

Cut costs, cut work...with Kraft Cheese

Hot dish...cool cook

On sweltering days, just sit back and let the "one hot dish" fix itself. Here's how: Into the double boiler pop a half pound of Kraft Cheese ("Creamed Old English," American, Pimento, or the cheese food, Velveeta). When it's melted, stir in $\frac{1}{4}$ to $\frac{1}{2}$ cup of milk. Into that velvety, golden sauce toss some shrimps, crabmeat, tuna, salmon or vegetables. Serve that tempting, nutritious Cheese Rabbit on toast. It really does take genuine Kraft Cheese to perform this trick of perfect melting and blending. Substitutes are liable to behave badly.

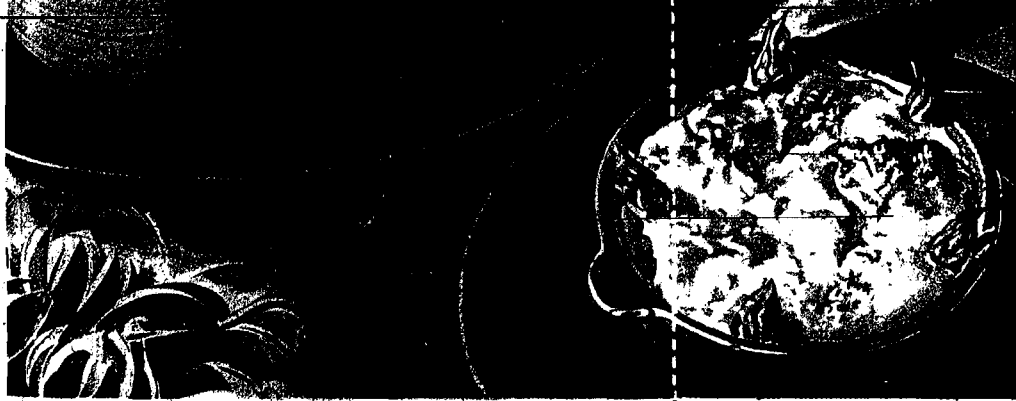


Eggs and Cheese Sauce on Toast—Slowly melt 1 package of full-flavored Kraft American in the top of the double boiler. (Notice how smoothly Kraft Cheese melts!) Gradually add $\frac{1}{4}$ cup of milk, stirring constantly. Season this velvety-smooth sauce with salt, pepper, cayenne. Cut hard-cooked eggs in thick slices; cut slices of buttered toast in half diagonally. Put slices of the eggs on the toast and pour a generous amount of the hot cheese sauce over each portion. Very easy, you see, yet it's a perfect luncheon or supper dish!



Jelly Roll with "Philadelphia" Brand Cream Cheese—Whipped

Lightly beat 4 egg yolks; add $\frac{1}{4}$ c. sifted sugar; beat until creamy. Add 1 tsp. vanilla. Gradually add $\frac{1}{2}$ c. cake flour sifted with $\frac{1}{2}$ tsp. baking powder. Beat until smooth. Add $\frac{1}{4}$ tsp. salt to 4 egg whites; whip stiff. Fold into batter. Line pan 10" x 15" with buttered paper. Spread batter in pan; bake at 375° about 13 minutes. Invert at once on waxed paper sprinkled with confectioners' sugar. Trim crisp edges. Spread quickly with strawberries, cut fine and sweetened). Roll up; wrap in waxed paper; cool. Slice; top each portion with "Philadelphia" Brand Cream Cheese whipped up with a little milk.



Individual Soufflés with Asparagus

Here's a thrifty main dish that's grand enough for company! Make a sauce with 2 tbsps. butter, 2 tbsps. flour, $\frac{1}{4}$ c. hot milk, $\frac{1}{2}$ tsp. salt, dash of cayenne. When thickened and smooth, add 1 package of "Creamed Old English" Cheese, sliced. Stir occasionally until cheese is melted. Add 3 beaten egg yolks. Cool. Fold in 4 stiffly beaten egg whites. In each casserole arrange five cooked asparagus tips. Fill casseroles with soufflé mixture; bake in very moderate oven (315°), 30 minutes. Serve at once. A "different" main dish that supplies wonderful food value!



Chart talk to home managers

Muscle-building protein is the nutritional value you naturally expect your dinner main dish to supply. Kraft main dishes offer that protein in abundance—plus precious milk minerals, Vitamin A, energy units! Yet, compared with ordinary main dishes, the ones you make with Kraft Cheese are notably economical. Their high food value is explained by the fact that it takes more than a gallon of rich milk to make a single pound of this cheese!

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FOOD VALUES	
ORDINARY MAIN DISHES	1/2 lb.
CHEESE MAIN DISHES	1/4 lb.
COSTS	
ORDINARY MAIN DISHES	1/2 lb.
CHEESE MAIN DISHES	1/4 lb.



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