



THE JAMBAR

1908 YOUNGSTOWN UNIVERSITY 1958
SEMICENTENNIAL



Friday, December 19, 1958

Youngstown University, Youngstown, Ohio

VOLUME 34, NO. 12

Glenn Miller Orchestra to Play For Annual Snowflake Frolic

Baytos Selected As Best Copywriter

Larry Baytos, was selected as the most proficient copywriter in his college as a result of The Mennen Company's "There'll Always Be A Playboy" ad writing contest, in which 3,700 college students from coast to coast participated in the competition.

The program launched on 300 campuses this spring, offered the individual winner a year's subscription to "Playboy," and the three national finalist prizes of \$500, \$250, and \$100 respectively.

To enter the contest, students were requested to write an ad based on a mythical or historical incident with a humorous story line, into which was woven any one of the Mennen men's products.

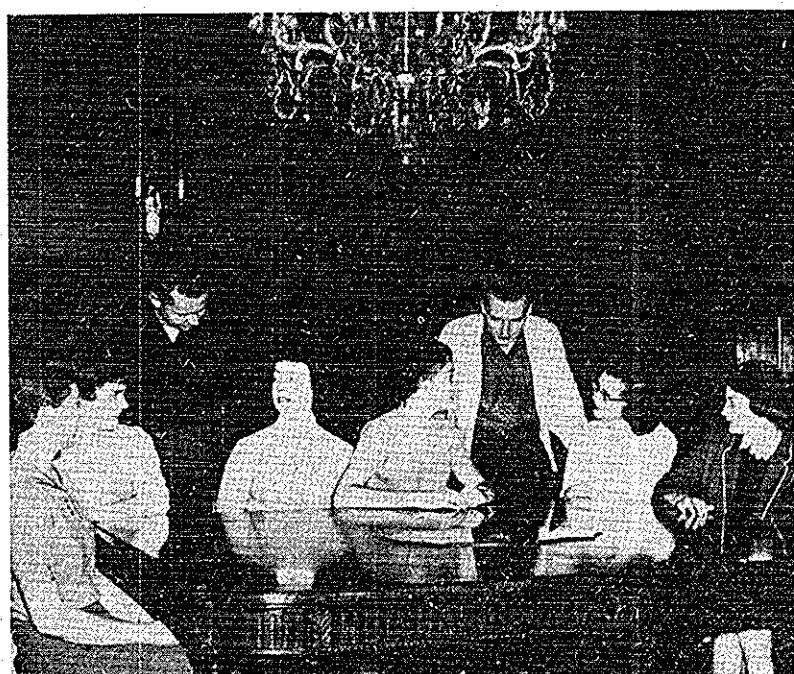
During the competition, Mennen also wrote to more than 1,000 advertising and marketing professors throughout the country. To expose their students to the prize-winning opportunities, a large portion of them scheduled this assignment in copywriting classes.

Baytos is a member of Phi Gamma Fraternity and is Secretary of the senior class.

J. V. Parish Establishes New Freshman Scholarship

J.V. Parish, President of J.V. Parish Inc., 1312 Hillman St., has established a \$500 scholarship at Youngstown University on the same plan that other Youngstown industries have used. The money used for this scholarship would otherwise be put to use as Christmas Gifts for customers.

The scholarship will be awarded on high school records, a recommendation from the principal, competitive tests, and need.



Hostesses for this year's Snowflake Frolic are (l-r) Joan Voorhies, Donna Mahaffey, Winnie McCambridge, Marda Sebastian, Betty Candek, and Jo DiThomas, along with co-chairmen Harold Freas and Ron Stowe, discuss plans for the traditional dance planned for Dec. 19 at the Idora Ballroom.

Religious Needs Alleviated By RIL, Newman Club

By Dave Manley

This is the second in a series of articles about campus organizations. This week we shall spotlight Newman Club and RIL.

The Catholic organization here at Youngstown University was established in 1948 as a part of a National Organization. In the State of Ohio alone, there are over 300 chapters!

To be a member, anyone need just attend and fill out a form of membership. All Catholic students are required to belong by order of the Bishop. The aims of the club are to promote Religion, further intellectual knowledge of religions in particular the Catholic religion, and to adjust students to the college social life. The president of Newman Club is

Edward Hritz, Vice-president - Monica Campbell, Secretary - Judy Puce, and Treasurer Tony Martino. Newman Club sponsors various activities open to club members and the entire student body. The Mardi Gras dance has become a tradition at Youngstown and is open to the entire student body. This year, Newman Club is planning a skiing trip to Pennsylvania during the semester break.

Sponsors Community Project

For their community project, Newman Club donates \$500 worth of toys to charitable organizations for distribution to children during Christmas.

Religion in Life is sponsored by the Youngstown Council of Churches (Continued on Page 2)

Christmas Dance Planned by Phi Sig

Phi Sigma Kappa will again sponsor its annual Yule Tide Ball. It will be held at the Idora Park Ballroom on Thurs., Dec. 25, from 9 to 1. Tommy Carlyn and his orchestra will provide the music with entertainment planned for intermission.

Tickets may be purchased from any member or pledge of Phi Sigma Kappa or at the door.

