

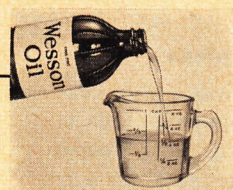
a great baking



discovery may be right on your pantry shelf

You *pour* delicate Wesson Oil, saving the work of measuring and beating old-timey solid shortening. It blends evenly for finer texture. Its matchless delicacy "*babies*" your baking and *brightens* flavors as only Wesson Oil can.

GLORIOUS GIFTS FROM YOUR OVEN—WITH WESSON OIL



MEASURES AND MIXES INSTANTLY for your holiday cakes and pies and cookies. Wesson is instant shortening that you pour. No creaming ever. So easy and accurate. There's no fear of failure.



WESSON GOES FURTHER It's *all* pure liquid shortening, so you naturally need less. It blends in more thoroughly than solid shortenings—gives finer, even texture.



"BABIES" EVERY FLAVOR No other shortening comes to you so fresh and so delicate. Wesson Oil *keeps* its delicacy at high oven heat—lets luscious, home-baked flavors shine through.

YULE CHIFFON CAKE

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| *2 cups sifted all-purpose flour, such as Gold Medal | ½ cup Wesson Oil |
| 1½ cups sugar | *7 unbeaten egg yolks (medium) |
| 3 teaspoons baking powder | ¾ cup cold water |
| 1 teaspoon salt | 2 teaspoons vanilla |
| | ½ teaspoon cream of tartar |
| | 1 cup egg whites (7 or 8) |

*With cake flour, such as Softasilk, use 2¼ cups flour and 5 egg yolks.

Heat oven to 325° (slow). Sift first 4 ingredients together. Add Wesson Oil, egg yolks, water and vanilla. Beat until smooth with spoon (medium speed on electric mixer 1 minute).

Add cream of tartar to egg whites in large mixing bowl. Beat with rotary beater until whites form stiff peaks (high speed on electric mixer 3 to 5 minutes). **DO NOT UNDERBEAT.**

Pour Wesson Oil batter gradually over beaten egg whites—*gently* folding with rubber scraper just until blended. **DO NOT STIR.**

Pour into *ungreased* 10 x 4-inch tube pan. Bake 55 minutes at 325°, then increase to 350° for 10 to 15 minutes, until top springs back when *lightly* touched. Turn pan upside down, placing tube over neck of funnel or bottle; let hang until cold. Loosen with spatula. Ice cake with fluffy white icing; decorate with small candies or candied fruits.

STIR-N-DROP BUTTERSCOTCH COOKIES

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| 2 eggs | 2 teaspoons baking powder |
| ⅔ cup Wesson Oil | ½ teaspoon salt |
| 2 teaspoons vanilla | Cinnamon-sugar mixture for topping |
| 1 cup brown sugar (packed) | |
| 2 cups sifted all-purpose flour, such as Gold Medal | |

Heat oven to 400° (hot). Beat eggs with fork until well blended. Stir in Wesson Oil and vanilla. Blend in sugar until mixture thickens. Sift together flour, baking powder, salt; add to egg mixture.

Drop by teaspoonfuls 2 inches apart on ungreased cookie sheet. Stamp each cookie flat with bottom of glass dipped in mixture of sugar and cinnamon. (Lightly oil glass, then dip in sugar. . . continue dipping in sugar.) Decorate with nuts, chocolate bits, colored sugar, raisins. Bake 8 to 10 minutes. Remove immediately from cookie sheet. 36 cookies.

WESSON FRUITCAKE

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| 1 cup Wesson Oil | 1 teaspoon cloves |
| 1½ cups brown sugar (packed) | 1 cup pineapple, apple, or orange juice |
| 4 eggs | 1 cup more sifted flour |
| 2 cups sifted all-purpose flour, such as Gold Medal | 1 cup thinly sliced citron |
| 1 teaspoon baking powder | 1 cup chopped candied pineapple |
| 2 teaspoons salt | ½ cup whole candied cherries |
| 2 teaspoons cinnamon | 1 cup seeded raisins |
| 2 teaspoons allspice | 1 cup chopped figs |
| | 3 cups chopped nuts |

Heat oven to 275° (very slowly). Combine Wesson Oil, sugar and eggs; beat vigorously with spoon or electric mixer for 2 minutes. Sift 2 cups of the flour with baking powder, salt and spices. Stir into oil mixture alternately with fruit juice.

Mix other cup of flour with fruit and nuts. Pour batter over the fruit, mixing well. Turn into two 8½ x 4½ x 2½-inch loaf pans greased and lined with brown paper.

Bake cakes 2½ to 3 hours. After baking, let cakes stand 15 minutes before removing from pans. Cool thoroughly on racks, then remove paper.

Wrap in aluminum foil; store to ripen. Chill before slicing.

WALNUT APPLE MINCE PIE

(with Stir-N-Roll Pie Crust—flaky tender every time)

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| 2 cups sifted all-purpose flour, such as Gold Medal | 1½ teaspoons salt |
| | ½ cup Wesson Oil |
| | ¼ cup cold whole milk |

Heat oven to 425° (hot). Mix flour and salt. Pour Wesson Oil and milk into one measuring cup (but don't stir); add all at once to flour. Stir until mixed. Press into smooth ball. Cut into halves; flatten slightly.

Bottom Crust: Place one half between 12 inches squares of waxed paper. Dampen table top to prevent slipping. Roll out gently to edges of paper. Peel off top paper. Place paper-side-up in 8- or 9-inch pie pan. Peel off paper. Ease and fit pastry into pan. Trim even with rim. Add filling, using mincemeat combined with 1 to 2 cups sweetened apple slices; ¼ cup chopped walnuts.

Top Crust: Roll as above and place over filling. Fold edges under bottom crust. Seal and flute edges. Cut 4 slits near center. Bake at 425° about 35 to 45 minutes.

The only one you need for Frying,
Baking, and for Salads too—

Wesson Oil