

# ZIRCONS-ZIRCONS-ZIRCONS-ZIRCONS!

## Fisher's Bulb Offer Brings Big Bargains!

Western gardeners—planting now—can look forward to gay arrays of colorful flowers this spring: Giant golden trumpet daffodils! Creamy narcissus with delicate reddish cups.

Flower boxes, borders and beds are due to burst into bloom. The Fisher Flouring Mills Company makes it possible with announcement of four Zoom Bulb Premium offers featuring big, easy-to-grow, spring-flowering bulbs . . . complete with simple planting directions for everyone from inexperienced backyard putterers to experts on big estates.

## Zoom Speeds Up School Mornings

The small fry and Big Sister and Dad all eating breakfast at different times . . . what a problem!

No, not a problem at all, say homemakers, who find that Zoom is absolutely perfect for "staggered" breakfast times. Dad has to get off first, so mother puts the water on to boil for Zoom, starts the coffee and sets the table with practically one motion. Then the Zoom is stirred into the boiling salted water and she turns off the heat. Presto—a hot breakfast ready along with the morning headlines when Dad yawns in from shaving!

Big Sister ooms Swish! That's the way Big Sister comes in for her breakfast—late as usual, and it's a good thing that there's a portion of Dad's Zoom kept hot for her. She has to spoon up HER nourishment on the run, literally! (If she just wouldn't insist on all that fancy curl-combing, she'd have more time, of course.)

The school-agers are last, and in almost as big a hurry. And that school bus is SO important. Susy cooks her own Zoom and eats it from the dish she cooks it in. But speedy Zoom is for speedy folks of all ages, so Mother just stirs up another batch of Zoom and everybody is happy—and on their way in no time at all.

Value High As an example of values—huge Golden Trumpet Daffodil bulbs which produce gigantic deep-yellow trumpet-shaped blooms are offered at the amazing low price of 12 for 50c . . . a good \$1.75 retail value.

Another typical value features an exclusive new guarantee of one dozen Bonded Bulbs of choice named exhibition varieties for just \$1.00. Quality is guaranteed. Included are King Alfred and Orange Glow Daffodils and Lady Diana Manners and Early Perfection Narcissus. In addition to the 12 bulbs, a bulb growers' dividend—1 Thalia Narcissus—is added as an extra value. This group of bulbs is a bulb gardener's collection selected by expert growers who point out that bulbs of various types have wide range in normal size. Good King Alfred Daffodils average almost 2 inches across or 6 inches around. Other Narcissus are often smaller. Crocus and Iris bulbs average less than an inch across, or 3 inches around, and tulip bulbs are about 1 1/2 inches across or 4 1/2 inches around.

Spring flower colors all blend together. Small mixed groups make attractive spots of color in the border. Fisher bulb offers provide ideal combinations of shades.

Recommended by Experts The bulbs in the Zoom assortments are the sizes recommended by expert growers as most satisfactory to zoom into bloom in the spring! To get bulbs—buy Zoom and send boxtop and money to Plant House, Mt. Vernon, as indicated in advertisement on this page.

Buy ZOOM! Get Bulbs! Crocuses bring the first sign of color in the Spring. Some people plant them right in the lawn. See FISHER offers! Buy ZOOM! Get Bulbs! Bulbs grow indoors as well as out. They're easy to raise in pots or boxes as well as gardens. All Fisher offers include easy planting instructions.

## Two Good Mixers Get Together



When it comes to mixing, the No. 1 specialty of WALTER O'KEEFE, well-known radio comedian, is adding enough jokes to the recipe to stir up the audience with laughs for Campbell's Soups and Pork and Beans on the NBC "Double O' Nothing" radio program, 11 a.m., Pacific Time. Anyone can be a good mixer with FISHER'S BISKIT MIX. It's easy to turn out tender biscuits, muffins, waffles, dumplings, and even cake, with certainty of success! Both O'Keefe and Fisher's have unbeatable formulas in their own lines. Look for the RED SPOT with the name "Fisher's" through it!

## Menu Memos

For your fall menus, I suggest: line 9-inch pie plate.

THE WORLD'S FASTEST FRESH APPLE PIE!

