



**26 COOKERY EXPERTS REPORT
ENTHUSIASTICALLY
ON THE NEW BAKING
POWDERS**



Samples of the new baking powders based upon pure food phosphate were sent to 26 cookery experts in all parts of the Dominion. They were invited to both use and mis-use it, and report their findings.

The sum total of their opinion was that as well as being better, the new phosphate baking powders are foolproof.

For instance, when as much as 25% more than the correct amount was deliberately used in tests, the results were still successful, and there was none of the after-taste usually associated with an overdose of baking powder.

But let one of the demonstrators speak for herself:

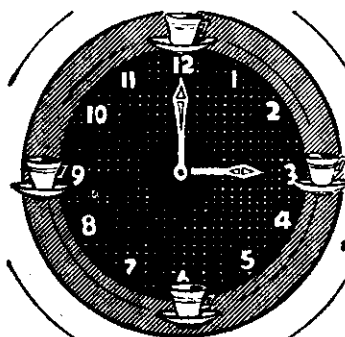
"I consider the baking powder is excellent and enjoyed working with it. In cases where 25% excess baking powder was added no acid taste could be detected . . . Our conclusion is that the baking powder will provide very good results on all scores and that even allowing for slight irregularities in its use the (cooked) product was still of high standard."

A further reason why phosphate baking powders are foolproof is that they do not begin to "act" until they are in the oven. If you are interrupted for even a long time between the mixing and the cooking, no harm is done.

AND THERE'S PHOSPHATE FOR HEALTH

New Zealand soils are notably deficient in phosphate, the mineral which is so essential for healthy bones, teeth, and nervous tone, and a diet adequate in this respect is hard to get. That is why Phosphate Baking Powders are more than a contribution to cooking, they have a real and vital food value too. How to get a Phosphate Baking Powder? That's easy. All the best known brands are using Phosphates as the rising agent, and if you will look on the reverse side of the label you'll find "Phosphates" listed among the ingredients. That's your guide to Better Cooking . . . Better Health . . . and 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.



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