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LIGH

IS THERE A ROAD TO PLENTY? first to vote a hero medal to any one number of valuable and constructive IS THERE A ROAD TO PLENTY? (Continued from Page 9) long as we live in a progressive so-ciety, that there can be any rule of thumb method of getting rid of them altogether. It should always be remembered that the professional economist is as eager to find a solution to social ills as anyone else. He would be the

## Yale men decide which is best cigarette...



[Reproduced from the Yale News, Jan. 25, 1929]

## **OLD GOLD CIGARETTES WIN** FIRST IN TESTS AT YALE

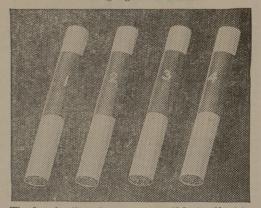
In the recent cigarette test made at the University, OLD GOLDS were chosen by the students as the best. The cigarettes were masked by black labels so that the names of the brands were concealed. Each label was numbered. This was judged to be the most sporting way of testing the merits of the four leading brands. Some 208 Yale students were asked to smoke the four disguised brands without knowing their identity.

They were merely to choose, by number, the one that was most appealing to the taste.

The News supervised the test on January 18 at various fraternity houses and in the News office.

When the votes were recorded it was discovered that OLD GOLD (Cigarette No. 3) had won. Old Gold was given 63 first choices, which was 11 per cent ahead of Cigarette No. 2, 34 per cent ahead of Cigarette No. 1, and 53 per cent ahead of Cigarette No. 4.

A group of Yale upper-classmen comparing the four leading cigarette brands.



The four leading cigarettes . . . "Masked" with paper sleeves to conceal their brand names.



C P. Lorillard Co., Est. 1760

scrimmage: REDS GRAYS Varnell .... Hable LE Bawson Moulden LT Christian Caswell LG Abbey . Anderson .... McGrill ... .. LaBoa RG Overton Fischer RT Hill ..... ..... Ewel RE .... Bible (C) Dorsey (C) ... ... Q .... Clark Wolfe RH LH Reese Sebesta ..... Woodman

Substitutes Reds: 'Dansby for Reese; Davis for Wolfe; O'Dowd for Varnell.

Substitutes Greys: Emmons for Hable; Walker for Dawson; Mcfor Cowan for Bible.

For preseason dope yau can talk about the chief candidates for the line. Of those out for spring practice Dawson Moulden, Fischer and Over-ton will have a merry battle for the starting lineup. Any of the men are very capable, but need experience. Dansby, Bryan product, looks well at the Quarter position and kicks well. He has plenty of drive too. An-other that has bloomed out is "Jel-w" We druge Uic line drive are or ly" Woodman. His line drives are as powerful as his famous brother's and boy that is giving real praise. Clark boy that is giving real praise. Clark, triple threat back from Marshall punts and carries the ball well and should be one of the main cogs of the backfield next year. Dorsey made many long gains in the game and was probably the outstanding man on the team. There is a wealth of material in the backfield. Look these candidates for the backfield over and you have at least two backfields that any team in the conference would be glad to get: Conover, Clark, Dor-sey, Zarafonetis, Woodman, Bible, Mills, Dansby, Sebesta, Wolfe, and Reese

Probablly Siree sophomores will be seen in the line next year: Chris tian, Moulden and Dawson should make the grade. With Brown at center and another powerful guard and the Aggie center wall be nearly im-pregnable. Looks like another ionference championship.

## A CURB ON THE MARRIAGE MARKET

And now the legislature of the state of Texas has placed a barrier in the way of hasty marriages by passing an edict that marriage shall be published at least three days before the wedding and that each par-ty shall submit to physical examination

If there were any accurate way of determining how many marriages this would actually prevent, what tales those statistics would tell! By the end of those three days many a romance would already have ended, and many a marriage license cast as de unused. Like Sally, who wouldn't marry Jim, when he was drunk, and Jim, who wouldn't marry Sally when he was sober, many a couple will decide on the wiser course in those three days.

And Texas can find out whether or not fewer "gin marriages" will decrease divorce percentages.