

# Cataloguing Colleges

An English professor at Brooklyn College has unleashed a strong criticism of American colleges and touched off a series of editorials in campus newspapers all over the country.

Writing in the April issue of Harper's magazine, David Boroff says that it is just possible "college professors and students are actors in a vast comedy, a mad travesty of solemn ritual, wasted times, and trumped-up claims."

Boroff takes swings at nearly every phase of college life including the curriculum, administration, professors, extracurricular activities, scholarly journals, and stagnant educational ideas.

For example, he writes about college curricula:

"All too often universities are simply research factories with little relationship to that bold exercise of ideas which should be the peculiar genius of an institution of higher learning."

About administrators: "They are likely to be smiling, smiling products of teachers college or some other emporium of inane good will and well-roundedness. All too frequently, they are undereducated themselves."

Professors: "If his status is high, his income still is low—probably a few

cuts lower, on the average—than that of a member of the Teamsters' Union. The professor's characteristic bearing is one of dignified self-pity."

But Boroff's most introspective, if not most disturbing view embraces the individual student. He asks how many college graduates are significantly shaped by their experience in school, how many have developed the habit of disciplined thinking, and how many are, by decent standards, well educated.

His answer? Very few.

Since the launching of the first Russian Sputnik spurred the U.S. from its throes of complacency over education, Boroff's article has been probably the most caustic condemnation of American higher education. He has assailed the nation's colleges in some of their most sensitive spots.

Boroff suggested that colleges improve by striving to enlarge students' imagination and give students a chance for more independent work. The leap to excellence, he emphasizes, will nevertheless require the strong will of the nation's colleges.

The article is one that every college, administrator, faculty member, and student would do well to consider. The so-called "leap" to educational excellence will never be initiated without an objective evaluation of oneself. Candor is a must.

# The Readers' Forum

## 'Power' Politics

To The Editor:

I read with interest the account of SC's every-other-year battle over a constitution. Mr. Odear's efforts are to be commended since he and his followers are the first group to make a serious bid at a liberal revival on the rightest UK campus.

Again, however, we see that those who are overly concerned with such things as "power" have apparently won another battle.

I know about these battles because I saw two student government forms fail in four years.

They failed because SC or whatever you want to call it was saddled to organizations. The sense of the individual was lost in the whims of a Greek group or some other "powerful" group.

We need now, or we needed then, a political system in which individual rather than the "group" plays the biggest part.

UK's political parties are a prime example of dominance by the "group."

SC's problem is simple—yet most are blind to it. It isn't an "SC" problem at all. UK is so bound up by conflicting governing groups that no one gives an inch. Student government must be centralized and the constitution must not just govern the group, "SC." It must be a governing force for all groups—the students at UK.

This central governing group should have the power to appropriate funds to all student groups (all who annually receive any money from tuition fees). It should have the power to raise its own money by setting up savings funds which draw interest.

In short, the power must be broad, but above all, the government must be centralized.

And, oh yes, someone ought to

ask Mr. Odear to run for SC president. Who else is there?

DAN MILLOTT

## Suggestions Wanted

To The Editor:

There is a good possibility that funds may be available soon for the construction of the first addition to the University's general library. In view of this possibility, a preliminary building program is now being drawn up.

There is a faculty Library Building Committee consisting of the following members: Dr. A. D. Kirwan, Graduate School dean; Dr. A. L. Cooke, English Department; Dr. Stephen Diachun, University Honors Program; Dr. Herbert Riley, Botany Department; Dr. E. F. Hartford, College of Education; and Dr. E. M. Spokes, Department of Mining and Metallurgical Engineering. This committee, together with the staff of the university libraries, will be primarily responsible for drawing up a program for the first addition.

Although responsibility for a library building rests with the committee and the library staff, every member of the University community is invited to participate in our work. Ideas and suggestions should be submitted to any member of the committee or of the professional library staff. Anyone who wishes to present a suggestion to the committee or to listen to the discussions and participate in them is welcome to attend the meetings.

