



Mrs Edith Moore, Champion Cake Baker



CAKE BAKING SECRETS

with
Silver Cake Recipe
and
Angel Food Cake Recipe

CAKE BAKING SECRETS

SIMPLE RULES THAT WILL
IMPROVE YOUR CAKES



THIS booklet brings to you the Cake Baking Secrets used by the Champion Cake Baker, Mrs. Edith Moore, winner of nearly a thousand cake baking prizes at state and county fairs, shows and exhibitions throughout the country.

You may already know how to make delicious cakes but even so, do not hesitate to read carefully the pages of this booklet. Not only can young cooks learn how to make marvelous cakes by following Mrs. Moore's ideas, but even experienced cooks who already make good cakes can find in Mrs. Moore's "Secrets" many helps that will make for even better and more delicious cakes.

There never before has been printed a more valuable booklet on cake baking than this booklet you now hold in your hand. You will appreciate the real outstanding value of it when once you follow its instructions.

Thousands upon thousands of women already have learned that in this booklet lies the secrets that solve practically every cake baking problem. They know that by simply following Mrs. Moore's ideas very noticeable improvement can be made in their cakes. This booklet is printed and presented to you by

FURST - McNESS COMPANY

Chemists and Manufacturing Pharmacists

FREEMPORT, ILLINOIS, U. S. A.

INGREDIENT SECRETS

IMPORTANT FACTS YOU SHOULD KNOW

BY MRS. EDITH MOORE

To make prize-winning cakes you must use the very best ingredients you can buy. Poor quality or substitute ingredients cannot produce the best quality cakes. Use the best fresh butter you can get. This is very important. Use only super-fine sugar so that it will mix and dissolve in the butter more easily and more completely.

FINE SUGAR, KEY TO FINE TEXTURE

Coarse texture is often caused by the use of coarse sugar. In fact it is almost impossible to make a fine textured cake with coarse sugar. If you cannot buy extra fine sugar from your grocer, take the time to roll the sugar you have, with your rolling pin, to make it as fine as possible. Do not use pulverized sugar.

A SOUR MILK SECRET

Use fresh cream or milk and in cases where sour milk is required, use milk that is very sour—not milk that has just turned sour. It's surprising how much better a sour milk cake turns out where real sour milk is used.

Do not use ordinary flour in your cakes, instead use a good brand of cake flour. There are several good cake flours on the market. Flour should be sifted at least six times before measuring. This prevents using too much flour.

Now we come to the two most important ingredients in a cake. They are flavor and baking powder. A cake made carefully of good ingredients cannot be called a success unless it tastes extra good and is light in texture.

A FLAVOR THAT WON'T BAKE OUT

All Vanilla Extracts bake out when the cake is in the oven because Vanilla Extract loses its flavor when subjected to heat. Therefore it is your duty to find a flavor that will not bake



out. I have found it for you, it is F. W. Mc Ness' Champion Flavoring Extract, a delicious flavor that has twice the flavoring strength of U. S. Standard Vanilla Extract, and a flavor that positively does not bake out nor freeze out. I have used F. W. Mc Ness' Champion Flavoring Extract for fourteen years and its rich, delicious goodness has been the main factor in winning nearly a thousand cake baking prizes for me.

So, first of all be sure to get a bottle of F. W. Mc Ness' Champion Flavoring Extract before you try to improve your cakes. It contains pure Bourbon Vanilla Extract fortified with scientific

properties that fix its flavor so that heat nor cold can spoil it. If you do nothing to your cakes other than change from Vanilla Extract to Champion Flavoring Extract you will make your cakes taste twice as good.

AVOID BAKING POWDER THAT GIVES CAKES AN "OFF" TASTE

It is very important that you use F. W. Mc Ness' Baking Powder when you try to make better cakes because this baking powder is going to save you many a fallen cake.

As you have no doubt learned, by bitter experience, many baking powders are not reliable. They work out wonderfully well one time and then next time your cake or biscuits do not rise as they should. You may have blamed yourself but in fact most all failures of a baking to rise properly, is due to the Baking Powder.

I use F. W. Mc Ness' Baking Powder for two reasons.

The first is: it does not make a cake taste of baking powder if a little too much is used. Practically every other baking powder I have

ever used would give a cake an off flavor if a trifle too much was used. I believe you'll agree with me now that the baking powder you are using, unless it is F. W. McNess', will give your cakes a soda taste if you use a trifle too much. You can stop all danger of spoiling the taste of your cakes by using F. W. McNess' Baking Powder.

The second reason is: F. W. McNess' Baking Powder has what I call a double delayed action. Its first action takes place when it is mixed in the batter, the second action takes place when the cake is baking. The first action is the delayed action and the reason why F. W. McNess' Baking Powder never fails to make your cakes and other bakings rise properly. With other baking powders you must get the cake in the oven just as quickly as possible after the baking powder has been added or it will exhaust its first action and your cake will rise only half as high as it should.



