

MARY WISE Menu Planners AND SHOPPING SUGGESTIONS



HERE'S AN EASY-DO entree that's easy to make but which looks different. It's called Presce Fritto ala Margherite, and it combines a specially shaped pasta with a marinara sauce.

## Marinara (Sailor's Sauce) Is a Favorite

In Italy, each locality has its own sauce to enhance a particular pasta. In Genoa, it's green sauce. In Naples, it's clam sauce and in Southern Italy, it's tomato sauce. Even the sailors have a special sauce, called Marinara, which means "Sailor's Sauce."

All pastas are called macaroni, but not all macaroni is the same. For example, Buitoni macaroni products are enriched with wheat germ and food yeast, so they are lower in starch and contain approximately 81% more protein than ordinary macaroni. In addition to using a special wheat which is

low in starch, Buitoni macaroni products are enriched with vitamin B-1, which is essential to help the body burn up starch.

### PESCE FRITTO ALA MARGHERITE

- 1/4 cup olive oil
- 1/4 cup butter
- 1 1/2 lbs. fillets of sole
- 1 10 1/2-oz. can marinara sauce
- 2 tbs. frozen chopped chives

1 8-oz box Buitoni margherite, cooked

Combine oil and butter in large skillet and heat. Slowly saute fish about five minutes on each side; remove fish. Stir sauce and chives into oil, and blend. Return fish to sauce and simmer uncovered 10 minutes. Taste occasionally with sauce. Place fish over cooked margherite and pour sauce over all. Serves 4.

## CINNAMON BARS ARE WINNERS IN RECIPE CONTEST

Mrs. Lowell Moore's unusual Chocolate Cinnamon Bars have been voted as winner in the Mary Wise Recipe Contest of the month, and so Mrs. Moore will receive a \$20 grocery merchandise order from the store of her choice advertising in this paper.

The bars are easily made — and quick to disappear, in the opinion of the contest judges.

### CHOCOLATE CINNAMON BARS

- 2 cups flour
- 1 1/2 cups sugar
- 1 tsp. baking powder
- 4 tsp. cinnamon
- 1 cup shortening
- 1 egg plus 1 egg yolk
- 1 egg white
- 1 6-oz. pkg. chocolate bits
- 1/2 cup walnuts

Sift flour, baking powder, 1 cup sugar and 3 tsp. cinnamon. Add shortening, the egg and egg yolk. Blend, at low speed. Turn on to cooky sheet, 15x10. Spread with spatula. Beat egg white slightly and brush over mixture. Mix 1/3 cup sugar, 1 tsp. cinnamon, chocolate and nuts. Sprinkle over top. Bake at 350 degrees for 25 minutes. Cool and cut into bars.

## Pepperidge Comes to Area



SHOWN ABOVE with the Pepperidge Farm product tree at the recent trade party held to launch distribution of bread and rolls on the West Coast, are, from the left, William G. Kay, vice president, Frozen Food Division; E. Lee Schneider, vice president, Bakery Division, and William L. Rudkin, president. More than 100 different baked and frozen foods are now sold nationally by Pepperidge Farm.

William L. Rudkin, president of Pepperidge Farm, Inc., has announced the launching of daily distribution of Pepperidge Farm bread and rolls in the greater Los Angeles marketing area, plus San Bernardino and Riverside.

This daily service to the store's fresh bakery section will bring to consumers in Southern California a number of Pepperidge Farm items not previously available on the West Coast, as well as bread and rolls formerly sold only in the frozen food cases of California grocery stores.

Heading the product line are the Whole Wheat Bread and White English Tea Loaf with which Margaret Rudkin founded Pepperidge Farm nearly 30 years ago. They established Mrs. Rudkin as a pioneer in the premium baked goods industry and led eventually to production of more than 100 baked and frozen items under the Pepperidge Farm label.

Other breads in the Los Angeles line include White Sandwich, Hois Golden Sandwich, Raisin with Cinnamon, and Party Rye slices (all previously available in frozen form) plus

Oatmeal, Cracked Wheat, and Family Rye, new to the area.

Also new to the Southland is the company's line of fully baked rolls — Dinner Rolls, Old-Fashioned Butter Rolls, and four varieties of Party Rolls.

