Try these "Mix-Easy" Recipes!

Quick Cakes Perfected!
Beating cut in half!  
Fuss and bother cut to zero!

No creaming! Just be sure your vegetable shortening is at room temperature so it's easy to mix. Measure it into the bowl. There's no need to stop and cream!

Dry ingredients go all together! You simply sift them right over the shortening all at once . . . but you don't mix or blend. Not yet! Wait. Trust to Swans Down.

Add liquid in two parts. Just toss in the eggs and part of the liquid! Then beat just 1 minute by hand or electric mixer. Beat around the bowl with sweeping strokes.

You never would believe how swift and easy and sure-handed cake making can be—until you've made a cake with Swans Down and Swans Down's new perfected "Mix-Easy" method. It's simple to do, even if you've never made a cake before in your life!

Yet you get all the famous Swans Down qualities . . . the fine, soft "downy" texture, the lovely even grain, the melting tenderness. These "Mix-Easy" cakes seem even richer and more luscious to taste . . . and they keep fresh longer, too. Here's all you do:

Only 3 minutes beating in all! So add the last of the liquid and beat 2 minutes more. (Count only actual beating time.) . . . And that's all! What a snap — no extra dishes!
**SPICES**

**Spiced Cake**

**One-Egg Cake**

**Preparations.** Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two deep 8-inch layer pans or a 10\(\times\)10\(\times\)2-inch pan. Start oven for moderate heat (375°F). Sift flour once before measuring.

**Measure into bowl:**
- 2 cups sifted Swans Down Cake Flour
- 2 1/2 teaspoons Calumet Baking Powder
- 1/4 teaspoon salt
- 1 cup sugar
- 1 teaspoon vanilla

**Measuring:**
- Have ready: 1 egg, unbeaten

**Now the “Mix-Easy” Part**

Mix or stir shortening just to soften. Sift in dry ingredients; add 1/2 of liquid and the egg. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

**Baking.** Turn batter into pans. Bake in moderate oven (350°F) 30 to 35 minutes for layers, 45 minutes for square cake. Spread with Easy Chocolate Frosting or Sea Foam Frosting.

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**Cocoa Cupcakes**

**Preparations.** Have the shortening at room temperature. Grease 9x5x3-inch loaf pan, line bottom with waxed paper, and grease again. Start oven for moderate heat (350°F). Sift flour once before measuring.

**Measure into sifter:**
- 2 cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder
- 3/4 teaspoon salt
- 1 cup sugar

**Measure into cup:**
- 1/2 cup vegetable shortening

**Measure into cup:**
- 1 cup plus 2 tablespoons milk
- 1 teaspoon vanilla

**Have ready:** 1 egg, unbeaten

**Now the “Mix-Easy” Part**

Mix or stir shortening just to soften. Sift in dry ingredients; add 1/2 of liquid and the egg. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

**Baking.** Turn batter into pans. Bake in moderate oven (400°F) 18 minutes, or until done. Makes 24.

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**Golden Loaf Cake**

**Preparations.** Have the shortening at room temperature. Grease 9x5x3-inch loaf pan, line bottom with waxed paper, and grease again. Start oven for moderate heat (350°F). Sift flour once before measuring.

**Measure into sifter:**
- 2 cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder
- 1/4 teaspoon salt
- 1 cup sugar

**Measure into cup:**
- 1/2 cup vegetable shortening

**Measure into cup:**
- 1 cup milk
- 1 teaspoon vanilla

**Have ready:** 5 egg yolks, unbeaten

**Now the “Mix-Easy” Part**

Mix or stir shortening just to soften. Sift in dry ingredients; add 1/2 of liquid and the egg yolks. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

**Baking.** Turn batter into pan. Bake in moderate oven (350°F) 1 hour.
**Easy CHOCOLATE FROSTING**

- 3 to 4 squares Baker's Unsweetened Chocolate
- 3 tablespoons butter or margarine
- ½ teaspoon salt
- 7 tablespoons milk
- 1 teaspoon vanilla
- 3 cups sifted confectioners' sugar

Melt chocolate and butter over hot water. Add salt, milk, and vanilla to sugar and blend. Add hot chocolate mixture and mix well. Let stand, stirring occasionally, until of right consistency to spread. If necessary, place bowl in pan of cold water.

Makes enough frosting to cover tops and sides of two 8- or 9-inch layers, or a 13x9x2-inch cake. Use ½ recipe for enough frosting to cover tops of two 8-inch layers or 10x10-inch cake.

Use Swans Down Cake Flour! The “Mix-Easy” method will not give good results with ordinary flour . . . or with just any recipe.

**SEA FOAM FROSTING**

- 1 egg white, unbeaten
- ½ cup brown sugar, firmly packed
- 2½ tablespoons water
- ½ teaspoon vanilla

Combine egg white, sugar, salt, and water in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 4 minutes, or until frosting will stand in peaks. Remove from boiling water; add vanilla and beat until thick enough to spread.

Makes enough frosting to cover tops of two 8- or 9-inch layers or a 10x10-inch cake. Double recipe (cooking 7 minutes) for enough frosting to cover tops and sides of two 9-inch layers.

Swans Down itself has not changed. You can still use all your favorite Swans Down recipes just as before. But for a “Mix-Easy” cake . . . use Swans Down and one of these special recipes.
Guarantee

Double the cost of all ingredients back, if you don’t think your Swans Down “Mix-Easy” Cake is better than any similar cake you’ve baked with any other flour!

More women choose Swans Down than all other packaged cake flours put together.

Bake a Better Cake with SWANS DOWN!

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