

Mmmmm . . . mmmmm . . . What flavor! What Aroma!" are usual expressions of delight when family or guests, young and old alike, are served Chop Suey, Chow Mein, Egg Foo Yong and the many other delicacies illustrated and described in the pages to follow. Furthermore, these delicious foods can be served with the full assurance that justice is being done the food budget as well as the health and welfare of the family.

Chinese foods as we know them (*actually they're Chinese and domestic ingredients artfully blended to satisfy the American appetite*) offer welcome departures from dull, everyday dishes, though they cost no more to prepare. Highly nutritious, Chop Suey for example, contains five to nine vegetables . . . meat, fowl, or seafood . . . and rice, with an all-over flavoring of Soy Sauce. A balanced one-dish meal you yourself can prepare at home in fifteen minutes, rivaling the magic creations of the most famous Chinese chefs.

IMPORTANT . . . To guarantee complete satisfaction in the home preparation of Chinese dishes, make certain the ingredients you use bear the brand name "La Choy." Only "La Choy" Chinese foods are prepared in a modern American factory under complete laboratory supervision—your assurance of an incomparable standard of quality.

Copyrighted 1949 by Beatrice Foods Company

American Chop Suey or Chow Mein

Cooking time: 15 minutes • Yield: 4 large portions

¼ cup butter or shortening
2 cups cooked pork, beef, veal or chicken, cut in thin strips
1 cup onions, cut fine
1 teaspoon salt
¼ teaspoon pepper

1 can La Choy Bean Sprouts (drained well) or
1 can La Choy Mixed Chinese Vegetables (drained well)
2 cups celery, cut fine
1½ cups hot water

FOR FLAVORING AND THICKENING:

2 tablespoons cold water
2 tablespoons cornstarch
1 tablespoon La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Melt butter or vegetable fat in hot skillet. Add onions and fry for three minutes. Add celery, salt, pepper and hot water. Cover and cook for five minutes. Add drained La Choy Bean Sprouts or La Choy Mixed Chinese Vegetables and meat. Mix thoroughly and cook five minutes. Combine and add flavoring and thickening ingredients. Stir lightly and cook one minute. Serve piping hot with La Choy Noodles for Chow Mein, or cooked rice for Chop Suey. Flavor individual dishes to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.



● **La Choy Bean Sprouts** Derived from the tiny mung bean—originally native to the orient, but today grown extensively in this country—these crisp, tender, white sprouts are basic for most Chinese dishes. Indispensable in preparing plain Chop Suey or Chow Mein, Egg Foo Yong, Chinese soups, salads, stews and meat dishes.

La Choy

BUSINESS PHILOSOPHY

The Goodwill of our customers and consumers of our products is the most valuable asset of our business. Permanence of our enterprise depends on continuously supplying merchandise of high quality at fair prices to repeatedly satisfy the purchasers.

The prices at which La Choy products are available to you are based on the market prices on raw materials, fair rates of wages and hours of work for men and women employed by La Choy, a reasonable profit for wholesale and retail merchants, and a nominal profit for stockholders.

Our policy is intended to extend and improve the American standard of living for not only our own employees but also the men and women employed

by our sources of raw material, and the distributors of our products. We endeavor to maintain an equitable level of prices and wages, instead of lowering quality, reducing wages, or increasing hours of work to compete in price with merchandise produced under objectionable labor conditions. We challenge any firm making products, equaling La Choy's quality and maintaining La Choy's schedule of rates of wages and hours of work, to profitably sell their merchandise at prices lower than quoted on identical La Choy items.

We believe the American plan for social and industrial justice depends on maintaining for self-reliant men and women an equality of advantages and opportunities for obtaining a deserved share of the income from productive enterprises.

• **La Choy Food Products** •

• Table of Contents •••

American Chop Suey or Chow Mein.....	3	Lobster Cantonese.....	20
Bridge Party Chop Suey or Chow Mein.....	22	Mandarin Salad.....	25
Chicken Sub Gum Soup.....	17	Meatless Chop Suey or Chow Mein.....	5
Chinatown War Mein.....	24	Menu Suggestions.....	14, 15
Chinese Brown Gravy.....	18	Noodles for War Mein.....	24
Chinese Egg Roll.....	13	Pagoda Chicken Salad.....	25
Chinese Fried Chicken.....	21	Scrambled Eggs with Bean Sprouts.....	17
Chinese Roast of Beef.....	21	Shrimp Chop Suey or Chow Mein.....	12
Cooked Rice, Chinese Style.....	4	Sub Gum Chop Suey or Chow Mein.....	11
DeLuxe Mushroom Chop Suey or Chow Mein.....	9	Sweet and Sour Pork.....	16
Egg Foo Yong.....	18	Tuna Fish Chop Suey or Chow Mein.....	8
Fine Cut Chop Suey.....	7	Tuna Fish Salad.....	25
Fried Rice.....	17	Yea-Ca-Mein.....	17

• Div. Beatrice Foods •
Cincinnati, Ohio