

The original housewife recipes.

Contributors

A. C. Fincken & Co.

Publication/Creation

London : A.C. Fincken & Co., [between 1930 and 1939?]

Persistent URL

<https://wellcomecollection.org/works/qhk4ecpe>

License and attribution

This work has been identified as being free of known restrictions under copyright law, including all related and neighbouring rights and is being made available under the Creative Commons, Public Domain Mark.

You can copy, modify, distribute and perform the work, even for commercial purposes, without asking permission.



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

The ORIGINAL
HOUSEWIFE

RECIPES

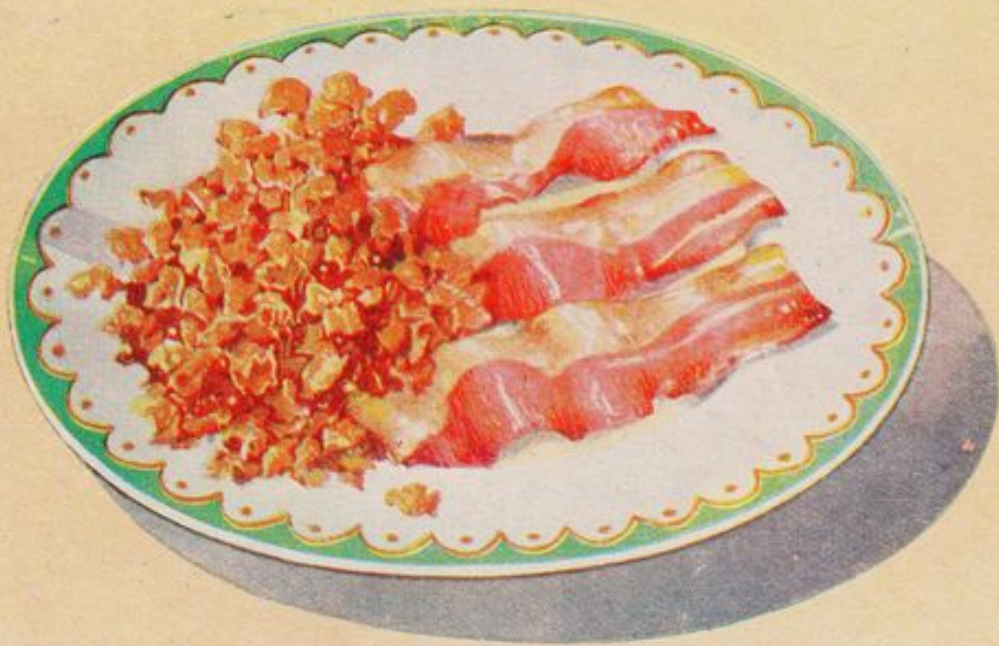
Published by A. C. Fincken & Co., Sole Consignees, "Force"
197, Great Portland Street, London, W.1.



"Force" and Fruit.

BREAKFAST DISHES	- - - - -	pages 3 - 6
LIGHT LUNCHES	- - - - -	pages 7 - 10
DAINTIES FOR TEATIME	- - - - -	pages 11 - 12
RECIPES FOR OTHER OCCASIONS	- - - - -	pages 13 - 14
PUDDINGS AND SWEETS	- - - - -	pages 15 - 18
IDEAL SUPPER DISHES	- - - - -	pages 19 - 21

38 185 728



“FORCE” WITH BREAKFAST BACON
see page 4



“FORCE” WITH BANANAS AND MILK
see page 4



22501246620

The ORIGINAL
HOUSEWIFE

BOOK OF "FORCE" RECIPES

*A selection of Recipes specially
composed and tested with
particular advantages in both
food value and flavour*

"**F**ORCE" served straight from the packet with milk has, for many years, been one of the most popular of all light dishes, either for breakfast or supper. Many "Force" enthusiasts, however, have asked for, or composed themselves, "Force" recipes, so that this famous food may be used in a great variety of ways.

This book is a collection of special "Force" Recipes which have been arranged by our Domestic Science Expert. They are recommended to all housewives who seek not only to make their family meals as interesting as possible, but who realise also that "Force" adds to any meal the unrivalled nourishment of real whole wheat, the King of all Cereals.

WELLCOME INSTITUTE LIBRARY	
Coll.	weilMomec
Coll.	pam QT 235
No.	1 193*
	F490



HOW TO USE "FORCE" RECIPES to best advantage

When there is little time to spare "Force" often comes to the rescue. That is why "Force" and milk has for years been an established favourite at breakfast time. This dish assures a good start for the day.

It can be varied, without any extra trouble, by serving some days "Force" and fruit.

The Children's Mid-day Meal

For the children at lunch-time we particularly recommend the "Force" Milk Pudding. Not only is it a delicious dish prepared easily and quickly, but the children seem to take to it very much better than they do to the ordinary Milk Puddings. It is more nourishing, too, giving them the high food value of "Force," together with the advantage of milk. The recipe is on page 18.



Meals at Bed-time

It is not wise to retire immediately after a heavy meal of food which requires time for digestion; neither is it comfortable to go to bed feeling hungry.

For the children—"Force" and milk, "Force" Milk Pudding, or many of the other "Force" dishes will be found very suitable, and for the grown-ups a good selection is given under Ideal Supper Dishes.

Unexpected Visitors



To those friends who drop in unexpectedly when nothing is prepared for entertaining, you need have no worry as to what you will serve if there is a packet of "Force" in the larder.

"Force" served quickly with any kind of stewed or tinned fruit would delight your visitors.

Use "Force" Recipes not only for the time and work they save, but also because of the nourishment "Force" adds to the meal.

RECIPES FOR BREAKFAST DISHES

EASILY PREPARED AND ATTRACTIVE
DISHES TO HELP IMPROVE AND VARY
THE BREAKFAST TABLE

"Force" and Milk

Shake the "Force" flakes straight from the packet, add milk, hot or cold, with sugar to taste, and breakfast is ready. This quickly-served dish is a popular favourite at breakfast and needs no cooking. Be sure to pour the milk to one side of the plate so that you do not swamp the flakes, and so retain their delightful crispness.

