IAVE YOU SENT A LETTER? READ ON, WHETHER OR NO
Contest Open to All Readers of the Woman's Page Will Begin Tomorrow-Write and Try for It

.
THE WOMAN'S EXCHANGE




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ANSWERS TO YES

 Non Sousge and Omelet




 Grateful Letter $x$






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Steamed Cod With Onion


Bolivian Tin




Gown \& Fur Shop Dresses, Suits, Coats,


## MY MARRIED LIFE

## A Frightening Experience

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(CONTINURD ToMORROW)

## A Distinctive Reason

What is the chief reason for the superiority of Royal Baking Powder?

There are several good reasons, but there is one which distinguishes. Royal from othe baking powders.

This reason, which every woman should know, is that Royal Baking Powder is made from cream of tartar, which comes from grapes. This means a healthful fruit origin It means natural food as distinguished from mineral substitutes the baking powders.

There is no alum nor phosphate in Royal Baking Powder
ROYAL BAKING POWDER CO. New York

## The Swingand TheSwirl す

The Righ Gostof hiving
The upward swing in the cost of living makes a downward swirl in the bank account. That's a hard, unpleasant, concrete fact. It's tre-
mendously real; and a serious problem in every mendously real; and a
American home to-day

That this abnormal inflation of prices is largely attributable to the upheaval abroad goes without saying-for we're sending vast quantities of foodstuffs over the seas: But, back of all this lies the broad field of opportunity for atrociou selfishness and the greed for gain-cornering markets and
sities of life.

Fix the blame? It's like trying a halter on a two-year-old colt. They won't stand long enough each individual concerned passes the responsiEurope, running amuck (and some possible short age of crops), is a totally insufficient cause fo continued and vital extortion in this country Such half-baked reasoning is absurd! It's the gluttonous love for the Mighty Dollar.

Flour is quoted at $\$ 9.00$ and $\$ 9.50$ and even more. Just now we're selling CHILDS BEST Minnesota fields and equal to the largely adver tised brands, for $\$ 8.25$ a barrel; and 52 c for 12-lb. bag.

Scrapple is being locally advertised at 13 c a of it; and it's made by the same Pennsylvanian who's been supplying us for same Pennsylvania 4 lbs. of DELICIOUS SCRAPPLE for 25 c.

Lard poses on a pedestal at 19c a pound. We're offering THE, BEST LARD (absolutely pure, and 16 oz . in every pound) for 16 c .

Tea? OUR STRAIGHT CEYLON is wonderfully good. This particular brand is
largely contributory to the enormous tea business we do. It brews a pleasing, delicious cup. Match the quality elsewhere and you'll pay 60c. Th Childs price is 35 c a pound.

Our whole organization stands for Household Economy; and strenuous effort is all the time made to keep down the cost of living and save the family purse. The real helpfulness of THE CHILDS STORES is so pronounced that thrifty people everywhere are enthusiastic in their people will always be odd an even bet that some people will always be odd; but if YOU are bound off; strike a balance and start a fresh account.

Deal where your money goes the farthest and Where progress never quits; where Sterling given. It may be a little farther Quantity always arefer it; and in THESE STORES OF OPPOP TUNITY the swing and the swirl is largely

Childs \& Company
"Where Your Money Goes the Farthest"

