FOR A BETTER PENN STATE

94 Per Cent Wait

See Page 4

VOL. 60, No. 33

STATE COLLEGE, PA., FRIDAY MORNING, OCTOBER 30, 1959

FIVE CENTS



VANCE PACKARD, author of best sellers "The Status Seekers" and "The Hidden Persuaders" autographs copies of his books. Packard, who graduated from the University in 1936, spoke at last night's Alumni College program.

Packard Stresses Value of Education

Higher education is the best way for Americans to raise life, but he warned that over inselling books, said last night.

Speaking at the opening of the third Alumni College, be said that the six are a vital part of college are not the all-important things are not the all-important things.

In other action the Assembly deleted a recommendation from the Assembly are not the all-important things.

he said that it is getting harder for a man to work his way to

Lions to Face Weekly 'Exam'

"The football team takes an raise their status, he said. exam every Saturday and, as far as I'm concerned, they're getting darn good grades," Ralph H. Wherry, head of the Department

of Commerce, said last night.
Approximately 200 students attended the rally. Wherry gave his opinion as a statistician that the Lions are moving in the right direction in the national football

rankings—up.

He urged students to attend the game Saturday in Morgantown saying "Let's not take any chances."

Pete and Bob Elder, twin

Pete and Bob Elder, twin brothers from Ardmore, presented a skit showing the "trials and tribulations" of West Virginia's coach, Art Lewis during the game. Head cheerleader Larry Buck introduced a new competition cheer and a chant, "Fee, Fie, Fo, Fumble." The latter, he explained, is to be chanted when the opis to be chanted when the opposing team has possession of the others who have the same kind

the top if he is not educated.

Packard who graduated from the University in 1936, has writ-ten "The Hidden Persuaders" and "The Status Seekers."

Higher education is only one of the ways that people try to

Citing religion, color, background and geographical mobility as indications of status in our society, he gave examples of people seeking recognition. "Many of us who buy things, buy them to prove who we are," he said.

People need recognition, he said, but this can also be gained by personal achievement and service to others. Packard said that when people move to new locations they have a habit of searching for quick ways to make a good impression.

together tend to be friendly with

(Continued on page eight)

Class Voting Issue Sent to Committee

By CAROL BLAKESLEE and JIM MORAN

The Student Government Association Assembly last night sent the controversial class vice president issue back to the reorganization committee, deleted a recommendation from an Encampment report that the University adopt the quarter system and heard a report on the possibility of combining the Artist's and Lecture Series Committee.

On the issue of class officers the Assembly commissioned a committee to determine the wisest method for chosing class vice presidents and treasurers.

6 'B's' in College Life Named by Wellington

By PAT VARGO
There are six important time, said Wellington, could be used to achieve the most important "B" of all—balance.

books, bonds, beliefs and bed Wellington said bonds, or the feeling of balanging is another vibooks, bonds, beliefs and bed—in the life of every college man, but in order to be of any benefit, they must be in bal-tivities and fraternal ac-

These were the words of Dr. Arthur M. Wellington, professor of counseling education, who spoke informally at an AIM-Leonides Indie Week discussion

last night in Warnock Lounge, Wellington said that the six "B's" are a vital part of college

He suggested that a satisfactory balance could be achieved by spending these approximate times in the "B's"—2 to 8 hours a week for beverages and buil sessions, 45 hours a week in study and classtime, 42 to 60 hours in bed and 2 to 8 dates

Weekend Weather

Rain is due tonight and tomor-

row as a storm system moves to-

To Be Rainy, Cold

tions.

On the subject of beliefs, he advised against giving up old beliefs to soon. "Know what beliefs to soon. "Know what you are going to believe next before you give up your present ones," he said.

Books, according to Wellington, are not the all-important things

comes an increased understand-ing of others, as well as a good

deal of learning, he said.
In closing, Wellington advised students against cheating by putting a wall between themselves and their instructors. He said, "It is very nasty to refer to honest, a month.

A schedule such as this would ships as "brown-nosing."

