

## *Step right up and...*

Having visited the "college fair" that appeared at the New York Colliseum recently, I recognized that yet another American institution has joined the marketing bandwagon.

At the fair over six hundred colleges were represented by admissions officers who sat in small booths armed with slides, brochures, and statistics. These individuals were poised and ready to snatch any prospective student

who was unfortunate enough to step too close to their table. Once trapped, there is no escaping the characteristic sales pitch which covers every vital facet of the school from the number of blondes on campus to the availability of coaches for extra-help.

### **Soporific slide sequences**

The monotonous slide sequences answer important questions like "Is that the only shade the baseball uniforms come in?" and "Are those the only three pools you have?" Before one is permitted to leave, he must first sign up to receive further information by mail, including a catalogue, application forms, Pearl Bailey's chicken recipes, and a collection of Lithuanian love songs.

In addition to the slide shows, many of the colleges were equipped with aerial photographs of the school from different angles. Some of these views were quite breathtaking. I was very impressed with one shot until the representative admitted to me that it was a picture of another school's campus.

### **Call it corny**

In a further effort to entice students, many tables carried creative advertisements. One table had a picture of a large piece of corn covered with vital facts and the caption: "Lehigh lends you its ear". This was just one of the many examples of how the respect and dignity of a school is maintained at a "college fair."

Although such devices as "college fairs" may give students a broad view of the college scene, they force the schools to be lined up like food items in a super market, where choices are largely made on the basis of packaging alone. It is less important to see the external "wrapping" of an institution than the educational atmosphere that may or may not lie inside.

—Lawrence Savell VI