

1937 BIG YEAR FOR BIG ATHLETES,

## siat

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## HUSKERS WIN ONE IN FIVE STARTS

Opponents Jinx Brownemen With One-Point Wins


TUNBBULL AS LEADER
 Other Society Posts
For Semester.
Hurold Turnbull was elected
president of the Nebraska chaptet


 RHODES SOHOLAR
y prestred.
RHODES SOHOLAR
LIVES BY PLATO.

## HE SELIS 20 MILLION POUNDS OF TOBACCO AYEAR

## Bob Cooper-tobacco auctioneer-tells why he,

 and other tobacco experts, prefer Luckies.Tve been auctioneering for 20 years," says Mr. Cooper, "in Georgia, North Caro lina and Tennessee...and I've seen the to-
bacco Lucky Strike buys at auction after bacco Lucky Strike buys at auction after
auction. It's the best in smoking quality

Luckics y taste. Even after crying our bid's hours a day, Luckies never bother my throat in the least." (Reason: the exclusive "Toasting" process expels certain irritants found in all tobacco.)
"In every section of the Tobacco Belt where I auctioneer," Mr.Cooperadds," I noticed tobacco men smoking Luckies." of the tobacco experts? ...Sworn records show that among independent tobacco as many exclusive smokers as have all other cigarettes combined.