The co-chairmen for this year's dance are Joe and Noel Soos.

Traditional Event to be Held At Idora Park Ballroom

The Youngstown University Student Council will present their Golden Anniversary "Snowflake Frolic" on Dec. 19, 9 p.m. at the Idora Park Ballroom. The Snowflake Frolic has been one of the schools oldest traditional events and this will be its 19th edition.

Newman Club Plans Annual Xmas Party

The annual Newman Club Christmas Party will be held Sun., Dec. 21 at Cardinal Mooney High School.

The party will follow a caroling period which starts at Cardinal Mooney at 6:30 p.m. Admission to the party will be a wrapped Christmas gift for an underprivileged child valued at no more than \$1. The approximate age must be written on the package, it should be indicated whether the toy is for a girl or boy.

Music for dancing will be provided by Al Hreno and the Four Sons. There will also be games, skits, and refreshments.

All members and guests are cordially invited. Chairmen for the event are Jerry Garcher, Pat McCaren, and Ray Vanatsky.

Xmas Chapel Services

Chapel services were held in observance of Christmas on Wed., Dec. 17. All classes were dismissed between 9 and 10 a.m. Catholic students attended services at St. Joseph's corner of Wick and Rayen Avenues. Protestant students attended the services held at St. John's Episcopal Church, opposite the Main Building, on Wick Avenue.

The famous Glenn Miller Orchestra with Ray McKinley directing will provide the music. The program for the evening will include entertainment at intermission by the Youngstown University Acapella Choir, under the direction of Doctor Mark Dolliver.

Six Co-eds were selected as representatives of the Youngstown University Student Body to act as hostesses at the dance. They are: Miss Betty Candek, sophomore, member of Phi Mu Sorority; Miss Jo DiThomas, junior, member of Beta Sigma Omicron Sorority; Miss Donna Mahaffey, sophomore, member of Tau Kappa Nu Sorority; Miss Winnie McCambridge, sophomore, member of Sigma Sigma Sigma Sorority; Miss Marda Sebastian, freshman; and Miss Joan Voorhies, sophomore, member of Alpha Omicron Pi Sorority.

Chairmen of the dance are Harold Freas and Ronald Stowe, members of Theta Chi Fraternity. All faculty members are cordially invited to attend. There will be tables reserved for them directly behind the chaperones table.

The Co-chairmen would like to announce the distribution of the \$2300 allocated for the dance. It is: Glenn Miller Orchestra, \$2,000; Idora Park Ballroom, \$200; Police Protection, \$30; Favors, \$55; and Gifts for hostesses, \$30.

Admittance will be by activity book only.

RIL Plans Mid-Semester Tour To New York, United Nations

The Fourth Annual New York - United Nations Tour for Youngstown University students and faculty is scheduled between semesters, from Jan. 25 - 29. Two railroad coaches are being reserved for the trip this year, with dining and club car facilities being available on the trip, going and coming back.

The All-Expense Tour cost of \$39.50 includes rail fare, pillows on the train in both directions, taxes and tips, good hotel accommodations, morning tour of New York City, Radio City Music Hall, tour of the United Nations, Television Shows, and other attractions.

Students and faculty interested in this budget-wise tour may get additional information in either of the

two Chaplain's offices, from Father Paul Petric, or Rev. Albert L. Linder. Some students are saving their money, others are getting additional funds as Christmas gifts which will be applied to this annual All-University tour.

The tour will begin at the Erie Railroad Terminal at 7:21 p.m. on Sunday night, Jan. 25. Afternoons and evenings are free to the students and faculty for activities not included in the tour.

American Students Eligible For European Summer Work

Do you want to work this summer on a German farm in Bavaria, at a resort in Sweden, on the French seacoast looking after children, on construction in the Rhineland, on reforestation in the mountains, or in the fishing industry of Norway?

These and many other jobs in Italy, Spain, England, and Switzerland are open by the consent of the governments of these countries to American university students coming to Europe the summer of 1959.

The first group of American students made their way across the Atlantic to take part in the actual life of the people of these countries last year. The success of this project last summer has caused a great deal of enthusiastic interest and support both in America and Europe.

Many Opportunities

This year, the program has been expanded to include many more students and jobs. American-European Student Foundation (a non-

profit organization) is offering these jobs to students for Germany, Scandinavia, England, Austria, Switzerland, France, Italy, and Spain. The jobs consist of forestry work, child care work (females only), farm work, hotel work (limited number available), construction work and some other more qualified jobs requiring more specialized training.

In return for his work, the student will receive his room and board, plus a wage. However, students should keep in mind that they will be working on the European economy, and wages will naturally be scaled ac-

(Continued on Page 2)

THE JAMBAR

"BEST BI-WEEKLY IN OHIO," 1940, 1941, 1948, 1949 and 1953 Scripps-Howard Awards
Honorable Mention, 1955

"Second Best Bi-Weekly in Ohio," 1957
"Best Newspaper," Penn-Ohio Press Association, 1958

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The Meaning of Christmas

In almost every country in the world, Christmas is celebrated in some manner. The people cease their daily labor and put aside the petty routine of the work-a-day world to make merry around a common table with those nearest and dearest to them. Unfortunately this, in many instances, is all that Christmas means. It is unfortunate because it could and should mean so much more than just ease, laughter, and a full stomach.

