

"Congratulations to Someone"

Sam's Song

By SAM PROCOPIO
Collegian Sports Editor



When you pick up a newspaper—anywhere in the country—and read about Penn State's sports fortunes, you can bet your bottom dollar that the sports editor of the Department of Public Information at the University is responsible. He is Jim Coogan.

It usually takes an undefeated team for any college sports publicist to win space in newspapers outside of his locality. And although some sports publicity men may have this prerequisite, it not only takes an excellent writer to capture the interest of sports editors throughout the country, but a creative writer as well.

Despite the fact that Coogan has had a few undefeated teams to write about and that some of the Nittany Lions' varsity sports have been better than average, there are two facts which make his work even more respected.

First, Penn State is isolated from any big-name newspaper and from a large city. Secondly, there is no direct service with the Associated Press, United Press or any other press services near campus. Still, he does a complete and thorough job.

Coogan was born in Shenandoah, Pa. on June 24, 1908. A graduate of the University, Class of 1930, he became editor of the Daily Collegian. Because of his contributions to Pennsylvania newspapers, he was named several years ago as an honorary member of the Pennsylvania Society of Newspaper Editors.

From college Coogan went to Berwick, Pa., first, as a reporter, then as sports editor, and finally as managing editor of the Berwick Enterprise. Tuberculosis had Coogan tied up for several years, but he returned in 1937 to the Shenandoah (Pa.) Evening Herald. He was a sports columnist, then editorial writer, and finally advertising manager. He left the Herald in 1942 to do his informational activities at Penn State.

Since that time, Coogan's work has been so well done that today, as a sports publicist, he is in a class all by himself. Currently serving as president of the Sports Division of the American College Public Relations Association, Coogan is highly thought of by the President, the Administration, and coaches at Penn State.

He has gone beyond the technicalities of sports publicity. His judgement is sound and highly respected. In fact, many staff members go to him for advice.

A wide-awake sports publicity man, Coogan's achievements are no better brought out than what sports editors and writers have said about him. Because of his modesty the following excerpts have been obtained without his knowledge. The letters were received by Coogan from the persons named.

Mr. Taylor, a Baltimore sports-writer, said at a meeting of the U.S. Lacrosse Association in N.Y.:

"You know that fellow who writes your sports publicity hit on a great idea when he includes among his releases, short, interest-paragraphs dealing with a great variety of things. These find their way into not only our paper but others that I have noticed, often before a topic of general interest is used. This is a great idea and one which will gradually result in Penn State getting more and more publicity."

Bill Sullivan, Jr., Lieutenant USNR, PIO, wrote: "Your co-operation has been superb, by far the most outstanding of any of the colleges on our schedule. I appreciate it very much and want you to know that the type of job which you are doing enhances considerably the prestige of people in our field."

"It was a real pleasure to meet you Jim, and I certainly enjoyed being with you. I want to personally thank you for the excellent work you did before you came out to Tacoma and after you were there. You rank top among the publicity men I know," said Howard B. Greer, PI director of the State College of Washington.

Coogan, tabbed by one writer as the "most prolific of all college pubsters," has been often named top man in publicity on account of the way "fillers" turn up in every newspaper.

"I could use more 'fillers' of the type you send along. They're life-savers in my makeup downstairs many mornings, and they keep Penn State on the map," wrote Joe M. Butler, sports editor of the Scranton Times.

Writers like Hugh Fullerton, Jr., (AP), and Harry Keck (Pitt Sun-Telegraph), have also complimented him for the fine fillers which aided them in writing columns.

Fillers are not the only things for which he has been praised. Al Abrams, wrote in his column "Sidelights on Sports": "Penn State's Jim Coogan is really on the ball in the way of dishing out publicity about his school. A Washington sports page the other day contained no fewer than eight notes about the Lions' sports activities."

Ralph Wallis of the Associated Press wrote: "I do know this that at least 75 per cent of your stories and pictures make the pages under an AP Logotype."

Coogan is also quick with replies to other PI men. In fact, a United Press reporter wrote before the 1948 Cotton Bowl between Penn State and SMU: "Believe me, if your backfield is as quick as your willingness to give us a hand, SMU should be a pushover."

Coogan is a keen, forceful writer. He has done a magnificent job. After working the past several years with him, we would like to congratulate him for he has added a valuable contribution to Penn State.

Norris Anderson, sports editor of the Lincoln Star, Lincoln, Neb., has probably the best description: "Man, a publicist of your proportions makes life lazy for we sports editors."



Jim Coogan

The Grid Outlook

18 Lettermen Will Return in Fall

By DICK McDOWELL

Rip Engle takes a long final look this week at his spring football roster as the 20-day practice period, allotted by the NCAA, draws to a close. The Lion coach has been running drills and scrimmages since March 29 in the annual pre-season sharpening-up program.

The grey-haired coach, who will begin his fifth season this fall against power-laden Illinois, has been faced with a monstrous task this spring—that of finding a replacement for the incomparable Tony Rados, the Lions' great quarterback of last season.

