

Today's Forecast:  
Fair, Warmer  
Today

# The Daily Collegian



FOR A BETTER PENN STATE

Effective  
Referendum  
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STATE COLLEGE, PA., SATURDAY MORNING, APRIL 19, 1958

FIVE CENTS

## IFC to Hear 'JV' Council Constitution

By DENNY MALICK

The constitution for a proposed Junior Inter-fraternity Council will be presented at Monday night's meeting of the IFC at 7:30 in the Hetzel Union auditorium.

Other business will include installation of new officers and election of the Interfraternity Council Purchasing Association senior board.

The proposed junior council would be composed of fraternity pledges with an adviser from the present council.

Richard Christian, IFC secretary-treasurer-elect of Pi Kappa Alpha, said the council would be "more a part, than a totally separate and distinct system" from the senior council.

The pledge council, Christian said, would take in such projects as the Pledge Scholarship Trophy and work projects during Greek Week.

Edward Hintz, IFC president-elect of Phi Delta Theta, said the constitution is rather vague because of the many things that may grow from it. He said one of the projects could be a "real Help Week instead of just one in name."

According to the proposed constitution, the physical setup would be similar to the IFC, with a president, vice president and secretary-treasurer.

Officers would be required to have a 2.2 All-University average.

Christian said the junior council would not have a treasury nor would it collect dues or fines. If some worthy project would be undertaken, funds would be requested from the IFC.

Fred Taylor, Delta Tau Delta, served as chairman of the constitution committee.

Officers who will be installed Monday are: Hintz, president; James Hammerle, Alpha Gamma Rho, administrative vice president; David Morrow, Sigma Chi, executive vice president; and Christian, secretary-treasurer.

## Sunny Weather Set for Today

Today's forecast, as announced by the Nittany Lion, calls for mostly sunny and warm weather, with a high in the 70's.

But the Lion couldn't make up his mind whether the predicted "scattered showers" for northwestern Pennsylvania would scatter in this direction.

"I don't see why it matters anyway," he grumbled. "Since I've got to play the role of a studious student and head for the library today, I really don't care whether it rains or not. So there!"

With that the Lion turned his back on his meteorological instruments and headed downtown for some refreshments.

## Bicycle Registration Will Be Held Today

Registration for student owners of bicycles will be conducted from 9 a.m. to 4 p.m. today at the rear of the State College Municipal building.

Owners are required to register their bicycles and secure a license for 25 cents. An additional 25 cents will be charged for inspection.

Registration periods will be conducted for the next four Saturdays.

## Handbook Staff Will Meet

Students who signed up to work for the Student Handbook will meet at 8:15 p.m. Tuesday in 316 Sparks.



—Daily Collegian Photo by Bob Thompson

CARWASHING AND SUNBATHING go hand in hand for John Yaple, junior in sanitary engineering from Dallas. Spring weather brought flocks of bathers to Whipples, and resulted in flocks of shiny clean cars on campus.

## New Slump Policy: 'Persuasion' to Buy

By NEAL FRIEDMAN

Vance Packard, a 1936 graduate of the University and author of the best-selling book "The Hidden Persuaders," yesterday urged national leaders to stop telling Americans to buy their way out of the recession and instead launch a study of the methods by which purchasing is promoted in order to halt overproduction.

Packard, speaking on "The Hidden Persuaders in the Field of Clothing and Textiles" before the plenary session of the Home Economics Spring Weekend, said "the effort to sell our products is showing a strain on the persuaders as well as consumers."

He went on to say that each year \$60 is spent on every man, woman and child in the United States for advertising. Packard posed this question for economists: "How can we work out a spiritual relationship between our dynamic economy and a free people?"

Packard, a former associate editor of the Daily Collegian, also urged less emphasis on luxury in American life and said religious leaders were becoming increasingly concerned over this. Packard cited the use of psychological obsolescence ("wearing the product out in the consumer's mind")

encouraged by advertisers as contributing to this.

He said that while there are many constructive aspects to motivational research it also has its disturbing aspects. The use of subliminal advertising and probing in depth to the extent where it is an invasion of the privacy of the mind were described as some of the unethical practices.

Motivational research, said Packard, definitely is here to stay and may provide the answer to the problem of over-production.

Packard said there is a "growing need for motivational research and more effective persuading."

He listed the seven principles of persuasion currently in use by major advertising agencies.

- To build an appealing image of the product.
- To play on hidden needs of

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## TKE, KD to Defend Crowns In IFC-Panel Sing Finals

Tau Kappa Epsilon fraternity and Kappa Delta sorority will defend their IFC-Panel Sing championships tonight at the Sing finals at 7:30 in Schwab Auditorium.

The TKE's have won the Sing title for seven straight years while the KD's will be trying for their second straight trophy.

Trying to dethrone the TKE's will be Acacia, Phi Mu Delta and Phi Gamma Delta. The sorority challengers will be Delta Delta Delta, Alpha Omicron Pi and Delta Gamma.

Each group will sing a required song—"When Good Men Sing" for fraternities and "Evening Reverie" for sororities—and a fraternity or sorority song of its choice.

