

# Local Merchants Say Football Games Bring Increased Trade, Not Slump Reported in Survey

## Press Association Questionnaire of Eastern College Town Business Men Finds Contests Lessen Profits

State College merchants, contrary to opinions expressed by other eastern college town business men in an Associated Press article, assert that a college football game, with its crowds, is a boom to their business.

Reports received by the press agency from typical eastern centers of gridiron activity indicate that the merchants in these towns feel that their trade is hurt rather than boosted by a big football game. Transportation companies and filling stations, however, have better business on those days, the report continues.

Merchants in State College, for the most part, disagree with these statements. Local restaurants have three times more business on big football week-ends than on ordinary ones.

The hotels, too, take care of more guests, because most of the persons who come in for the game remain here at least one night.

"Clothing sales depend on the weather," said a State College clothier. "If the day for the game is cold we sell quite a few pairs of gloves and hosiery. Men's neckwear and small haberdashery find customers also."

Football week-ends double drug store sales, according to a local druggist. Cigars, gifts, souvenirs, candy, and soda fountain specials are sold in larger quantities on these days, he said.

News-stand proprietors, filling stations, and the bus company also find that their business is increased greatly by the incoming crowds.

State College haberdashers shave more people on football days because, as one barber said, "in a big crowd there is always someone who needs a shave." Haircuts, however, do not increase proportionately.

Local wholesale grocers, who cater to fraternities, find that their orders increase on big week-ends.

### Around The Corner

... But to make such a sacrifice of time and effort worth while, this charity game must be a financial success. And success comes, not with high admission charges, but by a large attendance. Gate receipts follow the crowds and crowds will not go to a one-sided contest or to a game between colleges with no football reputations.

It was imperative, then, that Lehigh schedule a team that:

1. Has a history and reputation in football that will attract a crowd.
2. Has a team of a caliber that will not make Lehigh look ridiculous.
3. Has a large and enthusiastic alumni group who will actively support the game.
4. Is a natural opponent of the Brown and White.

The Brown and White is glad to note that the only college which fulfills these requirements—Penn State—has already been selected.

Penn State has not a wonderful football team. It is but slightly, if at all, superior to Lehigh's. But the glamour of past performances still brings a crowd to its games in Philadelphia, where both State and Lehigh alumni are strong; the game will be exceptionally well-attended.

And until recent years, State was a prominent and popular opponent of the Brown and White.

Their recent shift to an athletic policy similar to Lehigh's is another point which makes a Lehigh-Penn game at Philadelphia a "natural" among post-season charity contests.

—Lehigh Brown and White

### GRADUATE SCHOOL DRAWS TRANSFERS

Dr. Marquardt Reveals 93 of 153 New Students Matriculated At Other Institutions

Penn State's Graduate School attracted more new students from other colleges and universities this fall than ever before, according to Dr. Carl E. Marquardt, College Examiner, whose report shows that ninety-three of the 153 new graduate students had attended other colleges.

The new graduate student enrollment shows a representation from sixty-seven different institutions of accredited rank in the United States and Europe. As compared to the enrollment of 138 new students last year, the enrollment of 153 this fall shows an increase of eleven per cent.

Among the outside colleges most strongly represented this year are: The University of Illinois, Allegheny College, Franklin and Marshall College, Lehigh Valley College, Lock Haven State Teachers' College, and the University of West Virginia.

Eight of those admitted had the degree of Master of Science, five had that of Master of Arts, and the others had the degrees of Bachelor of Science, Bachelor of Arts, Bachelor of Ceramic Engineering, Bachelor of Music, and Bachelor of Philosophy.

Eighty-four are now working for the degree of Master of Science, and twenty-six for that of Master of Education, twenty-two for the Master of Arts award, nineteen for the Doctor of Philosophy degree, and one, seeking the distinction of Metallurgical Engineer.

### FRESHMAN P. S. C. A. CLUB TO ORGANIZE TOMORROW

Fletcher, Kaulfuss, Nesbitt Serve As Faculty Advisory Board

Following the series of four discussion groups, the Hugh Beaver club P. S. C. A. organization for freshmen, will be organized at 7:30 o'clock tomorrow night in the Christian association rooms in Old Main, according to William L. Hammaker, associate P. S. C. A. secretary.

