

# SWANS DOWN CAKE FLOUR

## RECIPES

See Page 8 on Large Booklet of Recipes

ALL PRICES IN THIS BOOKLET  
ARE WITHDRAWN

THE SWANS DOWN GIRL

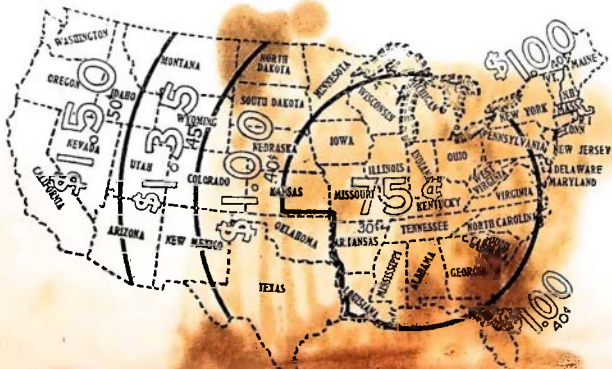


ASK YOUR GROCER  
FOR PRESENT PRICES

**SWANS DOWN CAKE FLOUR** is a special preparation, made for cake and pastry baking exclusively. Only those ingredients of selected wheat flour that are known to produce the whitest, lightest, and most delicious cakes, pies, puddings and pastries are used in **SWANS DOWN CAKE FLOUR**.

In order to keep this perfect cake flour in the very best condition at all times; in order to make sure that whenever you get it, it will be clean, sanitary and as fresh and nice as when it left our mills, we pack **SWANS DOWN CAKE FLOUR** in small convenient-sized packages, only—and cover each package with waxed paper.

## HOW TO GET SWANS DOWN PRODUCTS



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Until your grocer can supply

You will find Swans Down Products, we will for illustration, supply you direct with three packages of each, or more, on opposite page for price on these packages in different territories. For each additional package, over three, send \$1. For prices on opposite page the small figure on map shown immediately under the large black letter prices. These prices apply to Swans Down Flour. For each package deduct 10¢ from the quality price shown on the



## SWANS DOWN WHEAT GRAHAM

is made according to the Government Food

Each package is intelligently ordered to insure its best qualities. Many eminent authorities are recommending the use of Graham Flour as a general regulator and body builder. Wheat in its entirety supplies the human system with its requirements in almost the exact proportions in which they are needed, and for this reason you will find Swans Down Graham Flour an excellent product.

See preceding page  
on how to get Swans  
Down Products.

SWANS DOWN CAKE FLOUR is used and recom-  
mended by leading cooks and domestic science experts  
Dr. Wiley, formerly the United States  
Government Food Chemist and now a member of the  
staff of GOOD HOUSEKEEPING MAGAZINE, has  
awarded SWANS DOWN CAKE FLOUR a star, thereby  
giving his approval and official "O. K." upon it. SWANS  
DOWN CAKE FLOUR is included in the Westfield Pure  
Food Law having been approved by Professor Allyn, of that  
food city.  
Mrs. J. Allen, who conducts a department of tested  
and approved recipes in Good Housekeeping Maga-  
zine, has stamped SWANS DOWN CAKE FLOUR with  
her approval having found that the addition of it greatly  
improves her recipes, and makes her cakes more delicious.

#### REMARKS

Buyers residing in high altitudes can use same  
measurements. The air being drier, less heat should be  
used. Necessarily a slower oven, time for baking the  
same.

With good judgment and care you can make an ideal  
cake from Swans Down Prepared Cake Flour in any  
country.

Near to and West of Rocky Mountains retail price is  
higher, owing to the very much higher freight rates, and  
prices are based accordingly.

\*For Angel Food and Sponge Cakes we recommend  
the Van Dusen Cake Pans, made by the Chapman Co.,  
Geneva, N. Y. If your department or hardware store  
does not carry them write direct to the Chapman Co.

HOW TO GET SWANS DOWN PRO

## "WHY SWANS DOWN MAKES BETTER CAKES" By "THE SWANS DOWN GIRL"

Yes, I used to make my bread and cake with the same flour. But that was before I knew about SWANS DOWN CAKE FLOUR. I wouldn't think of such a thing now.

