

Finer Churngold premiums for regular Churngold users : new vitaminised Churngold margarine / Churngold Corp.

Contributors

Churngold Corp.

Publication/Creation

Cincinnati : Churngold Corp., 1940.

Persistent URL

<https://wellcomecollection.org/works/p4thzbkf>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



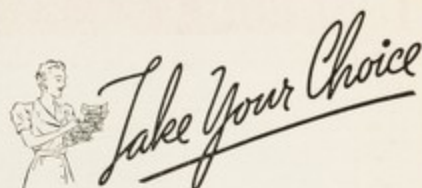
Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

Finer **CHURNGOLD**
PREMIUMS
for **REGULAR**
CHURNGOLD **USERS**



1940
EDITION

NEW *Vitaminized*
CHURNGOLD
MARGARINE



HERE ARE THE PREMIUMS

No. 101 - CANNON TURKISH TOWELS

Three generous 18x36 in. towels. Snow white with cheery striped borders in assorted colors. Famous "Cannon" quality. Fine looking, long wearing.

70 coupons, or 35 coupons and 35c

No. 102 - PEPPERELL PILLOW CASES

You will want several pair of these famous cases. Their firm close wear-resisting weave insures long service. Regular 42x36 size. One pair.

73 coupons, or 36 coupons and 37c

No. 104 - LADIES' HANDKERCHIEFS

Four sport print kerchiefs. New patterns with attractive colors to match this year's dress materials. Fine count, finished size 12½x12½. Vat dyed, which guarantees fast colors.

20 coupons, or 10 coupons and 10c

No. 106 - PEPPERELL SHEET

Double bed size, 81x90, with extra strong tape selvege to prevent ripping or tearing at the edges. Woven 128 threads per sq. in. with the skill and care that made Pepperell famous.

148 coupons, or 70 coupons and 78c

No. 107 - CANNON DISH TOWELS

Four large 16x32 in. part linen towels. Will dry your dishes rapidly and well. Serviceable and attractive with band borders in assorted colors.

56 coupons, or 28 coupons and 28c

No. 113 - ALUMINUM SAUCE PAN SET

Includes 1, 1½ and 2 quart pans of extra hard even-heating pure aluminum. Just the sizes you need. Sunray finish. Strong cool handles.

75 coupons, or 20 coupons and 41c

No. 114 - ONEIDA COMMUNITY PAR PLATE SILVERWARE

World famous quality. Build your set by pieces.
2 teaspoons 36 coupons or 18 coupons and 18c
2 tablespoons 72 coupons or 36 coupons and 36c
2 knives 100 coupons or 50 coupons and 50c
2 forks 72 coupons or 36 coupons and 36c
Sugar shill 36 coupons or 18 coupons and 18c
Butter Knife 36 coupons or 18 coupons and 18c

No. 115 - WISS UTILITY SHEARS

The shears of a thousand uses. Invaluable in any household. In addition to regular uses they are fine for preparing fruits, salads, fish, trimming meat, removing caps, unscrewing tops—even work in the garden. Nationally advertised, nationally known. 8" length.

110 coupons, or 55 coupons and 55c

No. 118 - EVEREADY FLASHLIGHT

Focusing spotlight. Range 350 feet. Has candle light feature and ring hanger. Case heavy nickel plated. Complete with batteries.

80 coupons, or 40 coupons and 40c

No. 119 - CHROMIUM CHICKEN FRYER

Now this mirror finish triplecoat chromium plate fryer brings new charm to the kitchen beautiful. Foods do not stick. No rubbing or scrubbing required. Can be washed like china. Large size.

130 coupons, or 65 coupons and 65c

No. 121 - ELECTRIC MIXER

Fine for mixing malted milk and mayonnaise, for whipping cream, fluffing souffles, and all other light mixing. Graduated mixing bowl. Saves time and steps. For 60 cycle, 110 volt. AC current. One pint capacity.

