The Swans Down "Mix-Easy" Cake Book

Quick cakes perfected!

All your old favorites

CHOCOLATE LAYER  COCOA CAKE  APPLESAUCE CAKE
SPICE CAKE  GOLD CAKE  DEVIL'S FOOD
WHITE CAKE  ONE-EGG CAKE  NUT LOAF

and 4 grand frostings!

* See guarantee on back page
Half the beating-time — and all the fuss!

Yet these “Mix-Easy” cakes are true Swans Down beauties!

No creaming! Just be sure your vegetable shortening is at room temperature so it’s plastic, easy to mix. Measure it into the mixing bowl. There’s no need to stop and cream! Remember, with “Mix-Easy” cakes, measuring does half the mixing job!

Dry ingredients all together! Sift your dry ingredients right out over the shortening, all at once. But you don’t mix or blend. Wait! Trust to Swans Down! (And be sure that it’s Swans Down; ordinary flour will not give good results in a “Mix-Easy” cake.)

IMPORTANT. Use Swans Down Cake Flour! These wonderful new “Mix-Easy” recipes have been worked out exactly in the Swans Down kitchens to take advantage of Swans Down’s softness and fineness.

Remember! the “Mix-Easy” method will not give good results with ordinary

Now...try one of Swans

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**Maybe you've heard** about "quick-mixed" cakes and maybe you've even tried them.

But you've simply no idea 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.

You'll find it clear and simple to follow, even if you've never made a cake before in your life.

And 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, more luscious to taste ... and they keep fresh longer, too.

Here's all you do:

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**Add liquid in two parts.** Just toss in your eggs (no separating—no beating) and part of your liquid! Then beat for just **1 minute** by hand or electric mixer. Beat around the bowl with sweeping strokes and scrape bowl and spoon or beater often.

**Only 3 minutes beating in all.** So pour in the rest of the liquid and beat **2 minutes** more. Count only actual beating time. Notice this thinner batter makes the last 2 minutes beating easier. That's all! What a snap—and no extra dishes to wash.

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flour ... or with just any recipe. These are special recipes for Swans Down.

Swans Down itself hasn't changed. You can still use all your grand Swans Down recipes just as before. But whenever you make a "Mix-Easy" cake, be sure to use these special recipes ... and above all, be sure to use Swans Down.

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Notice these recipes call for Calumet Baking Powder. It's perfect for "Mix-Easy" cakes. Calumet's sure Double-Action gives ideal volume and helps Swans Down give a velvety moistness that makes cakes extra luscious.

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Down's perfected "Mix-Easy" cakes today...
Happy CHOCOLATE LAYER CAKE

Preparations

Measurements

Measure into sifter:  
- 2¼ cups sifted Swans Down Cake Flour  
- 2½ teaspoons Calumet Baking Powder  
- 1 teaspoon salt  
- 1½ cups sugar  

Measure into bowl:  
- ½ cup vegetable shortening

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

Have ready:  
- 2 eggs, unbeaten

★ Now the “Mix-Easy” Part
Mix or stir shortening just to soften. Sift in dry ingredients; add ½ of liquid and the eggs. 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 (375° F.) 25 minutes, or until done. Cool and spread with Easy Chocolate Frosting (page 12). Or spread with Quick Orange Frosting (page 7) for an orange layer cake.

NEW PRALINE TOP CAKE
Mix Happy Chocolate Layer Cake (above). Turn batter into 13x9x2-inch pan which has been greased, lined on bottom with waxed paper, and greased again. Bake in moderate oven (375° F.) 35 minutes, or until done. Spread at once with Praline Topping and return to oven to bake until topping is done. Cool cake and cut in pan.

Praline Topping. Mix together ½ cup firmly packed brown sugar, 2 tablespoons Swans Down Cake Flour, ¼ cup melted butter or margarine, 2 tablespoons water, and ½ cup finely chopped nut meats. Spread carefully, a small amount at a time, over hot cake in pan. Place in moderate oven (375° F.) and bake 5 minutes.
ONE-EGG QUICK CAKE

Preparations

Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two 8-inch layer pans or a 10x10x2-inch pan. Start oven for moderate heat (375° F.). Sift flour once before measuring.

Measurements

<table>
<thead>
<tr>
<th>Measure into sifter:</th>
<th>Measure into bowl:</th>
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<tbody>
<tr>
<td>2 cups sifted Swans Down Cake Flour</td>
<td>1/2 cup vegetable shortening</td>
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<tr>
<td>2 1/2 teaspoons Calumet Baking Powder</td>
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<tr>
<td>3/4 teaspoon salt</td>
<td></td>
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<tr>
<td>1 cup sugar</td>
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★ 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 (375° F.) about 20 minutes for layers, or about 35 minutes for 10x10x2-inch cake. Spread with Quick Orange Frosting (page 7).

