

# SPECTRUM

## The Wimmin's Room Nobody's baby

OPINION/ Virginia Slims cigarette ads come under attack.

I'll often thumb through magazines while waiting for my prescriptions to be filled in the drugstore. There is always one thing I can count on to make me cringe while I'm looking through magazines, and that is the Virginia Slims cigarette ads with their infamous slogan: "You've come a long way, baby." In the past, Virginia Slims has had a black and white picture of a woman smoking a cigarette in secret. How shocked her husband would be if he caught her smoking! Women don't smoke. The rest of the page is taken up by a skinny, glamorous and young cover girl proudly holding a cigarette. Today unlike in the past, women are allowed to smoke. They may do so without fear of being perceived as socially unacceptable (Although some may see it as unacceptable for health reasons). Finally, beside the model is the Virginia Slims slogan: "You've come a long way, baby." Recent ads for Virginia Slims cigarettes have one or more young and pretty women holding their cigarettes. The women are usually shopping, talking on the phone or some other

similar activity. Of course, their slogan also appears in these ads.

But how far has she really come? Okay, in the past women did not smoke. If they did, they would smoke in secret due to people's negative opinion of women who smoke. Today, society does not perceive women who smoke negatively just because they are women. What irritates me about the Virginia Slims ads is the way they equate women's freedom to smoke with being today's woman. As well, today's woman is perceived as being tall, young and gorgeous. She is perfect. You may also notice that Virginia Slims cigarettes are skinny like the models in the ads.

I don't see how being able to smoke makes me today's woman. Freedom is not being addicted to the nicotine in cigarettes. Rather, I see cigarettes as a form of enslavement. They enslave women in two ways. First, cigarettes are a financial burden. Anyone who smokes can tell you this. A calculator will also show you that someone who

smokes a pack of cigarettes a day (assuming a pack of cigarettes costs \$6.95 with taxes) spends \$48.65 a week. In a month, they spend a little over \$200.00. Personally, I can think of better ways to spend that kind of cash!! As well, a smoker becomes dependent on her doctor as cigarettes puts her at an increased risk for many health problems. Some health problems are complicated if she is on the pill. How far

have women really come?

Yes women were not allowed to do many things in the past, like voting and smoking. Today, women are able to do much more. Women have been working hard to have the freedom to accomplish other goals. Some women, like myself, feel that by being a smoker is sacrificing some of this freedom.

What irritates me about the Virginia Slims ads is the way they equate women's freedom to smoke with being today's woman. As well, today's woman is perceived as being tall, young and gorgeous. She is perfect.

### Hitting the books

Continued from page 8

the halls to tempt empty student-stomachs. Don't play your walkman so loudly that everyone else takes a walk or can sing along with more words of the song than you.

On the subject of work-area graffiti, in a word, "DON'T". If you must doodle, do it on a scrap sheet of paper. If you're strange and like to leave behind sublime little messages, try either personal ads or a column in the *Brunswickan*. If you're extra-strange and carve obscenities into desks, walls, ceilings, or...other surfaces, try getting help from someone who specializes in social deviance. Here's a rule to go by if there's more writing on your work area than in your notes, you're in the wrong place.

A third thing to keep in mind are deadlines. Rather than wait 'till a week (or a day) before a paper/assignment is due, take part of a day, well in advance, to familiarize yourself with every corner of the library. Find the periodicals, the microfilm, the medical research, the maps, the section on Canadian writers, or whatever else you'll need to access information. If you're really stumped, ask a librarian and/or sleuth around in the "Phoenix" computer system.

Take adequate notes and always be sure to underline key points. Usually, the first sentence in each paragraph will give you some idea of the content. Always keep some kind of reference handy that's appropriate to what you're studying; for example, an engineer might carry a book full of equations, and

a biology student might carry a handbook for Biological terms. Anyone writing a thesis would find a guide to proper research-writing indispensable.

Finally, when you're stressed from too much reading and frantic absorption of knowledge like right about now, take a walk. The SUB is just next door. Catch a snack and enjoy some conversation with friends, if you have any left after studying for so many days. Get it all out of your system, then go back to the library. This way, you'll be able to "hit the books" again without hitting them, literally.

That's all for this week, kiddies. Take care, and see me speak again in two weeks, for the Halloween Edition.

### General staff meeting

*The Brunswickan's general staff meeting will be held this Friday at 12:30pm in the Student Union Building (room 35).*

*All current staff and people interested in working for the Bruns are urged to attend.*



Canada's Oldest Official Student Publication

### Building Tomorrow ...Today

Please contribute to:  
**USC Canada** 56 SPARKS OTTAWA K1P 5B1  
TEL: (613) 234-6827  
FAX: (613) 234-6842



**Information sessions for applicants to St. Thomas University's BEd program**

Students who are seeking admission to St. Thomas University's bachelor of education program for the fall of 1993 are encouraged to take part in an information session with members of the department and admissions office staff.

A session for current St. Thomas University students is set for Friday, October 23, beginning at 3:30 p.m. in Room 120, Edmund Casey Hall.

A session for current UNB students is set for the following Friday, October 30, at the same time and location.

For more information contact the Admissions Office, St. Thomas University at 452-0532.

## CONTACT LENSES

STUDENT SPECIAL  
SOFT CONTACT LENSES

# 159.

REG. \$250.00

DAVID G. HARDING  
CONTACT LENS SPECIALIST  
SUITE 504, 1015 REGENT STREET  
FREDERICTON MEDICAL CLINIC  
458-0270

GUARANTEED FIT  
EXTENSIVE  
FOLLOW-UP  
CARE

COMPREHENSIVE  
SERVICE PROGRAM  
CLOSE TO CAMPUS  
& HIGH SCHOOL

CERTAIN EXCEPTIONS APPLY      EXPIRES OCT. 31/92