

Weather Forecast:
Sunny,
Pleasant

Summer Collegian



War of
Compromises
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FOR A BETTER PENN STATE

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FIVE CENTS

Packard Points to Need U.S. Halts Aid, Relations in Peru For Public Skepticism

By NANCY McCORKLE

Americans need to develop a public awareness and skepticism to counteract powerful persuasion tactics of Big Business, Big Labor and Big Government, Vance Packard, author of the best-seller, "Hidden Persuaders," said Tuesday in Schwab.

Packard opened the School Administrators Conference with his speech on "America in Upheaval: Seven Great Changes in Our Times."

OCCURRING simultaneously with advances in our society, pressure techniques of these large impersonal institutions have also changed. And the values of the American people have changed too, as we head toward a more

heathenistic and fun-loving culture, Packard said. Big Business bombards people with persuasive advertising. For example, he said, some home builders are now using French words in their advertising slogans and promoting the executive-type home to attract the status-seekers.

The public must recognize and control the status-directed advertising, for the average family hears six hours of television commercials a week, Packard said. Our society must learn to adapt to the problem of living with abundance and leisure as the work weeks grow shorter, he added.

Although there has been a change toward a growing importance of education, the fact still remains that two-thirds of the students with an I.Q. of 117 or better never get through college.

Neely Appointed Fund Raising Head

William H. Neely, former owner and president of the Business Furniture Co. in Pittsburgh which has liquidated several years ago, has been named director of fund raising at the University.

Before joining the staff, Neely was associate director of development at Hastings College, Hastings, Neb.

In his new post, Neely will direct the private fund-raising activities of the Alumni Fund and the Development Fund. These are the two basic divisions of the Penn State Foundation, an organization established to aid in projects for which public funds are not provided.

Neely is a former trustee of Westminster College (Presbyterian) in New Wilmington and a member of the National Board of Christian Education of the United Presbyterian Church.

he said. Opportunities for the poorer class must widen for improvement in our society.

The growing demand of business for people with a college degree is also accompanied by a major split between those who have an education and the have-nots without a degree. American people tend to value an education as a status enhancement, Packard said.

BESIDES THE CHANGES in education, business and technology, he said that America has also experienced great changes in the violent growth of population, increase in productive capacity, higher spending on military and space projects and more unemployment.

Because of the growth of population at three million per year, more one-layer communities, of the same class of people, are being built around shopping centers in the suburbs, Packard said. Thus, the children in these communities have little association with different groups or classes, he added. Citing further examples of the

startling growth of corporations, the author said that the 50 largest corporations have more revenue than the 50 states. Hence, people are left with a feeling of helplessness against this immense impersonal organization, he said.

Another impact of the great industrial development is that jobs become more specialized, and subsequently workers are required to do less creative work, he said.

Referring to the change toward Big Government, he joked about the pressure being so great for military expenditures that we wouldn't know what to do if peace broke out. Congress keeps awarding more money for defense contracts, and these contracts are decreasing our flexibility in selecting weapons, Packard said.

ALL THE TIME the public is encouraged to consume more; yet 45 per cent of all we buy are extras, or non-essentials. There are more people in the marketing side than the productive side, pushing the products, for it is getting increasingly hard to sell these items, he said.

WASHINGTON (AP)—The United States suspended diplomatic relations with Peru yesterday in a pre-dawn takeover. Police manned swift reaction to the bloodless military coup in Lima.

The Washington action included halting any further Alliance for Progress aid, pouring into Peru at a rate of \$75-million a year. But it did not cut off U.S. assistance already sent there.

THE ACTION came after a military junta arrested President Manuel Prado in a bloodless coup early yesterday morning and seized the government of Peru in an atmosphere charged with high tension and the threat of widespread violence.

Disorders broke out quickly and police had to use water cannon and gunfire to keep back demonstrators. Three students were reported wounded in a clash between a crowd of young demonstrators and police.

Thousands of people—some booing and some cheering—watched in the square before the government palace as the junta

swore itself and its military cabinet into office, hours after the pre-dawn takeover. Police manned water-cannon trucks and others moved in on the crowd to hold back the threat of violent demonstrations.

Even after the new military government left the palace in the Plaza de Armas, crowds milled about and armored cars remained there on the alert. Most of the crowd seemed angry at the events but there were some cries of "Viva, army."

