

American Legion Auxiliary to Sponsor Cake Baking Contest

PRIZES AWAITING HOUSEWIVES FOR CAKE MAKING ART

Details of Contest Will Appear in Wednesday Issue of The Mail Tribune With List of Contest Judges

Some housewives excel in baking angel food cakes. Others specialize in devil food. Each will have an equal chance in winning one of the prizes offered in the contest to be held in Medford next Tuesday, April 4, under the auspices of the American Legion ladies' auxiliary. Co-operating with this organization are The Medford Mail Tribune, Swift & Company, General Foods, and a number of local merchants.

The place of judging, the store in which the prize cakes will be displayed and the names of the judges will be announced in tomorrow's Mail Tribune, according to present plans. An entry blank for participants appears in today's paper, and similar blanks will appear daily until the date of the contest.

Ladies of the American Legion auxiliary will sell the cakes and the proceeds will be used for the benefit of their relief fund. Ladies of the auxiliary are eligible to participate in the contest, as they have no part in the judging of the cakes. Persons connected with this newspaper, however, are barred from participating. Impartial and competent judges have been selected to pass on the cakes.

The prizes, real incentives for Medford valley housewives to try their cake-baking skill, will be displayed in the window of The Mail Tribune and later shown with the cakes which will be sold by the auxiliary members. For the convenience of contestants, the General Foods corporation and Swift and company have let some attractive illustrated recipe folders which will be given without charge to housewives writing to or calling at the offices of The Mail Tribune.

The culinary art is one which survives and the skill of mother and grandmother has been transmitted to the women of this generation. In addition those of today have the advantage of better ingredients, prepared more scientifically, better tools to work with, including better ranges to cook in, where temperatures are more evenly regulated. Accordingly those who crave cakes that "mother used to make" will be surprised next Tuesday when they find that mother's daughters make better cakes than mother used to make.

In this contest no restriction is made as to the kind of cake to be made. Each lady may use what recipe she wants and make the kind of cake she is most skilled at making. There are some requirements as to ingredients, which may be seen by reference to the entry blank.

Card of Thanks.
We wish to express our sincere thanks to our many friends for their sympathy and kindness during our recent bereavement; also for the beautiful flowers.
The Canady Family.

Stearns Stores

710 S. Riverside, Medford and 61 No. Main, Ashland

Carries a Full Line of General Foods Products **SPECIALS THIS WEEK**

on Calumet Baking Powder

BAKER'S CHOCOLATE SWAN'S DOWN CAKE FLOUR

AND Formay Shortening



Also—Eggs and Extracts Necessary for a **PRIZE WINNING CAKE**

Light As a Feather

"LIGHT as a feather" when the first bite of cake brings forth that tribute, lives there a cook who isn't filled with pride? For the icing and filling ever so alluring it is all a waste of ingredients and labor if the cake fails to earn this compliment.

Kitchen-wise women know that the secret of cake lightness is baking powder—not only in the selection of a good baking powder, but also in the observance of two golden rules for its use. They are, simple, yet important: First, always use amount recommended on your baking powder can. This proportion has been worked out as the best for that particular baking powder. Second, measure carefully, for an excess of any type of baking powder gives undesirable results. A level teaspoon means that you must level off with a knife.

Observing these golden rules, try your hand at these cakes.

Chocolate Layer Cake (3 egg whites)
2 cups sifted cake flour
2 teaspoons combination baking powder
1 cup butter or other shortening
1 cup sifted sugar
3/3 cup milk
1 teaspoon vanilla
3 egg whites, stiffly beaten.
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. Frost with chocolate frosting.



What's more delicious than feathery-light chocolate cake? And how easy to make, following these directions.

Palermo Lemon Cake (1 egg)
2 cups sifted cake flour
2 teaspoons combination baking powder
1/2 teaspoon salt
1/2 teaspoon grated lemon rind
4 tablespoons butter or other shortening
1 cup sugar
1 egg, unbeaten
3/4 cup milk
Sift flour once, measure, add baking powder and salt, and sift together three times. Add lemon rind to butter and cream thoroughly; add sugar gradually, and cream together until light and fluffy. Add egg and beat very thoroughly. Add flour, alternately with milk, a small amount at a time. Beat after each addition until smooth. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 minutes. Spread lemon filling between layers and lemon frosting on top and sides of cake.

