

12 **KC** 280
BAKING POWDER
packed in
RE-USABLE GLASS JARS



USED BY MILLIONS

Better value for your customers

More profitable for you

KC BAKING POWDER

Used by millions

USE CHART TO FIGURE PROFITS

Selling prices are compiled with the profit percentage figured on the selling price—not on the cost price.

Cost Per Doz.	Cost Each	To Make 15% Sell At	To Make 20% Sell At	To Make 25% Sell At	To Make 33 1/3% Sell At
\$.50	\$.04 1-6	\$.05	\$.052	\$.055	\$.062
.55	.04 7-12	.053	.057	.061	.068
.60	.05	.058	.062	.066	.075
.65	.05 5-12	.063	.067	.072	.081
.70	.05 5-6	.068	.072	.077	.087
.75	.06 1-4	.073	.078	.083	.093
.80	.06 2-3	.078	.083	.088	.10
.85	.07 1-12	.083	.088	.094	.106
.90	.07 1-2	.088	.093	.10	.112
.95	.07 11-12	.093	.098	.105	.118
1.00	.08 1-3	.098	.104	.111	.124
1.05	.08 3-4	.102	.11	.116	.131
1.10	.09 1-6	.107	.114	.122	.137
1.15	.09 7-12	.112	.12	.127	.143
1.20	.10	.117	.125	.133	.15
1.25	.10 5-12	.122	.13	.138	.156
1.30	.10 5-6	.127	.135	.144	.162
1.35	.11 1-4	.132	.14	.15	.168
1.40	.11 2-3	.137	.145	.155	.174
1.45	.12 1-12	.142	.151	.161	.181
1.50	.12 1-2	.147	.156	.166	.187
1.55	.12 11-12	.151	.161	.172	.193
1.60	.13 1-3	.156	.166	.177	.20
1.65	.13 3-4	.161	.171	.183	.206
1.70	.14 1-6	.166	.177	.188	.212
1.75	.14 7-12	.171	.182	.194	.218
1.80	.15	.176	.187	.20	.224
1.85	.15 5-12	.181	.192	.205	.231
1.90	.15 5-6	.186	.198	.211	.237
1.95	.16 1-4	.191	.203	.216	.244
2.00	.16 2-3	.196	.208	.222	.25
2.05	.17 1-12	.20	.213	.227	.256
2.10	.17 1-2	.205	.218	.233	.262
2.15	.17 11-12	.21	.223	.238	.268
2.20	.18 1-3	.215	.23	.244	.274
2.25	.18 3-4	.22	.234	.25	.281
2.30	.19 1-6	.225	.24	.255	.287
2.35	.19 7-12	.23	.244	.261	.293
2.40	.20	.235	.25	.266	.30

Continued on inside back cover

Grocer's Want Book

To the Retail Grocer

This book is given to you with our compliments. It will prove useful to you and your clerks to list different items as they run low in your stock.

When in need of another book drop us a postal and we will be glad to send one.

Don't forget K C Baking Powder

the favorite of millions and now being packed in *re-usable glass jars* giving your customers an *extra value*.

Use K C to build good-will and increase sales. Display it on your counters. Recommend it to your trade.

Highest quality at a saving for your customers and a splendid profit for you.

Sales of K C will lead to sales of related products used in baking.

JAQUES MFG. CO.

Sixteenth and Canal Sts.

CHICAGO

Printed in U. S. A.

QUALITY

K C is a QUALITY Baking Powder manufactured by specialists who make nothing but Baking Powder.

K C can be sold by you at very low prices and you still get the full profit you are entitled to.

A better Baking Powder cannot be bought by your customers at any price.

Do not sacrifice your profits in the sale of K C Baking Powder.

KC

Combination—Double Action
BAKING POWDER

Same Price

For over 50 Years

25 OUNCES FOR 25c

More than a pound and a half for a quarter

Economical • Efficient

Your customers will appreciate K C Baking Powder packed in re-usable glass jars.

The Government has used millions of pounds

HAVE you tried K C Baking Powder in your own home? Do so, and be convinced of its quality.

