Gershenow to Head Liberals

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

eral 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.

Gershenow said that he ac- letters to the editor in last week's to Gershenow.

express the views of the party.

THE DAILY COLLEGIAN. STATE COLLEGE. PENNSYLVANIA

"Liberal party will do every-thing possible to further stu-dent government." Gershenow added.

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 interneship.

Gershenow said that he ac
pointed to the "Back-the Budge et" campaign which Liberal party started as an illustration. Uparty's "Help Cut the Budget Cut Committee," was elected party vice chairman replacing Barry vice chairman replacing Barry vice chairman replacing Barry to courses this summer than were Courses this summer than were Courses this summer than were party started as an illustration. The Budget Cut Committee," was elected party vice chairman replacing Barry to course this summer than were courses this summer than were party is maded.

Gershenow also announced that the summer term, John D. Ridge there will be an open party meeting this Sunday at 6:30 p.m. in the Sunday at 6:30 p.m. in the Sunday at 6:30 p.m. in the said in a statement.

Gershenow said that the suggestions for the reorganization of the party in the spring elections. Snyder is in Chicago on an accounting interneship.

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MI Will Offer Earl Gershenow, junior in cepted the chairmanship of the Daily Collegian were his own beral arts from Ft. Monroe, over the course begin beliefs, and at this time, do not beliefs, and at this time. This Summer

> The Mineral Industries College will be offering more general courses this summer than were

could offer an upperclass course he added.

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.



"A SPORT IS BORN"

For Mademoiselle Position Mrs. Nancy Smith, assistant sibility, imagination and confimerchandising editor for "Mademoiselle" magazine, yesterday interviewed several women from whom she will select one campus provides on-the-job training for representative. Trench Movie Scheduled The French movie, "Papa, Mater the MI College this summer, Ridge continued, because the only for 8 p.m. tomorrow in 209 Home Economics South. Starring in the picture, which has English sub-titles, are Fernand Ledoux, Gaby Morlay, ing Geology 21 and 31 and Nicole Courcel and Robert Lamoureux. The MI College this summer, Ridge continued, because the only for 8 p.m. tomorrow in 209 Home Economics South. Starring in the picture, which has English sub-titles, are Fernand Ledoux, Gaby Morlay, ing Geology 20, 21 and 31 and Nicole Courcel and Robert Lamoureux. The MI College will be offernand Economics South. Starring in the picture, which has English sub-titles, are Fernand Ledoux, Gaby Morlay, ing Geology 20, 21 and 31 and a few geography courses, Ridge moureux.

representative.

The coed chosen will work in reer aim is fashion. It is in use the Mr. Charles Shop in State at many colleges and universities College and help to plan promothroughout the country. tion 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 Mandel-

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

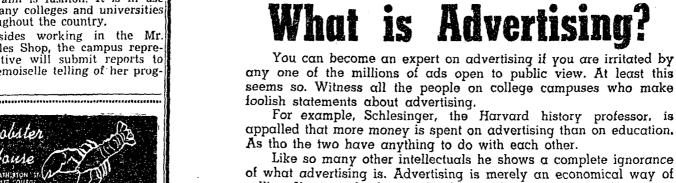
-Chester, common ending for English town names, comes from the Roman word caster meaning camp, since many were originally Roman camp sites.

undergraduate women whose ca-

Besides working in the Mr. Charles Shop, the campus repre-sentative will submit reports to Mademoiselle telling of her prog-



TAXI RETURN GRATIS



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 enter-

prise 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

Of course you will find some ads in poor taste. And a few unthical 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.

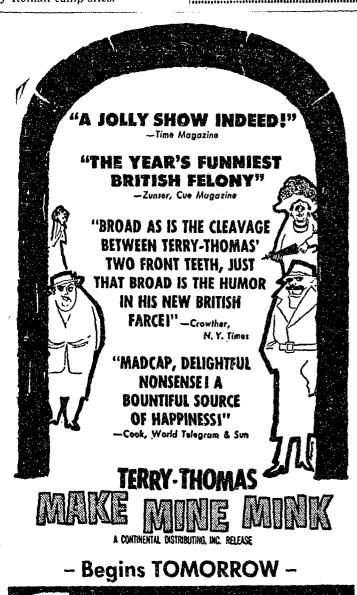
However, the greatest weapon against quackery in any area is an intelligent public. Fortunately the intelligence of the American people is increasing with each generation. If people still retain their prerogative to make decisions for themselves, they cannot but help improve advertisements. All they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



LAST DAY "THE VILLAGE OF THE DAMNED

Starts TOMORROW •

"As Fine A Crime

film As You Are

Likely To See!"

-N.Y. Herald Tribune

A Commontal Databases for Ariess

TONITE!

"CONSPIRACY OF HEARTS"

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