

Gershenow to Head Liberals

Earl Gershenow, junior in liberal arts from Ft. Monroe, Va., was elected chairman of Liberal party by the party steering committee Saturday.

Gershenow, public relations chairman for the Student Government Association, a position from which he is resigning, replaces Richard Snyder as party chairman.

Snyder, a founder and leader of the party since its beginning this fall, resigned the post. In a letter of resignation he said he will not be here to direct the party in the spring elections. Snyder is in Chicago on an accounting internship.

Gershenow said that he ac-

cepted the chairmanship of the party because he feels that Liberal party has the capability and potential to help raise the standards and effectiveness of student government here. He pointed to the "Back-the-Budget" campaign which Liberal party started as an illustration.

"It is my hope that all political parties will promote student welfare through responsible thought, action and criticism and not worsen the plight of student government through inter-party quarrels for the sake of character defamation," Gershenow said in a statement.

Gershenow said that the suggestions for the reorganization of SGA which he expressed in two letters to the editor in last week's

Daily Collegian were his own beliefs, and at this time, do not express the views of the party.

"Liberal party will do everything possible to further student government," Gershenow added.

Dale Harris, leader of Liberal party's "Help Cut the Budget Cut Committee," was elected party vice chairman replacing Barry Flashman, who also resigned.

Gershenow also announced that there will be an open party meeting this Sunday at 6:30 p.m. in 121 Sparks. The meeting is being held, Gershenow said, to explain the purpose and organization of the party to interested students. Primary registration will be held the following Sunday, according to Gershenow.

MI Will Offer Basic Courses This Summer

The Mineral Industries College will be offering more general courses this summer than were offered during previous summer sessions.

Upperclass MI courses, however, will not be offered during the summer term, John D. Ridge, assistant dean of mineral industries, said yesterday.

We can only offer most of our upperclass courses once a year because of the small enrollment in the MI curricula, Ridge said.

The entire enrollment in the curriculum would have to attend the summer term before we could offer an upperclass course, he added.

A freshman will be able to enter the MI College this summer, Ridge continued, because the only MI course a first semester student takes is Geology 31 and this course is being offered.

The MI College will be offering Geology 20, 21 and 31 and a few geography courses, Ridge said.

HEC Holds Coffee Hours

The Home Economics club is sponsoring coffee hours from 9:30 to 10:30 a.m. Monday through Friday in the Home Economics Living center for the students and faculty in the college.

STATE NOW

'GO NAKED IN THE WORLD'

Starts TOMORROW

THE PRODUCERS OF
"CARRY ON NURSE"
ARE
CARRYING
ON
AGAIN!!!



PLEASE TURN PAGE!

A PETER ROGERS PRODUCTION
A COLUMBIA PICTURE RELEASE

ADDED ATTRACTION
"A SPORT IS BORN"

Seven Coeds Interviewed For Mademoiselle Position

Mrs. Nancy Smith, assistant merchandising editor for "Mademoiselle" magazine, yesterday interviewed several women from whom she will select one campus representative.

The coed chosen will work in the Mr. Charles Shop in State College and help to plan promotion and fashion shows for the store in coordination with Mademoiselle.

The following girls were interviewed: Jerrie Markos, Marlene Reed, Faith Popkin, Melissa Herman, Arlene McClosky, Gretchen Huester and Phyllis Mandelbaum.

Mrs. Smith will select the representative shortly. The coed will be chosen on interest and respon-

-Chester, common ending for English town names, comes from the Roman word castr meaning camp, since many were originally Roman camp sites.

sibility, imagination and confidence.

The campus merchandising plan sponsored by "Mademoiselle" provides on-the-job training for undergraduate women whose career aim is fashion. It is in use at many colleges and universities throughout the country.

Besides working in the Mr. Charles Shop, the campus representative will submit reports to Mademoiselle telling of her progress.

French Movie Scheduled

The French movie, "Papa, Mama, the Maid and I" is scheduled for 8 p.m. tomorrow in 209 Home Economics South.

Starring in the picture, which has English sub-titles, are Fernand Ledoux, Gaby Morlay, Nicole Courcel and Robert Lamoureux.

Robster House



TAXI RETURN GRATIS

What is Advertising?

