

## Prices In State College

There has been considerable comment recently about State College merchants who failed to comply with President Truman's request to reduce prices 10 percent. Critics pointed out that Bellefonte retailers went all out for the campaign, and while it was for only a short time, most of the commodities were subject to a 10 percent slash.

In an interview with Colonel Guy Mills, president of the local Commerce Club, we were told why State College merchants refused to join in the campaign to control spiraling prices. The Colonel stressed the point that local store owners wanted to be cooperative, but that they felt unable to absorb a 10 percent deduction from their profits, unless the manufacturers cut the wholesale prices of goods in a similar manner.

He pointed out that the retailer is the last one to extract his profit from the article before it passes into the buyer's hand. If any slash in prices is to be realized, it must first start with labor and the manufacturer. Aiming at only one group is unfair.

Apparently the issue was thoroughly discussed by the local merchants before they decided that it wouldn't work here.

The average student who has to keep a close tab on expenses finds it difficult to sympathize with the local merchant, particularly when the price cutting plan was put into effect in numerous other towns including nearby Bellefonte. Certainly retailers in these other towns faced the same problems as the local group, and yet they advocated the mark-down in prices. It should be pointed out here, that in many cases, the supposed 10 percent slash was nothing more than an annual clearance sale, an event prevalent here in State College also.

The local merchants may have a legitimate argument, but it hardly seems worthwhile to contest the validity of it, if the campaign would only last ten days or thereabouts. During this short time the consumer doesn't stand to benefit any appreciable amount.

A student at the College who lives in this town approximately seven months out of the year would be more concerned with a five or even two percent reduction if it was on a permanent basis.

It seems to us that the constant wrangling that has gone on between the student and the merchant in State College for some years now could be settled once and for all by answering the question: How do prices in State College compare with prevailing prices in other sections of the country?

Only a very thorough and carefully conducted survey of State College prices and a subsequent comparison with the cost of similar commodities in other places, will determine whether or not the accusations are true.

Armed with facts and figures, the student body could then conduct an organized campaign to bring local prices down to the proper level. It may turn out that only certain local stores are overcharging the consumer. If this is true, and it was given proper publicity, the erring merchant would be forced to lower his prices to the level of a competing merchant who was getting all the student business.

An accurate survey is the first step. It will take time and energy and could probably be best conducted by a group working for college credit in a marketing or psychology course.

—LGF

## Letters - From the Editor's Mailbox

### Cabinet This Week

TO THE EDITOR: The following is the agenda for the All-College Cabinet meeting on Thursday, May 22, 1947.

Report on Student Book Exchange.  
Approval of new Tribunal and Election Committees.

Appointment of new Book Exchange, Co-op, Public Occasions, and Orientation Committees.

Appointment of parliamentarian, representative to CORE, delegates to National Student Organization, consideration of Permanent Advisor.

—Thomas J. Lannen,  
All-College President

### On Hat Societies

TO THE EDITOR: We presume that the hat societies were formed as honoraries extending membership to those men outstanding in campus activities. Lately it seems there is very little distinction in being a hat man. Anybody can be a hat man just by knowing the right people or belonging to the right fraternity.

The three most active extra-curricular activities—Players, Collegian, and the Engineer—receive very little recognition from hat societies for their work even though working on one of these consumes more time than any other activity on campus. They have received more intercollegiate recognition than any college cabinet or social fraternity.

Those members of these activities who do make the hat societies only do so usually because Joe who was a member happened to be a good friend or fraternity brother of theirs. We heard of a case where one hat man of a certain fraternity crossed a few names off the prospective hat men list because they belonged to a rival fraternity. Of course, there isn't any proof we can offer, because it is accepted just as common knowledge.

One fellow explained the other day that he'd

feel honored if tapped by a hat society but still would wonder if he'd been chosen just because he knew Joe. Naturally there are a few who deserve what honor there is to belonging to a hat society, but stacked against them are the nobodies who made it because they knew Joe.

—John Balega  
Leslie Rosencrans

### It Still Goes

TO THE EDITOR: This is to acknowledge the letter (an Friday's Collegian) which questioned the validity of the Penn State Club award for 1947.

The award was established in 1938 to honor the outstanding independent man on the basis of "extra-curricular activities and service to the College and the student body." The award for 1947 was the ninth in the series.

The award committee from the beginning has been (1) the Dean of Men, (2) the Manager of Student Union and (3) the President of the Interfraternity Council.

There has been no change through the years either in the basic idea of the award nor in the committee which is charged with the responsibility of selection.

The Penn State Club has never had any reason to question the award or the committee which made the selection.

—Albert C. Lucas, Jr.,  
President, Penn State Club

## The Twisted Tale

Senior Ball will be upon us once more and with it will come the usual influx of imports that we have come to expect and coeds have come to dread as an inevitable outgrowth of big weekends.

"You can always tell an import," say the initiated on campus. When they're women, they wear hats and they carry bags and they are never, never seen in blue jeans rolled up to the knees. When they're men, and occasionally they are, they wear ties and they have pleats in their trousers, and they never, never wear cast-off GI clothing.

