The Basic Sweet Dough Formula

A Labor-Saving Development in the Sweet Goods Market

STANDARD BRANDS INCORPORATED

Fleischmann's Yeast

Service Diamalt

Fleischmann's Spring Laid Eggs
The
Basic Sweet Dough
Formula

Presented to

A Labor-Saving Development
in the Sweet Goods Market

STANDARD BRANDS INCORPORATED
Fleischmann's Yeast
Service  Diamalt
Fleischmann's Spring Laid Eggs
9th Edition
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Standard Brands Incorporated
Successful Bakers Use The
Basic Sweet Dough Formula

Several years ago the makers of Fleischmann's Yeast introduced the Basic Sweet Dough Formula to the bakers of America. Now, successful bakers all over the country are using it for the production of much of their variety of sweet goods.

Variety in everything is the demand of the day and in nothing is this so true as in food stuffs. Everyone likes a variety of soups, meats, desserts and vegetables and they also want a variety in baked goods.

The makers of Fleischmann's Yeast recognized this demand on the part of the American public and are running a large National Advertising Campaign telling the public of America that they can get their variety of baked goods from you.

From the Basic Sweet Dough Formula you can make exactly the products this National Campaign advertises. And you can make this Campaign your own campaign still more strongly by using the Basic Sweet Dough sales plan, which thoroughly ties up with the National Advertising.
The Formula

1. It makes goods of high quality.
   a. High quality goods that not only sell but make your customers come back for more and more.
   b. Goods of such high and unmistakable quality, that better prices and better profits result.

2. Making your sweet goods by the Basic Sweet Dough Formula enables you to scale each article at a lesser weight and get a greater count per mix of the same size and same high quality goods as featured in the National Advertising that the makers of Fleischmann's Yeast are running for you.

3. The Formula produces goods that absolutely tie up with the great National Campaign on Variety now being run by the makers of Fleischmann's Yeast.

4. You can make a number of different products from the one dough.
   a. Your whole variety of sweet goods—fifty or more if you want, can be produced daily from one dough.
   b. Over fifty varieties of sweet goods can be made from one dough which justifies a daily production of the Basic Sweet Dough for your entire daily sweet goods line.
   c. The great variety that can be made daily from the Basic Sweet Dough enables you to easily feature daily specials and at the same time carry on your regular schedule.
5. This line of sweet goods enables you to enjoy a greater market with less effort—increased net profits.

6. The Basic Sweet Dough Formula when used for the daily production of your entire sweet goods line, for which it is designed, saves time in the shop.

In short, the Basic Sweet Dough Formula cuts operating cost, increases profits, produces the variety you need, and all, mind you, with a smaller expenditure of time and effort.

And on the pages that follow is a detailed explanation of the formula and its varied uses—which makes all this possible.
Index of Basic Sweet Dough Products

Here is a list of sweet goods, all of which can be made up from the Basic Sweet Dough.

<table>
<thead>
<tr>
<th>VARIOUS BUNS AND ROLLS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Buns and Pecan Rolls</td>
<td>12</td>
</tr>
<tr>
<td>Honey Buns</td>
<td>13</td>
</tr>
<tr>
<td>Maple-Walnut Buns</td>
<td>13</td>
</tr>
<tr>
<td>Filled Buns, fruit, jelly, cheese, etc.</td>
<td>13</td>
</tr>
<tr>
<td>Filbert Rolls</td>
<td>14</td>
</tr>
<tr>
<td>Butterfly Buns</td>
<td>14</td>
</tr>
<tr>
<td>Cinnamon Buns</td>
<td>14</td>
</tr>
<tr>
<td>Hot Cross Buns</td>
<td>15</td>
</tr>
<tr>
<td>Raisin Buns</td>
<td>16</td>
</tr>
<tr>
<td>Dutch Cake</td>
<td>16</td>
</tr>
<tr>
<td>Pershings</td>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLAIN COFFEE CAKE DOUGH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>German Coffee Cakes—Butter Topped</td>
<td>17</td>
</tr>
<tr>
<td>Streusel Topped</td>
<td>17</td>
</tr>
<tr>
<td>Filbert Topped</td>
<td>17</td>
</tr>
<tr>
<td>Almond Topped</td>
<td>17</td>
</tr>
<tr>
<td>Honey Topped</td>
<td>17</td>
</tr>
<tr>
<td>Cocoanut Topped</td>
<td>17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FORM CAKES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Form Cakes</td>
<td>18</td>
</tr>
<tr>
<td>Almond Cake</td>
<td>19</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COFFEE RINGS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain Filled Rings</td>
<td>19</td>
</tr>
<tr>
<td>Braided Filled Rings</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FRESH FRUIT CAKES—Apple, Peach, etc.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>German Fruit Cakes</td>
<td>20 to 22</td>
</tr>
<tr>
<td>French Fruit Cakes</td>
<td>22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHEESE CAKE</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ROLLED-IN COFFEE CAKE DOUGH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Method of Rolling in Butter</td>
<td>23</td>
</tr>
<tr>
<td>French Coffee Cakes</td>
<td>24</td>
</tr>
<tr>
<td>Twists</td>
<td>24</td>
</tr>
<tr>
<td>Braided Butter Rings</td>
<td>24</td>
</tr>
<tr>
<td>Filled Rings</td>
<td>25</td>
</tr>
<tr>
<td>Butter Horns</td>
<td>25</td>
</tr>
<tr>
<td>Waffle Rolls</td>
<td>26</td>
</tr>
<tr>
<td>Butter Biscuits</td>
<td>26</td>
</tr>
<tr>
<td>Coffee Cake Pretzels</td>
<td>27</td>
</tr>
<tr>
<td>Japanese Rolls</td>
<td>27</td>
</tr>
<tr>
<td>Danish Fruit Biscuits</td>
<td>27</td>
</tr>
<tr>
<td>Filled Crescents</td>
<td>28</td>
</tr>
<tr>
<td>Apple Rolls</td>
<td>28</td>
</tr>
</tbody>
</table>

| STOLLEN                                                     | 28 and 29 |

| YEAST RAISED HOLIDAY FRUIT CAKE                             | 29   |

<table>
<thead>
<tr>
<th>ROLLS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Parker House Rolls</td>
<td>30</td>
</tr>
<tr>
<td>Orange Rolls</td>
<td>31</td>
</tr>
<tr>
<td>Finger Rolls</td>
<td>31</td>
</tr>
<tr>
<td>Plain Sandwich Rolls</td>
<td>31</td>
</tr>
<tr>
<td>Seeded Rolls</td>
<td>32</td>
</tr>
<tr>
<td>Cocoanut Rolls</td>
<td>32</td>
</tr>
<tr>
<td>Bath Buns</td>
<td>32</td>
</tr>
<tr>
<td>Crescent Rolls</td>
<td>32</td>
</tr>
</tbody>
</table>

| BISMARKS, DOUGHNUTS, FRIED CAKES, TWISTS AND LONG JOHNS     | 32, 33 and 34|

| MISCELLANEOUS TOPPINGS AND FILLINGS                          | 34 to 42 |
## Basic Sweet Dough Formula

The one Formula from which over 50 Products can be made.

