



BOOKS ON THE BEACH seemed to be a perfect solution to making studying enjoyable at Whipples till our subject wound up in the infirmary with a case of too much sunburn.

Shop Conformity Cited By Osborne

A little of the American spirit of competition is going to have to be sacrificed for a little more of the American spirit of working together, if destitute business areas in many of Pennsylvania's small towns are to survive, say Dr. Milton S. Osborne, head of the Department of Architecture.

"The merchant cannot be a man sitting alone on Main Street, trying to put a bigger sign to block off his neighbor," said the man who designed a rejuvenated business district for Hollidaysburg, a small town of about 10,000 in Blair County. "He must make a little individual sacrifice to become a unique part of a whole complex of shops."

"The downtown districts must take a cue from the shopping centers and make shopping a leisurely and enjoyable experience."

A hodge-podge of non-descript small shops can become a unit that will make the shopper want to park his car and browse around, Dr. Osborne said.

"And Pennsylvania small towns can do it," he said.

His Hollidaysburg project is attracting inspectors from several other small towns.

"Simplicity and economy are the keynote," said Dr. Osborne. "Often all it takes is a paint brush and a few things the shopkeeper can fix himself."

Each town has a character, he said, and all that is necessary is to "recapture the atmosphere of a small business center with the charm that it once had."

New paint, smaller signs, new window slats, wrought iron railings, gas lamps and flower boxes restored the quaint original character of Hollidaysburg.

The average expenditure per shop was less than \$250, and merchants reported an immediate upsurge in business.

"It takes an active leader and a few determined people to get a project started," Dr. Osborne

said, "but once under way it rolls on its own and everyone gets caught up in the spirit."

A chamber of commerce is the type of organization that can push such a project, he said.

He said an experienced architect should be engaged to sketch ideas but cautioned against designs that are too ambitious or expensive.

Each building must be considered separately and simple ideas presented so that each shopkeeper can use his own imagination and originality in carrying out the face-lifting.

In this way business areas can, without subsidy, rejuvenate themselves; but it takes that cooperative spirit, he said.

Taylor Named to Post

Bernard P. Taylor, executive director of the Penn State Foundation, has been elected to a 3-year term as a director at-large of the development Division of the American College Publications Association.

Norris to Teach Advertising Course

Vincent P. Norris will join the faculty in September as assistant professor of advertising in the School of Journalism.

Mr. Norris, a native of Scottsdale, received his doctor's degree in mass communications from the University of Illinois in June. He holds a bachelor of science and master of science degrees from Illinois.

While completing his doctoral studies at Illinois he taught an introductory course in advertising and did research with radio and television audiences.

He received the Newspaper Advertising Executives Association Fellowship in 1958, spending the six-week fellowship period with the Burlington (Vt.) Free Press. In 1959 he served a summer internship with the J. Walter Thompson Advertising Agency, Chicago.

He is a member of Kappa Tau Alpha, the journalism scholastic honorary society.

HEC Master Exams Set

Comprehensive examinations for candidates for master of science and master of education degrees in Home Economics will be held on Saturday, July 30, at 9 a.m. in 117 Home Economics building. Candidates must sign up in 103-B, Home Economics.

Current Productions Begin Final Week

The productions at Mateer Playhouse and Boal Barn are going into their final week.

At the Mateer Playhouse is being presented Tennessee Williams' Pulitzer prize-winning play, "A Streetcar Named Desire." The play is directed by Max Fischer and stars Esther Benson in her only role of the current season.

Miss Benson plays the part of Blanche DuBois a tormented and tortured woman who comes to live with her brother-in-law, Stanley Kowalski, in the French Quarter of New Orleans. David Frank plays Kowalski.

Patricia Thompson plays Kowalski's understanding wife. Others in featured roles are Ann Driscoll, Frank Browning, William Mooney and Scott Webster. Curtain time is at 8:40. The last performance will be Saturday night July 23.

Boal Barn is presenting "Love Rides the Rails" subtitled, "Will the Mail Train Run Tonight?" The play is an old time melodrama by Moreland Carey and takes place in Centre County.

The heroine, played by Nancy Wilder, whose family owns railroad stocks is being chased by the villain, played by Joe Servello, who wants control of her

and the stocks.

She is being protected by the pure but naive hero, played by Bert Berdis, and his equally pure sidekick, played by Glenn Scheffer. The villains' sidekick is played by Steve Schlow.

The last performances will be on Thursday, Friday and Saturday of this week. Curtain time is at 8:30.

<p>THE MATEER PLAYHOUSE at Standing Stone</p>	<p>NOW Thru Saturday</p>
<p>TENNESSEE WILLIAMS'</p>	
<p>Directed by MAX FISCHER with ESTHER BENSON</p>	
<p>For reservations CALL AD 8-6733</p>	

THE COMPACT STORE
326 E. College Avenue

TASTY SPOT

FREE PARKING IN CAMPUS SHOPPING CENTER

Groceries and Snack Items

"Too Numerous To Mention"

Fresh Pastries and Salads

A Variety of Reading Material

• Drop In or Place Your Order •

OPEN 8:00 A.M. to 11:00 P.M.

"Every Day"





Recommending our fresh fish dinners!

Enjoy a seafood feast . . . your favorite fish, extra fresh, extra delicious!



Come in and treat yourself to good food at very reasonable . . . prices. Menu is tempting!

EUTAW HOUSE

. . . and your favorite beverage

EM 4-1039

13 MILES EAST OF STATE COLLEGE ON ROUTE TO LEWISTOWN

For Your Musical Pleasure

Visit

the Harmony Shop

"the most complete record and sheet music selection in the area"

Accessories

Phonographs

Music texts



Beaver at Frazier **AD 7-2130**

Sale of Sportswear

Look at these wonderful savings!

Skirts - 1/3 off

Blouses - 1/3 off

Co-ordinates, Slacks

Pedal Pushers - 1/3 off

Bathing Suits - 1/4 off

Dresses - 1/3 & 1/4 off

Clearfield's

124 E. College Ave. State College