

Penn State Collegian

Published semi-weekly during the College year by students of the Pennsylvania State College, in the interests of the College, the students, faculty, alumni and friends.

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All copy for Tuesday's issue must be in the office by twelve o'clock Sunday night, and for Friday's issue, by twelve o'clock Wednesday night. Checks and money orders naming a payee other than "The Penn State Collegian" will not be accepted for accounts due this newspaper.

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FRIDAY, SEPTEMBER 23, 1927

PENN STATE AND ADVERTISING

The well-known slogan, "It pays to advertise," is universally accepted. Without advertising Penn State, for example, would find difficulty in expanding. Advertising is one of the best and only means of displaying a given product to the outside world. With its annual growth and its increasing value to the Commonwealth, Penn State is becoming advertised with a greater zeal and enthusiasm.

The most recent means of advertising the College, and the town, too, has been furnished by the local Rotary Club. This organization composed of the leading business men of State College, has invited delegates from Rotary Clubs throughout Pennsylvania to convene here on October seventh and eighth. More than one thousand Rotarians are expected to be present on that weekend, one thousand men, each one having an influence over the community from which he came. The occasion has great possibilities of being worth thousands of dollars in good-will toward the College and town.

It would seem that the Rotarians' main object in coming is to "have a good time." It is, and that is just where the College, and the town itself enter into the affair. The College will be thrown open for a general inspection. The visitors will have their first glimpse of an integral part of Penn State while they attend the student mass meeting on Friday night, the eve of the football game with Bucknell. A block of seats has been reserved for the Rotarians. It is probable that the scenes of that evening in the Auditorium will be vivid to many months afterward, when the Rotarians will be miles distant from this campus. The following morning, a general tour of the College has been planned and another tour of the State will be visible. Then in the afternoon the visitor will look down onto historic New Beaver Field and actually witness the football battle that was talked over at the previous evening in the Auditorium. During the week-end, Penn State will be placed on exhibition. Upon the student-body depends whether or not the exhibit will score with the throng of Rotarians. It is a challenge!

Exhibitions, too, will come into the limelight of this advertising. The majority of Rotarians will be headed by the fifty or more fraternities with each fraternity enriched to the extent of three dollars from every Rotarian that is its overnight guest. If the individual fraternity takes its visitor into its group for the brief period, then that same guest will journey back to his home town declaring vehemently that the Gamma Nu fraternity at Penn State simply has no equal. It is a statement from every visitor at each frat-ernity that will go a long way toward boosting the general fraternity stock, at the same time it will boost the College.

The coming gathering of one thousand Rotarians here means infinitely more than might at first be apparent. Penn State, its fraternities and the town should indeed be thankful for this opportunity to parade their collective wares. And having been given the chance, the next step is to dress everything up in its best finery for the impending occasion. Advertising is indeed one method of traveling toward the top. The Rotarians are coming!

THE CURTAIN RISES

The stage is set for the 1927 debut of another chapter of the great American drama—football. Football teams throughout the United States are prepared for the morrow's battle and at the same time will add each other in paying the lid off a new season. Several months from now, it will be over seas, the perennial shouting of publicity seekers that the great fall sport is over-emphasized. Collegiate football starts with the proverbial bang tomorrow. Of most interest to this community is the Blue and White's opening encounter with Lebanon Valley.

The usual opening game crowd will be on hand to attempt to form a line on how Coach Berdick's charges will withstand the coming encounter with Gettysburg, Bucknell, Pennsylvania, Syracuse, New York University and Pittsburgh. Little do they realize how futile are any attempts that forecast the season's result. But then there is quite a little fun to be derived from figuring out the "dope." That brings out one big difference between the football fan and the football

coach. The fan likes to make a hasty survey of the entire schedule (before the season begins) and he narrowly sees nothing but Victory—the coach sees nothing but each particular conflict as it comes; then he plans accordingly.

As the 1927 edition of Penn State's football representatives trot onto the gridiron they carry with them the fervent hope of the entire student body that Dame Injury will not impose too long on New Beaver field hospitality; that Penn State will come in for its share of the breaks of the game, that the winners of the Blue and White will give their all for their Alma Mater, battling furiously until the final whistle, ever bringing credit upon the name, Penn State.

