

# Dean Criticizes Benton Article

The College of Business Administration at the University is not one of those that William Benton was referring to in his recent article in "The Saturday Evening Post," according to Ossian McKenzie, dean of the college.

In his article entitled "The Failure of the Business Schools," Benton condemned the narrow specialization of undergraduate business courses. A successful businessman who helped found one of the nation's largest advertising firms, Benton called for more emphasis on the liberal arts as a training for a career in business.

When asked to comment on the article, McKenzie ques-

tioned Benton's knowledge of the programs of most undergraduate business schools today. The dean wondered if Benton was referring to his own college days as a finance major at Yale 40 years ago, instead of the business schools of 1961.

McKenzie added that he thought Benton had picked some of the worst examples of business schools. The dean defended his school by stating that it gives the student specialized training, plus a broad education for moving up the economic ladder.

McKenzie said that the college is a member of the American Association of Collegiate Schools of Business. A school is eligible to join the association only if 40 per cent of the credits required for a degree are in academic subjects. Only 98 of the nation's 587

business schools have qualified for the association.

Benton struck viciously at the math and English courses specially designed for students in business administration schools. McKenzie agreed with him on this point, but said that for the most part this is not true on this campus.

Benton mentioned in his article recent reports from the Ford Foundation and the Carnegie Corporation which also were very critical of some of the practices of business schools. McKenzie said that they were timely and might govern future changes in many business schools.

In fact, McKenzie added, his office had sent a questionnaire to all the graduates of the College of Business Administration to see how their college education had helped them on their jobs.

## Choral Groups Combine For Concert in Schwab

The Men's Glee Club and the Women's Chorus will join in the presentation of a concert at 3 p.m. tomorrow in Schwab Auditorium.

The program will include numbers by each group and the combined groups as well as by the Varsity Quartet.

## Grant Aids Experiments With Plant Fungicides

A fungicide that shows promise in controlling various diseases in turf grass, ornamental shrubs, roses, white pine and wheat is being tested by plant pathologists at the University.

The tests are supported by a one-year grant of \$750 from the Upjohn Company.

## LSA FORUM

SUNDAY, FEB. 26, 6:30 P.M.

### SCIENCE AND RELIGION

Second In A Series of Three

SPEAKER: DR. HAROLD SCHILLING  
Dean of Graduate School

Lutheran Student Center—412 W. College

—ALL WELCOME—

# Rudd Will Lead Services At Chapel

The Reverend P. Barrett Rudd, associate director of the University Christian Association, will speak on "To Whom It May Concern" for the Protestant service of worship at 9 a.m. tomorrow in the Eisenhower Chapel.

Morning seminars will be held at 9:30 a.m. tomorrow

at the Presbyterian University Center with worship services at 9:15 and 10:45 a.m. in the Presbyterian Church. The sermon topic will be "The Gifts of Love."

The Lutheran Student Association will hold Bible study at 9:15 a.m. tomorrow. Worship services will be at 8:30 and 10:45 a.m. in Grace Lutheran Church. The second in a series of lectures on "Science and Religion" for the evening program will begin at 6:30. Holy Communion will be observed at 6:30 Wednesday morning with breakfast following in the center. Thursday evening vespers will be held at 6:30 in the Eisenhower Chapel.

The Wesley Foundation will begin discussion seminars at 9:45 a.m. tomorrow. Fireside Forum will meet at 6:30 p.m. for a discussion of "Existentialist Positive-Philosophical."

"The Gospel According to Mark" will be the lesson for the Baptist Student class beginning at 9:30 a.m. tomorrow. The evening program will begin with supper at 5:30 followed by a program on "Thy Kingdom Come—On Campus."

The second in a series of lectures on "Pacifism in an Atomic Age" will be given by Dr. Elton Atwater, head of the Department of Political Science, at 7:45 p.m. tomorrow at St. Andrew's Episcopal Parish House.

The B'nai B'rith Hillel Foundation will hold a class at 8 p.m. Tuesday on "The Dynamics of History in the Modern Era" taught by Rabbi Norman T. Goldberg. The annual Purim carnival will be held this week.

A Communion breakfast sponsored by the

## Oberlin Dean Will Present Sunday Sermon

Dean Roger Hazelton, of the Graduate School of Theology at Oberlin College, will speak on "How To Grow Tall By Slooping" for the service at 10:55 a.m. tomorrow in Schwab Auditorium.

