

that the true reason for this addition of albumen is found in the fact that, on adding water to such a powder, the increased viscosity causes a persistent froth to be formed, and thus furnishes the vendor with a means of demonstrating apparent superiority, in comparison with other powders, which do not contain albumen. Of course, such a use of the article is plainly for purposes of fraud; and several States of the American Union have forbidden the addition of albumen to baking powders, because of the fraudulent use of what is called the 'Cold Water Test' or 'Water Glass Test' and the fact that the amount of albumen is so small as to possess no tangible value. No intelligent buyer will permit himself to be deceived by the water glass test; and should actual deception be practiced, anyone has recourse under the common law."

### ("THE SPICE MILL," N.Y.)

Unscrupulous manufacturers of baking powder, in order to sell their product, sometimes resort to the old game of what is known as "the glass test." In reality it is no test at all, but, in cases where the prospective buyer does not understand that the so-called "test" is a fake, pure and simple, the salesman is sometimes able to make him believe it shows conclusively that the so-called baking powder he is selling, and which of course contains egg albumen, is superior to other brands which do not contain this ingredient.

No tricks or schemes are needed to sell **MAGIC BAKING POWDER**. It is pure, wholesome and economical. It does NOT contain alum or any injurious material, or albumen. Read the label.