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PROPAGANDA

(Continued From Page Two)

tenay Mosen, secretary of the Pasadena board of education, reported that of eighty-six California high school principals questioned nearly 80 percent agreed that "printed matter issued by commercial or special interest agencies... are valuable classroom aids"

The Institute's findings were essentially the same. Principals in poor communities, especially commended the publicity materials. Here are typical comments: "I wouldn't know how to get along without them." "We have so little money for textbooks, I use anything I can get free." "I use anything, even seed catalogues"

Nor was it only lack of funds that made the publicity materials so desirable. Some educators consider them superior to any material on the subject prepared by teachers and educators. Others point out that often they are the only materials available

The question arises, just what are these free publicity materials like? To answer it fully would probably require another issue of Propaganda Analysis, possibly two. For, there are so many publicity materials, and so many different types of material

Some are prepared as study guides for pupils; others as teaching guides. Some give the straight, unvarnished story of the industry; others, an exceedingly romanticized one. Some are concerned only with boosting the industry's product; others tell of the industry's labor policies; still others give its point of view on social legislation. Here you find an illustrated pamphlet, describing the industry's contribution to American prosperity; there, what purports to be a scientific study of the common cold, interspersed with plugs for Vicks Vapo-Rub.

Possibly, an indication of what the materials are like can be gained from this sampling of business concerns that distribute them: Ford Motor Company, Gulf Sulphur Company, General Motors, American Automobile Association, Metropolitan Life, General Foods, General Electric, American Canning Company, U. S. Chamber of Commerce, U. S. Steel, Pennsylvania Railroad, Proctor and Gamble, Eastman Kodak, Boeing Air School, Westinghouse Electric Company, Bell Telephone Laboratories, Leica Camera Company, National Dairy Company, Great Lakes Steel Mill, National Association of Manufacturers; and literally hundreds of others.

Notable among these materials, incidentally, are those of the National

Association of Manufacturers and the U S Chamber of Commerce. A series of pamphlets, "You and Industry," prepared by the N A M, reaches into literally thousands of American school-rooms

The pamphlets discuss the "American Way of Life," as the N.A.M. understands it, and could be described only as propaganda against the New Deal.

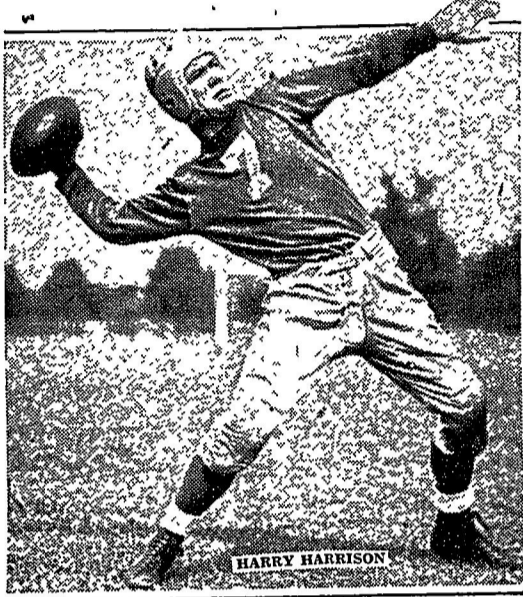
Similar propaganda is contained in booklets issued by the Chamber of Commerce, which have as their guiding theme, "What Hurts Business Hurts You."

Superintendents and principals, in general, are well aware of the high propaganda content of most of the material. How many of them do anything about it, and what they do, the Institute's study did not reveal. About 9 percent of the school executives volunteered the information that some attempt was made in the classroom to discount the propaganda. In Mr. Mosen's study, where the question was asked, 39 percent said that "they cleared the material of propaganda by some method of analysis." The methods were unspecified.

