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MEET MR. AMERICA



■ WHO, WHAT AND WHY is the average American? What does he eat? What does he wear? What does he worry about? These questions, and more like them, have taken us on a long journey through the realm of statistics. Out of the discoveries of the Department of Commerce, the Census Bureau and Dr. Gallup's poll (*Today: 1955 Pocket Almanac*, copyright, 1954, by Pocket Books, Inc.), we've succeeded in piecing together an uncommon portrait of the common man. For a detailed report on what you look like, how big you are, where you've been, what you think about and what your problems are, turn the page.

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MEET MR. AMERICA

Height: 5' 9" (in socks)

Hat: 7

Hair: brown

Eyes: brown
(he wears glasses)**THE PHYSICAL SPECIMEN**

Shirt: white, size 15-32

Suit: dark gray

Weight: 158 pounds

Wears a wrist watch



Socks: 11

Foot-size: 9D

Shoes: brown

THIS IS THE AVERAGE American in size, weight and general characteristics of dress. The figures are based upon the closest-to-average percentages. Actually, about 50 per cent of all American males have brown hair. About 4 out of 10 have brown eyes. As for eyeglasses, 2 out of every 3 Americans wear them, either full- or part-time.

THE DAILY GRIND**The Job**

MR. AMERICA rises shortly before 7:00 A.M. on weekdays and Saturdays. (On Sundays he pounds the pillow for an extra hour.)

He spends 18 minutes getting to work. About 2 out of every 3 Americans get to their factory or business jobs in an automobile—their own or somebody else's. (Only about 1 in every 8 walk to work.) Mr. America works 8 hours a day—allowing, of course, for lunch hour, coffee breaks and bull sessions behind the water cooler.

It takes him a half-hour to get home. (He's always in more of a hurry going to work than he is getting home.)

The Inner Man

WHAT'S HIS favorite menu?
Easy: Fruit cup, vegetable soup,

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steak, potatoes, peas, rolls, butter, apple pie à la mode, coffee.

The average American male annually consumes these foods, in these average amounts: 151 pounds of meat, 10.8 pounds of fish, 397 pounds of all poultry products, 27 pounds of dairy products, 109 pounds of fruit, 16.5 pounds of coffee, and 4.4 pounds of peanuts.

Of all Americans 64 per cent drink beer, wine or hard liquor (70 per cent of the men drink, as against 58 per cent of the women). White collar workers are the hardest drinkers (69 per cent). Of manual laborers, 64 per cent imbibe. Only 51 per cent of farmers drink.

As for smoking, 60 per cent of the men smoke, 30 per cent of the women. The big smoking statistic is this: 1 out of every 2 Americans smokes a pack of cigarettes a day.

Nine out of 10 drink coffee.

And in His Spare Time

WHAT DOES THE average American do in the evening?

Today, 3 out of every 5 households in America have TV sets. And this doesn't include the TV you can see for free in hotels, bars and similar institutions.

Eighty-five per cent of all Americans read newspapers. But only 1 adult in 5 has the book habit in this country. (In England it's 1 out of every 2.)

Today and tonight, 10- to 12,000,000 Americans will go to the movies.

And the average American will hit the hay before 10:00 o'clock tonight.

THE EMOTIONAL MAN



Marriage and Divorce

How DOES THE average American feel about those burning issues, marriage and divorce?

George Gallup has asked him some pertinent questions on these

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topics and he has answered in no uncertain terms:

Question: What does a young man need to get married these days?

Answer: \$1,000 in the bank, a life insurance policy and a salary of at least \$65 a week.

(This was the consensus of 91 per cent of Americans. The remaining 9 per cent went on record as figuring that you don't need *anything* to get married on, apart from the desire and the right girl.)

Question: What are the chief faults of American wives?

Answer (in this order): (1) they are nagging and bossy; (2) they're extravagant; (3) they go out too much; (4) they talk too much; (5) they're lousy homemakers.

Thus spoke 69 per cent of the American males. (A gallant 9 per cent said their wives were flawless, and 20 per cent opined they had no opinion, none at all.)

Question: Should divorce be easy or hard to get?

Answer: Hard. (This was the vote by a 6 to 5 margin. Out of 3 Americans 2 think that it's wrong that residents of one state can go to another state like Florida or Nevada and get a quickie divorce.)

Question: Should there be uniform divorce laws in the nation?

Answer (by an overwhelming majority): Yes.

Question: If all states were to adopt the same law, which causes for divorce should be included in this law?

Answers (in the order named): Adultery (79 per cent), Desertion (71 per cent), Cruelty (70 per cent), Non-support (66 per cent), Drunkenness (58 per cent), Drug addiction (54 per cent), Conviction of major crime (46 per cent), Venereal disease contracted before marriage (42 per cent), Incompatibility (33 per cent), Physical inability to assume marriage relationship (32 per cent), Unchastity of wife before marriage (15 per cent), Unchastity of husband before marriage (15 per cent).

His Big Worries

THIS IS A list of questions submitted to American males, both typical and non-typical. Here, also, are their forthright answers.