Aside from the quarterback problem, however, Engle's personnel problems for the fall appear to be at a minimum. Despite the loss of seven lettermen, an impressive list of 18 returnees will be on the roster when the nine game season opens in the fall. Besides Rados, who smashed every passing record in the Penn State books last fall, Engle will be without the services of end Don Malinak, guard Pete Schoderbek, and backs, Dick Jones and Keith Vesling, all of whom saw regular service during the last two seasons.

But the veterans returning to the fold next fall give more than a strong indication that the Lions will be a well-heeled ball club when they open the season. On the line, ends Jim Garrity, Jesse Arnelle, and Jack Sherry assure strength at the terminal positions. All three have remonstrated outstanding pass-catching ability and are solid defensively.

At the tackles, big Rosey Grier tops a quartet of experienced beef. Along with Grier, Engle will be counting on the services of Gene Danser, Dan De Falco, and Otto Kneidinger. Grier, one of the East's best tackles last season is expected to hit his peak this fall. The 245-pound giant has been unable to participate in spring practice because of track.

Guards, Centers Return

Guards Sam Green, Keith Horn, and Earl Shumaker all picked up lots of seasoning last fall, and assure strength in the middle of the line. Chuck Sowers could also step into the picture. Two very rugged individuals, Don Balthaser and Frank Reich, will return to take care of the center duties.

In the backfield, the halfback and fullback corners also appear to be solid. Flashy Lenny Moore, who led the team rushing last fall with 601 yards from scrimmage and a 5.6 yard average per carry, is potentially one of the best halfbacks in the nation. But he'll get plenty of competition from Buddy Rowell, who has been handling part of the ball carrying chore for three seasons from the tailback slot.

At righthalf, spunky Ron Yunker and Bob Allen return. Yunker was used last season when injuries crept up on Keith Vesling and from there in never gave up the job.

Fullback Solid

Fullback too, should be plenty solid. Two experienced line busters, Charlie Blockson and Bill Straub, will provide an abundance of power down the middle.

At the question-mark quarterback spot, Don Bailey, who has played at both halfback and quarterback, holds the lead in the wide open battle at the moment. Behind him comes Bob Hoffman. Both players spelled Tony Rados in spots last year.



Rip Engle
Looking 'em Over

Pace Hitters --

(Continued from page six)

two singles in five at bats to pace the Nittany offensive.

Russo, who led the team in batting last year with a .342 average, got off to a fast start this season by clubbing three singles in the first game of the campaign. The Lion second sacker got on base eight times in ten trips to the plate in the two games against West Virginia.

So far this season Russo has been a demon on the basepaths. In the doubleheader with the Mountaineers he stole four bases—second, three times and third once. Russo leads the team in runs scored with seven.

Thirdbaseman Hubie Kline ranks fourth in hitting with a .250 average on three hits in 12 at bats. Kline picked up his three hits in his seven latest trips to the plate. Ron Weidenhammer and Pat Kennedy are both hitting .200. "Weed" has three singles in 15 swings and Kennedy a single and triple in ten at bats.

Lions Seek 2d Lacrosse Win Friday

The Nittany Lion lacrosse team will be seeking its second win as against three losses when it visits Geneva, N.Y., Friday to meet Hobart College at Boswell Field. The Hobart Statesmen, however, will field three all-Americans in an attempt to foil the Lions.

The three all-American Statesmen are John Snape and Jon Krause, attackmen, and defenseman Hank Bolin. These three, along with Captain Hoover Sutton, carried the burden last year when a green Hobart team managed to win four of seven starts. But now Sutton is gone, along with 12 other regulars of last season.

Snape is Hobart's all-time scoring leader. In the last three seasons, he has scored 105 times. Snape, a senior from Swarthmore, will act as captain for the Statesmen.

Kraus, a second son of Hobart's coach, Babe Kraus, is noted for leadership and play-making qualities. Kraus became Hobart's lacrosse mentor in 1927 and his 27-year reign is believed to be the longest of any coach around today. His all-time record shows 112 wins, 70 losses, and five ties.

The statesmen have added two more to the win column this year. On April 17 the Statesmen opened at home with a 15-5 victory over Hamilton. Their second win came over Cortland State, 18-6.

The Lions will leave for Geneva Friday morning and will remain there overnight, moving on to Syracuse Saturday. The Penn State-Hobart game will be the 18th played between the two clubs since 1914. Hobart holds a slight 9-7 edge in the all-time series. One tie game was played.

Dave Arnold, Lion captain, may see action this weekend, depending upon how his left shoulder reacts under pressure. Arnold has returned to the team but has not seen any action as yet, taking part only in practice sessions.

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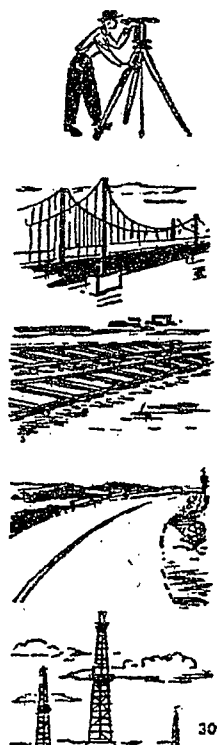
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