*Sugar Sticks
Sweet Peas
Plain Sugar, etc.*

*Baby Powder
Shake Strings
Cane Sugar
Sausage Seasoning
HC Coffee
more Drops
PA Tobacco
Crystal Soda
Syrup Peppermint*

Castor Oil

*No 2 Lamp B
Crayons
Mouth Wash*

Elkin

Attract trade to your store and increase sales
by featuring **K C** and related products used
in baking.

Black Cherry

Oranges

* 4 Cotton Seed Oil

5 R & R

5-10 Grain

Prince Albert

Mustard

Arm and Hammer Soda

Onion

Orange Juice

In selling **K C Baking Powder**, you are offer-
ing an outstanding value in quality and effi-
ciency plus the **extra value** of the **re-usable**
glass jars.

1945

Store money

You are interested in showing your customers a saving. Recommend **K C Baking Powder**—feature the 50-ounce economy size.

Car Repair	12.00
Car Wash	8.05
Chloroform	6.13
by Ruth	7.00
D. Bill	2.00
Medicine	6.00
Doctor	3.00
Mule Shaving	2.10
Car Labor	2.50
by Anna	5.00
rent to Papa	2.00
Car parts	2.50
by Ruth	1.50
Cabbage plants	.75
seed potatoes	4.50
Burial Service	2.20
Money by Ruth	25.00
Batteries for	2.50
Doctor & medicine	6.00
labor	2.00
Medicine	3.75
Car parts	1.25
Calf fee	1.00
Trailer license	2.00
labor	1.00
Harrow	10.00
Car Repair	1.90
rent to Papa	2.00

1945

Store money

Instruct your clerks to recommend double action **K C Baking Powder**—used by millions.

Feed

Straw	12.0
Cotton seed	3.15
Dairy feed	3.35
Cotton seed	3.15
Dairy feed	3.05
swill feed	3.45
feed	5.00
Cotton seed	3.10
D. feed	3.05
Lubricants	4.25
swill feed	3.65
seed corn	1.00
Dairy feed	3.35
Dairy feed	3.35
seed	3.00
plane hardware	1.75
Money by Ruth	1.00
labor	4.00
Potato plant	1.95
feed top	7.00
Chop	3.20
Ruth Oak	2.00
labor	1.00
Cotton seed M	3.00

Light Bills

The **quality** of **K C** is unquestioned. It has stood the oven test for over 50 years. **K C** is famous for efficiency and economy.

1945

\$

3.70

3.56

3.84

Daily paper 3.25

3.64

3.93

\$1000

1945

K C Baking Powder—used by millions—packed in re-usable glass jars—an **extra value** for your customers.

\$

2 pigs

2 8.00

Doctor exam

2 5.00

County Tax

6 5.47

Cash to Pauline

5.00

Make a prominent display of **K C Baking Powder**. It will increase sales of baking powder and related products.

Store

50-ounce re-usable glass jars of **K C Baking Powder** represent outstanding value to the consumer and liberal profit for the merchant.

1945 money

Repair on planter	50
Back Band	50
Repair on tube	75
seed corn	2.00
small feed	3.45
labor	4.50
Shaw	5.00
Cash by Ruth	5.50
Work on car	6.00
seed TOPS	3.00
Shaw exp	4.00
labor	1.25
seed	3.55
Cotton seed	3.00
labor	2.00
labor	2.35
sent to Papa	2.00
labor	3.75
seed 640	6.40
cotton seed on	3.00
labor for Jack	2.00

K C Baking Powder is a Double Action Baking Powder. First action in the dough—the second, a stronger action, in the oven. Ideal for finest bakings.

You give your customers **extra value** when you sell them **K C** in handy re-usable glass jars.

*Dine Bakeries
2 Gallons Lembrail*

50-oz. re-usable glass jars of **K C Baking Powder** contain 3 pounds 2 ounces—attractively priced, provide unusual value for your customers and generous profit for you.

For increased volume and profits have your clerks recommend **K C Baking Powder** and related items used in baking.

*Gas Coupon
To be Renewed*

12-C4- 60

2-B4- 10

11-T- 55

125

Gallan

E. L. Pink

K C is a favorite of famous home economists and cooking school demonstrators. It is used in millions of homes.

