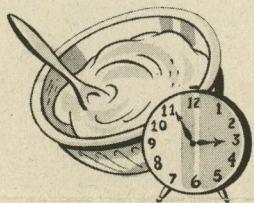


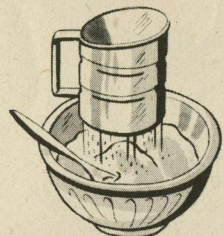
# *Exciting* **NEW QUICK CAKES**

**5 new Swans Down "Mix-Easy" Recipes**

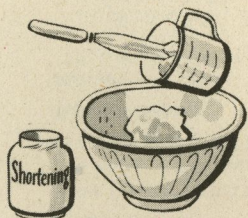
# Why you'll like SWANS DOWN "Mix-Easy" cakes



**Cuts beating time 1/2!**



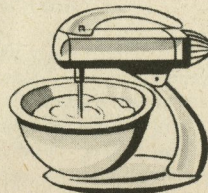
**Only 2 siftings ---not 4!**



**No Creaming!**

You save so much fuss and bother—you do away with more than a dozen steps—you actually cut the job in half—when you use a Swans Down "Mix-Easy" recipe! And your cake tastes richer, keeps fresh longer, too.

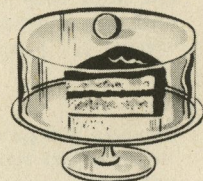
Compare these 3 simple directions for making a Swans Down "Mix-Easy" cake with the complicated 6 required for old-fashioned cake-making!



**Mixed by hand or electric mixer!**



**Tastes richer!**



**Keeps fresh longer**



**Fewer dishes to wash**

## OLD FASHIONED CAKE BAKING

1. Sift flour once, measure.
2. Add baking powder and salt and sift.  
Sift again.  
Sift again.
3. Cream shortening.
4. Add small amount of sugar, creaming until light and fluffy.  
Repeat.  
Repeat.  
Repeat.
5. Add egg and beat well.  
Repeat for each egg.
6. Add flour and liquid alternately.  
Add 1/4 of flour; beat.  
Add 1/3 of liquid; beat.  
Add 1/4 of flour; beat.  
Add 1/3 of liquid; beat.  
Add 1/4 of flour; beat.  
Add 1/3 of liquid; beat.  
Add 1/4 of flour; beat.

## "Mix-Easy" cake making

1. Same.
2. Add baking powder, salt, and sugar and sift over shortening.
3. Add 1/2 the liquid and the eggs and beat 1 minute.  
Add remaining liquid; beat 2 minutes.

**"MIX-EASY" method cuts steps in half**



## "MIX-EASY" RED DEVIL'S FOOD

### Preparations:

Have the shortening at room temperature. Grease 9x9x2-inch pan, line bottom with waxed paper, and grease again. Start oven for moderate heat (350° F.). Sift flour once before measuring.

### Measurements:

#### Measure into sifter:

1½ cups sifted Swans Down  
Cake Flour  
¾ teaspoon salt  
¾ teaspoon soda  
1¼ cups sugar

#### Measure into bowl:

½ cup vegetable shortening

#### Have ready:

2 squares Baker's Unsweet-  
ened Chocolate, cut up  
and melted in ¾ cup  
hot water  
1 teaspoon vanilla  
2 eggs, unbeaten

### Now the "Mix-Easy" Part:

Mix or stir shortening just to soften. Sift in dry ingredients; add ½ of chocolate mixture, the vanilla, and eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining chocolate mixture, 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.) 50 minutes, or until done. Frost with Almond Cream Frosting.

## ALMOND CREAM FROSTING

Combine in saucepan ¾ cup sugar, ¼ cup milk, 3 tablespoons vegetable shortening, and dash of salt. Bring slowly to a full boil, stirring constantly. Continue boiling 3 minutes without stirring. Cool to lukewarm. Add ¼ teaspoon almond extract and beat until frosting starts to lose its gloss and is of right consistency to spread.

## FRUIT SAUCE 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.

### Measurements:

#### Measure into sifter:

2 cups sifted Swans Down  
Cake Flour  
2 teaspoons Calumet  
Baking Powder  
¾ teaspoon salt  
¾ teaspoon soda  
½ teaspoon cinnamon  
½ teaspoon cloves  
½ teaspoon allspice  
1 cup sugar

#### Measure into bowl:

½ cup vegetable shortening

#### Measure into cup:

¾ cup sweetened apple sauce  
or rhubarb sauce  
1 teaspoon vanilla

#### Have ready:

2 eggs, unbeaten  
½ cup cut raisins  
½ cup chopped nut meats

### 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, raisins, and nuts; 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 and 15 minutes, or until done.

## ONE-EGG WONDER CAKE

### Preparations:

Have the shortening at room temperature. Grease 9x9x2-inch pan, line bottom with waxed paper, and grease again. Start oven for moderate heat (350° F.). Sift flour once before measuring.

### Measurements:

#### Measure into sifter:

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

#### Measure into bowl:

⅓ cup vegetable shortening

#### Measure into cup:

¾ cup 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 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 pan. Bake in moderate oven (350° F.) 35 minutes, or until done. Or bake in two greased and lined 8-inch layer pans in moderate oven (375° F.) 25 minutes, or until done. Frost with chocolate frosting.

## LEMON MERINGUE CAKE

Mix the Happy Day Cake given on back of package, adding 2 teaspoons grated lemon rind to shortening. Bake in prepared 13x9x2-inch pan in moderate oven (375° F.) 35 minutes as directed.

Beat 2 egg whites and dash of salt until foamy. Add ½ cup sugar, 2 tablespoons at a time, beating after each addition until sugar is blended. After all sugar is added, continue beating until mixture will stand in peaks. Add ¼ teaspoon almond flavoring.

Spread meringue mixture lightly over hot cake in pan and sprinkle with ¼ cup chopped nut meats or ½ cup Baker's Coconut. Bake in moderate oven (375° F.) 10 minutes, or until lightly browned. Cool and cut cake in pan.

## IMPORTANT POINTS

### About Swans Down "Mix-Easy" Cakes

1. Use only Swans Down Cake Flour in these "Mix-Easy" recipes. The quantities and method have been developed especially for Swans Down.
2. Swans Down Cake Flour itself *has not changed*. You can use old favorite recipes just as before.
3. Do not try to switch your old recipes over to this new method. The ingredients are balanced differently. Always use a "Mix-Easy" recipe to make a "Mix-Easy" cake.
4. Mix either by hand or by electric mixer. Use low to medium speed of mixer.

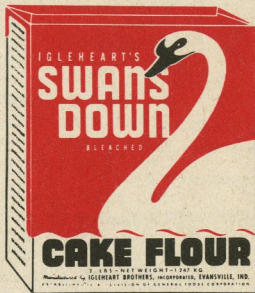
New "Mix-Easy" cakes are constantly appearing in Swans Down advertisements and in package inserts like this one. Watch for them!



# 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!