

RED IN CAKE BAKING CONTEST

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For Prize Winning Cakes Use

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Don't Overlook Formay and Calumet

CAKE JUDGES LOOK FOR



Bake with this combination
and WIN on all 4 points!

Here are four ingredients used by prize-winners at cake contests, food exhibits, and county fairs all over the country! Use them in a reliable recipe, measure, mix, and bake with care—and your cake will surely be among the winners!

THE WINNING CAKE WILL HAVE...

TENDER TEXTURE. Swansdown Cake Flour is essential in all cakes, for soft, tender texture. Specially milled from carefully selected soft winter wheat, Swansdown is velvety-smooth, fine, and snow-white. It contains only a small amount of delicate, tender gluten—very different from the tough gluten of ordinary flour. This tender gluten allows a Swansdown Cake to rise quickly to light, feathery perfection.

FLUFFY LIGHTNESS. Use Calumet, the Double-Acting Baking Powder, to give your cake the fine, even grain, and airy lightness that will win the judges' favor. Calumet brings sure success...every time...because it acts twice. More economical too. Only a teaspoon to a cup of sifted flour—that's the standard Calumet proportion.

DELICIOUS FLAVOR: To give your cakes the rich, true chocolate goodness, the mellow flavor that expert judges know so well...nothing equals Baker's Unsweetened Chocolate. For this fine chocolate, made from a choice blend of carefully selected chocolate beans, is always smooth, fragrant and fine-flavored...with glorious taste results every time.

ATTRACTIVE FROSTING Baker's Coconut, Southern Style (moist-packed), or Baker's Coconut, Premium Shred, makes a cake look dainty and feathery as new-fallen snow. Always fresh, moist, and full of real fresh-from-the-nut flavor. Of course you will want to use Baker's Unsweetened Chocolate for frosting, too...not only because it tastes so rich and delicious, but because it gives your frosting a satiny gloss, an exquisitely smooth sheen that you can get in no other way.

Your grocer has all these products—ready to help you bake the tenderest, lightest, best-looking, and most delicious cake in town!

PRIZE WINNING RECIPES FROM OTHER CITIES—TRY ONE OF THEM!

COCONUT LAYER CAKE (3 eggs)
2 cups sifted Swansdown Cake Flour
2 teaspoons Calumet Baking Powder
1/2 teaspoon salt
1 cup sugar
3 eggs, unbeaten
1/2 cup milk
1 teaspoon vanilla
Sift flour once, measure, add baking powder, and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs, one at a time, beating well after each addition. Add flour, alternately with milk, a small amount at a time. Beat well after each addition. Add vanilla. Bake in two greased 9-inch layer pans in moderate oven (375°F.) 25 to 30 minutes. Double recipe to make three 10-inch layers. Spread boiled frosting between layers and on top and sides of cake. Sprinkle each layer and outside of cake thickly with Baker's Coconut, while frosting is still soft.

CHOCOLATE FUDGE CAKE (1 egg)
1 cup sugar
2 squares Baker's Unsweetened Chocolate, melted
1 egg, well beaten
1 teaspoon vanilla
1/2 cup milk
1/2 cup butter or other shortening
Sift flour once, measure, add baking powder, and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add chocolate and blend; then add egg and vanilla. Add flour, alternately with milk, a small amount at a time, beginning with flour and ending with flour. Beat after each addition until smooth. Bake in greased pan, 8 x 8 x 2 inches, in moderate oven (325°F.) 1 hour. Cover cake with Fudge Frosting made with 2 squares Baker's Unsweetened Chocolate. Double recipe for two layers. Spread Fudge Frosting between layers and on top.

(All measurements are level)

CLIP ENTRY BLANK FROM OPPOSITE PAGE
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BAKER'S UNSWEETENED CHOCOLATE BAKER'S COCONUT

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For Fine Cakes Use Formay or Any of the Following General Foods:

Swansdown Cake Flour
Baker's Cocoa, Chocolate or Coconut
Calumet Baking Powder
Diamond Crystal Salt

The Secret of a Prize Winning Cake

1st, Correct Recipe 2d, Correct Ingredients 3d, Correctly Mixed, and 4th, Baked at Proper Temperature

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