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WILLIE HOPPE Champion Billiard Player
"The slightest cough or throat irritation might be fatal during a close match. On this account I prefer Luckies
as a steady diet. They have never irritated my throat or caused the slightest cough. I am gorng to stick with Luckies.

Whene toizea

## "It's toasted"

No Throat Irritation-No Cough.


## TO TEACHERS:

Come to Niagara Falls in July don't wait for your "homeymodn" to see the Great Cataract. Children in public and plarochial schools who write best essays on "Wheat" come with their teachers at our expense. The conditions are easy.

## Write for full particulars to

## THE SHREDDED WHEAT COMPANY

 Niagara Falls, N. Y.