You see bread and cake are altogether different. Good bread must be nutritious, substantial, sustaining. Good cake should be light, dainty, smooth, tasteful. We couldn't do without either. But really it's a mistake to think that the same flour will do for both.

"Why won't bread flour make good cake, too?"

Well, it's like this. A cake must be light. For lightness we depend upon the action of the heat of the oven. It expands the air in the beaten eggs, and also makes the baking powder work, liberating carbon dioxide, a harmless gas. The expanding air and gas puff up or raise the cake bitter or dough, which bakes and hardens in this position, so that the cake retains the structure of a very fine grained sponge.

Now a good bread flour is rich in the heavier constituents of wheat, especially gluten, which is a tough, rubbery substance, hard to stretch or expand. The expanding air and escaping gas which give your cake its creamy, feathery delicacy can not properly raise this heavier bread dough, so your cake is soggy, heavy and indigestible.

But Swans Down Cake Flour is especially prepared; all the coarser materials are taken out of the wheat grain, leaving the fluffy, lightest and whitest portions as Swans Down Cake Flour, from which any one can easily make a perfect cake, if they will only follow the instructions.

Cake, you know, is made rich and nourishing by the fresh eggs, butter, sugar and milk you put into it, so you don't need the heavier elements found in bread.

I feel this way about cake. I don't bake it every day, and when I do I want it to be as nice as I can make, and I don't want to take any chances, or to waste my time, or to waste my material. I want to make good cake every time. For this reason I use Swans Down Cake Flour.

Yes, you can buy Swans Down Cake Flour from your own grocer anywhere in packages, just as you want it, always fresh.

I almost forgot to mention color. Bread flour with its yellow or grayish tints won't make that lovely, snowy cake that melts in your mouth. Swans Down Cake is white as milk and light as swans down.

This is why I use Swans Down Specially Prepared Cake Flour for all my cakes. You will, too, after your first trial. Take my advice, try it next baking day.

## ANGEL CAKE \*

Whites of 8 large or 9 medium eggs  $\frac{1}{2}$  teaspoon cream of tartar  
 $1\frac{1}{4}$  cup granulated sugar A pinch of salt added to  
1 cup Swans Down Cake Flour Flavor to taste

Sift, measure and set aside sugar and flour; whip eggs to foam, add cream of tartar, and whip until very stiff; add sugar and fold in (always using a spoon to mix cakes with) then flavor and fold in, then flour and fold in lightly through. Put in a moderate oven at once. Will bake in about 25 minutes; should not take longer, as baking too long dries out moisture, makes them tough and dry. Put in moderate oven—too hot for butter cakes and not hot enough for biscuits. If cake is properly mixed it will raise above pan. When it is done it begins to shrink; let it shrink back to level of pan. Watch carefully this stage and when it shrinks back to level of pan take out of oven and invert immediately, rest on center tube, let hang until perfectly cold, then cut cake loose from around sides and center tube. Knock back slide, insert knife and cut loose from the bottom; turn out.

## HOW TO BAKE ANGEL CAKE.

Put dough in regular Cake Pan, \*(See Van Dusen Pans, bottom of back page) do not grease pan—you want the cake to stick firmly. Study your oven to find out if it bakes good brown under bottom. If cake does not crust under bottom, it will fall out when inverted, and shrink in the fall. Put cake in a moderately hot oven and here you must use judgment—not hot enough for biscuit—too hot for butter cake; experience only can teach you this point. If you see cake browning before it raises to top of pan, throw your oven door open and let cold air rush in and cool oven instantly. Be not afraid—the cold air will not hurt the cake, two minutes will cool any oven; watch cake closely, don't be afraid to open oven door every three or four minutes. This is the only way to properly bake this cake. When cake has raised above top of pan increase heat, and finish baking rapidly. Will bake in about 45 minutes; should not take longer, as baking too long dries out moisture, makes them tough and dry. When it is done it begins to shrink; let it shrink back to level of pan. Watch carefully at this stage and take out of oven the moment it shrinks back to level; invert; let hang in pan until cold; then cut cake around the sides and center tube. Then, with knife handle, knock back the slide on pan; run knife under cake from both sides; turn out. Sponge Cake should be baked and tested just like Angel Cake.

\* See bottom back page.

