



#### CALUMET CHOCOLATE CAKE

3-4 cup shortening	1-8 level teaspoon salt
1 1-4 cups sugar	2 1-2 cups sifted flour
2 1-2 level teaspoons Calumet Baking Powder	3-4 cup milk
	4 eggs

Cream shortening, add sugar, then add well beaten egg yolks. Mix and sift dry ingredients and add alternately with milk to first mixture. One-half teaspoon of vanilla may be added. Fold in beaten egg whites. Pour into greased tins and bake in a moderate oven (325°-350° F.) thirty minutes.

#### CHOCOLATE FROSTING

3 1-2 squares unsweetened chocolate	5 tablespoons milk
2 cups powdered sugar	Yolks of 2 eggs
	1 teaspoon vanilla

Melt chocolate over hot water, add one-half the sugar, and milk; add remaining sugar, and yolk of egg; then cook in double boiler until it thickens, stirring constantly at first, that the mixture may be perfectly smooth. Cool slightly, flavor and spread.

#### LESS THAN 1¢ PER BAKING

Calumet is economical because one spoonful equals two of many other brands. It goes farther—lasts longer—the last spoonful is as good as the first.



*The whites of more than 6,500,000 eggs are used in the manufacture of Calumet, the World's Greatest Baking Powder, each year, and over 1½ billion pounds of flour are leavened with it.*

# A Good Digestion means a good complexion

The lovely charm of a good complexion is priceless. And the statement that beauty is only skin deep is erroneous—for the smooth, natural beauty of a velvet skin comes from within—it is nature's own gift to those who eat properly balanced foods—foods that are easily digested.

Foods that are properly leavened with—

## CALUMET THE WORLD'S GREATEST BAKING POWDER

are always raised high and light which means perfect digestion. The double leavening action of Calumet does this. One leavening unit begins to work when the dough is mixed—the other waits for the heat of the oven, then both units work together.

Bakings made with CALUMET supply the proper nourishment for the body—they tempt the appetite with their purity and delicious flavor.

For over a third of a century this greatest of all leaveners has been winning the favor of America's housewives—and today it is the preference wherever bakings are made and enjoyed.

Marion Jane Parker  
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**SALES 2½ TIMES THOSE OF ANY OTHER BRAND**