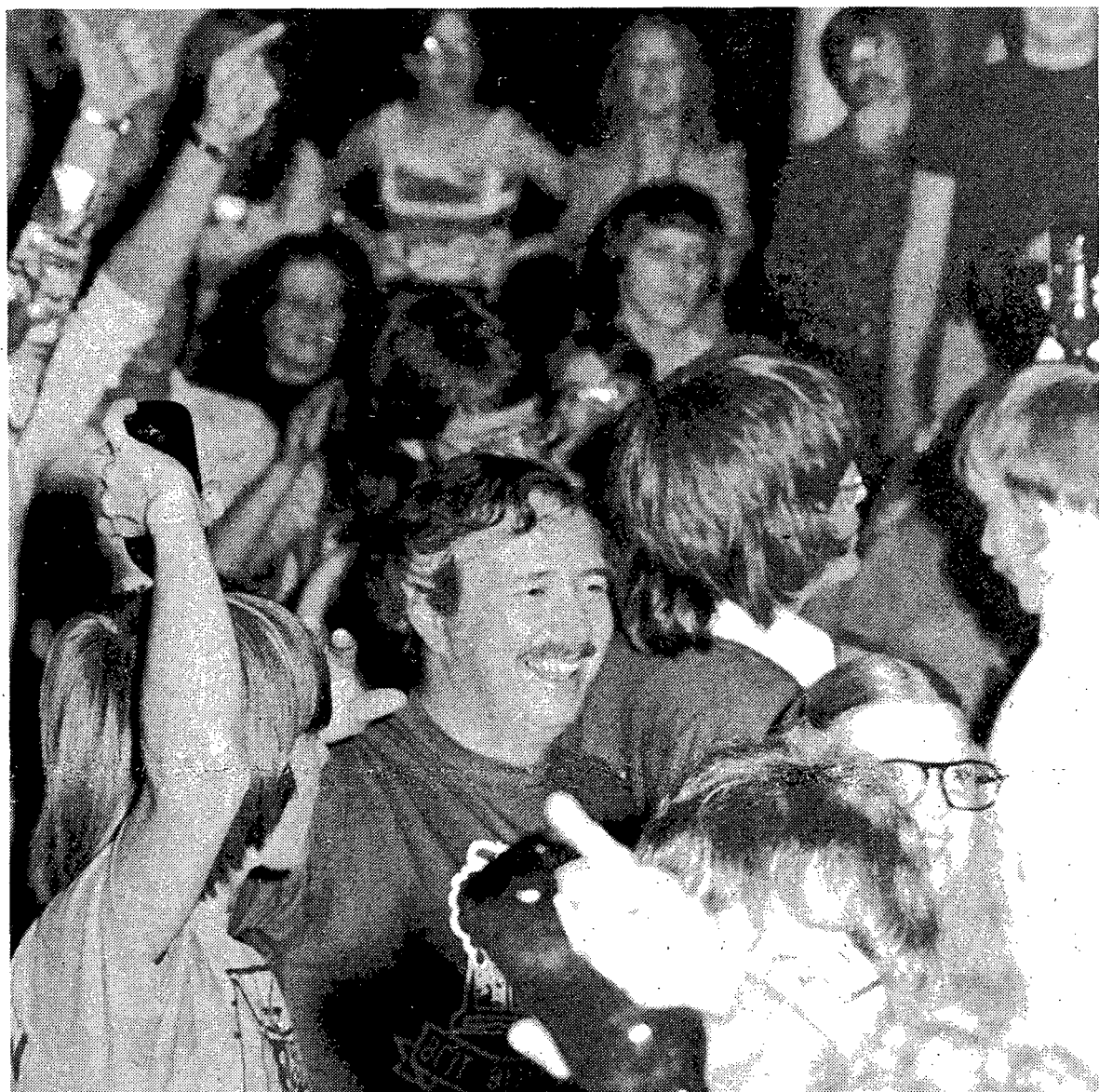


Health fair next wednesday noon in SAC



Man in the middle Gordon Thom enjoying the riotous action at the Beerfest last weekend. Both evenings were completely sold out and a splendid time was had by all. Robert Owen photo.

Hotel/Motel wows convention

by Karen DarWoon

On October 17-20, the B.C. Motels, Resorts, and Trailer Parks Association held a convention, which four students from our Institute attended. When Gunther Schlieper, Lawrence Gordon, Scott McLean and Ed Wishart first appeared on the scene, no one knew just who they were. In fact, some members assumed our students to be part of a hotel or motel staff.

As with many other parts of industry, the B.C. Motels, etc. Association was merely unaware of BCIT. Is it any wonder that employers rarely ask for a technical institute diploma? They just don't know who we are. So, the first good thing about the convention has got to be the exposure of BCIT to the Hospitality Industry.

One item of the convention agenda was a series of workshops. The main themes behind them were the need for an education and the need for a Minister of Tourism. Both of these factors would contribute to the promotion of tourism to the general public in all levels of travel.

At the end of the conference, members were aware of BCIT, its students, and its level of education. Our students were commended and congratulated by Executive Chairperson, Mrs. Jean Dann, at the end of the workshops, and by the Head Table at the closing luncheon.

Said Mr. Sau, Financial Committee Chairman, "Here we are, the people that know and control the industry, and BCIT students

come and tell us how to do it. Maybe next year, we should get BCIT students to come and teach us."

All in all, the convention was a success: good speakers, good involvement, and excellent exposure for BCIT.

Shinerama effort 6th best in Canada

BCIT's Shinerama performance was the sixth best in Canada, according to Glen Braathen, Shinerama co-ordinator.

Braathen told the LINK that the performance was good considering the size of BCIT and comparing it with some of the large universities across Canada.

Shinerama raised \$13,000 for Cystic Fibrosis research with a combination of shoe-shine day around the Lower Mainland on September 22nd, a dance the Friday following and various corporate donations. That total was significantly above the one recorded for the previous year, but still fell \$2,000 short of the projected goal.

Nursing disco tonight

Nursing is holding a disco in the SAC on Wednesday the 10th. That's this evening. Starts at 8 and runs through 1. Full facilities.

Next Wednesday your fitness or flabbiness will be on the line when BCIT's Physical Activity Management people, Mike Stafford and Sonia Williams, present a consumer guide to physical fitness.

Essentially, this Fitness Fair is a day of presentation, demonstration and participation. The objectives are to provide as much information on fitness as possible and to have a good time in the process.

The Fair is intended to serve a large cross-section of people ranging from those interested in their personal fitness to those working in or interested in working in the fitness area.

To meet the needs of a wide range of people, we are providing a number of activities and a diversified cross-section of resource people. Activities and presentations by the resource people are planned to blend together to create a lively and spontaneous audience.

Some of the activities planned include:

- demonstrations of fitness and "stress" testing
- exercise routines to music
- basic conditioning routines culled from martial arts, dance and various other disciplines
- folk dancing (Ya!)
- belly dancing (Ya?) - a fairly vigorous conditioning technique that many women can accept
- body awareness/mind-body integration routines
- sessions on running technique

As a CONSUMER GUIDE, presentations take into account two major themes:

1. Information on Lifestyle Change and on Techniques of Change.

For the person contemplating a lifestyle change, say to attain increased physical fitness, the first question concerns benefits. The next question concerns the cost of attaining the benefits (time, effort and sacrifice). Then, how do you change? Wanting to change is one matter; actually changing is another. Self-help strategies for changing will be a topic.

