Welcome!

Former Tech Students Back To The Campus For Homecoming

VOLUME XI



Welcome!

Newspaper Editors Of West Texas To The Campus Today

NUMBER 13 Raiders Face Test Tonight Against Centenary College

Listeners On Texas Hookup Hear Program

Air Broadcast Originates From Gymnasium Last Night; Mann Talks

HE air waves carried the Home coming festivities on the cam s thousands of radio listeners thousands of radio listeners that as Hal Thompson of the FAA station staff, Dallas, direct the Coca-Cola College Night's sadeast from the college gymnas on The program arrayed by a

Alumni And Ex-Students Groups In City Stage Banquet Tonight Give Luncheon

Association Head



Webb Presides At Affair In Girls' Dormitory; Knapp To Speak

At Noon Today

CONCLUDING its Homecoming celebration entertainment, the Alumni and Ex-Students association stages an annual banquet this evening at 6 oclock in the dining hall of the women's dormitory. The organization sponsored a dance in the gymnasium hast night.

Alumni, as a sit heir meabands and wise are invited. Special guests include President and Mrs. Brade ord Knapp, the college board of irrectors. State Representative J. Doyle Settle, Senator G. H. Nelsom, desdames Roscoe Wilson, and W. H. Bledsoe, all of Lubbock; and Jongressman George Mahon, Colorado.

Webb Presides
Holmes Webb, Abliene, president of the organization, will act as a oastmaster and deliver a short velcoming address. Dr. Knapp and Mart G. Pederson, head of dairy nanufacturing, are to appear on he program also.

Ethridge Eagan is chalirman of Texas.

Gents Learn Their Football ABC's From These Gridiron "Professors"



MODALE WARRING CORPORATION CONTINUES AND CORPORATION C

Elements Are Again Unkind To Matadors

Texans Prepare For Mud Battle; Regulars Line Up At 8:30 O'Clock

TECH'S Red Raiders, casting questioning eyes at the elements for the past three days, propared to play their second major zame of the football season on a seat cridity.

Crawford Goes To Ohio Tomorrow To Accept

Henry Ford the second, grand-son of the automobile manufacture er, is now a freshman at Yale. Teacher Finds Spain's Strife Unexplainable Miss Alice Beckett Tells Of Experiences: Takes Refuge in Embassy It is as difficult to find the significance of political parties in revolting span as its is to understand the meaning of some of our modern Americans songs. When the Fascist insurgents because the revolting have a some refugees at the modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the recomplete stands the meaning of some of our modern Americans songs. When the Fascist insurgents because the fascist of the course of th

TOREADOR

Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Jim Lindsey Burnice Walker	Editor-in-Chief Business Manager			
EDITORIAL	STAFF			
Managing Editor	Paul White			
Associate Editor	Morris Laine			
News Editor	Burgess Dixon			
Society Editor	Josephine Powell			
Associate Society Editor	Lorena Owens			
Feature Editor	Mary Howell			
Copy Editor	Mary Cobb			
Staff Artist	Billy Buford			

Edited and printed in the laboratory of the Texas Technological college Journalism Department.

Entered as a second-class matter, October 31, 1925 at the postoffice at Lubbock, Texas, under the act of March 3, 1879. Subscription rates: \$1.00 per year on campus \$1.50 per year by mail.

(Dept. Desk - Sport, Society Editor's Desk 1283.... Night Editor Eng. Bldg

> 1935 Member 1936 Associated Collegiate Press

National Advertising Service, Inc.
Callege Publishers Representative
420 MADISON AVE. NEW YORK, N.Y.
CHICAGO - BOSTON - SAN FRANCISCO
LOW ANGELES - PORTLAND - SEATTLE

Greet Exes With Same Spirit That They Started On Campus

TEXAS Tech's history has been brief in time, but in that short span of less than eleven years the institution has become widely known for its campus democracy and fellowship. There is no student enrolled in the college this year who does not take some degree of pride in recognizing and participating in this display of

enrolled in the college this year who does not take some degree of pride in recognizing and participating in this display of democratic spirit.

