

Kill smoking odors fast with Colgate's Florent



Makes air smell flower-fresh

- Just one quick spray kills bad odors from cooking, smoking, bathroom, pets, musty closets, baby's room, sick room.
- Wick deodorants are too slow — some aerosols too weak, freshen just for the moment, but Florent really kills bad odors fast.
- So economical, too — it lasts and lasts.
- Keep an extra Florent in your bathroom.



More women buy FLORENT than any other air deodorant

SURE WAY TO STOP ITCHING OF SKIN RASH

Famous formula counteracts "itching chemicals" in skin

Skin rashes, eczema, "detergent hands" can cause maddening itching. Doctors know this is caused by "itching chemicals" in the skin that irritate nerve endings.

Certain medications have the power to neutralize these "itching chemicals" for immediate relief.

Zemo — the prescription-like formula — contains such ingredients to soothe irritated nerves that cause itching, quieting and cooling the skin. Zemo also eases pain of cuts, scratches, minor burns. Liquid or ointment; regular or extra strength. Save most, get large sizes of Zemo.

BUY U.S. SAVINGS BONDS

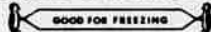
Feel insecure with Dentures?

PERMA-GRIP Denture Powder stops plates from slipping, wobbling. Keeps them firmly anchored for hours. Start using white, tasteless, alkaline PERMA-GRIP. Pro-phy-lac Inc. Fresh Co., Florence, Mass.

KEEPSAKE CAKES

(Continued)

Coconut Cake Supreme



TO PREPARE: 20 MIN. TO BAKE: 30 MIN.

- 3/4 cups sifted cake flour
- 4 1/2 teaspoons baking powder
- 1/2 teaspoon salt
- 3/4 cup butter
- 1 1/2 teaspoons grated orange peel
- 1 1/2 cups sugar
- 2 egg yolks, well beaten (until thick and lemon-colored)
- 3/4 cup water
- 1/2 cup orange juice
- 1/2 cup flaked coconut
- 4 egg whites (about 1/2 cup)
- 1/2 cup sugar

1. Grease bottoms only of three 9-in. round layer cake pans. Line with waxed paper cut to fit bottoms; grease waxed paper.
2. Sift flour, baking powder, and salt together.
3. Cream butter and orange peel together until butter is softened. Add 1 1/2 cups sugar gradually, creaming until fluffy after each addition.
4. Add beaten egg yolks in thirds, beating well after each addition.
5. Combine water and orange juice. Beating only until smooth after each addition, alternately add dry ingredients in fourths and liquid in thirds to creamed mixture. Finally, beat only until smooth. Blend in the flaked coconut.

6. Using clean beater, beat egg whites until frothy. Add 1/2 cup sugar gradually, beating well after each addition. Beat until rounded peaks are formed and egg whites do not slide when bowl is partially inverted. Carefully spread beaten egg whites over batter and fold together. Turn batter into pans.

7. Bake at 350° F about 30 min., or until wooden pick or cake tester comes out clean when inserted in center of cake, or cake surface springs back when lightly touched at center.
8. Remove from oven to cooling racks. Cool 10 min. in pans. Remove from pans and cool completely. Fill and frost with **Marshmallow-Coconut Frosting**.

One 9-in. layer cake

Marshmallow-Coconut Frosting

TO PREPARE: 20 MIN.

- 1 1/2 cups sugar
- 3/4 cup boiling water
- 1/2 teaspoon white vinegar
- 3 egg whites (about 1/2 cup)
- 1 1/2 cups miniature marshmallows
- 1 cup toasted coconut

1. Put sugar, boiling water, and vinegar into a saucepan. Set over low heat; stir until sugar is dissolved.

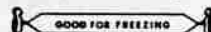
Cover saucepan and bring to boiling. Boil 5 min. to help dissolve any crystals that may form on sides of pan. Uncover pan and put candy thermometer in place.

2. Continue cooking without stirring until mixture reaches 244° F (firm ball stage—forms a firm ball in very cold water; does not flatten in fingers). Using a pastry brush dipped in water, wash down crystals from sides of saucepan from time to time during cooking.

