



Betty Crocker's

GOOD NEWS ABOUT FOOD

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



To
brighten
up the
month
of March



we've been cooking up things in our Betty Crocker Kitchens. Pancakes, for instance. Bisquick is coming out in a Pancake House box. And we've been testing and tasting the greatest collection of pancakes that ever came down the pike. Apple Pancakes and Blueberry Pancakes and Swedish Pancakes and Puff Pancakes — as well as the wonderful standby that we call Betty Crocker's Famous Pancake.



You get all these pancake recipes and more on the Bisquick box this month. And, just to whet your appetite, we've put our special recipe for Strawberry Blintzes, with its pretty picture, here on this page.



Another new idea we've been cooking up this month came from two of our bright young "product girls." It is Virginia's job to work up new recipes for cake mixes. Shirley thinks up new ideas for frostings. So what did they do but put their heads together one day and come up with Bake and Broil Cake—a brand-new way to enjoy hot-from-the-oven cake with the richest, chewiest, most delectable frosting—and all so quick and easy you'll wonder why you never did it before. It's good warm or cold, but if you want to reheat it, cover with foil and warm at 350° for 5 to 10 minutes. Here's the way you make it.



BAKE 'N BROIL CAKE. Bake 1 pkg. Betty Crocker Yellow or Honey Spice Cake Mix in oblong pan, 13 x 9½ x 2" as directed on pkg. Make topping by mixing 3 tbsp. soft butter, 3 tbsp. hot water and 1 tbsp. light corn syrup thoroughly with 1 pkg. Betty Crocker Caramel Fudge Frosting Mix. Stir in 1 cup flaked coconut and ½ cup chopped nuts. While cake is still warm, spread topping over cake. Broil 3" from heat 2 to 3 min., until brown and bubbly. Serve warm.



STRAWBERRY BLINTZES

To make pancakes

1½ cups Bisquick 3 eggs
2 cups milk ¼ cup butter, melted

Beat ingredients with rotary beater until smooth. For each pancake spoon 2 or 3 tbsp. batter on lightly greased griddle. Spread around with back of spoon. Bake until small bubbles appear, then loosen edges gently, turn and bake. Makes 15 to 20 pancakes. We think you'll love these pancakes made into Strawberry Blintzes. They're just delicious—for breakfast or brunch or lunch or company-special dessert!

To make blintzes

1 cup cottage cheese ¼ cup sugar
1 pkg. (3 oz.) cream cheese 1 pkg. (10 oz.) frozen strawberries, thawed
1½ tbsp. lemon rind 1 tsp. lemon juice
3 tbsp. lemon juice ¼ tsp. almond flavoring

Whip until creamy first five ingredients. Place ¼ cup filling on each pancake. Roll up. Put in 11" x 7" baking dish. Heat in 400° oven for 10 min. Heat berries, 1 tbsp. lemon juice, flavoring. Serve on rolled pancakes.

And just because it's Lent, we've been thinking about Fridays—and things to eat on meatless days. These are all so good I won't waste time talking—I'll just give you six of our favorite recipes:



Quick Trick Clam Chowder. Mix 1 pkg. Betty Crocker Scalloped Potatoes (including seasoned sauce mix), with 2½ cups water and 1 can (7 or 8 oz.) minced clams in large saucepan. Bring to boil, stirring occasionally. Reduce heat; cover and simmer 15 to 20 min., until potatoes are tender. Add 2½ cups milk and 1 tbsp. butter. Heat and serve.



Scrambled Egg Puffs. Prepare 6 cream puffs the way it tells you on the Betty Crocker Cream Puff Mix pkg. Fill with scrambled eggs (made with 10 eggs, ½ cup milk, salt and pepper to taste, scrambled in ¼ cup butter in moderate hot skillet). Top with Mushroom Sauce—heat 1 can (10½ oz.) mushroom soup blended with ½ cup milk. Scrambled Egg Puffs taste so good and look so pretty—lots of our young friends tell us they serve them often when company comes on meatless days. We think you'll like them for brunch or lunch or just about any time you'd like to have some extra-special eggs.

Crispy Pan-fried Fish. Dip small whole fish or fish fillets in mixture of ½ cup milk and 2 tsp. salt—then in Bisquick. Pan-fry in 2 tbsp. hot fat in heavy skillet 5 min., until golden brown; turn and pan-fry 5 min. more on other side until golden brown. Serve at once. We think this recipe makes just about any good frying fish still better!



Sea Food Newburg. In heavy saucepan, melt ¼ cup butter. Blend in ¼ cup GOLD MEDAL Flour, ¼ tsp. salt, ¼ tsp. pepper. Cook over low heat, stirring until mixture is smooth and bubbly. Remove from heat. Gradually stir in 2 cups milk. Bring to boil, stirring constantly. Boil 1 min. Pour half of white sauce into 2 egg yolks, beaten; blend into remaining mixture in saucepan. Just before serving, stir in 2 cups cooked sea food, in large pieces, and 1 tbsp. lemon juice. Serve over popovers or poppy seed noodles.



Popovers. Heat oven to 425° (hot). With rotary beater, beat together 1 cup sifted GOLD MEDAL Flour, ½ tsp. salt, 1 cup milk and 2 eggs, just until lumps of flour disappear. Pour into well-greased deep muffin cups (¾ full) or oven-glass custard cups (½ full). Bake 40 to 45 min. (Be sure to bake long enough to avoid collapse.) Makes 5 to 9 popovers, depending on cup size.

Poppy Seed Noodles. Sprinkle poppy seeds on cooked buttered noodles, to your own good taste.

Well, you see how it is—one good thing leads to another—and that brings us right to the end of the page and a chance to tell you to watch for Easter ideas in the "Good News" section of your Sunday paper on March 26th. Until then...

Happy Baking

Betty Crocker



There's always something new from Betty Crocker