DURKEE FAMOUS FOODS AT A CENTURY OF PROGRESS

We welcome you to A Century of Progress and to the Durkee exhibit. We hope you will carry home with you an impressive recollection of the Exposition, and with it, a pleasant remembrance of the Durkee Famous Foods, which are:

Durkee's Famous Dressing and Meat Sauce
Trocio Oleomargarine
Dinner Bell Oleomargarine
Durkee's French Dressing
Durkee's Must Coconut
Durkee's Package Coconut
Durkee's Mayonnaise
Durkee's Roquefort Cheese Delight
Durkee's Sandwich Relish
Durkee's Tapioca
Durkee's Salad Aid
Durkee's Worcestershire Sauce
Durkee's full line of Ground and Whole Spices
Melro Vegetable Shortening

DURKEE FAMOUS FOODS, Inc.
New York
Chicago
San Francisco

AGRICULTURAL BUILDING
A Century of Progress

EIGHTY YEARS OF PROGRESS in the Production of BETTER FOODS

The history of Durkee Famous Foods goes back more than three-quarters of a century, to 1850, when E. R. Durkee & Co. began the preparation of spices, salad dressings, extracts, and other kindred products. Since then the Durkee Company has shown a steady and rapid growth, until now, under the name of DURKEE FAMOUS FOODS, Inc., there are in operation six large food plants, stretched from the Atlantic Seaboard on the East, to the Golden Gate of California on the West.

The Durkee line includes Margarine, Salad Dressings, Moist and Shred Coconut, Whole and Ground Spices, Coconut Oil Products, Bakers' Shortenings, Cooking and Salad Oils, and Vegetable Shortenings. Throughout this little souvenir booklet the various Durkee Famous Food packages are illustrated, and modern, up-to-the-minute recipes are given, featuring their use.

In 1857, E. R. Durkee & Co. originated the Durkee's Famous Dressing and Meat Sauce. Since that date, the characteristic, tapering bottle, with the yellow label bearing the Gauntlet trademark, has graced the tables of the most fashionable clubs, dining rooms, hotels, and dining cars. The popularity of this unusual product has steadily increased until it stands in a class by itself, with no similar product on the market that even approaches it for distinctive flavor or downright appetite appeal.

The Dunham Manufacturing Company, now operating under the name Durkee Famous Foods, Inc., as one of the Durkee group, began business over a half century ago. They were the first to give prepared coconut, in the shred form, to the public. Before Dunham coconut was introduced, housewives had to grate their own coconut.
WHERE DURKEE FAMOUS FOODS ARE

The Glidden Food Products Company, now known as Durkee Famous Foods, Inc., began business in 1920 as refiners of coconut oil and manufacturers of all types of margarine. This branch of the business has developed since that time until it now embraces three separate margarine factories and three coconut oil refineries.

1. Refinery at Elinon Ave. & Logan Blvd., Chicago, where we refine coconut, peanut and corn oils and produce hard and plastic coconut butters, vegetable shortenings, vegetable cooking and salad oils.

2. Located at 2900 Fifth Street, Berkeley, California, where the oil is crushed from the white meat of the coconut, then refined. Here we also produce a full line of hard and plastic coconut butters, table margarine, vegetable cooking and salad oils, shortenings, mayonnaise and salad dressings.

3. Margarine Plant at 3758 and Iron Strees, Chicago. All types of margarine for table use and for cooking and baking, as well as bakers' shortenings are produced here.

PRODUCED

The Refinery Division manufactures hard coconut butters for the candy industry and the biscuit and cracker trade. It also produces a full line of vegetable, cooking and salad oils, plastic coconut butters, vegetable shortenings, and allied items.

Because of the tremendous scope of the food operations of Durkee Famous Foods, Inc., and the exacting care and attention given to every detail of production, you can be assured that if the product you buy is labeled "One of Durkee's Famous Foods," you are getting the best obtainable.

4. Located at 24 Corona Avenue, Elmhurst, Long Island, N. Y. Here we produce the famous line of Durkee dressings, salad dressings, mayonnaise and moist and shredded coconut. Also a full line of hard and plastic coconut butters, refined coconut oil, vegetable cooking and salad oils and shortenings.

5. Margarine plant at Norwalk, Ohio, devoted entirely to the production of table margarines. This is one of our newest plants and produces many millions of pounds of margarine annually.

