

Secret to Success: Sell Your 'Sizzle'

By PEGGY McCLAIN

Want your sweetheart to say "Yes"? Need a job? Want a raise in compensation?

It's not up to fate. It's a matter of the right words at the right time. In short, life is one big sales technique.

The formula is simple. It's a game with five easy rules, or

Chagall Fable Etchings

An exhibition of 50 Chagall etchings illustrating the Fables of La Fontaine is on display until March 8 in the foyer of the University Library.

Religion

Students to Hold Worship Services Tomorrow Night

Wesley Foundation of the Methodist Church will hold a fellowship supper at 5:15 p.m. tomorrow.

The Student Fellowship of St. John's Evangelical United Brethren Church will join other members of the Inter-Church Student Fellowship in observing the Universal Day of Prayer at 6:30 p.m. tomorrow. The service will be held at the Evangelical and Reformed Church with Theodore Greene of Yale University as the speaker.

Father James McCann, redemptorist from Ephrata, will preach nightly missions at Our Lady of Victory Church from Sunday until Thursday.

In addition to the constant mission work, Father McCann will conduct retreats and 40-hour devotions throughout his schedule.

Newman Clubs on non-secular campuses throughout the nation tomorrow mark the day of Cardinal Newman. Attaining eminence in the Church of England as the leader of the Oxford movement, Cardinal Newman was received into the Catholic Church at the age of 45 and made a cardinal.

Four Class Teams Compete Monday

In the Women's Recreation Association interclass basketball competition the freshmen will meet the sophomores at 7 p.m., and the juniors will play the seniors at 8 p.m. Monday.

Winners of these two games will meet at 6:45 p.m. Tuesday to decide the class championship.

A practice session will be held Thursday night for the girls who will visit Lycoming College for the Play Day on Saturday.

Play Day will consist of athletic competitions between teams from each of the colleges attending the event.

Co-Edits

Sigma Phi Alpha

A semi-formal Saint Valentine's dance, sponsored by Richard T. James, an alumnus, and his wife, was held recently at the Sigma Phi Alpha chapter house.

John Shaw, an eighth semester electrical engineering major, and Vera Lynn of Springdale were selected King and Queen of Hearts.

Gene Sampson and his quintet provided the music. Refreshments were served.

New officers of Sigma Phi Alpha are Herman Weiskopf, president; Arthur Thompson, vice president; Wilbur Evans, treasurer; Clayton McFarland, secretary.

Joseph Barna, caterer; Robert Kurtz, house manager; John Forrest, athletic chairman; Robert Toefer, pledge master; Richard Brandt, rushing chairman; John Christian, scholarship chairman; and John Yeatman, social chairman.

Theta Kappa Phi

Theta Kappa Phi recently initiated Richard Evanko, Robert Evanko, Ronald Crapsy, Steven Hamas, Joseph Krufka, Frank Reich, Ronald Signorino, George Vasley, and Frank Zurlo. George Zoritch was initiated as an honorary member.

New officers of Theta Kappa Phi are Charles Signorino, president; Richard Walsh, vice president; James Troilo, secretary; and Raymond Grapsy, treasurer.

Wheeler points, according to Elmer Wheeler, newspaper reporter and author of the book "What to Say and When to Say It."

Everyone has a "sizzle," Wheeler writes. Some have more than others, some have sizzles deeply buried, but everyone has them if he will dig deep to find them. Thus—rule number one: Sell the "sizzle," be it friendliness, your smile, your jokes, your modesty, or above all, your You-ability (defined: play up what others, not yourself, think important.)

Sell Yourself Now

Wheeler point number two—"Don't write, telegraph." Sell yourself in the first ten seconds of speech. People form snap judgments in these days so put across your sizzle without bogging down the conversation.

"Say it with flowers." The third rule is for the dramatists. Back up what you say with some appropriate gestures and actions. Add zip to your talk and don't let it hang in mid-air.

Wheeler point number four, the solution to the age-old problem: how to let them get you right where you want them, or "Don't ask if, ask which." Give a person the choice between something and something rather than between something and nothing. They'll be so busy deciding which is the lesser of the two evils that they'll forget they didn't want to do either in the first place.

