

STATE COLLEGIAN

Published on Thursday of each week during the college year by the students of The Pennsylvania State College in the interest of the Students, Faculty, Alumni and Friends of the college.

Entered at the Postoffice, State College, Pa., as second class matter

Editor in Chief

C. MacC. BREITINGER, '11

Assistant Editor

R. F. HEMINGWAY, '11

Associate Editors

D. R. MASON, '11

W. S. KRIEBEL, JR., '12

W. P. LITTLE, '12

B. S. RUSSELL, Jr., '13

Business Manager

C. F. PRESTON, '11

Assistant

E. A. JAMES, '12

SUBSCRIPTION

\$1.50 per year or \$1.25 if paid within 30 days after date of subscription

THURSDAY, OCT. 7, 1910

Support the Collegian.

It is indeed a most deplorable fact that the attention of the students should again have to be recalled to a more complete understanding, that it is entirely a matter of choice with them whether they intend to give their college paper unfailing support or whether they are willing to stand idly by and see it travel the road to failure.

During the past week there have been altogether too many requests for the discontinuance of subscriptions, at least a dozen or over—and this percentage is extremely high. The difficulties under which the board labor are vastly too far reaching to enumerate, but each man in college can readily appreciate what weighty problems have to be met and accurately solved for the practical welfare and general prosperity of a weekly in this institution.

It does not seem plausible that any man cannot afford \$1.25 a year to share the benefits derived from keeping in close touch with the general affairs and movements of his own college. Some small sacrifice at this point or that, will give you a thing you absolutely need, something that is indispensable to you and something you will still refer to, when out of college. The State Collegian.

Your loyalty to Penn State means your support of each and every State custom and undertaking, and we urge you now to give this matter ample thought and due consideration.

So, do not send any more refusals to take the paper; we will be disappointed to receive them now and you will deeply regret you act later on.

Cheering.

At the opening gridiron contest last Saturday, a most noticeable feature was the spirit of the cheering. Bigger games are now approaching and our team needs the support of the students in the stands. When the cheer leader calls for a yell, let it be a yell, get up on your feet and make yourself heard all over the field. It is this, that carries the spirit of the men in back of the team to the field, and more than once has it aided in signalling defeat to formidable opponents.

Carnegie Tech is here on Saturday and while this may not be a particularly hard game, it will not be a walkover. Now, let us rouse ourselves at the very beginning of the season and yell for the team in a way that means something.

A word to the "cheerleader" of Saturday, the only noticeable feature in connection with your cheering was that you do not keep together. Your spirit was good and beyond criticism. Next Saturday and all succeeding ones, watch your cheer leader, follow his lead and your cheers will be properly given and we will have no fault to find.

Date of Pennsylvania Day.

We desire to correct the date of the annual Pennsylvania day as it has been generally understood to be Friday November 19.

Owing to the fact that it is somewhat inconvenient between election time and Thanksgiving, the day set aside for the college exercises memorial to this day, will be Friday November 11. Extensive preparations are already being made to make this one of the biggest events of its kind, since the founding of the institution.

In Reference to Class Colors.

The statement as published in the last issue of this paper relative to the abolition of class colors is somewhat ambiguous in as much as the color scheme has not been entirely done away with.

The class of 1914 will have class colors but they will not be worn in form of a jersey. This step, although a modification of ridding ourselves entirely of an objectionable feature, is in the right direction and apparently it will be only a matter of time, when the whole matter will be settled by absolute abolition in any form whatsoever.

Illustrated Lecture Saturday, Night.

The first free lecture of the year under the auspices of the popular free lecture course will be delivered by Dr. C. K. Edmunds "On the China of Today." Dr. Edmunds is the President of the Canton Christian college, Canton, China; a college that has a far reaching influence in that country. George Weidman Groff '07 is one of the Professors in the college. Dr. Edmunds is delivering this lecture en route to China and will surely have much of interest on that mighty empire which is moving out of the old life into the new. Every new student should put this date down and not fail to come. All the old men will be there.

Y. M. C. A. Meetings.

The regular Sunday evening meeting of the Young Men's Christian Association will be held in the old chapel on Oct. 9, at 6:30 p. m. All are most cordially invited to attend.

The two year agricultural bible class will be held in the assembly room of the Agricultural building on Sunday morning at 9:30 o'clock.

At ten o'clock Sunday morning the freshmen bible class will meet in the old chapel. All freshmen are urged to attend this meeting.

The Tuesday evening prayer meeting will take place in the old chapel on that evening at 6:30 p. m.

President Sparks' Trip.

Dr. E. E. Sparks will today deliver an address to the Farmers National Congress at Lincoln Nebraska. He will visit en route Purdue University at Lafayette, Ind., University of Illinois at Urbana, Ill., and University of Iowa at Iowa City.

Presidents Reception Soon.

President and Mrs. Edwin Lyle Sparks will receive the members of the Senior class on Friday Oct. 14, 1910, eight to ten p. m. at the Presidents residence on the West campus.

