

# Alumni Gain Fame In Industry, Arts, TV

By POLLY DRANOV

With the return of the alumni for Homecoming Weekend, comes the oft-repeated question of "Hey, whatever happened to good old Joe?"

Keeping track of classmates often proves to be a rather hard job after graduation, but judging from the records of some of the leading alumni the industrial, theatrical and educational sections of the newspapers could provide substantial information as to

their present activities.

Industry perhaps has provided the greatest opportunity for alums. Prominent in this field are Harvey B. Jordan, '17, who has just retired as executive vice president of United States Steel Corp., and James C. Gray, '25, the administrative vice president for raw materials, also for U.S. Steel.

C. Lee Rumberger, '20, vice president for research and quality control for the H. J. Heinz Co., J. Theodore Wolfe, '30, holds the position of president of the Baltimore Gas and Electric Co.

The industrial leaders also include George L. Haller, '27, vice president of General Electric; Edwin T. Asplundh, '12, chairman of the board of directors of the Pittsburgh Plate Glass Co., and Samuel F. Hinkle, '22, president of the Hershey Chocolate Corporation.

In the field of education Penn State has produced leaders of considerable status. Included among them is David D. Henry, '26, who is the president of the University of Illinois; John R. Richards, '29, the Chancellor of the Oregon State System of Higher Education; Cloide E. Brehm, '11, retired president of the University of Tennessee, and Herbert E. Longenecker, '33, president of Tulane University.

In the entertainment world is perhaps the most noted alum—Fred Waring, famous orchestra and choral leader.

Behind the scenes is '39 graduate Oliver Smith a stage designer who did settings for "My Fair Lady" and who has worked on two new musicals opening this year, "Camelot" and the "Unsinkable Molly Brown." Smith is generally regarded as one of the top theatrical set designers.

Television lays claim to Edward Binns, '37, who has consistently appeared in TV plays in supporting roles. Recently he portrayed the district attorney in a play concerning the New York racket of agencies which prepared theses and term papers for university students.

In the literary field is author Vance Packard whose books "The Hidden Persuaders" and "The Status Seekers" have been best sellers in recent years. His newest book "The Waste Makers" was published yesterday.

## Group Living Continues

Community living began in 1872 — or at least it had its beginning then.

Recently it has received much attention and many students think it is a new idea, but alumni can enlighten students on this point, for from the time women were admitted to campus in 1872, community living, or at any rate, a forerunner of it began, and has been with us ever since.

Old Main in those days was not only a class building, an office, and a dining room, but a dormitory as well, housing both male and female students.

From all available information, it appears that women could enter the building only by the west door. The entrance for all male students was the main door, facing College Ave. Hence, couples walking up the Mall together had to separate at the Old Willow and walk to their respective entrances.

Men and women ate in the same dining rooms in these pioneer days of community living, but here too strict rules governing conversations eliminated most of the social benefits.

When Ladies' Cottage (now Graduate Hall) was opened in 1889, Old Main was no longer used for dormitory quarters. However, community living did not die for at times the enrollment of women students was so sparse that men and some faculty members were housed in Ladies' Cottage.

Sororities and fraternities developed and community living ideas were given a backseat for a time.

In 1950, however, when West Halls were completed, community living returned again with Thompson Hall housing women, who shared dining facilities with the men.

## Riley to Continue Football Letters

University alumni who cannot attend today's game will be able to follow the highlights of the day in the Penn State Football Letter written by Ridge Riley, executive secretary of the Alumni Association.

Ever since 1938, Riley, a Penn State graduate, has published his letter in a successful attempt to interest people in the alumni association and the university.

"So many alumni enjoy football," Riley said, "that the newsletter serves as an interest-catcher which ultimately introduces alumni to other phases of university life."

Riley also said that he gives an accurate report on what happens on the football field hoping that the alumni will enjoy the game as well as understand its problems.

Riley, who has such a keen interest in University football, was always a sports fan. He helped his father who reported on Annapolis and Naval Academy sports events to many papers in this country.

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## Activities Scheduled For Alums

This Morning

Campus bus tours leave from HUB; 9 a.m.

Coffee hour for Home Economics Alumni, Maple Room;

Tours of new Home Economics building, 9:30-11:30 a.m.

Journalism alumni coffee hours, 9 Carnegie, 10 a.m.

Freshman football — West Virginia, 10 a.m.

Freshman soccer—Bucknell, 10 a.m.

Hort Show, Stock Judging Pavilion, 10 a.m.-9 p.m.

