

ST. JOHN

AVOID ALUM IN FOOD Baking Powder is one of the most important food ingredients. Alum or other injurious acids

are frequently used by some concerns to lower

the cost of production. MAGIC **BAKING POWDER**

It is a pure phosphate

baking powder and is

guaranteed to be the best,

purest and most health-

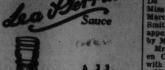
ful baking powder

W. Matthew Williams, in "Chemistry of Cooking," says: "Phosphates are the bonemaking material of food and have something to do with building up of brain and

Made in Canada

possible to produce.

nervous matter."



Adds Zest to Food



An OXO Cube in a cup of hot water makes a delicious hotbeef drink at the low cost of 2½ cents while an OXO Cube in warm milk is splendid for growing children. A CUBE TO A CUP

QUEEN'S UNIVERSITY KINGSTON,

For an Unbiassed Verdict

Let your Tea-pot be the Judge

Quality will loom up conspicuously above a hundred "would be" rivals.



Everything in Sport Apparel and Accessories to Outfit the Summer Girl in a manner to make her outings more enjoyable.

SMART WHITE GABARDINE COAT DRESSES AND SUITS

Trimmed white silk stitching in fancy design, some are in the new Box Coat design, particularly youthful, also the Coatee with Vestee fronts. \$14.50 to \$24.50. NEW LONG COATS - The Most At-

NEW LONG COATS — The Most Attractive Coats Today Are the Dolman and Cape Effects. They meet many requirements such as motoring, travelling, day wear, as well as for dress-up occasions. Very smart and becoming, especially chic—fine Serges, Velours and Poplins in navy and sand. \$16.90 to \$47.50. OUR FAMOUS GINGHAM DRESSES

our famous gingham deconomy, in smart, attractive becoming dainty stripes, daring plaids and plain colors. Coatee styles, trimmed white, pique or organdy collars. Smart one-piece dresses, trimmed white braiding, pearl buttons, pipings, etc. In fact, a dress to suit every figure. Sizes 16 to 44 inch. \$5.25 to \$13.50. WOMEN'S "APPAREL SHOP"

London House DANIEL

Head of King St.