Your electric mixer is a joy to use with “Mix-Easy” cake recipes. Everything goes into one bowl. Just follow the directions, beating at low to medium speed. Be sure to watch the beating time and keep the batter scraped down from sides of the bowl and well up from bottom during the beating. If need be, take time out to stop the mixer once or twice and scrape down thoroughly.

“Mix-Easy” Cakes may be mixed by hand or electric mixer. Use low to medium speed of mixer for these cakes.
LUCKY NUT LOAF

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.

Measurements

Measure into sifter:
- 2 cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder
- ¾ teaspoon salt
- 1 ¼ cups sugar

Measure into bowl:
- ½ cup vegetable shortening

Measure into cup:
- ¾ cup milk
- 1 teaspoon vanilla

Have ready:
- 2 eggs, unbeaten
- ¾ cup chopped nut meats

★ Now the "Mix-Easy" Part
Mix or stir shortening just to soften. Sift in dry ingredients; add ½ of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid and nuts, 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.) about 1 hour and 15 minutes. Let cool in pan.

FRUIT SAUCE CAKE
Use recipe for Lucky Nut Loaf (above), substituting sweetened applesauce or rhubarb sauce for milk. Decrease sugar to 1 cup, and add to dry ingredients ¾ teaspoon soda and ½ teaspoon each cinnamon, cloves, and allspice. Add ½ cup cut raisins and ½ cup chopped nut meats with last addition of liquid, instead of ¾ cup nut meats. Bake as directed.

LUSCIOUS SPICE CAKE
Use recipe for Happy Chocolate Layer Cake (page 4). Add ½ teaspoon each cinnamon, cloves, and allspice to dry ingredients, and 2 tablespoons molasses to shortening. Bake in layers as directed about 30 minutes, or until done. Cool and spread with Sea Foam Frosting (page 11).
DEVIL’S FOOD WINNER

Preparations
Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two 9-inch layer pans, or a 10x10x2-inch pan or 13x9x2-inch sheet. Start oven for moderate (350°F). Sift flour once before measuring.

Measurements

Measure into sifter:  
- 2 cups sifted Swans Down Cake Flour  
- ¾ teaspoon salt  
- 1 teaspoon soda  
- 1 cup granulated sugar

Measure into bowl:  
- ½ cup vegetable shortening

Have ready:  
- ½ cup brown sugar, firmly packed  
- 2 eggs, unbeaten  
- 3 squares Baker’s Unsweetened Chocolate, cut up and melted in  
- ½ cup boiling water

*To sour fresh milk, add 2 teaspoons vinegar or lemon juice to  
½ cup milk; let stand in warm place for a few minutes.

Now the “Mix-Easy” Part
Mix or stir shortening just to soften. Sift in dry ingredients. Add brown sugar—forcing through a sieve to remove lumps, if necessary. Add ½ of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 1 minute. Add chocolate mixture and beat 1 minute 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) about 30 minutes for layers, or 40 to 45 minutes for square or sheet cake. Spread with Seven Minute Frosting (page 12).

QUICK ORANGE FROSTING
Combine 1 ½ cups sifted confectioners’ sugar, 1 ½ teaspoons grated orange rind, 2 tablespoons lemon juice, and a dash of salt. Add 2 tablespoons hot melted butter or margarine and beat vigorously 1 minute. Makes frosting for tops of two 8- or 9-inch layers, or a 10x10-inch cake.

“Mix-Easy” Cakes may be mixed by hand or electric mixer. Use low to medium speed of mixer for these cakes.
Speedeluxe WHITE CAKE

Preparations
Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two deep 9-inch layer pans or a 13x9x2-inch pan. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Measurements

<table>
<thead>
<tr>
<th>Measure into sifter:</th>
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<th>Measure into cup:</th>
<th>Have ready:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 1/2 cups sifted Swans Down Cake Flour</td>
<td>2/3 cup vegetable shortening</td>
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<tr>
<td>2 1/2 teaspoons Calumet Baking Powder</td>
<td></td>
<td>1 cup milk</td>
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<tr>
<td>1 teaspoon salt</td>
<td></td>
<td>1 teaspoon vanilla</td>
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<tr>
<td>1 3/4 cups sugar</td>
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*For meringue, beat egg whites with rotary egg beater (or at high speed of electric mixer) until foamy, add 1/2 cup sugar gradually, beating only until meringue will hold up in peaks.

★ Now the “Mix-Easy” Part
Mix or stir shortening just to soften. Sift in dry ingredients; add 3/4 of liquid. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. Then add meringue mixture and beat 1 minute. (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.) about 35 minutes for layers, or about 45 minutes for 13x9x2-inch cake. Spread with Easy Chocolate Frosting or Seven Minute Frosting (page 12).