MORAL PAP

Ever since Brown of Harvard crashed through to score the winning touchdown and stroked the crew to victory all by himself, the belief has become current that (maybe) four years at college are not like that; venerable observers tell us that the same suspicion harassed undergraduates way back in the days of Stover of Yale. So we repeat, Well, it is not at all strange. The college student, when left to himself, is apt to be doubtful about such matters—especially if he is a senior who has to measure his chances for a diploma cannily by the honor point rule.

But to the freshmen, naively spirited and newly pledged, the attraction to lead a long life and merry one is a strong one. His stay here, he feels, is bound to be a merry one, in fact he considers his happiness guaranteed by his matriculation card. Studies at first regarded with astonishment and apprehension, become at the best, delightfully dangerous hurdles with which to play leap frog; and at the worst obnoxious—after the fashion of onions. Thus, he mixes his metaphors; carries his books to class, and maneuvers elatedly with prohibited dates. If he survives his first year, he excuses his mates of feeding him moral pap; if he flunks out he protests that someone should have provided him with a campaign for preparedness.

The Bullosopher's Chair

SESSION ONE

"Smithers my lad, why the punt?"
Smithers—The puntant, Bullosopher, represents college pun.

"Bu' people don't carry puns 'n' no more!"
Smithers—But—say do you mean we lack spirit? Loyalty?

"No just that. Simply that we don't, believe it the way we used to. It's been years since I've seen a puntant or New Beaver. The feeling seems to have grown that way, puntant at a football game is comparable to the ugly habit of putting seals on slickers, and it passed out of fashion together with eating peanuts at the theatre. And as you appear flaunting a puntant—why even your best friend won't tell you."
Smithers—Well I'm going to carry this one to the Lebanon Valley game tomorrow. Everyone should wear Student Council to make it a custom—why are customs made? I use it to thank them traditional—most students would follow the flag, why, what to be told? Why not act the way one feels about it?

SESSION TWO

Smithers—Do you know how many education students we have?"
"No. Do we have education students?"

Smithers—They are listed in the catalogs.
"To be sure. Education students. In the catalog I must note that on my cuff."

Smithers—What do you think of them?
"Well when they are good they are—You know what I mean. You know, too, that despite the fact that some of the most interesting men of the faculty are in that school they are the most irritating pedantry—and the most insistent—that I have yet come across. No student there has any freedom, for freedom in teaching circles is largely synonymous with license. As I have found to beed they are most peculiar animals, an implicit faith in diagrams, a devotion to charts amounting to a frenzy, a habit of grasping frequency curves and tossing balls in hats—all the with an assurance of learning that is maddening."
Smithers—Thought you didn't know any of them.

"No by the name of Education Smithers, I have loved among them, with them, and against them. And their limit of conversational discourse, as I have discovered it ends with a question of whether or not you have read the text outside reading assignment of some other degree."

BOOKS....

THE LATEST

Fiction
Biography
General Books
of All Publishers

Rental
Library

KEELER'S

Cathaum Theatre Building

Letter Box

September 21, 1927

Editor, State College, Pa.
Dear Sir,

An article entitled "Girl's Dormitory," in your issue of September twentieth leads me to request the COLLEGIAN to present a statement concerning the assignment of freshmen girls to the new student house on East College Avenue. Because the question at issue finds its explanation in our system of room selection, that system will be briefly sketched.

At the annual room-drawing in May, the incoming seniors have first choice. The day following the drawing of numbers, the senior girls select rooms in the order of numbers drawn.

Womans' Building has long been the favorite abode of upper-class girls, most of the senior girls go there, about two thirds of the building being reserved for them. Others prefer cottages and invite girls to fill the five small cottages. Juniors and sophomores follow in order, while freshmen accept anything that may happen to be left, usually the fourth floor of McAllister Hall.

The immediate cause for acquiring a town house for freshmen arose late in the summer. There had not been the usual number of withdrawals of upper-class girls, and in our enthusiasm to see another good Freshman Class we admitted more than could be housed at the moment. The only house offered near enough for girls to East at the Dining Commons was the one on East College Avenue. As we then had a surplus of freshmen sufficient to fill the house, they were assigned to it with a faculty chaperon and two junior girls as big sisters.

Since there is some question as to why senior girls were not assigned instead of freshmen, we must state that the last week of August would have been too late to deprive any girls of

then campus rooms and assign them to a town house. Another unfairness would have arisen in removing girls from their single rooms in Womans' Building, to which they had cast long eyes for three years, and placing them in a house where they must all take double rooms smaller than the double rooms of Womans' Building.

