

Published Tuesday through Saturday mornings during the University year, the Daily Collegian is a student-operated newspaper.

# The Daily Collegian

Successor to THE FREE LANCE, est. 1887

Editorials represent the viewpoint of the writers, not necessarily the policy of the paper. 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 3, 1879.

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WILLIAM DEVERS, Business Manager

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## Brotherhood

One week of the year set aside to rededicate ourselves to the highest of our ideals is not really enough, but neither should it be considered too much to ask.

This is Brotherhood Week, sponsored by the National Conference of Christians and Jews. It is being upheld by the churches and synagogues in the country, essentially to promote increased understanding among citizens of different religions and races.

This is possibly one of the most significant years in history so far as world peace is concerned. What men either do to destroy or rectify civilization may well be determined in the coming months.

And for this reason alone, the aims that this week hopes to achieve must not be taken lightly. Whether we observe them in our churches or at private altars, the belief in brotherhood, and all it signifies, will establish our ultimate roles in the world.

—Peggy McClain

## Gazette...

AIM JUDICIAL BOARD OF REVIEW, 7:30 p.m., 107 Willard  
DAIRY SCIENCE CLUB, 7 p.m., 117 Dairy Building  
HILLENIC CLUB, 7 p.m., East Lounge, TUB  
LANTERN EDITORIAL STAFF, 6:30 p.m., 104 Willard  
NEWMAN CLUB, DAILY ROSARY, 4:30 p.m., Church  
NEWMAN CLUB—NOVENA, 7 p.m., Church  
PERSHING RIFLES MEETING, 7 p.m., Armory, Class A, Uniform  
SOPHOMORE CLASS ADVISORY COMMITTEE, 7 p.m., 105 Willard  
UNIVERSITY HOSPITAL  
Charles Bowers, Patricia Brown, James Byrne, John Cacciola, Suzanne Capper, John Comstock, George Ebbert, Barbara Edgington, Jo Anne Eisenhauer, Jerome Epstein, Geraldine Fitzgerald, Elsa Gastrich, John Gatehouse, Audrey Ginsberg, Edith Gross, Ronald Hartman, Robert Haslett, Andrew Hibler, James Howard, Irene Jacob, William Kern, Kenneth Kerr, Dale LaBar, Harriet Learn, Ronald Leik, Norman Mawby, Patricia Miller, Thomas Muller, Richard Patterson, Barbara Shafer, Donald Simmons, Frederick Wilcox.

Perhaps parents would enjoy their children more if they stopped to realize that the film of childhood can never be run through for a second showing.—Evelyn Nown

## Centennial

Many thanks are due the men and women who made yesterday's Centennial celebration possible.

Responsible for the events were those persons who planned the Birthday Dinner, the HUB and its opening, the dedication of the reactor and groundbreaking of the All-Faith Chapel, the opening of the postoffice, and the student exchange dinners.

Appreciation is also felt for those who publicized the anniversary through the sale of Centennial stamps and cachets, and research and articles published state-wide on the history of the University.

And finally, thanks are due those persons who traveled to the campus to help Penn Staters in the celebration.

—P.M.

## Safety Valve—

### Jazz or Jazz?

TO THE EDITOR: One wonders if Mr. Reiss has ever been more off base than in his most recent "Singing in the Wilderness" column (Thursday's Daily Collegian). He is inaccurate both in his statements and in his assumptions.

First of all, the Jazz Club did not bring this "high-priced musician" to Penn State—the Campus Chest "brought" Kaminsky here. Our only connection was with the publicity...

This was not a typical jazz concert nor a typical jazz audience. If he is such an appreciator of jazz he should sit in on some of our meetings; he might then learn what is typical. Also, if Mr. Reiss will "look in" on the concert March 18, he will see there is a big difference between Dixieland jazz and Progressive jazz audiences.

It is obvious to us that he IS criticizing the jazz concert audience and is more than slightly out of his field in so doing; therefore we hope that, if he desires to continue commenting on jazz concerts, he will become more familiar with them.

