

Lowly Spud' Wins Popularity Contest

Potatoes claim a favored place on the table of American homemakers as they can please the palate of the gourmet or take a leading role in a home-spun meal.

For many years, potatoes have been a mainstay in the American diet and it is said that we eat more potatoes than any other single vegetable and that there are three hundred different ways to serve them.

There is probably no vegetable more abundant, more economical nor more popular.

Company They Keep
Contrary to the general belief, potatoes are good for calorie counters. It's the company they keep that makes the difference and can build them up from 100 calories to as high as 400 when dressed with plenty of butter or when French fried.

Potatoes give high return in food values when cost is

Festive Ham Sauce
For a sprightly sauce for ham we suggest this recipe. Combine 1 cup applesauce and 4 tablespoons prepared horseradish.

Whip 1 cup whipping cream or dairy sour cream. Fold applesauce mixture into cream.

They restore energy, supply B vitamins and minerals and when baked or boiled in their jackets, furnish valuable vitamin C.

To identify the Russet potato, grown in Oregon potato lands, look for the netted skin texture and uniform shape.

SAVORY POTATO CASSEROLE

1 qt. peeled, thinly sliced Oregon Russet potatoes
1 medium green pepper, chopped
1 medium onion, cut in rings
1 lb. ham, cubed
1 tsp. salt
1/4 tsp. pepper
1 tsp. savory
1 tbs. flour
1 cup milk
1 tbs. butter
1/2 cup sharp Cheddar cheese
Arrange layers of potatoes in bottom of greased 1 1/2-quart casserole. Sprinkle with part of green pepper, onion rings, ham, seasonings and flour. Repeat layers, ending with layer of potatoes on top. Pour in milk. Dot with butter. Bake, covered, in 350 degree oven 1 to 1 1/2 hours, or until potatoes are tender. Just before serving, sprinkle with cheese and bake 10 minutes, uncovered, until the cheese is melted. Makes 6 to 8 servings.

Kold Kist Steaks Can Travel Far

With an ample supply of frozen beef steaks on hand, today's homemaker can serve many hearty, wholesome meals which can be prepared in a matter of minutes.

Several suggestions for preparing these meals featuring frozen beef steaks by Kold Kist are listed here. They are to be found in the new Kold Kist International Recipe Book, offered elsewhere in the Mary Wise section of this newspaper.

Travel Afar
From Continental Europe back to America is quite some traveling unless you do it by the arm-chair plan. Travel is easy this way if your freezer is well stocked with Kold Kist frozen beef steaks.

BEEF STROGANOFF

8 Kold Kist steaks
Garlic salt
Pepper
1 (2-oz.) can mushroom stems and pieces
1 cup dairy sour cream
Pan fry steaks about a minute on each side. Cut each into 8 strips. Season with garlic salt and pepper. Add mushrooms. Stir in the sour cream; heat gently and do not let it bubble. Remove from heat and serve immediately.

Serve this entree with rice pilaf, tossed green salad with Russian dressing, crusty bread and hot fruit compote.

HUNGARIAN CASSEROLE

8 Kold Kist Steaks
1 (1-lb.) can cut green beans, drained
1 can cream mushroom soup, undiluted
1/2 cup dairy sour cream
3 cans hot seasoned whipped potatoes
1/2 cup shredded cheddar cheese
Paprika
Cook steaks half a minute on each side in hot greased



SCALLOPED POTATOES ARE A FAVORED method of preparing this popular and economical vegetable. Today's casserole is spiced with green pepper, onion and cheese and proves that potatoes lend themselves to all manner of preparation and variations thereof. Treat your family to this dish made of a mainstay of American diet.

skillet. Arrange in oblong top. Cover with cheese, casserole, overlapping as necessary to fit. Sprinkle with paprika. Bake at 375 degrees for 30 min. or until heated through.

BREADED STEAKS
Let Kold Kist frozen beef steaks defrost partially—they

Cranberry juice cocktail is a good mixer with lemonade or gingerale.



