

Editorial Opinion

Like a Ton of Bricks

SGA Assembly will witness tonight a big unveiling by "James Madison" Alexander, who will whip the cloak of secrecy off a completely revised SGA Constitution.

This is not only an unjust task to be thrust upon Assembly, but it is unfair to the student body to have a new government constituted in this hasty order.

It's like being hit by a ton of bricks.

Although it has been known for two years that this reorganization would have to be made, Assembly will get its first look at the proposed changes less than a month before they have to be completed.

The most important internal problem to face SGA since its inception will be dumped into Assembly's lap with just three weeks left to sound out student feeling and hash out proposals in order to have a fit constitution to present to the Senate Committee on Student Affairs for review later this spring.

The wraps will finally be taken off what is supposed to be the culmination of two whole years of observation, study and work. Two years' work must be evaluated and put into final form in three weeks.

Assembly has not been informed of any of the work of the SGA Reorganization Committee in spite of the fact that last October Assembly passed a procedural rule which requires that each committee submit a written report of every meeting to Rules Committee within one week of that meeting.

Reorganization Committee chairman Duane Alexander has said that his committee has met at least three times since October. First of all, this seems like mighty few meetings in which to complete such a constitutional reorganization.

Second of all, a report on each of these meetings should have been presented to SGA Rules Committee as required by law so that SGA was aware of the progress of the committee for the last four months.

Rules Committee chairman Joan Cavanagh said last night that no reports have ever been turned in by the Reorganization Committee.

Elections are scheduled for April 18-20. This may be a physical impossibility if a complete new election system is going to be constituted in the meantime.

Political parties are supposed to meet for the first time Sunday night to begin to organize their campaign for spring elections. We don't know what they can plan—when they don't even know what the elections system will be.

The muddle of confusion that will be caused in student government in the next three weeks could be endless.

A Student-Operated Newspaper 56 Years of Editorial Freedom

The Daily Collegian

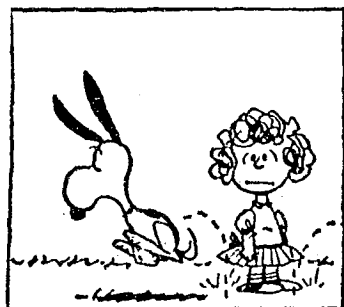
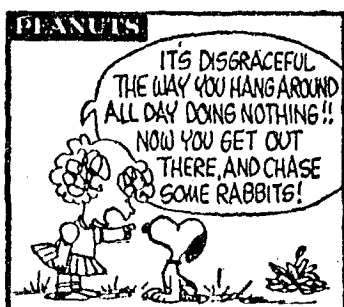
Successor to The Free Lance, est. 1887

Published Tuesday through Saturday morning during the University year. The Daily Collegian is a student-operated newspaper. Entered as second-class matter July 6, 1934 at the State College, Pa. Post Office under the act of March 3, 1879.

Mail Subscription Prices: \$3.00 per semester - \$5.00 per year. Mailing Address - Box 261, State College, Pa.

JOHN BLACK Editor

Business Manager CHESTER LUCIDO



Letters

Book Buying Policy Draws Complaint

TO THE EDITOR: In the March 14 edition of the Collegian there is an article mentioning the fact that the Pattee Library has just recently purchased a rare collection of 250 books of English Literature dating back to the 17th and 18th Centuries.

I am not questioning the needs of the English Department for research material, but are these collections, costing thousands of dollars, necessary in place of needed course texts of which two or three editions on reserve suffice the needs of the entire student body.

Can the library afford these rare copies and sacrifice the required needs of the student body? Are the books that valuable to the University library and English Department?

Once the books do arrive, will they be just thrown into another dark alcove beyond the undergraduate's reach, and classified as dead knowledge? Jacques Barzun has a most appropriate note in "Teacher in America" . . . "the library—originally founded to give out books becomes a museum designed to keep them in."

