EAT GIANTS IN TH-INNING FINISH

Cubs Beaten by the s, Seven to Two

LOSE TO CARDS

Win Over Pittsburg Pi- Three-Run Rally in the Ninth Inning

TIONAL LEAGUE

	W.	L.	Pct.
	36	22	.621
	31	21	.611
	28	21	.571
	30	25	.545
	28	24	.538
	24	28	.462
	18	31	.367
	11	36	.234

YORK, June 13.—(AP)— rally in the 10th en- Cincinnati Reds to de- Giants 5 to 3 here today.

	R.	H.	E.
	5	11	0
	3	12	4

Mays, May, Kolp, Picinich; Faulkner, and O'Farrell.

Win From Cubs

GO, June 13.—(AP)— defeated the Cubs 7 today. Cuyler hit a for the Cubs, but Babe came back with two for

	R.	H.	E.
	2	6	1
	7	12	1

Malone, Weinert and Tance and Deberry.

Win Third Straight

June 13.—(AP)—St. it three straight from defeating the Braves a game featured by six

	R.	H.	E.
	11	12	1
	8	13	0

Rhem, Haid and Wil- Edwards, Wertz and

Knee Out Pirates DELPHIA, June 13. — sixth inning rally in scored three runs, en- Phillies to beat the Pitts- today, 4 to 3.

	R.	H.	E.
	3	8	1
	4	6	2

Grimes and Hargrave; and and Davis.

NG PLAYERS IN E HEAVY HITTERS

Nine Will Play Eugene Sunday

ing baseball player by of Domaschofsky will be Sunday, with a batting In addition to batting at clip of his team, he is Eugene fans won't pronounce his name, but to watch him.

catcher, ranks second Wendling team in batting with .361. He has played ball in Portland for the year, and is rated as one catchers in the valley season.

Wendling team has a average of but .194, but in games the average has up. It remains to be the players can do pitching.

game here will be grounds diamond and at 2:30 o'clock. The count in valley league

Wendling players who will the game include four university men, all of been playing semi-pro the past few years. They Elmer, of Eugene, at sec- Jack King, outfielder; outfielder and Amburn,

promising player is shortstop, who has with Montavilla for a num- and is a fast man. outfielder, is the man home run and a triple Eugene in the game at and almost upset the the locals for a win.

GUE LEAGUE TEAMS FOR FIRST PLACE

Position at Stake in Game Tonight

teams in the Eugene baseball league will be tied place at the close of the of play tonight. The Methodists and Presby- each at the top of the four wins and one loss up for them. Play in the of the conference will Tuesday night.

as a result of the Methodist game last was won by the form- 8 to 3. The batteries for game were Presbyter- and Stenschoel, Meth- and Behnke.

game tonight between the and Christian high will have no bearing championship. It will have something to do pillar race. If the Chris- school players can take it will tie the three low second and last place in standings.

meeting of the league of- last night it was de- allow one varsity player University of Oregon play team now that the uni- closed. No pitchers or may be included, however. playing field may be from the University of diamond to the fairgrounds games next week. This mat- to be decided.

$5 down, $1 a week. CYCLE & TOY STORE 5-13-tf

ATT, Insurance, Tel. 1181.

Today's Radio Program

FEATURES ON THE AIR
Thursday, June 14
(Central Standard Time)

6:00—Retold Tales; Adventures of Jeff and Andy—WJZ KDKA KYW KWK WJR
6:30—Hoover Sentinels; Popular Program—WEAF WRC WGY WTAM WWJ WSAI WEBH KSD KVOO WOC WHO WOW WDAF WFAA WHAS WSM WMC WSB
7:00—Maxwell Hour; Franklin Baur, Tenor—WJZ KDKA WLW WJR KYW WTMJ KSD WHIM WOC WHO WOW WDAF KVOO WBAP KPRC WHAS WSM WMC WSB WJAX KOA
8:00—Michelin Program; Orchestra and Quartet—WJZ KDKA WLW WJR KYW KWK WREN
8:00—Old Counselor; Advice and Music—WEAF WRC WGY WGR WWJ WEBH WTMJ KSD WHIM WOC WHO WOW KVOO WFAA KPRC WOAI WHAS WMC WSB WDAF KOA
9:00—Radio Manufacturers' Banquet; Entertainment program (2 hrs.)—KYW WEAF WJZ WRC WGY WGR WGN KSD WOC WHO WHAS KOA WLW

