Crescent Economical Recipes (Worth Reading)
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For light, wholesome food—USE

Crescent Baking Powder

“*It Raises the Dough*”

25 Cents per Pound
What Baking Powder Really Is

Baking Powder is not a food, but is an important factor in the preparation of foods. Baking Powder itself is never eaten, and is not ingested, hence never enters the human system. Only such residues as result from the chemical reaction that takes place in baking ever reach the stomach, and these only in very small quantities.

As Baking Powder forms less than two parts in a hundred of the bread or pastry in which it is used, the actual amount of Baking Powder residue taken into the human system is so small it can hardly be computed.

Nevertheless there are many housewives and cooks who are interested not only in the cost and efficiency of Baking Powder, but in its chemical composition, and who demand a Baking Powder that is not only “pure” in the can, but that leaves in their baking only such residue as is practically harmless. To all so interested we wish to state positively that Crescent Baking Powder leaves in the food no Rochelle Salts, Tartaric Acid, Alum, Lime or Ammonia.

The Plain Facts

We want to tell you in plain language what Crescent Baking Powder is composed of:

1. Sodium Bicarbonate—containing the carbonic acid gas or leavening agent.
2. Calcium Acid Phosphate—an acid salt.
3. Sodium Aluminium Sulphate—an acid salt.
4. Egg Albumen—whites of eggs.
5. Corn Starch—used to absorb moisture.

Of the ingredients composing Crescent Baking Powder no part of the Soda Bicarbonate (1), Calcium Acid Phosphate (2), Sodium Aluminium Sulphate (3) ever reaches the stomach in their original form. The chemical reaction which occurs in the baking destroys both the soda and the acid compounds and results in the formation of (a) carbonic acid gas, which escapes after having performed its function of raising the dough, and (b) the following residual products which remain in the food:

1. Calcium Phosphate - 5.15%
2. Sodium Phosphate - 3.10%
3. Sodium Sulphate - - 38.12%
4. Aluminium Hydroxide 5.25%
Of the nature of these residual products it may be said (1) Calcium Phosphate is not only free from harmful effects, but is frequently prescribed by physicians in cases of malnutrition, showing that it is a useful and necessary constituent of the tissues of the body; (2) Sodium Phosphate and (3) Sodium Sulphate are mild laxatives when administered in sufficient quantities; (4) Aluminium Hydroxide is held by many able chemists and physiologists to be insoluble in the gastric juices of the stomach and that it therefore has no effect upon the system.

These residual products are present in such very small quantities as to have, according to eminent chemists and authorities, practically no effect on the human system, considering the small proportion, in the ordinary diet, of food raised with Baking Powder. (See Bulletin 103, U. S. Dept. of Agriculture.)

Corn Starch is used in Crescent Baking Powder for the purpose of taking up any moisture to which the powder is exposed, thus preventing premature action of the acid salts upon the soda. It is not used to cheapen or lower the grade of the powder, but serves a most essential purpose.

Egg Albumen is used to add to the efficiency and effectiveness of Crescent Baking Powder in the oven. Its purpose is to prevent the falling of the pastry or bread before the baking is completed.

The Final Test

The sole purpose of any Baking Powder is to raise, or thoroughly aerate the dough. That there is a great difference in the manner in which various kinds of powder produce their leavening gas for this purpose, may be readily demonstrated.

Place two teaspoons cream of tartar powder in a glass, and the same amount of Crescent Baking Powder in a second glass. Add to each three teaspoons hot water and stir. The cream of tartar acts immediately and violently, but the action is of very short duration. Crescent Baking Powder acts gradually, and continues to act when a cream of tartar powder has subsided.
This principle in Crescent Baking Powder, the gradual, steady climb of leavening power makes fallen cakes or heavy biscuits practically impossible. On the other hand where a cream of tartar Baking Powder is used, due to its quick action and rapid dissipation of leavening gas, it is imperative to mix the dough quickly and bake it promptly in a hot oven. Or, if the housewife wishes to make several batches of biscuits and cannot bake them at once, it is necessary to add more Baking Powder. In baking hot cakes she must add a second and perhaps a third portion of Baking Powder, or the last cakes will not be light. Besides the expense, the extra quantity of such Baking Powder leaves an increased amount of residue in the food (cream tartar powders leaving 70% Rochelle salts).

