

PENN STATE COLLEGIAN

Successor to *The Free Lance*, established 1887.

Published semi-weekly during the College year, except on holidays, by students of The Pennsylvania State College, in the interest of the College, the students, faculty, alumni, and friends.

THE MANAGING BOARD

JOHNSON BRENNEMAN '37	Editor	ALAN L. SMITH '37	Business Manager
E. TOWNSEND SWAIN '37	Managing Editor	KENNETH W. ENGEL '37	Advertising Manager
PHILIP S. HIRSHLER '37	News Editor	PHILIP A. SCHWARTZ '37	Promotion Manager
W. ROBERT CHUBB '37	Sports Editor	GEORGE W. HIRD '37	Circulation Manager
RICHARD LEWIS '37	Feature Editor	IRVING ROTH '37	Foreign Advertising Manager
MARION A. HINGER '37	Women's Editor	JEAN C. HOOVER '37	Secretary
M. WINIFRED WILLIAMS '37	Women's Managing Editor	REGINA J. RYAN '37	Women's News Editor

ASSOCIATE EDITORS

Woodrow W. Brierly '38	Francis H. Szymanski '38	Stephen Campbell '38	Frank H. Tiltlow '38
Jerome Weinstein '38	Charles M. Wiesner '38		

ASSOCIATE BUSINESS MANAGERS

Jay H. Danley '38	Edward H. Elliott '38	Robert E. Elliott Jr. '38	Ruthryn M. Jennings '38
Robert S. McKelvey '38	John G. Sabella '38		

WOMEN'S ASSOCIATE EDITORS

Shirley R. Helms '38	Gustaf H. Powers '38	Caroline Tyson '38	
----------------------	----------------------	--------------------	--

NATIONAL ADVERTISING SERVICE, INC.

Chicago—Boston—San Francisco—Los Angeles—Portland—Seattle
Applied for entry as second class matter at the State College Post Office, State College, Pa.

1935 Member 1936

Associated Collegiate Press
Distributor of
Collegiate Digest

Managing Editor This Issue: Woodrow W. Brierly '38
News Editor This Issue: Jerome Weinstein '38

Friday, May 15, 1936

DANCES, DATES, AND DEFICITS

Student Board's recommendation that Student Union change the date of one of the major dances, probably Soph Hop or Interfraternity Ball, so that it falls in the first semester, seems to be a sensible move. A number of schools arrange to hold a big dance the night previous to a home football game, thereby drawing a portion of their crowd from returning alumni and visitors. A more important point, however, is that this would lighten somewhat the second semester social program. This year's four major dances occurred in a space of less than three months. Moving one dance to the first semester would allow an interval of a month between each of the remaining three.

Unfortunately, a mere rearrangement of dates, while it may help, cannot be expected to be a sovereign solution to the problem of dance deficits.

The loss of \$168.14 which Junior Prom sustained this year, for instance, cannot be attributed to the fact that it followed too closely after the other dances. Junior Prom has been the last dance of the season for a number of years and has practically always turned in a profit. In fact, in the three years 1933, 1934, and 1935 the Prom turned in a total profit of over three thousand dollars, last year being the best with a \$1,691.78 profit.

In fact, this year's Junior Prom again conclusively demonstrates the obvious, but apparently not always regarded, fact that the success of a dance here depends almost entirely upon the reputation of the orchestra that plays for it.

During the past five years here the orchestras which have made money have included Casa Loma (twice), Ben Bernie, Hal Kemp, Freddie Martin, Kay Kyser, and Joe Sanders. All of these are bands with national reputations and the profit which they made was, almost without exception, in direct proportion to their excellence.

On the other hand such outfits as Tal Henry, Bert Lown, Claude Hopkins (who played here prior to his gaining a fair reputation through a spot at the Cotton Club), and Irving Aaronson have failed to draw crowds and their engagements have meant the loss of money. To their list is now added Ted Fio-Rito, a band with a fair reputation, but certainly not as good as previous Junior Prom orchestras.

