



# Violet Rays of Sunshine

*not "artificial treatment"—make OLD GOLD  
... a better and a smoother cigarette*

OLD GOLD brought about a great change in smoking habits. It gave smokers a new freedom of enjoyment . . . without any forbidden limits.

The man who used to say "I can't smoke until after lunch . . . my throat is sensitive in the morning" now finds that he can "light up" whenever he pleases. For his morning OLD GOLD has no more throat-scratch than his breakfast omelet.

Likewise all those who have to guard their throats . . . salesmen, singers, actors, and the like . . . no longer

have to stint their smokes, for OLD GOLD is as free of throat irritants as a glass of spring water.

Better tobaccos did it . . . naturally good tobaccos . . . extra-prime leaf made irritation-free by the violet rays of sunshine . . . not by "artificial treatment."

If you like food that is naturally good, instead of food *made* good by "artificial treatment" . . . you're sure to prefer OLD GOLD'S natural tobacco smoothness. Try a package . . . and get a vote of thanks from both your throat and taste.

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Mother Nature makes 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

**J.C. PENNEY CO.**

**Moleskin Coats**  
Sheeplined



Fine moleskin coats for youths 12 to 18. Made with heavy sheepskin pelt and warm beaverized collar. Four deep pockets. 36 inches long.

\$ 4.98 \$ 6.90

The first, by Dr. L. E. Grinter, Professor of C. E., outlined the relations existing between the engineer and the architect. Mr. Grinter contended that Texas is due for an immense expansion and that many junior engineers will find their way into the field of building construction. In that work the engineers' chief difficulty will lie in the lack of co-operation between the architect and himself. Therefore, Mr. Grinter endeavored to present an insight of the architects' point of view. He outlined some twelve rules of construction upon which the architect bases his entire practice, and urged the members, as engineers, to acquire a brief background of this architectural study and thus increase the harmony of working conditions between the two professions.

"Fish Junior" A. C. Showman spoke next, his subject being, "The Setting on Bench Marks on the Mississippi." In this talk he enlarged upon the technical art of precise leveling. Showman was well qualified for this address, having just

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COLUMBIA, VICTOR AND BRUNSWICK TALKING MACHINES AND RECORDS—ATWATER-KENT, EDISON AND VICTOR RADIOS.

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