

Editorial Opinion

List of Thanks

In honor of this Thanksgiving Day, 1962, when all the nation takes a few moments to give thanks for the many wonderful happenings in our lives, we contribute this list: To Pattee Library for remaining open all day. To food service for taking the time and expense of preparing an extra-special dinner. To Premiers Khrushchey and Castro for giving us something to be thankful for. To President Abraham Lincoln for setting aside this day for giving thanks. To the Pilgrims for initiating the event in this country. To those USG Congressmen who have taken an active interest in the affairs of students. To our many writers of letters to the editor this fall. To our constant critics who keep us ever-conscious of the responsible job we are expected to do. To our cooperative news sources. To the University Senate for voting to put ROTC on a voluntary basis. To the Nittany Lions and Coach Rip Engle for giving us so many pleasurable afternoons of football this fall. To those state and national political candidates who were concerned enough about our viewpoint to speak on this campus and answer our questions. To those radio stations and merchants, if there are any, who have waited for this holiday to pass before promoting Christmas advertising. To the University Theatre for presenting two fine, enjoyable productions for us this fall. To the Artists Series program for bringing many outstanding artists to campus this fall. To our professors who seem to find more time for assignments each term. For the University Creamery's ice cream. For those administrators who work for and cooperate with students. For the opportunity to live in a country where the individual is free to further his own interests and make his own decisions without fear of repercussions from the government. For the opportunity to live in a country where it is an established right to worship and pray and give thanks to that god which we believe in.

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The Daily Collegian

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ANN PALMER Editor

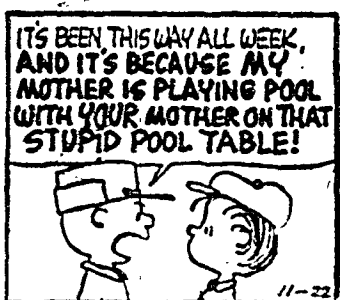
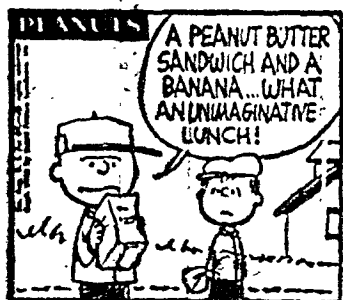
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for the record

More Peter, Paul and Marys?

by carol kunkleman

Good for a laugh — November is National Do-It Yourself Folk Singing Month. According to a press release proclaiming the merits of the unique theme, the designation "gives you full license to come out of the shower stall and try your untutored vocal chords in public."

And what's more, you can get a complete do-it-yourself folk singing kit with instructions generously provided.

The whole idea is the brainchild of Tom and Dick Smothers, a pair of young folk singer-comedians, who claim they consider folk singing an important national resource.

To promote their month, the Smothers brothers have written a handy booklet entitled "How To Be a Folk Singer."

"We generously share what we have learned by experience with

all beginning folk singers," they claim.

Their comments are included in the booklet along with observations on who can be a folk singer, how to start, how to practice, how to steal songs and how to dress the part.

The booklet plus another on the simplified, modern, self-teaching method of learning to play the guitar comes with the kit. And if you promise to read the material seriously, you're permitted to sign your name to the 8 1/2 x 11 diploma with a gold seal that is also stuffed in the pocket.

Now to be forgotten in the kit are the caricatures illustrating vital points on the correct procedure for playing the guitar. Recreated are such contortions as the abdomen carry method of holding the guitar and the right hip sling guitar hold. The first is designed to create an interesting visual impression and the second to give a casual yet authoritative impression, or so the book says.

On the subject of what to sing,

Smothers brothers advocate creating your own material, based on important events that occur in your life. As an example, they suggest you create a song something like this:

"Oh, my division won The company bowling league-o. Oh, my division won The company bowling league-o Those talented men Hit every pin And we won the company bowling league-o."

In order to allay any fears by more conservative members of society, the agency releasing the information exposes the farce.

The agency writes: "Perhaps the Smothers Brothers attitude is best summed up by their dedication in their booklet: 'This booklet is dedicated to the proposition that happy people can spoof even those subjects most dear to their hearts.'"

I don't know whether folk singing is the best way to do this, but it might be worth a try.