Other topics will include: fitness as part of the larger human lifestyle spectrum; realistic expectations from fitness programmes; discussion on how much fitness is desirable (there are levels); fitness testing (not as a "motivator", but as an accurate instrument of testing out the component of fitness and of measuring change over time).

2. Information on Fitness Programmes and on Conditioning Techniques.

Once they have decided on change, people either embark on a do-it-yourself programme or they put themselves in the hands of someone who will provide guidance. Either way, information is required so that benefits will accrue, the programme will be enjoyable (with a likelihood of becoming a regular habit) and so that dangers will be avoided.

Topics centering around this theme include: types of fitness programmes; fitness fads; tips on training; dangerous exercises and conditioning practices (and how to recognize them); running techniques; alternatives to running; exercise and weight reduction; nutrition, exercise and adaptation to stress; preventive medical

practices (concepts of preventive health).

People attending and giving demonstrations include a wide range of experts in fitness, kinesiology, education, nutrition and whatever. These people are fun and interesting; they do not appear to have any fitness axes to grind. Some of the characters are:

Dr. Tony Barren: a BCIT soil science expert; Tony is also one of B.C.'s premier distance runners. He will be conducting sessions on running (held on the BCIT track, weather permitting).

Leonne Bouchard - Leonne is our expert on folk and belly dancing. She is also a UBC graduate student with a research interest in the relationship between obesity, movement and body awareness.

Dr. Stan Brown - recognized throughout the world in physical education/kinesiology circles, Stan is widely versed in many aspects of fitness. He has studied western fitness techniques such as aerobics and calisthenics and has also applied his scientific and philosophical mind to studying the effects of yoga and other eastern disciplines. A special area of interest is movement as a means to mind-body integration; this Dr. Brown will emphasize at the Fair.

Robin Carr - a kinesiologist and middle distance runner, Robin acts as a Federal Government consultant on fitness programs, serves as an athletic consultant and is also an innovator of his own fitness programme (Disco-Fit). At the Fair, he will lead activity sessions, make presentations and help with the running technique sessions.

Dr. Ray Duncan - Ray is Director of Health Care for the Provincial Department of Human Resources. He has a background in Sport Medicine and has taught kinesiology at SFU. He is particularly interested in human lifestyle and has taught at several interest health courses at SFU which drew 300+ students. He has innovated and published in the area of pulse monitoring.

Dr. David Goulding - a research physicist with a physical education background, David is now setting his sights on practical application of scientific knowledge of human physical activity. He has worked on the creation of a number of techniques for measuring human capacity. Past positions include Research Physiologist (National Institute for Occupational Safety and Health U.S.A.) and assistant professorships at Long Island University and Brooklyn College. David is a native of Winnipeg.

Mike Stafford - a BCIT lecturer and consultant on physical activity management, Mike is the organizer and main driving force behind the Health Fair. He created and has taught from its inception, the BCIT course in Physical Activity Management. The course is unique in that it is an accredited health course, rather than a purely physical education or kinesiology course. Thus, the general axis of physical fitness is shifted directly into the health field with far-ranging implications for human lifestyle.

Card sharp here today

Martin Nash, a fabled card sharp, will be putting on a demonstration in the SAC lobby today at noon.

He began his career at age 8 when he first became fascinated with cards. By 15 he was doing card magic professionally. Now at 41, he is considered the top card man in North America. He is called upon to give expert testimony on gambling by RCMP and Police Departments all over

North America. He has been a favorite of University audiences and spends some of his time educating them with knowledge not found in text books. His presentations are highly entertaining yet they give an invaluable education into the skills of a cheat.

There is no admission to this special event today at noon. Beer will be sold.

Letters, opinions & other ravings

Guess what? You're not work-oriented

Guess what? Times have changed and BCIT students no longer present an "all-work-and-little-play" image, according to the October edition of the Alumni Association newsletter, edited by ex-LINK editor Veronica Timmons and sponsored by Dick

Melville's Information Services Department.

So, if you can take time out of your 80-hour week to read the rest of this little article, here's what they had to say about your work habits and appearance:

BCIT: A Changing Campus Image

Remember the good old days? Football at Moscrop, floor hockey at Renfrew and dances at the Hallmark Halls? Times have changed, and so has the campus image of BCIT.

In the early years the emphasis

was on establishing a "Business" institute image, shirts and ties, the all-work-and-little-play, get-ready-for-industry approach. Today the students are adopting a get-ready-for-Life - education-isn't-everything approach and a greater share of the budget is

association for presentation to the Institute's Board of Governors.

Jeez, talk about sour grapes! My bank teller wears blue jeans. Mick Jagger wore a sweatshirt on Ed Sullivan's show 12 years ago, yet, and Bill Bennett was recently photographed wearing a CAR-DIGAN!!! If that ain't change, man, what is?

In response to this little travesty, the LINK would like to present the following:

"BCIT: a Changing Corporate Image."

Remember the good old days when BCIT was lean and mean? Zilcho budgets, no fat to be trimmed from administrators, everybody fighting hard for recognition?

Times have changed, and so has the corporate image of BCIT. In the early years the emphasis was on establishing a "Business" Institute Image—shirts and ties, no padded payrolls, no entrenchment of pachyderms, bumlbers or clods. "If they couldn't make it in industry," so the saying went, "they shouldn't be working for BCIT." The old adage of "If you can, do; if you can't, teach" just wasn't true here, for BCIT was stripped-to-the-bone.

Today the Administration is adopting a get-ready-for-retirement, education-isn't-everything approach and a greater share of the budget is being demanded for administration costs.

One only need look at the proliferation of newsletters sponsored by the Administration to get an idea of the inefficiency involved there. Where is the break-even point? Faced with the hypothetical choice of financially supporting a newsletter to propagandize BCIT or appropriating funds for tours of industry by students, what would be your priority?

BCIT is facing questions of this nature.....etcetera. People who live in glass stones shouldn't throw houses.



Dionysos dancers at Stavros on West Broadway

Every Friday and Saturday night the Dionysos Greek Dancers perform traditional Greek dances at Stavros Greek Restaurant. Their agile bodies, in brightly coloured costumes, whirl around the floor for your enjoyment and fascination. To these people, dancing is a national tradition, spontaneous and natural, an art to the highest degree. The broad, elegant moves, the line pure and sober, reflect the mood of the mountains and islands of Greece. Come taste the food and the traditions of the Greek at Stavros, 1619 West Broadway, Vancouver. 733-4141. The dancers perform at about 8:30 pm Friday and Saturday only.



Zoe Makinson [#10] awaits the rebound as #11 Barb Clayton shoots for 2.

being demanded for student services.

Where is the break-even point? Faced with the hypothetical choice of financially supporting a sports team to represent BCIT in a league of other institutes, or appropriating funds for tours of industry by students, what would be your priority?

BCIT is facing questions of this nature. Decisions made now will affect the future of the Institute and its image. Your views and comments are essential for the formulation of policy by your

Top bureaucrat award delayed

A winner has been selected for the first "Bureaucrat of the Month" award.

Presentation ceremonies have been held up, however, due to Michael Kluckner's inability to complete the trophy, so no announcement will be made until the objet d'art is in hand.

Materials being considered for the trophy are plastic, ferroconcrete and bronze. The design has been further simplified to allow its casting in maximum of two pieces.

