

# BAKING POWDER,

Under some one of the various names by which it has been called, as Yeast Powder, Chemical Yeast, Egg Powder, &c., &c., has become an article of daily use and prime necessity in almost every household; it is therefore important to know which of the various brands before the Public is best and cheapest; after many years experience that known as the

## COOK'S FRIEND,

has won its way to the foremost place, the immense sale to which it has attained attesting the verdict that it is the "BEST IN USE" and is the

### "FAVOURITE OF THE PEOPLE OF CANADA."

In raising Bread with yeast, the Vinous or Alcoholic fermentation is induced converting a part of the flour used into Alcohol and Carbonic Acid Gas; the latter only is of service for raising, and both are dissipated together in the oven while baking.

Bread thus raised is subject to numerous mishaps, as every housewife well knows, if the yeast has not been sound and sweet it produces all its faults in a magnified form in the Bread, if the sponge has been too hot or too cold the effect is equally injurious and the result is sad, heavy bread, if the fermentation is allowed to go too far the Alcohol formed is turned into Acetic Acid (Vinegar) and sour bread is the result; Yeast Raised bread is liable to hide another and more concealed foe, which is perhaps, more dangerous to health than any of those mentioned yeast is now well known to be a vegetable fungus which propagates itself with great rapidity when placed under favorable conditions, its vitality can only be destroyed by high heat, the heat of baking is not always sufficient for this purpose, and when such is the case the fungus begins to grow again when taken into the stomach, causing pain, heartburn and indigestion with the numerous evils which follow in their train. All these dangers may be avoided by using the

## Cook's Friend Baking Powder

WHICH IS COMPOSED OF THE PUREST AND MOST

### HEALTHY INGREDIENTS.

Never fails to raise well, and leaves the Flour entirely unaltered, producing LIGHT, SWEET and WHOLESOME BREAD which may be eaten warm from the oven without inconvenience.

Be sure to purchase the Genuine Article, every Package of which has the trade mark imprinted thereon, as under,



without which none is Genuine.

*For Sale by Storekeepers throughout the Dominion.*