



AN ATTRACTIVE make-your-own sandwich tray is an easy aid to summer entertaining. These sandwich fillings stashed in the refrigerator, awaiting the call of the occasion, can be used as spreads for crackers and toast for the friend who has dropped in for a cooling summer drink.

## Readied Dips, Spreads Offer Easy Hospitality

Hear ye! The very best ideas for summer hospitality are often the easiest. The suggestion we'd like to share with neighbors today is that of making up and storing in your refrigerator three sandwich fillings: one meat, one vegetable and one sweet. Except for the meat the ingredients are part and parcel of each family's stockpile. Once you have prepared the fillings suggested here, you

are ready for two types of entertaining: snacks for casual drop-ins and sandwich fillings for a patio supper. As a nibbler with a cooling drink, set out a tray with crackers, melba toast and tiny bowls of each mixture with spreading knives. For the patio supper, put fillings in larger bowls on a make-your-own sandwich tray along with slices of assorted breads. A tossed salad and an easy dessert complete this easy summer hospitality.

**PIMIENTO AND TONGUE FILLING**  
1 cup ground tongue  
1 large pimiento, chopped  
1/2 cup Best Foods Real Mayonnaise  
1 tablespoon minced onion  
1 1/2 tablespoons mustard—with horseradish  
1 teaspoon salt  
Combine all ingredients and blend well. If desired, add a slice of Cheddar cheese or grated Cheddar for an interesting variation.

### The Line Forms to the Right!

How can you possibly win the chance to come to the big 14th Grand National Bake-Off, if you don't send in a recipe? Too many good cooks procrastinate... "oh it isn't good enough" or "I wouldn't have a chance" maybe, "could be I'll send it next year." What's wrong with this year! Let's have a winner in this area. But you must stop dreaming and start doing. Recipes must be postmarked not later than June 30. So get busy.

**Good Cooks To Fore**  
Remember the Bake Off is made up of good cooks, just like you. The recipes are the good homey kind, you'd share with a neighbor, if she came in for a cup of coffee. They're the recipes that do you proud when you take a cake off to the church Bake Sale, or entertain the club ladies.

This year the Bake-Off, co-sponsored by Pillsbury and General Electric comes to the Waldorf-Astoria in New York City, Sept. 16-18. Your recipe may win you that glorious trip and one of the fabulous cash prizes. Don't forget to have your local G-E dealer validate each official entry blank you send in with your recipes. If your entry blank is so validated and you win a chance to be one of the 100 grand prize winners to compete in the Bake-Off, you will receive a bonus award of \$150 Wardrobe Gift Certificate.

This is redeemable at your favorite department store and solves the question of "What would I wear to go to the Bake-Off?" And, of course, if you are

### All Except 'Squeal' Is Popular

CHICAGO—The "good old days" may not have been as good as sometimes claimed, at least as far as the pork industry is concerned. In the early days of commercial pork packing in America, around 1828, there was so little demand for any portion of the hog other than hams, shoulders, sides and lard, that spareribs, backbones and other cuts were regularly discarded.

What is gourmet fare for today's pork lovers was worthless then. At that time pork was a seasonal commodity, coming to market in one or two big batches. Lack of refrigeration facilities made these sudden surpluses difficult to handle.

**No Waste**  
Now none of the animal is wasted, reports the American Meat Institute. Consumers enjoy hearty eating and nutritional benefits from all pork cuts and pork products. By-products of pork are found in all facets of everyday living — gloves, brushes, insulation, gelatin, animal feeds, industrial greases.

And the ribs that were once scorned are favorites for backyard barbecues, finger food feasts and winter suppers. Times certainly do change.

**PEANUT BUTTER TREAT**  
2/3 cup creamy or chunk-style peanut butter  
1/4 cup Best Foods Real Mayonnaise  
2 teaspoons chili sauce  
1/2 cup chopped carrots  
1/2 cup chopped green pepper  
2 tablespoons minced celery  
Salt and pepper  
Blend peanut butter, mayonnaise and chili sauce to a smooth spreading consistency. Add the chopped vegetables and season to taste.

**CREAM CHEESE AND APRICOT FILLING**  
1 1/2 (3-ounce) packages cream cheese  
1/2 cup Best Foods Real Mayonnaise  
1 teaspoon lemon juice  
1 teaspoon sugar  
4 dried apricots, chopped fine  
Combine all ingredients and blend well.

### PEACH LEAFLET OFFERED FREE

June is Peach Month when this elegant fruit begins its summer bow. Fresh peaches will be in abundance this year and you will want to learn new ways to serve this seasonal goodness. The National Peach Council has prepared a peach recipe leaflet which is yours for the asking. Send your name and address to: Western Research Kitchens, 8327 Beverly Blvd., Los Angeles 48, to get your free copy.

A survey by the U.S. Department of Agriculture indicated that in 1958 about 30% of all dairy cows in the United States were still being milked by hand.

### FOR FAMILY

## Build Glamor Dishes With Junior Foods

A little glamor now and then is relished everywhere—even by the toddler set. And the toddler's mother likes to be told how to present glamor with a minimum of effort.

Newly tested, come a pair of treats developed around convenience foods. Both recipes are planned to be enjoyed by the entire family, except for the very young.

Not only do Jewel Meringues fairly jump together from a packet of meringue mix, but 1 or 2 junior-size shells may be done for the little folk. The salad is worked out carefully for toddler service with nuts, celery and cucumber added only to adult portions.

**JEWEL MERINGUES**  
1 packet meringue mix  
1 pkg. raspberry gelatin  
1 cup boiling water  
1 container (about 1 cup) Gerber Junior Bananas with Pineapple  
1 tbs. orange juice  
1 tbs. lemon juice  
Whipped cream, if desired

### Avocado Ripe?

Test a California summer avocado for eating ripeness by inserting a toothpick in the stem end; if it slides in easily, the fruit is ready to eat.

