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**MOTHERS' DAY MAY 12**  
Kindly let us have your orders for Mothers Day Boxes. Last year we were short.

### COLLEGIANS IN THE MOVIES

Editor's Note—The following is the fifth of a series of articles written on Hollywood life, by the editor of the University of California Daily Trojan, which will be published in the COLLEGIAN at regular intervals.

The other day the original "no" man was discovered. To find a "no" man in life is quite a novelty in itself. This man, the original no-er, is Harvey Pugh, who handles the only information and mailing department in Hollywood and his unit is found in the Paramount studios where his work has become the model for other studios who are now planning on installing similar departments.

People often wonder where scenario writers obtain ideas for stories. There are various sources, but one of the chief ones is from characters found in the studios themselves. There is no better example than the life story of Harvey Pugh who has had his good breaks and bad breaks, success and set-backs.

After graduating from Colorado University where he was the first president of the Kappa Sigma chapter on that campus he opened a bureau of employment for teachers at Berkeley, California. He had majored in applied psychology and made use of such training in his chosen career.

The great war came along and Pugh joined the Stars and Stripes as a cadet in aviation. Most of his time in the service was spent training aviators. After the war was over, Harvey Pugh did some flying for Paramount and on one of the serial jaunts his machine hit an air bump and a serious crash was the result.

While in the army he learned that he must first control himself, if he could control others, and that is what he is doing today, controlling hundreds of people. He likes his work and takes pride in the achievements of those he has trained.

Before he left the hospital the officials of the Paramount studio offered him a position handling crowds that came to the studio. He took the position and through foresight, executive ability, and ambition created the first information and mailing unit to be found in a Hollywood studio.

At the present time Pugh has eleven assistants and over one half million pieces of mail are handled monthly. The mail consists, for the most part, of fan mail. The letters average twenty to the pound when they are received and eleven to the pound when answered, containing pictures, are mailed out.

Whenever a letter is received which looks as though it contains a manuscript, it is returned to the owner, but it never gets beyond the mailing room. Large studios pay writers to produce stories, and when additional stories are needed, studio heads ask for them.

Harvey Pugh is responsible for every individual from the time he arrives on company property until he leaves. His assistants admit or reject peddlers, salesmen, etc. In many cases the judgment used by Pugh is the result of applied psychology.

As he walked through the studio he pointed out a young cameraman, an assistant director, and a property worker who have all worked for him.

In many ways he demonstrates that a "no" man can be a success. College training taught him to make decisions, and that is why he can say no when he should.

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### Y. W. C. A. OFFICERS PLAN PARTY AT LYTLE CABIN

The retiring and incoming Y. W. C. A. officers and cabinets will leave for the Andy Lytle cabin tomorrow afternoon where they will hold a weekend party.

Mrs. Beatrice Kitchen, former advisor of the local "Y" cabinet and now National Travelling Y. W. C. A. Secretary, will lead the meeting of the group.

Miss Elizabeth Mellor '30, was recently installed as president of the organization and Miss Mary T. Daventport '31, as vice-president.

Other new officers inducted were Misses Sara J. Lowenburg '31, Evelyn S. Young '31, Marian F. Oehme '30, Anne G. Eifer '30, Mildred M. Lyle '31, Fern E. Harmon '31, Sara E. Hammann '32, Bertha A. Van Sant '32, Jean E. Simmons '32, Mary I. Yackel '31, Marie L. Fruehan '32, and Eleanor M. Hill '32.

With a week remaining in which to complete arrangements, the Keod Kostuma Kottillon committee is considering programs and special features for the annual all-women's affair to be held in the Armory next Friday night.

The dance group has asked Mrs. Ralph D. Hetsel, Dean Charlotte E. Ray, Miss Marie Haidt and Miss Frank to act as chaperones.

Plans for entertaining alumni returning for commencement week are in charge of a committee headed by Prof. J. Orvis Keller '13, the alumni association announced recently.

