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Friday, Décember r, 1923


Every man likes'a smart tie, or for that matter a pair of gloves, or a shirt that's above the ordinary. You can't go wrong on these gifts--if you get them at the right place. We have a wonderful selection for you. Clothes, too, if you want them-SOCIETY BRAND-the, finest to be had. There's no better time than now to make yourself a present of a new suit or overcoat.

## THE QUALITY SHOP <br> .M. FROMM

Opposite Front Compus


## How Would YOU Write an"Ad?

HERE'S your chance to demonstrate, how advertising should 1 be written. To the college students who send the best ad vertisements on the world-famous cereal products. Crape-Nuts,
Post Toasties and Post's Bran Flakes, for use in college publications, the Post Cereal Company offers

\section*{\$1,500.00 in cash prizes <br>  for the best advertisements received frcm-all colleges.

And in Addition, Special Prizes of $\$ 25.00$ Each for the Best Ad Received ffom Each College.

## THERE is no restriction on the num-- ber of advertisements you may send in. Send as many good ones as you can. If you win the first prize, you will receive $\$ 200.00, \$ 12500$ if you win the second; $\$ 75.00$ if you win the third; and second; $\$ 75.00$ if you win the third; and $\$ 50.00$ for the fourth. Also remember $\$ 50.00$ for the fourth. Also remember that there are special awards of $\$ 25,00$ each for the best ad received from each college <br> This ad-wrating contest is open to every college.undergraduate in the United States and the prizes are well worth trying for. All ads must be received on or before February, 15, 1924. A'sk the Busine <br> Ask the Business Manager of the Penn State Collegian or write us for complete information of the contest and literature describinis the products. <br> Intercollegiate Ad-Writing Contest Department Postum Ceereal Company, Inc

