CMPLIMENTING, Liss Etta Morris. NEW AFTERNOON FROCK EXCEEDINGLY BECOMING







## .









## Make this

## your

 "Meat"A nourishing, satisfying strengthening dish that tempts the palate and gives stomach comfort after the digestive organs have wrestled with high-proteid foods-

## Shredded Wheat Biscuit <br> With Strawberries

Nothing so delicious, nothing so easily digested, nothing so easy to prepare. The only breakfast cereal that combines naturally with berries and other fruits.
$\begin{aligned} & \text { Heat one or more Biscuits in the oven to restore crispness; then cover } \\ & \text { with berries or other fresh fruit; serve with milk or cream and sweeten }\end{aligned}$
to suit the taste. Better than soggy white flour "shoret-cake", sweeten
$\begin{aligned} & \text { no yeast, no baking powder, no fats, no chemicals of any kind- just } \\ & \text { the meat of the golden wheat, steam-cooked, shredded and baked. }\end{aligned}$

The Shredded Wheat Company,
Niagara Falls, N. Y.


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##  <br> Maybe You Were One of Them

## Were You Cheated

into believing that because a baking powder foamed up over the top of a glass when water was added, that it was a good, pure and strong baking powder?

It foams because it contains ALBUMEN (sometimes called the white of egg.)

ALBUMEN in baking powder is no help in the baking.

It does not make a stronger or better baking powder.

It deceives the consumer when she sees it foam in the glass.

State after state has ruled that baking powder mixed with ALBUMEN is illegal and has stopped the sale of the stuff.

United States Government authorities have declared that the water glass test is a fraud, and that albumen clared that the waterglass
does not help the baking.

Food commissioners North, South, East and West have denounced the albumen fraud.
dO NOT LET FAKIRS FOOL YOU.
The manufacturers of K C BAKING Powder have never found it necessary to resort to such fraudulent methods.

## K C baking POWDER Contains No Albumen

It is a pure food baking powder, sold at an honest
price and no better can be bought at any price.
25 Ounces for 25 Cents-ASK YOUR GROCER

