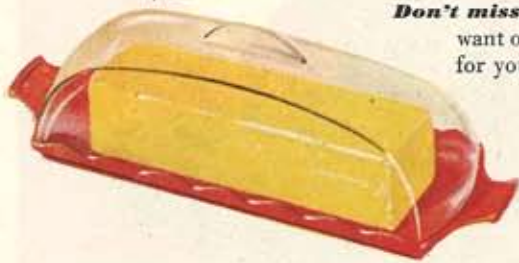


Beatrice Cooke's Mealtime Adventures



FOR FEBRUARY: A Beatrice Butter Dish—just 25c and a label!



Don't miss out on your butter dish! SEND TODAY! I know you'll want one of these useful, attractive Beatrice Butter Dishes. So do write for yours today—because the Beatrice people are closing the offer *this month*—on February 28th. This butter dish is a value I know you'll prize! It's made by Blisscraft of Hollywood in a very smart and modern style. The material is the famous plastic, Polystyrene—washable, fade-proof, odorless and sanitary. The dish has a jewel-bright tray and a crystal-clear top with a nice little quarter-moon handle. I know you'd willingly pay up to 50c for it if you could buy it in a store. So this special Beatrice offer makes it a bargain.

How to get your butter dish—for only 25c and a label. Simply take the label from a can of Vegamato Vegetable Juice Cocktail, a box of Chox Instant Hot Chocolate, or any LaChoy or Meadow Gold product. Mail it with 25c in coin (please, not stamps or a check) to Beatrice Butter Dish Dept. 2, 549 West Washington Blvd., Chicago 6, Illinois, and your dish will be sent at once. Be sure to give your return address. You may order as many butter dishes as you want, just send 25c and one label for each.

"Le Beurre, C'est tout!"

Those food wizards, the French, will tell you—*butter is everything!* And in my cook book, "butter" is MEADOW GOLD BUTTER. For I find that MEADOW GOLD has a delicacy of bouquet and flavor which tells you at once it's high score and churn-fresh. Furthermore, at my store—and at yours, too, very likely—each quarter-pound of MEADOW GOLD comes wrapped in attractive aluminum foil. This prevents "visiting" by other food flavors in the refrigerator, and keeps the delicate goodness twice as long. Do try MEADOW GOLD at your house. It's as different from ordinary butter as linen is from cotton!



Speaking of Butter—If you like to enchant guests with interesting buttery things to eat, here's something to try next time you entertain. You'll like it as an appetizer or with your cream soup.

Meadow Gold Butter Biscuits

2 cups all-purpose flour 1 cup Meadow Gold Butter
½ tsp. salt

½ cup Meadow Gold Cream

Sift flour and salt. Cut in butter, using pastry blender or two knives, until crumbs resemble small peas. Add cream, a tablespoon at a time, mixing and pressing ingredients with a fork. Roll ½" thick on lightly floured surface; cut with biscuit cutter. Bake on ungreased cookie sheet in hot (450°) oven 12 to 15 minutes. Serve with butter or Meadow Gold Cottage Cheese.

If you're fond of cottage cheese, as I am, let me suggest that you try MEADOW GOLD. I like it because it's a *creamed* cottage cheese—light, cloud-soft and firm without being watery. Ask about it at your food store, do!



Have a Sunny Sunday Breakfast!

I love Sunday breakfast, don't you? The one breakfast in the week when there's time to relax and enjoy something especially tasty. I always start with my every-morning favorite, a tall, sparkling glass of ruby-red VEGAMATO. (The vitamin-rich juices of seven salad vegetables... tomatoes, red beets, crisp celery, carrots, green peppers, parsley, and spinach... blended with the juice of real lemon). Then, for the Sunday treat, scrambled eggs this special way:



Scrambled Eggs with Bean Sprouts

(Recipe serves 3 to 4)

1 can LaChoy Bean Sprouts (drained) 2 tbsp. Meadow Gold Butter
1 tsp. LaChoy Soy Sauce 1 tsp. salt
2 tbsp. dry onions, cut fine ½ tsp. pepper
6 Meadow Gold Eggs Toast

Melt butter in large skillet and saute onions one minute. Add well-drained Bean Sprouts and mix lightly. Combine salt, Soy Sauce, pepper and eggs and beat slightly. Pour over Bean Sprouts in skillet. Scramble and cook over a slow fire until eggs are set. Serve on hot buttered toast. Garnish with small cocktail or pork sausages or serve plain.

LACHOY BEAN SPROUTS—and LACHOY MIXED CHINESE VEGETABLES—can add interest to many dishes—stews, soups, casseroles. And when you prepare Chop Suey or other Chinese foods, you'll find you can always depend on American-cooked LaChoy ingredients for uniformly fine quality.

Write today—for a free book of 25 Chinese Recipes. Address LaChoy Food Products, Division of Beatrice Foods Co., Archbold, Ohio, Dept. J-10.

Mr. Washington would be pleased!

How about a Washington's Birthday Party this year for the pocket-size citizens in your family? Children always love parties. And this would be a good way to excite their interest in our country's beginning (an interest that's important for them—especially these days). For party treats, serve cups of steaming CHOX—the rich hot chocolate you make in a minute just by adding hot water. And a melt-in-your-mouth Devil's Food Cake, made like this:

Meadow Gold Devil's Food Cake

½ cup Meadow Gold Butter 1 cup Chox
½ cup granulated sugar 2 cups sifted cake flour
½ cup brown sugar ¼ tsp. salt
2 Meadow Gold Eggs 1 tsp. soda
1 tsp. vanilla extract ½ cup Meadow Gold Buttermilk
½ cup hot water

Cream butter, add sugars gradually, creaming continuously. Add un-beaten eggs, one at a time, beating well after each addition. Add flavoring. Add the Chox to hot water and stir until dissolved; cool slightly. Add to creamed mixture. Sift dry ingredients together and add alternately with buttermilk, beating well after each addition. Pour into two well-greased 8-inch cake pans and bake in 375° oven for 30 minutes. Frost with a white icing and decorate with maraschino cherries.



To make the occasion perfect, serve your cake a la mode, with creamy-good MEADOW GOLD VANILLA ICE CREAM. Pick up some when you're buying the CHOX. You'll like its smooth, even texture and rich, country-cream flavor, I know. In fact, I think you'll find MEADOW GOLD is the finest ice cream you ever tasted!

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In a cake or in a cup, CHOX is a thrifty form of chocolate. Sugar and whole milk are already in it.