6. Located at 100 North Front St., Portland, Oregon. Here we crush the oil from the white meat of the coconut, and make copra meal for stock feeding.
DURKEE’S FAMOUS DRESSING AND MEAT SAUCE
Durkee’s Famous Dressing and Meat Sauce is made from a secret formula. Vinegar, in which 12 different spices have been steeped for six months, gives Durkee’s Famous Dressing and Meat Sauce its keen, snappy flavor. Adds zest to cold meats, sandwiches, fish, salad, and other favorite dishes—especially enjoyable in sandwiches served with beer.

DURKEE FAMOUS

PORK CHOPS A LA DURKEE
6 large pork chops, cut thick
2 tablespoons flour
1 tablespoon Durkee’s Famous Dressing
2 tablespoons Worcestershire Sauce
1 teaspoon paprika
1 large white potato

Combine into a sauce the melted margarine, meat sauce, Worcestershire Sauce, mustard, salt, paprika, celery salt and hot water. Panbroil the chops until seared on both sides. Then brush with sharp knife and place in baking pan. Pour the sauce over them and bake in a hot oven (400°F) for 40 minutes, or until chops are tender. Meanwhile, cook potatoes, mash and season well.

Arrange potatoes in a mound in center of chop plate. Place chops around in pyramid fashion, bones pointing upward toward center. Garnish with parsley. Serve sauce that chops were baked in as a gravy.

* TOMATO COCKTAIL
Add a few drops of Durkee’s Worcestershire Sauce to each glass of Tomato Juice cocktail to improve flavor.

* HEALTH SALAD
1/2 cup hot water
1/2 teaspoon Durkee’s Mincemeat
1/2 teaspoon salt
1/2 teaspoon Durkee’s Worcestershire Sauce
1/2 teaspoon Durkee’s Mayonnaise

Combine into a sauce the melted margarine, meat sauce, Worcestershire Sauce, mustard, salt, paprika, celery salt and hot water. Panbroil the chops until seared on both sides. Then brush with sharp knife and place in baking pan. Pour the sauce over them and bake in a hot oven (400°F) for 40 minutes, or until chops are tender. Meanwhile, cook potatoes, mash and season well.

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* FRUIT SALAD WITH DURKEE’S FRENCH DRESSING
Stiff halves of canned pears with soft creamed cheese. Stuff cooked prunes (pits removed) with chopped nut meats. Cut pineapple slices in quarters. Arrange prunes, prunes and pineapple on lettuce or water cress. Cover with Durkee’s French Dressing.

* DURKEE’S MAYONNAISE
A rich mayonnaise, containing a large percentage of fresh eggs, with just the right blend of salad oil. It gives a delightful refresh any dish improved by mayonnaise.
SANDWICH LOAF
Remove crust from loaf of sandwich bread and slice lengthwise into four layers. Spread slices of bread with Trico or Dinner Bell Margarine, then spread with desired fillings. Here are some suggestions:

RED FILLING . . . . Ham finely ground, mixed with chopped pimento and Durkee’s Mayonnaise. Salmon may be used instead of ham.
YELLOW FILLING . . . . Yorks of hard boiled eggs, grated and mixed with Durkee’s Mayonnaise.
GREEN FILLING . . . . Sweet pickles, water cress or parsley, olives and nuts, chopped and mixed with Durkee’s Mayonnaise.
WHITE FILLING . . . Cream cheese, grated cucumber mixed with Durkee’s Mayonnaise. Tuna fish or chicken may also be used.

Put layers together then wrap loaf tightly in damp cloth or wax paper and chill thoroughly in refrigerator. When ready to serve cover loaf with the following mixture:

Two packages of cream cheese softened with 8 oz. jar of Durkee’s Salad Aid and one teaspoon Durkee’s Worcestershire Sauce. Spread on outside of loaf as you would ice a cake. Garnish with slices of stuffed olives, tomatoes, lemon and sprays of parsley. Cut loaf into slices ¼ inch thick and serve.

If desired two kinds of bread may be used, alternating white and whole wheat.

Dainty Party Sandwiches
Open-faced ones are very effective. Cut bread into various shapes—squares, hearts, diamonds, etc. Spread with Durkee’s Salad Aid mixed with chopped nuts and raisins or with Durkee’s Sandwich Relish or Durkee’s Ranchero Cheese Delight. Garnish with pimientos, almonds, rice or egg yolk, etc.

