



DANISH APPLE ROLL is one of hundreds of ways to serve your family with delights of this fall fruit. McIntosh apples lend themselves to good eating out-of-hand or in any cooked form. Enjoy them now.

Live It Up With Good Tasting Macs

When British Columbia McIntosh apples reach our markets, foods of the autumn harvest are in. Each of our seasons produces crops of the moment with autumn bringing the fruits and vegetables of durability — ones which have taken long months to produce and so are hardy. B.C. "Macs", with noticeable aroma and snow white pulp are extremely juicy and crisp. They are an all-purpose apple: Good for eating out-of-hand as well as for cooking. A smaller crop than average is forecast for this year which is available from September through February but the quality is excellent.

PLENTIFUL BEEF IS SAUCED WITH SOY

"November's sky is chill and drear," said a poet, but a wise homemaker can brighten the family hearth and hearts with happy meals. Roasts, hamburgers, meat loaf and meat pies are some of the many ways that beef can bring cheer to your kitchen. Try beef in this roast with sauce.

- ROAST BEEF WITH SAUCE**
- 1/4 cup Sona soy sauce
 - 1/2 tsp. ginger
 - 1/4 cup bourbon
 - 1/4 cup firmly packed brown sugar
 - 2 tbs. vinegar
 - 2 tbs. molasses
 - 1/2 cup orange juice
 - 1 large clove garlic, crushed
 - 1 onion, chopped
 - 1 rolled beef rib roast (4-lbs.)
 - 1/4 cup flour
 - 1/2 cup water

Combine soy sauce, ginger, bourbon, brown sugar, vinegar, molasses and orange juice. Mix well. Add garlic, onion and beef.

Chill 3 to 4 hours, turning meat frequently. Remove beef and reserve marinade.

Place beef on rack on shallow roasting pan and bake at 325 degrees for 2 1/2 to 3 hours or until meat thermometer registers 140 to 170 degrees, depending upon desired degree of doneness.

Remove beef to heated serving platter. Reserve 1/2 cup beef drippings. Add flour; blend. Gradually add reserved marinade and water and cook over low heat, stirring constantly, until thickened.

Serve sauce with beef roast. Makes about six servings.

SO LEE SAY:
Spacemen always carry Sona Soy Sauce on trips for out-of-this-world flavor!

Great for BARBECUING, MARINATING, TENDERIZING

Grain of History Is a Basic Food

In celebration of the harvest of a grain that has been one of the basic foods of man since the dawn of time, rice is designated as a plentiful food.

The rice harvest is about to be completed in California's Sacramento and San Joaquin valleys as well as in the big rice-producing states of Texas, Arkansas and Louisiana.

Plant historians are pretty well agreed that rice culture began in southeastern Asia. In fact, one plant researcher stated that "rice culture" and "agriculture" are synonymous in classical Chinese, indicating that the cereal was the basic crop when the Chinese language was taking form.

Certainly rice culture could have been started long before the simplest hand tools were developed, since the farmer and his family needed no implements in the swamps and flood areas to plant and harvest the crop.

To early Asians, rice was more than a basic food; it was a way of life. It played an important part in their civil, social and religious ceremonies.

One Chinese account of some 5000 years ago states that the emperor alone had the privilege of sowing rice during an important religious ceremony.

Old Hindu scriptures required that rice be given as religious offerings to their god.

In the late 1600's, rice cultivation really began in this hemisphere—but accidentally. Capt. James Thurber sailed his damaged brigantine into the port of Charleston for repairs.

On board he had rice from Madagascar which he gave to Charleston residents. It soon became popular in the colonies. In subsequent years, rice cultivation spread to California.

Serve flaky steamed rice with a beef stew, oven-fried chicken, with creamed

chipped beef. Use it in zesty soups or in casseroles.

Here is a main dish: Spanish Rice with Ground Beef.

Heat 1/4 cup salad oil in a heavy skillet, stir in 1 cup long grain rice and continue stirring to brown the grains.

Add 2 minced cloves garlic and 1/4 cup chopped celery. Continue to stir and brown. Add 3 cups hot water, one #303 can tomatoes, 1 small can tomato paste, 1/2 bay leaf, 2 teaspoons salt, and a dash of cayenne pepper.