"Force" and Fruit

"Force" is delicious served with most fresh or tinned fruits. Sprinkle "Force" on the fruit, sugar to taste, and add milk or cream if desired.

Eggs on Buttered "Force"

A poached or fried egg on Buttered "Force" is always good. To butter "Force," heat a tablespoonful of butter in a pan, pour in a breakfastcupful of "Force," and toss this about until it gets thoroughly hot. Put a sufficient quantity out on a hot plate and place a fried or poached egg in the middle.



"Force" with Breakfast Bacon

Sprinkle the "Force" flakes in the bacon fat and eat together in place of bread. "Force" is more sustaining and gives an added flavour to the bacon.

"Force" with Bananas and Milk

The crumpy, crisp flakes of "Force" have a flavour that mingles to perfection with the flavour of the banana. Cream in place of milk makes this favourite dish even more delicious. Serve "Force" straight from the packet. Bananas, like "Force," are always in season.

Sardines and Tomatoes on "Force"

Heat sardines in a pan with a little tomato ketchup and a squeeze of lemon. Put as many portions as required of hot buttered "Force" on warm plates; place two or three sardines on top of each; pour a little of the sauce from the pan over, and garnish with rounds of fried tomato.

"Force" and Egg Baked in Tomatoes

Cut a slice from the stem end of a tomato, scoop out the pulp and break in an egg, sprinkle with salt and pepper and cover with buttered crushed "Force." Bake in a moderate oven until the white of the egg is firm. This dish may be served cold or hot for breakfast or lunch



"Force" Omelette

3 breakfastcups "Force," 3 breakfastcups hot milk,
 $1\frac{1}{2}$ breakfastcups grated cheese, 3 well-beaten eggs.

Pour the hot milk on to the "Force"; add grated cheese and eggs. Season to taste. Put into a hot, well-greased frying-pan sufficient mixture to cover the bottom. Cook slowly. When set, fold the side edges into the middle, double over and serve at once.

Hot Breakfast Cakes

6 ozs. crushed "Force," 6 ozs. flour, 3 ozs. butter or lard, about 1 cupful milk, 2 teaspoonsful baking powder.

Mix flour, "Force," baking powder and pinch of salt. Rub in the fat, mix to a soft dough with milk. Roll out on floured board to $\frac{1}{2}$ -inch thickness, cut into rounds, put in a greased baking tin. Bake in a quick oven for 15 minutes. Split, butter and serve hot.

Creamed Sardines

1 tin sardines, 1 cup "Force," $\frac{1}{4}$ pint milk,
 1 oz. margarine, pepper, salt, rounds of toast.

Bone sardines, mix with the "Force," melt the margarine in a pan. Add the sardines, pepper, salt, "Force" and milk. Mix gently, and when thoroughly hot, pile on to rounds of toast. Top with tomato sauce and serve very hot.



Scrambled Eggs and "Force"

3 eggs, $\frac{1}{2}$ cup milk, $\frac{1}{2}$ cup "Force," salt, pepper.

Beat the eggs until light, and add milk, "Force" and seasoning. Turn into a hot buttered omelette pan, and stir until the eggs are firm. Serve at once on a hot plate.

Scrambled eggs and "Force" form also an attractive luncheon dish, quickly prepared and quite economical.

Creamed Eggs

Hard boil as many eggs as required. Shell and halve each egg, cutting a small piece off the bottom so that the halves stand firmly. Place in the bottom of a greased pie-dish; cover with thick white sauce, sprinkle a thick layer of "Force" on top; dot over with pieces of butter and bake until nicely browned. If this dish is required in a hurry it will not be necessary to bake if the pie-dish is kept hot and sauce freshly made.

Salmon Savouries

Remove skin and bone from about half a pound of cold salmon; add one teaspoonful of Worcester Sauce, one cup of white sauce, four cupfuls of "Force," a well-beaten egg, and a little seasoning. Mix together and pour into little cups or jars. Stand in a dish of hot water till the mixture sets, then turn out and serve with a garnishing of watercress.