The chemical composition of Crescent Baking Powder makes it possible to mix breads and pastry and bake them promptly, if desired, or if the oven be overcrowded or the baking is delayed, no harm will be done. In fact biscuits may be mixed the night before and baked for breakfast. The hostess may prepare the dough and shape biscuits or rolls, set them in a cool place, and bake them when she wishes to serve her guests.

Neither is an extremely hot oven required. To bake successfully with cream of tartar powders an oven heat of 300 degrees is required. Oven heat of 200 degrees only is required with Crescent Baking Powder.

Crescent Baking Powder may be used under the same conditions as any powder; the best results from the viewpoint of lightness and daintiness are obtained by allowing the baking to standing 5 to 10 minutes and baking in a moderate oven.

**Why?**

Why should the intelligent housewife, the cook, or the baker pay 45c or 50c per lb. for any Baking Powder when Crescent Baking Powder, which is superior in wholesomeness and more convenient in use than old-formula powders, can be obtained from any grocer at the uniform price of 25c per pound—always full weight?
Why Crescent Baking Powder Is the Best

(1) It produces 15% leavening power, while most baking powders contain but 12% or less, hence less Crescent Baking Powder may be used in baking.

(2) It is high in quality and low in price.

(3) It has a double action, because,

(4) The combination of acid ingredients prolongs the action of leavening until the moisture has been absorbed and the pastry is baked.

(5) Egg Albumen controls the action of the gas, sustains the dough and prevents falling.

(6) Starch is used to absorb any moisture that may find its way into the can and prevent chemical action taking place, which would cause the gas to be evolved, leaving the powder dead as a leavener.

(7) It is always uniform in strength and action. Not a matter of luck in baking, but a scientific certainty.

(8) It is endorsed by many chemists, physicians and bakers.

If you have not tried Crescent Baking Powder, do so at the first opportunity; include it in your order and you will be glad, and sorry, too, that you have not already saved this twenty-five cents on every can and especially when you could have had a better product into the bargain.

Read all Baking Powder advertisements, but remember, and profit by your remembrance, that the test of Baking Powder is not only “purity” in the can, but wholesomeness in food and efficiency in its work; that Crescent Baking Powder does all that higher priced powders do, and does it better.
We Offer $500.00 Reward

The Crescent Manufacturing Company have had for a number of years a standing offer of $500 to be given to anyone who could find any injurious substance in food resultant from the use of Crescent Baking Powder. This offer still stands unchallenged, and the money is still waiting in the bank. It will always go unchallenged, because Crescent Baking Powder is absolutely wholesome and contains no injurious products whatever.

CRESCENT MANUFACTURING CO.
Seattle, Washington.

Recipes

Crumb Griddle Cakes

1 cup bread crumbs
1/2 cup flour
1/2 cup milk
1 egg
1 teaspoon Crescent Baking Powder

Soak the bread crumbs in the milk and add the flour sifted with the salt and baking powder. Then add the well beaten egg, butter and molasses; mix well. Grease a hot griddle and cook the batter a spoonful at a time, browning nicely on both sides. Serve with Mapleine Syrup.

Waffles

2 cups flour
1 cup milk
1 tablespoon melted butter
1 tablespoon sugar
2 teaspoons Crescent Baking Powder
1/2 teaspoon salt
2 yolks of eggs
2 whites of eggs

Mix and sift the dry ingredients; add milk gradually and yolks of eggs unbeaten. Add the butter and then the egg whites beaten stiff.
Quick Muffins

1 egg  
½ cup sweet milk  
¼ teaspoon salt  

½ cup flour  
1 teaspoon Crescent Baking Powder

Beat the egg light, add the milk. Sift salt, flour and baking powder and add. This makes six muffins.

Cornmeal Rolls

1½ cups flour  
1 tablespoon sugar  
½ teaspoon salt  
½ cups cornmeal  
2 teaspoons Crescent Baking Powder

2 tablespoons shortening  
(butter or lard)  
1 egg  
½ cup milk

Sift together flour, cornmeal, salt, sugar and baking powder. Cut in the shortening. Then add the egg well beaten, and the milk. Roll out and cut into rounds. Butter each round and fold over. Bake in quick oven.

