

*"You never tasted a better cake
—or saw a sulkier cook!"*



"My beee-u-tiful, sparkling white coconut cake tasted every bit as good as it looked! It was so light and tender—and *yummy* rich! All because I made a simple—but *huge*—discovery.

"It was simple; I just used Crisco and a new Crisco Success Cake recipe. Why, the combination's positively magic. You get better cakes on *every* count—richer, lighter, tenderer, moister. Crisco, you see, gives you cakes such as no other type of shortening can, because Crisco has a *baking secret*. And the new Crisco Success Cake recipes were worked out to take special advantage of that secret.

"Quick as a wink, too. It takes only 4½ minutes to mix a cake with a new Success Cake recipe. And *what* a cake! Better than any you ever made the old-fashioned way. Of

course, pure, all-vegetable Crisco is ideal cake shortening with any recipe, but wait'll you try Crisco plus the Success Cake method!

"Do you wonder I sulked? Here I've had Crisco in the kitchen all along. I've *always* depended on it for frying. 9 out of 10 doctors, you know, say Crisco's digestible. And yet I'd never even tried it for a cake before. Gee, am I glad I've learned at last to depend on Crisco for *everything*—cakes, pies and fried foods—Crisco improves all 3."



You'll get better cakes on every count—lighter, richer, moister, finer-textured—with Crisco and new Crisco recipes like this. Measure ingredients exactly—follow the simple directions carefully—be sure to use Crisco.

COCONUT LAYER CAKE

Measure into mixing bowl (All Measurements Level):

- 2 cups cake flour (sifted before measuring)
- 1½ cups sugar - ½ cup Crisco
- 1 tsp. salt - ¾ cup milk

Blend vigorously by hand or with mixer (medium speed) 2 minutes. Now stir in (yes, all by itself);

3 tsps. baking powder*

Now add: 4 egg yolks (unbeaten)**
½ cup milk - ½ tsp. lemon extract

Blend by hand or in mixer (medium speed) for 2 minutes. Pour into two 9" layer pans (9" by 1½" deep) which have been rubbed with Crisco and lined with waxed paper. Bake in moderate oven (375°F.) 25-30 minutes. Frost with your favorite white icing. Sprinkle top and sides of cake with shredded coconut.

*Double-action or phosphate type baking powder (Calumet, Davis, Rumford, Clabber Girl, KC, etc.). With tartrate type (Royal, etc.), use 4 tsps.

**May use 2 whole eggs and 2 yolks, reserving whites for icing.

SEND FOR CRISCO'S COOK BOOK, 64 pages of easy, sure-fire "Recipes for Good Eating"—yours for 10¢ in coin and a Crisco label (any size). Address: Crisco, Dept. HJ, Box 837, Cincinnati 1, Ohio. Offer good in U. S., including Hawaii.



In everything you fry or bake,

use Crisco
—it's Digestible!



Listen to
KENNY BAKER
with all-star cast on:
"GLAMOUR MANOR"
Full Music! Surprises!
A brand new kind
of daytime show!

12 noon 6. S. T.
Mon. thru Fri.—ABC Network



p215 LHS 6/47

Chi Psi
just in-
cidents at
was the
in war.

d Charles
in years.
ong black
ng a long-
ways pro-
ore. Nan
was such a
essmaking

lege life is
u. 80% are
ttle singer
e office as
: she stor-
g in a r-
lance wa-
aired wife,
n Page 240)