However, there are possibly some students who have not considered the fact that it is these ex-students and alumni with us this weekend who have been directly responsible for the creation of Tech's good name over the Southwest and even the entire nation. We in school are not only establishing new traditions, but are also carrying on those formed in past years. We can offer no more sincere welcome to the ex-enrollees than by demonstrating our respect this week for traditions which they in the past formed and incorporated into Tech's campus life. We can, and we are, meeting the visitors with the same hearty smile which they saw when treading the campus paths not long ago.

A ND, indeed, what better way of welcoming Tech's former students is there? They may see the campus, the buildings, the football team, and the old familiar scenes of town without aid. Perhaps they even prefer that we allow them this privilege of privacy. But certainly the exes are depending for the most part on our personal greetings and favors for their real enjoyment of the Homecoming celebration. The warmth of our pleasure in seeing them on the campus again will be reflected in the impression they carry back home with them for another year.

In the events yesterday and last night, students and former students alike seemed to receive a genuine thrill of pleasure from just being present. The Homecoming atmosphere, which is unique among all events on the year's calendar, has completely blanketed the campus, pervading every spot from the president's office to the room of the most insignificant freshman. Gathering its own momentum, Homecoming is certain to be an automatic success, but let none of us forget that its success can be tangibly increased with only a small amount of thoughtfulness on our part. The TOREADOR extends greetings to alumni and ex-students and may your weekend visit be a most enjoyable one.

Today's Thought

"Youth, though it may lack knowledge, is certainly not devoid of intelligence: it sees through shams with sharp and terrible eyes."—H. L. Mencken

"Already we have a great many freshmen students who are quite unfitted for college work. They are here, in many cases, merely because it seems to be the thing to do and because, without thought, they go where their friends are going." Dean J. B. Johnston, of the arts college at the University of Minnesota, doesn't know whether it's the high school or the student.

"My trip across the Alps into northern Italy on an elephant's back was the most dramatic and thrilling of all my travels. I intend to travel any more this year since I have a number of lectures to give at schools and colleges in the East." Richard Halliburton, Princeton graduate and au-thor of some note, has packed the travel

"Judgments are double-ended—usually more revealing of the judger than of the judged."

"The mind grows narrow in proportion as the soul grows corrupt."—Rosseau

Students Turn Library Into College Playhouse

HOW does the student at Tech use the library? Does he realize that it should be used as a workshop and not as a playhouse? The average student does not need to be reminded that the reading room, which occupies about two-thirds of one wing on the first floor of the Administration building is entirely inadequate for the 2,700 students who are registered in Tech this year. He does, however, need to see that this situation is made doubly serious by his thoughtlessness and lack of consideration for other people.

He goes into the library between classes

for other people.

He goes into the library between classes because it is a good place to see familiar faces, and to make a date for the football game. He has no intention of studying. He engages in a conversation completely foreign to school work, talking in a loud whisper or a low murmur which distracts the student who is trying to study. He places his feet on the chair opposite him, leans back in his chair and blocks passage between tables or makes access to the reference material shelved on the walls practically impossible. He sees his best girl friend across the room, shoves his chair back, and hurries to meet her, completely disregarding others.

With not merely one student but many

With not merely one student but many doing these or similar things, the reading room is thrown into confusion. The atmosphere is not conducive to study. Even the most studious one finds it difficult to accomplish much under these conditions.

Have you ever thought what you would do if the college did not have a library for your use? Not only does it aid you in the preparation of various courses, but access to the library shelves furnishes you with reading material for leisure time.

reading material for leisure time.

Outside reading in current periodicals and reference books has become an essential of every course today. The Tech library offers every student the opportunity of better class preparation affording wider knowledge and we, as enrollees of the college, should show our appreciation and consideration for others by making it a place to really concentrate on our work.

sweepings FROM THE HALLS OF LEARNING

THE Daily Bruin asked a pertinent ques-I tion—"What would you suggest as an invention for the betterment of civilization?" and received the following answers:

I.—A clock with half a bell on it, so that

1.—A clock with hair a bell of it, so that it only wakes one person at a time.
2.—Lubricated peanut butter so that it doesn't stick to the roof of the mouth.
3.—A revolving bowl for tired fish.
4.—Textbooks without print for those

We copied this from the Daily Texan, who copied it from the Indiana Daily Student, who copied it, etc.:

I sat in class, I know not why, A slant of blankness filled each eye

My thoughts concerned much greener fields, Boos for referee and vendor's squeals. I I had a yen to hear that game But I sat and slept there just the same.

