

MARIAN MANNERS

Half-Baked Bread Roll Will Surprise

Blondies have come to town. That's the baker's nickname for the newest thing in a bakery product to hit the town for a decade of Sundays.

They're pale, different-looking yeast rolls that are ready-baked on the inside, need only seven minutes in your own oven to put the finishing golden brown touch on the outside crust.

Surprise in Store

They'll look strange when you see them in your bakery. But you're in for a most pleasant surprise. Take our word for it, we received a dozen of the rolls from a local bakery, baked them and were convinced that here is something better in bread. They taste better.

The prebaked rolls will keep fresh five days on the baker's shelf, up to three weeks in a refrigerator and for months in the home freezer.

Florida Origin

The story starts with Joseph A. Gregor, ex-GI, who was struggling to make his bakery business go in Avon Park, Fla. He was experimenting in the hope of discovering something new in the way of a biscuit that could be promised hot from the oven for a particular dinner party at a particular moment.

Time and time again he juggled recipes, tried reheating rolls, freezing them, drying them and moistening them later. It was not good. They were flat, hard or burned to a crisp. Gregor recalls, "It was disgusting."

Baking Interrupted

Then one day he slammed a hatch of rolls into the oven and a few minutes later the fire siren blew. He jammed on his hat and turned off the gas, joined the other volunteer firemen in answering the alarm.

An hour later when he opened the oven door and saw the partly baked Parkerhouse rolls, he had his answer to the hot biscuit problem. The bread was thoroughly baked on the inside and needed only a few minutes final browning to come from the oven as fragrant as any rolls mother ever made!

Flavors Held

Best of all, the low temperature prebaking process apparently holds the flavor-causing esters in-

side the product until it gets to the homemaker's kitchen. Then in the hot oven they are released to give the rolls all the freshness and flavor of homemade bread and all the good aroma of bread baking in the kitchen.

A flour salesman for a national milling concern stumbled onto the new roll-baking method. He reported back to his company, it became "Project 49" during the year this company made thousands of tests to perfect the technique.

Process Bought

They bought the process from the Florida GI for a rumored \$25,000 plus a handsome set of silver for his wife. The rolls are in local bakeries now. Soon you'll be able to buy "blondies" in the form of coffee cakes, Danish pastry and French bread—a brand new way to have freshly baked homemade bread baked well done or rare to your taste without the work or the fussing with yeast and dough.

"Brown 'n Serve Rolls" is the name given to this new product. Look for it at your favorite bakery. One local firm already has the new product in about 5000 stores.

Economical Price

The package of one dozen extra large dinner rolls will retail at about 35 cents. Here's all you do to brown them: Preheat oven to 450 deg.; place rolls on ungreased baking sheet; brush tops with melted butter; bake 7-10 minutes. Remove from oven and serve.

They're feathery light, very good eating.