SOUP IS THE STAR of the day whether it be for the club or the family. Here it introduces a Dutch luncheon using Knorr Chicken Noodle Soup, a popular soup mix in Holland, now available in Southern California. Follow it with baked ham, baked vegetables with cheese and baked custard with chocolate sauce.

FARAWAY FLAVOR

Take Kettle Cruise to Region of Choice

Introduced to the nation's food editors in Chicago last September and now available to Southern California home-makers, were seven Knorr soups, all new in America but well-known throughout Europe.

These packaged soup mixes were developed for Best Foods by its famous European company, Knorr of Switzerland, the makers of Europe's best selling soups.

Knorr soups are now being prepared in a brand new plant in Argo, Illinois.

And They Are Good
At the Drake Hotel, where the packaged soups were introduced, we had a chance to taste all seven: Golden Onion Soup, Cream of Leek Soup, Garden Vegetable, Cream of Mushroom, Chicken Noodle, Smoky Green Pea and Beef Noodle Soup.

AND THEY ARE GOOD!

From Around the World
While the soups are now being made in America, the ingredients for the soups come from all over the world.

For the mushroom soup, Knorr uses Champion mushrooms grown in France. They buy 90% of the crop, so if you want to know what Champion mushrooms taste like, try the new Knorr Cream of Mushroom Soup.

California Obligated
For the onion soup, Knorr goes to Egypt for the onions which they say are the best in the world. For the leek soup, Knorr needed fifty times more leek than were being grown in the United States.

California and Arizona obliged by increasing their crops. Every ingredient that goes into a package of Knorr Soup was carefully selected and prepared for you.

These soups are packaged in light green boxes, each showing a copper kettle and the ingredients typical of those in the particular soup. Each box holds two copper foil paks of soup, each pak making 3 to 4 servings. And these servings are made in a matter of minutes in your OWN copper soup kettle.

Club Luncheon
The next time you have a club luncheon to serve, try a Dutch treat.

Lead off with Chicken Noodle Soup served from a big tureen. Follow with Baked Ham and Dutch Style Vegetables. Dessert goes Dutch with baked custard and chocolate sauce.

The soup "makes easy." Just follow the simple directions on the Knorr package.

DUTCH BAKED VEGETABLES
1 (10 oz.) pkg. frozen green beans
1 (10 oz.) pkg. frozen carrots
1 (10 oz.) pkg. frozen asparagus spears
1/2 tsp. salt
1/4 tsp. pepper
1/4 cup corn oil
1/2 lb. processed cheese, sliced

Place frozen blocks of vegetables in baking dish (12x8x2 inches) and allow to defrost about 2 hours.

Read All About It!

Do you think the statement "Luigi Zucchini, Italian horticulturist, developed the vegetable that bears this name in Milan, 1903" is true or false?

As printed on the Kold Kist ad appearing on this page in which this statement appears, there's a free offer if you guess right.

So send your answer to Kold Kist, and if you guess correctly whether the statement is true or false, Kold Kist will send you a gift certificate for a free Kold Kist Beef Steak, plus a free copy of Kold Kist's new-page International Recipe Booklet.

Submit your answer today to Box LZ, Kold Kist, 5329 East Washington Blvd., Los Angeles 22, California. No telephone answers accepted.



LUIGI ZUCCHINI—Italian horticulturist, developed the vegetable that bears this name in Milan, 1903...*

BUT HE NEVER TASTED ANYTHING HALF SO DELICIOUS and JUICY as

Kold Kist

FROZEN

BEEF STEAKS

Selected beef, cut and shaped into individual steaks—low in calories, high in protein—quick frozen and packaged, ready to fry, grill or broil for breakfast, lunch or dinner.

*True or false?

See FREE OFFER on This Page for Right Answer.

BIG STARS! BANDS! BUYS!!