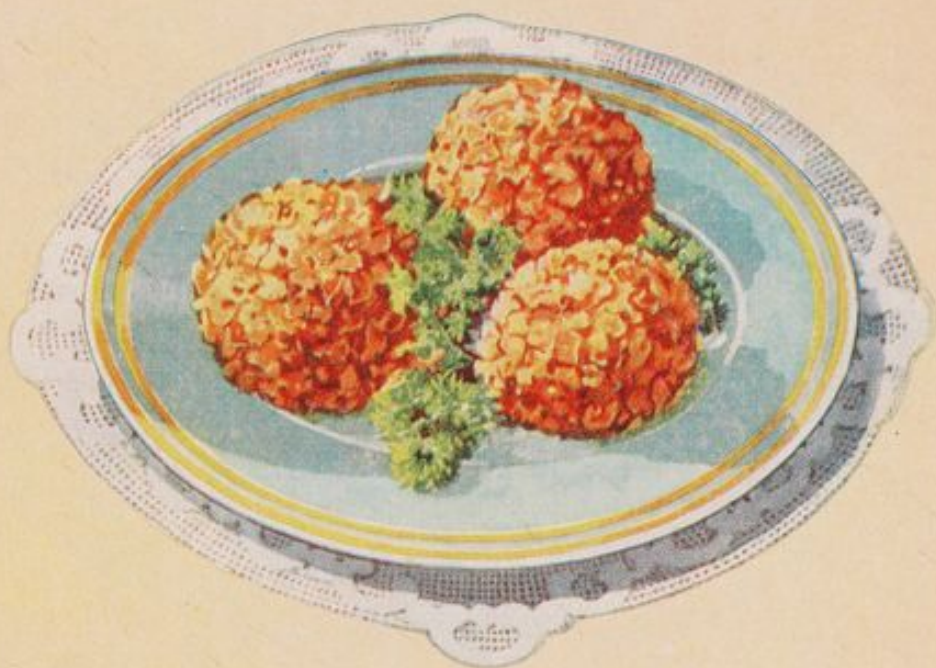




FRIED EGG ON BUTTERED "FORCE"
see page 3



SARDINES AND TOMATOES ON "FORCE"
see page 4



LINDSAY EGGS
see page 8



"FORCE" STUFFED TOMATOES
see page 9

RECIPES FOR LIGHT LUNCHES



Satisfying, quickly served dishes

"Force" Cottage Pie

This dish may be made with "Force" and mashed potatoes in equal quantities, or with "Force" only, as a covering for the meat. Fry a large sliced onion until soft, add cold meat, minced and seasoned with pepper, salt and a teaspoonful of tomato ketchup or Yorkshire relish. Put into a pie-dish and moisten mixture with a little stock or meat extract dissolved in hot water. Fill up the dish with "Force," put pieces of margarine or dripping on top, and bake about half an hour.

"Force" Canadian Pie

Fry cold sliced potatoes, and keep them hot in a buttered pie-dish. Next fry sliced tomatoes and onions together until thoroughly cooked, and place on the potatoes. Cover with a layer of hot or cold cooked fish, sliced sausage, ham, meat or bacon. Then a thick layer of "Force," sprinkled with pieces of butter. Bake in a moderate oven 20 minutes.

Lindsay Eggs

Hard boil required number of eggs. Remove shell and lightly dust with flour. Have ready some warm mashed potatoes and coat the eggs with this by pressing and moulding potato on with well-floured hands. Finally roll in crushed "Force" and fry in deep, fast-boiling fat until golden brown.

"Force" Potato Risssoles

6 tablespoonsful mashed potatoes, salt and pepper, 3 tablespoonsful crushed "Force," 1 yolk of egg, 1 whole egg, 1 teaspoonful finely chopped onion, 1 dessertspoonful finely chopped parsley, frying fat.

Mix well potatoes, crushed "Force," onion, parsley and season to taste. Moisten with yolk of egg and a little milk, if required. Form into risssoles, coat with egg and crushed "Force," and fry in hot fat until well browned. Serve hot or cold and garnish with parsley.

Pay Day Favourite

Put $\frac{1}{2}$ lb. grated cheese into a pan with a tablespoonful of butter. Stir until melted. Pour sufficient mixture on to as many warm plates as required, so that it forms a neat round. Break an egg carefully on top of the melted cheese, sprinkle with salt and pepper, and put into the oven until the egg is set. Serve very hot and eat with "Force."



" Force " Stuffed Tomatoes

6 tomatoes, 1 breakfastcup " Force," $\frac{1}{2}$ teacup grated cheese, pepper, salt, 2 tablespoonsful butter.

Scoop out centre of tomatoes, leaving a firm shell. Put removed portions into a saucepan with butter, " Force," cheese and seasoning. When thoroughly heated, pack into the tomato shells, sprinkle with " Force," and bake in a greased pie-dish in a moderate oven until the tomatoes are soft.

Ham Croquettes

Chop or mince $\frac{1}{4}$ lb. ham. Mix with a heaped breakfastcupful of " Force," a little flour, seasoning and a well-beaten egg to a stiff consistency. Form into rounds with well-floured hands. Roll in crushed " Force " and fry to a golden brown. Drain on kitchen paper and serve hot with gravy or sauce.

" Force " Beef Mould

6 ozs. " Force," $\frac{1}{2}$ lb. cold beef, herbs, $\frac{1}{4}$ lb. ham, 1 egg, 3 tablespoonsful gravy, 1 onion, seasoning.

Fry sliced onion until soft. Add minced beef and ham and mix thoroughly. Add gravy, " Force," pinch of dried herbs, pepper, salt, a teaspoonful of Worcester Sauce, teaspoonful of chopped parsley and well-beaten egg. Press the mixture into a buttered mould, cover with greased paper and tie a cloth over. Steam for one hour. Serve hot with gravy—or cold with tomatoes and watercress as a garnish.



"Force" Savoury Omelette

1 breakfastcup "Force," 1 onion, 2 eggs, 1 gill milk, little chopped parsley.

Chop or mince the onion finely, add seasoning, eggs (unbeaten), "Force," chopped parsley and milk. Let the mixture stand for about an hour, beat thoroughly. Turn half the quantity into a clean frying-pan containing 2 to 3 tablespoonsful of very hot, but not boiling, fat. When the edges begin to set, fold into the centre, and cook a little longer. Slide on to a hot plate and cook the remaining mixture. This is a very attractive and tasty dish for luncheon.

