

**PURE and
WHOLESOME**



Good Baking is Easy when you use
Blue Ribbon Baking Powder.

Because it contains only the highest grade of pure materials, refined till the last trace of impurity disappears.

And every stage of the process of manufacture is under the scrutiny of experts harder to satisfy than you yourself would be.

The result is a steady, even action in the "rising" process, which makes the biscuit or cake light and flaky, and of a nice even texture throughout.

Perfect digestion is the natural result, as the even texture makes it easy for the digestive juices to mix all through, and act on every particle.

The food is therefore Wholesome, as well as Light.

Ask your Grocer for Blue Ribbon Baking Powder. Don't let him put you off with any substitute.

Blue Ribbon costs you no more than the "just-as-good" kinds.

25c. a pound. Ask for it.

**"Selected
Recipes"
Free**

A handsome booklet containing some of the best recipes from the Blue Ribbon Cook Book will soon be ready for distribution.

Send your name and your grocer's at once, and we will mail you a copy, Free, as soon as they are ready.

Blue Ribbon
LIMITED Winnipeg

BLUE RIBBON Dept. W. H. M., Winnipeg
Please Send Free Copy of "Selected Recipes," as
soon as ready.

Name

P.O.

Grocer