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## The Collegiate Pulse




BY SPECIAL APPOINTMENT
OUR STORE IS THE
Charter Jhouse
The Character of the suits and
 will earn your most sincere liking.

## Ragan \& Bowman



## Turn the light on the Truth!

Its just naturalls, soad tobacco- not "artificial traument" that maltes oLD Govo sente to the turraat and becterer to the haste

No one cigarette-maker has any monopoly on the heat-treatment of cigarette tobaccos. It has been used for years by practically all cigarette-makers to "set" and sterilize their But OLD GOLD's goodness does not depend on artificial treatment. It is the product of nat-
urally good tobaccos. . . carefully selected for
mildness, smoothness and flavor. Tobaccos made free of "throat scratch". by Mother Nature herself.

Try a package. You'll immediately get the thrill of this smoother and better cigarette. And you'll know then why OLD GOLD'S sales are already three times greater than the combined growth of three leading cigarette