"Force" Pasties

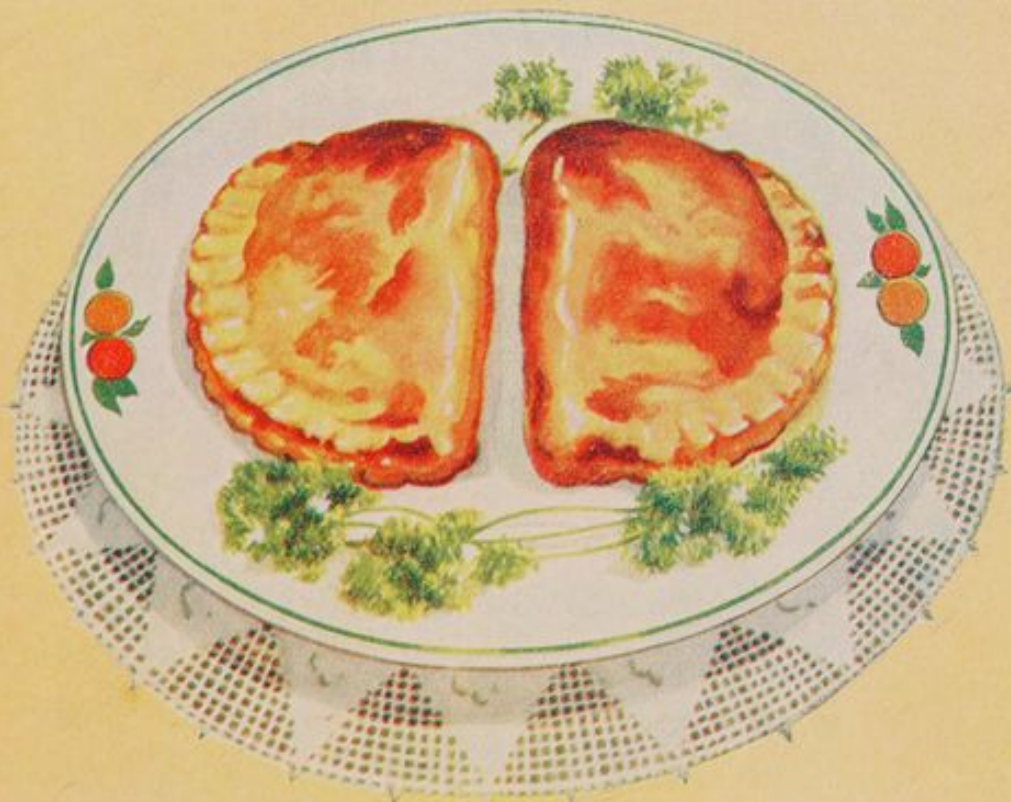
$\frac{1}{2}$ lb. self-raising flour, 3 onions, 4 ozs. lard, margarine or dripping, 4 ozs. minced meat, 2 ozs. "Force," salt, cold water, pepper.

Mix meat, "Force," finely chopped onion, pepper and salt together and moisten with about 2 tablespoonsful of stock or water. For the pastry, rub the fat into the flour, mix to a firm dough with water. Roll out on a floured board; cut into rounds with a large cutter or a saucepan lid. Put a spoonful of the mixture on each round, double the paste over, moisten the edges with milk; press firmly together and crimp the edges. Make a small cut in the top of the pastry. Put on a greased tin and bake in a quick oven for 30 minutes.





"FORCE" POTATO RISSOLES
see page 8



"FORCE" PASTIES
see page 10



"FORCE" ROCK CAKES
see page 11



"FORCE" PEACH SUNFLOWER
see page 15

DAINTIES FOR TEA-TIME

"Force" Rock Cakes

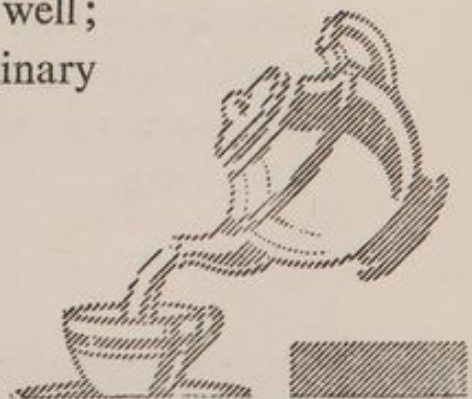
8 ozs. "Force," 4 ozs. flour, 1 egg, 4 ozs. currants,
1 oz. peel (if liked), 4 ozs. butter, 4 ozs. sugar, milk,
1 heaped teaspoonful baking powder.

Sieve the flour and baking powder into a basin ; add the "Force." Rub between the fingers till the "Force" is broken down small. Rub the butter in lightly ; add the currants (cleaned), the peel (cut up), also the sugar and the well-beaten egg. A little milk can be added, if required, taking care that the mixture is not made too moist. Put in little heaps on a floured tin and bake in a moderate oven for about fifteen minutes.

"Force" Cookies

$\frac{1}{2}$ cup butter, 1 cup sugar, 2 cups "Force," 1 tea-
spoonful vanilla, $1\frac{1}{2}$ cups flour, 3 level teaspoonful
baking powder, milk to moisten, $\frac{1}{4}$ teaspoonful salt.

Cream the butter and gradually mix the sugar into it. Next add the flour and then the "Force" alternately with the milk. Add other ingredients, mix well ; roll quite thin. Shape and bake as for ordinary scones.



"Force" Peach Jelly

4 to 6 halves of tinned peaches, "Force," juice of peaches, whipped cream, 1 packet raspberry jelly.

To the syrup drained from a tin of peaches add sufficient water to make two cups. Bring to boiling point and add raspberry jelly. Do not boil, but stir until well dissolved. Arrange halves of peaches in a shallow dish, fill centres with "Force" and pour jelly over. Set aside to cool and harden. Serve plain, sprinkled with "Force" or with whipped cream mixed with "Force."

"Force" Muffins

1 cup of crushed "Force," $1\frac{1}{2}$ cups flour, 3 level teaspoonsful baking powder, $\frac{3}{4}$ cup milk, 1 level teaspoonful sugar, $\frac{1}{2}$ teaspoonful salt, 1 egg, 1 tablespoonful melted butter.

Mix together all the dry ingredients and then add the "Force," milk, beaten egg and butter. Beat well and bake in hot floured muffin pans in a hot oven.

"Force" Biscuits

4 ozs. salt butter, $\frac{1}{2}$ breakfastcup castor sugar, 2 breakfastcups plain flour, $4\frac{1}{2}$ breakfastcups "Force," 2 level teaspoonsful baking powder.

Sieve the flour and put one tablespoonful aside. Cream the butter and sugar, gradually add the flour and "Force" alternately. When thoroughly mixed add the remaining flour and baking powder together. Use sufficient water to bring the mixture to the consistency of pastry. Roll out on a floured board to one-eighth of an inch in thickness. Divide into biscuits with a square pastry cutter and bake in a hot oven for 10 minutes. When cool pack in a tin to keep crisp.

"FORCE" RECIPES forOTHER
OCCASIONS

*Made quickly and easily
with "Force"*

"Force" for Baby

Boil a cupful of "Force" in just sufficient water to cover. Pour through strainer, and to 7 ozs. of this liquid add 1 tablespoonful milk and 1 teaspoonful sugar, to make a nursing bottle-full. The milk can be increased according to the age of the baby.

