

Betty Crocker's
PICTURE
COOK BOOK

1950

Kitchen of Tomorrow Two kitchens in one. Light walls with amusing Swedish figures and mottos give gay atmosphere. One is for important experimental baking, to develop new methods and new products for the future. The other for Products Control, to test our products daily.



Tasting Bar Planned for taste tests ... a practical demonstration center too.



Early American Dining Room Surprising contrast to the up-to-the-minute kitchens, this spacious room boasts mellow old panelling from a New England home of 1750. The wide fireplace with old-time cooking utensils reveals how women used to labor. Antique chairs ... dough box ... and old pewter convey the charm of old-time peace.



HOME OF BETTY CROCKER SERVICE

Won't you let me take you on a tour of our Department to see each one of our kitchens and the members of our Staff in action? From this hostess desk you can see the library of cook books . . . rows of recipe files . . . and the section where correspondence is handled. As we walk past these book shelves, you'll want to stop a moment to see our miniature kitchen!



It is an authentic reproduction of a kitchen of about 1880 when GOLD MEDAL FLOUR was first milled. See the "God Bless Our Home" motto . . . the pump in the dry sink . . . the churn in the corner . . . the old range with the woodbox to be filled and the kerosene lamps. Yes, it's one of those big old kitchens where women walked *miles* a day.

KITCHENS OF 1950

What a contrast to our modern kitchens! First, here's the Kamera Kitchen where the Staff works with the foods to be photographed to make sure they will look their most beautiful. It's been the scene of the special testing of recipes for the cook book. Now let's step across the terrace to this view window and watch the girls at work in our lovely *blue* kitchen. It's really like a large home kitchen with all the latest time-saving, step-saving features. It is used for recipe testing and for preparing the frequent guest luncheons.

KITCHEN OF 1750



Where are those luncheons served? Right here in our Early American dining room. Most of our visitors seem to like this room the best of all. They come back to gaze

at the wide old fireplace . . . the mellow pine paneling from a New England house of 1750 . . . the tall clock and other antiques which give the old-time cozy charm. Some of the early cooking utensils . . . the heavy iron kettles, and spiders and long handled waffle iron around the fireplace . . . are evidence of the heavy labor that went into cooking in early days. Notice the old dough box for making bread . . . the spice box . . . and the pewter plates and measures in the open cupboard.

NEW AIDS TO HOMEMAKING



But let's go into the gay Polka Dot Kitchen where appliances are tested. The history of one household is told by these irons of different periods. First, there is the very early handmade "sad-iron." And well named it is, when you lift it! Then these others, down to one of the *first* electric irons. It seems almost a monstrosity compared to our beautiful streamlined Tru-heat iron.

You know, this iron was developed by General Mills from the specifications of what women want for ease in ironing. The work with appliances such as toasters, waffle irons, and coffee makers is handled on the stainless steel counters.

ASSURING SUCCESS



In this next kitchen, with its amusing wall paintings in gay Swedish colors, we carry on the daily testing of products. Samples of our flour from the Gold

Medal mills in different parts of the country are baked to make sure they will perform right for you with all our recipes.

The other kitchen, or section of this double kitchen, lives up to the name "Kitchen of Tomorrow." For special new experimental baking projects go on here to develop new methods and new products.

FOUNDATION OF SERVICE

And here we are at the door of the supply room and at the Tasting Bar. Whenever any of the Staff want to get other members to taste test the foods they've been working on, it's easy to call them together here. The fate of many a recipe, and even the fate of new food mixes, has been decided here. Showings of food ideas for ads and demonstrations are from this tasting center.

Does this give you an idea of how we carry on the careful testing and checking, experimenting and planning that has been the sound foundation of our service? I think it *does* make anyone appreciate all the care and thought and science which is back of our products.

Dear Friend,

This book seems like a dream come true for us. And we hope it will be for the thousands of you who have requested a cook book full of our famous tested recipes! And to those who have asked for a successor to that old brown-covered Gold Medal Cook Book which their mothers and grandmothers treasured, —here it is at last, a new and different cook book for a new age!

