

I'm Going out of Business

When a business is failing it is common practice to bring in a team of experts to evaluate just what the problems are. I figured I could employ these same techniques in a comprehensive evaluation of a failing part of my life--my love life.

I assembled a team of business and marketing experts to evaluate the product I had to offer and to suggest ways of getting it to my target market (which consists of anyone wearing a skirt who still has her own teeth). They watched me in action for a period of two weeks. They stayed with me constantly, and I must tell you that at times it was difficult to keep my concentration up. Their suggestions both encouraged and depressed me.

One expert said I had a great product to offer but it was in a bad location. He suggested that I wait until my looks and body come into vogue, but I told him that I've been waiting for that since the '70's and it doesn't seem to be happening. A rather discouraging idea came from

Cynicism & Humor



Alan Pincus

one guy who said that many businesses end their woes by doing something illegal. However, I told him that there was no way that I would consider burning myself down for the insurance.

One interesting idea was termed the International Harvester technique. I was to go to singles bars and other places and claim I was a doctor or an heir. After getting the attention of my prey I would then proceed to make wild promises of marriage and trips to Europe. By the time the truth was discovered I could declare love life bankruptcy and thus evade paying the piper. I then could change my name to something like Al Navistar and start over. Unfortunately, I'm too much of a romantic to pull such a dastardly act.

One marketing expert said that women can't resist a sale. He suggested a love life going-out-of-business sale with rebates and a ginsu knife for the first ten customers. I was told to stress the fact that no returns or refunds would be allowed and if you break it you have to buy it.

The final report stressed different ways to market myself in a college setting. Humanities majors are generally liberals, and I should stress my puppy-like vulnerability to get their attention. Business majors are practical and mercenary, and I should emphasize that I will have my MBA in less than three years. There is little chance of finding a female engineer, so they had few suggestions in that area. Possibly I could ask her to do an analysis on my vectors. Education majors like to think they are accomplishing something worthwhile, so I should profusely thank them for all they can teach me.

I am planning to start my marketing campaign with a special coupon that you'll find in next week's TV Guide. If you buy any five Betty Crocker products and have a date with me you'll be entitled to a free Vegemetic or a Pocket Fisherman. Hurry, the supply is limited.

Letters to the Editor

Today at lunch I picked up a copy of the Times and read through it. Except for the usual misspellings, etc. I did not see anything outstanding, until I got to the back page.

The advertisements throughout the Times were very applicable to student life; things such as typing, haircuts and pizza. How on earth you ever decided to justify advertising abortion services is beyond me!! I am personally appalled that a

newspaper from a college with supposedly intelligent people working for it would dare to do such a thing. Abortion may be legal but that does not make it morally or ethically right! Abortionists are murdering (yes, I said murdering) 1.5 million babies annually. It is because people with no conscience turn their heads and pretend that the unborn baby is "just a blob" and is not human. I hope you will rethink this issue for yourself.

(continued on pg. 8)

(continued from pg. 1)

Champions, and his latest Galapagos, Vonnegut has experienced a quite diversified life, ranging from a battalion scout at the WWII destruction of Dresden, to an anthropopogy student at the University of Chicago, a police reporter for the Chicago City News Bureau, the "entire English Department" in a school for emotionally disturbed children, lecturer at both Iowa Writers Workshop and Harvard U., and distinguished professor at the City College of New York. Also an accomplished writer of essays, short stories, articles, and reviews, Vonnegut, a member of the National Institute for Arts and Letters, was the 1970 recipient of their literary award.

The choice of speakers for the Provost's Lecture Series was made by a subcommittee of the 20th Anniversary Planning Committee. This subcommittee,

chaired by Walter Lowrey, vice president and governmental relations officer at Dauphin Deposit Bank, was composed of faculty members, and community and staff representatives. Thorough contemplations, begun last March with, as Thea Hocker of the Community Relations Office notes, "scores of names to be considered," took until the end of May to be completed. Within an outline of a speaker to represent each division, consensus was reached based on financial considerations, the significant of the speaker's message, and their community appeal.

"Great ...," you may say. "A superb group of speakers, an excellent manner of acknowledging Capital's 20 years of service to the community, but, and this is a very significant but, how much will a series of speakers of this caliber cost me to attend?" That's a very good question, and it just so happens, the figure ar-

rived at for current Capital students is, ironically, a mere \$5.00. For drastically less than the normal price of a theater ticket, for less than the price of a pack of cigarettes from practically any machine, for no more than the price of a pizza bagel order in the Lion's Den, for no more than a single dollar, you can enjoy the oratory prowess of any of these five professional lecturers. And, for coming up with \$5.00 in advance of the Series, you can be assured of a seat for all of them, by purchasing a set of subscription tickets in the Community Relations Office, Rm.-W106 of the Olmsted Building. "Only \$5.00 for the whole shabang?" Yes, Capital College is so interested in stimulating and increasing social awareness in the student body, it is providing the opportunity to check out speakers of this quality for the outrageously low price of \$5.00. Have a happy 20th.

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Meeting
24 Sept. 3:15pm 25 Sept. 12:30pm
Room 216, Olmsted

Fox's Market