"Employment doesn't make any difference. A good student may be employed up to four hours a day, proided she limits her extra-curricular and social affairs without affecting the quality of her achievement," says Assistant Dean Zoe Bayliss of the University of Wisconsin . . in other words of one syllable, Zoe says to get your education if it makes a wallflower out of you.

It didn't happen on this campus, but in a middlewestern college, a professor, ex-asperated at the flounderings of the school's beauty, barked at her in class one day after her usual bungling answer, "My gosh, sis-ter, but you're dumb."

Football dictionary from the Collegian:
Delayed buck—One lent to a friend.
Backward pass—A "D" average.
Goal—Color of setting sun.
Quarterback—Minor refund.
Halfback—Man on his way home.
Touchdown—Bend over.
Wide Sweep—Big broom.
Single wingback—Deformed buzzard.

The scene is a dress rehearsal of "Noah's The scene is a dress renearsal of "Noan's Ark." Hundreds of people and animals are running about. But above all of the confusion can be heard the shrieks of the electrician: "What lights shall I use? What lights shall I use?"

And the heavens open and a voice comes him, "The flood lights, you sap."—An-

Now I sit me down to sleep, The lecture's dry, the subject deep, If he should quit before I wake, Give me a punch for heaven's sake.

Baylor university has introduced the spark-o-meter on the campus to be used by freshmen students only. The poor slime who wishes to use a bench on the campus girl, must drop a nickle in a slot for use of the bench.

"No better bulwark against fascism could exist in this country than a militant, powerful organization of teachers."—The Na-

Accept It. Visitors



books and bric-a-brac

now obtain the former best-seller in the dollar edition.

After six years of living among various social strata in Alabama, Carl Carmer returned to his home in the east to write a book of racial curiosa which immediately commanded universal attention. Using his position as professor in the state university at Tuscaloosa as ameans of studying the people a round him, the author within the six years of residence there amassed quite an astonishing amount of waried information. Folklore and odd bits of historical background form a considerable part of the book.

Carmer has done for Alabama

Carmer has done for Alabama something similar to that which Frank Doble has done for Texas, although the material has been colected and presented in a less intensive manner than that of Doble. Carmer's book is obviously designed for a more instantaneous and popular sale, and consequently does not carry the historical value of "Coronados Children" and "A Væquero of the Brush Country." Notwithstanding these facts, "Stars Fell on Alabama" in the book is that about Mobile, Reading the description of the city, the people, and the rich traditions of Mobile, one wonders that the American tourist has not long since liscovered and exploited its charms. That is, one wonders until he is re-

BY TRAVIS FOSTER
ose who did not read "Stars on Alabama" when the first ons were issued in 1934 may obtain the former best-seller lee dollar edition.

where the bay is no long or on the busy trade routes, by the bay the ba

LUBBOCK LAUNDRY

Offers you the following articles in the "Student Bundle" for 75c cash and carry:

6 Shirts finished 3 prs. of underwear 2 Sheets 1 Pillow case

3 Towels 2 Wash rags 7 Handkerchiefs 3 Prs. of socks

EXAMINE THIS SPECIAL OFFER

Every article is steam-pressured and treated with utmost care

Lubbock Laundry Sub-Station

Just off the canpus on College Ave

Broadway

Sun.-Mon.-Tues

"Private Number"

With Robert Taylor Loretta Young

Lyric

Sun.-Mon.-Tues

"Professional Soldier"

Victor McLaglen Freddie Bartholome Gloria Stewart

One-Minute Interviews

ictory bells.

Pauline Travis: I think to hear

PERSONALITIES

nd stadium.

Oleta Claiborn: More spirit in evrything and everybody.

Grace Lee Mahoney: Our large in collment and the fine school spirit in ears of the old students.

Haskell Tavlor: Show them the Haskell Tavlor: Show them

Haskell Taylor: Show them the chool spirit that apears all over

Radios -- Terms V ARSITY Bookstore

Hi-Tied

- And Smart To Boot!