(By The Associated Press)

Programs in Central Standard time. All time is P. M. unless otherwise indicated. Wave lengths on left of call letters kilocycles on right.

NOTE—To obtain correct Pacific coast time, subtract two hours from the time here given.

KORE—Eugene
9 a. m.—Housewives' hour.
12—Noon Concert.
4 p. m.—Sunshine hour
5:30 p. m.—Fireside hour.
6:45 p. m.—Sports and late news.
7 p. m.—Sponsored programs.
Sundays
2 to 3 p. m.—Golf Widows' program.
7:30 p. m.—Church services

228.9—WOWO Ft. Wayne—1310
10:00a—Republican Convention
7:00—Musical Programs
8:00—Chamber of Commerce
9:00—Hoosier Hour

422.3—WOS Jefferson City—710
7:20—Dept. of Education; Talk

370.2—WDAF Kansas City—810
10:00a—Republican Convention
5:30—School of the Air
6:00—Feature
6:30—Hoover Sentinels
7:00—Maxwell Hour
8:00—Old Counselor
8:30—Feature Program

293.9—WTMJ Milwaukee—1020
10:00a—Republican Convention
7:00—Maxwell Hour
8:00—Old Counselor
8:30—Soldiers
9:05—Want Ad Club

365.6—WEBH-WJJD Chicago—820
10:00a—Republican Convention
5:00—Organ
5:30—Musical Program
6:00—Feature
6:30—Hoover Sentinels
7:00—Children of Mooseheart
8:00—Old Counselor
8:30—Dance Music

416.4—WGN-WLIB Chicago—720
11:30a—Republican Convention
5:10—Uncle Quin; Dinner Music
6:00—Old Fashioned Almanak
6:30—Waltztime Reverie
7:00—Recital
7:30—Feature Program
8:00—Vocal
8:30—Hal and Del
9:00—R. M. A. Banquet

344.6—WLS Chicago—870
5:10—Little Glenn & Features
6:40—Supertone Hour

447.5—WMAQ-WQJ Chicago—670
10:00a—Republican Convention
4:15—Topsy Turvy; Orchestras
7:00—Whitney Trio
7:45—Davis Program; Piano
8:30—Travel Talk
9:00—Features and Orchestra

428.3—WLW Cincinnati—700
10:00a—Republican Convention
7:00—Maxwell Hour
8:00—Michelin Program
9:00—R. M. A. Banquet

361.2—WSAI Cincinnati—830
10:00a—Republican Convention
6:00—Feature
6:30—Hoover Sentinels
7:00—Talk; Entertainers
7:30—Minstrels

399.8—WTAM Cleveland—750
6:00—Feature
6:30—Hoover Sentinels
7:00—Studio Program
8:00—Cavaliers

EASTERN

491.5—WEAF New York—610
10:00a—Republican Convention
6:00—River Choristers
6:30—Hoover Sentinels
7:00—National Dance Orchestra
8:00—Old Counselor
8:30—Dance Orchestras
9:00—R. M. A. Banquet

454.3—WJZ New York—660
10:00a—Republican Convention
6:00—Retold Tales
6:30—Orchestra
7:00—Maxwell Hour
8:00—Soldiers
9:00—Slumber Music

422.3—WOR Newark—710
10:00a—Republican Convention
7:00—Candy Dandies
7:45—Interviews
8:00—Choir Invisible
9:05—Lopez Orchestra

302.8—WGR Buffalo—990
10:00a—Republican Convention
8:30—Dance Music
9:00—R. M. A. Banquet

315.6—KDKA Pittsburgh—950
10:00a—Republican Convention
5:30—Flag Day Banquet
7:00—Maxwell Hour

379.5—WGY Schenectady—790
10:00a—Republican Convention
7:30—Mohawk Valley History
8:00—Old Counselor

468.5—WRC Washington—640
10:00a—Republican Convention
6:30—Hoover Sentinels; Studio
9:00—R. M. A. Banquet

FIGHT RACKET ON DECLINE IN N. Y.