<table>
<thead>
<tr>
<th>Cream together</th>
<th>INGREDIENTS</th>
<th>1 GALLON DOUGH</th>
<th>5 GALLON DOUGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 cts</td>
<td>Sugar . . . . . .</td>
<td>2 Lbs. to 2 Lbs. 8 Oz.</td>
<td>10 Lbs. to 12 Lbs. 8 Oz.</td>
</tr>
<tr>
<td>1 tabl 1/2 oz</td>
<td>Salt* . . . . . .</td>
<td>2 1/2 Oz. to 4 Oz.</td>
<td>13 Oz. to 1 Lb. 4 Oz.</td>
</tr>
<tr>
<td>3/4 oz</td>
<td>Diamalt . . . . . .</td>
<td>8 Oz. (1/3 pt.)</td>
<td>2 Lbs. 8 Oz. (1 3/4 pts.)</td>
</tr>
<tr>
<td>2 oz</td>
<td>Shortening . . . . . .</td>
<td>2 Lbs. 4 oz. to 3 Lbs.</td>
<td>11 Lbs. 4 Oz. to 15 Lbs.</td>
</tr>
<tr>
<td>Trace</td>
<td>Mace** . . . . . .</td>
<td>1/2 Oz.</td>
<td>2 1/2 Oz.</td>
</tr>
<tr>
<td>4 1/2 oz</td>
<td>Whole Egg*** . . .</td>
<td>1 Lb. 8 Oz. to 3 Lbs.</td>
<td>7 Lbs. 8 Oz. to 15 Lbs.</td>
</tr>
<tr>
<td>Trace</td>
<td>Lemon Gratings . . .</td>
<td>2 Lemons</td>
<td>8 to 10 Lemons</td>
</tr>
<tr>
<td>2 + c</td>
<td>Water or Milk . . . . . .</td>
<td>8 Lbs. 3 Oz.</td>
<td>41 Lbs.</td>
</tr>
<tr>
<td>SEE NOTE ON PAGE 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2#</td>
<td>Flour—Bread . . . . . .</td>
<td>13 Lbs.</td>
<td>65 Lbs.</td>
</tr>
<tr>
<td>1/4#</td>
<td>Yeast . . . . . .</td>
<td>1 Lb.</td>
<td>5 Lbs.</td>
</tr>
<tr>
<td></td>
<td>Flour**** . . .</td>
<td>4 Lbs.</td>
<td>20 Lbs.</td>
</tr>
</tbody>
</table>

It is important to pay particular attention to the mixing of this dough. Take care to add the ingredients in the order shown above and further explained on page 10, for in this lies the secret of success. Careless mixing of the ingredients will prevent you from obtaining volume and lightness of products,—two of the most important features of this formula.

*Where the bench work takes more than one hour, or when the weather is warm, the maximum amount of salt should be used.*

**When all butter is used as shortening omit mace.*

***Sugar Yolk may replace Whole Egg on the basis of two pounds of Sugar Yolk for three pounds of Whole Egg. Use of maximum amount of eggs calls for maximum amount of salt.*

****When the Bread Flour is very strong, this last four pounds can be cake flour.*
NOTES

Part of the water may be replaced by whole or skimmed milk. Powdered or condensed milk may also be used in amounts recommended by the manufacturers in place of whole or skimmed fresh milk.

When mixed, this dough will be quite slack. However due to action of eggs and Diamalt it will be dry and easy to roll out. Another advantage is that a greater number of counts may be obtained from a given amount of flour. Use less liquid or more flour if the dough is too slack to handle. Take care to keep account of the extra flour used so you may accurately figure your costs. There is an advantage in reducing the water, for this does not change the cost of the batch, whereas if a varying amount of flour is used, the cost per gallon batch will also vary. Quality of products will necessarily be altered by varying the flour instead of the liquid.

This Basic Sweet Dough may be changed to a Chocolate Sweet Dough by the addition of 10 ounces of melted chocolate per gallon mix.

Fine ground and coarse ground whole wheat flour may be used successfully in the above formula. Half of the flour content may be replaced by whole wheat flour. When this amount is used the soft winter or cake flour should be omitted and the remainder should be spring wheat or bread flour.

The days of guess work are past, and in order to produce uniform products, it is absolutely necessary that the same amounts of each of the various ingredients be used in all doughs. This is especially true of such ingredients as Diamalt and salt which influence the fermentation period. Weighing accurately requires a little more time, but this time is more than compensated for by the yield of uniform products which will be obtained. With this formula, using quality ingredients you may scale your products lighter and get the same volume as with a heavier piece of an ordinary sweet dough. This means that from a given weight of dough a greater number of higher quality pieces may be obtained,—while still keeping down the cost per count. However to carry this light scaling to extremes, means that the finished goods will suffer. Watch the grain and texture carefully, and do not proof to the point where you begin to lose the fine close grain. Overproofing will mean that goods will stale quickly. Keep an accurate record of your costs and you will be convinced that the Basic Sweet Dough will prove more economical than common mixes, and more profitable than an ordinary sweet dough.
Method of Mixing

The method of mixing has very important bearing on the quality of the finished goods. To insure proper results, follow the instructions exactly:

1—Cream thoroughly the Diamalt, sugar, salt, shortening and flavor.

2—Add the eggs gradually and cream until light. Then add the lemon gratings.

3—Dissolve the yeast in one-fourth of the liquid that has been properly tempered to suit the dough temperature. CAUTION: Never use hot or very cold water for dissolving the yeast. Now put the balance of the liquid into the bowl which contains the creamed mass and stir thoroughly to dissolve ingredients.

4—Add the bread flour and begin mixing.

5—Pour on the yeast solution, add the pastry flour and continue mixing until the dough is smooth and free from lumps. If whole wheat flour is used add it directly after yeast solution.

In shops without accurate temperature control, it is suggested that the temperature for setting the dough range from 76° F. in hot weather to 80° F. in cold weather. Experience will show any necessary modifications of temperature to meet local conditions.

Fermentation of Dough

If it is possible to work off the dough immediately, allow it to come up full for the punch; approximately 1 to 2 hours, then in 15-20 minutes take to bench. With this method 45 to 60 minutes is about all the time the dough will stand on the bench. By taking the dough on a two-thirds rise, in about 3/4 to 1 1/2 hours, the bench time can be increased to 1 1/2 hours. The temperature of your shop, character of flour, etc. will determine the exact time when the dough is ready. In some cases it is advisable not to punch this dough, but to take it directly to bench when ready. Knock down dough on bench, and allow to rest while making preparations to handle it. If dough is made on a high speed mixer, it can be punched and taken in shorter time.
Punching Doughs

To determine when the dough is ready proceed as follows: Place the hand on the surface of the dough and with medium pressure let the tips of the fingers penetrate the dough for about 2 inches. Now take the hand out of the dough and watch the action of the indentations made by the fingers. When ready the dough around these impressions will slowly commence to recede.

Short Time Method of Make-up

Another successful method of handling the Basic Sweet Dough is as follows:

Ten minutes after mixing roll dough three times. Roll and fold as in making rolled in goods, but do not roll in shortening. Allow to rest ten minutes each time. Make up into various shapes ten minutes after last rolling and folding.

EGGS

It will be noted that in the formulas, as well as in the remixes, toppings and fillings, eggs are specified by weight. Formulas calling for a given number of Shell Eggs or a given number of Whites or Yolks are essentially inaccurate, because of the fact that eggs vary so much in size. A thirty-dozen case of small eggs may yield only thirty pounds of egg meat. A case of extremely large eggs would yield thirty-eight or thirty-nine pounds, the maximum being at least 25% more than the minimum. If Shell Eggs are used in the bakery, the following conversion basis will be adaptable for use where small amounts of eggs are called for:

1 lb. Whole Egg equals 9 to 11 Shell Eggs
1 lb. Whites equals 17 to 20 Whites
1 lb. Sugar Yolk equals 19 to 22 Yolks

Because of their uniformity and economy the year 'round, the modern baker prefers frozen eggs of high quality to eggs in any other form. At points where they are available, Fleischmann's Spring Laid Eggs will be found the most satisfactory source of eggs.
BASIC SWEET DOUGH PRODUCTS

Various Buns and Rolls

CARAMEL BUNS AND PECAN ROLLS

There is nothing that will make a more attractive group of specials than Caramel Buns and Pecan Rolls.

