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"IT'S TOASTED"
CIGARETTES

This way

Tear off only part of the top
Start the cigarettes out by pushing up with your thumb. Your Lucky Strike Cigarettes keep in better shape, and don't spill out. Don't forget this; it pays.

LUCKY STRIKE CIGARETTE

SAVE the TIN-FOIL from Lucky Strike Cigarettes and give it to the Red Cross

Guaranteed by **The American Tobacco Co.**
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It's toasted

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"The Oil Supreme"
For Cooking and Salads
Most Palatable, Economical and Highest in Food Value.



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CLAROLA is an Oil, made from the finest Peanuts. It is introduced at a time when conservation of animal fats is an urgent necessity.

CLAROLA will be found highly satisfactory wherever fats and oils are used in cooking.

CLAROLA will be found most economical—a third to a half less than butter or lard is required to obtain the same results. Withstands the most intense heat and is especially desirable for frying all foods.

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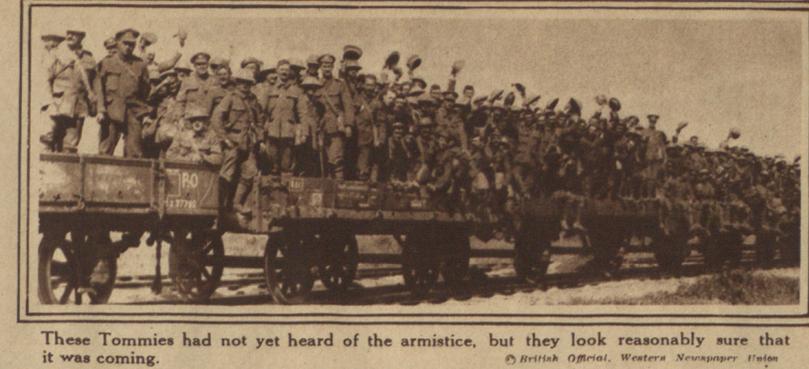
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