



Turn the light on the Truth!

It's just naturally good tobacco—not "artificial treatment" that makes OLD GOLD gentle to the throat and better to the taste

No one cigarette-maker has any monopoly on the heat-treatment of cigarette tobaccos.

For heat-treating is neither new nor exclusive. It has been used for years by practically all cigarette-makers to "set" and sterilize their tobacco.

But OLD GOLD'S goodness does not depend on artificial treatment. It is the product of naturally good tobaccos . . . carefully selected for

mildness, smoothness and flavor. Tobaccos made free of "throat scratch" by Mother Nature herself.

Try a package. You'll immediately get the thrill of this smoother and better cigarette. And you'll know then why OLD GOLD'S sales are ALREADY THREE TIMES GREATER than the combined growth of three leading cigarette brands during a like period of their existence.

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Better Tobaccos make them smoother and better . . . with "not a cough in a carload"

On your Radio, OLD GOLD—PAUL WHITEMAN HOUR. Paul Whiteman, with his complete orchestra, every Tuesday, 9 to 10 P. M., Eastern standard time.

cause the campus will have a large number of visitors for the S. M. U. game to be played the following day. No doubt many of the cadets will take advantage of this opportunity to have the "sweet young thing" down a day early.

DID YOU KNOW THAT

 The College Laundry uses over FIVE TONS of soap each year?

Over 5,000 glasses and over 6,000 teaspoons are taken from the Mess Hall each year, by students?

Approximately 18,000 dishes (bowls, platters, glasses, etc.), are broken in the mess hall each year?

You help eat part of the 300 TONS of meat cooked in the Mess Hall each year?

About 610,000 Daily Bulletins are printed every school year?

A Federal Reserve Bank Director in Houston said that the average life of a One Dollar Bill is only thirty days?

According to one of the States leading newspapers, "One Texan is killed every three hours in a week?"

Over 62,700 pieces of laundry are laundered each week in the College laundry?

It only requires FIVE POUNDS of tea to make the iced tea we drink each day?

RODEO PLANS
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han, while Godsey, Durfey, Alexander, and Leslie will sustain the affirmative.

Those present included P. L. Tracy, E. H. Johnson, T. M. Perry, W. R. Godsey, W. M. Durfey, W. G. Alexander, S. C. Leslie, and E. O. Cox. Several others sent word that they would attend the next meeting. Everyone was enthusiastic for the new enterprise.

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