The actual putting-together of the trophy will be done by Acryfab Specialties of Port Coquitlam, specialists in fiberglass fabricating.

The high quality of the entrants is enough to make one think that the competition should be split into several categories; for instance, memo-writing, inefficiency, stubbornness and arrogance, and adhering to foolish rules. At the present though, Publications is sticking to the idea of one major award per month. After all, look at what happened to the Mary Tyler Moore show when Rhoda left.

So, we'll keep you posted. We

are continually interested in receiving more entries and examples of supercratism.

Keep in touch, guides

Former Rangers of the Girl Guide movement may retain a link with Guiding by joining TREFOIL - a group of young people ages 18-30. Membership in the TREFOIL protects a girl from a break in her time with Guiding and ensures eligibility for applying for International Events. If interested, contact Laura Stephens, 325-9473, in the evenings.

The Link

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Basketball

Cougars lose 4 to UBC, U.Vic.

BCIT Cougars Mens & Womens Basketball squads took it on the chin in exhibition action last weekend at various coastal centres. Friday evening, UBC Jayvees proved poor hosts at War Memorial Gym in handing our Cougars a 70-57 loss. The game was generally close except for a short stretch in the third quarter as UBC shooters shot well from outside and hit the paydirt while BCIT threw some lame duck shots into the waiting arms of UBC rebounders. Newcomer Roger St. Cyr. led the Cougars with 16 points on some spectacular shooting as well as robbing U.B.C. ballcarriers for a game high of 6 steals. "Big Cat" Gennaro Magistrale continued his outstanding play with 14 points, a game high 7 offensive boards, and blocked 3 shots. Captain Dawson Brenner excelled also with 6 points and 14 rips on the boards. There is no need for us to hang our heads as the UBC Club is touted as the best on the Point Grey campus in ten years. Perhaps lady-luck may follow us in the return match on our floor.

While the men were at UBC, Coach Slavik's Ladies club hosted

traditionally strong Vancouver Sr. B. Kiwis. The contest was very close with the visitors pulling out a 57-53 verdict. Vancouver Kiwis, a big club, were extremely physical and knocked BCIT around as best they could. We're not so small ourselves and over-aggressive play on our part cost BCIT 51 foul shots where Kiwis capitalized well. Our shooting was slightly less than average but we had our moments. Leading BCIT were Sandie MacLaurin with 19 points, Brenda Walman with 9 and Barb Clayton with 8. We shall see the Kiwis again at Christmas.

Saturday, Cougar's travelled to Victoria for a set of games with the U.Vic Jayvees. Our men fell to UVic 75-56 in a game marred by erratic shooting, countless personal fouls, many turnovers, and strange officiating on both sides. U.Vic. opened the game with a "mickeymouse" style press which slowed down Cougars' offence enough, especially at our guard points. At half-time U.Vic. led 34-28 though outplayed by a tough, BCIT Board game. BCIT shooters fell apart at the foul line shooting a poor 10 of 19



Julie Bekesi defending for the Cougars in a losing effort

for 52 per cent. The spirit of Hallowe'en was still in our hearts as BCIT. treated U.Vic to 21 steals, in the second half we broke down even more with a frigid 37 per cent shooting and another 18 turnovers. Dawson Brenner turned in a hell of an effort leading BCIT with 17 points and 16 rebounds while playing under the shadow of 4 fouls. He was ably supported up front by captain Gennaro Magistrale who hooped 12 points, ripped 13 rebounds, and left the game with 6 fouls, much to his pleasure on the latter part. (Normally in basketball one fouls out after 5 infractions, yet here a player overstayed his welcome in front of the 2 incompetent clowns who lost control of the game). Mike Ottawell continued his aggressive play for the locals with 9 points, 6 rugged rebounds, and 4 big blocked shots.

The women Cougars were equally unfortunate, losing 51-37 to the U.Vic side. Poor shooting cost us dearly with BCIT hitting on only 22 percent of its field goal attempts. U.Vic pressured BCIT into many turnovers with a fine half-court press. Big guns Barb Clayton and Sandie MacLaurin scored well but were in foul trouble early, which negated their

effectiveness. MacLaurin led BCIT with 22 points. Guard Brenda Walman added another 8.

Interesting side points to this trip. Men's assistant coach Doug Schweers missed the 1:00 Victoria sailing as he relied on a 1968 Victoria schedule. Then, upon taking the 2 pm boat he picked up a couple of hitch-hiking foot-passengers, women cougars Sandie MacLaurin and Sheila Phare. Dandy Sandie thought at first it would be

faster to go via the Horseshoe Bay Terminal. She knows better now! Furthermore, the fun of road trips could be seen in the broad smiles on the faces of men's mentors Doug Schweers and myself. Though we left U.Vic much after all the players, it was our experience which put us on the 8 pm sailing back to Vancouver. On the horizon behind us were 20 players tearfully waving farewell for an hour in spite of our efforts to stop the 1/2 loaded ferry and having them let on. This weekend we shall represent the Institute at Kelowna and Kamloops. Prediction: 4 tough victories.

Stan Markowski, Manager.

Evaluation cost under \$10,000

In reply to Ron Knott's letter in last week's edition of the LINK entitled, 'Put evaluation money to better use', may I clear up a couple of points?


I spoke to Neville Millar, VP Internal, and he said the actual cost of the evaluation service will be in the region of \$6,000 - \$10,000. The cost most likely to be shared by the Student Association and the Administration.

Neville suggested that taking into consideration the millions of dollars poured into BCIT (\$20 million annually) the few thousand dollars spent on the teacher performance feedback is excellent value for money.

Tony Davies



Brenda Walman in Cougar action last weekend. Robert Owen photos.

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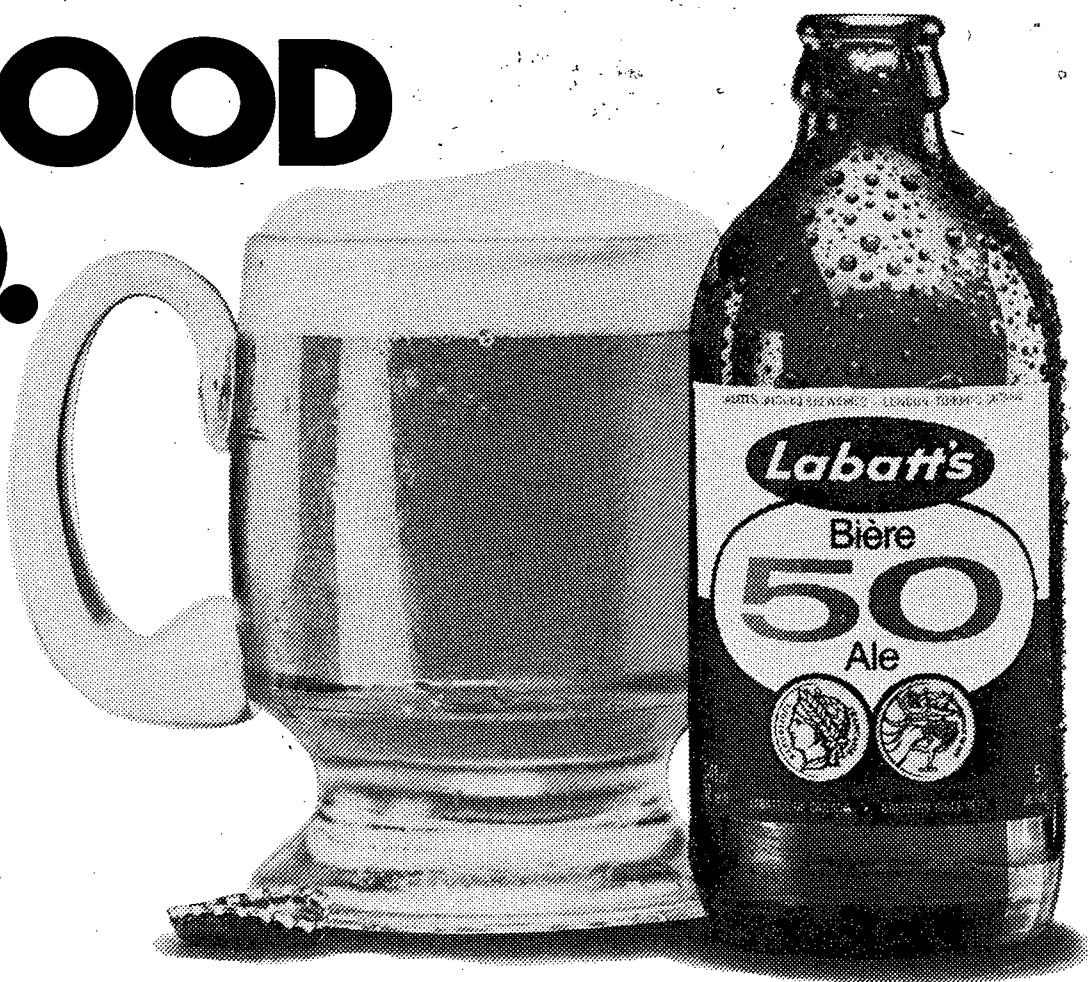
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'They' strike again

