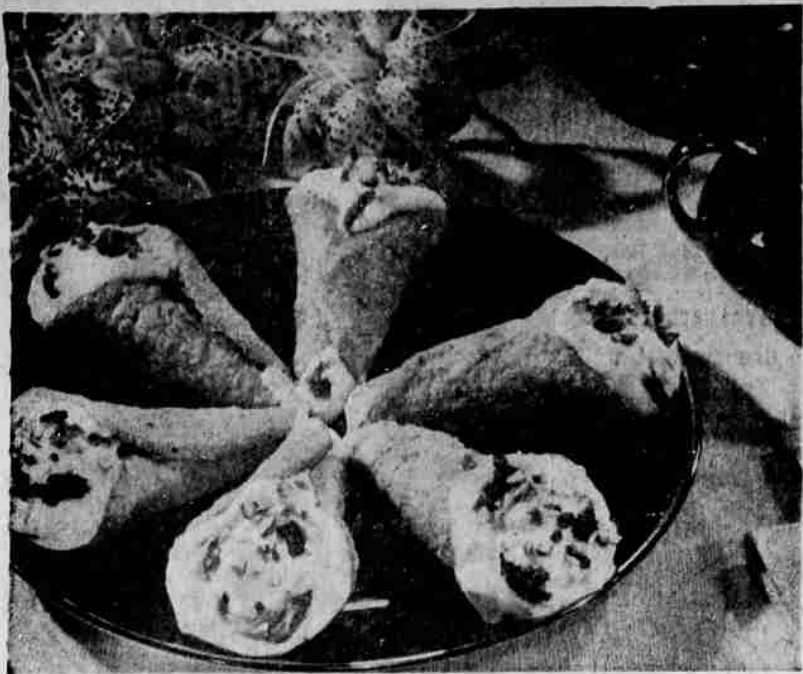




AMONG the new recipes in the second edition of Betty Crocker Picture Cook Book soon to appear on bookstore shelves is the dainty and delicate Fleur de Lily. The delicate lily-shaped dessert is named for the enchanting Lily Pons—and Betty Crocker says it is easy to make. There are 865 other new recipes in the cook book. New recipes are so much more fun to try when you have a picture of the finished product to see what you are supposed to turn up with.

FLEUR DE LILY

First, we'll give you the recipe for the luscious dessert pictured and then we'll tell you about the book.

3 egg whites
1/2 cup sugar
1-3 cup sifted all-purpose flour
1-3 cup finely ground almonds
1-3 cup butter, melted and cooled
1 teaspoon vanilla

Beat eggs until frothy, gradually beating in sugar. Beat until stiff. Fold in flour, almonds, butter, vanilla. Use two tablespoons batter for each lily. Drop two inches apart on greased heavy baking sheet. Bake at 400 degrees for eight to 10 minutes until lightly browned. Loosen immediately with spatula and form quickly into little cones. Seal by lapping edges. Cool. Fill with sweetened whipped cream into which strawberries, cherries or blueberries have been folded. Sprinkle with pistachio nuts. Makes 10 to 12 lilies.

BETTY CROCKER'S PICTURE COOK BOOK
First offered in 1950, the first edition of the Betty Crocker Picture Cook Book was an immediate success. More than 3 1/2 million copies were sold the first six years — and during the three year period 1950-1953. The cook book outsold all non-fiction books with the exception of the Bible. It is published by McGraw-Hill.

The new 472 page volume is a revised and enlarged edition. There are 866 brand new recipes running the gamut from easy casseroles and sauces to tricky breads and tortes for the more experienced kitchen artist. And all the old favorites have been retained. During recent years food manufacturers have improved basic ingredients, new products have been introduced on the market and new appliances have made possible simplified methods. Recipes in the new cook book have been brought up to date to take advantage of the improved ingredients and methods. Each of the 2,227 recipes has been tested in the Betty Crocker kitchens, and by the hundreds of women who are Betty Crocker "home-testers."

The new edition, like the first, abounds with exquisite photographs that distinguish it as a Picture Cook Book. Forty-three color photographs — over half of that total are brand new — are taste tempters, and 458 black and white photos make the "how to" in cooking easy. In addition, more than 800 stylized sketches brighten and lend page atmosphere.

Sections on meats, main dishes, salads and vegetables have been increased. Added pages on "meats" tell how to choose the right cuts, get the best buys, cook, store and freeze them. Illustrations of the various cuts of meats aid the homemaker in her selection at the colophane wrapped meat department of the supermarket.

And homemakers who fret over the problem of putting variety into their menus will applaud the complete new section on "meal planning." One hundred and sixty menu "combine foods in interesting new ways, providing ideas for entertaining, holidays, and thrift meals. This section features celebrity menus keyed to recipes in the book. A luncheon menu is contributed by Mr. John, the famous hat designer, Ed Sullivan suggests his menu for a simple supper climaxed by his Meringue Bread Pudding. . . . Rise Stevens offers a meal built around an Austrian dish, Szegediner Gulyas, a delicious sauerkraut meat casserole. The familiar red cover with jacket has been replaced by a colorful food picture cover that can be wiped clean with a damp cloth. Other added features include a section on "freezing," alphabetical index which facilitates quick recipe reference, and a new clearer type.

And those who "read" a cook book, besides cooking from it, will enjoy the hundreds of stories about the origins of recipes that add warmth and charm to this complete guide to cooking.



A CLEAN HEAD is a comfortable one. The new Old Spice Shampoo by Shulton is a clear amber liquid formulated for a man's hair and scalp. Based on a new shampoo principle, it conditions the hair and scalp while it cleanses and produces an instant thick lather, even in the hardest water. It has a mild, non-drying action, giving the hair a healthy sheen and leaving it easier to manage immediately after shampooing.

