

BLUE RIBBON BAKING POWDER

Makes Good Baking Easier

Many a dismal baking failure blamed to other causes is undoubtedly due to the use of inferior baking powder.

Unless the baking powder is of the proper quality, no amount of care and attention in other respects can possibly produce satisfactory results.

For this reason the most experienced cooks and housewives of the West are very particular as to what baking powder they use. They have proved by experience that they can get better results by using Blue Ribbon right along than by changing around.

The reason is that only the very highest grade of absolutely pure ingredients are allowed in Blue Ribbon.

And every stage of the process of manufacture is under the scrutiny of experienced men harder to satisfy than the most particular housewife.

The result is a steady, uniform "rising" action, making light, flaky biscuits or cakes, of a nice even texture.

Which of course means that the food is more Wholesome, as well as light.

You will be saved untold worry, disappointment and loss of time and good materials if you always tell the grocer you want Blue Ribbon Baking Powder.

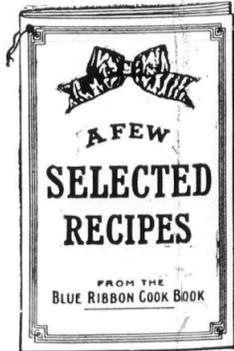
It costs you no more than others. 25c. a pound.

Write for this Free Book

It is a nicely printed booklet, twenty pages and 4-color cover, containing selected, tested recipes, conveniently arranged, for Biscuits, Buns, Muffins, Griddle Cakes, Waffles, Doughnuts, Loaf, Layer and Small Cakes, Puddings, Cold Desserts, Home Made Candies, etc.

Send your name and address at once, and we will mail you a copy Free.

Address Blue Ribbon Limited, Dept. W.H.M., Winnipeg.



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 Recipe Booklet
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