

New ads going to pot

By LAUREN YOUNG
Collegian Staff Writer

University students will soon be able to make better use of their time in State College's public bathrooms. An idea came to Larry Warner, a State College architect, while he was sitting on an airplane bound for Florida. Advertising in bathroom stalls, he thought, is a pretty good idea.

Warner later contacted student entrepreneur Charles Wareham (senior-speech communications), and together they started State College Headliners, a business that sells advertising space for bathroom stalls.

For \$40, Centre County businesses can buy one of 20, 4-by-6-inch advertisements, which become part of an 18-by-36-inch board protected by plexiglass.

"I happen to know that most toilet paper rolls are made in Minnesota because there is nothing else to read in the bathroom except the serial numbers on doors and graffiti," Warner said. "Luck is finding a week-old newspaper."

There is nothing dirty about this business either, said Warner. "All day long I design spaces for peoples' functions, and (the bathroom) is probably one of the most important spaces."

"People don't remember where they see advertising," he continued, "so now they will be reading ads instead of the same old crap."

'It's a clever way to reach people when they are most vulnerable.'

— Douglas Albert

Warner, who is also a part owner of Nittany Hot Springs, 511 E. Calder Way, approached Wareham with the idea.

The two met each other last year when Wareham, former president and founder of the University's chapter of the Association of Collegiate Entrepreneurs, asked Warner to speak at a meeting.

"After that," said Warner, "he would call me up every time he had a money-making idea."

Soon Warner was advising Wareham on business ventures, and when the architect needed someone to guide the new business, he chose the aspiring entrepreneur.

A graduate of State College High School, Wareham has already made strides in the business world. He was always looking for a new way to make money; he mowed lawns, operated a recording studio and played piano in local bars.

As of Jan. 1, Wareham's business initiative will be back in the bars — this time hanging on the walls of

downtown establishments such as Cafe 210 West, 210 W. College Ave.; Mr. C's, 112 W. College Ave.; and The Gingerbread Man, 130 Heister St.

Locally, we are targeting different clientele, and we are planning to serve professional offices later," Wareham said.

Douglas Albert, owner of Douglas Albert Art Gallery, 107 McAllister Alley, said he has agreed to give bathroom advertising a shot.

"It's a clever way to reach people when they are most vulnerable," Albert said. "We have got to maintain a sense of humor in these dull days," he added.

