

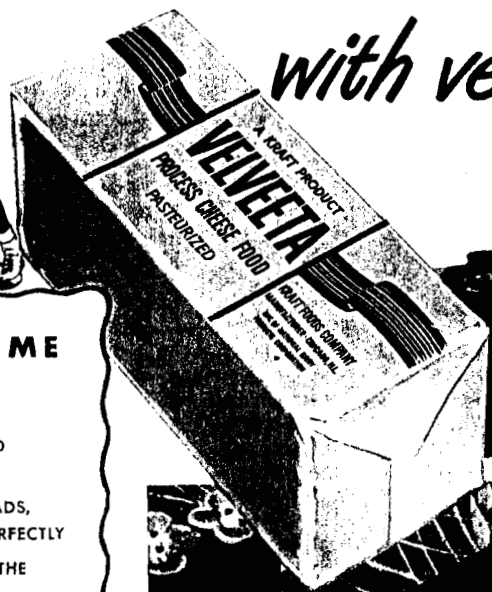
P96

Dad son - sandwiches

50R



HAPPY TIMES for you and yours with versatile Velveeta!



MORE FREE TIME FOR MOM WHEN SHE FEATURES VELVEETA FOR LUNCH

O.K. ANYTIME BECAUSE

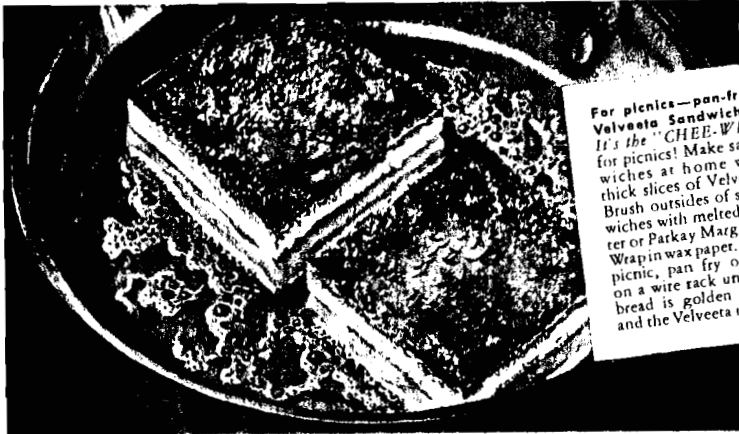
- EVERYBODY LIKES ITS MILD CHEDDAR CHEESE FLAVOR
- SO EASY! VELVEETA SPREADS, SLICES, TOASTS, MELTS PERFECTLY
- RICH IN MILK NUTRIENTS THE WHOLE FAMILY NEEDS
- DIGESTIBLE AS MILK ITSELF

Asparagus and Ham Rolls with Velveeta Sauce
 For each roll place 7 or 8 hot cooked asparagus spears at one end of a thin slice of ham (boiled or baked). Roll it up and place rolls on a chop plate. Serve with plenty of rich, golden cheese sauce you have made the easy Velveeta way: Melt 1/2 lb. of Velveeta in the top of a double boiler. Gradually stir in 1/4 cup of milk.

THESE ARE THE DAYS to let Velveeta help you be kitchen-lazy . . . and have more fun with the family. So many times every week versatile Velveeta will let you do just that!

Take this swell-eating cheese food along on picnics; spread it for quick snacks at home; have *hot* Velveeta dishes for easy lunches and dinners; make your hot-day sandwiches into real *meals* with good thick slices of nutritious Velveeta.

It's smart to buy this delicious cheese food in the 2-lb. loaf, Mother—to keep you stocked for meals and treats at a moment's notice! Get Velveeta today.



For picnics—pan-fried Velveeta Sandwiches! It's the "CHEE-WIZ" for picnics! Make sandwiches at home with thick slices of Velveeta. Brush outsides of sandwiches with melted butter or Parkay Margarine. Wrap in wax paper. At the picnic, pan fry or grill on a wire rack until the bread is golden brown and the Velveeta melted.



Wonderful new book on cheese cookery! Every woman who loves to serve unusual dishes will want "THE CHEESE COOKBOOK," by Marye Dalnke, Director of Consumer Service for Kraft Foods Company. Two-hundred twenty-four pages; 250 recipes; washable cover. Get it at your local book store or send \$2.00 and your name and address to the publisher, A. A. Wyn, Inc., 23 W. 47th St., N. Y. 19.

VELVEETA IS THE QUALITY CHEESE FOOD... MADE BY **KRAFT**

6/50 LHS