HERE'S HOW YOU DO IT: 2 cups Fisher's Biskit Mix 2 pounds (6 medium-sized) Apples (dual purpose; good for cooking and eating with the skins on) 6 tablespoons Milk 6 tablespoons Fat (clear bacon drippings are grand) 1/2 to 3/4 cup granulated sugar 1/8 teaspoon Salt 1 teaspoon Cinnamon 1 tablespoon Butter

QUICK WORK THIS: Set the oven for 450° F. if you use a metal pie pan . . . or 425° if you use Pyrex. Next wash your apples. Core. Cut off ends and slice to thickness of silver dollar (about 1/8 inch). Pack the apple slices (peel, the pretty pink or yellow skin is still on 'em) in a pie plate, cover with a second pie plate and shove 'em into that oven. Sugar? No, not yet please.

Next, measure the milk into a two-quart saucepan and put it on to heat. Drop the fat right into the hot milk and when the milk is steaming, take the kettle off the fire and stir contents until fat is melted. Now, drop the Fisher's Biskit Mix in. Stir it just enough to get the dough smooth. Have ready a pastry cloth and stocking-covered rolling pin if you own 'em. If not, cover molding board and rolling pin with paper towels fastened with rubber bands. Rub well with Fisher's Biskit Mix. Dump out the dough and cut in half and pat each half into a smallish round. Roll out dough and

Cover with top crust from other half of dough. Wet edge with cold water. Cut the "trimmings" in strips for an extra edge. "Crimp" with fingertips dipped in Fisher's Biskit Mix. Brush top of pie with cold milk. Bake 20 minutes at 425° F. for Pyrex . . . or use 450° for a metal pan.

Yes—you can handle this dough while warm. Don't roll too thin.

Next, mix the sugar with the salt and cinnamon. Then take out the partly cooked apples, spread half in the lined pie plate. Add half the sugar mixture. Dot on half the butter, add remaining apples, sprinkle on remaining sugar mixture and dot with remaining butter.

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## Mothers Grin as Coaches Groan

By GRANT REISLAND

With the first of the conference football games under way, the crying season for coaches soon will be over . . . and mothers know that most of the moans have been mere sound effects. That is, the really heavy-duty conference weeping reaches its peak with the initial kick-offs, although an occasional piteous whimper will continue to be heard when the proper circumstances arise.

After the actual battles start the college generals suffer the comparative silence, outrageous slings of fortune in No Material

It is hard to evaluate the out-and-out claim of a coach who says he has positively no material to work with against the brave, dry-eyed, game-though licked role of the coach who sighs: "We'll be all right, I hope. At least we'll do our best. Nobody will be able to say we didn't try."

If we take the coaches' words for it, almost all these early games up and down the coast will be lost by both teams.

Energy Essential There's only one thing you can be sure of in this matter of physical effort, whether it's football or a race with the weather to get your fall bulbs planted—a lot of energy is going to be expended in the next couple of months.

Active play and active work call for a backing of nutritious food—the kind of food Fisher's products provide. Take wheat germ, for example. It contains more protein pound for pound than do most lean meats. You can put Wheat Germ, one of nature's finest foods, into any meal. Added to muffins, pancakes and cookies, it makes a touchdown-scoring team.

Low-cost Meal As Zoom for breakfast costs about a penny a serving, according to findings, it has come to be a standby as a food dollar stretcher—and a favorite of the family besides! In this respect, Zoom meets another standard of home management experts: Zoom tastes good. It is poor economy to serve foods just because they are low in cost if the family does not enjoy them.

## Sparkling Stone-Set Rings Sensational Zoom Offer

"I'm Sure Glad I Ate My Zoom"



Boys and Girls! Here's how to get a handsome gold-plated football charm—for watch, knife or bracelet, just in time for the football season. Send your name and address with one Zoom boxtop (no money) to Fisher's, Box 84, Seattle, Washington.

Buy ZOOM! Get ZIRCONS! Among the ancients the numbers 3, 5 and 7 were considered lucky. Moderns recognize 27 as especially lucky for it is the number of Mix No. 27, FISHER'S PANCAKE MIX.

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From the gem-bearing gravels of the Far East come the world's most romantic stones . . . among them, ZIRCONS, second only to diamonds in sparkling brilliance. And—at this pre-holiday season—Fisher's millers of Zoom, announce the most dramatic premium offer of the year: Genuine Zircons in smartly styled sterling silver and 14-carat rolled gold plate settings at prices so low they are almost beyond belief.

Mined in Indo-China, cut in Siam by experts—these are costly-looking stones that add a spark of captivating beauty to the hand and to the whole ensemble. It takes an expert to tell these flashing white Zircons from diamonds.

Engagement or Gifts! Beautiful as engagement rings—these Zircons also make exquisite gifts . . . for birthdays, anniversaries, party favors, graduations and Christmas. Yet you can buy them for as little as \$2, including all taxes and postage, through your purchase of Fisher's Zoom.

