which received funds in previous campaigns.

Many Stricken
For example, in the States approximately 10 million persons, or 1 out of every 16, suffer from some form of heart or circulatory disease, including 500,000 children of school age.
In 1955, heart and circulatory diseases were responsible for 810, 200 deaths, or approximately 53 per cent of all deaths at all ages. This surpasses the sum total of the next five leading killers including cancer, 242,430; accidents, 91,270; pneumonia, 45,140; diabetes, 25,000; and hardening of the liver, 17.710.

Funds Stay in Town
The major portions

Many Stricken
United
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Other important financial contributions come through legacies, bequests, and memorial gifts received throughout the year.

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the American Heart Association Poust, Kenneth Bash, Robert Dotwill remain in State College to support the programs of the local Albert Noble, William F. Smith, Bartholomew

Albert Noble, William F. Smith, and state heart associations.

The American Heart Association sponsors a three-fold attack against heart diseases including research, education, and com-

munity heart programs.

Use Money for Research

Since 1948, the American Heart

Association, its affiliates, and
chapters, have channeled almost \$20 million into research. Most of the funds have been used toward discovering the basic causes and controls of rheumatic fever, high blood pressure, and hardening of the arteries, which together account for more than 90 per cent of all heart diseases.

Through its program of public education, the heart association seeks to eliminate fears and misconceptions concerning the disease, and to encourage early diag nosis and treatment.

Research Benefits The benefits of research are brought to individuals through community heart programs, as well as through their physicians. The programs are designed to protect healthy hearts, and to en-

Funds Stay in Town
The major portion of funds raised during this campaign for devant, Dio Yost, Carl Herr, Earl Association





I have sleeveless coat sweaters originally selling for \$6.95 now cut to a low of only \$4.95.

now cut to a low of only \$4.95. Here's the perfect vest to wear with an Ivy League jacket. These vests are of a wool and nylon blend with a plaid front and knit back.

Christmas is only 42 days away. Why not Christmas shop early for Dad and buy him a long sleeved coat sweater fashioned from 100% lamb's wool. They were originally \$14.95, now selling for only \$8.90.

Come into Danks today, the fashion center for sweaters in

fashion center for sweaters in State College.

These sweaters are fashioned of all wool, cashmere blends, orlon, wool and orlon blends. cashmere and wool, and combed lamb's wool.

combed lamb's wool.

I have long sleeved pullovers in all the ivy colors nationally advertised at \$10 now selling for \$7.95. In addition I have a full line of crew necked sweaters. These are fashioned of wool and orlon. These were regularly priced at \$9.95, now selling for \$5.99. ing for \$5.99.

One of the best buys in the store is Olympic crew neck ski sweaters fashioned at 100% orlon. We have them in white, navy, and red. These were originally priced at \$10, now selling for \$6.99.

Men's Shop Entrance on W. Beaver Ave.



LITTLE STORIES WITH BIG MORALS

First Little Story

Once upon a time when the inventors of the airplane were very small boys, the roof on their house developed a terrible leak. A repairman was called to fix it. He set his ladder against the side of the house, but it was a very tall house and his ladder was not quite long enough to reach the roof.

"Sir, we have an idea," said the boys who even at that tender age were resourceful little chaps. "We will get up on top of the ladder and boost you up on the roof."

So the boys climbed to the top of the ladder, and the repairman came after them, and they tried to boost him up on the roof. But, alas, the plan did not work and they all came tumbling down in a heap.

MORAL: Two Wrights don't make a rung.

Second Little Story

Once upon a time a German exchange student came from Old Heidelberg to an American university. One night there was a bull session going on in the room next to his. "Ach, excuse me." he said timidly to the group of young men assembled there, "aber what is that heavenly smell I smell?"

"Why, that is the fragrant aroma of our Philip Morris cigarettes," said one of the men.

"Himmel, such natural tobacco goodness!"

"It comes in regular size in the handy Snap-Open pack, or in long size in the new crushproof box.... Won't you

"Dankeschön," said the German exchange student happily, and from that night forward, whenever the men lit up Philip Morris Cigarettes, he never failed to be

MORAL: Where there's smoke, there's Meyer.

Third Little Story

Once upon a time Penelope, the wife of Ulysses, had herself a mess of trouble in Ithaca. With her husband away at the Trojan War, all the local blades were wooing Penelope like crazy. She stalled them by saying she wouldn't make her choice until she finished weaving a rug. Each night when her suitors had gone home. Penelope, that sly minx, would unravel all the weaving she had done during the day.



Well sir, one night she left her rug lying outside. It rained buckets, and the rug got all matted and shrunken, and Penelope couldn't unwind it. When the suitors came back in the morning, the poor frantic woman started running all over the house looking for a place to hide.

Well sir, it happened that Sappho, the poetess, had come over the night before to write an ode about Penelope's Grecian urn. So she said, "Hey, Penelope, why don't you hide in this urn? I think it's big enough if you'll kind of squinch down."

So Penelope hopped in the urn, and it concealed her perfectly except for her hair-do which was worn upswept in the Greek manner.

Well sir, with the suitors pounding on the door. Sappho had to move fast. She whipped out a razor and cut off Penelope's hair. The suitors looked high and low but they couldn't find Penelope.

MORAL: A Penny shaved is a Penny urned.

3 Max Shulman, 1956

Are you still with us? If so, settle your shattered nerves with a mild and tasty Philip Morris, natural tobacco goodness all the way through, made by the sponsors of this column.

