NEW CRISCO

Makes wonderful pastries and fried foods, too!

Millions of cooks are finding new “Sure-Mix” Crisco the perfect all-purpose shortening. In addition to higher, lighter, more tender cakes, new Crisco gives you tender, flaky pastry and turns out crisp, golden-brown, thoroughly digestible fried foods.

New Crisco is economical, too—you can use it for deep frying over and over again without fear of transferring flavors or odors from one food to another. Get a money-saving 3-pound can of new “Sure-Mix” Crisco and send in your contest entry today!

YOU MAY WIN $5,000 CASH FOR JUST A SIMPLE SENTENCE OF 25 WORDS OR LESS!

Send in as many entries as you wish, but be sure to enclose a label from any size can of Crisco (or facsimile) with each entry.

MAIL TO CRISCO, Dept. D, Box 536, CINCINNATI, OHIO

Name

Address

City

State

FINAL CONTEST CLOSES APRIL 28, 1940

CONTEST RULES

1. Simply complete the sentence, “I like new “Sure-Mix” Crisco for cakes because...” in 25 additional words or less. Write on this entry blank or on one side of a plain sheet of paper. Please send no extra letters, drawings or photographs with your entry.

2. Send in as many entries as you wish, provided you attach a label from any size can of Crisco (or facsimile) to each entry. Mail to Crisco, Department D, Box 536, Cincinnati, Ohio. Be sure to use sufficient postage.

3. There will be two contests, each lasting three weeks, and each contest will have a separate list of prizes:

   **First Contest**
   - 1st Prize—$5,000 Cash
   - 100 2nd Prizes—each $50 Cash
   - Opens Monday, March 11
   - Closes Sunday, March 31

   **Second Contest**
   - 1st Prize—$5,000 Cash
   - 100 2nd Prizes—each $50 Cash
   - Opens Monday, April 8
   - Closes Sunday, April 28

4. Entries for the first contest must be postmarked on or before Sunday midnight, March 31, and received before Sunday, April 7, 1940. Entries received after April 7, will be included in the second contest. All entries for the second and final contest must be postmarked before Sunday midnight, April 28, and must be received on or before May 10, 1940.

5. Entries will be judged for originality and aptness of thought. Decision of the judges will be final. Duplicate prizes will be awarded in case of ties. Entries, ideas, and contents thereof become the property of Procter & Gamble. No entries will be returned.

6. Anyone may compete except employees of Procter & Gamble, its advertising agencies, and their families. These contests apply to Continental United States, Hawaii and Canada, and are subject to Federal, State, Dominion, and local regulations.

7. The $5,000 cash prize winner will be announced shortly after each contest closes over Crisco’s daytime radio programs. The 200 winners of $50 cash prizes will be notified by mail.
CRISCO OFFERS FREE

TWO $5000 CASH PRIZES AND
200 — $50 CASH PRIZES

PLUS

FREE CAKE RECIPE

FIRST CONTEST
First Prize—$5,000 Cash
100 Second Prizes
Each $50 Cash
Opens March 11
Closes March 31

SECOND CONTEST
First Prize—$5,000 Cash
100 Second Prizes
Each $50 Cash
Opens April 8
Closes April 28

ENTER AS OFTEN AS YOU LIKE!

Simply complete this sentence, writing 25 words or less: "I like new "Sure-Mix" Crisco for cakes because ____________ ."

COCONUT PINEAPPLE CAKE

½ cup Crisco
1 cup sugar
½ teaspoon salt
½ teaspoon lemon flavoring
2 eggs
2 cups cake flour
2½ teaspoons baking powder
¾ cup milk


PIE NAPPLE FILLING

Mix 2 tablespoons cornstarch with ½ cup sugar; add 2 cups crushed pineapple (juice and fruit) and 1 tablespoon lemon juice. Cook slowly till thick and clear. Save ½ cup of filling to decorate top of cake. Cover top and sides with Double Boiler Icing.

COCONUT PINEAPPLE CAKE

Put 1½ cups sugar, ¾ cup water and 2 egg whites to cook over boiling water. Beat till icing holds a peak (about 7 minutes). Remove from heat. Beat till thick enough to spread. Sprinkle sides and top with shredded coconut. Decorate top of cake with the ½ cup of pineapple filling. (All measurements level)