



KRAFT



Smart Savories
from the

CALIFORNIA PACIFIC
INTERNATIONAL EXPOSITION

1935





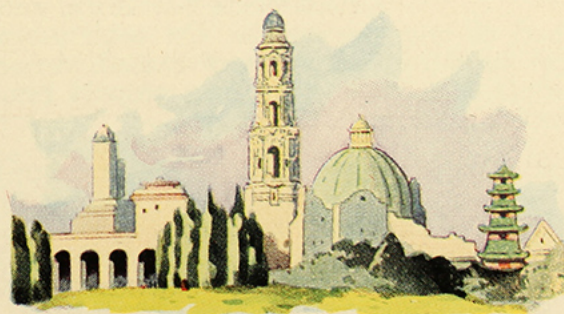
GOOD cooks as they were, the women who helped win the west could know but little of the delights of cheese cookery. Even those who came to the Panama-Pacific Exposition in 1915 could not fully enjoy what modern science has made one of the common-places of present-day living. At that time, "Philadelphia" Brand Cream Cheese was widely known; it was served with crackers and a demi-tasse at many a brilliant table. But only a few other kinds of cheese were obtainable. Their quality was uncertain.

Now all that has been changed. About two decades ago Kraft introduced two

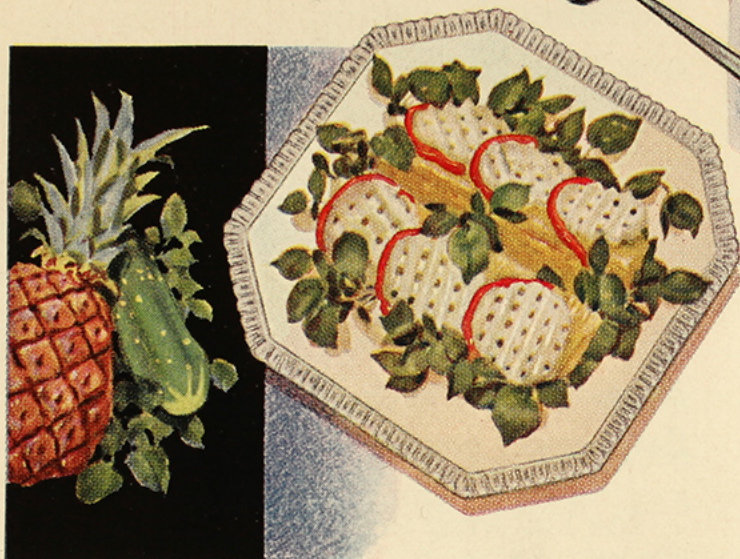
new ideas in cheese making which revolutionized the entire industry: pasteurization for purity; packaging to guard that purity.

To these two new methods Kraft added still another—skillful blending for uniformity of flavor. Nothing is left to chance. No matter when or where you buy Kraft Cheese, you can be sure of getting the same perfectly ripened flavor every time.

The following unique recipes feature only a small number of the many famous Kraft Products which you and your family will enjoy knowing.



Hawaiian Salad



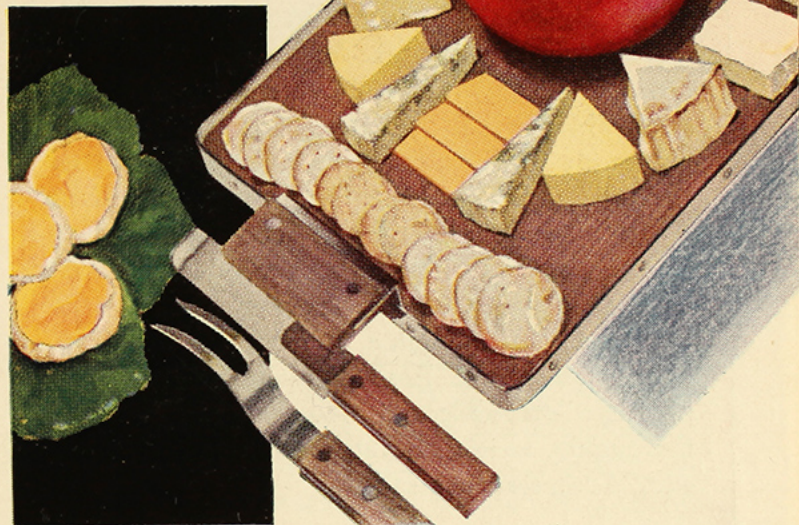
Pineapple fingers
Kraft French Dressing
Watercress