First prepare pan—either square or round—by greasing heavily and sprinkling a thin layer of “C” or brown sugar over the bottom. Place small pieces of butter on top of this layer of sugar.

If a considerable number of these products are to be made up it will be easier to cover the inside of the pans with the following mixture: Cream together two pounds of sugar, eight ounces of Diamalt, and twelve ounces of shortening. Add sufficient water to make mixture spread freely in the pan.

Buns may be made like ordinary Cinnamon Buns.

Roll out a piece of the Basic Sweet Dough into a thin sheet ($\frac{1}{4}"$-$\frac{1}{2}"$ thick, and about 18" wide), brush over with melted butter, sprinkle on granulated sugar or “C” sugar and a little Fruit Mixture if desired. (See Miscellaneous Toppings and Fillings). Sprinkle on finely chopped pecans for Pecan Rolls—also place pecan halves in pan before putting buns in.

Roll up into long roll and seal seam carefully.

Cut into pieces of desired weight and set close together on end in prepared pan.

Give full proof, bake at 400° F., turn out of pan, bottom side up and if further gloss is desired brush over with Apricot Shine to give desired “shine.” (See Miscellaneous Toppings and Fillings.)
HONEY BUNS

Run a very small amount of warm honey into heavily greased square or round pans. Sprinkle a small amount of “C” or brown sugar, and a few ground, roasted nuts over this thin layer of honey, and set in warm place for 5 minutes. Use method described for making Caramel Buns.

Mixture of shortening, sugar and honey, similar to mixture recommended for Pecan Rolls and Caramel Buns may be used instead of following above procedure.

MAPLE-WALNUT BUNS

Prepare pans as for Caramel Buns using a mixture of half “C” sugar and half maple sugar instead of all “C” sugar as for Caramel Buns. Sprinkle chopped walnuts over the sugar.

Roll out a piece of the Basic Sweet Dough and brush over with melted butter. Sprinkle on maple sugar and chopped walnuts and roll up into a long roll, sealing the seam carefully.

Cut into pieces of desired weight and set close together on end in the prepared pans.

Give full proof; bake at about 400° F.

Turn out of pan, bottom side up and glaze with Apricot Shine to give desired “shine.” (See Miscellaneous Toppings and Fillings.)

FILLED BUNS

Take piece of Basic Sweet Dough and scale into 1 oz. pieces, or any desired weight. Round up pieces, dip in coarse granulated sugar, set on bun pans and give half proof. Then make an indentation in center of roll, fill with jelly, fruit or cheese filling, let proof and bake at 400° F. Brush over with Apricot Shine while still warm. (Use fillings under Miscellaneous Toppings and Fillings.)
FILBERT ROLLS

Roll out strip of the a *Basic Sweet Dough* ¼" to ½" thick. Brush with egg wash along one edge. After brushing the remainder of the surface with melted butter, sprinkle on a layer of Filbert Filling. (See Miscellaneous Toppings and Fillings). Roll up piece as you would jelly roll and cut off pieces of desired weight. Set on square or round pans or in individual cup cake pans, wash with egg wash and proof without steam. After baking, finish with vanilla icing and chopped filberts.

BUTTERFLY BUNS

An attractive display of Butterfly Buns made with high grade ingredients and the *Basic Sweet Dough* Formula is going to increase your sales. Roll out a piece of *Basic Sweet Dough* as for Caramel Buns, brush with melted butter, sprinkle liberally with cinnamon, sugar and raisins, and roll into long roll. Cut pieces of desired weight from this roll; and then press a round dowel or small pie pin firmly down through the center of each one, pressing out the folds on the side to make an attractive roll. Proof, wash with egg wash and bake. May be finished with water icing or Apricot Shine.

CINNAMON BUNS

Make up like Butterfly Buns without pressing dowel thru center. Cut off pieces of desired size, set on end on sheet pans. Give medium proof and bake. Finish while warm with vanilla icing.
HOT CROSS BUNS

Make up Basic Sweet Dough, adding 9 lbs. of seedless raisins and \( \frac{1}{2} \) lb. of candied orange peel and citron, or 9 lbs. of Fruit Mixture to a gallon mix. (See Miscellaneous Toppings and Fillings). Fruit should be added just before the dough comes out of the mixer. If desired more fruit may be added to this mix.

This fruit should be soaked in warm water and Diamalt solution (See Miscellaneous Toppings and Fillings) before being used so that the resulting buns will not become dry.

Method of Making Buns:

AFTER the proper fermentation, scale the dough into pieces of desired weight—round up these pieces, set on bun pans so as to make individual buns, or set closer together to make one whole sheet—then allow to proof to about twice their original volume. Use knife or scraper to make crosses, running first across the pan and then lengthwise. A patent cutter or any other method may be used to make the crosses, but a sharp knife will give the best results.

AFTER making crosses, finish proofing in box using little steam. Wash the full proofed buns with egg wash, and bake in a good heat.

AFTER baking, finish the buns by the following method:

(1) By making a cross with vanilla icing.

OR when half proofed.

(2) By making a cross with a Short Dough Topping. (See Miscellaneous Toppings and Fillings).

This may best be accomplished by using a pastry bag and a No. 5 plain round tube (about \( \frac{3}{8} \)" in diameter).
RAISIN BUNS

Make *Basic Sweet Dough*, (1 gallon mix) adding 9 lbs. of raisins just before the dough is ready to come out of the mixer. Seedless raisins should be soaked in warm Diamalt solution. (See Miscellaneous Toppings and Fillings).

Drain raisins well and dry off excess moisture before adding to dough. More raisins may be added to a gallon batch if desired. After the proper fermentation, scale the dough into pieces of desired weight—round up these pieces, set on bun pans so as to make individual buns, or set close together to make one whole sheet—then allow to proof to about twice their original volume. Bake. Finish with vanilla icing.

DUTCH CAKE

Scale off Raisin Bun dough or Hot Cross Bun dough in 10, 12 or 14 oz. pieces. Round up and place on sheet pans. When proofed, cut criss cross with a Vienna knife and brush with egg wash before baking. After they are baked, they may be finished with Diamalt Shine and iced with vanilla icing.

PERSHINGS

Roll out a piece of *Basic Sweet Dough* to about \( \frac{1}{4} \)" thickness and sufficiently wide to make Pershing of desired size. Sprinkle over with sugar and cinnamon and roll up similar to the ordinary Cinnamon Bun. Do not grease or these will unroll during frying. Cut off thin slices to insure thorough frying and place on cloths so as to rise like Raised Doughnuts. When very light, that is,—after about 30 to 40 minutes, fry in hot fat same as Raised Doughnuts. Let cool thoroughly and then place a dot of jelly in the center. Finish by covering jelly with vanilla or chocolate icing.
Plain Coffee Cake Dough

Coffee Cakes can be made so good with the Basic Sweet Dough Formula that their appeal will be irresistible.

GERMAN COFFEE CAKES—BUTTER TOPPED

Roll out a 5 lb. piece of Basic Sweet Dough and place in an ordinary bun pan (18” x 26”). Or make individual cakes in round layer cake tins. Roll lightly towards sides of the pan until the whole pan is covered. Dock dough with docker, wash with water, spread on Butter Topping, (See Miscellaneous Toppings and Fillings) and proof. Bake at 350° to 400° F. After baking cut into desired sized pieces and do not ice.

