they fight an evil force from an ancient Egyptian sarcophagus buried beneath the sea.

At 11:30 the choice has to be made between an old rerun of *M.A.S.H.* on channel 4, or *The Hot Rock* on channel 7, an amusing story of two thieves, (Robert Redford and George Segal) who plan a diamond heist

of the Brooklyn Museum.

At 12:05 on channel 4 another comedy, *Bob & Carol & Ted & Alice* features Natalie Wood, Robert Culp, Elliott Gould, and Dyan Cannon on the marriage-go-round.

And, last but not least, at 1 a.m. *The Midnight Special* on channel 2 looks like it might just be special. Shaun Cassidy of *Hardy Boys Mysteries* fame is the host, with guests Paul McCartney & Wings, ABBA, Bob Welch and George Duke.



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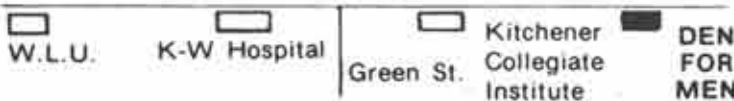


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Turret Tonight

Jackson Hawke, another of those fine Canadian bands will be appearing in the Turret this Thursday night, Feb. 2. They've had 3 hit singles — "You can't Dance", "Into the Mystic" and "She's the One". Their current single, "Set Me Free" is doing very well on the charts. Jackson Hawke were here earlier this year and were well received so don't miss them.



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February 2

• There will be a Laurier Christian Fellowship meeting tonight. Supper at 5 p.m. in Centre Hall. "Praise Service" in the chapel at 6 p.m. All welcome.

February 2

• Christopher Parkening, the brilliant classical guitarist will be at the UofW Humanities Theatre tonight at 8 p.m. Tickets are \$6.50 and students and seniors \$4.50 but limited seats are still available.

February 3

• Inter-denominational Day of Prayer and Fasting on February 3 from 10 am-3:30 pm and 8-10

pm in the evening. Held at the Christ's Church, Simeon and Weber Streets, Kitchener. Feature speakers: 10 a.m. Mr. Grant Milroy of the Christian Missionary Alliance on the historical treatment of fasting.

12:00 Father Jim Curtain, emphasis on place of fasting and prayer and the prophetic woe of fasting as testimony. 2 pm Rabbi Rosensweig, fasting from a Jewish perspective.

In the evening there will be a panel discussion featuring Grant Milroy and Jim Curtain.

Throughout the day, time will be set aside for quiet prayer and scripture reading and the intention of the day is to ask for

God's assistance in a united way to solve the problem of abortion in our community. A total fast from all solid foods is suggested for those who are able. People are welcome to participate throughout the day or stop in when possible.

Babysitting is available from 10:00 am to 3:30 pm for fifty cents an hour. We hope that this will be a united effort both for those who can attend the services and for those who will pray and fast on their own.

February 4

• The Laurier Singers, conducted by Victor Martins perform at 8 pm in the WLU

Theatre Auditorium.

February 6

• The History Luncheon Series continues at 12 noon today. Rev. J. Fretz will speak on "David Toews: Immigration Engineer." All welcome to Kitchener Public Library.

• "The Ocult", presented by WLU continues at 7 this evening. Dr. Michael Ballin will speak on "An Alternative Approach to the Demonic — the concept of the Scapegoat: 'The Lottery' and Frazer's 'Golden Bough'." All welcome to Kitchener Public Library but seating is limited.

February 7

• 'Environmental Pollution' continues at 7 this evening. Prof. E. Farkas will speak on: "The Fundamental concepts of water pollution". All welcome to this free lecture at the Kitchener Public Library.

• "Women and Crime" — Victims and Offenders" is the topic of this month's lecture series at the Kitchener Public Library. Guest panelists include Jim Dickinson, Vivian Jowett — probation officer and Margaret Teledgi of the Rape Distress Centre. Admission free and all welcome to attend this program at 7:30.

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Cooky Crumz by Loretta

—Toronto Star— Geets Romo be trading that screwball patter with Peter Griffin on CHUM FM's morning show any more after April 21. Nor will Warren Downs, the strange traffic reporter. Nor will Uganda Geets. Nor will all those other odd characters who have been dropping in on Griffin through his 6-10 a.m. weekday shift.

And we won't have The Best of Pete 'N' Geets on Saturday mornings any more. Griffin will fly alone on the station come May.

Geets and all the others were the inventions of David Haydu, an engineer-operator at CHUM whose official job was producing broadcasts of live concerts and


other technical things. Haydu will still do the concerts as a free-lancer.

"I think the concept has run its course after six years", says Warren Cosford, CHUM-FM's program manager. With no Geets on FM, and no John Gilbert on AM, the CHUM sound in the mornings is going to be pretty different.

—Mary Tyler Moore will be

coming back to our TV. screens next year in a comedy-variety series for CBS.

—Kath's funeral attracted well over 400 people Thursday in L.A. —K-W Record—53 platinum LP's were certified on US sales alone in 1977 for sales of more than one million. Such LP's as Boz Scaggs "Two Down Then Left" were shipped with platinum guaranteed.

