

Publicity Hints Given By Editor

"An institution secures the most desirable publicity for its research when, from the president down to the youngest assistant, the value of such publicity to the institution as a whole and to each individual researcher is thoroughly appreciated."

This statement was made by Howard W. Blakeslee, science editor of the Associated Press, who among other prominent representatives of news agencies attended the joint meeting of five psychology and speech associations held here recently.

Blakeslee continued, "Under such conditions full cooperation between faculty members and the news service of the institution follows as a matter of course."

In a frank discussion among members of the society, the representative outlined seven suggestions for publicizing the scientific activities of the institution.

In the light of the proffered suggestions the department of public information proposes to place a renewed and possibly enlarged emphasis upon the news of scientific and research activities. Members of the staff will be called upon more frequently to cooperate in the news publicity program.

A photo record of the research activities in all the major departments is proposed to familiarize members of our own staff with what is taking place on our own campus in other departments.

Through the co-operation of the library, occasional photographic exhibits are planned, supported by descriptive captions in which emphasis will be placed upon informational aspects of the photographs.

About 300 acres of the College farms are devoted to forestry research.

Advertisement

Central Penna. Has Its 1st Grand Opera In Decade



HILDE REGGIANI

The Metropolitan Opera Co. of New York City will present Rossini's gay opera "The Barber of Seville" in Harrisburg, Thursday, October 17, 1940 at 8:30 p.m. in "The Forum" of the Education Building featuring the beautiful young star, Hilde Reggiani, in the role of "Rosina" and Carlos Ramirez as "Figaro." Both of these young stars are just 26 years old and already have made an enviable place for themselves in Grand Opera.

Gay stage settings, colorful costumes, beautiful lighting effects and two grand pianos make this performance one of Central Pennsylvania's highlights of the Fall Season.

Tickets are on sale now. Single performance—singles—\$3.30, \$2.75 and \$2.20. Season—\$7.70, \$6.60 and \$5.50. Special student rates of \$2.00 per and special student sections are available. Write to Minerva Stokestine, 8 North Market Square, Harrisburg, Pa.

Senate Adopts College Calendar

1940-41

Sept. 12, Thur.—Freshman Week begins 8 a. m.
 Sept. 16-17, Mon.-Tu.—Registration, First Semester
 Sept. 18, Wed.—Freshman Week ends, 11:50 a. m.
 Sept. 18, Wed.—First Semester begins 1:10 p. m.
 Sept. 20, Fri.—Payment of Fees, Freshmen
 Sept. 26-27, Thur.-Fri.—Payment of Fees, Upper Classes
 Oct. 12, Sat.—Alumni Homecoming Day
 Nov. 13, Wed.—Midsemester Below-grade Reports 1:10 p. m.
 Nov. 27, Wed.—Thanksgiving Recess begins, 11:50 a. m.
 Dec. 2, Mon.—Thanksgiving Recess ends, 8 a. m.
 Dec. 21, Sat.—Christmas Recess begins, 11:50 a. m.

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Jan. 6, Mon.—Christmas Recess ends, 8 a. m.
 Jan. 20, Mon.—Examinations begin 8 a. m.
 Jan. 28, Tu.—Midyear Commencement 8 p. m.
 Jan. 29, Wed.—First Semester ends 11:50 a. m.
 Feb. 3, Mon.—Midyear Recess ends 8 a. m.
 Feb. 3-4, Mon.-Tp.—Registration, Second Semester
 Feb. 5, Wed.—Second Semester begins 1:10 p. m.
 Feb. 13-14, Thur.-Fri.—Payment of Fees
 Apr. 2, Wed.—Midsemester Below-grade Reports 1:10 p. m.
 Apr. 9, Wed.—Easter Recess begins 11:50 a. m.
 Apr. 16, Wed.—Easter Recess ends 1:10 p. m.
 May 27, Tu.—Examinations begin 8 a. m.
 May 30, Fri.—Memorial Day Recess
 June 5, Thur.—Second Semester ends 5 p. m.
 June 8, Sun.—Baccalaureate Day
 June 9, Mon.—Commencement Day, Class Day

August Industry In Pa. Improves

Pennsylvania industrial activity in August was at the highest peak for that month since August, 1929, with the single exception of August, 1937, the Pennsylvania Business Survey published here revealed yesterday. According to present indications, September activity should be the greatest for any September since 1929, the report predicted.