Reaction Has Finally Set In and Golden Harvest Believed To Be Over

By FRANK G. MENKE

If things get any worse in the fight racket around New York, a few hundred fist throwers, managers, matchmakers and promoters will have to go back to truck driving, soda water jerking or tending ribbon counters.

The reaction finally has set in. The golden harvest is over.

Aand the soil around New York is divitalized and never again will grow financial crops anything like those of the past.

When Sharkey and Risko drew less than $100,000 in the garden, that was the first tipoff as to the ebbing interest among the "suckers."

After that Mandell and McLarnin mixed it in the open air. It was a championship match—at championship prices. All the old hokum and the smokum used so successfully in other days was invoked to aid the box office for that festival.

Tex Rickard had early hopes of $400,000. Afterward he decided that if he could hook the hoi polloi for $300,000 he would be quite content. But the gate hit only around $130,000 a paltry sum when it is recalled that a championship was at stake, that the brawl was in the open air and that it was happening in New York, with 7,000,000 customers to draw from.

After that Rickard put on a show in Madison Square garden. He figured he could coax in a mob if he geared the prices with moderate numerals; but the attendance was only slightly beyond 6,000 and the receipts were about $12,000.

Fight night in New York—in Madison Square garden. And the place only one third filled and the receipts merely "chicken feed" as compared with ye other dayes.

Humbert Fugazy tried a show, too—Tommy Loughran versus Pete Latzo. A world's championship match. Put it on in open air, in Brooklyn. The financial result was pitiful.

The future looks gloomier than the present.

The government's action in tacking a 25 per cent tax on all fight tickets beyond $5 in face value—what a jolt that has been, especially as regards the Tunney-Heeney match. This means that a $20 ticket would cost $25, a $40 ticket would stand the ultimate consumer $50.

Fifty smackers to see Tunney and Heeney do their stuff—and no assurance what so ever that the $50 would buy a seat anywhere near the ringside. Rickard has so often juggled the seats and confused folks into thinking that a 40th row seat was almost in the fighters' corners that thousands of those who were bunked in the past have vowed never again.

Rickard has announced that the advance sales for the Tunney-Heeney fight, seven weeks away, already are beyond $50,000. Sounds impressive. But within 48 hours after Dempsey knocked out Sharkey last summer and was eligible to fight Tunney, Rickard stated:

"I have already received nearly $200,000 worth of orders for seats."

Thus it would seem that there's only one fourth the interest in this shindig that there was in the championship tussle of 1927.

And don't forget that those advance orders came before the 25 per cent government tax was made effective. Since then—phooie. The boys seem to be deciding to hear that big fight via radio, rather than see it.

It seems to be lights out for the million dollar gates. And that means the end of the era when a fighter made as much money in half an hour as the prexy of the U. S. A. could make in ten years and when Rickard and his associates cut up a huge fortune annually as the result of fistic hysteria.

Copyright 1928, King Features Syn., Inc.

LEO LOMSKI HITS LOW TO ESCAPE A KNOCKOUT

Aberdeen Fighter Fouls and Latzo Awarded Decision

BROOKLYN, N. Y., June 13.—(AP)—Just as he appeared on the verge of a knockout, Leo Lomski, Aberdeen, light heavyweight shot a low right to Pete Latzo's body in the sixth round of a scheduled 10-round match tonight at Ebbets Field and lost his battle with the Scranton miner on a foul. Lomski weighed 175, Latzo 170½.

