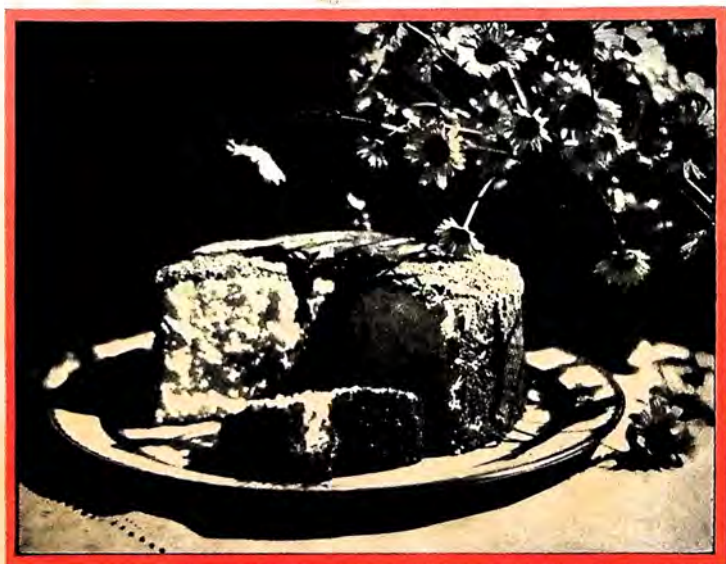


The SWANS DOWN way to perfect cakes



SWANS DOWN ANGEL FOOD CAKE

1 cup sifted Swans Down Cake Flour	$1\frac{1}{4}$ cups sifted gran- ulated sugar
1 cup egg whites (8 to 10 eggs)	$\frac{3}{4}$ teaspoon vanilla
$\frac{1}{4}$ teaspoon salt	$\frac{1}{4}$ teaspoon almond extract
1 teaspoon cream of tartar	

Sift flour once, measure, and sift four more times. Beat egg whites and salt on large platter with flat wire whisk. When foamy, add cream of tartar. Continue beating until eggs are stiff enough to hold up in peaks, but not dry. Fold in

sugar carefully, two tablespoons at a time, until all is used. Fold in flavoring. Then sift small amount of flour over mixture and fold in carefully; continue until all is used.

Pour batter into ungreased angel food pan and bake in slow oven at least one hour. Begin at 275°F., and after 30 minutes increase heat slightly (325°F.) and bake 30 minutes longer. Remove from oven and invert pan for one hour, or until cold.



The SWANS DOWN cake set

for perfect measuring -- mixing -- and baking

YOU'LL find that the Cake Set meets the demands of modern cake making. These are the utensils we use in the Swans Down kitchen and which you see in use in the following cake making photographs. The special angel food pan, with its slotted sides, is ideal for all types of sponge cakes, while the heavy square pan is an unusually convenient size for butter cakes. Every utensil helps toward accuracy and convenience—aluminum measuring spoons and cup; wooden slotted mixing spoon; wire cake tester; and steel spatula.

All these—with a sample package of Swans Down Cake Flour, a copy of "Cake Secrets," containing over a hundred delicious Swans Down Cake Flour recipes and you're well on your way to a most successful cake! Price \$1.00 (\$1.25 in Denver and West; \$1.50 in Canada).

Copies of "Cake Secrets" may be purchased separately. Price 10 cents.

OVEN THERMOMETER

Know that your oven temperature is right. The most carefully mixed cake may be spoiled in the baking. This standard oven thermometer which has been made for Swans Down users will safeguard your cakes and is offered to you at the special price of \$1.00 (\$1.25 in Denver and West; \$1.50 in Canada).

Address

Educational Department, IGLEHEART BROTHERS, INC.
EVANSVILLE, INDIANA



Making ANGEL FOOD CAKE with you

ANGEL FOOD! The goal of every woman who makes a cake. One of the simplest and easiest cakes if you know the secret of mixing it. Study these pictures step by step, follow the directions exactly, and you, too, will make the perfect angel food.



