

The Chiffons & Printed Silks

Paris is now wearing..

Practical only if guarded
from two enemies

THE Longchamps track is brilliant now with smart women wearing the new creations of the Paris couturiers.

Everywhere are printed silks and chiffons, the newest versions of silk crepe—a bewildering variety of lovely fabrics in fascinating colors!

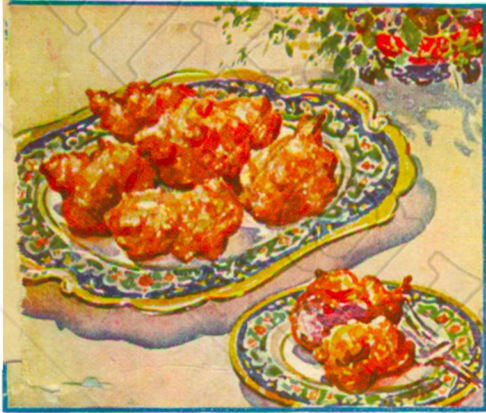
Such delicate fabrics, such exquisite colors *are practical only if you guard them from two enemies.*

The first danger is rubbing with cake soap. Rubbing destroys the rich, soft sheen of silks and chiffons. The other menace is the destructive alkali contained in so many soaps—regardless of whether they are flakes, chips or cakes. Alkali fades colors and weakens the sensitive silken fibres—may cut their life in half.

With *Lux* you avoid these destructive foes of silks and chiffons. Trust your precious new dresses only to Lux—anything less is a risk. The rich, bubbling Lux suds cleanse without harmful rubbing. The tissue-thin Lux diamonds contain no harmful alkali. Any fabric that is safe in water alone Lux leaves bright and unfaded, as beautiful as new. 20,000,000 women use Lux to keep their precious fine things ever lovely. Lever Bros. Co., Cambridge, Mass.

LUX 





Balloons

The Most Luscious Dainty Dessert!

No one will dream they are fried if you fry them in Crisco.

- | | |
|---------------------|--------------------|
| 1 cup water | 1 cup pastry flour |
| 1 tablespoon Crisco | ½ teaspoon salt |
| 3 eggs unbeaten | |

Bring Crisco and water to boil in a saucepan. Take from fire, add flour and salt. Return to fire, beat until it forms paste which leaves side of pan. When partly cool add eggs, one at a time, beating each one in thoroughly. Drop tablespoon of batter in moderately hot Crisco (350 to 360 degrees F. or when cube of bread browns in 60 seconds). Fry slowly until puffed and brown. Test with toothpick. Drain on soft paper. Cool. Make slit in one side, fill with jam mixed with sweetened whipped cream or crushed strawberries with whipped cream, or any other favorite fruit. Dust with powdered sugar.

In frying Balloons be sure and leave room enough in the kettle for them to puff.



Time - saving desserts French fried



Vanilla Creams

Make them the day before—you can fry them quickly when you are ready to serve them. They will not soak fat when fried in Crisco.

- | | |
|---------------------|-------------------------------|
| 2 eggs (beaten) | 1 teaspoon Crisco |
| ½ cup sugar | 1 teaspoon vanilla |
| 6 tablespoons flour | ¾ cup fine dried bread crumbs |
| ¼ teaspoon salt | 1 egg |
| 2 cups scalded milk | 2 tablespoons water |

Mix sugar, flour and salt. Add two eggs alternately with milk and beat until smooth. Cook in double boiler, stirring constantly until thick. Add Crisco. When partly cool, add vanilla. Pour into Criscoed pan to ¾" thickness. The next day, cut into pieces 2" long and 1" wide. Roll each piece in crumbs. Dip in the egg beaten with the water and roll again in crumbs. Fry in deep hot Crisco (360° F., or when a piece of bread browns in 60 seconds) until brown. Drain on soft paper, dust with powdered sugar, or serve with maple syrup.



Fried Tarts

Just the right thing for many occasions. Quickly cooked without heating the oven.

- | | |
|----------------|-----------------|
| 1 ½ cups flour | ½ teaspoon salt |
| ¾ cup Crisco | Cold water |

Sift flour and salt. Cut Crisco in with two knives. Add only enough water to hold together. Roll about ¼" thick. Cut in 4-inch squares or in circles. Put tablespoon of thick, seasoned applesauce in center. Moisten edges, fold over to make semi-circle. Press edges together with fork. Fry in deep Crisco (heated 360° F., or when small piece of bread browns in 60 seconds). When cool, dust with powdered sugar.

FRENCH FRYING in Crisco has become such a delight to me (it's so simple and easy and saves so much time) that I fry even some of my desserts! For now that days are growing longer and warmer, frying saves heating the kitchen with a hot oven.

On this page I am giving you recipes for four of my favorite fried desserts. They are as delicious and attractive "Frenchy" things as one could wish for.

For everything properly fried in Crisco comes out a beautiful golden-brown, and digestible—never greasy. Crisco, at proper frying temperature, puts a quick brown seal on foods which keeps them crisp and prevents the fat soaking in. And, at proper frying temperature, no smoke or unpleasant odors in your kitchen, either!

If you wished, you could even fry a whole meal in the same kettle of Crisco and no one food would taste a bit of any other. Fry in the same Crisco over and over again—simply strain the Crisco back into the can after each use.

Really I do not know how I could keep house without all the good things to eat that Crisco gives me: cakes of every kind that you simply cannot tell from butter cakes; tender, flaky pie-crust; fluffy, golden biscuits; feathery muffins and crisp, brown cookies.

Winifred S. Foster



Rags

Just the thing to serve with ice cream, a dish of strawberries and cream, or freshly-stewed rhubarb. They will be dry and snappy and not a bit greasy if fried in Crisco.

- | | |
|------------------------------|---------------------|
| 3 eggs | 2 tablespoons sugar |
| 2 tablespoons Crisco, melted | ¼ teaspoon vanilla |
| 2 tablespoons milk | ¼ teaspoon salt |
| 2 cups flour | |

Beat eggs light, add sugar, milk, Crisco, salt and vanilla. Last beat in flour. Take about ¼ at a time, roll to wafer-thinness on floured board. Tear it with a fork into ragged strips. Brown in hot Crisco (375° F. to 385° F. or when a piece of bread browns in 40 seconds). Fry until brown on both sides. Drain on soft paper, dust with powdered sugar. It takes only about half a minute to cook them.

ALL MEASUREMENTS LEVEL. All recipes on this page tested and approved by Good Housekeeping Institute.

An Astonishing

BLINDFOLD TEST

See if this doesn't give you the greatest surprise of your whole cooking experience: Put a little Crisco on the tip of one spoon. On the tip of another place a little of the fat you are now using; have someone blindfold you, and give you first one, then the other to taste.

Now did you ever imagine there could be such a striking difference in the taste of cooking fats? Think what an improvement Crisco's own sweetness and freshness will make in your own cakes, pies, biscuits, and fried foods.



Free! COOK BOOK

"12 Dozen Time-Saving Recipes"

A new and unusual cook book. Into it we have gathered 144 tested recipes, all chosen because they are simple, easy and quick to prepare. Yet each makes a perfectly delicious dish. There are dozens of suggestions, too, that will save you endless time and trouble. To receive the book, simply fill in and mail the coupon at the right.



PROCTER & GAMBLE,
Dept. of Home Economics, Section P-5
Cincinnati, Ohio

Please send me free the cook book entitled
"12 Dozen Time-Saving Recipes."

Name

Address

City.....State.....

To test your cooking fat, taste it. Crisco's sweet flavor will astonish you