Question: What is the major problem in your life?

Answer (6 to 1): Money.

Question: What causes most

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fighters between husbands and wives?

Answer: Money.

Question: Do you think there is a short cut to happiness?

Answer: There certainly is.

Question: What is it?

Answer: Money.

Question: What do you figure is the smallest amount a family of four can get along on?

Answer: \$60 a week. (This is the median average figure for the whole nation. People in the big cities reckon they can get by on \$75 today. Folks in small towns and rural areas calculate the minimum at \$50 a week. Out West, young man, you'll need \$75 a week. In the East it's \$70 for the average man. The figure is \$60 in the Middlewest, and \$50 down South.)

Question: What is the second greatest problem in your life?

Answer: Raising the kids.

Question: How many children should there be in the ideal family?

Answer: Three.

(Ten years ago, right after the war, the average American placed the number at 4.)

Question: What makes the kids such a problem?

Answer: Allowance, diet, education, career.



THE COMPLETE MAN

PROBING WAY beyond the day-to-day experiences of the average American, Dr. Gallup has asked dozens of searching (and often embarrassing) questions, all beginning with the words, "Have you ever?" To all of them Dr. Gallup got answers.

1. Been to Paris?

A total of 6½ million American males have visited the French capital, which is only 13 per cent of the male population. Thus, 87 per cent of them have *not* been to Paris.

2. Been to London?

Only 1 out of every 10 American men can say Yes to this one.

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Ever played poker for money?

3. Slept in a Pullman car?

Six out of every 10 men said Yes.

4. Ridden in an airplane?

More than half the men in the country have taken plane trips.

5. Ridden in a train?

Yes, indeed. Ninety-six per cent of the adult male population have traveled on trains.

6. Taken an ocean voyage?

Yes, 40 per cent of the men. No, 60 per cent.

7. Seen a play on Broadway?

Yes, 24 per cent. No, 76 per cent.

8. Eaten lobster?

Half the men have, half haven't.

9. Tried writing to sell?

We are not a nation of aspiring authors. Only 4,000,000 men out of 50,000,000 have tried to capitalize on their writing talents. To put it another way, 8 per cent of the men have tried to do so, and 92 per cent haven't.

10. Taken a swim in the nude?

Uh-huh, 64 per cent. Uh-uh, 36 per cent.

11. Hit his wife?

This is one of the most vital of all statistics. Reason: 17 per cent of the men admit they've socked the little woman at least once in their lifetimes, but *18 per cent of the women* admit they've clobbered the little man.

12. Bet money at a race track?

Just 34 per cent of the men said Yes.

13. Pawned anything?

Yes, 2 out of every 10 men.

14. Consulted a psychiatrist?

Only 5 per cent of the men have found it necessary.

15. Thought they were dying?

One out of every 4 men has at some time in his life figured he was ready to give up the ghost. Women are slightly more prone to thoughts of death: 35 per cent of them admit they've sometime had the thought

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they were no longer for this world. It is interesting, in view of the above, to consider that American women live longer than men. At birth, the average man has a life expectancy of 66.6 years. The average female infant can look forward to 72.4 years of life.

16. Read the Bible all the way through?

Yes, 15 per cent.

17. Eaten snails?

Yes, 8 per cent.

18. Drunk champagne?

Yes, 62 per cent.

19. Eaten caviar?

Yes, 31 per cent.

20. Seen Herbert Hoover in person?

Yes, 14 per cent.

21. Seen Harry S. Truman in person?

Yes, 22 per cent.

22. Seen Dwight Eisenhower in person?

Yes, 19 per cent.

23. Had an idea for a product that he thought might be patented?

Twenty-nine per cent of the adult male population fancy themselves young Tom Edisons.

24. Been televised on a radio or TV quiz program?

Eight per cent say Yes.

25. Played poker for money?

You betcha. More than 6 out of every 10 men.

26. Been in a hospital as a patient?

Yes, 72 per cent.

27. Visited Niagara Falls?

Have you ever visited Mexico?



Of the men, 28 per cent have done so, 26 per cent of the women. Which leaves us with the mysterious fact that 1,000,000 men have visited Niagara Falls *alone*.

28. Visited New York?

About half the men in the coun-

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try have been there. This includes those who live in New York. The others think it's a fine place for a visit but wouldn't want to live there.

29. Visited Chicago?

Same statistic. Half say Yes.

30. Ever visited Los Angeles?

Attention, Los Angeles Chamber of Commerce: only 1 out of every *three* American men have been here.

