

New Round 25c. Package

This season we bring out a new large package of Quaker Oats. It is a round package, insect-proof. A permanent top protects it until the last flake is used. This package contains two premium coupons with a merchandise value of 4c. Ask for it—price 25c. We still continue our large 30c. package with china. Also our 10c. package.



The Final Fruit

Of the Oat Field is the Well-Fed, Energetic Child

Nature has finished with the 1915 oat crop.

But that's merely the start of the harvest. Now come luscious breakfasts, steaming, fragrant, to greet folks every morning.

Then comes the fruition of Nature's object in making this wondrous food. Well-built brains and bodies, vivacity, capacity, spirit, vim and go.

In millions of homes there will ripen in this way the final fruit of this oat crop. Be sure you get your share.

Quaker Oats

Vim-Food Made Doubly-Delicious

Some of the finest oats which grew this year have come to the Quaker Oats mills.

But with even those choice oats two-thirds are discarded in making Quaker Oats.

We pick out the queen grains—the big, full-flavored grains. We get but ten pounds of such oats from a bushel.

The luscious flakes known as Quaker Oats are made from those grains only.

That's the secret of this flavor and aroma. And that's why this brand is

Premiums

We are offering many premiums to Quaker Oat users, in Silverware, Jewelry and Aluminum Utensils. See folder in each package. We insert one coupon in the 10c. package and two in the 25c. round package. Each coupon has a merchandise value of 2c. to apply on the premiums wanted.

sent for the world over. Quaker Oats is now the favorite wherever oat lovers live.

Some people send 10,000 miles to get it. And some, in countries far away, pay a double price. You can get it at your nearest store, without any extra price. You can get it always, for this brand never varies. Don't you think it worth while to specify this grade in buying a food like this?

It will come if you say you want it—if you specify Quaker Oats.

Regular Package, 10c. Large Round Package, 25c.
Except in Far West

The Quaker Oats Company

Peterborough, Ont.

Saskatoon, Sask.

in 4 sizes: 4, 6, 8 and 10 years. It requires 3 yards of 40 inch material for a 4 year size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

1448—A Pleasing and Popular Model. Costume for Misses and Small Women (with Sleeve in Either of Two Lengths), and with Five Gore Skirt—Plaid suit in gray and blue tones was used for this style. It is nice for serge, taffeta, gabardine, cashmere, linen, gingham, chambray, voile and poplin. The waist has simple lines and is trimmed with a deep collar. The long sleeve has a straight cuff with pointed over portion, and in elbow length, is finished with a shaped turn back cuff. The pattern is cut in 3 sizes: 16, 18 and 20 years. It requires 6½ yards of 36 inch material for a 16 year size. The skirt measures about 2½ yards at

Lengths—Striped gingham is here shown with crepe for the tucker. This style is attractive for galatea, poplin, repp, with lawn, cambric or silk for the guimpe. It is also nice for serge, novelty suiting, cashmere, gabardine, velvet, and corduroy. The belt may be omitted. The skirt is straight and plaited and is joined to the dress under the belt. The tucker may be finished with long or short sleeves. The pattern is cut in 4 sizes: 6, 8, 10 and 12 years. It requires 1½ yards of 27 inch material for an 8 year size for the guimpe, and 4 yards of 24 inch material for the dress.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

1440—A Trim and Dainty Shirt Wa. st. Ladies' Shirt Waist with Raglan Sleeve in Wrist or Short Length—This attractive design was developed in black and



the foot. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

1455—A Unique and Pleasing Design. Ladies' Dress in Raised or Normal Waistline with Sleeve in Either of Two Lengths—As here shown, black velvet was used, with dotted net for the sleeves and insert and white crepe for the chemisette and collar. The design may be finished with short sleeves. The design is nice for taffeta, faille, serge, gabardine or poplin and lends itself nicely to combinations of materials. In green satin with ecru crepe for contrast this model will be very attractive. It is also nice in white or other color taffeta, with batiste, net or lace for trimming. The pattern is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 6½ yards of 36 inch material for a 36 inch size. The skirt measures about 3¼ yards at the foot. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

1456—A Simple Comfortable Dress for Mother's Girl. Girls' Dress with Tucker having Sleeve in Either of Two

white checked taffeta, with collar and cuffs of white batiste. It would be nice in crepe de chine or cotton crepe, madras, lawn, batiste, poplin, repp, flannel or velvet. The long sleeve has a neat cuff with a dainty turnover. For the sleeve in short length the turn-back cuff forms a suitable finish. The collar is made in "Quaker" style, wide with deep points and round over the back. The pattern is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 2½ yards of 44 inch material for a 36 inch size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

1430—An Up to Date and Practical Style. Girls' and Misses' Combination Corset Cover and Petticoat—Lawn, cambric, batiste, crepe, or silk could be used for this style. If developed separately the same materials are good for both. Sateen or flannel could also be used for the petticoat. The ruffle may be omitted. The pattern is cut in 5 sizes: 12, 14, 16, 18 and 20 years. It requires 3½ yards of 27 inch material for the skirt, and 1½ yards for the