

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? **E v e r y t h i n g w a s** 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 bisexuals, 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

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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. Aurand's psychological files stolen, probably to be analyzed by Mr. McKinstry. 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 the director of maintenance and sanitation, literally stumbled upon a mass of wires hidden in the closet. The logical conclusion drawn by the Board of Directors of the newspaper, led by John F. Busher, was that the SGA coveted one of two possessions of the The logical conclu The logical conclusion drawn by the Board of Directors

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 Petresky'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, and learning if Rolly Loomis squeezes the Charmin in the McAdoo IGA. Meanwhile, it was universally conceded that the soccer team and the Highacres Choruse were so far completely innocent.

Mr. Campbell found the entire sordid affair a personal, moral and ethical dilemma. Torn between his sense of moral duty to report the suspicious goings-on to the police and his loyalty to the campus, Campbell was wracked with indecision.

It was later found that Bob Henry, President of the SGA, had no knowledge of the Collegian bugging and the act itself was in fact instigated by Henry's successor, Warren Faust and his cohort Mark Denke. When questioned about his involvement in the affair, Faust replied, "No comment." It was further noted by the astute observations of Dr. Aurand that Faust apparently had transmitting devices hidden in

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 Dr. Aurand's psychological files was none other than Mrs. Bodenstein. It seems that a member of the Belles-Lettres Society had broken into Professor Kafka's shopping bag, who gave them to a Sigma Theta Phi girl, who, in turn, passed them on to Mrs. Bodenstein. The ashes of the files were later found in a waste-can in the Main Building. When the can was overtuned, the words "Aurand Save the Queen!" were seen written in fish and chips.

The Faculty Investigating Committee, however, was not relaxing during all this. Dr. Miller acquired some Blonde Brownies and handed them to Dr. Win, who performed a chemical analysis and came up with a rather shocking breakthrough in the case. While the confectionary treats had been known to the public under the appellatives of either Vanilla Fudge or Blond Brownies, their popularity was actually due to the fact that they could be more accurately described as HASH BROWNIES!

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