## The Average Man Doesn't Know The First Thing'

about flour, but the woman who does the family bakingshe is the one who appreciates Royal Household Flour-made by the new electical 'process-because when she tries it with the simple "Royal Household" recipes she finds it makes better, sweeter, whiter, lighter Bread, Buns, Rolls, etcc, and more crisp and delicious Pastry than she ever made before, and she is not afraid to say $s$ s.

Eusum fumb



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