## WOMEN! DYE RIGHT!

SAY "DIAMOND DYES"


## Instant Postum

still sells at the same low price as before the general rise in costs
-and great is the number of families who now use this table beverage in place of coffee.
Attracted to its use by continued low cost, they found its agreeable coffeelike flavor much to their liking.
With no health intent behind their action they discovered better nerves followed the change.

## All Grocers sell Postum and your trial is invited <br> "There's a Reason"

Made by POSTUM CEREAL CO., Inc.

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## Pieasant Change. "Youre working too has "I must fuish this novel."

 "Sometimes 1 wish 1 had trainedyou to wipe dishes,"
wife. Wife. Why, my dearr work now and then.

## It's a Great Life

 Harry-Old Miserly worked hardand long, but he finally succeeded in amassing a fortune.
Hugh-Yes; he now has enough Hugh-Yes; he now has enough
money to pay his doetor bills the re-
malinder of his life.
"Bings Contrary Succese.
"Bings Contrary Succese.
ful. It cert
his business
"Heell tell yon hmsels that is why
te tanded with both teet"
"Do married Dellled. diers thanried men make better sole
"Of co single ones?" "Or course. They're
${ }^{-1}$ Dad's Dictum.
"I love your dau,
am no mateh for her
"
that keep you from getting her? No married man is a match for his wife "Oculists' Their Nature.
tnting."
"Why so
are calculat
sibilitiles."

## Baby Specialists.

THA $\boldsymbol{\Gamma}$ there are Physicians who specialize on Infant ailments you know. Ail Physicians understand Infant troubles: all Physicians treat them. It is his profession, his duty, to know human ills from the Stork to the Great Beyond.

But in serious cases he calls in the Specialist. Why? He knows as every Mother knows, or ought to know, that Baby is just a baby, needing special treatment, special remedies.

Can a Mother be less thoughtful? Can a Mother try to relieve Baby with a remedy that she would use for herself? Ask yourself; and answer honestly! Always remember that Baby is just a baby. And remembering this you will remember that Fletcher's Castoria is made especially for Infants and Children.

## Children Cry For tutations CASTORIA

The False and the True.
Advertising by the use of large space, the expenditure of huge sums
money have placed on the market, have put in your home, perhaps, of money have placed on the market, have put in your home, perhaps, many articles that today have been discarded, as you will readily admit.
Do you recall anything that has more modestly appealed to the public than has Fletcher's Castoria: modest in all its claims, pleading at all times-and truthfully-for our babies? The big splurg, the misleading claims may win for a time, but
the honest truth-teling advertiser is like the old story of the tortoise that beat the hare.
Mothers everywhere, and their daughters, now mothers, speak frankly, glowingly, enthusiastically in praise of Fletcher's Castoria. speak of it lovingly as a friend brought comfort, cheer anc
smiles to their little-one. There are substitutes and imitations as there are for the diamond for anything of value. One might almost say that that which is not
copied has no value. So you have had the signature of Chas. H. Fletcher and a copy. of the genuine wrapper kept constantly before Fou that you may guard against the false and the untrue.

GENUINE CASTORIA ALWAYS


## MUFFINS and POPOVERS

From the New Royal Cook Book

"Bake with Royal and be Sure"

