## Bitter or Better Baking

A letter makes a great difference in a word. A word makes a great difference in baking powders.
If the little word "alum" appears on the label it may mean bitter baking. If the word ROYAL stands out bold and strong, it surely means BETTER baking.
This is only one reason why it pays to use

## Royal Baking Powder <br> Absolutely Pure

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

## 2 MORE AMERICANS




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Good Weather Prospect.
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## Kool Kid Leathers

Men's's Footwear in Various Styles of Easy Tread--
Lasts for Summer Wear, Very Reasonably Priced
One social function after another will be the order in Salem for several weeks to come. There will be con-
ventions, commencements, ventions, commencements, home-comings, etc. All during increasingly warm weather. Men, provide
footwear for the occasions. Heavy footwear for the occasions. Heavy calf leathers are
suggestive of frost and snow. Lighter leathers wear just as well in dry weather and are a heap more comfortable.

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| \$6.00 | \$785 |

## Shitulever <br> Slipon Sweaters <br> Middy Sweaters

ESPECIALLY GOOD VALUES $\begin{array}{lll}\$ 1.75 & \$ 3.98 & \$ 5.75\end{array}$
Just in--Another shipment of Women's and Misses Slipon and Middy Sweaters. A fine line of colors and sizes.

| $\$ 1.75$ | $\$ 3.98$ | $\$ 5.75$ |
| :--- | :--- | :--- |

NEW SLIP OVER SMOCKS
Colors white, pink, or blue with colored trimmings. Sizes 16, 18, 40, 42. Price $\$ 3.48$
"Where Shopping Is a Pleasure"

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The Dominant Idea Behind HOLSUM BREAD is Quality
The best wheat gives the greatest quantity of high mimin
Fine texture gives palatability, pure color and appe-
zing appearance. tizing appearance.

HOLSUM BREAD means better bread and contains more and better gluten.

It is also made in Salem.
Cherry City Baking Co.

