



CHOCOLATE CHIP COOKIES are delicious alone or served with fruit for snacks when the family is at play. It's easy to make them with the new Toll House Cookie Mix complete with semi-sweet chocolate morsels that is now on the market. All you do is add water and morsels to the mix and the Chocolate Chip Cookies are ready to bake.

Toll House Cookie Mix

Read all about the cookie "scoop" of the century. The one and only, original Chocolate Chip Cookie is now available in a complete Toll House Cookie Mix. There's a separate envelope of semi-sweet chocolate morsels right in the package of mix. Add water. Add the morsels. That's all there is to it. Authentic Chocolate Chip Cookies are ready to bake. A product of The Nestle Company, this mix makes the genuine cookie that originated at the Toll House Inn at Whitman, Mass. Toll House is the registered trademark of The Nestle Company for both its semi-sweet chocolate morsels and its cookies.

NEW FORM OF CHOCOLATE INVENTED FOR COOKIE

Chocolate Chip Cookies were one of those happy accidents. One day Mrs. Ruth Wakefield, of the famous Toll House Inn in Massachusetts, decided to cut up a Nestle's Semi-Sweet Chocolate Bar and add it to her favorite cookie recipe, just to see what would happen. What happened was the birth of America's favorite cookie, the only native "made in America" cookie this country has ever had. The little pieces of chopped semi-sweet chocolate stayed whole, even after baking, in the cookie. Such a secret was much too wonderful to keep. Overnight, the semi-sweet chocolate bars were sold right off the stands all around Massachusetts, and a salesman was dispatched by the Nestle Company to see "how come?"

A little detective work turned up the story of the remarkable new cookie from the Toll House Inn. Everybody was making it. Recipes of the time for this cookie read:

1 lb. Nestle's Yellow Label Chocolate, semi-sweet, which has been cut in pieces the size of a pea.

Always ready to cooperate, the Nestle Company brought out its semi-sweet chocolate, in new form, just to cope with this cookie. The new form was separate pieces of semi-sweet chocolate, just the right size for this delectable cookie. Christened "morsels," these little pieces of chocolate make the only authentic cookies, as originated at the Toll House Inn. In fact, Mrs. Wakefield is still featuring these cookies at her internationally famous restaurant. She sells little packages of these cookies to visitors who mail them all over the country.

FROM ORIGINAL RECIPE TO COMPLETE MIX

For years, contented cooks baked these famous cookies "from scratch," adding semi-sweet chocolate morsels to their own batter. Then the mix mode came along, and the Nestle Company obliged with a mix for the basic Chocolate Chip batter which required only the addition of water and semi-sweet chocolate morsels to produce the famous cookies ready for baking. Two minutes mixing time was all that was required. Last stage in the evolution of this beloved cookie is the present mix just being introduced at market which includes the inimitable morsels and mix all in one box. This complete mix produces 3 dozen delicious cookies of the best quality. You'll never want to be without this mix, once you try it. The cookies have the same authentic flavor as the original cookies from the Toll House Inn.

For snacks, for lunchboxes, after school cookie jar raids, picnic refreshments, and for just good fun, you can't beat the cookies made in moments with this new, quality mix.

DATE COOKIES

Here is a recipe from California Food Research Institute for Date Cookie-Cake Squares. They are versatile. They can be served cold with whipped cream for a party; warm with table cream for a family treat, or cut into small bars to make lunch box cookies. And they are easy to make.

DATE COOKIES

1-3 cup shortening
1-3 cup sifted all-purpose flour
2 eggs
1 cup brown sugar (packed)
1/2 teaspoon vanilla
2 tablespoons flour
1 teaspoon baking powder
1/2 teaspoon salt
1/2 cup shredded coconut
1 cup chopped walnuts
1 cup chopped fresh dates
Whipped or table cream

Thoroughly cream shortening and sugar; blend in flour. Pack lightly in 8-inch square pan. Bake in moderate oven (350 degrees F.) about 8 minutes. Beat eggs until fluffy; then blend in brown sugar and vanilla. Sift together flour, baking powder and salt, and stir in, along with coconut, walnuts and dates. Pour over the baked shortening-sugar-flour mixture and bake in moderate oven (350 degrees F.) 25 minutes. Cut in squares and serve warm or cold with whipped cream or table cream. Makes 9 servings.

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and Easy
to Prepare!**



Chowders



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