Lomski, on whose victory tonight rested a title match with Tommy Loughran, and a battle with Mickey Walker, king of the middle weights, scaled 175 pounds. Latzo weighed 170½. Working coolly and cleverly, Lomski belabored the former welterweight champion, with solid rights to the body in the first round but found difficulty evading Latzo's left hook to the head. Lomski nearly floored Pete with a right to the jaw in the second.

Latzo Lands Telling Blows

Latzo's curling left hook drilled often through Lomski's guard in the third as they battled toe to toe in wild rallies. Pete was the aggressor again in the fourth, but Lomski found frequent openings for his thudding right to the body.

The fifth was a furious session of slugging, one of Lomski's lefts dropping low but the referee refused a claim of foul.

The finish of the spectacular, bruising slugfest brought 18,000 fans in the Brooklyn ball yard howling to their feet in derision as the foul blow was struck. Latzo's furious hail of left and right swings to the head had Lomski reeling throughout the first half of the round. Disqualification came after one minute and 22 seconds of fighting in the sixth.

Canzoneri Beats Vic Foley

MONTREAL, Que., June 13. — (AP)—Tony Canzoneri, featherweight champion of the world, won the decision over Vic Foley of Vancouver, B. C., in a ten-round bout here tonight. Canzoneri's title was not at stake.

Pete Myers Beats Wills

OAKLAND, Cal., June 13. — (AP)—Pete Myers, 148, hard hitting youngster of San Francisco, won a foul over Young Harry Wills, 142, San Diego negro, in the second round of their 10-round bout in Oakland Auditorium tonight.

A fool there was and he saved his rocks, even as you and I; but he took them out of the old strong box when a salesman called with some wildcat stocks, and the fool was stripped down to his socks, even as you and I.

BOSTON NOSED OUT BY BROWNS IN 10 INNINGS

Athletics Make it Three of Four from Detroit

INDIANS BEAT SOLONS

Yankees Defeat the White Sox and Even the Series of Two Games Each

AMERICAN LEAGUE

	W.	L.	Pct.
New York	41	10	.804
Philadelphia	31	19	.620
St. Louis	28	26	.519
Cleveland	25	28	.472
Washington	20	28	.417
Detroit	22	32	.407
Boston	18	28	.391
Chicago	19	33	.365

ST. LOUIS, June 13.—(AP)—Boston used five hurlers and St. Louis four in a home run battle here today which the Browns annexed 9 to 8 after 10 innings. There were six home runs.

(10 innings)

	R.	H.	E.
Boston	8	11	1
St. Louis	9	12	0

Batteries: Russell, Simmons, Bradley, Settlemire, Morris and Berry; Ogden, Strelecki Wiltse, Coffman and Schang.

Detroit Again is Loser

DETROIT, June 13.—(AP) — Philadelphia made it three out of four by taking the final game of the series from Detroit 12 to 5 here today.

	R.	H.	E.
Philadelphia	12	14	2
Detroit	5	9	2

Batteries: Quinn and Cochrane; Billings, Sorrell, Smith and Shea, Hargrave.

Solons Beaten by Indians

CLEVELAND, June 13.—(AP)—Cleveland outslugged Washington in the last game of the series today, winning 8 to 7.

	R.	H.	E.
Washington	7	14	0
Cleveland	8	8	0

Batteries: Lisenbee, Marberry, L. Brown and Kenna; Shaute and L. Sewell.

Yankees Even With Sox

CHICAGO, June 13.—(AP) — The Yankees defeated the White Sox 8 to 6 here today evening the series at two games each.

	R.	H.	E.
New York	8	15	2
Chicago	6	12	2

Batteries: Hoyt and Grabowski; Lyons and M'Curdy.