A program of social activities for the week-end is being arranged by the committee. Special reunions are being planned by the classes of '89, '94, '99, '04, '09, '14, '19, and '24.

Prof. Harold A. Everett will discuss the "Developments of Aviation" in room 200 Engineering D at 8:30 o'clock Monday night.

### D. M. Cresswell Describes Intricacies Of Penn State Publicity Distribution

Penn State's greatest publicity problem is the distribution of "home town news" or "local interest items" declared Mr. Donald M. Cresswell, director of public information, in an interview yesterday.

"I have made a special effort to get acquainted with as many editors in the State as possible. There are almost 150 daily and about 400 weekly newspapers in the Commonwealth, and I have come into personal contact with representatives of approximately one-fourth of them."

"They always express appreciation for our news service," the speaker added, "and practically 100 per cent of them make special mention of their desire for articles on the activities of students from their localities."

"When Grace Brown, attending the nature study camp in the Seven mountains, ate fried or fricasseed rattlesnake to become eligible to membership in the Den of Rattlers, everybody in Grace's home town knew about it."

"Also when Betty Smith hobnobbed with Hamlin Garland, Irving Bacheller, Lewis Browne or Genevieve Taggard in the Institute of English Education," he concluded, "the folks back home saw it in the paper with Betty's name well up in the lead."

"It is surprising," continued the new executive, "how many difficulties are common to all colleges. Lack of supervision over methods of instructors is one of the old, well established traditions, bound up with the recently breaking idea that college presidents and deans must have years of experience and white hair to qualify for their position."

"It is important because the work of the student is bound up inseparably with teaching methods. The difficulty arises because only the very exceptional cases, in one direction or the other comes to be generally known."

"Mr. Morse reviewed the reputation and history of Penn State, and again suggested caution in regard to danger of overemphasizing the size element of the College."

"We must not forget what to do

A special type of work was carried on before commencement last year through which at least short mention was made of more than half of the graduating class of six hundred. This service, according to Mr. Cresswell, won favorable comment from editors throughout the State.

"During the summer," the publicity director continued, "we set about getting what news we could from the summer session and its 2800 students. Everything possible in the way of personal items was touched by the publicity bureau."

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olves around the attempt of the police captain and the judge to determine the murderer of the young, displaced society gallant.

### MORSE EXPRESSES FAITH IN COLLEGE

(Continued from first page)

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with our buildings after erected," he said in conclusion. "We should not lose sight of the purpose of the men and women of the State, and to conduct an extension department for the part of the burden of supporting institution."

CLASSIFIED  
LOST—Pocketbook on Frappier or College avenue, between Allen and Allen. Return to office.

LOST—Dark gray top coat at Phi Sigma house dance. Finder please return to J. H. Delta Upsilon. Reward.

FOR RENT—Fraternity house, Beaver avenue. Most desirable location in town. For information write W. B. H., care this office.

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at  
Penn State  
Shoe Shop  
Opposite Post Office

### DAIRY GROUPS WORK ON CATTLE MINERAL NEEDS

To discover the extent of mineral requirements for cattle is the object of recent experiments by the department of dairy husbandry and the Institute of Animal Nutrition.

Experiments began two years ago when forty calves were divided into four groups, and each group was given a slightly different diet.

The experiments will be continued by observation of the results of variation in the mineral supply to the cattle that have been receiving mineral foods.

Dr. Ernest B. Forbes, head of the Institute of Animal Nutrition, is in charge of the experiments.

### PROF. HAROLD A. EVERETT WILL TALK ON 'AVIATION'

"Recent Developments in Aviation" will furnish the subject for the lecture by Prof. Harold A. Everett, of the department of mechanical engineering, in room 200 Engineering D at 8 o'clock Monday night.

Prof. Everett will explain the trend of current aeronautical development and the causes and effects of changes in design and construction of airplanes. He will illustrate with slides and samples the new aircraft materials.

