

With the Editor

In the midst of preparations for final exams comes a report on a survey made by the National Advertising Service, representatives for most College newspapers, that asks, "Do you consider yourself the typical college student?"

In the mad rush to complete term reports, flip through the text to see what the course is all about and dash to the drug store for no-doze tablets, on, scarcely has time to attack the problem academically.

But if you spend \$1,162 a year at school, live 226 miles from campus, plan to travel some day, play tennis and swim, own a camera, smoke 16 cigarettes a day, eat a hearty breakfast, own life insurance and a typewriter, and eat Hershey bars like crazy, then you can consider yourself a typical Joe College or Betty Coed—you have arrived, according to the NAS survey.

Interviews were conducted by the NAS in 51 colleges of "every size and kind" in 26 states, with nearly 3,000 students of both sexes from age 16 up being quizzed.

Among the things discovered by the survey, which was made "to gather up-to-date information on every phase of the U. S. college market," was the fact that the average college student spends over \$600 a year for retail buying while at school, or more than one-fourth more than the U. S. average.

It was discovered that nearly all the 1,000,000 or so students expecting to buy cars will try to get a Ford, Buick, or Chevrolet; about two-thirds smoke regularly; one-third of the college men smoke pipes regularly and almost one-fourth more own pipes but smoke them infrequently.

Concerning clothes, the survey reveals that the average college girl owns nine sweaters, nine pairs of shoes, seven slips, six bras, two girdles, five pairs of stockings and three nightgowns.

Joe College, a remarkably well-dressed young man, owns 13 sets of underwear, 20 pairs of socks, four pairs of shoes, 13 shirts, 20 ties, three suits, two sport coats, and four sweaters, among other things.

As for favorite brands, it was learned that more than any other single brand in each item, men prefer Intervloven socks, Florsheim shoes, Arrow shirts and ties, Hart Schaffner and Marx suits, Hickock suspenders and belts, Stetson hats, and MacGregor sweaters. However, in each case the largest percentage either didn't know what brands they used or used other less popular ones.

While most women seemed equally unconcerned with brands, preferences were expressed for Maidenform bras, Jantzen girdles, Barbizon slips, and I. Miller shoes. Opinions on raincoats, nightgowns and sweaters were almost equally divided.

Of the 1,500,000 college men who shave and otherwise groom themselves, most preferred Gillette razors and blades, Palmolive shave cream, Mennen lotion and powder, Wild Root hair tonic, Fitch shampoo, Colgate tooth paste and Mum deodorant.

Cosmetics preferred by women include Revlon nail polish and lipstick, Coty face powder, Pond's face cream, Arpid deodorant, Colgate toothpaste and Halo shampoo.

Most students expressed interest in food. Preferred soft drink—you guessed it—Coca Cola.

Most popular cigarettes are Chesterfields, with 40 per cent of smokers preferring that brand; Lucky Strike runs a fair second with 29 per cent and Camels, Phillip Morris and Old Gold trail well behind. Pipe-smokers prefer Briggs and Sir Walter Raleigh tobaccos and Kaywoodie pipes.

Collegian Gazette

All calendar items must be in at the Daily Collegian office by 4:30 p.m. on the day preceding publication.

Friday, Jan. 17

BIBLE STUDY, 200 Carnegie Hall, 7 o'clock.

Saturday, Jan. 18

ALPHA RHO OMEGA—male members only—meeting, Dorm 14, Pollock Circle, 2 o'clock.

Sunday, Jan. 19

CAMPUS-KEY party meeting, 405 Old Main, 7:30 o'clock.

Monday, Jan. 20

4-H CLUB meeting, Delta Theta Sigma House, 7 o'clock.

CHESS CLUB meeting, 7 Sparks, 7 o'clock.

CAMPUS BUSINESS Women's club meeting, 304 Old Main, 7:30 o'clock.

At The Movies

SCHWAB: "Jane Eyre," Virginia Bruce, tonight; "The Prisoner of Zenda," Ronald Colman, tomorrow night.

CATHAUM: "The Time, the Place, and the Girl," Dennis Morgan, today, tomorrow, and Monday.

