

No plans for a return of stubby

by Mitchell Bernard

A recent t-shirt released by Alpine has led some people to believe that the stubby beer bottle may return to shelves in the future. "Bring Back the Stubby" shirts are now available, along with other shirts with vintage logos from Alpine's past.

But just because Alpine is using the slogan, does not mean they are endorsing it.

Joel Levesque, Vice-President of Public Affairs at Moosehead Breweries Limited, was quick to note that there are no plans to bring back the stubby.

"No, stubby is not coming back," said Levesque. "A lot of people would like to see it but it's not coming back."

"It's just a part of the nostalgia appeal of the campaign which focuses on former Alpine packaging and trademarks over the years. In fact, each of the t-shirts featured in the promotion has an old logo dating back right to the first Moosehead one in 1937.

"So it's just a bit of a tongue-in-cheek thing," noted Levesque.

The stubby beer bottles were widespread throughout Canada until the early 1980s. Some advantages of the stubby bottle are less breakage, less storage space needed, and less chilling time.

As well, in the stubby format, there is little chance of the beer foaming and creating a head, which causes the beer to overflow.

"The stubby was actually a very efficient model, but it wasn't the most attractive in terms of mar-



Aidan McKenna / The Brunswickian

The Cellar stocks and sells Red Stripe stubby bottled beer

keting packaging," commented Levesque.

The stubby was shelved after an agreement among the breweries of Canada to use a uniform bottle across the industry.

"In those days we all agreed to use the same tall neck bottle. The bottle that is in use today is called ISB or Industry Standard Bottle, and we share that bottle as we did the stubby. All the brewers put in several millions bottles a year into the float, and we share the bottles. So what was a bottle of Alpine last week might be a bottle of Labatt Blue tomorrow.

"It's a very efficient, environment-friendly way of dealing with beverage containers. In fact, it's the most environmentally responsible beverage container in the world. There's no other country in the world where beer bottles, or any beverage bottles, are recycled such as the Canadian beer bottle. Each one is used on average 17 times. We get about 97% of the bottles that go out to the consumer come back," said Levesque.

The Brunswickian asked Irene Lane, Manager of Corporate Affairs in the Atlantic Division of Labatt Breweries of Canada, what Labatt's

take was on the issue. Maybe it could be included in a novelty pack?

"We don't have any plans to reintroduce the stubby bottle. It would be difficult to just do a stubby as a novelty, as it would require some significant changes to packaging lines," noted Lane via e-mail.

It would be an economical burden to manufacturers to include the stubby on the product line. Besides an overhaul of the entire manufacturing process, companies would also lose out on the environment-friendly recycling among manufacturers, not to mention that most coolers would no longer accommodate the stubby model.

A spokesperson for the New Brunswick Liquor Commission also stated they have yet to hear of any manufacturers expressing interest in a return of the stubby model. They believe it just isn't an idea that will be discussed across the board rooms of corporate brewing companies.

The only current product offered in a stubby bottle format in New Brunswick is Jamaican Red Stripe. There is also one other product offered in Canada that follows the stubby bottle format, which is sold in Ontario.

Although the stubby bottle has seen its popularity rise since the introduction of the new Alpine campaign, it seems as though Canadians may never see a return of the bottle.

If you are interested in seeing what your favourite beer product looked like in the stubby format, you can check out a webpage designed by Leonard Whistler. Stubby.ca features over 250 images of stubby models, including the date of production and which manufacturer brewed the product.

If you are really interested in seeing the stubby used widespread again, you will have to contact all the beer manufacturers in Canada. Convince a few million of your closest friends to do the same and maybe, just maybe, we'll see a return of the stubby.

'No reason' to follow U.S. trends in copyright: professor

UWO Professor stresses the imperative of maintaining sovereignty

by Uzma Khan
The Concordian
(Concordia University)

MONTREAL (CUP) -- Though Canada has already signed an international treaty for more stringent copyright regulations, a professor from the University of Western Ontario believes there is no reason for the government to pass a bill supporting it.

"Canada does not really have any treaty obligations until parliament decides that it is in Canada's interest to oblige," said Samuel Trosow, a professor in both the faculties of Law, and Information and Media Studies at the UWO.