We dedicate it to homemakers everywhere, —to all of you who like to minister to your dear ones by serving them good food. That's the age-old way to express love and concern for their welfare. And it's just as important today when we make use of the latest short cuts, equipment and prepared foods as it was when women made their own bread, butter, cheese, —all the foods their families ate.

We have tried to include extra tips, pointers, and secrets. Our radio friends have always loved stories of the origin of recipes and the fascinating bits of food history, and we hope you will enjoy all these features. But most important of all, we want you to feel as we do that this is a collection of basic cooking information and "first choice" recipes, —those you will need for every type of cooking.

You see, we first checked all those we have put out in our many years of service, and compared them with recipes from other sources. Then we retested and perfected them with *new and simplified methods*. When we fitted them onto the pages we chose the most popular and interesting of all, and sent them out to representative homes across the country to be tested again. Only those that passed the home testing with a top score for perfect results and eating enjoyment were included.

Home testers say they love this new plan of recipes with variations. It saves having to read the same directions over and over. Yet we give additional aids to perfect results. Don't miss the recipes marked with a ★! They are special favorites with our Staff, and are served often in our own homes. And don't forget that in our service we are continually offering new recipes and food ideas in magazines, over the radio, and in television.

We hope this book will bring you more fun in cooking and deeper joy in your homemaking.

Betty Crocker

How to Get PERFECT Results from Recipes in this Book . . .



1 Read Recipe Carefully! Every word of it. And do be *sure* to see if there's anything to be done before you start mixing . . . like chopping nuts or melting chocolate.



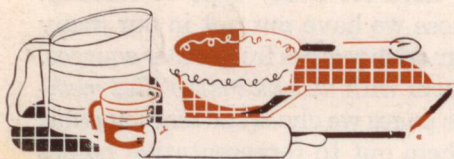
2 Look at the Pictures! They give you "know how" you need for every step.



3 Turn on the Heat! If the cookies are to be baked immediately after mixing, see that the oven is heated to correct temperature.



4 Get Your Ingredients Together! Saves time and steps to have them all in one place.



5 Collect Utensils, Too! Gather together all you'll need . . . from the flour sifter to the baking pan.



6 Measure as Exactly as a Druggist follows a doctor's prescription! Two minutes spent measuring carefully may save you hours of grief.



7 Mix Carefully as Directed (cream or stir or beat or fold in, etc.). Follow every step exactly as described in the recipe and pictures.



8 Bake or Cook or otherwise prepare correctly as the recipe indicates. Correct cooking or baking is necessary for complete success.

MEANING OF TERMS



SUGAR

Fine white granulated sugar, unless otherwise specified in recipe.



CHOCOLATE

Unsweetened baking chocolate. If sweet chocolate or bits or pieces are required, recipe will so state.

This page gives the meaning of terms in this book!

It's here just to help you to be a Prize Cook!



SALT

Cooking salt in cloth sacks. It is cheaper and stronger than table salt.



GOLD MEDAL FLOUR

Gold Medal "Kitchen-tested" Enriched Flour—the country's most popular brand of all-purpose flour. Recipes in this book, except cake recipes, have been perfected for Gold Medal only.



SOFTASILK CAKE FLOUR

Specially milled from selected "soft" winter wheats to make exceptionally delicate, fine-textured cakes.



MILK

Fresh, sweet milk, unless otherwise indicated.



BUTTERMILK and SOUR MILK

May be used interchangeably. Too old milk has disagreeable flavor!



MOLASSES

Dark molasses . . . for rich flavor, dark color. Light molasses gives more delicate color and flavor.



SPICES and FLAVORINGS

High quality always, for flavor and dependability.

WHEATIES

The crispy, whole-wheat flakes nationally known as the "Breakfast of Champions."



ROLLED OATS

Either quick-cooking or regular (uncooked).



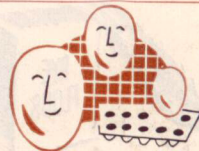
MOIST SHREDDED COCONUT

Shredded coconut that's moist . . . either from a can or a package . . . or shredded from a fresh coconut.



BAKING POWDER

Any of the well known nationally distributed brands of double-action baking powder give good results with the recipes in this book.



