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## Purity Has Made Us Famous

## We are going to invite twelve hundred Philadelphia women

## to serve on a"Board of Advisors" for the Ivins Bakery this year!

Every Ivins cookie, cake or cracker will be tested and judged by this new "Advisory Board"

WE are Philadelphia's oldest bakery. For 76 years we have been baking cakes and crackers for Philadelphia families. We believe we have baked only those good things that women wanted to serve in their homes. Now, in 1922, we are going to prove that beyond question.

## This is our plan:

Twice a month, we are going to select 50 Philadelphia women. To each, we will send an assortment of Ivins cookie-cakes and crackers. We will ask each "advisor" to eat these Ivins good things-to compare them with any similar products-and then to give us her frank opinion.
These "advisors" will judge Ivins' from every viewpoint-appearance, wholesomeness, flavor and purity. Every piece that is approved, will thereafter be packed and sold in packages or tins that bear the seal shown below-the proof that this particular Ivins cake or cracker has been thoroughly tested by representative Philadelphia women, and approved.

## The biggest thing we've ever attempted!

In our 76 years of baking, we have originated a host of popular cookie-cakes and crackers-Lunch-on-Thins, Sweet Maries, Honey Grahams, Chocolate Bon Bons and many others, each a masterpiece of the baking art. We will continue to bake new creations from time to time, and each new piece will be submitted to the "Advisory Board" to be approved by them.

In short-as soon as the new "Advisory Board" can test and judge the many Ivins' products, you will have only one thing to do in choosing cakes and crackers at your grocer's: Look for the Ivins Seal of Approval. It should decide your choice

## J. S. IVINS' SON, Inc.

> Guins
> Cookie-Cakes and Crackers