Trosow spoke about Canadian copyright law at Concordia University on Jan. 24, but he also discussed a recent copyright Bill that has caused quite a stir among academics and file-sharers alike.

The proposed Bill would bring Canada's copyright laws more into line with those in the United States, effectively criminalizing online file sharing in Canada.

In 1996 Canada, along with dozens of other nations, Canada signed an international treaty on copyright administered by the World Intellectual Property Organization (WIPO), a United Nations body that shapes information policy around the world.

The WIPO copyright treaty aims to protect the owners of copyrighted works, available to people globally through electronic means, from infringement.

The U.S. implementation of WIPO treaty is the Digital Millennium Copyright Act of 1998. The Act implemented exhaustive protection measures for copyrighted work, and critics have

claimed that it makes even the simplest of information sharing illegal.

"More and more people see copyright rules as potentially affecting their daily lives," said Trosow, adding that Canadians are angry because they do not want to lose the chance to use the work of others to explore their own creativity.

"The modern information technologies have made it possible for many people to communicate their works to an unlimited audience," he said.

In defense of those who aim to copyright their work, Trosow said, "If we're really interested in helping creators, there are a lot of policy tools besides the expansion of intellectual property rules."

Properly funding artists and resolving their contract issues are effective ways of encouraging emerging creators, he said.

According to Trosow, Canada's proposed Bill is the result of pressure from the U.S. to bring its copyright rules in line with the WIPO treaty that Canada signed in 1996.

Trosow said that Canada has been placed on a U.S. trade-watch list to pressure our government to change its copyright rules. He said that entertainment lobby groups and other commercial interests were largely behind that pressure.

"This is how they operate around the world," he added.

Trosow said that, "even if Canada does feel pressured to comply with WIPO, they should do so in a very measured way."

Canadian copyright rules already comply, more or less, with the terms of the treaty, and nothing but a little "tweaking" is required, he said.

When asked which area requires tweaking, Trosow said, "That's what I want to know. I want some government analysis with the Bill, saying that this is what needs to be done."

Canada's copyright Bill was supposed to be introduced in the fall session of Parliament but was delayed. It is expected to be among the first bills introduced when the House resumes sitting on Jan. 28.

Pedway will not guarantee safety of students: MLA

The City of Fredericton still questions the necessity of the overpass, student safety project.

by Naomi Osborne

The proposal of a pedway linking students from Forrest Hill closer to campus may be the key to a safer route.

The UNB Student Union has been lobbying for an overpass across the highway, giving access to students living off campus in the Forrest Hill area. The project is still in the initial stages and has not yet been approved by the major governments.

Rick Miles, MLA for Fredericton-Silverwood, hopes the project will allow the true underlying issue to be revealed.

"This is a dangerous piece of highway for students to be crossing. I think the emphasis should be on encourag-

ing the students not to use the highway at all," said Miles.

There are other alternatives to crossing the highway. Miles suggested that there might be other ways to provide students with quick and safe routes to campus. Another route he suggested would be to devise a path leading down from Forrest Hill road to campus.

The main idea is to create a path that would come down from the area's subdivisions and lead out onto the Forrest Hill road. This would shave off a significant amount of time so students would still be able to get to campus in a hurry.

The Department of Transportation is working with the Student Union to provide a pedway for students who live in the area. The Brunswickian was not provided with any further comments from the provincial department.

One of the major concerns of the City was the worry that students would be reluctant to use the overpass once it was put in place.

"There is still no guarantee that students will use it. It is better just to inform students to stay away from the

highway altogether," said Miles.

According to Miles, there has been documented proof that not all students use overpasses once they are put in place. Regardless, he is confident that the city, the department of transportation and the government will all work with the student union to see if they can find a solution to providing more adequate student safety.

"The main problem is that rather than using the stairs, or taking the long way around, students would rather run across the highway," said Miles.

This is one of the main highways and it is dangerous enough as it is. Most students fail to calculate the speed of the vehicles coming around the corner. Miles feels that it is because of this that the message should be enforced upon students of the severity of the act.

Miles is confident that if there were to be any overpass put up this is the most important place for one. At this point, funding along with a proposed time line for the project has not been decided upon. There is still progress to be made and in the meantime all parties will continue to discuss the issues surrounding the project.