At the time Fio-Rito was signed, it was stated that his was the only orchestra available at that date. Yet in the week before Easter vacation a telegram was received here which stated that Ray Noble, whose band is probably one of the two or three best in the country, was available for engagements in this section on May 1, and at a price one hundred dollars less than Fio-Rito's. As early as February, it was known here that Noble would be on tour at the time of Junior Prom, yet apparently no effort was made to sign him for the dance.

A change in the dates for major dances should help solve a part of the financial problem, but students will continue to patronize a good orchestra and stay away from one which they think is bad, no matter when the dance is held.

ARE YOU SURE?

It is probably in the inevitable order of things that many of the applications for N. Y. A. jobs for next year will come from students who are quite capable of meeting their college expenses, but who would like to have a job to give them some extra money in order that they can have a car or join a fraternity.

Most of them probably do not think such action selfish, yet no other interpretation can be placed upon it. There are hundreds of students here who must economize every cent in order to get through school and the number who really need money is greater than those who can be given N. Y. A. employment. Every job, therefore, that is given to some student who doesn't need it, simply means that someone else will be forced to skimp a little more or else drop out of school.

Remember that before you apply for a job, if you think you can make it next year without N. Y. A. assistance, give someone else a chance.

CAMPUSEER

BY HIMSELF

This Collegiate World:

Etymological experts for the ACP have been going over the great collegiate press of America and have come forth with some of the latest jargon popular on other campuses. To the male who doesn't rate goes the moniker "goon," "drip," or "dilly," while the corresponding term for the female may be "fatto" or "flooze." Should a male become tied to a "flooze," he automatically becomes a "tizzy."

The slightly syrupy nature of contemporary adolescent love has re-defined the act of courtship as "making schmoos," or "pitching woo." More timely is that the "stout fellow" may find himself becoming very "antsy" as he crams for exams.

They actually have found words for Phil Evans and McGovern, but they appear only in the unexpurgated copy.

Campusettes:

These pre-meds must be made of tough stuff. The department sponsored a very frank movie of some operations for the future doctors in the Nittany theatre Monday night. The journalistic instinct got the better of Bill McDowell and he decided to crash the thing, which he did with much finesse. As the picture showed the close-ups of the operation with much gory detail, Bill began feeling rather weak around the gills and finally he decided that the socially correct thing to do would be to make a dash toward the door. On his way out, full of misgivings on the weaknesses of the journalists, he stumbled over three pre-meds who had passed out and needed the assistance of Doc Dietrich.

Dick Heyle, sergeant in the R. O. T. C., wears a tie clasp with his uniform that has a Nazi swastika. Re-pash: Ward Bien and Harriet Hetzel. Frankie Osterlund is at it again. Saturday night he walked out on a bill for \$5.00 at the Hotel Webster Hall in Pittsburgh. Col. Venable is a confirmed thumb twiddler; watch him sometime. Postscript on Grace Arnold's entry in the COLLEGIAN's misspelled word contest, "And don't think that I can't use a shirt." Several mothers who were here over the week-end decided that the thing to do was sign their daughter's Lion coats. After they had finished affixing their signatures they found that their names were under the heading "Drunk Girls of America."

TELEPHONE DIRECTORY

With thoughts of the chaos that would result Sunday morning with the new dial system in effect and the myriads of boys who would go wild not knowing how to spend the afternoon, since they would not know the girl friend's telephone number, Campy, with the help of his host of gorgeous stenographers and inside men, proudly presents a list of the new telephone numbers, the numbers being listed in the directory only under the house mistress's name.

