

Mabel chose the little threepence!



When Mabel was a very small girl, she learned that a small threepence was better than two big pennies because the little threepence was two pennies plus an extra penny.



Today Mabel buys her Baking Powder on the same principle. She's proved that a Phosphate Baking Powder made with the famous A. & W. Pure Food Phosphates gives her cooking results superior to those she got with the old Pre-war Baking Powders. But she knows, too, that

Phosphate Baking Powder gives advantage because it provides

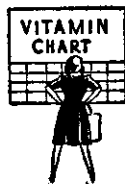


her an extra health Phosphorus in the diet.

Now Mabel is not only a smart young

housewife, she's a very

good mother, and she's studied up all this vitamin and mineral business,



and she knows that we New Zealanders don't get enough Phosphorus in our ordinary foods, and that Phosphorus is very important for nerves and teeth and bones, digestion and general bodily tone.

So Mabel demands a Phosphate Baking Powder because she can't see one reason why her family should miss the extra advantage Phosphate Baking Powders provide. I think she's right, don't you?

★ ALL REPUTABLE MANUFACTURERS ARE NOW
USING A. & W. PURE FOOD PHOSPHATES ★
WHICH MEANS
BETTER COOKING, BETTER HEALTH

Pure Food Phosphate for baking powder manufacture is a product of Albright & Wilson, and is distributed in N.Z. by Imperial Chemical Industries (N.Z.) Ltd., 16 The Terrace, Wellington.

A LITTLE GOES A LONG WAY