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## ＂THE BETTER BUTTER－THINS＂

W ${ }^{\text {OMEN of Philadelphia and vicinity－you＇ve }}$ home meals for years．And hundreds of you，we know，have discovered countless appetizing ways of using these crisp，all－ways good crackers．Now your pet recipes will bring you cash prizes！
Many women serve LUNCH－ON－THINS at break－ ast instead of toast－with coffee，or as a base for minced meat．At luncheon and teas，with preserved fruits，iced drinks，and ice cream．And at dinner，
LUNCH－ON－THINS can be served with every course from oysters and soup to salad and every course from oysters and soup to salad and dessert．
How do you serve them？ How do you serve them？

Contest begins today！
You have from to－day till October 1st to send in your sugges－ tions．But don＇t delay．Start at once．In case of identical ation．So get paper and pencil this minute－jot down your favorite LUNCH－ON－THIN recipes－send them，with your full name and address（write plainly）to the CONTEST EDITOR，J．S．Ivins＇Son，Inc．， 627 North Broad Street， Philadelphia，Pa．

## First Prize ．．Fifty Dollars

Second Prize ．Twenty－five Dollars Third Prize．．Ten Dollars
Fourth Prize ．Five Dollars
And 20 ONE DOLLAR PRIZES will be given of best，new and novel recipes．Awards will be nade by competent judges．

Send in as many recipes as you wish－begin now！

If you are not a regular user of LUNCH－ON－THINS，we Suggest as a help that you buy a pound today，from your grocer delphia－baked crackers that you＇ve never before tasted in any other cracker．Serve them at every meal，in new and appe－ tizing ways．Send in new recipes as you daily discover new
uses for crisp，tasty and wholesome IUNCH－ON－THINS

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