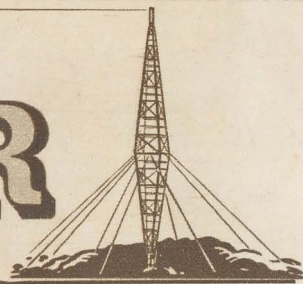


GENERAL FOODS

BROADCASTER



Volume I •• No. 1

Mailed free on request... Address: General Foods, Battle Creek, Michigan

JANUARY, 1935

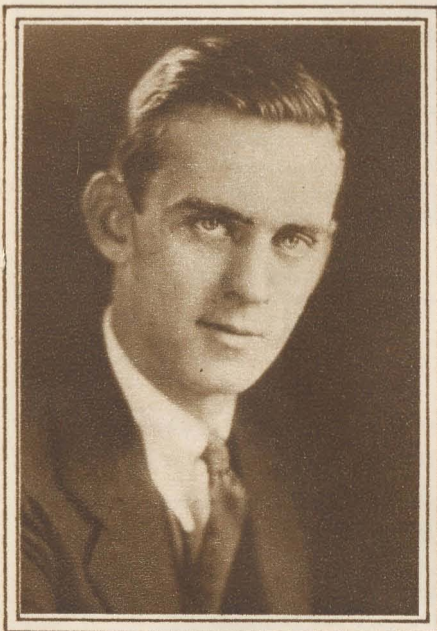
FRANCES LEE BARTON ADDS RADIO STARS TO PROGRAM



ABOVE is the handsome master of ceremonies of Mrs. Barton's program, Warren Hull. To the right is that charming songbird from the South, Frances Langford. These are two of the "quality ingredients" to be served up in the new General Foods Friday afternoon broadcasts.



POPULAR MUSIC, the classics and the old favorites — Al and Lee Reiser, ace of radio piano teams, are all set to do your favorite dish to a turn in the musical recipe offered every Friday by Frances Lee Barton.



YUM-YUM! Talk about varied fare! No sooner will Mrs. Barton finish showing you how to make delicious cake (like that to the right) than Jimmie Wilkinson (above) will give you one of those tender, never-to-be-forgotten songs of his.



Now...Smart Entertainment Will Be Combined with Practical Cookery

Thousands of Followers of Cooking School of the Air are to Hear New Type Broadcasts in Half-hour Weekly Programs During 1935

THOUSANDS of women all over the country know Frances Lee Barton and her broadcasts from the General Foods Cooking School of the Air.

Heretofore, Mrs. Barton's broadcasts have dealt entirely with baking, cooking demonstrations, menu making, proper use of recipe ingredients, kitchen hints and the related material that has made her Cooking School of the Air programs of invaluable service to housewives everywhere.

From now on, however — beginning with the broadcast of January 4 — Mrs. Barton will present not only her regular cooking service but, in addition, a delightful program of smart, musical entertainment.

The new half-hour programs will be broadcast every Friday afternoon at three-thirty o'clock, Eastern Standard Time, over a coast-to-coast network. (Station list on page 2.)

Radio Stars

Mrs. Barton, "star" of the Cooking School of the Air, is presenting an all-star entertainment program as superlative in quality as the delicious cakes that come from her oven.

This savory musical recipe will be

served up piping hot by handsome young Warren Hull, who will be Mrs. Barton's assistant chef or, in other words, master-of-ceremonies.

In Warren's musical recipe will be quality ingredients — Frances Langford, charming southern songstress who has created an outstanding radio success; James Wilkinson, baritone, and Al and Lee Reiser, whose piano duets over the air have placed them in the very front rank of radio performers. Al and Lee are cousins. Al specializes in popular music and Lee in the classics, so that their programs offer varied musical fare to please all tastes.

Listen In!