STREUSEL TOPPED

Follow preceding method but wash with melted butter before covering with Streusel. (See Miscellaneous Toppings and Fillings).

FILBERT TOPPED

Scale a 5 lb. piece of Basic Sweet Dough and roll out to fill bun pan (18” x 26”) and dock. Wash with hot butter and sprinkle the Filbert Topping over the top. (See Miscellaneous Toppings and Fillings). Proof and bake in medium oven.

ALMOND TOPPED

Scale same amount of dough as for “Filbert Topped.” Place in bun pan (18” x 26”) wash top with water and dock. Brush over with hot butter—sprinkle on finely chopped almonds, 6 oz. per pan of dough. Then proof, bake in medium heat, cool and ice.

HONEY TOPPED

Roll out and pan in bun pan (18” x 26”) a 5 lb. piece of Basic Sweet Dough and dock. Spread over Honey Topping. (See Miscellaneous Toppings and Fillings). Proof, bake in medium heat.

COCOANUT TOPPED

Roll out in bun pan (18” x 26”) a 5 lb. piece of the Basic Sweet
**Dough.** Dock. Spread over topping made of 1 lb. cocoanut, 2 eggs and 4 oz. sugar. Proof, bake in medium heat.

This product may also be made up in round layer tins. Another cocoanut topping is given under Miscellaneous Toppings and Fillings.

**NOTE:** Best results may be obtained by making up these products, especially the Streusel Cake, from the last piece of dough—that is, after doing the bench work on the other products. Too much streusel may cause cake to fall.

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**Form Cakes**

The following is a method for producing the above product using the *Basic Sweet Dough* as a foundation.

---

**Formula:**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Sweet Dough</td>
<td>10 lbs.</td>
</tr>
<tr>
<td>Sugar (Granulated)</td>
<td>20 oz.</td>
</tr>
<tr>
<td>Butter</td>
<td>15 oz.</td>
</tr>
<tr>
<td>Fleischmann's Yeast</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Raisins and sliced citron</td>
<td></td>
</tr>
<tr>
<td>Lemon grating of one lemon</td>
<td></td>
</tr>
<tr>
<td>and mace</td>
<td></td>
</tr>
</tbody>
</table>

Spices, such as Cinnamon, Allspice, may be used if desired. Cocoa or a mixture of cocoa and spices may also be used.

**NOTE:** The sugar may be reduced to 10 oz., depending on the type of product your trade desires.

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**Method:**

Take off the desired weight of dough at the punch.
Cream the sugar and butter together. Mix eggs, yolks, lemon, mace and almonds. Add yeast dissolved in a little water.
Add the *Basic Sweet Dough* in small pieces and work thoroughly until a soft, smooth dough is obtained. Allow remix to rest from thirty to forty-five minutes before panning.
Scale off desired amount in Turks Head pans or layer cake pans. Give full proof and after baking in a medium oven, dust with powdered sugar or finish with Apricot Shine.
INDIVIDUAL FORM CAKES

Drop out Form Cake batter into paper cups in pieces of 1 oz. to 1\(\frac{1}{2}\) oz. Proof and bake and finish with a water icing or powdered sugar.

ALMOND CAKE

Scale off 10 to 12 oz. of Form Cake Dough into 8" layers. Dip the hands in egg wash and flatten the batter in the mold. Sprinkle with sliced almonds, proof and bake. When baked, ice with a thin water icing.

Coffee Rings

Make these in two kinds—plain filled and braided filled. People like variety, and they will want both.

PLAIN FILLED RINGS

Roll out 8 to 16 oz. pieces of Basic Sweet Dough and wash with melted butter, cover with Fruit Filling, and fold together or roll up like a jelly roll. (See Miscellaneous Toppings and Fillings).

Place in ring molds which have been greased. Cut when half proofed, and when fully proofed, wash with egg wash and bake in a medium oven.

Ice top while still warm or sprinkle on cocoanut or roasted, ground nuts, if desired. Rings may also be topped with a cocoanut topping as given under Miscellaneous Toppings and Fillings. In this case put on topping before proofing.
BRAIDED FILLED RINGS

Scale off 8 to 16 oz. pieces of the Basic Sweet Dough; roll out flat and divide into three equal parts. Brush over edges with egg wash and place Fruit Filling or Filbert Filling on each piece. Roll up and seal seams carefully,—then by a rolling motion stretch each piece as much as possible. Braid three pieces and form into ring shape. (See Miscellaneous Toppings and Fillings).

Give full proof, after washing with egg wash and bake in a medium oven (420° F). After baking, ice or sprinkle with sugar.

Rings may also be topped with a cocoanut topping as given under Miscellaneous Toppings and Fillings. In this case put on topping before proofing.

Fresh Fruit Cakes—Apple, Peach, Etc.

GERMAN FRUIT CAKES

Scale off 2½ lbs. of Basic Sweet Dough and roll out sufficiently thin to cover the bottom and sides of a bun pan (18" x 26"). Be sure to bring edges of dough up around sides of the pan.

Round layer cake pans can also be used with good results using five, six or seven ounces of dough to the pan depending on the diameter.

Let proof a short time, sprinkle with cake crumbs and cover with any desired fresh fruit, prepared as follows:

CHERRY

Wash and stone the cherries. Put cherries in pan and add 2½ lbs. of granulated sugar to each gallon of cherries and let them stand for 3 or 4 hours. Pour off the liquid which will be formed by soaking
the cherries with sugar. Put the liquid over fire and as it boils, add 8 ounces of corn starch to thicken it. Then pour this syrup over the cherries and the filling is then ready to be put into the pan. One gallon of cherries is sufficient for an 18” x 26” sheet pan. The bottom for this should contain 2½ lbs. of dough.

PEACH
Place peaches in boiling water for 3 or 4 minutes, then take out of the water and the skins can be removed very easily. Slice the peaches in small pieces and place them in the pan in which the bottom dough has already been prepared. Sprinkle the peaches with sugar and almonds. The amount of sugar will depend entirely upon the taste, as the fresh fruit varies considerably in sweetness. Apricot Shine can be spread over the peaches.

BLUEBERRY
Wash the berries and place them on dough as thick as desired. Sprinkle with sugar. The quantity of sugar will vary according to the sweetness of the berries. Blueberries usually take about two lbs. of sugar to a gallon of berries.

APRICOT
Put the apricots in boiling water for 3 or 4 minutes so they will peel easily. Slice apricots in small pieces and lay on the dough with which the pan has been lined. Sprinkle with sugar and almonds. The quantity of sugar will vary according to the sweetness of the fruit.

GRAPE
Grapes should be put in the pan when the bottom dough is ready. Sprinkle with sugar according to the sweetness of the fruit. Grape filling may also be made by rubbing the fruit through a sieve and in this way, removing all the seeds. This should then be cooked with a little starch in order to get a better consistency. Then pour the cooked mixture over the dough.
APPLE

Pare, core and slice in small even slices. These can be either laid on the dough flat as illustrated below, or else stood up on edge. Sprinkle with cinnamon, sugar and a few currants or raisins.

Bake carefully,—too much top heat will cause the fruit to dry up, or in cases where the fruit is very ripe to become mushy.

In the case of grapes and blueberries, a little Streusel can be sprinkled over the top of the filling. This will help bind the fruit together.

FRENCH FRUIT CAKES

Made as described for German Fruit Cakes but the top is covered with a very thin layer of Pastry Dough or with narrow strips of this dough. (See Miscellaneous Toppings and Fillings).

