

ON THE COAST--IT'S FISHER'S!

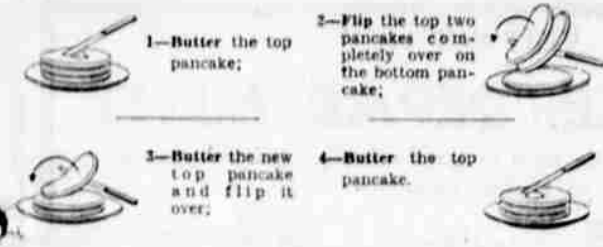


MENU MEMOS

By Mary Mills

Offhand, you might think there's just one way to butter pancakes. But just try this:

A new way to butter your pancakes and keep them hot! Stack them three high...



Result: All cakes buttered; all cakes hot; all delicious!

Fisher's Pancake Mix No. 27 makes better pancakes because it contains shortening for tenderness... buttermilk for flavor. But pancakes are just the beginning.

Probably you've known for a long time that Fish 'n' Chips is one of the tastiest treats you can sink a fork into. But, you don't really know how good Fish 'n' Chips are until you make them at home. I'm sure you'll like my World's Fastest Recipe! You make Fish 'n' Chips with almost any kind of fresh or frozen fish. It's best to get boneless fillets and then you make the quick, easy batter with Fisher's Pancake Mix No. 27.

After the fish is dipped, you fry it in deep fat to a crispy golden brown. And that crispy covering seals all the moist, rich goodness of the fish inside.

Here's the easy recipe for the batter...



FISH 'N' CHIPS

(Serves 4 people)

Besides 1 cup Fisher's Pancake Mix No. 27 you'll need:
1 pound boneless fish
1 egg plus cold water to make total 1/2 cup liquid
1/2 teaspoon salt
Deep fat for frying.

Cut fish in finger-size strips. Put Fisher's Pancake Mix No. 27 in mixing bowl and coat fish strips well on all sides. Lift out fish and lay well apart on board or paper. Beat egg with salt in a cup and add cold water to make total 1/2 cup liquid. Add this mixture to remaining Fisher's Pancake Mix No. 27 and stir just enough to make smooth. Dip each piece of fish in this batter and lower carefully into deep fat which is heated to 395° F. when an inch cube of bread will brown in 20 seconds. Fry 3 minutes. Keep fat above 370° F. (inch cube of bread will brown in 60 seconds) while fish is frying. Drain fish on crumpled paper and serve hot with French fries or potato chips and suitable sauce. (Most fats used for frying fish, if not overheated, may be strained while hot through a clean cotton cloth and reused without carrying the fish odor).

Well—I've given you a breakfast tip and a main dish. Here's a dessert...

MARY MILLS' JELLY ROLL

1/2 cup Fisher's Cake Flour
1 tsp. Baking Powder
1/2 tsp. Salt
4 Eggs
1/2 cup Sugar
1 tsp. Vanilla

Sift and measure flour. Combine baking powder, salt and eggs in bowl. Place over (not in) boiling water. Beat with rotary beater until lemon-colored. Add sugar gradually, beating constantly. Remove bowl from water and vanilla. Spread in sheet pan lined with wax paper. Bake 400° F. 13 min. Roll up. Cool. Fill. (Vanilla or chocolate pudding may be used instead of jelly for filling.) Roll.

Pitcher Offered With Fisher's Pancake Mix

Home-makers say: "One of the things we need most is a big, strong, light pitcher for pouring pancake batter." And Fisher's—millers of Fisher's Pancake Mix No. 27—have just the thing: a smartly styled plastic pitcher and tight-fitting lid molded in a fine durable plastic.



FOR BATTERS... FOR JUICES
"THIS IS TOO GOOD TO PASS UP."

"This is too good to pass up," say home-makers who have seen the pitchers. "These are really good-looking... and they're so handy. They'll be excellent for gifts as well as for use at home. The best idea is to order several."



Enclosed is \$.....and.....Fisher's Pancake Mix boxtops for which send me.....batter pitchers.

Color of Pitcher..... Color of lid.....

NAME.....

ADDRESS.....

