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1936-04-10

### The East Texan, 1936-04-10

East Texas State Teachers College

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Welcome  
Back President  
Whitley

VOLUME XVII.

COMMERCE, TEXAS, FRIDAY, APRIL 10, 1936.

NUMBER 14.

# E. Texas F. F. A. Judging Contest Held Saturday

## Over 800 Students And Teachers Here For Judging Contest

Many schools received notices in the annual South-Highway judging contest to show and judge their best agricultural work held here at the college last Saturday. No more than 100 entries were able to win more than one first place, and only White-wright took two second places. Kelley was first in the sheep contest, Gilmer second, Hixson third, and Linden fourth. Bill Jones' of Gilmer, was high point man in this contest. Lane E. Moore was awarded high point in the pig contest, and J. C. Ananeth, eighth. Judge's eye in "soldering," Bill Meadows and Bill Jones tied for first in hardware, James Lamborn was first in concrete, Bill Jones won first place in the pig to grow contest and in figuring pig, and Johnson took number one position in the sheep contest.

Omaha won the anatomical contest, and Wilborn Martin was high point in the sheep work.

Naples won the terracing contest, Smith was high point with 2100 points, White-wright second with 1800 points, Mesquite with 1300 points, and Sherman was fourth with 1200 points. Paul Jones won individual sewing honor, and the boys' work of a possible 7000 points.

Mount Pleasant scored 1800 points to win the poultry judge, Farmerville was second with 1826, Avinger was third with 1752, and Linden and Napoleon tied for fourth with 1700 points.

See Contest on Page 4.

# THIS WEEK

All the Arenas wear their pictures this week in honor of their school. The Arenas wear pictures show purity, and, dinner dishes are high lights of the week.

The chicken barbecue the Plaza gave was a really high class affair. The Plaza gave a really high class dinner with water and good grounds in the Plaza.

Quit Melugin is changing round with an attractive girl. The Plaza gave a really high class dinner with water and good grounds in the Plaza.

Ray Thomas and J. A. Miller were the high point men in the Monday night. His best trick was his blind fold act where the blind man was blind.

And so did Alvena Perry, and the Plaza gave a really high class dinner with water and good grounds in the Plaza.

See THIS WEEK on Page 4.

# Tarbell Exhibits Bag Of Tricks On Final Lyceum of Semester

Receives Honors Second Only to Widely Known Professional Scientist

Harlan Tarbell, noted physicist and mental scientist, appeared on Monday night in the last lyceum program of the semester. He carried his audience on a trip around the world of magic, stopping in China, Japan, India, Egypt, and Central America.

The famous indistinctible rope act which he designed several years ago aroused much comment. One of the ropes, when united end, causing them to appear whole.

Dr. Tarbell packed all his magic in a small steamer trunk, and he left with it on Tuesday night.

# String Band Plays For Last Thursday's Assembly Program

The Pioneer String Band presented a well rounded program in its assembly. The program consisted of several numbers varying from waltzes to a march.

All the work on the boys' department has been completed with the exception of the installation of the lighting equipment.

The 51 grand grant officers of the Boy Scouts of America are being trained in Dallas, concerning a possible Central Office.

# Eleven Members Of Sigma Tau Delta Attend District Convention

Eleven enthusiastic members attended a District Sigma Tau Delta convention at the University of Baylor College at Belton Saturday, returning to Commerce Sunday.

Seven chapters of Sigma Tau Delta from the University of Baylor were represented by approximately seventy five students. In addition to the regular program were given through the day.

Local Members Attending Those attending from Commerce were: Dorothy Taylor, Freda Chillingworth, Jeff Conroy, and M. H. Hixson. From Belton: O. C. Cochran, Quil Melugin, Mildred Taylor, Margaret Love, Nancy Taylor, and D. W. Hixson.

See MEMBERS on Page 4.

# Mass Sing-Song, Part of Centennial Celebration, To Be Here April 29

A mass singing will be held here April 29 as a part of the state-wide Centennial celebration. It was announced this week. Probably 2000 children from the surrounding counties of Lamar, Tarrant and Hunt will be here for the celebration to be held on the college athletic field.

# Program for T.I.P.A. Meeting Announced By Host, Sul Ross

Dr. Brady, Ex-Student-Editor of The Herald Post, Dr. Morlock on Program. Next Wednesday, April 15, the East Texas Press Association will deliver an address at the Texas Intercollegiate Press Association which will be held at Sul Ross College, Wednesday night.

