

Betty Crocker explains: "Cut Mixing Time Over 1/2... yet Get Better Cakes!"



YOU DON'T CREAM SHORTENING • YOU DON'T BEAT EGGS • USE ONLY ONE BOWL



It's revolutionary! You don't cream shortening or sugar. You save work, save time. Get cakes that are far lovelier!



No separate beating of eggs, in this new method! They're mixed right in with the other ingredients (believe it or not!).



That saves mess and bother. Means fewer dishes to wash. Another time-saving feature of the new Betty Crocker method.



STARLIGHT CAKE

Made by the Betty Crocker New Method

IMPORTANT: Use only Gold Medal "Kitchen-tested" Enriched Flour with this recipe

Have ingredients at room temperature. Shortening should be soft, not melted. Pre-heat oven to 350° (correct temperature is important in all cake baking). Grease and flour two 8-inch round layer cake pans. Sift GOLD MEDAL "Kitchen-tested" Flour before measuring. Measure all ingredients (level measurements) before starting to mix.

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|---------------------------|---|--|
| Sift together into bowl.. | { | 2 1/4 cups sifted GOLD MEDAL "Kitchen-tested" Enriched Flour (2 cups plus 2 tbsp.) |
| | | *3 or 3 1/4 or 4 tsp. Baking Powder |
| | | 1 tsp. Salt
1 1/2 cups Sugar |
| Add | { | 1/2 cup high grade Vegetable Shortening |
| | | 1 cup Milk |
| | | 1 tsp. Flavoring |

Beat vigorously with spoon (up and over motion) or mix with electric mixer on *slow to medium speed* for 2 minutes by clock. Scrape bowl frequently. If beating by hand, you can rest a minute, but count only actual beating time.

Add

{	1/3 to 1/2 cup Eggs (2 medium), unbeaten
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Continue beating 2 more minutes, scraping bowl frequently. Batter is thin. Pour into prepared pans. Bake 30 to 35 minutes in moderate oven (350°). Cool layers. Ice with favorite white icing. Decorate with cut-up gumdrops.

*3 tsp. for double-action type (Clabber Girl, Calumet, Davis, KC, etc.); 3 1/4 tsp. for phosphate type (Rumford, Dr. Price's, etc.); 4 tsp. for tartrate type.

See recipe folders in sacks of Gold Medal Flour for additional Betty Crocker New-Method cake recipes, as well as other delicious bakings (plus adjustments needed for high altitude baking, and for self-rising flour)



Here's all you do:

- **SIFT** the dry ingredients all together into a bowl. Be sure to measure all the ingredients *accurately*.
- **ADD** the shortening, liquid and flavoring *right into the dry ingredients*.
- **BEAT** with a spoon, or mix with an electric mixer, for 2 minutes. Scrape bowl frequently. (*See the recipe.*)
- **ADD** eggs. Continue beating 2 more minutes. Pour out into prepared pans and bake.

WITH OUR new method you can get even finer cakes than Gold Medal "Kitchen-tested" Flour ever gave you before! Cakes so fluffy, fine-textured and deliciously moist that you'll scarcely believe it.

This new method—developed by our General Mills' Home Service staff—takes far less time and trouble than the conventional method. It's based on literally thousands of tests.

Don't wait to try it! But... before you start... read the Warning below.

Betty Crocker



Warning! Recipe at left has been developed only for Gold Medal "Kitchen-tested" Flour. Don't attempt to use it with another flour. Furthermore, don't try to adapt the Betty Crocker New Method to old-method recipes. But Gold Medal itself is unchanged. It performs exactly the same as it always did with all your old recipes.

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