

Trustee donates to campaign

By CAROLYN SORISO
Collegian Staff Writer

The president of Barash Advertising Inc., Marian Coppersmith, has donated \$100,000 to the \$200 million Campaign for Penn State.

Coppersmith, a University trustee and a 1953 graduate, said she donated the money because the University contributes to the quality of life of her employees.

"The University has provided me with a very good education that gave me the opportunity to be successful in my own life."

"It really contributes significantly to the overall quality of life... it's my way of saying 'thank you, Penn State,'" she said.

Barash Advertising, 403 S. Allen St., is an advertising agency with offices in State College, Altoona and Johnstown.

Coppersmith said she gave the largest portion of her gift, \$25,000 to the University's Wilkes-Barre Cam-

pus because she is a native of the city and wants to see that campus prosper.

She also earmarked \$20,000 of her gift to go to the University's libraries — half to the Paterno Library Endowment Fund and half to the Penn State Room in Pattee.

"Libraries are at the heart of Penn State's overall success," Coppersmith said. The Penn State Room, she said, is a valuable resource for the University's history and provides information for her company, which publishes *Town & Gown* and *Where & When* magazines.

Coppersmith said the Julia Gregg Brill Professorship in women's studies will receive \$15,000 of the gift. She said she "supports wholeheartedly women's studies as an academic area."

The idea of establishing an endowment for women's studies was initiated by some of the women trustees, Coppersmith said.

She said she was pleased the en-

dowment was made into a professorship and listed as one of the priorities of the campaign.

David Gearheart, vice president for development and university relations, said the University administration hopes to receive gifts from all of the trustees.

'Libraries are at the heart of Penn State's overall success.'

— Marian Coppersmith

To date, about 25 of the 32 trustees have given to the campaign, he said.

The campaign is a five-year, \$200 million fund raising effort to enhance the academic opportunities at the University and to make the University one of the premier public institutions in the country.

Alumna: Women still struggling

By ERIC SCHMIDT
Collegian Staff Writer

Fifteen years ago when Rachel Newman asked her editor at *Ladies' Home Journal* for a raise, he told her, "Honey, why don't you just get married and get somebody to take care of you."

"I remember feeling frustrated and not doing anything about it," Newman said. "Today, I'd say I want the raise because I deserve it."

Newman, editor of *Country Living* and *Country Cooking* magazines, said yesterday that the publishing industry has become more accessible to women within the past 20 years because of society's general acceptance of women in the workplace. But women still face disadvantages in the industry.

Newman, a 1960 University alumna with a degree in Arts and Letters, was the guest speaker at a program titled "Women in Publishing" — part of the Women's Studies Department's Brown Bag Lunch Series.

She has also studied at the New York School of Interior Design and did post-graduate work in anthropology at Hunter College in New York.

Although women will stand up for their rights today, they still have low salaries in the industry, Newman said. A beginning staff member in either of her magazines can expect to make about \$14,000 a year. It is almost impossible for someone to live in a city on that salary, Newman said.

"In the old days, (beginning staffers) could gang up in a one-bedroom apartment," Newman said, "but landlords now won't allow more than two."

Many editorial staff members' financial problems can be traced to the management's reluctance to provide adequate funding for salaries, Newman said. Management for her publication considers salaries to be the most flexible part of a magazine's budget.

Therefore, when submitting the magazine's budget, salaries are often the first to get cut, she said.

"Management has never had to work in the editorial area," Newman said, "and they don't understand our problems and they are not sympathetic. It's a lot easier for me to get money for two new desks than a \$500 raise for someone."

One advantage editorial staff members have is a great degree of autonomy, Newman said. Often that will make up for the lack of salary, she said.

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*IMAGO is Penn State's supported by a grant from the Commonwealth of Pennsylvania Council on the Arts.

Crash simulator urges buckling up

University Police Services will add a little physical persuasion to the seatbelt campaign during the next couple of weeks. But they're calling in some out-of-town help.

The Convincer, a 12-foot, gravity-powered car crash simulator, will be at various locations demonstrating the need for safety belts. Every 8-mph ride on the Convincer ends with an abrupt crash.

Lisa Harbach, a University police cadet, said the simulator proves the effectiveness of seat belts.

"We're trying to have the people feel what it's like to stop so suddenly," Harbach said.

The Convincer is tentatively scheduled to provide simulated crashes from Oct. 29 to Nov. 7 from 8 a.m. to 5 p.m. in front of the HUB and at various locations on campus.

David Veneras (graduate-chemical engineering) said the Convincer was fun and after riding it once, he said he wanted to do it again.

"It kind of hurts," he said. "If you're not ready for it, it can knock the wind out of you."

Susan Holley (sophomore-elementary education) said, "Okay! I'm convinced! It's more than enough."

