

An unbiased ballot

A great number of women living in many states, and picked at random, were asked what Baking Powder they preferred and used. When the answers were carefully checked, this amazing fact was revealed—

56% Use
CALUMET
THE WORLD'S GREATEST
BAKING POWDER

44% Use
Other Brands

Think of it! More of this great leavener is used than all of the other makes combined—and there are hundreds of them.

LESS THAN 1¢ PER BAKING



THE outcome of this impartial canvass is overwhelming evidence of Calumet's dependability. It is unquestionable proof of the fact that a more satisfactory leavener cannot be obtained, regardless of the price you pay.

Bakings that are properly raised by the double action leavening power of Calumet, are rich with vigor-building elements—they mean perfect digestion and health.

CALUMET is pure in the can—it is pure in the baking. Foods made with it are invariably tempting and delicious. Contains only such ingredients as have been officially approved by U. S. Food Authorities.

Join the majority—the ones who know by actual test—the 56% class of women, who never experience failures on bake day—use CALUMET, and serve wholesome, nutritious and tempting foods always.

**1½ Billion
Pounds of Flour**

are leavened with Calumet, the
World's Greatest Baking
Powder, each year.

CALUMET
THE WORLD'S GREATEST
BAKING POWDER

**Whites of more than
6,500,000 eggs**

are used in the manufacture of
Calumet Baking Powder
each year.



SALES 2½ TIMES THOSE OF ANY OTHER BRAND

MARION
JANE
PARKER

4100 Fillmore St., Chicago
Please send me your new
Cook Book, illustrated in
colors, for which I am enclosing
ten cents (stamps or coin).

Name.....

Street.....

City..... State.....