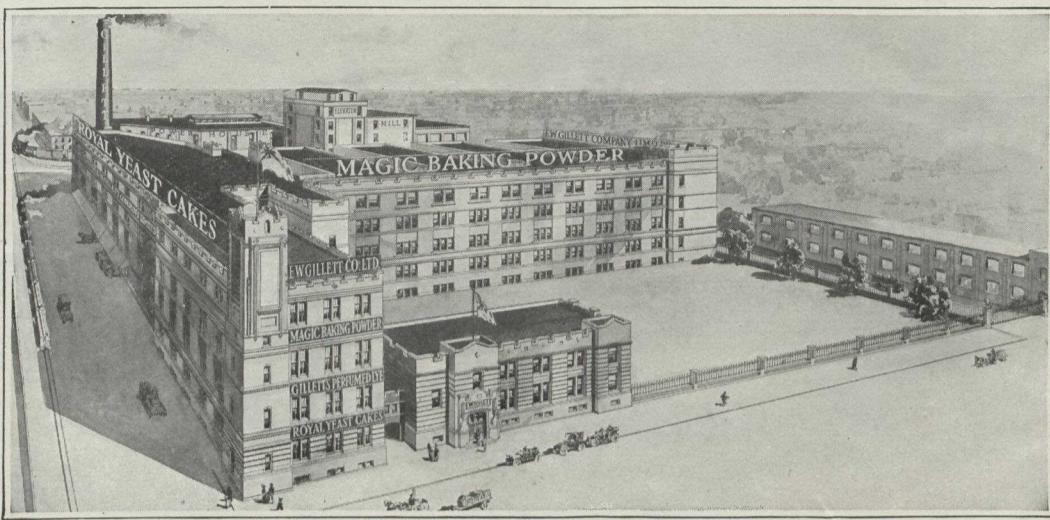




# MADE IN CANADA



The bravery and the indomitable fighting capacity of our soldiers has had the effect of placing Canada in a new light in the eyes of the whole World. The World, to-day, sees Canada as a country that is progressive, and imbued with the highest social, civil and industrial ideals. The industrial development of Canada has been very rapid. Canadian people know and demand the best in everything, and it should be the aim of every manufacturer to produce goods of the highest quality. In this way, the sale of "Made in Canada" goods will be largely increased. Magic Baking Powder is guaranteed to be the best and purest baking powder that it is possible to produce anywhere. Every dealer is authorized to guarantee it to be just as represented.

## 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 printed on the label.

**E. W. GILLETT COMPANY LIMITED**  
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