



Largest Finest-Best Equipped Baking Powder Factory in the World

It grew from a modest beginning. Demand for Calumet *compelled* it to grow. Calumet proved so economical—so much safer—so much more satisfactory in every way—millions of housewives bought and used it. For years they have continued buying and using—and with every passing year multitudes of *new* customers come to Calumet.

Cleanliness so essential to purity is strictly observed. Human hands never touch



CALUMET BAKING POWDER



Skilled workers are clad and gloved in spotless white. Wide window area allows a constant inflow of nature's purifiers—sunshine and fresh air.

The absolute uniformity of Calumet is guaranteed by maintenance of our modern laboratories and kitchens. Analytical chemists test Calumet for purity and leavening strength. Expert chefs test it for baking quality.

It is utterly impossible for you, at any time to obtain a can of Calumet that is not strictly up to the Calumet standard of "Best by Test."

Its superior quality meets every baking requirement. It insures greatest baking savings and guarantees better baking results. In any baking—you are always assured tasty, tender, evenly raised goodies that are thoroughly wholesome.

Calumet is sold at a moderate price. It possesses twice the usual leavening strength. You use only half the ordinary amount: You save when you buy it. You save when you use it. You save materials it is used with. The most economical Baking Powder to use when you want to practice real economy.

Try it. Stop taking chances. Stop paying exorbitant baking powder costs. Stop wasting good energy and good money on inferior and always uncertain brands. Make a "best by test" Calumet trial today. Your grocer will refund purchase price if you are not *better* satisfied with Calumet than you *ever* were with any other brand.

Don't Overlook This!

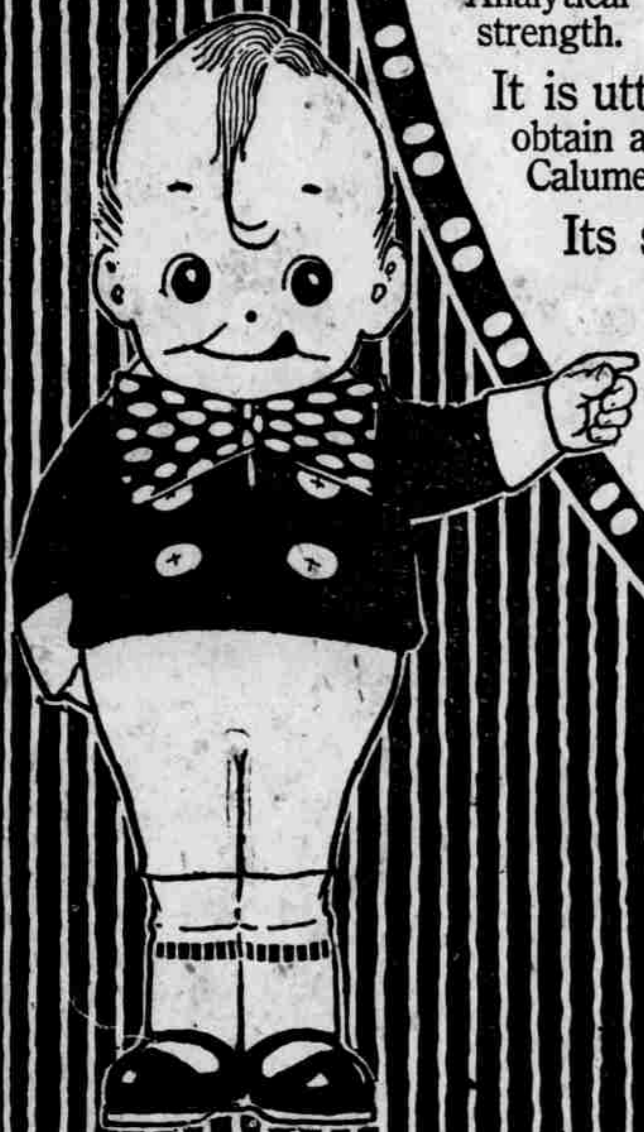
When you buy a pound can of Calumet you get a full pound—16 ounces—no short weights. Some baking powders are now being put on the market in 12 ounce cans instead of pound cans. Be sure you get a pound when you want it. Remember—Calumet is not made by the Trust—not sold at Trust prices.

Makes Most Palatable and Sweetest of Foods

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 COMPANY
4100-4124 Fillmore St., Chicago, Illinois



BEST BY TEST