



MRS. E. E. SINGER, pioneer manufacturer of pie crust mix, demonstrates her own technique with pie crust. Here she has prepared crusts for freezing, unbaked, and is making cut-outs which she will bake and freeze for later use as decorations on single-crust pies. Mrs. Singer credits an old family Danish recipe for her success.

MRS. SINGER'S SONG

Pie Crust Mix Lets You 'Sing Along'

Take a reputation as an outstanding neighborhood cook, add an old Danish pastry recipe, a lady with determination and vision of future trends in homemaking and you have the success story of Mrs. E. E. Singer and her famous pie crust mix.

Mrs. Singer's story began 30 years ago in her own kitchen where neighbors demanded samples of her delicious pie crust. Soon she began her own commercial operation and was selling a packaged mix known as "Mrs. Singer's Pie Crust Mix."

Goodness Constant Through the years that saw increased demand for her crust, the rich, easy-to-work with mix has remained unchanged because Mrs. Singer has insisted on small, nearly home-kitchen sized equipment being used.

Only 14 pounds of pastry are mixed at one time, by the same skilled operator, and with the same pure ingredients.

They include shortening, soft wheat flour, salt blended with a small amount of her "secret" ingredient — baking powder.

Shared Secrets Baking secrets used in her own pie baking, Mrs. Singer gladly shares with homemakers. She suggests using one teaspoon mayonnaise for a very rich crust.

She rolls her crust, on waxed paper, then inverts the pie pan over the crust, flips it over, and has her crust in the pan.

Some of Mrs. Singer's own favorite pies are fresh fruit, sour cream raisin and coffee chiffon. The last two are listed today.

COFFEE CHIFFON PIE

- 1 tablespoon unflavored gelatin
- 1/4 cup cold water
- 3 eggs, separated
- 1 cup sugar
- 1 cup cold strong coffee
- 1/4 teaspoon salt
- 1 teaspoon vanilla

Mrs. Singer's TIPS FOR PIE-MAKERS

MAYONNAISE FOR RICHNESS

Just work a tablespoonful of good mayonnaise into your prepared pie crust mix before adding liquid. It's a professional touch.

CRUSHED NUTS FOR FLAVOR

While working the liquid into your mix, simply add 1/4 cup of crushed nuts to give it that special "something" your family will love.

MRS. SINGER'S FOR SURE

Begin with Mrs. Singer's Prepared Pie Crust Mix and you can be sure of ending with a tender, flaky crust.

Mrs. Singer's PREPARED PIE CRUST MIX

ABSOLUTELY NO FAILURES

In the "see-thru" bag at your favorite market.

LIKE GRANDMA MADE

Old-Time Recipes Are Old-Time Good

Homemakers today are an admixture of the devotees of the 60's food miracles and of grandmother's recipes.

Measurements are several: time, ability and knowledge of quality. Convenience foods are here to stay and that is right for time moves forward.

The creative cook may wave her magic wand over semi-prepared foods to add her own personal touch or she may choose to begin at the beginning and create "from scratch."

Today's offerings are for those of the latter group—even if they are part-time members.

The chocolate cake used here dates back a long way but loses none of its goodness because of its era. The wonder cake is a national prize winning recipe from Carol Lu LeGore, a thirteen year old first place winner in the junior division of a national Junior cook-off.

POTATO CHOCOLATE CAKE

- 1 cup hot unseasoned mashed potatoes
- 2 cups sugar
- 1/2 cup shortening
- 4 eggs, unbeaten
- 1 tsp. vanilla
- 2 cups sifted flour
- 1/2 cup cocoa
- 3 tsp. baking powder
- 1 tsp. each cinnamon, nutmeg
- 1/2 tsp. salt
- 1/2 cup milk
- 1 cup chopped walnuts

Resift flour with baking powder, soda and salt. Cream butter with one cup sugar until light and fluffy. Add eggs and vanilla and beat thoroughly. Blend in sour cream alter-

nately with sifted dry ingredients. Spread half of batter in greased and floured 9x13x2-inch pan.