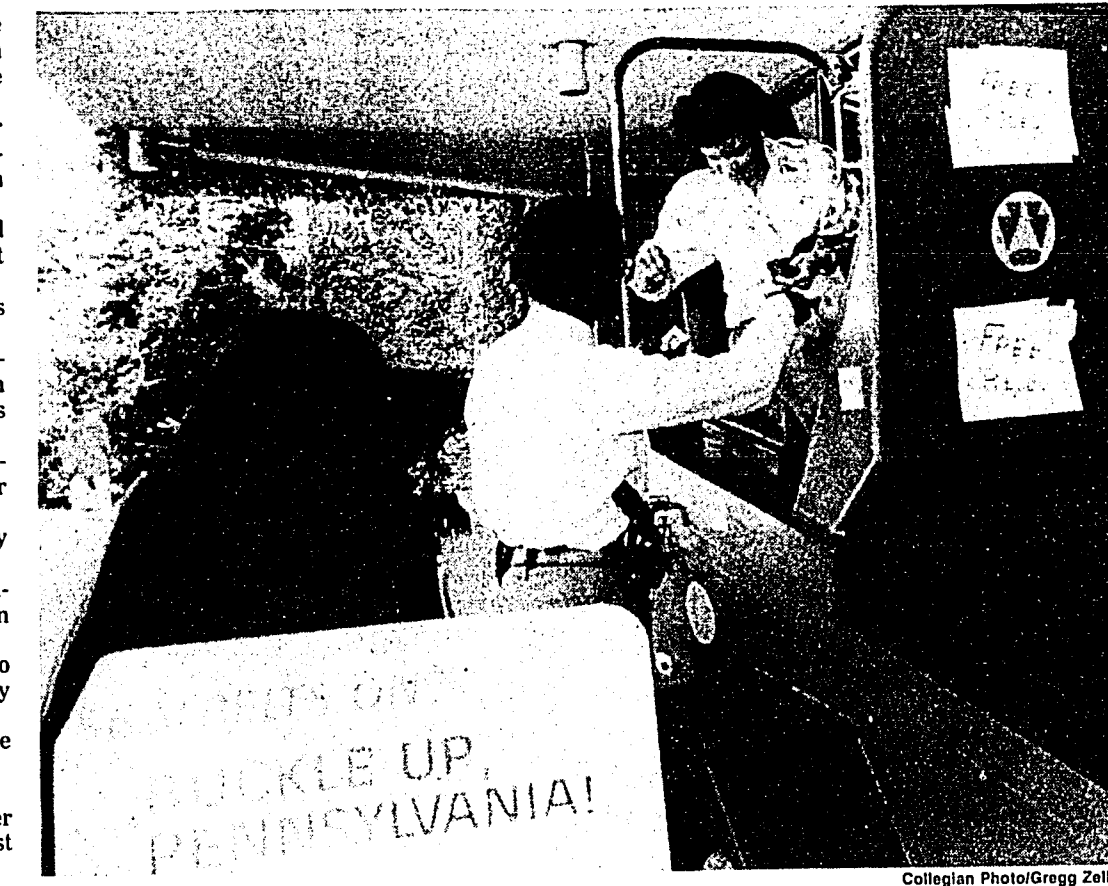
"I always wear a seat belt because I've come too close to being killed," she said. "Most of my friends are poor drivers."

Karen White (senior-microbiology) said she wears the seat belt when she sits in the front. "It's kind of like a habit," she said.

The Convincer felt like it was going a lot faster than 8 mph, White said. She said it felt like she just rode an amusement park ride.

Veneras said it is stupid not to wear safety belts, but laws can't force people to be smart.

—by Gordon Zernich



Mark Stringer, University police officer, helps Leslie Darnaby (senior-administration of justice) into the Convincer, a crash simulator that demonstrates how seat belts save lives.

Crossing guard killed by car

CHICAGO (AP) — Evelyn Despenza spent most of her 73 years looking out for children, shepherding them safely across busy streets to school, watching them play from her living-room window, pushing their swings on the playground.

After 33 years as a crossing guard, she was killed in the line of duty Monday when she stepped off a curb to help a child. She walked into the path of a car that struck her and sped away.

"The kids have accepted it," Dian

Downtown apartment fire may be arson, police say

A fire, suspected as being arson, on the 200 block of East Fairmount Avenue was reported to the State College Alpha Fire Department yesterday morning, State College Bureau of Police Services said.

The fire at an apartment house at 200 E. Fairmount Ave. was contained to a second floor closet,

police said. There were no injuries.

The apartment house is owned by Ron Veronesi, 108 N. Gill St., police said. The occupants of the house were evacuated by police before the firefighters arrived and extinguished the fire, police said.

—by Gordon Zernich

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Rod Taylor's
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Paul Hogan in
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NIGHTLY: 8:15 & 9:15

Paul Newman & Tom Cruise
THE COLOR OF MONEY
NIGHTLY: 7:45 & 10:00

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GEORGE FIELD: "Protecting our Quality of Life is the Issue in this Election."

Penn State's Fair Share

The University provides jobs, affordable education and economic advantages to the Centre Region. State appropriations play an important role in PSU's ability to contribute to the community. But Penn State is falling behind other universities in state funding per student. PSU currently receives far less than Pitt, Temple and the state-owned universities in state funding per student. Penn State, trying to do more with less, has been forced to continually raise tuition. George Field recognizes this problem and its effects on our area. That is why George Field has proposed a plan to mobilize PSU's potential legislative clout to get PENN STATE'S FAIR SHARE. George Field knows Penn State is important to the Centre Region's Quality of Life.

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The Daily Collegian Wednesday, Oct. 29, 1986—5

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George Field recognizes that a clean safe environment is essential to maintain our quality of life. Freedom from toxic waste and protection of critical watersheds are a priority in the state's environmental program. But it takes a vigilant public and an active state representative to insure that the state's environmental laws are enforced and observed. George Field will work hard to protect the Centre Region from the ravages of toxic waste and the pollution of watersheds.

Attract Clean Advanced Industry

By preserving our quality of life, we will continue to attract advanced industry to the Centre Region. George Field recognizes the initiative taken by local governments to attract this type of industry. But to do this, Penn State must remain a strongly competitive educational and research institution, and our environment must remain clean.