## How Much is $1^{e}$



Suppose that for one cent you could insure the quality of your cake, biscuits, etc., wouldn't that be real economy?
Well, one cent is about the difference in the cost of a whole cake or a pan of biscuits made with Royal Baking Powder as compared with cheaper baking powders made from alum or phosphate-a trifle, indeed, to insure the quality and wholesomeness of your baking.

## ROYAL Rokking

## Absolutely Pure

Made from Cream of Tartar derived from Grapes
Royal Contains No Alum-
Leaves No Bitter Taste


Whole Grain Foods contain valuable qualities especially worth while for those who wish sturdy bodies.

# Grape-Nuts 

-among cereal foodsis best known for its wonderful building Qualities. A real food, appealing in form \& taste.

## The Wheat \& Barley Food

No raise in price during or since the war.

