

A quality you would insist upon if you knew all the Gacts
CREAM of TARTAR
For a leavener,ourgreat grandmothers used Cream of Tartar and soda, mixed by themselves. Then, about fifty years ago, these two were scientifically blended by Schilling and one or two others, producing baking powder as you know it today. Later on, there appeared substitutes for Cream of Tartar ... substitutes, cheap in price. There may be nothing definitely wrong with them. They are acceptable to many
women. But the fact remains that some governments... pure food departments ... most dietitians....and most all domestic science teachers, definitely prefer Cream of Tartar. Such a preponderance of expert opinion determines the Schilling policy. It would be an easy course to furnish baking powder both to those who insist upon Cream of Tartar, and to those who are content with a substitute. But that could not be Schilling. Whether the difference be slight or could "t the fact remains that there IS a difference, and Schilling prefers the kind that is beyond question BAKING INSURANCE
"If you find any fault whatever in this Baking Powder, or pay for the eges, butter, flour return your money and also You will find that statement printed on the Schilling label. geosture of Read it carefully. It is far more than a mere gesture of good will. Unusual as
says. Only a Baking Powder, sure and pure, could carry such an offer. Cream of Tartar! Baking way of keeping faith with you. There are 39 FA CTS about
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