The day they killed Santa Claus



DENNY ARGUE

The following article is reprinted from the 1976 edition of the "Business Review," the publication of the UBC Commerce Department. Denny Argue is

Sales Promotion Manager for the Hudson's Bay Company, Western Region. He is a native of Vancouver with a B. Comm. from UBC and an M.B.A. from the University of California, Berkeley. His career has taken him to San Francisco, Los Angeles, New York, Chicago, Detroit and Toronto. As the preamble to this article in the Business Review stated, "His mother doesn't like what he's doing." When Argue was contacted about reprinting the article, he laughed and said: "I hope you realize it's coming true." Whether the world would be a poorer place without Bayman and Ronald McDonald is a moot point, maybe ... er ... Hopefully we'll be able to arrange an interview with him (not Ronald) and find out whether Bayman is an anal-compulsive -- MK).

THE DAY THEY KILLED SANTA CLAUS

Steve looked up at me with his wide brown eyes. It was that look that only a four year old can have; penetrating, exploring, but slightly confused. Steve was trying desperately to understand what I had just said. He thought some more and said "If the Government had to kill Santa Claus, does that mean Santa was a bad man?"

"No!" I said, "he wasn't a bad man...It's just that when the Government does things to protect us from ourselves, it sometimes takes some of the good things out of our life along with some bad things."

Steve's eyes looked more confused than ever when he asked, "Why does the Government have to protect us against someone like Santa?, and why does Santa..." I interrupted Steve and said, "Steve, before you were born, around 1978, the Government of Canada decreed that the use of fictional, larger than life characters in advertising was a bad thing because it might have a harmful effect on children."

"What's a fictional?" Steve asked.

"Well, that's a tough question, Steve, because it's almost the opposite of truth, but not quite...; but even then truth itself is hard to pin down."

"Does that mean it's a LIE?" I stopped for a minute, realizing that I was just getting deeper and deeper into a conversation that had no logical end. The issue was really, can the Government or anybody really legislate imagination or the things that trigger imagination? Apparently so! Bill C-222 (called the Analgesic Bill for obvious reasons) was passed by Parliament in late 1978. It prohibited the use of fictional characters in children's advertising. The ensuing challenge and Supreme Court confrontation between Kellogg's, McDonald's et al and the Government produced 70,000 pages of transcript, just a bit short of the "Harborgate" record. The court held that the legislation did not abridge any civil rights or liberties and the legislation was allowed to stand. As a result, Ronald McDonald, Tony the Tiger, Captain Crunch and all the other fictional characters used in kids' advertising disappeared. However, they disappeared with a bang not a whimper.

Counterattacking, while they were still smarting from what they termed unilateral and punitive legislation, Kellogg's, McDonald's et al forced through a rider to the legislation prohibiting the use of any fictional characters in any medium that might be viewed, read or listened to by anybody under 12 years old. Gone were the Man from Glad, Josephine the Plumber, etc. About one year later, the National Association of Grown-ups (NAG) was successful in creating further legislation

based on an expanded interpretation of medium. Prohibited media now included: shows, records, and live performances.

Shortly after, the Canadian Association of Advertisers, while still arguing the unilateral nature of the legislation against advertising per se, were surprised when the court agreed that the act was unilateral. Meanwhile, the Government, in refusing to bend or modify the legislation, expanded the original act to include all forms of communication to children, whether it was advertising or not. All fictional characters that could be exposed to kids were out!

That was the day Santa Claus died, along with all the Disney characters, Aesop's Fables and over 100,000 other fictional characters. The National Alliance of Women without Children and NAG embarked on a massive book/film/costume burning drive which was later aborted by government intervention. The Government, sensing a strong backlash to the legislation after the doors of the legislature were sealed by gigantic wads of bubble gum, adopted a code whereby Parental Guidance disclaimers were issued.

The "Parental Guidance Code" was issued and parents with graduate degrees in psychology or sociology could, upon passing a written test, expose their children to certain mythical/fictional characters, but for no more than 10 minutes per day!

By 1983, the blockade on what the Government termed "The Assault on People's Senses" was virtually complete. The Canadian Radio & Television Commission had previously been successful in having 96 percent of Canada hooked up to cable (1978). Then U.S. commercials were deleted (1978). Then the deletions were replaced with Canadian commercials (1979). Then the Government decided that Canadian airwaves should be restricted to Canadian produced shows and U.S. networks were deleted entirely (1979). Then commercials for undifferentiated products were deleted (1980). Then all commercials were deleted (1981). Interestingly, the Government replaced the commercial breaks with three minute "Profiles in Courage" spots outlining the lives and contributions made by M.P.s of the party in power. By 1982, most people were so moved by the exemplary behaviour of the men in power (as shown in the three minute vignettes) that 77 percent of the voters in Canada now belonged to the party in power.

1983 was a pivotal year for Canada. It proved once again that Shaw was right when he said that "Democracy is the last refuge for cheap misgovernment". But was



Monkey on his back

Canada a democracy? I thought back to some of the major news stories of the year 1983.

- Government announces that the "Sensor-shield System" barring U.S. informational incursions into Canada is complete.

- Chairman of the Royal Bank of Montreal elected co-Prime Minister. The Royal and Montreal Banks were merged in 1979 and control 45 percent of the National Product.

- The P.B.A. Group, consisting of the recently merged Power, Brascan and Argus Holding companies, and controlling 85 percent of the production output of Canada, announce that the

Government had agreed to protective tariffs averaging 500 percent for most products made in Canada. This move was lauded by the Teamsters Union which controlled 62 percent of the work force.

- Real income per capita indexed to the 1976 base was 56.2. The Canadian dollar was worth 65 cents to the American.