Threats of a strike by the Confederation of Labor, representing 75 per cent of the nation's labor force, added to the general tension of the situation.

THE ARMED FORCES chiefs moved suddenly at the height of a crisis touched off by the June 10 presidential elections in which the military's long-time political foe, reform-minded Victor Raul Haya de la Torre, captured the most votes.

The joint army, navy and air force junta claimed it acted because the elections had been fraudulent and denied its action was designed to keep Haya and his leftist but avowed anti-Communist party out of power.

But there were unconfirmed reports immediately that Haya fled to asylum in the Venezuelan Embassy. It was a repeat performance, if he did. He was in asylum in the Colombian Embassy for five years after Gen. Manuel Odría seized power in a coup in 1948.

The military junta ordered Jose Enrique Bustamante Corzo, president of the election board which certified the balloting, to surrender himself. He has been reported near nervous collapse at his Lima home, after resisting army demands to recommend nullification of the elections.

THE DRAMA began at about 3:15 a.m., and the coup was accomplished in less than an hour after the military sent troops to surround the presidential palace.

U.S. authorities said the American ambassador at Lima, James Loeb, would remain for a while yet on the scene to report developments.

Mont Alto Program Extended

By DOROTHY DRASHER

The Mont Alto campus will formally become the University's 14th Commonwealth campus in the fall term of 1963. Plans are being formulated now to broaden its academic program during the months ahead, Kenneth L. Holderman, coordinator of Commonwealth campuses, said recently.

THE SCHOOL of Forestry has used the Mont Alto campus for freshmen enrolled in the forestry curriculum since 1929, Holderman said.

While the campus will continue to be used by the School of Forestry in the summer terms, the expanded program includes several two-year curriculums leading to associate degrees, he added. In addition the freshman year of some of the four-year programs at the University will also be offered at Mont Alto.

Two-year programs in surveying, drafting and design technology will probably be offered, Holderman said.

The new campus is located north of Waynesboro which is in the south central part of the state. Mont Alto will probably still be used by some of the students enrolled in such programs as forest management and wood

utilization in the School of Forestry, Wallace White, assistant director, said last night.

But these programs, leading to a bachelor of science degree, will also be offered here on campus, he said.

THE FIRST YEAR of a new baccalaureate curriculum in forestry may now be taken on the main campus, at a Commonwealth campus offering acceptable basic education courses or any other accredited collegiate institution, White said.

The Mont Alto campus has facilities for 125 students in its residence and dining halls. The campus also has classroom and laboratory facilities, an auditorium and a library.

The forested land and one of these buildings originally was part of the Mont Alto Iron

Foundry. When the building and land was originally purchased by the state in the early part of this century, it served as the Mont Alto Academy.

In 1929 the University entered the picture when it was granted permission by the state to use some of the grounds and parts of the original building and several others that had been built in the 1920s.

A number of years after the University had been working under this arrangement, the grounds and buildings were purchased. They have since been owned and operated by the University.

HENRY H. CHRISMAN, professor of forestry, has been appointed as the director of the new campus and will begin his residence duties there next summer.

Jahns Named to Succeed Mitchell As Mineral Industries College Dean

David R. Mitchell, dean of the College of Mineral Industries, will relinquish this post on Aug. 1 to devote full time to his role as chairman of the Division of Mineral Engineering. He has filled both positions for the past 18 months.

HE WILL be succeeded as dean by Richard H. Jahns, now associate dean of the college, President Eric A. Walker said.

In addition to his administrative duties, Jahns will continue his research into the origin of pegmatites, the granites pushed through the earth's surface by as yet unexplained forces.