Latticed cucumber
slices
Pimento strips

Marinate the pineapple fingers for an hour in Kraft French Dressing (in refrigerator). Drain, and for each service place two strips, parallel, on a bed of crisp watercress. On each pineapple strip lay three latticed slices of chilled cucumber, and outline each slice with a thin strip of pimento. Serve with Kraft French Dressing.

It almost cools one off just to look at this crispy-fresh salad, so keep it in mind for hot-day luncheons and dinners. You'll find that the Kraft French Dressing adds a surprising piquancy to this unique combination of vegetables and fruits. That's the reason so many expert salad makers use it often for marinating.

The Kraft Tray



1 package Kraft American Cheese
1 package "Philadelphia" Cream Cheese
Kraft "Portion" Roquefort

Kraft Camembert
Kraft Swiss or Crown Brand Swiss Gruyere
1 Edam Cheese

It's as cosmopolitan as the Fair itself—this inviting Cheese Tray to serve as dessert at dinner, or with buffet luncheons or suppers! Unwrap and arrange on a tray the following fine cheeses: the famous Kraft American and Kraft Pimento with full natural Cheddar flavor. Snowy-white, fresh-flavored "Philadelphia" Cream Cheese. Kraft Roquefort, that is made in cool caves of Southern France. Perfectly ripened Kraft Camembert. Crown Brand Swiss Gruyere, imported by Kraft from a little Alpine village. And a gay red Edam just over from Holland. If you like, cover the tray with fresh galax leaves, and garnish with crystallized fruits.



Roquefort Cream Crumpets

Kraft Roquefort Cream Spread Milk
Worcestershire sauce Fresh bread

● Slightly soften the smooth, zesty Roquefort Cream Spread with milk. Add a dash of Worcestershire sauce. Cut very thin slices from a loaf of fresh white bread. Trim the crusts. Spread each slice with the Roquefort Cream mixture, roll up like a jelly roll and fasten with toothpicks. Toast on all sides under the broiler. Serve the Crumpets hot at tea, or with a luncheon salad. If Kraft Portion Roquefort Cheese is used, add twice the weight of "Philadelphia" Cream Cheese (1½-ounce portion of Kraft Roquefort to 3-ounce package "Philadelphia" Cream Cheese), blend thoroughly, moisten slightly with milk and season with Worcestershire sauce.



Broiled Open Sandwich

Bread Broiled bacon
Sliced tomatoes Kraft Swiss Cheese
Kraft Kitchen-Fresh Mayonnaise

● Toast a slice of bread (crusts trimmed) on one side. Spread the untoasted side with Kraft Mayonnaise, cover with a thick slice of peeled tomato, then with two strips of partially broiled bacon. Finally, a generous slice of the good, nut-sweet Kraft Swiss Cheese. Toast under a very low broiler flame until the cheese is melted, and serve hot. Here is a quick trick for any bridge party hostess. Remember it for little Sunday night suppers, too—and for late-at-night refreshments.



Velveeta and Bacon Pinwheels

Kraft Velveeta Fresh bread Sliced bacon

● Melt Velveeta in the top of a double boiler. Remove the lower crust from a loaf of fresh white bread. Cut thin slices the full length of the loaf. Trim crusts. Spread each slice with the melted Velveeta. Roll up like a jelly roll, cut each roll in half crosswise, and wrap a strip of bacon around each pinwheel, securing it with two toothpicks. Toast the pinwheels under a low broiler flame, turning often to cook the bacon.

If this is your introduction to Velveeta, do find out how versatile it is! Slightly chilled, it slices smoothly. In the double boiler it melts to a smooth sauce that pours like rich cream. Let the children have it too—for this delicious cheese food is as digestible as milk itself!



