

OPPORTUNITIES SHOWN FOR PUBLICITY AGENTS

Professor Kirkwood Emphasizes World Wide Importance of Publicity Agencies

"Work of the press agent and its opportunities" was the theme of the lecture delivered by Professor W P Kirkwood to a body of students in Journalism Wednesday afternoon.

Going on now in the United States, Professor Kirkwood brought out, is an important development which is becoming of social and economic importance.

This important development is called scientific publicity or as more commonly known, press agents or bureaus.

The proposal is to identify the town or station by rotating the light in a certain manner. Thus a string of these land lighthouses could be set up, twenty-five miles apart, between two points, like New York and Washington.

This wide spread importance of publicity opens a new field to trained men. Because of the great number of organizations using publicity in their work, there are many opportunities for young men to obtain very good positions.

INTERESTING LECTURES GIVEN IN SCOUT COURSE

Several lectures have been recently given in connection with Girl Scout course which Miss Katherine Dabney, of the National Girl Scout Association, organized on the campus.

The first of the follow-up talks was given February ninth by Mr. M. W. White on Map Making and the Use of the Compass. Signalling and Drill was the subject of Colonel Comly's discussion in the Armory last Monday evening.

The subjects to be considered in the meetings scheduled for the remainder of the month include First Aid, which Mrs. Jones of the local Red Cross organization will discuss next Tuesday evening at seven o'clock in the Zoology Lecture Room, and Home Nursing and Bed Making, which she will talk upon Thursday, February twenty-third.

SENIOR FORESTERS WILL CAMP IN NATIONAL FOREST

Mr. W. B. Edwards recently returned from Virginia where he has been spending some time for the purpose of locating senior field work in forestry which takes place the last two months of the fourth year.

SIRLOIN CLUB ADDRESSED BY SWIFT REPRESENTATIVE

A. T. Kearney of the Commercial Research Bureau of Swift & Co., Ill., visited the College last Tuesday. He spoke before the Sirloin Club.

Albert Deal & Son Plumbing & Heating 117 Frazier Street

INDUSTRIAL HEAD BOOKED BY ENGINEERING SCHOOL

An engineering lecture of note will be delivered by Magnus W. Alexander, Managing Editor of the National Industrial Conference Board, New York, in the Old Chapel on February twenty-fourth.

The series of lectures by Mr. I. P. Jordan, Industrial Engineer of New York, was of great interest. The average attendance was about one hundred and fifty, and in a number of instances, over two hundred.

LAND LIGHTHOUSES FOR AEROPLANES PROPOSED

Demonstrations with an apparatus consisting of a large size searchlight and a huge inclined mirror, which have just been completed by the searchlight engineers of the General Electric Company at Schenectady, N. Y., are believed to be the forerunners of land lighthouses for the use of aeroplanes at night.

The equipment used in the tests comprised a 36-inch, high intensity searchlight having a capacity of 325,000,000 beam candle-power and a mirror sufficiently large to reflect this powerful beam.

The proposal is to identify the town or station by rotating the light in a certain manner. Thus a string of these land lighthouses could be set up, twenty-five miles apart, between two points, like New York and Washington.

In the General Electric tests, the light beam was observed at points from 65 to 75 miles distant. Land light houses, if established, would be only about half as far apart, however.

TWO-YEAR AGS STILL SEEK CLASS RANKING

Committee Working on Problem of Getting Two-Year Men "In College"

The "Two-Year-Aggs" are still working to hit upon a plan to get themselves "in college," and a committee which was appointed by Student Council, consisting of P. D. McElfish, '22, chairman, B. D. Evans, '23, H. G. Hochler, '24, and H. E. Fys, '20-'22, president, is now working on the problem.

At first the committee had thought of entering the incoming Two-Year-Aggs into the Class of 1926 and subjecting them to a year's customs along with the Freshmen.

The committee, nevertheless, has by no means given up effort to devise a plan and is working steadily to find what the two-year men can do toward attaining greater class individuality.

That the shorter course men are by no means deficient in college and class spirit has been shown over and over by the good turn-outs they have shown at the college events and at their own are organizing basketball, wrestling and boxing teams again this year.

parted They exhibit as much Penn State spirit as any of four-year classes, and if they were better organized, they would certainly show as much class spirit.

MINING OFFICIAL WILL LECTURE HERE TODAY

Mr. H. I. Smith, who graduated from the School of Mines in 1907, will be here to speak to the mining students this afternoon. Mr. Smith is Superintendent of the United States Bureau of Mines which is located in Denver, and will stop off here on his return from a business trip to Washington.

THREE TYPES OF MILKING MACHINES USED AT BARN

Three different makes of milking machines are at the present time in use at the dairy barns. Another is soon to be placed in operation through the courtesy of the De Laval Milking Machine Company.

COLONEL COMLY INSPECTS BOALSBURG TROOP SUNDAY

Colonel Comly, the Commandant of the Military Department here, is to make the annual Federal inspection of the Boalsburg troop of cavalry of the Pennsylvania National Guard on next Sunday.

FRATERNITY PASSERS NEARING FINAL ROUND

With the Fraternity Basketball League operating under the new regulations with games at both eight and nine o'clock the contest for the championship is fast coming to a close.

ORATOR WILL PORTRAY PROBLEMS OF AMERICA

Dr. Ira Landrith, a famous Southern orator and Chattanooga lecturer will speak here this evening in the First Presbyterian Church, at seven-thirty o'clock.

DR. FRIAR LEAVES LARGE LIBRARY TO AG SCHOOL

The scientific library of the late Dr. William Friar, head of the Agricultural Chemistry Department, has been bequeathed by his will to the School of Agriculture.

SHORTY SAYS

A free memento of Washington's Birthday to every customer February 22, from 11 A. M. to 7 P. M.

The Varsity Pool Room Pool and Billiards Cigars, Cigarettes and Candy H. G. MORRELL, PROP

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