

Are You A Loyal Tech Student?

Tech-Spirited Enrollees Buy Tickets To Band Concert March 10



The TOREADOR



Today Gives Last Dormitory Vote!

Do You Want Campus Residences Named? Fill In Coupon

VOLUME XI

LUBBOCK, TEXAS, WEDNESDAY, FEBRUARY 17, 1937

TEXAS TECH

NUMBER 36

Saturday Set Aside As Special Band Day With Impetus On Ducat Sales

ABC, Campus Promoters Plan Added Punch To Get New Uniforms

SATURDAY has been set aside as Matador Band Day with added impetus planned for the drive to raise money for new uniforms.

To Name Assistants

In a Student Council meeting Friday night, President Claude Thompson will appoint committees to assist ABC members in canvassing the business firms.

Arrange Program

Contacting the arts and sciences division staff are Thompson, Wilmot Eaton, and Hugh McCullough.

Tickets On Sale

The drive took shape in a Saturday, gaining momentum during registration when 1,000 students bought tickets to the concert.

Ag Students Plan Banquet

Club Committee Places Ducats On Sale For Annual Affair

Louis Merrill, Fort Worth, regional soil conservator, is the main speaker chosen for the second annual Aggie club banquet Saturday evening, February 27, at 7:30 o'clock in the women's dormitory.

Tickets On Sale

Music will be furnished by Dick Dickerson's orchestra. Tickets selling for 75 cents were placed on sale Monday by the sales and publicity committee.



SALLYPORT and her LEVEN ORCHESTRA, the SCANDALIZERS present for YOUR ENTERTAINMENT of latest in COLLEGE SWINGTIME from the STRAIGHT AND NARROW. THE BAND HAS JUST COMPLETED A week's ENGAGEMENT at JOHN-SON'S RANCH.

Department Gets 71-Year-Old Skin Among Collection

A 71-year-old bird specimen, a Baldpate duck killed in 1866, is among the collection of 30 bird skins sent to the biology department by University of Michigan museum of zoology this week.

The specimens were sent in exchange for 30 birds collected in Montana last summer by Dr. D. W. Douglas, professor of zoology.

Stanford Dean On Program

Dr. Kefauver Talks At Meeting On Campus For Teachers

Dr. Grayson N. Kefauver, dean at Stanford University, will head the list of speakers at the West Texas Teachers association convention on the campus March 5 and 6.

Engineers Plan To Cast Trays

Tentative plans have been made for casting of dies by Tech students to roll souvenir ash trays for the Engineering show, April 16 and 17.

Crutcher Calls Meeting Of Alpha Chi Tomorrow

Alpha Chi members meet tomorrow afternoon at 5 o'clock in room 216 of the Administration building, President Leon Crutcher announced yesterday.

Stangel Judges Show In Odessa Tomorrow

W. L. Stangel, animal husbandry department head, goes to Odessa tomorrow to judge in the Fifth Annual Ector County Livestock and Poultry show.

Griffin Returns Today From West Coast Trip

Fred Griffin, graduate assistant in the Publicity department, returns today from Riversdale, Cal., where he was called to the bedside of his mother, who died Tuesday in that city.

IRC Program Lists Talk By Solon In Utah

Woman Senator Accepts Invitation To Speak At Campus Parley

MRS. BURTON W. MUSSER, state senator of Utah and one of three principal speakers for the West Texas-New Mexico International Relations club conference on the campus March 5 and 6, is an accomplished linguist and authority on Spanish-American affairs.

Born In Switzerland

Mrs. Musser was born and educated in Switzerland. She received later education in France and Germany and at the Universities of Mexico, Utah, and Columbia.

Elected To Senate

In Salt Lake City Mrs. Musser has been active in social welfare work. She served as president and director of Neighborhood House, as head of the Visiting Nurses' association, and on the board of the Family Service Society.

Dairy Club Hears Tinney; Officers Assume Positions

The Dairy club installed officers for the spring semester in a regular meeting Monday night. Sam Hill, junior student from Nocona, replaced the retiring president, Maurice Cowan.

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Fred Griffin, graduate assistant in the Publicity department, returns today from Riversdale, Cal., where he was called to the bedside of his mother, who died Tuesday in that city.

Griffith Donates Gifts; Holden Tells History Of Several Articles

A 200-piece collection of arrowheads, spearheads, scrapers, knives, and hammer stones have been donated to the West Texas Museum by Harold Griffith of Lubbock.