Remember every Friday afternoon! Listen in and hear this new, unusual combination of practical cooking information and delightful entertainment. It's a well-rounded menu — spicy, appetizing, substantial and wholesome — served by Mrs. Barton and Warren Hull, and topped off by all the sweetness that Frances Langford, Jimmie Wilkinson and the musical Reisers can bring you in their appealing music and song — a unique half-hour that will bring you the utmost in enjoyment and practical cooking help.

ON WITH THE OLD!...ON WITH THE NEW!

THAT'S the plan of this new program and this new, exciting newspaper — the Broadcaster, which General Foods offers free.

Just as in our new Friday afternoon radio program we shall have our old Cooking School of the Air with added joy and variety, so will the Broadcaster continue to have as a permanent feature the Recipe Bulletins that you've liked so much in the past. You can cut them out and put them away in a binder just as you always have.

In addition to the Recipe Bulletins the Broadcaster will also contain all the news



Frances Lee Barton

about housekeeping and homemaking that we at General Foods can gather together for you. There'll be interesting pictures too — and little stories and bits of news galore.

So come along with us, and you'll be glad, for we're off to bigger and better things. This is the first issue of the Broadcaster — you may have the February issue and following issues sent to you, free. Simply fill out and mail the coupon at the foot of page 2. I'll be looking for your coupon, for I want you and every listener we've ever had to be a part of our newer and bigger program. Don't delay!

"Now Watch Closely..."



● When Frances Lee Barton describes what she is doing before the microphone, it's no mere flight of imagination. Every process of measuring, mixing, beating and baking is actually going on as Mrs. Barton talks.

The genuine work that goes forward during these demonstrations is what makes them so truly practical and helpful. Here is no faked ease or speed... here are conditions like those the listener meets in her own kitchen!

See How Mrs. Barton's Programs Have Helped Busy Women Everywhere!

ARE Frances Lee Barton's radio cooking lessons of real help to those thousands of women throughout the country who are faced with the problem of preparing three meals a day for a hungry family?

You should see the volume of mail—the letters by the hundred—that come in from women who simply must tell Mrs. Barton how they welcome and appreciate the instruction, the timely suggestions, the thrift hints, the party plans and practical ideas they have received by listening to her famous broadcasts.

Here are just a few of the more recent comments chosen at random. Glance through them:

Adventure... and More!

"You have not only shown me that cooking need not be drudgery and can be an interesting adventure—but you have made a better cook out of me."

100% Success

"I have tried out about 75% of your recipes and have had each time 100% success. Your directions are so clear and easily understood that you can't go wrong. In fact my nine year old daughter is acquiring quite a reputation in the family for cake making just by following your recipes."

No More "Dump" Method

"I have cooked for twenty-five years by 'dump' method. Now I am beginning all over again, using your method, and am amazed at results."

Can Hardly Wait!

"I have never liked cooking nor planning meals. Since listening to your cooking lessons, I'm very enthusiastic over both and can hardly wait to finish one dish before seeing what I can accomplish with another."

New Surprises!

"My family no longer comes dragging in just because it is 'time to eat,' but come eagerly to see what new surprise I have for them."

All Worry Removed

"My cooking has shown a marked change for the better. A new recipe behaves like an old friend and the trying of a new dish is now an adventure with all the worry removed."

Baking is Exciting!

"You have taught me confidence in baking and given me the quality that has made my baking exciting. Thank you, Frances Lee Barton, for standing at my side—by way of radio—and telling me step-by-step just how to gain perfection."

I was Terrible... Until —

"I was a terrible cook. I hated it! I didn't have any success with cake or biscuits or anything for that matter, until I discovered you on the radio. I try your recipes as soon as I get them. Muffins, biscuits, cakes, breads, puddings—all with splendid results."

New Recipe Bulletins Are in Every Issue of the Broadcaster

On pages 3 and 4 of this issue of the Broadcaster you will find the four recipe bulletins which Frances Lee Barton offers to her radio listeners to supplement her January cooking talks. And every forthcoming issue of the Broadcaster will contain a similar set of these famous bulletins—conveniently arranged so that they can be cut apart and filed in a special binder.

