The Truth about BAKING POWDER and a few CHOICE RECIPES
OUR GUARANTEE

K C BAKING POWDER is manufactured from the purest materials obtainable, scientifically combined under the supervision of expert chemists in the exact proportions to produce a baking powder perfect in every respect.

WE THEREFORE GUARANTEE that K C BAKING POWDER is pure and healthful and absolutely free from adulterations, and that it leaves in the food no injurious or unwholesome substance.

We further guarantee K C BAKING POWDER always to give perfect satisfaction, and to be uniform in strength and action, without variation in results. This absolutely protects you against the failures in baking so common with other powders.

All grocers are instructed to refund the full purchase price, upon return of the can, to any housewife who tries K C and does not like it better than any baking powder she has ever used.

JAQUES MANUFACTURING CO.,

CHICAGO.
What is Baking Powder?

Housewives have been so confused and prejudiced on the subject of Baking Powder by false and misleading statements, that the information given will be a revelation to many readers. Only established facts are given and the reader is urged to confirm them by reference to encyclopaedias and chemistry text-books.

Baking Powder is a convenient substitute for the old-fashioned ways of raising bread and pastry. It takes the place of:

1. Yeast.
2. Sour milk and soda.
3. Cream of tartar and soda.

In each of these and in Baking Powder the thing that raises and expands the dough is the same. The light, porous condition is due to a gas like air which forms in the dough and fills it with bubbles. In yeast the gas forms by fermentation. In the other cases the gas comes from the soda. It is the object of every leaven to produce this gas, and the more gas the lighter the food.

In order to free the gas from the soda, an acid is used to break-up the soda chemically. Thus we use either the acid
of sour milk or of cream of tartar, or any other acid suitable for the purpose. Baking Powder, therefore, is a combination in exact proportions of soda and just enough of some acid to break up the soda. In addition to soda and the acid, Baking Powder contains a proportion of powdered corn-starch, which is necessary to keep the powder from working until wanted for use.

The healthfulness of a baking powder depends upon what is left in the food after the baking is complete. The soda and the acid are broken up and entirely changed in the baking, so the question is not, "What goes in?" but, "What is left?" The high priced baking powders leave in the food Rochelle salts. From a pound of the powder is left in the food about three-fourths of a pound of this drug. (See Encyclopaedia Britannica, Vol. xxiii, page 69.) The distinguished authority, Professor H. W. Wiley, Chemist of the United States Department of Agriculture, states that a loaf of bread made with a baking powder of the class which sells for 40 to 50 cents per pound, contains 250 grains of Rochelle salts, the equivalent of two Seidlitz powders. (See United States Department of Agriculture Bulletin No.
This is a serious objection, as the people who pay 40 to 50 cents a pound for "purity" would not knowingly put a purgative drug into their food in such doses.

**K C BAKING POWDER** is made from a modern formula which (1) gives the greatest leavening strength and (2) leaves a harmless residue in the food. There is only about one-half as much residue as from a high priced baking powder, and the residue is such that it has no effect on the system.

It is to be noted that K C never varies in its results. This is because the materials are carefully tested for strength and purity, and are united with exact scientific skill.

**A DOUBLE ACTION BAKING POWDER** is the newest and most perfect leaven. This describes K C and accounts for the fact that a cake made with K C cannot fall. Instead of one acid, two different ones are used with the soda. One begins to work when the dough is being mixed. After the mixing the dough can stand in a partly raised condition for hours, if more convenient. Then, when the dough enters the oven, the heat can
readily penetrate the mass through the pores already formed, when the other acid completes the raising process. The baking is thus perfectly even from centre to crust. The preparatory raise loosens up the dough; the final raise completes and sustains the first.

The formula used for K C Baking Powder is the result of years of investigation with the aid of modern scientific knowledge and chemical skill. The ingredients were chosen with two objects in view:

1. To produce perfect results, i.e., abundance of leavening gas, a slow, even, sustained raise and the double action above described.

