

Our Baking Powder.

WE want to say a few plain words to the ladies about Baking Powder. Somebody is helping the big Baking Powder concerns pay big advertising bills. Every day we see advertisements trying to prove that the Baking Powder advertised is of the "I am holier than thou" kind. "No Powder is as good as ours." "Everybody else's is spurious." "Prof. So and So of the University says our Powder is the simon pure stuff." "Mrs. B—, the eminent cooking professor, says you can't cook if you don't use such and such a Baking Powder;" and so on, until the consumer is at her wits' end as to which will save her life.

Now ladies, this puffery by professors and chief cooks is not, we will venture to say, given for nothing, and it is very expensive advertising in Magazines where it costs two or three hundred dollars a page.

Who pays for it?

Now, the point we are driving at is this: Why are you willing to help pay those big advertising bills and get a can of Baking Powder that may be a year old when you can come to us and get a Baking Powder scientifically and accurately constructed? One that will do the work your mother used to do when she hit the mark. You know us; we live right here. We make the Powder ourselves. We guarantee every pound and will refund the money if it does not do the work.

We are not professor so and so, but our chemical and pharmaceutical experience warrants us in saying that our Powder is equal to any made, and superior to any other powder in one respect, because when you get it from us you always get it fresh.

As to prices, ours is as inexpensive as any Cream of Tartar Baking Powder made, and less expensive than most of the leading brands.

If you have never tried it, we will cheerfully present you with a sample package upon request. Don't send children for samples without written request.



SPICES.

In these days, when competition seems to sacrifice the quality of most everything, it is a very difficult matter to get pure spices. Many a cake has been spoiled by poor spices.

How easy it is to adulterate them, and how few can tell the difference.

Did you ever see a wholesale grocer's price list? It is "pure," "very pure," "strictly pure," etc.—any price you want.

The wholesale druggist's price list is simply Pepper—No "pure," no "very pure,"—no qualification whatever, but just Pepper, and nothing else.

Our Spices we buy from reliable wholesale druggists, and our pepper is pepper, and our cloves is cloves, etc. Our prices are no higher either.