

# Annual Alumni Drive Begins

## Alumni Association Connects University and Its Graduates

By ELAINE MIELE, '61

Since 1870 the Alumni Association has been the link between the University and its graduates.

The organization was begun informally in the 1870's when a Harvest Home Week was held each spring to welcome graduates back to the college farms.

In 1874 the association was chartered and in 1875 alumni seats were provided on the

Board of Trustees.

At present the Alumni Association serves over 65,000 alumni through its permanent campus headquarters under the direction of Executive Secretary Ridge Riley and Assistant Executive Secretary Ross B. Lehman.

The alumni office in Old Main keeps records of University graduates and supplies information to alumni clubs and others who request it.

The Association coordinates and sponsors the activities of the 75 alumni clubs and maintains a communications system between Penn State and its alums.

Seniors who purchase membership in the Alumni Association will receive the "Alumni News," a magazine edited by Lehman which is published seven times a year to bring University news and items of special interest to alumni.

In the world of sports, Ridge Riley's Football Letter is written and mailed to dues paying alums following each football game. The "letter" includes accounts of the games and items about the football team and season.

All alumni receive copies of the Penn Stater, a quarterly newspaper written especially for University graduates.

The association also sponsors two special campus weekends for alumni. Next year the annual Homecoming Weekend will begin on Oct. 28 and the Alumni Institute and Class Reunions will be held in June.

Membership in the Alumni Association entitles graduates to receive ballots for electing three alumni members to the Board of Trustees each year. Graduates who are not members do not receive ballots unless they submit a written request for them.

A 9-year-old addition to the association's projects is the Alumni Fund which totals almost \$1,700,000 in contributions to the University. Part of the fund provides for the Alumni Memorial Scholarships, 15 grants which are given each year to new freshmen.

## Name Changes Plague Office

All of the University's many departments have their own peculiar problems, and the alumni office is no exception, according to Mary S. Neilly, managing editor of the Alumni News.

It seems that when alumnae and alumni decide to become alumna and alumnus they forget to notify the alumni office that the name and address of the alumna is now the same as that of the alumnus.

In other words, when two University graduates get married to each other, they should notify the alumni office of the change in name and address of the bride.

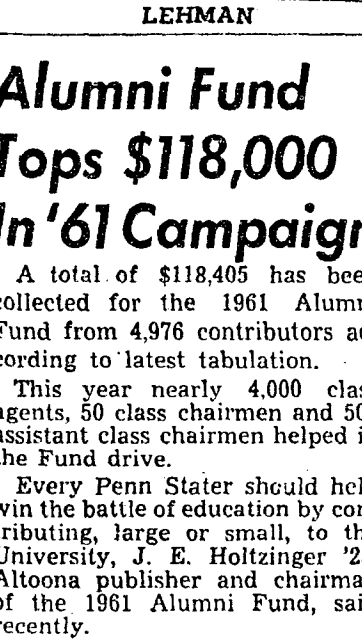
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RILEY



LEHMAN

## Alumni Fund Tops \$118,000 In '61 Campaign

A total of \$118,405 has been collected for the 1961 Alumni Fund from 4,976 contributors according to latest tabulation.

This year nearly 4,000 class agents, 50 class chairmen and 500 assistant class chairmen helped in the fund drive.

Every Penn Stater should help win the battle of education by contributing, large or small, to the University, J. E. Holtzinger '25, Altoona publisher and chairman of the 1961 Alumni Fund, said recently.

One need for the alumni money is to help provide a more rounded type of education at the University, to make it a little more attractive for those who are students there now and who will be students in the years to come, Holtzinger said.

The Alumni Fund has collected nearly \$1,500,000 since its establishment in 1953. The money is given by alumni, friends, faculty and corporations to support projects for which neither state nor federal money is provided.

## Packard to Receive Alumni Award

By NICKI WOLFORD, '61  
Vance Packard, best-selling author and sometime critic of advertising, will be one of five University graduates to receive the 1961 Distinguished Alumnus Awards.

In addition to Packard, Puerto Rican educator Rafael Menendez Ramos and three industrialists, Frederick J. Close, Willard F. Rockwell and John T. Ryan, will receive the awards during the June Class Reunion Weekend.

The Distinguished Alumnus Awards were established by the Board of Trustees in January, 1951, to recognize the achievements of outstanding alumni.

## Seniors to Be Asked To Join Association

By SUSIE LINKROOM, '61

During the remainder of the week the fourth annual alumni drive will be held to recruit seniors for membership in the Alumni Association.

One hundred ninety-four class agents will contact all seniors to offer them membership in the association which now is made up of 65,000 former Penn Staters.

## Graduates Get Campus News From Bulletins

By KAREN HYNCKEAL

No matter where graduating seniors work or live after leaving Penn State, they will always be in touch with their classmates and alma mater through the three publications of the Alumni Association—the Alumni News, the Football Letter and The Penn Stater.

The Alumni News is sent out seven times a year to the paid members of the association. Published in magazine form, it includes stories, features and photographs on the professions of Penn State graduates as well as the current campus news.

Mrs. Mary Neilly, who edits the Alumni News with Ross Lehman, says that the most popular feature in the magazine is the "News From the Classes" which includes wedding, birth and personal items submitted from graduates all over the country.

Approximately 15,000 alums receive the magazine, Mrs. Neilly said.

In the fall, the Football Letter, is added to the publications for graduates. Written by Ridge Riley, executive secretary of the association, the letter is sent out the Tuesday after every football game.