2. To leave in the food a healthful residue.

That the results are obtained is shown by a trial of K C and by its great success everywhere. As for the residue, the double acid used secures two neutral substances, neither of which has any effect on the system, as they are not dissolved or assimilated by the digestive juices. In addition, the residue is only about half in quantity of that left by other powders, so that it is absolutely healthful from every standpoint. This we guarantee and stand ready to prove to any one interested.
A BAKING POWDER TEST

must be made in the oven. The RESULTS are the only test. A novel trick is resorted to by some manufacturers to gain trade. They call it “testing” a baking powder. They put into their own powders a proportion of egg or blood albumen (a product of the stock yards), which is of no benefit whatever to the baking powder. Albumen, or soap-root, when placed in water, gives it the soapy quality necessary for “blowing soap bubbles.” This baking powder, with the albumen in it, acts the same way, and the same sort of “soap bubbles” are produced by the gas given off when the powder is mixed with the water. Their demonstrators would have you believe that the “soap bubbles” are evidence of a good baking powder!

A POINT TO REMEMBER. Our unqualified guarantee of the quality, purity and healthfulness of K C BAKING POWDER is backed by our entire capital of $500,000.00.
The recipes which follow have been written especially for K C BAKING POWDER by well known cooking experts. They have been carefully selected and adapted to K C with a view to pleasing the most exacting tastes. We are sure that all of them will be found exceptionally good, as we have aimed to give only choice recipes which will prove a welcome addition to any cook-book.

LEARN TO REGULATE THE HEAT OF YOUR OVEN.

There is just one way to make your cakes raise high and keep an even surface. Have your oven moderate at first, until the cake is fully raised, then increase the heat, so as to brown it over quickly. The extreme heat is what stiffens the dough. If you stiffen the walls of the cake before the raise is complete, you stop the raising process. Then the leavening gas, forming inside, will bulge up the center, where the dough is still soft, and spoil the shape of the cake.

Note:—Biscuit or other pastries made from stiff dough, that are cut into shapes for the oven bake best in a hot oven. This is because the cut surfaces of the dough do not sear over, but rather leave the pores open, allowing the leavening gas to escape and the heat to penetrate readily.

PEACH SHORTCAKE.

Sift together three or four times one quart of flour, three level teaspoonfuls of K C Baking Powder and one of salt. Rub into this two heaping tablespoonfuls of butter until it feels like meal. Add just enough sweet milk to mix into a soft dough. Divide into halves; pat to fit two buttered tins and bake in moderate oven. When done spread each with butter and place together with pared, pitted and halved peaches between, dusting generously with sugar and heaping whipped cream and fruit on top. If preferred the cream may be omitted, and a sauce, made as follows served; Bruise six mellow peaches by pressing with a spoon, adding granulated sugar and two tablespoonfuls of water. Place where it will become lukewarm, then add one teaspoonful of butter.
DOUGHNUTS.

Pass three or four times through a sieve, together with four cups and a half of sifted flour, three slightly rounding teaspoonsful of KC Baking Powder, one teaspoonsful of salt, and a half teaspoonful of mace. Beat one whole egg and the yolks of two more; beat in one cup of sugar and one cup of sweet milk and stir these into the dry ingredients, to make a soft dough, adding a little more flour if needed. Take part of the dough on to a floured board, knead slightly into shape, then roll into a sheet nearly half an inch thick; cut this in rounds and fry in deep fat; drain on soft paper and dredge with powdered sugar.

The perfect keeping qualities of KC are gained first, from the nature of the formula; second, by means of great care in manufacturing and in testing of materials.

KC keeps perfectly for years. The last spoonful in the can you will find as strong as the first.

PEANUT COOKIES.

Cream one-fourth a cup of butter; gradually beat into this one-half a cup of sugar, a beaten egg and two tablespoonfuls of milk. Pass through a sieve together, three times, one cup of flour, one-fourth a teaspoonful of salt and one level teaspoonful of KC Baking Powder. Lastly, add three-fourths a cup of shelled peanuts chopped and pounded fine in a mortar. Drop on a buttered tin a teaspoonful in a place and some distance apart. Put half a nut meat on the top of each bit of dough. Bake in a moderate oven. This makes twenty-four cookies.
BAKING POWDER BREAD.

3 cups of flour
3 slightly rounded teaspoonfuls K C Baking Powder.
1 teaspoonful salt
1 teaspoonful sugar
1½ cups sweet milk

Sift dry ingredients together three times. Add milk, mixing into a soft loaf with knife or spoon. Finish the mixing process by cutting the dough through center and folding over the edges, repeating until dough is smooth. Bake in slow oven 45 minutes.