31. Visited Canada?

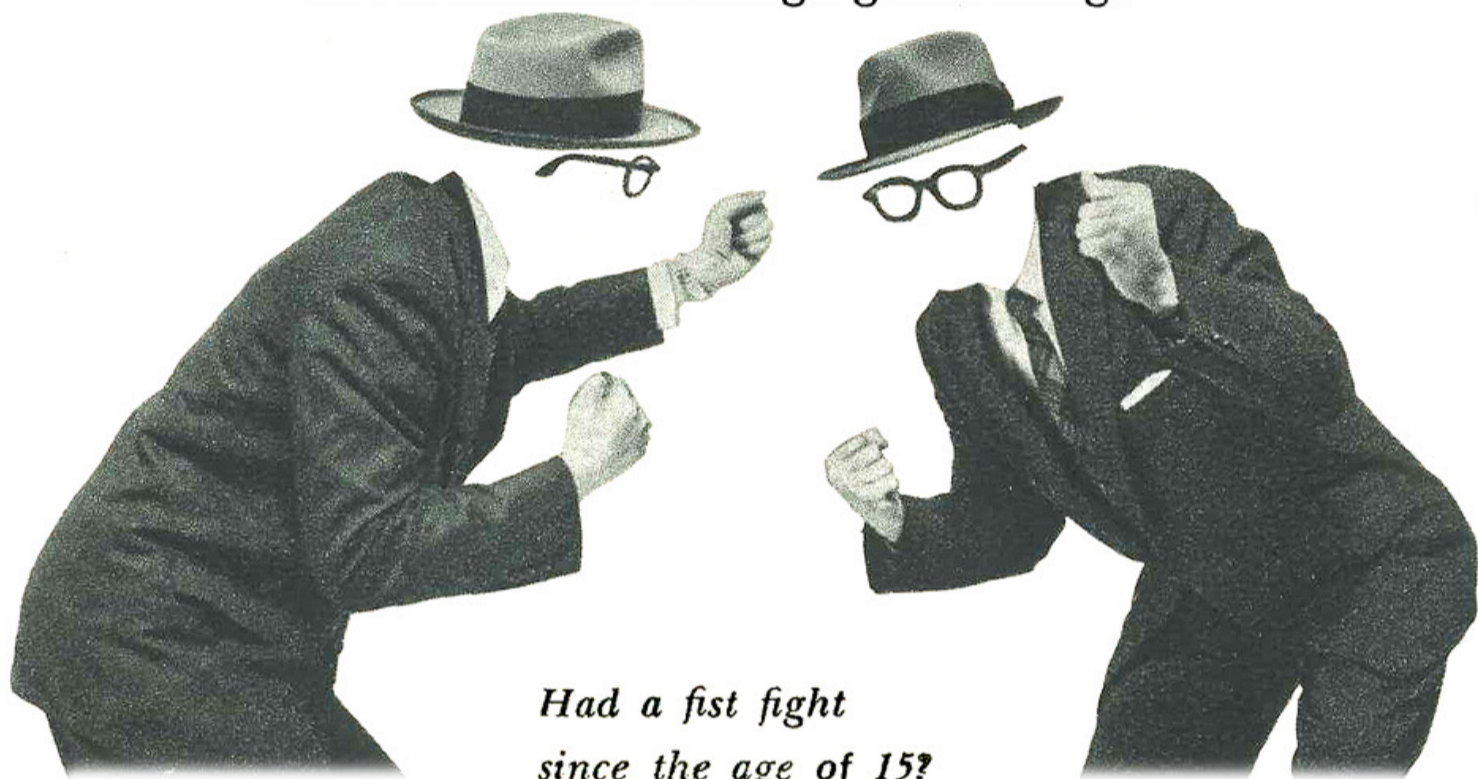
Yes, 43 per cent.

32. Visited Mexico?

Yes, 25 per cent.

33. Taken a trip in a house trailer?

Two decades ago it was predicted that half the U.S. would be living in trailers. Something's gone wrong



*Had a fist fight
since the age of 15?*

somewhere: only 7 per cent of the men have actually been inside a trailer, and only 5 per cent of the women.

34. Slept in a motel?

Yes, 63 per cent.

35. Caught a fish weighing more than two pounds?

Well, 57 per cent of the men *say* they have.

36. Played golf?

Out of every 3 men 1 says Yes.

37. Climbed a mountain?

Yes, 43 per cent.

38. Kept a diary—for more than three months?

We are not terribly interested in all our yesterdays. Only 1 in every 10 men has kept a diary.

39. Attended grand opera?

Yes, 25 per cent. Which is a respectable figure in *any* country.

40. Attended a symphony orchestra concert?

Joe Average is more culture-conscious than you might think. Yes, 42 per cent.

41. Worked for a political party or candidate?

Yes, 17 per cent.

42. Written a letter to an editor?

Yes, 14 per cent.

MEET MR. AMERICA*Ever skinnydip?*

43. Written to his congressman?

Yes, 22 per cent.

44. Fainted?

Yes, 27 per cent.

45. Had a fist fight since he was 15?

Half of all American males claim to have defended their manhood in this unseemly manner.

46. Stayed out all night on a party?

Oh, sure: 6 out of every 10 men.

47. Gone hungry for lack of money?

Yes, 22 per cent.

48. Had a major operation?

Yes, 31 per cent.

49. Consulted a palmist?

Only 16 per cent of the men have. Women? 27 per cent.

50. Wanted to visit Russia to see just what it's really like there?

The idea appeals to about 1 man in every 3.

51. Wanted to live part of his life over again?

Yes, 57 per cent. ■■

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