

THE DAILY COLLEGIAN

"For A Better Penn State"

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Friday Morning, May 16, 1941

Number Please!

Your number may be next!

With orders from Washington compelling all local draft boards to send out remaining questionnaires and two out of every 10 potential draftees rejected because of physical defects, many familiar student faces will be absent next fall.

Instead of shouldering a gun for two-hour ROTC drills, many Penn State youths will be on guard duty in an army camp or learning the fundamentals of air corps instruction.

Because of the uncertainty prevalent in many students' minds as to whether they will be able to return to Penn State next year, A. R. Warnock, dean of men, suggested several methods of combating the draft dilemma in a recent speech before the Interfraternity Council.

The eligible student draftee should contact his local draft board, Dean Warnock advised, and ask them to determine at what period of the year he probably will be conscripted. If he is likely to be drafted within the school year and deferment seems improbable, the student should volunteer either in August or September in order that he might not lose a semester in college work.

Dean Warnock also discouraged students from leaving college to accept temporary work at high, boom-time wages in war industries. When the war is over and industry is compelled to settle down to normal working capacity, the college degree will come in handy as a "job-getter."

College registration next year is debatable, but a great difference in the distribution of class enrollment is expected. The freshman class probably will have to be the largest in the history of the College if the total enrollment is to compare with this year, because the upper classes will recede in enrollment.

Chin Up!

Charlie Schwab, the Pennsylvania boy who pulled himself up by his own bootstraps from nothing to a \$200,000,000 fortune in steel used to preach a philosophy that brought him the haughty laughter of the sophisticated society to which money elevated him:

"Keep your chin up."

How he lived that philosophy is only now being learned. In his heyday he ranked with Andrew Carnegie. Together they gave their wealth for philanthropic purposes. Both gave buildings to Penn State and were here together for their dedication in 1903.

When Charlie Schwab died it was presumed he was still rich. He had never grumbled to anyone, never told anyone otherwise. He still kept up appearances. This week it was discovered that his \$200,000,000 had dwindled to \$51,000, and that he had debts of \$300,000.

Society may have laughed, but Charlie Schwab kept his chin up.

—A.A.S.

The Professor's Viewpoint

By WILLIAM K. ULERICH
Editor of The Centre Daily Times and part-time instructor in journalism

Looking At College Publicity

As I see the publicity picture at Penn State, there are two distinct divisions. In one are the scientific releases, the "big, national" stories. In the other are the myriad run-of-the-mine stories appearing principally in state papers.

Both serve their purpose. The first maintains the prestige of the College in scientific and academic circles. The second keeps Penn State before the people of Pennsylvania, a function vitally important for an institution so dependent on popular goodwill.

In the latter field, I have a few ideas which I think might be helpful to faculty members who would like to obtain increased publicity for their work.

The problem, stated simply, is how to send out stories which editors will judge interesting to their readers. And it is a difficult one for the College publicity department. Items of extreme scientific interest, unless dressed up with adjectives, live verbs, and other journalistic trimmings, will leave your editor cold. Then again, some simple little feature story will crack page one in all the dailies.

The simplest way to get a story in the paper is to know your key men on the paper and in that way be sure your story will be given a break for friendship's sake, or at least that the friend will tell you how to shape it up to make it suitable. It's too bad stories are often "planted" that way. I don't justify it; I state it as a fact.

This method is too much to ask of a publicity department. The other is to "dress up" the story so that it has widespread public appeal. Right now, any story on which you can hang the national defense tag will stand a good chance of making the papers. For instance, stories could be played up in this manner:

National defense has inspired some new Spanish courses to enable future graduates to get jobs in South America working for hemisphere solidarity. National defense methods were examined by a group of engineers on a tour of factories. National defense has been furthered by studies in soil productivity at the College.

Now the courses in Spanish would have been introduced anyhow, the engineers always make an inspection tour, and soil studies are routine work, but with the aura of national defense about them, their chances for publication would be better.

An important point for College staff members to know is how to judge whether the man-in-the-street (in whom your editor is interested) will like your particular story. In any case, you should give the item to the publicity department and rely on their judgment. If you ask advice of someone on Ag Hill regarding your lawn, you'll accept it. Likewise you should accept publicity's statement that your story is or is not news, and continue to send in information without getting insulted—when your pet story doesn't make The New York Times.

1st War Helps College; What Will Second War Bring?

A student who came to Penn State as the result of a World War friendship between his father and a Penn State dean has turned out to be a "five-letter man" in scholarship—an achievement almost as rare as winning letters in five different sports.

The student is John D. Morgan Jr. '42, whose father, now vice-president in charge of engineering and research for Cities Service Oil Co., and Edward Steidle, dean of the School of Mineral Industries, were fellow captains in the First Gas Regiment (30th Engineers) of the A.E.F.

"John's father told me at the end of the war," said Dean Steidle, "that if he ever had a son who was interested in mineral industries he would send him to my school. To have him turn out so well scholastically is a double pleasure."

