

SATURDAY'S GAME.

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and come back for more and deal out more. Let's quit worrying about a conference championship. We are not out of this race by any means. Our job is to beat Arkansas, and Old Army we can do it. If every man will put out the faith, talk fight, dream the victory and above all keep that old fighting heart and determination to win. Get this straight, Gang, we are not fighting for a championship, but for the honor of A. and M. and those loyal sons of hers, who have lived and fought and upheld the traditions that we still so proudly bear.

Remember the immortal lines of Kipling: "If you can hear the truth you've spoken, twisted by knaves to make a trap for fools. If you can see the things you've given your life to, broken and stoop and build it up again with old and worn out tools." That's our situation and our

task, men.

Let's go back and get some of the doctrine of old Beaumont Buck, one of the great yell leaders of old Aggie-land. The years have come and gone without our winning from Baylor. We had a fair team, just as this year. Buck and that old Corps went to Waco in that grim fighting mood determined to do or die. That little team went against a great Baylor team. Driving, lashing, demons, hurled forward by an incessant fighting roar from those Aggie stands. When the game ended and the dust settled A. and M. was once more victorious.

Get set men, get mad and get ready, for we've just begun to fight. We're down but far from out, and from now on it's up to us to tighten up that old belt, dig in our toes and show a few of the smart "Dopesters" what A. and M. fight and spirit can do and accomplish. It's your job men, can you carry the load?

TROPHY

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narrowed down to three by the primary, only the three men receiving the highest number of votes shall be considered in the final election.

6. Ballots for the final election shall carry the names of each of the three candidates, and the voter shall indicate his choice by a mark(X) after the name of the candidate for whom he elects to vote.

7. Balloting in both the primary and the final election shall be conducted by representatives of the Norris Athletic Trophy Committee. Immediately after the primary, the Committee shall determine from a count the three candidates to enter the final election. Their names shall be published in the students' newspaper, "The Battalion," and also be posted on all College bulletin boards.

8. If the three men receiving the highest number of votes in the primary are below the scholarship standard adopted, the committee may

substitute the names of the next highest men whose scholastic work meets the requirements. In determining the scholastic standing of a student, the committee shall be guided by the records on file in the Registrar's office.

9. All expenses incurred in holding both the primary and the final election, such as the cost of printing the ballots, etc., shall be borne by the Department of Physical Education.

10. The name of the winner of the Trophy shall be given to the commencement program committee to be printed in the commencement program and the Trophy shall be awarded along with other awards, medals, etc., at the commencement.

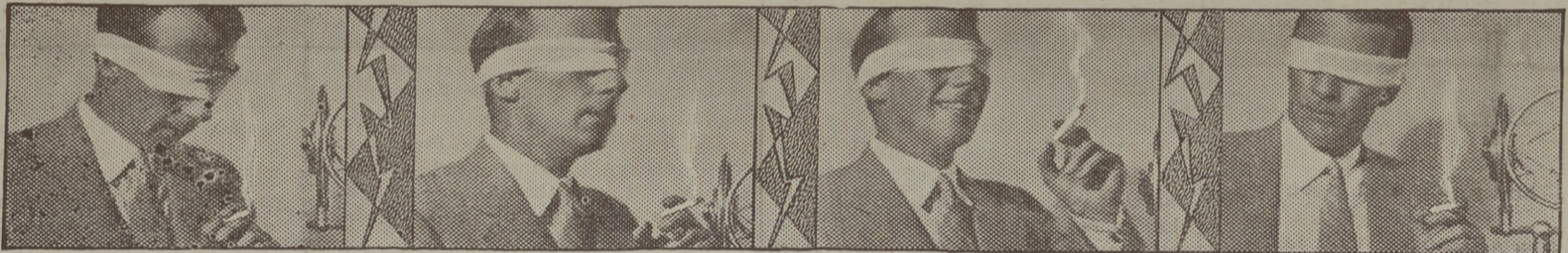
Did you hear about the Scotchman who fried his bacon in Lux to keep it from shrinking?

The timekeeper's story: And the game ended with a bang.

BROADCASTING the Blindfold Test

GRAHAM McNAMEE

announcing



BRAND No. 1 . . . "doesn't appeal to me"

BRAND No. 2 . . . "we'll waste no time over this"

BRAND No. 3 . . . "as smooth as a winter broadcast"

BRAND No. 4 . . . "full of static . . . No. 3 wins!"

On the afternoon of July 24th, Graham McNamee, in the presence of responsible witnesses, made the blindfold test before the microphone. A camera and a stenographer recorded the result.

"This is Graham McNamee speaking . . . broadcasting the results of the blindfold cigarette test. They are tying the blindfold around my eyes and are going to give me one each of the four leading brands to choose from . . . I am now smoking the first cigarette . . . The taste doesn't appeal to me. It's a bit harsh. We'll lay that one aside and try No. 2 . . . No, that's worse than the first one. We'll waste no time over that . . . Well, here's No. 3 . . .

Ah, that's different! As smooth as a broadcast on a starry winter's night . . . Now, No. 4 . . . something wrong with this one. Don't know what. Seems full of static. I'll choose No. 3.

"Ladies and Gentlemen of the Radio Audience, I have just learned that my choice [No. 3] is an OLD GOLD."

Graham McNamee



GRAHAM McNAMEE, America's most popular radio sports reporter, recently reported the Tunney-Heeney fight, to which millions of radio fans all over the world listened.



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Made from the heart-leaves of the tobacco plant

Why you can pick them in the dark!

Three types of leaves grow on the tobacco plant . . . coarse top-leaves, irritating to the throat . . . withered ground-leaves, without taste or aroma . . . and the heart-leaves, rich in cool and fragrant smoking qualities. Only the heart-leaves are used in OLD GOLDS.

OLD GOLD

SMOOTHER AND BETTER
"NOT A COUGH IN A CARLOAD"