Red Paint

303	440
890	40
<u>1193</u>	<u>400</u>
	370
	<u>770</u>
	240
	<u>530</u>
	249
	<u>301</u>
	32
	<u>2.65</u>
	550
	<u>815</u>
	60
	<u>755</u>
	160
	<u>595</u>
	320
	<u>915</u>
	612
	<u>303</u>

E. L. Pink

Have you tried K C Baking Powder in your own home? A trial will demonstrate its quality and you'll want to recommend it.

Blue Paint

32.10
90
<u>3300</u>
248
<u>3060</u>
1000
<u>4060</u>
120
<u>3940</u>
910
<u>4850</u>
340
<u>5390</u>
240
<u>5150</u>

A Popular Brand
USED BY MILLIONS

KC BAKING POWDER

25 Ounces for 25 Cents

Same Price

For over 50 Years

PACKED IN RE-USABLE GLASS JARS
SUITABLE FOR HOME CANNING

Also packed in fifty ounce—half, five and ten pound sizes.

Take advantage of a spread-shipment deal. You avoid carrying excessive stocks. The increased profit makes a spread-shipment deal favorable to you.

Specifications can be made to suit your requirements.

Good displays of K C Baking Powder will increase your *volume of business* and your *profits* through added sales of that brand and related items used in baking.

KC BAKING POWDER

Millions of Pounds of K C
have been used by our
Government.

USE CHART TO FIGURE PROFITS

Cost Per Doz.	Cost Each	To Make 15% Sell At	To Make 20% Sell At	To Make 25% Sell At	To Make 33 1/3% Sell At
\$2.45	\$.20 5-12	\$.24	\$.255	\$.272	\$.306
2.50	.20 5-6	.245	.26	.277	.312
2.55	.21 1-4	.25	.265	.283	.318
2.60	.21 2-3	.254	.27	.288	.324
2.65	.22 1-12	.26	.276	.294	.331
2.70	.22 1-2	.264	.281	.30	.337
2.75	.22 11-12	.27	.286	.305	.343
2.80	.23 1-3	.274	.291	.311	.35
2.85	.23 3-4	.28	.296	.316	.356
2.90	.24 1-6	.284	.302	.322	.362
2.95	.24 7-12	.29	.307	.327	.368
3.00	.25	.294	.312	.333	.374
3.05	.25 5-12	.30	.317	.338	.381
3.10	.25 5-6	.303	.322	.344	.387
3.15	.26 1-4	.308	.328	.35	.393
3.20	.26 2-3	.313	.333	.355	.40
3.25	.27 1-12	.318	.338	.361	.406
3.30	.27 1-2	.323	.343	.366	.412
3.35	.27 11-12	.328	.348	.372	.418
3.40	.28 1-3	.333	.354	.377	.424
3.45	.28 3-4	.338	.36	.383	.431
3.50	.29 1-6	.343	.364	.388	.437
3.55	.29 7-12	.348	.37	.394	.443
3.60	.30	.352	.375	.40	.45
3.65	.30 5-12	.357	.38	.405	.455
3.70	.30 5-6	.362	.385	.411	.462
3.75	.31 1-4	.367	.39	.416	.468
3.80	.31 2-3	.372	.395	.422	.474
3.85	.32 1-12	.377	.401	.427	.481
3.90	.32 1-2	.382	.406	.433	.487
3.95	.32 11-12	.387	.411	.438	.493
4.00	.33 1-3	.392	.416	.444	.50
4.10	.34 1-6	.401	.427	.455	.512
4.20	.35	.411	.437	.466	.524
4.30	.35 5-6	.421	.447	.477	.537
4.40	.36 2-3	.431	.458	.488	.55
4.50	.37 1-2	.441	.468	.50	.562
4.60	.38 1-3	.45	.48	.511	.574
4.70	.39 1-6	.46	.49	.522	.587
4.80	.40	.47	.50	.533	.60
4.90	.40 5-6	.48	.51	.544	.612
5.00	.41 2-3	.49	.52	.555	.624

90152/002

97
21
75

KC

BAKING POWDER

packed in
RE-USABLE GLASS JARS



USED BY MILLIONS