SPICE CAKE
1/2 cup Trico or Dinner Bell Margarine
1 cup granulated sugar
2 eggs, beaten
2 tablespoons molasses
21/2 cups cake flour
1 teaspoon grated lemon rind
1 teaspoon each of Durkee’s Ginger and Cinnamon
1 teaspoon baking powder

Cream sugar and margarine. Add beaten eggs. Add molasses. Sift a little flour over the fruit. Sift spices, salt, baking powder and rest of flour. Add to egg and sugar mixture and stir well. Dissolve soda in a little milk. Add to mixture. Then add flour and fruit, alternating with milk. Stir all into a smooth batter, and bake for about 35 minutes, in moderate oven (350°).

Coconut Frosting
2 cups sugar
6 tablespoons cold water
2 egg whites

Mix sugar, water, salt and egg whites. Place in double boiler and cook for seven minutes, beating constantly with a rotary beater. Remove upper pan of double boiler and continue beating until cool and somewhat thickened. Add the vanilla. Spread over top of the layers and sprinkle generously with Dunham’s coconut. Put layers together, ice sides and cover with coconut.

Durkee’s Spices are dependable for true flavor and full strength.
DUNHAM'S MOIST Tropical COCONUT in vacuum-packed cans and comes to you with the full rich flavor of freshly grated coconut.

DURKEE'S PEARL TAPIOCA cooks into large, transparent globules of fine flavor and tenderness.

ORANGE TAPIOCA PUDDING
1 cup Durkee's Pearl Tapioca
2 cups boiling water
2 eggs
2 tablespoons Troco or Dinner Bell Margarine
1/2 cup sugar
1/4 cup cream
Rind of one orange

Place tapioca in boiling water. Add margarine and salt. Place in top of double boiler and cook until tapioca is transparent (about 1 hour), stirring frequently. Beat together yolks of eggs, sugar and 1 tablespoon of cold water. Stir into the tapioca. Remove from fire, stir in beaten egg whites and grated orange rind. Pour into sherbet cups and garnish with small slices of orange and Dunham's Coconut.

JELLIED COCONUT CUSTARD
2 cups milk
1/2 cup sugar
1/2 tablespoon Durkee's Nutmeg
1 egg
1 tablespoon Durkee's Pudding Concentrate

Scald 1 1/2 cups milk in top of double boiler. Add sugar and pour over beaten egg yolks. Return to fire and cook in double boiler for five minutes. Meanwhile soften gelatine in remaining half cup of cold milk then add this to the first mixture and stir until dissolved. Add salt and nutmeg. Cool, add stiffly beaten egg whites and coconut. When custard is cold and set about serving point, turn into large mold or individual molds. Chill, unmold and serve with whipped cream. Serves six.

CORN RUSKS
1 cup yellow corn meal
1 1/2 teaspoons baking powder
1/2 cup sugar
1 tablespoon salt
1 tablespoon melted Troco or Dinner Bell Margarine

Mix dry ingredients. Beat the egg, add to milk and melted margarine. Combine mixtures and beat well. Pour into greased corn molds or muffin tins and bake in a moderately hot oven (375°F to 400°F) for about 25 minutes. Serve piping hot with squares of Troco or Dinner Bell.

GINGEBREAD
5/4 cup Troco or Dinner Bell Margarine
1 1/4 cups sugar
1 1/2 cups molasses
1 1/2 cups hot water
1 1/2 teaspoons soda
1 teaspoon vanilla
2 teaspoons each Durkee's ginger, cinnamon and nutmeg

Cream margarine and sugar together. Add eggs and molasses and beat smooth. Then add dry ingredients, sifted together. Dissolve soda in hot water and add last. Beat smooth and pour into shallow cake pan or muffin tins. Bake in a moderate oven (350°F) for 25 minutes. Serve topped with whipped cream.

DURKEE'S TABLE MARGARINES are made from the very finest ingredients throughout. They are noted for their delightful flavor and smooth even texture. When you give your family, your guests as well as children . . . Durkee's margarines, you are assured of a high degree of nourishment, absolute purity and table satisfaction.
QUICK SOUP
2 quarts canned tomatoes
2 sliced onions
1 teaspoon salt
1/2 bay leaf
1/2 stem leaf
Add tomatoes, onion and seasoning to water and bring to a boil. Add margarine rubbed into flour, stirring constantly until boiling. Strain and serve with croutons.