Corn Cake

1 cup cornmeal  
1½ cups flour  
¼ cup sugar  
3 teaspoons Crescent Baking Powder

1 egg  
½ teaspoon salt  
1 cup milk  
1 tablespoon melted butter (or 2)

Mix and sift the dry ingredients; add the milk, egg well beaten and butter. Bake in shallow buttered pan in hot oven about twenty minutes.

Nut Bread

2 eggs  
¾ cup sugar  
2 cups sweet milk  
1 teaspoon salt

2 cups chopped walnuts, floured  
4 cups flour  
4 teaspoons Crescent Baking Powder

Make in two loaves, let rise fifteen minutes and bake in moderate oven three-quarters of an hour.

Crescent Health Bread

1½ cups sweet milk  
1 cup flour  
2 cups graham flour  
1 teaspoon salt

1 tablespoon Mapleine Syrup  
3 teaspoons Crescent Baking Powder

Let stand one hour. This makes one loaf of delicious bread.
Crescent Nut Bread

2 cups milk   4 teaspoons Crescent Baking Powder
½ cup sugar   1 cup chopped walnuts, or half nuts and half dates or raisins
1 teaspoon Mapleine
1 rounding teaspoon salt
2 cups graham flour
2 cups flour

Let the batter stand in bake-pan half an hour, then bake in moderate oven one hour.

Brown Bread

½ pint flour  1 tablespoon brown sugar
½ pint rye flour  2 teaspoons Crescent Baking Powder
2 potatoes
1 teaspoon salt ½ pint water
1 pint Indian cornmeal

Sift flour, cornmeal, rye flour, sugar, salt and baking powder thoroughly. Peel, wash and boil two mealy potatoes. Rub through sieve, diluting with water. When cold mix all into a batter. Pour into well-greased mold having a cover. Place it in sauce pan half full of boiling water, where the loaf will simmer one hour without water getting into it. Remove and take off cover. Finish by baking in fairly hot oven thirty minutes.

Bran Bread

4 cups flour  4 teaspoons Crescent Baking Powder
4 cups bran
1½ tablespoons sugar
1½ tablespoons shortening
1 teaspoon salt

Sift together the white flour, salt, sugar and baking powder. Mix with the bran, and then with shortening. Add milk or water, and just before putting in greased pans, add the currants dredged with flour. Let stand for ten minutes and bake in moderate oven for one hour, or until done. Makes two small loaves.

Baking Powder Biscuits

1 cup flour 2 teaspoons shortening
1 teaspoon Crescent Baking Powder ¼ teaspoon salt
¼ cup milk or water

Sift together flour, salt and Baking Powder. Chop in the shortening, then add milk or water a little at a time. Put on floured board, handling as little as possible. Cut in biscuits and bake. This makes twelve small biscuits.
Kentucky Cream Drop Biscuits

1 1/2 cups flour
1/4 teaspoon salt
1 cup sweet or sour cream

Add the cream and mix well. Drop on buttered pan and bake in moderate oven.

Southern Beaten Biscuits

4 cups flour
4 teaspoons Crescent Baking Powder
1 teaspoon salt
2 teaspoons sugar

Sift the baking powder, flour, sugar and salt twice, then chop butter and lard into it. Add the stiffly beaten white of egg to the milk, then add to the flour mixture, stirring to a soft dough. Turn out on a cloth and beat, then fold and beat again. Do this for about five minutes. Roll to quarter inch thickness and spread with melted butter. Fold over, cut in rounds and bake in rather quick oven.

Cream Scones

2 cups flour
2 tablespoons sugar
2 teaspoons Crescent Baking Powder
1/2 cup cream
2 eggs

Mix and sift together flour, baking powder and salt. Rub or cut in the butter. Add the eggs well beaten and cream. Toss on floured board and roll lightly to three-quarter inch thickness. Cut in squares, brush with white of egg, sprinkle with sugar. Let stand ten minutes and bake in rather hot oven.

Cheese Straws

1 cup dry grated cheese
1 cup flour
1 teaspoon Crescent Baking Powder

Sift the flour with the baking powder and salt, then mix with the grated cheese. Add the butter and mix with cold water like pie crust. Roll thin, cut in strips and bake in quick oven.