"Force" Cheese Straws

2½ breakfastcups "Force," 4 ozs. butter,
1 breakfastcup plain flour, 4 ozs. cheese,
1 egg yolk, salt and pepper.

Sieve the flour into a basin; add the "Force," rub gently between the fingers till the "Force" is broken down small. Then add the cheese, salt and pepper. Rub the butter in lightly; bind with the yolk of egg; roll out on a floured board until about one-third of an inch in thickness. Cut in finger lengths and bake in a moderate oven for a quarter of an hour.



"Force" Nut and Celery Salad

Mix together equal quantities of "Force," nuts broken into pieces and celery cut in pieces. Heap into attractive portions and cover each with cream dressing. Garnish with shredded lettuce and serve with brown bread and butter if desired. Apples may be used as a change in place of celery.

"Force" Orange and Walnut Salad

Peel two large oranges and remove pips. Cut into slices and mix with one cup of walnuts broken into small pieces. Arrange crisp lettuce leaves in a salad dish and turn mixture into it. Cover with "Force" and over all turn a thick cream dressing. Garnish with sliced orange. Serve at once.

"Force" Salad

Mix a breakfastcupful of "Force" with a little mayonnaise until the mixture is thickened and easily taken out in spoonful. Place a tablespoonful on a crisp lettuce leaf. Top with a cube of cream cheese, garnish with rings of tomato and serve with wholemeal bread and butter.

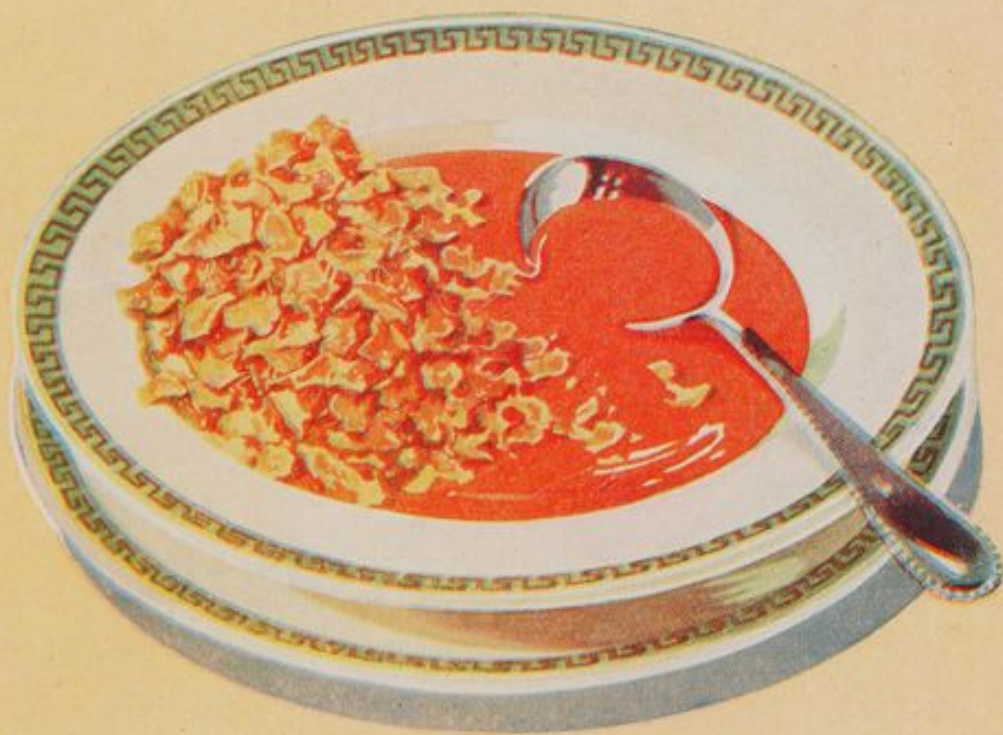
"Force" with Soup

Serve "Force" instead of bread or toast. You will enjoy the change because "Force" improves the flavour and adds to the nourishing qualities of all soups.

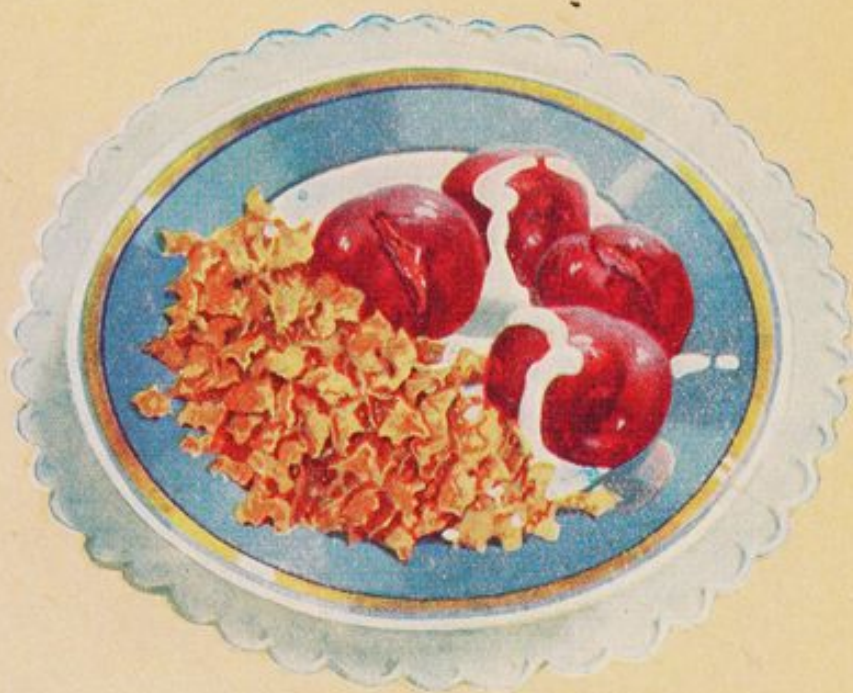




"FORCE" ORANGE AND WALNUT SALAD
see page 14



"FORCE" WITH SOUP
see page 14



"FORCE" AND STEWED PLUMS
see page 17



"FORCE" APPLE CHARLOTTE
see page 17

NEW IDEAS IN PUDDINGS AND SWEETS

for after-dinner and all occasions

"Force" Peach Sunflowers

Cut tinned peaches in sections and arrange them round sundae glasses to represent the petals of the flower. Fill centre with a mound of "Force" and castor sugar. Serve with cream poured over.