ONE-EGG MUFFINS.

2 cups flour
2 slightly rounded teaspoonfuls K C Baking Powder
1 teaspoonful salt
½ cup sugar
¼ cup melted lard or butter
1 egg
1 cup water or milk.

Sift dry ingredients together three times. Stir to a smooth batter with other ingredients. Bake very slowly until raised and then increase heat to brown quickly.


Ask your physician what is the result to be expected from a daily dosing with Rochelle salts,—the residue from the high-priced baking powders. Very few physicians will prescribe this drug to-day, even in limited quantities. In late years its use has been abandoned almost entirely because of its serious effect upon the action of the heart and kidneys.
K C MUFFINS.

Cream one-fourth a cup of butter, beat in gradually half a cup of sugar, then two eggs beaten without separating the whites and yolks; into this stir, alternately, one cup of milk and one cup and a half each of sifted flour and granulated corn meal, sifted several times, with two rounding teaspoonfuls of K C Baking Powder and a half teaspoonful of salt. Beat thoroughly and bake about twenty-five minutes in a hot, well-buttered muffin pan.

Such authorities as Dr. Boardman, State Chemist of Maryland; Dr. E. E. Smith, formerly of Yale University; Dr. Austin Flint, of Bellevue Hospital, N. Y.; Prof. Kaiser, of Missouri, and Prof. Wm. Jage, Prof. Von Fehling, Dr. James T. Nicholls, Dr. Witthaus, all known for their writings or text-books on chemical subjects, testify in favor of a baking powder such as K C, and against the high-priced powders, which drug the food with Rochelle salts. (U. S. Senate Document No. 303, page 27.)

DATE MUFFINS.

Cream one-third a cup of butter, gradually beat in one-fourth a cup of sugar, then one beaten egg and alternately three-fourths a cup of milk and two cups of sifted flour passed through a sieve two or three times with two rounded teaspoonfuls of K C Baking Powder and half a teaspoonful of salt. At the last stir in a scant half pound of dates, seedsd and cut in small pieces. Bake about twenty-five minutes in a hot, well-buttered iron gem pan. Serve for luncheons or suppers.
K C BROWN BREAD.

Sift together three times one cup each of yellow corn meal, rye meal and entire wheat flour, three-fourths a level teaspoonful of soda, a teaspoonful of salt and two teaspoonsful of K C BAKING POWDER; add three-fourths a cup of molasses, two-thirds a cup of water or sweet milk and one cup of thick sour milk or cream (the latter preferred). Mix all together to form a drop batter. Turn into two empty K C Baking Powder boxes, thoroughly buttered, and let steam three hours. This bread is particularly good to serve with salads or raw oysters; also at breakfast in the form of toast of all kinds.

On the railroad dining cars and in the cafés of the finest hotels and private clubs they have the best of everything to eat. Nearly all of them use K C.

The Massachusetts State Legislature introduced a bill that would prohibit the sale of the high priced baking powders. The records of the hearing give the testimony of the best authorities in the country against the use of the high priced baking powders, which leave Rochelle salts in the food.

TEA BISCUITS.

Sift together two slightly rounded teaspoonsfuls of K C Baking Powder and two cups of flour three or four times; add one teaspoonful of salt; rub into this one rounding tablespoonful of lard or butter and one cup of milk. Roll out and cut into small biscuits. Bake in very hot oven. For one quart of flour double the quantities.
DUTCH APPLE CAKE.

2 cups flour
2 slightly rounded teaspoonfuls K C Baking Powder
1 teaspoonful salt
1/2 cup sugar
1/4 cup melted lard or butter
1 cup milk or water
1 egg.

Sift dry ingredients together three times. Add other ingredients and stir to a smooth dough. Spread dough in a well-buttered, shallow pan. Pare five apples. Cut in eighths, removing cores. Press sharp edges of the pieces into the dough into parallel rows. Sprinkle surface with sugar and cinnamon to taste. Bake in moderate oven until apples are tender,

K C is stronger than the high priced powders. Don’t use too much.