Lubbock Citizen Gives 200-Piece Collection Of Relics To Museum; Contains Arrowheads, Knives And Scrapers

The Oregon collection includes points for arrows and gibs, many of them having barbs. These were used for spearing fish, Dr. W. C. Holden, acting head professor of history and director of the museum explained.

Pirtle Enters Cast In State Play Tourney

Students Seek Fourth Consecutive Win In Meet Next Month

MISS WAYBURG, an attractive girl, has developed a "Russian Soul," her ideas in art and music are unconventional. Her idea of self-expression manifests itself in the form of self-repression that is rather unpleasant for those with whom she lives.

Win Trophy

Mrs. Wayburg tells Geoffrey that if her daughter will not go with him, she will. As anticipated, Geoffrey's enthusiasm for the mother's appearance uncovers the little streak of jealousy in the daughter, who quickly retires to put on her most charming frock and discard her "arty" clothes.

Coeds Seek Funds For Clubhouse Or Union Building At Tech

Planned for raising funds to be used in securing a clubhouse for Tech women or for helping furnish a union building were discussed Friday afternoon in room 209 Administration building, at a joint meeting of Quarterly Club representatives and the council of the Association of Women Students.

Home Economics Club Hears Doak Tuesday

Mrs. Mary W. Doak, dean of women, speaks at a meeting of the Home Economics club Tuesday evening at 7 o'clock in the Home Economics building. Her subject is "Literature As Source Material."

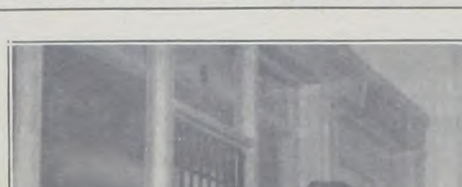
NYA Director Confirms Aid For Tech Students

A letter from Lyndon B. Johnson, state director of NYA "Drought Aid" allotments, was received by Dr. Bradford Knapp, officially notifying him of the continuance of the project at Tech during the spring session.

Food Professor Talks At Downstate Banquet

Miss Jonnie McCrery, head professor of foods and nutrition, will be guest speaker at the annual international relations dinner of the American Association of University Women in Wichita Falls tomorrow evening.

College Registers 3,000th Student



Student number 3,000 for this year pays his fees at the business office and registration reaches an all-time high at Texas Tech.

MISS WAYBURG, an attractive girl, has developed a "Russian Soul," her ideas in art and music are unconventional. Her idea of self-expression manifests itself in the form of self-repression that is rather unpleasant for those with whom she lives.

Associations List Program To Conduct Series Of Meetings

The Y association program for February and March is complete, listing four speakers, an Older Girls' conference, and the eleventh annual Easter sunrise service.

Girls Consider Housing Plans

Planned for raising funds to be used in securing a clubhouse for Tech women or for helping furnish a union building were discussed Friday afternoon in room 209 Administration building, at a joint meeting of Quarterly Club representatives and the council of the Association of Women Students.

Letters From Europe And South Africa Ask Data from Department

From far-away Lisbon, Portugal, and British South Africa inquiries have come recently to the desk of W. L. Stangel, animal husbandry department head, concerning the purchase of livestock and research work carried on by Don L. Jones, superintendent of Lubbock experiment station.

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Norris Makes Further Plans For Banquet

Engineers Name Goodwin As Toastmaster For Affair March 6

CHEMICAL engineering students will be honored at the engineer's banquet at the Hilton hotel, March 6, Lee Norris, chairman of the program committee, said yesterday. Geological engineers were honored in 1936.

Expecting Big Crowd

Norris expects this year's banquet to draw more persons than previous affairs.

Alumni Heads Select Dates

Meeting in the alumni and ex-students association office in the Administration building Sunday afternoon, directors set May 31 as the date for the annual alumni and ex-student banquet on the campus.

Directors Name May 31 As Time For Annual Banquet On Campus

Plans were perfected and committee chairmen appointed. Chairmen are: Margaret Carill Robertson, reception; Mrs. J. W. Jackson, arrangements; and Mart G. Pederson, ticket sales.

This Is Absolutely Your Last Chance To Name Dorms!

This is positively your final opportunity to assist in naming the dormitories on the campus! Clip this coupon NOW if you desire to help in the progress of Texas Tech!

Do your share! You are a college citizen. Use your right to vote on matters pertaining to Texas Tech. Write in your preference TODAY! Leave in ballot box in east round of Administration building.