Send in your name today to be put on the free mailing list of the Broadcaster—cut out and file every single Recipe Bulletin—and you'll have a permanent cook book that you'll treasure your whole life long! The recipes and step-by-step baking instructions these bulletins contain have been hailed by thousands of enthusiastic women as the most practical assistance they have ever received. Nowhere else can you find this unique and valuable material,

for it is offered by Frances Lee Barton exclusively to her radio listeners.

Here's How to Get the Binder

You can have Frances Lee Barton's specially prepared binder for filing bulletins, if you will simply enclose 10 cents when you send in your request for the Broadcaster. At the right of this page there is a coupon, for your convenience in ordering. Cut it out, fill it in, and mail it to General Foods, Battle Creek, Michigan. You will find the binder an invaluable help in keeping your bulletins in good condition and conveniently ready for use at a moment's notice. Remember—if you wish to receive the binder, simply check the coupon in the designated space and enclose 10 cents before mailing.

Programs for January Offer You These Treats

Varied fare! Tasty menu suggestions for these days of thrift and economy! Plans for gracious, charming hospitality! Baking! Meal planning!

Those are some of the things Frances Lee Barton will offer on Friday afternoons during January. They'll be stirred and mixed in just the right proportions and topped off with a sparkling, luscious dessert—a dessert made of music. The music of bright new songs—tender, well loved old songs—smart popular tunes—standard classics and the never-forgotten favorites.

Here are the helpful subjects that Mrs. Barton will cover in her January cooking

talks. Tune in! Be sure to hear them all.

January 4th—A Thrifty Cake for Thrifty Days—A delicious One-egg Cake and its many variations.

January 11th—Easy Hospitality—Buffet meals that are easy to serve, easy to eat, and easy on the purse.

January 18th—Beginning with Biscuit Dough—How baking powder biscuit dough can be turned into many novel dishes.

January 25th—Simplified Meal Planning—Soup-salad-and-dessert menus save time and money on busy days.

Listen to Frances Lee Barton Friday Afternoons Over these Stations

Local Time			Local Time			Local Time		
CITY	P.M.	Station	CITY	P.M.	Station	CITY	P.M.	Station
Baltimore	3:30	WFBR	Hartford	3:30	WTIC	Portland, Ore.	12:30	KGW
Boston	3:30	WEEI	Hot Springs	2:30	KTHS	Providence	3:30	WJAR
Buffalo	3:30	WBEN	Houston	2:30	KPRC	Salt Lake City	1:30	KDYL
Chicago	2:30	WMAQ	Kansas City	2:30	WDAF	San Antonio	2:30	WOAI
Cincinnati	3:30	WLW	Los Angeles	12:30	KFI	San Francisco	12:30	KPO
Cleveland	3:30	WTAM	Milwaukee	2:30	WTMJ	Schenectady	3:30	WGY
Denver	1:30	KOA	Minn.-St. Paul	2:30	KSTP	Seattle	12:30	KOMO
Des Moines	2:30	{ WOC WHO	New York	3:30	WEAF	Shreveport	2:30	KTBS
Detroit	3:30	WWJ	Oklahoma City	2:30	WKY	Spokane	12:30	KHQ
Duluth-Superior	2:30	WEBC	Omaha	2:30	WOW	St. Louis	2:30	KSD
Fort Worth-Dallas	2:30	{ WBAP WFAA	Philadelphia	3:30	KYW	Tulsa	2:30	KVOO
			Pittsburgh	3:30	WCAE	Washington	3:30	WRC
			Portland, Me.	3:30	WCSH	Worcester	3:30	WTAG

TUNE IN... on these Famous Programs

CAP'N HENRY'S SHOW BOAT

This program, presented by Maxwell House Coffee, is voted by radio poll one of the most popular broadcasts on the air and offers music, romance and laughter, featuring Lanny Ross, Muriel Wilson, Conrad Thibault, Molasses n' January, Gus Haenschen and his Show Boat orchestra. Every Thursday evening, at 9 o'clock, Eastern Standard Time, over N.B.C., coast-to-coast network.