Furthermore, it might have been difficult at that late date to find a senior girl who would volunteer to organize a group of nineteen congenial souls willing to take a cottage. This is suggested by the fact cottages were in small demand among seniors this season even though there was no restriction as to grouping of clubs. Among the live campus cottages there are two having only one senior each and another with only two seniors.

The impression that juniors have had to resort to the fourth floor of McAllister Hall is worthy of investigation. Only two of this class are found there—the Junior President and her roommate, who went there with a very commendable motive. It is the duty of the Junior President to organize the freshmen and direct their activities during the first semester, and to this end the present officer relinquished her right to a choice room and volunteered to live among her young charges. Her example might well become a precedent.

Every phase of the dormitory situation reminds us of the desperate need of buildings sufficient to house our women students on the campus. There is greater hope now than ever before that we shall have such buildings. Until their realization, it is only fair that girls who have selected rooms on campus be permitted to keep them and that all girls granted late admissions continue to be notified of the possibility of having to live in town. In both cases it is our aim to have every girl comfortable and happy, that she may fulfill the purpose for which she came to Penn State.

Sincerely yours,
CHARLOTTE E. RAY

Grid Gossip

With such formidable opponents as Villanova, Fordham, Muhlenberg, Penn State and Brown scheduled for coming grid gambols even the most optimistic Lebanon Valley rooters admit there will be plenty of white space on the right side of the ledger.

And in this case the right side will be the wrong side.

The varsity drag has suddenly become obsolete since Coach Berdick, as usual, forbade his men to use the vicious weed.

Toots Pannacion, bulky tackle and former caddy master, failed to appear for scrimmage the other day. When the coaching staff finally located him, he informed them that he had been tackling the dummy.
"Come on up here," bawled out Bez with one eye on the rest of the squad, "you'll be tackling plenty of dummies before the day's over!"

No one can say that Bez doesn't have a scrappy bunch on the field. What more could be expected than to

STUDENTS! ATTENTION!

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Cathaum
THEATRE

Nittany Theatre

FRIDAY—
Charlie Murray, George Sidney in
"THE LIFE OF RILEY"
Out Gang Comedy

FRIDAY—Nittany—
Lon Chaney in
"MOCKERY"
Charley Chase Comedy

SATURDAY—
Sammy Cohen, Ted McNamara in
"THE GAY RETREAT"
Fox News and Fable

SATURDAY—Nittany—
"THE LIFE OF RILEY"

MONDAY and TUESDAY—
Mintone Monday at 2.00
Return Engagement of
Janet Gaynor and Charles Farrell in
"TH HEAVEN"
Special Prices:
Adults 50c Children 25c

Stark Bros.
Haberdashers
In The University Manner

Industrial Engineering Department

Student Desks and Chairs, Student Tables

CHIFFONIERS	\$12.50
TYPEWRITER TABLES	\$4.00 to \$8.50
CHAIRS	\$3.50
DESKS	\$10.00 to \$40.00
STUDENT TABLES	\$5.00
COSTUMERS	\$2.00 to \$3.00
GATE-LEG TABLES	\$4.50 to \$9
DRAWING BOARDS	\$1.25 to \$3.00
SWINGS	\$5.00 to \$10.00
PICTURE MOULDING	3c to 20c per foot
MAGAZINE RACK	\$1.75
BOOK SHELVES	\$3.50 to \$7.50
CEDAR CHESTS	\$3.00 to \$25.00

ROOM 106, UNIT B

Fraternities

Our new location, opposite the Post Office, makes our store a convenient place to leave post office keys. This service is extended free to all our friends.

Penn State Shoe Repair Shop

Prompt and Willing Service

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MEN

Take a look at our
Hart Schaffner & Marx Suits
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Eatland Restaurant

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and Ladies
Ready-to-Wear

West College Avenue

WE ARE ALL WORKING FOR

More Friendship And Better Understanding

AS WE GET TOGETHER MORE
WE WILL BE KEPT APART LESS

It Is The Spirit Here to Know You
And Have You Know Us.

This Bank maintains a high standard of efficiency and since real service is one way of making friends, you will find here the kind that will please you.

THE PEOPLES NATIONAL BANK

STATE COLLEGE, PA.