Drop Doughnuts

2 cups flour
2 teaspoons Crescent Baking Powder
1/2 cup milk
1 egg

Sift together flour, baking powder, sugar and salt. Mix into soft dough by adding the beaten egg and milk. Drop by teaspoonfuls into hot fat. This makes two dozen balls.
Nut Cakes

\[
\begin{align*}
\frac{1}{2} \text{ cup butter} & \quad 1\frac{3}{4} \text{ cups flour} \\
1 \text{ cup sugar} & \quad 3 \text{ teaspoons Crescent Baking Powder} \\
3 \text{ eggs} & \quad \frac{3}{4} \text{ cup broken walnut meats} \\
1 \text{ teaspoon Crescent Vanilla} & \quad \text{Pinch of salt} \\
\frac{1}{2} \text{ cup milk} & \\
\end{align*}
\]

Cream butter and sugar and add well-beaten eggs. Add the milk and flavoring. Then add flour sifted with baking powder and a very little salt. Lastly add the walnuts. These are good baked in muffin tins and frosted. The recipe makes sixteen cakes.

Hot Water Sponge Cake

\[
\begin{align*}
2 \text{ yolks of eggs} & \quad 2 \text{ whites of eggs} \\
1 \text{ cup sugar} & \quad 1 \text{ cup flour} \\
\frac{3}{8} \text{ cup hot water} & \quad 1\frac{1}{2} \text{ teaspoon Crescent Baking Powder} \\
\frac{1}{4} \text{ teaspoon salt} & \quad \text{Lemon Extract} \\
\frac{1}{4} \text{ teaspoon Crescent} & \\
\end{align*}
\]

Beat the yolks of eggs until thick and lemon colored, add the half cup sugar gradually and continue beating; then add water, remaining sugar, lemon extract and whites of eggs beaten stiff. Then add flour sifted with baking powder and salt. Put in greased and floured shallow pan and bake in moderate oven about twenty-five minutes.

Oatmeal Macaroons

\[
\begin{align*}
2 \text{ eggs} & \quad 1 \text{ teaspoon Crescent Baking Powder} \\
\frac{3}{4} \text{ cup light brown sugar} & \quad 1 \text{ teaspoon Mapleine} \\
2 \text{ tablespoons butter} & \quad 1\frac{1}{2} \text{ cup rolled oats} \\
\end{align*}
\]

Cream butter and sugar, add eggs lightly beaten. Add Mapleine, baking powder and rolled oats. Mix well and drop by spoonfuls on greased tins, allowing room for them to spread. Bake in moderately hot oven.

Jumbles

\[
\begin{align*}
3 \text{ eggs} & \quad 1\frac{1}{2} \text{ teaspoons Crescent Baking Powder} \\
1\frac{1}{2} \text{ cups sugar} & \quad \frac{1}{2} \text{ cup nut meats chopped} \\
1\frac{1}{2} \text{ cups flour} & \quad \text{Mapleine} \\
\frac{1}{2} \text{ teaspoon} & \\
\end{align*}
\]

Beat the eggs separately. Beat sugar and egg yolks to a cream. Sift the flour and baking powder four times, and add to the eggs, beating thoroughly. Then add chopped nut meats and Mapleine. Lastly fold in the well-beaten whites of eggs. Drop from tablespoon on buttered tin and bake in moderate oven. Dainty for afternoon tea.
Dainty Sandwiches

1/3 cup water
1/2 cup chopped nut meats
1 cup light brown sugar

Boil the sugar and water until it hair from spoon. Add figs, nuts and Mapleine. Mix well and spread between halves of lady fingers or wafers.

Walnut Wafers

1 cup light brown sugar
1 cup broken walnut meats
2 tablespoons flour

Beat the eggs and add the sugar. Cream together well. Mix salt, flour and baking powder thoroughly and add. Flavor with the Mapleine, add nuts, and drop in small spoonfuls on buttered tins. Bake in quick oven.

Best Ever Cake (One Egg)

1 cup stoned and chopped dates
1/2 teaspoon Crescent Soda
1 cup sugar
3 tablespoons butter
1 egg
1 teaspoon Mapleine

Sprinkle the half teaspoon soda over the chopped dates and add the boiling water. Let stand until cool. Cream the butter, sugar and Mapleine and mix with dates. Beat the egg, add the pinch of salt and stir into mixture. Sift the flour and baking powder three times and add. Lastly add the nut meats, mix well and bake in moderate oven.