You can become an expert on advertising if you are irritated by any one of the millions of ads open to public view. At least this seems so. Witness all the people on college campuses who make foolish statements about advertising.

For example, Schlesinger, the Harvard history professor, is appalled that more money is spent on advertising than on education. As tho the two have anything to do with each other.

Like so many other intellectuals he shows a complete ignorance of what advertising is. Advertising is merely an economical way of selling. If personal salesmanship had not become so expensive, advertising would never have come into existence.

Imagine the price of products if the consumer had to bear the expense of being contacted in person by a salesman. This sales expense born by advertising amounts to about three per cent, on average, of the total price of a product.

Why doesn't Schlesinger compare the amount spent in manufacturing a product with money spent on education? The cost of raw materials, for example. Or capital invested in plant and equipment. Or total wages. These, along with transportation, storage, retailing, return on capital, and advertising make up the price you pay for a product. Why single out advertising when the comparison with other costs of a product would offer a far more dramatic contrast?

The reason Schlesinger and some other college professors belabor advertising is that it is one of the most overt facets of the free enterprise capitalistic system. By criticising advertising they can build a case for greater participation of government in the lives of people.

Advertising represents freedom of choice. And according to Schlesinger & Company, this leads people to make the wrong choices. If people would give more money to the government, it would be more wisely spent.

Of course there are many holes in this argument. But the most glaring is that if people are not intelligent enuf to differentiate between what is good and bad for them, how can they possibly be wise enuf to choose the right people to make their decisions?

Incidentally, some of the advertising used by both political parties during the last election would make any ethical advertiser blush.

Of course you will find some ads in poor taste. And a few unethical advertisers. Just as you find quack doctors and unethical lawyers. The advertising profession is as embarrassed as are the medical and legal professions when they meet with unethical practices in their field. And they are constantly trying to clean house.

However, the greatest weapon against quackery in any area is an intelligent public. Fortunately the intelligence of the American people is increasing with each generation. If people still retain their prerogative to make decisions for themselves, they cannot but help improve advertisements. All they have to do is stop buying an offending advertiser's product.

Criticism of individual ads and advertisers for overstepping the bounds of good taste is healthy. And welcomed by the advertising profession as a whole.

However, some people protest that advertisements don't give the whole truth; that they are enthusiastic about the virtues of their product only. This is amusing. Especially from a married person. I rather doubt that during courtship any person makes a point of revealing his or her deficiencies. If one did there would be few marriages. And if advertisers did there would be fewer products sold—or produced.

I am also amused by people who berate advertising who come to advertising professionals to get help putting over a community library or church fund. For some strange reason they don't seem to consider this activity as advertising.

I suppose advertising will always be misunderstood. And there always will be advertisements which need criticism. As long as the critics differentiate between an advertisement as such, and advertising as a necessary and economical way of moving products from assembly line to the consumer, their observations will be of value. If they don't their criticisms will only serve to confuse themselves. I have faith in people. They will recognize the spuriousness of statements by uninformed critics as quickly as they do the misrepresentations of unethical advertisers.

"A JOLLY SHOW INDEED!"
—Time Magazine

"THE YEAR'S FUNNIEST BRITISH FELONY"
—Zaner, Cue Magazine

"BROAD AS IS THE CLEAVAGE BETWEEN TERRY-THOMAS' TWO FRONT TEETH, JUST THAT BROAD IS THE HUMOR IN HIS NEW BRITISH FARCE!"
—Crowther, N. Y. Times

"MADCAP, DELIGHTFUL NONSENSE! A BOUNTIFUL SOURCE OF HAPPINESS!"
—Cook, World Telegram & Sun

TERRY-THOMAS
MAKE MINE MINK
A CONTINENTAL DISTRIBUTING, INC. RELEASE

— Begins TOMORROW —

CATHAUM

LAST DAY "THE VILLAGE OF THE DAMNED"

Nittany

TONITE!
"CONSPIRACY OF HEARTS"

● Starts TOMORROW ●

"As Fine A Crime Film As You Are Likely To See!"

—N.Y. Herald Tribune

IT HAPPENED IN BROAD DAYLIGHT

FROM HIS STORY "THE PLEASE"

"An Artfully Wrought Murder Mystery Thriller" — N. Y. News