

THERE IS NOTHING LIKE DOCUMENTARY EVIDENCE.

PURE GOLD

MANUFACTURING COMPANY,

31 Front St. East, Toronto.

GENTLEMEN,—In accordance with your instructions, I have procured samples of your Pure Gold Baking Powders in the open market, and submitted them to a careful examination. All of them were found to be perfectly pure Cream of Tartar Powders, free from any injurious or poisonous substances. I may also state that I have for several years past, from time to time, examined the ingredients used by you in the manufacture of the Powder, and found them to be as pure as could be obtained in the market. With reference to the care exercised by you, I have known Mr. F. W. Daum for many years, who has charge of this Department, and have found him to be extremely careful, and possessing a thorough knowledge of the ingredients used in the manufacture of Baking Powders.

I remain, faithfully yours,

THOMAS HEYS,
Analytical Chemist and Professor of Chemistry,
Toronto School of Medicine.

116 King Street West, Toronto, Nov. 30th, 1885.

Messrs. A. JARDINE & CO.

GENTLEMEN,—With regard to your Baking Powder known as Pure Gold, I have used it in my bakery and sold it in my store ever since you commenced manufacturing it. I have no hesitation in saying that during forty-two years' experience in the baking and grocery business, and during that time supplying the best class of customers in the City of Toronto, that I have never sold nor used a Baking Powder that has given more general satisfaction. I am using it altogether in my bakery at present.

Toronto, Nov. 30th, 1885.

EDWARD LAWSON,
93 King Street East.

We, the undersigned Wholesale Grocers of the City of Toronto, hereby certify that we know ALEXANDER JARDINE & CO., Proprietors of the PURE GOLD MANUFACTURING COMPANY, in Toronto, and that we have every confidence in the care which is used by them in the manufacture of Pure Gold Baking Powder. We believe Pure Gold to be among the best Cream Tartar Baking Powders sold in this country, and have pleasure in handling it, as it has always given perfect satisfaction to our customers.

FRANK SMITH & CO.
PERKINS, INCE & CO.
EBY, BLAIN & CO.
SMITH & KEIGHLEY.

FITCH & DAVIDSON.
J. W. LANG & CO.
WARREN BROS. & BOOMER.
SLOAN & MASON.

THOS. KINNEAR & CO.
R. DUNBAR.
F. McHARDY & CO.
MILLS & CO.

We, the undersigned Wholesale Grocers of the City of Hamilton, handling the Pure Gold Baking Powder and other standard goods manufactured by the Pure Gold Manufacturing Co., Toronto, certify that their goods are giving us entire satisfaction, and that our dealings have been quite satisfactory.

It is with regret that we have learned of such malicious tampering with their free samples of Baking Powder, evidently for the purpose of injuring their business.

JOHN STUART, SON & CO. (L'd). MACPHERSON, GLASSCO & CO. RANDALL & ROOS, Berlin.
JAMES TURNER & CO. BROWN, BALFOUR & CO. JOHN R. MONRO, S. Catharines.
LUCAS, PARK & CO. STUART BROS.

We, the undersigned Wholesale Grocers of the City of London, handling the Pure Gold Baking Powder and other standard goods manufactured by the Pure Gold Manufacturing Co., Toronto, certify that their goods are giving us entire satisfaction, and that our dealings have been quite satisfactory.

It is with regret that we have learned of such malicious tampering with their free samples of Baking Powder, evidently for the purpose of injuring their business.

EDWARD ADAMS & CO.
M. MASURET & CO.
FITZGERALD, SCANDRETT & CO.

London, December 1st, 1885.

The following Testimonial is signed by 23 of the LEADING RETAIL GROCERS of LONDON :

"We, the undersigned Grocers of the City of London, hereby certify that we have been selling Pure Gold Baking Powder for a considerable length of time, and we consider it one of the best Cream of Tartar Baking Powders sold in this country. We find it always uniform in quality, and it has given universal satisfaction to all our customers who have used it."
London, November 30th, 1885.

The signatures of 155 PROMINENT RETAIL GROCERS OF TORONTO are appended to this Testimonial :

"We, the undersigned Grocers of the City of Toronto, hereby certify that we have been selling Pure Gold Baking Powder for a considerable length of time, and that we consider it one of the best Cream Tartar Baking Powders sold in this country. We have always found it uniform in quality, and it has given universal satisfaction to all our customers who have used it."
Toronto November 20th, 1885.

This is what 13 well-known City BAKERS have to say on the subject. It is signed also by the Steward and Head Bakers of the Rossin House and Queen's Hotel :

"We, the undersigned Bakers of the City of Toronto, do hereby testify that we are using the Pure Gold Baking Powder, and consider it the best Baking Powder in this country, being always reliable and uniform in quality and strength. We find it produces better results than we have ever been able to obtain from any other preparation, and have never found evidences of any 'soda taste' or discolouration in using it."

Toronto, November 30th, 1885.