(Signed) Division (Editor's note: These names have been suggested in previous balloting: Jones Hall, Doak Hall, Horn Hall, Knapp Hall, Gordon Hall, Bledsoe Hall, Carter Hall, and Drane Hall.)

Speaks At Banquet

BRECKENRIDGE, Feb. 13 — (Special) — Over three hundred persons attending the Chamber of Commerce banquet heard P. W. Cawthon, Texas Tech athletic director, speak tonight. He was the guest of G. B. Morris, Tech graduate and line coach here.



Managers Meet Today

Managers of other representatives of teams in the intramural touch football campaigns gather in the Toreador office this afternoon at 4 o'clock. Intramural Director Cy LaMaster announced the session late yesterday.

Raiders Try To Quiet Tempe Bulldog's Growl This Weekend

Arizona Team Opens Series Friday Night

Goal Shooting Specialists Head Invasion So Huff Tightens Defense

A WEEK of rest dominated by long workout sessions at night should mean much to the Matador cagers who face Arizona State Teachers college of Tempe in a two-game series Friday and Saturday evenings. The tip-off occurs promptly at 8 o'clock and from this start the Red Raiders begin a stubborn fight for their mathematical chance at the Border championship.

Returning Sunday after a grueling tour through Border lands that lasted ten days, the Raiders enjoyed a day of rest Monday. Travelling equipment went back to its usual place until Tuesday evening when Coach Berl Huffman called the roll for workout at 6 o'clock. From this initial call the Mats have been hearing down a road of mistakes discovered en route over the circuit. Huffman vows the Tempe team can plan for trouble in the gym this week.

Huffman Orates
The object of much of Huffman's oratory has been aimed at two Bulldogs, who the Texans found out in Tempe last week played a fast brand of casaba chasing. Captain Kenneth Heywood, Teacher forward, punches the basket in the same manner and with the same accuracy that Bobby Jones hits golf balls into the links holes with his putter.

High scorer for the visiting outfit, Heywood is an artist in every sense of the word when basket shots become the vogue. In a Border conference court session this week he clicked the scoring cogs to 25 points.

Phelps Assists
Assisting Heywood in this assault on the netted hoop is Worth Phelps who is a "feeder" to Heywood and does his share of swishing the net. Together the pair made the best scoring combination seen by the Mats on the loop jaunt, so declare the Raiders themselves.

Mats Look Up
Huffman is quick to state that he is making other plans for the reception. And if you ask his followers they'll tell you the same thing. Nights of hard practice built around formation manufacturing and tightening of defense spell trouble for the Arizonans in the local "barr."

Sitting in fourth place down the standings ladder, the Mats say "no more sliding" but look up to the top notch occupied by the New Mexico Aggies. If four triumphs can bring a conference championship they'll wear the crown. At least, this is their honest intentions in making ready to stop Tempe and continue the halting when Arizona comes around Monday and Tuesday evening.

Starters Listed
The task of stopping the Bulldogs early rests on the shoulders of Bob Case and Judge Garrett at forwards, Curly Wilkinson at center and Leroy Crews and Hugh Snodgrass who get the nod as starters Friday night. Geared to a T, schooled to the minute and fretting at the dressing room door, the Matadors look up with the coming of the Teachers Friday night.

Table Tennis Tourney Begins Friday At Gym

LaMaster Lists Entries In Meet Sponsored By College Humor

Pairings for the first round of Tech's intramural table tennis tournament sponsored by College Humor magazine as part of a nation-wide tourney have been announced by Intramural Director Cy LaMaster for 26 entries. Play begins Friday afternoon and continues through Saturday.

Surviving finalists meet in the championship game to be played during the rest period between halves of the Tech-Tempe basketball game Saturday night. Tourney winner and runnerup will receive gold and silver medals donated by College Humor. Names and results are to be published in the magazine, LaMaster said.

Get Subscription
Each finalist will be given a year's subscription to the National Table Tennis Journal and receives honorary membership in the National Table Tennis association. According to LaMaster, the school champion will be eligible to attend the state tournament in Waco next month.

The meet will be conducted on a one match elimination plan, and a contestant must win two out of three games to take a match. Several games will be run off simultaneously on several tables in the gymnasium.

Pairings Listed
For practice purposes tables will be set up for the remainder of the week to be used any time, LaMaster stated.

Meadow Quintet Takes Tourney In Tech Gymnasium

An unheralded "dark horse" came to the front to upset three favorites and wind up with top honors when the Meadow High school quintet emerged victorious in the District three high school basketball tournament played in the Tech gym Friday and Saturday.

