



—Collegian Photo by Jim Dott
FINALS ARE NEAR—Sandra Schwartz, freshman in arts and letters from Chester, and Andrea Cantor, freshman in elementary education from Philadelphia, help stack bluebooks in preparation for finals this week

Ferguson Announces Plans For Signs and More Signs

By BOB TACELOSKY

Signs, signs and more signs.

Reed Ferguson, director of University relations, announced yesterday that an entire project calling for an increased number of signs on campus, was recently approved.

Already 12 new, glass-paneled blue and white signs have been erected at various intersections on campus. Further plans include the installation of two huge billboard-type

Study Made On Daily Newspapers

About three out of four daily newspapers in Pennsylvania reported with fairness and objectivity both the Democratic and Republican campaigns in the 1958 state elections, a university research study indicated.

This means that three-fourths of Pennsylvania's voters and newspaper readers, regardless of their party affiliation, could rely on their newspapers to present a fair account of their favorite candidates, said Dr. James W. Markham, head of graduate studies and research in the School of Journalism.

The findings were based on analysis of 36 of the state's 125 daily newspapers, comprising about 64 per cent of the combined daily circulation in Pennsylvania for 30 week days prior to election day.

The study showed that editorial support of a candidate tended to be related to favoritism toward that candidate or party in the news column and that newspaper content concentrated overwhelmingly on the two major offices of governor and senator.

Further analysis revealed that front page attention amounted to 17 per cent of the total volume and that "personalities and political braggadocio were the dominant propagandist themes in the campaign as reflected by the press."

Pi Lambda Phi Buys ZBT Fraternity House

Pi Lambda Phi fraternity has purchased the property now occupied by the Zeta Beta Tau fraternity at 227 E. Nittany Ave.

The lease on the Pi Lambda Phi fraternity house expires on Sept. 1. They will assume ownership of their new property on June 6, and will move into the new house in September.

maps at either end of the campus and furnishing every building with metal letters for identification, similar to the letters on Boucke Building.

"I don't know when the map signs will become a reality," Ferguson said, "because we don't have the money yet." He explained that the tentative signs would measure 10 by 16 feet and would contain a map and a legend large enough for visitors to read "at a glance."

One will be placed at the main entrance and one near the cloverleaf when the interchange southeast of campus is completed. "I know that they won't be built this summer," he added.

Walter W. Trainer, head of the division of landscape planning said that the 12 glass-paneled signs already erected are designed especially for the use of conventions, special meetings and conferences.

Three panels are available on each side of every sign so that directional cards could be slid behind the glass and tell the location, time and other pertinent information about the meeting.

"These will eliminate the temporary signs that are placed on sticks, and have arrows drawn in the direction of the meeting," Trainer said. He explained that all information posted in the signs will be handled through the Conference Center.

Two more signs will be erected when the construction at Shortridge and Curtin Rds. is completed, and one is to be held in reserve for when the new cloverleaf is finished.

"We have been talking about permanent signs to replace the stick-and-poster eyesores for about five years," Trainer said, "and these small, glass-paneled ones are our own idea."

Identifications of the buildings by the use of metal letters will be postponed until more money is available, Trainer said. Letters will be like the ones used on the new residence halls and the Hetzel Union Building.

Ferguson, when asked about the student rebuttal to the signs, said: "Students don't realize that more than 100,000 visitors come to the campus every year (not including football fans, etc.). Naturally, students will oppose something new but the signs are essential to our campus visitors. An effort is being made to paint them and plant around them."

Ordnance Lab Loses Match To Chess Club

The University's Chess Club defeated the team of the Ordnance Research Laboratory, 4-1, in a return match held last week.

The Laboratory team had previously defeated the Chess Club's "B" team.

The club also ended its semester-long round-robin tournament with Dr. Orrin Frink, professor of mathematics, as the winner with a 9-1 record and two draws.

The spring improvement trophy was won by Terry Blankenship, freshman in arts and letters from Springdale, with a 11/2-1/2.

The chess team finished its first semester of intercollegiate competition with an unbeaten record.

The team won games with Annapolis Naval Academy, Carnegie Institute of Technology, the City College of New York, Princeton University, the University of Pennsylvania, and West Point Military Academy. They drew matches with Columbia University and the University of Pittsburgh.

'Past' Set as Theme Of Culture Institute

By KAY MILLS

"The Past—Foundation of the Future" will be the theme of the 1960 Institute on Pennsylvania Life and Culture to be held June 22 to 24 at the University.

The institute is held "to encourage people to understand more fully their heritage as Pennsylvanians and to stimulate

Coen to Head Tri-Service Honor Society

Hearst Coen Jr., junior in engineering science from Ruffdale, was elected captain of Scabbard and Blade, tri-service military honorary society.

Coen, a cadet midshipman in NROTC, was elected Sunday during the May meeting of the company and will be commander for the 1960-61 school year.

Army cadet Warren L. Metzger Jr., junior in arts and letters from Shaker Heights, Ohio, was elected 1st Lieutenant and the 2nd Lieutenant post is being filled by Edward T. White Jr., AFROTC, junior in engineering from Sinking Springs.

Harold Greenberg, senior in arts and letters from Philadelphia, was elected 1st Sergeant in the company.

In other business, Lt. Theodore Kucher, instructor in NROTC, was initiated as an associate member. He commented to the tri-service group that the cadre of the University is depending on groups such as this to hold the cadets together and orient them on military obligations and the necessity of the ROTC program.

University Gets \$1500 For Driver Education

The University has received a grant of \$1500 to promote driver education courses.

The grant given by Allstate Foundation, marks the sixth continuation of the program.

the use of materials relating to the commonwealth's development," said Wallace F. Workmaster, administrative director of the institute.

It is aimed toward historians, high school and college teachers, historical society staffs and members, librarians, museum personnel and interested laymen.

The first day of the institute will be devoted to meetings of the Pennsylvania Federation of Historical Societies. Most of the 115 member societies will be represented.

Concurrent discussion groups will meet June 23 and 24. Several of the topics include gathering, preserving and using research collections, teaching state and local history, techniques of historical and genealogical research, and informing the public about historical organizations.

Others are operation of historical museums, preparing and editing historical publications, historic housekeeping, studies in preservation and restoration and organizing and conducting junior historian clubs.

Dr. Roy F. Nichols, vice provost and dean of the graduate school of arts and sciences at the University of Pennsylvania, will speak at the annual banquet June 22.

Guest speaker at a buffet dinner June 23 will be Dr. Clement M. Silvestro, director of the American Association for State and Local History.

Co-sponsoring groups of the institute are the Pennsylvania Historical and Museum Commission, the Pennsylvania Historical Association, the Pennsylvania Federation of Historical Societies, the Pennsylvania Council for the Social Studies and the Social Science Research Center of the University.

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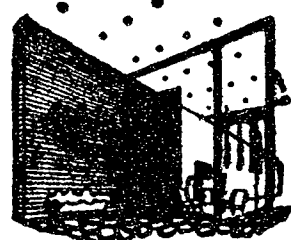
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