"Force" Queen Pudding

1 pint milk, $\frac{1}{2}$ oz. butter, 2 eggs, 2 tablespoonsful castor sugar, 2 cups "Force," a few chopped almonds, strawberry jam.

Pour warmed milk over "Force," add well-beaten yolk of the eggs, one tablespoonful sugar, and the chopped almonds. Pour mixture into a buttered pie-dish and bake in a moderate oven for half an hour. Whip the whites of the eggs until stiff, fold in lightly the remainder of the sugar. Spread a thin layer of jam on the pudding. Pile the meringue on top, and brown slightly in a very moderate oven. Serve hot or cold.



Banana Surprises

Peel as many small bananas as required ; coat with a little jam and roll in finely crushed "Force." Serve with cream or custard. A quickly prepared sweet for any and every occasion ; the children will be delighted with it.

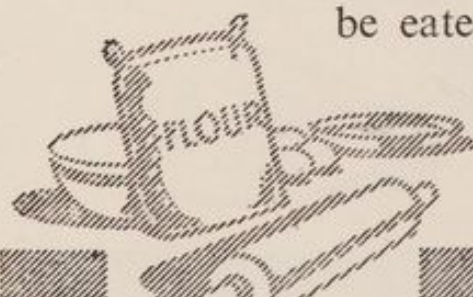
"Force" Custard Pudding

Take one pint of new milk and add half-cup of castor sugar and two well-beaten eggs. Pour into a buttered pie-dish, then gently stir in two cups of "Force." Bake in a moderate oven till set. Take care not to let the mixture boil or it will curdle.

Princess Pudding

Some stewed apples, 3 ozs. crushed "Force," 2 ozs. flour, 2 ozs. butter, 2 ozs. sugar, 1 egg, $\frac{1}{2}$ teaspoonful baking powder, a little milk, lemon or vanilla flavouring.

Put a layer of stewed apples into a buttered pie-dish and prepare the following. Cream the butter and sugar, gradually add the well-beaten egg and half of the mixed flour and "Force." Beat together well. Add remainder of the flour and "Force" and sufficient milk to make a soft moist mixture. Add flavouring to taste and the baking powder last. Pour on to stewed apples and bake in a good oven for $\frac{3}{4}$ hour. Sprinkle with sugar. This pudding is a delicious after-dinner sweet and may be eaten either hot or cold.



Friday Surprise

12 tablespoonsful "Force," 1 egg, 1 lemon, 4 tablespoonsful castor sugar, pinch of salt, 2 ozs. butter or margarine.

Whisk the butter and sugar until thick and smooth, add the egg and beat well. Stir in the "Force," the juice and grated rind of the lemon, salt, and a little milk. Turn into a greased pie-dish and bake in a moderate oven for 35 minutes. Serve hot with jam sauce.

"Force" Apple Charlotte

Put a layer of sliced apples in a buttered pie-dish, sprinkle with sugar and cover with a layer of "Force." Repeat in this order until the dish is full, sprinkling the top layer of "Force" liberally with butter. Bake until the apples are soft. May be served hot or cold with cream or custard.

"Force" and Stewed Plums

Served with stewed plums or other fruits in season, "Force" saves you the bother of making pastry, and forms an ideal after-dinner sweet. In the warm weather, particularly, "Force" and fruit is delightfully fresh and attractive; with stewed plums it is a perfect combination. This is one of the many ways in which "Force" can save you time and money too.



Apple Snow

Remove the cores and peel five cooking apples. Steam until soft and then rub through a sieve and sweeten to taste. Beat the whites of three eggs until stiff, and to them gradually add the apples, continue beating until the mixture is light and fluffy. Set away in a cool place, and when ready to serve sprinkle over each portion a tablespoonful of "Force." Serve with custard or cream as desired.

"Force" Marmalade Pudding

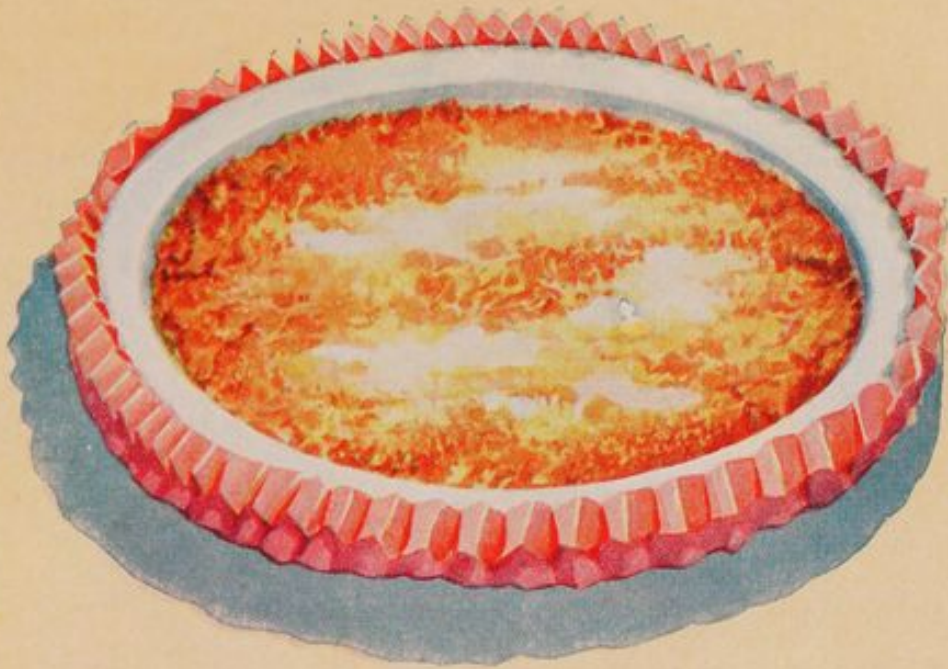
2 cups of "Force," 1 egg, 1 cup breadcrumbs,
 $\frac{1}{2}$ cup milk, 1 cup marmalade, $\frac{1}{2}$ cup chopped suet.