EGGS

Large fresh eggs (2 oz.) or equivalent amounts from smaller eggs.

SHORTENING

Any fresh, mild-flavored solid fat . . . animal or vegetable, such as those at right. Butter is indicated in certain recipes for flavor.



MEANING OF TERMS (cont.)

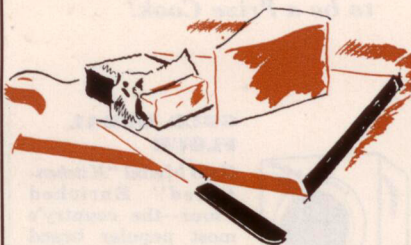
**MUSTARD**

Dry mustard: ground mustard seed in powdered form.
Prepared mustard: paste made of dry mustard blended with vinegar, sometimes especially seasoned.

CHEESE

American (Cheddar) cheese: "unaged" (green) or "aged;" the greener cheese is mild, the aged cheese sharper in flavor. It ranges from firm to crumbly in texture . . . from pale to deep yellow in color.

White cream cheese: of smooth creamy consistency. **Note:** 3-oz. and 8-oz. pkg.

**PEPPERS**

Black pepper: ground from whole peppercorns.

White pepper: from peppercorns with outer bark removed.

Paprika: mildly pungent.
Red pepper: sharper.
Cayenne: hottest of all.
 All ground from red pepper pods.

**PLAIN GELATINS**

Plain unflavored gelatin: each envelope contains 1 tbsp.

**FLAVORED GELATINS**

Gelatin with sugar, color, and flavoring added.

**MUSHROOMS (2 forms)**

Both should be sautéed in butter before using.

**COFFEE**

The beverage—not uncooked ground coffee.

**YEAST**

Compressed yeast: in cake form—keeps about 2 weeks in refrigerator.

Dry yeast: in granular form in packages, needs no refrigeration. Keeps fresh for weeks (see expiration date on pkg.).

**MASHED POTATOES and POTATO WATER**

Freshly mashed potatoes: no milk or seasoning added.
Potato water: in which potatoes have been boiled.

**RYE FLOUR**

Flour made from rye. Usually blended with wheat flour to give it rising power.

**WHOLE WHEAT or GRAHAM FLOUR**

The fine or coarsely ground kernels of wheat including bran, germ, and all.

**CORN MEAL**

The coarsely ground kernel of the corn (either white or yellow corn meal).

**HERBS**

Garden Fresh. Dried Crushed. Powdered: Must be fresh, full-bodied. Keep in tightly covered jar in cold place. Replace when freshness is gone.



USEFUL KITCHEN UTENSILS A GUIDE FOR SELECTING

Just as every carpenter must have certain tools for building a house, every woman should have the right tools for the fine art of cooking. The size and needs of each household determine the kind and quantity that may be used for a number of purposes. Colorful utensils add a cheery note to the kitchen.

For Measuring



Set of standard measuring spoons.

Big spoon . . . for spooning into cup.

Straight knife . . . for "leveling off."

Nest of measuring cups: with lip for liquids . . . plain rim for dry ingredients.

Pint and quart measures.

Utility tray.

Rubber spatula . . . to scrape out cups.

For top-stove cooking



3 saucepans with close-fitting covers (2 to 4-qt. sizes).

2 lipped saucepans for heating liquids.



A double boiler (1½-qt. if you have only one).



A large kettle with steamer to fit . . . for steamed puddings, etc. Used without steamer for doughnuts, etc.



Deep fat frying basket . . . to fit into large kettle . . . for French fried potatoes, etc.



2 heavy skillets or frying pans with covers (one 9 to 10" diameter, one 6 to 7").

For top-stove cooking



Pancake Griddle . . . of soapstone or heavy metal.



Coffee maker . . . drip, percolator, filter, or coffee pot.



Waffle iron.

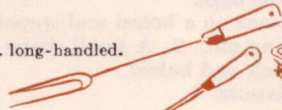


Teapot.

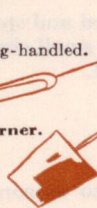


Tea kettle.

Fork . . . long-handled.



Pancake turner.



Asbestos mats . . . to protect foods from direct heat.

