

The AXE U: Stupid idea

MY AWESOME COLUMN

by Brendan Doyle

I walked into the office last week and found a package on my desk. Well, it wasn't actually on my desk - I stole it from the News Editor's desk (sorry Nicole). In this package, I found a water bottle, some deodorant, some shampoo, and a small bottle of the most disgusting stench I've ever smelled.

Yes, AXE had come to the Brunswickan. In addition to all those free goodies, I also received a letter informing me that I was among a "select group to be invited to join the seductive student body of AXE University." Did you know that AXE University "is the first Canadian school to specialize in post-secondary seduction education with Unlimited possibilities 24 hours a day?" Wow. I wonder how long other Canadian institutions such as U of T, McGill, and UNB will take to develop a similar program.

My entire package was actually an elaborate marketing strategy planned to coincide with the launch of AXE's newest product - Unlimited, a scent that "explores the warmer, sexier side of life with exotic spice, woods and even notes of fig." Sheesh. At least they gave an appropriate warning by cautioning that students "handle the fragrance with care, as its use often results in a frenzy of Unlimited late night opportunities."

So be very careful with your new AXE product. Even the slightest

spill could mean disaster. If the TV advertisements are even slightly accurate, a bit of carelessness could result in a floor of young, buxom coeds knocking at your door. And "late night opportunities" is actually a very clever euphemism for having sex.

One thing I forgot to mention: in addition to the informative package sent to The Brunswickan, we also got an announcement that AXE U is having their first annual University Rankings Survey. They plan to rank universities based on the male to female ratio, and which campus has the youngest and best looking faculty. So, you know, next time you're looking for a university you can just check with AXE and make sure you get the university with the hottest pros.

There is only one word to describe this: stupid. First, the smell is awful. We sprayed a bunch in the office and it reeked for the rest of the day. And at no point did I have to defend myself from an onslaught of sex-crazed females. Second, it doesn't make sense to use university students as a target market for such an obviously juvenile product. Stereotypes aside, we're a group of intelligent, dedicated individuals who can think critically and make informed choices. Just check out my feature on page four and five if you want some examples.

I can't decide if I'm angry because AXE thinks so little of us as to assume this kind of marketing works, or because my "peers" are the kind of idiots who spray this shit on themselves every morning.

Things that do stuff: NASA's CEV

by Jeremy Elder

"Space, the final frontier. These are the voyagers of NASA's CEV..."

What, you were expecting the Starship Enterprise? Well, we're not quite there yet, but we're going to be seeing some new vehicles from NASA in the not-so-distant future featuring even more gravity-defying goodness. With over 100 crewed missions under their collective belts, the United States' National Aeronautics and Space Administration is planning on retiring its aging fleet of space shuttle orbiters, often simply known as space shuttles. Early last week, NASA announced its vision for the new Crew Exploration Vehicle (CEV), which in the next decade will become the primary method of space exploration. Most of the

details, however, including those in this article, are preliminary and may change, but the basic ideas should stay the same.

Don't kiss the "flying brick" goodbye quite yet, however. Even following the loss of Challenger in 1986 and the more recent 2003 Columbia accident, NASA's website maintains that they are still committed to using the current technology for at least the next decade. This means that the remaining three shuttle orbiters (Discovery, Atlantis, and Endeavour) will continue to carry out missions such as the supply and maintenance of the International Space Station, as well as the rest of NASA's work.

The new CEV device will likely be introduced sometime around 2010. Rather than directly replacing the space shuttle with simply newer technology that does the

same thing, however, the CEV will be quite different in many ways. For one thing, it will probably only be reusable up to 10 times, which is unfortunately significantly lower than the 100 trips projected for a shuttle orbiter's lifespan.