PROF. DIEMER'S BOOK

Volume is Entitled "The Development of Aids to Efficient Production"

Factory organization and administration—by Hugo Diemer, M. E., professor of Industrial engineering, Pennsylvania State College. New York McGraw-Hill Book company cloth, 6.1-4 x 9 3-4 inches, ps. 317, 150-text illustrations, \$3, net

This book will be of immediate and practical value to overworked superintendents and managers struggling to reduce the cost of production and to meet the demands of directors who see the greater success of rival concerns. The book will be of service, no doubt, in interesting technically educated apprentices in the manufacturing industries to take up the study of "industrial engineering," so that the growing demand for properly educated and trained managers may be filled, with resultant general progress in manufacture everywhere. A careful reading of this book will repay any engineer who feels that the operations of the concern he may be associated with are bound up in endless "red tape" the utility of which is beyond his mental grasp. He will get a view of the need for routines and formalities, for certain requisitions, receipts and data sheets which, perhaps, now tax his patience and hamper his actions. This book may lead him to a sound opinion of whether or not the objectionable features should be eliminated, and may give him a real basis of criticism, or a complacent acceptance of the burden.

The scope of the ideas is broad, the arrangement is logical and the discussions are often quite absorbing. The expression is clear and vigorous—so vigorous at rare intervals as to embody slang, as for instance, when the author utters this truism.

Cooperation must be honest. There must be no wishy-washy, namby-pambyism. A lot of rah-rahing at a company ball game is no sign that employees don't laugh up their sleeves at insincere patronizing.

The book starts with a brief account of the use of "industrial engineering," by which is meant the rational application of scientific knowledge and of engineering and economic principles to the commercial production of any manufactured article. It shows in a few words the inadequacy of a man, versed merely in one or two of several branches like selling, purchasing, financial manipulation, handling labor, mechanical engineering, etc., etc., for controlling the integral operations of a manufacturing plant. The book beyond this introduction discusses the various and important ideas that should predominate in the organization and operation of a highly efficient producing plant.

Civic Club Elections.

The following men have been elected to the Civic club
1911—Gundel, Riblet, Clark, Humberger, Pelton, Throckmorton, Fulton, Shrednik, Josoput, Steidle.
1912—Fortenbaugh, McConnell, Chubb, Munich, Weaver, Adams, H. S. Rogers, Swope, Kegarice, Tanguy, Dawson, Brown, Fuller, Holston, Webber.

Track Finals

A final track meet for all sophomores and freshmen prior to cutting down the squad will be held on Beaver field at 1:30 p. m. Saturday.

Only those men who make good will be excused from drill and retained on the squad.

Every man is strangely urged to come out and try for a place on the winter squad.

We carry a full line of

Students' Supplies

The Athletic Store

The Park Hotel

Williamsport, Pa.

Headquarters for all "State" teams. Located opposite the P. R. R. station. Free bus to P & R R station. Rates \$2.50 per day and upward.

D. KAVANAUGH, Manager

GEORGE B. JACKSON

CIGARS, TOBACCO AND FRESH ROASTED PEANUTS.

A Full Line of "Smokers' Fancy Articles" ALLEN ST., STATE COLLEGE, PA.

The First National Bank

BELLEFONTE

Capital \$100,000 Surplus \$100,000

O. E. SHAW, Harnessmaker

J. B. MINGLE, Shoemaker

Allen Street

G. E. SBAEY

Jeweler and Optician

POST CARDS COLLEGE JEWELRY

F. P. BLAIR & CO.

BELLEFONTE

JEWELERS AND OPTICIANS Cor. of Broeckerhoff House. All mail orders promptly attended to. Fine watch and jewelry repairing a specialty. Both phones.

J. C. MARKLE

All Kinds of Choice Meats

Fish in season

138 College Avenue Both phones

S. E. KIMFORT

Headquarters for

Choice Meats of All Kinds

Fryer Street Both phones

CHAS. A. WOMER

Tonsorial Artist

Your patronage solicited. First class work guaranteed.

UNDER HOTEL

S's POOL ROOM

and BAKER SHOP

123 Alley Street

The Centre County Bank

Bellefonte

C. D. CASEBEER

Jeweler and Optician

All kinds of repair work promptly done. Eyes examined. Free eye optical parlor.

BELLEFONTE PENNSYLVANIA

Sheasly & Gentzel

Dry Goods, Groceries, Notions

Furniture and Carpets

Headquarter, for

FINE CONFECTIONERY

Nos. 200-206 College Avenue

Kartswick's Shoe Store

Headquarters for

Walk-Over Crawford SHOES Banister

Meek Block Allen Street

The Potter-Hoy Hardware Co.

Everything in Hardware

Distributors for the

PENINSULAR PAINT and VARNISH CO'S

complete line

ASPHALT ROOFINGS...

our specialty

BELLEFONTE, PA.

Smith the Photographer

and dealer in Eastman Supplies

Also agent for

Columbia Graphophones

and Indestructible Records

212 East College Avenue

State College

The First National Bank

State College, Pa.

3% interest

on time deposits, payable semi-annually

Accounts solicited

H. A. EVEY

Livery

CAB WORK A SPECIALTY

Both Phones

Sheffler's Restaurant

Opposite Hotel

Pies Sandwiches Soups