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New Work For Boy Scouts Outlined
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"ON TO TULSA" Neon Sisn Company


Farmer May Study Wife From Angle of Her Material Value And Discover New Truths

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## Reporter 'Telegram Bldg. Phone 7



London County Council Is Lupriss ita $= \pm= \pm=\square$ World's Greatest Landlord ${ }^{\text {To move rrom }}$ SPANESHE EXILI




VY Noom ur your Gasoline help pay for your Oil


HOW? .. Simply by mak- Conoco Gasoline the unques Gasoline-extra miles at no tioned leader in all territory Yu'll. her up just a little less often Perhaps the difference in cost isn' very noticeable at firstbut it mounts up rapidly as the weeks roll by! "Extra miles" tra miles" and real driv where it has been previously sold. Now this gasoline is ex-
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Look for the new Conoco sign in your own neighborhood and wherever you stop for
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The Old Sock is out of Date! AN ANCIENT PREJUDICE
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That ancient prejudice which hoarded gold with the fanatical zeal of the miser has vanished. Under the sheltering wing of
AMERICAN INTELLIGENCE flourish thousands of banking institutions to which the individual safely entrusts his wealth. +1 2

## "toasting did it"

Cone is that ancient prejudice against cigarettes-Progress Thas been made. We removed the preiudice against ciga rettes when we removed hammint corrosive ACRIDS (puma gens infitants) from the tobaccos.

Y EARS ago, when cigarettes were made without the aid of - modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer jastified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended- "It's Toasted."
"TOASTING," the most modern step in cigarette manufacture removes from LUCKY STRIKE harmful irritants which are pres: ent in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so "TOASTING"LUCKY STRIKE'S extra secret process-removes harmful, cort rosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice gainst cigarette smoking by men and by women.

## "It's toasted"

No Throat Irritation-No Cough.

"It's Toasted"- the phrase that describes the extra "toasting" process applied in the manufacture of Lacky Strike Cigareties. The finest obaccos-the Cream of the Crop-are scien mum, $260^{\circ}-$ maximum, $300^{\circ}$, Fahrenheir. The exact, expert regulation of such hight temper atures removes impurities. TMore than aslogan "It's Toasted" is recognized by millions as the


## LOUGHRAN LIGHT BUT STRONG FOR BOUT WITH JACK SHARKEY

 'NATURAL WEIGHT'FOR FIRST TIME
 DownSouth: Tech, Alabama, and But Bill Alexander Warns Against Pencil's Trickery

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