For Mixing



Kitchen fork and knife . . . for many uses.

Flat wire whip . . . beats more air into egg whites.

Pastry blender . . . for cutting in shortening.

Wooden spoon . . . for creaming, stirring sauces, etc.

Blending fork . . . for thorough mixing.

Rotary egg beater (sturdy) . . . for icings, etc.

Flour sifter (large open) containing a fine wire screen . . . sifting and aerating white flour.

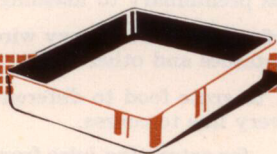
Mixing bowls . . . a set of convenient sizes.

KITCHEN UTENSILS (cont.)

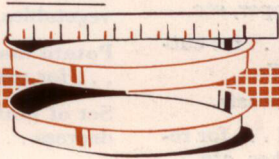


Measure that Pan!

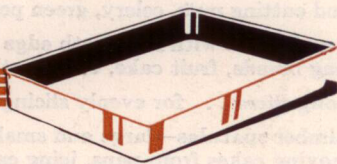
*Do keep a ruler handy,
To measure pans it's dandy.
Place the rule across the top,
Right size pan prevents a flop!*



Square Pan 9" sq.—
2" deep.



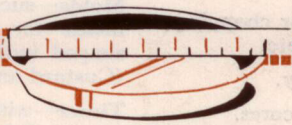
Round Layer Pans (2) at
least 1¼" deep for 8" pan;
1½" deep for 9" pan.



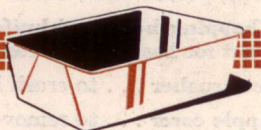
Oblong Pan . . .
13x9"—2" deep.



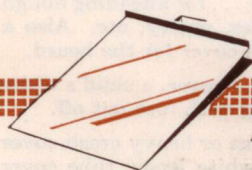
Tube-center Pan
10" diam.—4" deep.



Pie Pans 1¼" deep, measured
from inside rim to inside rim,
they measure 8" or 9".



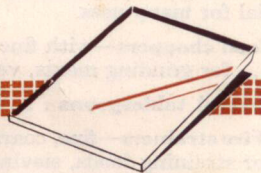
Bread Loaf Pan
9x5"—3" deep.



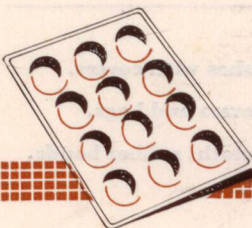
**Cookie Sheet or Baking
Sheet . . .** without
sides.



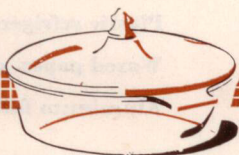
Ring Mold for puddings,
breads, salads, etc.
Wire Rack for cooling cakes,
cookies, breads, etc.
Oven Thermometer for
checking oven temperature.



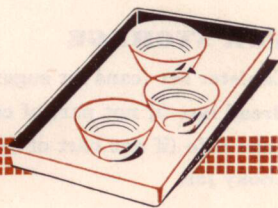
**Jelly Roll Pan or
Baking Sheet . . .**
with low sides. 15½x
10½"—½" deep.



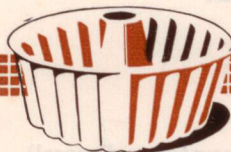
Muffin Pan . . . large,
medium, or small cups.



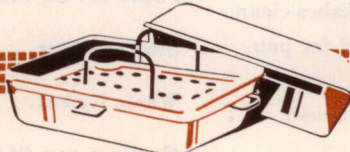
Casserole with cover.
Round, oval, or square
1 qt., 1½ qt., or 2 qt. size.



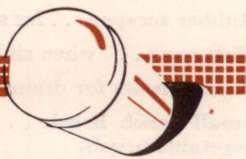
**Individual Custard
Cups . . .** set in shallow
pan to bake.



Fluted Pudding Mold . . .
for steamed puddings, for
breads, etc. 1 qt. (7" diam.)
or 2 qt. (8" diam.).



Roasting Pan . . . with
rack. In size suitable for
family.