Creamed Old English Turnovers

Baking powder Kraft Creamed Old
biscuit dough English Cheese

● Roll and cut baking powder biscuit dough as usual. Roll each biscuit to an oval shape and place a strip of Kraft Creamed Old English Cheese in the center. Fold over to form a Parker House Roll. Bake as usual, in a hot oven, 425 deg., 10 to 12 minutes. Serve piping hot. Creamed Old English, with its delightfully sharp Cheddar flavor, gives your Turnovers a luscious melted center!

"Creamed Old English" Grilled Sandwich



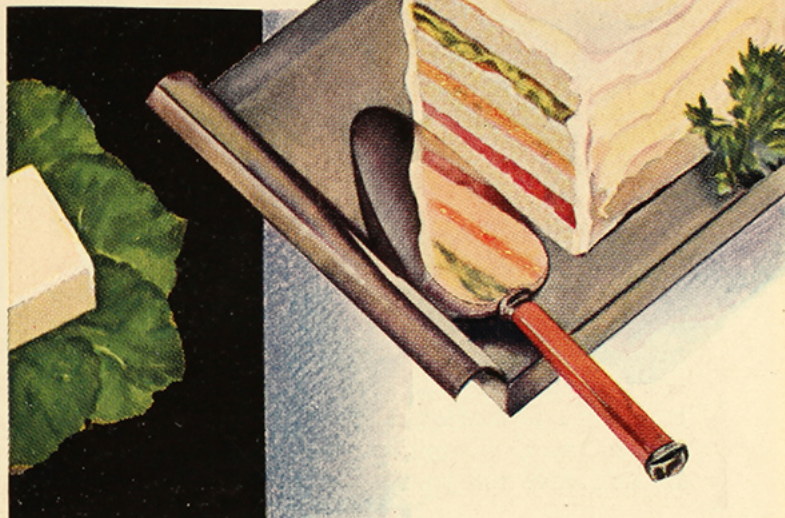
White bread Melted butter
Kraft Creamed Old English Cheese

Slice bread, trim all crusts, and put two slices together with a generous filling of Kraft Creamed Old English Cheese. Spread both outer sides of the sandwich with melted butter, and toast it in a grill until golden brown.

The sandwich may also be fried in butter on both sides, in a skillet; or toasted under the broiler, browning both sides evenly. The cheese melts to a mellow goodness that stays deliciously tender, with that rare "tingle on the tongue" flavor you love.

A versatile sandwich! . . . ideal for luncheon, afternoon bridge, midnight supper. It should be grilled immediately before serving, accompanied by pickles, olives (or other suitable relishes) and beverages.

Frosted Salad Loaf



Remove crusts from a loaf of fine even-textured day-old bread. Cut four lengthwise slices. Place a slice on a platter and spread with Kraft Mayonnaise, then cover with peeled sliced tomatoes. Spread another slice of bread with mayonnaise and place with the dressing side on the tomatoes. Spread with a generous layer of Kraft Kay and cover with the third slice of bread. Spread this slice with mayonnaise and cover with crisp lettuce. Spread the fourth slice of bread with mayonnaise and place on the lettuce. Soften 3 packages of 'Philadelphia' Cream Cheese with milk and spread on the outside of the loaf. Garnish with parsley or watercress and small radish roses. Place in the refrigerator about an hour before serving. And then, when the guests arrive—bring in the loaf and hear the exclamations!



Mayonnaise Crisps

1 egg white $\frac{1}{4}$ cup Kraft Mayonnaise
Small crisp crackers

● Beat the egg white until stiff; fold in the mayonnaise. Spread on crackers, and bake in a moderate oven, 350°, until mayonnaise mixture is set. Serve as a salad accompaniment.

When you're folding in the mayonnaise, notice how wonderfully smooth it is. Sample a little to see how delicate it is in flavor. Kraft makes it from the finest salad oils and spices, selected eggs, aged-in-the-wood vinegar. These choice ingredients are then blended by an exclusive method—the Kraft Miracle Whip—to superb smoothness and delicacy of flavor. Then, Kraft rushes the new-made mayonnaise to your grocer by fast service cars, so that you may have it kitchen-fresh for your salad!