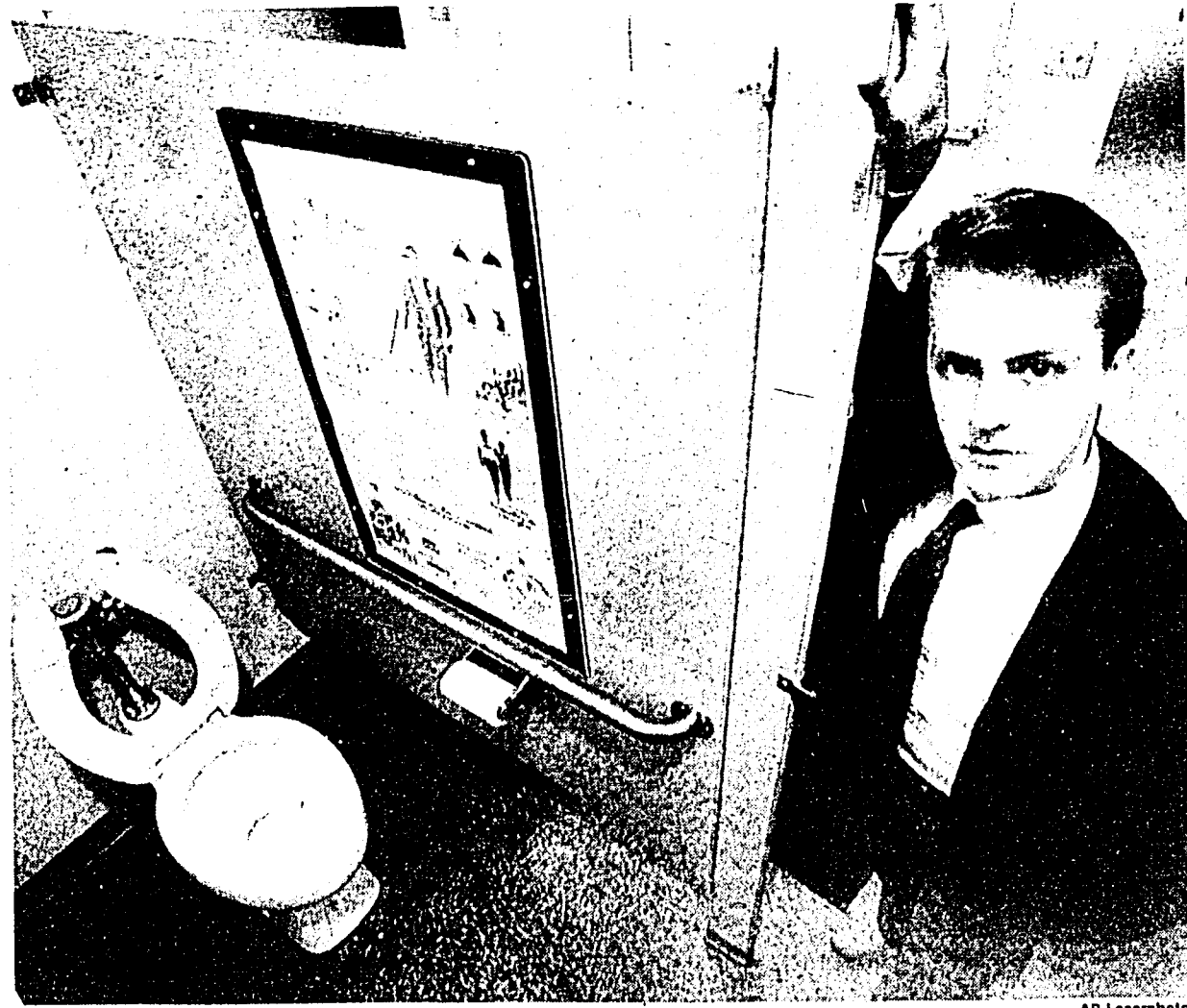
The partners are not the only ones profiting from bathroom advertising. Restroom owners get a 10 percent commission for each board. Since each board has display-maximum of 20 ads, a restroom owner can make about \$80 per stall.

Warner said his new venture will cut down on graffiti and vandalism. Ad-boards have already been placed in local establishments because local businessmen wanted to advertise before students leave for winter break.

Warner said he is unsure how people are reacting.

After leaving the bathrooms of Nittany Hot Springs, no one has said: "Wow! Great ads in your bathroom."

Bathroom advertising, like billboards, said Warner, is not a topic of conversation.



Charles Wareham (senior-speech communications) joined with a local architect to create State College Headliners, an advertising firm that sells space on the walls of Centre County bathrooms.

Blacks in science

PSU high in graduates, but also in dropouts

By CHRISTINE NICHOLAS
Collegian Staff Writer

Although Penn State is one of the top three research universities in graduating black scientists who go on to earn science doctoral degrees, the associate dean for resident instruction said the dropout rate of black students from the College of Science is high.

"The retention figures for blacks in the College of Science are not very impressive," Norman Freed said.

However, he added that the number of undergraduate blacks enrolled in the College of Science is higher than the University's average black enrollment.

Freed said about 4 percent — 100 to 125 students — enrolled in the college are black, compared to the University's average of 3.7 percent black enrollment.

Among 166 research institutions studied by the National Research Council, the University ranks second with the University of California at Berkeley in its number of black undergraduate science students who eventually earned doctorate degrees.

Six black graduates from Penn State earned doctoral degrees between 1980 and 1984, according to the study.