- Santa Claus was officially declared dead and references to him in any manner were prohibited.

The year 1983 is not a vintage year for rugged individualism or self determination. But more important, how do you explain it

to a four year old kid after we've killed off Santa Claus? Is Big Brother and the Holding company a suitable icon replacement?

I thought back to the Sixties when some of our systems began to break down. The concepts of "Future Shock" and "The Greening of America" were becoming realities. Little did we realize that the industrial revolution and breakthrough of the previous century was really the start of a "spiritual breakdown"; by the Fifties it was a malaise; by the Sixties alienation. In 1972, noted historian Arnold Toynbee said, "The committed countries - America, Canada, Western

Europe, Japan have awaiting them the formidable task of undoing the disastrous effects of the industrial revolution. To recover our sincerity, we must give fabricating false images. This means that we must renounce advertising, and that means that we must abandon our present industrialized way of life and must look for an alternative way to replace it. "False images breed false souls."

I remember thinking to myself after reading Toynbee's critique, some guy at DNH & W or CRCTC or in the Prime Minister's Office is going to read this and sure as hell he'll take it out of context and pounce on the most visible aspect of it all...advertising, creator of false image, breeders of false souls! What a rallying cry, it's perfect! The problem was that I was on the wrong side, and I didn't have a nifty slogan. Besides, defensive slogans are useless.

In addition, in those days, advertising types generally suffered from terminal sadomasochism brought about by earlier sibling rivalries where there was a strong need for Mommy's (read client or government) approval or disapproval. The result was a proliferation of statutes, codes, etc. all sanctioned by the advertising community.

False images? Should hyperbole, metaphor, simile, satire and all the other dramatic devices be restricted in advertising? Personally, as one who made commercials way back then, I assumed that the mass audience wanted to escape from the everyday reality of meaningless routine (Toynbee's spiritual breakdown?) and so the idyllic vision always appears in melodramatic contrast to a reality conventionally represented by people suffering from nervous disorders, headaches, lack of money, ignorance, hemorrhoids, etc. and a general failure to recognize themselves as mere chattels in a society they could not hope to understand.

In 1975, when TV still was commercialized the average viewer would have found that commercials provided a world that looked something like this:

LOCATION: Indefinite, but part of the real instead of the mythical world. Within reach of the scheduled airlines.

METAPHYSICAL TYPE: Classical rather than Christian. Attainable by anybody with the minimum economy fare. No requirements having to do with virtue, moral worth, good works, etc.

CLIMATE: Tropical on the seacoast; temperate inland.

TIME OF DAY: Either dawn or sunset. The sun low and red on the horizon, the landscape suffused in a flattering half-light.

LAND AREA: About the size of P.E.I. or Vancouver Island.

POPULATION: Less than 100,000 No large cities; no over-crowding.

TOPOGRAPHY: A pleasant coastline; picturesque fishing villages, and harbors deep enough to accommodate large yachts. Behind the sea a landscape recognizable as that of the Canadian historical past; the frontier, charming towns.

ROADS: Superhighways and shaded country lanes. No traffic lights, no heavy traffic, and no speed limits. Nobody ever gets killed in an accident.

PURGATORY: None. All transformations instantaneous, within minutes of swallowing the tablet or spraying the way or applying the cream.

FAITH: Limited to the empirical; what a person can see, taste, feel, or smell.

TIME: Meaningless.

CHILDREN: Confined to a woodland glade in which they are forever playing ball, riding bicycles, and catching frogs. They never intrude.

WISHES: All granted. Whatever anybody wants is good for him.

WAITERS, CHAUFFEURS, AND GAS STATION ATTENDANTS: delighted to be waiters, chauffeurs, and gas station attendants.

ARCHITECTURE: Suburban Canada. Everybody's house the same size and construction.

MONEY: Unnecessary. All major credit cards acceptable.

CHURCHES: Irrelevant.

"It was not literal advertising, it was an art form. And it should not have been legislated by literal people unless society as a whole was prepared to legislate art."

MERCHANTS: Never suspicious.
PLUMBING AND HOUSEHOLD APPLIANCES: Forever being improved upon.

APPEARANCE OF THE INHABITANTS: Beautiful, young, anonymous, and predominantly white. Nobody is ugly, old, crippled, poor, or in pain. To acquire any of these characteristics, or to become in any way unlikable or unhappy, will result in being denounced and driven out.

ART: None. To make it presupposes pain, which is reason for expulsion.

LOVE: None. For the same reason.

EROTIC PLAY: Limited to two kinds. Either complete promiscuity, in which event there is an infinite repetition of identical affairs with identical partners, none of whom ever gets bored. Or infinite suspension of the romantic illusion, in which event nobody ever gets laid.

MARRIAGE: A subject for light opera or science fiction.

POLITE CONVERSATION: Comparable to that among strangers on the first night of a Caribbean cruise.

SERIOUS CONVERSATION: The same.

FREEDOM: Total permissiveness; liberty understood in a pagan rather than a Christian sense. The license of a sailor on shore leave.

THE HISTORY OF WESTERN CIVILIZATION: An amusing bedtime story. Nobody can ever quite remember what happened exactly, but it doesn't make any difference.

False images or ideal images? Creating expectations that will remain unfulfilled or saying anything is possible, it's up to you (tu um est)? Classic psycho-sociological manipulation, or life ain't that bad? What is advertising about?

Clinically, advertising in 1975 was shifting from engineered messages with its heavy load of frequently unwanted information to a more handcrafted message that had a more positive function as an adaptive aid. It made "no trial" learning possible; it broadened the behavioural awareness of people. It was the advertising created by the Della Faminas and Woodalls of the advertising world. It was not literal advertising, it was an art form. And it should not have been legislated by literal people unless society as a whole was prepared to legislate art.

McLuhan said that the analysts (and that presupposes he meant legislators as well) had been looking at what comes across the screen or page and had only examined on the most literal level. They had a very limited notion of what actually happens between the receiver and the words, ideas, pictures, symbols, reaching him. There were side effects and there was synergism. McLuhan had forced us to understand these dynamics where the events happening below the literal level may have been more important than the actual words on the screen or page. If this sounded subliminal so be it, because the levels of psychic activity are also subliminal (multi-directional, multi-dimensional and below the surface).

Maybe this is why we killed Santa Claus, we didn't understand or want to understand. Further, history is loaded with examples of the same kind of thing.

McLuhan even suggested that the effects of electronic media (the cool media) were in effect taking us back to the pre-alphabet era where man thought broadly and operated collectively because his ear/mouth interface was a multi-sense, public thing. Therefore, I suggest at that time that the alphabetic man (the linear man) whose highly defined channels (anal retentiveness) and

sequentially organized thoughts created the problems and the backlash toward advertising and other forms of information dissemination.

When Kenneth Boulding said that McLuhan had hit a very large nail not quite on the head it was high praise. There was no doubt in my mind that McLuhan was right when he said electronic media was converting man to a tribal culture — global village — and the characteristics of our culture are the consequences of that conversion.