STATE: "Blondie's Big Moment," Arthur Lake, today; "Notorious Gentleman," Rex Harrison, tomorrow and Monday.

NITTANY: "Ginger," tonight; "Drifting Along," tomorrow; "The Return of Frank James," Monday.

College Health Service

Admitted to infirmary Wednesday: Suzanne Braude, Kenneth Cook, Donald Foreman.

Admitted yesterday: John Goldman, Christie Post, Patricia Sutters, Verna Taylor, Harry Wasley.

Discharged yesterday: James Hartsock, William Hollabaugh, James Wiebel.

College Placement Service

All arrangements for interviews should be made as soon as possible in 204 Old Main.



"Between Us"

It's Legal

It's legal. There are thousands and millions of prohibiting laws on the statute books of cities, counties, states, and the nation; but not one applies directly to this act.

In melodrama at the Nittany, the villain "Flang" her on the floor and let 'er lay. Legally you can "flang" 'er and let 'er lay and you can do more—you can step on 'er and grind 'er brains out under your heel. And, you do.

I am talking about your treatment of Senorita Cigarette—so mild, so firm; so round, so fully packed, so easy on the draw, so snugly fitted into her dainty white dress. I am talking about the way you have of "flanging" 'er, down in the corridor, on the front step or on the rug in the home of a duchess. I am talking about the way you have of stepping on 'er, kicking 'er, and leaving 'er with her white dress torn and her insides scattered about.

It's legal, but, oh, the shame of it! How can you be so cruel and so rude? How can you treat this dainty lady so shabbily and then be able to sleep nights? I don't know how or why, but I know that you can and do.

It's legal, but it is not nice. It's the way you do it but it isn't the way to be a perfect little gent. It's done by many but that doesn't make the act less terrible.

Why don't you turn over a new leaf, why don't you hit the sawdust trail, why don't you vow to reform, why don't you get some white in your soul, why don't you sign a pledge, why don't you read a good book, why don't you have a conference with your pastor, why don't you listen to the voice of conscience?

Why don't you say to yourself, "From this minute I shall be a better man," and then from this minute on treat the little lady in the white dress with all the kindness, respect, and consideration she deserves. Instead of flanging 'er, carry 'er daintily between thumb and finger to an ash tray or a sandbox and put her down gently. If you must brain 'er to extinguish the fire of her personality, do it with restraint and give 'er a decent burial. Do this and you will not only be a happier spiritual creature but you will also help to keep our house clean and respectable.

—by Raymond E. Manchester

Bowling

At the State College Bowling Center Wednesday night, only one interfraternity league match was played. Beta Theta Pi beat Delta Upsilon. Four other fraternities showed up, and won forfeit victories. That makes a total of six teams all told. Sixteen fraternities are entered in the league.

Every Wednesday night since the tournament began, Mr. Truman Cassel, manager of the Center, has been reserving the alleys for the fraternities. The student body knows this, and on Wednesday nights they stay away. If six out of sixteen teams put in an appearance, obviously, Mr. Cassel is not making any money.

Added to this, there is the question of pin-boys. Pin-boys are hard to get. They become even harder to get when they find themselves not getting paid. If there aren't any games, they can't pick up pins. If they don't pick up pins, then they don't get paid. It's as simple as that.

Mr. Cassel pointed out that the consistently defeated teams are the ones who appear to have lost interest. That can't be helped. Interest is something that doesn't remain stationary. However, it seems that in entering this kind of tournament, all the fraternities, that did so, assumed an obligation. They agreed to occupy the alleys reserved for them.

Mr. Cassel is a business man, and as such he can't continue to allow bowling tournaments to be run, if they are run under the present circumstances.

—David J. Adelman

Letters

By Our Poet Laureate

Oh yes, the Owls from Temple—
They were a hefty crew—
They tried to claw the Lion
And on Penn State Campus too.

Now the Lion was the underdog—
So the "experts" said—
But when the game was over—
Were those guys' faces red!

Oh yes, the Owls of Temple—
They were a likely crew—
But at the final whistle

All they could say was "Who-o?"
Now gentlemen take warning—
And this is not a crack—
A Lion always fights the best
When he is on his back.