Floydada cagers, runnerup by six points, also came as a surprise to spectators as little was known about the Whirlwinds in this section.

Twenty-two individual trophies and a large championship trophy were awarded by Coach Dutchy Smith of Texas Tech, pinch hitting for Athletic Director Serl Huffman, Saturday night at the conclusion of the tournament. Gold basketballs were presented to each member of the winning team and Floydada players received silver basketballs.

First round pairings are: Barnard and McCarty, Moore and Legg, Bloomer and Ritter, Pinkston and Williams, Taylor and Vinyard, Hutchinsion and B. Miller, Cox and Heard, Webster and Neil, Seiber and T. Miller, Warlick Carr and Sharpe, Waggoner Carr and Farrow, Upshaw and Stansell, and Bel-fanz and Brewer.

Captains Tempe



KENNETH HEYWOOD . . . Tempe captain and forward . . . high scorer for Tech's guests Friday and Saturday . . . uses one-handed pitch shot that hits the bucket with frequency . . . works smoothly under the basket.

Walter Briggs, Detroit industrialist, who never attended Michigan State Normal college, has presented that institution with \$150,000 to be used in the building of a new athletic field.

Myrna Loy is the favorite movie actress of Colgate university students.

Leaders In Social Circuit, Possessing Passing Talent Galore, Vie Tomorrow

Allen Announces Spring Card For Racquet Holders

Seven, and possibly eight tennis matches are scheduled for members of the Tech tennis squad this spring, James G. Allen, sponsor, announces.

These matches are: West Texas State Teachers college at Canyon, April 10; Abilene Christian college at Abilene, April 17; WTSTC at Canyon, April 24; ACC at Lubbock, May 1; New Mexico Military Institute at Roswell, May 10; Border conference meet at Albuquerque, May 7 and 8; and Hardin-Simmons here, May 15. The squad may make a trip to Dallas to contest the Southern Methodist university squad, Allen said.

At the game with Hardin-Simmons, the two new courts south of the Women's dormitory are to be dedicated. The tennis squad is composed of four varsity men: Harry Jordan, Big Spring; H. A. Bozeman and Aubrey McCarty, Lubbock; and Fancher Upshaw, Amarillo. Wilson Chapman becomes eligible this spring.

Pacers have a "lateral" gait; trotters have a "diagonal" gait. The Epsom derby in England was first run in 1780.

John L. Sullivan fought the last professional fight bare-knuckle bout in 1889. He whipped Jake Kilrain in 75 rounds.

Keys Play Kemas Club In "Natural"; Ratos Contest Tramps

Passes are due to fly thick and fast this afternoon behind the gymnasium. The occasion: two intramural touch football leaders, boasting the best passing combinations in the social circuit, meet at 5:10 o'clock.

Silver Keys, leading the Socialites with three victories, pit their passing duo, Dudley Brummett and Gene Alderson, against the "Trenary-Bullock" airline of the Kemas club. Trenary's gridders present a 1,000 percentage in the league standings with two victories and no defeats.

Coaches Comment
Talking with Coach A. J. Carpenter of the Keys and Trenary, the interviewer finds himself a bit puzzled. The rival skippers are spending late hours planning offensive attacks and perfecting their defenses. Judging from conversations with the pair, new pass receivers for bullet passes from Trenary and Alderson are likely to appear before the game progresses far.

But don't let the Social loop "natural" detract your attention from the Independent wars. There is to be another nip and tuck grid session on the west practice field. Los Ratos combat the Saddle Tramps shortly after the clock strikes five tomorrow afternoon.

Rats Triumph
Los Ratos emerged victorious over North Plains Saturday afternoon. (See RATOS, page 4)

WAA Committee Names Three New Sports Chairmen

Three new sports chairmen were elected at an executive committee meeting of the Women's Athletic association Wednesday afternoon in the gymnasium.

Named were: Marybelle Wolf-skill, skating; Gertrude Ford, volleyball, and Lillian Baker, riflery.

Other chairmen include: Mattie Cora Hodge, soccer; Doris Hop-ping, riding; Eloise Smith and Lorraine Watson, dancing; Bunnye Dow, ping-pong; Ponice Reeves, archery; Alma Jones, tumbling; Betty Jo Street, tennis; Lois Paul-sel, shuffleboard and bowling; Ruth McWhirter, baseball; and Juanita Chance, golf.

