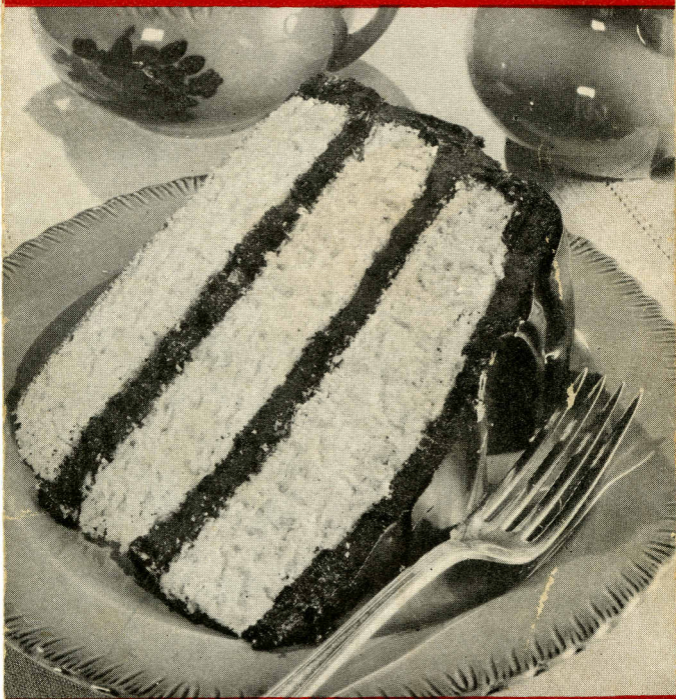
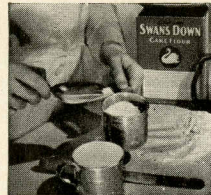


The Perfect Baking Combination—



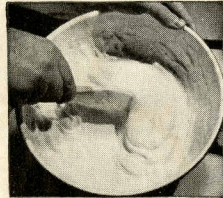
Calumet Baking Powder
and
Swans Down Cake Flour

Your Old Friend . . . Swans Down Cake Flour . . . Introduces Its Ideal Baking Partner!

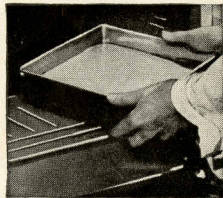


Sift flour before measuring
—fill cup lightly

Calumet's Balanced Double-Action makes baking success easier! Saves you money, too!



FIRST ACTION
Starts in mixing bowl when
liquid is added



SECOND ACTION
Held in reserve to act in the
oven heat

The secret of Calumet's perfect leavening is very simple.

Calumet acts *twice*. The first action takes place in the mixing bowl, when liquid is added. It starts the leavening properly. But the second action is held in reserve to act in the heat of the oven. These two actions are so scientifically timed and balanced, that they stay on the job from start to finish. They protect your cakes every step of the way and give you fine even texture, velvety crumb, ideal volume—glorious success every time!

More good news! Calumet's Double-Action is so efficient that you get perfect results with only one level

in cakemaking. That's why Swans Down now presents CALUMET—the *double-acting baking powder*.

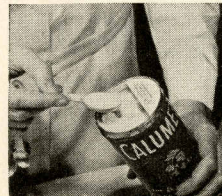
Read about Calumet below. See why it gives your baking *extra* protection and *sure* success.

Then use Calumet confidently. It belongs to the General Foods family—which includes Swans Down Cake Flour, Baker's Breakfast Cocoa, Baker's Unsweetened Chocolate, Minute Tapioca, Jell-O, and many other famous foods you know.

teaspoon to a cup of sifted flour in most recipes. More bakings and better bakings from every can!

Try Calumet, along with Swans Down Cake Flour, in the cake recipes given in this booklet. Prove to yourself the efficiency of these famous baking partners. Use Calumet, in its thrifty proportion, in your favorite old recipes, too. You'll be delighted with the results.

Be sure to use the economical Calumet proportion, even though you have been accustomed to using much more with other baking powders. Measure carefully—follow the recipes exactly—and you will have the grandest cakes you ever made in your life!

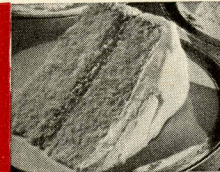


Measure baking powder
exactly—a level teaspoon

Note: Use the sample 4-ounce can of Calumet that came with this booklet. Then get Calumet at your grocer's. It now comes in two convenient sizes—both with the new easy-to-open top. The new 6-ounce can—and the big, economy 16-ounce, full pound can. The price of Calumet is now lower than ever.

Try These Wonderful Recipes! So Economical!

