



Buckwheat cakes - with sausage! Um-m!

Oh, how that wonderful old-fashioned combination does tempt the appetite! And made the Aunt Jemima way, buckwheat cakes are so easy, too.

All you need is a package of Aunt Jemima Buckwheat Flour — you add nothing but water. Everything

necessary to make the best buckwheat cakes you ever tasted has already been mixed in the flour.

Aunt Jemima Buckwheat Flour comes in a yellow package. Order some from your grocer tomorrow and give your husband a treat. Aunt Jemima Mills Company, St. Joseph, Missouri.



Reg. U. S. Pat. Off.

"Ise in town, Honey!"

AUNT JEMIMA BUCKWHEAT FLOUR

In the yellow package

Copyright, 1919. Aunt Jemima Mills Company, St. Joseph, Missouri



Kleinert's BABY PANTS

Baby's cry is your only indication that he needs attention. Kleinert's Waterproof Baby Pants fit snugly over the diapers and keep his clothes dry and clean. Quickly adjusted, easily removed, washable and durable.

EB Kleinert Rubber Co., New York

New Way to Wash Your Face Beautifies Your Complexion

Beauty specialists agree that the secret of a perfect complexion is a thoroughly clean skin. But all toilet soap contains caustic potash or caustic soda to dry and age the skin, encouraging the premature aging of the complexion. The same thing in soap that shrinks woolens also shrivels the skin. In place of soap some use cold cream. Many face creams contain mineral oil, and mineral oil helps to grow hair. A specialist has perfected a new substance, called Ara-Mara, which is not only excellent for washing the face, but it cannot injure the most delicate complexion. It will not, cannot, grow hair. All you do is to gently massage it into the skin and wash with plain warm water. It not only cleanses thoroughly, but it lightens the complexion much better than lemon juice or face bleach. It is surprising to see how fresh, clear and wholesome the skin becomes, even after only one proper treatment. Many of those who



use it declare it has done more real good to their complexion than any cream or toilet soap they ever used. It's a wonderful treatment for enlarged, clogged pores and irritations. It certainly is a great blessing to those who are afraid of wrinkles and who have dull, sallow, lifeless complexions. You can always get Ara-Mara at any big store. If you live out of town and your home dealer has not got it, you can order fifty cents' worth of Ara-Mara by mail of Herbert Roystone, 16 East 18th Street, N. Y.

La-may Face Powder Stays on Better Than Any Other

Now you can use a pure face powder that beautifies your complexion wonderfully and is guaranteed not to injure the most delicate baby skin. And it really stays on better than any other face powder. It does not contain white lead or starchy rice powder (Poudre de Riz) to make it stick. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores, blackheads and rice powder-pimples. The specialist who makes this improved powder uses a medicinal ingredient that doctors use to heal the skin. In fact, this new powder helps to prevent and reduce enlarged pores and irritations. It is also astringent, discouraging flabbiness, crows' feet and wrinkles. Because it is pure and because it stays on so well, this La-may powder (French, Poudre L'Ame) is now used by over a million American women. The large size is only fifty cents and the trial size twenty-five cents. Remember, La-may is guaranteed. If you do not find La-may much better than any you have ever used your dealer is authorized to return your money without question. Refuse substitutes. Your common sense will tell you that when you are offered a substitute it is sure to be a demonstrator trying to sell an inferior powder that pays a big commission. When you use this absolutely pure La-may and see how splendidly it beautifies your complexion, you will understand why it so quickly became the most popular beauty powder sold in New York.

