

## At Last—As Answer to a Burning Question: Collegians Vote Lucky Strike Most Popular Cigarette, in Poll

Student Opinion Surveys of America

As a group, college students are giving tobacco growers their business for over half of them report that they are smokers. Less than a third, however, smoke habitually, and half of the women who attend the nation's colleges and universities say they never indulge in cigarettes.

Sending out its scores of interviewers to talk to students of all types, the Student Opinion Surveys of America has compiled statistics that show the tobacco habits of collegians.

"What is your favorite brand of cigarette?" a scientific cross-section of the collegians were asked. And this is what they answered:

Lucky Strike	12.1%
Camel	10.5%
Phillip Morris	8.0%
Chesterfield	6.9%
Old Gold	2.9%
Pall Mall	2.3%
All others	2.9%
No particular choice	9.8%
Smoke pipe, cigars only	3.4%
Don't smoke	41.3%

Both men and women in greater percentages prefer Luckies over any other brand (14.1 men, 8.8 women). But the girls placed Phil-

lip Morris second with 7.6 percent, 7.1 percent selecting Camels. The preferences of men run in exactly the same order as those for all students above.

Any caricature of the typical college woman as a habitual smoker appears to be erroneous, for only 21.6 percent declare that they smoke regularly. Men use cigarettes, pipes, and cigars out of habit to quite a larger extent than the coeds. The complete tabulations follow, statistically representing the entire U. S. college and university enrollment:

Smoke regularly: men, 34.3%; women, 21.6%; both, 29.5%.

Smoke sometimes: men, 30.0%; women, 29.0%; both, 29.2%.

Never smoke: men, 35.7%; women, 50.4%; both, 41.3%.

Interesting differences in cigarette preferences were noticed in looking over the U. S. map—perhaps due to the influence of advertising in different sections. More students in the West-Central, Southern, and Far Western states say Luckies are their choice. But as one goes North and East one finds Camels forging ahead as the favorite of the largest number in these sections. Phillip Morris, third nationally, showed its greatest strength in the West. Although there is the possibility that a few students may have wished to withhold the correct answer to the question, "Do you smoke regularly, sometimes, or never?" no interviewer detected any apparent desire to conceal information about smoking.

The first book purchased by the University of Texas library was a concordance of the Bible.

Women's College of University of North Carolina annually sponsors a summer art colony in an Atlantic seacoast town.

Drake University has a new course in "The Administration of Community Organization for Leisure."

Michael Supa, a blind Colgate University student, has been elected to Phi Beta Kappa.

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### This Might Happen To You—Subscribe!

A man who was too stingy to subscribe for his hometown paper sent his little boy to borrow the copy taken by a neighbor. In his haste the boy ran over a \$4 stand of bees and in ten minutes looked like a warty summer squash.

His father ran to his assistance and, failing to notice the barbed wire fence, ran into that, ruining a \$5 pair of trousers.

The old cow took advantage of the gap in the fence, got into the corn field and killed herself eating green corn.

Hearing the racket his wife ran out, upset a four-gallon churn of cream into a basket of little chickens, drowning the entire batch. In her haste she dropped a \$35 set of false teeth.

The baby having been left alone, crawled through the cream into the parlor, ruining a brand new \$25 carpet.

During the excitement the oldest daughter ran away with the hired man, the dog broke up 11 setting hens and the calves got out and chewed the tails off four fine shirts on the clothes line.

Moral: Don't borrow your neighbor's paper. It's too risky.

## Former Aggie From India Is U. T. Teacher

From a story recently printed in The Daily Texan is gleaned the following information about a former student of A. & M.:

No turban is worn by Matiram Rijhumal Thadani, holder of two A. & M. master of science degrees and now an instructor at the University of Texas, although he does come from India and also holds two degrees from Indian universities.

Thadani is thoroughly Americanized, and has even said that he would like to see Vivien Leigh nominated as the actress of the year. Well-dressed and lively, Mr. Thadani calls Hirabad, India, his home, but he came to the Western Hemisphere to take advanced work in economics and agriculture, leading to a doctorate in agricultural economics.

