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Smart Savories  
from  
A Century of Progress



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**G**OOD cooks as they were, those veiled and petticoated ladies who came to the Columbian Exposition in 1893 could know but little of the delights of cheese cookery . . . it was so difficult for them to get really good cheese, and there were so few kinds from which to choose.

But all that has been changed. The modern standards of sanitary packaging . . . of pasteurizing for purity and blending for absolute uniformity of flavor . . . have revolutionized the whole cheese industry in America. And for more than a quarter of a century, the leader in this constant progress has been Kraft.



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The Kraft Mayonnaise Kitchen, A Century of Progress



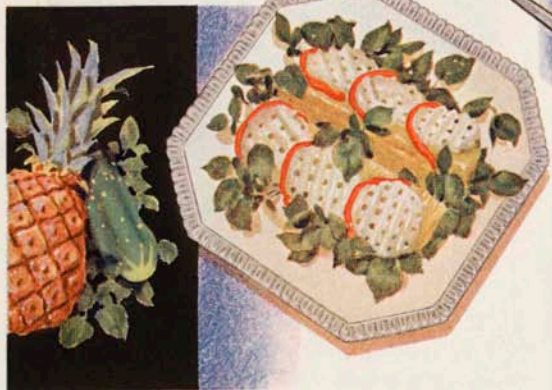
**M**ILLIONAIRE'S fare—that was the mayonnaise of the gay '90's! It was chiefly in the finest hotels and private homes where French chefs were employed that this delicacy was to be had.

Today, Kraft delivers to grocers, every few days, jars of finer mayonnaise than even these famous chefs were able to produce! Kraft Mayonnaise is a perfect blend of the choicest ingredients—golden salad oil, mellow vinegar, selected eggs, fragrant spices. Mixed by a new and exclusive Kraft method—the Kraft Miracle Whip. Delivered **kitchen-fresh!**

This mayonnaise, as fresh as that made in her own kitchen, is the super-fine mayonnaise which Kraft enables every woman to offer her family and guests.

The following pages present "Smart Savories" featuring Kraft Cheese and Kraft Mayonnaise . . . pleasing culinary surprises for your family and your guests.

## 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.



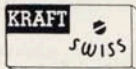


## Roquefort Cream Crumpets

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  
Sliced tomatoes

Broiled bacon  
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  
biscuit dough

Kraft Creamed Old  
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!

## Fruit Salad Mold



- |                                  |                                    |
|----------------------------------|------------------------------------|
| 2 tablespoons gelatin            | 1 cup chopped red cherries         |
| $\frac{1}{2}$ cup peach juice    | $\frac{3}{4}$ cup Kraft Mayonnaise |
| 1 cup orange juice               | 1 cup cream, whipped               |
| $\frac{1}{4}$ cup powdered sugar |                                    |
| $\frac{1}{2}$ cup nut meats      |                                    |
| 1 cup chopped peaches            |                                    |
| Lettuce                          |                                    |

Soak gelatin in cold peach juice; dissolve over hot water. Add orange juice and sugar. When cold and beginning to thicken, add nut meats, chopped fruit, Kraft Mayonnaise and whipped cream. Pour into a mold. To serve, unmold on a platter and surround with small crisp leaves of lettuce. Garnish with maraschino cherries.

White Fruit Salad is made in the same proportion, using white cherry and pineapple juice in place of orange and peach juice and chopped pineapple and white cherries in place of peaches and red cherries.

## 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  
 $\frac{1}{2}$  cup chopped celery hearts  
5 hard-cooked eggs

8 anchovies, (or 6 boned sardines)  
Kraft French Dressing  
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 evaporated milk  
1 pkg. "Philadelphia" Cream Cheese

$\frac{1}{2}$  cup Miracle Whip Salad Dressing  
 $\frac{1}{2}$  cup sliced dates  
 $\frac{1}{2}$  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.

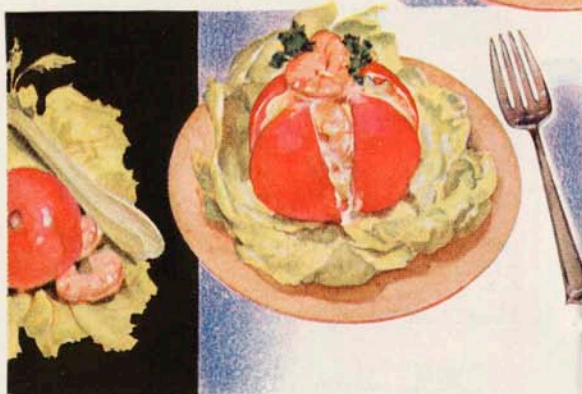


## Summer Appetizer Salad

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



- |                                  |                |
|----------------------------------|----------------|
| 1 cup shrimps                    | Salt, pepper   |
| 1 cup coarsely<br>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



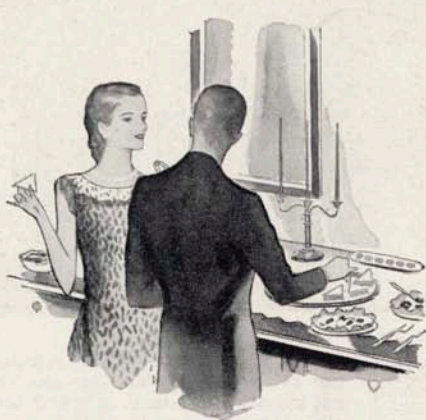
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| $\frac{1}{2}$ tabsp. Worcester-shire sauce | Dash of cayenne                                    |
| $\frac{1}{8}$ teasp. paprika               | $\frac{1}{2}$ cup beer                             |
| $\frac{1}{2}$ teasp. dry mustard           | $\frac{1}{2}$ 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 world's finest cheeses  
are made or imported by  
**KRAFT**



● Perhaps you are not yet acquainted with all the fine cheeses called for in these recipes. But you can get them all, easily. Kraft not only makes or imports the world's finest cheeses; it makes them available everywhere. You will find a wide assortment at the nearest up-to-date grocery or market. You'll find all of the Kraft Salad Products displayed there, too—a delectable selection that brings interesting variety to your salads. You will want to know all of them.

Thousands acclaim  
this new food triumph!

## MIRACLE WHIP SALAD DRESSING created by KRAFT



Critical people find this new dressing just right—not too tart, not too bland, not too oily. Thousands prefer it to any other type of dressing!

● Here's a new triumph in fine foods! A brand new salad dressing that combines all the goodness of true mayonnaise and true old-fashioned "boiled" dressing!

Fine eggs and oil are combined with other time-honored ingredients in Miracle Whip Salad Dressing. Mixed to a new creamy richness in the exclusive Kraft Miracle Whip. Thousands prefer the tantalizing flavor of Miracle Whip Salad Dressing to that of any other kind of dressing! Why not try some—today? Ask your grocer for Miracle Whip Salad Dressing—the marvelous new dressing created by Kraft.





**KRAFT-PHENIX CHEESE CORPORATION**

General Offices, Chicago, Illinois