# Dr.EMICES Gream Baking Powder 

## PURE-WHOLESOME-RELIABLE

MADE FROM CREAM OF TARTAR DERIVED
SOLELY FROM GRAPES, THE MOST DELICIOUS AND WHOLESOME OF ALL FRUIT ACIDS
Its superiority is unquestioned
Its fame world-wide
Its use a protection and a guarantee against alum food

Alum baking powders are detrimental to health.
Many consumers use alum baking powders in perfect ignorance. They are allured to the danger by the cry of cheapness, and the false and flippant advertisements in the newspapers. Alum baking powders do not make a "pure, wholesome and delicious food" any more than two and two make ten. Their manufacturers are deceiving the public. If you wish to avoid this danger to your food,

## LOOK UPON THE LABEL

and decline to buy or use any baking powder that is not plainly designated as a cream of tartar powder.