Easy
to
Make



Sure
to
Succeed

One-egg Cake

- | | |
|-------------------------------------|------------------------------------------|
| 2 cups sifted Swans Down Cake Flour | 4 tablespoons butter or other shortening |
| 2 teaspoons Calumet Baking Powder | 1 cup sugar |
| ¼ teaspoon salt | 1 egg, unbeaten |
| | ¾ cup milk |
| | 1 teaspoon vanilla |

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together well. Add egg and beat very thoroughly. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in greased pan, 8x8x2 inches, in moderate oven (350° F.) 50 minutes. Spread Chocolate Butter Frosting on top and sides of cake.

Apricot Upside Down Cake

(1 egg)

- | | |
|-----------------------------------------------|----------------------------------|
| 1¼ cups sifted Swans Down Cake Flour | 1 egg, well beaten |
| 1¼ teaspoons Calumet Baking Powder | ½ cup milk |
| ¼ teaspoon salt | 1 teaspoon vanilla |
| ¾ cup granulated sugar | 4 tablespoons butter |
| 4 tablespoons soft butter or other shortening | ½ cup brown sugar, firmly packed |
| | 12 cooked apricots |

Sift flour once, measure, add baking powder, salt, and sugar, and sift together three times. Add butter. Combine egg, milk, and vanilla. Add to flour mixture, stirring until all flour is dampened; then beat vigorously 1 minute.

Melt 4 tablespoons butter in 8x8x2-inch pan or 8-inch skillet over low flame. Add brown sugar; cook and stir until thoroughly mixed. On this arrange apricots, cut-side up. Turn batter out on contents of pan. Bake in moderate oven (350° F.) 50 minutes, or until done. Loosen cake from sides of pan with spatula. Serve upside down with apricots on top. Garnish with whipped cream, if desired.

Burnt Sugar Cake

(3 eggs)

- | | |
|-------------------------------------|---------------------------------------|
| ½ cup sugar | ¼ cup butter or other shortening |
| ¼ cup hot water | 1½ cups sugar |
| 3 cups sifted Swans Down Cake Flour | 3 egg yolks, well beaten |
| 3 teaspoons Calumet Baking Powder | 1 cup water |
| ½ teaspoon salt | 1 teaspoon vanilla |
| | 2 tablespoons caramelized sugar syrup |
| | 3 egg whites, stiffly beaten |

To make caramelized sugar syrup, place ½ cup sugar in skillet over medium flame and stir constantly until melted and quite dark. Remove from fire, add ¼ cup hot water, and stir until dissolved. Cool.

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg yolks and beat well. Add flour, alternately with water, a small amount at a time, beating after each addition until smooth. Add vanilla and 2 tablespoons caramelized sugar syrup, and blend. Fold in egg whites. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 to 30 minutes, or until done. Spread Burnt Sugar Frosting, made with remaining caramelized sugar syrup, between layers and on top and sides of cake.



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Wonderful

Calumet Baking Book

Send for it . . . TODAY!

FRANCES LEE BARTON

SD-C

c/o General Foods, Battle Creek, Mich.

Please send me, free, the new Calumet Book of Oven Triumphs. 119 delicious recipes—cakes, cookies, quick breads, desserts—32 pages in all!

Name

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City

(PRINT NAME AND ADDRESS PLAINLY)

This offer not good in Canada—expires June 30, 1937

Prize Devil's Food Cake

(3 eggs)

- | | |
|-------------------------------------|-------------------------------------------------|
| 2 cups sifted Swans Down Cake Flour | 1½ cups sugar |
| 2¾ teaspoons Calumet Baking Powder | 3 eggs, well beaten |
| ¼ teaspoon salt | 3 squares Baker's Unsweetened Chocolate, melted |
| ½ cup butter or other shortening | ¾ cup milk |
| | 1 teaspoon vanilla |

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs and beat well; then chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in two greased 9-inch layer pans in moderate oven (350° F.) 30 minutes, or until done. Spread Seven Minute Frosting between layers and on top and sides of cake.

Coconut Layer Cake

(3 eggs)

- | | |
|-------------------------------------|--------------------------------------|
| 2 cups sifted Swans Down Cake Flour | 1 cup sugar |
| 2 teaspoons Calumet Baking Powder | 3 egg yolks, well beaten |
| ¼ teaspoon salt | ½ cup milk |
| ½ cup butter or other shortening | 1 teaspoon vanilla |
| | 3 egg whites, stiffly beaten |
| | 1 can Baker's Southern Style Coconut |

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg yolks and beat well. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla; fold in egg whites. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 to 30 minutes. Spread Seven Minute Frosting between layers and on top and sides of cake. Sprinkle each layer and outside of cake with coconut while frosting is still soft.



