The Evening Telegram, St. John's, Newfoundland, December 15, 1910.- 3

## BAKING POWDER BALC <br> Does not contain Alum

Canada will some cay stop by legislation the use of alum in baking powder. Alum powders injure digestion. Great Britain already prohibits alum in
 foods.

MAGIC is better than any food law requires. MAGIC insures healthful, wholesome food. Brings success to you
in baking light. flaky biscuit. cake and pasmAGIC is a medium priced baking powder and the only wellknown one made in Canada that does NOT contain alum.

Be sure of purity-insist on MAGIC E. W. Gillett Co. Ltd. Toronto, Ont. FREE COOK BOOK

## The Evening Chit-Chat




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"Mugwump and "Heelers."





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