Butterless, Eggless, Milkless Cake

Put in a saucepan the following:

1 cup light brown sugar
1 cup water
1 cup seeded raisins
1/3 cup lard
1/4 teaspoon Crescent Ground Nutmeg

Boil the above three minutes and let cool. When cool add 1 teaspoonful Crescent Soda dissolved in a little hot water, and 1/2 teaspoonful Crescent Baking Powder sifted in two cups flour. Bake in two layers in moderate oven. Use Mapleine icing. This is delicious if steamed instead of baked and served as pudding.
Apple Sauce Cake (No Eggs)

1 cup cane sugar  1 cup unsweetened apple sauce ½ cup butter
¼ teaspoon salt  1 tablespoon strong cold coffee
½ teaspoon Crescent Cloves 1 cup Sultana raisins
1 teaspoon Crescent Cinnamon 2 teaspoons Crescent Baking Powder
1 teaspoon Crescent Nutmeg 2 cups flour

Cream together sugar and butter; add salt, cinnamon, cloves, nutmeg and raisins; dissolve baking powder in one-third cup of warm water, then stir in the apple sauce, letting it foam over the contents of the mixing bowl. Beat all thoroughly and add flour. Bake in a loaf in a moderate oven 45 minutes.

Butterless Layer Cake

2 eggs  2 teaspoons Crescent Baking Powder
2 cups powdered sugar ½ teaspoon salt
1 cup milk ½ teaspoon Crescent Vanilla
2 cups flour

Mix and sift well flour, salt and baking powder. Beat egg yolks until thick; gradually add and beat in sugar, and to this add the milk and flavoring. Whip the whites of eggs stiff and fold in, then add flour. Bake in three layers in rather hot oven.

Eggless Spice Cake

½ cup lard and butter mixed 1 teaspoon Mapleine
1½ cups milk ½ cup raisins
1 cup granulated sugar 1 teaspoon Crescent Cloves
3 cups flour 1 teaspoon Crescent Cinnamon
3 teaspoons Crescent Baking Powder ½ teaspoon salt

Cream shortening and sugar. Add milk and stir in Mapleine. Sift flour, salt, baking powder and spices and add. Then add raisins and stir well. Bake in deep tin, or in layers.

Mapleine Marble Cake

1 cup granulated sugar 1½ cups flour
½ cup butter 1 teaspoon Mapleine
½ cup milk 2 teaspoons Crescent Baking Powder
2 eggs
Fruit Cake Without Eggs or Shortening

2 1/2 cups sugar  
1 cup molasses  
2 cups buttermilk or sour milk (not too sour)  
3 cups graham flour  
5 teaspoons Crescent Baking Powder  
1 pound seedless raisins  
1 pound seeded raisins  
1 teaspoon Mapleine

Mix sugar and molasses and add Mapleine. Add buttermilk (or sour milk). Measure graham flour after chaff has been sifted out. Sift with white flour, baking powder and other dry ingredients. Dredge raisins with flour and add. This will make three loaves.

Mapleine Cream Cake

1 cup flour  
1 cup sugar  
1 teaspoon Crescent Baking Powder  
5 eggs  
1 tablespoon water  
1 teaspoon Mapleine

Beat the eggs separately. Sift the flour, sugar and baking powder three times and add to beaten yolks of eggs. Mix the water and Mapleine and add, and lastly the stiffly beaten whites of eggs. Bake in two layers.

Filling

1 pint cream  
1/2 teaspoon Mapleine

Whip the cream, sweeten and flavor with Mapleine, spreading between layers and on top.

Mapleine Nut Cake

1/2 cup butter  
1 cup milk  
1 1/2 cups sugar  
2 cups flour  
2 teaspoons Crescent Baking Powder  
4 whites of eggs  
3/4 cup chopped nut meats  
1 teaspoon Mapleine

Cream the butter and sugar and add the milk. Sift flour and baking powder three times and add. Then add nut meats and Mapleine, and lastly the four whites of eggs beaten very light. Bake in layers and ice with following icing, or bake in gem pans, icing each cake.

