

Saves Three Ways



You save when you buy it

Calumet Baking Powder is sold at a moderate price — a just price.

It costs much less than the high priced brands. And but very little more than the "big can" kinds that can never be depended on. When you pay more than is asked for Calumet, you are squandering money. No matter how much you give, you *can't* get a better leavener.

When you buy cheap powders, you *do* save a few pennies on the cost, but poor baking powder is the most expensive in the long run because it spoils and wastes many dollars worth of baking ingredients.

The moderate cost of Calumet, combined with the highest merit, establishes the greatest of baking powder buying economy.

Calumet has been on the market for 30 years. Long past the experimental stage. It is used by more housewives, more chefs and Domestic Scientists because experience has proved it productive of best results at the most economical cost.

Made in the world's largest, finest, most sanitary Baking Powder factory.



You save when you use it

Calumet has more than the ordinary leavening strength—therefore you use less.

It is all Baking Powder. It begins to raise bakings the instant they are put into the oven. You don't have to keep peeping to see if the bakings are all right. You know they are.

Calumet is sure. It never fails. Cakes, biscuits, every baking in which Calumet is used, comes from the oven just right—light, tender, perfectly raised and thoroughly wholesome.

Look Out For This

When you buy a pound can of Calumet you get a full pound — 16 ounces — no short weights. Some baking powders are now being put on the market in 12 ounce cans instead of pound cans. Be sure you get a pound when you want it. Remember — Calumet is not made by the Trust, not sold at Trust prices.

Valuable 72-Page Cook Book

Handsome illustrated in colors. Most complete and dependable recipe book ever published. Hundreds of helps in reducing household expense. Scores of selected recipes—new and better ways of making better foods. Send slip found in can of Calumet and three 2-cent stamps to help cover cost of packing and mailing.



You save materials it is used with

The unfailing strength of Calumet guarantees perfect results—every bake day.

There are no failures — no waste. The eggs, butter, flour, sugar and other baking ingredients that cost you so much money these days are always converted into the most delicious and economical bakings.

Calumet bakings are never thrown away. Not a slice of cake, a crumb of biscuit nor anything else baked with Calumet ever spoils or dries out. They are too good to last — and are good to the last as they stay moist, fresh and tender.

Calumet is one of the greatest savers of food—one of the most effective means of keeping down the high cost of foods — without sacrificing food quality.

Try it. Today. Your grocer will refund purchase price, if you are not absolutely convinced of the fact that Calumet is the best leavener you ever used at any price — the most economical.

Calumet Baking Powder Company
4100-4124 Fillmore Street, Chicago.



CALUMET

BAKING POWDER

BEST BY TEST

MAKES THE MOST PALATABLE AND SWEETEST OF FOODS

