

1735



# “My husband's Pay Supports 2 Families —

“I often wonder why some women skimp along with a cheap, doubtful baking powder when it costs so little to use Royal. I see no sense in risking failure with inferior baking powder after I've put good money into butter, flour, milk and eggs. With Royal, I know my baking will be successful.”

**so, believe me, I can't afford baking failures. I stick to my good old Royal Baking Powder. I know it's dependable!”**

*(An informal interview with Mrs. James M. Studley, of Pittsfield, Mass.)*

**T**EN PEOPLE to feed . . . on one man's salary. That's the problem of Mr. and Mrs. Studley who are cheerfully sharing their income with less fortunate members of the family.

*“I've only \$18 a week to spend for food, but there's one thing I won't give up, and that's Royal,” says Mrs. Studley.*

*“When I use Royal, I know my baking will be successful!—every time. And you just can't beat the delicious flavor and fine texture you get with a Cream of Tartar baking powder.”*

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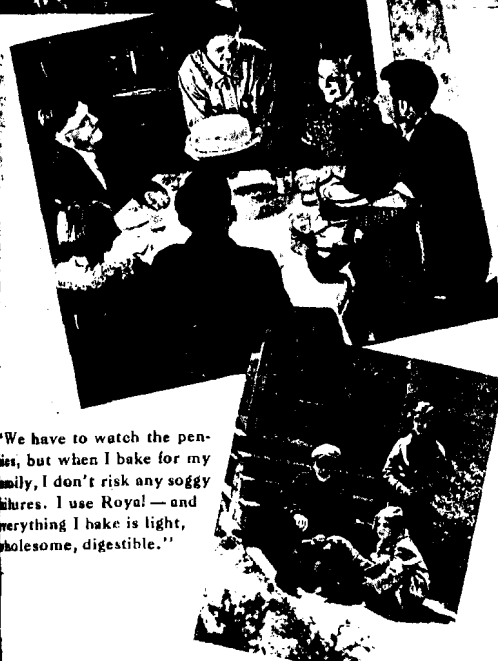
Good for you, Mrs. Studley! After all, the cost of your baking powder is very little compared to that of your other ingredients.

Think of the dozens of eggs you use during the “lifetime” of a 12-ounce can of baking powder—the many pounds of butter, sugar, flour. Isn't it common sense to safeguard those costly materials with a baking powder you know won't fail—dependable Royal?

Royal is made with Cream of Tartar, a pure fruit product derived from ripe grapes.

With this fine Cream of Tartar baking powder, your cakes will be tender . . . fluffy . . . delicious—your biscuits fine-flavored and light as a feather.

Next time you buy baking powder, remember the small cost of Royal—about 1¢ per baking. Practice the economy of using the best.



“We have to watch the pennies, but when I bake for my family, I don't risk any soggy failures. I use Royal—and everything I bake is light, wholesome, digestible.”

A recent snapshot of three of the Studley children and their pet spaniel at their home in Pittsfield, Massachusetts.

**FREE! New De Luxe Cook Book**  
New cakes, cookies, puddings, pies and savory meat dishes! Over 200 recipes. Attractive illustrations. Valuable cooking hints. Just cut label from Royal Baking Powder can and mail with coupon.



ROYAL BAKING POWDER, Product of Standard Brands Incorporated  
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*Enclose label from a can of Royal Baking Powder. Please send my copy of the new 1935 illustrated Royal Cook Book.*

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Watch for your baker's weekly “Specials” . . . when you bake at home, make sure of success and delicious work by using Royal Baking Powder for your cakes and hot

bread. But don't forget that you can rely on your baker for a variety of breads, delicious coffee cakes, Parker House rolls, crisp dinner rolls, cinnamon buns, layer cakes, cup cakes,

and other goodies to lend variety to your table. With careful attention to the housewife's needs and wishes, the modern bakery offers a wider and ever-increasing service to the home.