Picadors Suffer First Loss As Wayland Wins

PLAINVIEW, Feb. 14. (Special) —Running up a big lead in the first half only to see it slip back down to one point by the end of the game, Wayland college's quintet defeated the strong Texas Tech Picadors 35-34 here Saturday.

This was the first defeat hung on the invaders this season. The Picadors ran up ten points to tie the score in the first five minutes of the second quarter and from then until the end of the game the score see-sawed, Wayland finally emerging on top.

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1000
cake

Here's aroma for you

... a picture of Chesterfield tobacco just as it comes out of the 1000-pound wooden hogsheads after ageing for three years.

If you could be there when these hundreds of hogsheads are opened up . . . if you could see this mild ripe tobacco, prime and ready to be made into Chesterfield Cigarettes . . . see the golden color of the leaf . . . and get a whiff of that delightful aroma . . . you'd say . . .

"Delicious . . . makes me think of fruit cake."

Mild, ripe home-grown and aromatic Turkish tobaccos . . . aged three years . . . make Chesterfield an outstanding cigarette . . . give them a more pleasing taste and aroma.

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THE NEW Palace

SOUTH PLAINS FINEST

Friday and Saturday

How Well Her Lips Smile THE KISS THAT ENRAPTURES...AND THE KISS THAT BETRAYS!



Color Cartoon Musical Novelty Paramount News

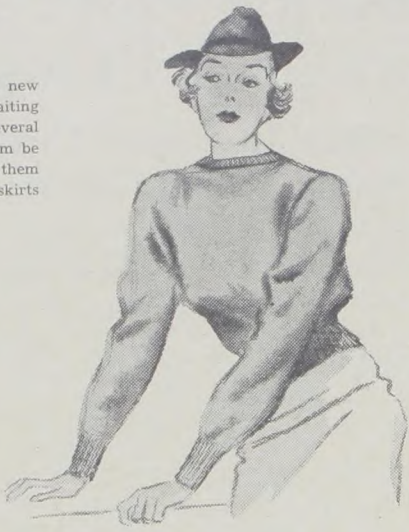
Bright!... New... Spring Sweaters

Just in...

They're here!... those colorful new Spring sweaters you've been waiting for... see them and choose several for your very own... make them be the spice of sportswear... wear them smartly with your suits, with skirts over blouses, etc.

A new assortment of Spring sweaters in pastel and bright colors... priced \$1.29, \$1.98, \$2.98.

Those sensational new Sleeveless sweaters in bright sport colors... priced \$1.29



Hemphill-Wells Co.

Double T Members Desert Gridiron This Weekend For Annual Dance

Matadors, Guests Attend Entertainment Friday Evening Downtown

"SIGNALS!" 21-13-48-28 hip. They are off again, but this time the gridiron is a dance floor, that of the Auditorium where the Double T association stages its annual semi-formal dance Friday evening from 9 to 12 o'clock. Reviving football glamor, hosts decorate the dance hall with red and black, footballs and athletic togs. Dick Dickerson and his orchestra furnish music.



(Continued from page 1) POINT BLANK during a recent TENNIS MATCH, why HE HAD not been eating HIS GRAPENUTS or WHEATIES. The QUESTIONER was SYLVIA SMITH. TAKE THE MUTE out of the TRUMPETS and let them TOOT.

What Happens When 'Boy Meets Girl?'; Students To See Play

"Boy Meets Girl," America's newest wise crack and slogan, spells love, romance and rhythm in any language. Bella and Samuel Spewack's stage production "Boy Meets Girl," coined the term that indicates heart thumps to boy and girl.

Guests View Clubhouse At Key Affair

Stags Hold Open House Sunday Evening For Invited Groups

Initiating their new club house, Silver Keys were hosts Sunday evening from 7 to 8 o'clock with an informal reception at 1641 Broadway.

From a table centered with blue flowers in yellow pottery punch and cookies were served by Maxine Fry, Mary Price, Lillian Heard, and Helen Lehmborg.

Hosts Listed Mrs. Shirley Robertson, house mother, and Jim Lindsey, club president, greeted guests. The house party was composed of other club officers: Jerome Harkey, vice-president; Eugene Alderson, secretary; Lee Michie and Richard Snyder, treasurers; and Wayne Prather, sergeant-at-arms.

Neves Discusses 'White Banners' For Reviewers

Madeline Neves, senior arts and sciences student from Lubbock, reviewed "White Banners" (Douglas) Tuesday afternoon at a meeting of the Book Reviewers' club in the lounge of the women's dormitory.

