

# Bake a Cake Win a Prize Tuesday March 26!

## BUY YOUR MATERIALS

for that

## Prize Cake

from

## Schreder's Cash Grocery

Salem's Newest Independent Grocer

ALL BRAND NEW STOCK



The New Store on the Corner of State and Commercial Streets

A special contest for junior cooks—girls 17 years and under—was announced here yesterday as a feature of the cake baking event The Oregon Statesman and the General Food Sales Co. Inc. are jointly sponsoring next Tuesday at Miller's hall here.

According to C. P. Andrews of the General Food concern who has put on cake contests throughout Oregon for many years, this is the first time a special bracket has been set for junior misses, with separate prizes provided for distribution among

the winners in that division of the contest. Home economics teachers in the various schools here have indicated that many junior misses would be delighted to participate in the contest.

Rules for the adult cooks as well as for the girls are the same: No restriction is placed on the recipe used, the cook being allowed to bake the cake she excels in preparing. Entry blanks can be obtained any day from The Statesman or from one's grocer and when signed by the grocer entitle

the entrant to place his cake in the contest. One product advertised by the General Food Sales Co. Inc., must be used in the preparation of the cake.

All the cakes, after being judged, will be turned over to the Women's union of the First Congregational church which will sell them and apply the proceeds to the relief fund of the union.

Generous prizes have been arranged for the winners in the cake contest. In the women's contest, five dollars in cash and a Coleman automatic coffee maker, valued at \$11 and donated by the George Allen Hardware store, will be given to first place. For second place, a 23-piece Chintz pattern china set, donated by Miller's, together with \$2.50 in cash will be awarded. Third place prize will be \$2.50 in cash.

Additional prizes in the women's division will include a \$2.95 boudoir lamp by the Eoff Electric company, a \$1.50 Wear-Ever aluminum angel cake pan by the Salem Hardware company, an electric razor sharpener by the Portland General Electric company and a mixing bowl by the Farmers' Hardware company.

In the junior misses' division, a cash prize of \$3 will go to the first place winner, \$2 in cash will go to the second place winner and a valuable cake making set of utensils and dishes will be given

to the third place prize winner.

All cakes entered in the contest should be brought Tuesday, March 26, to Miller's hall. The entrants should have their cakes at the hall before 1:30 p. m., the final time for accepting cakes. Pans in which the cakes are baked will be returned to the bakers and any damage to the cake brought by removing it from the pan will not be graded against the entrant in the contest.

Miss Helen Kerr, home counselor for the Norge corporation, will conduct a homemakers' matinee in Miller's hall, beginning at 2 p. m. that afternoon. She will give a number of helpful cooking ideas and will present a short lecture in home decoration. In addition she will show an all-talking moving picture demonstrating the use of

the Norge refrigerator. She comes to Salem under the sponsorship of the George E. Allen Hardware company.

When the judges have completed their work by mid-afternoon Tuesday an auction sale of the cakes will be held with F. N. Woody in charge. The Congregational Women's union is headed by Mrs. Elizabeth Waters, president, and the special committee helping with the cake contest consists of Mrs. J. F. Humphreys, Mrs. Verne Newcomb, Mrs. Mark McCallister.

Prizes for the contest will be on display the remainder of this week and the fore part of next week in windows of Miller's store here.

Judges for the cake baking contests will be: L. V. Benson, Ben-

son Bakery, Salem; Mrs. E. T. Brown, formerly home economics professor, Willamette university; Mrs. L. I. Pearmine, formerly home economics instructor, Salem high school.

### Sewing Club Holds Monthly Meeting at Harrington's Home

PIONEER, March 21.—The Pioneer sewing club held its regular monthly meeting at the home of Mrs. Orle Harrington of North Dallas Tuesday afternoon. The occasion was Mrs. Harrington's birthday and the women gave her a handkerchief shower. Pioneer experienced snow six inches deep Wednesday.

### Bake a Cake Win a Prize

We'll sell you the items needed to make your cake a good one.



### Johnson's Grocery

975 Market Phone 5073

### Phone Us For Your Cake Ingredients

Lowest Prices



### MARR GROCERY

17th & Market Tel. 9154

### Let Us Supply Your Cake Ingredients



### JENSEN'S GROCERY

151 Kingwood West Salem Phone 5154

## IT'S BAKE-A-CAKE WEEK! IN SALEM



### ASK YOUR GROCER FOR THESE HELPERS:



"I'm Swans Down Cake Flour—you need me for tender texture. I give cakes a delicacy you can't get with ordinary flour. Ordinary flours have a strong gluten—necessary for bread—but too resistant for cake mixtures. My gluten is tender—perfectly suited to quick cake leavens. And I'm 27 times as fine as ordinary flour!"