Mix the "Force," suet and breadcrumbs well together. Beat the egg, add the marmalade; mix well and stir into the dry ingredients, at the same time adding the milk. Turn into a well-buttered mould and steam for an hour and a half. Serve with hot marmalade sauce.

"Force" Milk Pudding

Half fill a buttered pie-dish with "Force"; add about a dessertspoonful of sugar and a pinch of salt. Fill up with milk, place in a moderate oven, stirring gently after the first ten minutes, and bake for one hour. A few halved Dromedary dates or raisins may be added for variety. "Force" Milk Pudding is a great favourite with the children. They take to it more readily than to ordinary milk puddings, and its delightful flavour is always attractive.





"FORCE" MILK PUDDING
see page 18



"FORCE" MARMALADE PUDDING
see page 18



GOLDEN FRITTERS
see page 21



"FORCE" AND BEANS
see page 20



IDEAL SUPPER DISHES

Late meals that are attractive
but do not tax the digestion.

"Force" Cheese Pie

To use up scraps of cheese and cold potatoes. Cover the bottom of a buttered pie-dish with "Force," then a layer of cold potatoes, next a layer of grated cheese. Repeat in this order until the dish is full. Cover with a thick, white sauce. Bake for 20 minutes.

Savoury Herrings

"Forcemeat":—Mix together 6 tablespoonsful "Force," 1 tablespoonful chopped suet, salt, pepper, $\frac{1}{4}$ teaspoonful grated lemon rind, bind with a little milk, 3 teaspoonsful chopped parsley, 6 herrings.

Prepare herrings by washing, splitting and removing the backbone. Season with salt and pepper. Spread each with a thin layer of the "forcemeat," roll up firmly, beginning with the neck. Roll in crushed "Force" and put a small piece of fat on each. Put in a greased pie-dish, cover with greased paper, and bake in moderate oven for 1 to $1\frac{1}{4}$ hours, according to size. Serve hot.

"Force" and Cheese

Heat grated or sliced cheese and butter together in a pan until soft. Pour on to Buttered "Force" and serve very hot. This forms a nutritious and appetising supper dish—the "Force" and the cheese having a high food value.

Note.—To make Buttered "Force," see recipe for Eggs on Buttered "Force," page 3.

"Force" and Beans

Thickly butter a pie-dish ; put a layer of "Force" in the bottom. Add contents of a tin of baked beans, or about $\frac{1}{2}$ lb. cooked haricot beans, mixed with tomato sauce. Cover thickly with "Force." Put pieces of butter on top and bake in the oven for a few minutes until thoroughly heated through. Serve very hot with tomato sauce or thick gravy.

Savoury "Force" Pie

Put a layer of finely chopped onion in the bottom of a pie-dish, then a layer of minced or chopped cold meat, next a layer of sliced apple. Moisten with stock or dissolved meat cube. Cover with a thick layer of "Force," repeat in this order until the dish is full. Sprinkle top layer of "Force" liberally with bits of dripping or butter, and bake in a moderate oven for 45 to 60 minutes.



Golden Fritters

1 cup grated cheese, 1 egg, $\frac{1}{3}$ cup flour, $\frac{1}{2}$ cup milk,
2 cups "Force," seasoning, 2 tablespoonsful butter.

Mix butter, flour and seasoning to a smooth paste in a pan over gentle heat. Add milk ; stir until mixture thickens. Put in the cheese, then the beaten egg, stirring well. Add one cup of "Force." Pour the mixture into a bowl containing remainder of "Force" ; form into balls or flat cakes, pressing the "Force" well in. Leave a thick coating on surface. Fry in deep fat. Serve hot with brown bread and watercress. This dish is also very suitable for luncheon.

"Forcemeat" Balls

2 breakfastcups "Force," 1 egg, 1 teaspoonful
mixed herbs, seasoning, 2 ozs. butter.

Melt the butter ; mix it with the "Force," which should be crushed between the fingers, herbs and seasoning. Add the egg well beaten. Form into balls with well-floured hands. Fry in deep fat. Drain well and garnish with parsley. Serve hot or cold. As a welcome addition to soups or stews, drop into the simmering soup a few minutes before serving. "Forcemeat Balls" form a very tasty dish, and may be served equally well at luncheon or, if made the day before, cold for breakfast in the warmer weather.



HINTS FOR COOKING AND SERVING

1. Crushed "Force" is an ideal and time-saving covering for rissoles, etc., and takes the place of breadcrumbs in many ways.
2. A little orange peel added to prunes when cooking greatly improves the flavour.
3. Coat fish and rissoles with crushed "Force" before frying in hot fat. Garnish with parsley, cut lemon, etc.
4. To give a nice golden, crisp finish to cauliflower au gratin, macaroni cheese, cottage pies, etc., sprinkle with "Force."
5. To prevent custards curdling while baking, place the dish in a baking tin containing at least an inch of water.
6. All tinned foods should be turned out of the tin and exposed to the air sometime before serving.
7. Use "Force" with all kinds of tinned, bottled or stewed fruit. It takes the place of pastry, saves cooking, and is very nourishing.
8. Melted cheese or Welsh rarebit will never go tough, however long it stands, if a beaten-up egg is stirred into the saucepan just after the cheese is put in.
9. Burnt saucepans should be filled with salt and water, left for a day, and slowly brought to boil.
10. The thick piece of sugar generally found in candied peel will add to the lusciousness of stewed fruit if used for sweetening.
11. When beating white of egg a small pinch of salt will help it to stiffen.