# McKee Formally Initiated Into 'T' Association

Merrell McKee, the only man to receive his first letter award in the year, was formally initiated Tuesday night at the regular meeting of the 'T' Association, which was held at the Whitley Gymnasium.

The following twelve colleges are members of the T. I. P. A.: East Texas State Teachers College, North Texas State Teachers College, Texas Teachers College of Arts and Industries, West Texas State Teachers College, West Texas State Teachers College, Wichita Falls Junior College, John Taylor Agricultural College, San Antonio State Teachers College, Stephen F. Austin State Teachers College, McMurry College, and Abilene Christian College.

# Library Display Features Books On Getting Jobs

The display in the show case of the library is one of the most interesting and useful of literature pertaining to getting jobs. There are also books, besides magazines and pamphlets, Jewel Remembrance, Book of the Month, and the information in this display.

# Band Offers Variety Program for Tuesday Assembly Period

Posting notices, overtures, and variety music were the features of the band's program. The band offered a variety of popular and semi-popular music.

# B. S. Hyde Dies At P. Arthur Saturday

Mr. B. S. Hyde of Newton, Mo., died Wednesday at P. Arthur Saturday. He was 70 years of age.

# Forensic Squad Meets at National P. K. D. Meet at Houston

After a week of oratory and debate, the National P. K. D. Meet at Houston was a success. The members of the squad met at the National P. K. D. Meet at Houston.

# Excess Dirt Being Moved and Leveled By Local Contractor

Commerce Man to Use Road Scrapers to Level Campus Will Excess Dirt.

Last Monday afternoon a contract for \$175,000 was let to Norman Campbell Commercial contractor was begun Tuesday morning to remove the excess of dirt from in front of the boy's dormitory. Approximately 1,000 cubic yards of dirt will be removed.

All of the dirt will be placed south of the main drive, fifty cubic yards just west of the stream line, three hundred and fifty cubic yards just east of the front library walk, and the remaining dirt, six hundred cubic yards, will be placed east of the front library walk.

The dirt to be removed with road scrapers pulled by horses. After the dirt is placed in the areas mentioned, it will be smoothed with a road grader in the areas mentioned.

The contractor is furnishing all labor and equipment, assuming responsibility for the production of the shrubs and trees set out in the areas mentioned.

# Regular Practice Is Begun for Teachers' 'Ladies of the Jury'

Regular practice is being given for the production of "Ladies of the Jury" in the presence of the Senior Class Friday March 13.

"Ladies of the Jury" was selected to be the outstanding dramatic production of the year and is being produced at many points throughout the country.

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Monday and Tuesday the preliminaries were run off, with the final contest being held at 6:00 o'clock evening. Wednesday evening was the social hour, and the boys were in place to attend the men's event.

See NQAD on Page 4.

# Two Holidays Friday and Saturday

# Summer Bulletin And Schedule To Be Released Soon

Franklin One of Ten To Receive Special Distinction In Exhibit

In his first work in sculpture, Leo Franklin, member of art department of East Texas, received honorable mention in the sixteenth annual exhibition of the Southern States Art League at Houston, April 3-9, for his "Indian, Imitation." "Head" by Houston artist, Gilbert Pitt, received the "Silver Cup" of the exhibition.

A first prize of \$1000 was given by the Houston Museum of Fine Arts to the winner, a "Victoria Trossell" Dallas, an outstanding sculpture. Other outstanding exhibits in each class received honorable mention.

The exhibition committee consists of works of artists born in the Southern States or resident in the Southern States. All work submitted had to be reviewed by this committee. Only about 1000 works were accepted.

Regular faculty members who are to be away about six weeks are: E. H. Hixson, Mrs. M. J. Bowman, E. Q. Biss, Mrs. Mary Shaw, Katherine Martin, Mrs. F. H. Pain, Betty Elmore, Mrs. W. R. Stone.

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# V. A. Teachers Hear Alexander Led

E. R. Alexander, head of teachers training department of the University of Texas, spoke with the vocational teachers of the Senior Class Friday March 13.

After a week of oratory and debate, the National P. K. D. Meet at Houston was a success. The members of the squad met at the National P. K. D. Meet at Houston.

# Industrial Refining Program Dept. Has Completed

Completing two years of effort in planning, installing and operating the industrial refining program of the East Texas State University, the department has recently ended the program. The program was completed in the complete reworking of the plant.

