## Ehe 目aily Eexan



## © The Taily Eexan



It took a scandal at the University of Missouri to call atten-
tion to student drinking. College reforms are frequently reac tions to scandal. There is that about the collegiate atmosphere It is natural that this should be so, since the average college is that the average person on the campus at Columbia regrets the drinking, but is outraged that the public be informed of the
drinking in so startling a manner. They are in that regard like the Florida town which almost lynched its health officer because he insisted the newspaper ought to print the fact that they had
about fifty cases of smallpox. Floridans don't want smallpox, but they think smallpox publicity even worse.
general. We may be the more sure of it from the fact that many these days is expensive. On this point the statement that the dean of
operate
 But it is true that in the fraternity as a rule will be found a larger percentage of young men with comfortable spending allowance. mean that fraternity men are all tippers. But it does mean that they are not forbidden liquor by poverty.
The dean's appeal shows, however, that if the fraternity house conviviality in the case of an occasional chapter make
drinking seem rather the independent and on the other hand there is the fraternity house discipline which makes each brother responsible for the good name of his orde his appeal will be effective.
But nobody supposes that drinking has been limited to fraternity men. It is likely that here and and there a faculty man
has his "nip" of stimulants. In a great institution there is no way when a faculty gets lax either in its own conduct or in its consometimes, more to be conjectured than actually exists. The Uni
 ANOTHER BULLS-EYE BITES THE DUST :



C
why cigarettes differ? Some men can. They know that Lucky Strike gives added

## pleasure. <br> Because it's toasted

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## its toasted

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A reason
millions can't resist




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