



So delicious - it is America's favorite breakfast

FLUFFY, tender, delicately-browned pancakes—how good they taste on a cold morning!

America's favorite breakfast is delicious Aunt Jemima pancakes. They were served over sixty million times last year alone.

Your family, too, will be extra prompt at table if they get a whiff of the delicious, tantalizing fragrance of Aunt Jemima pancakes. How their eyes will sparkle when they see the golden-brown pancakes steaming on their plates.

When they taste them they will wonder how you learned the secret of the old-time cooks of the South, for only the Southern pancakes we have all heard praised can compare in flavor with the cakes you can make with Aunt Jemima Pancake Flour.

The individual flavor of Aunt Jemima pancakes which makes them seem

to "melt in your mouth" is due to the special formula. It was worked out with one idea in mind—to make perfect pancakes.

Everything is mixed in the flour, even the sweet milk. All the ingredients have been accurately measured and scientifically blended. You need no eggs, no milk. Just add water, and your batter is ready to make delicious always-good pancakes with the real Aunt Jemima flavor.

Tomorrow have these pancakes or the equally delicious Aunt Jemima buckwheat cakes. Hear your family call them the best cakes they ever ate. Aunt Jemima Mills Company, St. Joseph, Missouri.



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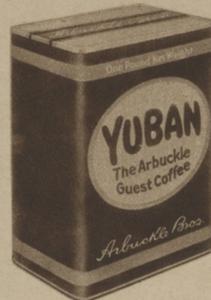
The pleasantest part of Thanksgiving

After dinner over the coffee cups—how the old memories come back!

This is home—this quiet talk—with the best coffee you have tasted in many months. The tantalizing aroma makes you sigh with contentment. The rich, satisfying flavor fills you

with a glow of well being.

Yuban is unique in flavor. It is much more delicious than any coffee you have ever tasted. Serve it on Thanksgiving. Let your family see how delicious coffee can be. They will comment on its flavor immediately. No other coffee is so satisfying.



222,150 VICTIMS

Park Row and Frankfort Street, New York—the busiest corner in the world.

Every evening 296,200 men and women pass this corner.

Three out of every four—222,150 men and women—are tired out. They are victims of the city because they have not adapted themselves to modern city life. They are listless; their footsteps are heavy; all the energy they brought to work in the morning is gone.

But the fourth person is full of energy. His eye is as bright, his step is as springy as when he started out to work in the morning.

This is why three-fourths of these men and women you see crossing Park Row—or anywhere in the city—are "all in" when their day's work is done: they pound away their energy on hard pavements, with hard leather heels. Leather heels are out of date; they are not suited to modern city conditions.

8,000 energy wastes a day

When you bring your hard leather heels down—as the average city dweller does—8,000 times a day, you shock 8,000 units of energy from your system. This makes a very serious energy waste by the end of the day. The 222,150 men and women who drag their tired bodies home every night owe their fatigue, in a large measure, to energy wasted by the use of hard leather heels.

The fourth person—the one with energy left—the one who walks, talks, and looks as if he were enjoying life, has surplus energy. He has not jolted his energy away. He is wearing O'Sullivan's Heels.

You may join this one out of four class by having O'Sullivan's Heels put on your shoes at once. You'll find your work easy and your energy greater. You'll be able to walk to your home with an elastic step. By absorbing the 8,000 daily shocks, these heels will give you the added energy you want.

The best heels for city wear

The heels best suited to modern hard pavements and floors are O'Sullivan's Heels.

They are guaranteed to outlast any other heels. They will last three times as long as leather heels and will give uniformly satisfactory service to the very last.

Because of our special process, these heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

Buy your shoes O'Sullivanized. Good dealers sell the latest style shoes with O'Sullivan's Heels already attached. Have these heels put on all your shoes at once. Every day you delay putting on O'Sullivan's Heels you are wasting your most valuable asset—Energy.

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Exquisite in lustre, sturdily outdoorish in weave, vigorous in motif, "Khaki-Kool"—plain or printed—always produces the ultra modish in outdoor costuming.

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