

# THE DAILY COLLEGIAN

"For A Better Penn State"

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Friday, September 18, 1942

## Your Collegian Delivery

Two years ago this month the Penn State Collegian closed shop as a semi-weekly newspaper, and, amid the backslapping and well wishing of friends and neighbors, started gingerly up the dark alley of daily publication under the revised named of The Daily Collegian.

In the five semesters since that initial step, circulation has been handed the unwelcome distinction of being Collegian's most notorious weakness. Complaining subscribers have become a perennial joke on campus.

Wising up to this fact, successive Collegian circulation staffs have frantically experimented with various methods of securing improved delivery. Although encouraging, the results of these experiments are still far from perfect.

With the special Summer semester, Collegian did manage to attain a new high in carrier efficiency, however, and believes that it can maintain and even improve upon this record during the current semester.

Under the present system every complaint received in the Collegian office is checked, and if confirmed, marked against the carrier who is then assessed for the poor service.

Carriers found to be giving poor service by this method are warned and subsequently discharged if no improvement in delivery is noted after a reasonable period of time. Complaints made frequently by the same customer are investigated, and if the carrier is found to be at fault, he is immediately discharged.

This system, adopted and put into practice last semester, cut delivery complaints in half in its first six weeks of use. It has been the most successful of all Collegian circulation programs to date, and Collegian believes that with the cooperation of its subscribers it can obtain even better results.

Customers are urged to help by reporting, promptly, all legitimate delivery complaints. Only in this way can better circulation be attained.

A survey of Collegian delivery under the new system during the Summer revealed that approximately 30 percent of all complaints received were sent in by complainants who had changed places of residence without informing Collegian of the fact. In many cases, however, the names were either lost or unreported to the circulation manager, and the subscribers were not listed correctly on the circulation rolls. Every effort will be made this semester to eliminate complaints from this source.

Another 30 percent of the total complaints, after a careful check, were found to be for minor faults such as the failure of the carrier to place the paper in a specific spot or position each morning, or, as was confirmed in several cases, the carrier's walking too heavily on the porch of the subscriber and thereby disturbing his sleep. Collegian cannot begin to eliminate all complaints from this source, but will follow its policy of investigating each complaint and fining the carrier if the complaint warrants such action.

Nearly five percent of the total complaints were found to be frauds, either sent in by fictitious customers as a twisted form of self-expression, or by "outraged" students seeking to gain free delivery

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## Lion Tales

Uncle Sammy isn't the only one who alters his program in keeping with being accelerated . . . the Cub, too, sets herself at the Remington to bat off a new program for Friday a. m.'s readers.

### Phooey

Now that we've worked all Summer to get our fingers on a premature sheepskin, WSGA, which always has the welfare of the coeds at heart, says no shut-eye plus no dean's list may equal no three o'clocks for big weekend dances. To those who moan the three o'clocks' approaching death, we dedicate this dirge.

We thought we had the Import licked  
With these new lovely babies  
But from its realm, dear WSGA kicked  
And added a lot of "maybes"

"The gals are tired, they need a rest  
Return early," thus was spoke  
At present Import stock is best  
For the coeds' just went broke.

### Honest To Pete

Honest to Saint Pete these tales of frosh lore are true . . . wacky as they may seem. Number one on the anecdote list concerns the ladies. In crowded-quarters Mac Hall, coeds were drooling over a chunk of birthday cake which had been plunked before a froshwoman. From happy birthday serenade the young potentials boomed into another medley. Miss Ray lowered her eyes. It was the renown chug-a-lug rounder.

Number two deals with a type who wanted to know if exams came wrapped in blue books.

### For The Books

With Greeks knocking themselves and non-combatants out in the biggest pledge-u-first rush season of many years, we add more fuel to burn with sorority logs. Rhea Silverstone, Peggy Lou Leach, Ruth Williams, Evy Williams, Harriet Hawes, Tommy Thompson, Marge Blackwood, Judy Richmond, Barb Burwell, but gosh girls, look for yourselves.

### Trivial

If Zippy Wood can manufacture a word from tripe and drivel, guess he won't mind too much if we swipe it for the issue being. Dick Wamsley, pika, bestowed the pearls on Dottie Koush, theta. Jeanne Stiles, exy on this sheet, is now a potential WAVE; also the former Campy Jack Olkein will bivouac with the khakis in New York. Rumors ugly as they are say, and don't quote us, Bill Scott, sae, and Beanie Siebert, of the glamor are a pinned twosome.

THE CUB

## We, The Women Glamour Ain't All— Brains Still Help

Just as World War II has made the last war look like a high school football frolic, so this season's sorority rushing has made that of past years' appear as harmless as first-grade children squabbling on a playground. The fault of this season's rushing is not obvious. On the surface, things are smooth: the code has not been violated.

