

## PURITY-QUALITY-ECONOMY

ETABLE

C. Scientifically prepared ingredients that enter into foods possess a greater degree of efficiency and wholesomeness than those produced in the old crude manner. By the use of the newest and most scientific automatic machinery, a perfectly mixed powder is produced and absolute cleanliness is assured. The use of baking powder con-



taining alum should be avoided if pure food is desired. Magic Baking Powder represents the combined qualifications of <u>Purity</u>, <u>Quality</u> and <u>Economy</u>. By insisting on having MAGIC you will be insured against deception.

