EVENING PUBLIC LEDGER-PHILADELPHIA, TUESDAY, DECEMBER 3, 1918



were such herrid cakes!

Convright 1915, Aunt Jemima Mills Company

Then she learned how other women do it. She just added water to Aunt Jemima Pancake Flour. Such fluffy, delicious cakes-he said he could eat two dezen.

Don't experiment -start his day right

Don't risk failures that disappoint your husbandyou can so easily give him the breakfast that other men love!

Surprise him tomorrow with a plate of hot Aunt Jemima Pancakes-whose flavor last year made 120 million breakfasts successful! How he will smile as he cuts the tender, golden-brown cakes!

Even the sweet milk has been added An Aunt Jemima breakfast is so easy, so economical, too! Everything is mixed in the flour-even powdered sweet milk! Breakfast is ready in no time-and

it costs only a third as much as meat or eggs.

Have Aunt Jemima Pancakes tomorrow. Make Aunt Jemima muffins and waffles-they're delicious. And y order Aunt Jemima Buckwheat Flour-in the yellow package. Read on the top of any Aunt Jemima box how to get the famous Rag Dolls. Aunt Jemima Mills Company, St. Joseph, Missouri.

useful things--pins, pens, rubber bands, clips and crasers. On the flat top of each desk is a Japanese scene. 50c each. (Central.)

Satin and Georgette crepe show us how pretty they can be when combined to make camisoles. Two pretty styles at \$2 are both in pink or white. Wee rosebuds and rows of lace help. (Central.)

Matting - covered shirt waist boxes are well wrought to encourage neatness. \$3.75. (Chestnut.)

For the small kiddies, picture paper and envelopes rest in attractive little boxes. 10c a box. (Central.)

It would be a wise move to slip a good box of paints into the stocking of a growing lad or lassie who is interested in painting, \$1. (Central.) . . .

What about giving the girls dress lengths of the new, fine plaid ginghams? They are 32 inches wide and Soc a yard. The weave is so fine and the colorings so pretty that the ginghams seem almost like heavy silks. You must see the unimaginable assortment of plaids to appreciate the variety. (Central.)

Cedar chests are scarce, but we have some. \$17.50 to \$35. (Chestnul.)

"I'se in town, Honey!"

AUNT JEMIMA

INCAKE FLOUR



perfections are slight-not enough

to hurt the wear at all. 6 to 10 %. (Control)

Wonderfully Fine

Coats for Women

in a \$35 to \$55 Group Here are to be found the greatest variety of materials, of models and of colorings. Some are entirely without fur, some are heavily trimmed with raccoon,

nutria, sealene or skunk opossum. The coat that is sketched is of velour, lined throughout, and cut very full below the waist. The cape collar, deep cuffs, buttons and wide band around the hem are all of kit coney fur. \$35. Another coat at this price-a'so a velour-has a deep cape collar of nutria. 835.

Young women will like this coat of suede velour with its deep cape

Buntings have hoods that may be collar of skunk opossum. \$27.50. gathered in snugly to the dear, Silvertone is one of the loveliest little faces. At \$3.75, you may of coat materials and is used in a choose one of pink or blue blankhigh-waisted coat with shawl colcting or white Baby Bunting lar and cuffs of raccoon. \$52.50. bound with pink or blue rib-Another model at this price has bon. At \$5.25, they are made of a cape collar, pockets and cuffs of white eiderdown bound with pink or white ribbon. nutria.

(Market)

binding and clasp at the wrist. These are special at \$1.85 a pair. (Central)

Veils!

in plain or fancy meshes are scrolled, dotted or figured in many

ways. Many of the fashionable

chiffon or ribbon borders among

(Central)

them. 55c to \$1.50.

Veils in black, brown or taupe

chiefs-in many good colors-at

55c. White Japanese silk with colored borders at 30c. White initialed handkerchiefs at \$1.75, \$2.10 and \$3 a half dozen.

The Children's White linen with little colored figures embroidered in the corners are 15c. Colored border linen handkerchiefs at 12%c.

(Central)

Three Specials

In Cotton Materials

cloth, 36 inches wide and 10 yards

Bird's-Eye

Bird's-eye, 24 inches wide and

Pieces of good quality long-

Plaid Silk Blouses Special at \$4.25

Soft, lustrous taffetas in dark grounds have satin stripes forming the gay plaids—in many pretty, bright colors. They are made in tailored style with convertible collars and turnback cuffs; they fasten down the front with smoked pearl

(Market)

Nighties Special at \$1.85

Pink or white crepe nightgowns are neatly stitched with pink or blue and have pockets. They are so durable, you know. (Central)

the Air

is good choosing. All of the Eaby

(Central)

Between \$3.75 and \$5.25 there

10 yards long, is \$2.40 a piece; 27 inches wide and 10 yards long, A Baby Bunting \$2.95 a piece. Both are durable qualities. When Baby Takes

Soft and Warm

long, are \$2.25 a piece.

Part wool fiannel of a lovely creamy white is soft and warm for petticoats. It is 27 inches wide at 55c a yard. (Central)

Warm Stockings

for women are of a mixed dark gray cotton, that has the appear-ance of wool, and are alightly fleeced inside. Seamless, with the tops and feet well reinforced. 30c a pair.

(Central)

Five Styles of Women's Shoes at \$5.75 of brown kidskin with imitation wing tips and medium heels. of brown kidskin with imitation straight tips. of gray leather much like buckskin, made neatly on slender lines. of gray leather with that soft, glazed kidskin finish so fashionable nowwith cloth or leather tops.