4-Ounce Package Baking Powder ABSOLUTELY FREE

To Herald Readers

The Ben-Hur Brand of Baking Powder

Is unquestionably the best. This assertion carries with it no reflection upon the quality of any other brand of baking powder that approaches anywhere near the Ben-Hur standard; or the honesty of purpose of anybody who sells other brands of baking powders. It simply recognizes conditions as they exist.

FREE!

So thoroughly convinced are we of the quality and purity of Ben-Hur Baking Powder that we're going to give away---absolutely free---five thousand full quarter-pound packages, in order that the good cooks of Los Angeles may know as much about the Ben-Hur brand as we do; feeling assured that after it is once tried the public will not be slow in showing its appreciation.

The Ben-Hur Brand of Baking Powder

Has a long lead in the race for public favor, largely because of the fact that it contains nothing but pure cream of tartar and bicarbonate of soda---being absolutely free from any "filler" or foreign substance; the one brand that is made on honor and sold on merit.

FREE!

Instead of spending so much money in advertising Ben-Hur Baking Powder in the newspapers, we're willing to give every woman in Los Angeles a quarter-pound can, in order to thoroughly test its merits. Fill out one of the coupons and mail it today --- the baking powder will be turned over to your grocer to be delivered with other goods ordered.

1-4 Pound Package Without Price

Cut out one of the following coupons—fill in blanks, and mail to Thos. J. Barkley Company, 443 South Los Angeles Street, not later than Tuesday, the 10th day of January, 1905. Kindly present the other coupon to some friend who will be interested.

Coupon *Thomas J. Barkley Co.*
443 S. Los Angeles St., City

If you will kindly furnish me with q arter-pound package of Ben-Hur Baking Powder, I promise to give it a fair trial; and if satisfactory to recommend it to my friends.

My Name is Mrs.....

I live at No.....street

My Grocer's Name is.....

Whose Address is.....street

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