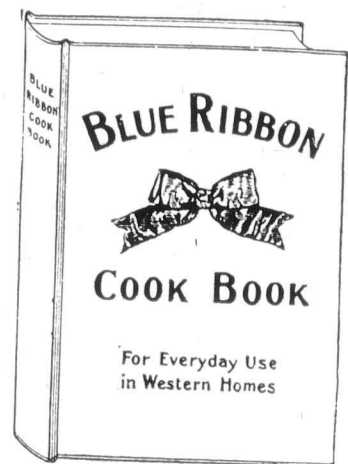


Two Big Helps for the GOOD Cook



Bound in Oilcloth, 5 x 7 1/2 inches.

Why She Prefers Blue Ribbon Baking Powder

1st. Because every spoonful in every can is of exactly the same Strength and Quality. There is no guessing—no allowances to be made—not the slightest chance of the cake being spoiled by variations in the baking powder. She can rely on it with perfect confidence.

2nd. Because it produces Pure and Wholesome Food, containing no harmful residue of any kind whatever.

3rd. Because a little less is required of Blue Ribbon than of other kinds, on account of its greater "Rising Strength."

Why Blue Ribbon has these qualities more than other powders

Because Blue Ribbon Baking Powder is manufactured with special care from the very highest grade of pure ingredients.

Such ingredients cost more, of course, but they are worth it, because they are free from all impurities. These impurities in low grade ingredients are apt to set up chemical reaction, cause variations in quality, reduce the strength of the baking powder and even injure the quality of the food.

And every ingredient used in manufacturing Blue Ribbon Baking Powder is thoroughly tested, and if the least below our high standard is rejected.

All this means extra cost to us, but the price to you is the same as that of ordinary kinds; 25c. a pound.

Young cooks will be saved much worry, disappointment and loss of time and good materials if they use Blue Ribbon Baking Powder right from the start.

She likes the Blue Ribbon Cook Book

Because it is so practical and up-to-date, so economical in use of ingredients, and so conveniently arranged.

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This Coupon is Worth 10c.

The regular price of the Blue Ribbon Cook Book is 35c., but by using this Coupon (or mentioning this offer) we will mail it postpaid for 25c.

I enclose
Coupon and
25c. for Blue
Ribbon Cook
Book

Name

Address