THE
PERFECT



BAKING COMBINATION

Louisiana Spice Cake

(2 eggs)

- | | |
|-------------------------------------|----------------------------------|
| 2 cups sifted Swans Down Cake Flour | ¾ teaspoon cloves |
| 2 teaspoons Calumet Baking Powder | ¾ teaspoon nutmeg |
| ¼ teaspoon salt | ½ cup butter or other shortening |
| ½ teaspoon ginger | 1 cup sugar |
| 1½ teaspoons cinnamon | 2 eggs, well beaten |
| 7 tablespoons cold coffee | 3 tablespoons molasses |

Sift flour once, measure, add baking powder, salt, and spices, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs and beat well; then molasses and blend. Add flour, alternately with coffee, a small amount at a time, beating after each addition until smooth. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 minutes, or until done. Spread Butter Frosting between layers and over cake.

Hot Milk Sponge Cake

(3 eggs)

- | | |
|------------------------------------|-------------------------|
| 1 cup sifted Swans Down Cake Flour | ½ teaspoon salt |
| 1 teaspoon Calumet Baking Powder | 3 eggs |
| | 1 cup sugar |
| | 2 teaspoons lemon juice |
| | 6 tablespoons hot milk |

Sift flour once, measure, add baking powder, and salt and sift together three times. Beat eggs until very thick and light and nearly white (10 minutes). Add sugar gradually, beating constantly. Add lemon juice. Fold in flour, a small amount at a time. Add milk, mixing quickly until batter is smooth. Turn at once into ungreased tube pan and bake in moderate oven (350° F.) 35 minutes, or until done. Remove from oven and invert pan 1 hour, or until cold.

Old-fashioned Jelly Roll

(4 eggs)

- | | |
|------------------------------------|--------------------------|
| ¾ cup sifted Swans Down Cake Flour | ¼ teaspoon salt |
| ¾ teaspoon Calumet Baking Powder | 4 eggs, unbeaten |
| | ¾ cup sifted sugar |
| | 1 teaspoon vanilla |
| | 1 cup jelly (any flavor) |

Sift flour once; measure. Combine baking powder, salt, and eggs in bowl. Place over smaller bowl of hot water and beat with rotary egg beater, adding sugar gradually until mixture becomes thick and light-colored. Remove bowl from hot water. Fold in flour and vanilla. Turn into 15x10-inch pan which has been greased, lined with paper to within ½ inch of edge, and again greased. Bake in hot oven (400° F.) 13 minutes. Quickly cut off crisp edges of cake. Turn out on cloth covered with powdered sugar; remove paper. Spread with jelly and roll. Wrap in cloth and cool on rack.

Chocolate Butter Frosting

- | | |
|------------------------------------|--------------------------------------------------|
| 4 tablespoons butter | Dash of salt |
| 2 cups sifted confectioners' sugar | 1½ squares Baker's Unsweetened Chocolate, melted |
| ½ teaspoon vanilla | 3 tablespoons milk (about) |

Cream butter; add part of sugar gradually, blending after each addition. Add vanilla, salt, and chocolate, and mix well. Add remaining sugar, alternately with milk, until of right consistency to spread. Beat after each addition until smooth. Makes enough frosting to cover tops of two 8 or 9-inch layers, or top and sides of 8x8x2-inch cake.

Butter Frosting

- | | |
|------------------------------------|----------------------------|
| 4 tablespoons butter | 3 tablespoons milk (about) |
| 2 cups sifted confectioners' sugar | 1 teaspoon vanilla |
| | Dash of salt |

Cream butter; add part of sugar gradually, blending after each addition. Add remaining sugar, alternately with milk, until of right consistency to spread. Beat after each addition until smooth. Add vanilla and salt. Makes enough frosting to cover tops of two 9-inch layers.

Seven Minute Frosting

- | | |
|------------------------|-------------------------------|
| 2 egg whites, unbeaten | 5 tablespoons water |
| 1½ cups sugar | 1½ teaspoons light corn syrup |
| | 1 teaspoon vanilla |

Combine egg whites, sugar, water, and corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add vanilla and beat until thick enough to spread. Makes enough frosting to cover tops and sides of two 9-inch layers, or top and sides of 8x8x2-inch cake (generously).

Burnt Sugar Frosting

- | | |
|------------------------|---------------------------------------|
| 2 egg whites, unbeaten | 1½ teaspoons light corn syrup |
| 1½ cups sugar | 2 tablespoons caramelized sugar syrup |
| 5 tablespoons water | |

Combine egg whites, sugar, water, and corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add caramelized sugar syrup and beat until thick enough to spread. Makes enough frosting to cover tops and sides of two 9-inch layers.

(All measurements are level)