

Fisher's Valentine Values

THE WAY TO A MAN'S HEART...



Fisher's Zoom

Whole Wheat Cereal
Tasty... Tasty
Hearty but not heavy

"Heart Warming Happies"

A Date in Every Bite

Besides 1/2 cup Fisher's ZOOM—you'll need:

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|-----------------------------|--|
| 1 cup Brown Sugar | 1/2 cup all-purpose Flour (not sifted) |
| 1/2 cup Margarine or Butter | 1/2 cup coarsely chopped Walnuts |
| 2 Eggs | 1/2 cup coarsely chopped Dates |
| 1 t. Vanilla | 1/2 cup Chocolate Bits |
| 1/2 t. Salt | |

Blend ZOOM with brown sugar. Add margarine or butter. Mix until like coarse corn meal. Drop in eggs, vanilla and salt. Beat until light. Coat nuts, dates and chocolate bits with flour. Add to first mixture. Stir until well mixed. Spread in 8x8x2-inch pan. Bake at 350° F., 35 to 40 minutes. While warm, cut in bars. Dust with powdered sugar.

MOTHERS: Feed Zoom to your youngsters. There is no better food than wheat and there's no better wheat food than ZOOM!



Fisher's BISKIT MIX

Why Buy TEN Mixes When ONE Will Do?
Fisher's Biskit Mix is so good it even makes cake.

for "Cupid's Cupcakes"

These will win his heart for sure! Cupid's Cupcakes are kiss winners! They're different! There's a surprise inside! Follow the Double-Quick Cake Recipe on the Fisher's Biskit Mix package. Pour cupcake molds half full of batter. In center of each, drop a teaspoon of red jam. Add batter to make three-fourths full. Bake. Frost and decorate with Valentine motto candies.



Fisher's BLEND FLOUR

No Better Flour Made

for "Sweetie Pie"

Sweetie Pie is Cherry Pie... baked in the usual way with all-purpose Fisher's Blend Flour. BUT instead of topping the pie with ordinary white sugar, use sugar tinted with red food coloring. (Works with crust-top or meringue-top pie.)



Win him with baked foods made with Fisher's Blend!



Fisher's CAKE FLOUR

Every Cake a Party Cake

for "Kiss-Me" Cake

It's tender as Cupid's Caress. Follow any of Mary Mills' recipes on the Fisher's Cake Flour package. Frost your cake with white icing. Decorate with large red candy hearts with the tips cut off to form kissable lips.



Compare prices when you buy. Choose Fisher's Cake Flour in the 2-lb. package.



Fisher's PANCAKE MIX

Famous Mix Number 27

Waltz Time Waffles

These are party favorites. Follow the recipe on the package for Berry Waffles. Serve with whipped cream or ice cream at your February parties.



Contains Buttermilk for Flavor... Shortening for Tenderness



Fisher's WHEAT GERM

Get the Wheat Germ Habit

Valentine Vitamins

For Sweethearts of All Ages, Wheat Germ Contains Vitamins B1, B2, and E... plus important minerals and muscle building proteins.



Follow the recipes on the golden-yellow handysack.



FISHER'S RAINBOW HANDYSACKS... These are the new sweethearts wrapped in rainbow cellophane



He'll Love Corn Muffins!



Romantic in Rose



Smooth as a Kiss



In Orchid Wrap



Dainty in Blue



Graham Rolls... Good for a Hug!