



# Betty Crocker's GOOD NEWS ABOUT FOOD



from the Betty Crocker Kitchens in Golden Valley...to yours

**News**... We've a lot of it in our kitchens here in Golden Valley—news we'd like to share with you each and every month. New products. New recipes. New cooking ideas. New things to make your life easier—or just plain more fun.

For it's here in our own sunny kitchens that all the Betty Crocker products you see in your stores first come to life. Products like our new Country Kitchen Cake Mixes! We can't help but be proud of these mixes. They bake up so high... and taste so moist and tender. Your wonderful letters tell us how much you've been liking them, too! So we've been working hard on some exciting new recipes just right for these extra-special mixes.

Our very first favorite is Velvet Cream Cake. A sheer delight of a cake... cool and rich and luscious. Like all of our recipes, this one was first developed in our kitchens here in Golden Valley, then sent to our test panels—homemakers like you all over the country—for thorough home testing. Now that women have voted it one of the all-time-great recipes from our kitchens, we're putting it on all the Betty Crocker Cake and Frosting Mix packages. You can make it in your favorite flavors. I do hope you'll try it... maybe at your next committee meeting? This is certainly the month for committees, and what a welcome surprise to have a great new cake and coffee.



News of the month: **VELVET CREAM CAKE** Cool! Rich! Luscious! Just follow the basic recipe

1. Bake Betty Crocker Country Kitchen Devils Food Cake Mix (or any other Betty Crocker Country Kitchen Cake Mix), in two 9" layers. Split cooled layers to make four.
2. Add 2 cups (dry mix) Betty Crocker Chocolate Fudge Flavor Frosting Mix (or any other Betty Crocker creamy

Frosting Mix) to 1½ cups whipping cream and 1 tsp. vanilla for filling. Chill; whip. Fill cake.

3. Blend remaining dry Frosting Mix with 2 to 3 tbsp. hot water, 1 tbsp. light corn syrup. Beat until smooth. Add 1 to 2 tsp. more water, if necessary. Spread over top of cake; let dribble down sides. Chill. Makes about 12 servings.

SEPTEMBER'S a month when we just love to find new things to do with apples. We picked some from our very own trees to try out this new kind of apple pie. But I know you'll find nice, firm cooking apples in your own market for making this recipe.



**PECAN-APPLE PIE**—Heat oven to 450°. Line 9" pie pan with 13" circle of aluminum foil leaving 1" overhanging edge. Spread 2 tbsp. soft butter all over foil. Press 30 pecan halves round side down in butter. Gently pat ½ cup brown sugar (packed) into butter. Prepare pastry for 9" Two-Crust Pie as directed on Betty Crocker Instant Mixing Pie Crust Mix pkg. Divide into 2 parts. Roll one part into an 11" circle. Ease into pan. Mix 6 cups sliced apples, ¼ cup sugar, 2 tbsp. flour, 1 tsp. cinnamon, ½ tsp. nutmeg. Pile over crust in pan. Cover with top crust, seal and flute. Prick with fork. Brush lightly with milk. Bake 10 min. at 450°; decrease to 375°, bake 35 to 40 min. longer. Remove from oven, let stand 5 min. Invert on serving plate. Serve warm.

We've been thinking about your letters telling us that lemon is one of your family's favorite flavors, and now we have another lemon treat for you—our new Lemon Fluff Frosting Mix. Wonderful on your favorite cake—and exciting, too, in our brand-new cheesecake recipe.

## Lemon Cheesecake

Heat oven to 350°. Blend 1½ cups fine graham cracker crumbs, ½ cup brown sugar (packed), ½ tsp. cinnamon. Add ½ cup butter, melted; mix well. Press crumb mixture evenly over bottom and sides of 8" sq. pan. Soften 8 oz. cream cheese to room temp. Press 1½ cups dry curd cottage cheese and ½ tsp. salt through sieve into large mixer bowl with cream cheese; set aside. Beat 1 pkg. Betty Crocker Lemon Fluff Frosting Mix as directed on pkg. Mix cheeses and gradually beat in prepared frosting. Pour into prepared pan. Bake 35 min. Carefully spread with 1 cup commercial sour cream. Cool; serve with frozen strawberries. 12 to 15 servings.

And perhaps you've noticed—we've done something nice to all our Fluffy Frostings. They mix up lighter, softer, smoother than ever. Deck your next cake with Fluffy Frosting. Sprinkle with coconut for a special treat.

Have you heard about our new Television program? It's called "National Velvet" and it starts tonight—September 18, on N.B.C. Do tune in, won't you?

**SCHOOL DAYS** bring round a host of new faces, and it's the nicest mother who has cookies and milk waiting. Our young friends get a lot of fun out of baking Gold Medal Oatmeal Cookies. This recipe makes enough to feed a whole pack of scouts!



**Oatmeal Cookies**—Simmer 1 cup raisins and 1 cup water in saucepan over low heat until raisins are plump, 20 to 30 min. Drain raisin liquid into measuring cup. Add enough water to make ½ cup. Heat oven to 400°. Cream ¾ cup shortening, 1½ cups sugar, 2 eggs, 1 tsp. vanilla. Stir in raisin liquid. Sift together 2½ cups sifted GOLD MEDAL "Kitchen-tested" Enriched Flour, ½ tsp. baking powder, 1 tsp. soda, 1 tsp. salt, 1 tsp. cinnamon, ½ tsp. cloves; and stir in. Add 2 cups rolled oats, raisins and ½ cup chopped nuts. Drop rounded teaspoonfuls about 2" apart on ungreased baking sheet. Bake 8 to 10 min., until lightly browned. Makes 6 to 7 doz.

And here's a treat for the men in the house—our old-fashioned Beef Casserole topped with Bisquick biscuits. It's hearty and good these nippy fall evenings.



**BEEF CASSEROLE**—Roll 1½ lb. stewing beef (cubed) in mixture of ½ cup Bisquick, ¼ tsp. salt, ¼ tsp. pepper, ¼ tsp. paprika. Brown meat thoroughly. Add ½ cup canned tomatoes, 2 small onions, chopped, 3 large carrots, sliced, 1 small clove garlic, cut up; sauté until onions are transparent. Add water to cover meat and vegetables. Cover lightly; cook over low heat until meat is tender, 1½ to 2 hr. Add more water if needed. Stir in ½ cup sour cream, ¼ tsp. Worcestershire Sauce, salt and pepper to taste.

Heat oven to 425°. Pour stew into 2-qt. baking dish; cover hot mixture with Sour Cream Chive Biscuits. Bake 15 to 20 min., until biscuits are golden brown. 4 to 6 servings.

**Sour Cream Chive Biscuits:** Make Rolled Biscuits on Bisquick pkg.—except substitute ½ cup sour cream and ½ cup water for milk. Add 1 tbsp. chopped chives.

Next month we'll have a lot to tell you about some exciting new products we're working on. Until then...

Happy Baking, *Betty Crocker*

P.S. If you have any special baking problems we could help you with, do write to me—Betty Crocker Dept. 90, Golden Valley, Minneapolis 26, Minnesota.

The red spoon



on the package tells you it's Betty Crocker good and General Mills guarantees it!