EDITORIAL

Welcome back folks! After spending most of the summer here it's great to see signs of life on campus again. If you're from out of town, take my word for it, Freddy Beach isn't the most exciting place to spend the summer months.

The Extravaganza was last night, I hope it went well. Those of you that went probably noticed a few changes in the way things are run at campus events this year. First, you would have seen the posters telling you that as of Sept. 23 you're going to need an NBLC card to get a "wet" stamp. I think this is a good idea considering the abuse of university IDs that was going on. Your UNB ID doesn't even have your date of birth on it. Abuses of the past have also led to some change at the bar: you can only buy a single drink now. Ric Cuthbertson of Bar Services tells me this rule was imposed because of people buying up to 8 oz of alcohol (an "octogon") in one drink and then splitting it with their underage friends. He feels, as I do, that a double would be a more reasonable maximum but the liquor board thought differently, I guess the lineups at Bar Services events will be that much longer.

Even if you didn't go to the Extravaganza (I'm sure you missed a great show!), you've probably seen the posters with the "Molson Rocks" logo. Check out the inside front cover of this paper. The "Rocks" is missing from the logo. This is because of changes in the NB Liquor Act that don't allow this type of logo to be used when promoting a licensed event, except on the premises of the event. Of course, you can still use said logo to promote non-alcoholic events. Also, you can no longer use words like "Special" or "Super" on ads promoting events, but you can use "Happy Hour." The logic of these policies escapes me: The provincial government should be commended on its fence-sitting. What's the difference between saying "Happy Hour All Night" or "Bar Specials Tonight?" Both suggest to me that there's cheap liquor to be had. Then there's the incredible urge to drink my face off when I see the words "Molson Rocks" together on an ad promoting a liquor event ...

Restricting liquor advertising to these extents seems ridiculous to me, if it ceases to be lucrative for Breweries to promote their products by sponsoring events they may simply divert these funds to other forms of promotion. All that more restrictive provincial laws may accomplish is to take money away from NB groups and businesses and give it to national magazines and satellite TV where they can promote their product more aggressively. How many people do you know that don't watch ASN, Much Music or read magazines?

Mugwump Journal

BY PETER THOMPSON

Another year dawns brightly on the horizon and I can tell that everyone is just darn ecstatic to be back studying. I personally love waiting in long line-ups to buy my books, to register, and to pay my fees. Soon, I'll have to do all those things.

I can assure the freshmen that first year will be both enlightening and spiritual. I enjoyed mine so much, I switched faculties and did it again.

The new SRC executive will be soon settling into their routines and it is especially nice to have former *Brunswickan* Editor Ernest Dunphy as treasurer. Over the summer we dug through our files and we have found seventeen things with which to blackmail Ernie. Don't forget those new Macintoshes you promised.

Our tremendously huge sports budget has allowed us to send Stephen Marks, our intrepid sports reporter, to Seoul for the Olympics. His task is to focus on Canadian athletes but it's likely that he'll just get lost. Like last time.

Also on the sports scene, undoubtedly everyone has heard about the Gretzky trade. Personally, I think that anybody who has had their picture on the front of a breakfast cereal box *belongs* in Los Angeles. Look at the smurfs. They were pictured on the label of Smurf-A-Ghetti and now all they do is eat smurf-berries and lie in a state of artificially induced happiness. What's next? The Care Bears on cocaine?

Speaking of the decline of western civilization, Bill Traer, ex-Sports Editor, ex-Ad Manager, ex-Managing Editor, etc., has finished school and is actually working for a living. He'll still be hanging around, though, so we won't have the opportunity to miss him. In deference to his memory, we'll never (ever) mention any multicoloured oil-based Latex prophylactic devices in this column. Really!

If you generally dislike February, you'll hate it this year. That is, if you use the Beaverbook Calendar. Notice that Thursday, February 3 is followed by Friday, February 3. It might make up for the missing day in January, and perhaps by that time, we will figure out who is at fault and have them flogged.

Mugwump, by the way, is an Indian word meaning fence-sitter, so I'm not going to take sides in the next federal election, I hope Brian, John, and Ed all lose. Federal politics is getting interesting, however, with free trade and all. Maybe the Rhinocerous Party actually has a chance! Or even a dead cat.

I saw Elvis Presley last weekend. He is alive and well and living in a trailer outside Boiestown (the geographical centre of an irregular shaped province). He seems fine and intends to make a comeback with a new album and video this fall featuring Vanna White and Dick Clark. I can't wait.

MOLSON Rocks

It seems that Molson might not rock after all this fall. According to some obscure (and silly) liquor law, Campus Entertainment can only use the title "Molson Rocks" in conjunction with non-liquor events - unlike "Labbatt's Live" last year. Why would a beer company sponsor a movie? Free beer-flavoured popcorn? How long until prohibition starts anyway?

Speaking of beer, I saw the Lounge Lizards' arch enemy at the Redshirts game last Sunday. Yes, the SMART PACC Pig came to life over the summer and already kidnap rumours are flying. Heh! Heh!

Word of the week - Forgetful

Now what was that stupid word of the week again?