Approved Activities

All fraternities except Pi Sigma Upsilon, Pi Lambda Phi, and Beta Theta Pi are approved for the entertainment of women guests tonight. All frater-nities are approved for tomorrow night.

Activities and their sponsors which are approved for Friday night include hayrides spon-sored by Penn State Forestry Society, Nittany 21 and Nittany 43; dance at Warnock Lounge; and jam session sponsored by AIM.

This action came after a motion was defeated to recommend to the full Assembly, which will be in office this November, a new system of choosing class advisory

Ellen Burke (C.-Sr.) proposed that the SGA Interviewing Committee screen persons for each class advisory board. Each advisory board would then elect a chairman and a treasurer. The advisory board chairman

would be the president's official alternate on Assembly and, Miss Burke said, would actually be the class vice president, although not in name.

Theodore Haller (C.-Sr.) said it was "obvious" that the sug-gestion would have to be referred to committee, and rather than limit the committee's discussion to one phase, he said, it would be better to have them discuss the whole issue.

In other action the Assembly

Hawley said the recommendation was merely a "reflection of student opinion." added that administration committees have done more re-search on the subject and are more informed on scheduling the University year than are

the students.
SGA President Leonard Julius, reporting on the proposal to com-bine the Artists' Series and Lecure Series program, said that the Lecture Series committee favored the plan, but that the Artists' Series opposed it. The Artists' Series committee felt that combining the two would weaken each program, Julius said.

Russell Connelly, chairman of the Student Insurance Commit-tee, said that 91 per cent of the students are enrolled in Plan One, .9 per cent in Plan Two, and .8 per cent in Plan Thrce. He reported that the Insurance Plan paid over \$50,000 in claims last year and 4740 students are enrolled this year.

University Analysis

HEc Has Large Enrollment Problem

By JEFF POLLACK (Third of a Series)

Vance Packard's theories about "hidden persuasion" have effected more than the world of advertising - they have caused some introspection by educational institu-

The College of Home Economics is presently involved in a re-vamping of its "public image." date on the purpose of the col-

public having the wrong impres-

sion about what it teaches.
"Many people think the col-lege's purpose is to teach women

dwindling enrollment—both per-enrollment and was replaced by centage wise to the rest of the a two-year course. The idea is to bring people up to University and in actual numbers.

Five years ago—in the fall semester, 1954-55—there were lege.
Laurence E. Dennis, vice president for academic affairs, said

semester. 1954-55—there were
778 students enrolled in the
college. Today there are only

the college has suffered from the; 614. It is the only college which has shown a numerical decrease.

evening. The low should be 45

Rain and slightly milder weath

er is anticipated tomorrow.

degrees.

the four-year program was to be worked out.

The college's major problem is dropped entirely because of poor Foreign minist

This year there are no freshmen enrolled in the hotel program which has a total of only 75. Five years ago the number (Continued on page eight)

West May Schedule Dec. Summit Talks

WASHINGTON (AP)-President Eisenhower may fly to Paris a week before Christmas for a Western summit conference to weld a solid front for negotiations next spring with Soviet Premier Nikita Khrushchev.

President Charles de Galle of France was reported yes-

terday to have written Eisenhow-Perhaps the problem can be er, British Prime Minister Har-prefer not to be under heavy est illustrated by comparing old Macmillan and West German time pressure when he meets with

Foreign ministers of the 15nation North Atlantic Treaty Council will confer in Paris for three days beginning Dec. 15 and Eisenhower and other government heads want to meet separately from NATO.

Eisenhower reportedly would disarmament.

"Many people think the college's purpose is to teach women how to keep a home. That went cut over 20 years ago," he said.

The college, Dennis said, is training people for professional work with institutions or private business. One of the fastest grow-line in fields is institutional manager some serious headaches Last year meet but that the timing was still sible to make a deal with the So-

ing firlds is institutional manage-some serious headaches. Last year meet but that the timing was still sible to make a deal with the Soviet Union for a provisional arrangement on the future of West Berlin. Eisenhower is very skeptical about this and Adenauer has taken the position it would be much better to seek agreement in some other field, particularly