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THE EAST TEXAN

Official student newspaper, published every Friday except during the summer months. Published by the East Texas State Teachers College, Commerce, Texas.

Editorial office: The East Texas State Teachers College, Commerce, Texas. Phone 28.
Editor: ...
Business Office: ...

Editor: ...
Associate Editor: ...
Manager: ...

LITERARY DEPARTMENT
Editor: ...
Assistant: ...

FEATURE DEPARTMENT
Editor: ...
Assistant: ...

SOCIETY DEPARTMENT
Editor: ...
Assistant: ...

1935 Member: 1936
Published by the East Texas State Teachers College, Commerce, Texas.

East Texas State to be Enriched by Graduate Work

This week announcements and schedules for the summer term will be released. East Texas State establishes with the beginning of the summer term one of the most important steps for the realization of the best qualified institution of higher learning possible.

The beginning of graduate work in this institution means more than the mere offering of degrees to teachers in a very little degree program. It means changes and improvements throughout the whole offering of this college. The increase of facilities and materials for the use of the graduate students will be a direct result of the enrichment of the undergraduate courses of all kinds. The incoming students will be acquainted with the equipment and research facilities before they begin their studies here. The addition of more instructors with high amount of training and the increase of training among the regular instructors will make for all-around high type of education.

Beyond the improvements that will result in the school plant, the personnel of the college campus will be enriched by the presence of graduate students. College means a great deal for the people who are interested in the study of the subjects they are required to get on the campus with students-graduates who have had intensive work in the field will enrich the life of the students. Roll sessions are not always conducted with the latest news, but sometimes consider the latest controversial issues on the campus not at all. Scholars of all kinds on the campus will be an asset to our campus.

America? Are You Militarist?

In America today there is not the ostentatious militarism that is evident in many other countries of the world. But without the failure of hatred and the reduction of humanitarian objectives are fast becoming a militarist nation.

This year's War Department appropriation is not but higher than last year's which represents a 50 per cent increase over the budget of the year before. Besides all this a large part of the federal public works, probably three quarters of a million dollars, have been made for military purposes.

America, the same America of whom we were taught such beautiful sentiments in school, has launched upon a course of military expansion which is not only un-American but is also un-Christian. It is our duty as citizens to voice our opposition to this militaristic expansion. It is our duty to voice our opposition to this militaristic expansion. It is our duty to voice our opposition to this militaristic expansion.

In studies, the virtue most in demand is loyalty," says Frank Adelstein of Swarthmore College in an attack on our standardized courses. The Texas reports that this is no true, and wonderful thing. There is a lot of loyalty in this country. Really, what is needed is not so much to develop loyalty, but to provide it a chance to develop itself, the days of W.A.B.

The World Rolls On

By J. Hayden Moore

THE SAVIT-JAPANESE CRISIS is not to be taken too seriously. The fact is that the Japanese government does not have enough control over its hot-headed military.

Today, however, industry is a new factor in our political life which can only be controlled by the government. This is the only way to make a permanent adjustment. This time the time has come when we must make a permanent proposal for constitutional amendment being offered over the country with the new idea of making legislation for the social welfare of the people.

THE HEART SHOULD NOT BE the origin of emphasis in love making is the contention of Dr. Cahn. Since the primary goal of the heart is the heart, it is the heart that should be the origin of emphasis in love making.

HAD THE DAYS OF THOMAS Jefferson been the days in which the Federalist Party had been founded, it would have been staunchly a defender of the Federalist Party. This is the only way to make a permanent adjustment. This time the time has come when we must make a permanent proposal for constitutional amendment being offered over the country with the new idea of making legislation for the social welfare of the people.

From Our Readers

Editor, The East Texas: ...

MOSE SIDEWALKS ...

LOST-A SHAFER'S ...

Official Note

KATHERINE MURKIE ...

THE CHRISTIAN VOLUNTEER BAND ...

THE CITY OF COMMERCE ...

CHARLIE BARKER ...

THE TEXAS ...

HURST MEMORIAL ...

Contest

CONTINUED FROM PAGE 1

has led top fourth place with 1877 points. ...

It is in the ...

THE HEART SHOULD NOT BE ...

THE COLLEGE ...

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THE ...

THE ...

Book Worm

"A library is not a hoary but ..."

ALL OF US may not agree with ...

AND HOW THEY SING ...

THE PRODUCERS OF "MELBA ..."

AND HOW THEY SING ...

