

'61-'62 Artist Series Programs Scheduled

The Modern Jazz Quartet, Ann Meacham starring in Ibsen's "Hedda Gabler" and Michael McLiammoir in "The Importance of Being Oscar" are but a few of the presentations to be sponsored by the University Artist Series next year.

"Hedda Gabler," a David Ross production, will be performed twice by the original cast from the Fourth Street Theater in New York City. The role of Hedda will be played by Ann Meacham. "The Importance of Oscar," which will star Michael McLiammoir, opened in New York yesterday.

On June 21 of the summer 1961 term, Claude Frank, pianist will perform in Schwab auditorium.

The schedule for Artist Series performances for the academic year 1961-62 is as follows:

"Hedda Gabler," by Ibsen, Oct. 7; "The Importance of Being Oscar," Oct. 13; The American Ballet Theatre, Oct. 29; Rosalyn Turcek, pianist, Nov. 5; The Bayanhan Philippine Dance Company, Nov. 12.

James Starker, cellist, Jan. 12, 1962; I Musici, string orchestra, Jan. 18; Cleveland Players performing Shaw's "Arms and the Man,"—two performances on Jan. 27; Modern Jazz Quartet, Feb. 4.

Netherland Chamber Choir, Feb. 28; The Little Orchestra of New York, March 11; Pittsburgh Symphony Orchestra, March 31; Leopold Simoneau, tenor, and Pirrette Alarie, coloratura, April 13; and Isaac Stern, violinist, April 27.

DARE Proposal--

(Continued from page one) Konstam, DARE president, said, this is not a "simple matter," nor a feasible solution.

Konstam explained that in many cases, the individual chapters of a fraternity are financially tied to the national group by house mortgages or scholarship funds.

CLASSIFIEDS—RESULTS
50c BUYS 17 WORDS

Ag Announces Appointments of Chairmen

The appointments of the chairmen of the two new divisions established in the College of Agriculture have been announced.

Dr. Russell C. Miller, professor and head of the department of animal industry and nutrition, will serve also as chairman of the Division of Animal Sciences and Industry, and Dr. Russell E. Larson, professor and head of the department of horticulture, will serve also as chairman of the Division of Plant Sciences and Industry.

Each appointment is for a three-year term.

The Division of Animal Science and Industry includes the departments of animal industry and nutrition, dairy science, poultry husbandry and veterinary science while the Division of Plant Sciences and Industry, includes the programs of the departments of agronomy and horticulture and the School of Forestry.

Prof to Speak on 'Bees'

Edwin J. Anderson, professor of apiculture will speak on "The Wonders of the Honey Bee Colony" at 8 p.m. tomorrow in 214 Boucke.

The lecture, which is open to all interested, is sponsored by Phi Lambda Upsilon, honorary chemical society.

Food, Housing Consolidated

The Departments of Housing and Food Services have been consolidated, according to Albert E. Diem, vice president for business.

Stanley H. Campbell, special projects director in the office of the vice president for business, has been named director of the new department which will be known as the Department of Housing and Food Services.

Otto E. Mueller and Robert C. Proffitt, present directors of housing and food services, will be associate directors in charge of their departments.

The move was made in order to increase effectiveness and efficiency, Diem explained. The main objective will be to keep operating costs at a minimum, without sacrificing the quality of the services, he said.

CLEAR POOL CAMP

of the
Madison Square Boy's Club
Carmel, New York

Interview:

On Campus, March 17; 9 a.m. to 12 noon

For all types of counselors

Information & Applications
OFFICE OF STUDENT AID
218 Willard Building

Baxter to Address CE Career Night

A Career Night sponsored by the Department of Civil Engineering will be held at 7 p.m. tomorrow in 124 Sackett.

Freshmen interested in civil engineering and upperclass civil engineering majors may attend the program.

Samuel S. Baxter, water commissioner for Philadelphia, will speak to the group. Exhibits and faculty conducted tours through Sackett will also be featured. Faculty members will answer all questions and explain the various uses of the building's facilities.

One of the exhibits to be shown is a scale model for a flood control study.

COLLEGE MEN

Part-Time Employment
15 Hours Per Week

Sales work for internationally known firm with offices in every major city throughout the world. Local calls to establish customers. Car furnished. Rapid advancement offered on competitive basis. Careers in management available to qualified students upon graduation. Must have at least average grades. Working schedule will be arranged to suit class and study schedule whenever possible.

CALL MR. RICHARDSON 9:30 A.M. to 2 P.M.
ADams 8-2051

SALARY \$47 PER WEEK

+ CLASSIFIEDS +

CASH—17 words or less
CHARGE—12 words or less
\$.50 one insertion
\$.75 two insertions
\$1.00 three insertions
Additional words—3 for \$.05 for each day of insertion

ADS MUST BE IN BY 11:00 A.M.
THE PRECEDING DAY

FOR SALE

USED "KAY" Guitar, \$15 or best offer; carrying case included. Call AD 8-2580 after 5:00 p.m.

