|  |  |  | Avoid all Substitutes for Royal Baking Powder. |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | No other Baking Powder is "just as good as the 'Royal"' either in strength, purity or wholesomeness. The "Royaf" is superior to all others in all way Most |  |  |
|  |  |  |  |  |  |
|  |  |  | of the U. S. Government investigations show it officially - The Government chemist says the "Royal" is "undoubtedly the purest and most reliable bakion |  |  |
|  |  |  |  |  |  |
|  |  |  | powder offered to the pubic" If some grocers try to sell another baking powder in place of the "Royd. |  |  |
|  |  |  | they do so because they can make a greater profit upon the other; good eni. dence of the superiority of the "Royal." To give greater profit the other |  |  |
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|  |  |  |  |  |  |
|  |  |  | Because the "Royal" uses more highly refined and expensi |  |  |
|  |  |  | costs more to manufacture than any other baking powder, but it is correspond. |  |  |
|  |  |  |  |  |  |
|  |  |  | velue to consumers, although the retail price to them is generally the sameConsumers are entited to full value for their money, and therefre will |  |  |
|  |  |  | wise, accept any substitute for the "Royal."Unfortunately, not only are many of these would-be substitute powders made |  |  |
|  |  |  |  |  |  |
| - |  |  | from inferior and unwholesome materials, but they are placed before the pubbic with advertisements intended to mislead as to their true character: A powder |  |  |
|  |  |  |  |  |  |
|  |  |  | advertised by its manufacturers to have printed upon its label all the ingredients |  |  |
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