The tentative drawings showing the area to be occupied by the proposed first addition and minutes of the meetings of the Library Building Committee are available for consultation in the office of the director of libraries, and all interested teachers, students, readers, and friends of the library are invited to study them.

LAWRENCE S. THOMPSON  
Director of Libraries



"We'll just have to rush harder next year."

# Teensy Weensy TV Twak

By JOHN ALLAN MAY

Christian Science Monitor Writer

LONDON—Advertising agents, as everybody who watches commercial television knows, have made a revolutionary discovery about what a certain comic character would call human beans.

It is that human beans are most impressed by baby talk.

An agent wants, let us say, to persuade us to go out and buy some steel girders. All right then. On comes a funny little character moppet with ribbons in her hair. She hails a kangaroo that happens to be passing. "To Dickie, Tommy, and Uncoo Stanwies," she says, hopping aboard. "As fast as fast as fast!"

She giggles, simpers, and turning full to the camera, confides in us, "Daddy said I got to get dere quickwy case dey wun out, 'cos Dickie, Tommy and Uncoo Stanwies make de best steel girders in all de whole wide world."

The kangaroo takes off and in a single bound goes into orbit. Apparently Richard, Thomas, and Baldwins are opening a place on the moon.

When baby talk is all used up for the day, the advertising agent will go on winning friends and influencing people with confiding Mummy talk. "We all want our husbands to grow up," Mummy confides in a soft cooing voice, apparently right into the ear of the cameraman, "strong and handsome and fine."

"Let me tell you a secret. My Buster was once quite a baby and plain and surly and everything. You wouldn't think it to look at him now. He's different. And all I did was to get him to change his shoe polish to Aunt Emily's famous Picklepol. It's homemade in the biggest, cleanest, whitest factory in New Jersey. Here Buster!" A tall grin with dark hair comes obediently out of the kitchen wagging his ears.

Finally when everything else is finished there is the good old-fashioned shout. An unidentified character comes on the screen and simply bellows, "Get Chuff - chuff! Chuff - chuff! CHUFF - CHUFF!" This way the advertiser gets extra time because the voice echoes round your sitting room for almost 30 seconds. "Chuff - chuff! Chuff - chuff! CHUFF-CHUFF!" You don't even know what it is.

Apparently the great point is that this

technique works. That excuses it. It is simply the best way of getting across to the public. It has been proved. This being so it cannot be long before we can expect it to be adapted to our political life.

The candidate's friends will simply appear before us, on the screen or in person, and shout, "Higgins! Higgins! HIG-IG-INS!" and go away. Whatever Higgins is standing for and whatever his views on whatever may be, and whoever Higgins himself is when he is himself, come what may, we shall, it seems, be impressed.

A kind lady then will softly coo at us, "Higgins is your friend and my friend and your friend's friend. Higgins is the friendliest friend. Higgins is good for you." And, sighing, "Higgins!"

Finally, Higgins himself, now Secretary for the Treasury, wishing to put across his budget with maximum impact will address the House:

"Everwebody wants his taxie-waxies snippety-wipped, doesn't he? Uncle Higgie is doing to do dust dat. Uncle Higgie is doing to tut taxes of space wockets and on wayway twains and on statues to all the famoset men and everything. 'Oo won't mind paying just a teensy weeny bit more tax on your silly ole wefwigewater will 'oo? And on your automobilie-wheelie? Say ninety-nine per centie-wentie. I know, let's all hippety-hoppety out to the lobby and vote ayessie-waysie."

This, the agencies prove, will be far more effective than any reasoned statement. We like this kind of thing best.

Or do we?

A little shadow of doubt, no bigger than a thunderstorm, seems to have been cast by Mr. Norman Watson, head of a big British firm producing toys and games. "The person who made the greatest mistake in 1959 was myself: costing the company so great a figure that it frightens me," he has told departmental managers. "I dictaed the policy. I did not realize that television advertising has become an irritant."

All human beans will hope television advertisers take note of this and listen to reason. Reason is good for 'oo. Reason. Reason. REASON.

# The Kentucky Kernel

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