

Published Tuesday through Saturday mornings inclusive during the College year by the staff of The Daily Collegian of the Pennsylvania State College.

The Daily Collegian

Successor to THE FREE LANCER, est. 1887

Collegian editorials represent the viewpoint of the writers, not necessarily the policy of the newspaper. Unsigned editorials are by the editor.

Entered as second-class matter July 5, 1934 at the State College, Pa. Post Office under the act of March 2, 1879.

DAVE JONES, Editor

VINCE DRAYNE, Business Mgr.

Managing Ed., Marshall O. Donley; City Ed., Chuck Oberance; Copy Ed., Chis Mathias; Sports Ed., Sam Procopio; Edit. Dir., Dick Rau; Wire-Radio Ed., Bill Jost; Soc. Ed., Lynn Kahanowitz; Asst. Sports Ed., Dick McDowell; Asst. Soc. Ed., Lix Newell; Photo Ed., Bruce Schroeder; Feature Ed., Nancy Meyers; Exchange Ed., Gus Vollmer; Librarian, Lorraine Gladus.

Asst. Bus. Mgr., Mark Christ; Local Advertising Mgr., Robert Carruthers; National Adv. Mgr., Donald Hawke; Circulation Co-Mgrs., Frank Cressman, Diane Miller; Promotion Mgr., Ruth Israel; Personnel Mgr., Patience Ungethuem; Office Mgr., Gail Shaver; Classified Adv. Mgr., Jean Geiger; Sec., Carol Schwing; Research and Records Mgrs., Virginia Bowman, Eleanor Hennessy.

STAFF THIS ISSUE: Night editor, Bill Ollendike; Copy editors: Mary Lee Lauffer, Edmund Reiss; Assistants: Roger Biedler, Roy Williams, Mary Loubris, Cecilia Johns. Ad Staff: Vince Drayne, Bob Carruthers.

Business School: A New Opportunity

A great opportunity for business education in Pennsylvania has been made available with the opening of Penn State's ninth undergraduate school. The School of Business, approved by the Board of Trustees in January, began its instructional work yesterday under Dean Ossian R. MacKenzie.

To Penn State, the new school will mean much. It will add prestige to the College, bring opportunity to its students, and provide sound business graduates for the state.

A School of Business has long been a need at Penn State. Students enrolled in economics and commerce in the School of the Liberal Arts have long yearned for such a school and the opportunities it would afford. One main student concern in a Business school has been the removal of the foreign language requirement.

The new school is now a reality, and much to the joy of those students, the language requirement is gone. This is unfortunate. The Business school curriculums illustrate a sound liberal arts background is necessary for a business graduate. A business graduate must be able to communicate. He must be able to read, write, talk, and listen. Above all, he must be able to think intelligently about business prob-

lems. Good liberal arts background is essential for this.

The elimination of the language requirement has removed good mental discipline for the business student. Besides discipline, foreign language provides a better knowledge of the native language, contributes to the power of communication, and expands the scope of the student.

A good School of Business—as we hope Penn State's will be—can instill a basic knowledge of the free enterprise system, teach this power of communication, and combine the two with ethics. The school must be more than vocational. Business students must learn more than the morals of the market place. They must be business statesmen.

The more than 1000 students going into the new School of Business this week must avail themselves of this new opportunity. The school has a good faculty. There are areas to bolster, and difficulties must be overcome. But this is true of anything new.

Penn State students have long clamored for the School of Business. The school is here. It is now largely up to those students to use the facets of the school, and to make it work for them.

Customs: What Do They Mean?

Penn State's customs program moved into its fourth post-war year yesterday with both freshmen and upperclassmen wondering just what the whole thing is about.

Customs were returned to campus in 1950 for the first time since 1944. They were designed, as far as we can determine, to promote Penn State spirit and group feeling within the freshman class.

To some extent, customs have accomplished these goals. Largely due to customs, freshman spirit at football games has risen and frosh have learned College songs. They have learned a bit more about the campus, and learned it a bit faster. And customs have promoted a temporary group feeling among the frosh.

But customs enforcement has been sadly lacking. Never since 1950 has any more than a small group ardently enforced customs. And never since 1950 has any more than a small number supported the customs program. The rebirth of customs was mainly a move of student government and not the entire student body. As a result, customs without student support have suffered.

This should be the first year of full customs enforcement. This year's senior class has undergone customs, as have the juniors and sophomores. All have experienced the pros and cons

of a customs program. As a result, enforcement this year will probably be at a peak.

Because the customs program lacks full student support, student leaders and hat societies are expected and even urged to enforce customs. If customs were desirable, enforcement would come from all students, and not only through a few.