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redouble

by Cameron French

Today we shall discuss a defensive convention. I happen to be a big fan of the Michael's cue-bid — and so here it is. What do you bid with one diamond bid on your right holding?

1. SKQ1072;HJ9732;D76;C9
 2. SAQ96;HK9753;D1062;C7
 3. SKJ94;HKQ762;D4;CQ72
1. Two diamonds
 2. Two diamonds
 3. double

So, what does the first cue-bid

show? It generally shows 5-5 in the majors and 5-10 high-card points. If you only have 5-4 in the majors (example 2), with upper 8-10 points) range and good distribution, the Michael's cue-bid is still a useful tool. Example 3 shows a hand too good for the Michael's cue-bid.

So, remember, these things before employing the Michael's cue-bid: 1. it is used only in DIRECT seat (ie, you must be sitting left of the opening bidder), 2. when you cue-bid a minor (clubs or diamonds) you show 5-5 and 5-9 in the majors or 5-4 and 8-10 points, 3. if you cue-bid a major you show

5-5 or 5-4, same point range as before, but you show the other major (ie, spades bid on your right, two spades by you shows hearts+) one other minor. If partner wants to know your minor, he bids 2NT.

Watch this hand from a recent game.

	N	
	SKJ9xx	
	H AQ10x	
	Dx	
W	C10xx	E
SA10	S	Sxx
HKxxx	SQxx	Hxxx
DKQ9xx	HJ9x	DJxxx
CKx	DAxx	CQ9xx
	CAJxx	

Bidding:
W N E S
1D 2D P 3S
P 4S All pass

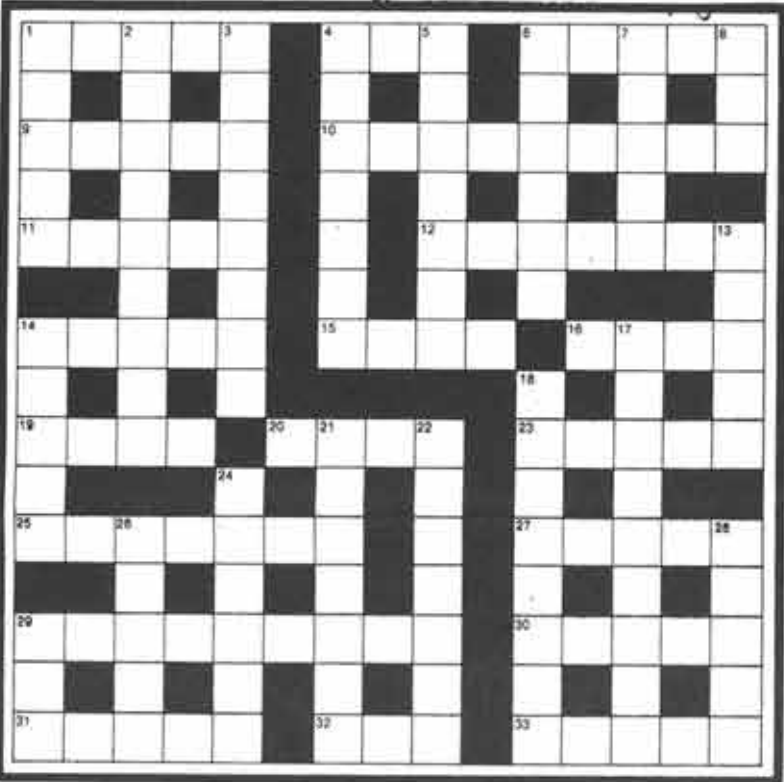
Actually, my partner (south) bid 3 diamonds, which I correctly interpreted to mean pick my better major. I picked spades and a sound contract.

Most pairs in part scores, some even permitted E-W to buy the contract in diamonds.

The Micheal's cur-bid is an effective defensive too. When used correctly, it proves its merit time and time again.

THE CANADIAN CROSSWORD

- | | | | |
|---------------------------------------|--|----------------------------------|---------------------------|
| ACROSS | former Lib. minister and Tory leadership candidate | 31 Points from which leaves grow | 32 Father |
| 1 Great lake | 19 Arrived | DOWN | 33 Exams |
| 4 Fem. pronoun | 20 Public employees' labour organization (abbr.) | 1 Early RCMP transport | 14 Male birds |
| 6 Island South of Sydney, N.S. | 23 Type of dog, e.g. | 2 Weather disturbance | 17 Our neighbours |
| 9 Period of monarchy | 25 Ruined | 3 Stupidity | 18 Alta. Socred premier |
| 10 Powers | 27 Wet | 4 See 16 across | 21 Not marked as to time |
| 11 Follow | 29 Independent Canada promoter (2 words) | 5 Hated | 22 Came forth |
| 12 Maritime shellfish | 30 Taken (stunned) | 6 Writer | 24 Joni Mitchell hit song |
| 14 Brit. diplomat kidnapped by F.L.O. | | 7 Archie Bunker | 26 Lubricated |
| 15 Impolite | | 8 Letter | 28 Egg centres |
| 16 With 4 down, | | 13 Angered | 29 Province (abbr.) |
- answers on page 4



© 1977 Coast to Coast News Services, Delta, B.C. #57

Dylan working to boost movie

Los Angeles Times—Bob Dylan has decided to become his own advance man: The 36-year-old singer-songwriter is trying to save himself a few million dollars in publicity costs by volunteering to be interviewed about his latest project, a sprawling four-hour film titled Renaldo and Clara, which opens here this week.