Cheese Cake

If you make this with the Basic Sweet Dough Formula and good, creamy cheese it will be a wonderful seller—the kind of cake that people will come back for again and again.

Scale off a 2½ lb. piece of the Basic Sweet Dough.

Place in bun pan after rolling out to size. Pinch edge of dough up around sides of the pan and then after docking, pour in the Cheese Filling. (See Miscellaneous Toppings and Fillings.) Sprinkle cinnamon on the top and bake in medium oven.

NOTE: Foregoing cakes may be made either in round pans or square pans.
Rolled-in Basic Sweet Dough

Many attractive Rings, Twists, etc., can be made from this dough and they give you a splendid variety from which to choose specials. For the products in this section it is necessary to roll in 3 to 4 oz. of butter to each pound of Basic Sweet Dough used. Instead of straight butter a mixture of butter, with hydrogenated fat or margarine may be used. If butter contains excess salt it should be washed in cold water and worked smooth before being rolled in.

Method of Rolling in

As soon as dough is mixed, divide dough into convenient sized portions 8 lbs. to 12 lbs., and roll each piece into an oblong sheet ¼” to ½” thick. (Fig. 1). Cover two-thirds of the sheet with small pieces of butter or butter mixture. (Fig. 2). Fold the uncovered end over an equivalent portion of the buttered sheet and bring the other end over on top of this. This makes two layers of butter and three layers of dough. (Fig. 3)

Turn lengthwise on bench and again roll and fold as before,—no butter is rolled in this time. Then let rest in an ice box or a cool place for 15 to 20 minutes, before rolling and folding for the third and last time.

After thus rolling and folding, place dough in ice box or on bench covered with a clean damp cloth until ready to make up.

If dough can not be placed in an ice box, the butter can best be rolled in within an hour after mixing.
FRENCH COFFEE CAKES

These coffee cakes are made up in the manner described for German Coffee Cakes but Rolled-in Basic Sweet Dough is used in place of the plain Basic Sweet Dough. However, due to the nature of this dough, round tins are seldom used.

These cakes are sold as Danish Pastry products in many localities, for the rolled-in butter not only gives them the taste and flavor of rich cakes but also the lightness and shortness of Danish Pastry.

TWISTS

Here’s a piece of baked goods that will sell in large quantities if made of high grade ingredients. Cut off a 1½ oz. strip of Rolled-in Basic Sweet Dough. Divide this into three pieces of equal weight. Twist ends of each piece in opposite directions and let rest on bench for a short while. Then twist each piece again and braid the three together,—or cut off a 1½ oz. strip and twist ends in opposite direction. Press down one end of strip one-third the distance from opposite end and braid into twist as illustrated.

Place on lightly greased pans, brush over with egg wash and sprinkle on sliced nuts. Give three-quarter proof and bake. These twists may be iced with vanilla water icing after baking.

BRAIDED BUTTER RINGS

Made up similar to first method for making “Twists”—scaled 12 oz. These should be panned in ring shape or in lightly greased, round molds. Finish like “Twists.”
FILLED RINGS

Scale off a 1 lb. piece of Rolled-in Basic Sweet Dough and roll out to about \( \frac{1}{4} \)" thick. Spread on filling,—roll up like a jelly roll,—form into ring shape and set on pans or in ring molds. Cut when half proofed, and when fully proofed, wash with egg wash and bake in medium oven.

Fillings used may be made from any fruit, canned or fresh. Raspberry jam is a good one, but remember that care must be used in spreading the filling over the dough. Spread on a thin layer so that it will not bake through the cake. (See Miscellaneous Toppings and Fillings). Another type of Filled Rings may be made by rolling out a strip of the rolled-in dough three feet wide. Brush over two-thirds of the width with melted butter, sprinkle on raisins, cinnamon and sugar. Then fold into three layers as if for rolling again and cut off strips of desired weight. Make three or four cuts with knife or scraper parallel to sides of strips. Twist ends of strips in opposite directions and set aside for about ten minutes. Then twist to desired length, shape into rings. Wash with egg wash, give medium proof before baking. Then ice with water icing and sprinkle with sliced or ground nuts.

BUTTER HORNS

Butter Horns when made with the Basic Sweet Dough Formula—are certain to be great favorites with your customers. They are a sure sales producer.

Method of Making Butter Horns:

Method No. 1—Roll out the rolled-in dough to about \( 1\frac{1}{4} " \) thickness and of sufficient width to make the desired sized Butter Horn. Cut into strips, twist ends in opposite directions, and make into Snail or Butter Horn shape. Finish (see method No. 2).
Method No. 2—Roll out the dough to about \( \frac{1}{4} " \) thickness and wide enough to make a roll 3" to 3\( \frac{1}{2} " \) in diameter when rolled up. Brush this sheet with butter and roll up beginning at the upper edge. Start roll at ends and finally close up the middle. Cut off pieces 1" to 1\( \frac{1}{4} " \) thick, according to the weight desired; set on end in well greased pans, allowing for double expansion. Place in proof box with little or no steam. After allowing sufficient proof, bake in a hot oven. When baked, either brush over with Apricot Shine, ice with vanilla icing or dust with powdered sugar.

NOTE: If desired, raisins may be added when rolling into shape.

**WAFFLE ROLLS**

Roll out a piece of Rolled-in *Basic Sweet Dough* as for Cinnamon Buns, brush with melted butter, sprinkle liberally with chopped pecans and sugar, and roll into long roll.

Cut pieces of desired weight from this roll, and then roll each piece thin on some granulated sugar, and put in sheet pans, proof and bake. While still hot brush over with Diamalt Wash. (See Miscellaneous Toppings and Fillings).

**BUTTER BISCUITS**

Under this heading there are numerous shapes and sizes of biscuits which may be made from Rolled-in *Basic Sweet Dough*. In some sections of the country a biscuit made by cutting the dough with a two-inch cookie cutter has been a great trade winner. Other sections, report success with crescents, triangles, small pretzels, etc. Make up a shape which pleases your trade and feature it as a “Special” one day a week. After rolling dough to 3\( \frac{1}{4} " \) thickness, cut to shape, brush over with egg wash, proof and bake. These biscuits may also be covered with cocoanut, ground nuts or Streusel before baking.
**COFFEE CAKE PRETZELS**

Roll out a portion of the rolled-in *Basic Sweet Dough* to $1\frac{1}{4}$" thickness. Wash with melted butter, and sprinkle on cinnamon. Then fold dough to make three layers, cut narrow strips of any desired width, twist strips by rolling ends in opposite direction, shape into pretzel form and place on lightly greased pans. Let proof, bake at 400° F. and ice with water icing or dust with powdered sugar.

**JAPANESE ROLLS**

Roll out a piece of Rolled-in *Basic Sweet Dough* approximately $\frac{3}{4}$" thick. Spread on a very thin layer of Butter Topping. (See page 36). Sprinkle over this layer of Butter Topping some finely ground, roasted filberts, then roll up the dough like a Cinnamon Bun. Seal joint carefully with egg wash and cut off 1 oz. pieces. Place these pieces in individual cup cake pans or paper cups, wash top with egg wash, proof and bake. These may be iced or finished with Apricot Shine. If desired a scroll of butter cream may be placed on each individual roll.

**DANISH FRUIT BISCUITS**

Roll out a piece of Rolled-in *Basic Sweet Dough* $\frac{3}{4}$" thick and 6" wide. Place a layer of fruit filling along the center of the strip. (See Miscellaneous Toppings and Fillings).

