Let me tell you why you should use—

RELIABLE PREPARED FLOUR

RELIABLE PREPARED FLOUR

A MIXTURE OF SWEET FLOUR, WHEAT GRAIN, CREAM AND SALT. BECAUSE OF FOOD AND MALTESE.

Reliable Flour Co., Boston, Mass.

BISCUITS, CAKES—PASTRY.

NET WEIGHT 3 LBS. A.V.D.
“RELIABLE” COOKING

In olden days the housewife sought
  The village store to barter
Her eggs and truck for flour and meal—
  And likewise, cream of tartar.

But no one knew until ’twas tried
  The fate of Cake or Biscuit;
So people said, “This all is wrong—
  ’Tis foolishness to risk it.”

Then Reliable’s Pastry and fine Cake
  By all were envied sadly;
They said, “Tell us your recipe.
  We’ll buy, and use it gladly.”

So Reliable said, “This flour obtains
  In just the right proportion,
The Cream of Tartar, Soda, pure—
  Relieves you of precaution.”

So don’t delay, but buy to-day
  “Biscuit”—“Corn Cake”—“Entire Wheat”
Or “Graham,” all are praising;
  “Reliable” Prepared is the brand—
  And mark you—all Self-raising.

“RELIABLE” TEA BISCUIT

With the “Reliable” Prepared Flour, the process is so simple that anyone can make the most delicious biscuit. Simply add a little shortening, butter or lard; mix with cold milk, form into shape, and bake.

DROP OR EMERGENCY BISCUIT

Mix “Reliable” Prepared Flour, with or without shortening, with a little more milk than usual, so that the mixture may be dropped from a spoon without spreading. Drop by spoonfuls, at least one inch apart, on a buttered pan.

Brush over the top with milk, if desired, and bake in hot oven.
"RELIABLE" SHORTCAKE
2 cups "Reliable" Prepared Flour  2 yolks of eggs
½ cup butter  Milk to mix to a soft dough
Rub the butter into the flour, add the beaten yolks (they may be omitted) to the milk. Divide the dough into halves and spread with a spoon in two buttered jelly-cake pans. Bake in a moderate oven.

DOUGHNUTS
1 egg  ½ level teaspoonful cinnamon
1 cup sugar  2 cups "Reliable" Prepared Flour
1 cup milk  2 ¾ cups pastry flour
2 teaspoonfuls melted butter  ¾ level teaspoonful nutmeg
1 level teaspoonful salt

WHEAT MUFFINS
1 beaten egg  1 tablespoonful melted butter
1 tablespoonful sugar  "Reliable" Prepared Flour to make a batter
1 cup milk

BLUEBERRY MUFFINS
½ cup sugar  2 ½ cups "Reliable" Prepared Flour
¼ cup butter  1 ½ cups blueberries
1 egg
1 cup milk
Cream sugar, butter and egg together, add the milk, then mix in the flour. Lastly carefully stir in the blueberries. Bake in small muffin pans.

PERFECTION DUMPLINGS
Mix the "Reliable" Prepared Flour with cold milk to a medium dough; with floured hands form into the required shape and steam as wished, with a pot-pie, stew, or in a steamer.

"RELIABLE" GRIDDLE-CAKES
1 cup milk  "Reliable" Prepared Flour to make batter
1 beaten egg
1 tablespoonful sugar  2 teaspoonfuls melted butter
"RELIABLE" APPLE-SAUCE CAKE
1 cup sugar
½ cup butter
1 egg
1 cup unsweetened apple sauce
½ level teaspoonful soda
1½ cups chopped raisins
½ teaspoonful each cinnamon, nut-meg and cloves
1 cup "Reliable" Prepared Flour
1¾ cups pastry flour

Dissolve the soda in the apple sauce, and add with the raisins and spices to the creamed sugar, butter, and egg. Lastly stir in the flours and bake in moderate oven.

ORANGE CAKE
1 cup sugar
¼ cup butter
1 egg
¾ cup milk
Juice of medium orange
Grated rind of half orange
1 cup "Reliable" Prepared Flour
¾ cup pastry flour

Bake in two sheets and frost with orange icing.

FILLING FOR ORANGE CAKE
1 medium orange, juice and grated rind
1 egg
Beat sugar, orange juice, grated rind and butter. Add the beaten egg, cook until it thickens. Use cold.

DELICATE CAKE
2 cups sugar
1 cup butter
3 eggs
1 cup milk
1 teaspoonful vanilla or lemon
1¾ cups pastry flour
1½ cups "Reliable" Prepared Flour

Bake in a moderate oven. As this cake is sweet, it does not require to be frosted.

JELLY CAKE
1 cup sugar
½ cup butter
2 eggs
½ cup milk
1 teaspoonful vanilla
¾ cup pastry flour
1 cup "Reliable" Prepared Flour

Bake in shallow pans to be about three-fourths of an inch in thickness when done. Put together in two layers with currant or other jelly between. Ice with vanilla icing.
FUDGE CAKE

3/4 cup cut chocolate 1 cup milk
2 yolks of eggs
Cook in double boiler until thick. When cool add 1 cup milk.
Into another dish put
2 cups sugar 2 cups “Reliable” Prepared Flour
1/4 cup butter 1 cup pastry flour
1 teaspoonful vanilla 1 cup prepared flour
Cream butter and sugar; add to cooked chocolate mixture and vanilla, then the flour. Stir together well; bake in sheets and put together with white icing between.

SIMPLICITY CAKE

We particularly recommend this delicious cake to the inexperienced in cake making, for it’s easy, yet somewhat out of the usual method of making:

1 1/2 cups “Reliable” Prepared Flour 1/2 cup pastry flour
Then add:
2 eggs, broken into the cup 1 teaspoonful lemon
Milk to fill the cup 1/2 teaspoonful vanilla
Stir well together and bake in a moderate oven.

CREAM OR WASHINGTON PIE

1 cup sugar 1/2 teaspoonful vanilla
1/2 cup butter 1 cup “Reliable” Prepared Flour
2 eggs 1/2 cup melted butter
1/2 cup milk 3/4 cup pastry flour
Cream butter and sugar; cream in the eggs, one at a time, without beating; milk and vanilla; mix in the flour and bake.

If you are interested in good cookery, send for our booklet, “Biscuit and Cakes,” free for the asking. Try some of the rules and a surprise awaits you.

RELIABLE FLOUR CO.’S PREPARATIONS:
Prepared Flour
Prepared Graham (Entire Wheat)
Prepared Corn Cake

RELIABLE FLOUR CO. BOSTON
REMEMBER THE Orange Package

You cannot afford to take "baking chances" when a safe and sure remedy is at hand and all uncertainty is removed and the product improved by use of "Reliable" Prepared Flour. In other words—we present the highest grade of the best milled wheat flour blended with pure grape cream of tartar and bi-carbonate of soda (the most healthful leavening known to science) in proportions which have stood the test of time. Ever equal—ever sure—baking results have standardized the name of this pure product which public approval has stamped with the hall-mark of Quality.

RELIABLE PREPARED FLOUR

A BISCUIT FLOUR
A CAKE FLOUR
A GRIDDLE CAKE FLOUR

FOR SALE BY

ALL GROCERS
ORDER TO-DAY AND
"A Surprise Awaits You"