That analysis is needed can hardly be denied. Equally as necessary is some working set of principles for selecting publicity materials for classroom use. It may be that every superintendent and every principal will find it necessary to develop his own criteria, especially fitted to meet the demands of his own community situation. The following are the criteria suggested in 1929 by the Committee on Propaganda in the Schools of the National Education Association:

- 1 Whether the agency competes with a local concern
- 2 Whether the agency is of the social welfare type
- 3 Whether the agency is a "substantial" as opposed to a "fugitive" organization
- 4 Whether the motive is selfish or altruistic
- 5 Whether the motive is patriotic or otherwise
- 6 Whether the agency has political connections.
- 7 Whether the agency is local or national
- 8 Whether the aims of the agency concur with the aims of the school
- 9 Whether the agency seeks to create a market for "staples" or "luxuries"
- 10 Whether the agency is locally popular or unpopular

WILL PLAY IN ALL-STAR GAME



HARRY HARRISON



DEAN HANLEY

This Nittany Lion trio of Harry Harrison, above, Dean Hanley, left, and Alex Barantovich, in column, will do battle along with a selected crew of College All-Stars against the Philadelphia Eagles, professional eleven, come August 22.

Harrison, triple-threat Lion quarterback for three seasons, will see lots of action in the All-Stars' running attack, while Hanley, honorary captain of last year's squad, and Barantovich, brilliant wingman, are among the likely starters in the line.

The State threesome began practice along with a large squad of stars from 21 Eastern colleges in Philadelphia last week.

Sport Sparks

By BOB WILSON

Editor's Note: The final column has been thoughtfully submitted by Bob Wilson, Sports Editor of the Collegian for next year.

There will be no love lost in the City of Brotherly Love come August 22 when Philadelphia's Pro Eagle gridlets battle an All-Star team representing the cream of the crop from 21 eastern colleges.

All of which prompts us to point with pardonable pride to three Penn State gridmen who will take part in this annual setto.

These men are Harry Harrison, triple-threat Lion quarterback for the past three years, Alex Barantovich, called one of the greatest ends in Penn State football history, and Dean Hanley, gargantuan Lion guard and three-sport man.

Among those former Lion athletes who are working for degrees at Summer Session here this year are: Tom Slusser, football and boxing '34 and '36, Mel Venzel, varsity first baseman '36, '37 and '38, Lou Ritzke, boxing captain in '37, and Joe Proksa, basketball captain in '37.

Sever Toretti, ferocious center for Penn State's football Lions last season, has recently opened his own office here in State College. Insurance will be Tom's business henceforth.

Only with a feeling of regret do we announce that Bait Buser, captain of Penn State's lacrosse Lions for next season, will not return to school. Bait has chosen to keep his newly acquired job.

Although the announcement that Windy Weir, big little man in Nittany football two years ago, has accepted a coaching-teaching position at Altoona High School can no longer be classified as news—it does deserve mention here.

Until just last week there was considerable controversy between Curwensville High School and Altoona over just which school was to have the "The Rabbit" Wear.

GRADUATES

(Continued From Page Two)

