

Public Information Puts Penn State In News With Yarns Long And Short

By KAY KRELL

Putting Penn State in the news—from a one-paragraph story of a student's latest college achievement to a yarn that makes headlines throughout the nation—is the job of the Department of Public Information in 312 Old Main.

The two-fold function of the department, headed by Louis H. Bell, is to produce the College's nearly 200 publications, including the general catalogue, student-faculty directory, timetable and others; and to put Penn State's best foot forward through the press, radio, and occasionally, magazines.

The department's smallest stories are the localized ones, usually postcards sent to only one town and describing a student's achievements. County stories tell of students from each county who are graduating or are on the dean's list, for instance, and stories for state-wide releases usually are general news, pictures, and interviews on timely topics.

Pushes National Publicity

National stories which feature the College in papers all over the country range from news, such as the recent naming of Dean Whitmore as the nation's top chemist, to the small 50-word human interest features which surprise everybody, including Bell, with their success. Such a story was the one sent out at the beginning of the war about the freshman who asked Dean Warnock for an excuse to go home to see his father, who was lonely since his mother went into the WACS.

Latest College stories to achieve national prominence through the press association wires are those of the trailer community and the veteran's nursery school. Pictures of the trailer camp appeared in papers throughout the country, and King Features recently sent its Dionne quintuplets photographer, Arthur Sasse, to spend two days taking pictures of life in Windcrest. Requests for trailer

Publicity Chief



LOUIS H. BELL

material have come to Public Information from many newspapers and magazines, including Look.

Dr. Clifford R. Adams' marriage clinic gained national recognition through a series of stories originating with a three-paragraph release from Public Information. From that beginning, it rose to a 1500-word feature in Everybody's Weekly, magazine section of the Philadelphia Inquirer, then a longer, signed article by Dr. Adams in the American Magazine and finally a reprint in Reader's Digest. The professor's ideas on love and marriage and selecting a mate will get further circulation in a book which he expects to publish soon.

College Makes Newsreels

To Bell's knowledge, the only time Penn State has hit the newsreels, except for football shots in the old days, was on a weekend when both he and his assistant, James H. Coogan Jr., were away. A Fox Movietone cameraman came to the College and took some faded shots of a game that Marine trainees were playing, basketball with boxing gloves. Since the rules allowed players to hit anyone who had the ball, the cameraman got a picture of a player getting socked hard enough to be separated from his teeth. The

"smash" finale is a closeup of the sailor looking cockeyed and spitting a mouthful of teeth at the audience actually beans which the photographer had given him in advance. Fortunately, Bell said, no one has ever reported seeing the movie.

National radio publicity has been confined to two big shows in the last three years—Vox Pop and a Spotlight Band. Vox Pop's surprise gift of a lion cub to the College gave Lou Bell a good story but probably caused him more shaky moments than at any time since he's been on the job as publicity director. "There I was," he says, "with a lion on my hands. I hadn't asked for him, and I didn't know what to do with him."

Mascot Rescued

Professors James F. Shigley and William T. S. Thorp finally came to the rescue of both the lion and its new guardian, but finally (and happily) says Bell, the mascot got so homesick that he had to be sent back to the Bronx zoo—another good story.

In spite of his trials, Bell's sympathies are with the lion. "Every year," he says, "some reporter comes along with an idea about a story on this lion. One of these days I'm going to end it for good by writing a first-person story in behalf of the lion, telling how happy he is to be back at home where nobody bothers him with interviews—like this one."

85 NROTC Men To Leave For Fleet Duty in March

Leaving for fleet duty at the end of this semester will be 85 men from the NROTC unit at the College.

In accordance with Navy department orders, all trainees were required to make a choice between remaining in NROTC or returning to the fleet. Men who chose to stay at the College must remain on active duty in the NROTC, regardless of points accumulated towards discharge, until July 1. They also agree to accept a commission in the naval reserve, if offered.