Icing

1 cup sugar  
1/3 cup cream  
1 pinch salt  
1/4 teaspoon Mapleine

Boil carefully the sugar, cream and a very little salt until it threads from spoon. Beat until creamy and spread on the cake.
Uncooked Icing

1 egg  
1 tablespoon cold water  
1/2 teaspoon Mapleine  
Powdered sugar

Crack the egg into a bowl, add the water and Mapleine. Gradually add powdered sugar till proper consistency to spread.

Creamy Caramel Icing

2 cups light brown sugar  
1/2 cup sweet cream  
1 teaspoon butter  
1 teaspoon Mapleine

Boil the sugar, cream and butter until the soft ball stage. Add Mapleine and remove from fire and beat until creamy. Spread on cake at once. Nuts may be added if desired.

Mapleine Cream Filling

2 cups granulated sugar  
2 tablespoons butter  
2 whites of eggs  
1/2 cup cream  
1 teaspoon Mapleine

Cook the sugar and butter until it hairs. Pour gradually into the stiffly beaten whites of eggs. Beat constantly until very smooth. Add the Mapleine and the half cup cream, whipped to a dry foam. Spread on layers of delicate white cake.

Mapleine Divinity

2 cups granulated sugar  
1/2 cup white corn syrup  
1/2 cup hot water  
2 whites of eggs  
1/4 teaspoon cream tartar  
1/2 teaspoon Mapleine

Boil the sugar, syrup and hot water until it threads. Whip the whites of eggs with the cream of tartar. Into the stiffly beaten egg whites pour gradually the hot syrup, beating constantly. Add Mapleine and whip until cool. Drop by spoonfuls into buttered pans.

Mexican Kisses

1 1/4 cups granulated sugar  
3/4 cup brown sugar  
3/4 cup hot water  
1/4 teaspoon Mapleine  
1/2 cup chopped nuts

Boil the sugar and water until it threads, remove from fire and add the Mapleine. Beat until it begins to cream, then set in bowl of hot water and drop from teaspoon on waxed paper. Chopped nuts or fruit may be added and should be stirred in when mixture begins to cream.

Mapleine Mousse

1 pint heavy cream  
1 pint milk  
1/2 cup sugar  
1/2 teaspoon Mapleine

Beat cream very stiff, add milk and beat again. Add sugar and Mapleine and pack in ice and salt as ice cream is packed, letting stand four to five hours.
Crescent Pure Products Include

CRESCENT BAKING POWDER
The wholesome, modern-formula leavener

CRESCENT PURE SPICES, HERBS AND SEASONING
Packed whole or ground in convenient sanitary containers
- Black Pepper
- White Pepper
- Cayenne
- Paprika
- Mustard
- Allspice
- Cinnamon
- Cloves
- Ginger
- Pudding Spice
- Nutmeg
- Mace
- Marjoram
- Bay Leaves
- Sage
- Savory
- Curry Powder
- Con Carne, Etc.
- Black Pepper
- White Pepper
- Cayenne
- Paprika
- Mustard
- Allspice
- Cinnamon
- Cloves
- Ginger
- Pudding Spice
- Nutmeg
- Mace
- Marjoram
- Bay Leaves
- Sage
- Savory
- Curry Powder
- Con Carne, Etc.
- Celery Salt, Paprika, Chili Powder, Curry Powder and Granulated Pepper in Shaker Bottles

CRESCENT FLAVORING EXTRACTS
- Vanilla
- Lemon
- Orange
- Almond
- Rose
- Nutmeg
- Onion
- Allspice
- Cinnamon
- Clove
- Anise
- Wintergreen
- Peppermint
- Strawberry
- Pistachio
- Raspberry
- Banana
- Pineapple
- Peach
- Fruit Colors, Etc.

CRESCENT MAPLEINE
The Master Flavor—Rich and Mellow

CRESCENT CREAM COFFEE, CRESCENT “3-4-1”, OUR 300, CRESCENT 99—Standardized Coffees, blended and roasted to produce rich, natural coffee fragrance and flavor, packed to preserve freshness

CRESCENT TEAS—In packages, all varieties
- Crescent Gloss Starch
- Crescent Bluing and Ammonia
- Crescent Birdseed
- Crescent Cornstarch
- Crescent Soda