

## An Easy Shoe For Un Easy Feet




$\qquad$
$\qquad$
$\qquad$
$\qquad$


He sells these good things to eat-

| Assorted Butters are tasty ! | Ivins' famous Lunch-on-Thins |
| :---: | :---: |
| Some are golden-brown with the natural rich favor | are all-wass good, no matter how often you senve |
| of butter-cookies baked to a turn. Others are a deeper | Thrm. And you can sery then in mauntred appeti-9 |
| brown-with a rich chocolate flazor that makes them | Once you trat the family to Lunch-on- |
| as tasty as any candy! You won't have to call the | Thins, they ${ }^{\text {d }}$ never be satififed with a meal without |
| (chidren to meals more than once if you announce | cererwhere Ty Lunch-on-Tlins with tulde and cheesee |

Two wonderful Ivins cakes, Ivinssponge and Ivinspound Baker uses in these cakes-if you had the expen- of timie, for you can buy- these cakes, always frest sive equipment at his command-if you had the at the nearest procer's - cakes as pu
skill that has come to him through 75 years' baking tasty as modern baking sciencece can produc

| Crisp Saltines to serve often- <br> of course you like Saltines. Everyone does. Bur have you tasted /zins' Saltines? There's a difference, for Ivins' are baked here in Philadelphia and delivered direct from our ovens to your grocet. You get them in all the goodness of their veen-cri,pness. With soups, especially-serve Ivin' Saltines. | Butter Jumbles are tempting |
| :---: | :---: |
|  | These are goiden-lued thmer-cookies that the thind |
|  |  |
|  | very nouriohing. And okillful blending and baking |
|  |  |
|  | plenty on hand for those between-meal lunches that growing children must have. |

# Gvins 

Cookie-Cakes and Crackers

## J.S. IVINS' SON, Inc


'Baker of Good Biscuits in Philadelphia Since 1846"