KUNKLEMAN

Letters

Gossage Speech on Advertising Attacked in Letter from Alum

TO THE EDITOR: I read with interest a report of a speech by Howard L. Gossage, distinguished visiting professor of journalism, in the Leviathan, publication of the Liberal Arts Student Council. The speech, delivered to students on Oct. 22, is what I consider to be a most unfair, fully undocumented attack on the profession of journalism, i. e., advertising.

If Mr. Gossage's contention, "The advertising of products today has no merit in its contribution to the welfare of the United States," has positive merit, then I submit to you that The Daily Collegian should at once refuse to accept advertising in its publication!

It is disconcerting indeed to become aware of the fact that a man who himself is engaged in the advertising business and who has been honored as a distinguished visiting professor of journalism is apparently teaching that "the advertising industry is geared now so that as an industry it is not equipped to handle the many problems confronting it now inside and outside its organization."

In our humble opinion, these are generalizations which simply are not true, and if students believe them they're being cheated! While Mr. Gossage argues that "advertisers and industry do not distinguish between important and unimportant and good and evil in the products they advertise," he fails to recognize that this country is geared to progress and that advertising has played a vital role in educating (and selling, if he'll pardon the expression!) the public improved goods and services.

Further, he has made a judgment involving standards and I fail to see where he has first defined the standards! Open any publication and see for yourself that most advertisers are concerned with important, good things and, I submit, make a noble effort to present the truth about their products and services.

Yes, there are exceptions, but to teach that an entire industry has "no merit" on the basis of the exceptions is indeed a gross miscarriage of teaching!

Does Mr. Gossage close his eyes to the positive side of advertising? Is he recommending that journalism students of today do the same? If so, as a Penn State journalism graduate, I suggest that the entire curriculum be reviewed and that the question be asked, "Just what is our purpose in the journalism department?"

It seems to me that the department's name should be changed, or (and far more desirable) that a complete re-evaluation of principles and goals be undertaken. To me, it appears that it would be pretty tough to teach something in which you have no belief!

Finally, perhaps "standards" is the most important word in this letter. While Mr. Gossage is so

hasty in his judgement of advertising, I'd like to point out that probably the least objectionable phase of the now defunct Froth was its advertising. Now, how does he account for that? It looks to me like the Department of Journalism needs some standards all the way down the line!

I ask Mr. Gossage to forgive me, but I am engaged in the advertising business with my husband (another Penn Stater who went astray into the bad, bad advertising field), and have a sense of pride and sound conviction that positive evaluation goes into our work.

—Mimi Ungar Barash, '53

Holiday Thoughts

TO THE EDITOR: Thanksgiving. What does that word mean to us today? Most certainly it does not have the same meaning for us that it had for the Pilgrims so many years ago. In them it inspired the thoughts of a day when they could give thanks to the God in whose name they had suffered so greatly — a day when they could rejoice at the simple fact that they were alive and had enough to eat.

We have come a long way since that first Thanksgiving celebration. We have built a nation out of a wilderness, fathered the ideas of freedom and democracy, conquered countless "unconquerable" diseases, penetrated the hidden recess of the mind itself, harnessed the tremendous energy of the atom and have forced it to do our bidding.

But, for all of this, are we so much wiser than the Pilgrims? We have gained scientific wisdom at the cost of being grateful—grateful, that is, in the way our forefathers were grateful. We have made Thanksgiving a legal national holiday, but they made it God's holiday.

—James B. Vandergrift, '64

Poem Again Given As Reply to Query About Fighting

In reference to Charles F. Jackson's poem of Nov. 7 entitled "Would I Fight?":

Bring in the chairs and bring on the tables, Let us talk, let our relations be stable. For if we talk, our problems will cease, Far better than fighting, there will be peace.

But tables come in many a type, And for this reason, nations shall gripe. The square ones are sharp and the round will sway, Thus, there'll be no talking today.

So roll out the guns and bring on the boys, Let 'em know we can make a helluva noise. Businessmen laugh, the economy soars, There are smiles on faces as the big gun roars.

The battle was fierce, the boys fought well, And when the smoke lifted, we looked at the Hell! The bodies were cleared, wives received cables, And when it was over, they rolled out the tables.

Would I fight, probably so. Would I like it, HELL NO!

—Edward Silver, '63

Campus Beat In a Holiday Setting

Traffic jams in State College last evening, as exodus for Thanksgiving at home again... more students on campus who would like not to be on campus... Santa's house is set up at the foot of the Mall again... Victory over Pitt could stir the biggest post-game rally in State College ever.

—Prof Wayne