With F. W. McNess' Baking Powder you can take your time. If your oven isn't hot enough the cake batter can stand until the desired oven heat is reached. I have let cake batter set for as much as an hour and a half before placing it in the oven and the results were just as nice as if I had hurried it into a waiting oven when I mixed it. The using of F. W. McNess' Baking Powder is a baking secret that has been a winner for me. Use this secret and I know you can improve your bakings by stopping the failures.

CHAMPION FLAVORED CAKES TAKE PRIZES

I have discovered that the most popular cakes are cakes that have a real vanilla flavor.

In fact, the cakes that have walked away with the prizes where I have competed are those flavored with F. W. McNess' Champion Flavoring Extract. There is no other flavor like it. Its mellow, rich flavor, twice as strong as U. S. Standard Vanilla Extract does not bake out but stays in to give the cake a deliciousness that no Vanilla Extract can duplicate. Judges seem to instantly pick out my Champion Flavored Cakes from the ordinary vanilla extract flavored cakes.

ALL MEASUREMENTS ARE LEVEL

When measuring ingredients be sure you use level measures. You really should have a regular measuring cup and measuring spoons. Flour, baking powder, and other ingredients that pack should be well sifted before measuring. When you measure a teaspoonful of baking powder or soda



take a straight edge knife and run it across the top of the spoon so the ingredient will be level with the top of the spoon. To be careless about measuring is to invite trouble. A heaping table-

spoonful of soda or baking powder or spice is in reality, not one tablespoonful but four level tablespoonfuls. You can readily imagine what an effect a heaping tablespoonful would have on any cake if it is four times as much as the recipe required. Remember from now on, unless otherwise stated, every recipe measurement means level; not rounding and not heaping. Follow this fact and you'll not have certain troubles most all cooks experience.

MIXING INFORMATION

There are three methods of mixing: stirring, beating and cutting or folding. In stirring, the spoon is not lifted from the bowl and the motion may be described as a circular one.

In beating, the object desired is to get all the air possible into the mixture. The faster the

batter is beaten the more air will be incorporated and consequently the cake will be lighter; but care must be taken not to use a stirring motion after the cake is beaten, as this will undo the good already accomplished.

The term "folding" applies especially to the mixing and blending of stiffly beaten egg whites which are added just before putting the cake batter in the pans. The motion is that of lifting the batter from the bottom of the bowl, folding it over the beaten whites, mixing them in and continuing the process until the egg whites are no longer seen on top of the batter.

The whole process must be performed with great care to avoid destroying the lightness of the air cells in either batter or eggs.

HOW TO MAKE A WHITE CAKE

Now that I have given you some general ideas about ingredients and measurements I will tell you how to use these ideas to make a tender, firm, delicious white cake. You will want to know how to get the right texture as this seems to bother most people.



Well, I'm going to pretend you know nothing about cake making because I want all young cooks to get these pointers. Those of you who are old hands at cake baking can follow me and see whether I disagree or agree with your own methods. The first step in making a cake is to cream together the butter and sugar. This I like to do with my hands. I work it until the sugar is entirely dissolved. The butter should be soft, not melted, but soft. Hard butter takes too much time to cream perfectly. Use the very finest granulated sugar you can buy because only with fine sugar can you make a fine textured cake.

LET EGG WHITES STAND

In making a white cake we use just the egg whites. Break the eggs when you start mixing the sugar and butter so they can stand a few minutes. Egg whites should stand a few minutes because it makes them much easier to beat. Be sure the whites are thoroughly beaten so they can stand alone.

Now for the flour! It is important that you sift flour at least five or six times before measuring. For my prize winning cakes I sift the flour six times. I also sift the baking powder. By doing this I do not get too much flour or baking powder in my cakes. You know both ingredients pack and need loosening up before measuring. Measure your flour carefully and by all means level off each cup of flour with a knife. Don't pack the flour in the measuring cup. **Most young cooks make the mistake of using too much flour.**

HOW TO AVOID CURDLING

The second step in making a prize winning white cake is to add flour and milk. I'll bet most of you have trouble with your batter curdling at this stage. Here is my own way of avoiding this curdle. You of course, know that the proper way is to add flour and milk alternately. Now, to get away from the curdle, add one-half cup of flour first to the creamed sugar and butter, then one-half cup milk. Try it next time you bake and you will have no trouble with curdling.

Your last cup of flour should have the baking powder and salt in it. Before you add this last cup of flour with baking powder and salt, beat the cake batter well. Then add this last cupful and stir it in for two or three minutes, but do not beat the batter again. This little trick gives your baking powder a chance to get in its best work.

