

Carolina Has Publicity Agent

By BEN McELVEEN
Feature Editor

Carolina students have a publicity agent, too!

In fact, the movie stars have nothing on University of South Carolina students or faculty members, for they both have a press agent: the University News Service.

Under the direction of Dr. Hennig Cohen, the University News Service is located on the second floor of the administrative building. The News Service has two primary functions: to publicize the university and to keep the public informed.

News releases are distributed to hometown newspapers of all concerned—whether alumni, students or faculty members of the university. They are usually edited according to their importance to the particular weekly or daily newspaper. Hence, almost every news release is treated individually.

Radio and TV Coverage

In addition to supplying newspapers and the news services with information pertaining to the university, Dr. Cohen often arranges for coverage of campus events by television and radio stations in Columbia. Also, the bulletins and catalogs of the university are compiled by the News Service.

Along with news releases, the University News Service often supplies South Carolina newspapers with photographs, which are handled by the official News Service photographer, Kern Powell. Illustrating feature articles or reporting on-the-spot news pictures, Kern Powell photographically touches on nearly every phase of university life. Political addresses, academic speeches, alumni affairs, student activities, faculty activities, these and many other such campus affairs are summarized by a Kern Powell photograph.

Activities Varied

A week's activities for the



DR. HENNIG COHEN, News Service director, and Miss Ann Chandler, News Service assistant, scan one of several large News Service scrapbooks. Clippings from several of the larger South Carolina newspapers are collected and pasted into the album. "This isn't all we do," Dr. Cohen quipped, indicating the scrapbook. (Photo by Ben McElveen)

News Service might include such varied subjects as interviewing a biology professor concerning the addition of a boa constrictor, a stowaway on a banana boat from Cuba, interviewing a math professor for a monthly article on astronomy, writing up a graduation exercise, preparing a story on the University Film Society's program, or preparing a feature article on a McKissick Library exhibit for The State Magazine.

Dr. Cohen or Miss Chandler or, occasionally, J. R. Roseberry of the University News Service are there to scoop the news. "How does it feel to be on that side of the interview for a change?" Dr. Cohen, who is usually asking the questions rather than answering them, was asked. Dr. Cohen Talks Shop. "Well, like most people," Dr. Cohen replied, "I like to talk shop." And then, reflecting on what he had said and consciously shifting himself to his usual side

of the interview, Dr. Cohen added, "That's all right, isn't it?"

Dr. Cohen stated that he felt that he had had an advantage in his particular field of work, for as a reporter he has seen nearly every side of life in regard to university affairs. He has come to know the administrative, teacher and journalist viewpoints. Having experienced these various aspects of university life, Dr. Cohen feels that he is better able to report, evaluate and write campus events, he said.

Dr. Cohen, illustrating his varied contacts in his work, pointed out that during one week he might 1) work on a story about irrigation, 2) write a story about how to choose good books for children, 3) prepare a feature on a graduate student's research in chemistry, 4) write a news release on a religious sermon, or 5) write up a feature story on an art exhibition.

News Service Personnel

The News Service personnel consists of Dr. Hennig Cohen, director, Miss Ann Chandler, assistant, and two student assistants, J. R. Roseberry and Carolyn Pruitt.

Dr. Cohen, a native of Darlington, is a graduate of Carolina's School of Journalism and he received his Doctor's Degree in American Literature and the History of Journalism from Tulane University. Miss Chandler, a native of Atlanta, is a graduate of the university's School of Journalism, also. J. R. Roseberry, a journalism major, and Carolyn Pruitt, a secretarial science major, are both from Columbia.

All Aspects Covered

Whether the campus affair consists of a horticultural convention or a graduation exercise, the News Service is there to cover it. Dr. Hennig Cohen or Miss Ann Chandler either arrange to obtain a copy of a speech being given or they report the event and speech themselves. "Usually," Miss Chandler said, "It's the latter!"

As far as publicity goes, Hollywood has nothing on the University of South Carolina. Carolina gets its share of publicity, too, via the University News Service.

