

# YOUR NEXT CAKE WILL SHOW YOU THIS DIFFERENCE IN FLOUR

## CHOCOLATE FUDGE CAKE

(all measurements are level)

2 cups sifted Swans Down Cake Flour  
3 teaspoons baking powder  
1/2 teaspoon soda  
1/2 teaspoon salt  
1/2 cup butter or other shortening  
1 cup sugar

2 egg yolks, beaten light  
3 squares Baker's Unsweetened  
Chocolate, melted  
1 1/2 cups milk  
1 teaspoon vanilla  
2 egg whites, stiffly beaten

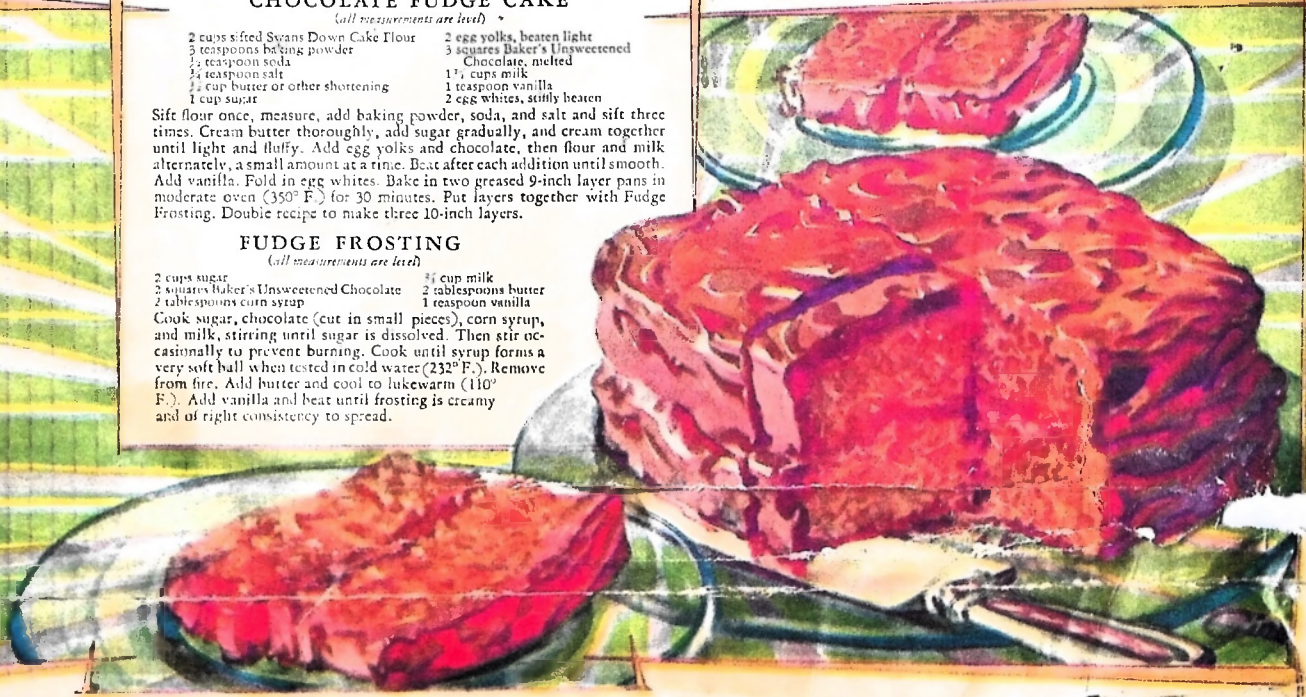
Sift flour once, measure, add baking powder, soda, and salt and sift three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg yolks and chocolate, then flour and milk alternately, a small amount at a time. Beat after each addition until smooth. Add vanilla. Fold in egg whites. Bake in two greased 9-inch layer pans in moderate oven (350° F.) for 30 minutes. Put layers together with Fudge Frosting. Double recipe to make three 10-inch layers.

## FUDGE FROSTING

(all measurements are level)

2 cups sugar  
2 squares Baker's Unsweetened Chocolate  
2 tablespoons corn syrup  
Cook sugar, chocolate (cut in small pieces), corn syrup, and milk, stirring until sugar is dissolved. Then stir occasionally to prevent burning. Cook until syrup forms a very soft ball when tested in cold water (232° F.). Remove from fire. Add butter and cool to lukewarm (110° F.). Add vanilla and beat until frosting is creamy and of right consistency to spread.

