

Bridal Festivities call for "VELVETY CRUMB"

GET IT WITH CALUMET, "THRIFTIEST OF BAKING POWDERS"



Calumet Fruit Cake... wedding cake to dream on.
Silver Cake... the "bride's cake."
Sea Foam Fudge Cake... for the bachelor supper.
Ribbon Cake... for showers.
Orange Roll... for parties.

ARE YOU sighing a bit wistfully, little bride, over the glorious cakes made in your honor? Wondering whether the first cakes you make for him in your new kitchen can possibly be as soft and delicate and velvety?

Take heart—your very first easy one-egg cake can have this lovely texture, too! Because even the simplest cakes made with Calumet Baking Powder have a marvelous, melting tenderness—the texture that cake experts call "velvety crumb."

What makes Calumet cakes so remarkably fine and soft? Double-Action! A quick action in the mixing bowl—set free by liquid. A slower action in the oven—set

free by heat. And these two actions are so balanced and controlled that the batter expands at a perfectly even rate. And the texture of the finished cake has a perfectly even grain—just like velvet!

Begin your new career as a wonder cake-maker with a can of Calumet, "the thriftiest of baking powders."

Calumet is sent to you by General Foods, the same company that sends you Swans Down Cake Flour, Walter Baker's Chocolate, Jell-O, Minute Tapioca, Maxwell House Coffee, and so many other fine foods noted for their high quality.

Use the coupon at the right to send for the wonderful picture-lesson book, "All About Home Baking." It contains 185 recipes with 23 basic recipes giving step-by-step directions in pictures—almost like a movie! This book tells you all the things that most recipe books take for granted. Mail the coupon for your copy today!

Why is Calumet "the thriftiest of baking powders"?

1. The first point in Calumet's thrift is—low price! The regular price of the Full-Pound can (16 ounces, not 12) is only 25¢. And there's a big new 10¢ can, a lot of good baking for a dime. Lowest prices in Calumet's history—but the same high quality!

2. With Calumet, you use less than with many other baking powders. One level teaspoon of Calumet to each cup of sifted

flour is the thrifty standard proportion in most Calumet recipes. Note the small amount of Calumet in the recipe given below!



3. You save money with Calumet because it protects you from failure—from the waste of costly ingredients. Calumet's balanced Double-Action is so dependable that you can count on perfect results—gorgeous "velvety crumb"—in every cake you bake!

Low Price... Use Less... Sure Success
TRIPLE ECONOMY

SILVER CAKE (4 egg whites)

- | | |
|-------------------------------------|------------------------------|
| 3 cups sifted Swans Down Cake Flour | 1½ cups sugar |
| 3 teaspoons Calumet Baking Powder | 1 cup milk |
| ½ cup butter or other shortening | ½ teaspoon lemon extract |
| | 4 egg whites, stiffly beaten |

Sift flour once, measure, adding baking powder, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add lemon extract. Fold in egg whites quickly and thoroughly. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 to 30 minutes. Spread Marshmallow Frosting between layers and on top and sides of cake. Decorate with silver dragées.

MARSHMALLOW FROSTING. Combine 2 unbeaten egg whites, 1½ cups sugar, 5 tablespoons water, and 1½ teaspoons light corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add 1 teaspoon vanilla and beat until thick enough to spread. Add 1 cup marshmallows, quartered.



(All measurements are level.)

FOR BRIDES— and Old Hands, Too!

A grand picture-lesson book... "All About Home Baking."

See how experts measure, sift, cream, beat, fold, prepare pans, regulate ovens, make frostings and meringues. 144 pages, 185 recipes, washable covers, gorgeous color plates, 14 pages of table settings and menus. A \$1.00 value for only 25¢!

MAIL THIS COUPON!

Frances Lee Barton, T. W.—S. 36
General Foods, Battle Creek, Mich.

Please send me your new picture-lesson book, "All About Home Baking," for which I enclose 25 cents (stamps or money order).

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(This offer expires Dec. 31, 1936. Not good in Canada.)

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THE DOUBLE-ACTING
BAKING POWDER