Throughout most of his 16-year career, Dylan has regarded reporters warily and kept his distance from the camera's eye.

When he has been forced to stand still long enough to allow himself to be photographed, he has calculatingly filtered his personality through a series of archetypal poses: From the wandering urban troubadour of the Freewheelin' Bob Dylan through the haunted poet-imagist

of Blonde on Blonde, the playful country boy of Nashville Skyline and the wizened medicine man of Desire, Dylan has fashioned an identity of of an everchanging succession of masks.

Masks also provide the key to Renaldo and Clara, in which Dylan makes his entrance wearing a translucent plastic mask that both reveals and distorts his countenance as if to erase—or maybe to suggest—his many previous incarnations.

According to the movie's credits, Dylan is actually playing a character called Tenaldo, a quasi-mythical creation of vague definition. But the song that the masked Renaldo is singing is Dylan's own *When I Paint My Masterpiece* and the setting is Dylan's *Rolling Thunder Revue* as it tours the New England

countryside during the Fall of 1976.

Dylan's ex-wife Sara is seen in the co-starring role of Clara. Singer-actress Ronee Blakley is cast as "Mrs. Dylan" opposite country musician Ronnie Hawkins in the guise of "Bob Dylan".

And throughout the movie's alternating layers of concert footage and improvised dramatic vignettes, Joan Baez wends her way as a mysterious figure by the name of the Woman in White who appears to be headed for a confrontation with Clara over the affections of Renaldo.

"This film could be called a documentary-type film because it was shot with 16mm hand-held cameras", Dylan said. "But if I had my way, we would have shot it with big 35mm Panavision cameras."

Asked what film-makers he admires, Dylan cited John Ford, Elia Kazan "up through Splendour in the Grass", and Sam Peckinpah. "And I like Warhol a lot", Dylan added.

The now-standard cowboy-outlaw-poet-rock-musician paradigm provides one constantly shifting focus of attention for the film.

It is balanced by an equally fluid view of women that moves between images of fortunetellers and lovers, mothers and whores. However, the one myth that dominates *Renaldo and Clara* is, of course, Dylan's own.

The movie deals, he admitted, "with the image which I assume everyone is concerned with. The image is broken apart and you see what's behind the images. You see the truth behind the idle truth, a kind of resurrection of the comman man."

Upcoming Concerts

Toronto

- | | | | | |
|---------------------|------------|------------|--------|---------------|
| Emers., Lake & Pal. | Feb. 2 & 3 | Gardens | 8 p.m. | \$8, \$9 |
| Santana | Feb. 16 | Concert Bl | 8 p.m. | \$7, \$8 |
| Triumph & Rose | Feb. 17 | Mass. Hall | 8 p.m. | \$5.50 \$6.50 |

University of Guelph

- CANO canceld. due to death of Andre Paiement, leader
- | | | | |
|--------------------------|---------|---------------|--------|
| Harry Chapin | Feb. 4 | Athlet. Cntr. | 8 p.m. |
| Billy Cobham (jazz-rock) | Feb. 8 | War Mem. Hl | 8 p.m. |
| Wind on the Prair. | Feb. 24 | War Mem. Hl | 8 p.m. |
| Chuck Mangione | Mar. 5 | Athlet. Cntr. | 8 p.m. |

University of Waterloo

- | | | |
|------------------|---------|--------------|
| Blue Oyster Cult | Mar. 10 | Athlet. Comp |
|------------------|---------|--------------|

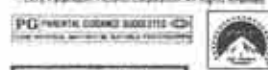
She had to marry him.
She was too embarrassed to have him as a date.

She loves him. He admires her taste.



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Paramount Pictures Presents A Film About Production
Henry Winkler is "The One and Only"
Kim Darby Gene Saks William Daniels Harold Gould
Hervé Villechaize Written by Steve Gordon
Executive Producer Robert Halmi
Produced by Steve Gordon and David V. Picker
Directed by Carl Reiner



recommended as
ADULT
ENTERTAINMENT

STARTS FRI. FEB. 3

Fairview Cinema

IN FAIRVIEW PARK SHOPPING MALL - KITCHENER
KINGSWAY DRIVE - BEHIND SIMPSON'S STORE

Evenings
7 & 9 p.m.
Matinees
Sat. Sun. 2 p.m.



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A 3 pc. group that plays all their own original music, Rhinegold offers the finest entertainment available.

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Remember: OUR DISCO PROVIDES CONTINUOUS MUSIC THROUGHOUT THE NIGHT.
Every Monday Nite: THE GONG SHOW
Every Tuesday Nite: AMATEUR STRIP CONTEST
Every Wednesday Nite is University Nite and free admission is gained just by showing your I.D. card.

GRAND HOTEL

Bridge Street Kitchener - 744-6367

Some Supermarket trips and tips cont'd. from page 3

isolation now forces the food industry to list product ingredients on the package but this information is much less noticeable than the flashy pictures. Furthermore, some of the ingredients listed are vague; for example, artificial colourings are used are not specified.