THE MOST IMPORTANT SECRET

The next step is to add your flavoring. This is the most important of all for if you use ordi-

nary Vanilla Extract it is going to bake out or so change in character that the real flavor, the delicious goodness of the Vanilla Bean, will be ruined. I don't believe you realize how much actual flavor bakes out of ordinary Vanilla Extract. Most Vanilla Extract has no more flavor than water after it is submitted to heat. I have learned by many years of experience that there is one flavor that does not leave your cake when it's baking. I have used it fourteen years and it has won hundreds of prizes for me. This flavor is F. W. McNess' Champion Flavoring Extract. It is a delicious flavor made of finest Bourbon Vanilla Extract fortified with a fraction of a percent of Vanillin and Coumarin to fix the Vanilla Flavor in the baking. You will like Champion Flavoring Extract better than any Vanilla Extract you have ever used, I'm sure. At least that has been the case with thousands of women who have tried Champion Flavoring Extract on my recommendation. Remember Champion is twice as strong as standard U. S. Vanilla and you use only half the amount of flavor called for in the recipe.



FOLD IN EGGS—DON'T BEAT

Now we continue with our white cake. Your last bit of milk goes in with the egg whites. And remember, fold in the eggs thoroughly but do not beat them in. You don't want to break down the air cells you have created with your beating. Keep folding until the eggs are thoroughly mixed. You can see that in order to be a good cook, you need muscle and patience. Be exact in all

your measurements too. Although I have won hundreds of prizes, and all my recipes are my own creations, I never depend upon my memory. I follow the recipe and measure each cake just as carefully as though I had never seen it before.

HOW TO MAKE CAKES RISE EVENLY

Our next problem is filling the pans. This seems to puzzle all beginners. See that your mixture fills the pan only two-thirds full if it is a loaf or layer cake. Now for cup cakes, only fill them half full. And here's something to remember. Push the mixture well to the sides and corners of the pan leaving a slight depression in the center so that the cake may rise evenly. Now, your cake is ready for the oven.

HOW TO PREVENT CAKES CRACKING

If your cakes have been cracking across the top, your oven has been too hot at the start. The average heat should be 325 degrees for the first 15 minutes and 350 degrees for the rest of the time. In short, to avoid having your cake crack across the top, do not put it in a very hot oven. When you do, the heat quickly bakes a crust over the top and then when the interior of the cake begins to bake the steam generated inside cracks the top open so it can escape.

FOUR STAGES OF BAKING

Let us divide the baking period into quarters. During the first quarter, the mixture should begin to rise; during the second it should continue to rise, reach its full height, and begin to brown; in the third quarter the browning should continue; and by the end of the fourth quarter, the cake should complete the browning and shrink from the pan. Do not move the cake after it begins to rise until it is fully risen and slightly set. It may then be moved carefully if necessary. I find the results are better if the cakes are baked alone in the oven. Place the pan as near the center of the oven as possible to insure even baking of the cake. The oven door may be carefully opened and closed without causing the cake to fall.

HOW TO TELL WHEN CAKE IS DONE

Many of the young brides have asked how one can tell when the cakes are done. When the baking is finished, the cake will break away from the sides of the pan, and it will spring back quickly when pressed lightly by the finger. The new cook will find it safer to test with a clean toothpick. Insert this in the center of the cake. If it comes out clean, the cake is done. Then turn the cake over on a wire rack to cool. If there is any tendency to stick, turn the pan on its sides successively and allow it to stand in each position long enough for the weight of the cake to pull itself loose. These are just simple rules, but they may help you if you are having trouble with your cakes.

CHOCOLATE OR MAHOGANY CAKE BAKING SECRETS

The first thing to do in making a chocolate or mahogany cake is to prepare the chocolate mixture because it must cool before being put in the cake. I like to use cocoa for this. You get a much smoother mixture more easily. Take your cocoa, whatever the recipe calls for and add the same amount of milk. Cook this until it is the consistency of a custard and then cool.

RICH IN FOOD VALUE

Before I go on I want to tell you why I use F. W. McNess' Breakfast Cocoa in preference to all others. This excellent cocoa contains over 22% cocoa butter which is the element that determines the food value of the cocoa. Having over 22% cocoa butter it is as rich as you can buy. Another outstanding feature about F. W. McNess' Breakfast Cocoa is its fineness. It is triple screened to give it minute fineness. This extra fine texture makes F. W. McNess' Cocoa distri-



Simple Test Proves Champion Extract "Won't Bake Out"

TRY THIS FUDGE RECIPE

This is a very severe test yet you'll find that even boiling does not kill Champion Flavoring Extract like it does all ordinary vanilla extracts.

Today, get a bottle of F. W. McNess' Champion Flavoring Extract and use it in this fudge recipe:

4 tablespoonfuls cocoa
1½ tablespoonfuls butter
2 cups sugar
1 cup milk
⅛ teaspoon salt
½ teaspoon Champion
Flavoring Extract

Melt butter and cocoa first, then add sugar, milk and salt. Place over low flame and stir until sugar is dissolved, then bring to boiling point slowly without stirring. Bring to soft ball stage, add Champion Flavoring Extract, then remove and beat. Champion Flavor can go in while mixture is boiling.

TEST McNESS COCOA TOO!

By using F. W. McNess' Breakfast Cocoa in this fudge test, you can also learn of the unusual quality of this rich cocoa, which contains over 22% cocoa butter.



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McNESS QUALITY
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