Improvement this August over a year ago was the greatest in the durable goods industries and centers, especially where war orders were being filled. Striking gains were made in steel cities. In general, the western part of the state fared better than the eastern part. Industrial activity as a whole was nearly 17 per cent greater than in the previous August.

All major cities of the state had better August business than they did a year ago, the report stated. The best increase was found at Johnstown.

The trend of business so far in September has been upward, with steel production again leading the expansion. The gains for August are summarized as follows:

	Per Cent
Eastern Pennsylvania production	103
Pittsburgh steel production	51
Automobile and truck sales	20
Bituminous coal production	20
Factory payrolls	19
Life insurance sales	13
Factory employment	8
Newspaper advertising	2

Forestry School Plans Program For Alumni

A "housewarming" in the new Forestry building at the Pennsylvania State College is announced by the department of forestry as a part of the College's annual Alumni Homecoming festivities on October 12. All alumni and former forestry students are invited.

An outing and program will be held on Friday afternoon, October 11; at Stone Valley, the new research forest. Principal guest at an alumni dinner that evening will be Henry S. Graves, former Chief United States Forester, now dean emeritus of the Yale School of Forestry. On Saturday morning the new building will be open for inspection, and a meeting will be held of the recently formed foresters' alumni association.

Crossley Issues Call For Amateur Radio Operators

All students who are amateur radio operators and who wish to become affiliated with the College radio station should send their letters of application to Prof. Gilbert L. Crossley before Thursday.

Successful applicants will become assistant operators of the College station W8YA and the army alternate net control station WLMA.

Applications should state experience, call letters of student's own station and grade of license applicant holds.

Until 1932 Patterson Hall housed the department of dairy husbandry and the College creamery.

Popular Food Beliefs Blasted By Ag Prof

Contrary to popular belief, protein in normal diets is not conducive to discomfort in warm weather. This is the finding of Dr. E. B. Forbes, director of the Institute of Animal Nutrition.

With diets varying in protein content but having the same gross calorie value as the protein content increases the heat stimulating effect decreases, Dr. Forbes revealed.

Six sets of experiments involving hundreds of albino rats led to that conclusion, and also showed the reason, which is that protein is less completely utilized than are carbohydrates such as starch and sugar, and the fats. Therefore, the higher the protein content of diets of the same gross calorie value, the less will be the quantity of energy-producing nutriment actually available in nutrition. Furthermore, the high heat stimulating effect characteristic of protein fed by itself is not in evidence if the protein is fed in a normal, mixed diet.

To be comfortable in hot weather, says Dr. Forbes, eat plenty of fruits and vegetables, and lean meat as usual, but be conservative in the total quantity of food, and in fat, starch, and sugar consumption.

To be sparing in the eating of fat without undesirable restriction of vitamin A intake, he said, it is well to bear in mind that the body fat of most meat animals, and the vegetable fats, are relatively poor in vitamin A while butter is comparatively rich in this principle.

Davis Publishes Sociology Paper

Dr. Kingsley Davis, associate professor of sociology, has recently written a paper entitled, "The Sociology of Parent-Youth Conflict." The question: Why does contemporary western civilization manifest an extraordinary amount of parent-adolescent conflict? is answered therein.

Dr. Davis concludes that the conflict "results from the interaction of certain universals of the parent-child relation and certain variables, the values of which are peculiar to modern culture . . .

The universals are (1) the basic age or birth-cycle differential between parent and child, (2) the decelerating rate of socialization with advancing age, and (3) the resulting intrinsic differences between old and young on the physiological, psychosocial, and sociological planes.