### MRS. PACE'S "LADY BALTIMORE CAKE" \*

One-half cup of butter, scant  
 1½ cup of granulated sugar,  
 sifted  
 1 cup of cold water  
 3 even cups of Igleheart's  
 Swans Down Cake Flour,  
 sifted three times before  
 measuring

2 rounded teaspoonfuls of  
 baking powder  
 Flavor of 4 eggs  
 Whiter with ½ teaspoonful  
 of almond extract and  
 ¼ teaspoonful of va-  
 nilla, mixed

Cream the butter and sugar; add ¼ of the water with  
 1 cup of the flour; beat thoroughly, and add second cup  
 of flour; continue beating; into the last cup of flour sift  
 the baking powder, and add as the others; then the rest  
 of the water; flavor and then cut and fold in the stiffly  
 beaten whites very carefully. This will make 3 layers  
 12 inches square, or 2 layers 14 inches square. Layer  
 cakes require a hotter oven than loaf cakes.

### FILLING FOR LADY BALTIMORE CAKE

Grind together in the meat grinder, ½ pound of figs;  
 ½ pound pecans or English walnuts and ½ pound raisins.  
 Make a boiled icing of 2 cups of granulated sugar; ½ cup  
 of water; whites of 2 eggs. Boil sugar and water together  
 gently without stirring until it threads from the spoon;  
 turn this mixture slowly in the stiffly beaten whites of  
 the eggs; beat while turning on the hot liquid; continue  
 beating until of the right consistency to spread; leave out  
 one-third and into the rest stir the fruit and nuts. Spread  
 over this spread the plain white icing.

This is a most delicious cake and has been much  
 sought after by readers of Owen Wistar's interesting story  
 of Lady Baltimore.

### GOLD CAKE

Yolks of 8 eggs  
 1¼ cup granulated sugar  
 ½ cup butter  
 ¾ cup water

2½ cups Swans Down Cake  
 Flour  
 2 heaping teaspoons baking  
 powder  
 ½ teaspoon lemon extract.

Sift flour once, then measure, add baking powder and  
 sift three times; cream butter and sugar thoroughly;  
 beat yolks to a stiff froth; add this to creamed butter and  
 sugar, and stir thoroughly through; add flour, add water,  
 then flour, then stir very hard. Put in a slow oven at once;  
 will bake in 30 to 40 minutes. Invert immediately it is  
 taken from oven; let hang until cold; cut out as directed.  
 Can be used as layers with any kind of filling desired.  
 \* See bottom back page.

### WHITE LOAF CAKE

Good for all layers—delicious as a loaf cake.  
 Whites of 8 eggs  
 2½ cups Swans Down Cake Flour  
 ¼ cup butter

½ cup water  
 ¼ cup granulated sugar  
 2 heaping teaspoons baking  
 powder

Cream butter and sugar; (warm sugar very slightly  
 if butter is cold; never warm butter) pour water on top  
 of butter and sugar; pour slightly whipped whites on top  
 of water; (don't stir water in butter and sugar) then add  
 Swans Down Cake Flour and baking powder that has been  
 sifted together three times; add extract; beat hard until  
 fine as velvet; pour into ungreased \*VAN DUSEN CAKE  
 PAN (see bottom back page); put in a slow oven; let it  
 raise to top of pan; then increase heat and finish baking  
 rapidly as possible without burning. Watch oven as for  
 Angel cake; cool oven in same manner; when cake is  
 done it will feel firm under finger tip touch; don't bake  
 too dry. This recipe will be good for any layer cake;  
 divide recipe into two \*VAN DUSEN CAKE PANS (see  
 bottom of back page) for layers and bake as directed; lay-  
 ers will be much lighter baked in this manner. Both loaf  
 and layers should hang in pan same as Angel Cake; see  
 that cake bakes under crust; cut out of pan when cold.

### SPICE CAKE NO. 1

Two Eggs, whites of one  
 Two cups of brown sugar  
 One cup sour milk  
 One-half cup butter (scant)  
 2½ cups Swans Down Cake  
 Flour

1 teaspoonful soda  
 1 teaspoonful allspice  
 2 teaspoonfuls cinnamon  
 ¼ teaspoonful cloves  
 ¼ nutmeg, grated

Bake same as other butter cakes.

Learn more about Cake Baking. Send  
 for your free copy of *Cake Secrets*—see  
 bottom next page.