The United States government records (see Senate Document No. 303, page 37) contain the testimony of many eminent physicians and chemists to the effect that a baking powder such as K C, properly made, is the most healthful and efficient, while the high priced baking powders are injurious in the effect of their residue (Rochelle salts) upon the action of the heart and kidneys.

It is not generally known that the Indiana Legislature recently passed a law which would prohibit the sale of the high priced Trust baking powders. This example should be followed by the other states when it is understood that these high priced baking powders drug the food with Rochelle salts.

Think of it, three-fourths of a pound of Rochelle salts left in the food from a pound of any high priced baking powder. Ask your doctor to tell you of the effect of a daily dosing with this purgative drug.
K C Nut Cake with Chocolate Frosting.

Beat half a cup of butter to a cream. Gradually beat in one cup and a half of fine, granulated sugar, then, alternately, three-fourths a cup of milk and two cups of flour, sifted several times with one rounding teaspoonful of K C Baking Powder. Add one cup of nut meats, chopped fine, and the whites of four eggs beaten dry. Beat thoroughly. Bake in a sheet in a shallow pan between thirty and forty minutes. When cold cover the inverted cake with chocolate icing, and finish with halves of nut meats.

Chocolate Icing.—Put one cup of sugar, half an ounce of chocolate and one-fourth a cup of water over the fire; stir until the chocolate is melted without letting the syrup boil, then cover and let boil two or three minutes; remove the cover and let boil until the mixture will form a soft ball when tested in cold water. Let cool two or three minutes, then pour in a fine stream onto the white of an egg, beaten until dry, continuing the beating meanwhile and until the icing is cold. Flavor with vanilla before using.

Don’t make the mistake of believing that baking powder is a food article. The baking powder never enters the stomach. Remember that what is left in the food after the baking process, is entirely different from the baking powder that goes in, and the less there is left the better. The high priced baking powders mean large quantities of Rochelle salts in the food. K C BAKING POWDER means nothing in the food to harm or hinder the digestion, and you are guaranteed light, wholesome baking.
CORN BREAD.

1½ cups corn meal
1½ cups flour
3 slightly rounded teaspoonfuls K C Baking Powder
1 teaspoonful salt
¼ cup sugar
¼ cup melted lard or butter
1½ cups water or milk
1 egg.

Sift dry ingredients together three times. Stir to a smooth batter with other ingredients. Bake in a moderate oven.

Don’t use too much baking powder. Two rounding teaspoonfuls of K C to a quart of flour is all that is required. More is waste.

Don’t think that K C is not as strong because the price is reasonable. It is stronger than the high priced powders. Follow the directions closely.

STRAWBERRY SHORTCAKE.

Beat together one teacupful sugar and one tablespoonful butter; beat three eggs very light and add. Sift together three times two teacupfuls flour and a heaping teaspoonful of K C Baking Powder with a little salt. Stir in, using enough milk or cream to make it roll out easily. Bake in deep tin plates. With three pints of strawberries mix one teacupful of sugar and spread on the cake. The top layer of strawberries may be covered with a meringue made with a tablespoonful of powdered sugar and the white of an egg.
ORANGE CAKE.

Cream one-third a cup of butter and add the grated yellow rind of an orange. Beat in gradually half a cup of sugar, then the well-beaten yolks of two eggs mixed with a second half cup of sugar. Pass through a sieve together, three or four times, one cup and a half of sifted flour and a rounding teaspoonful of K C Baking Powder. Add the flour and the baking powder to the first mixture alternately with half a cup of milk. Lastly add the whites of two eggs beaten dry. Bake in three layer cake pans of small size and put the layers together with an orange filling. Spread a little of the filling on the top layer and into this press orange sections from which the skin has been carefully taken.

ORANGE FILLING.—Scald one cup of orange juice with the juice of half a lemon and one-third a cup of sugar; into this stir three level tablespoonfuls of corn-starch mixed with one-third a cup of sugar. Stir and cook until the mixture thickens, then cook over hot water for ten minutes. Add a tablespoonful of butter, a few grains of salt and one egg beaten very light. Let cook until the egg is set, then use as above.

K C leaves less residue in the food than any other baking powder, and a residue that is entirely wholesome.

NO ROCHELLE SALTS, LIME, ALUM or AMMONIA are found in food made with K C Baking Powder.