- Botzer, Esther A. M.A.
- Gilbody, Kathleen E. M.A.
- Jones, Margaret F. M.A.
- Lenox, Frank W. M.A.
- Mair, John E. M.A.
- Reeves, Sylvia B. M.A.
- Tucker, Herbert R. M.A.
- Weiss, Richard M. M.A.
- Adamson, John M. Ed.
- Bishop, Ernest J. M. Ed.
- Campbell, Paul C. M. Ed.
- Copp, Francis L. M. Ed.
- DeBatt, John T. M. Ed.
- Flick, Richard G. M. Ed.
- Gehart, Parke K. M. Ed.
- Gibboney, James K. M. Ed.
- Heimbach, Laura A. M. Ed.
- Hess, George M. M. Ed.
- Moshon, Malcolm R. M. Ed.
- Quigg, Ethel M. M. Ed.
- Ransom, Vivian R. M. Ed.
- Reynolds, Ruth E. M. Ed.
- Skelliv, Frank C. M. Ed.
- Smith, Frances O. M. Ed.
- Widdowson, Ralph D. M. Ed.
- Wilmath, Arthur E. M. Ed.
- Yon, John F. M. Ed.
- Arent, Lillian L. M.S.
- Brown, Kenneth G. M.S.
- Carlo, Joseph P. M.S.
- Caspi, Alphonse H. M.S.
- Coblentz, Irving, M.S.
- Doherty, Margaret I. M.S.
- Donohue, Dorothy R. M.S.
- Dougherty, George W. M.S.
- Engle, Harry H. M.S.
- Jauer, Joe R. M.S.
- Frederick, Claire A. M.S.
- Herbolzheimer, Glenn, M.S.
- Hitt, John O. M.S.
- Howe, Sarah R. M.S.
- Hunt, Hermlone H. M.S.
- Jauer, Joe R. M.S.
- Klein, Otto C. M.S.
- Krupa, Joseph H. M.S.
- McLean, Chester S. M.S.
- MacKenzie, James T. M.S.

- Maleski, Metro M.S.
- Nadro, Edward M.S.
- Ober, Birch R. M.S.
- O'Donnell, Samuel S. M.S.
- Robison, Marshall O. M.S.
- Sacco, Paul M.S.
- Scott, Robert W. M.S.
- Selbit, August C. M.S.
- Sorenson, Howard C. M.S.
- Wechsler, Laskar A. M.S.
- Woods, George E. M.S.
- Waterbury, Kenneth B. D. Ed.
- Carlson, Carl S. Ph.D.
- Holtzinger, Albert H. Ph.D.
- Kipp, Egbert M. Ph.D.
- Kieft, Lester Ph.D.
- McKinstry, Donald W. Ph.D.
- Popkin, Alexander H. Ph.D.
- Wahl, Herbert A. Ph.D.
- Wilson, Cyril D. Ph.D.

Amateurs

(Continued From Page One)

viety to this almost entirely musical program and brought the brothers three dollars by virtue of their clever arrangement of several nursery rhymes.

An amateur program is not complete without showmen or a quartette. The "Four Sharp Flats," none other than Ted Maston, George Falconer, Ralph Beehower and Ned Startzel, filled this bill very aptly first by causing tears of laughter to flow as a result of their serious rendition of "I Had a Dream Dear" and then by giving their version of "Working on the Railroad" and "Dipsy-Doodle." Applause of the audience demanded they be given fourth place and two dollars.

Acrobatic Number
Jean Withersaw of Altoona, who opened the program with her breath-taking acrobatic number, claimed honorable mention as did Mrs. James Wisden who won much

approval by her stage presence and more especially by her very splendid technique of violin-playing.

A Pennsylvania Dutch reading by Dorothy Home of York caused much laughter, for who ever heard of a bath tub called a hog trough or a wash bowl a bird bath.

The sextette of "Stardusters," tap dancer, accordion soloist, baritone octette of girls, juggler, vibraphonist, second tenor soloist, and performer on musical saw all played their part ably and did much to make this program possible.

J. Ovis Koller, Leslie Heath, Lucetta Parker Kennedy, and Ellie Heath acted as judges of the election.

Judging from the response of the participants and audience, the codirectors, Manja Haldt and Arthur F. Davis, and the master of ceremonies, J. Ewing Kennedy, feel confident that a program of like-manner will be staged next year.

College Poultrymen Present Six Papers

Pennsylvania is represented on the scientific program of the World's Poultry Congress in Cleveland, Ohio, July 28 to August 7. Research papers by six scientists of the College are among the 165 papers being presented by poultry scientists of the various states, the U S Department of Agriculture, and foreign countries.

DON'T LEAVE College without a Summer Session directory, containing names, local addresses, local phone numbers and home town addresses of all students enrolled at Summer School. Price 15 cents at Student Union office, Old Main

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Eugene H. Lederer

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