

**MAGIC**  
BAKING POWDER

CONTAINS NO ALUM.

The only well known medium priced baking powder made in Canada that does not contain alum and which has all its ingredients plainly stated on the label.

**E.W. GILLETTE COMPANY LIMITED**  
WINNIPEG TORONTO, ONT. MONTREAL

**MAGIC**  
BAKING  
POWDER  
CONTAINS NO ALUM

MAKES THE WHITEST LIMITED

A black and white illustration of a woman with wavy hair, wearing a dark jacket over a light-colored blouse. She is holding a telephone receiver to her ear with her right hand. A telephone cord is visible, connected to a wall-mounted telephone base on the left. The illustration is in a classic, slightly stylized line-art style.

Little  
Miss  
**MAIDEN**  
CANADA

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