MGA High Compression Head, ported and polished—36,000 original miles, new tires, new brakes, ice blue, radio. Good shape. Details UN 5-5123. \$1225.

POLLOCK A dorm contract for sale cheap. Call Bob at UN 5-2074.

Stereo RECORD PLAYER, three speeds with dual channel amplifier. One set of 2-meter walkie-talkies. UN 6-6214.

MICROSCOPE, 4 objectives, 2 eye-pieces, 100x to 1000x transformer for substage illumination. Excellent condition. \$35.00. AD 8-8850.

65 GENERAL TRAILER, 44x8, in excellent condition at Penn State Trailer Court—\$2500. Phone AD 7-3145.

ALL MUSICAL Instruments and Supplies—guitars, banjos, ukes, band instruments, pianos, Hammond organs. Ten minutes from campus. Free parking. Pifer Music Center, Benner Pike.

1960 FALCON 2-door; standard transmission, excellent condition, low mileage—\$1395. Call AD 8-6998 after 5:00.

1959 MGA, blue, carefully maintained for 20,000 miles. Call UN 6-6852.

TROPHIES AND Carnival Novelties in stock for any occasion—immediate delivery. Engraving—"big discounts"—Quick "Sign Painting and Show Card Service." Sam Troutman's "Trophy and Novelty" Shop, RD 1, State College, Pa. Phone AD 7-2492 after 6 p.m.

FOR RENT

MODERN EFFICIENCY apartment; available April 1. For information call AD 7-4785 or UN 6-7139.

UNFURNISHED TWO-ROOM Apartment; one block from campus. Available April 1, 1961. Call Henry Keller, AD 8-6727, evening; AD 8-6659. Reasonable.

SINGLE ROOM with or without board; two blocks from campus. 243 S. Pugh.

FRATERNITY HOUSE—14 bedrooms and spacious living and dining area, completely renovated; one block from campus. Available in June. To reply write to D. Phillips, 20 S. 21st Street, Harrisburg, Pa.

COMFORTABLE MODERATE Rate week-end accommodations. Families and friends. Colonial Hotel, 123 W. Nittany. Mrs. Cox, AD 7-7792 or AD 7-4850.

MODERN TWO-ROOMS and bath-dressing room. Furnished, heat control, parking, sun-parlor, private entrance. Suitable couple or bachelor. Mrs. Cox, AD 7-7792 or AD 7-4850.

URGENT! MUST RENT. One month Free Rent if you rent one bedroom Apartment until July, partly furnished. Hamilton Court Apts. Call AD 8-2870.

1955 MOBILE HOME, length 40 ft. Call Chuck Stewart, AD 8-8665 after 5:30.

LOST

SATURDAY NIGHT between Pollock 5 and McLanahan's a silver Bulova wrist watch with no band. Reward. Call Joe, AD 8-9107.

BENRUS WRIST WATCH in HUB. Need desperately. Reward. Call Don, UN 5-5825.

PERSON WHO accidentally picked up my tan trench coat at Theta Delta Chi please call Bill, UN 5-2473. I have yours.

BEIGE LEATHER Jacket was accidentally taken at the TDX jammer Saturday night. Please return. Call Ernie, UN 6-7484.

ONE WOOL-LINED black leather glove. Willard, Monday afternoon. Please call Norma, UN 5-2733.

HEY! REWARD for finder of my I.D. bracelet; has great sentimental value. Name: "Jeffrey Rosenblum." Call UN 5-6051.

BLIND—LOST Black Glasses in brown case and Chem. breakage ticket. Reward. Call Nancy, UN 5-5169.

LOST

BLUE FRAMED Glasses between South Halls and Creamery. Please call Carol, UN 5-6469.

LOST: SET OF University keys on ground floor of Sparks. If found please return to Paul Neff, Room 11 Sparks. Reward.

WANTED

DESPERATE—two girls desire ride to Fort Lauderdale. Can leave after 9 p.m. March 27. Contact Kathy and Yvonne, UN 6-8549.

FURNISHED APARTMENT has two male graduate students, needs one more male student. Within walking distance of campus. Phone AD 8-1409 after 5:00 p.m.

TYPING—FAST and accurate. AD 8-2548.

WANTED—HORSE LOVERS to hear J.D. speak at Riding Club tonight.

MALE STUDENT to share modern apartment with graduating architect for last eight weeks. Available after Easter. 126 E. Fairmount Ave. AD 8-3106.

TYPING OF ALL kinds by experienced thesis typist. AD 8-5638.

URGENT! RIDE TO New York City for three; March 29, Wednesday at noon or thereafter! Call Bobbie UN 6-8789 or Sharon UN 6-8056.

FORT LAUDERDALE—one rider for sports car. Leave March 28. Would leave from Washington, D.C. if possible. Call Mike, AD 7-2975.