But sometimes even the initiated make mistakes. To wit:

After standing in that place with the windows that the bus always stops opposite of, for three days, we finally caught a glimpse of two bedraggled appearing young men getting ready to leave. A mad dash landed us breathing hard, but happy and triumphant, at our four-legged goal. We waited, dancing excitedly first on one foot and then the other, while the evacuation was completed.

While sweating out the waitress, we noticed two shiny dimes resting on the table, but being preoccupied with the scene outside, it was a windy day, we paid the coinage little heed. Finally, the woman in white recognized our unfamiliar face and tripped daintily toward us. "What'll it be?" she demanded.

After discovering what it was going to be, she started back to wherever it is they start back to when they find out what it is going to be.

"But hold," said we, being the honest young man we are. "Don't you want your two shiny dimes?"

Her jaw dropped. "You mean that money is mine?" she asked in tones of extreme incredulity.

"Yep."

"Well whaddya know," she said. "They didn't look like out-of-towners."

—By David Adelman

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.

## Co-Edits

### Alpha Zeta

James Pierson is chancellor of Alpha Zeta. Other officers are Howard Wise, censor; Roy Gunther, scribe; Emory Brown, treasurer; Olin Simpson, chronicler; and Henry Funk, house manager.

### Tau Phi Delta

Recent initiates of Tau Phi Delt include Francis Kennedy, Paul Mursch, C. William Pfanstiel, Edwin Stout, J. Donald Tarter, and Henry Wessel.

### Pi Kappa Alpha

Pi Kappa Alpha recently elected the following officers for the fall semester: Edwin S. Hanford, president; F. T. Andrews, Jr., vice-president; R. H. Owens, treasurer; C. J. Birkman, historian.

## 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 5, 1934, at the State College, Pa., Post Office under the act of March 3, 1879. \$2.50 a semester \$4.00 the school year.

Represented for national advertising by National Advertising Service, Madison Ave., New York, N.Y., Chicago, Boston, Los Angeles, San Francisco.

Allan Ostar ..... Editor  
Donald Ellis ..... Bus. Mgr.

Mgr. Ed. Lawrence Foster; News Ed. Joan Peters; Co-Sports Eds. Ted Rubin, Richard Sarge; Feature-Photo Ed., Dave Adelman; Asst. Feature-Photo Ed., Ben I. French.

Women's Ed., Kay Badollet; Asst. Women's Ed. Marjorie Mousley; Wire Ed. Roberta Hutchison; Sr. Board, Jean Alderfer, Howard Back, Eleanor Fehnel, Helen Lewis, Arthur Stober.

### STAFF THIS ISSUE

Managing Editor ..... Helen Reed  
News Editor ..... Elliot Shapiro  
Assistant ..... Beverly Russell  
Advt. Asst. .... Mary Lou Callahan  
Assistant ..... Billie Watson

## HEAVENLY DAYS!

Ain't they tho'? — When you're wearing one of your bright and saucy COTTONS. You'll like ours—they're beautifully made and you'll just love the way they launder. Have that "spic 'n' span" approach. Shop at

## Smart Shop

## DID YOU MISS MANY OF THE "BIG-HIT" MOVIES OF THE PAST TWO YEARS?

THE NITTANY THEATRE IS PLAYING A SCHEDULE OF YOUR FAVORITES!

### Here's The Program For This Week

1 TUESDAY, MAY 20  
June Haver, Geo. Montgomery, Vivian Blane  
"Three Little Girls in Blue"  
IN TECHNICOLOR

2 Wednesday and Thursday, May 21 and 22  
Olivia DeHavilland  
IN  
"To Each His Own"

3 Friday Nite and All Day Saturday, May 23-24  
Roy Rogers—King of Cowboys  
AND TRIGGER IN  
"Apache Rose"

And These Hits Are Coming Soon:

"The Razor's Edge" "Duffy's Tavern"  
"Boom Town" "Home In Oklahoma" "The Lost Weekend" "One Million B. C." "Stork Club" "Terror Trail"

## NITTANY

AT REGULAR PRICES

## Collegian Gazette

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

### Tuesday, May 20

THETA SIGMA PHI meeting, 24 Atherton, 6:30 o'clock.

### College Health Service

Admitted to the infirmary Thursday: Patricia Rodli, Elaine Rosenfeld.

Admitted Friday: Stephen Greene, Floyd Selbst.

Discharged Friday: Frances Berkey, Frank Clack, Geoffrey Coleman, William Klein, Donald Little, Richard Mauthe, John McCue, Norma Robinson, Patricia Rodli, Elaine Rosenfeld, Gordon Schneider.

Admitted Saturday: Frances Gundlack.

Discharged Saturday: George Latzo.

Admitted Monday: Robert M. Ellsweig, Herbert Hallenberg, Robert Johnston, James Stevenson.

Discharged Monday: Robert M. Ellsweig, Stephen Greene.

### College Placement Service

COLGATE-PALMOLIVE-PEET CO., May 20, 8th sem. men in ME, IE, and CE. Men for summer work in ME and CE.

SPERRY GYROSCOPE CO., May 20, 8th sem. men in EE, Phy., ME, and AE.

PRUDENTIAL INSURANCE CO., May 20 and 21, 8th sem. men in C & F and A & L.