'Y' BOYS TO COMPETE FOR TROPHIES JUNE 20

Handicap Swim to Be Held Here Next Week

The handicap swim for boys of the Y. M. C. A., in which they will compete for the Morning Reister and Skeie trophies, will be held at the "Y" pool on Wednesday evening, June 20, it was announced yesterday. Final tryouts for the swim were held last night and handicaps were set at that time.

About 30 boys are expected to enter the swim. About 20 will compete for the Skeie cup in B class and about 10 for the Morning Register cup in A class. The A class boys will swim 45 yards and the B class entrants 30 yards.

Similar swims will be held four times a year in the future. A boy winning a cup four times in succession will be allowed to keep it.

Fathers of the boys are being invited to attend the swim next Wednesday.

FIRST PHI BETA KAPPA IN YEARS GETS GOLF LETTER

Giffen Wins Award Then Gains Scholarship Key

Robert Giffen, No. 2 player on the University of Oregon golf team this spring, is one of three Webfoot divot diggers ever to receive an award in this sport. Golf was but recently made a minor sport and the trio of stars of the 1928 team were given the first awards ever offered. They include beside Giffen, Edward Crowley and Dick Schroeder.

Bob Giffen

In winning his letter Giffen is the first Phi Kappa, national scholastic fraternity, to receive such an award in the last 10 years, according to compiled figures regarding athletic scholastic averages. Giffen was voted to Phi Beta Kappa this spring.

He graduated this June and left for a tour of Europe, where he will take in the Olympic track and field meet at Amsterdam this summer. Giffen will meet Edward Abercrombie, Oregon tennis and swimming coach who sailed recently, at Amsterdam and the pair will make a short tour of Europe.

Then Giffen will leave to accept a position as instructor of psychology at Assuit college of Assuit, Egypt. He will remain there three years.

Giffen is the son of the Rev. Bruce J. Giffen, ex-university pastor of this city.

Golf at Oregon in 1929 should be of championship calibre and two lettermen, Crowley and Schroeder, will return. Don Moe, present Oregon state golf champion, who was a freshman at Oregon this spring will be eligible for the varsity next season.

SAN FRANCISCO
$1.50 TURPIN HOTEL to $3.00
A SPLENDID VALUE
17 Powell Street at Market
THIS CENTRAL DOWNTOWN LOCATION
an important convenience to you
This coupon entitles holder to FREE Yellow Taxi—depot to Turpin Hotel.
FREE GARAGE
C. E. FARROW W. M. SELL, Jr.

SEALS EDGE PORTLAND OUT IN CLOSE TUSSLE

Senators Banish Slump and Win Over Hollywood

PACIFIC COAST LEAGUE

	W.	L.	Pct.
San Francisco	44	29	.603
Hollywood	42	31	.575
Sacramento	39	33	.542
Los Angeles	37	35	.514
Missions	36	36	.500
Oakland	33	40	.452
Portland	31	42	.425
Seattle	28	43	.394

SAN FRANCISCO, July 13. — (AP)—The Seals edged Portland out in today's game here by the narrow margin of one run. The score was 4 to 3.

	R.	H.	E.
Portland	3	9	0
San Francisco	4	12	1

Batteries: French and Ainsmith; Mitchell and Sprinz.

Stars Fall to Senators

SACRAMENTO, June 13.—(AP) —Sacramento's Senators threw down with a mighty force the slump of the last three weeks and today, in beating Hollywood 8 to 1, showed all the calibre of major leaguers.

	R.	H.	E.
Hollywood	1	9	1
Sacramento	8	13	0

Batteries: Kinney and Bassler; Keating and Severeid.

Seattle Loses to Angels

LOS ANGELES, June 13.—(AP) —Los Angeles defeated Seattle 4 to 3 in today's series opener. Howard Burkett drove across the winning run in the sixth inning with a single, after Knight had issued two walks.

	R.	H.	E.
Seattle	3	7	1
Los Angeles	4	7	2

Batteries: Knight and Parker; Barfoot and Hannah.