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### M. E. DEPARTMENT ADDS LABORATORY EQUIPMENT

As an aid to the study of the liquefaction of certain gases, the department of mechanical engineering has added an apparatus known as the Heylandt Liquefier to its laboratory equipment.

The apparatus was presented to the department by Mr. Harry D. Edwards through the Linde Air Products Company. It is particularly adapted to the liquefaction of either oxygen or nitrogen.

### PLAYERS PRESENT DRAMA TOMORROW

(Continued from first page)

Owen Davis, the author of "At 9:45," is a prolific American dramatist, his plays numbering in the hundreds. One of his first works was the popular melodrama of many years ago "Bertha, the Sewing Machine Girl."

### Free Trial "Sells" Man This Smoke

Chicago, Illinois, July 12, 1928  
Larus & Bro. Co., Richmond, Va.  
Gentlemen:  
Replying to your circular letter of June 29, be informed that your sample packages were received. With them I received the pamphlet describing your product, which I was able to enjoy reading because there was not in the circular matter the usual distasteful sales talk which makes the recipient of a sample package feel obligated or uncomfortable.

I believe your practice of giving your prospect a sample and then letting him make up his own mind will gain you many more customers than will the usual modern sales practice of pushing the product down the prospect's throat. As a matter of fact, since receiving your sample and your advertising matter I smoked up the sample package and have since purchased a number of cans from neighborhood dealers, all of whom carry this tobacco in a city of this size.

I have found Edgeworth to be a satisfactory blend at a very reasonable price, and although my past acquaintance is brief, I look forward to a long membership in the Edgeworth Club.  
Yours very truly,  
Jeff Corydon

Edgeworth  
Extra High Grade  
Smoking Tobacco

### Campus Bulletin

There will be a dinner meeting of the Geological society, in honor of the State Geologist, Dr. George A. Ashley, on Monday night, April 22, at 6 o'clock at the State College hotel.

An address by Prof. Charles M. McConnell will be given to the student body in Schwab auditorium Sunday night at 6:30.

Freshman candidates for the editorial staff of the COLLEGIAN will meet in 14 L. A. at 7:00 o'clock Monday night for the regular instruction course offered by the senior staff. New candidates will be given full consideration.

Prof. Harold A. Everett will discuss the "Developments of Aviation" in room 200 Engineering D at 8:30 o'clock Monday night.

The Varsity golfers will engage the yearling linkmen in a practice match on the College course at 1:30 tomorrow afternoon.

Lion batsmen meet the Juniata nine on New Beaver field at 2:30 tomorrow afternoon.

Players present 'At 9:45' in Schwab auditorium at 7:15 tomorrow night.

The annual dance sponsored by the Druid-Friar societies will be held in the Armory from 9 until 12 o'clock tomorrow night.

The Keefer-Nolan Hardware  
"The Store Of Service"  
Phono 333 128 Allen Street  
This is the place to buy Dr. Hess Improved Stock Tonic—Poultry Panacea—Instant Louse Killer—Dip and Disinfectant—Roup Tablets, etc.

### DEPENDABILITY

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SPECIALS  
Friday and Saturday, April 19 and 20

Water Glass 15c and 27c  
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Houbgant Face Powder 59c  
Odo-Ro-No 24c and 39c  
Life Buoy Soap 3 for 21c

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We do not know of any better way of expressing our appreciation of your business than to try to make our service constantly better and more helpful to you.  
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DAVID F. KAPP, Cashier

**The Penn State Players**  
Producing  
A MYSTERY MELODRAMA OF STARTLING MOMENTS!  
**'AT 9:45'**  
LAUGHS! THRILLS! ACTION! EXCITEMENT!  
**SATURDAY EVENING APRIL 20,**  
at seven-fifteen o'clock  
THE AUDITORIUM Admission—50c and 75c  
Tickets at Whitey Musser's