CLABBER GIRL
The Old Family Baking Powder

CLABBER GIRL
Moisture Proof, Double Sealed, Airtight, All Metal Can Protects It Against Deterioration, Loss of Strength and Assures You of Full Double Raising Action at All Times.

IMPORTANT!
CLABBER GIRL is at all times factory fresh. The new soldered, moisture proof, double sealed, airtight, all metal can protects it against deterioration, loss of strength and assures you of full double raising action at all times.

CLABBER GIRL IS MOISTURE PROOF!
This Is Your
"CLABBER GIRL"
Want Book

Presented to you through the courtesy of

The Manufacturers of
CLABBER GIRL
BAKING POWDER

Mr. Retail Merchant:

To be successful today you are compelled to employ every method to serve your customers just a little better—and this means you should never have to apologize for being out of an item regularly carried in stock.

This handy little pocket size Clabber Girl want book in your clerks' hands should absolutely eliminate outs and the apologies that necessarily follow.

Low stock items jotted down in this book are automatically brought to your attention daily so that you can replenish your stock before that very, very costly reply "We are out" becomes a menace to your business.

CLABBER GIRL BAKING POWDER conforms to all Pure Food Laws, both State and National. It is of a very superior quality and guaranteed absolutely to give satisfaction.

FIVE ECONOMY PACKAGES

10 Ounce Cans—For Homes
25 Ounce Cans—For Large Families
32 Ounce Cans—For Institutions
5 Pound Cans—For Bakers
10 Pound Cans—For Bakers

P.S.—When this handy book has served its original purpose a postcard from you to us will bring you another.
Do You Know?

Years ago in originating CLABBER GIRL the thought "Put the finest quality in," would carry it through like nothing else could. Today the original formula, improved by Science and put to the 20th Century form, has proven out the original theory, finest quality has carried it through.

CLABBER GIRL became a fast seller wherever introduced, until today it is the predominating seller in practically every section of the United States.

In these days of keen competition when sales volumes are becoming more and more difficult to maintain, it becomes increasingly apparent that this is a grand opportunity for a product of "Quality at a popular price."

It is a proven fact that CLABBER GIRL BAKING POWDER is bolstering up the volume of thousands and thousands of retailers throughout the United States today.
America's Fastest Seller. We don't have to prove it—
THE PUBLIC SAYS IT FOR US!
No complaints—no losses—more and bigger profitable repeat business for dealers who feature Clabber Girl.
“Every can a perfect can and every can alike.”
If you haven’t the price to go to the show—Try Clabber Girl Baking Powder to raise the dough.
Beware of "Just as good"—It's a catch phrase for substitution.

Give them Clabber Girl
The chance of a lifetime value.
You can’t afford to be without **Clabber Girl.**
CLABBER GIRL
BAKING POWDER

can 10

Protected Against Deterioration
“You said it—You need Clabber Girl!”
Omit taking chances—don’t gamble.
Clabber Girl is your SAFE BET.
Good Housekeeping stamp of approval on every can of Clabber Girl. A wonderful endorsement for a worthy product.
Clabber Girl Baking Powder is the progressive retailer's "Ace" in the hole today, tomorrow and for years to come.
National Supremacy plus Highest Quality, yet Clabber Girl sells for 10c per can.
Don’t worry about that dinner—Clabber Girl insures light, fluffy hot biscuits.
Don’t coax your biscuits, give ’em a chance—
With Clabber Girl.
Remember, out to Old Aunt Mary’s years ago? Them was Clabber Girl Biscuits, and oh, how good they were.
Q—“Why do American housewives prefer Clabber Girl?”
A—“Because it is different, which has gained it National Supremacy.”
CLABBERT GIRL
BAKING POWDER

can 10¢

Protected Against Deterioration
Housewives say: “I know now that’s what my cake needed. Clabber Girl Baking Powder”—and it was.
BEWARE OF “JUST AS GOOD”—It’s a catch phrase for Substitution.
GIVE THEM CLABBER GIRL
Clabber Girl has always been best. Just one trial—Discovers that.
It's just “tucked in” with protection. Airtight inner seal, airtight soldered sides and bottom. Say, it’s baking powder when we put it in—Say, it’s baking powder when they take it out.
If you haven't the price to go to the show—
Try Clabber Girl Baking Powder to raise the dough.
Clabber Girl with its unconditional guarantee, its highest quality, its national prestige—Mr. Dealer, there just isn't any better.
Clabber Girl has had years of continuous success because it is a different baking powder.
East Side, West Side, all around the town
Clabber Girl enters every home
To make biscuits light, fluffy and brown.
Friction top, soldered seam and bottom, airtight inner seal. Whatta can, Whatta seller. Whatta baking powder is Clabber Girl.
Housewives say: "I know now that's what my cake needed. Clabber Girl Baking Powder"—and it was.
“Every can a perfect can and every can alike.”
Good Housekeeping stamp of approval on every can of Clabber Girl. A wonderful endorsement for a worthy product.
All retailers throughout the United States are behind Clabber Girl.
IMPORTANT—Clabber Girl is at all times factory fresh. The new soldered, moisture-proof, double sealed, air tight, all metal can, protects it against deterioration, loss of strength and assures you of full double raising action at all times. Clabber Girl is moisture proof.
CLABBER GIRL
BAKING POWDER

Protected Against Deterioration
National baking powder supremacy was established when Clabber Girl introduced its finer baking qualities to the entire United States.
CLABBER GIRL
The Old Family Baking Powder. “Never fails on baking days.”
“You said it—You need Clabber Girl!”
Omit taking chances—don’t gamble.
Clabber Girl is your SAFE BET.
The chance of a lifetime value. You can’t afford to be without Clabber Girl.
If you haven't the price to go to the show—
Try Clabber Girl Baking Powder to raise the
dough.
Clabber Girl with its unconditional guarantee, its highest quality, its national prestige—Mr. Dealer, there just isn't any better.
Good Housekeeping stamp of approval on every can of Clabber Girl. A wonderful endorsement for a worthy product.
CLABBER GIRL
The Old Family Baking Powder. "Never fails on baking days."
Your Jobber Marvelled At It—You As A Retailer Will, Too!

CLABBER GIRL BAKING POWDER’S forward march into the National baking powder field becomes more outstanding each day. Each day jobbers and their retail outlets are fully aware that no other baking powder as a repeat business getter can match CLABBER GIRL.

More and more housewives, bakers, chefs the Nation over are preferring CLABBER GIRL and replacing other brands of baking powder with CLABBER GIRL.

Jobbers’ sales, Retailers’ sales have greatly increased—despite all conditions. CLABBER GIRL BAKING POWDER NEEDS NO FURTHER TRIBUTE.

“How’s your stock—They’re asking for it—Everywhere.”
The Old Family Baking Powder

CLABBER GIRL is at all times Factory Fresh. The new soldered, moisture proof, double sealed, airtight, all metal can protects it against deterioration, loss of strength and assures you of full double raising action at all times.

CLABBER GIRL IS MOISTURE PROOF!