Gerald Stahl, executive vice-president of the U.S. Package Designers Council says, "You have to have a carton that attracts and hypnotizes a woman, like waving a flashlight in front of her eyes."

The cost of such packaging is worked into the price you pay for food, and in some cases packaging costs take up to 25 percent of the price of the product. The American National Commission on Food Marketing reported in 1967 that the packaging cost of a 14½ ounce can of evaporated milk was 20 percent of its retail price.

'The Romance of Life'

Games, contests, trading stamps, soothing music, pleasant store atmosphere, and other strategies are devised to attract you to a particular store and keep you coming back week after week. The cost of these gimmicks is

worked into the price of food, but the food industry claims it is merely trying to satisfy its customers' needs. During the hearings of the Special Joint Committee on Consumer Credit in 1966, Max Salzman asked the president of Loblaw Groceries Ltd. whether these gimmicks served any positive purpose for the consumer. He replied:

"The public fancy is...involved here. A lot of people are anxious to play games and have contests...Have you ever considered how dull it would be for a housewife to go into a store and see nothing but price tickets and a display of produce? It would lose all the romance of life."⁵

No doubt shoppers could quell their supposed "need" for romance in the supermarket if lower-priced, higher-quality food were offered.

Brand Names

Shoppers are confronted by a wide choice of brand names in most products. What is the difference, aside from the name? Not much, as we can see if we look at the example of bread. As

David Robertson of the Ontario Public Interest Research Group has pointed out,

"Within a typical Weston-controlled supermarket, you will find the following 'brands' of bread—Weston's, Dietrich, Zehr's, Christie's, Hollywood, and Wittiches. Out of the bunch, Christie's is the only non-Weston bread."

With all these apparently different brands on the shelf, Weston's increases the likelihood that shoppers will buy one of their brands. Frequently, store brands are cheaper than name brands although the product is essentially the same.

Advertising

The purpose of advertising is stated most clearly in an article in the June 1968 issue of *Canadian Grocer*:

"For large scale advertising work, the buyer must be only partially informed about the nature of what he is buying and the product must be complex enough so that precise evaluation is not possible."⁶

Clearly, the intention of advertis-

ing is to confuse, not to inform.

No wonder. One U.S. study showed that nationwide, in 1967 there were nearly 35,000 'different' items in the grocery and housewares sections, not counting meat, produce, or dairy products. Each year brings more: 7,303 new items in 1966, 8,000 in 1967. Most of these products are neither needed nor different but the consumer must not know this or the products will not sell. Advertising is used to artificially create both the need and the difference.

There is no concern for the nutritional quality of the food being advertised unless manufacturers feel it is a selling point. Orange drink manufacturers stress that Vitamin C has been added to their product but neglect to mention that it also contains high amount of sugar and artificial colouring and flavouring. In advertising other foods, quality is measured solely in terms of taste or colour or ease of preparation. Nutrition is not the concern of advertising—selling is.

Nutrition Canada's National Survey (1970-1972) called on industry to provide better quality food and food information:

"Many of the current nutrition problems could be significantly reduced if the consumer had the knowledge and motivation to adopt better eating practices and to select foods more wisely. It is essential that industry develop and promote foods which enhance such programs."

The food industry is not going to move in this direction until pressure from you and other consumers force it to sell food for people and not for profit.

Supermarket Trickery
¹⁵⁶⁷"The Customer is Always Right—The Truth Behind Retailing Practices in Canada", *K-W Free Press*, August 8, 1974.

²⁴*Nutrition Action*, published monthly by Centre for Science in the Public Interest. August 1976.

²⁸*The Supermarket Trap: The Consumer and the Food Industry*. Jennifer Cross.

"Nutrition Canada", *Nutrition Today*, Jan/Feb 1974.

Earth, Wind & Fire: faith in goodness, truth & love

(Reprinted from *Rolling Stone*)

As one might expect from a group that refers to itself, none too lightly, as "the Creator's Band," *Earth, Wind & Fire* is fond of making big moves in mysterious ways their wonders to perform.

Their stage show is one of the most elaborate in rock history, and the touring ensemble is certainly the heftiest any black group has assembled. It includes (aside from the mammoth bulk of amplifiers, speakers and instruments necessary for a 12-piece band) nine glass cylinders the size of California redwoods that descend from the heavens (well, the ceiling actually) and from which band members mysteriously materialize, a jumbo aluminum pyramid that figures in their eventual departure, and staircases, risers and costumes worthy of a Busby Berkeley epic.

The idea seems to be that if you can't illuminate or catalyze your audience with all this wizardry, then at least you can mystify them.

"We've always tried to practice illusion," says Maurice

White, the group's 34-year old leader, "but at this point it would be a lot easier for us if we had our own theatre. The whole purpose, though, behind the symbols and the effects we're using is to re-aquaint people with ancient art and futuristic art, the symbols of which point to oneness, a unifying spirituality."

In other words, progressive alchemy.