Alumni luncheon, HUB ballroom, 11:30 a.m.

This Afternoon

Penn State-Missouri football game, 1:30 p.m.

AIM-Leonides Homecoming tea, HUB lounge, 4:30 p.m.

Tonight

Alumni cider party, HUB, 8:30 p.m.

AIM-Leonides dance, HUB ballroom, 9:30 p.m.

## Alums to Attend Receptions, Tours

Returning alumni in home economics and journalism will be honored at coffee hours this morning.

Home Ec alums will be feted at a coffee hour from 9:30 to 11:30 a.m. in the Maple Room. They will also be given the VIP treatment with tours of the new Home Ec building which are scheduled for the same time.

Journalism and Collegian alumni have been invited to participate in a coffee hour between 10 a.m. and noon in 9 Carnegie. This will also be a chance for former reporters of The Daily Collegian to see the remodeled Collegian offices.

## Alums Aid Library, Stone Valley

Furnishings for the Hetzel Union Building, nearly 200 scholarships, facilities for the Stone Valley Recreation Area which will open next fall, and books at the library are some of the benefits which students have received unknowingly through the Alumni Fund.

Within eight years, some 23,000 alumni have contributed nearly \$1½ million to the Alumni Fund. These donations have ranged in amount from one penny to \$25,000 but the most common gifts have been



—by Nancy Wigfield

THIS HAPPY GROUP of Penn State alums is on its way to the annual Homecoming game. The Lions will face Missouri today in the second game to be played in the new Beaver Stadium.

## Adult Education Offered to Alums

By BARB YUNK

The theory that education does not cease with the possession of a college diploma has been well illustrated by the growth of the Alumni College and the Alumni Institute.

The Alumni College, a relatively new experiment in furthering adult education, began in the spring of 1959. Several weekends throughout the year have been set aside for alumni to come to the campus for a three-day session sponsored by the Center of Continuing Liberal Education and the Alumni Institute.

At these sessions, alumni have the opportunity to hear faculty members and other prominent educators discuss topics ranging from the culture of science and the machine to American politics.

The Alumni Institute is now in its eleventh year. The institute is held during the class reunions which this year have been scheduled for June 15, 16 and 17.

The institute opens with a general panel discussion in the morning. During the afternoon separate series of lectures are planned at two different hours.

This year, as is the case every year, reunions will be held for the pioneers which includes all classes dating from 1910 and earlier. The 50-year reunion will be held this year for the class of 1911. At this time, members of the class will be inducted into the Pioneers and their reunions will be held yearly instead of once every five years.

Other classes which will have reunions this summer are the classes of 1916, 1921, 1926, 1931, 1936, 1941 and 1951. A combined reunion was held last year for the World War II classes of 1944-45-46; therefore, these classes will not have another reunion until 1965.

## Block 'S' To Salute Old Grads

Old Grads, Missouri, and the Liberty Bowl will be saluted today in an elaborate show to be performed by the Block 'S' Club at the Homecoming Game.

The Block S Club, a newly formed club which sponsors pep rallies and the flashcard section at football games, will demonstrate their skills by flashing "M.U." during Missouri's alma mater, and "Hello Grads" in honor of all alumni who have travelled to the University for the weekend.

They also plan to make the shape of a bell in tribute to the Liberty Bowl game, which Penn State won last Dec. 19 by a score of 7 to 0 over Alabama.

The new slogan, "Lick 'um Lions," will also make its appearance, along with many others.

The Block 'S' Club was formed to build spirit in the student body, and to lead the University in supporting its teams. It put on its first performance of the 1960-61 season Sept. 17 when Penn State crushed Boston University 20-0.

It is composed of 704 members.

\$10. The one cent gift was apparently meant as a joke, but, as are contributions, the donor's name and the amount given were duly recorded in the Alumni Fund's office.

Sometimes equipment has been sent as a gift to the Alumni Fund. Several years ago an alumnus sent as a gift from his company \$10,000 worth of equipment to the College of Engineering and Architecture.

Specific funds for alumni to contribute to are selected by the Alumni Fund office with the Board of Trustees' approval. An alumnus then may designate his gift for a specific fund if he wishes. Most of the

gifts are designated specifically with the greatest amount going for student aids.

At times donations have been received which are designated more specifically and not for a general fund. In one instance, an alumna asked that her \$10 replace an old, worn-out piano stool in a home management house. The money was accordingly sent to the College of Home Economics for that purpose.

The 1961 Alumni Fund campaign will start in March and will continue until June with three appeals by mail followed by personal contact whenever possible.