All ages favor Zircons . . . grown-ups wear them as cocktail rings, dinner rings, party rings and "pinky" (little finger) rings, as well as engagement rings. Zircons are slightly terrific with the teen-timers, too. These exquisite gems can be proudly exhibited at parties, dances and school functions. They're thrilling to receive . . . exciting to wear. Teen-agers say: "Wow! Will my friends' eyes pop when I flash this ring!"

Fisher's make this unparalleled offer as an inducement to try a cereal so good it wins friends at first taste . . . instant-cooking whole wheat Zoom. Allow at Least 30 Days Since these rings are such sensational values and since orders are due to pour in by the thousands—Fisher's advise ring purchasers to order immediately . . . to buy Zoom now and mail orders without delay. Allow at least 30 days for mailing

and handling. There is no restriction on the number of rings that may be bought, though a Zoom boxtop must be enclosed for each ring ordered. Semi-precious cousins to diamonds—mined, cut and set just like them—Zircons are dazzling in their own right. Like Zoom—their popularity is growing by leaps and bounds.

Choice of Styles The advertisement below illustrates the choice of styles: the 1 1/4-carat solitaire . . . the large fiery-bright 3-carat solitaire . . . the flashing, sparkling cluster dinner ring . . . all amazing values that say: "Zoom and get YOUR ZIRCON RING!"

The address for mailing orders is: Zoom Rings, Box 84, Seattle, Washington.



Clip This Coupon

**ORDER PLANT NOW NOW**

Enclosed is . . . and . . . Zoom boxtops.

Send order immediately, post-paid, as checked.

12 GOLDEN TRUMPET DAFFODIL BULBS \$1.75 Value — 50c and 1 Zoom box top

13 BONDED TOP QUALITY BULBS (6 Daffodils, 6 Narcissus, 1 New Thalia Narcissus) \$2.00 Value—\$1.00 and 1 Zoom box top

Name . . . . .

Address . . . . .

City . . . . . State . . . . .

Mail to: Plant House, Dept JJ Mt. Vernon, Washington

What is Your Pancake Number?

**27, of course!**

Fisher's MIX # 27 contains BUTTERMILK for flavor SHORTENING for tenderness

# FABULOUS GEMS

## SPECTACULAR PREMIUM OFFER!

Second only to diamonds in fiery brilliance—these genuine Zircons from Siam are set in Sterling silver or 14-carat rolled gold plate mountings. Order for anniversaries, birthdays, Christmas, engagements.

Diamond-bright gems of pin-money prices with your purchase of Fisher's Zoom. These prices include Federal and State taxes.

1 1/4 CARAT DAZZLING SOLITAIRE! This brilliant gem is set in smart Sterling silver or 14-K rolled gold plate. Your choice at this low price. NOT \$15.00 . . . ONLY \$3 and Zoom boxtop. Taxes and postage paid. YOU SAVE \$12.00.

1 CARAT BRILLIANT CLUSTER DINNER RING This softly looking cluster features one large Zoom flanked by rhinestones set in gleaming silver or glowing gold. 14-K rolled gold plate. NOT \$15.00 . . . ONLY \$3 and Zoom boxtop. Taxes and postage paid. YOU SAVE \$12.00.

3/4 CARAT DIAMOND-BRIGHT ZIRCON You don't pay \$15.00 for this brilliant gem. You pay \$3.00 for it. Add the low price of Zoom boxtop. Taxes and postage paid. YOU SAVE \$12.00.

GET THESE VALUES THROUGH YOUR PURCHASE OF INSTANT-COOKING Zoom BUY NOW! IT'S GOOD!

Find Your Ring Size! Use This Coupon!

**ORDER NOW! DON'T DELAY!**

Enclosed find . . . for which please send me: Size Gold Silver

1/4-Carat solitaires @ \$3\* and Zoom boxtop: \_\_\_\_\_

Dazzling solitaires @ \$3\* and Zoom boxtop: \_\_\_\_\_

Clusters @ \$3\* and Zoom boxtop: \_\_\_\_\_

(Allow at least 30 days for delivery) \*Federal and State Taxes included.

MY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

SIZE 11 SIZE 10 SIZE 9 SIZE 8 SIZE 7 SIZE 6 SIZE 5 SIZE 4 SIZE 3

Mail Order to Zoom Rings, Box 84, Dept "23," Seattle, Wash.

# 9 OUT OF 10 SAY: "BLEND'S MAH FRIEND!"