A good customs program can be effective. Penn State, still young at 89, needs good solid student traditions. The purpose of customs may be admirable. But the application here has been poor.

Customs have been faulty from the start. The Class of 1954 had customs until Homecoming, was not allowed to date during that time, and had a contest with upperclassmen to get free of customs. Last year, customs were removed after a small frosh demonstration. This year, frosh may date after the first weekend. Such inconsistencies point to the faulty planning and shipshod control of customs.

The customs program deserves at least one more chance to prove itself. That chance is the program which opened yesterday. If upperclass support is forthcoming for the customs program, it deserves continuation. If upperclass support is not forthcoming, the students apparently do not want customs. In this case, customs should be stopped at Penn State until student demand is high enough to warrant them.

'Mr. Soccer' Leaves Penn State

The man who earned the name "Mr. Soccer" in his 27 years of Penn State coaching is gone. Bill Jeffrey, the College's soccer coach for more than a quarter of a century, has gone to Puerto Rico and been replaced by Ken Hosterman, one of Jeffrey's outstanding players.

Jeffrey leaves behind him records and memories to be treasured by old and new students. He understood only one word—Win. And that he did.

During the summer the winning Scot accepted a teaching-coaching position at the University of Puerto Rico. Had he remained on campus, he would have been forced into retirement in 1957. This would be like losing a soccer game.

Jeffrey introduced two sports at the College which will be employed for years to come. They are intramural soccer—the sport he called "Five-A-Side," and "Soccer-Volleyball." The latter in-

novation was brought about through his own authoritative advice: "I like to see a boy use his head, as well as his feet." Requirements for the game are head and feet.

In 1951 Jeffrey and his championship team were invited by the State department to make a goodwill tour to Iran.

Although there are many things that have enriched his career, there is only one which will go down in history as a chapter in itself. That is Jeffrey's incredible won and lost record in college soccer. He led his teams to 151 victories, 22 defeats, and 28 ties. He was also a producer of all-America material—37 of his players won this distinction a total of 49 times.

This is the shoe that Hosterman must wear. Although the job will be difficult, we believe Hosterman's selection is a good one. And we're behind him 100 per cent.

—Sam Procopio
Sports Editor

Safety Valve...

We Want Opinions

Probably the best way for students, faculty, and administration to let their opinions be known to those on campus is through the Safety Valve, a Daily Collegian editorial page feature. Letters should be addressed to the Editor, Daily Collegian, State College.

Whether it be a gripe about All-College Cabinet, College practices, or world affairs, or praise for someone or some group, Safety Valve is the place for it.

To be published, letters must be signed. We reserve the right to edit or cut letters. Letters bearing signatures will be verified. However, we may withhold names upon request of the writer.

—Dick Rau

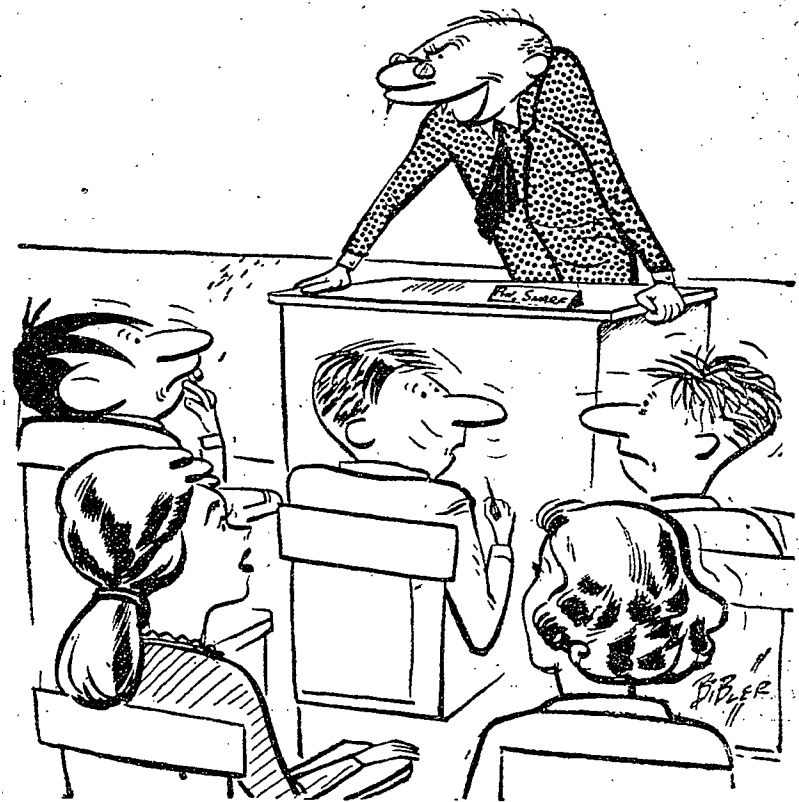
Gazette...

