

# Save Yourself worry, disappointment, loss of time and baking materials, by using only Blue Ribbon Baking Powder

Every spoonful in every can of Blue Ribbon 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. You can rely on it with perfect confidence.



It produces pure and Wholesome food, containing no harmful residue of any kind whatever.

A little less is required of Blue Ribbon than of other kinds, on account of its greater "Rising Strength."

Pure and Wholesome

## Why Blue Ribbon is so Good

### High Grade Ingredients Used

The ingredients used in making Blue Ribbon Baking Powder are not only Absolutely Pure, but are of the very Highest Grade—which means much more.

Such ingredients cost more, of course, but they are worth it, because they are entirely free from all impurities, and, as already explained, it is these impurities that make much of the trouble with ordinary powders.

### All Ingredients Tested

As a further precaution, every ingredient is carefully tested, and if not up to our high standard, is rejected.

Lastly, all the ingredients are thoroughly incorporated with each other in just the right proportions.

### Every Spoonful the Same

The result of this exceeding carefulness is that every spoonful in every can of Blue Ribbon Baking Powder is exactly the same Strength and Quality. It cannot fail to work strongly and evenly. There is no guessing. Your mind may be perfectly easy so far as the baking powder is concerned.

### A Boon to Young Cooks

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

trying to get along with ordinary kinds.

### No Extra Price

Although Blue Ribbon costs more to manufacture than most other kinds, it costs you no more—25c. a pound. Our advantage comes from the largely increasing sales.

### Ask for Blue Ribbon when ordering

When ordering baking powder, don't simply ask for "a pound of baking powder." Ask for Blue Ribbon. We have shown you why it will pay you to do so.

*Blue Ribbon*  
LIMITED

## Famous Cook Book at Special Price.

The Blue Ribbon Cook Book is now sold at less than 35c., which is practically cost price, and it is certainly worth a good deal more, but by using the coupon at the left we will mail it, postage paid, for only 25c.

Address—BLUE RIBBON Dept. W.H.M.,  
WINNIPEG



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

This Coupon **10c.**  
is Worth

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