

Presenting

BAKING POWDER

Plus★

Baking Powder PLUS is not a new brand of baking powder. It signifies the perfection of a formula for making Baking Powders today which places them far ahead of pre-war baking powders. Every reputable manufacturer of baking powder in New Zealand is now using the baking powder PLUS formula. Twentysix of New Zealand's best known cookery experts have tested this Baking Powder formula in separate exhaustive experiments and have expressed absolute satisfaction. They agree that this new type Baking Powder assures perfect texture, aeration, keeping quality and taste, PLUS the priceless ingredient—Phosphorus.

HERE'S WHAT THE "PLUS" MEANS

Pre-war baking powders (even the best of them) used an ingredient for aerating or "rising" which conferred no other benefit than aerating. The new baking powders use Phosphate as an aerator and thus supply phosphorus to the body. New Zealand soils and foods are deficient in phosphorus. They do not supply the phosphorus needed as a regular intake not only for bone and teeth building, but for nerves, digestion and general tone. Over 20 year ago Britain and America switched to phosphate baking powders because they were BETTER baking powders PLUS a priceless health ingredient—Phosphorus. Even before the war it was hard to buy an old type baking powder in Britain or America.

BAKING POWDERS MADE FROM FOOD PHOSPHATE
mean Better Cooking - Better Health
Better Baking Powder

PURE FOOD PHOSPHATE for baking powder manufacture is a product of Albright & Wilson, and is distributed in New Zealand by Imperial Chemical Industries (N.Z.) Ltd., 16 The Terrace, Wellington.

Cream?

Don't let the cream shortage worry you. Use "Sunola" Creamy Cup on your fruit and puddings instead. Ready for the table in five minutes. "Creamy," "Chocolate," and "Lemon" Flavours. All stores.

Wholesale Distributors: FLETCHER HUMPHREYS & CO. LTD., Cathedral Square, Christchurch.

USE INSTEAD
SUNOLA
Tested Quality
CREAMY CUP
ON STEWED FRUIT, PUDDINGS, ETC.