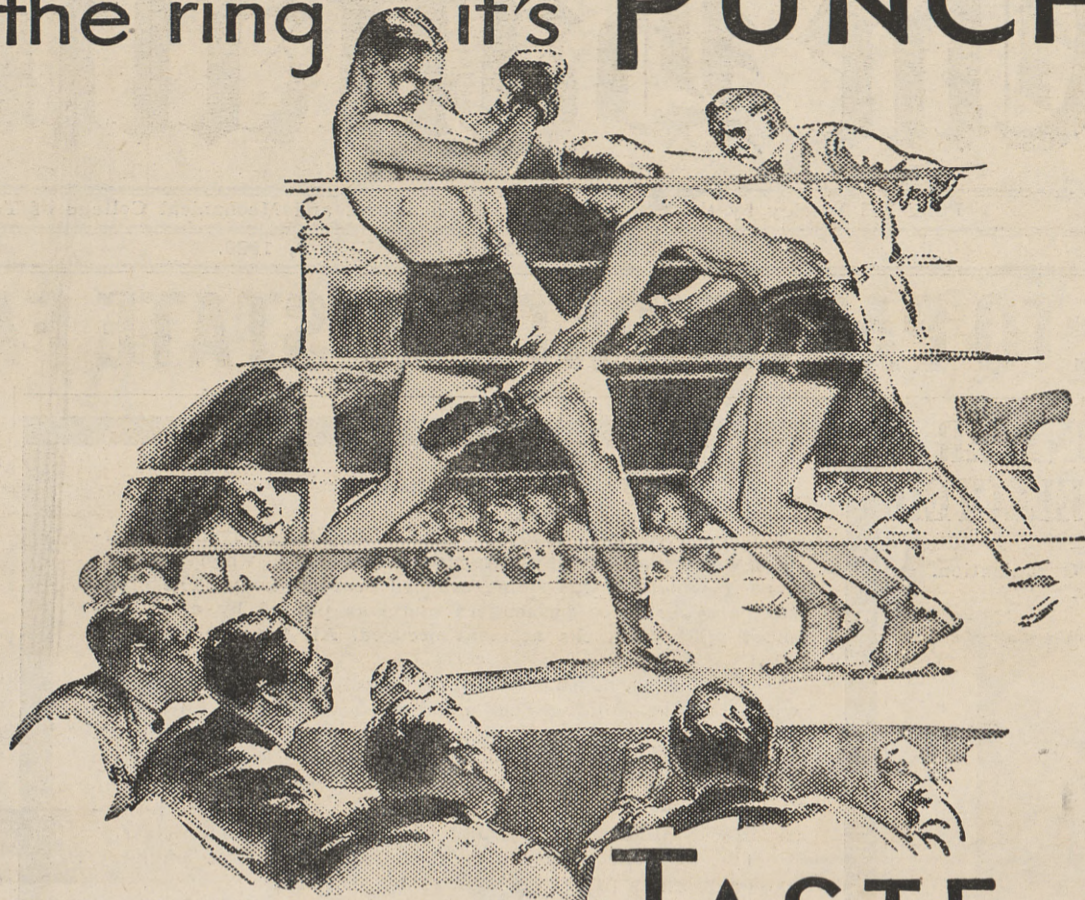


...in the ring it's **PUNCH!**



...in a cigarette it's **TASTE!**

"STICKIN' to our knittin'" — never forgetting that Chesterfield's popularity depends on Chesterfield's *taste* . . .

But what *is* taste? Aroma, for one thing — keen and spicy fragrance. For another, that satisfying something — flavor, mellow tobacco goodness — which we can only call "character." Taste is what smokers want; taste is what Chesterfield offers —

"TASTE *above everything*"



MILD . . . and yet
THEY SATISFY

Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

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the college this fall, Extension Service officials announce. This booth will bring out the fact that soil erosion is a big factor in the decline of the cotton yield in Texas and that there are 18,000,000 acres badly in need of terracing in the state.

Under the caption "Feeding and Breeding Made the Difference," another booth will show how one cow made a larger net profit above feed cost than six other cows in the Bexar County Herd Improvement Association. Other exhibits will bring out the fact that a pound of pork was produced by 2248 farm demonstrators for six cents a pound feed cost and the other major problems of agriculture to be found in the state today.

The department of animal husbandry will have an exhibit of prize

stock, including cattle, sheep, goats and horses at the fair. Three each of the short horn, Angus and Hereford varieties of cattle will be exhibited. Four Merinos and eighteen Rambouillets will make up the sheep exhibit while nine angora goats will complete the exhibit. The animals will be shipped Friday.

COLLEGE DEBATERS

(Continued from Page 1)

to exceed the wildest dreams of Buffalo Bill Cody.

In order to make certain that there will not be a dull moment during the entire show, the committee is arranging for a new feature to be staged between the rodeo and pageant, a stylish shorse show. The new feature will consist of a three-gait-

ed saddle horse class, a ladies jumping class, a cadet's jumping class and a review of some of the prize winning animals of the Animal Husbandry Department.

Another new feature of special interest to the sportsmen at A. and M. will be the mounted wrestling contests to be entered by the cavalry and the artillery. Good cow milkers are urged to enter the milking contests. Entrants need not worry—Houston Smith has promised not to enter any steers in this contest.

To add to the humor and fun of the occasion, two expert clowns will be on hand to relieve the tension which the wild contests is expected to cause. ("Odd" Lacy need not apply for one of these places.)

The Pageant will lend dignity and splendor to the occasion. Mrs. J. P.

Wheeler is sponsor of this portion of the evening's entertainment and plans for something original and different in the way of a pageant are being made. "Red" Pearson is expected to add the needed pep and enthusiasm to the spectacle.

Those who object to looking at the cream of beauty of the state are requested to leave immediately after the rodeo. The most handsome cadets of the corps will be chosen as escorts and the fair maidens will come from everywhere.

Adding to the splendor of the entire affair will be the unusual lighting effects which are being planned. Particularly, will be lighting effects add to the splendor of the arrival of the king and queen.

Friday, October 8, has been chosen for the date of the affair be-