—Art Edwards  
Jake Gehrlein

# Provost Discusses Need for Expansion

The University, reaching its Centennial milestone, is bound to look back over the ground it has covered, to make certain where it is, and to peer forward to determine where it wants to go, Adrian O. Morse, University provost, said Thursday night.

He addressed the American Foundrymen's Society at the University.

Morse went on to say:  
2nd Hundred Years  
"And so during this Centennial year, while we shall talk about the University's growth and accomplishments, and even brag a little, we shall be concerned mostly with her second hundred years."

Morse cited the need for expanding the facilities of the University by saying:  
"In 1950, there were 604,000 young men and women in Pennsylvania of college age; in 1970 there will be 811,000. In 1950, 82,000 were graduated from Pennsylvania high schools; by 1970, it is estimated, 121,000 will be graduated from Pennsylvania high schools.

In 1950, 16,000 entered some college, which is 19.5 per cent of the total graduated. The percentage of high school graduates going on to college has been growing, but even if it should remain the same, in 1970, 24,000 would enter a college.

University Enrollment  
"In 1950, the University enrolled about 12 per cent of the total college attendance of the

State. This percentage has been growing, too, but even if it should remain constant, the University would be expected by 1970 to provide for so many more than at present that I am afraid to name the figure for fear I may be misquoted as saying we are prepared to admit that many."

Morse then listed the needs for the expected increase in enrollment—faculty, classrooms, laboratories, dormitories, and dining halls, as well as the finances necessary for this growth.

"I don't underestimate the problem of financing the education of, say, half as many again as are now attending colleges, but I am sure the money can be found," he said.

During a question-and-answer period after his speech, Morse said he was "sure we're going to have a new grading system next fall."

### AIM Governors to Meet

Plans for Independent Week, March 18-24 will be made at the Board of Governors meeting of the Association of Independent Men at 7:30 tonight in 108 Willard.

## Ike Expresses Good Wishes To University

Dr. Milton S. Eisenhower, president of the University, received a congratulatory telegram on the University's 100th Birthday yesterday from President Dwight D. Eisenhower. The message read:

"Although under present plans I shall later in the year have an opportunity to participate personally in the Centennial program of the Pennsylvania State University, I want today, at the opening of your anniversary celebration, to send to you, to your Board of Trustees, to the faculty and students, my sincere congratulations.

"The growth and influence of the Pennsylvania State University have impressively mounted throughout the years until it is definitely recognized as one of the great universities of our country. Naturally I am proud of this fact both as a citizen who is interested in the continuous progress of our institutions of learning and as the brother of Penn State's president.

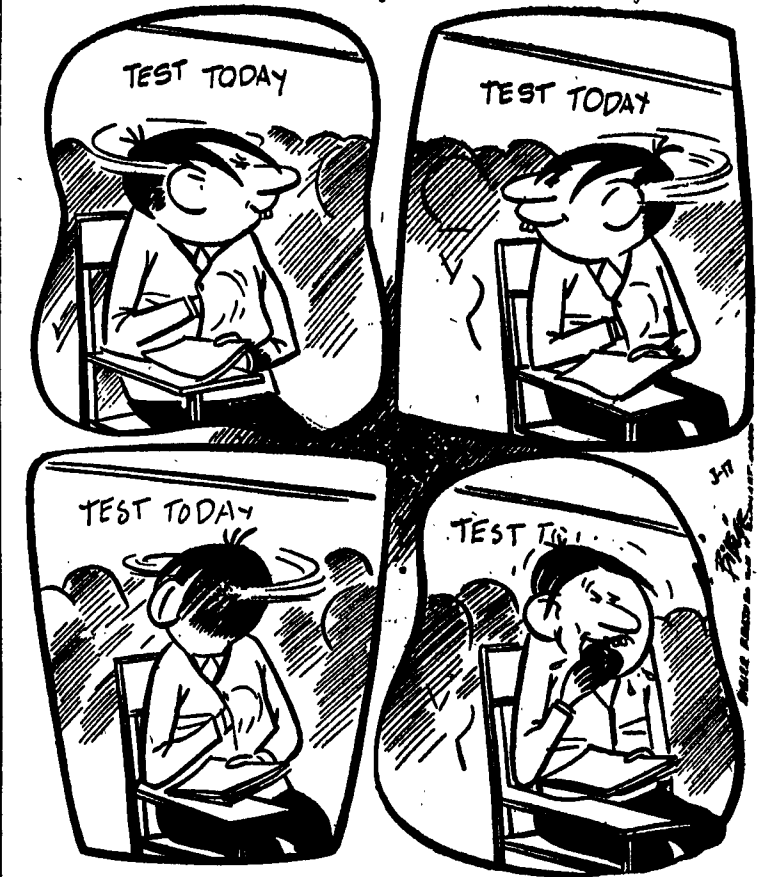
"Please extend my greetings to Admiral Strauss and Governor Leader, who, I understand, will participate in the ceremonies today."

