Blindfolded... in scientific test of leading Cigarettes, Mrs. Reginald C. Vanderbilt selects OLD GOLD

"I wonder if one can really tell the difference, when blindfolded," was my first thought when invited to make this test.

"After smoking the four brands, as they were handed to me one after another, I discovered there was one that was noticeably smoother than the others and richer in taste."

"This proves to be Old Gold. I hope I shall be able to buy them in Paris... they are surprisingly free from any trace of that irritation and have a delightful aroma which to me is very important."

How Test Was Made

Mrs. Vanderbilt was blindfolded, and, in the presence of two responsible witnesses, was given one of the four brands followed by another to produce that impression. The purpose of the test was to discover whether Mrs. Vanderbilt herself could rid herself of the impressions her nose had gained.