Brothers Maurice and Verdine White have been *EW&F's* only mainstays since its first incarnation in 1971. (The present line-up consists of guitarists Al McKay and Johnny Graham, keyboardist Larry Dunn, drummers Ralph Johnson and Fred White, saxophonist Andrew Woolfolk, bassist Philip Bailey and the brothers White—plus a three-man horn section.)

Maurice White is a man who wears the word "beatific" like a jumpsuit, in the sense that the term means both someone who has a blissful demeanor and one who is given to imparting beatitudes—or, more exactly in this case, a melange of spiritual truisms. But coming from him,

none of it seems haughty or misplaced.

"I believe in goodness, I believe in truth, and I believe in love," he says. "I am not a man of any denomination because there's too many things about each one that I believe and disbelieve. So I've found that the best thing for me is to try to love and understand life."

Today, *Earth, Wind & Fire* is a vivid reflection of Maurice's evolution, a seamless composite of diverse musical and metaphysical components. But he is quick to note that he considers the group a collective operation, with most members contributing songs regularly, and several involved in outside production projects.

Most importantly, he says, he doesn't care to impose his beliefs on the others. "We have some cats in the group who are Christians, and others who, I'm sure, are not. But the real point is that we all meet on a common ground."

And yet, for all their apparent equanimity, a curious frustration crowns *EW&F's* success: In spite of a vast popularity that flattens

most racial barriers, they are virtually unknown as personalities, a situation even the freshest punk band rarely faces.

Maurice fears that the race element may still be a barrier for the band. "We're not an R&B group," he says, "we're just a group. It just so happens that my face is black, ya dig?"

"I think that there will come a time when we're dealing with oneness," he continues. "I think there will come a time when we will all be involved as individuals in this world. Everybody may have a different symbol to

represent this, that, and the other thing, but when it gets down to the bottom line, it's all the same."

Publications

Applications for positions on the WLU Student Publications Board of Directors for the 1978-79 academic year will be accepted until February 24, 1978.

Applications for the following positions within Student Publications for the 1978-1979 academic year will be accepted until March 3, 1978.

- Director of Marketing Services, Grad Photos
- Photo Dept. Manager
- Handbook Editor
- Campus Calendar Editor
- Directory Editor
- Latoon Manager
- Business Manager
- Assistant Business Manager
- Advertising Manager

Cord

- Editor
- News Editor
- Production Manager
- Sports Editor
- Dark Room Technician
- Entertainment Editor
- Circulation and Filing

Information can be obtained in the Student Publications Office, Student Union Building.

GRADUATE MANAGEMENT ADMISSION TEST

Next Test Date

March 18, 1978

Registration Deadline

February 24, 1978

Applications and further information available in:

CAREER SERVICES

(Lower Floor, Student Services Centre)

Your Chaplains present

FRANCIS SHAEFFER'S FILM:

THE AGE OF NON-REASON

February 6 in 2C8 at 7:30 pm

Do you wish to escape from reason?

Is truth reasonable?

You are invited to refreshments* and discussion after the film.

SPORTS

Men's B'Ball

Hawks split road games

by Floyd Fennema

The home court advantage in basketball can in many instances be the difference between a win and a loss. This is especially true when the Windsor Lancers are the best team.

Last Wednesday, January 25, the Laurier Golden Hawks suffered a 94-92 setback to the Windsor Lancers at Windsor. The loss which was their second of the year, evened the Hawks record at 2-2.

Laurier, who faced a *must win situation* have not won in Windsor since before 1965. To uphold this tradition, Windsor came through with a persistent first half effort while the Hawks appeared sluggish. Hitting on only 29% from the floor in the first half, the Hawks faced a 21 point deficit at the mid-game buzzer. The second half however, in contrast to the first, saw the Hawks come storming.

"We just played terrible the

first half," said Hawks coach Don Smith, "but came on strongly in the second."

The trio of Loren Killion, Don Whaley and Fred Koepke accounted for 90 of the team's 92 points. Killion picked up 35, Whaley followed with 33 and Koepke added 22.

In St. Catherines Saturday January 28, the Hawks second encounter of the week, Loren Killion's 43 points paved the way to a 98-83 drubbing over Brock

Badgers.

"We were able to control the ball without a lot of mistakes," commented Smith.

The Hawks not only controlled but overpowered Brock out, rebounding them 51-23.

Besides Killion's 43 points, Don Whaley notched 24 while Fred Koepke picked up 19.

The Hawks now find themselves tied in 3rd place with a 3 and 2 record. Next home game for Laurier is February 11.

League Standings as of January 30, '78

West Div	Won	Lost	PCT	+GBL
MacMaster	5	1	.833	—
Waterloo	4	1	.800	½
Windsor	3	2	.600	1½
Laurier	3	2	.600	1½
Western	2	3	.400	2½
Guelph	1	4	.200	3½
Brock	0	5	.000	4½

Tamiae on Ice

by Paul Ankcorn

Whitwell's second goal of the game with less than a minute to play led Bus I to a 2-1 victory over Bus VI. It was the second consecutive triumph for Bus I. The game featured good goal-tending by John McPherson for Bus VI and especially by Bob Jagersky for Bus I. John Fairles scored the lone Bus VI goal. Brian Maher played a solid game on defence for Bus I.