3. Beat egg whites until stiff peaks are formed. Continue beating egg whites while pouring hot sirup over them in a steady, thin stream. (Do not scrape sirup from bottom and sides of pan.) After all the hot sirup is added, add the marshmallows and continue beating 2 to 3 min., or until marshmallows are melted and frosting is very thick and forms rounded peaks (holds shape). Fill and frost cooled cake layers and sprinkle top and sides with the toasted coconut.

Enough to frost sides and tops of three 9-in. round cake layers

Chocolate-Nut Cupcakes



TO PREPARE: 25 MIN. TO BAKE: 20 MIN.

- 1 1/2 cups sifted cake flour
- 1 teaspoon baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 1/2 cup butter
- 3/4 teaspoon vanilla extract
- 3/4 cup sugar
- 1 egg, well beaten (until thick and piled softly)
- 2 sq. (2 oz.) unsweetened chocolate, melted and cooled
- 3/4 cup thick sweetened applesauce
- 1/4 cup pecans, chopped

1. Line 15 2 1/2-in. muffin-pan wells with paper baking cups, or grease bottoms of wells.

2. Sift together first four ingredients.
3. Cream together the butter and extract until butter is softened. Add the sugar gradually, creaming until fluffy after each addition. Add beaten egg in thirds, beating thoroughly after each addition. Blend in the cooled chocolate.

4. Beating only until smooth after each addition, alternately add dry ingredients in fourths and applesauce in thirds to creamed mixture. Finally, beat only until smooth (do not overbeat). Stir in the pecans with last few strokes.

5. Spoon mixture into muffin-pan wells until each is about one-half full. (Half fill any empty wells with water.)

6. Bake at 350° F about 20 min., or until a cake tester or wooden pick comes out clean when inserted in center of cakes. Remove from oven to cooling rack. Cool 10 min. in pans. Remove cupcakes from pans and cool on cooling rack. 15 cupcakes

Strawberry-Cream Filled Graham-Cracker Torte

TO PREPARE: 40 MIN. TO BAKE: 50 MIN.

- 8 egg yolks (about 3/4 cup)
- 1 1/2 cups sugar
- 1 1/2 cups graham-cracker crumbs (about 20 graham crackers)
- 1 teaspoon baking powder
- 1 cup very finely chopped pecans
- 8 egg whites (about 1 cup)
- 2 cups strawberries, rinsed, drained, hulled, and cut in halves
- 1/4 cup sugar
- 1 cup chilled whipping cream, whipped

1. Combine egg yolks and sugar; beat until mixture is thick and lemon colored.

2. Mix graham-cracker crumbs and baking powder together. Folding until blended after each addition, add the crumb mixture and nuts in fourths to egg-yolk mixture.

3. Using clean beater, beat egg whites until rounded peaks are formed and egg whites do not slide when bowl is partially inverted. Fold egg whites into egg yolk-crumbs mixture. Turn mixture into an ungreased 9-in. spring-form pan.

4. Bake at 350° F 25 min. Reduce temperature to 325° F and bake 25 to 30 min. longer, or until surface of torte springs back when lightly touched at center. Remove from oven to cooling rack. Cool torte in pan.

5. Meanwhile, lightly toss strawberries and 1/4 cup sugar together. Put into refrigerator about 30 min. Drain.

6. Remove cooled torte from pan. Using a long, thin sharp knife, cut a 1-in. crosswise layer from top of torte. Cut a 1/2-in. thick ring from edge of layer and replace this ring on torte. Fill cavity with drained sweetened berries. Spread whipped cream over berries. Put torte layer on top. Spread Chocolate Frosting over sides and top of torte. Refrigerate until ready to serve.

About 12 servings

For Chocolate Frosting (about 1 1/2 cups)—Partially melt 1 cup (1 6-oz. pkg.) semisweet chocolate pieces and 1/4 cup butter together in top of double boiler over hot water. Remove from hot water and stir until chocolate and butter are completely melted. Alternately add 2 cups sifted confectioners' sugar in fourths and 3 tablespoons hot water in thirds to chocolate mixture. Beat until frosting is of spreading consistency, adding a small amount of hot water if needed.