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Confessions of a Kraut Lover by James Beard



*For Women Only
Thirty-three Recipes Guaranteed To
Drive A Man To Eat*

Intrigue? Adventure? Romance? Probably not. But after she serves that first recipe from her new James Beard-Silver Floss krautbook, her happy husband will lean back, smile in a nice satisfied way, and say: "Hey, let me have some more of that stuff!"

Try it. All you need to get started is the book. (James Beard's colorful "Confessions of a Kraut Lover." 33 original recipes . . . from roast goose with kraut stuffing to kraut pizza. Plus new serving ideas, kraut-garnishing tips, a wealth of krautlore.)

And then you need Silver Floss.

(After all, the finest kraut recipes demand the finest kraut. And Silver Floss is just that. Beginning with hearty cabbages, Silver Floss soon becomes crispy, crunchy kraut. Good hot, good cold. Good plain, good fancy. High in vitamins, low in calories. Silver Floss . . . the best-tasting, best-selling kraut in the world.)

Bring Silver Floss and James Beard into your kitchen. And prepare for a pleasant round of compliments. Go by the book!

Empire State Pickling Company
A Division of Curtice-Burns Inc.
Box 20, Phelps, New York



Dear Mr. Beard:
I want to go by the book. Please send me your new full-color recipe booklet entitled "Confessions of a Kraut Lover." Enclosed is 25c.



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What happens to a woman who goes by the book?



has it...