MAKE BETTER CAKES LIKE THESE FROM
Swans Down
Prepared (Not Self Rising)
CAKE FLOUR
Preferred by Housewives for 27 years

COCOANUT CAKE
SPONGE CAKE
CHOCOLATE CAKE
CHERRY PIE

SEE RECIPES INSIDE
RECIPES SELECTED FROM "CAKE SECRETS"

TRY THEM

**COCOANUT CAKE**
Cream ½ cupful shortening with ¾ cupful sugar. Beat 3 egg yolks until light and add to this another ¼ cupful sugar. Combine mixtures. Sift and measure 3 cupfuls Swans Down Cake Flour, add 3 teaspoonfuls baking powder, 1 teaspoonful salt, and sift three times. Add 1 cupful milk and the flour alternately to the first mixture. Add 1 teaspoonful vanilla and then fold in 3 stiffly beaten egg whites. Bake in layers and ice with boiled icing, sprinkling grated coconut over same.

**SPONGE CAKE**
Beat the yolks of 5 eggs with a Dover beater, gradually beat in 1 cupful sugar to which has been added the grated rind of ½ lemon. Next add juice of ½ lemon. Beat the egg whites until stiff. Fold part of the egg whites into the mixture. Then cut and fold in 1 cupful Swans Down Cake Flour, first sifted, measured, ¼ teaspoonful salt added and sifted again. Fold in the rest of egg whites. Bake in a loaf in a slow oven.

**PIE CRUST**
1 ¼ cupfuls Igleheart's Swans Down Cake Flour, ¼ teaspoonful baking powder, ¼ teaspoonful salt, 5 (level) tablespoonfuls shortening, ¼ cupful cold water (about). Sift together the flour, baking powder, and salt; cut in the shortening, then add water, a little at a time and mix with a knife to a paste of a consistency to clean the mixing bowl of all flour or paste.

**CHOCOLATE CAKE**
Cream ½ cupful shortening with 1 cupful sugar. Sift, then measure 2 cupfuls Swans Down Cake Flour. Add 3 teaspoonfuls baking powder, pinch of salt, and sift again three times. Add the flour and ¼ cupful milk alternately to the first mixture, then 1 teaspoonful vanilla extract. Fold in 3 stiffly beaten egg whites and bake in two layers. Ice with chocolate frosting.

**INSTANT SWANS DOWN**
Igleheart Brothers are putting out a new product called "Instant Swans Down". It is a home-made white cake batter in dry form and is made from Swans Down Cake Flour. Instant Swans Down contains all the ingredients: sugar, milk, shortening, egg whites, flavoring, and baking powder just as you would use in your own kitchen, and requires only the addition of one cup of water to make a white cake batter ready to bake. Instant Swans Down makes a cake like the recipe above for white chocolate cake.

Ask Your Grocer About It.
IT TAKES A SPECIAL CAKE FLOUR TO MAKE THE BEST CAKE

Homemade cake is a delicious, wholesome food. But unless it is properly made you waste your ingredients, and do not realize its full enjoyment or real food value.

Of course you want your cakes to be successful. And you can make success sure with Swans Down Cake Flour!

Before a flour was made especially for cake-making—like Swans Down—women used bread flour in both bread and cake. This is a great mistake as each should have a flour suited to its purpose.

Cake and bread are entirely different. The one should be spongy and elastic, the other, short, delicate and full of flavory lightness. Heavy cake is harmfully indigestible. Flour forms the foundation of both bread and cake, and so if their textures are to be different—there must be a difference in the flour you use.

A good bread flour is rich in the heavier parts of wheat, especially gluten which is a tough, rubbery substance and very hard to stretch or expand into a delicate cake texture. It is perfect for the close, well-knit grain of bread.

On the other hand, cake flour is especially delicate and suited to cake making. Swans Down Cake Flour—the best known and highly recommended—is a beautiful, smooth, soft flour out of which all the coarser materials of the wheat grain have been taken. Only the fluffy, white portions are left. With this superior flour in your cake, the oven heat expands the batter easily and quickly and gives an airy, light, delicate structure that makes perfect cake.

Cake, you know, is rich and nourishing with the fresh eggs, butter, sugar and milk you put into it, so it does not need the heavier elements found in bread.

Swans Down may cost a few cents more per cake than bread flour for each cake made, but in the long run it is great economy. It insures against cake failures and the costly waste of ingredients. Try it in your next cake, for wonderful results!

Lighter, whiter, finer cake and pastry when you use Swans Down Cake Flour!

Fresh and Sanitary, packed only in small, wax paper wrapped cartons. Best grocers everywhere can supply you.
An authoritative booklet on delicious cake and pastry making by Janet McKenzie Hill, editor of American Cookery Magazine, will be gladly sent you for 10 cents. Original recipes, Illustrated. Write today.

“Cake Secrets” contains valuable cake and pastry recipes. All tried and true.

It will teach you how to become a good cake baker.

“Cake Secrets” also tells the causes of cake failures.

Would you like to learn how to make some new icings and fillings? Recipes for same are found in “Cake Secrets”.

IGLEHEART BROTHERS
Established 1856
EVANSVILLE, IND.

PLEASE SEND ME A COPY OF CAKE SECRETS by Janet McKenzie Hill for which I enclose 10c in stamps (or coin) wrapped in paper. My address is

(Write Your Name Plainly)

(Street Address)

(City and State)

Address CAKE SECRET DEPARTMENT,
IGLEHEART BROTHERS, EVANSVILLE, INDIANA,
U.S.A. Tear off and send for your copy at once. If coin is used wrap it in a piece of paper.