Combine brown sugar, the 1/2 cup granulated sugar, cinnamon and walnuts. Sprinkle half of this mixture over first layer of dough.

Repeat layers of dough, then walnut-sugar mixture

and bake at 350 for 35 minutes or until done. Cut in squares and serve warm.

Repeat layers of dough, then walnut-sugar mixture

side. Gradually beat sugar into shortening until fluffy. Add eggs, 1 at a time, beating well after each addition.

Add vanilla and potatoes. Add sifted dry ingredients and milk alternately, about 1/4 of each at a time, beating smooth. Stir in walnuts.

Bake layers 40 to 45 minutes; loaf about 50 minutes, or until done when tested. Let stand 5 minutes. Turn out on racks and peel off paper.

When cool, frost with butter cream or other frosting and sprinkle thickly with walnuts.

WALNUT WONDER CAKE

- 2 cups sifted flour
- 1 tsp. baking powder
- 1 tsp. soda
- 1/2 tsp. salt
- 1 cup butter
- 1 cup granulated sugar
- 2 eggs
- 1 tsp. vanilla
- 1 cup dairy sour cream
- 1/2 cup light brown sugar, firmly packed
- 1/4 cup granulated sugar
- 1 tsp. cinnamon
- 1 cup chopped walnuts

Resift flour with baking powder, soda and salt. Cream butter with one cup sugar until light and fluffy. Add eggs and vanilla and beat thoroughly.

Blend in sour cream alter-



HOMEMAKERS WHO LIKE to fashion their own desserts will want to try these two old-time recipes listed today. Pictured is the chocolate cake which calls for mashed potatoes as an important ingredient. The second recipe is a prize winner of a thirteen year old girl.

nately with sifted dry ingredients. Spread half of batter in greased and floured 9x13x2-inch pan.

Combine brown sugar, the 1/2 cup granulated sugar, cinnamon and walnuts. Sprinkle half of this mixture over first layer of dough.

Repeat layers of dough, then walnut-sugar mixture

SUGGESTION FOR CREATIVE COOKS

Place 1 pkg. frozen artichokes in a deep fry pan, electric or regular. Cover with 1 or 2 split chicken breasts. Season to taste.

Add 1/4 cup dry vermouth. This should cover chicken. Top with bacon slices and cover closely.

Cook at medium temperature for 50 to 60 minutes or until chicken is fork tender.

Baked Bean Variety

Don't limit baked beans to casseroles; serve them in a creamed soup for a hearty luncheon dish.

For 4 servings, puree 2 cups pork and beans in tomato sauce through a sieve or in a blender. Heat 2 cups milk to scalding; gradually blend in pureed beans.

Garnish with bacon crumbs or frankfurter slices.

Stuff Baked Apple to Garnish Roast

To produce "hurry up" baked apples, the Gas Manufacturers Association suggests you remove cores from 6 apples and fill centers with stuffing of bread crumbs seasoned with poultry seasoning and butter.

Place stuffed apples in deep skillet and pour 1 cup cranberry juice over them. Cover skillet and simmer for 10 to 20 minutes.

Sprinkle tops of apples with a little sugar and glaze very quickly under broiler. Serve as garnish for roast pork.

Celery stuffed with a mixture of your favorite cheese spread and chopped peanuts makes quick, delicious appetizer.

Plenty of fish still swim in the sea and plenty are the ways of preparing them.

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It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862... the same year that



IN CALIFORNIA, Leland Stanford, the founder of Stanford University, was inaugurated as the eighth governor of California. Throughout the state, folks toasted the event with foaming steins of beer.

For then as now, beer was the traditional beverage of moderation—light, sparkling refreshment that adds a touch of hospitality to any occasion. Californians have always enjoyed the good fellowship that goes with every glass.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



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