## - SOCDAL WHHIDL



Texan States Nation Needs Broader Neutrality Policy


PROFESSORS'
ENEMY SPEAKS.

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Ciender Bros

"rou wiw! you STOPPED ON A DIME_!" E
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Ome feat, we'll agree. But nothing compared to the feat of developing the improved hydraulic brakes you find on new GM cars -not to mention "Turret Top" or Knee Action. It takes vast resources to pioneer such improvements - and a vast production to make the cost per car as low as it is today

## Gexieral Motors

##  <br>  <br>  <br> A LIGHT SMOKE

OF RICH, RIPE-BODIED TOBACCO


#### Abstract

Luckies are less acid. For hundreds of years, tobaccos were selected-and gradas in flavo secured-by the roughest sort of rule of thumb methods. Hence, one of the most important innovations made by the Research Department was provision for chemical analysis of selected tobacco samples before purchase:


the resulting reports offer the professional buyer an accurate guide and reinforce his expert judgment based on the senses of sight, smell, and touch. Thus extreme variations toward acidity or alkalinity are precluded by such selection and subsequent blending.
Luckies-A LIGHT SMOKE - of rich, ripe-bodied tobacco!

## Luckies are less acid



