Pander to the Women's whims

Mother idol syndrome

This type of advertisement is common in widely circulated women's magazines, newspapers and television. The women are dressed for a night out on the town, and are quite attractive. The advertisement is meant to make the reader feel a sense of envy and desire to be like the woman in the ad. The message is clear: if you buy the product, you too can have a night on the town and impress others with your beauty.

The advertisement is convincing, but it is also a form of manipulation. The women in the ad are not truly happy or content, but rather are portrayed as carefree and confident. The advertisement is designed to make the reader feel inferior if they do not have the product, and to make them feel superior if they do. This is a form of social engineering, where the advertisement is used to control the behavior of the reader.

Advertisements like this are common in society, and they are effective. The audience is made to feel a sense of guilt if they do not have the product, and a sense of pride if they do. This is a form of psychological manipulation, and it is used to control the behavior of the reader.

Advertisements in women's magazines, newspapers and on television are a form of manipulation used by marketers to control the behavior of the reader. The message is clear: if you buy the product, you too can have a night on the town and impress others with your beauty.

Sex & pedestals

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How WOMEN ARE IDOLIZED WITHOUT MEN KNOWING IT

These are your years. Help him learn. Help him grow. Help him develop with Heinz Pre-Schooler Foods.

If you are interested in receiving a brochure please send to Kipper Co. SBC Office.

Buy a car to get a woman

Advertisements appearing in daily newspapers, magazines, and on television are evidence of the extent to which women are idolized in our society. This is not to say that women are not in control of the process, but rather that they are not always aware of it. The process is designed to make the reader feel inferior if they do not have the product, and to make them feel superior if they do. This is a form of social engineering, where the advertisement is used to control the behavior of the reader.

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Perhaps that is their problem. There is no doubt that women have a role in society different from men. There is little or no reason to think that this role is not any worse than men's. Perhaps it is due to the fact that women are not as well educated as men, or that they are not as well represented in certain fields. The process is designed to make the reader feel inferior if they do not have the product, and to make them feel superior if they do. This is a form of social engineering, where the advertisement is used to control the behavior of the reader.

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Workers Men of the World Unite, YOU HAVE NOTHING TO LOSE BUT YOUR CHAINS!
**The Events**

People began to gather in Elder Park early on Friday afternoon. A small concert did was used for raising funds for the Moratorium movement. It was attended by about 300 people. One of the speakers was a member of the Workers' Party. The event was peaceful and no incidents occurred.

Police prepared for the possibility of a large gathering in Elder Park. At 7:30, they moved in a large force of their own accord. The crowd was dispersed, and the police used tear gas to clear the area. The crowd was not violent, and there were no arrests.

**Elder Park**

This was a bit boring and very anorectic. The police were not using excessive force, and the crowd was peaceful. However, some people were upset with the presence of the police and started to protest peacefully.

**The Interception**

Most of the marchers wished to go to Victoria Square, and many of them believed that was where they were going. Some of the marchers were not aware of why they had been dispersed, or what was happening at the head of the march.

Despite the police's efforts, the march continued. The police moved slowly ahead of the march, in preparation for a sit-down, but not intending to block the march. Nevertheless, since there was no sit-down or announcement of sit-down, the police decided to order the marchers to disperse, instead of giving them a chance to decide on a course of action. It was Medlin's choice that the marchers should sit down there.

**The Police**

The police were only obeying orders, but there was no need for the many individual and mass incidents of harassment and indiscriminate treatment meted out. There is no need for the horse charge. Many people, including the children and old people, who were amongst the marchers, would have been injured, even killed, from trampling hordes and police.

Several police officers did not wear numbers, which is an immediate indictment of police brutality generally and of their intention not to respect the Police Code or the rights of the marchers. But this happens at every demonstration.

The police were using excessive force, arresting Medlin, Arnold, and others (but why not Durbridge? They need to keep an eye on the activities of the more subversive elements of the anti-war movement?) and also indiscriminate arresting, many for no reason. The police were not right.

When Medlin was arrested, several police made it plain that he was their prize.

**Police Authority**

Are the police responsible to the State Cabinet, or the Police Commissioner? Or did the orders come from Canberra? Their actions on the N-Day seem to fit in with the latter two categories.

**Aftermath**

The N-Day incident was a confrontation by police against the March, and not the March against the police. This will succeed only in strengthening the spirit of defiance of students and the anti-war movement against authority, and also the police will now be even more anti-demonstration in their attitude.