Christmas should be a time for remembering - particularly for remembering that our lives are a gift in trust to us from God and are not to be hoarded for selfish purposes; that our rights are of little value unless we give our duties and obligations the first place in the scheme of things; that complaints about how the universe is managed are in poorest taste and should give way to thankfulness that it is managed at all and that we can cooperate if we choose; that others have their full share of sorrows and disappointments, too, and that some may desperately need a helping hand and encouraging word from us.

It should be a time for remembering that no one of us can live in isolation but that we must all depend on neighbors and friends always for the things that make life worth living; that the other fellow should be given the same break that we would want for ourselves, for others have probably done more for us than we could ever do for them. When we remember these things, we shall really know what Christmas means.

Our Christmas Thought

In a few short days we will once again be celebrating that most wonderful of holidays - Christmas. Only at Christmas does the goodness which lies dormant, but potent in so many of us arise.

We Americans are so fortunate. We have never had to partake of the Christmas season with the threat of a possible blitz hanging over our heads. We have never had to worry about secret police waiting to arrest us for celebrating Christmas.

But most of all we value Christmas, apart from its considerable religious import, as the one real opportunity to rekindle the sometimes weak flames of friendship, if only through the simple method of sending Christmas cards. At Christmas we are able to take stock of our many blessings, highest of which is our friendship with our fellow men.

Few words ever designed for the usage of English speaking peoples evoke the same meaning as "Friendship". Without our friendship, we would not have trust in each other. Without trust in the inherent goodness of man, we would perish.

We should be most humble when we consider how much of a friend we have in the Good Lord above. He is our best friend and through him we are inspired to see each person's attributes. What man is really among the living who does not enjoy the honour and fulfillment that only true friendship can provide?

We, of the JAMBAR staff, wish each one of you the warmest of holiday greetings. It is our fervent hope that the new year may see us closer to our greatest dream - trust and friendship throughout all the world.

European Work

(Continued from Page 1)

cordingly. The working conditions (hours, safety regulations, legal protection, work permits) will be strictly controlled by the labor ministries of the countries involved.

This year, the Foundation has the ability to obtain voyage tickets for the student at a 10% reduction. This concerns all traveling to Europe and back, and while there.

For further information on the placement services and travel

arrangements, write American-European Student Foundation, PO Box 34712, Vaduz, Liechtenstein, Switzerland.

The average temperature in Bermuda is 70 degrees.

Jambar Deadline

Deadline for submission of copy for the Jan. 9, 1959 issue of the *Jambar* is Jan. 3, 1959. Copy may be turned into the *Jambar* office Fri. Jan 3 from 12 noon to 5:30 p.m. or it may be placed in box 69, Registrars office anytime.

The Campus Voice

By Vilma Terle

DEAR SANTA,
I want -

Bernie Polisso



"I won't ask you for very much this year, just a little white Jaguar to scoot around in. If you don't have white I'll take a color, I'm not really particular. It would be sweet of you to throw in a chauffeur. He doesn't have to be tall dark and handsome but it would help. Too much trouble for your reindeer? I'll allow you to drive it down. P.S. If you can't get the car just bring the chauffeur!"

Richard Morgano

"1-A telephone directory of the most beautiful girls in Youngstown between the ages of 20 and 22 with their pictures along side their phone number. 2-12 easy lessons on 'How to Cha Cha' with Abbi Lane as my teacher. 3-a guarantee of a job paying a million dollars a year to start upon completion of four years in college. 4-a Christmas card from Bridgett Bardo. 5-a parking place in President Jones's drive way for the remainder of years in College."

Dolly Stizza



"What I ask Santa to bring me isn't really very much. It isn't very expensive and yet at certain times it could not be purchased even with an exorbitant amount of money. All that I ask from him is (get this) a reserved seat in (of all famous places) the Snack Bar every day at high noon."

Bill Jonjulo

"I was coolin it down the street in my wheels and I saw deese guys make it into da department store to see youse. Dis made me tink Santa and you knoe I haven't done dat since I was 13 years old. But I've been a good boy. Now here's what I want for Xmas. A 12 in. chrome rumble chair, a new zip-gun, a pair or California type spurs for my Engineer boots and a new black leather jacket!"

Merry Christmas to all and to all a good night!

Two Pakistan Graduates Desire Establishment Of Pen-Friendships

Two young men in Pakistan would like to make pen friendship in the United States with men and women attending college. Their names are S. Fazal Husain and Zahir Husain.

S. Fazal Husain is 19 years old. He has passed his B.S. examination in Physics and Mathematics. He participated in sports and writes articles and stories for magazines. He lives at 16 Rattan Bagh Street, 4 Nepier Road, Lahore, Pakistan.

Zahir Husain is 21 years old. He holds a B.S. in Chemistry. He lives on 24 Onkar Road, Lahore, Pakistan. His hobby is driving. He would prefer to have female penpals.



OK "Chubby," either an electric train or "CONFIDENTIAL".