140 coupons, or 70 coupons and 70c

No. 122 - CANDLEWICK BEDSPREAD

Their popularity continues to grow. This candlewick is attractively designed in double size, downy white tufts, made of durable unbleached muslin in full double bed size. Pre-shrunk. May be laundered as often as desired and does not require ironing.

290 coupons, or 131 coupons and \$1.35

No. 123 - GOLDSMITH PLAYGROUND BALL

A well made substantial ball with compressed twine wrapped felt center. Horsehide cover, stitched with red waxed thread.

54 coupons, or 25 coupons and 25c

No. 124 - GOLDSMITH BASE BALL

Well made with rubber center. Good quality horsehide cover. Stitched with two color thread. A good ball.

50 coupons, or 25 coupons and 25c

No. 126 - GOLDSMITH FIELDER'S GLOVE

Medium size. Genuine horsehide, leather lined palm and fingers. Leather spider web between thumb and fore-finger. Laced wrist, well padded.

100 coupons, or 50 coupons and 50c

No. 132 - BALL BEARING ROLLER SKATES

Adjustable for size. Very strong and well made.

140 coupons, or 40 coupons and 70c

No. 133 - WEBSTER'S SELF-PRONOUNCING DICTIONARY

Over 900 pages. Excellent paper and binding.

90 coupons, or 45 coupons and 45c

No. 134 - PLAYING CARDS

Well-known make. Bridge size. Fine quality.

50 coupons, or 15 coupons and 25c

No. 135 - SCOUT KNIFE

Fine steel blades. Especially designed blades for many jobs.

65 coupons, or 30 coupons and 35c

No. 137 - 4 QUART ALUMINUM SAUCE POT WITH COVER

Cover fits in recess to prevent boiling over.

80 coupons, or 40 coupons and 40c

No. 138 - 4 to 6 POUND ALUMINUM ROASTER

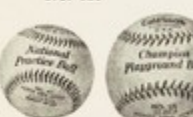
82 coupons, or 41 coupons and 41c



No. 106



No. 126



No. 124

No. 123



No. 133



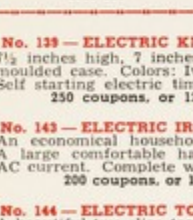
No. 115



No. 118



No. 119



No. 121



No. 122



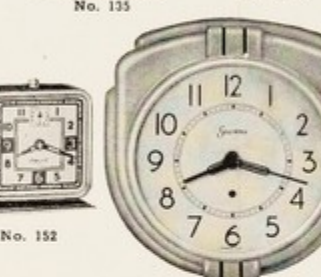
No. 102



No. 151



No. 145



No. 139



No. 114



No. 148



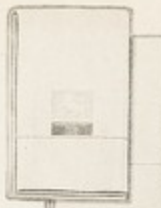
No. 137



No. 138



No. 135



No. 107



No. 102



No. 101



No. 132



No. 113



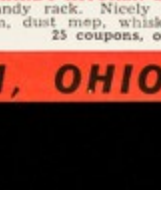
No. 121



No. 122



No. 123



No. 124

No. 139 - ELECTRIC KITCHEN CLOCK

7½ inches high, 7 inches wide. 5 inch dial plastic moulded case. Colors: Ivory, Green, Red or White. Self starting electric time movement.

250 coupons, or 125 coupons and \$1.25

No. 143 - ELECTRIC IRON

An economical household size iron. Streamlined. A large comfortable handle. Full chrome finish. AC current. Complete with cord set.

200 coupons, or 100 coupons and 80c

No. 144 - ELECTRIC TOASTER

A beautiful two slice toaster in ultra-modern design finished in black and chrome. Turns toast when doors are lowered. AC or DC current, 120 volt.

140 coupons, or 50 coupons and 70c

No. 145 - ALUMINUM PERCOLATOR

Two quart capacity, hinged cover, wide quick-het bottom, replaceable handle.