3/4 cup milk  
2 tablespoons butter  
1 teaspoon vanilla



**A** DIFFERENCE in flour? "Of course", you'll say, "there are dozens and dozens of different kinds". But it isn't brands that I'm talking about.

It's a very delicate gluten that gives perfect results with the baking powder and egg whites used in cake-making.

There's a difference, too, in the milling of Swans Down. Only the choicest

Take advantage of this special offer!

Valuable aids to better, easier cake-making are included in this Cake Set—



**A** DIFFERENCE in flour? "Of course", you'll say, "there are dozens and dozens of different kinds . . . But it isn't brands that I'm talking about. There's a difference in flour, itself, that is much more important than any difference in names!

There is one kind of flour meant for bread. There's another kind meant for cakes and pastry. Names won't tell you the difference between these kinds of flour—but your cakes will certainly tell you!

Use bread flour in your cakes, and they simply *can't* be the kind of cakes you'd like them to be. Bread flour, you see, contains a type of gluten which requires from three to five hours "raising", by yeast, to give best results.

But try using a flour made especially for cakes. Use Swans Down Cake Flour, next time you make cake! Then you'll see the difference in flour, and what it means. Swans Down will make your cake *perfect*!

Swans Down is made from specially selected soft winter wheat, grown near the Swans Down mills. This wheat con-

tains a very delicate gluten that gives perfect results with the baking powder and whites used in cake-making.

There's a difference, too, in the milling of Swans Down. Only the choicest part of the wheat kernel is used . . . it takes 100 pounds of wheat to make 26 pounds of Swans Down! And by a special process of milling, Swans Down is sifted and sifted—again and again—until it is *27 times finer than bread flour*!

Nothing is added to Swans Down Cake Flour. It is flour, alone. But the careful selection of wheat and the fine milling of Swans Down will make your cakes as fine and light as any professional's! They'll be deliciously tender—as only Swans Down cakes can be!

Make the Chocolate Cake. Follow directions exactly and you'll want to make more cakes with Swans Down! Read about the Cake Set and recipe book offered here. At cost, you can have the utensils and recipes I use in my own kitchen.

*Frances Lee Barton*

IGLEHEART BROTHERS, INC., Evansville, Ind. Established 1856.

**SWANS**  **DOWN**  
CAKE FLOUR

### Take advantage of this special offer!

Valuable aids to better, easier cake-making are included in this Cake Set—a bargain! For just what it costs us—\$1.00 (\$1.25 at Denver and West, \$1.50 in Canada, \$2.00 elsewhere, including U. S. possessions)—we will send the kind of cake set we use in our own kitchens. *Set consists of:* Set aluminum measuring spoons; Wooden slotted mixing spoon; Wire cake tester; Aluminum measuring cup; Steel spatula; Heavy square cake pan (tin); Patent angel food pan (tin); Sample package of Swans Down Cake Flour; copy of recipe booklet, "Cake Secrets". If not entirely satisfied with set, you may return it, carrying charges prepaid, and your money will be promptly refunded. ("Cake Secrets" is the only item sold separately. The price is 10c.) An oven thermometer is essential to perfect baking. We can now supply you with a standard thermometer, postage prepaid. Send \$1.00, (\$1.25 at Denver and West, \$1.50 in Canada, \$2.00 elsewhere, including U. S. possessions).



### CHECK THE ARTICLES YOU WANT

IGLEHEART BROTHERS, INC., Evansville, Ind. W.W.—B-20

Please send me Swans Down Cake Set, for which I enclose \$1.00 (\$1.25 at Denver and West, \$1.50 in Canada, \$2.00 elsewhere, including U. S. Possessions).

Please send me oven thermometer, for which I enclose \$1.00 (\$1.25 at Denver and West, \$1.50 in Canada, \$2.00 elsewhere, including U. S. Possessions).

Please send me a separate copy of "Cake Secrets", for which I enclose 10c.

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5-12

Dear Jerry,

After I found the Swans Down cake flour page in my mom's box of old stuff I tried finding some in the area here, then my neighbor, Jerry, was able to order some with his computer.

I can't believe I gave him \$26.00 for four pounds of cake flour. I gave him 1 box for helping me and he kept the change. I'd then any place to buy it here? Do you have a catalog?

Thank you

Lila Donehod

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Grand Junction, Colorado

81504