The brown-and-serve lines includes Club, French, Golden Twist and Hearth Rolls (previously available frozen), and Salt Sticks and Sesame Crisp, which are new.

Pepperidge Farm also makes herb-seasoned and corn bread stuffing, frozen puff pastries — turnovers, strudels and patty shells — which have been in California markets for several years, cookies and snack items such as "Goldfish" brand crackers and Toasted Thins, recently introduced in Los Angeles with store-door delivery.

### LEFTOVER TURKEY

Use leftover turkey this way: Combine it, sliced or cubed, with canned soup and a vegetable. Heat, then spoon into a casserole and top with biscuits flavored with poultry seasoning. Bake at 425 degrees 25 to 30 minutes or until biscuits are golden brown.

## Enter New Recipe Contest; You May Win \$20 in Food

Want to win \$20? A merchandise order for this amount could be yours if you are winner in the new Mary Wise Recipe of the Month Contest.

Subject this time is "My Favorite Salad Recipe." Simply send your recipe to Mary Wise, care of this envelope. Anyone of any age is eligible to enter, employees of the paper excepted. Only one entry per envelope, please. Entries must be postmarked no later than May 8.

Winner of the contest receives a \$20 merchandise order from any grocery store advertising in this newspaper.



### CORINNE'S CHOCOLATE MINT STICKS

- 2 eggs, beaten
- 1/2 cup margarine, melted
- 1 cup sugar
- 2 sq. (1 oz. each) chocolate, melted
- 1/2 tsp. peppermint flavoring
- 1/2 cup flour
- 1/2 cup shredded almonds

Combine eggs, margarine and sugar. Beat well. Add chocolate and peppermint flavoring, stirring until thoroughly blended. Add flour and nuts and mix well. Pour into greased 9-inch square pan. Bake at 350 degrees 25 to 30 minutes. Frost with Chocomint Icing.

### CHOCOMINT ICING

- 2 tbs. margarine
- 1 tbs. milk
- 1 cup confectioners' sugar, sifted
- 1/2 tsp. peppermint flavor
- 1 square (1 oz.) chocolate
- 1 tbs. margarine

Thoroughly blend the 2 tbs. margarine and milk; add sugar and flavoring. Spread over cooled cake. When frosting is firm, spread over the chocolate and 1 tbs. margarine which have been melted together. Place in refrigerator until chocolate is firm. Cut into strips 1/2x2 1/4 inches.

### BUFFET SUGGESTION

Thinly sliced date-orange bread is excellent for buffet dinners. Simply prepare orange bread with an orange muffin mix as package directs, adding finely chopped fresh dates. When cool, slice thinly and butter lightly. Wonderful with ham, chicken or turkey!

## Free Booklet Now Available

With grapefruit in abundance this year, the California Grapefruit Advisory Board has prepared an attractive booklet available free to readers of this newspaper.

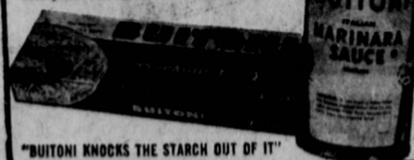
There are hints on selecting and enjoying grapefruit, salad recipes (Ginger Grapefruit Molds are delightfully different), main dishes (Ruby Chicken), desserts (Grapefruit Mint Pie tops the list).

For your free copy, write to California Grapefruit Advisory Board, 3600 Wilshire Blvd., Suite 1000, Los Angeles 5, requesting the grapefruit booklet.