CITY..... STATE.....

Send to: Pitcher Dept., Box 3044, Los Angeles 54, Calif.

A MESSAGE TO NEW HOMEMAKERS OF THE PACIFIC COAST

When moving into a new community, one of the first questions you ask is: "How can I decide which brand of flour will give me the best baking results?"

Now that you have moved West, you can use a flour you have never had the opportunity of using before... FISHER'S BLEND FLOUR. No flour made elsewhere has the superior baking quality of flour made from wheats available in this area.

Almost forty years ago, the Fisher Flouring Mills Company pioneered in the development of the "all-purpose" family flour. This unusual type of flour is possible only because of the variety and excellence of our wheats which come from the vast fields of Washington, Oregon, Idaho and Montana, and are scientifically blended into the ideal combination for the home.

Even though you buy more bakery goods than the generation before you... and rightfully so... you do use flour at home. Flour is the most important ingredient in baking. Fisher's Blend Flour is truly the "all-purpose" flour. There is no better flour made anywhere. You will be delighted with your results the very first time you bake with it regardless of the kind of flour you may have been using in the East, South, or Mid-West.

Generations of Western families have said:
"BLEND'S MAH FRIEND!"

Buy a sack of FISHER'S BLEND FLOUR today!



FISHER FLOURING MILLS COMPANY, SEATTLE, WASH.

Fisher's Products Poll Overwhelming Majority Vote in Kitchen Survey

With a sensational affirmative vote (almost 95%)—Fisher's products won top acclaim in a telephone poll just concluded in a major Western city.

Questioned by an independent survey organization—homemakers said: "Yes! We use Fisher's flours and cereals!" "Yes, we like them!" The landslide victory proved the tremendous popularity of the products among women of the West.

"Toy" Mill Decides

What Big Plant Will Do

A youngster might have great fun with a model flour mill but the miniature mill at the great plant of the Fisher Flouring Mills Company in Seattle is more than a toy... for the tiny mill "decides" what the big plant will do.

Anyone not familiar with milling processes could get a good idea of them by walking only a few feet around the laboratory's "toy" plant. He'd save a mile of shoe leather, too.

A good flour is milled from a mixture of several wheats, called a "blend." Varieties of wheat are chosen because of the different baking characteristics each lends to the finished flour.

The soil content where the wheat is grown is a factor, and the weather from one season to another may make a difference even in wheat from the same locality. All these things are the reason for constant scientific analysis by laboratory men.

Wheat samples are probed for vitamins, burned for ash content, tested for protein. Little sacks of each kind of wheat are piled in the one-room plant. From them the wheat mix is made up. The mix then goes through the whole route, from washing to final sifting through silk. And there is a baker on hand to use some of it in practical baking tests.

Scores of biscuits, muffins and loaves of bread are baked each day. The Lilliput mill discards anything short of perfection. When the tiny plant does receive the hard-won approval of the lab men, the product has been thoroughly tested. It will be as good or better than anything manufactured before.

At this point our figures revert to the colossal. The same wheats that could be measured in cup-board-size sacks before, are mixed by the bushel and by the tankful as the full-scale plant goes to work to turn out Fisher's Blend Flour (all-purpose), Fisher's Biskit Mix, Fisher's Pancake Mix No. 27... and the famous Fisher's Handysacks all the quality products that bear the red spot, with the name "Fisher's" through it. When a product bears that trademark the high quality is assured for the toy mill is always at work to make certain that quality is maintained.

Though not asked to give reasons for their product preference, many homemakers volunteered opinions such as: "Our whole family likes Zoom. We eat it almost every day." "We buy Fisher's Rye and Whole Wheat Flour in the 2-lb. handysacks. The size is just right... and we're always sure of quality when we see the name 'Fisher's'!" "The new Fisher's Pancake Mix No. 27 is the best we've ever used." "One of our favorites is the cake we make with Fisher's Biskit Mix."

Most common comment of all was: "Fisher's? Of course, we use Fisher's!"



You may have your favorite stuffing recipe, but wait till you taste Fisher's Wheat Germ Stuffing! Try it! The recipe on the golden-yellow Fisher's Wheat Germ handysack. Try the Scalloped Oysters recipe, too!