An informal period in which freshmen will meet the guests and become acquainted with each other will precede the nominations for officers of the club, Hammaker said.

Dr. Stevenson W. Fletcher, professor of horticulture; Prof. Julius E. Kaulfuss, of the highway engineering department; and Prof. Russel B. Nesbitt, assistant professor of civil engineering, will be guests in their capacity as members of the faculty advisory board. The secretaries and officers of the P. S. C. A. also will be present.

### WILL LECTURE ON WELDING

A lecture on welding will be given in Room 315 Mineral Industries building at 4 o'clock tomorrow afternoon by A. M. Candy, of the Westinghouse company. The talk is open to all students and faculty students.

### Campus Bulletin

There will be a meeting of all alumni and students who attended Schenley high school, Pittsburgh, at 7:30 o'clock tomorrow night in the Delta Tau Delta house. Plans will be effected for an organization of a Penn State Schenley club.

**Baumgardner Bros.**  
Restaurant  
North Allegheny St.  
Bellefonte  
Never Closed

**BIGELOW RUN COAL**  
PHILADELPHIA COAL 34 00 TON  
The best burning and most economical coal to use  
MILSON BROS. State College 71 Centre Hall 25-R-4

**SQUABS**  
Delivered—For All Occasions  
45c Dressed Each  
Order Day Ahead  
Box 112  
Bellefonte, Pa.  
Phone 651

**PENN STATE HOTEL**  
FACING EAST CAMPUS  
Phone 9640 JOHN N. GARBER, Mgr.  
You'll Like Our Service

**BANK SAND**  
With Loam Scraped Off  
2 to 5 ton lots.....\$1.75  
5 to 25 ton lots.....\$1.65  
25 tons and over.....\$1.50  
ONE PRICE TO ALL  
**Showers Sand Co.**  
Call 219-W  
Roy L. Showers, Mgr.

Students interested in working at the Christian association cabin Wednesday afternoon are requested to report to Parsons at the P. S. C. A. office in Old Main.

Chambers of fraternity scholarship committees can secure grade cards at the Student Union office in Old Main today and tomorrow.

Members of the Indiana County club will meet in Room 410 Old Main at 7:30 o'clock Thursday night.

There will be a meeting of the E. E. society in Room 200 Engineering D at 7:30 o'clock tomorrow night.

All chess players in the College are asked to attend a meeting of the Penn State chess club in 417 Old Main at 7:30 o'clock Wednesday night.

Tickets for the Student Loan Fund benefit concert will be on sale all week at the Student Union office in Old Main, the Athletic Store, and the Corner Room. All tickets will cost fifty cents.

All game equipment for the third floor lounge of Old Main can be secured by signing for it at the Student Union office on the first floor. Articles are to be returned after usage.

### CLASSIFIED

**BALLROOM Dancing Instruction**—Individual instruction for beginners. Call 49-J, or see Miss F. J. Hamahan, Fye Apartments, Etch.

**PUBLIC STENOGRAPHY**—Typing of reports, manuscripts, theses on short notice at reasonable rates. 113 W. Nittany Ave. Phone 600-J Etch.

**THESIS and Stenographic work done**—Will call and deliver 10c and 15c with carbon. Phone 189-R 1tpdPB

**HENRY GRIMM**  
Tailoring  
206 East College

**FOR SALE**—Dining room furniture, 20 chairs and 4 tables of walnut stain. Reasonable. Apply at Triangle Fraternity, 125 S. Miles Street, Phone 579 2tcampSp

**WILL** the person who took Oxford grey coat from Chemistry and Physics Building, Monday, October 19, by mistake, please get in touch with W. R. Kohut, 102 Varsity Hall and receive his in return 1tpap

**LOST**—In room 103 Agriculture Building, General Bacteriology Text by Jordan. Please return to Florence Muckhoe, Grange Dorm. 1tchPB

**FOR RENT**—Room for one student, board if desired. Nicely furnished, all conveniences. Good location. Apply 127 West Fairmount. Phone 389-J. 1tpdFT

