

# BLUE RIBBON BAKING POWDER

## Makes Good Baking Easier

Good baking and poor Baking Powder cannot go together.

Therefore cheap Baking Powder is waste, not economy, because it spoils food.

Also there is nothing more irritating than to have your baking spoiled in this way. Nothing more disappointing.

It has been proved time after time that Blue Ribbon Baking Powder works just right. It is wonderfully popular all through Western Canada. Whenever it is used delightful success with the baking is the result.

With every confidence we urge you to ask for Blue Ribbon. We know what it is made of, how carefully it is made, and it has thousands of friends who recommend it.

Have you, who read this, ever used Blue Ribbon? If not yet, do so when you next need baking powder.

We do not wish to appear extravagant in what we say. Rather we wish to under-estimate the good qualities of Blue Ribbon so that when you buy it you will be surprised and pleased.

You can get it at all stores, but you must ask for it by name. Until you use Blue Ribbon you will not know its value—its sureness in getting fine results on Baking day.

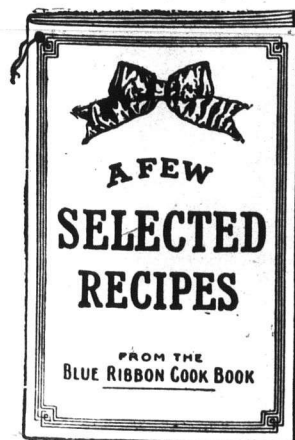
It costs no more than others. 25c. a pound.

## 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.



**CUT HERE**  
**BLUE RIBBON DEPT. W.H.M. WINNIPEG**  
 Please Send Free Copy of  
 Recipe Booklet  
 NAME.....  
 P.O.....