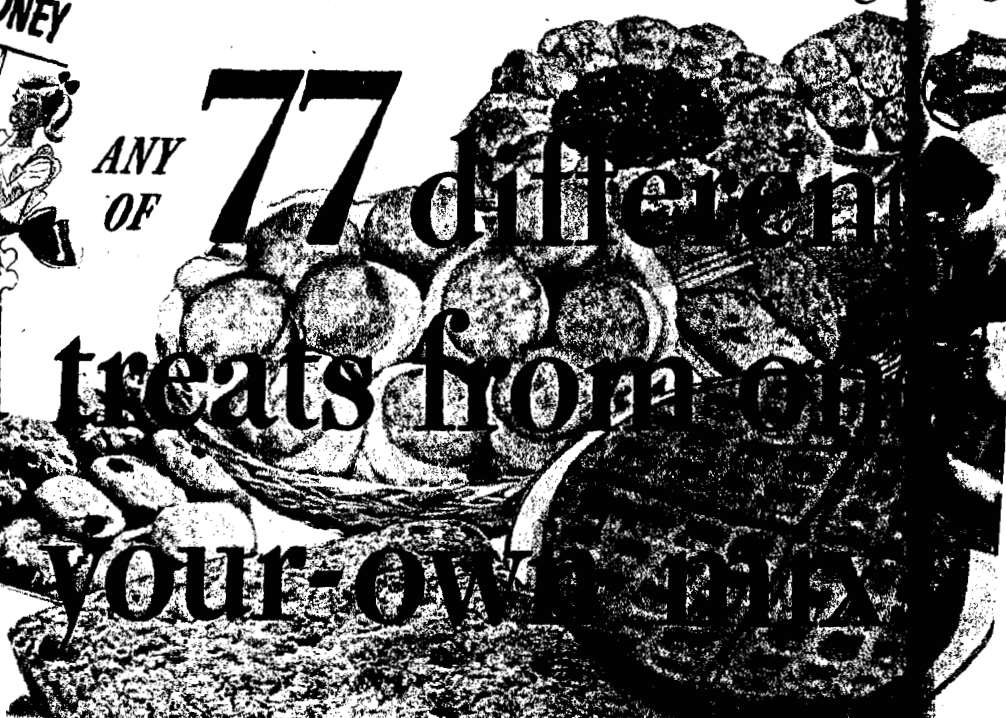




A great new idea brought to you

ANY OF **77** different baked treats from one "make-your-own mix"



You make your mix this easy way (In less than 10 minutes!)

A MARTHA LOGAN RECIPE

SWIFT'NING MAKE-YOUR-OWN MIX

Yield: About 13 cups
Use standard measuring cups and spoons.

2 cups Swift'ning
9 cups sifted all-purpose flour
1 tablespoon salt

¼ cup (4. tablespoons) double-acting baking powder (like Calumet, K-C, and Clebber Girl)

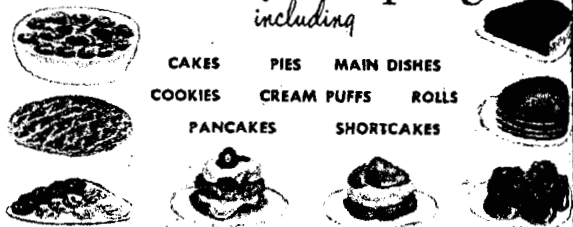
Combine sifted flour, salt and baking powder. Stir well. Sift into a large bowl (or large pan or onto heavy paper). Add Swift'ning. Use finger tips or pastry blender to distribute Swift'ning throughout dry ingredients until the mixture resembles coarse cornmeal. The Make-Your-Own Mix is now ready to use, or store on pantry shelf in a closed canister or 8 quart jars.

Martha Logan says: "This 'Make-Your-Own' Mix was developed especially for rich 'quick-mix' Swift'ning. We can't promise success with any other shortening."



You store it in the pantry
(You're sure of freshness in your homemade mix!)

You use it (adding other ingredients as needed) to make any of 77 family-tempting treats



including
CAKES PIES MAIN DISHES
COOKIES CREAM PUFFS ROLLS
PANCAKES SHORTCAKES

For instance:

DARK 'N LIGHT CAKE

Yield: 8" x 8" x 2" loaf

2 cups Swift'ning Make-Your-Own Mix (do not pack)
¾ cup sugar
¼ cup milk
¼ teaspoon vanilla
1 egg

Blend Mix and sugar. Add milk and flavoring. Beat only until well mixed. Add the egg. Continue beating until well mixed. Rub Swift'ning on bottom of an 8" x 8" x 2" cake pan. Pour in the batter. Bake in a moderate oven (375° F.) about 30 minutes. After cake has cooled, spread with your favorite chocolate frosting.

CREAM PUFFS

Yield: 5 large

1 cup Swift'ning Make-Your-Own Mix (do not pack) ¾ cup boiling water 2 eggs

Add Mix to boiling water in a saucepan. Stir over low heat about 1 minute until dough is smooth and follows the spoon. It will move from heat immediately. Add eggs one at a time, stirring and beating. Beat vigorously until mixture is blended. Drop 4 spoonfuls on baking sheet. Bake in a hot oven (450° F.) for 15 minutes. Then reduce heat and bake in a moderate oven (350° F.) 20 minutes more. When baked let stand in warm oven (with door open) about 10 minutes to dry out. Cut open and fill with sweetened flavored whipped cream.



Good cooks are

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