

Once upon a time

There was a lady who was baking a very special sponge for a very important supper. Well, this lady had just mixed in the Baking Powder when she heard a crash and then silence, and then a terrific caterwauling, and she said "My goodness," and rushed into the front room. Well, when little Lennie had been comforted and she had fixed things up, which took about half an hour — you know how time flies — back she came to finish the mixing of this sponge we are talking about, and she popped it in the oven and timed it to the tick, and when she opened the oven door the sponge was as flat as a pancake. And do you know why? Because pre-war Baking Powder started working as soon as it was mixed, and sometimes worked itself out before it got in the oven, which caused many failures one way and another.



To-day that's all changed. Phosphate Baking Powder does its work in the oven . . . nowhere else. Today, if you've mixed in the Baking Powder and the 'phone rings or baby cries, or anything else calls you away, there's no harm done. Even if you're away for an hour or more, simply stir mixture gently before putting into oven.

Also, Phosphate Baking Powder is superior to pre-war Baking Powder for aeration, texture, taste and keeping quality.

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

The Pure Food Phosphate now used by all reputable Baking Powder Manufacturers is a product of Albright & Wilson, and is distributed in N.Z. by Imperial Chemical Industries (N.Z.) Ltd., 16 The Terrace, Wellington.

Master... don't plaster the Hair



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HAIR CREAM

Van Steven Bros. Ltd., Lower Taranaki St., Wellington.