Anchovy and Egg Salad

1 cup shredded hearts of lettuce 8 anchovies, (or 6 boned sardines)
 $\frac{1}{2}$ cup chopped celery hearts Kraft French Dressing
5 hard-cooked eggs Lettuce

● Toss together the shredded lettuce, chopped celery, and chopped egg whites. Press egg yolks through a coarse strainer, chop the anchovies or sardines, and toss into the lettuce mixture, with French Dressing to moisten and season well. Serve on crisp lettuce with Kraft French Dressing. This fine dressing is made from the choicest spices and golden salad oils that are blended so thoroughly they cannot separate!



Frozen Cheese Salad

2 tbsps. lemon juice $\frac{1}{2}$ cup Miracle Whip Salad Dressing
 $\frac{1}{2}$ cup evaporated milk $\frac{1}{2}$ cup sliced dates
1 pkg. "Philadelphia" Cream Cheese $\frac{1}{2}$ cup crushed pineapple
Lettuce leaves

● Chill milk thoroughly and whip until stiff. Add lemon juice and whip until very stiff. Mash the soft white "Philadelphia" Cream Cheese. Add the smooth salad dressing slowly, blending well. Fold into whipped milk, then add dates and pineapple. Freeze in the tray of an automatic refrigerator or pour into a mold and pack in a 1 to 3 salt-ice mixture. Serve on lettuce leaves, garnished with Miracle Whip Salad Dressing. This is enough for six good servings. It's a grand salad for informal little afternoon gatherings.

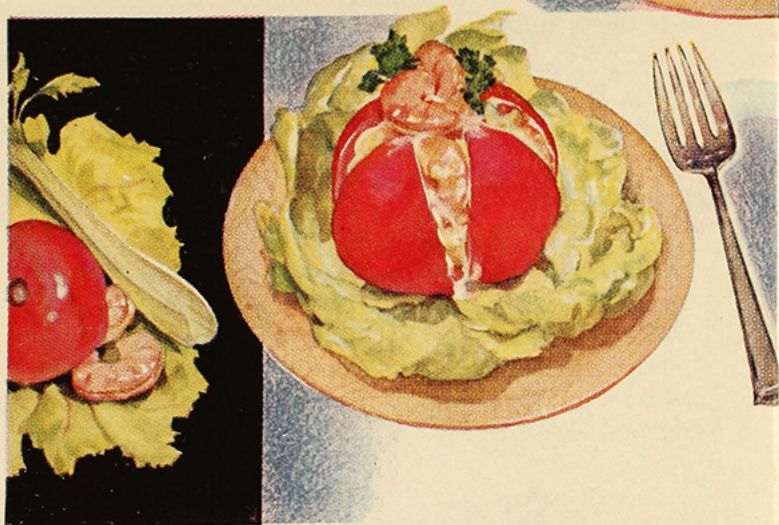


Summer Appetizer Salad

Shredded cabbage Kraft Taste-T-Spread
Diced fresh tomatoes Lemon juice
Salt, pepper Crisp lettuce
Anchovies

● Mix shredded cabbage with an equal amount of diced tomatoes. Add seasonings, Taste-T-Spread to moisten well, and a dash of lemon juice if desired. Serve this salad in lettuce cups, garnishing each portion with two strips of anchovies. Use it as the first course of the dinner for it's a real appetizer—especially good for a hot night. It gives the dinner such a fresh, tempting start. And the Kraft Taste-T-Spread—a blend of Kraft Mayonnaise and spicy pickle relish—lends just the right zest.

Tomato Shrimp Salad



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|----------------------------------|----------------|
| 1 cup shrimps | Salt, pepper |
| 1 cup coarsely
chopped celery | Fresh tomatoes |
| Miracle Whip Salad Dressing | Lettuce |

Drain and clean the shrimps; add chopped celery. Moisten well with salad dressing, and add seasonings to taste. Peel tomatoes and cut each into five sections, without cutting entirely through at the stem end. Place each tomato on a bed of lettuce, spread the sections apart and fill with the shrimp salad. Put a spoonful of Miracle Whip Salad Dressing in the center, and garnish it with a sprig of parsley.

