

A New Character

When, four years ago, KING COLE ORANGE PEKOE TEA first appeared, something more than a new tea had been produced—a new character in tea had been created. Only after most searching experiments in flavor-blending were we at last able to develop that peculiarly mellow richness of flavor so delightful to the taste, which has won for KING COLE ORANGE PEKOE the high place it holds. The total annual sale of KING COLE ORANGE PEKOE has doubled twice in the last two years.

We are confident that you will say that it is different to any tea you ever tasted.



Your Own Home Town

If in thinking of our home town we reflect more about its advantages, its opportunities, its past achievements, its contribution to work of the nation, and less of its disadvantages, we will be manifesting the kind of community spirit that your town justly expects you to show. What the average man needs to do is to take root; to realize that happiness is a state of mind; success is not yon-

der but there, not then but now, and the sun that shines on Halifax or Sydney, is a perfect riot of illumination in the old home town. For it isn't by money you measure a town,

Or the miles that its border extends, For the best thing you gather whatever the town Are contentment, enjoyment and true, not false, friends.

If you live and you work and develop your town

In spite of the fact it is small, You may find that your town—barring certain drawbacks—May be as good as any other small town after all.

A soap manufacturer was once asked why he did newspaper advertising altogether and did not follow in the footsteps of other manufacturers, putting up sign boards, tinting almanacs, etc. He replied that in his experience he found the men who did not read newspapers did not use soap.

Another Royal Suggestion

BISCUITS, BUNS and ROLLS

From the NEW ROYAL COOK BOOK

BISCUIT! What suggests. So tender they fairly melt in the mouth, and of such glorious flavor that the appetite is never satisfied. These are the kind of biscuits anyone can make with Royal Baking Powder and these unusual recipes.

Biscuits

2 cups flour
4 teaspoons Royal Baking Powder
1/2 teaspoon salt
2 tablespoons shortening
1 cup milk or half milk and half water

Sift together flour, baking powder and salt; add shortening and rub in very lightly; add liquid slowly; roll or pat on floured board to about one inch in thickness (handle as little as possible); cut with biscuit cutter. Bake in hot oven 15 to 20 minutes.

Royal Cinnamon Buns

2 1/2 cups flour
1 teaspoon salt
4 teaspoons Royal Baking Powder
2 tablespoons shortening
1 egg
1/2 cup water
1/2 cup sugar
1 teaspoon cinnamon
4 tablespoons seeded raisins

Sift 2 tablespoons of measured sugar with flour, salt and baking powder; rub shortening in lightly; add beaten egg to water and add slowly. Roll out 1/4 inch

thick on floured board; brush with melted butter, sprinkle with sugar, cinnamon and raisins. Roll as for jelly roll; cut into 1/4 inch pieces; place with cut edges up on well-greased pan; sprinkle with a little sugar and cinnamon. Bake in moderate oven 20 to 25 minutes; remove from pan at once.

Parker House Rolls

4 cups flour
1 teaspoon salt
6 teaspoons Royal Baking Powder
2 tablespoons shortening
1/2 cup milk

Sift flour, salt and baking powder together. Add melted shortening to milk and add slowly to dry ingredients stirring until smooth. Knead lightly on floured board and roll out 1/4 inch thick. Cut with biscuit cutter. Grease each circle with back of knife one side of center. Butter the small section and fold larger part well over the small. Place one inch apart in greased pan. Allow to stand 15 minutes in warm place. Brush each with melted butter and bake in moderate oven 15 to 20 minutes.

FREE

WRITE TODAY for the New Royal Cook Book, containing 200 other recipes just as delightful as these. Will show you how to add interest and variety to your meals. Address: ROYAL BAKING POWDER CO., 225, LAURENCE ST., MONTREAL.

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Comparison of British with Canadian Prices

A remarkable similarity in the cost of groceries in England and in Canada is revealed in a comparison of a budget of household staples in the two countries made within the last three weeks. The figures are given out by a Canadian official. Pricing a score of staples, ranging from bread to custard powder, the whole supply cost about a dollar more in Ottawa than in London, England.

Bread is 4 cents higher in Canada; sugar is 10 cents per pound higher and jam and marmalade ranges from 10 cents to 18 cents higher here. But in England, bacon, eggs, lard, milk, sausages, Worcester sauce, rice, oranges and dried fruits are all higher in price. Eggs were \$1 a dozen, and butter about \$1.10 a pound for good grade. Both these prices are due for a sharp decrease in London, however. Vegetables are still much cheaper in England than in Canada, and butcher meats average from thirty to forty cents a pound. Coal is about \$1.25 per ton cheaper in England.

A Would-be Burbank

"It's no use," sighed the nature wizard, "I may as well give up."

"What is bothering you?" asked his companion sympathetically. "I started a few years ago on a whim of mine. I took a cabbage and crossed it with a white potato and grew eyes on it, then I crossed them with a cornstalk and grew ears on it; then I crossed that with celery and grew a neck on it; then I crossed that with a coconut and grew hair on it, but darned if I can figure out what to do for a nose and mouth."

Advertising is the heartbeat of business. If you stop a man's heart, he dies. If you stop advertising, business dies!

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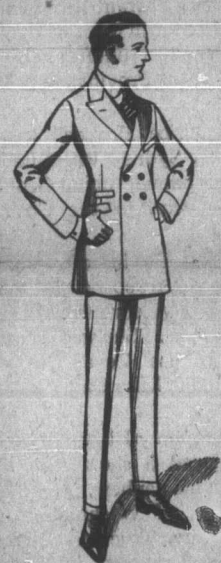
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