STEAK DELUXE
Broil steak, then coat with the following sauce:

3/4 cup Trico or Dinner Bell Margarine
1/4 teaspoon Durkens Paprika
2 tablespoons Durkens Famous Dressing and Seasoning
1 tablespoon Worcestershire Sauce
Place margarine in bowl and work until creamy. Add meat sauce, paprika and Worcestershire Sauce. Delicious on chops and roasts also.

WELSH RAREBIT
1 lb. American Cheese
1/2 cup flour
1/2 teaspoon salt
1 teaspoon Trico or Dinner Bell Margarine
1/2 clove garlic
1/2 teaspoon Durkens Mustard
3/4 teaspoon Durkens Cayenne pepper
Worcestershire Sauce
Melt margarine in chafing dish or double boiler. Add cheese, which has been cut into small pieces. Add mixed seasoning. When cheese melts add Worcestershire Sauce and gradually stir in beer. Lastly add slightly beaten egg yolk. Stir well. Serve at once on hot toast.

CHICKEN PIE
Two cups of cooked chicken removed from bones and cut into large pieces. Place in large baking dish or individual casseroles and pour over the following sauce and bake in hot oven while preparing the crust:

2 tablespoons Trico or Dinner Bell Margarine
3 tablespoons flour
1 cup milk
3 cups chicken broth
Melt the margarine. Add flour. Add milk slowly, while stirring. Add broth, cook to smooth sauce. Add seasonings and cooked vegetables. A little onion may be cooked in the margarine if desired.

CRUST FOR CHICKEN PIE
2 cups flour
1 teaspoon salt
2 tablespoons Trico or Dinner Bell Margarine
1 cup rich heavy milk

MOLASSES COOKIES
1/2 cup molasses
1 cup molasses
1/2 cup brown sugar
1/2 cup water, slightly warmed
1 tablespoon salt
Combine melted margarine, sugar and water in which soda has been dissolved. Add molasses, then sifted dry ingredients and raisins. Keep mixture soft as possible. Chill, roll out very thin, cut into rounds and bake 8 to 10 minutes in a moderately hot oven (375° F). This recipe makes from 50 to 60 cookies.
COCOANUT and CORN OIL PRODUCTS

The Durkee "Diamond G" line of coconut oils and vegetable oil products has fully earned the enviable reputation for quality and gratifying results which it enjoys. Every item in the Durkee line has years of painstaking research and tireless experimenting back of it to develop a product as nearly perfect as possible for the purpose for which it is intended.

Durkee's vegetable cooking and salad oils have a higher smoking point, will go farther than other oils, and will not take up the flavors of the foods cooked in them, so that they can be used over and over again. In our cooking and salad oils we have succeeded in combining the greatest economy with the highest efficiency.

"Diamond G" hard coconut butters are manufactured under constant scientific control in order that their melting points, viz., 84°, 86°, 88°, 90°, 94°, and 98°, may be at all times unvarying. This is very important because only the hard butter of the proper melting point for the purpose intended will give satisfactory results in the finished product in which it is used.

"Diamond G" pure vegetable shortening is a 100% vegetable product. It is used by the baker for all shortening purposes as well as for deep fat frying. It has a high smoking point and will not take up the flavors of the foods cooked in it; has a smooth, even working texture, and will give unusual satisfaction in the bake shop or home for any shortening purpose. Melvo is a fully hydrogenated vegetable shortening, the very finest that can be produced.

Durkee's Pastry Shortenings are used extensively by the bakery trade of the United States for making pastry and puff paste as well as for rolling in goods, such as Danish butter biscuits, coffee cakes, and the like. The Durkee line of bakers' pastry shortenings includes a pastry shortening for every requirement in the bakery trade. Each product is particularly adapted to its purpose so that best results are assured.

The goods churned for pastry and puff paste are firm and waxy, and make big pastry that has the attractive appearance so desirable in the finished goods. The rolling-in goods are just the right texture for rolling into the dough with a minimum of effort and a maximum of success. Whatever your pastry or shortening requirement may be, we have it and guarantee that it will give absolute satisfaction.
DURKEE FAMOUS FOODS

Recipes

A CENTURY OF PROGRESS
CHICAGO 1933