

Packard Writes Against Trends

By KATIE DAVIS

"I've written my books because I've felt uneasy about the trends in America toward over-commercialization and the pressures put on people to admire these trends," Vance Packard said in an interview with The Daily Collegian.

GSA Voices Complaints On Parking

The Graduate Student Association took action at its recent meeting to voice a protest concerning the night time parking regulations which restrict the students to certain parking areas.

The council voted to have the GSA president Robert Richey set up a committee to suggest corrective action and to voice the opinions of the students concerning the regulations to President Eric A. Walker.

Mordecai Treblow, graduate student in chemistry from Philadelphia, said that petitions to open parking areas to graduate students have already been circulating on campus among students and faculty members. These petitions were drawn up, he said, as one means of bringing the present parking situation to the attention of those who are responsible for the ruling.

GSA decided to hold back these petitions until they see what action comes from the newly-formed committee which will arbitrate the ruling.

In other business, the council appropriated \$150 for a Lecture Series co-sponsored by the Graduate School and other colleges. The Lecture Series committee has tentative plans to engage two more speakers for the spring semester.

The council also moved to allot money in the budget for the interest groups and for a revision of the unofficial guidebook given out to new graduate students at registration.

—The first use of nickel plating on an automobile was made by Oldsmobile in 1906.

"Some advertising practices struck me as outrageous and yet companies were using them all the time," Packard continued in explaining his reason for writing "The Hidden Persuaders" and "The Status Seekers."

Packard said he wrote "The Status Seekers" because he thought the public should be shown the great contrast between the commonly held view of America as a "classless" society and the findings of sociologists.

"For example," Packard said, "the Horatio Alger story in American business is a thing of the past. Now a college degree is the admission ticket to managerial positions. A college graduate has a lateral entry to a company; he does start from the bottom and work up."

In commenting on some trends he found disturbing in colleges,

Packard said that colleges have been taking on too much the function of training colleges students to be team players for large organizations. Individualities are being ironed out, he said.

Packard found some good points in status seeking at the college level because students are put on a fairer basis than we find in the typical American community. All are put on an equal basis and status derives from talent and ability to interrelate with other people, he said.

"Status seeking on the basis of achievement is fine," he continued. "In college very few students rate their friends on money or background."

Packard is writing another book now on the impact of the business culture on behavior patterns. It will be published next fall.

Packard was graduated from the University in February 1936. He majored in journalism for three years and switched to English in his senior year. He received his master's degree in journalism from Columbia University.



Packard

Van Tassel Drops Committee Position

Jean Van Tassel, junior in art education from Hillsdale, N.J., resigned Tuesday from her post as chairman of the Reorganization Committee of the Student Government Association.

Jesse Janjigian, senior in arts and letters from Kingston, has been named to fill the post, Miss Van Tassel said.

Miss Van Tassel said she resigned because her "academic load was too great."

WRA Cancels Playnite

The weekly Women's Recreation Association sponsored Saturday playnite scheduled for this evening has been cancelled due to the inability of the association to obtain the required lifeguards for direction of the swimming facilities.

Playnite will be resumed as usual next Saturday night.

Association Offers Ag Scholarship

A \$300 scholarship to aid a student enrolled in the College of Agriculture has been established by the Pennsylvania Division of the Woman's National Farm and Garden Association.

is available to a student of any class, although preference will be given to an entering freshman.

The recipient must have completed high school in the top two-fifths of his class and must be in need of financial assistance, and live in Western or Southwestern Pennsylvania.

The scholarship, established effective with the current semester,

"AN EVENING WASTED WITH TOM LEHRER"

Is Now Available At The

UNIVERSITY RECORD SHOP

ACROSS FROM ATHERTON HALL

OPEN TILL 9 P.M.

Dr. Johnson turns another elegant phrase:



Sir, if it hasn't got it there, it hasn't got it!

Old Dr. Sam has done it again—brought his dictionary up to date in terms of modern Winston usage.

Winston (win'ston), n. A cigarette with Filter-Blend on one end and a wise man on the other.

Taste (tast), n. What decorators argue about and Winston smokers enjoy.

Filter-Blend (fil'ter-blend), n. A happy marriage of art and science. Light, mild, flavorful tobaccos are artfully selected, then scientifically processed for filter smoking.

Slogan (slō'gän), n. (e.g., Winston tastes good like a cigarette should). A statement of disputed grammar but unquestioned fact.

Front (frünt), n. (used in conjunction with the preposition "up"). The section of a filter cigarette where if it hasn't got it, it hasn't got it. Also, the section that counts, the section where exclusive Filter-Blend is to be found.

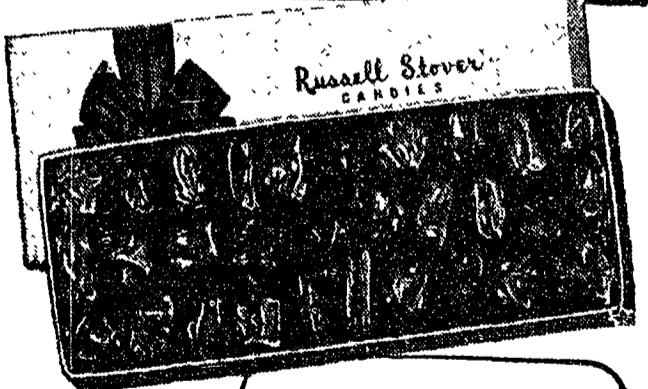
Boswell (böz'wél). Nickname for a guy who is always hanging around to cadge Winstons from you.

"There is nothing which has yet been contrived by man by which so much happiness is produced . . ."

Boswell's Life of Dr. Johnson, Vol. I, Page 620

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

Russell Stover CANDIES



Assorted
Chocolates

\$1.40

1 lb. box

\$2.70

2 lb. box

The finest,
freshest candies
you can buy...
Exclusively Ours!

Delicious Russell Stover Candies are famous everywhere for their superb quality and freshness... they're delivered to us fresh weekly.

In State College Only At

GRIGGS PHARMACY

E. College Ave.
Opposite Old Main