

Collegian Will Hold Publicity Workshop

The fundamentals of publicity, and how they can be most effectively applied to campus organizations, will be discussed at the Daily Collegian Publicity and Public Relations Workshop, to be held from 6:30 to 8 p.m. tonight and tomorrow in

90 Receive Scholarships At Ag Party

Approximately 90 students in the College of Agriculture received scholarships Saturday at the 10th annual Ag Hill Party.

Each year over 20 businesses and industries donate scholarships, often sending their representatives from all parts of the state to present the checks at the party. This year the awards totaled over \$10,000, awarded by such organizations as the Esso Standard Oil Company, the Pennsylvania Farm Bureau, and Sears and Roebuck.

"The party is a nice, enjoyable way of highlighting the recognition of our scholarship program," Dr. Lyman E. Jackson, dean of the College of Agriculture commented.

Apparently others thought so, too, for according to Kenneth Gregg, chairman of the party, there were approximately 1200 people in Recreation Hall on Saturday.

Climaxing the party was the naming of Janine Mitchell, junior in bacteriology from Hollidaysburg, as Miss Agriculture of 1959. The queen was presented with flowers and a trophy and will appear as Daughter of the Month in Farmer's Magazine later on in the year.

Bingo and square dancing were also featured. Bingo winners received such prizes as eggs, potatoes and Christmas trees which were provided by various departments within the college.

This year's theme was "Science Supports Agriculture." Dr. Russell B. Dickerson, associate dean and director of resident instruction, said "We feel that the Ag Hill Party is an excellent demonstration of students and faculty working together."

Dr. Dickerson also commented on the crowd which was unusual because of the large number of parents attending.

HEC Prof Will Speak

Dr. Ruth R. Honey, professor of family economics and housing and assistant dean for research, will speak at the second monthly Home Economics Research Seminar.

The topic of the seminar, which will be held at 12:30 p.m. today in Dining Room A of the Hetzel Union Building, will be "Decision Making in the Use of Family Financial Resources."

Four Students Receive Honors For IE Project

Four industrial engineering students received honorable mention in the 1959 Method Improvement Contest, conducted by the National Industrial Management Society, for their class project in time and motion study.

The group, composed of Neil Port, junior in industrial engineering from Altoona, Jerome Neil, senior in industrial engineering from Pittsburgh, Thomas Martino, senior in industrial engineering from Jim Thorpe, and Jerome Karp, senior in industrial engineering from Rochester, N.Y., conducted a study of an Altoona poultry industry.

They submitted a paper analyzing the methods involved in the packing procedures plus a "before and after" motion picture illustrating the changes which had been effected by their study.

A representative of the group will be present at the official presentation ceremony tomorrow at the Conrad Hilton Hotel in Chicago.

Lois Neubarth, Collegian public relations director, will explain how groups can relate their programs and publicity planning, and how to keep students informed of their plans.

Speakers from radio stations WDFM and WMAJ will explain their policies in regard to announcing student events.

Among other points to be explained are how to write publicity releases, both for the Collegian and other publications; how to announce meetings and special programs; how to have posters made and distributed on campus, and how to use advertising effectively.

Presidents and publicity chairmen of campus organizations have received letters of invitation to the workshops but any interested person may attend. According to Miss Neubarth, response has been good and some groups are sending several representatives.

Students who wish to attend a workshop should call or leave a message at the Collegian office stating which one they will come to. Both workshops will be identical.

An informal discussion will continue after the program, and coffee will be served. Students may then take a short tour through the Collegian offices.

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