

One for the Profs.
 A genetics student, in illustrating the law of inheritant characteristics wrote: "If archid were born to a negro woman named 'Dinah' and a negro man named 'Mose,' it would be 'Electricity.' If 'DINAMOSE' don't make electricity, what does?" * * *

Memory.
 Soph: "Gosh, Fish, you are dumb."
 Fish: "Yes, Sir, I've been knowing that a long time. I was terribly astonished, when I was born, to find that I couldn't even talk for about eighteen months."
 * * *

Tight.
 Airline: "I have a picture of my sweet Scottish cadet."
 Irene: "Where is it? I'm dying to see what he looks like."
 Airline: "I will let you see it as soon as I've had it developed."
 * * *

"How's your son doin' in the Detective Division?"
 "Oh, as well as can be suspected."

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 just what the Aggies and their friends have been needing.
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JUST RELEASED FROM HOLLYWOOD...

The Blindfold Cigarette Test

DIRECTOR
Dick Barthelmess
 * STAR *
OLD GOLD
 THE CAST

- First Cigarette X
- Second Cigarette Y
- Third Cigarette Y
- Fourth Cigarette Z

"Making a blindfold test is like conducting a movie tryout. But in this competition I found my star 'right off the reel.' I named Old Gold for the lead part the moment I tasted its thrilling flavor and its soothing gentleness to the tongue and throat."

Dick Barthelmess



RICHARD BARTHELMESS...endared to movie-goers the world over for his superb acting in such First National pictures as "The Patent Leather Kid," "The Noose" and "Out of the Ruins."



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 Made from the heart-leaves of the tobacco plant



MR. BARTHELMESS was asked to smoke each of the four leading brands, clearing his taste with coffee between smokes. Only one question was asked: "Which one do you like best?"

Why you can pick them

Three types of leaves grow on the tobacco plant . . . coarse top-leaves, irritating to the throat . . . withered ground-leaves, without taste or aroma . . . and the heart-leaves, rich in cool and fragrant smoking qualities. Only the heart-leaves are used in OLD GOLDS.

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IF NOT SATISFIED—YOUR MONEY BACK