SERVICE MAN’S CAKE
Mix and bake Speedeluxe White Cake (above) in 13x9x2-inch pan as directed. Spread Easy Chocolate Frosting (page 12) on top and sides of cake. Using pastry tube filled with yellow-tinted butter frosting, decorate with border of star-like rosettes and write message, such as “From your first Mess Sergeant—Mom,” across top of cake.

“Mix-Easy” Cakes may be mixed by hand or electric mixer. Use low to medium speed of mixer for these cakes.
For the best there is, use a Swans Down “Mix-Easy” recipe.

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.

Measurements
Measure into sifter:
- 2 cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder
- ¾ teaspoon salt
- 1 cup sugar

Measure into bowl:
- ½ cup vegetable shortening

Measure into cup:
- ¾ 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 ½ 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 into pan. Bake in moderate oven (350° F.) 1 hour.
"Mix-Easy" COCOA CAKE

Preparations
Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two deep 8-inch or two 9-inch layer pans, or use a 10x10x2-inch pan. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Measurements

Measure into sifter:
- 1⅛ cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder
- ¾ teaspoon salt
- ⅛ teaspoon soda
- ½ cup Baker's Breakfast Cocoa
- 1 cup granulated sugar

Measure into bowl:
- ½ cup vegetable shortening

Measure into cup:
- 1 cup sour milk or buttermilk*
- 1 teaspoon vanilla

Have ready:
- ½ cup brown sugar, firmly packed
- 2 eggs, unbeaten

*To sour fresh milk, add 1 tablespoon vinegar or lemon juice to 1 cup milk; let stand in warm place for a few minutes.

Now the "Mix-Easy" Part
Mix or stir shortening just to soften. Sift in dry ingredients. Add brown sugar—forcing through a sieve to remove lumps, if necessary. Add ½ of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 1 minute 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 (page 12), or Sea Foam Frosting (page 11).

COCOA CUPCAKES
Use the recipe for "Mix-Easy" Cocoa Cake (above). Fill greased large cupcake pans only ½ full of batter. Bake in hot oven (400° F.) 18 minutes, or until done. Makes 24 cupcakes. Spread with Easy Chocolate Frosting (page 12).

"Mix-Easy" Cakes may be mixed by hand or electric mixer. Use low to medium speed of mixer for this cake.
"Measure-for-Measure" SPONGE CAKE

Note: Most sponge cakes require very thorough beating of egg mixture. In this recipe use a sturdy double rotary egg beater or beat egg mixture at high speed of electric mixer. A wire whisk may also be used, allowing at least 2 full minutes beating per egg.

2, 3, 4 or 5 eggs
A dash of salt for each egg
Sifted Swans Down Cake
Flour—same measure
as eggs
Sugar—same measure as eggs

2Y2 teaspoon cream of tartar for each egg
Y4 teaspoon grated lemon
rind or vanilla for each egg

Remove eggs from refrigerator several hours before using. Break into a glass the number of eggs desired. Into another glass measure an equal amount of sifted flour and sift four times. Measure equal amount of sugar.

Place eggs in mixing bowl, add salt, cream of tartar, flavoring, and about Y4 of sugar. Beat with sturdy rotary egg beater, adding rest of sugar gradually. Beat until light colored and very thick as mixture falls from beater. (Allow at least 1 full minute of beating per egg.) Add flour all at once and stir in quickly and thoroughly with spoon.

Turn into pan* greased on bottom only, lined with waxed paper to within 1 inch of edge, and greased lightly again. Bake in moderate oven (350° F.) 20 to 30 minutes, or until done.

*For 2-egg cake . . . 8x8x2-inch pan
3-egg cake . . . 9x9x2-inch pan
4-egg cake . . . 10x10x2-inch pan (or two 8-inch layers)
5-egg cake . . . 13x9x2-inch pan (or two 9-inch layers)

SEA FOAM FROSTING

1 egg white, unbeaten
Dash of salt
Y4 cup brown sugar,
21/2 tablespoons water
firmly packed
1/2 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 for tops of two 8- or 9-inch layers. (If recipe is doubled, cook 7 minutes.)
SEVEN MINUTE FROSTING

2 egg whites, unbeaten
tablespoons sugar
5 tablespoons water
1 1/2 teaspoons light corn syrup
1 teaspoon vanilla

Combine egg whites, sugar, water, and corn syrup 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 7 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 and sides of two 9-inch layers or a 13x9x2-inch cake.

EASY CHOCOLATE FROSTING

3 to 4 squares Baker's Unsweetened Chocolate
3 tablespoons butter
1/2 teaspoon salt
7 tablespoons milk
3 cups sifted confectioners' sugar
1 teaspoon vanilla

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 for tops and sides of two 9-inch layers, or 13x9-inch cake.

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!

The makers of Swans Down can give you this guarantee because they know that Swans Down has made supremely fine cakes for 50 years. Today more women choose Swans Down than all other packaged cake flours put together.