ROCHESTER, N.Y.—need ride for two at Easter. Leaving any time March 29. Call Sharon or Nancy, UN 5-5169.

KITCHEN HELP. Call AD 7-4151 and ask for the caterer.

RIDE TO Boston or vicinity for Easter vacation. Call Ted, AD 7-3332.

KITCHEN HELP wanted. Call AD 7-4979.

TYPING AND multilithing thesis reports, etc. Reasonable sum. Call AD 7-7055.

MEALS

MEALS WILL BE served Free of Charge at the College Co-op this week for anyone interested in joining. Call AD 7-2593.

MISCELLANEOUS

JUST FOUR MORE weeks till the Brothers Four hit Bucknell U., April 14, 8:30 p.m. Davis Gymnasium, \$2.00 per person.

MOM, HAVING A wonderful time at Theaters' Broadway Musical "Wonderful Town" March 16, 17, 18. Matinee Sat., March 18, 2 p.m. Love, Ruth and Fifteen.

EVERYONE WELCOME to Education Council coffee hour. Speaker: Dr. Clarence Berguson. Topic: The Soviet School System. Thursday, March 16, HUB Assembly Hall, 8 p.m. Reception and refreshments in HUB lounge.

POINT OF Departure: Ohio destination: Theaters' "Wonderful Town" via Schwab Auditorium. Arrival: March 16, 17, 18. Matinee, Sat., March 18, 2 p.m.

POET'S CORNER sponsored by Sigma Tau Delta. Today, Gerald Moser, discussing Spanish and Portuguese poetry, 10:05 a.m., HUB reading room.

JEFFREY DARLINGTON to speak on Horse Management, 203 Willard, 7 p.m. tonight.

BOWL AND MEET your friends at downtown Dux Club Public Lanes. Rates 32c. No waiting! 125 S. Pugh St.

SLASH YOUR high cost of kitchen equipment by buying from Equipment Manufacturers, Williamsport, Pa. Tremendous bargains on all new items and guaranteed rebuilt equipment. Dishes, China, Silverware, Ranges, Refrigerators, Dishwashing Machines, etc. Phone for salesman, write or come to Equipment Manufacturers, Inc., 487 Pine Street, Williamsport, Pa. Phone 326-1521.

MR. SOCIAL CHAIRMAN: The George Sotter Quartet has these Saturday nights open: April 22, May 6. Call AD 7-2496.

THERE WILL BE a Classified Ad staff meeting Thursday night. Please be prompt as test will be given at 6:30. Attendance compulsory.

EXPERT SHOE SHINE—Davidson's Barber Shop next to Murphy's—8 a.m. to 6:30 p.m. daily.

PIFER'S: Your one-stop music center on Benner Pike. Guitars, banjos, complete music line accessories. Open daily from 9-8 except Wednesday. Pifer Music Center. Phone EL 5-3441.

Do We Need Advertising?

"The world would be a better one without advertising." A thought-provoking statement, heard so many times from the so-called intellectual. However, if these so-called "thinkers" would really use their heads to analyze, rather than criticize, they might discover we're living in a better world because of advertising.

Let's use a make-believe flashback to the founding of our country to prove the point. Historians agree that "paid messages" had their first start during this period. Suppose the first publishers had refused such messages. The manufacturer would have had no other way of informing the public about his wares, except through word-of-mouth. His wares would have been confined to areas where his reputation was known, or made known, through salesmen. (We must omit sales letters, since they are also considered advertising.)

Advance a few years in time to the Industrial Revolution.

Now, try to imagine the time it would take to sell a toothbrush to all the people in a town. As many as 1200 solicitors take four nights to cover a town like State College, and, even then, some homes are missed. One salesman would spend 4800 sleepless nights covering the same area! Picture again the cost of selling each toothbrush!

As in the days of the craftsmen, the discouraged manufacturer, inundated by the high selling costs, would have been forced to making and displaying his wares for the lucky few born with the silver spoon of purchasing power in their mouths.

Let's come back from our flashback period and summarize what could, does, and will happen with advertising:

1. A town such as State College would be informed of such a product in a few short days at a fraction of the selling, or mailing costs.
2. The demand created would eliminate the salesman's commission; the reduction passed on to the consumer via retail outlets.
3. The one set of claims would subject the toothbrush to public scrutiny. The "pitch" would not change with a salesman's knock on each new door.
4. The price would lower once again, as the result of regional or national distribution dictating mass production to the manufacturer.
5. The public could buy with the confidence created by the manufacturers' use of advertising. Misleading ads can and do lead only to an eventual loss of sales, even federal reprimand.

Instead of today's economy, we would have a "pie-in-the-sky" city-state arrangement, where 99 per cent of the population would exist in 20th century serfdom, 44/100% would be craftsmen, and the remainder, loaded with their country's riches, not knowing what to do with them. Take your choice!

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