

Take Your Time, Don't Hurry!

There is no need for so much rushing on baking days, hurrying to get your cakes in the oven—such exhausting exertion adds baking to the list of household drudgeries.

You can take your time yet do more with

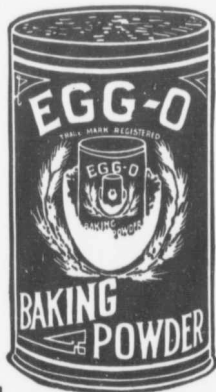
EGG-O Baking Powder

than with other brands because the leavening action of Egg-O only ceases when your cakes are properly baked—No matter if you do have to wait several hours for your oven.

And don't worry if your oven does cool off. Egg-O will leaven your baking with less heat than most other brands.

And above all, don't worry about fallen cakes, follow the directions on the label. You will use less Baking Powder, and have better baking.

Egg-O Baking Powder Co.
Limited
Hamilton, Canada



27