Fold over both sides and seal. Turn under side up, and cut off pieces of desired size. Wash top with egg wash, sprinkle with granulated sugar and ground nuts. Proof and bake.
FILLED CRESCENTS

Roll out a strip of the Rolled-in Basic Sweet Dough ¼" thick and 18" wide. Place suitable filling, such as Filbert, etc. (See Miscellaneous Toppings and Fillings) along the center of the strip. Fold both sides over so as to completely cover the filling. Wash top with melted butter. Sprinkle on finely ground, roasted filberts and granulated sugar. Then let rest for a short while and cut into strips 1" wide and 6" long. Stretch these strips a little and place on bun pans in horse shoe shape. Proof without steam and bake at 350° to 450° F.

APPLE ROLLS

Roll as thin as possible a piece of Rolled-in Basic Sweet Dough. Wash one edge with egg wash. Place Apple Filling (See Miscellaneous Toppings and Fillings) along strip about 3" behind edge which is not egg washed. Then roll up like a jelly roll starting with edge on which the filling has been placed. Carefully seal roll and cut off pieces of desired weight. These pieces may be:

1. Placed on bun pans two or three inches apart.
2. Put in small round molds.
3. Baked in small round or square pans.

STOLLEN

This rich yeast-raised cake is certainly a decidedly tasty product. The goodness and deliciousness, of course, depend on the quality ingredients and the formula used.
This is just another splendid example of a quality product that can be made from the Basic Sweet Dough. Stollen is really a yeast-raised fruit cake and an excellent product may be made by using the following method:—

Take at time of punch:

\[
\begin{align*}
\text{Basic Sweet Dough} & \quad 10 \text{ lbs.} \\
\text{Mix in:} & \\
\text{Butter} & \quad 1 \frac{1}{4} \text{ lbs.} \\
\text{Sugar} & \quad 10 \text{ oz.} \\
\text{Whole eggs} & \quad 8 \text{ to } 16 \text{ oz.} \\
\text{Fruit Mixture (See Miscellaneous Toppings and Fillings)} & \quad 4 \text{ to } 6 \text{ lbs.} \\
\text{Cherries} & \quad 10 \text{ oz.} \\
\text{Fleischmann's Yeast} & \quad 3 \text{ oz.} \\
& \quad \text{(Sufficient water to dissolve yeast)} \\
& \quad \text{Flour to make a medium stiff dough.} \\
& \quad \text{Let come up and then scale off desired size pieces.}
\end{align*}
\]

Note: If desired, nuts may be used in place of a like amount of Fruit Mixture.

Shape up as illustrated or in the form of large Parker House Rolls, having bottom side larger than the top. Give half proof—then wash with butter and bake in cool oven,—if too quick a heat is used the Stollen will not be thoroughly baked. When baked, wash with butter again,—sprinkle with powdered sugar and cinnamon or ice with vanilla or almond icing.

Stollen may be made in different degrees of richness,—more or less butter, sugar, or fruit may be added to the Basic Sweet Dough. The richer Stollen will keep fresh longer and is more suitable for holiday trade.

Yeast-Raised Holiday Fruit Cake

Cream:
- Brown Sugar \quad 3 lbs.
- Butter \quad 3 lbs.
- Whole Eggs \quad 2 lbs.

Add while creaming:
- Mixed Spices \quad 2\frac{1}{2} \text{ oz.}
Add:

**Basic Sweet Dough**.......................... 14 lbs.

(See Note)

Add slowly, creaming thoroughly:

Molasses ........................................ 1 1/4 pts.

Dissolve:

Soda .............................................. 1/2 oz.

in Milk ............................................ 1 pt.

Add Milk and Soda to the above mix.

Meanwhile clean and soak:

Lemon Peel ...................................... 1/2 lb.

Currants ........................................ 3 lbs.

Figs ............................................... 2 lbs.

Orange Peel ..................................... 1/2 lb.

Raisins .......................................... 3 lbs.

Pineapple Pieces ............................... 2 lbs.

Citron ............................................ 1 lb.

Soak the above fruit in fruit juice (cherry if possible) which has been thickened with corn starch.

Add:

Bread Flour ..................................... 5 lbs.

Fruits (as above) ............................... 12 lbs. (see below)

Bake carefully in paper lined molds at a temperature of 300° to 320° F

Time of baking will depend upon size of cake made.

Amount of fruit may be doubled for Holiday trade.

NOTE: Basic Sweet Dough should be rubbed in thoroughly before the addition of other ingredients.

**ROLLS**

So many different kinds of delightfully appetizing rolls can be made with the *Basic Sweet Dough* Formula that many specials can be featured.

**PARKER HOUSE ROLLS**

Parker House Rolls are particularly popular. People, however, demand that they be fresh, be of fine texture and tasty. The Basic Sweet Dough Formula makes Parker House Rolls that have the appeal people desire!
Divide a piece of the *Basic Sweet Dough* into small pieces, 1 to 1½ oz. each, round up and let half proof. Take two rows and press across the center of each round piece of dough with a small rolling pin (pie pin), brush over inside part with melted butter—double both sides together and set on pans close together so that they will bake individually.

**Take care not to over proof and then bake. Brush over with melted butter when baked and still hot.**

**ORANGE ROLLS**

Make up as for Parker House Rolls, but instead of brushing the inside part with melted butter after it has been rolled out, cover with orange marmalade or the following mixture:

Rub together:

- Powdered Sugar ............... 1 lb.
- Butter ......... 4 oz.
- Gratings of oranges ............... 2
- Juice of oranges ............... 1

The rolls can then be folded over as for Parker House Rolls. If the edges are pinched down the filling stays inside the roll. If folded over loosely some of the filling will run out giving a caramel effect on the bottom of the rolls.

**FINGER ROLLS**

Scale off small pieces of *Basic Sweet Dough* not over 1 oz. each. Roll out to about five inches long and one inch in diameter; give full proof—brush over with egg wash and bake at 350° to 400° F.

**PLAIN SANDWICH ROLLS**

The name suggests the way these rolls may be used. This is an advantage because women like to vary their menus. Feature once a week as "Specials" and they will be used also for luncheons, parties, etc.

Scale off 2 oz. pieces from the Basic Sweet Dough,—mold round and set singly on lightly greased pans,—give good proof and bake at 450° F. When baked, brush over with melted butter. These may also be set close together.
SEEDED ROLLS
To each four pounds of the Basic Sweet Dough mixture add 1 oz of seed, such as caraway or poppy. Work seeds in well and then divide into desired weight buns. Round up, let proof and bake.

COCOANUT ROLLS
Add 4 oz. of shredded cocoanut, which has been previously soaked in milk, to four or five pounds of the Basic Sweet Dough. Work in the cocoanut well, then scale off into rolls of the desired size. Make up either round or pointed,—give proof,—wash with egg wash, and bake to a light brown. When baked, ice and sprinkle on a little toasted cocoanut before the icing becomes dry.

BATH BUNS
Weigh off small pieces of Basic Sweet Dough to produce desired sized bun, round up and let rise until double in size. Press in coarse granulated sugar and place on lightly greased pans. Proof with plenty of steam to required size and bake at 425° F.

CRESCENT ROLLS
Scale off 2 to 2 1/4 ounce pieces of the Basic Sweet Dough. Round up and let rest to recover. Then flatten out and roll up into shape. Place in pan either crescent shape or straight. Wash with egg wash, sprinkle with seeds such as poppy or caraway, give three-quarter proof and bake.

Bismarks, Doughnuts, Fried Cakes, Twists and Long Johns
These can be made much-to-be-desired products if made with quality ingredients and featured as "Specials."

