

"This Cocoalight cake had me floating on air!"



"It was feather light . . . tender as a summer breeze. Moist and rich, too, down to the last yummy crumb. It was the kind of cake I'd always hoped and hoped I'd be able to make some day!"

"And it was so easy to make—with Crisco and a Crisco Success Cake recipe! You see, new, improved Crisco has a *baking secret* you get in no other type of shortening. Crisco

Success Cake recipes are *built around* that secret. Result? Lighter cakes, richer cakes, more tender cakes than you'll get with any other type of shortening or any ordinary recipe. I know that sounds like a big promise—but it's true!

"And it takes only 4½ minutes to mix a super Crisco Success Cake. Of course, pure, all-vegetable Crisco is tops for any cake or

any recipe. But Crisco, plus the Success Cake method is *magic!*

"I should have known! I've always counted on pure, creamy Crisco for flaky pastry, crisp, digestible fried foods. (9 out of 10 doctors, you know, say Crisco is *easy to digest.*) And, starting now, I'm counting on my wonderful Crisco for all 3—pastry, fried foods and lighter cakes."



CRISCO COCOALIGHT CAKE

Don't worry if you've never made a cake this way. Measure exactly . . . follow directions carefully. Be sure to use Crisco, because *only* with new, improved Crisco can we promise you a lighter, richer, moister, more tender cake.

Measure into mixing bowl (all measurements level):

2 cups cake flour (sifted before measuring)	1 tsp. salt
2 cups sugar	¾ cup cocoa
¾ cup Crisco	1½ tsp. soda
	¾ cup milk

Beat vigorously by hand or with mixer (medium speed) 2 mins. Now stir in (yes, all by itself):

¾ teaspoon double-action baking powder

Add:

½ cup milk • 3 eggs (unbeaten) • 1 tsp. vanilla

Blend by hand or in mixer (medium speed) for 2 minutes. The batter will be smooth and thin. Pour into 2 square layer pans (9" x 1½" deep), rubbed with Crisco, lined with waxed paper. (With smaller pans, fill half full; bake cup cakes with remaining batter.) Bake in moderate oven (350°F.) 35 to 40 minutes. Frost with orange icing and sprinkle with candied orange peel.

SEND FOR CRISCO COOK BOOK—64 pages of "Recipes for Good Eating," with more Success Cake recipes. Send 10¢ in coin and a Crisco label (any size). Address: Crisco, Dept. HJ, Box 837, Cincinnati 1, Ohio. Offer good in United States, including Hawaii.



use **CRISCO** It's digestible!

Be thrifty—buy the 3-lb. economy size.