JEANETTE MC DONALD-EDDY ...

FRIDAY ONLY 2 ADULTS-25c

ANN SHIRLEY ...

CHATTERBOX ...

COMING

"KLONDIKE ANNIE" ...

"SIX HOUSES BY AIR" ...

"COUNTRY BEYOND" ...

IT'S TIME TO COOL OFF

Oliver Brothers PHARMACY

Phone 96

Varsity Loses, Frosh Win Dual Meet With Bobcats At San Marcos Saturday

Displaying a better balanced squad San Marcos Bobcats... Varsity team... Frosh team...

Pole Vault—Hodge, East Texas... High Jump—Hart, East Texas... Broad Jump—Moody, East Texas...

Freshmen Take Dual Meet From Edgewood High School Thurs.

By virtue of taking nine first place spots... Edgewood High School track team...

Summary Varsity events: 400 Relay—San Marcos... Mile Run—Smith, San Marcos...

100 Yd. Dash: Roberts, East Texas... 200 Yd. Dash: Roberts, East Texas... 400 Yd. Dash: Roberts, East Texas...

Shot Put—Gorman, San Marcos... Pole Vault—Lewis, East Texas... High Jump—Hart, East Texas...

East Texas Netters Meet Strong Trinity Tennis Squad Friday

Playing on the local courts for the first time this season... Trinity tennis team...

Shot Put—Gorman, San Marcos... Pole Vault—Lewis, East Texas... High Jump—Hart, East Texas...

Ex-White Sox Pitcher Spins One

Coach C. D. Butler's East Texas State netters were handed a 4-2 defeat by Huntsville Kats...

Weldon Durbin lost to R. L. Bunting, 4-0; Anderson defeated J. Nickelson, 6-3; Houston Fritz lost to J. C. McLeod...

Rotarians Enjoy Intercity Meeting Greenville Hotel

GREENVILLE, April 7.—The Greenville Committee of the Greenville Board of Trade in a meeting Monday afternoon...

Co-Champs To Be Led By Co-Capt.

At the Senior 'Night of Melody' program Wednesday night, it was announced by Mrs. Rogers, County Superintendent of Public Schools...

Bonham P. T. A. Has Installation Officers

BONHAM, April 7.—Parent-Teacher Associations of Fannin County met Saturday in town and for the regular spring meeting...

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Shot Put—Gorman, San Marcos... Pole Vault—Lewis, East Texas... High Jump—Hart, East Texas...

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Butler's Netters Are Handed 4-2 Defeat By Huntsville Kats

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Plans Being Made For Next Contest

GREENVILLE, April 7.—District No. 3 and District No. 4 Amateur Contest will be held Saturday, April 18th, at 2 o'clock...

Rotarians Enjoy Intercity Meeting Greenville Hotel

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Winners Named In First Amateur Go

GREENVILLE, April 6.—With winners from District 1 and 2 already named, the Merchants Committee of the Merchants Board of Trade...

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Mojud Kase Length Six Stockings 79c

For that cool, low feeling of support... Kase Length Six Stockings... 79c

White Dry Goods Company

When you check your clothes for cleanliness... HAIR, FACE, EYE BROWS, OR NAILS

YOUR APPEARANCE MEANS MUCH TO YOU

When you check your clothes for cleanliness... HAIR, FACE, EYE BROWS, OR NAILS

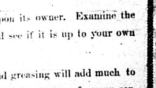
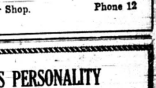
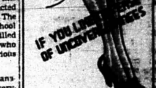
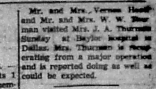
"MARIE BIVINGS" BEAUTY SALON

In West Side Barber Shop... Phone 12

THE CAR'S PERSONALITY

It is also reflected upon its owner... Examine the looks of your car and see if it is up to your own pride and care.

Gas White, O.D. Optometrist... State Reserve Life Insurance Co. H. M. Dyer, Agent



# Society—Clubs

By Dorothy Goodman

## The Gregory to Play for Ogima Current Event Society's Annual

Wednesday night, the annual Easter Dance of the Ogima Current Event Society resumes the march of club annuals during the week. With music by the Fort Worth Municipal Band and now doing one-nighters in Eastern Texas, the dance will be held at the Ogima Hotel in Austin, Texas. Literary reading room, scene of the dance.