Best results from the Basic Sweet Dough will be secured if the other products are made first and the doughnuts are taken from the tail end of the dough, which will have the most age.

The following remix will also be found adaptable to fried products.
Take 10 lbs. of the *Basic Sweet Dough* and add the following to make a slack dough:

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flour</td>
<td>2 lbs. 8 oz.</td>
</tr>
<tr>
<td>Water</td>
<td>1 lb. 4 oz.</td>
</tr>
<tr>
<td>Salt</td>
<td>1/4 oz.</td>
</tr>
<tr>
<td>Fleischmann's Yeast</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Mace and lemon</td>
<td></td>
</tr>
</tbody>
</table>

The resulting dough should be allowed to rest for a short while,—about 20 minutes, then rolled out on the bench into sheets, and cut into pieces of desired weight.

After making into various shapes the dough is proofed and then fried, entirely submerged in grease at a temperature of 365° to 370° F.

A doughnut that contains a high percentage of sugar and shortening will absorb much more grease during the process of frying regardless of the frying temperature,—therefore it is necessary to have the correct amount of these ingredients in the dough. Test the absorption of frying fat by weighing a dozen units before frying and again immediately after.

The absorption of the frying grease during this process is much less in yeast raised doughnuts, twists, etc. than is the case when other leavening agents are used,—this is largely because hard wheat (bread) flour is used in place of soft flour, and also because the dough is more developed before it is fried.

If the finished doughnuts, twists, etc., crack in frying, making the surface rough, the mixture is too stiff and more milk or water should be incorporated. Best results will be obtained by the use of a very soft dough. Doughnuts and Twists may be dusted over with powdered sugar which has been sifted with a
little cinnamon or they may be sold plain. Bismarks are often iced with vanilla or chocolate icing.

If you use fresh fruit jelly in addition to dough made with the new formula, you will have a sales producing delicacy that will be hard to excel.

Bismarks made from a round or diamond shaped piece of dough, may be finished in two ways,—the simpler way is to put a jelly filling into the fried dough after it has cooled, with a cream-filling machine.

The second method of finishing this type of fried cake is to slice the top half of the cake with a sharp knife, fill with a layer of jelly, then replace the top half.

MISCELLANEOUS TOPPINGS AND FILLINGS

STRAWBERRY-ALMOND FILLING

This filling will be sure to please, for although it is a sweet combination it is not too rich.

Mix:

Strawberry jam .............................................. 1 lb.
Almond paste .............................................. 1 lb.
Roasted ground filberts ................................. 1 lb.
A little milk to make filling of the right consistency.

Other jams or nuts may also be used in making this type of filling.

STREUSEL TOPPING "A"

Rub in bowl:

Butter (warm) .............................................. 1 lb.
Sugar (Standard Powdered) .......................... 1 lb.
Flour ......................................................... 2 lbs.
Add:

- Ground almonds ................................................. $\frac{1}{4}$ lb.
- Mace or Cinnamon flavor.

Rub mixture well until crumbly, then dry out.
May be used either ground fine or lumpy as desired.

**STREUSEL TOPPING “B”**

Mix:

- Flour (Bread) .................................................. $2\frac{1}{2}$ lbs.
- Sugar (Standard Powdered) ................................. $1\frac{3}{4}$ lbs.
- Almonds ......................................................... 2 oz.

Pour in while rubbing:

- Butter, boiling hot ........................................... 2 lbs.

Add:

- Vanilla flavor.

Rub through coarse sieve to finish.

**FRUIT FILLING MIXTURE**

Run through fruit chopper:

- Citron ......................................................... 2 lbs.
- Lemon peel ................................................... $\frac{3}{4}$ lb.
- Orange peel .................................................. $\frac{3}{4}$ lb.
- Pineapple Pieces ........................................... $1\frac{1}{2}$ lbs.

Add:

- Raisins ......................................................... 12 lbs.

This mixture should be soaked in Diamalt solution. (See page 42)

**HONEY TOPPING**

Cream together:

- Butter ......................................................... 7 oz.
- Sugar xxxxx .................................................. 7 oz.
- Egg Whites .................................................. 3 oz.
Add:

Almonds (finely ground) ........................................ 7 oz.
Tablespoonful of warm honey.

This topping must be warmed before using so that it may be brushed on to the dough.

BUTTER TOPPING

Cream together:

Sugar xxxx .................................................. 2 lbs.
Butter .................................................. 8 oz.

Add:

Flour .................................................. 1 lb.
Whole Egg ........................................... 3 oz.
Vanilla to suit taste.
Water to make a smooth paste.

FILBERT TOPPING

Mix together:

Roasted ground filberts ....................................... ½ lb.
Sugar (Granulated) ..................................... 1 lb.
Cinnamon ............................................. 1 oz.

APPLE CAKE FILLING—FOR GERMAN AND FRENCH FRUIT CAKE

Mix thoroughly:

Sliced apple ............................................. 5 lbs.
Sugar (Granulated) .................................... 1½ lbs.
Raisins .................................................. ½ lb.
Currants .................................................. ½ lb.
Roasted nuts (ground) ..................................... 2 to 3 lbs.
Sliced or chopped citron .................................. 2 to 4 oz.

PASTRY SWEET DOUGH

Cream:

Butter .................................................. ½ lb.
Sugar (Standard Powdered) ................................ ½ lb.
Whole Egg ............................................. 6 oz.
Ammonium Carbonate ..................................... ½ oz.
Mix in:

Flour (Pastry) ........................................ 1 lb.

Let dough rest in cool place for about an hour.

Then roll out into thin sheet, cover fruit, prick with fork, and bake thoroughly. Ice with vanilla icing when baked.

NOTE: If the fruit in the above products is too juicy, crumbs may be sprinkled over the bottom dough to prevent juice from soaking through bottom crust. Streusel sprinkled over the top also helps to absorb some of the excess juice and adds to the flavor of the cake.

CHEESE FILLING—FOR CHEESE CAKES

Put cheese through a coarse sieve.

Rub together:

Cottage Cheese ........................................ 5 lbs.
Butter .................................................. ½ lb.
Flour ................................................... ½ lb.

Add:

Sugar Yolk ............................................. 1 lb.
Salt .................................................... ¼ oz.
Lemon flavor

Beat to a stiff meringue:

Egg Whites ............................................. 1 lb.
Sugar (Standard Powdered) ...................... 1½ lbs.

Add to yolks, salt and flavor:

Milk (approximately) .............................. 1 pt.

Add meringue to mixture and stir.

NOTE: If oven is too hot the filling will crack. This may be prevented by drawing cake from oven when partially baked and piercing skin formed on cheese filling. This lets out the excess moisture.

A cold oven will also cause top of cake to crack due to the fact that the gelatinized starch is acted on by the acid in the cheese and hence water is set free when this starch is partially converted to sugar.

APRICOT SHINE

Cook to a thick syrup:

Apricot pulp ........................................... 1 qt.
Sugar .................................................. 1½ lbs.
Warm this when it is to be used as a shine for giving an attractive appearance to goods.

POPPY SEED FILLING

Boil:

- Poppy Seed ........................................ 1 lb.
- Water .................................................. 1 pt.
  Drain off water before grinding.

Add:

- Cake Crumbs ......................................... 1 lb.
- Sugar (Granulated) .................................. ½ lb.
- Butter ................................................... ¼ lb.
- Cinnamon ............................................ ½ oz.
- Sugar Yolk ........................................... 2 oz.

Moisten with milk to make a soft, smooth dough.

FIG FILLING

Soak ten pounds of figs in water, heat until soft and then run through food chopper.

