

## Bars conduct illegal advertising on campus

**THE UPEI STUDENT Union** has filed complaints with the PEI Liquor Control Commission against three Charlottetown bars for illegally advertising liquor prices on the UPEI campus.

Judy Meyers, manager of the Panther Lounge in The Barn, says that the complaints arise from three separate incidents that occurred in September and October. She says that around October 14th, handbills advertising Gentleman Jim's bar in the K-Mart plaza were found on under the wipers of several cars in campus parking lots advertising a specific price for alcoholic beverages. This is illegal under the PEI Liquor Control Act. On another occasion, free drink tickets for Myron's bar on Kent street were handed out to students on campus, which is also illegal. Finally, Myers says that a poster advertising drink prices at Otto's Lounge on Mt. Edward Road was found

in an on-campus building in September.

"It's not so much the fact that it hurts business here (in the Panther Lounge) or not," says Myers, "it's the principle of the thing. If we have to stick to guidelines, then they should too."

Reg McAdam of the PEI Liquor Control Commission says that they will not be pressing charges against the owners of the bars involved. He says that the commission has sent letters to the owners of the three bars and keeps a file of all complaints they receive, but that they can't act on every complaint.

"Everything is based on its own merits. If there was no action (from the owners) then we would act", he says.

According to Myers, the bars are getting away with this type of advertising because the owners say their employees are doing it on their own initiative, not on orders from the bar itself.

"We hear this quite often", says McAdam.

### Lack of advertising policy part of problem

A FISH AND CHIP joint, a fashion show, christmas fair, and clothing alteration service are just some of the off-campus advertisements presently displayed on bulletin boards around UPEI.

UPEI administration has no policy preventing any business from hocking their wares on campus property. This is seen as one of the causes that has lead to bars trying to lure students to their establishments.

Michael Hennessey, UPEI Registrar, says he is unaware of any regulations the administration has regarding off-campus advertisers.

"I'm almost certain there is nothing on this", he said.

Most universities have some policy or guidelines regarding the use of bulletin boards and outside advertising. Dalhousie University in Halifax NS, for example, permits no off-campus organizations to advertise in university buildings unless they are non-profit.

Citing the example of a restaurant menu left recently on his car, Hennessey said that it may be difficult to prevent handbill advertising, but indicated that there should be some control.

"I don't think they (off-campus advertisers) should feel free to do that at their own whim."



He says that often managers and employees want to promote the establishment they work for and will distribute promotional material on their own. However, he says, owners who use this as an explanation for incidents of illegal advertising are still responsible.

"It doesn't hold any water", he says. "The report still goes on file; it is their responsibility all the way."

Even so, the Liquor Control Commission does not act on every incident brought to its attention. McAdam explained that they maintain a file for the holder of each liquor license. After each complaint, the commission sends a letter to the owner of the bar. When there are enough complaints, he says,

the file is passed on for action.

According to the PEI Liquor Control Act, advertising prices or actual types of alcoholic beverages is punishable, upon summary conviction, of a fine between \$200 and \$500. However, those fines can only be imposed after the expensive and lengthy process of a court conviction. According to McAdam, The Liquor Control Commission has no powers to impose fines itself, but can suspend liquor licenses.

Myer's says that she is disappointed that the commercial bars use these tactics to get students to their establishments. The hand-

bills being left on car windshields on October occurred two days before the Senior Class pub at the barn. Myers says attendance at that particular pub was poor, but, she says, "whether or not you can relate that directly to that I don't know."

The sales this year in the Panther Lounge have been as good as last year, says Myers. She feels, however, that the Student Union bar offers something unique to UPEI students.

"Because we are here for the students we try to offer the best prices and provide a place to socialize", she says. "What is supposed to be unique about it is it is a place where students can go to be with other students."



Some of the many 'academically minded' posters found on campus bulletin boards.