JACK BENNY

Radio's foremost comedian, Jack Benny, presented by Jell-O, continues his inimitable half-hour of gay humor every Sunday evening, with Mary Livingstone, Frank Parker, Don Wilson, Don Bestor and his orchestra. Every Sunday evening, at 7 o'clock, Eastern Standard Time, over N.B.C., coast-to-coast network.

ADMIRAL RICHARD E. BYRD

Grape-Nuts presents broadcasts from and to Byrd Antarctic Expedition at Little America, 10,000 miles away! For copy of handsome etching of Admiral Byrd, send name and address with Grape-Nuts package top to Grape-Nuts, Battle Creek, Mich. Every Wednesday evening at 10 o'clock, Eastern Standard Time, over Columbia Broadcasting System, coast-to-coast network.



LANNY ROSS

The engaging personality and superb voice which have won for Lanny Ross one of radio's most ardent followings, have ample opportunity for expression. Lanny's own program—which he conducts himself and in which he sings those beautiful melodies of which millions of radio listeners have never had enough. Presented by Log Cabin Syrup. Every Wednesday evening at 8.30 o'clock, Eastern Standard Time, over N.B.C., coast-to-coast network.

CLIP COUPON AND MAIL TODAY!

FRANCES LEE BARTON, General Foods, Battle Creek, Mich.

Please place my name on your regular mailing list to receive, free, future issues of the General Foods Broadcaster containing Frances Lee Barton's Recipe Bulletins.

Please send me the Binder for Mrs. Barton's Bulletins, too, for which I enclose ten cents. (Check the square if you wish the Binder.)

NAME _____

ADDRESS _____

CITY _____ STATE _____



EASY HOSPITALITY

Buffet Service Strikes the New Note for 1935 Entertaining

It's a telephone invitation. "Will you and your husband come to a buffet supper next Wednesday night?" Arrived at the party you find eight other guests, the living room set up for eating-from-the-knee, chairs grouped here and there by small low tables—and when you pass through the door to the dining room you see a long table arranged for buffet service.

Help Yourself!

A cloth covers the table and on it are plates and napkins stacked at convenient spots, and silver arranged in rows in between. At one end is an old-fashioned tureen filled with a hot Savory Beef Stew, at the other end is everything needed for serving coffee—cups, saucers, and spoons—with sugar and cream. Instead of a centerpiece of flowers your hostess has used her salad—a gorgeous ring mold of molded fruit salad surrounded by green lettuce leaves and the center filled with mayonnaise.

Two plates of hot buttered biscuits, a bowl of celery curls and olives, a divided plate with

relishes in the different sections, and a large serving plate of cheese and crackers complete the picture. On the sideboard stands a coconut dessert cake. Everything ready for self-service to be carried to the living room for informal eating at the small tables or on the knee.

The buffet meal is this year's answer to the hostess's prayer for something that is easy to serve, easy to eat, and easy on the purse. When you are hostess yourself, your own table arrangements will depend largely upon the number of your guests and the number of dishes you expect to serve. If you have a square dining-room table, extend it, cover it with a cloth, and then, if your space is limited, place it against a wall. If your table is round, you will want to keep it in the center of the room as usual, but lengthen it also to the right size to hold everything comfortably. If you are living in a small apartment and not using a dining-room table, then beg or borrow some extra card tables—put them end to end in your living room, cover with a cloth and serve your luncheon or supper from them.