Basically, the conversion resulted in the loss of individual identity and the loss of private goals. This only left group identity and group goals and suggested that group think was already established. McLuhan stated, "The loss of identity creates huge violence when people discover they don't have any identity, they get mad as hell ... very tough, very belligerent ... like inflation everything is confiscated ... people want to know who is responsible. In the case of the great German inflation it was the Jews who were fixed upon as the scapegoats." To those of us who have to point the finger; and to those of us that need a nice simplistic answer to who is responsible, I offered "Ad Man," a larger-than-life fictional creature that we could use as our own personal mojo to stick pins in. I said, let's forget that advertising is merely the communications arm of our economic system; let's forget that advertising will only kill a bad product that much quicker; let's forget that the criti-

cisms against advertising are largely superficial; let's forget that advertising could be called an art form; let's forget that advertising is practically the sole support of a communications system that is not state controlled (at this point); let's forget, for whatever reason, that advertising reinforces the notion of freedom of speech.

Instead, let's make advertising the current version of the World War II German-Jew. As described in German literature of that time let's compare that "Jew" with "Ad Man."

"Jew"	"Ad Man"
High visibility	High visibility
Ghettoized	Ghettoized
Strange	Strange
mannerisms	mannerisms
Unique	Unique
speech	speech
patterns	patterns
like "Oie veh"	like "things go better with!"

Controls economic power	Controls economic power
Large nose	Large mouth

Let's not stop at this little farce in stereotyping; let's get to the guts of it — Santa Claus! Can we really tolerate this man with the Czarist white beard and long hair (a communal hippie?), who drives his sleigh of reindeer around the world in one night (let's hear it humane society people); who shouts ho-ho-ho on the night Christ died (let's hear it anti-communists); who says love thy neighbour (let's hear the boos for swinging men); who leaves Mrs. Claus at home (let's hear it, Gloria Steinem) ad nauseum. I said all those things back in

1975, and I suppose I am responsible for the death of Santa Claus to some extent. The point is, I said these things in 1975, believing that the people who directly influenced my thinking ... "The Consumer" ... would win out. Because it was the consumer, whose likes or dislikes told me whether my advertising was bad or good. Unfortunately, certain government bodies disagreed with that point of view. They said most people would not make the distinction between good and bad advertising by refusing to buy a product. It had to be legislated. To the politically and intellectually arrogant who had appointed themselves nursemaids of the people it was the breakthrough they had hoped for.

That's all in the distant past now and Steve was still waiting for me to answer his question on why we killed Santa Claus. I couldn't. Instead I said, "Hey Steve, let's jump in the car and go watch some TV in Bellingham."

[EDITOR'S NOTE: Denny Argue quit the advertising business in 1976 after the Teamsters had unionized most of Canada's agencies and ad departments. In 1977, he spent some time writing underground ads for the Georgia Straight but was forced to leave when the Federal Government issued a 2,000 page handbook on the 'Do's and Don'ts of Advertising.' He surfaced again in 1980 only to be jailed for carving advertising slogans on tree trunks. He now works as a technician in the Province of B.C.'s Sensory Deprivation Centre.)

ANNUAL B.C.I.T.

Staff Dance

FRIDAY NOVEMBER 19th
8:00 PM - 1:00 AM

Featuring ★★
MART KENNEY and
HIS BAND PLUS A VOCALIST

PLACE: "THE COMMODORE BALLROOM"

TICKETS \$5.00 each

GET YOUR TICKETS FROM ROLLAND LOC 756 OR MIRIAM AT PAYROLL.

Special prize—Trip for 2 to San Francisco, all inclusive via CP Air

Intramurals organizing for next term

INTRAMURALS: Sports rep meeting was held Wednesday, November 3. Reps were charged to canvas techs to determine planned January-June program. Wednesday noon hour will be designated to sport with most

registration i.e. if volleyball has 300 names and indoor soccer or basketball has only 200 names registered, volleyball would be played again on noon hour program.

So, get your entry forms filled

out, and officially entered; fees will be collected at the first game.

Volleyball: Each team must register a minimum of 10 players; fee would again be \$3 for 10 games.

Indoor Soccer: Each team must

register 10 players. Fee is \$4 for 10 games (fee is higher for cost of officials).

Basketball: Each team must register 10 players. Fee is \$4 for 10 games (officials cost more).

3 on 3 Basketball: Register 6 players. Fee is \$1 for 10 games.

All events are co-ed. If sufficient, all girls entries received — a girls section will be programmed.

State on entry form if you can play only Wednesday noon, Tuesday or Monday night from 7-10 pm. We must have this information by November 29th, so that schedules can be ready for January commencement.

GET TO YOUR SPORTS REP! Tell him what you want to do. Don't sign up if you can't participate. We are trying to reduce number of defaulted games.



Blow up your best friend for only \$5!

18" x 24" black & white blow-ups for \$5.00
2' x 3' ones for \$7.50

Prints can be made from:

- Colour Prints (Glossy, smooth surface gives best result)
- B & W Prints (as above)
- Colour slides (50¢ charge for copying)

For further info. see Robert Owen in Publications

Extramural goings-on

Badminton: Mr. Val Karpinsky of Housing has assumed the reins of co-ordinator with Mr. Gordon Hunt of purchasing assisting in the scheduling of our Thursday night activities.

They will assist in programming the evening, so that all participants enjoy the competition. They will be responsible to select a representative team to participate in play-days at local institutes. An ultimate team will represent BCIT in Totem Championships at BCIT February 19-20.

Soccer: Finished second to undefeated Vancouver Community College. A short league, but the interior teams must cut it short or play snowball. The team will reorganize, and play some exhibition games in the spring. Well done fellas!!

Hockey: The manager and coach are pleading for some good practices to be ready to take on

Okanagan this weekend. The new team captain is Clive Powell of Forestry with his able assistants. John Kuly of Forestry and Ken Shewchenko of Gas & Oil.

Basketball: Getting lots of action away from home — games at U. of Vic., UBC and this weekend at Kelowna and Kamloops. Should be impressive at our next home game.

Duplicate Bridge: Due to small turnout to meeting, the Nov. 11 event is cancelled. Anyone interested in participating with SFU Club can contact Wally Rowan for further information.

Games on Wednesday, Nov. 3rd.
Survey A 14 Building 16
Forestry 1 def. over Bio-Science.
Hotel/Motel 24 Broadcasting 0
Oper. Mgt. 2 C & S 11 0
Marketing 1 by def. over Mar. 11
Survey B 14 E & E 0

The Link not-at-all-classifieds

66 MGB good body, runs well; radials; new top and clutch; just tuned up. \$600. 931-

6264.

FOR SALE Soligor 450 mm f18 telephoto. Incl. Pentax mount & u/v filter. 254-1446. evenings. \$80.

70 DATSUN 1000 good condition w. snow tires, defogger. \$1875. 278-6429.

STEREO Cassette Deck, superscope CRS-152, portable with built in AM/FM radio and detachable speakers, one year old, still under warranty, sleep function, VU meter, AFC, new \$250, first \$150 takes. Phone 294-6784. and ask for Steve.

FOR SALE: Can Am TNT 250 motorcycle, low mileage. 522-6918.

180 CM ROSSIGNOL ROL 500. Look Nevada Bindings. Excellent condition. \$110. 526-2317 or see Lee at TNT.

ROOM FOR RENT available December 1 or shortly before. Female to share kitchen & washroom facilities. Private entrance & private room. 15 min from BCIT. 526-2317 or see Lee at TNT.

FOR SALE 65 VW Beetle good condition. Asking \$600. Phone: 325-0365.

FOR SALE: 73 Yamaha 650 Excellent condition. only 4000 miles. Phone 325-0365.

WANTED: a bass amp [used or ?] will pay up to \$100.00. Phone Bill 266-2685 after 6 wkdays.

