

Why rope 'em when
you can *dope* 'em?



NO WONDER that cow was
N cowed! Brother, there isn't a
steer in Texas that could stand up under
the fumes of that smudgy smoke!

But that's the only good argument
we ever heard for strong, heavy tobacco
in a soggy pipe. Every man in
the cow punching game—and out of
it—should smoke good, mild tobacco
in a well-kept pipe. Take Sir Walter
Raleigh's Burley mixture, for example.
There's a smoke that's as mild as a
prairie evening, but there's flavor in
it... rich... full-bodied... satisfying
...and kept fresh in gold foil. On your
next trip to your tobacco store make
this resolution... "Smoke the tobacco
that has become a national favorite."

Brown & Williamson Tobacco Corporation
Louisville, Kentucky, Dept. W 310



It's 15¢—AND IT'S MILD

CAUGHT SHORT

Jimmie held her hand and she held his'n,
And then they hugged and went to kiss'n.
They didn't know that pa had ris'n,
Awful mad and simply sis'n,
And down the stairs he came awis'n,
And Jimmie got his'n.

—Brown Jug

A man wandered into the tennis courts the
other day and sat down on the bench.

"Whose game?" he asked.

A shy young thing sitting next to him looked
up hopefully. "I am," she replied.

—Mugwump

"Did you hear what happened to cows that
ate Kentucky blue grass?"

"No."

"Mood indigo."

—Phoenix

Breathes there a man
With soul so dead,
Who never to his wife hath said,
"When do we eat?"

—Buccaneer

Any guy who calls his sweetheart his treasure
generally appoints himself bank examiner.

—Yellow Jacket

The professor rapped his fist on the desk and
yelled: "Gentlemen, order!"

The entire class shouted: "Beer!"

—Frivol

A TOAST

Here's to you—
May God bless and keep you.
I wish I could afford to.

—Texas Longhorn

A bachelor is a man who never makes the
same mistake once.

—Chicago Phoenix

THE BATTALION

A. & M. DIRECTORS
TO FIGHT CO-EDS
—Head in Austin American
Public or Private?

See Us For
CORDUROY
VEST JACKETS
AND TROUSERS
Another Shipment
Just in
Campus Variety
Store



The "MONTE"
in Black
or Brown
Calfskin

\$4.56

• A year-around Freeman
favorite, made of world-
famous "Adonis" Calfskin.
Freeman again tops the list
for values. We cordially
invite you to come in
and see our exceptional
new Freeman models.



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Popular Price Cash Store
for
Men, Young Men and Boys