"I'm Calumet, the Double-Acting Baking Powder—the kind that makes cakes airy and light, gives them fine, even grain. And I come in a new, handsome, easy-opening can! No broken finger-nails or ruined tempers with me!"



"I'm Baker's Unsweetened Chocolate, full of rich, true chocolate goodness. If you want delicious flavor, try me! I'm made from a choice blend of carefully selected chocolate beans... smooth, fragrant, fine-flavored! I'm great for frosting, too!"



"We're Baker's Coconut, Southern Style (moist-packed) and Baker's Coconut, Premium Shred. We're the ones who specialize in making cakes look lovely! We're always full of flavor, fresh and moist."



### TRY THESE PRIZE-WINNING RECIPES!

#### COCONUT LAYER CAKE (3 odd)

2 cups sifted Swans Down Cake Flour  
2 teaspoons Calumet Baking Powder  
1/4 cup butter or other shortening  
1 cup sugar  
3 eggs, unbeaten  
1/4 cup milk  
1 teaspoon vanilla  
1 can Baker's Coconut, Southern Style

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 thoroughly after each. Add flour, alternately with milk, a small amount at a time, beating well after each addition. Add vanilla. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 to 30 minutes. Spread boiled frosting between layers and on top and sides of cake, sprinkling with coconut while frosting is still soft.

#### CHOCOLATE FUDGE CAKE (1 odd)

2 cups sifted Swans Down Cake Flour  
2 teaspoons Calumet Baking Powder  
1/2 teaspoon salt  
1/2 cup butter or other shortening  
1 cup sugar  
1 egg, well beaten  
2 squares Baker's Unsweetened Chocolate, melted  
1/4 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 egg and beat well; then chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in greased pan, 8 x 8 x 2 inches, in moderate oven (325° F.) 1 hour, or until done. Spread chocolate frosting on top and sides of cake. (All measurements are level—in both recipes.)

THESE ARE PRODUCTS OF GENERAL FOODS

### Piggly Wiggly Store

Phone 4018 245 North Commercial



We Carry Swans-down and all



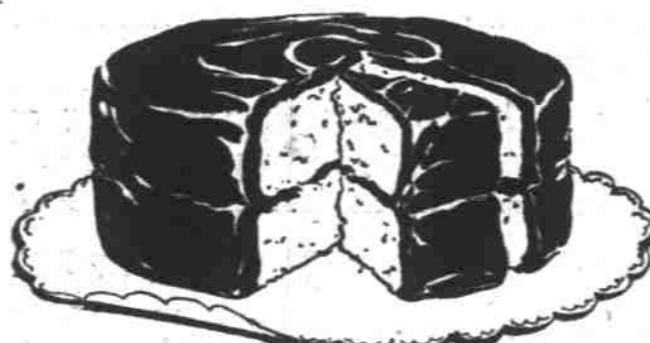
General Food Products



For Delicious CAKES

You Pay Less at Piggly-Wiggly

You Pay Less at Piggly-Wiggly



## Cake Contest!

SPONSORED BY...

GENERAL FOODS CO. TUESDAY, MARCH 26th MILLER'S 3rd FLOOR AUDITORIUM.

Prizes Displayed In Our Windows

Your cake entry must be registered here before 1:30 p. m. Tuesday, March 26th. Take elevator to third floor, leave cake on display table. After the judging, all cakes will be sold for the benefit of the Women's Union of the First Congregational church.



Agents for Nelly Don Wash Frocks

## YOU BAKE THE CAKE

And now after two years we're sure about our cake making. In our ad for the last Statesman's cake-making contest we stated we probably could not make a cake, notwithstanding the fact we had an abundance of the world's finest cake-making ingredients at our disposal: such items as Swansdown cake flour, Calumet baking powder, Baker's chocolate and cocoanut known by cake makers (eaters too, by the way) the world over as the finest cake ingredients money can buy. Oh yes, here's our chance to boast a bit: at Busick's Markets these ingredients and numerous other items so helpful in fine baking are never high. Now if any of you cake makers need any help in your cake making, just do yourself a favor by coming to, oh never mind, we'll probably be too busy to help everybody, but with the items listed above, more'n likely you won't need help any way.

## BUSICK'S Super Markets

Court at Commercial Marion at Commercial



### ECONOMY GROCERY

112 N. Commercial St. — Phone 5151

### SAVE HERE ON YOUR BAKING NEEDS

GET YOUR NEEDS HERE FOR THE CAKE CONTEST



Swansdown Cake Flour  
Calumet Baking Powder  
Baker's Premium Chocolate  
Baker's Premium Cocoa  
and  
Crisco, the Digestible Shortening



### PADE'S GROCERY AND MARKET

1344 State St. Tel. 9135

We Are Prepared to Supply Your Every Cake Baking Need —At a Saving



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

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