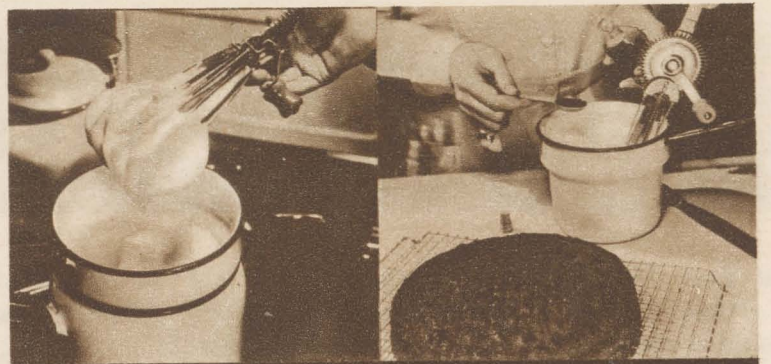
Eat in Comfort

To make this eating-from-the-knee comfortable—especially for the men—you must have enough spots in the room for everyone to set down either his plate or his cup and saucer. Low coffee tables or a nest of small tables are the most practical for this.

Keep the food simple but have plenty of what you have—one main hot dish, a salad, coffee, and dessert—with hot biscuits and various fixings, relishes, celery, and olives or nuts—are enough. Have a hot dish that can be eaten without a knife—a great bowl of spaghetti with meat balls or broiled chicken livers—creamed chicken or lamb, a Hungarian goulash, or an old-fashioned meat pie or stew. Choose something that you know you cook successfully and make a feature of it. See that your rolls or biscuits are buttered. Be sure the coffee is hot. Turn the guests loose to serve themselves as fancy dictates and from then on let the party take care of itself.



BUFFET TABLE SET FOR SMALL PARTY



1 Beat over boiling water until peaks hold from beater.

2 Add flavoring and beat until thick enough to spread.



3 Spread frosting carefully on lower layer; fit top.



4 Frost cake quickly, using light but deft strokes.

Four Steps in Making Perfect

SEVEN MINUTE FROSTING

2 egg whites, unbeaten 5 tablespoons water
1½ cups sugar 1½ teaspoons light corn syrup
1 teaspoon vanilla

Combine egg whites, sugar, water, and corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add vanilla and beat until thick enough to spread. Makes enough frosting to cover tops and sides of two 9-inch layers, or top and sides of 8x8x2-inch cake (generously), or about 2 dozen cup cakes. This frosting may be varied by folding in chopped nut meats, Baker's Coconut, or pieces of dried or candied fruit, or by tinting delicately with colorings.

CUT ALONG DOTTED LINES—PUNCH HOLES AS INDICATED AND FILE IN BINDER. (SEE COUPON OFFER ON PAGE 2)

Frances Lee Barton's Recipes

GENERAL FOODS

Bulletin No. 1

JANUARY, 1935

SWANS DOWN ONE-EGG CAKE

2 cups sifted Swans Down Cake Flour 1 cup sugar
2 teaspoons Calumet Baking Powder 1 egg, unbeaten
¼ teaspoon salt ¾ cup milk
4 tablespoons butter or other shortening 1 teaspoon vanilla

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together well. Add egg and beat very thoroughly. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in greased pan, 8 x 8 x 2 inches, in moderate oven (350° F.) 50 minutes, or in two greased 8-inch layer pans in moderate oven (375° F.) 25 minutes. Double recipe for three 10-inch layers and bake in moderate oven (375° F.) 25 to 30 minutes.

This cake may be baked in greased cup-cake pans in moderate oven (375° F.) 20 minutes, or until done. Makes 2 dozen cup cakes.

POINTS ON MAKING AND VARIATIONS

1. Make all your cakes Swans Down cakes. Because of the exceptional fineness and delicacy of Swans Down Cake Flour, and its unvarying quality, even the most economical cakes have an exquisite fineness and melting tenderness that cannot be obtained with ordinary flour.
2. Sift Swans Down once before measuring, then lift it gently by tablespoons into standard measuring cup and level it off carefully. Do not pack flour into cup, for too much flour makes a dry cake.
3. Cream butter and sugar until light and fluffy, for with this step you lay the foundation for perfect cake texture.
4. Add egg whole and beat it in until entire mixture is light and puffy with air.
5. Alternate additions of flour and liquid, always beginning and ending with flour.
6. Have oven at correct temperature when cake is put in. It is important to measure heat accurately, for poor baking will spoil the most carefully mixed cake.