Journalism School To Name Winners In Press Contests

The University of South Carolina School of Journalism again is judging contests sponsored by the Woman's Division of the South Carolina Press Association. Award winners will be announced during the association's meeting in Columbia February 25th-26th.

The B. J. King Award is presented annually to the South Carolina newspaperwoman contributing most to her community through her writings. Nominations for this award are being sought from all daily newspaper managing editors and weekly publishers in the association. Deadline for nominations is February 1st.

To the newspaperwoman writing the best feature story during 1954 will go the J. Rion McKissick Award. Any woman on the staff of a South Carolina daily or weekly is eligible for this award. Stories should be in the School of Journalism office by February 1st.

Two other awards are presented to outstanding newspaper pages. The Ed. H. DeCamp Award is made to the weekly having the best society—woman's page. A new award, presented by Mrs. Harold Booker of Camden, will go to the daily newspaper having the best society page. Judging for these contests will be based on examination of newspapers received during 1954 at the School of Journalism.

Chemical Society Meets In Camden

The South Carolina section of the American Chemical Society met in Camden on Wednesday, January 19th at 8 p.m. at the Camden grammar school, Dr. Peyton Teague of the University of South Carolina, secretary, announced.

Dr. Gordon M. Kline, chief of the division of organic and fibrous materials of the National Bureau of Standards, spoke on "National Bureau of Standards Research on Polymers."

An internationally known au-

Meeting Set To Arrange WUS Drive

Plans for the 1955 WUS drive will be made Tuesday by university students and "Y" leaders, Chaplain Lauren Brubaker, has announced. The meeting will be held in Flynn Hall at 5 p.m.

The World University Service is the channel through which the students of the world unite "to help each other help themselves." Through the sharing of resources, knowledge, and experience, students and teachers come together in mutual service.

With 32 national branches at work in Asia, the Middle East, Western Europe, and North America, the organization works without race, nationality, religious, or political prejudice. It supports all efforts on the students and teachers to meet basic needs of universities throughout the world.

Directed mainly toward the solution of basic problems rather than the temporary alleviation of current needs, the work of WUS is planned under five fields of action. These are student lodging and living, student health, educational equipment, refugee service, and mutual education.

WUS is sponsored internationally by the World's Student Christian Federation, Pax Romana-IMCS, and the World Union of Jewish Students. It is administered by a headquarters staff in Geneva, Switzerland.

The service works closely with agencies of the United Nations, non-governmental university groups, and national unions of students. About 90 per cent of the annual contributions in the United States come from colleges and universities. The other 10 per cent is given by churches, conferences, and individuals.

thority on plastics, Dr. Kline has served as technical editor of Modern Plastics Magazine and editorial director of Modern Plastics Encyclopedia since 1936.

Eminent Physicist To Lecture Here February 14, 15

An eminent research physicist will present two lectures at the university Monday and Tuesday, February 14th and 15th, Dr. Fred L. Rogers, head of the physics department, announced today.

Dr. Arthur L. Bennett of the Michelson Laboratory at Inyokern, Cal., a specialist in astronomy and astrophysics, will speak on "Recent Shock Tube Investigations" to members of the Sigma Xi Club, local affiliate of a national scientific fraternity, at 8 p.m. Monday in Room 210, LeConte College on the campus.

He will address a student and faculty group Tuesday at 2 p.m. in Room 309, Sloan College, on "Detonation in Gases."

Both lectures are open to the public.

Dr. Bennett was formerly a member of the Yale University faculty and a civilian physicist with the U. S. Navy.



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15 TABLETS, 35c



Music Dept. Gets Addition To Faculty

Edwin F. Jones is one of the recent additions to the university's teaching staff. He is a new member of the Department of Music.

Coming to the university this fall from the University of Southern California, where he was working on his doctor's degree in music education, Professor Jones has only to complete his thesis before receiving his degree. He received his Master's of Music Degree at the Jordan Conservatory of Butler University in his hometown, Indianapolis, Indiana.