Mr. Thadani's work at A. & M. was in the line of advanced agricultural economics, and the Registrar's Office has his enviable record in this field. He took 66 hours of work while here and made ten A's and five B's. The degree of master of science in economics was conferred on him in February. Last June he received his other degree from A. & M., the master of science in agricultural economics. His two Indian degrees are from the Universities of Bombay and Agra.

Thadani points out that the main difference between Indian and American Universities is a difference in scope. The Indian universities do not offer as great an opportunity to specialize in subjects as is offered here. Although students in India may train for law or medicine, the general tendency is to emphasize the classical courses. The grading system in India is based on sixty as being perfect and thirty-nine as necessary to pass.

Further contrasting Indian and American Universities, Mr. Thadani said that basketball there is played only by women. A great difference in the athletic schedule results from the differences in the organizations of the universities. An Indian college is merely a collegiate board of control which directs the activities of several branch colleges. Where we play inter-conference and inter-sectional games, Indian teams play inter-college and international games. The inter-college games could be compared to a game between the School of Engineering and the School of Agriculture here at A. & M.

Radios are not the form of entertainment in India that they are in America. Thadani says the All-India Radio, Ltd., has only nine government-controlled stations. These have no call letters, no network, and broadcast no dance music or friendly skits that are so common here. Announcements are rather stereotyped and lack the pleasantness of our programs.

Thadani says that "After centuries, India is gradually changing over from East to West, from Classic outlook to Industrial outlook."

## Soil Conservation Chief To Lecture Here on The Effect of Soil Erosion

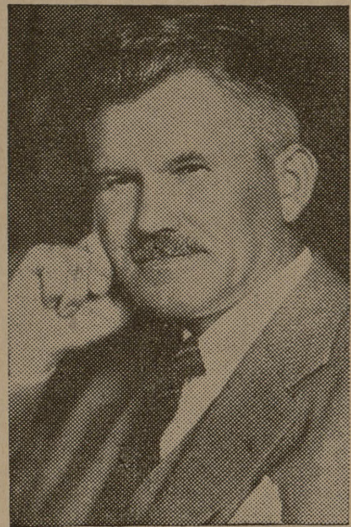
The School of Agriculture, through Dean E. J. Kyle, announced today that it is bringing to College Station one of the world's foremost authorities on man's age-old struggle with soil erosion to present an illustrated discussion of "Soil Erosion and Civilization." The speaker is Dr. W. C. Lowdermilk, Washington, D. C., assistant chief of the Soil Conservation Service.

The address, open to the public, will be held at 7:30 p. m. March 29, in Guion Hall.

"We are very fortunate to obtain Dr. Lowdermilk for an address here," said Dean Kyle. "He has just completed a 15 months' survey in the Old World for the United States Department of Agriculture. His discussion and the 100 colored slides he will present are based on his findings in this survey, which dealt with the use of the land as it relates to soil erosion, soil and water conservation, and torrential flood control. What Dr. Lowdermilk has found in the older countries will be of great help in solving our own soil and land use problems."

Dr. Lowdermilk's survey took him to England, Scotland, Holland, France, Italy, Egypt, Algeria, Tunisia, Lybia, Trans-Jordan, Palestine, Lebanon, Syria, and Iraq. He previously had made five agricultural explorations into Northwest China, and his education and long experience had further prepared him for this survey.

A native of North Carolina, Dr. Lowdermilk studied at Park College, Missouri, the University of Arkansas, at Oxford University in England as a Rhodes Scholar, and at the University of California, where he received the Ph. D. degree.



He has served as a forest ranger, district research officer, and research project leader for the United States Forest Service and as a research professor in the University of Nanking, China. In 1933, Dr. Lowdermilk was named vice-director of the Soil Erosion Service of the United States Department of the Interior, and when that organization was renamed the Soil Conservation Service and became a part of the United States Department of Agriculture, in 1935, he remained as associate chief, later to be appointed head of the research division.

A man highly trained in his profession, Dr. Lowdermilk writes often and proficiently on soil erosion subjects. His special interest has been to determine scientifically the effects of human occupation upon erosional processes as they affect the sustained use of land.

## Walton To Address Cotton Association Convention Soon

L. T. Murray, Secretary and General Manager of the Texas Cotton Association, announced recently that Dr. T. O. Walton would deliver an address before the annual convention of the Association in Galveston on March 29-30.