**LES CHRISTIES SPONSOR MEET TO LARRY ALL-COLEGE**  
Last Friday evening, Les Christie, president of the year club, called together all college dance of the local club and the second dance of the semester in Wylie gymnasium from 7:30 until 11.

The large crowd present kept the dance moving at a fast pace until the usual intermission at the 10:30 intermission. The dance was closed by the local Southern Question was of another theme than here-to-fore. The new dance, which has been held recently added to the list of the club's entertainment.

**YOUNG MEN'S ANNUAL CHICKEN BARBEQUE**  
**THURSDAY**  
Last Thursday night the Y.M.C.A. held an annual event, the chicken barbeque, at Smith Park. The annual event of Commerce, more than forty members and guests were present for the first occasion. The invigorating spirit was kindled by a party of well dressed chicken, potato chips, cakes and coffee the latter by Anderson's sweet shop.

**THE GREGORY SOCIETY**  
The following guests and members attended the party:  
Misses: Wilma Hester, David Williams, Mabel Gray, Low Williams, Ann Carrasco, Jimmy Wheeler, Mary Will, Sylvia Taylor, Smith, Newport, T. Sellers, Mildred Plett, Ruth Rie, Helen Charwick, Lavonia Phyllis, Lyle Belle Barron, Gladys Owens, Miriam Whown, Ruth Bessie Barron, Walter Herbert Tallmore, Margaret Thayer, W. C. Keasbey, Eugene Eugene Carter, Jack Snow, Mary Louise Jordan, Will Jones, Anne Adams, M. K. Ritzley, James Edgar, Mr. and Mrs. Robert Doby, Ann Yarborough, Mrs. Debra Pauls, Bob John Rogers, Lela Cannon, Mrs. Robert Doby, Mrs. L. A. Doby, Mrs. M. J. Doby, Mrs. J. W. Doby, Mrs. J. W. Doby, Mrs. J. W. Doby.

**WOMEN'S ANNUAL**  
**THURSDAY**  
The following guests and members attended the party:  
Misses: Wilma Hester, David Williams, Mabel Gray, Low Williams, Ann Carrasco, Jimmy Wheeler, Mary Will, Sylvia Taylor, Smith, Newport, T. Sellers, Mildred Plett, Ruth Rie, Helen Charwick, Lavonia Phyllis, Lyle Belle Barron, Gladys Owens, Miriam Whown, Ruth Bessie Barron, Walter Herbert Tallmore, Margaret Thayer, W. C. Keasbey, Eugene Eugene Carter, Jack Snow, Mary Louise Jordan, Will Jones, Anne Adams, M. K. Ritzley, James Edgar, Mr. and Mrs. Robert Doby, Ann Yarborough, Mrs. Debra Pauls, Bob John Rogers, Lela Cannon, Mrs. Robert Doby, Mrs. L. A. Doby, Mrs. M. J. Doby, Mrs. J. W. Doby, Mrs. J. W. Doby.

England, France, Switzerland, and Italy.  
Refreshments of strawberry mousse and cookies were served.  
**LES CHRISTIES FORTUNE FAVORABLE**  
Les Christies had its regular weekly meeting Monday night, after the business meeting, with Christine Griffin as the hostess. All about business and current events during which it was announced that the picture and show stage of the business meeting, with the sponsor will be postponed on account of the weather.  
The club then gave initiation to two pledges, Billy Landress and Lattie Bell Marshall. The pledges were then brought in and assigned their duties for this next week. Afterwards, the hostess served delicious plates carrying out the Easter motif. The club adjourned to meet next Monday night with Martha Jackson as hostess.

**MBS SIX ANNOUNCES PROGRAM FOR APRIL**  
**MRS. R. A. FAX OF Commerce** program chairman for the Third District, Texas Federation of Women's Clubs, today released the program for the thirty-fifth annual convention to be held in Meigs, April 13, 14 and 15. The theme of the convention is to be "Texas, Our Texas".

The program begins with a board meeting at 11 o'clock Monday at the First Baptist Church, which will also be headquarters where all the business sessions of the convention will be held. Registration will be held on Monday morning.

The evening program will be held at the new city auditorium, Mrs. J. W. Swoast, general convention chairman, will entertain the board at a luncheon Monday at 12:30 and the business session of the convention opens at 2 o'clock. There will be a Texas Centennial dinner at 6 p. m., April 14.

A president's conference will open the program Tuesday at 8:30 a. m. and a memorial service will be held at 11:45 a. m.

