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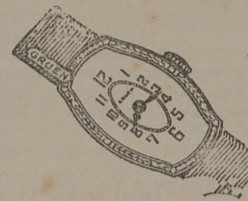
Graduation Gifts

A 1.7 kt. solid gold

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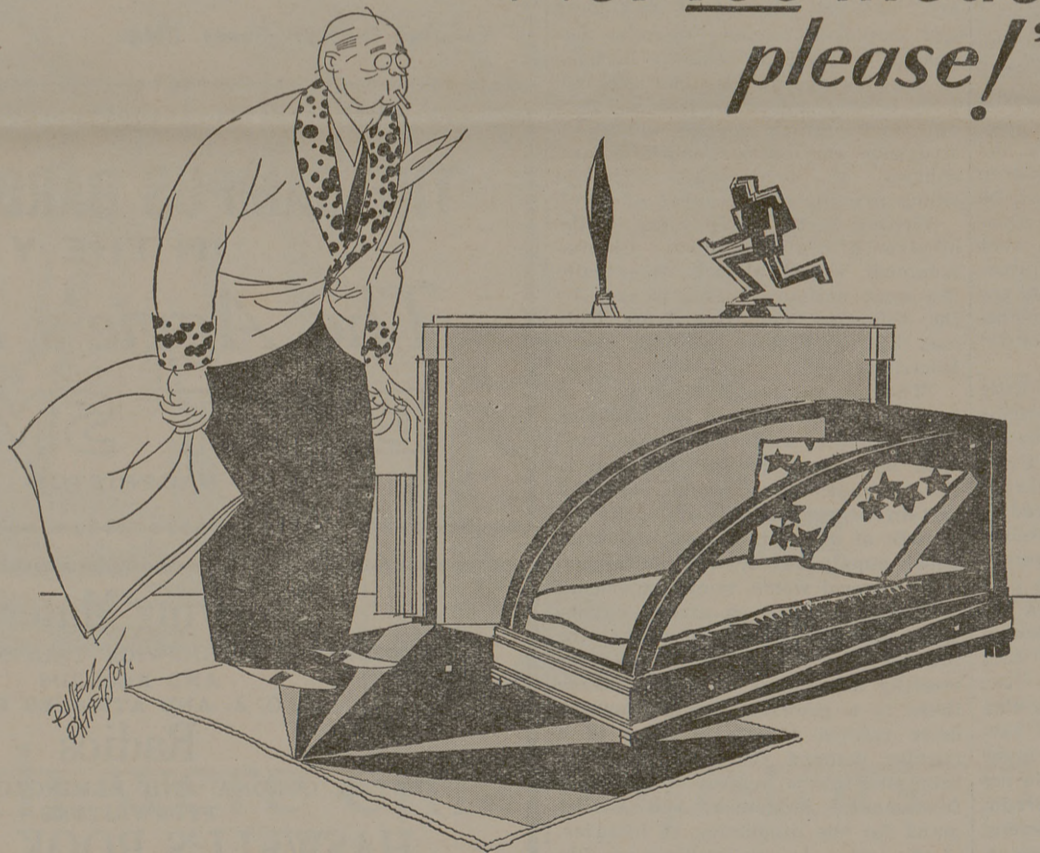
Here we offer you the greatest watch value—more for your dollar than ever before—a real quality watch thru and thru.

"It's A GRUEN CARTOUCHE"



Caldwell's Jewelry Store

*"Not too modern, please!"*



Imagine the governor all set for a solid evening of comfort in his cozy old library—and finding that the women folks had "modernized" it with triangular sofas, conical armchairs, and July 4th rugs!

Now, imagine you bought some cigarettes, and discovered that they were supposed to do almost everything in the world except what you bought them for, i.e., satisfy your taste for to-

bacco. Maybe it's the modern idea, but—oh, well, let's talk about something else!

Chesterfields, now. They satisfy. Their only "specialty" is high tobacco quality. Friendly as your most comfortable armchair, as full of flavor as your favorite book. A splendidly made and blended cigarette. And—maybe we are old-fashioned—recommended to you for that very reason.

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