Heat ten pounds of sugar and 1½ quarts of water to 240° F.

Add fig pulp to this hot sugar solution and again heat mass to 240° F. Do not add figs to sugar and water until the mixture has first been heated to 240° F.

ALMOND FILLING

- Almond paste ........................................ ½ lb.
- Granulated sugar .................................... ½ lb.
- Butter ................................................... ½ lb.
- Whole Egg ............................................ 5 oz.

Mix all ingredients together and add enough milk to make a medium stiff paste.
FILBERT FILLING

Mix thoroughly:

- Filberts (ground and roasted) ................. 1 lb.
- Sugar (Granulated) .......................... 2 lbs.
- Cinnamon ...................................... ½ oz.
- Whole Egg .................................... 6 oz.
- Milk ........................................... 1 pt.
- Fine cake crumbs .............................. 3 lbs.

BUTTER CRISP FILLING

Mix thoroughly:

- Butter ........................................ 2 lbs.
- Ground almonds .............................. 2 lbs.
- Sugar (Granulated) ......................... 2 lbs.
- Whole Egg ................................... 9 oz.

CHEESE FILLING

For buns, etc., — not to be used for Cheese Cake.

Work together:

- Cottage cheese ............................. 2 lbs.
- Sugar (Granulated) ......................... ¼ lb.
- Melted butter ................................. 5 oz.
- Flour .......................................... 3 oz.
- Sugar Yolk ................................... 8 oz.

Add:

- Citron (chopped) ............................ 3 oz.
- Raisins (chopped) ........................... ¼ lb.
- Lemon grating ............................... 1

Moisten with milk to make a soft, smooth mix.

RASPBERRY JAM FILLING

Heat to 238° F.:

- Juice from two gallon can of raspberries.
- Sugar (Granulated) ......................... 2½ lbs.
Cool and add.

Dark cake crumbs ........................................... 2½ lbs.

**CREAM FILLING**

Make batter of:

- Sugar ....................................................... 1 lb.
- Corn starch ................................................. 7 oz.
- Whole Egg .................................................. 1 lb.
- Milk ......................................................... ½ pt.

Add this to boiling milk.

- Milk ......................................................... 2 qts.

Boil until thick and then cool before using.

**LIGHT CREAM FILLING**

Fold into preceding Cream Filling mixture after it has been thickened, a meringue made of

- Egg whites ............................................... 4 oz.
- Sugar (Granulated) ....................................... 3 oz.

Then return to fire and boil for 3 or 4 minutes. Cool before using after flavoring to suit.

**COCOANUT TOPPING**

A. Cocoanut ................................................. 1 lb.
- Water ......................................................... 4 oz.
- Lemon Filling .............................................. ¾ lb.
- Sugar ......................................................... 8 oz.
- Whole Egg .................................................. 4 oz.
- Vanilla to suit taste.

Or use:

B. Cocoanut ................................................. 1 lb.
- Whole Egg .................................................. 4 oz.
- Sugar ......................................................... 4 oz.
CRUMB FILLING

Rub together:

- Sugar (Granulated) ...................... 3 to 4 lbs.
- Whole Egg ............................... 1 lb.
- Cinnamon .................................. 3/4 to 1 oz.
- Mace ...................................... 1/2 oz.
- Lemon ..................................... Juice and rind of 2

Add and mix:

- Crumbs .................................... 10 lbs.

Gradually add milk to make paste.

SHORT DOUGH FOR HOT CROSS BUN CROSSES

Flour ........................................ 1 lb.
Shortening ................................. 12 oz.
Sugar (Standard Powdered) .......... 1 oz.
Salt ........................................... Pinch
Water sufficient to make dough slack enough to pass through tube.

DIAMALT WASH

Formula No. 1

Boil together:

1 part Diamalt
1 part Sugar
1 part Water

While still hot, brush over hot baked goods.

Formula No. 2

Boil:

- Sugar (White or Brown) ............... 5 lbs.
- Diamalt .................................. 5 lbs.
- Water or Fruit Juice ................... 5 lbs.

Add:

- Gelatine (dissolved in cold water) .... 2 oz.

Keep shine hot in double boiler. Apply to warm goods. (This shine will dry nicely even in hot weather).
SOFT ICING FOR DOUGHNUTS

Mix:

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powdered Sugar</td>
<td>11 lbs.</td>
</tr>
<tr>
<td>Warm Water</td>
<td>3 lbs. 4 oz.</td>
</tr>
<tr>
<td>Melted Butter</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Vanilla Extract</td>
<td>1/2 oz.</td>
</tr>
<tr>
<td>Cream of Tartar</td>
<td>Pinch</td>
</tr>
</tbody>
</table>

Method:
Sift powdered sugar and cream of tartar together and add with the butter to water. Bring this to a boil and after it begins to cool off add the vanilla extract. This mixture should be quite thin. Dip doughnuts promptly as soon as they are fried, and put on icing screens to dry.

SOAKING RAISINS IN DIAMALT SOLUTION

Raisins may be soaked in a solution of Diamalt and warm water to improve the resulting products. This prevents the raisins from drawing moisture from the dough during the process of fermentation or baking, and as a result the finished goods remain moist and fresh for a longer period of time.

Use two ounces of Diamalt to sufficient warm water to cover each pound of raisins. Soak raisins for 20 minutes, drain off solution, spread raisins on flat pan and put into oven for about 5 minutes to take off excess moisture.
What to do next

NOW that you have seen the advantages of carrying a complete line of high quality sweet goods every day in the week, and how through the Basic Sweet Dough Formula it can be done with actually less expense, effort and time than you ever expended on your sweet goods before, it becomes vitally necessary that you utilize every possible means of increasing your sales of sweet goods.

The Special Today Plan of selling, which has been found by bakers all over the country to be most successful in increasing their sales, is one in particular that you should take advantage of.

It is simple in its operation and a sure sales producer. Here it is:

1. Ask your Fleischmann Man to tell you about the big National Campaign being run by the makers of Fleischmann’s Yeast. Choose, for your “special”, the same products which are being advertised and you will get the benefit of this National Campaign for your own business.
2. The day previous, have your salesgirl wrap up an insert, calling attention to the "special", with every package that leaves the store.

3. If possible, run movie slides in your local theatre the day before the "special".

4. On the day of the "special" you have a number of things to do:

   a. Dress your window, displaying the "special" in an outstanding manner.

   b. Display on the counter in appetizing fashion the goods you are specializing.

   c. Instruct your salespeople to call the attention of every customer to the delicious sweet goods display and let your customers taste them, if possible, to make the sale.

It is a simple, effective sales plan and one that has proved successful. You will find that the sales material like that illustrated on the opposite page will make it possible for you to carry out this plan and bring the benefit of this National Advertising to your own store.
Don't go home without some COFFEE CAKE

This Advertising Material will help you not only to sell your goods—but also to tie-up with the great National Advertising Campaign being run by the makers of Fleischmann's Yeast.
Six reasons why Bakers prefer Fleischmann's Yeast

1st You get the most uniform yeast with a strength that always gives the greatest oven spring.

2nd Not one, but twelve factories which insure a supply of yeast to every section of the country.

3rd An unequaled delivery system that gets fresh yeast to you and 30,000 other bakers on time.

4th Personal contact with you through a local organization backed by a national concern.

5th Laboratories, schools and demonstrating experts to help solve your baking problems.

6th Sales Promotion Service to help you sell more quality products.

STANDARD BRANDS INCORPORATED

Fleischmann's Yeast
Service » Diamalt
Fleischmann's Spring Laid Eggs