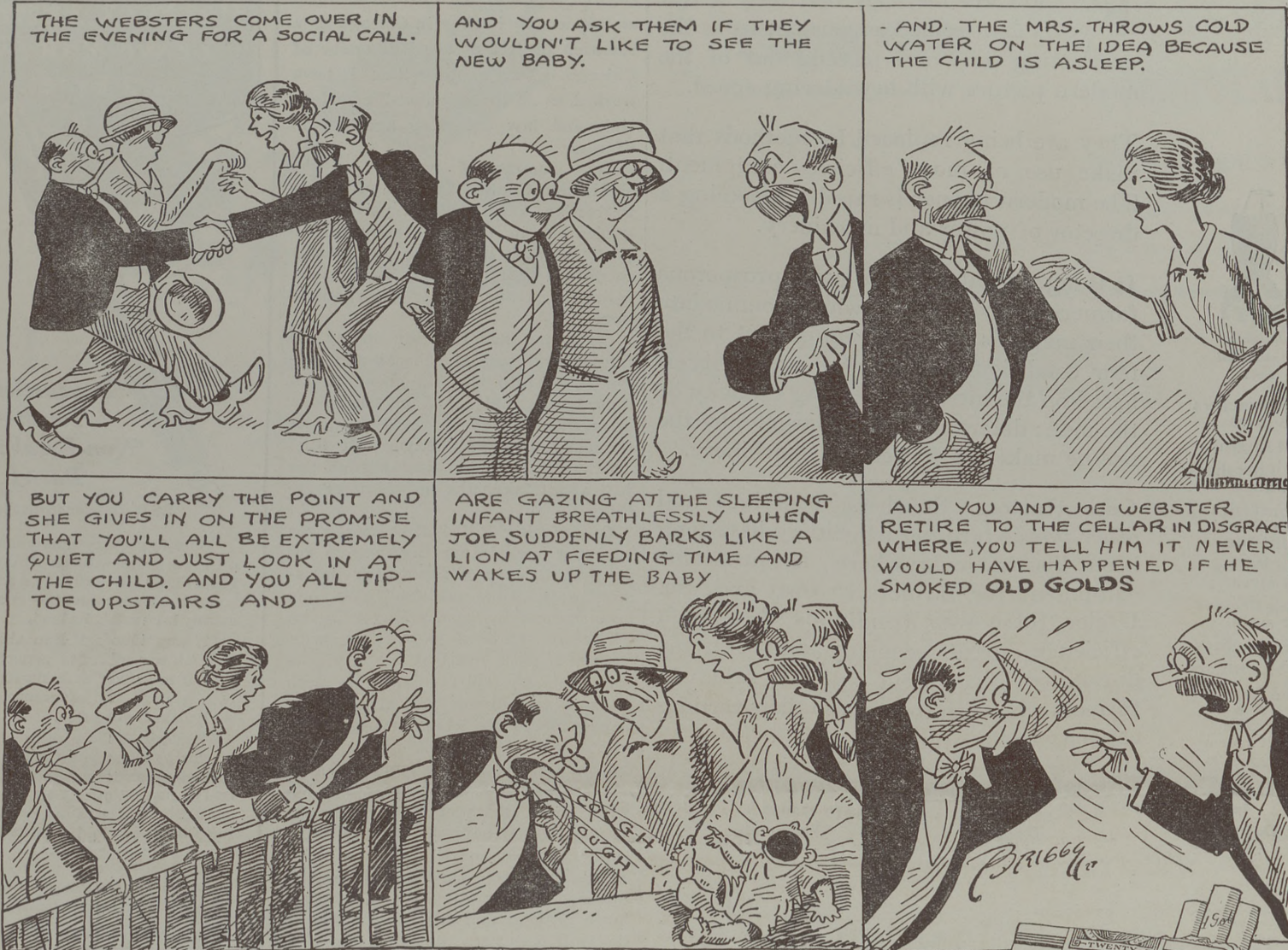


It Happens in the Best Regulated Families : : : : By BRIGGS



OLD GOLD
The Smoother and Better Cigarette
 not a cough in a carload



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FAMOUS CHEERS THAT WILL GO DOWN IN HISTORY.

"They shall not pass" may sound like a professor's defiant battle-cry after a harrowing day's work in checking mid-term exam papers.... but even the youngest "Frosh" knows what the slogan really stands for.

"Hold 'em, Yale!"...seems battle-worn and slightly impotent last year...but those who know what's what say there's still a world of pep in it...and maybe this year will prove it!

"Check that Crimson Tide" was the frantic yell inspired by Alabama's ruthlessness in piling up points with the rapidity of an adding machine. Certainly, a yell worthy of the inspiration!

But as you will notice, all these, and other famous cheers, are defensive.. uttered with a prayer on the lips of a smile.

So when a new cheer is born that fellows actually yell with exultation...it makes an interesting bit of news.... And particularly to smokers, this new cheer sounds the Marseil-

laise of freedom from tongue-bite and throat irritation.

You can enjoy them morning, noon, and night" may sound a trifle long, but it is certainly short and sweet to the man who likes to smoke two or three packs a day without having his tongue and throat remind him of it.

It is a slogan that expresses the joyfulness of Old Gold Cigarettes, that new and popular brand that's as smooth as cream to the throat, yet thrills like a soft kiss in the moonlight....A Cigarette that hasn't a Cough in a Carload.

REAL BRONC RIDERS SLATED FOR RODEO

(Continued from Page 1)

But what fun for the horse and cadet corps when poor little Jimmie Hooks and Skinny Ketterson mount the leather seat. It is a good thing they are yell leaders, for they will probably need to yell for help before the horse they have been riding-at has been caught.

The exact date for this annual affair has been set; it is to be November the fourth. Just before the S. M. U. game, and it is rumored that a large number of the S. M. U. students—Co-eds, too—will arrive early in order to share our big fun night.

"Daughter, I don't like that bathing suit. Take it off this minute."
 "How sweet of you; won't the crowd be thrilled?"

STANDING OF COMPANIES IN BAT SUBSCRIPTION CAMPAIGN

Co. Inf.	1st Sgt.	Subs Sold
A	Bauer	9
B	Beaty	12
C	Weatherly	0
D	Farmer	15
E	Fuller	0
F	Fields	0
G	Bunton	21
H	Farrish	17
I	Singleton	7
Troop Cav.		
A	Johnson	0
B	Carter	11
C	Gibson	3

D	Varner	0
Battery Art.		
A	Bradley	0
B	Lagow	23
C	Jelinek	4
Signal Corps		
A	Porter	11
B	Boykin	34
Air Corps		
A	Summers	8
B	Davidson	8
Band	Sweatman	0

The campaign is getting off to a slow start so get behind those Top-Kicks and help them put their company in the lead. Many more subscriptions have been sold than have been turned in to the Circulation Manager at the last minute before going to press. The standing of each Company on percentage basis will be published next week.

There is nothing more gratifying than self-approval. You may cheat others but you cannot cheat yourself. There are many who are lauded today who would be condemned by others if they were known by them as they know themselves.