Philip A. Mark, Capt.
Campus Patrol

Editorials and features in The Collegian reflect the opinions of the writer. They make no claim to represent student or University opinion. All unsigned editorials are by the editor.

CLASSIFIEDS

All classified advertisements must be in by 4:30 p.m. day preceding issue. Prices are: 40c for one insertion, \$1.00, three insertions, 17 words or less. Call Collegian, 711.

WANTED — Table waiters and dish washers for Saturday night, January 18, Sunday noon. Call Fred Leser, 3250 evenings.

TYPEWRITER CLEANING and oiling; 8-hour service, \$2.00. C. C. Schuyler, 226 W. Beaver Ave., State College, Pa. Dial 2740.

LOST—Gold bracelet with SPE seal, Monday in EE. Sentimental value. Call Sara 4425.

LOST—One Pi Kappa Alpha pin, between PiKA house and DG house Friday night. Call Warren 2220.

FOUND—One Pi Kappa Alpha pin, Saturday night. Owner may claim by calling "Spike."

TUXEDOS FOR SALE—Sizes 37 long, 40 long, 44 stout. Call 4326.

FOR SALE—Size 37 double-breasted tux; very good condition; reasonable. Call 3385.

FOR SALE CHEAP—Navy officer's gabardine raincoat, size 39 long.

THE DAILY COLLEGIAN

Successor to the Free Lance, est. 1877.

Published Tuesday through Friday mornings during the college year by the staff of the Daily Collegian of the Pennsylvania State College. Entered as second class matter July 6, 1934, at the State College, Pa., Post Office under the act of March 3, 1879. \$2.50 a semester \$4.00 the school year.

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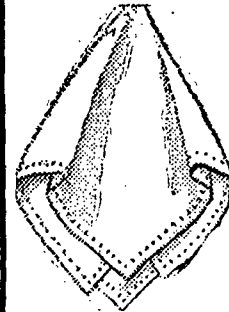
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WOMAN'S WALLET with money, identification, valuable papers, disappeared at Muhlenberg game. Please return to R. T. Bait, Phi Kappa Psi. Reward.

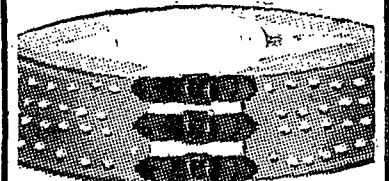
SALLY'S

Gifts for the Graduate



Hand embroidered handkerchiefs that will please any girl

Wide leather belts go so well with skirts and dresses



New! Knitting Instructions Every Tuesday, 2-4

Margaret's Shop
119 Frazier

WARNER BROTHERS
CATHAUM
NOW SHOWING
Feature Time: 1:35, 3:31, 5:27, 7:23, 9:30

WARNERS HIT A BRAND NEW NOTE IN MUSICALS!

"THE TIME THE PLACE and THE GIRL"
IN TECHNICOLOR!!!
STARRING DENNIS MORGAN JACK CARSON
JARIS PRIDE MARTHA VICKERS and CARMEN CAVALLARO and ORCHESTRA
SARALL HALE GREENE WOODS DAVID BUTLER
All These Terrific Tunes By Arthur Schwartz and Leo Robin!
"A Gal In Calico," "Oh, But I Do," and Many More

WARNER BROTHERS
STATE
BEGINS TOMORROW
Feature Time: 1:30, 3:28, 5:26, 7:24, 9:31

J. ARTHUR RANK presents
REX HARRISON
Notorious Gentleman
with LILLI PALMER GODFREY TEARLE • GRIFFITH JONES and MARGARET JOHNSTON and Guy Middleton • Jean Kent
Ends Today—Penny Singleton in "BLONDIE'S BIG MOMENT"

WARNER BROTHERS
NITTANY
OPENS 6:45 WEEKDAYS
OPENS 1:15 SATURDAYS

TONIGHT AT 7 P. M.
Frank Albertson — Barbara Reed in "GINGER"

TOMORROW—ALL DAY
Johnny Mack Brown in "DRIFTING ALONG"
Also—Cartoon and Serial

MONDAY NIGHT
Henry Fonda in "THE RETURN OF FRANK JAMES"
A Re-Release