

Editorial Opinion

Ads Protect Press Freedom

Happy Advertising Week to the "men in the grey flannel suits" and their counterparts all over the nation, and a "special happy" to the long-suffering men and women in the advertising department of The Daily Collegian.

Every once in a while the editorial department of this paper goes off on an eloquent tirade about freedom of the press and its importance to the American people. It's about this time that the members of the advertising department begin to wonder if their place in the scheme of things is properly appreciated. Believe us, ad staff, it is.

Despite the fact that screams of despair go up from editors on the days that advertising inches outnumber news inches 15 to 1; and despite the fact that the sports editors throw typewriters through windows on the days that cigarette ads vie for space with the NCAA finals, everyone realizes how important advertising is to any newspaper.

We're not thinking right now of the millions of housewives who depend on advertising to plan their shopping trips or the men and women who use advertising to buy, sell, find and return everything from dogs to factories. We're thinking that without advertising and the revenue it provides, there would be no freedom of the press.

It is advertising revenue that allows publishers to sell papers at a fraction of the cost of production. It is revenue from a great variety of advertisers that places editorial policy securely in the hands of the editors. If newspapers had to rely on the financial backing of individuals or special-interest groups, it is easy to see how these groups could end up dictating editorial policy.

Under the present financial systems in most newspapers this just can't happen. In the world of mass producing, mass marketing and mass advertising, if one account leaves a paper there is always another to take its place. In fact, the presence of many advertisers in one paper tends to keep the paper liberal—it's the best way of offending as few as possible.

Of course, editors will never admit this to ad staffers during ordinary weeks, but Advertising Week is the time to make an exception.

A Student-Operated Newspaper
55 Years of Editorial Freedom

The Daily Collegian

Successor to The Free Lance, est. 1887

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Two Oppose Average Drop For Assembly

TO THE EDITOR: Having read the editorial in yesterday's Collegian, I find myself amazed at many of the statements made there. It is first stated that a 2.4 minimum All-University average is an unrealistic requirement for an assemblyman. I ask, Why? If a student, and that is the category of all members of the Assembly, does not have a 2.4 he could use his time much better studying.

We next arrive at the statement that often a student with the proper "background and experience" so necessary to represent his fellow students properly doesn't have a 2.4. This sounds rather hollow since it is unlikely that a person with the "background and experience" to represent his classmates properly will not have a 2.4 average. Since he is representing his classmates in an academic, educational institution, he should show some excellence in learning. A sub 2.4 does not show this excellence.

True, the University only requires a 2.0 to graduate which is the minimum requirement and not one for a student of representation and leadership. It would also seem that a student body of 15,000 would have enough qualified students with a 2.4 or higher to serve on SGA.

—William Hicks, '62

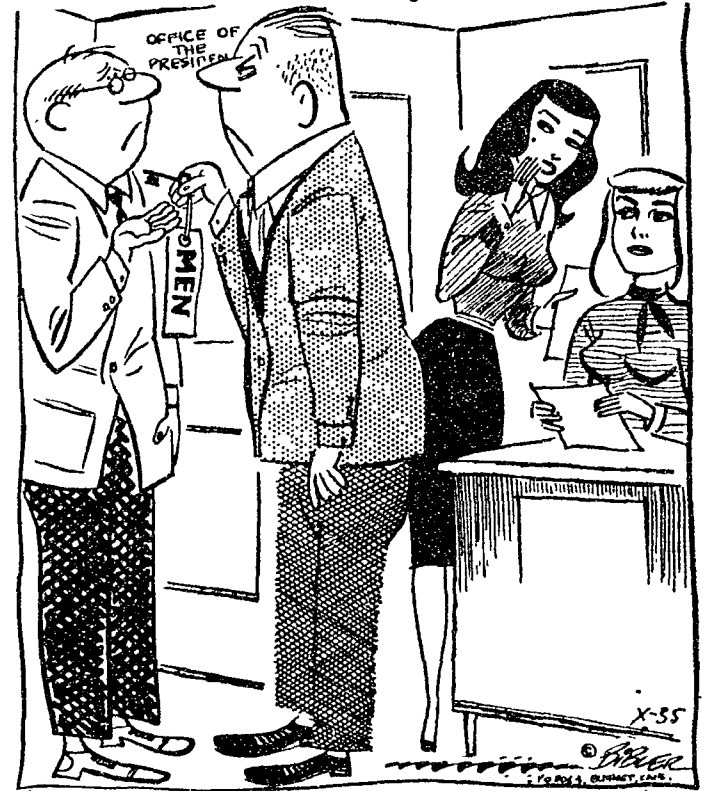
TO THE EDITOR: In yesterday's editorial concerning the requisites for SGA Assembly candidates, you advocated lowering the scholastic requirements for student leaders from a 2.4 All-University average to a 2.2. One wonders how wise this action would be. As you stated, the worst possible graduate, scholastically, has at least a 2.0 average. Should the student representatives be allowed to have such a mediocre average?

