



BUS GETS ATTENTION—John Swanberg, of Minneapolis, leaning on fender, draws a crowd in Chicago with his double-deck 1956 Dodge. He built the second deck in his spare time at a cost of \$1,000. The second level, equipped with reclining seats, sits or sleeps three passengers. (UPI Telephoto)

Pipe Smoking Collegians Help Boom Tobacco Industry

By HENRY J. BECHTOLD
UPI Financial Editor

The pipe smoking college student has cropped up again on the American scene to help pace a new sales boom in the pipe and smoking tobacco industries.

The stereotype of a student going off to college excited, with his freshman cap on and a pipe in hand, faded during World War II when most youngsters went right from high school into the service and forgot about the pipes. The Pipe and Tobacco Council said an entire generation of pipe smokers was lost to the military service.

Hordes of GIs returned to the campuses following the war but pipes were not included with their wardrobe. This loss of market prevailed until 1955 when tobacco shops began seeing a slight pick-up in demand for pipes by the college set.

By 1958 a definite upward trend was set and there has been a steady increase in sales ever since, according to the council. It estimated that presently nearly nine per cent of the nation's 16 million pipe smokers are on the campus with the ratio expected to rise further during this new school year.

The college demand, however, is only one of three major developments over the past five years that have helped boost sales in the pipe and smoking tobacco industries. The others are the introduction of high grade tobaccos with new package designs and the increasing trend toward tobacco departments in supermarkets.

The council noted that high grade smoking tobaccos were introduced on a national scale in 1956 when the first 30 and 40 cents tobacco, blending new mixtures and adding new tobacco brands as well as new packages, began appearing in retail outlets.

These high grades met with immediate success. Tobacco distributors and retailers liked the additional profit from the high grades and consumers liked the new blends and tastes.

The council pointed out that the new packages were another important factor in the success of the high grade tobaccos. The heavier plastics, and wrap around foils inserted in a cardboard box were among the many new packages that helped lick the old problem of tobacco staleness and consumer complaints.

Almost simultaneously with the introduction of the high grade tobaccos, the council said, pipes and smoking tobacco began to appear in some of the nation's supermarkets.

Supermarkets suddenly found housewives picking up these items for their men, and tobacco departments rapidly became fixtures in most stores. These tobacco departments carry smoking tobacco, pipes, cigarettes, cigars, pipe

Green Beans Issued

Crater High Freshmen—Central Point—Green beans, comical caricatures, and green crape paper carried out the theme "green frosh" at the first Crater High school after-the-game dance following the Comet-Eagle Point game.

The traditional custom of admitting all freshmen free was carried through, and the new addition of passing out green beans at the door so the newcomers could be distinguished from upperclassmen was successful.

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Small Worlds Around Us

By Lynn M. Watkins

You Can Have Your Own Little Lake

Time was once, when the people who owned a lake were considered by their less fortunate neighbors to be rather "well-to-do," but now-a-days anyone with just a little vacant land around the house can have their own individual lake.

Thousands of people all over America are becoming lake-owners. They can have a water-front lot wherever they live, and have a whole of a good time, fishing, boating, swimming right in their front or back yard. The actual cost of these little lakes is surprisingly low.

"How low?" is a sensible question. The answer is about \$500 depending of course on your location and the local building conditions. But a few hundred should give you the physical proportions of a reasonable sized lake. If you are lucky enough to own property where there is a small ravine or a fair sized grade, the cost will be proportionately lower.

It's not going to cost a cent to fill it or to keep it filled; the rain will do that. Landscaping around the lake can be carried out over a period of years. Fingerling bass and various "pan fish" usually can be secured from local conservation agencies. About every 30 days a bag of commercial fertilizer is spread over the water surface. Indirectly, this feeds the fish, as well as plant life.

Mosquitoes will be no problem. You can allow the female mosquito to do all the worrying, for as fast as she lays the eggs, the fish will eat them or will clean up the mosquito larvae, if they do hatch.

If you happen to own a grove, an orchard or a garden plot, the pond is almost a necessity. It conserves water, and will help out during a drought. In fact, these miniature lakes are considered so good, as conservation measures, that most people can borrow money to build them.

west, over a quarter of a million of these small ponds have been constructed, and all within the last few years. The U.S. Soil Conservation Service would like to see twice that many and so would all conservation-minded people.

Many of these little lakes become almost jewel-like. With a white sandy beach and a few trees and shrubs, they enhance a motel or a roadside restaurant. They offer fresh water swimming, boating and excellent fishing, as well as perfect settings for picnics and outdoor activities.

The next time you drive out in the family car, note how very many of these little man-made ponds there are and stop and ask the man who owns one. He is pretty sure to be a pretty wise and far-sighted individual.

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Obscene Gestures Reported by Coeds

Ashland—Three Southern Oregon college coeds told Ashland police Wednesday night that a naked man in a station wagon pulled alongside them twice and made obscene gestures while the girls were walking along Siskiyou Blvd.

Police Chief Herb Hays said the students described the

man as heavy set and said he was driving a blue and white Ford station wagon, either a 1955 or 1956 model. The incidents occurred about 8 p.m. two blocks north of the campus.

Dublin University was founded by the first Queen Elizabeth in 1591.

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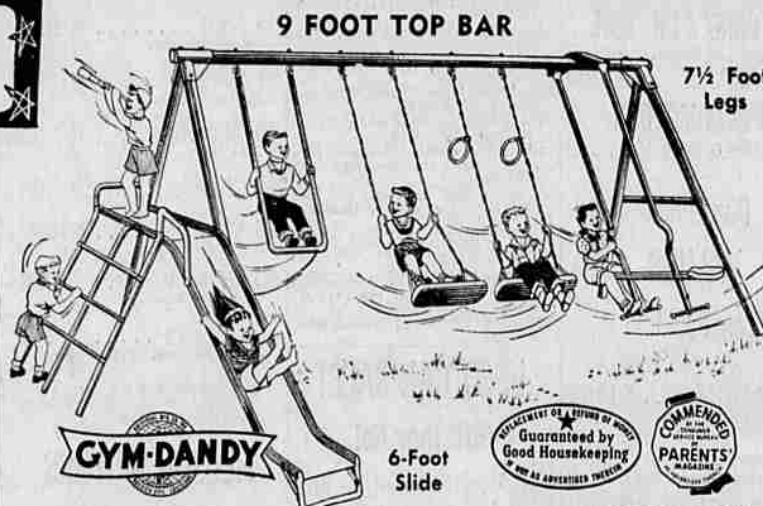
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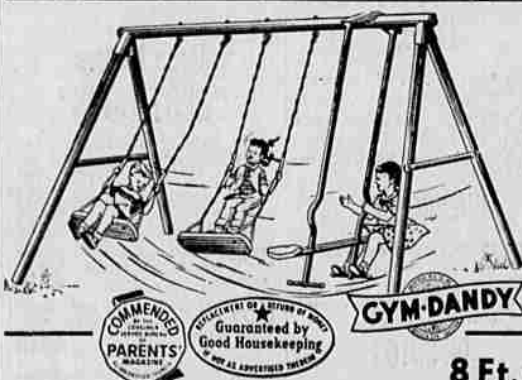
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