85 coupons, or 30 coupons and 42c

No. 146 - EASTMAN CAMERA

Genuine Eastman Baby Brownie Special. Picture size 1½ by 2½. Brilliant spy-glass type eye level finder. Push-button shutter release. Braided carrying strap. Uses No. 127 film, eight exposures.

130 coupons

No. 147 - OFFICIAL SOFT BALL BAT

Made of hickory, cork-grip handle, Goldsmith make.

100 coupons, or 25 coupons and 50c

No. 148 - WHISTLING TEA KETTLE

2-qt. capacity, bright red handle, excellent quality aluminum.

70 coupons, or 25 coupons and 35c

No. 149 - ALUMINUM UTILITY COOKER

Five-in-one combination pan set made of the highest quality aluminum. Has many uses.

105 coupons, or 35 coupons and 55c

No. 150 - HOT BISCUIT SERVER

Crisps or freshens biscuits, crackers, muffins, etc. Keeps corn on the cob piping hot. All aluminum with inserted wire basket.

120 coupons, or 35 coupons and 60c

No. 151 - ENSIGN INGERSOL WATCH

This attractive, serviceable everyday watch with nickel finish case, unbreakable crystal.

135 coupons, or 45 coupons and 70c

No. 152 - INGERSOL SQUARE ALARM CLOCK

New square shape, famous Ingersol brand, attractive color design.

125 coupons, or 35 coupons and 65c

No. 153 - HANDY KITCHEN BROOM RACK

A very handy rack. Nicely enameled. Made to hold broom, dust mop, whisk broom, brush and dust pan.

25 coupons, or 8 coupons and 15c

CHURNGOLD CORP. - - - CINCINNATI, OHIO

Try These Delicious Churngold Recipes

BAKING POWDER BISCUITS

- 2 Cups Flour
- 4 Tablespoons CHURNGOLD
- 3 Teaspoons Baking Powder
- $\frac{1}{2}$ Teaspoon Salt
- $\frac{2}{3}$ to $\frac{3}{4}$ Cup Milk

Sift dry ingredients together. Cut the Churngold into the flour with a knife then rub LIGHTLY with TIPS of fingers until fine as meal. Add milk little at a time, cutting in with a knife. When milk is all added put dough on to a floured board and pat or roll out GENTLY until about $\frac{3}{4}$ inch thick. Cut and place well apart in a floured pan and bake from 12 to 15 minutes (depending on size) in a quick oven (450°F.).

NOTE—Biscuit dough should be as moist as possible. The kind of flour used determines the amount of liquid used.

ICE BOX COOKIES

- 1 Cup White Sugar
- 1 Cup Brown Sugar
- 6 Level Cups Flour
- 1 Level Teaspoon Salt
- 1 Lb. CHURNGOLD
- 1 Scant Teaspoon Baking Soda
- 3 Eggs, Beaten Well
- 1 Level Teaspoon Vanilla
- 1 Cup Nut Meats, Chopped
- 1 Cup Raisins or Cut Dates

Mix dough as you would a cake. Shape in rolls about two inches in diameter and let stand in a cold place (refrigerator or outside) until hard (about 3 hours) cut in thin slices and bake. This recipe makes about a hundred cookies.

PLAIN FUDGE

- To 2 squares unsweetened chocolate add:
- 2 Tablespoons CHURNGOLD
- 1 Cup Milk
- 2 Cups Sugar
- $\frac{1}{4}$ Teaspoon Salt

Cook over flame, stirring constantly, until sugar dissolves. Boil slowly to 234°F., stirring occasionally, or until a few drops form a soft ball when dropped into cold water. Cool at room temperature, without stirring, until luke-warm, or until the hand can be held comfortably on bottom of pan.

Add... 1 Teaspoon Vanilla
 $\frac{3}{4}$ Cup Chopped Nuts (Optional)
 Beat until candy holds its shape. Turn into a greased pan and cut into squares when cool.