You also claimed that there are many potential candidates with the "proper background and experience," but an average under 2.4. Intelligence, as well as the ability to distinguish between unimportant and important items, such as graduating, should be considered.

It further seems likely that the "more qualified student leaders" will have reasonably good marks. If they don't, they should drop out of the political picture temporarily and hit the books a little harder.

—Bruce Blanning, '62

Little Man on Campus by Dick Bibler



"SOMETIMES I THINK THE PRESIDENT KEEPS TOO CLOSE TABS ON THE FACULTY."

Good Grief! Profs Are Really People

by lolli neubarth

Junior and senior women were offered an experience that is hard to find on a large campus, on Wednesday night. At the WSGA faculty reception we had a rare opportunity to talk, discuss and argue with members of the faculty and such high administration members as President and Mrs. Walker and Dr. and Mrs. Bernreuter.

Many of the coeds present were already acquainted with some of the guests and had been looking forward to meeting them again. But considering the number of coeds and faculty members on campus, attendance at the reception was extremely poor.

Students seem to view the annual affair as a formidable two hours of smiling prettily while trying desperately to balance their cup of coffee. Professors evidently can't face the thought that their students might be able to converse more intelligently than their reluctant classroom discussion would indicate.

Whatever the reasons, students and faculty are certainly reluctant to meet on a friendly basis (I am not here referring to eligible bachelors.) Many of the coeds present looked as if their sorority had made attendance compulsory, and our faculty have a strange facility for congregating in small groups and discussing the last PTA meeting at the high school.

Certainly the women present should not have felt they were intruding on a private conversation everytime they introduced themselves to a

group of professors and their wives.

Others, of course, were charming. They were the ones who were able to drop their veneer of pedantic polish and welcome the chance to get to know their students as people.

But it must be admitted that we students seem to have a worse case of chronic tunnel vision when it comes to looking at our profs. All we seem to see through our bleary eight o'clock eyes are their faults.

The same man who has three lovely children or is someone's affectionate uncle, we suddenly transform into some strange, sub-human ogre the minute he stands up before a class.

The freshman I overheard describing her English professor yesterday is unfortunately typical of too many students. "He's such a clod," she told a friend. "I mean he has this big nose and wears horrible ties and repeats things all the time . . ."

When the uncomplimentary tirade was over and her friends had laughed sympathetically in all the right places, she stopped and looked a little troubled. "You know," our worldly-wise coed admitted, "I guess he is pretty intelligent, though."

You know, I'll bet he was probably pretty nice, too.