Teacher at Eighteen

Mr. Jones has taught music since he was 18 years old and is an accomplished professional violinist as well as an instructor in other stringed instruments. He was a member of the Indianapolis Symphony Orchestra, in which he played first violin for 12 years. He conducted the Santa Barbara Civic Orchestra for six years while teaching at the University of California.

Professor Jones, who says teaching will be his career from now on, has written a number of books and manuals for students and instructors of stringed instruments. He has also made two educational films on the same subject.

Lecturer and Judge

A recognized musician, he was called upon in California to lecture to music groups and to judge contests, both orchestral and solo, to stimulate an interest in music as a career among young musicians.

Besides his classes in music theory, form, and analysis, and stringed instruments, Professor Jones is in charge of the university orchestra. Concerning the orchestra, he says, "I hope that one day we will be able to build this orchestra into a large group which will play for the city of Columbia as well as the university, for an orchestra will help to broaden the cultural life of the city."

Freshman Party Last Night

Last night a Freshman "Y" party was held at the "Y" camp. A bus was chartered to take the freshmen; hot dogs and cokes were served, and Mr. Herbert Benson called the square dancing.

Around the Y

Change in Vesper Service Schedule

Mr. Ledeen reports that there will be a change in the scheduled vesper services this semester. Vespers will be held Tuesday night instead of Sunday night if Rutledge Chapel is available. Mr. Ledeen feels that more students will be on campus and will attend vespers on Tuesday. Services will still begin at 7 o'clock and the 30-minute programs will be presented by student speakers.

Flynn Hall Open for Students

Plans are being made to have Flynn Hall open regularly on Tuesdays and Thursdays for student recreation, study, and discussion. Some members of the cabinet will be present on these days. Previously the building has been open until 10 o'clock, but often the offices were closed. The "Y" is considering these plans in hopes that the "Y" building will be of more use to the students.

"Y" Meetings for Next Week

The YMCA board of directors will meet at Flynn Hall for a luncheon at 8 o'clock on Tuesday, February 15th; the YWCA will meet at the same time at Steward's Hall. The meetings are separated because this is a centennial for the "Y." Both groups will discuss reports of the fall semester and appoint committees from the board members.

The Freshman "Y" Cabinet is meeting Friday, February 11th, at 4 o'clock to re-organize for the semester.

Crane, Tree Stop Traffic On Green St.

Traffic piled up for blocks, gaping "sidewalk superintendents," and a shower of dirt—this was the scene as a large crane lifted a white dogwood across Green Street.

The derrick quickly swung the tree from its old home in front of Steward's Hall into its new berth in front of the education building.

The transfer, which was termed "quite difficult" by biology professors, was made to make way for the new engineering building. Whether or not the tree will live remains to be seen.

The moving of the tree was only one phase of gardening occurring at the university while students were away for the holidays. Trees, azaleas, and other shrubs were acquired and "heeled in" for future planting on parts of the new campus.

A number of native trees were obtained from Dr. M. B. Seigler's farm in Aiken County. Included in the group were white oaks, turkey oaks, sweet gums, sassafras, sweet gum, hickory, crab apple, wild plum, wild cherry, persimmon, and rhododendron.

Dean W. H. Patterson presented about 20 dogwoods from his property in Columbia to the university.

One hundred pink Pride of Summerville azaleas were planted in a bed prepared along the wall east of Correll, extending from the walk at McKissick Library to Green Street. Fifty deep red Kurume azaleas were planted around the observatory.

Five University Professors Attend Professional Meetings In January

Several University of South Carolina professors attended professional meetings in January. Dr. W. H. Patterson, dean of administration, has announced.

Prof. James H. Blackman of the economics department visited the universities of California, Southern California and Stanford for the purpose of surveying their area study program Jan. 20th-28th.