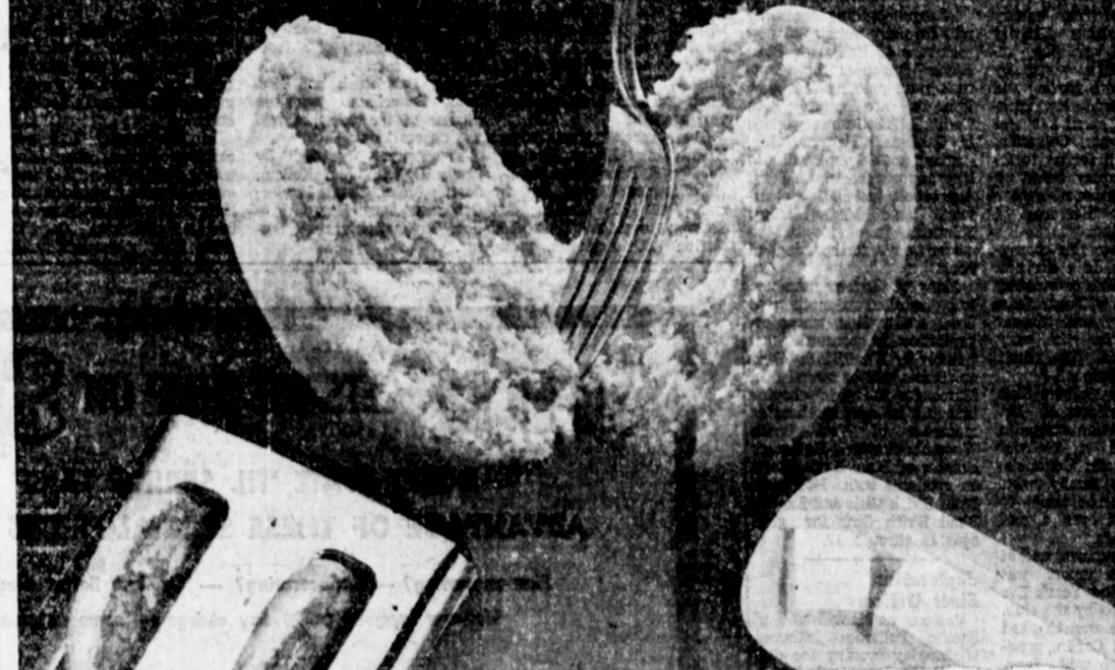
Folger's Coffee Doorbell Ringing Quiz Is Back!
Hear details at 8:30 a.m. and 11:30 a.m. MON.—FRI.

ALL DAY... EVERY DAY

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DELICIOUS NEW WONDER ENGLISH MUFFINS

FORK-SPLIT ready for toasting...
made with ALL-BUTTER for flavor!



Look at these marvelous ways you can use **WONDER ENGLISH MUFFINS!**

*COMPLETE RECIPES FOR THESE TASTEFUL DISHES ON EVERY PACKAGE!

TOASTED for BREAKFAST



Just pop each half of the muffin into your toaster or broiler until golden brown. Then spread with butter, jams, jellies. Makes delicious breakfast treats for the whole family.

WONDER PIZZA RECIPE



Sprinkle tsp. of salad oil on each muffin half. Cover with 2 tbsps. of tomato sauce, large slice of mozzarella cheese; sprinkle oregano, pepper, salt and top with another tsp. of oil. Place in oven (425°F) for 15 minutes or until cheese melts.

LUNCHEON EGGS*



Toasted Wonder English Muffin halves topped with Cheddar cheese, poached egg... and covered with specially prepared celery or mushroom sauce. Garnished with parsley.

EGGS BENEDICT*



Thin slices of fried ham... on buttered, toasted Wonder English Muffins. Top with poached eggs and Hollandaise sauce. Recipe for "quick blender" sauce on package.

WONDER SNACK NO. 1*



Delicious toasted Wonder English Muffins topped with cream cheese and then deviled ham. Quick, easy but so appetizing! Great as a luncheon snack.

WONDER SNACK NO. 2*



Sprinkle brown sugar and ground cinnamon over buttered muffins. Place on aluminum foil and toast under broiler until brown. Cover with chopped walnut meats.

You'll never get enough of these mouth-watering delicious Wonder English Muffins... once you taste them. They come to you ready for toasting. But that's not all. Wonder English Muffins are fork-split by a special device... to toast beautifully—so crisp, so perfectly browned. Remember... only Wonder cares enough about flavor to bake English Muffins the more costly way... with pure creamery butter! Try them!