BCIT GUITAR CLUB. Some members are wondering if this club still exists! Would the person or persons who originally formed the club please give some details of meetings, times, etc. through the LINK? There are people who are interested!

1972 DATSUN 510. Jet Black. Just city tested. Pirelli radials. Overhauled carb. 3 Snow Tires. RearWindow defroster. Asking \$1,800. Phone 434-2894.

QUICK SALE: Finance student wants to sell his 1967 Rolls Royce Silver Shadow. Only \$22,000. New it cost him (or his daddy) \$35,000. Really. For a test run and further details see Tony in the Publications Office. Serious enquiries only please.

REG. I've seen you and am entranced. I often dress in my leather raincoat and go for long walks. Dare we meet!!!! Please reply Box 69 c/o LINK.

DARKROOM equipment, value to \$230. 8 mos. old. \$150. Ask for Robert in Publications Office in the SAC.

1 PAIR 190 Rossignol A.R.S. Orange & Blue Nevada Bindings. \$100. 526-2317 or ask for Lee at TNT.

1 COLEMAN CAMPER Ice Box. \$40. Good in colour. 526-2317 or ask for Lee in the TNT shop.

FOR SALE: Datsun 510. 37,000 miles. \$950. 437-3801.

1 PAIR Rossignol Strato 102's. 185 cm. Solomon 555. \$100. 526-2317 or TNT shop, ask for Lee.

Find him/her FAST!

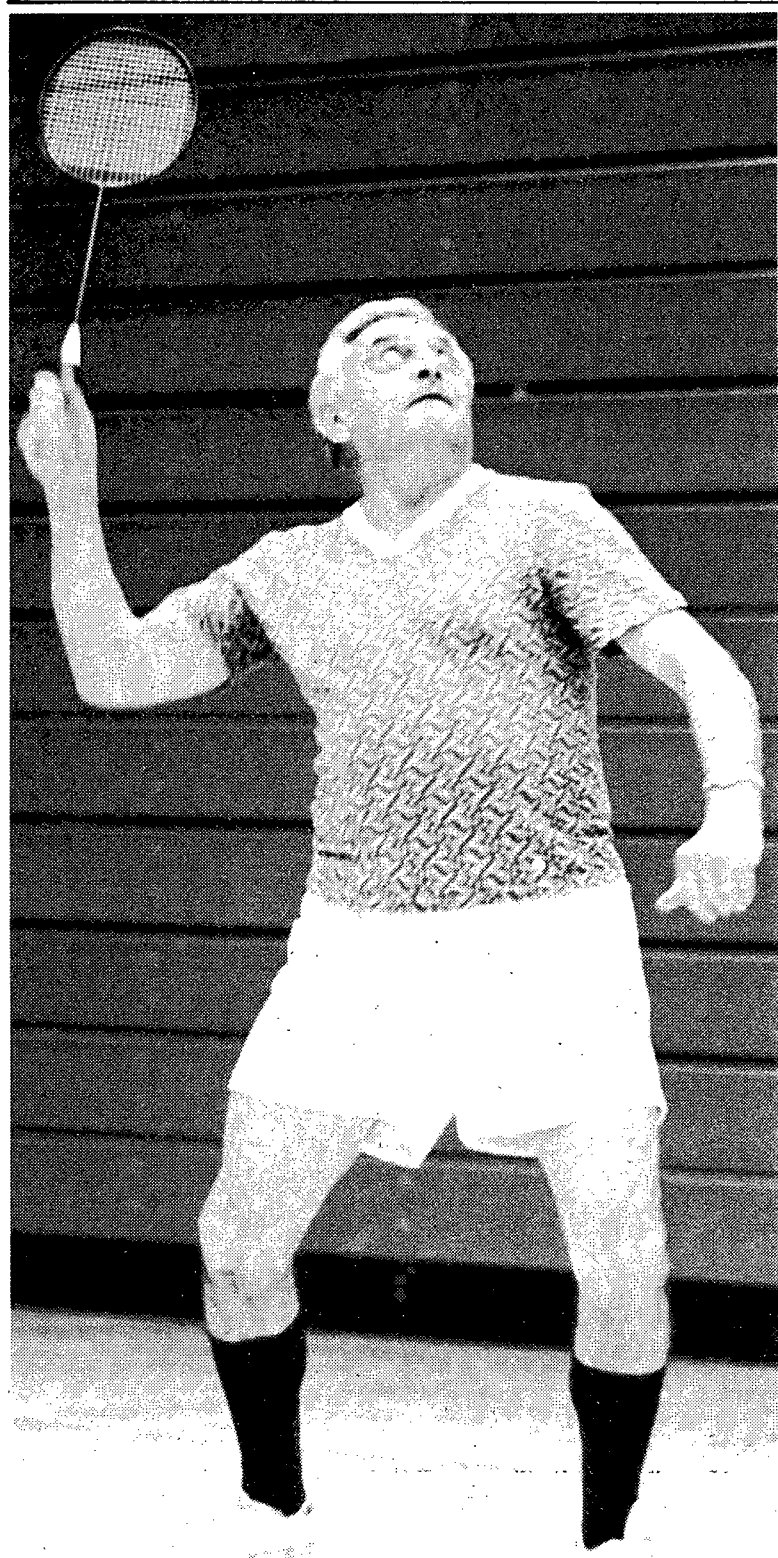
in the BCIT Student Elephone Freebok

Available starting Friday at *this 'n that*

● Please! Limit one per student ●

Another giveaway from Student Publications

★ This is a liberated publication



Phil Henderson showing the form that cleaned Graham Fane in their rematch last week. Henderson won 3-0. Robert Owen photo.

Flag Football

Standings to November 4th:	Wins	Losses	Ties	Points For	Points Against	
Forestry I	5	0	0	10	63	13
Hotel/Motel	4	1	0	8	98	14
Survey B	4	1	0	8	48	12
Operations Management	3	0	1	7	8	0
E & E I	3	2	0	6	54	46
Marketing I	3	3	0	6	12	55
Bio-Science	2	2	1	5	1	0
Survey A	2	3	1	5	26	66
C & S II	2	3	0	4	6	22
Marketing II	1	3	1	3	10	0
TV Broadcasting	0	5	0	0	6	67
Building I	0	6	0	0	13	50

Intermural Ice Hockey

Standings as of November 5:	G.P.	W	L	T	G	A	Pts.
Survey	3	3	0	0	22	14	6
Admin II	4	3	1	0	22	14	6
Marketing I	3	2	0	1	15	7	5
Forestry B	2	2	0	0	18	3	4
Building I & 2	2	2	0	0	12	5	4
C & S II	3	2	1	0	15	10	4
Mech. Eng. "+"	3	2	1		23	15	4
I & S, Bio-Science	3	2	1		27	11	4
Fin Manag.	3	1	2	0	10	16	2
C & S I	4	1	3	0	15	39	2
Mining	3	1	2	0	10	9	2
Op. Man/Hot.Mot.	2	1	1	0	22	19	2
E & E I	3	0	2	1	9	26	0
Forest Products	3	0	3	0	6	21	0
Forestry A	2	0	2	0	5	8	0
E & E A							

team folded. Scheduled games with this team are won by default.

