FLORIDA DEVELOPMENT BOOM

After large great a facilitation of the first state of the firs

plaster-bond for building purposes Cities have grown with extraordi-nary rapidity and real estate has itsen to artificial prices. The offices of brokers and developers occupy en-tire blocks in prominent cities. The peak seems to have been reached but

peak seems to have been reached buteven that is uncertain as many investors thought the peak had been
reached a year or two years ago.

The high land through the center
of the state is the finest fruit land in
the south and has, therefore, high
nutrinse value. Many orchards, however, are being cut down and the
property divided into lots for northern investors.

property divided into lots for nothern mestors

Along the coast, land is being reclaimed which is now from three to say feet under water. Bulkherds are built and then suction diedges digitations along the water front and discharge the exert and material on the land. There are thousands of acres now under water, or which were under water, a few months ago, that will be raised about two feet above high tide; streets will be laid out, casinos built and the lots sold at high prices. Some projects in vid our national expositions in the money mested in boulevaids, parts, casinos, harbors, lagoons, hotels, schools, churches, golf links and every form of attraction

churches, golf links and every form of attraction

It is a wonderful frint country and there are still opportunities in the horizeultural and agricultural fields, It is a wonderful frint country and there is considerable opportunity for young city engineers although much of the constituction is more or less temporary—that which is adequate today is obsolete tomorrow. The demand on the electric generating stations, telephone companies, water works an gas works is fair beyond their ability to supply. There is real apportunity in all these fields.

I met two Penn State students, one in the real estate business and the their is load dispatcher for one of the large power systems.

ne large power systems In spite of all that is said concern

We have a line of the eleverest Val notines you ever saw Also decora-tions and favors for Valentine and Washington's birthday parties Ole Main Art Shop John P. Beery, Pro-pictor.—adv

Playing in an all college chess tou nament which ended January twenty-nighth, N. R. Adams '28, I. Kambeig '28 1-2, R. S. Leach '26, J. M. Heller '28 1-2, L. R. Plotts '27, J. R. Musser '27 and E. Haley '29, Innished highest according to the decision of judges P. S. Dwyei and C. C. Wagnei, and were chosen for the team

A class match will be held Thursday February fourth, in which the Seniors and Freshmen will play the Juniors and Sophomotes Keen competition is espected in this match because the best men in the club will play against each other.

The team representing Penn State will play its first match here February eleventh, against the Tytone Y.

WILL STUDY AT COLUMBIA

J. C. Hadley, graduate assistant the department of rural educati will enter Columbia university mid-years with the intention of c tinuing his educational studies in

PATRONIZE OUR ADVERTISERS



or in Town_SEA ISLAND YOU couldn't possibly select a finer quality shirt than those made of Sea Island Mills Imported Breadcloth Whether on the campus or vinting in



As in New York

The men from New York are with us this week. New York the authority on what is correct for the man to wear. New York, as does State College, wants the proper apparel for every occasion. No matter what the oc-casion New York always considers Bostonians the correct thing.

COLLEGE BOOT SHOP

(Formerly 20th Century Shoe Co.) A. C. LONGEE, Prop.

GREGORY BUILDING

ror RENT—Three rooms to accommodate six men Two 100ms face the front. Rate \$2.50 per week. Call at 613 Allen street 2-3tpd

cook and two girls to wait table at the Eatland Quick Lunch



AND WE DON'T MEAN MAYBE

If a button comes off or get a grease spot on your suit come in and let us fix it for you free.

All work called for and delivered without additional cast.

Come in and let us get acquainted COLLEGE AVENUE SERVICE SHOPPE 306 W. College Ave.

Momentum

AN inquiring reporter strolled into the engine room, down in the cavernous doubter of AN inquiring reporter strolled into the engine room, down in the cavernous depths of the giant steamship Leviathan, the other day, when she was docked in New York, and drew Chief Engineej John J. Fagan into conversation. Of course he asked the usual toolish questions, one of which was: "Suppose, Chief, you were running at triple cruising speed, out in mid-ocean, and the signal came: 'Full speed astern.' How long would it be before this big boat would begin to move sternward?"

VALENTINES

Get them early

THE ATHLETIC STORE

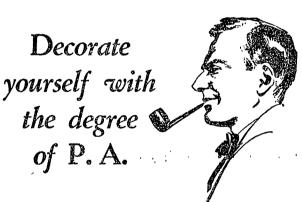
On Co-Op. Corner

Engineer Fagan, who is far handler with information within his line than the average encyclopedia, was ready with his reply, which was "Between five and ten miles". Think of it! The giant mistress of the sea would move ahead at least one hundred ordinary city block-lengths before reversing propellers would begin to get the better of the property and that he property beginning the entum and start her moving backwards!

Momentum is a great torce. It keeps planets whirling about the suns; and it whills businesses along toward success or failure, as the case may be.

Here is a business—your business, perhaps—which has never advertised but which starts advertising. And if you are captain at its helm, you may be not a little surprised that the results of that first advertising do not show themselves almost instanter. Then never forget the testimony of the Leviathan's chief engineer.

For a business to change to a policy of advertising is to make a radical change in the propelling power behind it; and there must be a reasonable time allowance made before that new power may reasonably be expected to show itself and to reverse direction on the Sea of Meichandising. Engineer Fagan does not expect the impossible of his propel-lers, large and powerful though they may be; nor should you, Captain Merchandiser, of your advertising.



THAT means "Pipa Amoroso" in the Latin, or "pipe-lover" in plain campus English. P. A. has certainly endeared a pipe to more men than any other letters in the smoke-alphabet. Because Prince Albert lets a fellow smoke all he wants to-and makes him want to!

Cool as the stare of a marble Venus. Sweet as the approach of vacation. Fragrant as spring blossoms. Think up your own similes, Fellows. You will when you pick P. A. and a jimmy-pipe for permanent roommates. Prince Albert is great tobacco, and that's not blah.

Get yourself a tidy red tin of Prince Albert today. Fill the bowl of that old jimmy-pipe to the brim and borrow a match. Then you're set for some great smoke-sessions, as sure as you're



O 1926 R J Reynolds Tobacco Company Win ton "alem > C