SHORT CAKE

- 2 Cups Flour
- 4 Tablespoons CHURNGOLD
- $\frac{1}{2}$ Teaspoon Salt
- 1 Teaspoon Sugar
- 4 Teaspoons Baking Powder
- $\frac{2}{3}$ Cup of Milk
- 1 Egg Yolk

Sift dry ingredients. Cut the Churngold into the flour with a knife. Rub lightly with tips of fingers until fine as meal. Add beaten yolk to milk, then add little at a time to flour mixture, cutting in with knife, pat or roll gently on floured board. Place in floured sheet pan. Brush top of dough with melted Churngold and sprinkle lightly with sugar. Bake in quick oven 12 to 15 minutes (450°F.) Individual short cakes can be made by rolling dough $\frac{1}{2}$ inch thick. Cut with biscuit cutter. Brush with melted Churngold and place one biscuit on top of another. Bake 15 minutes (450°F.).

HOT WATER PIE CRUST

THIS RECIPE MAKES TWO LARGE DOUBLE CRUSTS

- $\frac{3}{4}$ Cup CHURNGOLD
- 1 Teaspoon Baking Powder
- 3 Cups Pastry Flour
- 1 Teaspoon Salt
- $\frac{1}{2}$ Cup Boiling Water

Add Churngold to boiling water, stir until melted. Add flour, salt, baking powder, sifted together. Stir all ingredients together with a fork until smooth. Chill, then roll out one crust at a time, using as little flour as possible. Bake in hot oven (450°F.) until crust is light tan.

CHURNGOLD HEALTH MUFFINS

- 2 Cups Bran
- $\frac{1}{4}$ Cups Whole Wheat Flour
- $\frac{1}{2}$ Teaspoons Salt
- 3 Teaspoons Baking Powder
- $\frac{1}{3}$ Cup Brown Sugar
- 1 Egg
- $\frac{3}{4}$ Cups Milk
- 3 Tablespoons CHURNGOLD

Mix whole wheat flour, sugar, salt and baking powder. Add to beaten egg alternately with the milk. Beat mixture well. Add the bran, beat. Add melted Churngold last, beat. Bake in greased muffin tins 30 to 35 minutes in hot oven (410°F.). Sour or buttermilk may be used. If so, reduce baking powder to $\frac{1}{2}$ teaspoons and add 1 teaspoon soda to sour milk.

WHITE CAKE

- $\frac{1}{2}$ Cup CHURNGOLD
- 1 Cup Sugar (Sifted)
- $\frac{2}{3}$ Cup Milk
- Whites 3 Eggs Beaten Stiff
- 1 Teaspoon Lemon Extract or Grated Rind of 1 Lemon
- 3 Teaspoons Baking Powder
- 2 Cups Sifted Cake Flour

Cream Churngold until light and creamy, then add sifted sugar and cream together thoroughly. Add sifted flour and baking powder to first mixture, alternately with milk; a small amount at a time. Beat each time until smooth. Add vanilla, fold in stiffly beaten whites. Grease and flour pan. Bake in loaf 30 minutes at 350°F. and brown at 375°F. or bake in layer or cup cakes 20 to 25 minutes at 375°F. Ice with Churngold icing.

WAFFLES

- 6 Tablespoons Melted CHURNGOLD
- $1\frac{1}{4}$ Cups Milk
- 3 Eggs
- 3 Teaspoons Baking Powder
- $\frac{1}{2}$ Teaspoon Salt
- 1 Teaspoon Sugar
- 2 Cups Pastry Flour

Sift together dry ingredients. Add milk, beaten egg yolks and melted Churngold. Fold in stiffly beaten egg whites. Bake on hot waffle iron. Makes about 6 to 8 waffles.