**ATTENTION**—Two decks of initial playing cards given with \$10 order of personal greeting cards, one deck with \$6 order. This offer lasts until October 31. Call 675-J 1tcRS

**PRESSING 35c**  
Mrs. Andy Smith  
Prospect Avenue

**LOUISE A. LAMBERT**  
BEAUTY PARLOR  
2nd Floor Letzell Building Phone 240-J

**SPECIAL THIS WEEK**  
GORDON  
Service Weight or Chiffon Silk Hose  
\$1.00 Pair  
**KALIN & CO.**

**LOST**—Wallet containing driver's can registration, and A. A. Card. Return to R. B. McConaughy. Phone 778-R

**FOR SALE**—New Philco Radio, complete with tubes. Never used. See or call Ball at South Watts, 12compJB

**FOR SALE**—1926 Model Ford Coupe. Call Thomas 201.

**WANTED**—Position doing general housework or waitress in fraternity or restaurant. Apply 710 E. Beaver Avenue. 1tpdPB

**BOARD**—\$5.00 a week for two meals a day, \$6.00 for three meals a day. The Gamman Club, 206 W. Beaver Ave. 1tpdPB

**CO-EDS**  
Make  
**SCHLOW'S**  
QUALITY SHOP  
Your Headquarters

**LOUISE A. LAMBERT**  
BEAUTY PARLOR  
2nd Floor Letzell Building Phone 240-J

**SPECIAL THIS WEEK**  
GORDON  
Service Weight or Chiffon Silk Hose  
\$1.00 Pair  
**KALIN & CO.**

**\$5,000 FOR 25c**  
Travelers' Travel Accident Policy Ideal for Week-end Trips  
**FROST & DOTY**  
Peoples National Bank Bldg.

**PICTURE FRAMING**  
CUSTOM BUILT  
MUSIC ROOM

**HOME MADE**  
COUNTRY SAUSAGE  
SCRAPPLE  
PUDDING  
at  
Harter's Market  
Pugh Street

**Prosperity Checks**  
Are Good at

**The Corner**  
unusual

**"None so good as LUCKIES"**

"I've tried all cigarettes and there's none so good as LUCKIES. And incidentally I'm careful in my choice of cigarettes. I have to be because of my throat. Put me down as one who always reaches for a LUCKY. It's a real delight to find a Cellophane wrapper that opens without an ice pick."

*Jean Harlow*

**\*Is Miss Harlow's Statement Paid For?**  
You may be interested in knowing that not one cent was paid to Miss Harlow to make the above statement. Miss Harlow has been a smoker of LUCKY STRIKE cigarettes for 2 years. We hope the publicity herewith given will be as beneficial to her and to Fox and Columbia, her producers, as her endorsement of LUCKIES is to you and us.

Made of the finest tobaccos—The Cream of many Crops—LUCKY STRIKE alone offers the throat protection of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays—the process that expels certain harsh, biting irritants naturally present in every tobacco leaf. These expelled irritants are not present in your LUCKY STRIKE. "They're out—so they can't be in!" No wonder LUCKIES are always kind to your throat.

**"It's toasted"**  
Your Throat Protection—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

TUNE IN—The Lucky Strike Dance Orchestra, every Tuesday, Thursday and Saturday evening over N. B. C. networks.

MOISTURE-PROOF CELLOPHANE  
Sealed Tight—Ever Right  
The Unique Humidor Package  
Zip—And it's open!

See the new notched tab on the top of the package. Hold down one half with your thumb. Tear off the other half. Simple. Quick. Zip! That's all. Unique! Wrapped in dust-proof, moisture-proof, germ-proof Cellophane. Clean, protected, neat, FRESH—what could be more modern than LUCKIES' improved Humidor package—so easy to open! Ladies—the LUCKY TAB is—your finger nail protection.

**Student Loan Fund Benefit Concert**  
AUSPICES  
**Glee Club Reunion**  
Combined Glee Clubs of 1921 to 1931  
Recreation Hall, Saturday, Oct 31  
All Seats 50c 7:30 P. M.