

MAGIC  
BAKING POWDER  
NO ALUM



**T**HE ingredients of Magic Baking Powder are of the highest quality obtainable, and it is guaranteed to be the best and purest baking powder possible to produce. Contains no alum or other injurious substitutes. Is an efficient, healthful and economical leavening agent, and foods containing it have an increased nutritive value.

E. W. GILLETT COMPANY LIMITED  
TORONTO, CANADA

WINNIPEG

MONTREAL