Study in Honolulu Open to Students

Over two thousand young men and women from all over America will join students from the Orient, Middle East and Europe during the summer, to visit Honolulu and the tropic islands of Hawaii next summer for study and vacation fun, according to Dr. Robert E. Cralle, Director, University Study Tour to Hawaii.

Students will travel to the Islands via ocean liner and airliner. Reservations for steamship space, he advised, must be made early in the year. Hotel and campus dormitory accommodations are available, both within minutes of the world-famed Waikiki Beach.

For recreation, a full summer's schedule of planned activities are offered to members of the University Study Tours. These include: dinner dances, trips through the Island, beach parties, and fashion shows of Island styles. Free bus service is also provided.

Special student and teacher "packaged" rates begin as low as \$495.00 for the six-week program. Complete information, including University Study Tour Bulletins and Hawaii Summer Session Catalogs are available by writing: Dr. Robert E. Cralle, University Study Tour to Hawaii, 3305 Wilshire Blvd., Los Angeles, 5, Calif.

Religious Needs

(Continued from Page 1)

to alleviate the lack of Religion in College Life. The club consists of five hundred members. Its purpose is for the better social and religious relations for the college student.

The present officers are President - John Mellon, Don McDermott, Vice President - Sec. - Marcy Potts, and Treasurer Charlotte Van Den Handle.

R.I.L. will again sponsor an excursion to New York City during the semester break. The trip is open to anyone from school. One big event of R.I.L. is the annual Student Faculty Reception held every fall. The Dinner Dance held each spring is the climax to every school year and has become highly successful through the years.

Every Christmas, R.I.L. members turn out in large numbers to decorate Christ Mission. Christmas carolling for the people in Rest homes and donating 500 boxes of candy to the poor have become a very important aspect of R.I.L. life.

Newman Club meets on the first and third Sunday of the month at Cardinal Mooney High School while R.I.L. gathers the second and fourth Sunday of the month at the First Christian Church. Father Petric advisor of Newman Club and Rev. Linder the advisor of R.I.L.

Service Founded For Information On Youth Festival

A group of students and recent university graduates have announced the establishment of the Independent Service for Information on the Vienna Youth Festival. The purpose of the Service is to provide the American student and youth community with comprehensive and objective data regarding the Communist-sponsored seventh World Youth Festival.

The Festival, to be held in Vienna next summer, is the latest in a series of mass youth events organized since World War II by two leading Communist inter-national front groups: World Federation of Democratic Youth and the Inter-national Union of Students. Next summer's meeting is the first to be held outside of the Soviet orbit.

The Information Service, in consultation with other American youth and student groups, intends to prepare and distribute documented studies on the history and operation of past festivals. Preparations for the Vienna gathering will be continually analyzed and periodically reported.

In addition, background dates on U.S. and world affairs, indications on what may be expected in Vienna, and practical information as to means of participation in the Festival will be available to those young Americans who decide to attend or who might visit the Festival briefly while traveling in Europe.

Any person having questions concerning the Festival or desiring information about it may communicate with the Service at its office; 324 College House Offices, Harvard Square, Cambridge 38, Massachusetts.

The Eighteenth Amendment is said to have closed 177,000 saloons, and the Twenty-first Amendment is said to have opened 436,000.

Junior Year in New York

An unusual one-year college program

Write for brochure to:

Dean F. H. McCloskey

Washington Square College

New York University

New York 3, N.Y.



Watch, Follow the Penguin Magic

YU Cagers to Face Nation's Top Small College Teams

The Youngstown University basketball team will practice and compete during the Christmas vacation. Before the team goes away for the N.A.I.A. tip-off tourney in Quincy, Illinois, Marietta has to be played on Sat. Dec. 20. The game with St. Vincent, originally scheduled for Dec. 18 has been moved to Jan. 23. Marietta gave the Penguins a real scare a year ago when the score ended up 80-79.

The N.A.I.A. Tip-off in Quincy should be a thrilling tournament. Three of the top teams in small college basketball will be represented. They are Youngstown, Western Illinois, and Tennessee A and I. Western Illinois edged the Penguins in the quarter-finals of the Kansas City tourney last year. In the same tourney Tennessee beat Western for the championship honors.

Youngstown plays Rockhurst and Tennessee plays Southern Illinois in the first bracket. The two winners meet the following night. In the other bracket Western Illinois plays Humaine and Illinois Wesleyan takes on Quincy. This tourney starts on Dec. 27 and ends on Dec. 30. Each team will play three games.

Play Rated Teams

After the holidays, the Penguins face two highly rated teams. The first is on Mon., Jan. 5 with Geneva College. This years team is much improved over last year when the Penguins beat the Covies three times. Geneva has been averaging eighty points a game thus far this year.

On Jan. 7, St. Francis of Loretta, Pa. comes into town. The Frankies are one of several big time basketball teams the Penguins play. St. Francis has a very tall and experienced team with the average height, 6 ft. 4 in. Last year they played in the National Invitational Tourney in New York. Duquesne is among their victims this year. Last years game was a thriller with St. Francis winning over the Penguins in the last minute, 55-52.

The Red and White will have to show their magic in this rough road ahead. Dom Rosselli, coach, said that he plays every game one at a time. In early games this year, "Beanie" Gordon and Mickey Yugovich have been leading the way in the scoring department. Herb Lake has pulled down many rebounds to help the cause. Roy Taylor and Jim Cramer have helped on the boards and in their all-around play.

