

JACKSON'S JARGON

by J.C. Jackson

For many years now, the local TV stations have advertised products which are so unique that "they have never been offered to the public before." But the thing that really makes them treasures is the fact that they offer many other gifts which are just as useless as the original product. For instance. . .

"AT LAST! THE product has arrived to end your cabbage cutting miseries forever. (In all honesty, I never had any miseries of this nature before. I'll have to ask my psychiatrist about that.) But not only does it do more to/for a head of cabbage than has ever been attempted before, but it can also leave more room in your icebox for such things as pop, ice cream, candy, and other things that rot little kids' teeth..."

The commercial goes on to garble that if you order now, they will throw in--ABSOLUTELY FREE--any assortment of items ranging from ten shares of stock in Edsel to World Series tickets for the Mets all the way down to a Don Rickles book on "How to Make People Feel at Ease."

Now the response that these commercials elicit must be phenomenal when you figure that they are shown an average of once an hour and twice an hour during football games (this makes a lot on sense: not only do the viewers miss about ten minutes of the game, but I'm sure that these companies derive most of their customers from football fans. Right!

Despite all this, the fact that these people can give the world away (or so it seems) in a relatively short space of time quite intrigues me. Therefore, I felt that this type of advertising should be brought to the nation's, better yet, the world's attention; and for a product, we'll need something that the universe is familiar with, but it does not get a lot of selling space. Let's use a Rolls Royce, because have you ever seen it advertised on Captain Kangaroo?

So it begins: Friends, has your prestige suffered lately? Do you feel ill at ease with strangers because you have nothing in common to talk about at social gatherings? Well, the makers of Mix-o-matic, Sticks-o-matic, and sons-of-sticks-o-matic have come up with something SO revolutionary, SO unique that the other competitors are still lost at the drawing board. It will not go on sale in stores for some time to come yet, but we offer it to YOU, our bread-and-butter suckers...er...customers because you have so wholeheartedly endorsed our other products. This is a car, by the way, and it features bucket seats, all vinyl interior, battery booster cables in the trunk (another bonus!), and it comes in grey, red, and chartreuse. NOW (and here comes the bonus) if you order in the next seven days, we will throw in, AT NO COST TO YOU, white wall tires, chrome wheel covers, radio, heater, steering wheel, AND IF YOU are among the first fifty people to write in your order, our company has been authorized to give away, with our Rolls Royce, a free copy of "Safety on the Streets While Riding a Bicycle" which we bought (wholesale) from Ding Dong School. Now rush your order, along with 10,777.43 (plus a small charge for postage) to CAR, Box 657, GYPU TV. Remember, rush, that's R-U-S-H your cash, that's C-A-C-H, in care of car, that's C-A-R, GYPU television, that's T-E-L-I-B...never mind, just

send your dough for our pretty au-to (here the Mormon Tabernacle choir harmonizes a la Madison Avenue) and, Happy Payments!

REPORT ON THE COFFEE CLATCHE

On Wednesday January 17, a student-faculty coffee hour was held in the quiet study lounge in the RUB. On hand for this informal gathering were nine teachers, including Dean Lane and Dean Creveling, and about twenty-five students.

Topics which were openly hashed-out included: drinking on campus, grading systems, and the editorial of the last Nittany Cub.

Dean Lane opened by asking if there was a significant drinking problem on campus. It was decided that students still drink, but that the problem was not as significant as before.

The next topic was the grading system, and how it could be improved. Mr. Foote and Mr. Bedford suggested new methods and the pros and cons were added by students. It was concluded, however, that the present method of grading will not be changed.

Perhaps the most controversial issue which was discussed at the meeting was an editorial that appeared in the last issue of the Nittany Cub entitled "The Scared Cow Lives". This article met with strong opposition. Mrs. Bacon stated that the article was trite, childish, sneaky, cutting, vicious, etc. Mr. Fryer added that the editorial was also ambiguous. Various descriptions were added by other members of the "opinionated nine". In all fairness, it must be said that the teachers raised good points, and staff members present, promised to take these into consideration in future editorials. It should also be noted that the instructors to whom the editorial referred were not present at the coffee hour.

Dean Lane, however, stated that it was one of the most successful Coffee Clatches he has ever attended at Behrend. Plans are being made to have these "hours" more often in the future.

GUESS WHO PROFF?????



Anybody want to buy a Christmas tree?