Hazelton was a Fulbright research professor at the University of Paris in 1951 and participated in international church conferences in Holland, Germany and Switzerland. In 1957 he was a member of the commission to prepare a statement of faith of the Congregational Christian Churches of the United States.

Hazelton is the author of six books on the philosophy of religion, ethics and theology.

The University Chapel Choir, directed by Willa Taylor, will sing "De Profundis" by Virgil Thomson.

Dr. Hazelton will speak on "Theology As Conversation" at the University Christian Association forum at 8 tonight in the Eisenhower Chapel Lounge.

## Fellowship Deadline Set For Doctoral Candidates

The deadline for both the IBM fellowship and the Graduate School fellowships for doctoral candidates is Wednesday.

All materials must be turned in to the graduate school office, 106 Willard. The awards will be announced shortly after April 1.

## Poor Image of Advertising

"Hucksters . . . Hidden Persuaders . . . Mad Avenue boys." These and other derogatory terms have so tarnished the image of advertising in the public mind that leaders in the industry consider this deteriorating goodwill as the most serious problem facing advertising today.

What has contributed to this poor reputation?

According to Joseph Lorin, vice president of the Grey Advertising agency, the lack of understanding of advertising in our American society is the major cause. This lack of understanding is reflected in the following actions:

1. Politicos used advertising as a whipping boy in the last campaign. The speech by Senator Frank Church at the Democratic Convention last Fall is a prime example.

2. Advertising is attacked by those who like to make a fast dollar by slinging half truths at advertising in books and articles. There are dozens in this crew.

3. The attacks by those who prefer a managed society as against our system of free choice and individual enterprise. Arthur Schlesinger, Jr., advocated a tax on advertising in his paper on "Private Indulgence or National Power?" He has since regretted that he ever brought it up but still feels that the government should use the tax power to "steer" private initiative, according to Advertising Age.

4. Some persons spotlight the misdeeds of a few in advertising and use this to smear the many who sincerely and honestly try to use advertising as the power plant of a dynamic economy.

This is only natural. The transgressions of the few sinners are much more interesting than the good behavior of the multitude. For example, five coeds getting kicked out of the dormitory for boisterous behavior is more titillating than the fact that five thousand studied hard that night. The news media emphasize the unusual, the different, the illegal, and the bizarre.

In advertising, the public has heard all the intimate details of the television quiz scandals, the attempts to knock the Liver out of Carter's Little Liver Pills, and the Colgate invisible shield. But how much comment do they read about the fine and informative advertising by Armstrong Cork or H. J. Heinz?

This problem of adverse publicity was summed up in a talk by Walter Guild, head of a West Coast advertising agency and national president of Alpha Delta Sigma. "Doctors bury their mistakes," he said, "and Ministers consign theirs to Hell but advertisers put all their mistakes on television for everyone to see."

Obviously, explanations alone will not improve the image of advertising—it requires action. The advertising industry is attacking on two fronts: better controls over false advertising and better education on the objectives of advertising.

Better Business Bureau, which have been trying to keep advertising honest at the retail level for almost fifty years, are increasing their efforts. At the national level, a special board of review has been established by the Association of National Advertisers and the American Association of Advertising Agencies. There are 21 different Federal administrative bodies that have some control over advertising. In addition, there are more than 4,000 state laws affecting advertising.

The media associations are preparing advertisements for use in the mass media that will help create a better understanding of the place of advertising in our economy. This is unusual for the advertising industry has seldom used its own skills to sell its usefulness to the general public.

With more efficient controls within the industry and an enlightened public awareness of the benefits of advertising, the advertising industry hopes to establish a better public image. Since business operates on faith, a good image is a prerequisite to effective advertising.

Sponsored by  
Daily Collegian  
Alpha Delta Sigma



**TUESDAY IS STEAK DAY**

**SIRLOIN STEAK**

Grilled or Broiled to your choice and served with Fresh Garden Salad, Golden French Fries, Our Own Baked Bread, Creamery Butter and Apple Butter.

**\$1.29**

Our New Hours to Serve You Better Will Be 7:00 a.m. to 11:30 p.m. Daily.

**DUTCH PANTRY**  
FAMILY RESTAURANTS

230 E. College Ave.  
State College, Pa.