OLD GOLD
The Smoother and Better Cigarette
...not a cough in a carload
The Christmas eight-ounce pajama set is also available at the store. These sets are being featured in the new Christmas gift guide. The pajamas are made of a soft, warm material and come in a variety of colors. They are perfect for snuggling up during the cold winter months. The gift guide also includes a variety of other gift ideas, from books and games to tech gadgets and wellness products. These gifts are sure to please any special someone in your life. Don't forget to stop by the store and check out our selection of Christmas gifts today!
THE IDAHO ARGONAUT, TUESDAY, DECEMBER 13, 1927

FIVE CONFERENCE GAMES FOR 1928

Idaho's cozy plan to play at least five conference games for 1928 is getting some attention in the basketball circles of the United States. University of Idaho basketball has been playing conference games for many years, but this year is different because the school has decided to play five games in conference play.

MRS. OF IDAHO CARPENT... (Continued from Page 1)

VANDAL VIMS

We are glad to have our guests upon our campus.

Christmas and Phoenix Hosiery
A Happy Combination

FIRST TRUST AND SAVINGS BANK
Moscow, Idaho

Students!
Your friendly cooperation will be appreciated.

The Cream of the Tobacco Crop

You, too, will find that LUCKY STRIKES give the greatest pleasure—Mild and Mellow, the finest cigarettes you ever smoked. Made of the choicest tobaccos, properly aged and blended with great skill, and there is an extra process—it's toasted—no harshness, not a bit of bite.

MARY EATON

Popular Musical Comedy Star, writes:

"It seems that most all the members of the Lucky Company smoke Lucky Strike cigarettes, and once I was tempted to try one, and I am glad to have I say I have enjoyed them ever since. I am very happy to say my throat is in perfect condition all at once. Lucky Strike is the only cigarette that gives me no throat irritation."

"It's toasted" No Throat Irritation No Grouch.

STEWARD'S SHOE SHOP

SATISFACTORY —— SERVICEABLE —— SHOE REPAIRING

Collins & Orland Hardware Co.
General Hardware
Phone 5191

For Mother's Gift—
Give her that one thing she will appreciate most—your photograph.
Sterner's Studio
521 S. Main
Dist. 4931 for Appointments

Phoenix as a Christmas gift is certain to charm mildness. It's so easy to buy—so practical to give—so lovely to receive. Come in and let us show you the captivating shades in the outstanding Phoenix styles listed below:

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<thead>
<tr>
<th>Style</th>
<th>Color</th>
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<td>Semi-Service</td>
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THE CHRISTMAS STORE
DAVIDS' THE CHRISTMAS STORE

HODGINS' New Orthopedic
Victor Records

My Heart Ache Still

Here's one of the big nuggets of the season's records. "My Heart Ache Still." Don't miss it. It's got a real "sizzle" in it. We have a number of other treasures on offer for your Christmas shopping.

By Heart Beat—Give it a chance... it pays.