Ice Cream Float

Apple cider is a favorite drink for the harvest season. The National Dairy Council suggests a Cider Ice Cream Float for the youngsters' Halloween party or for any time during the fall season.

6 cups sweet cider
1/2 teaspoon allspice
1 1/2 teaspoons cinnamon
8 whole cloves or 1/4 teaspoon ground cloves
1/2 cup brown sugar, packed
1 tablespoon grated lemon rind
1 pint vanilla ice cream
1/2 teaspoon grated nutmeg

Heat cider with spices and sugar over low heat about 10 minutes, stirring to dissolve sugar.

Remove cloves and grated lemon rind and chill. Serve in mugs topped with a scoop of ice cream and a sprinkling of grated nutmeg. Makes six servings.

FALL TIP

A sunny, autumn day is an excellent time for airing your mattresses out-of-doors. The sun is a first rate germ killer.

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Portland School Teacher

Doug McKay has always been active in bettering education for the children of Oregon. At the time he was Governor, both the Basic School Fund Increase and the Holy Report on Education became a reality. Education received its biggest boost in a generation

with the largest capital expenditures for higher education in the state's history. McKay urges federal help for school construction, but insists on local control because he firmly believes that Oregon people know Oregon problems best.

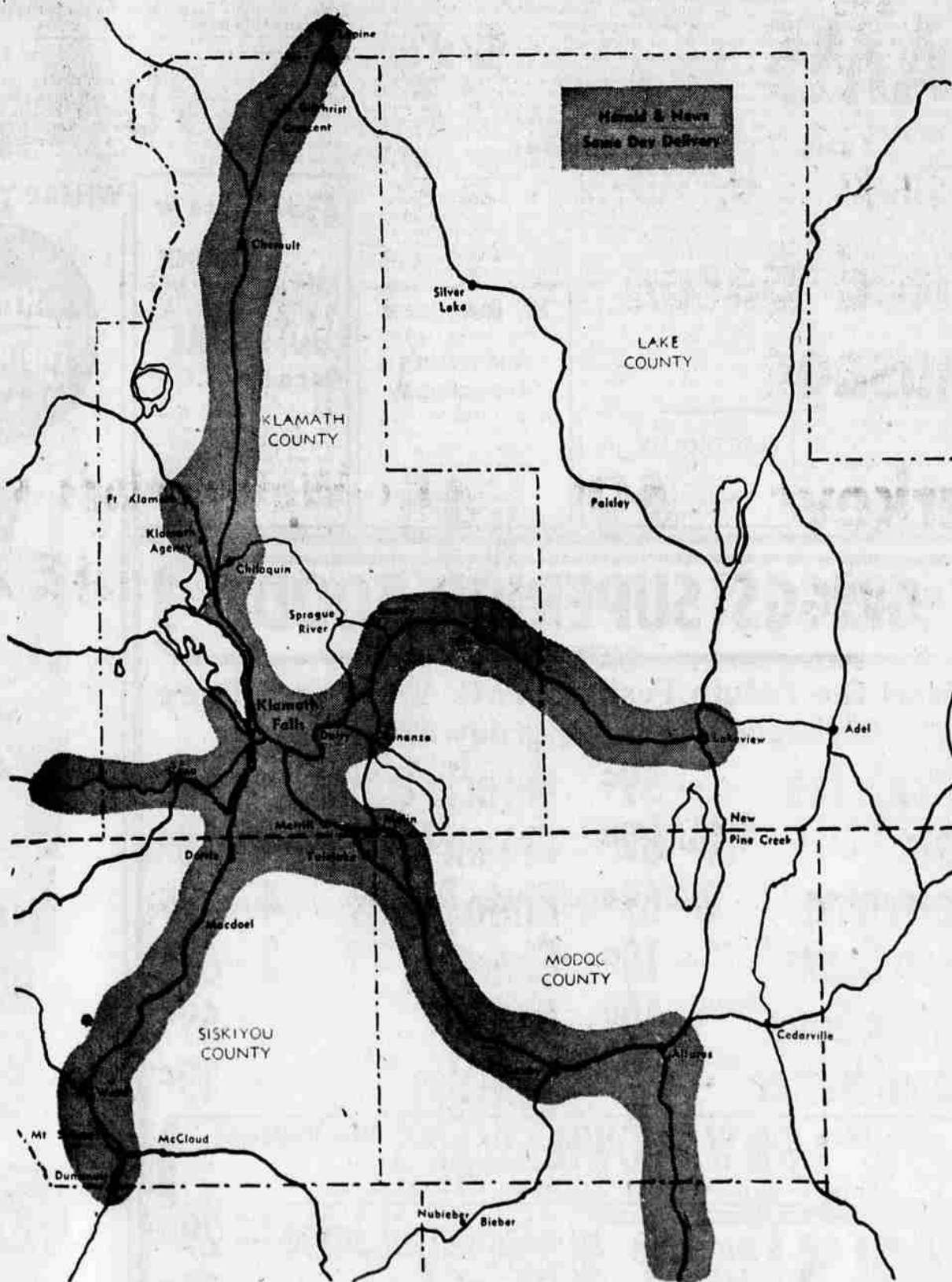
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From January 1, 1956 to September 27, 1956, Herald and News circulation has grown to include 921 additional families, while the number of new families in the Klamath Falls city zone has increased only 450. Any trading area is only as large as the area covered by its daily newspaper. Effective "same day" delivery of the

H & N in the big area shown insures an increasingly profitable trading area for H & N advertisers. On November 1, 1956, Herald and News advertising rates will increase to help meet the expenses of reaching these additional consumers.

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