



"The good butter, eggs and milk I use in the baked foods I give my family are too precious to be trusted to inferior baking powder. I make sure of success . . . with Royal!"

"With only \$25 a month for Groceries I don't dare have a cake failure" says Mrs. George Landon OF WILMINGTON, DELAWARE



"After all, you use so little baking powder in a cake—why not use the best? It pays—every time."

"That's why I always have used and always will use Royal Baking Powder."

WHOLESALE, appetizing meals for six are a real problem on a low income. But thrifty Mrs. Landon knows that "avoid waste" is an important rule to follow.

"I can't see the economy of buying an inferior baking powder," says Mrs. Landon. "You're very likely to have a failure—and I'd be ashamed to feel my family a soggy batch of muffins, cake or biscuits. Maybe some women can afford to waste good butter, eggs and milk—but no risky experiments for me. I know I can be sure of good results with Royal, and I'll never give it up."

Mrs. Landon's reasoning is sound.

After all, the best baking powder—Royal—costs only about one cent per baking. And it assures success *every time*.

Royal is made with Cream of Tartar, a pure fruit product derived from grapes. This fine Cream of Tartar baking powder gives your cakes luscious flavor and fluffy, velvety texture. Makes your biscuits light as a feather, and delicately tasty.

Next time you buy baking powder, just consider the quarts of milk, the dozens of eggs . . . the many pounds of butter, sugar and flour . . . you will use during the "lifetime" of that single can of baking powder.

Safeguard those costly materials by using only Royal—the safe, dependable Cream of Tartar baking powder.

A snapshot of the Landons' home in Wilmington, Delaware, with Anne and George, Jr., and their playmate Skookum.



FREE COOK BOOK
Mail the coupon today for your copy of the Royal Cook Book



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Please send me a free copy of the 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 results 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.