



Betty Crocker's GOOD NEWS ABOUT FOOD

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



Isn't October fun?

With the nip in the air and the smell of burning leaves and committees really getting going and people feeling festive? Must be why we picked October to launch the Betty Crocker Party Book—the book we've been working on for a solid year. Had a party for the launching—and showed some of our nearby friends some of the most glamorous of the book's 500 recipes. How I wish you could have been there, too!

OUR PARTY BOOK is another dollar special—and a great big dollar's worth, I think you'll find it—at your favorite bookstore, or even newsstand.

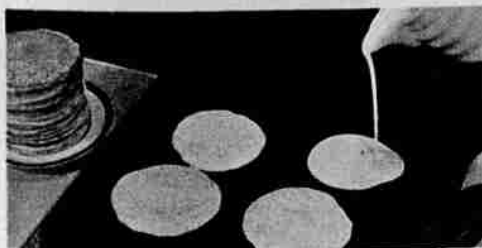


And speaking of parties—we know one teen-age club that's going all out for Individual Party Pizzas at their Halloween wingding. Easy to fix—you just heat the oven to 425°. Then you cut a roll of our Betty Crocker Refrigerated Pizza into 8 slices and space them on a lightly greased baking sheet. Put them into rounds 4" across or so—spoon the tomato sauce in the package onto each one, add any meat or cheese you like. Bake your baby Pizzas 12 to 15 minutes—serve them piping hot. And put another tray into the oven right away. These go fast!



SCALLOPED POTATOES are turning up at a lot of autumn dinners these days—our new Betty Crocker Scalloped Potatoes. If you haven't tried these, please do. We're all so proud of them! You just add water and butter to a package of potato slices—and end up with Scalloped Potatoes that taste better than when you peel every blessed potato yourself! We worked hard to get the seasoning just right on these—smidgen of onion, celery, spice, salt. Nice to hear folks tell us how good they are! (And we hear you are just as pleased with our exciting new Betty Crocker Au Gratin Potatoes!)

IS YOUR CHURCH or club or school having a fair? The girls in our pancake corner tell us a pancake booth's a real money maker. You put a couple of husky men or pretty girls in the booth turning out pancakes—and they sell like hot cakes all day! Easy, too. Here's a recipe for 100 pancakes (serves 25), and you can keep on multiplying it whenever you need more.



QUANTITY PANCAKES—Mix together with spoon or rotary beater until just smooth: 9 cups Betty Crocker Pancake Mix (42 oz.), 8 cups milk, 5 eggs, ½ cup plus 1 tbsp. shortening or vegetable oil. Pour from pitcher onto hot griddle or lightly greased skillet. Serve with syrup or with cinnamon-sugar or homemade jam—and get rich!



ENJOY OUR NEW BETTY CROCKER SCALLOPED POTATOES—bubbling hot from the oven. Then try the Hot German Potato Salad recipe on the package. And make a Pork Chop Scallop. Dip 4 well-trimmed pork chops in flour, brown on both sides over low heat, and season. Prepare Scalloped Potatoes as the package directs, except omit butter. Place pork chops on top, cover, and bake 30 minutes, at 375°. Take cover off and bake 10 minutes more. Serves 4—magnificently!



Another money maker for the cake sale is quick Fudge Cake you can make in a trice (what is a trice?), with our Betty Crocker Brownie Mix. Fudgiest fudge cake ever—and anybody's pre-teen daughter can make it.



Brownie Fudge Layer Cake—Heat oven to 350°. Grease two 8" layer pans. Empty one pkg. Betty Crocker Brownie Mix into small mixer bowl. Blend in ¼ cup water and 2 eggs, unbeaten. Beat 1 min., med. speed on mixer or 150 vigorous strokes by hand. Scrape bottom and sides of bowl often. Blend in another ¼ cup water. Beat 1 min. more, scraping bowl often. Fold in ½ cup chopped nuts. Pour into prepared pans. Bake 20 to 25 min. Cool. Fill and frost cake with 1 pkg. Betty Crocker Chocolate Fudge Flavor Frosting Mix. Garnish top with walnut halves, if desired.



Something new for the small fry, too, this month. It's TWINKLES—the latest cereal to wear General Mills' big G. It's star-shaped cereal, made of wholesome, nourishing oats and corn. In Storyland boxes—such fun! There are six different Twinkles boxes, each with a different story that starts on the front of the package and reads right around to the back. We have them standing in a row on our shelf, and grown men come in and read the stories while they eat a piece of cake!

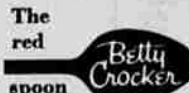
One cake we've been handing out to the homemakers who test our recipes is so new and fun we call it Crater Cake. You use the Velvet Crumb Cake recipe right on the Bisquick box—but just before you pop the cake into the oven you cut up 6 marshmallows crosswise and arrange them in rows over the batter in the pan. Then you mix ¼ cup brown sugar (packed) with ¼ cup nuts and sprinkle over the marshmallows. Bake the cake 30 to 35 minutes, cover the top with paper if it starts to brown too soon. This is one you'll serve warm—and you won't have so much as one crater left, it tastes so good!



Coming soon: Two great new flavors in Betty Crocker Country Kitchen Cake Mixes—Toasted Coconut and Milk Chocolate. Watch for these! They're real special. And ready right now—our new leaflet "Bake Ahead—Freeze Ahead." Our kitchens worked with other leading authorities on this one. It gives you simple directions for freezing sandwiches and cakes and cookies for school lunches. And it even tells you how to freeze a lemon chiffon pie! If you'd like to have it, or if there are any baking problems with which I can help you, do write to me—Betty Crocker, Department 85, 400 Second Ave. South, Minneapolis 1, Minnesota.

And now until next month—happy Halloween, happy baking and don't forget to vote!

Betty Crocker



on the package tells you it's Betty Crocker good.