

## Arctic Air Mass Chills Northwest

By United Press

A far-flung mass of arctic air from the Canadian Northwest overflowed into the Pacific Northwest early Wednesday, chilling the entire area with the earliest plant-killing frost since 1905.

The Canadian cold front crossed the Rocky Mountains into Montana and nipped Washington, Oregon and British Columbia.

The weather bureau in Seattle reported the record for plant-killing frost was set Oct. 18, 1905. It would have been tied had the polar draft started its movement one day earlier.

In Seattle, early risers, huddled in overcoats, scurried down chilly

streets to work Wednesday. Motorists found windshields and door windows frosted.

## USA to Complete Steering Committee

United Students Association will meet in a General Assembly at 4 p.m. today in 207 Chapman Hall to fill positions on the Steering Committee.

Students recommended for the offices are Steve Loy, Dan French, Donna Buse, Joe Labadie, and Delores Jeppson. Further nominations from those who filed petitions may be made from the floor.

Most college students prefer formal dances, says a professor. Maybe they get tired of wearing their own clothes.

## Guatemala Floods Drown Hundreds

GUATEMALA CITY, Oct. 19—

(UP)—Hundreds of bodies were recovered from water-covered lowlands today in the wake of the worst flood in Guatemala's history, a deluge that destroyed more than 1,200 miles of highways and wrought property damage of more than \$40,000,000.

The Foreign Ministry estimated that 4,000 persons were killed and 100,000 left homeless by the floods which followed the tropical storm that struck Guatemala last week. Those figures were based on reports from local authorities over a wide area. Other official estimates, however, placed the death toll at about 1,000. The number of bodies recovered was still in the hundreds.

## OREGON DAILY EMERALD

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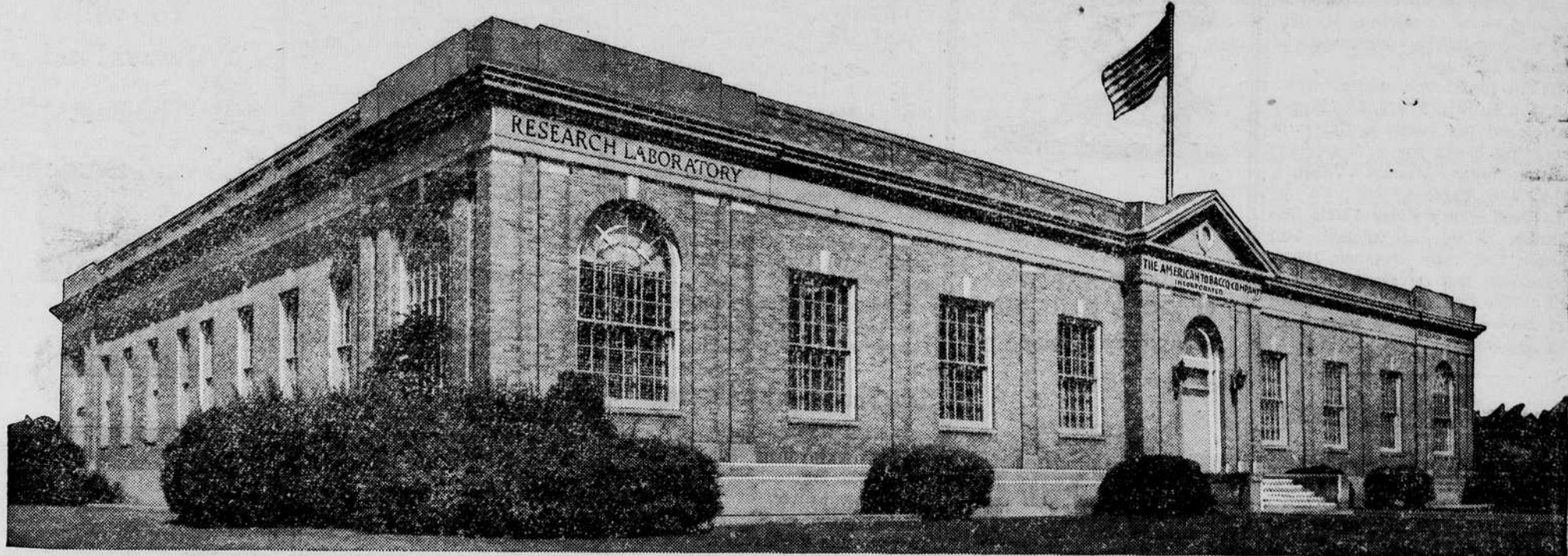
Women's Editor: Connie Jackson.

## Faculty Guide Now Completed

The faculty directory for the 1949-50 school year was released yesterday through the University

Editor's office. Copies have been mailed to those on the faculty list. Organizations which did not receive them through the mail, may get them in the editor's office in Friendly Hall.

# To give you a finer cigarette Lucky Strike maintains AMERICA'S FINEST CIGARETTE LABORATORY



## America's largest cigarette research laboratory is your guarantee that Luckies are a finer cigarette!

YOU SEE HERE the largest and most complete laboratory of its kind operated by any cigarette manufacturer in America.

For many years Lucky Strike scientists have delved into cigarette research on an extensive scale. Out of this has grown an elaborate system of quality control. Every step in the making of Luckies—from before the tobacco is bought until the finished cigarette reaches you—comes under the laboratory's watchful eye. As you read this, a constant stream of tobacco... samples

from every tobacco-growing area... is flowing into the laboratory in Richmond, Virginia. These samples are scientifically analyzed, and reports of their quality go to the men who buy at auction for the makers of Lucky Strike.

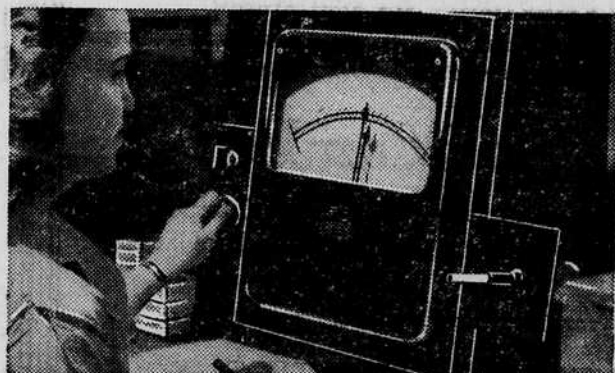
Armed with this confidential, scientific information—and their own sound judgment—these men go after finer tobacco. This fine tobacco—together with scientifically controlled manufacturing methods—is your assurance that there is no finer cigarette than Lucky Strike!



**Testing tobacco.** Samples from every tobacco-growing area are analyzed before and after purchase. These extensive scientific analyses, along with the expert judgment of Lucky Strike buyers, assure you that the tobacco in Luckies is fine!



**So round, so firm, so fully packed.** Typical of many devices designed to maintain standards of quality, this mechanism helps avoid loose ends... makes doubly sure your Lucky is so round, so firm, so fully packed.



**So free and easy on the draw.** This meter draws air through the cigarette, measures the draw. Samples are tested to see if they are properly filled. Tests like this guarantee Luckies are free and easy on the draw.



We know: **LUCKIES PAY MORE**  
for fine tobacco

(millions of dollars more than official parity prices)

We are convinced: **LUCKIES PAY MORE**  
for cigarette research



So, for your own real deep-down smoking enjoyment

**Smoke a Lucky!**

Lucky Strike's fine tobacco and constant research combine to give you a finer cigarette. Prove this to yourself. Buy a carton of Luckies today!

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