Aviation supplies were dramatically displayed at New York university when a manufacturer flew his DC-4 "Sky-Merchant" into town. Members of the school of retailing found this a real answer to the classroom shortage. Explaining the latest selling techniques is Prof. C. B. McMath.

A stock "prop" of the old neighborhood photographer came to light recently at Occidental College, Los Angeles, Calif., when a publicity man dug out a pony to publicize a school barbecue. Left to right are Nancy Beach, Louise Bohle and friend and Jean Henderson.

Ice is still on the river, but with the Poughkeepsie Regatta, famed eight-oared crew races, being resumed for the first time since 1941, the University of Pennsylvania crew is wasting no time getting in shape. Potential members of the crew, reading from front to back, are Bill Marron, Ed Smith, Frank Hughes, Al Lucos, Larry Murdoch, Clay Boardman, Elmer Hensel and Larry Auslander. Coach Eusty Cullen is setting the pace of right.