This cake bakes equally well as layers, a loaf, or cup cakes—something you can't

do with all cake batters. All sorts of variations are possible. Here are some to try:

1. *Orange Short Cake*—Arrange sweetened orange sections and Baker's Coconut between layers and on top of cake. Serve at once with whipped cream or custard sauce.
2. *Nut Loaf Cake*—Add 1 cup chopped nut meats to cake mixture after egg has been added. One-half cup finely cut raisins may be used instead of nuts to make Raisin Loaf Cake.
3. *Raisin Cup Cakes*—Pour batter into greased cup-cake pans, filling them ¾ full. Sprinkle seedless raisins over tops of cakes before baking.
4. *Boston Cream Pie*—Spread a custard cream filling between layers and sift powdered sugar over top. Or substitute jam for filling to make Washington Pie.
5. *Candle Cakes*—Bake in greased small cup-cake pans. Cool. Cover each cake with Seven Minute Frosting and sprinkle thickly with Baker's Coconut. Insert candle holder with tiny candle in each cake. Light candle just before serving.

All measurements are level

Frances Lee Barton's Recipes

GENERAL FOODS

Bulletin No. 3

JANUARY, 1935

CALUMET BAKING POWDER BISCUITS

2 cups sifted flour 4 tablespoons butter or other
2 teaspoons Calumet Baking Powder shortening
½ teaspoon salt ¾ cup milk (about)

Sift flour once, measure, add baking powder and salt, and sift again. Cut in shortening. Add milk gradually, stirring until soft dough is formed. Turn out on slightly floured board and knead 30 seconds, or enough to shape. Roll ½ inch thick and cut with floured 2-inch biscuit cutter. Bake on ungreased baking sheet in hot oven (450° F.) 12 to 15 minutes. Makes 12 biscuits.

For tall biscuits, use 1¾-inch biscuit cutter and place biscuits close together in 8 x 8 x 2-inch pan. Makes 14 biscuits.

POINTS ON MAKING AND VARIATIONS

1. Measure baking powder carefully. Fill a standard measuring teaspoon heaping full; then level off with spatula or the straight edge of knife. And be sure to use the baking powder called for in the recipe—Calumet Baking Powder. Calumet is a combination, or double-acting baking powder, and its two actions perfectly controlled and timed to give maximum protection in baking, make possible Calumet's economical, standard proportion—1 level teaspoon for each cup of flour.
2. Cut in shortening until mixture looks like coarse corn meal. Use a pastry blender, a fork, or two knives held like scissors.
3. Add milk gradually, stirring it in until dough clings to mixing spoon in a soft ball. Because flours differ in the amount of moisture they will absorb, only an approximate measure of milk can be given.
4. Knead dough lightly. This will help to make fine, flaky texture.

When you can make good baking powder biscuits, you've mastered the first step in a whole repertory of delightful hot breads and desserts. Try these suggestions:

1. *Cheese Biscuits*—Decrease shortening to 2 tablespoons. Add 1 cup grated Ameri-

can cheese, cutting it into flour mixture with shortening.

2. *Lemon Tea Biscuits*—Add 1½ teaspoons grated lemon rind after shortening is cut in. Roll dough ¼ inch thick—cut with small cutter. Place half of biscuits in greased muffin pan; spread with melted butter and sugar mixture consisting of 4 tablespoons sugar, 1½ teaspoons grated lemon rind, and lemon juice to make a crumbly mixture. Top with remaining biscuits and bake.

3. *Pin Wheel Biscuits*—Roll dough into rectangular sheet ¼ inch thick. Spread with mixture of 4 tablespoons softened butter and ¼ cup brown sugar, firmly packed; sprinkle with ¼ cup finely cut pecan meats. Roll as for jelly roll. Cut in 1-inch pieces and bake in greased muffin pans.