K C stands the highest tests for purity and efficiency. (See article at front of booklet.)

Don’t be afraid to buy a large can of K C; it keeps perfectly for years.
WHITE CAKE, CHOCOLATE ICING.

Beat half a cup of butter to a cream, gradually beat in one cup of sugar, then alternately half a cup of milk and two cups of sifted flour passed through a sieve two or three times with three level teaspoonfuls of K C Baking Powder. Lastly add the whites of three eggs beaten dry and a teaspoonful of vanilla extract. Bake in a loaf about forty minutes or in two layers about twenty minutes.

For the icing, melt two ounces of chocolate over hot water, add one-half cup each of granulated sugar and hot water and stir and cook until the mixture boils and is smooth, then stir in about two cups of sifted confectioners' sugar and a teaspoonful of vanilla extract. If the cake be baked in a loaf, prepare but half the icing.

K C sells successfully in large cans where other powders could not. Reason is plain. It keeps perfectly.

K C GOLD CAKE.

Cream one-fourth a cup of butter, gradually beat in half a cup of sugar, then the well-beaten yolks of four eggs. Sift together several times one rounding teaspoonful of K C Baking Powder and one cup of flour less one rounding tablespoonful. Add the flour mixture to the first mixture alternately with one-fourth a cup of milk; flavor with a scant teaspoonful of orange extract or a grating of orange rind. Orange juice may be substituted for the milk given above. Bake about thirty minutes in a tube pan. Beat the whites of two eggs until dry, then gradually beat in half a cup of sifted confectioners' sugar and continue the beating until the icing is very smooth, thick and glossy, then beat in grated cocoanut, fresh or prepared, and spread upon the cake. This frosting is made thick by long beating rather than by sugar.
SUGAR COOKIES.

Cream together in a large bowl two cups of sugar, one heaping cupful of butter. After these ingredients have been beaten and stirred to a cream, add two well-beaten eggs. Grate in a little nutmeg, and if one likes add a teaspoonful of caraway seeds. Gradually pour in a cupful of sweet milk and three cups of flour sifted three times with two rounding teaspoonfuls of K C Baking Powder. Roll the dough out a quarter of an inch thick on a floured board. Cut with the cutter and bake in a rather quick oven, watching closely that they do not burn. In order to have them crisp and snappy, do not put them in a cake box until they are quite dry after baking.

Recipes which call for "cream of tartar" and soda are out of date. In such recipes always substitute K C BAKING POWDER to get better and more uniform results.

SPONGE CAKE K C STYLE.

Beat three eggs until very light, then gradually beat in one cup and a half of sugar. Sift together, three times, two cups of sifted flour (measured level) and two level teaspoonfuls of K C Baking Powder; add the flour and Baking Powder to the first mixture, alternately with half a cup of cold water and flavor with a teaspoonful of lemon or vanilla extract. Bake in a shallow pan about thirty-five minutes. To one cup of double cream add three level tablespoonfuls of sugar and a few drops of vanilla and beat until firm. When ready to serve cut the partly cooled cake into squares; pipe the cream onto the pieces of cake; decorate with a few bits of jelly and pour around the cake a hot sauce made by boiling a cup of currant jelly and a cup of water until of a smooth consistency.
The following is a verbatim copy of our “PURITY CERTIFICATE AND GUARANTEE,” drawn up in legal form, signed and sealed by the officers of this company, which we furnish to every grocer.

**Purity Certificate and Guarantee**

**ISSUED TO (GROCER’S NAME)**

*We hereby Guarantee K C BAKING POWDER to be pure and healthful and absolutely free from adulterations of any nature whatsoever. We further guarantee it to fulfil the requirements of all pure food laws, both State and National, or of any special laws regulating the sale of baking powder, and we will protect you and your customers in its sale.*

**In witness whereof this certificate is signed by its duly authorized officers and is sealed with the seal of the corporation at Chicago, Illinois, this...day of.........190...**

JAQUES MANUFACTURING CO.

W. W. JAQUES,                      CHAS. E. JAQUES,
Prest.                      Treas.

PAID UP CAPITAL, $500,000.00

**Note**—We are the first and only manufacturers of baking powder who have dared to issue such a guarantee.
PURE

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HEALTHFUL

... AND ...

SUCCESSFUL