Led by Don Bietz with two goals and three assists, Bus II clobbered Bus III 7-1. Bill Jackson also connected twice for

Bus II with singles coming off the sticks of Andy Staley and Howie Epworth. Don Stewart scored the lone goal for Bus III early in the game. Bus III had a great deal of difficulty in getting the puck out of their own end.

Led by Brian Grieves with two goals, Bus V crushed Bus IV 10-2. Gord Kennedy, Mark Rundle, Pat O'Neil, Rob Minken, Chris Healy, Tony Capinola, Grahame Smart and Jim Lye also connected for the winners. Bill McCutcheon and Hayden scored for the lowly Bus IV team.

Women's V'Ball

Season's improvement becomes evident

by Rita Rice

Laurier's best woman's V'Ball match of the season was played last Tuesday, January 24, 1978 at the University of Guelph. Regardless of the 3-0 loss for WLU the score was not indicative of how well the team played. On Guelph's visit to Laurier, the scores averaged a 10-point deficit over the total three games, while last week, the Hawks dragged by a mere 4-point average total.

Rookie setter, Lori Sauer started all three games of the league match by supplying an abundance of hustles making remarkable defensive plays, and she also kept Laurier's squad going with her accurate sets.

This was Lori's first encounter at starting a game, and to Coach Leach, her performance displayed promising talent for next year's team. Bonnie Kellett and Theresa Fullerton held strong defensive tactics and veteran Sharon Patterson took her turn at matching excellent setting patterns.

Although a score of 15-7, 15-13, and 15-11 didn't constitute a win for the Hawks, their hard struggle in the York attempt fared to their advantage in Guelph, as Coach Leach was extremely satisfied with the team's performance. The Guelph game was the Hawk's second last

league game, and without a doubt, continuous improvements had characterized their season.

Weather conditions did not hamper the team morale last weekend, as the Hawks travelled to Ryerson for the round-up tournament of the 77-78 season in a Tier 2 Interlock System with two victories plus two losses.

Opening play of the day saw Carleton meeting Laurier. The Hawks suffered severely in the first game, and even though fighting hard in the second part of the match, Carleton had too much of a lead advantage to enable the Hawks to equalize points. At one point, Carleton was leading 10-5, and the Hawks managed to finalize the score at 15-13. Meaning no play-offs for the Hawks, the team continued to meet Laurentian in their second attempt of the weekend tournament.

Team morale was at a complete downfall as the players were rather disturbed after losing to Carleton. The Hawks managed to overcome their emotional setbacks and withold a score of 15-10 in the opening rally. In the following two games, the team converted back to their initial "down" attitude and were taken by Carleton quite easily.

The Hawk's third game was with Ryerson and which turned out to be the most satisfying, as

Laurier tallied two straight wins. Team cohesiveness was evident as the entire group performed together to account for the victory over Ryerson. Bonnie Kellett's fine manouevres can be accredited, as Bonnie had seven ace serves, which Coach Leach tends to label "exceptional".

Throughout the tournament, the Hawks seemed to be switching from game to game, and in the final contest against Laurentian, Laurier conquered two consecutive games. The team vets were on court for the first game while the second competition saw five rookies, accompanied by one veteran. Nella Sacharczywsky, Anne Brunskill, Susan Mueller, Lori Sauer and Laurie Higgins all had the opportunity of presenting the team with their seasonal improvement, which was clearly evident by a score of 15-1.

Coach Leach had anticipated rougher play, as previous to the game she bluntly stated that the team would be "out for blood", in last weekend's tournament. The Hawks performance was strong and strategic, but, perhaps Coach Leach will have to wait for the final game of the season to witness her team's brutality. The University of Toronto will host WLU in the final game of the season on Thursday, Feb. 2 at 7:30 p.m. Constant improvement is the team's motto this season, so excellent play and precise coaching may be a part of Thursday night's match in Toronto.

Tamiae Hockey

League Standings as of Jan. 29, 78

by Bruce Cassells

Team	GP	W	L	T	GFG	GA	P.
Bus. 5	12	8	3	1	52	34	17
Bus. 6	12	7	2	3	44	27	17
Bus. 3	12	5	4	3	47	43	13
Bus. 2	12	5	4	3	45	39	13
Bus. 4	12	4	8	0	28	53	8
Bus. 1	12	2	8	2	32	52	6

Tamiae Hockey Schedule

Feb. 5
10 2 vs 4
11 1 vs 5
12 3 vs 6

Feb. 19
10 3 vs 5
11 1 vs 4
12 2 vs 6

Feb. 26
1st game
semi-finals
10 1st vs
3rd
11 2nd vs
4th

Mar. 5
2nd game
semifinals
10 2nd vs
4th
11 1st vs
3rd

March 12
1st game
finals

March 19
2nd game
finals

March 26
3rd game
finals
(if necess.)

