COWLES TENNIS RACQUETS
Restraining a specialty

37 Mt. Auburn Street, Cambridge, Mass.
University Station 417

Catholic Club

The Ten Dance under the auspices of the Federation of College Catholic Clubs will be held on Saturday, April 22, from 4 to 8 p.m., at the Spanish Room of the Hotel Buckminster and tickets will be furnished by the Tech Council. On Sunday a commemorative breakfast will be held at the University Club following 9 o'clock mass at St. Cecilia's Church. Tickets for these events may be obtained from officers of the club.

GRADUATE STUDENT DIES AT SARANAC

Hans D. Knuth, a graduate student in the Department of Mechanical Engineering, died last Tuesday evening. He was 25 years old. At the time of his death he was working as a research assistant at the New York Eye and Ear Infirmary.

EXHIBIT X-RAYS AT OPEN HOUSE NIGHT

Economics Department

To Display Office Appliances

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ae of man as well as the fish and human embryo.

TECHNIQUES

Announcement was made last week that the exhibition of old cigarette packets, which was to have been held at a later date, is no longer in plan.

Blindfolded in scientific test of leading Cigarettes, James Montgomery Flagg selects Old Gold

After this test, Mr. Flagg wrote:

"Most of us smoke names and think we are smoking cigarettes! The blindfold test proved that to me. It proved also that it is difficult to tell one cigarette from another... except in the ease of OLD GOLD... I spotted that... it suited me best even blindfolded. In fact, the man who said 'not a cough in a carload' knew whereof he spoke. It's the smoothness that identifies OLD GOLD. It needs no other trade mark."

THANKS TO

To 

John Montgomery Flagg

How Test Was Made

Subject was blindfolded, and, in the presence of two representatives of the company, one each of the four leading cigarettes to smoke. Neither the type, cello, wrapper nor brand name was revealed to Mr. Flagg. After smoking the four cigarettes, Mr. Flagg was asked to designate by number one which he thought was Old Gold. He promptly replied, "Number 2," which was OLD GOLD.

JAMES MONTGOMERY FLAEG

National Cigarette Manufacturer of the famous Flagg Girl.