Here's the sort of a salad that makes a luncheon! Miracle Whip Salad Dressing has an enticing "just right" flavor you and your guests will love.

Welsh Rabbit



- | | |
|------------------------------------------------|-------------------------------------------------------|
| $\frac{1}{2}$ tabsp. Worcester-
shire sauce | Dash of cayenne |
| $\frac{1}{8}$ teasp. paprika | $\frac{1}{2}$ cup beer |
| $\frac{1}{2}$ teasp. dry mustard | $\frac{1}{2}$ lb. Kraft Creamed
Old English Cheese |
| $\frac{1}{4}$ teasp. salt | 1 egg |

Mix all seasonings to a smooth paste. Add the beer, put into a saucepan and place over a pan of hot water. Put over the fire and let stand until the beer is hot. Add the cheese which has been cut into pieces. Stir in the same direction until the cheese is melted. Beat the egg, add a small amount of the hot mixture to it, then add the egg to remaining hot rabbit. Cook a moment, stirring constantly. Serve on crisp fresh toast.

What a savory you have here! The tangy zest of creamed Cheddar that is the natural companion of gay, happy hours! No wonder you turn out a masterpiece!



*The Kraft Exhibit,
California Pacific International Exposition, 1935*

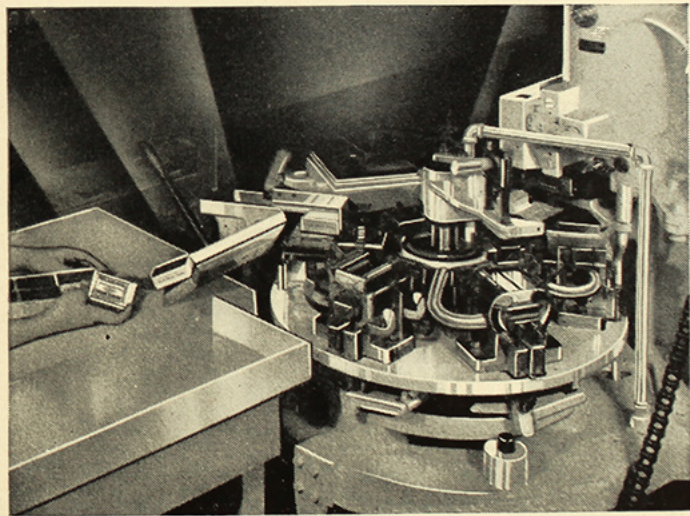
HERE, in the Kraft Exhibit, you have enjoyed but one or two of the Kraft table delicacies and learned something of the care and cleanliness used in every step in the production of all Kraft Cheeses and Salad Products.

Perhaps you are not yet acquainted with all the fine Kraft Cheese varieties used in the foregoing recipes. At your nearest up-to-date grocery or market you will find them in a wide and tempting assortment.

THE WORLD'S FINEST CHEESES

Sharp cheeses, mild cheeses. The finest types produced in America's richest dairy sections. Rare varieties Kraft has imported from foreign lands. You will find Kraft Salad Products displayed there too.

Get acquainted with more of these Kraft delicacies. Surprise your family with several of the Kraft Cheeses they haven't yet tasted. When you're having a party, bring in the fashionable Cheese Tray. And do see what interesting variety the fresh-tasting Kraft dressings can bring to your salads!



Wrapping 'Philadelphia' Brand Cream Cheese

ARE MADE OR IMPORTED BY KRAFT

1935



PHILADELPHIA
BRAND
PASTEURIZED



CREAM CHEESE

MANUFACTURED BY
KRAFT-PHENIX CHEESE CORPORATION
GENERAL OFFICES - CHICAGO, ILL. U.S.A.

NET WEIGHT 3 OUNCES
A Kraft-Phenix Cheese