\$6.75

Campus wear. Hi-Tied omes in . . . Brown or

McMAKIN MOTOR COACHES

G. C. McMAKIN, Manager

1614 Main St.

Phone, Office-2184, Bus. Sta.-100 Lubbock, Texas



All new 1936 model 21-passenger buses. See us for charter trips anywhere, any time. bbock 5:00 a.m. every Sunday for Carlsbad Caverns, return Sunday night, 11 pm. Round trip fare \$6.00. Phone 2184 for information.

	read d	own		lv. a	rr.		read	up	F	RE
1:00pm	12:30am	4:00pm	8:30am	Lubbock	6:00am	10:15am	1:00pm	9:15pm	00	\$3.
2:15pm	1:30am	5:30pm	9:40am	Brownfield	5:00am	9:00am	11:55am	7:55pm	\$1.00	81.
5:00pm	4:15am	8:30pm	12:30pm	Odessa	2:05am	6:15am	9:15am	5:25pm	\$3.00	
		10:15pm	Z:30pm	McCamey			7:30am	3:30pm	\$4.25	\$1.
1:00pm	12:30am	4:00pm	8:30am	Lubbock	6:00am	10:15am	1:00pm	9:15pm	00	82.
3:15pm	2:30am	6:45pm	10:45am	Seminole	3:25am	7:45am	10:45am	6:45pm	\$2.00	
3:15pm	Z:30am	7:00pm	10:45am	Hobbs	12:15am	6:00am	8:45am	5:00pm	82.75	-
		9:30pm	1:15pm	Carlsbad			6:30am	2:15pm	84.45	81.
	4:00pm	1:00pm	12:45am	Lubbock	9:30pm	10:15am	9:30pm			
	8:30pm	5:20pm	4:18am	Odessa	6:00pm	6:15am	6:00pm			
	10:34pm	5:58pm	4:52am	Midland	5:20pm	5:30am	12:06pm			

Saturda

Wa

A Mat

Ca

DO YOU

school's development will you point out this week to the returning exstudents and alumn!?

Bill Bragg: I will tell them about the "Sadde Tramps", the increased school spirit, and the Red Raiders.

Mary Beth Clark: Tech's increased in enrollment evidences its development in every department.

Bo Williams: The new stadium and the football team.

Burnice Walker: Intersectional recognition due to the football team.

Loyd B. Spears: A larger school.

Fred J. Reinhardt: A much larger school spirit.

Doris Townsend: The increased anrollment in the divisions.

Doyle Hicks: The TCU defeat by the hands of the Red Raiders, W. B. Hoppe: More college spirit and fewer quizzes.

Floyd Williams: Increase In school spirit with the large increase in attendance.

Emily Teeple: I think the victory bells a swell idea.

LaVerne Roach: Our school spirit, Gladys Poe: Our football team, Clera Claiborn: More spirit in everything and everybody.

Grace Lee Mahoney: Our large Grace Lee M

the Leila Mac Zorns: The beginning of a new museum.

Mary Louise Price: Development of the school spirit.

Billy Buford: The good Fish class and the fine support that it gives to every activity that is held on this campus.

R. E. Martin: I hope it will bunnecessary to show our victory bells to the returning alumni and ex-students Saturday night. They will hear them ringing.

Gehrome Holloway: I hope it will not be necessary to point out the increase of enrollment and the bellet school work.

Haskell Taylor: Show them the school spirit that apears all over the campus.

Galloway Gammill: Let's ask the ex-students why they like our Red Shirt cheering section.

Van Scheid: Show them the school spirit that apears all over the campus.

Galloway Gammill: Let's ask the ex-students why they like our Red Shirt cheering section.

Gorman Webb; I say show them our large student body and its enthusiastic sportsmanship.

R. L. Read: Tech's record enrollment—and the outstanding football team.



14-8 Cuban Leather Heel

gator trims.

Watch Ramsey And Neill

Many grid players in the Southwest are being sely watched by the "football board" that selects All-American team each year. Included among se are Red Ramsey, end, and Big Jim Neill, half-k, of the Matadors.



"Take Him Out, Doc!"

Red Raiders Set Defense For Centenary College Thrusts

Around The Matador Arena

Red Raiders Topple Centenary Apple Cart—We Hope

By JIM LINDSEY Toreador Editor

A glimpse at workouts supervised by Profs Cawthon and Smith indicate a different story. Bumped off by a weak Wichita U. team, the Raiders are setting themselves to regain some of the lost glory. The Scarlet charges realize their task is a heavy one. So they are girding for stiff competition from the Gentlemen.