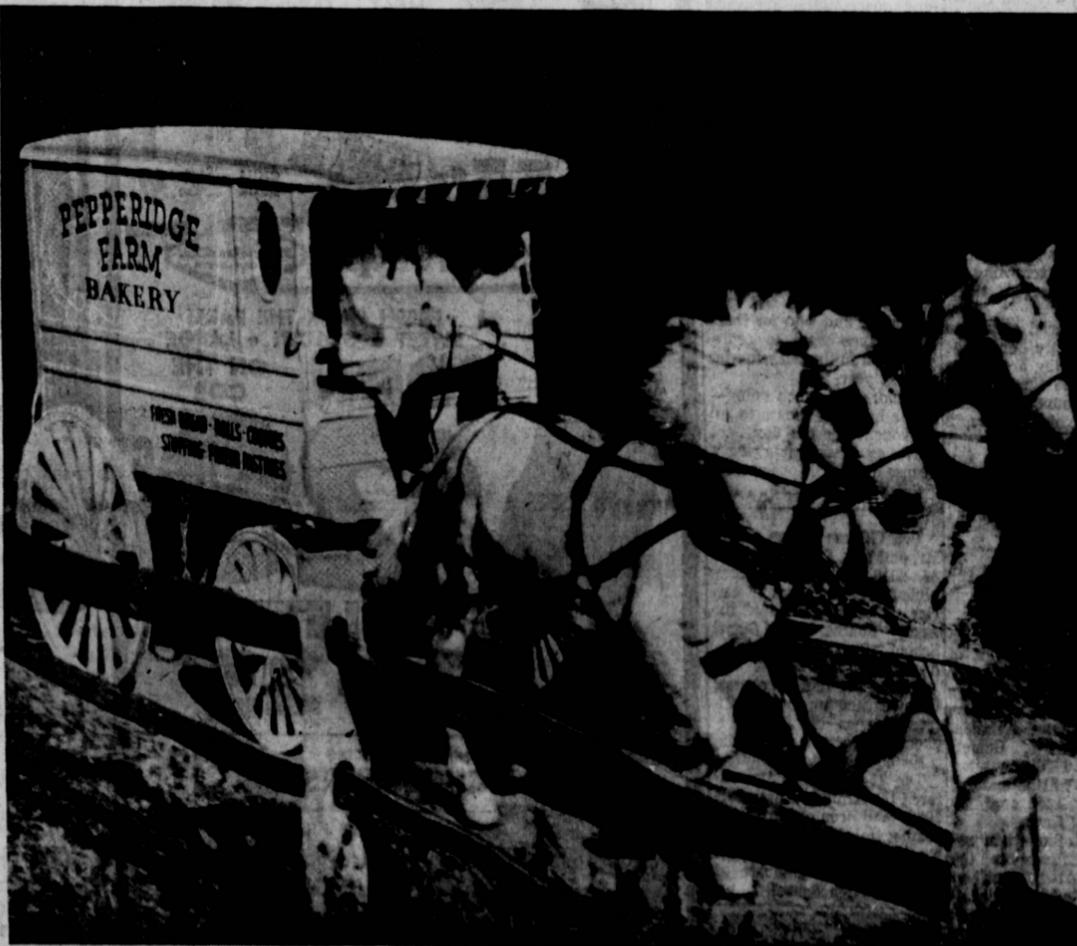


## Open a little Italian restaurant—serve BUITONI at home

BUITONI 20% Protein Macaroni comes in so many different sizes and shapes. The whole family will just flip because now they can eat all they want. BUITONI knocks the starch out of it with specially defatted wheat germ and specially defatted food yeast. It's the macaroni with flip.



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## Coming your way—real country bread and rolls from Pepperidge Farm.

Pepperidge Farm started some 30 years ago with a loaf of homemade bread that Margaret Rudkin baked for her family. Today, Pepperidge Farm still has this golden rule for baking: make it taste like homemade.

Pepperidge Farm bakes bread and rolls with plenty of honest ingredients like whole eggs...sweet milk. Grade AA creamery butter. They put 54 layers of butter in every Golden

Twist Roll—that's what makes them so flaky. They slow bake bread to let the crusty flavor go all through the loaf.

You'll find them in your grocer's fresh bread department now: homey Pepperidge Farm White Bread...hearty Family Rye...nourishing Whole Wheat...crusty French Rolls...and many more. They all taste like you baked them yourself.

Use this coupon and save 25¢ on Pepperidge Farm Bread

Save 25¢!

Just mail this coupon with your name and address and send TWO end labels from TWO different loaves of Pepperidge Farm Bread. Offer ends July 31, 1966. Mail to: Pepperidge Farm, P. O. Box 5P, Mt. Vernon, N.Y.

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Look for them in your grocer's fresh bread department.