Stir into rice mixture. Cover skillet. Heat mixture to boiling, reduce heat and simmer about 10 minutes.

In another pan, fry 1 pound ground beef until lightly browned. Add 1 chopped green pepper and stir until lightly browned.

Remove skillet from heat and stir in 1 teaspoon chili powder, 1 teaspoon sugar and 1 can beef bouillon.

Combine rice and beef mixtures and simmer 30 minutes or longer. Stir occasionally with a fork and add a little water or tomato juice if necessary to prevent sticking.

The rice and beef mixture may also be cooked in a 300°-325° oven or large double boiler.

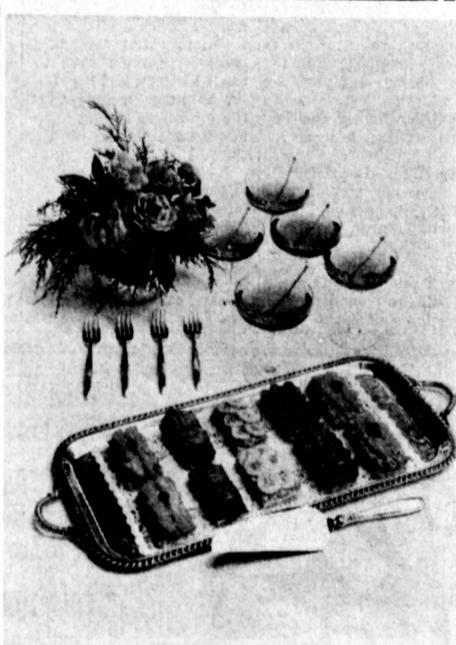
The flavor of Spanish rice with ground beef improves with slow cooking and is excellent when reheated. Serves four to five.

HINT FROM MAINE

When making sandwiches of Maine Sardines, here's a delicious trick. Sprinkle bread slices with grated lemon rind, salt and pepper and whatever spices you are planning to use.

Then—and only then—butter the bread. Top with mashed Maine Sardines moistened with mayonnaise and lemon juice.

The seasonings will come through with a delicious clarity of flavor.



THE UNUSUAL combination of fruit and canned salmon mixtures were the toppings used for bite-size open-face sandwiches served to the food editors in New York City recently. Hosts for the occasion were Continental Baking Company and the Canned Salmon Institute.

EASY APPETIZERS ARE AT HAND

A quick hors d'oeuvre is always at hand if you keep a crock of Maine Sardine filling covered in the refrigerator.

Combine equal parts mashed Maine Sardines, cream cheese and butter. Mash until smooth.

Season sharply with horseradish, lemon juice and a dash

of Tabasco. Add a dash of yellow vegetable coloring, if you will.

Serve as a filling for celery or endive—or use as a spread on crackers or melba toast rounds. This will keep for several weeks.

Art Exhibit Backdrop for Fancy Sandwiches

Food editors from all over the country dabbled in the arts recently and the arts they enjoyed ranged from fine arts to food arts.

As guests of the Continental Baking Company (The Wonder Bakers) and the Canned Salmon Institute, the editors viewed exhibits now on display at the Whitney Museum of Art in New York City.

The sandwiches served combined Wonder Bread and salmon in artistic ways.

The bland crunchiness of water chestnuts, the tang of Cheddar cheese, the freshness of fruit served as accents for the flavor of good bread and the delicate taste of salmon in individual sandwiches called "Sweet Teas."

with 6 tablespoons mayonnaise, 2 tablespoons pistachio nuts and 1/2 teaspoon ginger. Sprinkle top with finely chopped nuts and slice of banana.

3—Combine one small can salmon drained and flaked with 4 tablespoons minced celery, 1/2 cup finely shredded Cheddar cheese and 4 tablespoons mayonnaise. Top with slice of canned apricot.

4—Combine one small can salmon, drained and mashed with 4 ounces cream cheese, 4 tablespoons chopped walnuts and 1/2 cup finely chopped water cress. Top with peeled grapes.

Tempting Tokays

Tokay grapes are wonderful for out-of-hand eating. Tuck them into pack-and-carry lunches for the youngsters or their elders.

The dieter can enjoy a "clear conscience salad" of halved and seeded Tokays, sliced celery and orange sections spooned over low-fat cottage cheese.

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