

left out, also by substituting a good vegetable oil shortening for part of the butter called for.

On this point we wish to add a word of caution, to the effect that if any substitutes are used, and the cake is a failure, do not blame the baking powder, as we know that if directions are carefully followed, results are bound to be satisfactory.

We recommend the use of Magic Baking Powder, because we know that its ingredients are of the highest quality, and it is guaranteed to be the best and purest baking powder possible to produce. It contains no alum or other injurious substitutes. It is an efficient, healthful and economical leavening agent. It is a pure phosphate baking powder, and all food scientists claim that phosphate is an important element in food. Magic Baking Powder restores to the food, phosphatic elements equivalent to those that fine wheat flour loses in milling. Women are coming more and more to realize that Magic Baking Powder is the perfect baking powder, and that foods containing it have increased nutritive value.

To insure the best results in baking cakes, there are certain fundamental rules that always should be remembered. All ingredients should be kept as cool as possible, and the mixing done quickly. Many cakes, and especially those that are made with baking powder, will spoil if they have to stand waiting for the oven to heat, or if they are placed in one that is not sufficiently hot. A little forethought in this respect will avoid many a failure. Have everything ready before beginning to mix the cake. If there is any fruit or