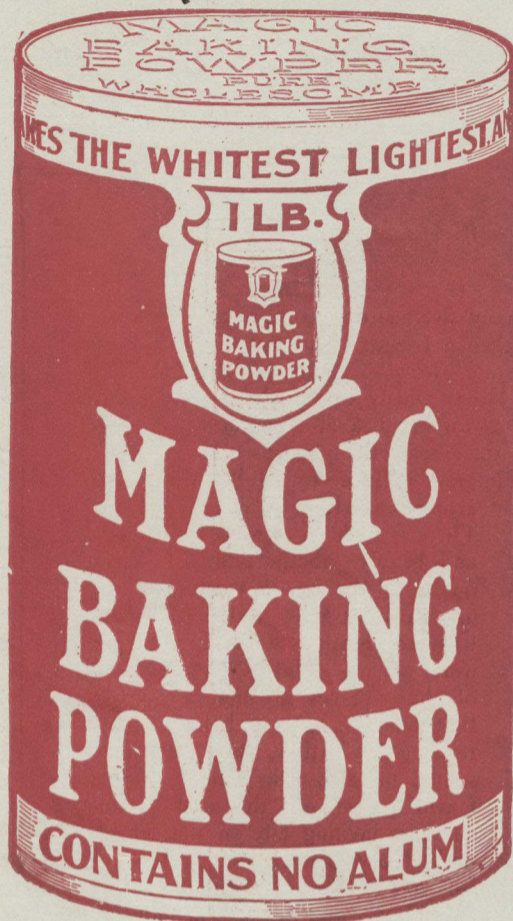


## "READ THE LABEL"

Added proofs of the prevalence of food frauds is causing a growing demand for information that will enable the housewife to tell the good from the bad — what brands are pure, and what companies make the honest ones. In the past it has been no easy task for the housewife to discriminate.

"Read the Label" is the slogan now sounded by the advocates of pure food. This advice is more pertinent than ever before, because an honest manufacturer will hesitate to make an untruthful statement on a label, if for no other reason than that it is sure to sooner or later take from him any desirable reputation that he may now enjoy. Most brands of baking powder contain Alum. The use of Alum in foods is condemned by all the food scientists.



Made in Canada

## MAGIC BAKING POWDER

CONTAINS NO ALUM

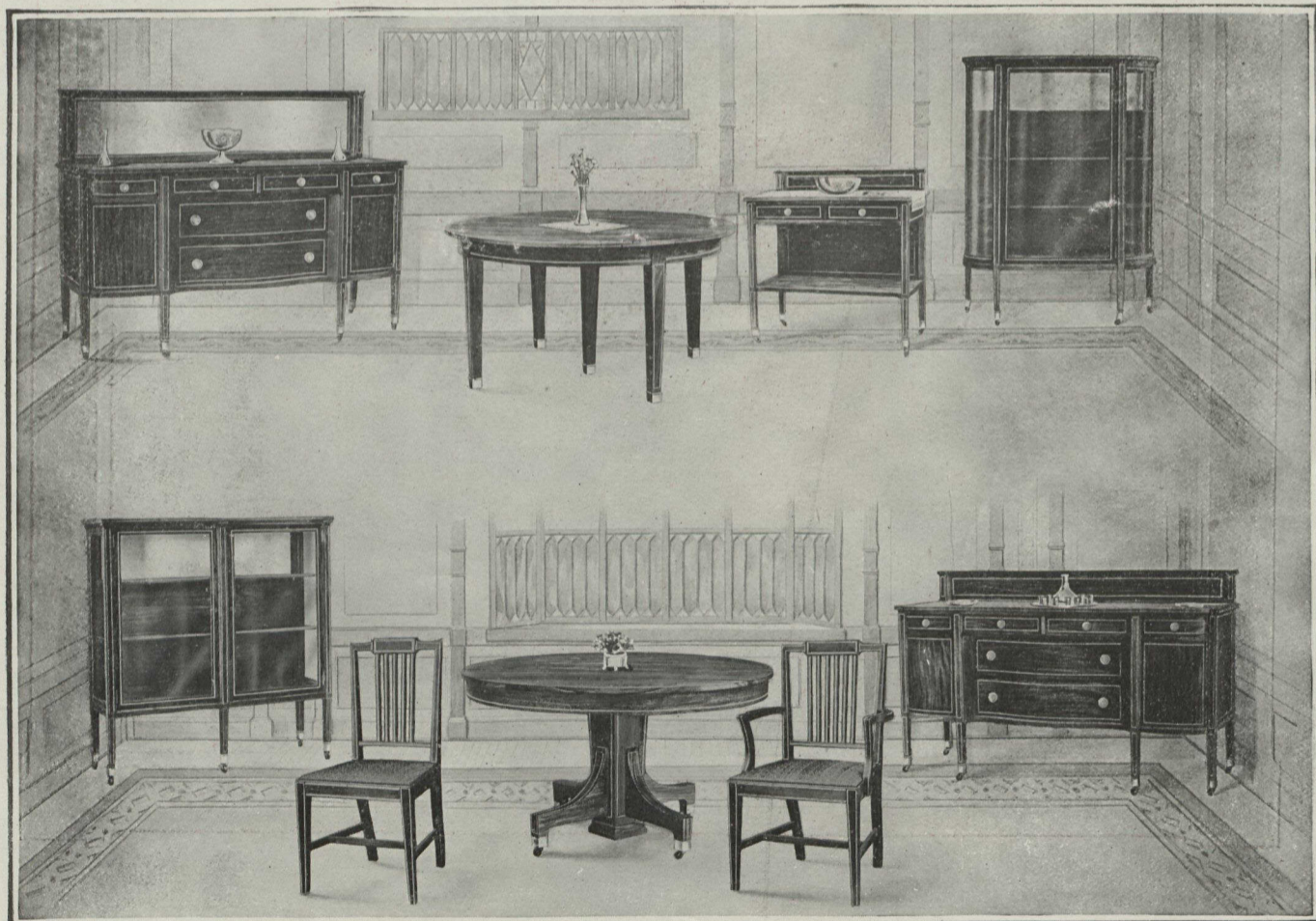
And is the only baking powder made in Canada that has all the ingredients plainly printed on the label.

E. W. GILLETT COMPANY LIMITED

Winnipeg

TORONTO, ONT.

Montreal



## SHERATON INLAID FURNITURE

Herewith we illustrate a complete Sheraton Dining Room Suite in Mahogany inlaid. The splendid feature of this period is the extremely graceful and dainty appearance accomplished by the straight, tapered legs and broad inlaid lines, which was the most prominent feature of Thomas Sheraton's creations. Then we finish all our Sheraton goods in the light Sheraton brown color, which gives you practically a correct reproduction, yet embodying all modern requirements.

TORONTO FURNITURE COMPANY LIMITED

TORONTO

"Makers of the Better Make of Canadian Quality Furniture"

CANADA