Barber shop quartet organizing

The Model T Fords, one of the best-known barber shop quartets in the Pacific Northwest, will be performing in the SAC Cafeteria on Wed., Nov. 17th. One of the reasons for it being on campus is to promote a male voice chorus in the Institute. If you are interes-

ted in singing, if you are a student, on staff or faculty, you are invited to come down and hear the Model T Quartet and sign up for the chorus.

Bill Stewart of Industry Services, a well-known member of a

Capilano chorus, and with many years' experience with choruses and quartets, would be most interested to hear from you at Local 737 or Jerry Lloyd at Local 215. No experience is necessary except the love of singing in the shower!

Beer & Cider Beer & Cider Beer & Cider

are only

60¢

at the

Beergarden Happy Hours Friday 3:30—7:00.

Why go off-campus when you can play backgammon, monopoly & crib, drink wine and enjoy these low prices.

BEERGARDEN SAC LOBBY

PLAY
BCIT RADIO'S

LUCKY LOCKERS

TO ENTER:

1. PURCHASE AT LEAST A DOLLAR'S WORTH O' STUFF FROM THE T.N.T. IN THE SAC BUILDING.

2. WRITE YOUR NAME + LOCKER NUMBER ON THE BACK OF THE SALES SLIP AND DEPOSIT IT THERE IN THE LUCKY LOCKER DRAW BOX.



3. LISTEN TO BCIT RADIO AND WHEN WE CALL YOUR NUMBER, GO TO YOUR LOCKER TO CLAIM YOUR PRIZES!!

WIN RADIOS!
RECORDS!
SWEATERS!

BROUGHT TO YOU BY THE T.N.T.!!!



Burnaby Lions Centennial Club

is sponsoring a

RENO CASINO NIGHT
Saturday November 13
in the SAC..

JAMBLING 7:30—10:00
AUCTION 10:00—10:30
DANCING 10:30—1:00
TICKETS \$3.00 each
Includes \$1000 play money.
Refreshments available.

Proceeds to
Lions Charities
DOOR PRIZES
&
SPOT DANCE
PRIZES

Health fair next wednesday noon

continued from page 1
 general and professional preparation specifically. Areas of special interest are: stress and exercise, psycho-motor behaviour (ie. the psychology of skilled movement), fitness testing and the development of a professional physical activity delivery system. Mike serves as a consultant to the Federal Government, the Canadian Heart Foundation and to a number of areas in business, industry, recreation and sport.

Dr. Hugh Williams - as a

National Department of Health and Welfare health officer, Hugh has instigated fitness testing and fitness programmes for government office workers and for government workers in active, high risk jobs such as airport firefighters. He is also a consultant to the World Health Organization on drug dependency and is interested in fitness as a healthy "HIGH".

These and other resource people from the fields of kinesiology, nutrition and medicine will com-

bine their efforts during both structured and unstructured sessions throughout the Fair. Those who attend can watch, listen, participate, question and discuss—in other words, people can become involved in a level which suits them.

The second *raison d'être* of the Fitness Fair has to do with the BCIT programme in Physical Activity Management. We wish to expose this programme to people interested in working directly in the fields of human

lifestyling, especially the areas of fitness and sport coaching.

The current course offering is **An Introduction to Physical Activity Management**. This is a comprehensive introduction to the theory, principles and practice of conducting physical activity programmes.

The purpose of the course is to place tools in the hands of people who will either directly use them or who will oversee their use. These tools consist of interpretive and practical skills culled from

the considerable body of scientific, technical and practical knowledge related to human physical activity. Emphasis is on practice and on the ability to understand and articulate practice.

The programme is designed to meet the needs of people from a number of areas, including:

1. Community and private recreation programmes,
2. Occupational and public health fields,
3. Remedial health fields,
4. Teaching, both for
 - (a) physical educators and kinesologists who wish to update and/or gain specific, practical knowledge;
 - (b) teachers lacking a physical education background, but who are assuming physical education and/or coaching responsibilities.

To date, the programme has served people from all of these areas.

Physical activity management is looming as a major future technology. In this respect the BCIT programme is a vanguard of progress in the field.

Probably the most interesting aspect of these people are that they are into fitness as a positive thing, not as a "you'd better get fit or you'll die" fear and loathing trip. Mike Stafford talks of fitness and activity as a lifestyle change, a way of managing your own life which can become addictive and is more pleasant than simple sloppiness.

He mentions the interesting correlations between personal fitness, clear minds and a greater capacity for learning, improved productivity in all you life's activity.

Stafford stresses that people should set realistic goals and have realistic expectations of what personal fitness level they can attain and what that will do for them. Fitness testing is not, in his scheme of things, intended as a motivator (like: "see how sloppy you are—you can do better"), but as an accurate measuring instrument. Consumer interest in personal fitness is obviously directly related to the quality of this measurement and how professionally it is interpreted.

Once the decision is made to change one's lifestyle, they either embark on a do-it-yourself programme or they put themselves in the hands of someone who will provide guidance. Either way, information is required so that benefits will result, the programme will be enjoyable and thus more likely to become a part of the person's permanent lifestyle, and dangers from kooks and fads will be avoided.

For more information on the Health Fair, which will be running from 11:30 a.m. through 10 p.m. in the Foyer of the SAC building next Wed., Nov. 17, contact Mike Stafford or Sonia Williams at 649 or see Mrs. Fenner, the nurse, in Health Services in the SAC.

And if you're planning to participate, please wear loose and comfortable clothes.

Rangatangs warned

Students who attend BCIT are assumed to be more mature than high school students. Unfortunately there are a few students who do not live up to these assumptions. They make themselves evident at the Pubs. Their immature behaviour is a bad reflection on the student body as a whole. They are trouble makers who harrass the pub crew and deliberately look for fights. This behaviour has been evident every weekend from the same few students. I would therefore like it to be known that it has been and will continue to be the practice of the student association to restrict certain individuals from attending any social functions for a stated period of time.

Tracy Primeau
 Activities Chairperson

53 years in audio. Pioneering. Innovating. Technical and design "firsts".

And now we'll let our speakers speak for themselves.

Braun Audio Highlights

- 1923 Max Braun builds detectors with artificial crystals and lays foundation for the future development of his radio production
- 1926 Recognized specialist for radio parts, primarily tube sockets, transformers, condensers, choke circuits, dials and plugs
- 1929 The first manufacturer to combine receiver, amplifier and speakers in one unit
- 1930 The first radio-phonograph combinations
- 1935 The first battery-operated portable radio
- 1957 Braun sets a new course in radio technology—a receiver with separate speakers which becomes a prototype for Braun hifi equipment
- 1959 Stereo unit is introduced. The response to new speaker system is especially favourable
- 1962 First fully transistorized hifi radio unit
- 1965 Hifi matched system, turntable, receiver and amplifier
- 1969 New line of speakers for hifi use
- 1970 TG 1000 tape recorder
- 1972 Regie 510 receiver
- 1973 Compact combination hifi unit with speaker elements
- 1974 New speaker line of five models introduced in Canada



We're not going to tell you how great they are. You've heard it all before. Clear, crisp, truly faithful, natural, beautifully balanced, free of distortion and colouration.

Everyone makes the same claims.

But we will mention the difference. These speaker systems are made by Braun. They feature world-famous Braun design. Superb German engineering and consistent quality performance backed by half a century in audio.

When comparing speakers, include Braun. Test them. Your ears must make the final judgment.

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 Branch offices: Montreal, Vancouver.
 White models by special order only.

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YOUR EXCLUSIVE BRAUN DEALER IN VANCOUVER

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