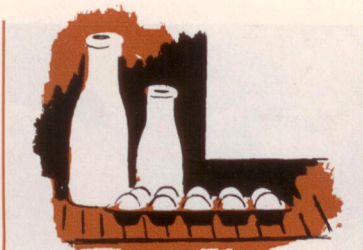
**Round Pudding Mold (1 or 2
qt.) . . .** for brown bread, plum
puddings, and other steamed
puddings.

STORING FOODS



SHORTENINGS

Keep *lard* and *butter* closely covered in refrigerator. Strain *drippings* directly into container and store in refrigerator.



MILK, CREAM, AND EGGS

Keep *milk* and *cream* covered, and *eggs* (unwashed until ready to use) near freezing unit in refrigerator.



CHEESE

Tightly cover *soft cheese*; wrap *hard cheese* in waxed paper; store covered in refrigerator. Grate left-over cheese; keep in covered jar.



SUGARS

Keep *granulated* and *confectioners' sugar* covered in dry place. Keep *brown sugar* in airtight container with slice of apple or orange on waxed paper to add moisture (change fruit often to insure freshness). Hard brown sugar can be softened by placing crisp lettuce leaf or slice of fresh bread in container or by heating the sugar a few min. in slow oven. (If heated, use immediately.)



STAPLE SUPPLIES

Keep tightly covered in cool, dry place. Replace herbs and spices as soon as they lose their freshness. After dried fruit package has been opened, wrap fruit in waxed paper.



COFFEE AND TEA

Keep tightly covered in cool, dry place. After opening, keep in refrigerator . . . and keep only week's supply on hand.

FLOUR AND CEREALS CAKE MIXES, ETC.

Keep tightly covered in *cool*, dry place. Do not keep whole wheat or other coarse flours or cereals near white flour. (Damp flour may be dried by sifting before an open oven. Breakfast foods may be crisped by heating in oven.) For long keeping, store whole wheat, corn meal, and rye flours in tightly covered glass jars. In hot weather, place in refrigerator.



NUTS AND COCONUT

Keep *shelled nuts* and *coconut* tightly covered in refrigerator. Renew softness of coconut by heating over hot water.

MARSHMALLOWS

Keep tightly sealed in bread box or glass jar. Soften by heating in *deep hot water*.

STORING FOODS (cont.)**FRESH FRUIT**

Keep *unripe fruit* at room temperature to ripen. Store *ripe fruit* (except pineapple, bananas) in cool place.

**CUT LEMONS, ORANGES, MELONS**

Place cut-side-down on plate or in covered container and store in refrigerator.

**PARSLEY, WATER-CRESS, LETTUCE**

Keep washed *parsley* and *watercress* (with water shaken from them) in tightly covered jar in refrigerator. For storing *lettuce*, see "SALADS."

HULLED AND SWEETENED BERRIES AND SLICED PEACHES

Keep *fresh berries* wrapped in paper in refrigerator; wash and hull shortly before using. Keep leftover *hulled berries* in tightly covered glass jar in refrigerator.

**SALAD DRESSINGS**

Cover tightly and keep at room temperature or in refrigerator (*not* coldest part). Never freeze!

**CUT ONIONS AND GARLIC**

Place cut-side-down in jelly glass or cardboard carton. Cover, store in refrigerator.

**CONDIMENTS, also SALAD OILS, SYRUPS, MOLASSES, ETC.**

Keep tightly covered in refrigerator or kitchen cupboard.

**CUSTARD MIXTURES**

Very perishable. A chemical change may make these egg mixtures dangerous; so cool, then cover, and store them in refrigerator *not* more than 24 hr. Never eat custard mixtures that have been kept overnight without careful refrigeration.

POTATOES, ONIONS, BEETS, CARROTS, OTHER ROOT VEGETABLES

Keep in cool, dry, well ventilated place. For other vegetables, see "VEGETABLES."

**SLICED BREAD**

If not to be used right away, wrap in waxed paper or place in moisture-proof bags and store in freezing tray of refrigerator or in home freezer. Take out and use as desired. To freshen dried bread slices, place them in paper bag, sprinkle with water, twist top, and heat in mod. hot oven (400°) 5 to 8 min.