Missions Shut Out Oaks

OAKLAND, June 13.—(AP) — Harry Krause, former Oakland pitcher, turned his old team mates back with four hits today and the Missions evened the series by a 1 to 0 victory.

	R.	H.	E.
Missions	1	8	0
Oakland	0	4	0

Batteries: Krause and Baldwin; Craghead and Read.

Strangler Lewis Tosses Lutze

LOS ANGELES, Cal., June 13.—(AP)—Ed "Strangler" Lewis, successfully defended his world's heavyweight wrestling championship against the youthful challenger of Nick Lutze of Chicago here tonight for the second time when he twice pinned his opponent's shoulders to the mat in a finish bout.

Read Register Classified Ad.

FUNDS SOUGHT TO SEND DEMERS TO AMSTERDAM

Eugene High Boy Unable to Go Unless Aid Given

BEATS JAVELIN RECORD

Pacific Coast Mark Bettered in Competition and Others In Practice Here

Whether James DeMers, famous javelin thrower of Eugene high school, will go to the Olympic games at Amsterdam, depends on the financial support given him by Eugene residents and organizations, according to Principal Harry B. Johnson. To help pay the boy's expenses, steps have been taken to raise an expense fund and Lynn S. McCready has been appointed treasurer.

DeMers must leave for the east June 22 if he is to attend the Olympics.

The boy has made himself famous throughout the country by his outstanding performances in the javelin throw, Mr. Johnson said. He was a student at the Eugene high school during the past year and his parents live here.

Recently in competition with Portland high school students DeMers threw the javelin better than 213 feet, thus bettering the Pacific coast record for that event, and it is reported that he has in practice equaled or exceeded all past records for the javelin.

Financial Help Needed

Mr. Johnson believes that DeMars has proved that he is an athlete of outstanding ability and that he deserves to go to the Olympics to compete with the world's best athletes. He is unable to bear the burden of expense to the tryouts at Boston and to Amsterdam alone and unless individuals and organizations come to his assistance he will be unable to go.

The Olympic committee will defray traveling expenses from Boston to Amsterdam and return but expenses for the rest of the trip must be paid from other sources. A careful estimate has been made, Mr. Johnson reported, and it is believed that $600 will suffice.

AMUSEMENTS TODAY

Heilig—Norma Shearer in "The Actress," from Pineo's world known stage play "Trelawney of the Wells"; acclaimed as Norma Shearer's finest role to date, a great star in a great role, for to her came laughs and tears and love in a romance stranger than any played back of the footlights; Too, Stan Laurel and Oliver Hardy, the two Hal Roach inimitable comedians in "Their Purple Moment," M. G. M. News, Oddity, Freddy Holt playing the Beautiful score to the feature.

Coming — John Golden's noted stage comedy "Turn to the Right," presented by Singer's musical comedy company; John Gilbert in "Man Woman and Sin"; Tim McCoy in "Riders of the Dawn."

* * *

McDonald: Last day — Billie Dove, the beautiful, in "The Heart of a Follies Girl," a luxuriously staged production that bares the heart and soul of a follies' girl, at whose feet millionaires worship, and a poor young man tried to outbid them for her love, a love that she wants to give him; Larry Kent and Lowell Sherman head the great cast of stars, which includes the Ziegfeld, Follies girls, et al; also—Christie comedy and Hodge Podge of novelty; Marion Zurcher in musical comedy settings on the super organ.

Coming—Richard Dix in "Easy Come, Easy Go," a fast and furious comedy drama adapted from the widely popular Owen Davis play, and that easily gives the dashing Dick his best role in many a blue moon; (note; a "preview" showing of one of the brand new feature films will be held this Friday night, instead of Thursday, this week.) (Soon) "Harold Teen," the classic of college comedies, based on the famous comic strip, and hailed by critics and preview patrons as the cleverest comedy of the season.

* * *

Rex: Last day — "Stop That Man," a rollicking comedy drama of love, loyalty and the police force, with Arthur Lake and an all star cast, and one picture we unhesitatingly recommend as a genuine treat for the whole family; also on "Her Only Husband," a matrimonial mirthquake, and Oregon screen review of state wide interest; Rex musical settings.