Gazette

TODAY
AIM Board, 3:45 p.m., HUB ballroom
Bridge Club, 7:12 p.m., HUB carlroom
Christian Fellowship, 12:45-1:15 p.m., 218 HUB
Christian Fellowship, 7:30 p.m., 111 Bouck
Interlands, 7:30 p.m., 3 White
Metallurgy Seminar, 1:15 p.m., 121 MI
Mineral Industries Colloquium, 4:15 p.m., MI auditorium
Placement, 8 a.m.-5 p.m., 212, 213, 214, 215, 216, 217, 218 HUB
Players' Production, 8 p.m., Center Stage
Senior Class, 6:30 p.m., 218 HUB

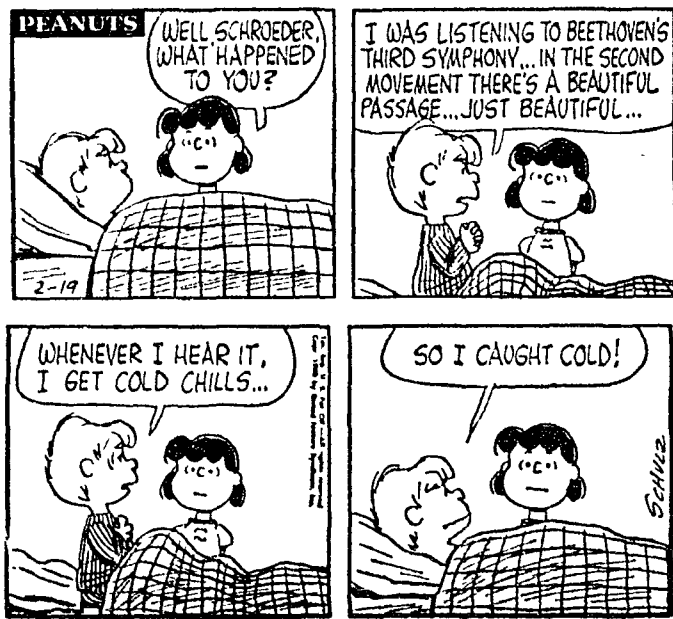
HOSPITAL
Richard N. Breen, Barbara Clark, Bernadette Dee, James Fitz, Charles Goshorn, John Lasky, Barbara Leipzig, Francine Lembo, Oscar Miles, Diane Olmer, Charles Signor, Richard Stevko, David Stutz, Sophia Thomas, Louis Weinberg, Eugene Zuckerman.

Petitions Now Available For Council Presidency

Petitions for the presidency of West Halls Council are available at Waring desk. The petitions must be signed by 50 residents of West Halls and brought to the council meeting at 7 p.m. Monday in 127 Waring.
Duane Johnson, last semester's president, has resigned in order to join a fraternity.
Petitions for two representatives-at-large are also available.

ANSWER TO PREVIOUS PUZZLE

IMAGO CRASH
SNIVELS FAINTER
ADDENDA IRONAGE
LID SETTLES MIG
TALL RIALS HIRE
SNEAD AMY RENAN
ASTARTE BELAST
CLIVE SEAL
DASHER BIDDERS
OBOES WAN ENOCH
TIMS RABAT ETORE
ELA SONATAS AES
RELEASE RELATES
SNIFFED ALAMODE
ESTES STIRS



Letters

Dropped Courses Queried

TO THE EDITOR: Tuesday, the University ruled that courses with less than 15 students in a class would be dropped.

With almost a third of the curricula offered at Penn State, the College of Agriculture is one of the most severely hit. This ruling, however, does not only affect Ag students but the whole University.

With a decrease in the number of courses, the University's reputation is injured. The Mineral Industries College, well known throughout the nation, is also having trouble. This should be looked into.

Seniors, juniors and sophomores are affected who have perhaps two or even three courses which will be dropped. I know a 7th semester Dairy

Science student who may have to drop four courses and a senior in Horticulture who must drop three of her hort courses. Other instances can be found probably by checking at the drop-add desk in Willard.

One student I know is seriously considering transferring from Penn State because he can't get the courses offered by the University.

The Daily Collegian can do something about this. Urge students to write home and have their taxpaying parents write to Harrisburg.

This may not save today's seniors by the classes of the future may benefit, especially, if it can be made so that they can get enough courses in their major to graduate.

—Name Withheld