

-always welcome



—yes, more than welcome in these days of high food costs because—

Calumet saves three ways—gives three means of economizing. You save when you buy it—you pay only a moderate price.

You save when you use it—has more than the ordinary leavening strength—therefore you use less.

You save materials it is used with—never fails—nothing is spoiled—nothing is wasted.

It is pure in the can and pure in the baking. All bakings are light, tender, exceptionally good and thoroughly wholesome.

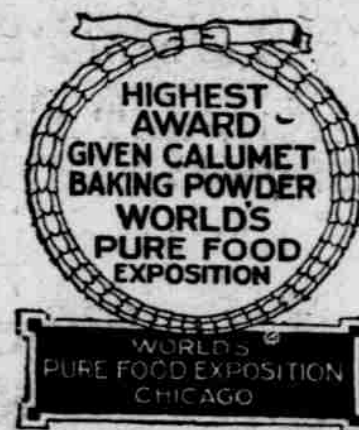
Don't Overlook This! Don't Sacrifice quality, economy and food value by using substitutes. Best baking results are obtained from Calumet Baking Powder and plain flour—far better than from self rising flour or such substitutes. Ask your grocer or your physician.



CALUMET BAKING POWDER

"BEST BY TEST"

MAKES MOST PALATABLE AND SWEETEST OF FOODS



Contains only such ingredients as have been officially endorsed by the U. S. Food Authorities.

The favorite of millions of good cooks for thirty years.

Sold under a "Money Back" Guarantee if it does not prove "Best by Test."

Every reason why every housewife should use only Calumet.

Made in the largest, finest, most sanitary baking powder factory in the world.

Order from your dealer. Save three ways. Reduce the cost of living—and live better.

Valuable 72-Page Cook Book Handsomely 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. **CALUMET BAKING POWDER CO. 4100-4124 Fillmore St., Chicago, Ill.**