Is it not the policy of the University to use the money legislated to it so it benefits the majority of the students, including the undergraduates? Is this what President Walker wants with his recent budget appeal to the state legislature?

Or, maybe Swift was right . . . "Seamen have a custom when they meet a whale to fling him out and empty tub by way of amusement to divert him from laying violent hands upon the ship."

—Bill Welch '62

Frosh Discusses 'Ad'on Advertising

TO THE EDITOR: I'd like to ask the origin of the article on advertising in the March 7 issue of the Collegian. I would like to comment on an important facet of advertising that the article has failed to relate and perhaps avoided.

What, all of a sudden, has become of the great field of "motivational research"? Is the writer of this essay blind to all the ads that try to sell products that people don't need by appealing to their desire for prestige?

—Carole Carpey '64

(Editor's Note: The advertisement was written by Richard Byers, associate professor of journalism, and sponsored by Alpha Delta Sigma, professional advertising society.)

Gazette

TODAY

- Accounting Club, 7:15 p.m., 110 E.E. Air Force Blue Notes, 8 p.m., 111 Boucke Angel Flight Reception, 8 p.m., HUB ballroom BX Candidate School, 6:30 p.m., HUB assembly room Campus Party, 6 p.m., 212 HUB Career Exposition Publicity Committee, 7:30 p.m., 213 HUB Chemistry Colloquium, 12:30 p.m., 302 Whitmore Chess Lessons, 7 p.m., HUB cardroom Council for Exceptional Children, 6:45 p.m., 218 HUB Education Student Council, 8 p.m., HUB assembly room Faculty Women's Bridge, 7:45 p.m., 212 HUB Gamma Sigma and Alpha Phi Omega Combined Exec. Meeting, 6:15 p.m., McElwain back study lounge ICUB Meeting, 6:30 p.m., 215 HUB IVCF Meeting, 12:45 p.m., 218 HUB Lecture "Child Development: A Basic Science for Child Care," 8 p.m., 121 Sparks Meditation Chapel Choir, Lenten Musical Service, 4:15 p.m., Eisenhower Chapel Panhel Housing Committee, 9:30 p.m., 217 HUB Placement, 8 to 5 p.m., 212 HUB SGA, 7:30 p.m., 203 HUB Spring Week, Queen of Hearts, 6:30 p.m., 218 HUB Student Christian Association, 6:30 p.m., 214 HUB "Wonderful Town," 8 p.m., Schwab University Party, 7 p.m., 218 HUB Wesley Foundation, Matins and Breakfast, 7 a.m., 256 East College Ave.

Letters

Advertisement Criticized

TO THE EDITOR: Those boxed testimonials you have been running on behalf of advertising have brought tears into my eyes—already misty from reading Edgar A. Guest, Norman Vincent Peale and other clear thinkers who make Arthur M. Schlesinger Jr. look like a college professor.

The latest testimonial touched at the deepest wellsprings of my being, when I read that "Historians agree that paid messages had their first start (sic) during this period (the founding of our country)." This made me realize that perhaps Paul Revere was our first ad man, since he got out a sixty second message heard "round the world."

How he did this without the benefit of an agency is really more than I can understand and I have accordingly reworked his message to show what enlightened advertising—so much abused by college professors and other useless intellectuals—could have made of it:

"WAKE UP! WAKE UP! Paul Revere, maker of fine kettles, pots, frying pans, salt-and-pepper sets and a variety of copperware unexcelled for its fineness of tone, its purity of design, its durability—Paul Revere brings you word that those lovable redcoated devils, the British, are on the move again . . ."

Stay glued to your local window and let them have it—but don't aim for their buttons, because those buttons are made of copper, and copper is a whopper of a stopper of drab, old lead.

Next time you're in Boston stop in and see Paul Revere—just a stone's throw from the Old North Church—and treat yourself to a new copper breastplate for the coming

revolution; and remember: COPPER IS A WHOPPER OF A STOPPER OF DRAB, OLD LEAD.

