

**ONLY NOW—ONLY IN
PHOSPHATE BAKING POWDERS**
*a valuable food as well as
a rising agent!*



Before the war, N.Z. baking powders were solely "rising" agents. In Britain and America, however, these old type baking powders had already been superseded by the new phosphate baking powders. The reason was simple and sensible.

FOR BETTER HEALTH. Phosphate baking powders add phosphate to the food. Phosphate is vitally necessary for strong bones and teeth, and nervous and physical tone. It is especially important in the diet of growing children. N.Z. soils, and therefore many foods, are deficient in phosphates. So the change to phosphate baking powders in this country is immensely important. Cooking enriched with phosphate baking powder is going to mean better health.

FOR BETTER COOKING. Home science experts and cookery demonstrators throughout the country were asked to test the new perfected phosphate baking powders as made by New Zealand manufacturers. Their reports were glowing tributes to the improvement and worth of these new baking powders. Many said they would never return to pre-war baking powders even if they did come back.

All the reputable present day baking powders are made from pure food phosphate so you can buy your usual brand, knowing that it will aerate better, keep the goods fresher and do you more good. But in addition, if you have to leave the baking for an hour after adding the baking powder, no harm will result. Just work it gently again and pop it into the oven and it will rise beautifully.

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.



KAY

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