"FORCE"
Now Only 6¹/₂^D PKT

WHEAT

The King of Cereals

NATIONS FROM THE EARLIEST TIMES
HAVE CHOSEN IT AS THEIR STAPLE FOOD

Wheat has always been the most treasured possession of man. Its abundance made nations rich, the lack of it brings famine and despair. This power over the human race is given to wheat alone because it is the first and most important element of food.

If you examined a wheat grain closely you would see that it is built up of several sections. The bran and the germ contain important vitamins and salts, but in the manufacture of white flour these valuable parts are generally milled away. In whole wheat products only do you get the full and vital nourishment of the wheat grain.

For many years "Force" has been one of the most popular forms of real Whole Wheat which is specially grown in Canada—the Empire's Granary.

The whole grains of wheat are subjected to a cleaning and steam cooking process and then, combined with barley malt, rolled and toasted into crisp, golden "Force" flakes. The qualities of barley malt are well known, and add to "Force" a delightful flavour.

Make sure the cereal you choose for your family is **WHOLE WHEAT**; no other can give you its original nourishment. Be sure and choose always "Force" for value, quality, flavour and for health.



TESTIMONIALS



A SMALL SELECTION OF LETTERS FROM "FORCE" ENTHUSIASTS

Doctor Recommends "Force" for Malnutrition

I was in a bad state of malnutrition six years ago when my doctor advised me to try "Force" for my breakfast. I have had that with milk ever since, and "Force" is the only name one can give it, because I can easily go half through the day without fatigue, and I would not change that morning diet now for anything else.

Mrs. W. G., W.6.

Used it for 28 Years

My husband . . . has eaten "Force" for breakfast every morning for the last 28 years . . . as I find it suits us better than any other cereal. We always camp out for our summer holiday, and I find "Force" with fresh or stewed fruit very convenient as a sweet.

Mrs. F. J. K., Essex.

101 Ways for Cooking

"Force" is a very old friend of ours. My grandson, who is 9, has it always for breakfast, and I myself use it in 101 ways in cooking. The first doll my children had was "Sunny Jim."

Mrs. L. P., Beckenham.

Users for 20 Years

We have been users of "Force" for 20 years. . . We have four children and they all love this nourishing food, anytime in the day.

Mrs. A. N., Smethwick.

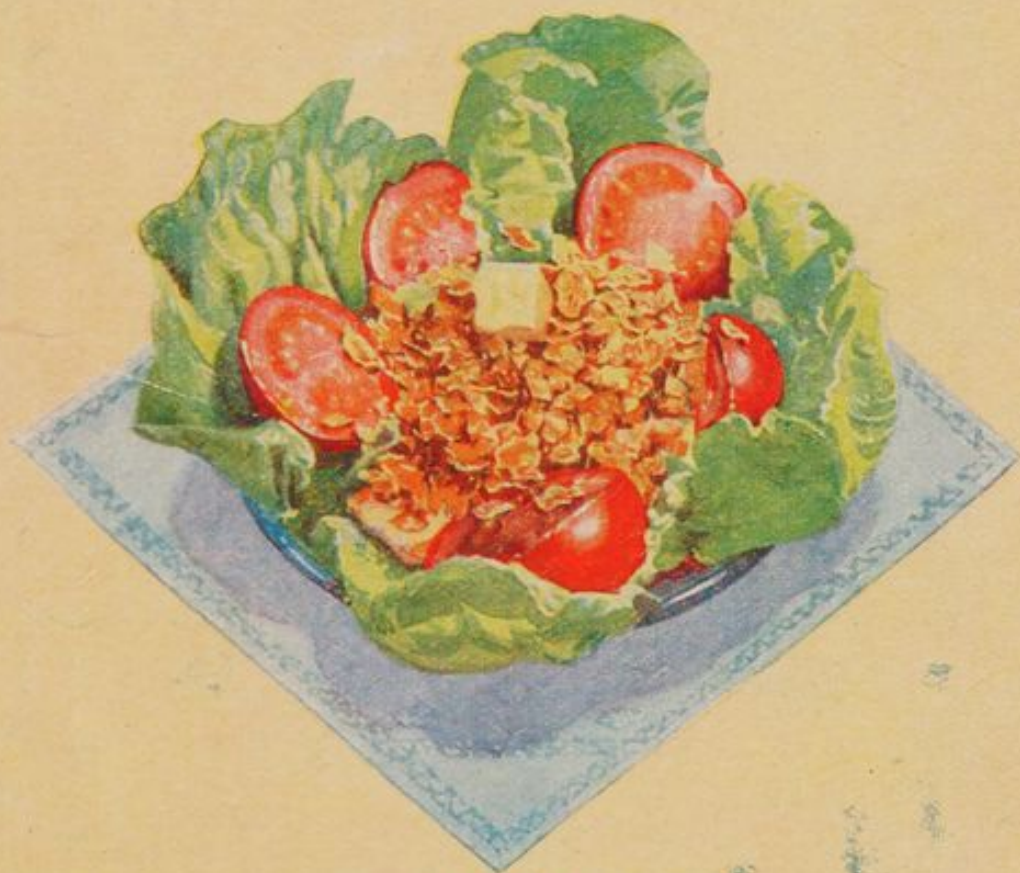
For Faddy Appetites

My children, being rather faddy, breakfast has always been rather a difficult meal, but I was delighted to see the way they tackled "Force." It is a treat for me to get them something which they really enjoy. I was also surprised at the price—it is so economical and easily prepared. I shall continue to buy it with uttermost satisfaction.

Mrs. F., Banstead.



"FORCE" AND CHEESE
see page 20



"FORCE" SALAD
see page 14

The ORIGINAL
HOUSEWIFE

RECIPES

Published by A. C. Fincken & Co., Sole Consignees, "Force"
197, Great Portland Street, London, W.1.

NO COOKING NEEDED
"FORCE" AND MILK
IS THE MOST POPULAR
DISH FOR BREAKFAST OR
SUPPER

