

KRAFT
television
RECIPES

FOR 1955

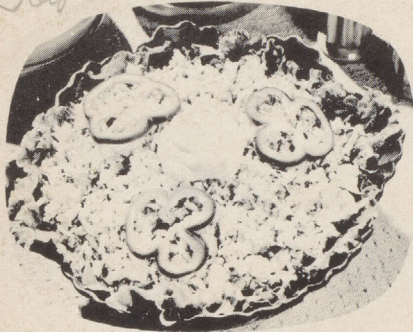


Kraft

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COLESLAW

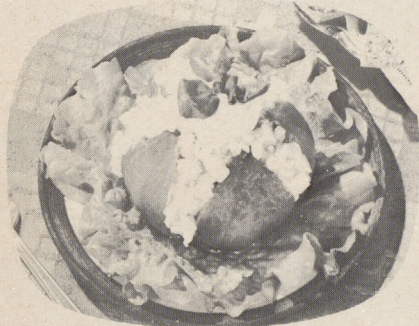
* Corkey



- 1 medium size green pepper
- 3 cups shredded cabbage
- 1 cup shredded carrots
- 1/2 cup Miracle Whip Salad Dressing
- 1/2 teaspoon salt
- Dash of freshly ground pepper
- Miracle Whip Salad Dressing
- Leaf lettuce

Remove the seeds from the green pepper, cut 3 cross-wise slices, and chop the remaining pepper. Combine the chopped pepper with the shredded cabbage and carrots. Add the 1/2 cup of salad dressing and toss lightly. Season with salt and pepper. Line a salad bowl with lettuce and fill the bowl with the coleslaw. Garnish it with the green pepper slices, and a generous spoonful of salad dressing.

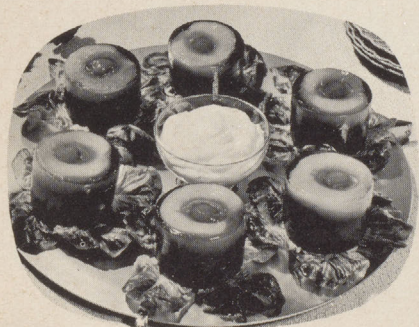
EGG AND TOMATO SALAD



- 6 hard-cooked eggs, chopped
- 1 tablespoon chopped pimento
- 1/2 cup chopped celery
- 1/2 cup Miracle Whip Salad Dressing
- Salt, pepper
- 6 peeled tomatoes
- Leaf lettuce
- Miracle Whip Salad Dressing
- Watercress

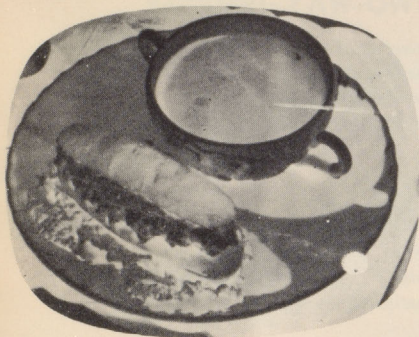
Combine the eggs, pimento, celery, 1/2 cup of salad dressing and seasonings to taste. Cut each tomato into 5 lengthwise sections, poinsettia style, leaving them intact at the stem end. Place each tomato on a salad plate covered with lettuce. Spread the sections apart and fill each tomato with egg salad. Place a spoonful of salad dressing on top of each serving and garnish with watercress.

PEACH ON A PEAK



- 2 pkgs raspberry gelatin dessert
- 2 cups hot water
- 1 cup peach juice
- 1 cup cold water
- 6 maraschino cherries
- 6 canned cling peach halves
- Lettuce
- Miracle Whip Salad Dressing

Dissolve the gelatin in the hot water. Add the peach juice and cold water and chill until slightly thickened. Place a maraschino cherry in the center of each of the peach halves and place them cut side down in the bottom of 6 round molds (empty No. 2 cans may be used for molds). Pour equal amounts of gelatin into each mold, and chill until firm. Unmold on lettuce on a large serving plate. Place a bowl of salad dressing in the center.



