



Just Naturally Good

Good tobaccos . . . made good by Nature, not by "artificial treatment." That's the secret of OLD GOLD'S goodness

A chef may be able to make a doubtful steak taste good by *artificial* flavoring and sauces . . . But it's still dangerous to your stomach.

So it is with cigarette tobaccos. "Heat-treating" is useful to "set" and "sterilize" the tobaccos . . . and all cigarette makers have used it for years. But "heat-treating" cannot take the place of good tobacco in making a honey-smooth cigarette.

OLD GOLD tobaccos are *naturally* good. Carefully selected from Nature's best for smoothness, flavor and freedom from throat-scratch.

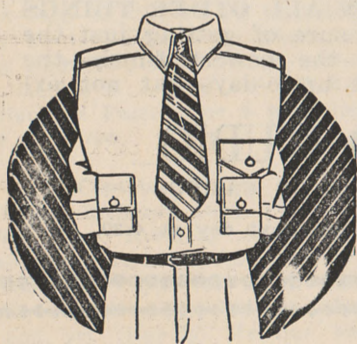
You have only to try a package to get the thrill of this smoother and better cigarette. That will tell you why OLD GOLD'S sales are ALREADY THREE TIMES GREATER than the *combined* sales of three leading brands during a like period of their existence.

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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

J.C.PENNEY CO.



Men's Shirts Of Fine Broadcloth

White and new and smart stripe effects are featured in this assortment. Made in collar attached or neckband style, ocean pearl buttons, with plenty of room throughout. Excellent quality shirts

\$1.49

A. A. CLUB ORGANIZED.

The Junior and Senior Agricultural Administration students met last Tuesday night in the "Y" parlor, for the purpose of organizing an A. A. Club. Several years ago, an attempt was made to organize a similar club, but due to lack of cooperation it was soon disbanded. The men this year, however, are very enthusiastic and elected R. E. Neal, Temple, president; J. A. Tarver, Rosebud, vice-president; M. L. Harris, Llano, secretary-treasurer; and J. H. Miller, San Augustine, social secretary.

All juniors and seniors taking Agricultural Administration are urged to attend the next meeting and become charter members of the club. This includes those in the Market and Finance, Accounting and Statistics, Farm and Ranch Management, and Agricultural Economics Departments.

Numerous plans for social activities are being made by "Jody" Miller and a constitution is being drawn up by a committee headed by W. A.

(Continued on Page 7)

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

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AGGIELAND BARBER SHOP

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