In a grammar lesson class one day the teacher wrote on the blackboard "I didn't have no fun at the seashore." Then she turned around to the class and said to one of her pupils, "Joe, how should I correct this?"

"Get a boy friend," he answered.

Postmarks for promptness.



From Britannica classroom film "Mailman"

The first "postage stamps" were really postmarks, dating the letter to prevent the carrier from loitering. The amount of postage was based on distance and was paid by the person to whom the letter was sent.

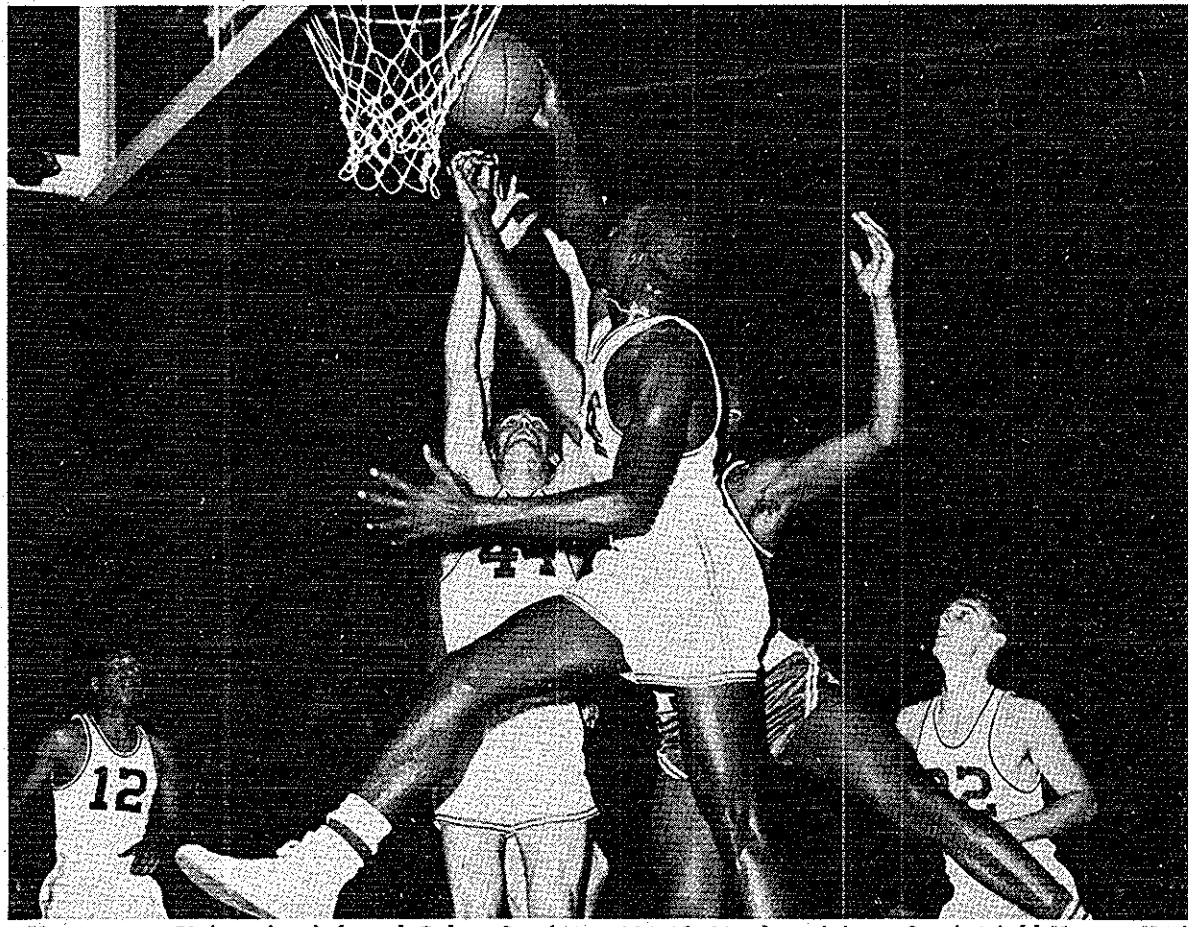
Freshman Squad Defeats Pitt, 73-67

The Youngstown Penguin Freshman team defeated Pittsburgh University with a 46 point scoring spree in the second half, 73-67. The score at the half was 37-27 in favor of Pitt.

The team is made up of two local boys, Bob Douglas of South and Ron Guerrieri of East. In addition, four men from Pennsylvania are Ed Korbine, Greenville; Charlie Day, Pittsburgh Schenley; Bob Chuey, Brownsville; and Larry Galcik, Springdale. The other four cagers are from nearby Ohio schools. They are Jerry McKinney and Sheldon Cunningham, Canton South; Frank Namesnik, Newton Falls; and "Butch" Platt, of Salem High.

