

*"My granddaughter switched to Hershey's Cocoa and baked a better chocolate cake than mine!"*

Josephine Corbett, Oradell, N.J.

"I have baked devil's food cakes for over fifty years and my cakes are usually recognized as the best. However, on Easter Saturday my 10-year-old granddaughter, Ann, used Hershey's Cocoa and made a chocolate cake that beat mine."

For a richer, moister cake with a deeper chocolate taste, switch to Hershey's Cocoa. Use it in all your favorite recipes instead of baking chocolate.

Just follow the easy directions on the back of the can: for each 1-ounce square of unsweetened baking chocolate, use 3 tablespoons of Hershey's Cocoa and 1 tablespoon of shortening.

No messy melting. No scorched chocolate. And richer, more chocolatey taste.

Write and tell us about *your* triumphs with Hershey's Cocoa. Send to: Hershey Chocolate Co., Cocoa Triumphs, Hershey, PA 17033.

And do try this delicious chocolate cake recipe.



#### Ann's Chocolate Cake

1/4 cup butter	1 1/2 cups unsifted all-purpose flour
2 cups sugar	3/4 teaspoon baking powder
1 teaspoon vanilla	3/4 teaspoon baking soda
2 eggs	1/2 teaspoon salt
4 squares (4 ounces) unsweetened baking chocolate	1 1/2 cups milk
<i>12 tbsp. (3/4 cup) Hershey's Cocoa</i>	
<i>+ 4 tbsp. (1/2 cup) shortening</i>	

Generously grease and flour two 9-inch or three 8-inch round cake pans. Cream butter, shortening, sugar and vanilla until fluffy; blend in eggs.

Combine cocoa, flour, baking powder, baking soda and salt in bowl; add alternately with milk to batter. Blend well. Pour into prepared pans; bake at 350° for 30 to 35 minutes for 9-inch pans and 35 to 40 minutes for 8-inch pans, or until cake tester inserted in center comes out clean. Cool 10 minutes; remove from pans.



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