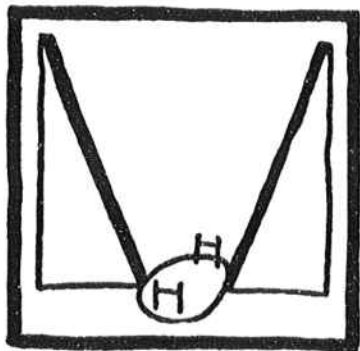
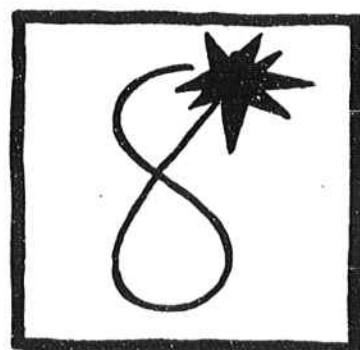
Dr. Fred T. Rogers, Jr., of the physics department attended a conference at the National Bureau of Standards in Washington, D. C. and the Edgewood Arsenal at Edgewood, Md., Jan. 24th-26th.

He was presented at a conference of the Rand Corporation in Santa Monica, Calif., Jan. 31st-Feb 3rd, where he participated in a discussion program of an analysis of research which is now under way for the Air Force.

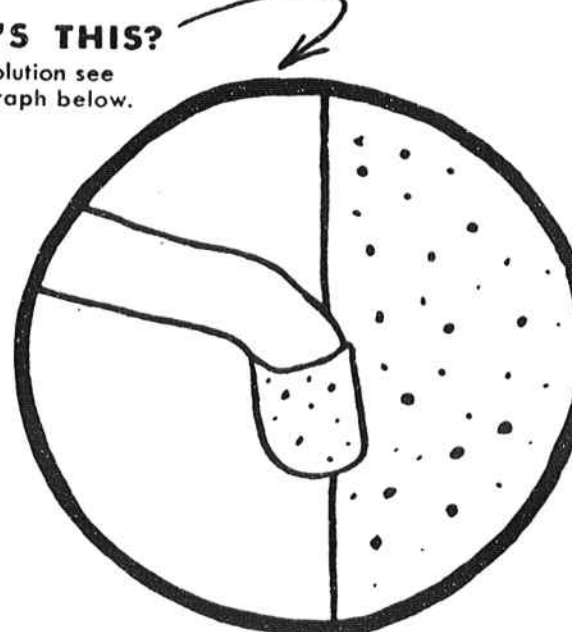
Mrs. Catherine Rembert and Mrs. Augusta Wittkowsky represented the university's art department at a College Art of America meeting in New York Jan. 28th-29th.

Prof. P. H. Pitkanen of the physics department attended a meeting of the American Physical Society in New York Jan. 27th-29th.

MORE LUCKY DROODLES! MORE LAUGHS!



WHAT'S THIS?
For solution see paragraph below.

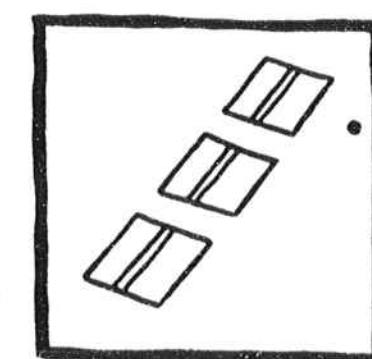
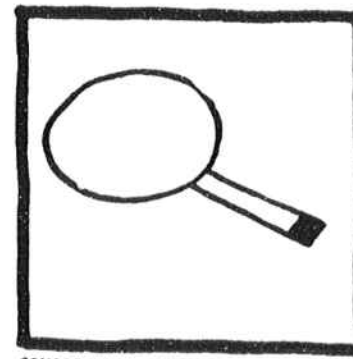


THEY'RE CLAMORING FOR THEM! Who? Students. What? Luckies. Coast to coast, dormitory to dormitory, college smokers prefer Luckies to all other brands, according to the greatest up-to-date college survey. Again, the No. 1 reason for Luckies' wide lead: Luckies taste better. They taste better, first of all, because Lucky Strike means fine tobacco. Then, that tobacco is toasted to taste better. "It's Toasted"—the famous Lucky Strike process—tones up Luckies' mild, good-tasting tobacco to make it taste even better. So enjoy the better-tasting cigarette... Lucky Strike. But don't be like the man in the Doodle above, titled: Pickpocket acquiring Luckies. Make sure you have plenty of your own. Buy Luckies by the carton.



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