Murray said that Dr. Walton, with Dr. Henry F. Grady of Washington, D. C., Assistant Secretary of State, would deliver the two principal addresses at the convention. The annual address of the president, R. O. Beach of Houston, will also be a feature of the meeting. Burris C. Jackson of Hillsboro, immediate past president of the association, will report on the broad program of new uses, staple quality, and better ginning.

"Dr. Walton has a vast knowledge of Texas agriculture," Murray said, "and the Galveston convention promises to be one of the most constructive in the history of the Association, which is one of the oldest cotton organizations in the United States."

Leaders from all over Texas and the South will be in attendance at the convention, including growers, ginners, warehousemen, crushers,

## JACK BIBBS IS WINNER OF AIEE THEME CONTEST

Jack C. Bibbs, senior Electrical Engineering student, recently won the first prize of \$15 offered by the Houston section of the AIEE in the competition for the A. & M. and Rice Institute Branches. His paper was on "Diesel Buses and Electric Drive." Arthur Wimer, also a senior in Electrical Engineering, won the \$5 third prize with a paper on "Problems in the Operation of High Power A. C. Power Amplifiers." Second prize was won by Pullen of Rice.

shippers, educational instructors, chambers of commerce, and both state and federal agencies.

### C. M. WRIGHT

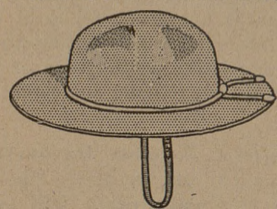
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"Which is the real Jimmy Cromwell? "The man who married Doris Duke, richest girl in the world?" And regally commutes with her by Clipper to their exotic \$1,000,000 Shangri-La in Hawaii? Or is he at heart the Hon. James H. R. Cromwell, Minister to Canada, co-author of "In Defense of Capitalism," the book that makes both friends and enemies of capitalism purple for lack of words? This week's Post brings you in words and pictures the spectacular story of his zigzag career, what he thinks, and what he dreams of doing next . . .

IN THIS WEEK'S POST

Golden Boy

### THE STORY OF JIMMY CROMWELL

by Jack Alexander

**\$750<sup>00</sup> IN  
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for "Confucius" sayings!

►For complete details, ask this newspaper for the Contest Pamphlet, or write to Prof. Charles E. Bellatty, Head of the Department of Advertising, Boston University, 685 Commonwealth Avenue, Boston, Mass. . . Your entry may win the \$100 first prize, and there are 166 other cash prizes.

- ★ **I WAS A PRISONER ON A SUBMARINE.** Lights winked out of the blackness. Someone said, "Submarine!" And within minutes, eight dumbfounded passengers were hustled off their America-bound liner and into the sub. The writer tells what he saw, and what happened during his ten days as an underwater war prisoner. Read the strange document in this week's Post, by HUGO BLEIBERG.
- ★ **FOOL FOR A WIFE.** She was too pretty for a farm wife, they said. And too silly. Photographing flowers, while the dinner burned. Strolling in the woods, while her husband plowed . . . Then something happened to make neighbors wonder who the real fool was. A short story, *Perley Thinks I'm Silly*, by DAVID LAMSON.
- ★ **"WE'LL BEAT THE YANKS!"** "Last season we batted .291 to the Yanks' .288, beat them 11 games to 8. Break up the Yanks? I say build up the Yanks! We want to win the pennant by a knockout, not a foul!" The Red Sox Manager this week tells you the fine points of his team, his recruits and his "farm" prospects. Told, with George Kirksey, by JOE CRONIN.
- ★ **FRESH-WATER MERMAID.** When a man makes a fool of himself over a woman, everybody knows it—except the man himself. Lydia, with her wide blue eyes and her taking ways, had Des hooked plenty and was reeling him in. His fishing partner just had to invent some way to shake loose that hook! A new big game fishing story by PHILIP WYLIE.
- ★ **"IF I SQUEAL I END UP IN A BARREL OF CEMENT."** . . . No two-bit Michigan sheriff was tough enough to make a canary out of Joe. Let them guess who burned his truck and slugged him . . . Here's the story of a young hoodlum in the apple country who was softened up with the one treatment a make-believe bad man can't stand . . . *Apple Knocker*, by HAROLD TITUS.

**THE SATURDAY EVENING POST 5¢**