1. Assemble ingredients for Angel Food Cake



2. Open package of Swans Down with knife



3. Lift a quantity of the flour into sifter



4. Sift flour once on a square of paper



5. Lift flour lightly into measuring cup



6. Measure 1 cup flour, level off with spatula

Making ANGEL FOOD CAKE with you



7. Sift 4 times more, using 2 squares of paper



8. Measure $1\frac{1}{4}$ cups sugar, pour into sifter



9. Sift sugar once to insure fineness



10. Break egg whites one at a time into saucer



11. Measure 1 cup egg whites; pour on platter



12. Add $\frac{1}{4}$ teaspoon salt, beat with wire whisk



13. When foamy, add 1 teaspoon cream of tartar



14. Beat until eggs hold up in peaks—not dry

Making ANGEL FOOD CAKE with you



15. Sprinkle sugar over eggs, 2 tsp. at a time



16. Fold in carefully, continue until all is used



17. Fold in $\frac{1}{4}$ tsp. vanilla, $\frac{1}{4}$ tsp. almond



18. Sift small quantity of flour over mixture



19. Fold in carefully; continue until all is used



20. Pour into ungreased angel food pan

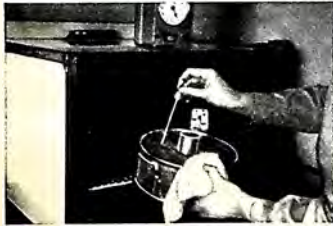


21. Cut through batter to remove air bubbles



22. Bake 30 min. (275°F.); 30 min. more (325°F.)

Making ANGEL FOOD CAKE with you



23. If no dough adheres to tester, cake is done



24. Lift slides, invert pan on rack; cool 1 hour



25. Insert spatula through slots to loosen cake



26. Cut around edges; cake will fall out

Things to know about Cake Flour

SWANS DOWN will make every cake better. The reason is that Swans Down Cake Flour is made from specially selected soft wheat. It has been ground and sifted, re-ground and re-sifted until it passes through the finest silk bolting cloth—and is 27 times as fine as other flour.

This soft wheat contains only a small amount of delicate gluten, just enough to bind the ingredients and still make a tender, fluffy cake. Hard wheat, on the other hand, from which bread flour is made, contains a large quantity of strong elastic gluten. In making bread this tough gluten is tempered and softened by the action of the yeast for several hours while the bread is rising.

Cornstarch added to bread flour, as is sometimes recommended, cannot change the quality of this tough gluten, nor make the flour finer. This is why bread flour can never be made into cake flour.

A master recipe for
SWANS DOWN BUTTER CAKES



STANDARD WHITE CAKE

2 cups sifted Swans Down Cake Flour
3 teaspoons baking powder
 $\frac{1}{2}$ cup butter or other shortening
1 cup sifted sugar
 $\frac{3}{4}$ cup milk
1 teaspoon vanilla
3 egg whites, stiffly beaten

Prepare pan. Sift flour once, measure, add baking powder, and sift together three times. Cream shortening thoroughly, add sugar gradually, and cream

together until light and fluffy. Add flour, alternately with milk, 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 (375° F.) 25 to 30 minutes; or in greased pan, 8 x 8 x 2 inches, in moderate oven (350° F.) 1 hour. Double recipe to make three 10-inch layers.

Follow these basic steps in making BUTTER CAKES

DELICIOUS butter cakes of every kind—white, gold, devil's food, spice, orange—all of them can be made by the same basic method. Learn to make this white cake step by step and you can follow any other butter cake recipe successfully.



1. Assemble ingredients for White Cake



2. Cut paper with sharp knife; fit into pan



3. Grease pan and paper with pastry brush



4. Sift a quantity of flour on square of paper



5. Lift flour lightly into measuring cup



6. Level off 2 cups flour; place in sifter



7. Add 3 teaspoons baking powder to flour



8. Sift flour 3 times, using 2 squares paper



9. Measure 1 cup granulated sugar; sift once



10. Measure $\frac{1}{2}$ cup butter; put in mixing bowl



11. Measure $\frac{3}{4}$ cup milk in measuring cup



12. Cream butter with wooden spoon



13. Add sugar, 2 tablespoons at a time



14. Cream mixture until light and fluffy

Basic steps in making BUTTER CAKES



15. Add 2 tablespoons flour; mix thoroughly



16. Add milk alternately with flour



17. Beat after each addition until smooth



18. Add 1 teaspoon vanilla, mixing well



19. Beat egg whites until they stand in peaks



20. Fold in egg whites—down, up, and over



21. Pour batter into pan; spread into corners



22. Cut through batter with spatula

Basic steps in making BUTTER CAKES



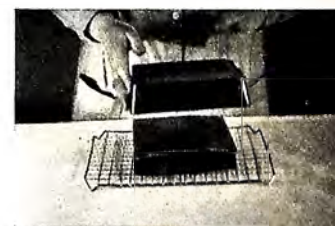
23. Rap on table twice to remove air bubbles



24. Bake in moderate oven (350°F.) for 1 hour



25. If no dough adheres to tester, cake is done



26. Cool cake 5 minutes; turn out on rack



27. Remove paper, turn right side up, cool



28. When cool, frost cake, using spatula

Now you can make all cakes

WHEN you have made Swans Down Angel Food Cake and Standard White Cake successfully you will know the basis of all other cake making. There are only two classes of cakes, sponge—represented here by angel food—and butter cake, represented by white cake. All variations of cake within each class follow the same principles of measuring, mixing, and baking as outlined in the detailed steps illustrated.

Your cakes should be light and tender and of uniform thickness, with no cracks in the crust. They should have a fine velvety, even-grained texture, moist but not sticky. The crust should be a delicate brown, tender, thin, and somewhat crisp.