## ROXAL Baking Powder

## Is the Houservife's Greatest Help.

$W^{\text {HaT so tempting to the }}$ W laggard appetite as a light, flaky, fruit short cake or a delicate hot biscuit? Royal makes the perfect short cake, biscuit and muffin, and improves the flavor and healthfulness of all risen flourfoods.
It renders the biscuit, hotbread and short cake more digestible and nutritious, at the same time making them more attractive and appetizing. Royal Baking Powder is indispensable for the preparation all the year round of perfect foods.


## EVERY SOOD,OOO BAD



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## The Man Behind "The Makings"

"Bull" Durham is first, last and always a man's smoke. and always a man's smoke rolling hisown. These thoroughly satisfying hand-made cigarettes appeal to the aggressive, stalwart fighters in every walk of life-from the cowpuncher, toiling in the round-up, to the millionaire polo player, riding hell-for-leather to win an international cup. No U. S. battleship ever leaves port without a supply of
ard - no U. S. Army Post ever runs short
"Bull" Durham "the Makings."

## Bulí DURHAM <br> SMOKING TOBACCO

(Enough for forty hand-made cigarettes in each 5-cent sack)
As many cigarettes are rolled from "Bull" Durham in a year Showing that there are made cigarettes in this country combined hions of men of this fine, manly type
throughout the world. And the sales
 Bull" Durham are still growing.
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The Shortest Distance Between Two Points is

## "Long Distance"

Long Distance Telephone Service Etiminatutu ime

Binds city and country together.
aves the expense and inconvenience of travel.
Broadens companionship.
Conserves time and energy
Unites producer and market.
Enables any one to send the right word to the right place at
Ery
Every Bell Telephone is a Long Distance Station and your Telephone is the center of a system connecting five Western States.


THE PACIFIC TELEPHONE and TELEGRAPH COMPANY

