

BEWARE OF FAKE BAKING POWDER TESTS.

Do not be taken in by them. Tell the party who tries to mislead you that you know all about them.

WARNING.

Sometimes canvassers (male or female) representing some poor alum brand, endeavor to cause people to infer they are working in the interest of some Pure Food organization, and make demands they have no right to make. Pay no attention to these people and their claims. Their principal fake scheme is known as "The Glass Test."

("THE SPICE MILL" (N.Y.), September, 1913).

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.

IS USED TO DECEIVE.

"Albumen is not a necessary constituent of baking powder," states Dr. D. S. Abbott, Pure Food Commissioner for Texas, in discussing his decision. "Its use in baking powder is to produce a foam when water is added, for the purpose of deceiving the consumer with respect to its quality. In this respect albumen serves a fraudulent purpose."

According to the Department's statement, albumen in powder forms a slight membrane over the mixture made when water is added to the powder, and, as the gas is generated from the powder, it is held beneath the membrane, thereby causing the mixture to rise rapidly, whereas there may be less gas really generated from the powder than is generated in other brands of powder where the egg albumen is not used.

—Interstate Grocer, January 24th, 1914.

No tricks or schemes are needed to sell **MAGIC BAKING POWDER**. It is pure, wholesome and economical. It does not contain anything but pure ingredients. It does NOT contain alum or any injurious material, or albumen. Read the label. All the ingredients are plainly stated there. Grocers and consumers should compare with other labels.