



"I would like first to congratulate you on its excellence", says one cooking demonstrator of the new Phosphate Baking Powders. "I have made extensive experiments and find that it does a most satisfactory job without any of the harsh taste which for so long has characterised goods dependent on baking powder for leavening".

This test was conducted on a typical modern phosphate baking powder.

The 25 other N.Z. cookery experts who were asked to test the new phosphate baking powders praised them with the same enthusiasm as the one quoted above. Their unanimous opinion was that they ensure perfect texture, aeration, keeping qualities and taste.

Today when you buy your usual brand of Baking

Powder you obtain a perfected product which is based upon the new miraculous rising agent called Food Phosphate. For your own protection look on the reverse side of the label and if the word Phosphates is included you have a Baking Powder which supersedes any you have ever used before.

THE PRICELESS HEALTH INGREDIENT— PHOSPHATE

Pre-war baking powders conferred no benefit other than aeration. Phosphate baking powders supply phosphate, which is so essential for nerves, teeth, bones and general bodily tone. Phosphate is sadly lacking in N.Z. soils and foods. How doubly valuable, then, is the discovery of Pure Food Phosphates.

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.



What Every Woman Knows—
"AMBER TIPS"
 FOR - FLAVOUR - VALUE *and* ECONOMY!

Fletcher, Humphreys & Co., Cathedral Square, Christchurch.