

Some Facts You Ought to Know about Baking Powder

What Baking Powder Does

It is a convenient leavening mixture which gives to cakes, biscuits, etc., their light, spongy quality, much as yeast does with bread, only more quickly and with greater certainty of action. Without a leavening agent all bread and cake would be like the "unleavened bread" of Scripture, a hard, tough, solid mass, unattractive and difficult to eat and digest.

How It Works

If you let a few drops of water fall on a spoonful of baking powder, it will at once begin to fizz or effervesce, giving off little bubbles. This is pretty much what happens when the moisture in your cake batter comes in contact with the baking powder. Thousands of little gas bubbles puff up and separate all the tiny particles of batter, and make the cake "light" and digestible.

Three Classes of Baking Powder

All the different brands offered for sale may be divided into three general groups as follows:

(a). American Trust Powders

These are made in the States and are now little used in Canada. They are high-priced, because they have to pay a heavy duty to come into this country, and because they are controlled by a "trust" which works to keep up the price.

(b). Cheaply Made, Unreliable Powders

Although the price to you is about the same (25c. a pound) for all baking powders, there are vast differences in their real value and in their actual cost of manufacture. The great majority of them are put up as cheaply as possible, the idea being to try to induce the dealer to push them for the sake of the exorbitant profit, in place of some more reliable but less profitable brand.

Such powders are generally made of very inferior ingredients, thrown together without any proper inspection.



Pure and Wholesome

(b) Continued

The natural result is that impurities creep in, and set up chemical reaction in the powder, reducing the strength, causing wide variations in quality, and even injuring the quality of food made with them.

Of course any powder sold at less than 25c. a pound must of necessity be of very inferior quality.

(c). Reliable Baking Powder

Careful laboratory tests indicate that Blue Ribbon Baking Powder is practically in a class by itself. It has a greater Rising Strength than the trust powders, and leaves no harmful residue in the food. It sells at the standard price of 25c. a pound, but is manufactured very differently from the cheaply made powders mentioned above.

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.

A Professional Chef's Opinion

I have used many kinds of Baking Powder in the course of my long career as chef, but have no hesitation in saying that I consider Blue Ribbon Baking Powder, which I have used while in Winnipeg, one of the very best and most satisfactory. In fact it gives better results than powders selling at twice the price.

PROF. JOSEPH BECKER, A.C.,
Winnipeg, April 21st, 1906.

What Women Say

Will Have No Other

I have been using the Blue-Ribbon goods ever since I was married, and I will have no other Tea or Baking Powder if I can possibly help it.

MRS. G. H. — Hazel Ridge, Man.

Cheapest in the End

I use nothing else but Blue Ribbon goods, and would use no other, as I think they are the best and cheapest in the end.

MRS. C. E. P. — Snowflake, Man.

Has Good Results

I am very pleased with your goods, especially Blue Ribbon Tea and Baking Powder. I have as good results as with powder costing as much more.

MRS. W. J. B. — Melita, Man.

NOTE.—The originals of these entirely unsolicited letters are on file in our office.

Blue Ribbon
LIMITED