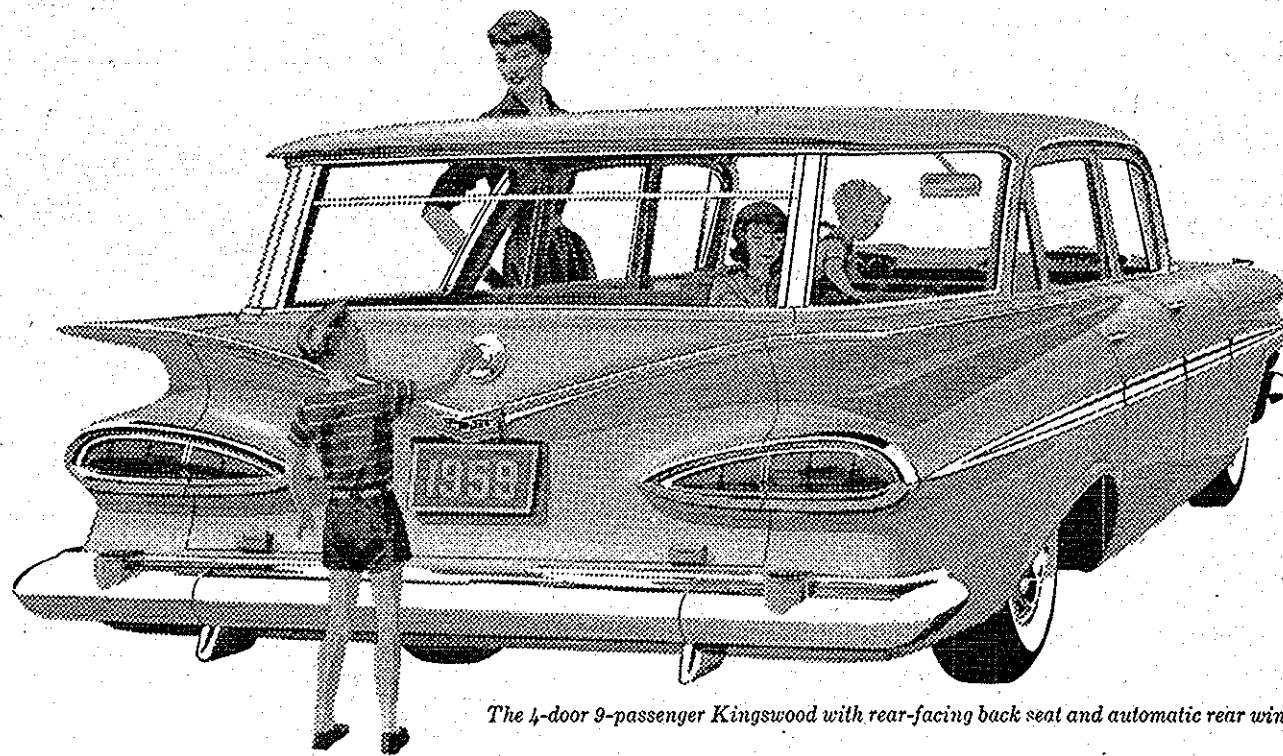
Frank Guarnati is the coach. He played varsity ball his first two years here, and since the frosh needed a coach, Frank decided to devote his time to coaching.

Up and at 'Em



Youngstown University defeated Culver-Stockton, 108-81, Monday night at South Field House. Herb Lake, No. 24, displays some of the stellar playing that enables the Penguins to come out on top. Other players are "Beanie" Gordon, No. 12, and Micky Yugovich, No. 44. Other players are unidentified.

TOP TV—The Dinah Shore Chevy Show—Sunday—NBC-TV and the Pat Boone Chevy Showroom—weekly on ABC-TV.



The 4-door 9-passenger Kingswood with rear-facing back seat and automatic rear window

Be our guest for a pleasure test . . .

THIS IS THE ONE FOR WAGONS! 1959 CHEVY

Chevrolet's five stunning new station wagons for '59 are shaped to the new American taste with fresh, fine Slimline design. And they're beautifully practical—with roomier, quieter Bodies by Fisher, an even smoother ride, new ease of handling!

Wagons were never more beautiful or dutiful. From low-set headlights to wing-shaped tailgate, these '59 Chevys are as sweet looking as anything on wheels. They're just about the handiest things on wheels, too—from their overhead-curving windshield to their longer, wider load platform. Besides additional cargo space, you also get added seating room (4 inches more in front, over 3 inches in back). And you'll find such other practical advantages as new easy-ratio steer-

ing, Safety *Plate* Glass all around, bigger, safer brakes, smoother-than-ever Full Coil suspension and a roll-down rear window (electrically operated as standard equipment on the 9-passenger Kingswood). Your dealer's waiting now with all the details on why this year—more than ever—Chevy's the one for wagons.



now—see the wider selection of models at your local authorized Chevrolet dealer's!

It's Greek to Me!

Alpha Omicron Pi, Tri Sigma Hold Installation of Pledges

By Peggy Lou Dignan and Ruth Hudock

Newly installed pledges of social sororities are: Alpha Omicron Pi - Bernice Noga, Joanne Malone, and Mary Jane Tirlea; Sigma Sigma Sigma - Davene Ucello, Rita Romeo, Barbara Dorling, Kathie Hite and Winnie McCambridge.

Congratulations to Nu Sigma Rho fraternity for a very successful open-house, Dec. 14.