The Massachusetts Institute of Technology ranked first, with 11 black graduates who went on to get their doctoral degrees.

Official enrollment and retention figures for blacks in the College of Science for this year are not available.

yet, but Freed said the number of blacks who drop out of the college is higher than the college's overall average, which is about 40 percent. These students usually change their majors during their freshman or sophomore years, he said.

Freed said that since the College of Science "usually does not graduate many blacks," a graduating class including 10 black students is considered good.

The number of black scientists is low because there is "a problem with the support of the black community," Freed said.

"The retention figures for blacks in the College of Science are not very impressive," Norman Freed said.

However, he added that the number of undergraduate blacks enrolled in the College of Science is higher than the University's average black enrollment.

Freed said the University's number of black undergraduates is small compared to historically black colleges, but it shows that the University has attracted some outstanding young black students.

Although historically non-black institutions have increased their minority recruitment, Williams said, historically black colleges are still valuable to black students.

Pennsylvania's black colleges are Cheyney State College, the first black college, which was founded in 1837, and Lincoln University, founded in 1861.

Another factor lowering the number of black science students at the University is its general problem of

not always adequately prepare black students for technical majors. This lack of educational background may prohibit black students from succeeding in a competitive science program, he said.

A cord to a telephone handset in the Snyder Hall lobby was cut Sunday.

Robert Bond, 101 Ferguson, reported a dry-chemical fire extinguisher had been discharged in 101 Ferguson on Sunday, causing \$17 worth of damage, University police said.

The Ag Student Council will meet tonight at 7 in 301 Agriculture Administration.

Free University will sponsor a discussion class on "Bokanar, the Ancient Science of Soul Travel" tonight from 7:30 to 9 in 111 Sackett.

The Undergraduate Student Government Senate will meet tonight at 6:30 in 367 Willard.

PACT — People and Animals Coming Together will have a Christmas party tonight at 7:45 in the Schlow Library Meeting Room.

A pine tree was cut and removed from in front of Interiors, 312 W. Beaver Ave., sometime during the weekend.

Peter Allen, 160 Hamilton, reported Sunday that a Christmas tree and stand worth \$52 was missing from Waring Hall lobby.

Police said Mohlin was taken to Centre Community Hospital, where he was treated for a cut to the forehead and released.

After striking the pole, police said, Mohlin backed up and continued driving on Sowers before police stopped the car at the corner of South Fraser Street and West College Avenue.

Police said Mohlin was taken to Centre Community Hospital, where he was treated for a cut to the forehead and released.

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This year, heart disease and stroke will kill another 200,000 Americans before age 65.



WE'RE FIGHTING FOR YOUR LIFE

The Daily Collegian Tuesday, Dec. 9, 1986-5

PSI @ PSU

Penn State Sub Shops

Turkey Tuesday
\$1 off on 1lb Turkey Sub
Offer expires 12/9/86
Offer good only with this coupon

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Feel at Home with other Penn State Fans
All Week Long at The Raintree.

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Til 11 p.m. Sunday-Thursday
Til 12 p.m. Friday-Saturday
Beverages Til 1 a.m.
Breakfast Friday-Sunday 9-2

Bring In This Ad For A FREE 23 oz. Fiesta Bowl Beer

Tonight—Return To The Islands

AT THE

We also provide
FREE Lei's, Reggae & Surfing... ALL NITE LONG!

Specials
• Blue Hawaiian 1.50
• Sweet Crab Legs
— Seasoned of Course w/old Bay!

—ENTER ON COLLEGE AVE. OR CALDER WAY—ACROSS FROM OLD MAIN

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You'll like it even better from

Calder Square I Westery Parkway Plaza

BOB NACE OPTICIAN

219 E. Beaver 238-7281

You Need Us The Most This Time Of Year

- Repairs & Adjustments (Finals Time is no time to be worrying about broken glasses)
- Stocking Stuffers (Unique gifts of eye glasses & even contact lens supplies)
- Ray Bans (A complete sunglass line: great for gifts or the Sunnikt Fiesta Bowl)

Hours: Mon - Fri 8:30 - 5:00 Sat. by Appt.

