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BREAD

HAS BEEN CALLED THE

"STAFF OF LIFE,"

It is therefore of the utmost importance that it be

HEALTHY AND NOURISHING.

In all the old methods of Bread Raising yeast of some kind is used, under proper conditions of warmth and moisture yeast gives rise to the Vinous or Alcoholic fermentation converting a part of the flour used into Alcohol and Carbonic Acid Gas; the gas only is of service for the purpose intended, the Alcohol is dissipated in the oven while baking.

Bread raised by such means is subject to numerous mishaps as every housewife well knows, if the yeast has not been sound and sweet it reproduces all its faults in a magnified form in the bread, if the sponge has been too hot, or too cold the effect is equally injurious and the result is sad, heavy bread, if the fermentation is allowed to go too far the Alcohol formed is turned into Acetic Acid (Vinegar) and sour bread is the result; there is also an invisible fault inherent in Yeast Raised Bread which is, perhaps, more dangerous to health than any of those mentioned, yeast is now well-known to be a vegetable fungus which propagates itself with great rapidity when placed under favorable conditions, its vitality can only be destroyed by high heat, the heat of baking is not always sufficient for this purpose, and when such is the case the fungus begins to grow again when taken into the stomach causing pain, heartburn and indigestion with the numerous evils which follow in their train. All these dangers may be avoided by using the

Cook's Friend Baking Powder

WHICH CONTAINS

NO UNHEALTHY INGREDIENTS,

Never fails to raise well, and leaves the Flour entirely unaltered, producing **LIGHT, SWEET and WHOLESOME BREAD** which may be eaten warm from the oven without inconvenience.

Be sure to purchase the Genuine Article, every Package of which has the trade mark imprinted thereon, as under



without which none is Genuine.

For Sale by Storekeepers throughout the Dominion.

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