

# THIS MONTH WE OFFER VIRGINIA'S MOST FAMOUS CAKE



*All Ready Baked for You*

It's a Hostess Devil's Food Bar  
Always Fresh at Your Grocer's

By ALICE ADAMS PROCTOR

LET me tell you just a bit about this wonderful Hostess Devil's Food Bar. I've found it so popular in my own home that I know your family will like it too.

Old Virginia plantation cooks first made this type of cake. Now I have combined the best features of their recipes in Hostess Devil's Food Bar. It has two tender layers of delicious devil's food cake—the melt-in-your-mouth kind, too. Between them a delicate filler of delicious butter cream. And then, over all, the cake—a distinctive, homelike chocolate frosting.

Doesn't that sound like your kind of cake? It tastes like your own, too!

### Baked Near Your Home

And let me tell you even better news. The luscious Devil's Food Bars are baked in a model Hostess Cake Kitchen right near your home.

Baked as they are each day, your grocer has them fresh and perfect.

Thus the extra-fine ingredients we use lose none of their natural flavor. Our tested eggs, our twice-pasteurized milk, and our own special blend of cake flour—all the good things that go into this cake are exactly the kind you'd prefer to buy for your own kitchen.

### 10 Free Dessert Recipes with Cake

Now, I believe I've saved the very best news until last! During September you'll find packed with each Hostess Devil's



### OUR INGREDIENTS

**FLOUR.** A blend of selected wheats. Specially milled.  
**MILK.** Every drop pasteurized.  
**BUTTER.** Pure creamery testing "90 score."  
**EGGS.** All inspected five times.  
**SUGAR.** Must be 99.7 pure.  
**FLAVORINGS.** We make all our own.



Food Bar a little folder.

It contains simple rules for making the ten desserts I've found most popular. All made with this Devil's Food Bar. All quick and inexpensive to prepare.

Here's a "Devil's Food Alaska"—

### DEVIL'S FOOD RECIPE

1/2 cup Brown Sugar. 1/2 cup Confectioner's Sugar. 4 tablespoons Butter. 2 1/2 tablespoons Cocoa or 2 squares of Chocolate. 1/2 cup Milk. 2 Eggs. 1 1/4 cups sifted Cake Flour. 1/8 teaspoon Salt. 1/8 teaspoon of Soda, in the Milk. 1/2 teaspoon of Vanilla.

cool—appetizing—just the thing for one of these warm September evenings. Or look at that "Chocolate Peppermint Cream Cake." Why, it's a creation that will enhance the reputation of even the best of cooks.

I'm sure you'll find Hostess Devil's Food Bars at your favorite grocer's. Ask him for one today.

Once you've tried it, I know you'll want to try other Hostess Cakes too. Pineapple Layer, for instance. Or those delicious Cup Cakes, or that refreshing Lemon Loaf.

### Booklet Yours Free

To assist you in preparing new and unusual desserts, I have recently written a new booklet, "Fifty Quick Desserts."

In it are described the cream of my dessert creations. The kind that wins immediate praise whenever served.

The coupon is for your convenience.

© 1919, C. B. Co.

### MAIL FOR FREE BOOKLET

Mrs. Proctor, Continental Baking Co.  
285 Madison Avenue, New York City.  
Please send me FREE my copy of "Fifty Quick Desserts." (L10)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



This delicious pineapple layer is another of the homelike Hostess Cakes.

# Hostess Cake

BAKERS ALSO OF WONDER BREAD AND WONDER PAN ROLLS