

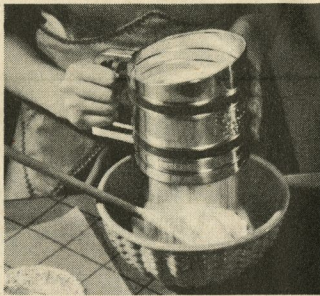
Try these
Mix-Easy Recipes !

***Quick Cakes
Perfected!***

*Beating cut in half!
Fuss and bother
cut to zero!*



No creaming! Just be sure your vegetable shortening is at room temperature so it's easy to mix. Measure it into the bowl. There's no need to stop and cream!



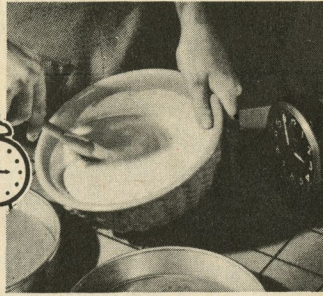
Dry ingredients go all together! You simply sift them right over the shortening all at once . . . but you don't mix or blend. Not yet! Wait. Trust to Swans Down.

You never would believe how swift and easy and sure-handed cake making can be—until you've made a cake with Swans Down and Swans Down's new perfected "Mix-Easy" method. It's simple to do, even if you've never made a cake before in your life!

Yet you get all the famous Swans Down qualities . . . the fine, soft "downy" texture, the lovely even grain, the melting tenderness. These "Mix-Easy" cakes seem even richer and *more* luscious to taste . . . and they keep fresh longer, too. Here's all you do:



Add liquid in two parts. Just toss in the eggs and part of the liquid! Then beat just *1 minute* by hand or electric mixer. Beat *around* the bowl with sweeping strokes.



Only 3 minutes beating in all! So add the last of the liquid and beat *2 minutes* more. (Count only actual beating time.) . . . And that's all! What a snap — no extra dishes!

SWANS DOWN QUICK CAKE

PREPARATIONS. Have the shortening at room temperature. Grease two deep 8-inch layer pans, line bottoms with waxed paper, and grease again. Start oven for moderate heat (375° F.). Sift flour once before measuring.

Measure into sifter:

2 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
¾ teaspoon salt
1¼ cups sugar

Measure into bowl:

½ cup vegetable shortening

Measure into cup:

¾ cup milk
1 teaspoon vanilla

Have ready: 2 eggs, unbeaten

Now the "Mix-Easy" Part

Mix or stir shortening just to soften. Sift in dry ingredients; add ½ of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

BAKING. Turn batter into pans. Bake in moderate oven (375° F.) about 25 minutes, or until done. Spread with Easy Chocolate Frosting.

Lucky NUT LOAF

Mix Swans Down Quick Cake as directed, adding ¾ cup finely chopped nut meats with last amount of liquid. Turn into loaf pan, 9x5x3 inches, which has been greased, lined on bottom with waxed paper, and greased again. Bake in moderate oven (350° F.) 1 hour and 15 minutes, or until done. Let cool in pan.

Luscious SPICE CAKE

Use recipe for Happy Day Cake given on back of package. Add ½ teaspoon each cinnamon, cloves, and allspice to dry ingredients, and 2 tablespoons molasses to shortening. Bake in layers as directed about 30 minutes, or until done. Spread with Sea Foam Frosting or with lemon frosting.

"Mix-Easy" Cakes may be mixed by hand or electric mixer. Use low to medium speed of mixer.

Speedeluxe WHITE CAKE

PREPARATIONS. Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two deep 9-inch layer pans or a 13x9x2-inch pan. Start oven for moderate heat (350° F.). Sift flour once before measuring.

For meringue, beat egg whites with rotary beater (or at high speed of electric mixer) until foamy, add ½ cup sugar gradually, beating only until mixture will hold up in soft peaks.

Measure into sifter:

2½ cups sifted Swans Down Cake Flour
2½ teaspoons Calumet Baking Powder
1 teaspoon salt
1¼ cups sugar

Measure into bowl:

¾ cup vegetable shortening

Measure into cup:

1 cup milk
1 teaspoon vanilla

Have ready:

5 egg whites, beaten to meringue with
½ cup sugar

Now the "Mix-Easy" Part

Mix or stir shortening just to soften. Sift in dry ingredients; add ¾ of liquid. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. Then add meringue mixture and beat 1 minute. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

BAKING. Turn batter into pans. Bake in moderate oven (350° F.) about 35 minutes for layers, or about 45 minutes for 13x9x2-inch cake. Spread with Easy Chocolate Frosting.

New PRALINE TOP CAKE

Mix Happy Day Cake given on back of package. Turn batter into 13x9x2-inch pan which has been greased, lined on bottom with waxed paper, and greased again. Bake in moderate oven (375° F.) 35 minutes, or until done. Spread at once with Praline Topping and return to oven to bake until topping is done.

PRALINE TOPPING. Mix together ½ cup firmly packed brown sugar, 2 tablespoons Swans Down Cake Flour, ¼ cup melted butter or margarine, 2 tablespoons water, and ½ cup chopped nut meats. Spread carefully, a small amount at a time, over hot cake in pan. Bake in moderate oven (375° F.) 5 minutes.