Leading Scorers

Player, Club	G	A	P.
Greg McKenzie, Bus. 3	19	8	27
Dave Wallace, Bus. 3	10	10	20
Brendon Duddy, Bus. 6	10	8	18
Len Walker, Bus. 5	10	6	16
John Fairles, Bus. 6	7	8	15
Brian Grieves, Bus. 5	7	6	15
Bob Angove, Bus. 2	8	5	13
Steve Beckman, Bus. 3	4	7	11
Don Bietz, Bus. 2	6	5	11
Jim Catania, Bus. 6	6	5	11
Grahame Smart, Bus. 5	4	7	11
Jim Turnbull, Bus. 2	6	5	11



Fitness Program

The noon-hour fitness program is now taking place from 12:45 to 1:30 p.m. Meet in the mat room if interested.

IN THE SPORTLIGHT

Mother nature put the lid on sports around here last weekend so I took a stroll down the street to see what the school of plumbing and sanitation had to offer. It was a worthwhile venture in that I had the opportunity to see a Waterloo-Guelph basketball game on the Warriors home court.

Well, the game, televised nationally across Canada, had all the build-up and hoopla that all their home B'ball games muster. The Warrior band was dressed in full sweat-shirt regalia and as always sounded out of tune and even out to lunch according to some. An authentic Warrior (so I am told) apparently revived from Roman times just for this occasion, was in attendance displaying his skate-boarding talents at every time-out during the game.

There was representatives from the various societies from within the school as well. The engineers were represented by two hooded characters carrying an oversized pipe wrench known appropriately as the tool. The Marxist-Leninist group made the most of the situation by peddling Cuban cigars and tickets on a draw for a one-way trip to friendly Bolshevick country, *Sunny Siberia*. And of course, one musn't forget about the Gay Society who were pushing pink lemonade as their alternative to Florida orange juice.

The people in the sign painting faculty must have been doing their homework in preparation for the onlooking television audience. The most original one had to be the "Hi Mom - Send dope" sign that the cameramen always seemed to be avoiding.

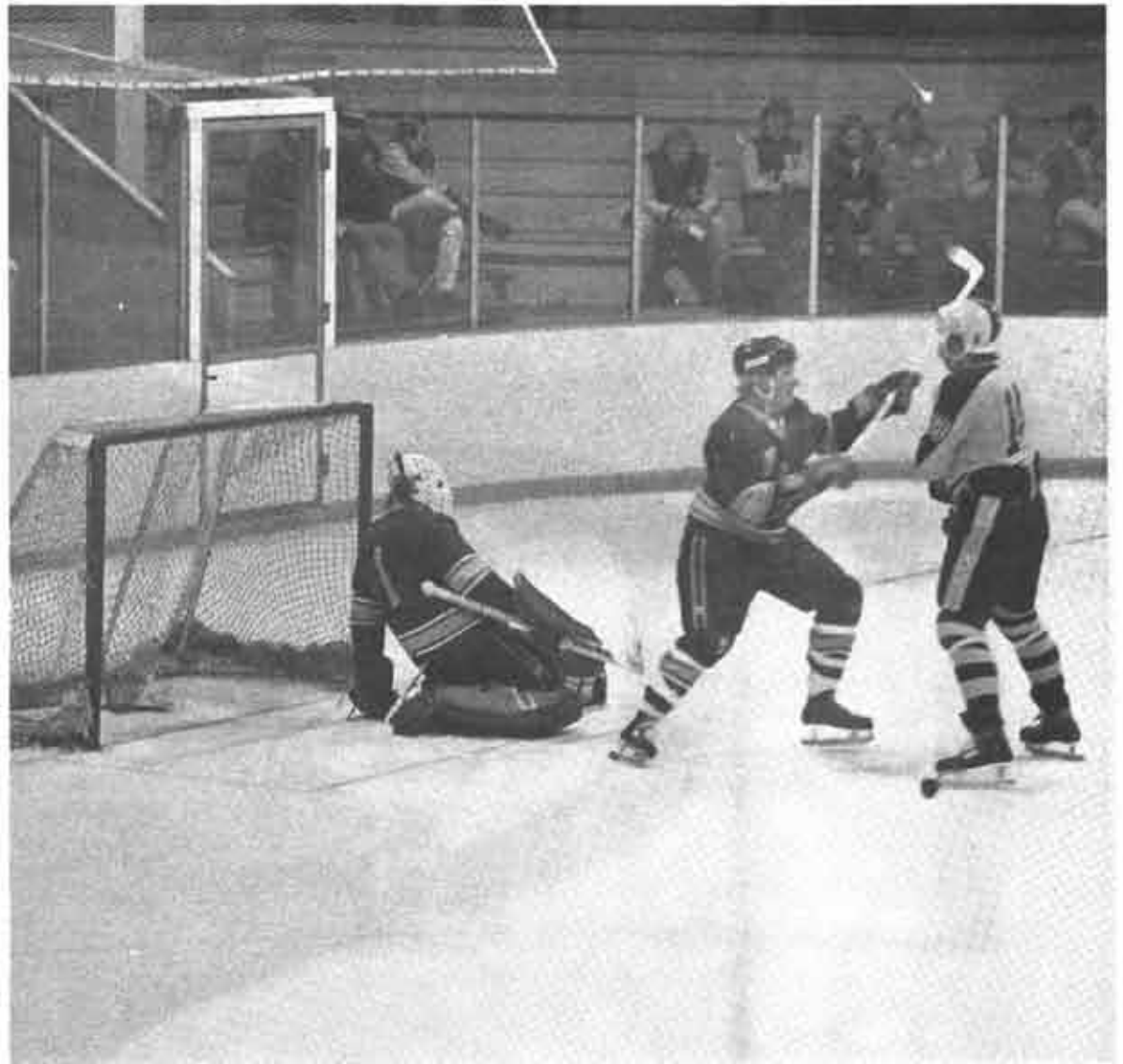
All added in their own way to the "Loo-like" atmosphere that was so evident throughout the duration of the match. The fact that Waterloo executed a successful come-back drive to win the game by a 62-50 score made it that much more enjoyable for the biased home-team fans who packed the joint.