THE ORIGINAL Italian PIZZA & RESTAURANT

1 FREE TOPPING WITH ANY LARGE PIZZA

All You Can Eat — 11am-6pm
Monday: Pizza \$2.59
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FREE DELIVERY AFTER 5:00 PM
222 W. Beaver
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238-5513
Offer not good with other coupons

Uncle Eli's

Christmas Rep... So I sez to da boss
"WHY DO WE HAFTA KNOCK OURSELVES OUT LIKE DIS YEAR AFTER YEAR — WHY DON'T WE JUST TELL DESE PEOPLE ABOUT DAT UNCLE ELI'S JOINTS YEH, DEY GOT ALL KINDS A NIFTY STUFF IN DEE, Y'KNOW — RILLY YOONEEK GIFTS, CARDS, WRAPPIN' PAPER — DA WHOLE SCHEER — LET DESE GUYS TAKE CARE O' DEMSELVES FER A CHANGE BUT NOOOOOO..."

Uncle Eli's Special Holiday Shopping Hours
Mon-Sat. 9-9 Sun 11-5

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PRESENT THIS COUPON TO THE CASHIER ON ANY TUESDAY AND GET 6 FREE BAGELS w/purchase of 1 doz. for \$3.95, any kind Good any Tuesday

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HENRY GRETHEL design

- SHIRTS • SWEATERS
- BLAZERS • BELTS
- NECKWEAR • SLACKS
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USE YOUR USG CARD FOR 10% SAVINGS

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MICHAEL'S CLOTHING CO.
FRASER ST. & CALDER WAY 238-4050

NOTICE

FALL SEMESTER 1987 HOUSING AND FOOD SERVICE CONTRACTS STUDENTS CURRENTLY RESIDING IN UNIVERSITY PARK RESIDENCE HALLS

Students presently residing in the Residence Halls will receive their Fall Semester 1987 Housing and Food Service Contract Offer Preference Cards and related information in their mailboxes when they return for Spring Semester 1987. Residents are also reminded to bring \$100.00 back to campus when they return to the University Park Campus in January 1987, for submission with their Contract Offer Preference Card to the Bursar starting THURSDAY, JANUARY 15, 1987. NO CONTRACT OFFER SUBMISSIONS WILL BE ACCEPTED PRIOR TO THIS DATE.

ALL OTHER STUDENTS

Fall Semester 1987 Housing and Food Service Contract Offer Preference Cards with related information will be available at the Assignment Office for Campus Residences, 101 Shields Building for University Park students residing off campus.

CINEMETTE THEATRES

ALL SEATS \$2.00 BARGAIN NIGHT MONDAY & TUESDAY AT ALL THEATRES

CINEMA 5
SONG OF THE SOUTH
FIREWALKER
THE COLOR OF MONEY
MODERN GIRLS
STAND BY ME
THE NAME OF THE ROSE

THE MOVIES
STAR TREK IV: THE VOYAGE HOME
STATE
HEARTBREAK RIDGE
CROCODILE DUNDEE
ROWLAND
TOP GUN

Pizza II & The BREWERY

proudly team up to bring you Unlimited PIZZA & BEER for only \$4.00 Dec. 9 from 6-8 p.m. 6 brands of beer & 10 Pizza II toppings.

Fiesta Bowl Special

\$42 double \$47 triple \$52 quad. DAYS INN

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MORE WAYS TO SAY Merry Christmas

HENRY GRETHEL design

- BELTS SCARVES TIES SUNGLASSES SWEAT SHIRTS
- UNDERWEAR SUSPENDERS COLOGNE SOCKS TANK TOPS

• FREE GIFT BOXING
• FACE ALTERATIONS

USE YOUR USG CARD FOR 10% SAVINGS

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