Underneath, things are plenty rough. We don't mean the incessant coke dates nor the tiresome conversations—they're to be accepted and tolerated. We mean the criteria by which rushees are being judged.

With 500 freshmen and 142 transfers from which to choose, houses can afford to be fussy. As a result, false standards have been adopted.

It used to be that a woman with brains or personality or activities potentialities was rushed as hard as the gals with the long, blond bobs. Not so this year.

With the war challenging the very existence of sororities, a few capable women with brains might prove of value.

## Crossley Calls All Radio Men

All amateur radio operators, licensed by the Federal Communication Commission, are requested by Mr. Gilbert L. Crossley, assistant professor of electrical engineering, to apply at once at his office, 103 Electrical Engineering Building, for acceptance on the College radio station staff.

"A group is to be organized immediately," according to Professor Crossley, "as we must prepare for important work which may occur in the near future."

Although operation of all amateur stations is now suspended, there is still much to be done by all amateurs as W8YA, or Army control station WLMA may at any time be given responsible work in the war effort.

Professor Crossley urges operators to turn letters of application in before next Wednesday evening.

## CAMPUS CALENDAR

TODAY  
Newman Club, Theta Kappa Phi, 7:30 p. m.  
Book exchange money and books may be picked up at Student Union after 1:30 p. m.  
Meeting of the executive board of the Russian Club meet in the second floor lounge of Old Main at 7 p. m.  
Friday evening services, Hillel Foundation, 7:15 p. m.

## Stein Plans Open House

Students, faculty, and townspeople are invited to the first Old Main Open House of the semester, Friday, September 25, from 7 p. m. to midnight, OMOH chairman Gerald B. Maxwell Stein '44, announced last night.

Dedicated to the entering freshman class, the program has been arranged to help members of the yearling class become acquainted not only with fellow classmen but with such Old Main features as the president's office also.

Frosh customs will be lifted for the evening, according to a joint-statement from Charles Ridenour '43, Tribunal chairman and Marjorie Sykes '43, Women's Judiciary chairman.

Students recently appointed to carry out program plans are:

**Social dancing**—Jack Jordan '43, chairman, Robert H. Roy '43, Richard S. Kuitz '43, Richard Kuder, and Muriel Taylor '43. **Games**—William C. Patterson '43, and Nancy Zartman '45, co-chairman, Ralph W. Yerger '44, Lou Ullman. **Movies**—Paul Alamar, chairman, Barbara E. Whitbread '43, Phillip Lieberman '45. **Gameroom, Fourth Floor**—William H. Cissel '44, George Donovan, adviser. **Square Dancing**—Max H. Chenoweth '43, caller, Adele J. Levin '44, Ralph W. Harris '45, Hazel E. Gassmann '43. **Recordings**—John C. York '43, chairman. **Entertainment**—Jack R. Thompson '43, chairman. **Hos-tesses**—Mabel E. Satterthwaite '43, chairman, Pauline Crossman '43, Mary Grace Longnecker '45. **Ush-ers**—Seymour Rosenberg '44, chairman, Robert M. Faloon '44. Campus groups that have cooperated in sponsoring Open House Programs include Student Union, PS Club, WRA, Panhel, IF Council, IMA, School of Physical Education and Athletics, teachers of visual education, and WSGA.

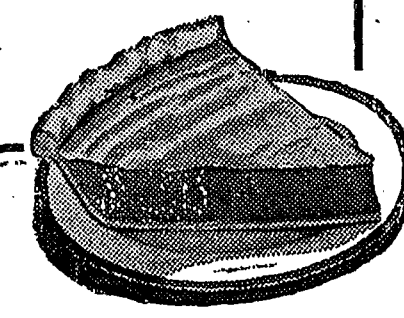
## Clauss Announces 13 New Thespians

Thirteen students will be formally initiated into membership by Thespians in the Thespian club room, Schwab Auditorium, at 6:30 p. m. Sunday, according to Edward R. Clauss, president of the organization.

Those who will be initiated are Joseph Cannon '43, Paul Galvanek '45, J. Michael Kerns '43, Vergil B. Mulholland '44, K. V. Mellott '45, Victor V. DiMeo '43, George P. Washko '45, Dayton G. Greenly '45, Robert Williams '44, John K. Riedel '43, Franklin P. Birchard '45, Raymond T. Fortunato '45, and Lester G. Stine '44.

According to Clauss, freshman tryouts will be held next week for parts in the new Thespian show, which is to be presented during Senior Ball weekend, and also for spots in the Thespian mobile units.

NONE CAN  
COMPARE



The  
CORNER

Unusual

## NIGHT FOOTBALL

### STATE COLLEGE HIGH

Vs.

### BELLEFONTE HIGH

Friday, Sept. 18      At 8:00 P. M.

HIGH SCHOOL STADIUM      STATE COLLEGE, PA.

Admissions: \$0.55 and \$0.80 Tax Inc.