






## Mother's Day

Founder of Mother's Day Sends a Patriotic Message to Philadelphia Mothers

.N SUNDAY'S Public Ledger Miss Anna Jarvis, the Philadelphia woman who founded Mother's Day, sends a message to mothers.

It is a clarion call to American women. Miss Jarvis tells them that their sons are needed in America's defense, and that mothers along with husbands, sons and brothers must line up a brave andenduring patriots.

It is age every mother should re in the Pu Day-next appears exclusively edger on Mother's ay.
LEDGEP

WHEN bread is made intof fest,hot-butterced toast, it has more flavor.

Toasting puts more flavor into most good things-seals it in, so to speak.

And toasting puts more flavor into Lucky Strike cigarettes; the tobacco-it's toasted.

Better still it's Burley tobacco -toasted. Lucky Strike is the real Emity impate - mematios

This toasting not only gives Lucky Strike cigarettes flavor but keeps it there-seals it in. They're always fresh.

And because everyone has been wanting real Burley cigarettes, everyone has been buying themlook at all the Lucky Strike smoke circles.

Heve you tried the famous "toascd digrecte"? Begin tody.


