

Quick! Ladies! Learn All About Snow-Mellow and Save Those Egg's



OH, how we wish we could tell you in words all the wonders of Snow-Mellow! It's a snowy, fluffy, delicious "goody" that lends itself to all the arts of the housewife in making her dinners and luncheons delightful. There isn't any one kind of Snow-Mellow dessert—for when you have Snow-Mellow, you will find dessert making so easy and pleasant that you will make not only the various desserts described in the Snow-Mellow recipes, which come in each package, but you will make many new desserts that your fancy creates.

That is what Snow-Mellow brings you—*new desserts. And all made in just a few minutes' time, without eggs and without cooking.*

Save the expense of eggs, the exasperation of the eggs that refuse to beat properly, the fillings that squash and fall, the icings that get hard and brittle, the meringues that grow tough. This Snow-Mellow is going to revolutionize the work and expense of dessert making for you. For less than four pennies' worth of Snow-Mellow makes the filling for your cake—or the toppings for two of your pies.

A Score of Delightful Desserts

Never were such cakes as you are now going to make, ladies—every one of you! Never such delicious fillings and icing, and always sure to come out just right—better than any filling or topping you ever could make with eggs or cream—standing up thick, fluffy and snowy for days at a time—never such meringue for pies and puddings—as you are going to

make now with **Snow-Mellow**—and **without the use of a single egg!** You may be a good cake-maker, but wait till you see your first cake filled with Snow-Mellow's delicious filling, or iced with Snow-Mellow's cold water or boiled icing! Wait till you see your first Snow-Mellow meringue pie! Snow-Mellow on pie—Oh, Goody!

Snow-Mellow is So Economical

Snow-Mellow is so simple, so easy to make. Full directions come in every package. Into a warmed mixing bowl, pour one-quarter cup very hot, but not scalding, water. Put in one scraped-off-level tablespoonful of Snow-Mellow. With plain, ordinary hand-beater, beat up the Snow-Mellow and water. It quickly beats up into a fluffy, snowy meringue. **Beat it till it gets very stiff and dry**—and it will stand up firmly between the layers of your cake. Flavor with about ten drops of vanilla or your favorite flavoring. Then add one-third cup granulated sugar, as explained in the directions. Now Snow-Mellow is done. Nothing ever was easier.

And this delicious, exquisite Snow-Mellow may be used for making a score of different desserts. Meringues for Pies, Puddings, Custards, Floating Island—Fillings for Layer Cakes, Cream Puffs, Eclairs—topping (instead of cream) for Fruits and Cereals, also to make candies, such as Divinity Fudge, Marshmallows and Kisses.

You can flavor and color Snow-Mellow with any flavor and any color—making many desserts that will be delightfully new to your family.

Use Snow-Mellow first as a topping for Pie or a filling for Layer Cake. One tablespoonful of Snow-Mellow—costing only 4¢—goes as far as five eggs, which would cost you 12¢ to 20¢. And Snow-Mellow is **good**—oh, so wonderfully tasty and satisfying. All of you—"from baby to grandmother"—will just "love" Snow-Mellow!

Read the recipe printed over the boy's hand on the other side of the cake-picture here. It tells you how to **save the eggs** and yet make such a wonderfully fine cake as you never before knew could be made.

And now read, right below here, how to get Snow-Mellow and why Snow-Mellow is so very economical.

AT ALL GROCERS' Richmond and Surrounding Towns

We want to explain to you how we have arranged to make Snow-Mellow the most economical of desserts for your table.

In business there is a certain "overhead" charge against each package—packing, wrapping, boxing, cartage, freight, delivery, etc. And here is how we solved the problem of making Snow-Mellow economical for you. The same "overhead" expense that pays for delivering a ten-cent package to you will pay for delivering five or six or seven times that quantity of Snow-Mellow if we put it all in **one package**. And that is what we have done.

Instead of putting only enough Snow-Mellow for one dessert in a package and charging ten cents—we put **seven** times that quantity—**enough for seven desserts**—in one package, and instead of charging you seventy cents, this is only 25¢—because we save for you the cost of packing and delivering the six extra packages. That is the only fair way. For after you once find how easy to make and how good to eat Snow-Mellow is—you will want to serve it in different desserts several times every week.

This big-quantity package of Snow-Mellow, guaranteed under the Pure Food Law, contains enough to make seven liberal family size desserts or fillings for seven two-layer cakes—and costs only 25 cents—less than four cents for each delicious family size dessert or for each whole cake filling.

So go today, madam, to your grocer and get for your family this exquisite, wonderful Snow-Mellow.

FRANK & HOUREN, Inc., National Distributors, Chicago



Make this Cake—Save the Eggs!

Snow-Mellow makes the most delicious icings, or a rich, thick, tender filling—for your layer cakes **without eggs and without cooking**. So, as you do not need any whites of eggs for your Snow-Mellow filling or icings—you don't want to break several eggs to get the yolks for making the cake layers. **Save the eggs!** Make cake layers by this recipe—using only one egg for the whole cake.

Put one egg, yolk and white, into a cup. Half fill cup with melted butter. Then fill to top with milk. Mix thoroughly. Put into mixing bowl, 1 cup sugar, 1 1/2 cups flour, 1 heaping teaspoonful baking powder. Now mix well and dry ingredients together. Add 1/2 cup Snow-Mellow, flavoring.

This makes two layers. After baking your cake layers, make your Snow-Mellow icing or filling—using **no eggs**—according to the plain, simple directions which come inside every package of Snow-Mellow.

Just think of it! A sumptuous cake, made with only one egg for the cake layers—and just one tablespoonful of Snow-Mellow, costing four cents, make the icing or the filling, half-inch thick—rich, snowy, delicious—for this big, two-layer cake.

Clip out this cake recipe right now. Then get your package of Snow-Mellow quick!

Here
Is
How
To
Get

Snow-Mellow

Go to your grocer today and get Snow-Mellow or telephone him for Snow-Mellow right now. There is no other treat you can give your family that will please them like Snow-Mellow. Every day we get letters from ladies telling us that they wouldn't for anything be without Snow-Mellow. **So good!**

So inexpensive! Seven big, rich, delightful desserts—and each one may be served a different way—for only 25¢—**less than 4 cents each!**

All grocers and delicatessen stores can supply you with Snow-Mellow. If your grocer has not yet received his supply of Snow-Mellow, tell him you want Snow-Mellow and tell him to get Snow-Mellow for you from his wholesaler this very day. There's a package of Snow-Mellow for you right here in Richmond.

Be sure to get it—for Snow-Mellow is too good to be without another single day. Get your package of Snow-Mellow and have a Snow-Mellow dessert—a Snow-Mellow pie or a Snow-Mellow cake—for your family tomorrow.