In winning election to eight different honorary societies, the son has made his mark in five separate subject matter fields. Although enrolled in mineral industries, he has been named to two societies for distinction in engineering, one for mathematics (liberal arts), another for chemistry, another for mineral industries, and two for top-ranking cadets in the ROTC.

He is president of Sigma Tau, engineering honorary, and also is a member of Phi Eta Sigma, general scholastic honorary. This record, for diversity, is probably unmatched in the College's history.

Lowry To Head Spanish Club

E. Jean Lowry '42 was elected president of the Spanish club for next year at the final meeting held in the Grange Playroom Tuesday evening.

Other officers elected were Anita L. Stilson '44, vice-president; Hans Rexach '43, secretary; and Dario deBedout '42, treasurer.

Vito DiVincenzo of the Spanish department was re-elected faculty advisor.

Elected to honorary membership were Dr. Frank D. Kern, dean of the Graduate School; Dr. William H. Gray, professor of Latin and American history, and Mrs. Gray; Dr. Harold H. Arnold, professor of Spanish, and Mrs. Arnold; Dr. Clarence R. Carpenter, associate professor of psychology, and Mrs. Carpenter; Dr. Joseph W. Fosa, associate professor of Spanish, and Mrs. Fosa; and Dr. Henry J. Bruman, instructor in geography.

54 Attend PS Club's Annual Spring Banquet

Fifty-four members and guests attended the Penn State Club's annual spring banquet in the Sandwich Shop last night.

Charlie Speidel, wrestling coach and one of the principal speakers at the banquet commended the club for "doing a great job," while Captain W. V. Dennis, head of the Campus Patrol, urged that the club emphasize "teamwork."

Arnold C. Laich was given the club's award for the outstanding non-fraternity senior, and the retiring executive board was awarded keys by Russell E. Clark, College bursar.

Beachcomber Dance

With the Nittany Nine providing the music, Phi Kappa Sigma will hold a Beachcomber Dance from 9 until 12 o'clock tonight. Admission is by invitation only.

CAMPUS CALENDAR

TODAY

Senior engineering lecture, Room 110-E. E., 4:10 p. m. Harry F. Burkholder, Brentwood-Dorchester borough manager, will speak on "The Engineer in Municipal Affairs."

Varsity baseball with Muhlenberg, New Beaver Field, at 4 p. m. Varsity tennis with Franklin and Marshall, New Beaver Field courts, 4 p. m.

PSCA Welcome Committee for Freshman Week, Hugh Beaver Room, 5 p. m.

Coeds interested in attending Campus Counsellors Conference call Helen Gordon, 158 Atherton Hall.

TOMORROW

Dr. P. Debye will speak on "Analysis of Molecular Structure by Electron Scattering" at the American Chemical Society Meeting in Room 119, New Physics Building at 8 p. m.

Freshman baseball with Bucknell, New Beaver Field, 12:30 p. m.

Varsity baseball with Temple, New Beaver Field, 2:30 p. m.

Three Women To Fill Library Vacancies

Three women have been appointed to fill vacancies arising this year on the library staff, Willard P. Lewis, College librarian, announced yesterday.

Miss Jean E. Malloy, a graduate of the Columbia University School of Library Science, will be an assistant at the Agricultural Library Extension. She will succeed Mrs. Leona W. Terrell, whose resignation will be effective June 1. Mrs. Terrell has accepted a position with the Brooklyn Public Library.

Miss Elizabeth Frear, reference librarian who will resign September 1, will be succeeded by Mrs. Mildred Ailman, a graduate of Penn State and of the Simmons College School of Library Service. Mrs. Ailman has had experience at the College from 1922 to 1924 and at Westminster College from 1926 to 1940.

Mrs. Crystal Bailey, library assistant at the engineering reading room, will become extension librarian on the engineering defense training program July 1. Her present position will be filled by Miss Elaine Woody, a graduate of William and Mary College, Virginia, and of the Library Training Course at Pratt Library in Baltimore.

Campus Center Club Elects New Officers

Officers for the coming year of the Campus Center Club have been elected, and plans to hold a picnic at Whipples Dam have been made.

The new officers are John O'Leary '42, president; Creighton Lawhead '42, vice-president; Thelma Smith '42, secretary; Lois Remensnyder '42, treasurer; Stanley Williams '43, and Jean Louise Knapp '42, social chairmen.

Mural Petitions

(Continued from Page One)

tained from Henry Varnum Poor's Land Grant Mural.

Repeating the words which he recently had published in Froth, Joseph concluded, "We hope to see speedy action—not just words, so that the mural project will receive adequate support; then murals in the mezzanine of Old Main will be a tangible reality."

AT THE MOVIES

CATHAM—"A Woman's Face"
STATE—"They Dare Not Love"
NITTANY—"A Girl, A Guy and A Gob"

READ THE COLLEGIAN CLASSIFIEDS

You'll Enjoy

The Corner
unusual