Remember the old Apollo rockets, the ones that took humans to the moon in the 1960s? Well, be prepared for a blast from the past (no pun intended). The CEV will basically be modernising an older method of getting humans into space: a single booster rocket system will carry a capsule out of the earth's atmosphere. After the mission, the capsule will re-enter the atmosphere using a heat shield and parachute combination. In other words, it'll look more like Apollo when it launches than like Atlantis. Looks aside, things are going to be quite different. On-board, quarters won't be nearly as cramped as they were on Apollo: The CEV will be roughly three times its size, and able to carry four to six crew members (that's twice as many "small steps for man" per mission); on top of that, technology and design will allow it to do far more, with more flexibility, than Apollo could in its day.

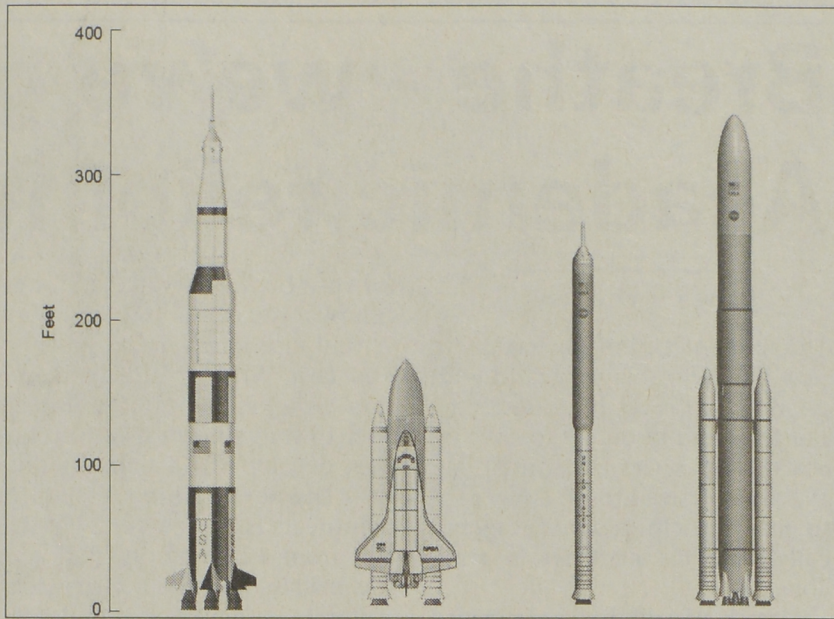
Another major difference is range. The shuttle orbiters, as their name implies, were also designed to stay in the relative vicinity of Earth, adaptations from recent Hollywood movies aside. The CEV, on the other hand, will be looking to leave the comfort of our little blue, white, and green world. NASA lists, as potential uses for the device, manned missions to the Moon and Mars, including establishing permanent or semi-permanent lunar settlements, as

well as fulfilling its obligations in servicing the International Space Station, a duty it will inherit from the current shuttle program.

People, however, are only half of the equation (albeit hopefully brighter than the other half). Just how is NASA going to get stuff into space? If they intend to establish a lunar colony, for instance, they're going to need a fair bit of cargo: things like a lunar lander, food and water, some pre-fab housing of some variety, maybe a few pink flamingos for the front yard, a garden gnome or two... you know, the essentials.

Enter the CEV's bigger sibling, the cleverly dubbed heavy-lift cargo launch vehicle. Though the crew launch vehicle can be equipped to carry cargo if necessary, this brute of a rocket can push up to 125 metric tons off the surface and into orbit. NASA also claims that, if necessary, "this [cargo launch] system can be human-rated to carry crew into orbit." I wonder if you'll be able to rent it for parties...

At any rate, while this project is still a long way off from being completed, I suspect that some people are going to start thinking about lunar real estate; others, of course, are going to start wondering how bright an idea all of this is, or how we'll deal with the mess, or how representative the lunar population will be, or how we'll decide who gets to go. If I started to get into that, though, my editors wouldn't have the room to print this column. So, I'll leave that up to all of you bright and inquiring minds. Maybe I'll see some of you vacationing near the Sea of Tranquility in 25 years.



NASA's new Crew Exploration Vehicle (right) will be considerably larger than the "flying brick" it is set to replace.

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