ICING

- $\frac{1}{4}$ Cup CHURNGOLD
- 1 Cup Powdered Sugar
- 2 Tablespoons Cream

Cream Churngold until very soft. Add sugar gradually and work into Churngold until very creamy. Add cream a tablespoonful at a time. Flavor with any flavoring or with the grated rind of a lemon or orange. Dip silver knife in hot water—smooth surface of the icing.

CHURNGOLD WHITE SAUCE

- 2 Tablespoons CHURNGOLD
- 2 Tablespoons Flour
- 1 Cup Milk
- $\frac{1}{4}$ Teaspoon Salt

Heat milk in top part of double boiler. Add salt to flour, mix with a little cold milk to the consistency of cream. Add this to scalding milk and stir until thick; cook 10 minutes, then add Churngold.



CHURNGOLD
 Puts Sunshine
 in Every Meal

**HIGHLY
 NUTRITIOUS**

**CHOCK-FULL
 OF
 VITAMINS
 A and D**

**CLEAN
 PURE
 HEALTHFUL**

PREMIUMS LISTED ON INSIDE PAGE ➔



"Puts Sunshine In Every Meal"

This finer, all-vegetable, table-quality margarine is now even more nutritious than ever before. Every pound contains 10,000 units of vitamin A and 2000 units of Vitamin D. Churngold is not only delicious but is one of the most healthful foods you can buy. Yes, it is a true "protective health food" the whole year round because of its guaranteed vitamin content. Its extra vitamin content helps build body resistance, which is often lowered by the lack of protective foods in the modern diet.

As a Spread

For Cooking

For Baking

***"Vitaminized foods correct dietary ills
A great deal better than drugstore
pills."***

Ask Your Doctor, He Knows!

**SAVE
THESE
VALUABLE
COUPONS**

1 This is Your Coupon 1
BEARING EVIDENCE OF PURCHASE FROM CHURNINGOLD CORP. AND
 BEING A VALID RECEIPT FOR THE SAME, THIS COUPON IS
 VALID FOR THE PURCHASE OF ANY CHURNINGOLD PRODUCT.

NEW Vitaminized 1988 USP UNITS VITAMIN A
 1000 USP UNITS VITAMIN D
 PER LB.

CHURNGOLD
 VEGETABLE Margarine

CHURNGOLD
 ONE POUND NET
 400 U. S. PAT. OFF.

Use generously ---
 FOR THE TABLE
 COOKING
 BAKING
 FRYING

CHURNGOLD
 OLEOMARGARINE
Contains 1 1/2 lb. of 100% Butterfat

LOOK FOR
VALUABLE
COUPON

CHURNGOLD
 ONE POUND NET
 400 U. S. PAT. OFF.

CHURNGOLD
 VEGETABLE Margarine
 NEW Vitaminized 1988 USP UNITS VITAMIN A
 1000 USP UNITS VITAMIN D
 PER LB.

CHURNGOLD
 OLEOMARGARINE
Contains 1 1/2 lb. of 100% Butterfat
 MADE BY
 THE CHURNGOLD CORP.
 CINCINNATI, OHIO

LOOK FOR
VALUABLE
COUPON

**SEND
ONLY
CHURNGOLD
COUPONS**

ATTENTION, PLEASE

In ordering gifts we suggest that you follow these instructions carefully.

FIRST— Be sure you have the exact amount of coupons required for the gifts you wish.

SECOND— Wrap your coupons in a strong package and tie with twine. Do not seal.

THIRD— Address your package to Churngold Corp., Customer's Gift Dept., Cincinnati, Ohio. Also be sure to put your return address in the upper left hand corner.

FOURTH— Write a letter telling us what premiums you want and how many coupons you are sending. Be sure to address the envelope the same as the package.

FIFTH— Attach the envelope securely to the package. Place a three cent stamp on the envelope containing the letter and sufficient postage on the package. This amount will vary with the weight of the package.

This Coupon plan is subject to Federal, State and Local regulations.