Coming — "Flying-U Ranch," with Tom Tyler and his "Pals" in a galloping tale of romance and adventure, piled high with thrills; Esther Ralston in "Love and Learn," with handsome Lee Chandler co-starred; "The Girl From Rio"; Tom Mix in "A Horseman of the Plains."

THEA RASCHE PLANS HOP

HAS NOT ABANDONED HER PROJECTED FLIGHT

NEW YORK, June 13.—(AP)—Thea Rasche, German aviatrix, tonight reiterated an announcement she made earlier in the day that she would proceed independently with arrangements for a trans-Atlantic flight, and denied reports that she had abandoned all plans for flying across the ocean.

Miss Rasche, who has been preparing for an ocean flight from Curtiss field for several weeks, today broke off all relations with her financial backers, charging that her associates had failed to go through with their par. of the contract and that repeated delays in taking off had exhausted her patience.

HINES' BID IS ACCEPTED

LUMBER CONCERN AWARDED TIMBER IN MALHEUR

WASHINGTON, D. C., June 13. —(AP)—The bid of Edward Hines associated lumber interests of Chicago for $30,000,000 feet of commercial timber in the Malheur national forest in northwest Oregon has been accepted by the forest service.

The Hines interests, the forest service announced today, takes over the contract from Fred Herrick and associates, whose bid was accepted in 1922, and then rejected. The Hines interests have until August 1 to consummate the contract.

"LEADS THE FIELD!"
ANTI-KNOCK
RED CROWN
GASOLINE
STANDARD OIL COMPANY OF CALIFORNIA

INSURANCE APPLICATION AND SUBSCRIPTION BLANK

THE MORNING REGISTER DATE.....1928
Eugene, Oregon.

Gentlemen:

You are hereby authorized to enter my subscription to the Morning Register for one year from date. It is understood that The Morning Register is to be delivered to my address regularly each day by your authorized carrier and I shall pay him for the same at the regular established rate of 50 cents per month.

If the paper is ordered by mail, I agree to pay for it at the regular rate of $4 per year.

Enclosed you will find $1.00, for which I am to receive a $10,000 travel accident insurance policy, issued by the North American Insurance Company of Chicago, Illinois, the $1.00 being the premium for one year.

Are you now a subscriber to the Morning Register? Answer Yes or No. .....

Name..... Age.....

Address ..... Occupation .....

City ..... State .....

Beneficiary ..... Relationship.....

Presenting....

CHARLIE CHAPLIN

in the blindfold cigarette test

Famous star selects OLD GOLD

"One cigarette of the four I smoked in the blindfold test was like shooting a scene successfully after a whole series of failures. It just 'clicked' and I named it as my choice. It was OLD GOLD. Which clears up a mystery, for the supply of OLD GOLDS in my Beverly Hills home is constantly being depleted. It seems that Strongheart and Rin-tin-tin are the only motion picture stars who don't smoke them."

Charlie Chaplin

MR. CHAPLIN 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 the best?"

CHARLIE CHAPLIN
. . . movie favorite the world over, in one of his best-loved pictures —"The Circus."

© P. Lorillard Co., Est. 1760

Made from the *heart-leaves* of the tobacco plant

How does OLD GOLD do it?

What's the secret of OLD GOLD'S winning charm? The answer is very simple. Three types of leaves grow on the tobacco plant . . . coarse, heavy *top-leaves*, irritating to the throat . . . withered *ground-leaves*, without taste or aroma . . . and the *heart-leaves*, rich in cool and fragrant smoking qualities. These golden-ripe *heart-leaves* give OLD GOLDS their *honey-like smoothness*. That's why so many people choose them. And that's why you too can pick them . . . even in the dark.

SMOOTHER AND *BETTER*—"NOT A COUGH IN A CARLOAD"