Upperclass:

306 South Allen St.	2169
231 South Allen St.	3275
119 South Burrows	2630
345 West College Ave.	2219
404 South Allen St.	2392

All Classes:

140 South Pugh St.	2693
--------------------	------

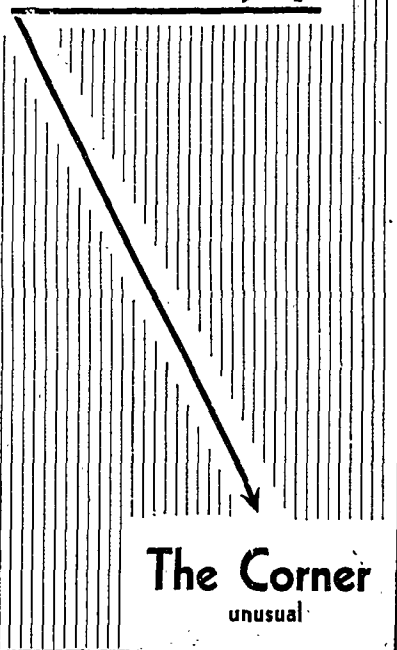
Cooperative:

125 South Miles St.	500
426 East College Ave.	2687

Freshman:

108 East Foster Ave.	3844
300 South Pugh St.	2982
225 South Allen St.	2982
212 West Fairmount Ave.	3483
301 West Beaver Ave.	2926
236 South Frazier St.	3372
138 South Frazier St.	3482
124 West Fairmount Ave.	2463

You'll Enjoy



The Corner
unusual

Dial Phones To Go Into Use Tomorrow Night at 12 O'clock

Tomorrow night at 12 o'clock, the Bell Telephone company of Pennsylvania will throw a switch in their new office on South Allen street that will introduce to students and townspeople the dial telephone system.

When the new equipment is placed in operation, it will mark the completion of a construction and installation program that has been in progress for over eight months. As high as 68 persons were employed at one time on the project. It has been continuing steadily since last December, except for a few months, when all available telephone men from this section were placed on duty in flood-stricken areas of the state.

Considerable time is required for an installation job of this nature because of the complicated equipment used. The apparatus here has 645 switching mechanisms, 1,190 lines and 1,800 terminals. Then all have to be tested before they are placed in use tomorrow night.

In discussing the new equipment, a

representative of the Bell Telephone company pointed out various reasons as to why the dial system was introduced, as well as some of the advantages of it.

Practically every student here is a telephone user. During the day, while students are in classes, the amount of calls made was relatively few as compared with those at other times of the day. Busy times for operations were during the noon hour and especially at 4 o'clock in the afternoon. With the dial system, the amount of calls made has no effect on the efficiency of the service, save that telephone users will find more trouble with busy lines during these hours.

People wishing to call a party at the College will dial 711. This will give them the College operator, who in turn will call the requested party. Those at the College desiring to call a party in town will give the College operator the number, and she will dial it.

'La Vie' Editorial Staff To Meet on Wednesday

A meeting of all sophomore candidates for the editorial staff of *La Vie* will be held in Room 412, Old Main, Wednesday afternoon at 4 o'clock, according to an announcement by Walter L. Peterson, editor.

Members of the newly-elected 1937 staff will be introduced and plans for the 1937 book will be outlined by Peterson. The 1937 book will mark the fiftieth year of *La Vie* publication.

Over 300 Jam Room For 1st Jam Session

(Continued from Page One)

a little more solo work than Lod put out, but they had to admit that his presence was felt every minute.

That Rudy Radiak picks his way over those six guitar strings in a compelling fashion and aids a three-man rhythm section to keep it swinging despite the absence of a traps artist.

Lest the writer be accused of being a carping critic, he wants to go on record as saying that the affair was a success and that more of them ought to be held. A smaller and more informal group, however, should constitute the audience, all suspected no-accounts ought to be searched for subversive attitudes, and the musicians should resolve not to worry if they hit a few off-key notes but to continue like mad and make the public like it anyway.

At all events, it did accomplish something; it made Frank Neusbaum late for a Play's rehearsal.