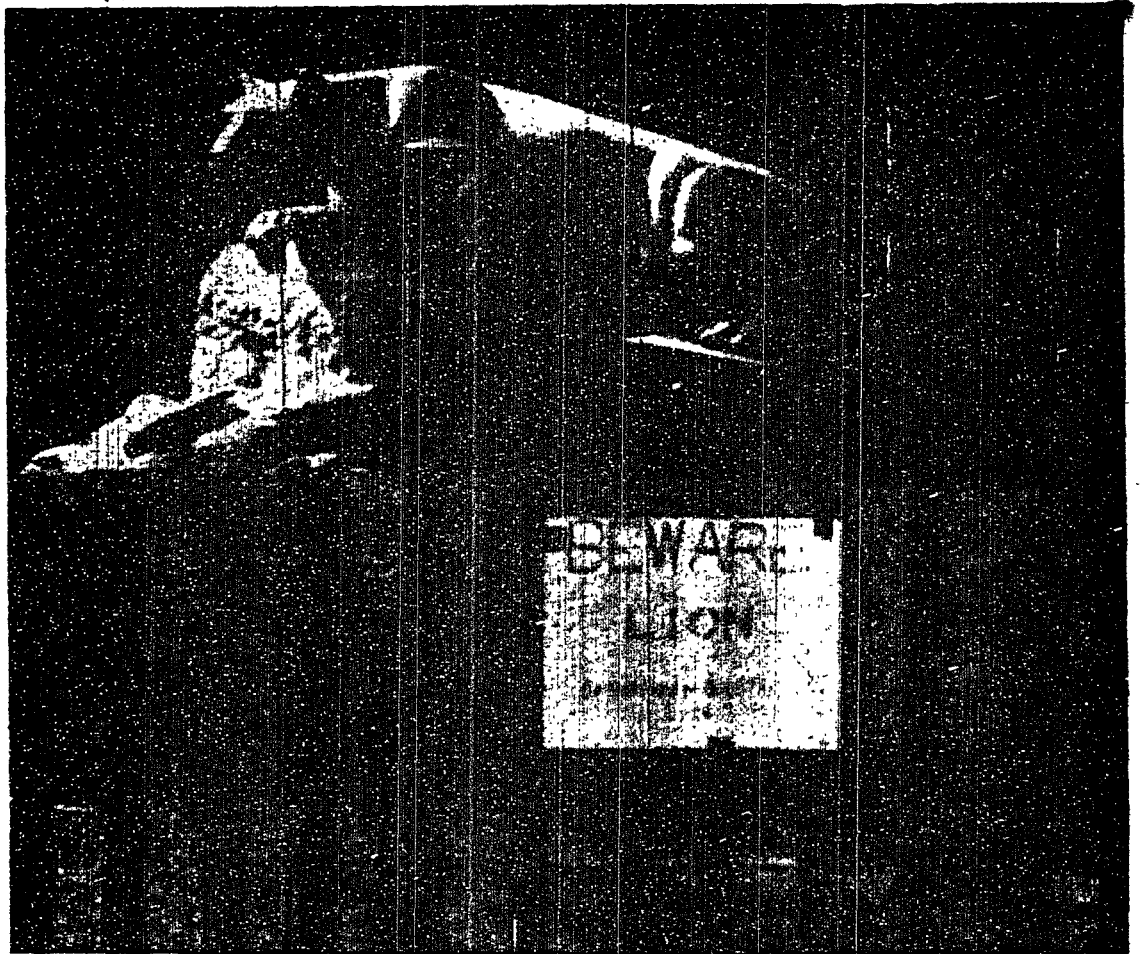
Jahns joined the University staff in 1960 as professor of geology and chairman of the Division of Earth Sciences. He was named associate dean of the College of Mineral Industries on Feb. 1 of this year.

He came to the University from the California Institute of Technology, where he was also professor of geology.

Mitchell has been a member of the University faculty since 1938 and chairman of the Division of Mineral Engineering since 1944. He is the author of more than 100 technical papers on mining and mineral preparation methods, as well as the textbook, "Coal Preparation."

"DEAN MITCHELL is widely recognized as one of the leading mining authorities in the nation," President Walker said. "Each time we have called on him to assume additional duties, he has responded in an outstanding manner. His tenure as dean of the College of Mineral Industries has been marked by significant achievement."

For example, he pointed out that during Mitchell's tenure a new earth sciences building was approved and moved through the planning stages. More recently, the college received a \$692,000 research grant from the Advanced Research Projects Agency of the Department of Defense.



THE NITTANY LION (Nittany Felis Leo) has been placed in a cage, not to protect the spectators from the lion but to protect the lion from the spectators (especially those from the

University of Syracuse and the University of Pittsburgh). Perhaps the sign was fastened to the unusual cage by some weary guardians from West Hall.

—Collegian Photo by Tom Browne