## Gimmick

## by Maria Rovito

Hey, young America, do you remember the saying, "You gotta have a gimmick? In case you don't, the saying was used to indicate that everything nowadays had to have some kind of gimmick, or idea, to sell itself.

However, there is something that has always had a gimmick, but was never brought to light--rock music. Yes, rock music is commercial and has been for a while.

Let's start with Elvis Presley. In 1956, Elvis began to sing the blues. But along with the blues, he used a technique that drove girls wild-his gyrations. He used to swivel his hips, and make his voice melt. And along with his swiveled hips and melting voice, there were also melting girls. In 1960, Chubby Checker popularized the twist. The twist was semi-sexy, because every part of the body moved. IT TWISTED' However, these devices aren't the only ones that have been used.

In the beginning, the Beatles used their hair, clothes, and the style of group itself to succeed. Remember those screams? Everything was Beatlemania--beatle wigs, haircuts, clothes, cards, boots, etc. I'm not saying that the Beatles wouldn't have made it on their own-surely their talent would have emerged. However, their gimmicks gave them the start which they might not have had otherwise.

alife around pills, while Jimi Hendrix's album, "Electric Lady

Land," is acid rock. The The drug scene plays a role too. The Rolling Stone's, "Mother's Little Helpers," shows quietness of the Association is disrupted by "Along Comes Mary," a song about the evils of marijuana.

Violence, also, draws crowds. Take a look at Alice Cooper, who has a tendency to hang himself quite often. Not once and for all. But quite often. Jimi Hendrix used to burn his guitar on stage, while The Who used to end their performance by wrecking their instruments.

Another gimmick is irreverence. Ever listen to George Carlen? His cuts on the Church are unreal. "Aqualung" by Jethro Tull is another criticism on catholicism.

Perhaps the biggest gimmick of all is sex. Whether normal or not, it's what sells Edgar Winters, Lou Reed, and David Bowie are supposedly bissexuals, while Alice Cooper gives the impression of being "different." T.Rex, Iggy and the Stooges, and Tina Turner have used it. Mick Jagger, with his wild clothes, and songs has used sex. Even the chic and sophisticated Sonny and Cher use an undertone of sex. Why not? There's nothing really wrong with it.

The thing is, although rock groups use gimmicks, if they are not really talented, the group won't last. Maybe that's the unusual thing about these groups. Some of them will last.

## The Rustygate Affair

Dr. Aurand, disguising his famous derby as a receiving station and his umbrella as an antenna, felt his suspicions were confirmed when his tracking equipment led him directly, in a somewhat embarrassing situation, to Mr. Fogelson's stomach. Aurand immediately reported his theory that. apparently, some bugs had been concealed in the Blond Brownies themselves, and Mr. Fogelson, in his zeal, had inadvertently eaten them. While continuing his. investigation, Aurand traced the crumbs to Dean McCallus's waste-can. Upon closer inspection, a raisin containing a bugging device was discovered in the waste-can. The possibility of foul play was not ruled out, as Duck feathers were also found. Meanwhile, Dr. Staudenmeier

arrived at his office one morning to find Dr. Aurana's paychological files stolen, probably to be analyzed by Mr. McKinistry. By this time, audio transmitting devices were turning up all over the campus, and the general population began to express boredom at the mention of the subject. In fact, by some bizarre quirk of fate, a number of bugging devices were found in the Collegian office, when Ziggy, technical advisor to

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of the newspaper, led by John F. Busher, was that the SGA coveted one of two possessions of the Collegian: either the SGA files or the suggestive calendar that adorns the north wall of the office

In prompt retaliation, the staff assigned Michael Petresky to infiltrate the SGA meetings with bugs in his knapsack. Petresky was later arrested on charges of being a double agent and all-around bad guy. During Petresk's absence, Jack Yatsko was sent out on the three-fold mission fo finding out the SGA's purpose in bugging the newspaper office. Obtaining the SGA'S files on the Collegian, Belles-Lettres Society had and learning if Rolly Loomis squeezes the Charmin in the McAdoo IGA. Meanwhile, it was a Sigma Theta Phi girl, who, in universally conceeded that the turn, passed them on to Mrs. soccer team and the Highacres Bodenstein. The ashes of the Choruse were so far completely innocent.

Mr. Campbell found the entire sordid affair a personal, moral and ethical dilemna. Torn between his sense of moral duty fish and chips. to report the suspicious was wracked with indecision.

Henry, President of the SGA, Dr. Win, who performed a had no knowledge of the chemical analysis and came up the director of maintenance and Collegian bugging and the act with a rather shocking sanitation, literally stumbled itself was in fact instigated by breakthrough in the case. While upon a mass of wires hidden in Henry's successor, Warren Faust the confectionary treats had the closet. The logical and his cohort Mark Denke, been known to the public under conclusion drawn by the Board When questioned about his the appellatives of either Vanilla of Directors of the newspaper, involvement in the affair, Faust Fudge or Blond Brownies, their led by John F. Busher, was that replied, "No comment." It was popularity was actually due to the SGA coveted one of two further noted by the astute the fact that they could be more possessions of the The logical observations of Dr. Aurand that accurately descrived as HASH conlcu The logical conclusion Faust apparently had BROWNIES!

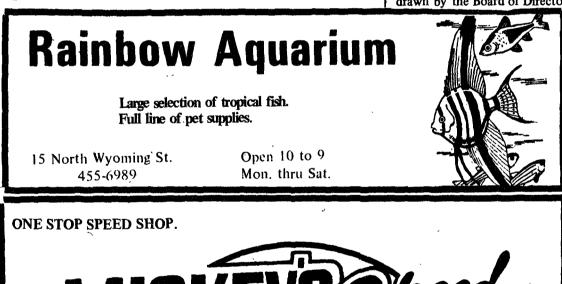
his right shoulder. This surfaced when Aurand noticed that Faust had acquired the peculiar mannerism of asking people to talk into his shoulder and yelling, "Don't hit it!" which was later construed to be some form of code system.

Following a brief period of calm and apparent efforts to cover up the affair, it was discovered by Dale Walck, who was later arrested for conducting subversive speaking seminars condemning the conduct of certain high officials that the English spy who purloined purloined Dr. Aurand's psychological files was none other than Mrs. Bodenstein. It seems that a member of the

broken into Professor Kafka's shopping bag, who gave them to files were later found in a waste-can in the Main Building. When the can was overtuned, the words "Aurand Save the Oueen!" were seen written in

The Faculty Investigating goings-on to the police and his Committee, however, was not loyalty to the campus, Campbell relaxing during all this. Dr. Miller acquired some Blonde It was later found that Bob Brownies and handed them to

drawn by the Board of Directors transmitting devices hidden in





or MEDICAL, DENTAL or LAW SCHOOL

