## Booklists Published-








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(To Be Continued)

## "HAPPINESS CAN'T BUY MONEY"

I have asked the makers of Marlboro-an enterprising and aggressive group of men; yet at the same time warm and lovable; though not without acumen, perspicacity, and drive; which does not, however, mask their essental great-heartedness; a quality evident to all who have ever enjoyed the beneficence of their
wares; I refer, of course, to Marlboro Cigarettes, a smoke wares; I refer, of course, to Mariboro Cigarettes, a smoke drawing filter that these old eyes grow misty when I think upon it-I have asked, I say, the makers of Marlboro-that aggregate of shrewd but kindly tobacenists, that cluster of hearty souls bound together by the profit motive and an unflagging determination to provde a cigarcte forever flavorful and eternally pleasing-I have asked, I say, the makers of Marlboro whether I might use today's column to take up the controversial question: Should a coed share expenses on a date?
"Yes," said the makers simply. We all shook hands then and squeezed each other's shoulders and exchanged brave smiles, and if our eyes were a trifle moist, who can blame us?
To the topic then: Should a coed share expenses on a date? I think I can best answer the question by citing the following typical case:
Poseidon Nebenzal, a student at Oklahoma A and M, majoring in hides and tallow, fell wildly in love with Mary Ellen Flange, a flax weevil major at the same school. His love, he had


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reason to believe from Mary Ellen's sidelong glances and maidenly blushes, was not entirely unrequited, and by and by he mustered up enough courage to ask
"Yes," she said simply. They shook hands then and squeezed each other's shoulders and exelanged brave smiles, and if their eyes were a trifle moist, who can blame them?
For a time things went swimmingly. Then a cloud appeared. Mary Ellen, it seems, was a rich girl and accustomed to costly pleasures. Poseidon was bone-poor and he quickly ran out of money. Unable to take Mary Ellen to the posh places she full of melancholy. Soon their romance, so promising at the beginning, was headed for a breakup. But at the last moment, Poseidon managed to blurt out the truth.
"Oh, beloved agrarian!"' cried Mary Ellen, grappling him close. "Oh, proud husbandman! Oh, foolish reaper! Why have you not told me before? I have plenty of money, and I will contribute according to my ability."
Poseidon, of course, protested, but she finally persuaded him of the wiscom of her course. From then on they split all expenses according to their incomes. Rather than embarrass Poseidon by handing him money in public, a joint bank account was set up to allow him to write checks. Into this account each week they faithfully deposited their respective allowances- 35 cents from Poseidon; $\$ 2300$ from Mary Ellen
And it worked fine! They were happy-truly happy! And what's more, when they graduated they had a nice little nest egg-eight million dollars-with which to furnish a lovely apartment in Lubbock, Texas, where today they operate the
local laundromat.
So you see? You too can salvage your failing romance if you will only adopt a healthy, sensible attitude toward money.

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[^0]:    Lucre is no obstacle when it comes to popular-priced Marlboro, or to Marlboro's popularly priced partner in pleasure-the unfiltered, king-size Philip Morrts ng enjoyment ror short money.