Of the 276 men on duty here, 191 elected to stay. The 85 who chose to return to the fleet will be transferred to their new activity on March 1.

Key Chooses New Chairmen

Carrying out reorganization plans, the Key party elected sub-clique chairmen at a meeting in 405 Old Main, Sunday night.

Those elected were: Raymond Murphy, seventh and eighth semester chairman; Warren Steubing, fifth and sixth semester chairman; Donald Ellis, third and fourth semester chairman; Edward Abernathy, second semester chairman.

Key reorganization includes the election of these sub-clique chairmen for the sophomore, junior, and senior classes to work under the over-all clique chairman. When the College returns to classes rather than semesters, as a student classification, the sub-chairmen will move up to take over their classes.

A new Key clique chairman will be elected in 405 Old Main at 7 p. m. Sunday.

Music Fraternity Plans Reorganization Lunch

Phi Mu Alpha, national music fraternity, will reorganize at a luncheon in the Corner Room banquet room, at 12:30 o'clock tomorrow afternoon.

Dr. Robert Dengler will be the speaker. All faculty and student members are invited to attend.

Time Tables

for the semester beginning in March are now on sale at Student Union for \$15, announced Ray V. Watkins, scheduling officer.

Calendar

TODAY
Collegian Junior and Senior Board meeting, 8 Carnegie, 4:30 p.m.
Sabbath Eve Services, Hillel, Dr. Seth Russell, speaker, 7:30 p.m.

TOMORROW
Sorority Open Houses, 2 to 4 p.m.
Theta Sigma Phi meeting, Theta House, 1:30 p.m.
"Sports Carnival," Recreation Hall.
Wrestling, Penn State vs. Cornell, 3 p.m.
Boxing, Penn State vs. Army, 7 p.m.
Basketball, Penn State vs. University of Pittsburgh, 8:30 p.m.
PSCA Cabinet meeting, 304 Old Main, 1:15 p.m.

SUNDAY
Open meeting, discussion of Rural Youth Association, 401 Old Main, 1:30 p.m.
Chapel, Jule Ayres, "The Christian Task," special music, Schwab auditorium, 11 a.m.
Key meeting, election of new clique chairman, 405 Old Main, 7 p.m.
Russian Club meeting, Hugh Beaver room, Old Main, 7 p.m.

MONDAY
Formal Cwens meeting, White Hall, 8:30 p.m.
Penn State Engineer meeting, 2 Armory, 7:30 p.m.
Orchestra Rehearsal, 117 Carnegie Hall, 7 p.m.
Block and Bridle Club meeting, 207 Agriculture, 7 p.m.

Skull and Bones

upperclassmen's honorary, initiated newly tapped members Sunday evening and held a banquet in their honor at the Allcrest Tearoom.

Back in Muffi-

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natives edged cautiously back to the plane. Then another, and another. Soon most of the crowd was back again, but more quiet, more reserved.

Then the pilot of the plane thought of the bananas! This section was famous for the fruit. He approached the natives' leader. The American, in his best "good neighbor" manner, asked him if there were bananas in the jungles.

The native said there were. "But, too far way."

The pilot went on. "Could the natives bring some bananas to the crew?"

Looking squarely at the white man who might have closed those doors, the native closed the issue. "Too far way. Just get for friends!" He straightened proudly; the top of his head almost reached the Yank's chin. The next day the tired crew flew the repaired plane back to its base. Without one banana aboard!

Joe O'Tousa, whose home is in Ellwood City, returned to the United States in April of '43. One of the first combat men home, he was chosen to relate his experiences on a bond-selling tour whose personnel included Robert Taylor and Nancy Gates. He was an instructor of navigation at Gelman Field, La., and later at Ellington Field, Texas, until he received his discharge last November.

Fiars

sophomore men's honorary, elected the following officers at a recent meeting: president, Joseph Leath; vice-president, Grant Dixon; secretary-treasurer, George Emig Jr.; and public relations representative, Robert Kritzer.

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