



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.

Without exception, all these experts were enthusiastic in their praise. They got better aeration, more even texture, the baking kept moist longer, but above all they were thrilled that they could

leave the baking after mixing in the powder for long times without losing any rising. Phosphate Baking Powders don't "act" till they are in the oven.

#### AND THERE'S PHOSPHATE FOR HEALTH

New Zealand soils are deficient in phosphate, which is so essential for health. That is why Phosphate Baking Powders are more than a contribution to cooking, they have a real and vital health 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.

## Master... don't plaster the Hair



WATER



OIL



Vanbro Hair Cream is neither oily nor scented. It gives the hair a nice gloss and holds it in place. A man's hair cream to do a man's job. 1/7 a jar everywhere.

# VANBRO

## HAIR CREAM

For Sale by Bros. Ltd., Lower Taranaki St., Wellington