Andrew Meade / The Brunswickian

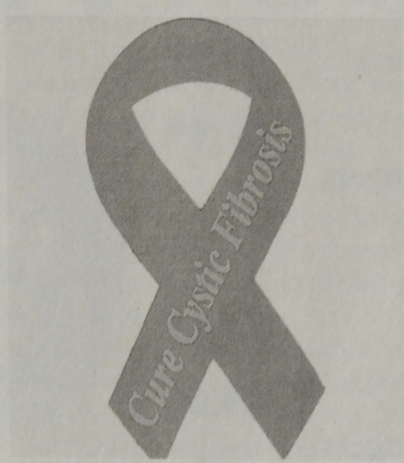
The highway behind the Aitken Centre is the focus of the third installment in our continuing series on the possibility of an overpass helping students to cross more safely

Introducing the UNB Kin Club

by Amanda Fairley

Kin Canada is the nation's largest all-Canadian service organization that raises money for Cystic Fibrosis research and serves their community's greatest needs. The first Kin Club was founded in 1920 in Hamilton, Ontario. The association has now grown to over 8,000 members.

Cystic fibrosis (CF) is a hereditary disease that affects primarily the lungs and the digestive system. Individuals who have the disease have difficulty breathing and are more susceptible to lung infections. Because of the many infections, the individual will most often experi-



The UNB Kin Club is helping to raise money for Cystic Fibrosis

ence early death. When Kin Canada was founded, individuals with CF were not expected to live past the age of four. But now, in part because of Kin Canada's dedication, individuals can now live into their thirties and beyond.

The "UNB Kin Krew" plans to raise

as much money as possible for Cystic Fibrosis. In order to do that there will be a couple of events, one being a Pub Crawl to raise money for CF, and there are plans to work with the local Fredericton Kinsmen to help run some of their annual events. In addition, the Club is hoping to provide a UNB or STU student with a Kin Canada thousand-dollar scholarship.

The Kin Club also does many other things within the community, as stated in the Kin Canada Mission Statement, "Kin Canada is a dynamic volunteer organization enriching our communities through service while embracing national pride, positive values, personal development, and lasting friendships."

The UNB Kin Krew plans to make our community, the University of New Brunswick and St. Thomas University campuses, a better place while raising money to help those who suffer from Cystic Fibrosis.

The "Dazzling" Dr. Charles Lemert speaks at UNB

by Lauren Kennedy

"Dazzling" was how Associate Professor of Sociology Dr. Gary Bowden introduced Dr. Charles Lemert at the 27th annual W.C. Desmond Pacey Memorial Lecture.

Dr. Lemert spoke to a large crowd at the Wu Conference Centre on Wednesday, January 16, with a lecture titled "Bare Life and the Politics of Social Death", dealing with the relationship between the wealthy North and the impoverished South. He spoke of the differences in cultures around the world, how the past has a great influence on the

present, and also how we live in an age of globalization.

"We live in a world where the structure of things is dramatically changing. We must embrace the ghosts of the past and that will give us the certainty to embrace what is uncertain," said Dr. Lemert.

Ghosts tended to be a running theme in his talk. Not the scary, typical Halloween ghosts, but he linked most of what he spoke of to the ghosts of the past.

"Currently we are in a state between what things once were and what they will be, rather we live in a time much like other times," he explained.

In his introduction to Dr. Lemert, Dr. Bowden proposed to the crowd to think about the connection between local things that are happening right here in our own province.

"Aside from training workers for a Saint John energy hub, the Polytechnic

would also be training New Brunswickers for energy jobs in Alberta. Is this the government's tacit strategy for "self-sufficiency" to prepare our youth for good jobs elsewhere so they can migrate and send back remittances?"

It was examples like this that Dr. Lemert's work raises, according to Dr. Bowden.

Dr. Lemert has written over 18 books with another seven he is currently working on, has been involved with over six different editorial projects responsible for the production of approximately 50 books, and has taught over 50 courses, among many other notable achievements.

The Pacey Lecture happens at UNB Fredericton every year, and named in honour of William Cyril Desmond Pacey a scholar, teacher, writer, and administrator.