4. *Apricot Roly-poly*—Roll dough in sheet. Brush with melted butter, cover with 1½ cups cooked sweetened apricots, sprinkle with 6 tablespoons sugar. Roll as for jelly roll, moisten edge and press against fold. Bake in greased loaf pan in hot oven (400° F.) 20–25 minutes. Serve with cream or apricot sauce.

All measurements are level

LET ME SUGGEST... by Frances Lee Barton



Do You Garnish Your Soups? A sprinkle of chopped parsley or grated cheese, a few tiny croutons made of browned or toasted bread—these are simple additions that make soup more zestful and satisfying. And here are some other suggestions, culled from the cookery lore of many lands.

Add a bit of chopped bacon to piping hot pea soup—or use frizzled ham with asparagus soup. Add little meat balls to cabbage soup. Sprinkle corn soup or corn chowder with snowy fluffs of popcorn.

With a bisque, serve tiny oyster crackers that have been dipped in melted butter and browned. Try adding chopped left-over chicken and chopped pimento to mushroom soup. See how a few fresh green peas will heighten the flavor and color of celery soup.

And don't forget that pepper pot cries for dumplings—and savory onion soup needs a thick crust of toasted bread and a topping of cheese!

When I serve curled celery I arrange it to look like a bouquet in a bowl, as they do in the Swedish restaurants. To curl it I cut the inner stalks into four-inch pieces and split each down into thin strips, stopping within an inch of the end, then drop them into ice water to curl. Sometimes I scatter olives—both green and ripe—through the celery. These give a good color contrast.

Choose the cloth for your buffet table to give the background to your party. For formal or semi-formal parties, a white damask cloth, an embroidered Italian linen, or an all-over lace cover. For informal luncheons or suppers after

bridge, theatre, or movies, I use a gaily colored cover and napkins to match.

A Thrift Menu for the Burdened Budget. Economize with pleasure, for here's something very, very good! The meat casserole topped with featherlight Calumet biscuits is a new and enticing version of that good old standby, meat pie. Baking Powder Biscuits recipe in Bulletin 3.

- Casserole of Meat and Vegetables
(Topping of Baking Powder Biscuits)
- Cole Slaw
- Lemon Jell-O with Custard Sauce



LITTLE CAKES FOR LITTLE FOLKS

Here's a Menu for a Smart Buffet Supper.

It's easy and economical—yet as thoroughly delicious and up-to-date as the most fastidious hostess could desire. Recipes you'll need for this menu are in Bulletins 2 and 3, and the article "Easy Hospitality" on page 3 offers helpful suggestions for table setting and service.

- Savory Beef Stew
- Olives and Celery Relishes and Nuts
- Jell-O Fruit Salad
- Baking Powder Biscuits Cheese and Crackers
- Coconut Layer Cake
- Maxwell House Coffee

Children's Party Menu Pleases Mothers.

Notice that this is really a simple but filling supper, to be served late in the afternoon. It takes the place of the children's regular meal at home, thus preventing the spoiled appetites and overloaded stomachs which follow all too often in the wake of parties. Look for the Candle Cake recipe in Bulletin 1.

- Creamed Chicken on Graham Toast
- Currant Jelly Crisp Celery
- Birthday Candle Cakes
- Baker's Cocoa

A Soup-Salad-and-Dessert Menu. Three dishes only—but so perfectly planned, cooked and served that they constitute a fully satisfying, thoroughly delicious meal. This soup-salad-and-dessert idea is smartly modern. And what a help on a very busy day! Recipes in Bulletin 4.