Fred Anderson and Ed Bair, Sigma Phi Epsilon, are now serving with the Armed Forces. Bair is with the Navy at Great Lakes Training Station, while Anderson is with the Air Force at Fort Sill, Oklahoma.

AOPi Plans 'Poppa Party'

The three "new" actives of Alpha Omicron Pi are planning the annual "Poppa Party" at the Christ Mission Settlement.

Dr. John Cernica, head of the Civil Engineering Department, was installed as the new Junior advisor of Sigma Phi Epsilon at the chapter meeting of Dec. 2.

"Snowflake Corsages" will be completing many colorful dresses this evening. Alpha Omicron Pi would like to extend a note of thanks to those who so generously supported the sale.

Tri Sigma Honors Best Pledge

Sigma Sigma Sigma held a Punch party at Pollock House on Dec. 7. Rita Romeo was honored with the best pledge award. The party was one of the pledge projects under the leadership of Davene Ucello.

Sigma Phi Epsilon annual Christ-

mas party will be held for the brothers and dates tomorrow night at the house. Caroling and tree decorating will be among the evening activities.

Sigma Sigma Sigma sorority was chosen among many choral groups in the area to sing at the annual Boardman Plaza Christmas Caroling on Wed. Dec. 17. Nancy Veauthier directed the group.



The brothers of Tau Omega Fraternity have "adopted" Emile Papadopoulos, a young Greek boy, for their "help a child" service program during the coming year.

Spanish Club Holds Christmas Party

On Thurs., Dec. 11, President Ike McHugh welcomed the members of the Spanish Club and their guests to the annual Christmas party at Pollock House. A Spanish film "Madrid," group dancing, and a gift exchange were included in the entertainment. One of the high points of the evening was the surprise appearance of guitarist, Dan Vicarel.

Refreshments, featuring Spanish, Greek and American delicacies, were served in the Crystal Room.

The next meeting of the Spanish Club is on Thurs., Jan. 8.

Paper's Name is Local Trademark

By Ed Nolte

The word JAMBAR no doubt has puzzled the Freshman class and other newcomers to the University. Behind the word JAMBAR is a story that is both interesting and informative. Contrary to popular belief, the JAMBAR was not named for the popular "recreation center" on the South Side. It was also not named for the overcrowded taverns along Federal Street where the steel workers used to drown their sorrows many years ago, after putting in many hours over a hot blast furnace.

The name of the Y.U. newspaper was derived from a tool used to clean the furnaces in the "Welsh" puddle mills after each "heat" was completed. This tool was called a Jambar.

The name JAMBAR caught on and was constantly being associated with Youngstown. When Youngstowners attended an iron and steel convention, Jambar was picked up by others attending the meetings and Jambar and Youngstown were connected on a nation-wide basis. Youngstowners migrating west used the name on various enterprises to help further its fame.

Searched for Name

JAMBAR was first used with the YOCO paper in 1931. The paper, then a mimeographed sheet was nameless. The publisher of the paper, Mr. Burke Lyden, searched in vain for a name for his publication until his sister, Miss May Lyden, came up with "Jambar", because of its association with our fair city.

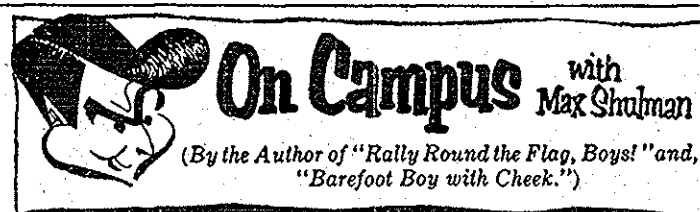
but whoever it is, your score will go up if you know how to make people feel at home in your home. Read up on the etiquette of table setting, how to keep the conversation going, how to mix favorite drinks. Your good taste, whether it's in inviting people who "click" or in stocking up on a fine vodka like Wolfschmidt's, will get around -- and that means more points added to your score.

8. Be punctual. The first law of business, industrial and social know-how is, "Be on time." It not only shows consideration for others but proves your reliability in other directions.

9. Keep tabs on your English. Many a man has lost prestige, popularity, and chances for promotion by feloniously assaulting the King's English. A little more reading, a bit more attention paid to radio and TV announcers and you can avoid the more flagrant errors of grammar and pronunciation.

10. Avoid giving unasked-for criticism. As constructive as you may think you're being, it's doubtful that the recipient will be overjoyed to hear what you think he's doing wrong. Of course, there are common-sense exceptions -- children and job trainees, for example.

A good part of the trick, as you may have gathered, is in getting others to help toot your horn. The ten tips described above should help you line up the orchestra.



ADVENTURES IN SOCIAL SCIENCE: NO. 1

"The proper study of mankind is man," said Geoffrey Chaucer in his immortal *Casey At the Bat*, and I couldn't agree more. In these tangled times it is particularly proper to study man -- how he lives and works. Accordingly, this column, normally devoted to slapdash waggery, will from time to time turn a serious eye on the social sciences.

