The Tech
FRIDAY, OCTOBER 22, 1954

W.G.B.H. Schedule
SATURDAY
3:00 NOW. (CBS)
3:35 National Broadcasting Company's Round Table. (Continued from Oct. 15)
4:05 Selection. Readings of current interest and importance.
6:00 The American Museum of Natural History. (Continued from Oct. 15)
6:35 Selection. (Continued from Oct. 15)
6:50 The Lively Arts. (Continued from Oct. 15).
7:00 The World Today. (CBS News and CBS Radio)
7:05 News. (Continued from Oct. 15)
7:30 News. (Continued from Oct. 15)
7:30 The World Today. (Continued from Oct. 15)
7:35 University of Chicago Round Table.
7:35 The 'Development of the Concepts of Constitutional Government. A study of constitutional government and its struggle with absolutism traced through the great political communities: Are We Losing Our Sense of Community, especially for you lower class-
8:45 News.
9:00 The American Museum of Natural History. (Continued from Oct. 15)
9:05 News. (Continued from Oct. 15)
9:15 News. (Continued from Oct. 15)
10:30 News. (Continued from Oct. 15)
11:00 The American Museum of Natural History. (Continued from Oct. 15)
11:05 News. (Continued from Oct. 15)
SUNDAY
8:35 News. (Continued from Oct. 15)
9:00 The American Museum of Natural History. (Continued from Oct. 15)
9:05 News. (Continued from Oct. 15)
9:15 News. (Continued from Oct. 15)
10:00 News. (Continued from Oct. 15)
11:00 The American Museum of Natural History. (Continued from Oct. 15)
11:05 News. (Continued from Oct. 15)

The crowd has left, the joy has passed, 
I stand among the shadows now, the loneliness moves on.

I stand alone, a sad and gloomy-

College smokers from coast to coast prefer Luckies to any other brand. Luckies lead, and by a wide margin, according to the latest, biggest college survey. Once again, the No. 1 reason: Luckies taste better. They taste better because Lucky Strike is the cigarette of fine tobacco . . . and "It's Toasted" to taste better. "It's Toasted"—the famous Lucky Strike process—tones up Luckies' light, mild, good-tasting tobacco to make it taste even better. This explains the Droodle below, which is: Ekko noo seminar enjoying Luckies in badly built classrooms. Like all real cool people, Ekko noo knows Luckies taste better. So, get the better-tasting cigarette . . . Lucky Strike.

LUCKIES TASTE BETTER
Cleaner, Fresher, Smoother!

What makes a Lucky taste better?

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