ghir evening telegrak, ST. JOHi's, newroundiand, JUne 27, 1919-2

BEWARE OF DECEPTION
Statistics show that when egg albumen is used as a constituent of baking powder, the amount so used is too small (usually $15 / 100$ of $1 \%$ ) to affect the quality or effectiveness of the baking powder containing it, and when so used, is plainly for the purpose of fraud. Intelligent buyers will not permit themselves to be deceived by the water glass test. MAGIC BAIEING POMDER contains no alum or egg albumen and is guaranteed the label-and none other.

Made in Canada By Canadians

The Old Marquis The Girl of the Cloisters