LESABEURS

(Honorary Fencing Society)

Dorothy P. Fish '37	
Jean E. Kemp '37	
J. Thomas Harnden '37	
Hazel A. Woods '37	
Theron C. Joit '38	
John H. Ochger '38	
Howard S. Potter '38	
Caroline Tson '38	
Dean S. Fox '39	
Edwin R. Jirk '39	
Lucy L. Pecoe '39	
Samuel M. Rankin '39	
Betty L. Robinson '39	
Earl H. Sank '39	

CINEMANIA

Madeline Carroll, lovely star of the success "The 39 Steps," teams together with George Brent in Arthur Somers Roche's famous Collier's mystery novel, "The Case Against Mrs. Ames" in the last showing at the Cathaum today.

Patrons demanded a return showing of "The Moon's Our Home," which will be featured at the Nittany tonight. This story, which appeared recently in *Cosmopolitan*, was shown here some time ago much in advance of the release date. Margaret Sullivan and Charles Butterworth have the leading roles.

"Three Wise Guys," starring Robert Young and Betty Furness, will be shown at the Cathaum tomorrow. The picture was released three weeks ago and was booked far in advance. It is not known definitely whether or not it will arrive. An added attraction will be a short presentation of Jack Denny and his orchestra.

Adventure with a vengeance comes to the Nittany tomorrow when "East of Java," starring Charles Bickford, holds the center of the screen. The Universal presentation, taken from the story "Tiger Island," reports the adventures of an ex-gangster fighting a murderous Chinese pirate to the death while jungle man-eaters look on, waiting for the victim!

Another sophisticated murder mystery comes to the Cathaum Monday and Tuesday, William Powell, the suave, polished man-about-town detective, is starred in the latest successor to his previous smash-hits,

FRESHEN THOSE TIRED EYES!



Murine quickly relieves eyes irritated by reading, smoke, dust, wind, loss of sleep, it's soothing, refreshing. Use it daily.

"The Thin Man" and "Star of Midnight." This time, the title is "The Ex-Mrs. Bradford." Jean Arthur takes the part of Mrs. Bradford.

Powell plays the role of a doctor-detective, who vies with police, bookies, race-track touts, gamblers, plus his former wife, Miss Arthur, in the solving of a murder mystery. Mrs. Bradford insists on helping, and in the process, gets Powell in as a suspect. Powell pulls some new tricks in getting his man, and Miss Arthur does her part in getting hers.

As an added attraction, the Cathaum management has gathered to-

gether from news reels, several scenes of the recent floods, particularly in Pennsylvania.

The new issue of "The March of Time" will come to the Cathaum on Thursday.

SWEET AS HONEY THE ONE AND ONLY

YELLOBOLE

\$1 Cured with REAL HONEY

Starts Sweet Smokes Sweet Stays Sweet

NOTHING ELSE HAS ITS FLAVOR

Also Imperial Yello Bole \$1.50

DANCING

At

SKY TOP

Saturday Night

Fine Prints of the May Day

New Prints of Football Individuals, of Track, Lacrosse and Baseball

The PENN STATE PHOTO SHOP

212 E. College Ave. State College, Pa.

SAMPLE FAIR

FRIDAY, MAY 15, 1936

AFTERNOON AND EVENING

Don't Fail to See Our Booth

Featuring Swift's Premium Ham

COOK'S MARKET

Save Time... Save Trouble... Save Disappointment...

TELEPHONE

YOUR INVITATION AND BE SURE SHE'LL COME!

Incidentally, SAVE MONEY, too.

Bargain rates are in effect on both Station to Station and Person to Person calls every night after SEVEN and ANY TIME on Sunday.

SAVE AFTER SEVEN

THE BELL TELEPHONE COMPANY OF PENNSYLVANIA

SPORTING GOODS

Official Mush Ball and Bat Fieler's Glove \$2.5 & \$3.50	TENNIS Bancroft Rackets \$5 to \$16.50 Dunlop Wilson Wright & Ditson TENNIS BALLS 3 for \$1.25	McGregor & Wilson Golf Clubs 5 Clubs and Bag \$10
Vikie Bathing Trunks	The Athletic Store On Co-op	Russell Moccasin Golf Shoes