The gap between moderate and extremist elements of the anti-war movement will probably widen now, and it could be unlikely that the anti-war movement will officially sanction any more mass demonstrations.

The public, not an autonomous army of demonstrators, will soon receive close attention. If the police close off streets and divert traffic for such a anti-war demonstration at the Anzac Day march, or for John Martin or some others, why can't people be free also to demonstrate political belief? "The streets are for the people." Not merely a meaningless catch-cry to hurl at authority; it expresses a right which all people should have. And the police should be servants of the public, not an autonomous arbitrary and justice ministering body.

-Gerry Disher
As I was writing this on Friday night, the news of the main Australian technological advancements on the radio and TV. Those of us who had been hoping for the latest G forces from the refusals of the organisers to alter the sit in/sit down arrangements, and the refusal of a unanimous request by State Cabinet to allow the sit in—this last with a level of unexpected urgency (it had been announced that the march would be going to Victoria Square)—the breaking up of the sit in by massed ranks of police in Australia, it was alleged, unsurprisingly, although it was not clear how much of this had been used or where it came from. The antimoratorium forces were, as expected, furious and ineffectual in spite of the union prominence that they had been getting from the press, perhaps the opulence of the anti-moratorium demonstrations had at length occasioned to them. The marchers themselves moved up to their reputation for non-violence and at least the sit in was breaking up of the march caused surprisingly little trouble to the many areas being received passively by the crowd. All there was aatiof struggle, with only the extremists having any cause to congratulate themselves. Reluctant delegates to feel themselves in a police state, the leaden-order parrots self that the police have at last acted is the situation. It is not difficult to see that John Gorton (one may forecast) rather more as one place than he was when the whole thing started.

How was this unsatisfactory situation not to end? There will be those ready to rush in and assist with the law and order and dominant capitalist attitudes or similar imperialists. The facts are that if we want to achieve an extreme view; the blame for a situation which a situation is becoming increasingly difficult and the mass slaughter in Vietnam is continuing must be more widely shared, and quite a distinguished group must stand the dock.

THE GORTON GOVERNMENT.

Clearly to blame, in the first case for carrying on a policy which is both immoral and (in Gallup Poll evidence) does not have majority support, and in the second case for provoking the over-reaction to a political phenomenon (peaceful protest marches) which is normal in most other English-speaking countries. The anti-moratorium marches happen to be farmers. Even if the police were mainly the new political left and that the biggest dream now to the moratorium to the Health struck the ALP, support. It is not certain that the latter would have prevailed but, for an unfortunate general meeting of the Victoria Police, which had been made two demands: First, that the police have the freedom to be free from the New States, the second, the branch of the police to stop and search the people of the branch. It is obvious that the police now at the stage to the general meeting that the A.L.P. would with discussion be杈 if they were. They were backed and that the A.L.P. dissociated itself from the moratorium with indignant non-violence. The police had then received a couple of gross errors of fact. Indignation as did also Capital and Australia at the C.P.V. meetings; it falsely implied that moratorium forces had been in particular made suggestions and the A.L.P. is not ashamed of the things that had been said on Tuesday in any way justified.

THE MORATORIUM SUPPORTERS.

(A) THE MODERATES. As I rank myself with these I am a confession to an abstentionist. The chief change from the last moratorium was the proposal to occupy a city center and set up block. Even before the result was known, many of us thought that this was a bad blunder; it was not calculated to give the greatest publicity to the movement. It was open to the reasonable objection that we the people incomprehensible are not on, the whole, those responsible for the war. It gathered us public and relatively assisted the A.L.P. pull-out. The middle-class moratorium was not only the greatest freedom, but the most challenging and so clearly lost a vital issue by default. The A.L.P. moratorium is an unsuccessful and are against wasting energy which would have been of the greatest use in helping the moratorium on feeding with the radicals. I myself would pleased not to say: it depends on the view one takes of radical activities.

THE MORATORIUM SUPPORTERS.

(B) THE RADIcALE. A very heavy majority of the people who persist on taking part in the A.L.P. are against the idea that the good done by radicals persist but that the A.L.P. is at the same time a great restraint, and non-violence has been heavily outweighed by the harm they have done. The Viet Cong flag they carried served as a ready-made excuse for the attacks (false, since the attacks had been planned in advance and were not solely aimed at flag-carriers); at the Saturday morning they again called Viet Cong flags and forced their way to the head of the march, thus alternating much of the possible action. They have repeatedly attempted to get support for this action, but the radicals have not had the right to the leaders in the movement, and when defeated in any way to accept the decision against them and fall in with the leaders. It was decided in the meeting on Tuesday, 8th they went back on the community that they had previously voted for claiming that their previous vote had not been free, and that they were then do not.
I was arrested on Friday around 3.45 p.m. and transported to Angas Street in the riot wagon containing Medlin and others; plus gas.