Most anything can happen in a football skirmish. That's been shown by such upsets this season as Vandy's loss to Southwestern in Tennessee, the unforgettable treat handed Wichitans by the Shockers and others equally as noticeable. So don't be surprised if our prediction goes haywire as it's liable to do with a couple of keyed-to-the-limit teams vying for honors on the local grid-iron tonight.

Iron tonight.

DO YOU KNOW THAT: Border conference rules require that a white ball must be used at all night contests. Tech plays Duquesne Armistice in 1937 on Matador Field. This month Clipper Smith's team beat Pittsburgh, 7-0. Pitt downed Ohio State, 6-0 certler in the season. the athletic department is dickering for Southwestern con-

'A Tale of Two

Cities"

Charles Dicken's Story

Ronald Coleman Elizabeth Allan Edna Mae Oliver Reginald Owen Basil Rathbone

-also-

Comedy and News

-Glancin'-- Speedy Backs May Throttle Down To Walk

Gentlemen Hold Secret Session On Matador Field Last Night

watching Centenary's scampering backs almost make Tex Oliver's standard offer to trade yards for scoring points in any game become a reality. Cawthon has spent most of the week setting his defense to stop the jackrabbit type ball carriers. Wednesday afternoon the third stringers performed Centenary plays against the first and second teams. Cawthon directed the Gent offensive through as Smith taught the offensive how to squelch the running attacks by to tady's visitors.

Inclement weather this week slowed down the sale of tickets for tonight's game but Business Manager Hugh "Bo" Williams sald yesterday that he expected a rush for admittance tags today. With reserved seats selling for \$2.25 and general admission charges listed at \$1.75, fans may purchase ducats at Walton's Man Shop, Broadway and Avenue J, or at Williams' office in the college gymnasium.

'Yankees' Face Tulsa 'Rebels'

Oklahoma Aggies Watch Texans Despite Game Today With 'Storm'



Prevue Tonite 12:00 Sun.-Mon.-Tues



MARION DAVIES CLARK GABLE CAIN AND MABEL

ALLEN JENKINS
ROSCOE KARNS
WALTER CATLETT - DAVID
CARLITE - FORBAR CAVANUGH
Directed by LLOYD BACON - Music 6
Lyrics by Herry Wizren 6 Al Dubin
A Wissen Bas Althour's Composition Food's

AAU Champion | Managers To **Arrange Card**



Border Loop Leadership Wrestlers Work Out At Gymnasium Under Petty In The Balance Tonight

Arizona University Plays

MONEY LOANED

Diamonds, Watches, Shot guns, or anything of value Jenkins Jewelry Pawnbroker Jackson Watch

Repair

Let "Isom" Give You a "BOSTON GLOSS"

VARSITY Shine Parlor



Luncheons Dinners Banquets

Come to See Us

We specialize in student service. At any time you wish to investigate prices or service we are ready to talk with you.

THE GLORIETA



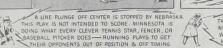
The First Catholic college in the Inited States was opened in 1677 t Newton, Maryland.























CAMELS SET YOU RIGHT!

JOY CAMELS AT MEALTIMES AND AFTE SMOKING CAMELS SPEEDS UP THE FLOW OF DI GESTIVE FLUIDS—INCREASES ALKALINITY— BRINGS A SENSE OF WELL-BEING—SO FOR DIGESTION'S SAKE SMOKE CAMELS. EXPENSIVE TOBACCOS - TURKISH AND DOMESTIC THAN ANY OTHER POPULAR BRAND.

(SIGNED) R. J. REYNOLDS TOBACCO COMPANY WINSTON-SALEM, NORTH CAROLINA

Editors Gather

Social Organizations On Campus Arrange Events For Guests This Week

WAA Gives Breakfast This Morning; Soucis Plan Affair Today

pledges, husbands of the hostesses, and dates of the affiliates. Twen by alumnae are expected. Downly alumna are expected. Downly alumna are expected. Downly alumna are expected in a diumna and alumna are expected. For Pribble, Hamling are appeted from a diumna are expected. For Pribble, Hamling and Jack Bradley, Amberst; Clarence Bobo, Paducath, Curtis Williams, Portaies, N. M., Jim Yowell, Lloyd Marr, and Badley, Amberst; Clarence Bobo, Paducath, Curtis Williams, Portaies, N. M., Jim Yowell, Lloyd Marr, and Badley, Amberst; Clarence Bobo, Paducath, Sity alumna are expected to attend the football game tonight. Sity alumna are expected to attend the football game tonight. Sity alumna are expected to attend the football game tonight. Sity alumna are expected to attend the football game tonight. Children and John and

College Calendar



WELCOME EXES AND ALUM-NI. You were the OBJECT of SALLY'S SCANDAL SLINGING in days gone by. The present STU-DENT BODY will certify that SHE IS PRESENT YET.