In making these occasional departures, I have the hearty approval of the makers of Philip Morris Cigarettes, whose interest is not only in providing young Americans with fine cigarettes, matchlessly blended of vintage tobaccos, grown with loving care and harvested with tender mercy, then cured with compassionate patience and rolled into firm tasty cylinders and brought to you in long size or regular, in soft pack or flip-top box, at prices which wreak no havoc on the most stringent of budgets, but who are equally concerned with broadening the minds and extending the intellectual vistas of every college man and woman!

I, for one, am not unmoved by this great-heartedness, and though I know it is considered chic these days to disparage one's employers, I shall not. Indeed, I shall cry "Huzzah!" for the makers of Philip Morris. I shall cry "Huzzah!" and "Viva!" and "Ole!" and "Ochichoonya!"

But I digress. For our first lesson in social science, let us turn to economics, often called the queen of the social sciences. (Sociology is the king of the social sciences. Advertising is the jack.)

Economics breaks down into two broad general classifications: 1) coins; 2) folding money. But before taking up these technical aspects, let us survey briefly the history of economics.



Economics was discovered by the Englishman, Adam Smith. He published his findings in 1786, but everybody giggled so hard that Smith, blushing hotly, gave up the whole thing and went into the cough drop business with his brother.

For long years after that economics lay neglected while the world busied itself with other things, like the birth of Victor Hugo, the last days of Pompeii, and the Bunny Hug.

Then one day while flying a kite during a thunderstorm, the American, Henry George (also called Thorstein Veblen), discovered the law of diminishing returns, and then, boy, the fat was in the fire! Before you could say "knife" the Industrial Revolution was on! Mechanization and steam power resulted in prodigies of production. For example, before the Industrial Revolution, a Welsh artisan, named Dylan Sigafoos, used to make horse-shoes by hand at the rate of four a day. After the Industrial Revolution, with the aid of a steam engine, Sigafoos was able to make entire horses!

And so it went--factories rising from the plains, cities burgeoning around the factories, transport and commerce keeping pace--until today, thanks to economics, we have smog, recessions, and economics textbooks at \$7.50 per copy.

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The makers of Philip Morris are no economists, but they do understand supply and demand. Some people demand filter cigarettes, so they supply the finest--Marlboro, of course! Great flavor, improved filter--a lot to like!

How's Your Public Relations?

An advertising man said it and who can deny it? "Who tooteth not his own horn, his horn may not be tooted."

Captains of industry and corner merchants agree. Witness the billions of dollars spent annually on newspaper, magazine and TV advertising. For the truly successful now that before they can sell their goods or services, they must first create a favorable "brand image" -- or, as public relations people say, a "goal attitude" -- in the popular mind.

How can you -- anxious to get ahead on the job, make more friends, create good-will -- apply this technique to your circumstances? Can you establish a "brand image?"

You already have one!

What Is Your Score?

If someone knows you -- whether you're an individual, a company, a small businessman, whatever -- that person attaches to you a definite, if subconscious, value. He has some feeling toward you.

If 100 represents strong love and zero stands for bitter hate, then most scores fall somewhere in between. Your public relations is your average score among the people who know you.

Take steps to drive up the scores. How? By increasing those activities that lead to a high score and simultaneously decreasing those that push a score down. While goals and circumstances may vary, the following "Big Ten" are some of the most widely accepted criteria among public relations experts for creating a favorable personality "brand image."

1. Be friendly. Look for the good in everyone you meet or know. Smile and mean it. The irate customer, the silent boss, the sullen neighbor -- all may be waiting for you to make the first move. A lot of people get reputations for being unfriendly when in reality they're just painfully shy. Take the initiative and you'll be amazed at the number of "good Joes" you'll unearth.

2. Be neat. The grocer with a clean apron, the tastefully dressed salesman, the factory employee whose work clothes bespeak neatness -- these people know that one of the first things people notice is the way a man dresses. Whatever public you are dealing with, you will hike your score in its mind if you take the few minutes each day to check on your personal appearance.

3. Watch your mannerisms. More often than you may suspect, you are judged by "little" habits. Scratching, yawning, and nail biting, to name a few, are mannerisms that can alienate even friends -- and drive your score way down.

4. Keep your word. When you promise something, deliver -- even if it inconveniences you. Whether it's a trip to the zoo with the kids or a debt to be paid -- live up to it. Your stock will not only zoom, but a lot of people you never dreamed noticed will be glad to give you a helping hand when they can.

5. Listen. We all like those who listen when we talk. It follows that we will be liked if we listen when the other fellow speaks. Look a man right in the eye when he talks to you so that he knows he has your undivided attention.

6. Say "Thanks." Nothing new. But it's surprising how few men and women really remember to do it. Just notice how often favors and kindnesses go without appreciation or thanks. Examine your own feelings when someone sincerely expresses appreciation for some favor you do for him and you'll have some idea how far a little "Thank you" can go.

7. Learn the basics of being a good host (ess). It may be the boss... a fellow employee...the neighbors --

All Long Gone



From Britannica Film "Lost World"

Science estimates that, in the known history of the world, more than 8,000 species of animals have existed; fewer than 4,000 now survive.

Mediocre to master.



From Britannica film "Scientific Method"

Louis Pasteur, the French chemist, became assistant mathematical master in the college in which he secured the baccalaureate in sciences with "mediocre" in chemistry attached to his diploma.