the A B C ’s of cooking with new Soft Margarine

first... Always Buy Chiffon the soft safflower oil margarine

With delicious flavor like the expensive spread.

And lasting flavor that doesn’t bake away in pies, cookies, breads or cakes.
But because soft margarine does have a new, improved consistency

**Be sure to watch your P's 'n' Q's**

for best results in cooking...

**Please don't over-beat.** Soft margarine blends so easily with other ingredients, electric mixers should be used for shorter periods at lower speeds. Often a fork or spoon will do the job.

**Quickly use from refrigerator.** Soft margarine should never be presoftened at room temperature. It's ready to use right from the refrigerator.

**Please do not over-heat when frying.** Watch temperature as you would for other spreads.

**Quality results from quality care.** Take the time to learn how to cook with soft Chiffon...the results are worth it in flavor and convenience.
SOFT CHIFFON
is so quick and easy to use
for everything from

A

Absolutely a breeze to blend with
other ingredients... it's sooo soft.

B

Brushes easily on meats and fish
...hugs corn-on-the-cob... spreads and
melts immediately on pancakes and
waffles... coats baking pans in a flash
even when ice cold.

C

Chocolate pie is a Simple-Simon
cinch. Let the kids try this easy
recipe. But be sure to get a slice.

X

-X-tra fast for making sandwiches,
toast, flavored spreads (you just add
herbs or spices and mix with a fork).
Chiffon's softness really does save kitch-
en time.

Y

You certainly do not want to over-
look the fact that Chiffon's safflower-
oil-softness makes it the best margarine
for low saturated fat diets... and that
includes the corn oil margarines.

Z

Zucchini, or zwieback, of course.
Simple Fudge Brownie Pie with nut crust

Both Simple Simon and his friend the Pie-man could have made this pie with Chiffon. Because it's so soft it blends in a jiffy—because it's so good it's soon gone. Try it today and see for yourself how simple this pie can be. Simple to mix—simple to serve—simply scrumptious for tea.

Nut

Crust:

Fudge

Filling:

Mix Chiffon, sugar, flour and walnuts. Press over bottom and sides (but not rim) of 9-inch pie plate.

Place all ingredients in bowl. Mix until smooth. Pour into nut crust. Bake at 325° for 35 to 45 minutes. (Filling is slightly moist when done.) Serve warm or cool with vanilla ice cream or whipped cream. Serves 8.
Easy measuring with soft margarine

1 tub = 1 cup

½ tub = ½ cup

¼ tub = ¼ cup or 4 tablespoons

or measure just as you do shortening.

For beautiful, 56-page color booklet entitled “Diets (and Recipes) To Live By” send $1.00 and the word Chiffon cut from the front of the carton to:

Chiffon Diet Booklet
P.O. Box 4783, Clinton, Iowa 52733