PIECE OF CAKE PLEASES TASTE AT MEAL'S END

There are many times nowadays when our meals are rather more frugal than we would like them to be. But if the meal ends with a palatable piece of cake, family frowns are chased away by smiles. Economical cake need not be "plain cake," with the unappetizing quality that phrase implies. Here are some one and two-egg cakes every one of which will have to go around twice. They are made with cake flour—flour especially milled to bring a cake out of the oven feathery light. They also call for combination baking powder, a double action leavening which is very efficient. So be sure to measure very exactly the quantity indicated in the recipe, for too much baking powder in a cake will be quite as disastrous as not enough.

One-Egg Cake.
2 cups sifted Swansdown Cake Flour
2 teaspoons Calumet Baking Powder
1/2 teaspoon salt
4 tablespoons butter or other shortening
1 cup sugar
1 egg, unbeaten
1/2 cup milk
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; add flour, alternately

with milk, a small amount at a time; beat after each addition until smooth; add favoring. Bake in two greased 9-in. x 9-in. layer pans in moderate oven (375 deg. F.) 25 minutes. Put layers together and cover top and sides of cake with chocolate frosting.

Caramel Layer Cake.
(Two Eggs.)
1 2-3 cups sifted Swans Down Cake Flour
1 1/2 teaspoons Calumet Baking Powder
1-3 cup butter or other shortening
1 cup sugar
2 eggs, well beaten
1/2 cup milk
1 teaspoon vanilla
Sift flour once, measure, add baking powder, and sift together three times; cream butter thoroughly, add sugar gradually, and cream together until light and fluffy; add eggs, then flour alternately with milk, a small

amount at a time; beat after each addition until smooth; add vanilla. Bake in two greased 8-inch layer pans in moderate oven (375 deg. F.) 25 minutes; spread caramel frosting between layers and on top and sides of cake.

JOBLESS RESTORING OLD AMPITHEATRE

LYONS, France—(AP)—Erudite Edouard Herriot, ex-premier but still mayor of this silk-city, is using an archaeological find to combat unemployment. Up on Fourviere hill there has been discovered a Roman amphitheatre, dating from the days when Lyons was known as Lugdunum.

Faber's Stores

Central Point Butte Falls Eagle Point

Are Ready To Supply Your Cake Baking Needs

Turn to Quality and Economy

PIGGY WIGGLY

HOME OWNED STORES

Is offering specials on everything necessary for a

PRIZE WINNING CAKE

Get Your

Calumet Baking Powder
Swan's Down Cake Flour
Baker's Chocolate
Baker's Coconut and

Formay Shortening

at Piggly Wiggly
Phone 9 for Free Delivery




FOR PRIZE-WINNING CAKES



Use.....
Snider's Sweet Cream

BUTTER

CAKE JUDGES LOOK FOR



tenderness
lightness
flavor
attractiveness

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. Swans Down Cake Flour is essential in all cakes, for soft, tender texture. Specially milled from carefully selected soft winter wheat, Swans Down 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 Swans Down 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)
3 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
1/2 teaspoon salt
1 teaspoon vanilla
1 cup butter or other shortening
1 cup sugar
3 eggs, unbeaten
3/4 cup milk
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 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)
3 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
2 squares Baker's Unsweetened Chocolate, melted
1 egg, well beaten
1 teaspoon vanilla
1/2 cup milk
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)

SWANS DOWN CAKE FLOUR • CALUMET BAKING POWDER
BAKER'S UNSWEETENED CHOCOLATE • BAKER'S COCONUT

Jack raves about your cakes. I'm green with envy.



What's the matter with your cakes?

They're dry... and coarse... and....

Formay will fix that. Besides, it creams like lightning. I wouldn't use anything else now for cakes or pies or biscuits or frying.

Two days later

Another slice of that cake? You bet! Where'd you get it?

Out of our own oven, dear. To be honest, though, I did use a wonderful new kind of shortening in it.

8 ADVANTAGES TO HELP YOU

- 1 The FASTEST CREAMING shortening on the market.
- 2 Makes LIGHTER, finer-grained cakes; FLUFFIER biscuits.
- 3 FLAKIER pie crusts from "springier" dough.
- 4 Stands HIGHER deep-frying temperatures without smoking.
- 5 The PUREST shortening known.
- 6 TASTELESS, ODORLESS even when melted.
- 7 STAYS FRESH without refrigeration.
- 8 AS EASY to digest as butter.

Formay is the exclusive product of Swift & Company. There is no other shortening like it.

FORMAY

... in 1, 2, 3 & 6 lb. tins

makes you a better cook

Listen to Al Pearce and His Gang every day except Saturdays and Sundays over the NBC Network, KFI, KGO, KGW, KOMO and KHQ

