



*This is where MAGIC BAKING POWDER is made*

**A** THOROUGHLY up-to-date factory, kept spic and span in every nook and cranny, equipped with the most scientific machinery and manned by skilled, contented employes.

This factory also contains a large laboratory, in charge of expert chemists, to make sure by constant analysis, that every ounce of every ingredient entering into Gillett Products, is of the highest standard of purity and quality.

We take the most painstaking care to assure that the quality of Magic Baking Powder is always maintained at the highest level. Its tremendous popularity is due to the fact that—"A Satisfied Customer is our Best Advertisement"—and more than three out of every four housewives in Canada to-day use Magic Baking Powder exclusively.

## **STANDARD BRANDS LIMITED**

**GILLETT PRODUCTS**

**FRASER AVENUE AND LIBERTY STREET  
TORONTO**