The following four complex variables are important: (1) the rate of social change; (2) the extent of complexity in the social structure; (3) the degree of integration in the culture; and (4) the velocity of movement (e.g., vertical mobility) within the structure and its relation to the cultural values."

A 25-year test of shingles and shingle nails has been completed by the forestry department.

Beer Considered Basic By Natives

Wines and beers in an amazing variety—many of them of bad taste and worse smell — were used abundantly by the aboriginal tribes of Latin America, says Dr. Henry J. Bruman, newly-appointed instructor in geography.

Basing his observations on field trips and research conducted in preparation for his doctoral dissertation at the University of California, Dr. Bruman revealed that drunkenness at prescribed times was a ritualistic duty in a number of native societies.

"Among a few groups, drunken parties were basic to the whole economic system," he said. "Thus, among the Tarahumar of northern Mexico, when a man wanted to get some work done, such as building a house or harvesting a field, he would send invitations to all his neighbors. After brewing a great batch of corn beer, and gradually submerging their Indian stolidity in a day or two of drinking, they would set to work and finish the job in short order."

The use of these Latin American drinks, which were made variously from corn, cornstalks, century plants, cactus fruit, mesquite, wild honey, pineapples, or palm sap, extended as far north as southern Arizona and as far south as central South America, said Dr. Bruman.

While these conditions prevailed mainly at the time of the arrival of the Spaniards, a knowledge of them is useful in studying the geography and culture of the region, he said, because Indians still comprise much of the population. Dr. Bruman will teach courses in Latin American geography.

Soft Coal Production Tops Anthracite Output

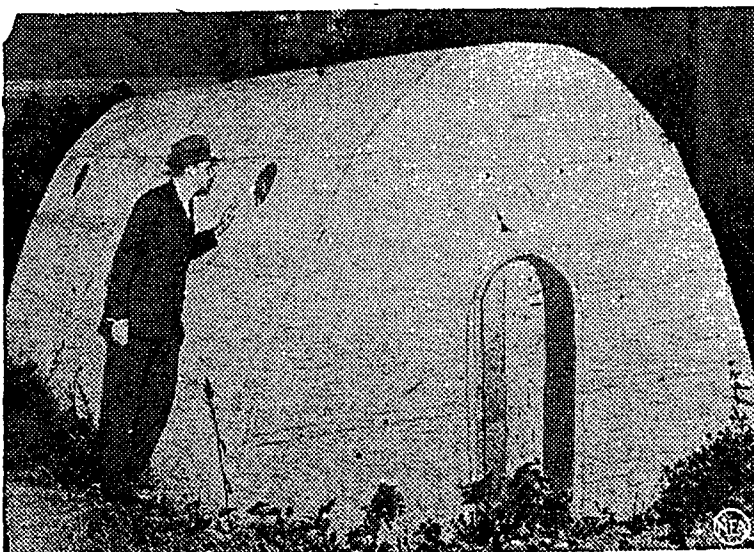
Soft coal miners produce considerably more coal per day than anthracite workers, according to figures revealed by Dr. W. M. Myers of the Mineral Industries Experiment Station.

The bituminous production per man-day in 1936 amounted to slightly more than 4½ tons per day as compared to approximately 2¾ tons for each anthracite worker. In 1890 the corresponding outputs were 2½ tons bituminous and slightly less than 2 tons annually.

Drive-In Theatre

FRIDAY . . .
"Boy of the Streets"
 Jackie Cooper,
 Maureen O'Connor
 Sit In Your Car—See and Hear the Movies
 1 mile west of State College
 On Route 322

Shape of Things to Come?



Take a good look at this American air raid shelter which A. C. Shire, technical director of the U. S. Housing Authority, is peering into in Washington. You're likely to see it again, for federal engineers are studying it with view toward inclusion in low-rent housing projects and War Department will soon issue pamphlets giving citizens advice on shelter preparation.

A Common Expression In Town
 And On Campus

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