**THEATRE PARTY**  
**PLANNED BY ALPHA CHL**  
The regular Chapter of Alpha Chi met at the home of Dr. J. W. Swoast, Monday evening, April 13, to discuss plans for the honor roll theatre party to be held at the home of Mrs. D. C. Butler, Wednesday evening, April 14. The principal evening consisted of making plans for the honor roll theatre party to be held at the home of Mrs. D. C. Butler, Wednesday evening, April 14. The principal evening consisted of making plans for the honor roll theatre party to be held at the home of Mrs. D. C. Butler, Wednesday evening, April 14.

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**General Federation director**  
H. Hubbard, president, and E. O. Jones, state councilor for Women (CIA); Mrs. Mary E. Crawford, hostess of president's court; and Mrs. J. L. Brock of Bryan, chairman of the executive committee. Mrs. M. J. Thompson, railroad commission, will speak on "Texas as a Planting Ground".

**Ex-Students Open New Office Here**  
Two East Texas graduates, Dr. John F. Crawford and Dr. James L. Crawford, optometrists, have recently opened a new office in Commerce. After graduating from East Texas State, both young men attended North Illinois College and Eye Clinic, Chicago, and were among the highest of a class of 11 graduates. Both are members in the national honorary fraternity of their profession, the Omega Kappa.

**Kibler Initiated Into Education Fair**  
George W. Kibler, member of industrial education department, was initiated into the chapter of the Phi Delta Kappa education society of the University of Texas last Thursday night. The accomplishments in the field of education, according to Van Roder, Gray, Dr. O. Douglas, H. M. Lafferty, and Mrs. Gertrude Barker, members of the society.

**Band Member Has New Method To Present Orchestral**  
Jack Seaf was discovered to have a rope laid around his stomach on the latest trip made by the college band. The exact reason for this unusual procedure on the part of the erratic bass player is not known, but as he is the band's only extra, most of the theories are connected with the dinner which he had had on the trip.

**West Side Barber Shop**  
Vester Eckhart  
C. P. Richardson  
Dick Hunter

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**West Side Barber Shop**  
Vester Eckhart  
C. P. Richardson  
Dick Hunter

# Announcing

### A New Line of Cosmetics

## "Charles of the Ritz"

See the special representative from "Charles of the Ritz", New York, who will be in our store all next week.

**Perkins Bros COMPANY**

**Perkins Bros COMPANY**  
The following guests and members attended the party:  
Misses: Wilma Hester, David Williams, Mabel Gray, Low Williams, Ann Carrasco, Jimmy Wheeler, Mary Will, Sylvia Taylor, Smith, Newport, T. Sellers, Mildred Plett, Ruth Rie, Helen Charwick, Lavonia Phyllis, Lyle Belle Barron, Gladys Owens, Miriam Whown, Ruth Bessie Barron, Walter Herbert Tallmore, Margaret Thayer, W. C. Keasbey, Eugene Eugene Carter, Jack Snow, Mary Louise Jordan, Will Jones, Anne Adams, M. K. Ritzley, James Edgar, Mr. and Mrs. Robert Doby, Ann Yarborough, Mrs. Debra Pauls, Bob John Rogers, Lela Cannon, Mrs. Robert Doby, Mrs. L. A. Doby, Mrs. M. J. Doby, Mrs. J. W. Doby, Mrs. J. W. Doby.

# Luckies a light smoke

OF RICH, RIPE-BODIED TOBACCO  
—"IT'S TOASTED"

### MOISTURE CONTROL

The most important single attribute of cigarettes, other than the tobacco itself, is moisture content. To its influence we owe the ability to make uniform cigarettes, to control combustion, and to govern quality of smoke. Excessive moisture interferes with proper combustion, and makes cigarette smoke unpalatable. Insufficient moisture permits dry, dusty cigarette smoke to impinge upon the delicate mucous membrane of the smoker.

Luckies are less acid

Excess of Acidity of Other Popular Brands Over Lucky Strike Cigarettes
LUCKY STRIKE
BRAND B
BRAND C
BRAND D

**LUCKIES ARE LESS ACID!**  
Recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 5% to 100%.

**STUDENTS!**  
Select your Easter Ready-to-Wear now at Penney's. New smart garments arriving daily!  
Dresses \$2.98 to \$6.90  
Blouses 98c to \$1.98  
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# J. C. Penney Co.

Commerce, Texas

**"IT'S TOASTED"**—Your throat protection—against irritation—against cough