Watch Your Bark

The fifth Wheeler point, which is vital to the success of the other four, is "Watch your Bark." Your best sizzle will be lost if the tone of your voice is flat. Vary it in speed, in pitch, and in volume.

Wheeler offers some advice to those who often find themselves at a loss for words. For instance, what should a coed say to take the wind out of the professional heartbreaker? Not the usual "I've heard that line before." Just ask, "Then what did you do?"

To flatter a genuinely beautiful woman, don't remark on her lovely eyes, fellows. Ask her what she thinks of the new cabinet proposal. She's heard the other stuff before. Show her you value her mind.

Spring in February

If your mate (roommate in this case) reads in bed, how can you break him of the habit peacefully? If it's a him, ask him to read out loud. He'd rather put the book away. If it's a her, warn her of the bags that form under eyes from late hours. A woman's vanity is tantamount.

So your fellow needs a haircut? Don't pull the old gag about the violin player, and forget the Samson routine. Just ask him if his barber moved.

When you've made a mistake, don't go into extensive excuses and apologies. Just say, "It was my fault. I'm sorry." The other fellow is so set for a string of excuses that you knock the wind out of him by admitting your blame.

Ever have a question thrown at you that you weren't too eager, or able to answer? Use the old politician's methods—return question for question. Ask "Why?" If they beat you to the punch and ask "Why?" first, say "Why do you ask me why?"

In spite of all the fancy phrases and oratories, there are two words that still remain the most famous and effective in the entire world, Wheeler maintains. Say them in any language, but say them with your whole face—that's "Thank you."

Pattee's Book Called 'Zestful,' 'Sharp' in Review

Concise, sharp, and zestful are the words used in the "Saturday Review" to describe "Penn State Yankee: The Autobiography of Fred Lewis Pattee."

The book is reviewed in the Feb. 20 issue by Sculley Bradley, professor of English at the University of Pennsylvania.

Bradley said, "The book tells of an engaging individual, self-made and well-made. His writing is concise, sharp and zestful, in the best tradition of upstate New Hampshire, where he was born in 1863. Abounding in the author's shrewd comments on events and personalities the book will be of interest to many readers."

It shows a lack of style and organization compared to his best writing, but this is because the author didn't prepare the book for publication, Bradley said.

When Pattee came to Penn State, the college was small and hidden in the unsettled hills of central Pennsylvania. Pattee also had to conquer the general superstition of the day toward the land grant colleges. At Penn State he became the only formal teacher of American literature in the country.

Bradley says that Pattee's book "A History of American Literature Since 1870," written when he was 52, brought to Americans the new national literature. This first literary history of a new nation showed the literary power of the West and reborn South.

Bradley says Pattee's real worth to the literary world is not his writing, but his faith and courage and lifelong battle for the study of our native literature.

Graduate Receives Fellowship Award

Susan M. Holtzinger, who received her B.A. degree in arts and letters at the University last June, has been awarded a fellowship for advanced study abroad in 1954-55 by Rotary International. She will study in Australia.

Miss Holtzinger is one of 102 students from 27 countries who have been awarded these fellowships.

The Rotary Foundation Fellowships were established in 1947 as one means toward the goal of promoting international understanding, goodwill, and peace.

LA Coffee Hour Set for Monday

The final Liberal Arts coffee hour for faculty, freshmen, and sophomores will be held at 4 p.m. Monday in the lounge of Woman's Building.

About 90 invitations have been sent to freshmen and sophomores, Mary Lee Lauffer, co-chairman of the coffee hour, said.

The second series of LA coffee hours will be for juniors and seniors, who will be invited according to curriculums.

Seven-Pound Son Born to Perkinses

A son was born to Assistant Dean of Men and Mrs. Harold W. Perkins at 4:10 a.m. Wednesday in Centre County Hospital, Bellefonte.

The boy, weighing seven pounds four ounces, has been named Timothy Richard. Mother and son are doing nicely, Perkins has reported. It is the Perkins' third child.

Marriages

Jordan-Housum

Mr. and Mrs. William T. Housum, Wyomissing, announce the marriage of their daughter Mary to 2d Lt. Michael Jordan, son of Mr. and Mrs. Alexander Jordan of San Bernardino, Calif.

Mrs. Jordan is an eighth semester home economics major and a member of Kappa Alpha Theta, Omicron Nu, home economics honorary, and Pi Lambda Theta, education honorary.

