## No Substitutes

For Royal Baking Powder. The "Royal" is shown by all tests, official, scientific, and practical, stronger, purer, and better in every way than all other Baking Powders. Its superiority privately acknowledged by other manufacurers, and well known by all dealers.
If some grocers try to sell another baking powder in place of the "Royal," it is because of the greater profit. This of itself is good evidence the superiority of the "Royal." To give greater profit the other must be a lower cost powder, and to cost less it must be made with cheaper and inferior materials, and thus, though selling for the
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