

WHY... BAKE CAKE

when your grocer gets these delicious Hostess Cakes fresh every morning!

By *Alice Adams Proctor*

FEW women care to spend long hours baking cake. And very few can bake all cakes equally well. And so when they discover Hostess Cake, and find that they can serve real home-made-tasting cake without the trouble of baking, their dessert menus actually become *more varied*.

Every morning your grocer gets the different kinds of Hostess Cake, fresh from the oven, with icings freshly made and spread on the fragrant warm layers and delicate golden loaves, just as the best cooks do it at home.

Every Hostess Cake has the taste and texture of the finest home-baked cake, because it is made with cake materials as good as or better than those you could buy for your own baking. Hostess Cakes are so good because such good things go into them!

Baking and icing any one of these cakes would take you an hour and a half. And it would cost you about twice as much.

To give your family a real treat, choose one of these delicious Hostess Cakes today. At your grocer's.

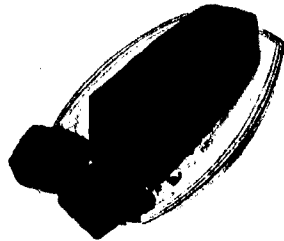


So many delicious and unusual desserts can be made with Hostess Cakes. Write for the booklet called "Fifty Quick Desserts," which tells how you can make Hostess Cake into Fudge Surprises . . . Ice Box Cakes . . . Charlotte Russes . . . Cream Pies . . . Steamed Puddings . . . Spanish Rolls . . . Fruit Delights . . . Petits Fours . . . Ice Cream Sandwiches . . . Sponge Rings . . . Hawaiian Moons . . . and many tempting desserts.

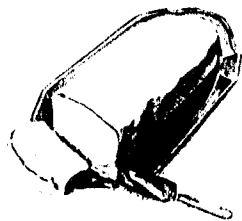
FOR YOUR PLEASURE—The Happy Wonder Bakers—on the radio every Wednesday evening. Also Frank Black and his famous orchestra. Over WEAf and the NBC network.



"MIGHTY NICE SUPPER—such good cake" is the verdict when you serve big soft wedges of Hostess Pineapple Layer Cake with the ices at your evening parties. The recipe is an old favorite in the Carolina plantations.



HOSTESS DEVIL'S FOOD BAR. Tender layers of devil's food are put together with a luscious butter-cream filling, and a deep chocolate frosting is lavishly spread over all.



A HOSTESS LEMON LOAF, generously sliced, is just the thing for the children's holiday party. It's light, delicate sponge cake, with a butter frosting. It's made with tested eggs and the fresh juice of newly crushed lemons.



THESE GOOD LITTLE HOSTESS CUP CAKES (2 for 5¢) are just what you need for lunches, for tea time, for the children. They're frosted with either vanilla or chocolate, and it seems as though people just can't get enough of them.

FRUIT CAKE, of course, to top off the Christmas dinner—crammed full of delicious candied fruits, raisins, and rich whole pecans. Every rich crumb of Hostess Fruit Cake "tastes like old times." Packed in a beautifully decorated metal gift box, it makes a wonderful gift for far-away friends and relatives, too.



Use the coupon below to get our helpful booklet that tells how to make 50 quick, easy desserts

Hostess Cake

BAKERS ALSO OF WONDER BREAD AND WONDER PAN ROLLS



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."

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