### 32 Students in Infirmary

Thirty-two students were in the University Hospital yesterday, filling it to capacity. Upper respiratory infections and a few cases of chickenpox were the main causes of illness.

## Little Man on Campus

By Bibler



## Propaganda—

# Adam's Other Rib

By PEGGY McCLAIN

Mention of the word "propaganda" calls up just about every evil connotation people can muster. It is tagged onto the efforts of almost anyone trying, through communication, to further a cause or influence opinion.

Unfortunately, the complete definition of propaganda has been narrowed considerably in people's minds. Because it has included tactics of persuasion used by a majority of the country's "public enemies number one," such as Hitler, Mussolini, Stalin, etc., we have come to forget the more readily accepted aspects of the word.

Let's take a look at some examples of propaganda, found in almost any communications media and, while not always deliberately, in our own conversations and thoughts.

Last month the Daily Collegian ran a series of letters to the editor on the beard-growing issue. These letters contained some prime illustrations of propaganda devices. The most popular one seemed to be statements to the effect that the forefathers of the University (Evan Pugh and General James Beaver) and the great champions of our country (Abe Lincoln and General Grant) wore beards and thus the wearing of beards by students here would be a commendable thing. This is a device technically labeled "transfer"; it assumes that because these persons were of established characters, their traits and actions are well "transferable" to our own.

While the statements may or may not be true in themselves they imply by the same logic that we could say Abe Lincoln jilted his fiancé or General Grant once swore at his wife and thus, it would be a fine thing if University students would jilt their fiancés and swear at their spouses.

Another thoroughly used propaganda device is identifying one's "project" with liberty, freedom, truth, or any of the ideals we have been impressed with since childhood.

Our labor unions use this appeal; "more rights for the worker" is one of their basic claims. The carpetbaggers of the Civil War

period resorted to these tactics when they screamed "Equal rights for the slaves" and did not add "so that we can capitalize on their political ignorance."

A certain degree of propagandizing has even been used in the preceding sentence, by closely associating labor unions (which is a controversial issue) with the carpetbaggers (which call into the public mind rather slanderous thoughts.)

Propaganda is by no means limited to the business and political world. We exercise it on our own campus. Think of our student political meetings and how they attract support by statements referring to "the students' party" and "cleaning up politics" and "democratic student government." Our campus honoraries are propagandizing when they claim basic purposes of promoting "leadership" and "character." Our church groups use it when they stress "brotherhood" and righteousness.

Propaganda is a science which is inevitable where there is communication. There is what is considered desirable propaganda and undesirable propaganda, both of which are, in the long run, purely relative to the values one is championing.

The thing we must remember, however, is that a very large part of communication is propaganda, and to avoid being made a tool of influencing groups we must learn to recognize the devices used and presence of this art.

## Tonight on WDFM

91.1 MEGACYCLES  
7:25 Sign On  
7:30 Stand By  
8:00 Open to Question  
8:30 Masterworks from France  
9:00 Call Card  
9:15 News  
9:30 Light Classical Jukebox  
10:30 Thought for the Day

Wallet Size  
**REPRINTS**  
12 for \$1.00  
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