Prepare individual meringue shells according to packet directions, making 1 or more small shells for toddlers. Dissolve gelatin in boiling water and cool slightly.

Blend into junior fruits and add fruit juices. Pour into two 8-inch square pans. Chill until firm. Cut into small cubes.

Fill centers of meringue shells with cubes. Serve with whipped cream, if desired.

Any combination of gelatin and Gerber Junior Fruit may be used. Serve with low calorie whipped dessert topping if preferred.

**SUMMER SALAD**  
1 pkg. lemon or lime gelatin  
1 cup boiling water  
1 container (about 1 cup) Gerber Junior Pears and Pineapple  
2 containers Gerber Junior Veal  
1/2 cup chopped walnuts  
1 cup diced celery  
1/2 cup diced cucumber  
Salad greens

Dissolve gelatin in boiling water; cool slightly. Blend into pears and pineapple. Pour thin layer into 1-qt. mold AND 1 or 2 individual molds for toddlers. Chill until set. Chill remaining gelatin until syrupy. Re-



JEWEL MERINGUES double as family dessert which includes the toddlers. They are pretty to look at and good to eat and junior likes to know he is sharing the menu of the grown-ups.

move 1/4 cup for each small mold. Blend in 2 tbs. veal for each serving and fill individual molds.

Combine remaining veal, walnuts and vegetables and fold into remaining gelatin. Spoon into large mold. Chill until set. Unmold on salad greens and garnish with tomato and cucumber slices if desired.

### Dates Listed for Cherries

Many Southern Californians plan an annual trek to the Beaumont-Banning cherry orchards on a "U-Pick" arrangement.

These are the dates for the trips either to buy or to pick and buy.  
May Dukes (sour pie cherries) until June 25.  
Pontiacs (red cherries, pink meats) to June 25 and Lamberts, June 25 to July 4.  
Use large-curd cottage cheese with a myriad of crisp, raw vegetables. Try chopped chives, carrots, spinach or cucumbers.

# NEW IN LOS ANGELES



Best Foods Good Neighbor Recipe Exchange  
Box 36, Los Angeles 51, Calif

## Best Foods good neighbor recipe exchange

... a brand new service! We'll help you and your Los Angeles neighbors exchange your best recipes.

Here's how: Send us your favorite recipe for salads, sandwiches, sauces, dressings, dips, hot dishes, etc.—any delicious way you use Best Foods' Real Mayonnaise. IN EXCHANGE, we'll send you recipes we've collected from your neighbors. Treasured recipes... the kind of recipes that build a reputation for being a "great cook."

So join the Exchange... send us your recipe today! Mail recipes, together with your name and address, to: Best Foods Recipe Exchange, Box 36, Los Angeles 51, Calif. In return, we'll send you a treasury of fascinating food ideas to delight your family.



A treasured recipe from Mrs. Denis Allemand, Hollywood, California

new way to bake!

rich... moist recipe cakes made without eggs or shortening!



Imagine! No egg beating! No shortening to cream! Yet, you have cake that's full of old-time moist, fresh goodness. The secret—Best Foods Real Mayonnaise replaces eggs and shortening in these light 'n luscious cakes. Because Best Foods gives you all the whole egg goodness and fresh, light oils you need. What's more, the natural, rich flavors are enhanced... never hidden... never changed by Best Foods light, delicate flavoring. So, tonight entice your family with one of these bewitching chocolaty-good cakes.

### MIDNIGHT CHOCOLATE CAKE

2 cups sifted flour  
1 teaspoon baking powder  
1 teaspoon baking soda  
1/2 teaspoon salt  
1 cup sugar  
1/2 cup cocoa  
1 cup water  
3/4 cup BEST FOODS Real Mayonnaise  
1 teaspoon vanilla

Grease two 8x1 1/2 inch layer cake pans, line with waxed paper and grease again. Sift dry ingredients together into mixing bowl. Add water, real mayonnaise and vanilla; beat until smooth. Pour into prepared cake pans. Bake in a 350° F. (moderate) oven until cake springs back when lightly touched with finger, 30-35 minutes. Let cake cool completely. When cool, decorate with your favorite frosting.

### DATE NUT BROWNIES

2 cups sifted flour  
1 teaspoon baking soda  
1 teaspoon cinnamon  
1/2 teaspoon salt  
3/4 cup BEST FOODS Real Mayonnaise  
1 cup sugar  
1 teaspoon vanilla  
1/2 square chocolate (1/2 ounce), melted  
1 cup water  
1 (8-ounce) package pitted dates, cut into pieces  
1 cup chopped nuts

Grease 13x9x2 inch baking pan; line with waxed paper and grease again. Sift flour, baking soda, cinnamon and salt together. Cream real mayonnaise and sugar; stir in melted chocolate and vanilla. Alternately add sifted dry ingredients and water, a little at a time, beating well after each addition. Stir in dates and nuts. Pour into prepared baking pan. Bake in 375° F. (moderate) oven about 35 minutes. Cool; remove from pan and cut into square. Makes 24 squares.

NEW EASY SCOOP JAR!



bring out the Best Foods and bring out the best!

### THERE'S A SMART

# NEW SOUND IN TOWN!

## KBIG 740



SERVING LOS ANGELES AND ALL SOUTHERN CALIFORNIA  
Featuring George Shearing — June Christy — Barney Kessel — Andra Provin — Chris Connor — Cal Tjader — Shelley Manne — Buddy Greco — Anita O'Day — Marty Paich — Ella Fitzgerald and many other great contemporary artists