- Duchess Soup
- Mixed Vegetable Salad
- Salted Wafers
- Jellied Orange Dessert
- or
- Chocolate Bread Pudding

CUT ALONG DOTTED LINES AND FILE IN BINDER (SEE COUPON OFFER ON PAGE 2)

1163 Printed in U. S.

Frances Lee Barton's Recipes

GENERAL FOODS

Bulletin No. 4

JANUARY, 1935

DUCHESS SOUP

- 2 tablespoons Minute Tapioca
- 1 teaspoon salt
- 1/8 teaspoon pepper
- 1 tablespoon minced onion
- 4 cups milk
- 2 tablespoons butter
- 1/2 cup grated American cheese
- 2 tablespoons chopped parsley

Combine Minute Tapioca, salt, pepper, onion and milk in top of double boiler. Place over rapidly boiling water, bring to scalding point (allow 5 to 7 minutes), and cook 5 minutes, stirring frequently. Add butter, cheese, and parsley, and cook until cheese is melted. Serves 4 to 6.

Minute Tapioca gives soups a wholly new texture and pleasing creamy body. No white sauce to make for these soups, no thickener to stir and stir until its smooth—and they're wonderfully nourishing and filling.

JELLIED ORANGE DESSERT

- 4 oranges, sections free from membrane and diced
- 1 cup sugar
- 1 package Orange Jell-O
- 1 1/2 cups warm water

Combine oranges and sugar and let stand 10 minutes. Dissolve Jell-O in warm water. Pour over oranges. Chill, stirring occasionally. Serve in sherbet glasses. Serve plain or with custard sauce. Serves 8.

CHOCOLATE BREAD PUDDING

- 1 1/2 squares Baker's Unsweetened Chocolate
- 3 cups milk
- 2 eggs, slightly beaten
- 1/2 cup sugar
- 1/4 teaspoon salt
- 1 teaspoon vanilla
- 2 cups cubed stale bread

Add chocolate to milk and heat in double boiler. When chocolate is melted, stir until blended. Combine eggs, sugar, and salt; add chocolate mixture gradually, stirring vigorously. Add vanilla. Place bread in greased baking dish; pour mixture over it and let stand 10 minutes; then mix well before baking. Place dish in pan of hot water and bake in moderate oven (350° F.) 60 minutes, or until pudding is firm. Serve hot with hard sauce, or cold with cream. Serves 6.

All measurements are level

Frances Lee Barton's Recipes

GENERAL FOODS

Bulletin No. 2

JANUARY, 1935

JELL-O FRUIT SALAD

- 1 package Lemon or Lime Jell-O
- 1 cup warm water
- 1 cup canned pineapple juice and water
- 2 slices canned pineapple, diced
- 1 tart apple, diced
- 1 banana, diced

Dissolve Jell-O in warm water. Add pineapple juice and water. Chill. Pour thin layer into individual molds. Chill until firm. Combine fruits and arrange in molds. Fill molds with remaining Jell-O. Chill until firm. Unmold on crisp lettuce. Serve with mayonnaise to which whipped cream has been added. Orange Jell-O may also be used. Serves 6.

Do you know why Jell-O now tastes *twice* as good? It's because a new, secret process actually *blends* the fruit flavor into the tiny crystals.

SAVORY BEEF STEW

- 1 1/2 pounds round beef, cut in pieces
- 2 tablespoons butter or other shortening
- 6 cups boiling water
- 1 cup diced carrots
- 1 cup diced turnips
- 1 cup small onions, whole
- 1 1/4 teaspoons salt
- 1/8 teaspoon pepper
- 1/2 teaspoon Worcestershire sauce
- 3 tablespoons Minute Tapioca

Brown meat in butter; add water, cover, and simmer about 2 hours, or until nearly done. Add vegetables and seasonings and continue cooking 30 minutes, or until tender; then add Minute Tapioca and bring to a brisk boil, stirring constantly. Serves 6 to 8.

COCONUT LAYER CAKE

- 2 cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder
- 1/2 teaspoon salt
- 3/4 cup butter or other shortening
- 1 cup sugar
- 3 egg yolks, well beaten
- 1/3 cup milk
- 1 teaspoon vanilla
- 3 egg whites, stiffly beaten

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg yolks and beat well. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla and fold in egg whites. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 to 30 minutes. Spread Seven Minute Frosting between layers and over cake, sprinkling with 1 can Baker's Coconut, Southern Style.

All measurements are level

This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>

Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.