Tuesday, Sept. 22
COLLEGHIAN Business Staff, all members, 7 p.m., Collegian Business office, Carnegie.
FROTH circulation meeting, Freshmen welcome, 7:30 p.m., 317 Willard.
FROTH, new and old advertising candidates, 7 p.m., 5, 6 Carnegie.
HILLEL Governing Board, committee chairmen, 7 p.m., Hillel Foundation.
WRA BADMINTON CLUB, 7 p.m., White Hall gym.
WRA BOWLING CLUB, 7 p.m., White Hall alleys.
WRA MODERN DANCE CLUB, 7 p.m., Rhythm Room, White Hall.
WRA HOCKEY CLUB, 4 p.m., daily, Holmes Field.

STUDENT EMPLOYMENT
Men for waiter jobs in town.
Women for waitress work in town.

Little Man on Campus

By Bibler



"I find that the smart students drop this course.—The rest try to stick it out and flunk."

The Old Badger Game

State College Goes For a Free Ride

Merchants in State College learned a new game this summer—the old badger game.

And, as one newspaper reported, "they were taken for a free ride."

Arriving in State College in July with only a \$4 pawnshop ticket and several dollars in his pockets, Alex Diaz set local merchants and natives into a whirl of activity.

He announced plans to put State College into the international social whirl by holding a fabulous "Mexican wedding" in the borough.

Townpeople prepared to greet the bride and bridegroom, two ex-Mexican presidents, movie actress Delores Del Rio, and 145 other visitors from the Latin quarter.

Before the 24-year-old Diaz had been arrested and sentenced to 1-to-11 months in Centre County jail, he had managed to set the stage for one of the most stupendous hoaxes ever arranged.

Before this driver on a Mexican hayride was caught, he had: Reserved a hotel, a fraternity house, and a roller-skating rink for wedding receptions.

Reservations for a party of 150 Mexicans for accommodations in two other fraternity houses.

Students from State College High School and the College hired to perform at the wedding. Diaz taught them a Mexican shuffle dance and promised them \$1.50 an hour.

Lined up other college students to serve as chauffeurs, waiters, and ushers for \$25 a day. Some ushers were even measured for tails by a local tailor.

Flowers worth \$6180 ordered from a local florist who alerted six helpers to handle, select, sort, and cut flowers.

Diaz had a local restaurant arrange with a bakery to make dozens of loaves of garlic bread... just so the Latin visitors would be properly fed.

Fraternity men at one house were induced to convert a shallow goldfish pond into a wishing well so Mexican magnates could drop silver dollars into the well for the newlyweds.

A local merchant was sent hunting for someone who could make a \$400 canopy which would be attached to the front of the hotel. A Clearfield dealer said he could do the job.

Persons were asked to find a mountain retreat for the bride and groom where they could remain in seclusion until the wedding day.

Church announcements told of the coming marriage of Rafael de la Garza and Anna Louise Soto, a pair that never showed up.

"I did not make a cent on my wild scheme," Diaz said, "even

though a lot of people were, as you would say, took."

He pleaded guilty to charges of ducking an \$80 hotel bill and failing to pay for a \$7.50 bouquet of flowers he ordered for a hotel employee who "was so nice" to him.

He told police he first came to State College seeking a friend. When he learned his friend had moved, he decided to make new ones.

He explained the bridegroom was his cousin and it was a Mexican custom for cousins to arrange weddings for each other.

He said the bridegroom had studied at the College and had fallen in love with the bride-to-be, a former resident of near Bellefonte. They had moved to Mexico City where their romance continued to bloom, he said. They decided to get married in State College for sentimental reasons, he added.

Father of the bridegroom was also to bring a 12-piece orchestra. Diaz said he didn't have to scratch around for ideas once local residents worked themselves into a fever pitch. He also said he had to work hard to keep up with excited citizens.

One business man ordered six red, brass-buttoned jackets for his waiters to wear and another storekeeper had a sign written in Spanish stating the language was spoken in his store.

Some merchants went so far as to seek Spanish-speaking help.

Diaz began moving belongings into a fraternity house from the hotel where he was staying. Later, he asked about a nearby airport and asked if a member would drive him there. The men in the house, growing suspicious, called police who arrested him that night.

Records turned up by police showed Diaz had served in Army disciplinary barracks in Leavenworth, Kan., and the friend he had come to State College to see was a fellow prisoner.

When asked if he was sorry for what he did, he said, "I think those people had fun and enjoyed themselves."

Merchants in town had one moral to offer... "When driving on a Mexican hayride, make sure you have a license—a marriage license."