This message brought to you as a public service.

How did they ever pull off the revolution without modern advertising?

—Gilbert Aberg (Editor's Note: Those "boxed testimonials" are themselves advertisements for the institution of advertising. They are not staff written.)

Williams Clarifies Letter on Policy

TO THE EDITOR: I apologize for whatever suggestion my letter of March 11 may have contained about the personal views of Dr. Monroe Newman on the question of discrimination. He is to be counted among those who desire fair and equal treatment for all persons regardless of race, creed, or color.

Nor was my letter intended to be a criticism of Mr. Wilmer Wise as a person, although I am uncertain about Mr. Wise's personal views.

My criticism was a criticism of what Dr. Newman and Mr. Wise stated to be official University policy.

—Preston N. Williams University Chaplain Coordinator of Religious Affairs

WDFM Schedule

THURSDAY

- 8:25 Financial Tidbits 8:30 Stock Market Reports 4:00 Critic's Choice 5:00 Music at Five 6:00 Studio X 6:55 Weatherscope 7:00 Seven O'Clock Report 7:15 Album Review 7:30 Portrait of a City 7:55 News Roundup 8:00 This Is the Subject 9:00 Folk Music 9:30 Opinion 15 9:45 News, Weather, Sports 10:00 Chamber Concert 12:00 Sign Off

World at a Glance Kennedy Meets With Reporters U.N. Hears Cuban Charge

WASHINGTON (AP) — President Kennedy called yesterday for religious harmony, warning that if the country divides on the school aid issue "our national strength" will be sapped.

At the news conference, Kennedy also dealt with these other matters:

LAOS—The United States is determined, Kennedy said, "to support the government and the people of Laos" in resisting what he called rebel attacks there "backed by personnel and supplies from outside."

UNITED NATIONS — The President said he plans to address the United Nations General Assembly now meeting in New York.

WORK WEEK — Touching off a round of chuckles, Kennedy said he would like a shorter work week for himself. But he added in a serious tone that he is against a shorter week as a general policy for American workers.

DISARMAMENT — Kennedy said the United States has suggested that East-West negotiations on general disarmament be resumed in August.

Jones Quits Court Because of Eyesight

PITTSBURGH (AP) — Charles Alvin Jones, chief justice of the Pennsylvania Supreme Court since 1956, said yesterday he is resigning because of poor eyesight.

Jones said he is hopeful his resignation can become effective by the end of July when he expects to complete his judicial affairs.

Prof Named Ambassador

WASHINGTON (AP) — President Kennedy yesterday chose J. Kenneth Galbraith, Harvard professor of economics, to be ambassador to India.

UNITED NATIONS, N.Y. (AP) Cuba put before the United Nations yesterday a charge that the Kennedy administration is intensifying a U.S. campaign aimed at overthrowing Prime Minister Fidel Castro's revolutionary regime.

Raul Roa, Cuban foreign minister, made plain he was doing so in order to buttress Castro's Soviet-supported charges pending before the U.N. General Assembly that the United States is planning armed aggression against Cuba.

Roa sent a letter to Frederick H. Boland of Ireland, president of the assembly, linking the United States with an attack by an armed speedboat on the nationalized Texaco oil refinery at Santiago on Monday. Roa described the incident as "an act of international political piracy."

Congo Premier Addresses U.N.

LEOPOLDVILLE, the Congo (AP) — Premier Joseph Ileo said yesterday negotiations are under way to bring rebel Oriental Province into the proposed Congolese confederation.

He also told the United Nations there is no longer any need for an international military force in the Congo and said that U.N. reinforcements on the way would be better advised to stay home.

Senate Passes Aid For Depressed Areas

WASHINGTON (AP) — The Senate last night passed President Kennedy's bill designed to bring new jobs to communities suffering from depression.

The bill would provide \$300 million in loans and \$94 million in grants to try to attract new job-making industries to distressed communities.