Gene Curry, Sing co-chairman,

said the schedule of singing was set up at random with no advantage to any group.

The schedule, together with the song leader and group song, is as follows:

7:30, Acacia, Russel Scott, "There's a Song in My Heart"; 7:35, Delta Delta Delta, Penny Robey, "Tri-Delta Legend"; 7:40, Tau Kappa Epsilon, Robert Campbell, "All Hail."

7:45, Kappa Delta, Jean Wilson, "K-K-D-en Chant"; 7:50, Phi Mu Delta, Warren Dougherty, "Men from Phi Mu Delta"; 7:55, Alpha Omicron Pi, Nancy Siftar, "Sing We Sisters"; 8:00, Phi Gamma Delta, Jack Long, "Landlord, Fill the Flowing Bowl"; 8:05, Delta Gamma, Patricia Frank, "Romper Song."

The Alpha Omicron Pi and Phi Mu Delta songs were written by their songleaders.

Judges for the finals will be

## Reds Accuse U.S. Of Courting War

MOSCOW (AP)—The Soviet Union accused the United States yesterday of courting global atomic war by sending planes with nuclear bombs across the Arctic toward U.S.S.R. frontiers. It demanded an urgent UN Security Council meeting.

Soviet Foreign Minister Andrei Gromyko made the accusation in a news conference called amid exploratory diplomatic talks about a summit meeting.

"The people of all countries are coming to realize that certain groups in the United States are doing really everything to keep the world on the brink of war and

UNITED NATIONS, N.Y. (AP)—The U.N. Security Council has been summoned to meet at 3 p.m. Monday for consideration of a Soviet complaint that U.S. planes with H-bombs fly over the polar area toward the Soviet Union's borders.

that this brink, as shown by their actions, may be overstepped in a matter of hours," Gromyko said.

"The world is finding itself in a position where atomic war can result from the smallest error of an American technician, lack of attention, miscalculation, or misconception of an American officer," he said.

In Washington, the White House said, "Mr. Gromyko's statements are not true." The State Department denied there had been any provocative American flights. The United States, contending its defensive air operations could not possibly set off war by accident, said it would welcome discussion of the Soviet charges in the United Nations.

Gromyko said the Soviet government knew of flights by American bombers with nuclear weapons across the Arctic toward the Soviet frontiers and that this constituted a "too dangerous game."

He said such exercises are "unheard of in time of peace, and the U.S.S.R. government regards them as a dangerous provocation."

To support this argument, Gromyko said there were several Western reports of such incidents. Specifically, he mentioned an April 7 dispatch from Offutt Air Base, Neb., written by Frank H. Bartholomew, president of the United Press.

Gromyko indicated he took this dispatch to mean that "such flights are made whenever the screens of American radar installations of the so-called Distant Early Warning system pick up any vague shapes which American observers take to be guided missile or ballistic rockets, etc."

## Six Alums Get Awards For Service

Six graduates of the University have received Distinguished Alumnus Awards for outstanding achievement in business and industry.

President Eric A. Walker announced the awards on behalf of the Board of Trustees, and noted that the six recipients "are graduates of which any university would be proud."

This is the eighth consecutive year that the University has singled out alumni for outstanding achievement.

The six tapped by the trustees because their "personal life, professional achievements, and community service best exemplify the objectives of Penn State are:

Michael Baker Jr., Rochester (Pa.), Class of 1936, president of the consulting engineering firm which bears his name; Luther C. Campbell, Pittsburgh, Class of 1915, who, prior to retirement last November, was vice president of Eastern Gas and Fuel Associates.

Harold C. Erskine, Pittsburgh, Class of 1920, vice president and general manager of Aluminum Company of America's smelting and fabricating operations; Charles H. Fetter, New York City, Class of 1917, president and founder of American Time Products, Inc.

Marlin G. Geiger, New York City, Class of 1921, executive vice president, W. R. Grace & Co.; John C. White, Philadelphia, Class of 1911, who, prior to his retirement in 1956, was vice president of purchases, stores and insurance for the Pennsylvania Railroad.

Bronze medallions will be presented to the 1958 recipients at exercises to be held on campus during the annual alumni reunion assembly Saturday afternoon, June 14.

## 'Snarf' Contest Profs Chosen

Finalists have been chosen from six colleges for the 'Most Lovable Prof at Penn State—Prof Snarf' contest. All the individual finalists have not been contacted yet, but those who have accepted said they considered it a great honor.

Students may vote for the final winner Friday on the Mall and in the Hetzel Union Building by penny voting. Votes are a penny each, 10 pennies for 11 votes, or a dollar for 150 votes. The voting boxes will have photos of the contestants and the names of their colleges.

The professors and their colleges are Dr. R. W. Greene—Liberal Arts, F. A. Hummel—Mineral Industries, F. Tracey—Chemistry and Physics, W. F. White—Agriculture, C. R. Moss—Engineering and Architecture, and W. J. Page—Education.

## Men to File Cards For Parmi Nous Society

Sixth and seventh semester men interested in being tapped for Parmi Nous hat society may fill out an activity card in the dean of men's office.

Cards must be returned by noon April 26.