Riley comments and quips on the games and the players and reports what Coach Rip Engle has said about the season's events.

The third publication for graduates is The Penn Stater, a 4-page tabloid size newsletter sent to all graduates. Approximately 65,000 alums now get The Penn Stater which includes news taken from the Alumni News, sports scores and administrative news.

All three publications are financed by the Alumni Association and are among its best known and most important services since they help to keep Penn State graduates together long after they have left campus.

A special rate of \$2.00 is offered to seniors for the first year if they join before the day of commencement. After that date regular rates are \$3 for the first year. The annual rate becomes \$5 five years after graduation.

The Alumni Association offers a life membership which costs \$70 if pledged before graduation or \$75 if pledged later. Presently there are 7200 alumni who hold life memberships.

Seniors may join through their class agent or directly at the alumni office in 104 Old Main, James Eitelson, co-chairman of the drive, said.

Dues received from the Alumni Association are used to support 75 district alumni clubs throughout the country, the Alumni Memorial Scholarship program, and various University and alumni activities. Mrs. Mary Neilly, managing editor of the "Alumni News" said.

Members will also receive a copy of the "Alumni News" seven times yearly, she added.

Chairmen of the alumni drive and the colleges they represent are: Frank Milus, Agriculture; Gary Robinson and Charles Gaston, Engineering and Architecture; Edgar Grubb, Business Administration; Stephen Brown, Chemistry and Physics; and Susan Sherman, Education.

Gretchen Yant, Home Economics; Judith High, Margaret McPherson and Tim Nelligan, Liberal Arts; Eugene Grumer, Mineral Industries; and Polly Mitten, Physical Education.

The following are class agents: AGRICULTURE: Richard Campbell, Darrell Even, Edward Ferguson, Marshall Goldstein, David Graham, Marcia Hunt, Alfred Horne, Allen Levan, Duane Matlocks, Frederick Meekley, Janine Mitchell, Richard Packard, Sylvia Peay, Frederick Rickett, Herbert Rothe, Robert Scarth, Laurence Spencer, Wesley Trumbauer, John Youm, Frank Milus.

BUSINESS ADMINISTRATION: Edgar Grubb, Lawrence Abrams, David Alexander, Stewart Barmon, John Bonella, Frederick Bower, David Burnett, Keith Carlson, John Casero, Mark DuMars, Floyd Green, Richard Horowitz, Gilbert Kahn, John Kohl, Edwin Kohler, Myron Landau, Chester Lucido, Francis Manley, Thomas Maria, John Mueser, Ronald Novak, James Olinger, Bryan Pokras, Matthew Pratta, Bernard Quire, Victor Smith, Robert Soriano, Winfield Stoner, James Swab, John Yonella, Paul Young, David Young.

CHEMISTRY & PHYSICS: Stephen Brown, Mary Barrows, Beverly Casella, James Christini, Timothy Eisaman, Edward Golets, Robert Black, George Bonhaya, Harry John, David Jones, Robert Larson, Ellen Mills, Charles Moran, Sandra Rimm, William Thompson, Jack Wert, John Yankov.

EDUCATION: Susan Sherman, Marilyn

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## Alum Fund Donations Since 1953

All Faith Chapel Class Funds	\$246,890.15
Colleges and Campuses	101,499.04
Hezel Union Building	63,843.97
President's Fund	57,098.50
Religious Activities	9,678.50
Retired Staff Assistance Fund	44,205.33
Stone Valley	5,410.50
Alumni Memorial Scholarships	60,961.14
Levi Lamb Grants-in-Aid	127,381.83
Lou Bell Memorial Fund	109,772.78
Designated Scholarships	9,305.20
Designated Loan Funds	201,257.36
University Library	11,006.51
Miscellaneous	20,956.71
	344,149.95

## Newman Club Given Award

The Newman Club was recently awarded a citation by the National Newman Federation for continued increasing membership.

At the present time the University Newman Club has the largest campus chapter in the nation with a total membership of 1,075.

The presentation was made at a three-day Middle Atlantic Province Convention held recently in Pittsburgh, according to John Bonella, regional director of the club.

The Newman Club offered to act as the publicity committee for the Middle Atlantic Province at the convention. If given such a position, Bonella said, the club would be responsible for sending publicity to clubs in Pennsylvania, Maryland, Delaware and the District of Columbia.

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of the College of Agriculture and Mechanical Arts at the University of Puerto Rico for many years and is now manager of Sociedad Agricola Cooperativa, one of the largest agricultural supplies cooperatives in Puerto Rico. He is the only one of the five who is not a native of Pennsylvania.

Ryan, '34, is president of the Mine Safety Appliances Company and Research Corporation in Pittsburgh and chairman of the board of Callery Chemical Company.

Rockwell, '35, of Pittsburgh, is president of the Rockwell Manufacturing Company, and Close, '28, is vice president and general sales manager of the Aluminum Company of America.

Five alumni are selected annually for this honor by the executive committee of the Board of Trustees from a panel of candidates recommended by the University president.

President Eric A. Walker said that the 1961 distinguished alumni were chosen by the Board of Trustees because their personal lives, professional achievements and community service best exemplify the objectives of the University.

Packard, who graduated from the University in 1936, has written three best sellers, "The Hidden Persuaders" in 1957, "The Status Seekers" in 1959, and "The Waste Makers" in 1960. He now lives in New Canaan, Connecticut. Ramos, class of '15, was dean