So®ts

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and the love scene had to be taken all over!

Madge Bellamy explains the growing popularity of Old Golds in Hollywood
'The 'here' in a movic may casily become the 'villain' if he coughs a the wrong time. A cough isnt niec at any lime, bun who the taking of a movic secne,
"The high tension of movic work makes smoking a,vital relaxation.
But we relax with old Gou.ds.

## On your Radio

OLD GOLD pall whiteanix hour

hey're so smooth, as smooth as the olisticd manner of Adolphe Menj"Wh, who himself is an OLD GOLD fan. While they're the most enjoyable solute 'fade-out' for throat-scratel and smoker's cough."

Why not a cough in a carload?
OLD GOLD Cigareges are blynded the dobacco play: . . . Aged and from heartalear tobacco, the finest mellowed extra long in a temperaNature grow . . . Selected for silki- ture of mid.july sunshine to insure Oss and ripeness from the heart of $(1)$ that honey-like smoothness.
eat a chocolate, light an Old Gold, gnd enjoy both!
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BMEES WVC CMIN
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## J.C.PENNEYCO. Spring Eabrics

Silks in smart plain colors and vivid prints-modish light weight woolens-gay
crisp wash goods-a tempting array of fabrics appropriate for every spring and sum crisp wash goods-a tempting array of abrics appropriate for every spring and
meer need and the low prices make your spring sewing dollars go farther!

36 -inch Percale, light grounds, yard .............. 15c
Soiesette and Fasheen, fas t color ................33c
Pongee, all silk, natural only, 12 momme .......33c
Kwanto Crepe for Lingerie. Plain 19c. Fancy...25c
Serpentine Crepe. Plain 29c. Fancy ............33c
Comfort Challie 15c
White Ramona, 36 inches wide .................. 25 c
Rayon Dress Prints
Fast Color Broadcloth
Fast Colcr Voile
Longcloth
English Nainsook
French Nainsook
Curtain Net
Cretonne
Oyster Linen, 45 inches wide
Washable Crepe de Chine
Botany All-Wool Challie
Wool Flannels
Lingerie Stripes, 36 inches wide
Sportsheen, 40 inches wide
Permanent Finish Organdy, colors
Persian Lawn
Complete assortment Stamp Goods.....19c to $\$ 1.23$
Leona Crepe
Fast Color Suiting : .................................39c
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