

# Girls Warned About Going Out Alone

By DAVE RUNKEL

Warnings that ask coeds not to venture out alone after dark have been issued throughout the campus.

This warning has been posted on most bulletin boards in women's residence halls by junior residents and has been announced at regularly-scheduled floor meetings, according to several senior residents.

The warnings have been issued in the West Halls as a result of a recent incident in the area, in which two girls were approached by an unidentified man, Mrs. Grace Howe, senior resident in McKee said last night.

In the South Halls area the warnings have been issued, according to Reta Peoples, senior

resident for Stephens and Hibbs, because prowlers have been detected peering in first floor windows and also because of the recent flood of rumors about girls being attacked.

Girls living in Haller and Lyons have been asked to be careful when out after dark, the senior resident for the halls said last night. "The warnings have been issued for no particular reason, just to be on the safe side," she said.

Miss Genevieve C. James, residence community coordinator in Pollock, said yesterday that the junior residents in the area have been asked to announce that all girls should travel in pairs when going out after dark.

The warning is just plain common sense for anytime of the year, but is especially apropos for

the spring, Miss James explained. A senior resident in Atherton reported yesterday that no warnings like those posted in other halls have been issued in that hall.

Neither Dean of Women Dorothy J. Lipp nor Marian B. Davison, assistant dean, could be reached for comment last night because they were out of town.

However, a spokesman for that office said that no policy for all community living areas has been made by the dean of women's office on this matter.

According to Col. William C. Pelton, head of the department of security, no incident of the sort that occurred in the West Halls area has happened in the last week.

Pelton laughed at the suggestion that several girls had been attacked recently.

# Activities Budgets Allotted by Ratios

By PAT DYER

(This is the second in a series of articles outlining the present system of allocating funds for student activities.)

Student activities may receive funds from student fees if the activity "serves, represents or is open to the whole student body," according to William F. Fuller, manager of the Associated Student Activities.

Such funds are allotted on a population ratio basis from a general activities fund administered by ASA, he explained.

In explaining the operation of the present activity budget system, Fuller gave the following breakdown of fee allotments:

- The Student Government Association receives 50c for each student. SGA then allots money to other groups under its jurisdiction such as classes and Spring Week.
- The Association of Women Students and the Women's Recreation Association split \$1.50 for each woman student. AWS gets 55 per cent of the \$1.50 and WRA the other 45 per cent.
- Each college council receives 25 per cent for each student in that college.
- The Association of Independent Men receives 25c for each independent male student. AIM traditionally allots 12.5c per student to the Town Independent Men and to each of the men's

residence councils.

- Leonides also receives 25c for each independent woman.
- LaVie receives \$1.75 for each student and The Daily Collegian gets \$1.10. The student radio station WDFM gets 20c per student.
- Forensics and glee clubs share 35c with forensics receiving 22c per student and the glee clubs 13c. The Blue Band gets 25c per student.

# Ed Majors Show Aids To Latins

Students teach teachers? Education majors enrolled in Elementary Education 326 did earlier this month when they demonstrated teaching aids in arithmetic to a group of 23 Latin American educators.

The teachers, who average 12 years of teaching experience, were fascinated with the devices shown them by the students. They ranged from an abacus to a wooden clock.

The educators had many questions to ask about the devices and suggestions for their use some of which the students had not thought about, according to Dr. David W. Russell, professor of education.

The visiting educators are enrolled in the Latin American Education Project, sponsored by the University and the International Cooperation Administration.

The project is designed to help Latin American teachers gain a knowledge and broad understanding of the American school system. They spend 11 months studying on the campus and travelling throughout the state where they see American schools in operation.

Countries represented in the group now at the University are Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua, Paraguay and Panama.

Dr. Richard R. Renner, assistant professor of education, is director of the project.

# 35 Campus Groups Enter Spring Week

Thirty-five independent and Greek groups have entered this year's Spring Week carnival, David Cooper, carnival application chairman, announced yesterday.

This year's carnival theme "American Heritage" has been broken down into three categories with the following groups entering:

Up to 1800—Alpha Xi Delta and Chi Pi, Alpha Gamma Rho and Sigma Sigma Sigma, Sigma Delta Tau and Phi Epsilon Pi, Theta Delta Chi and Phi Mu, Sigma Nu and Ewing Hall, Alpha Zeta and McKee, Pi Kappa Phi and Zeta Tau Alpha, Nittany Council and Atherton Hall, Pollock C and McElwain Hall, Pollock B and Simmons Hall, Zeta Psi and Simmons.

1800 - 1900: Alpha Phi and Kappa Delta Rho, Kappa Kappa Gamma and Alpha Sigma Phi, Delta Chi and Alpha Omicron Pi, Delta Upsilon and Delta Zeta, Beta Sigma Rho and Alpha Epsilon Phi, Phi Mu Delta and Alpha Delta Pi, Theta Chi and Alpha Gamma Delta, Kappa Sigma and Alpha Chi Rho, Acacia and Atherton, Tau Kappa Epsilon and Delta Delta Delta, Alpha Epsilon Pi and East Halls, Sigma Pi and Pi Beta Phi.