AAUW President



MRS. MARY W. DOAK

Dean Of Women Heads AAUW For Next Two Years

Two faculty members appear in the list of 1937-38 officers of the local branch of the American Association of University Women and another was selected as delegate to the national convention meeting in Savannah, Ga., in April.

Mrs. Mary W. Doak, dean of women, was elected president Saturday afternoon at a meeting of the association in room 108 of the Home Economics building. She succeeds Miss Margaret W. Weeks, dean of that division, who presided at the election of officers.

Goodwin Starts Series Of Lectures On Science

Professor Of Chemistry Shows Development In Plastics, Resins

"Plastics are used from the filling of a tooth to the building of the Panama Canal with its five million cubic feet of concrete," Dr. R. C. Goodwin, head professor of chemistry, said in the first of four semi-popular lectures on recent progress in science Sunday afternoon in the Chemistry auditorium.

Dr. Goodwin spoke on "Recent Developments in the Field of Plastics and Resins." A large group of exhibits ranging from artificial silk to bakelite and rubber substitutes were used to illustrate the discussion.

Nature In Rut "In spite of the marvelous works of nature, she tends to get in a rut." The silkworm is not sales-minded; he turns out the same product year in and year out.

The next talk will be given the second Sunday in March, it was announced. The lectures are sponsored by staff members of the chemistry department, and are open to the public without admission charge.

Ratos Beat North Plains Gridders; Tramps Triumph

(Continued from page 3) noon after a 6 to 6 deadlock brought the five-downs penetration playoff into use.

Labeled as one of the most intense contests unrepeated this year, two casualties were reported. Martin, Rat back and Upshaw, center for the same aggregation were carried from the game to the hospital. Upshaw received a broken nose. Martin suffered torn ligaments in his right leg.

Saddle Tramps Win In other games played last week-end Main Street Independents suffered their first setback at the hands of the Saddle Tramps, 12-0. North Plains thumped the Bojars entry, 12-6.

Saturday afternoon Los Camaradas felt the Silver Key strength, falling under a barrage of touchdowns. The score stood 26-0 when the final gun sounded—and the Social loop pacers left their ace on the public without admission charge.

Las Armonias Members Plan Party Friday

Las Armonias club uses the birthday of George Washington as a motif for decoration at a party Friday evening at 8 o'clock in Seaman hall, Austine McDonald, club president, said. Manuel Ayres heads the social committee in charge of the affair.

Ceeds Entertain

Sport clothes are to be worn to the second dance sponsored during the school year by the women's dormitory Saturday evening. Cecile Parsons, president, women's dormitory self-governing association, announces. The dance is in the dining room of that campus residence from 9 to 12 o'clock.

Music is the topic for a program given Sunday afternoon at 2 o'clock in the lounge of the women's dormitory where the Forum and Quarterly club sponsor the

Forum president, and Pauline Edgett conduct the program.

Eat One of Our Big Juicy Steaks 30c

Varsity Confectionary

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NEW Spring Slacks For Young Men

Three blond singers have gone with Bradley And two little boys are looking sadly. Could the boys have played the stogie. While the girls flew off to Baton Rouge.

NEW Spring Slacks For Young Men

While the girls flew off to Baton Rouge.

SALLY LEARNED why the ATTENDANCE to HER DANCE was so SMALL. KAY DONAHUE was ENTERTAINING the EXPECTED guests in HER ROOM. KAY'S LATEST theme song is "A SENSATION IN EVERY CLOSET."

Three blond singers have gone with Bradley And two little boys are looking sadly. Could the boys have played the stogie. While the girls flew off to Baton Rouge.

NEW Spring Slacks For Young Men



\$2.98

All New Spring Patterns Aand Designs J. C. Penney, Inc.

Barbara Stanwyck says:

... hit with my throat"



my throat"

"When talking pictures arrived, my stage experience on Broadway gave me my chance on the screen. Taking care of my throat became serious business with me, so I changed to Luckies—a light smoke. Of course I smoke other cigarettes now and then but sooner or later I come back to Luckies. They make a hit with my throat and also with my taste."

Barbara Stanwyck

RKO RADIO PICTURES' STAR NOW APPEARING IN "THE PLOUGH AND THE STARS"

An independent survey was made recently among professional men and women—lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

Miss Stanwyck verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.



THE FINEST TOBACCO—THE CREAM OF THE CROP

A Light Smoke "It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

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