

# Advertising Professor Mamula Dies At 71

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News Editor

Services were held yesterday at Holy Family Church for YSU professor Melvin P. Mamula, 71, of 87 Alverne Dr., Poland, who died of complications from pneumonia Monday at Southside Medical Center.

Mamula began teaching advertising and marketing at YSU in 1967 after receiving his B.S. in business administration from YSU in 1951 and earning a master's degree from the University of

Pittsburgh in 1952.

While teaching at YSU, he served as yearbook advisor for seven years and helped start the advertising club 28 years ago, serving as advisor for the first five years.

He was the recipient of the Service Award, the Neon's "Outstanding Professor" award and the Student Services Award.

Mamula, who was also president of Mamula-Lisko Advertising Co. in Poland and had worked as advertising manager for the Strouss-Hirschberg Co. and as



**Mamula**

classified promotion manager for the *Pittsburgh Press*, contributed

his hands on experience to the classroom.

"He really knew the business inside and out. If you wanted to know how it worked, the mechanics of it, Mel Mamula knew how because of his wealth of experience," said Dr. Terry Deiderick, chair of marketing.

Mamula, a Navy veteran of WWII, was born Feb. 19, 1923, in Universal Pa., a son of Dushan and Sarah Kovacevich-Vukelja Mamula. He came to the Youngstown area in 1931 moving to Poland in 1958.

"He was really a solid person, one of those people who were dependable and reliable," Deiderick said.

Mamula leaves his wife, the former Rose Ann Argenziano; his daughter, Celeste Lisko of Columbiana; a son, Jeffery A. of Poland; a sister, Helen Smith of De Land, Fla.; a half sister, Yvonne Vukelja Rudy of York, Pa.; a brother, Louis of Lowellville; a half brother, George Rudy of Clarkville, Miss.; and two grandchildren.