Try these on your waffle iron!

Brand-New Swans Down surprises
FIRST, try Swans Down for your plain waffles. Only they’re not plain at all, when you make them with Swans Down! They’re extra tender and extra delicious—the very best waffles you ever tasted. A wonderful treat for breakfast, luncheon, or Sunday night tea. Try Swans Down waffles with maple syrup and sausages. There’s a thrill for you! Or waffles with honey—waffles with creamed chicken or chipped beef—waffles with mushrooms. But no matter how you serve them, they’ll always be *specially* wonderful waffles, if you make them with Swans Down! (Turn to the last page and find out *why*). And try—this very day—one of the four surprising new recipes we tell of, here. *All* your friends will be wanting the recipe!

*All measurements are level*

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**Peach Klondike**

*Sponge cake mixture*

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\begin{align*}
\frac{1}{2} \text{ cup sifted Swans Down Cake Flour} \\
\frac{1}{2} \text{ teaspoon lemon juice} \\
\text{Grated rind } \frac{1}{4} \text{ lemon} \\
2 \text{ egg yolks, beaten until thick and} \\
\text{lemon-colored} \\
2 \text{ egg whites} \\
2 \text{ tablespoons cold water} \\
\frac{1}{2} \text{ cup sugar}
\end{align*}
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Sift flour once, measure, and sift again. Add lemon juice and rind to egg yolks. Beat egg whites slightly, add water, and continue beating until stiff enough to hold up in peaks, but not dry. Add \( \frac{1}{2} \) of beaten egg whites to egg yolks. Fold in sugar, a small amount at a time; then flour in same way. Fold in remaining egg whites. Preheat waffle iron and grease well. Pour batter into iron, close iron, cook 30 seconds, turn off current, and bake 3 minutes longer, or until done. Cool waffles. Place peaches on each quarter section, cover with another section, add more peaches, and top with sweetened whipped cream, flavored with almond extract. Makes 4 four-section waffles.
Ham Waffles a la Marigold

*Sour milk waffles*

2 1/4 cups sifted Swans Down Cake Flour
1/2 teaspoon soda
1 1/2 teaspoons Calumet Baking Powder
1/2 teaspoon salt
1 tablespoon sugar
2 egg yolks, well beaten
1 1/2 cups sour milk or buttermilk
2 tablespoons melted butter
2 egg whites, stiffly beaten
*1 cup uncooked smoked ham, finely diced

Sift flour once, measure, add soda, baking powder, salt, and sugar, and sift again. Combine egg yolks, milk, and butter. Add to flour, beating until smooth. Fold in egg whites. Bake waffles according to directions given with waffle iron, sprinkling 1/4 cup ham over the batter of each waffle just before closing iron. Serve soft scrambled eggs on each waffle. Makes 4 four-section waffles.

Cheese Waffles with Grilled Tomatoes

*3 eggs*

2 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
1/2 teaspoon salt
3 egg yolks, well beaten
1 cup milk
4 tablespoons melted butter
3 egg whites, stiffly beaten
1 cup grated cheese

Sift flour once, measure, add baking powder and salt, and sift again. Combine egg yolks, milk, and butter. Add to flour, beating until smooth. Fold in egg whites and cheese. Bake according to directions given with waffle iron. Place a slice of grilled tomato on each section. Makes 5 four-section waffles.

*Diced uncooked bacon may be sprinkled over batter before closing the iron.

Strawberry Ice Cream Cake

*Butter cake mixture*

2 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
1/2 teaspoon salt
4 tablespoons butter or other shortening
1 cup sugar
1 egg yolk, well beaten
2/3 cup milk
1/2 teaspoon vanilla
1 egg white, stiffly beaten

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter, add sugar gradually, and cream together until light and fluffy. Add egg yolk and beat well. Add flour, alternately with milk, a small amount at a time. Beat after each addition until smooth. Add vanilla. Fold in egg white. Preheat waffle iron and grease well. Pour batter into iron, close iron, cook 30 seconds, turn off current, and bake 3 minutes longer, or until done. Cool waffle. Serve a mound of vanilla ice cream on each section of waffle and cover with crushed, sweetened strawberries. Makes 4 four-section waffles. Remaining waffles may be served cold with any fruit sauce poured over them.

*Bacon may be used instead of ham.*
Waffles only begin to tell the good news about Swans Down!

WHAT you’ve just been reading about Swans Down waffles is merely one part of the Swans Down story. There’s more good news! First of all, there’s Swans Down for cakes. That’s what women have been saying for more than thirty years. It’s so well known that we don’t need to tell you what wonderful texture and taste Swans Down assures to cakes. But do you know this . . .

Swans Down gives the same extra perfection to pie crust—biscuits—muffins—cookies—that it gives to cakes. It will give all your baking a delicious perfection that you simply can’t get with ordinary flour.

The reason for Swans Down perfection is this...

SWANS DOWN is a specially milled flour. That does not mean there’s magic in it. It is made from wheat—nothing else — but the wheat is soft winter wheat, which contains a very tender delicate gluten exactly suited for use in mixtures which are quickly leavened. In addition to that —The wheat for Swans Down is specially selected. Only the choicest kernels are used. And Swans Down is specially milled—sifted through finest silk, until it is 27 times as fine as ordinary flour! Try Swans Down tomorrow, and find out for yourself what this fine flour means to your baking. You’re going to be proud of your waffles, and of all the other good things you make—from this time on!

Swans Down Cake Flour
IGLEHEART BROTHERS, INC.
Established 1856
EVANSTON EVANSTON
INDIANA