While I was walking to enter the van, three demonstrators, eyes red and streaming and yelling about gas, burst out of the back compartment. I reflexly swung around looking for other transport but the officer holding me directed me to the wagon and told me that no gas was involved.

I was not placed in the rear compartment, but in the front section, which was free of gas (this van had two sections with a small window between). In this compartment were about seven marchers including a distraught fourteen year old girl.

Looking into the rear compartment I saw Medlin being pushed in. Here a police officer should be corrected; they did not allow gas to escape from the van but immediately bundled those who had previously escaped back in once they were restrained.

Both doors were closed and we turned to see those in the rear section already terminated by the gas. Someone beside me said, "Hey, look at those pigs bastards suffer. Man! these pigs don't know what they've started."

We thought we had escaped the gassing, but here I believe is evidence to make present police explanations inadequate. About five minutes after the door had been closed the atmosphere suddenly changed (it must be emphasised that we were completely closed off from the other section, I couldn't hear them).

From then up until Angas Street we suffered. Our unendurable coughing staved us of air; eyes were streaming and noses running. My Moreno were numb because of oxygenation, we were drenched with perspiration and some seriously thought they would not remain conscious.

We climbed from the van exhausted; about five minutes before Medlin etc. were released from the rear compartment.

The only response the police made was to check an evacuee from the rear compartment who was clinging distressed onto the cyclone fence.

Yours in Truth,
Philip Golding

"And in the naked light I saw
Ten thousand people, maybe more.
People talking without listening."
Paul Simon

Over the past week, the anti-war movement in Australia has become the victim of a society that has totally failed to recognise its existence as a mass of genuine people, from many walks of life, all of whom desperatly want to end a war that is grossly inhuman. In the past, demonstrators have provoked no real thought about Australia’s involvement in the war; they have only induced reactions which range from the classical Australian bigotry (‘b Pervert, commie traitor!’) to that of ignorant amusement. Therefore it is not particularly surprising when the Moratorium adopted the slogan ‘Help stop the country to stop the war’, simply because most people will not react to anything unless they are affected by it in some way. And in this country, the majority of Australians are not directly affected by the war—they are unable to say, unlike many Americans, that ‘my son died—or was wounded—in Vietnam, for nothing.’

In this context, the leaders of the Moratorium were morally justified, indeed, morally obliged, to adopt the tactics they used on Friday last. Furthermore, they will be equally justified in using the same tactics in the future, with the realisation that any inconvenience to society that they may bring about, inevitably seems ridiculous when compared with the murder of Vietnamese society that is being continually brought about by the Gorton government.

Cries of condemnation over the Moratorium, both by the Government and the media, will no doubt be prolific during the ongoing weeks, just as they have been in pre-Moratorium days, and basically it is this attitude which is responsible for the Moratorium taking the form that it did. Over the years the Federal Government has not so much as conceded that those with an opposite view of the war have genuine arguments. In the face of growing anti-war opinion, the Gorton government has never really considered its involvement in Vietnam; they have never admitted that a genuine human mistake may have been made. Thus, the government has firmly closed the traditional channels through which disagreement with government policy may flow.

Generally, the mass media, has blindly followed the Government. Very rarely has the mass media given adequate coverage to anti-war views, a view which quite obviously is held by a very sizeable proportion of the population. They have always been quick to emphasise the mistakes of the anti-war movement, or very reluctant to reveal the mistakes of the Government in Vietnam. Disturbance and violence during this Moratorium, for instance, has already received far more sustained coverage than the massacres at My Lai. There has never been an adequate exposition of the facts of the Vietnam War, or a preconceived view that the Moratorium would bring about. It is less likely that Australian involvement in the war is as just as the Government would have us believe.

Yet, despite this conditioning of the Australian populace, despite the constant attempts to embarrass the anti-war movement, the feeling against Vietnam amongst Australians, has continued to grow. Even with the press shouting violence throughout last week, and the withdrawal of the A.L.P. from the Moratorium, a huge crowd turned out—not just the radicals as predicted, it is perhaps from this that the Anti-war movement can take most heart; when intelligent, respectable men and women are prepared to break the law to express their views, perhaps then the Australian populace will lend an honest ear.

Philip Lynch.