Lieutenant Jordan was graduated from the University in January and is currently stationed at Quantico, Va. He is a member of Sigma Alpha Epsilon, Quarterdeck Society, Blue Key, Skull and Bones, and was business manager of the Penn State Engineer.

Stern-Bash

Mr. and Mrs. Joseph Bash of Trenton, N.J., announce the marriage of their daughter Carol to Lt. Harvey Stern on Feb. 7 at the Stacy-Trent Hotel in Trenton.

Mrs. Stern attended the University and majored in political science. She was a member of Sigma Delta Tau.

Mr. Stern is now serving in the U.S. Army and is stationed at the Pentagon in Washington, D.C.

The couple is now residing in Arlington, Va.

Garfield-Goldblatt

Mr. and Mrs. E. Menchy Goldblatt of Philadelphia announce the marriage of their daughter Ruth to David Garfield, son of Mr. and Mrs. Nathan Garfield of Philadelphia.

Mrs. Garfield was formerly a student of the University of Pennsylvania.

Mr. Garfield is an eighth semester commerce major and a member of Beta Sigma Rho.

Bunnell-Griffith

Dr. and Mrs. Ivor Griffith of the Cambridge, Alden Park, announce the marriage of their daughter Gwen to Richard Bunnell, son of Mr. and Mrs. Millard Theodore Bunnell of State College.

Mrs. Bunnell, an eighth semester elementary education major, is president of Chi Omega and Scrolls, senior women's hat society.

Mr. Bunnell is a graduate of the University and a member of Phi Gamma Delta. He is stationed with the army at Camp Gordon, Ga.

Nevel-Eiswerth

Mr. and Mrs. E. Eiswerth of South Williamsport announce the marriage of their daughter JoAnn to Donald Nevel, son of Mr. and Mrs. G. M. Nevel of Williamsport.

Mr. Nevel is an eighth semester civil engineering major and a member of the Penn State Blue Band.

The couple was married Feb. 12 in the Presbyterian Church in State College. Edward McConnell, eighth semester mechanical engineering major, was best man.

Freed-Gramley

Mr. and Mrs. E. T. Gramley of Milton announce the marriage of their daughter Ann to John Freed, son of Mr. and Mrs. Irvin Freed of Pottsville.

Mrs. Freed attended the University and is a member of Delta Zeta.

Mr. Freed attended the University and is now serving with the United States Army. He is a member of Delta Sigma Phi.

Engagements

Smith-Krieger

Mr. and Mrs. Walter Krieger of Johnstown announce the engagement of their daughter Patti to Barry Smith, son of Mr. and Mrs. H. Rook Smith of Mont Alto.

Miss Krieger attended the University of Pittsburgh and is a graduate of Katherine Gibbs School of Montclair, N.J.

Mr. Smith is an eighth semester civil engineering major. He is a member of Lambda Chi Alpha and is secretary of the Penn State student chapter of the American Society of Civil Engineers.

Miss Krieger is presently employed as a secretary to the personnel director of the Ordnance Research Laboratory at the University.

Reynolds-Bortz

Mr. and Mrs. Clifford E. Bortz of Greenville announce the engagement of their daughter Elizabeth to Joseph Reynolds, son of Mrs. Charles Reynolds of Wilkes-Barre.

Miss Bortz is an eighth semester home economics major.

Mr. Reynolds is a 1953 graduate of the University in physical education.

Irons-Bentley

Mr. and Mrs. Raymond Bentley of Dryden, N.Y., announce the engagement of their daughter Rita to David Irons, son of Mr. and Mrs. D. W. Irons of Linesville.

Miss Bentley teaches third grade at Harbor Creek School in Erie.

Mr. Irons is an eighth semester agriculture economics major. He is a member of the College Cooperative Society, Agricultural Economics Club, and past treasurer of the Roger Williams Fellowship.

Reichley-Feehrer

Mrs. Agnes Feehrer of Sunbury announces the engagement of her daughter Joan to Richard Reichley, son of Mr. and Mrs. G. B. Reichley of Sunbury.

Miss Feehrer is an eighth semester education major and a member of Alpha Gamma Delta.

Mr. Reichley is a junior at Lehigh University.

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