"Working Mother"

Praises Fisher's Zoom

Says a working mother, "Girls at the store ask me how in the world I can do it... I mean, be the mother of two teenagers and still get to work on time."

"I tell them the answer is those wonderful, hurry-up Zoom breakfasts!"

"While I am doing the careful dressing my store job requires, the children get the breakfast... juice, Zoom, toast and milk. They love to help. There's never a failure by even the most inexperienced breakfast-getters when Fisher's Zoom is the main part of the meal. And we all have a good breakfast that is GOOD for us!"

Zoom Stops That

11 O'CLOCK LAG

The whole office admired Nancy for her energetic vigorous manner... her way of getting things done and pleasing the boss.

Now the whole office has her happy secret: "A good breakfast that stays with you all morning... Fisher's Zoom for breakfast. Of course!"

And fast—"Zoom isn't fattening. It's hearty, but not heavy," Nancy told the girls. And for working girls, it's fast as lightning.

RADIO STARLET VISITS FISHER MILL!



You don't have to be a grown-up to make perfect biskits, muffins and lots of other good things—quickly and easily—with FISHER'S BISKIT MIX. Here Jeanine Ann Roose tries her hand at quick cookies in Mary Mills' TOP O' THE MILL Kitchen, which she visited on her summer vacation. Peri, freckled, bright-eyed Jeanine portrays Baby Alice on NBC's Harris-Faye show. (Write Mary Mills at Seattle for the recipe.)

MODERN GIRLS WANT TO HAVE PLENTY OF PEP

Yes, your modern girl wants to glow with well-being... she wants to keep up with her man... swim and golf and climb mountains. That pale, delicate type lives today only in the pages of old novels.

Active play and active work call for eating NUTRITIOUS food... and one of the high ENERGY foods is Fisher's Wheat Germ. Then, too, Wheat Germ contains MORE PROTEIN, pound for pound, than most lean meats!

FISHER'S WHEAT GERM is easy to use... add it in waffles, muffins... use it for scalloped oysters... and stuffing for holidays. Make SUPER MEAT LOAF... it saves meat, yet it's really nutritious. Or try Fish Loaf Garden Style. Follow the recipes on the golden yellow handysack of Fisher's Wheat Germ.

This company has taken Wheat Germ out of the luxury class... now you can buy it at your grocer's at a reasonable price you can afford! Ask your doctor about Fisher's Wheat Germ.

GOOD ZOOM BREAKFAST... SCHOOL'S EASY NOW!

The child who finds school "hard"... is cranky and uncooperative, is often not to blame, teachers advise mothers. Preparing the children for the school day with a good, nourishing breakfast, they agree, is very important to his success as a student and as an individual.

Teachers' advice is easy to follow, mothers find, when they serve Fisher's ZOOM, a breakfast cereal which has all the goodness and good-for-you qualities of the entire wheat berry... hard red wheat, extra-high in protein, extra-rich in flavor.



HORIZONTAL

- 1—Taste
- 6—African equine mammal
- 9—Fluid rock
- 10—British school
- 11—Improve
- 12—Belonging to a Norse god
- 13—Resin
- 15—Annoy
- 19—Producers of fine flours and cereals

VERTICAL

- 1—Level
- 2—Leave (colloquial)
- 3—Hall
- 4—Large covered conveyance
- 5—Prefix denoting repeat
- 6—Instant cooking cereal
- 7—Finish
- 8—Advertisement

13—Life spark, sprout

- 14—Constellation
- 15—Bake food (streamlined spelling)
- 16—Bone
- 17—Slender
- 18—Possessive
- 19—Note

23—Former Army Girl

- 25—Against
- 26—Neuter Pronoun
- 27—Possessive
- 29—Heir
- 30—Age
- 31—Nickname

Cake Baker Triumphs

"I am writing to advise you of the success I am having with Fisher's Cake Flour. I entered a Devil's Food Cake in the culinary exhibit at the state fair, using your cake flour, and am proud to say I was awarded first prize."

Gratefully yours,

MRS. S."

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