TODAY

Wrangier club dinner, Hungarian restaurant, 10:30 p. m.

WAA breakfast, Hilton hotel, Chimayo room, 9 a. m.

Sans Soucl club luncheon, Hilton hotel baliroom, 12:30 p. m.

Las Chaparritas club coffee, 2005
Broadway, 45:30 p. m.

Ko Shari club barbecue, 2515
Twenty-second street, 5:30 p. m.

Ko Shari club barbecue, 2515
Twenty-second street, 5:30 p. m.

Los Camaradas club dinner, Hilton hotel Aztec room, 5:30 p. m.

Ko Sams Soudent submire, Hilton hotel Aztec room, 5:30 p. m.

Ko Shari club buffet supper, 2301
Broadway, 5 p. m.

Komas club buffet supper, 2301
Broadway, 5 p. m.

Silver Key club dinner, Hilton hotel laroom, 6 p. m.

College club reception, Hilton hotel.

Centaur club reception, Hilton hotel.

College club reception, Hilton hotel.

A CLEAR VOICE

-A Light Smoke Whether you sing in the parlor—or just hum in your

Hair Dressing Newly Decorated

> HILTON HOTEL BEAUTY SALON

ON MEZZANINE FLOOR

At Affair Today (continued from page 1)
Hobbs Daily News; H. G. Richards,
editor Anton News; Fred Landers,
editor Monahans News and two
members of his staff; Homer Steen,
editor Floyd County Hesperian;
Sam M. Braswell, editor Paducah
Post; Tex DeWeese and Sherman
White Bernen Daily News

APPOINTED AGENT

To Discussion Of Spain

(continued from page 1)
sought refuge with the American ambassador and his staff, the speaker explained.

When our guarantee of security was assured by the Dpanish government, the Americans went to the province of Valencia in the extreme eastern part of Spain.

"Happy To Live"

"Our ambassador equipped us with a bottle of water and a loar

MAIN FLOOR LEVINES

MASN

FLOO



LEVINE'S MAIN FLOOR! LEVINE'S MAIN

Rucky for You -It's a Light Smoke!

FLOOR!



West Texas Hospital

1302 Main

Phone 480



In Harmony with Your Throat

More marvelous than any invention is the "music box" inside your throat. But so delicate . . . with its maze of membranes! No wonder so many stars of the movies and radio say that for them a light smoke is the right smoke. Luckies are a light smoke of rich, ripe-bodied tobacco. Luckies hit the right note with your taste! The only cigarette with the tender center leaves of the highest-priced tobacco plus the all-important throat protection of the "Toasting" process. Remember—the only cigarette. So reach for a Lucky and be kind to your throat!

* * NEWS FLASH! * *

205 Guests at Ritz Carlton in Atlantic City

Play "Sweepstakes"

People on vacation play the "Sweepstakes," too. In one week alone 205 guests at the fashionable Ritz Carlton in Atlantic City remembered to send in their entries for Your Lucky Strike "Sweepstakes." We say that's combining fun with fun!

Have you entered yet? Have you won your delicious Lucky Strikes? There's music on the air. Tune in "Your Hit Parade"—
Wednesday and Saturday evenings. Listen.

Wednesday and Saturday evenings. Listen, judge, and compare the tunes—then try Your Lucky Strike "Sweepstakes."

And if you're not already smoking

Luckies, buy a pack today and try them. Maybe you've been missing something. You'll appreciate the advantages of Luckies – a Light Smoke of rich, ripe-bodied tobacco.

a light smoke—they go to-gether, Guard those delicate membranes. Select a <u>light</u> smoke—a Lucky. OF RICH, RIPE-BODIED TOBACCO - "IT'S TOASTED"

STEPHE