## ree Frosh Teams Play

## 

 ENTURES IN SOCIAL SCIENCE: NO. 1 proper study of mankind is man," said Geoff rey Chaucermmortal Casey at the Bat, and I couldn't agree more. mmortal ces times it is particularly proper to study man-
tangle
tine lires, how he functions, how he works. Accordingly, this
normally devoted to slapdash waggery, will from time urn a serious eye on the social sciences. king these occasional departures, I have the hearty ap-
the makers of Philip Morrii Cigarettes, whose interest
ly in promoting the pleasure of young Americans by In them with a gentle cigarette, matchlessly blended of
obaccos. grown with loving care and harvested with
ond , tasty cylinders and brought to you in king size or
wrapped in fetching packages of lively crimson and
white, at prices that wreak no havoc on the most at of budgets; but who are equally concerned with
ning the minds and extending the intellectual vistas of olege man and enmoved by this great-heartedness in the
rone, am not uoris, and though I know it is considered
of Pility Morron
ese days to disparage one's employer; I shall not. Indeed, ese days to disparage one's employer; I shall not. Indeed,
cy "Huzzah! for the makers of Philip Morris. I shall
(uruhh"' and "Bon appetitl"" and "Stout Fellows!" dirress. For our first lesson in social science, let us turn
fucy of economics, often called the queen of the social 5. (Sociology is the king of the social sciences. Advertis-
 nies.
nomics was discovered by the Englishman, Adam Smith.
Nshed his theories in 1778, but everybody giggled so hard bisted his theories in 1778, but everybody giggled so hard
mith, bushing hotly, gave up the whole thing and went
hecough drop business with his brother. long years after that, economics lay neglected while the
usied itself with other things, like the birth of Victor busied itself with other things, like the birth of Victor
the last days of Pompeii, and the Bunny Hug. none day while flying a kite during a thunderstorm, the
an Henry George (also called Thorstein Veblen) disd the law of diminishing returns, and then, boy, the fat
The fire! Before you could say "knife," the Industrial
tio was on! Mechanization and steam power resulted in ite of production. For example, a Welsh artitasan named
Sigatoos before the Industrial Revolution used to make Siigafoos before the Industrial Revolution used to make
thoes byand at the rate of four a day. After the Indus-
Revclution, with the aid of a steam engine, Sigafoos was

## 多品

## 구눌




## JANE PARKER

BOTATO CHIPS 14 oz . Twin-PACK.
$57 \%$