1900 to present—Delta Phi Epsilon and Phi Kappa Theta, Phi Gamma Delta and Kappa Alpha Theta, Theta Phi Alpha and Zeta Beta Tau, Delta Gamma and Phi Kappa Psi, Phi Sigma Sigma and Sigma Chi, Delta Sigma Phi and Alpha Chi Omega, Kappa Delta and Phi Delta Theta, Beta Theta Pi and Chi Omega, Gamma Phi Beta and Lambda Chi, North Halls and Hoyt, Pollock 2, 3, 4 and 5 and Pollock A.

The carnival will be held Saturday night, April 29. Cooper said that each group is responsible for getting its own tent and that tents are available at Ray Burial Vault, Tyrone.

# ARE YOU FORCED TO BUY?

If the American people were as gullible and as easily persuaded as the critics of advertising insist, we would have been forced to lock up our wives and daughters long ago! These critics have far more faith in the power of advertising than any person in the profession. The persuasiveness of advertising is far more dilute than is the person-to-person sales pitch of someone trying to sell us an item we don't want. Since the high pressure salesman can be refused, it is hard to credit the admonitions of those who maintain that advertising leads us like sheep to the stores where we buy new washing machines to replace scrub boards, or a new car to replace a perfectly serviceable car only ten years old.

These same critics insist the time may come when we will fall into a subliminal trance and elect politicians, buy soap and fly to Europe against our conscious will. What a shock to be rudely awakened by an auto horn and discover that we are in London! How embarrassing to explain to a Bobby that the last thing we remember was watching the late, late show in State College.

The absurdities of such a situation are clear. But, if we must follow the cynical approach we can rest assured that a rival air line would use a counter electronic ray to send us to Mexico. These hypnotic beams would cancel each other out and we would remain drearily in State College.

Critics who say advertising makes us buy things we don't need are speaking nonsense, because the people who say this are confusing needs with wants. You and I buy things all the time — everybody you know does — which we do not need. But we are buying things that we want.

Alfred Marshall observed half a century ago that as the economy expands and man progresses, "his wants become rapidly more subtle and more varied; and in the minor details of life he begins to desire change for the sake of change."

Let us consider two different aspects of spending behavior: 1. Long-term trends in purchasing power of consumers. 2. Changes in buying habits due to changes in income.

As to long-term trends in purchasing power, every indication is that the "leveling process" of having a huge middle majority is not just a matter of income. It is also that people are becoming more and more uniform in their patterns of living. Strangely, enough, in an economy where there is the greatest freedom of choice in the world, we have tended as consumers to become more and more alike in what we do and how we spend our money! We have tended again and again to buy the same products which everybody else has, and not to deviate from this very much because we do not want to appear too different from our neighbors.

How do spending habits change with changes in income? We continue to become more of a middle class market, but this huge middle class market may not always be content with tendencies to uniformity. Perhaps people will want to upgrade their living and will no longer be satisfied with six neckties, but will want 20. The spenders have the power to do this if they want.

Today most of us have an enormous amount of free time, to use as we wish. For producers, the opportunities to manufacture all kinds of leisure materials are excellent. Sociologists now wonder how long it will take for people to become satiated with watching TV, reading magazines and smoking cigarettes? Many people are already wondering what to do with their ever lengthening leisure time.

Actually, there is considerable uniformity as to the percentage of the dollar income spent on recreational activities, regardless of family income. About 5 cents out of every dollar goes for recreation. The really startling thing is the consistency of the percentage, 5-8 per cent, allotted for recreation, regardless of income.

Is there anything new to be developed? Well, the combinations of new things are tremendous — new ways of putting things together, new ways of packaging.

As consumers, we want all sorts of things, and because we have learned to want all sorts of things and because we like to have all sorts of things, a lot of products have become more expensive. There is more to it than that, of course — but to some extent variety is the spice of price. Competing manufacturers, using advertising to inform the public, will force prices down as new products become more plentiful.

Leading American economists, at a conference in 1958, were almost unanimous in their opinion that there should be no attempt to "tone down" the number of consumer wants.

Our view has been well put by Dr. Richard G. Gettell, formerly economist for Fortune magazine and now president of Mount Holyoke College: "In this less than ideal world, the exercise of consumer choice sometimes leads to trivia and waste. But as soon as we contemplate alternatives involving more government regulation, or restriction of advertising, it is felt that, first, we can afford the waste, and, second, that the sacrifice of inhibiting that sort of thing should be greater than the alternative of accepting the waste."

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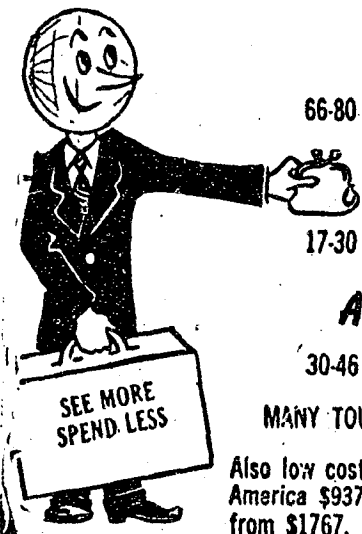
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