ONE-EGG QUICK CAKE

PREPARATIONS. Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two 8-inch layer pans or a 10x10x2-inch pan. Start oven for moderate heat (375° F.). Sift flour once before measuring.

Measure into sifter:

2 cups sifted Swans Down Cake Flour
2½ teaspoons Calumet Baking Powder
¾ teaspoon salt
1 cup sugar

Measure into bowl:

½ cup vegetable shortening

Measure into cup:

1 cup minus 2 tablespoons milk
1 teaspoon vanilla

Have ready: 1 egg, unbeaten

Now the "Mix-Easy" Part

Mix or stir shortening just to soften. Sift in dry ingredients; add ½ of liquid and the egg. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

BAKING. Turn batter into pans. Bake in moderate oven (375° F.) about 20 minutes for layers, or about 35 minutes for 10x10x2-inch cake. Spread with ½ recipe Easy Chocolate Frosting.

"Mix-Easy" COCOA CAKE

PREPARATIONS. Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two deep 8-inch or two 9-inch layer pans, or use a 10x10x2-inch pan. Start oven for moderate heat (350° F.). Sift flour before measuring.

Measure into sifter:

1¾ cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
¾ teaspoon salt
¼ teaspoon soda
½ cup Baker's Breakfast Cocoa
1 cup granulated sugar

Measure into bowl:

½ cup vegetable shortening

Measure into cup:

1 cup sour milk or buttermilk
1 teaspoon vanilla

Have ready:

½ cup brown sugar, firmly packed
2 eggs, unbeaten

(Recipe continued in next column.)

Now the "Mix-Easy" Part

Mix or stir shortening just to soften. Sift in dry ingredients. Add brown sugar—forcing through a sieve to remove lumps, if necessary. Add ½ of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 1 minute longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

BAKING. Turn batter into pans. Bake in moderate oven (350° F.) 30 to 35 minutes for layers, 45 minutes for square cake. Spread with Easy Chocolate Frosting or Sea Foam Frosting.

COCOA CUPCAKES

Bake "Mix-Easy" Cocoa Cake as cupcakes. Fill greased large cupcake pans only ½ full of batter. Bake in hot oven (400° F.) 18 minutes, or until done. Makes 24.

GOLDEN LOAF CAKE

PREPARATIONS. Have the shortening at room temperature. Grease 9x5x3-inch loaf pan, line bottom with waxed paper, and grease again. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Measure into sifter:

2 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
¾ teaspoon salt
1 cup sugar

Measure into bowl:

½ cup vegetable shortening

Measure into cup:

¾ cup milk
1 teaspoon vanilla

Have ready: 5 egg yolks, unbeaten

Now the "Mix-Easy" Part

Mix or stir shortening just to soften. Sift in dry ingredients; add ½ of liquid and the egg yolks. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

BAKING. Turn batter into pan. Bake in moderate oven (350° F.) 1 hour.

OTHER FLAVOR SUGGESTIONS. Sift ¼ teaspoon nutmeg with dry ingredients. Or omit vanilla and add 2 teaspoons grated orange rind to shortening.

Easy CHOCOLATE FROSTING

3 to 4 squares Baker's Unsweetened
Chocolate

3 tablespoons butter or margarine

$\frac{1}{8}$ teaspoon salt

7 tablespoons milk

1 teaspoon vanilla

3 cups sifted confectioners'
sugar

Melt chocolate and butter over hot water. Add salt, milk, and vanilla to sugar and blend. Add hot chocolate mixture and mix well. Let stand, stirring occasionally, until of right consistency to spread. If necessary, place bowl in pan of cold water.

Makes enough frosting to cover tops and sides of two 8- or 9-inch layers, or a 13x9x2-inch cake. Use $\frac{1}{2}$ recipe for enough frosting to cover tops of two 8-inch layers or 10x10-inch cake.

Important!

Use Swans Down Cake Flour! The "Mix-Easy" method *will not* give good results with ordinary flour . . . or with just any recipe.

SEA FOAM FROSTING

1 egg white, unbeaten

$\frac{3}{4}$ cup brown sugar,
firmly packed

Dash of salt

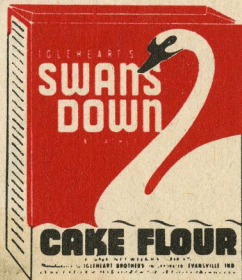
2 $\frac{1}{2}$ tablespoons water

$\frac{1}{2}$ teaspoon vanilla

Combine egg white, sugar, salt, and water 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 4 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 of two 8- or 9-inch layers or a 10x10-inch cake. Double recipe (cooking 7 minutes) for enough frosting to cover tops and sides of two 9-inch layers.

Swans Down itself has not changed. You can still use all your favorite Swans Down recipes just as before. But for a "Mix-Easy" cake . . . use Swans Down and one of these *special* recipes.



Guarantee

Double the cost of all ingredients back, if you don't think your Swans Down "Mix-Easy" Cake is better than any similar cake you've baked with any other flour!

More women choose Swans Down than all other packaged cake flours put together.

Bake a Better Cake with **SWANS DOWN!**

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