## 

Societhy Sometimes It Takes a





## PERSONALSS

Home Economicsil



## Ghornos

## Folks Say We've the Prettiest Things in Town

Very New Blouses Await Your Inspection
"Peacock"
please her more
hades in silk petticoats-what could
"Old Santa" makes some of his biggest hits with
Sweaters-Fetching bright colors in natty styles
"Cash Over the Counter" Prices on Fur Coats $\$ 175$ River Mink Coats, at.
$\$ 195$ River Mink Conts, at.
$\$ 245$ Hudson Seal Coats,
Some prefer
and rich looking.
$\$ 55$ Baffin Seal Coats, at.
$\$ 75$ Behring Seal Coats,
Forty Styles of Good Coats on Sale, $\$ 15.00$ and Up
NEW TODAY-BUSTLED DRESSES
And other clever modes for afternoon, street or office
Try the "Thorney" Road to Fine "Duds"
F.wTho:Ne co

1812 PARNAM STREET

## Penny Pinching Not Always True Economy

I have learned that the inelligent housewife-the woman schooled in really scienific domestic economy-no longer throws away a nickel to

A good way to illustrate this point would be through comparison of baking

Experience has taught me-and millions of other women that it doesn't pay to buy cheap baking powders. They cont a few cents less, but in the long run they are decidedly the most expensive. Because of
the low grade materials employed in their manufacture they cause many bake day failures-and great loss of expensive ingredients. The housewife throws out, in wasted materiale many times the amount saved on the cost of the baking pow-

Tre
True economy in baking powder demands the highest quality at the lowest price. used. Only baking powder that is made of the highest cluss ingredients so perfectily proportioned that it not only produces

Besides, the baking powder that meets the modern demand for economy should secured at a moderate price. The housewife should be able to effect a saving when buying-and another saving when uting-and she should save materials it is used with.
That is economy in its highest form. Complete economy. The only kind of economy the housewife should attempt.
I have proved positively by exhaustive experiments and comparative tests that Calumet Baking Powder is best suited to these savingg. It
possesses the surety, the purity and goodness that make

Maude Itracie Ostallo-


ISN'T it a pity that all jewelry is not genuine, and that some jewelry stores lack since Jewelry is the ideal Christmas gift. But, to be ideal, it must be genuine. It must come from a store of truch
quality. It thende-mark is the mark reliable jewelers. It is the sign of an honest merchant selling honest jewelry.

Buy Jewelry This Christmas in a Store