It certainly is unfortunate that we at Laurier go without some type of spirit band. It's not that I'm expecting budding musicians to come forward to volunteer their repertoire of Lawrence Welk tunes. But I'm sure there would be a place for those who had an interest or for those who could even fake a few notes on musical instruments in the stands when our teams play.

Just think how the various departments in this school could add their impact on the Sport scene here at Laurier...For example Frank and the boys in the biology department could train a squadron of Hawks to soar precariously close to opposing player's heads before and during the games to add that all important intimidation element. The geographers could be called upon to spike the visiting team's water supply with a potent laxitive. Leave the Business and Econ. crew in charge of the special cases - the kind that can be polished off after the game. Finally for those special occasions when all else fails and something miracle-like in stature is required, the Religion and Culture department could be called upon to arrange help from the "big ref in the sky".

All would add to Laurier's chances on field, court, and rink in a unique way that would be a welcome addition.

Don Stewart, sports editor



See the Hawks Square Off

To-Night at 8:00 p.m.

against Guelph

Saturday at 2:00 p.m.

against Windsor

both at the AUD

Free admission with I.D.

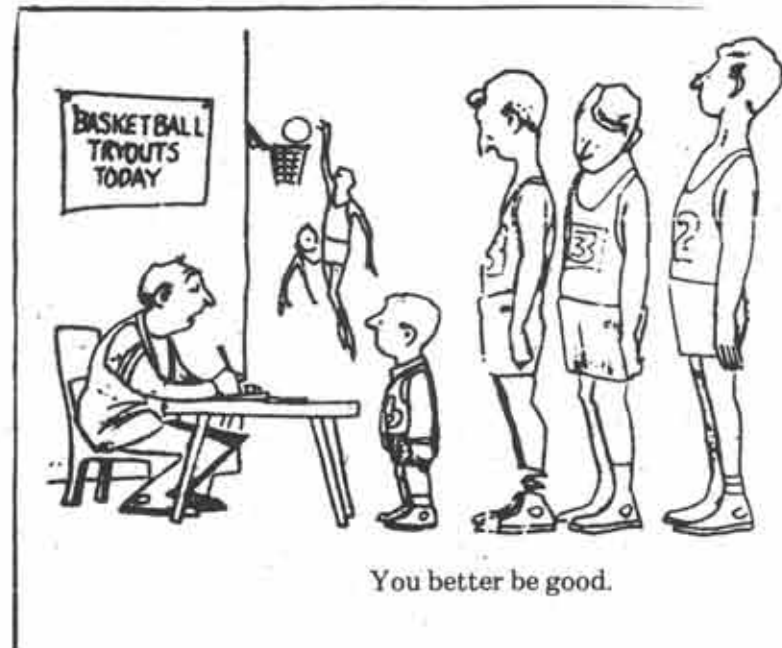
Frisbee Freaks needed

Dear Discers (Flying Frisbee Freaks, Frisbee Folks, or Whatever):

As you probably know by now, Brock University Frisbee Club has held (hosted) the Ontario University Frisbee Championships for the past two years. Well surprise! The Third Annual OUFC will be held once more at Brock University on the dates of March 31 and April 1. Tournament eligibility rules stand the same as last year which includes all Canadian university students (full, part-time or graduates) so if you fling Frisbees then get off your buns and get a team to the tournament. Even if you cannot get up a team and you want to join us just let us know and we will make you welcome.

If interested contact:

Chris Thomson & Jack Pyke & the rest of the Frisbee Freaks
Brock University Frisbee Club
St. Catharines, Ontario L2S 3A1



TIT-BITS

by Kirk Titmuss

MY DAD TOLD ME HOCKEY IS A SPORT, NOT A BATTLE...

MY DAD SAID TO BE A GENTLEMAN ON AND OFF THE ICE WITH YOUR OPPONENTS...

MY DAD SAID TO TREAT THE OTHER TEAM WITH COURTESY AND RESPECT...

MY DAD SAID IT'S THE REFS YOU PUNCH SENSELESS.

THE CORD WEEKLY

*in this issue:
summer job, anyone?
snowstorms...snowstorms
girls V'Ball improving
Jackson Hawke in Turret*

Thursday, February 2, 1978
Volume 18, Number 16



Have you voted yet?



**This is to thank those people
in the University administrat-
ion who have helped us
throughout the year by pro-
viding information and sup-
port. We appreciate the spirit
of cooperation extended to us
this academic year and hope
that it will continue in the
future.**

W.L.U.S.U.