EGG SALAD SANDWICHES

25

- 6 hard-cooked eggs, chopped
- 1 tablespoon chopped pimento
- $\frac{1}{2}$ cup chopped celery
- $\frac{1}{2}$ cup Miracle Whip Salad Dressing

- Salt, pepper
- 6 frankfurter rolls
- Hot tomato soup

Combine the eggs, pimento, celery, salad dressing and seasonings to taste.

Cut a slice from the top of each roll and with a fork hollow out the center. Fill the rolls with the egg salad mixture and cover with the top slices. Serve with tomato soup.



CHICKEN SALAD SUPREME

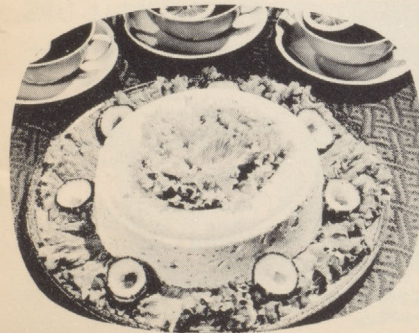
- $\frac{1}{4}$ cup chicken broth
- $\frac{3}{4}$ cup Miracle Whip Salad Dressing
- $2\frac{1}{2}$ cups cooked diced chicken
- $\frac{1}{2}$ cups diced celery
- $\frac{1}{4}$ cup broken pecan meats
- $\frac{1}{4}$ cup sliced stuffed olives

- $\frac{3}{4}$ teaspoon salt
- Dash of freshly ground pepper
- 4 large tomatoes peeled
- Leaf lettuce
- Miracle Whip Salad Dressing

Gradually add the chicken broth to the salad dressing, blending well after each addition of broth.

Lightly toss together the chicken, celery, pecans, olives and seasonings. Add the salad dressing mixture, blending it in lightly.

For each serving place a tomato on crisp lettuce, after cutting it into five sections, poinsettia style, almost to the stem end. Press the sections apart and fill the tomato with chicken salad. Garnish with salad dressing.

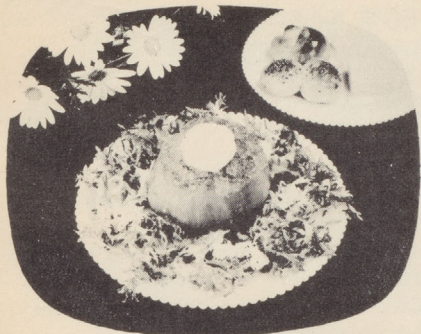


MOLDED SALMON SALAD

- 1 envelope gelatin
- $\frac{1}{2}$ cup cold water
- $\frac{1}{2}$ cup Miracle Whip Salad Dressing
- 2 7-oz. cans salmon, drained, flaked
- 1 tablespoon lemon juice
- 3 tablespoons sweet pickle relish

- 2 tablespoons chopped pimento
- $\frac{1}{2}$ cup thinly sliced celery
- 1 cup heavy cream, whipped
- Lettuce
- Scored unpeeled thin cucumber slices
- Pimento

Soften the gelatin in the cold water; dissolve over hot water. Blend into the salad dressing. Add the salmon, lemon juice, pickle relish, chopped pimento and celery. Fold in the whipped cream. Pour into a $1\frac{1}{2}$ quart ring mold and chill until firm. Unmold and surround with crisp lettuce. Garnish with cucumber frills made by cutting each slice of cucumber about three-quarters of the way through the diameter, crossing the cut edges over to form a miniature cup and fastening with a half toothpick. Place a dot of pimento in the center of each.



TWO-WAY TEMPTER

1 can condensed consomme, undiluted
6 tomatoes, peeled
Miracle Whip Salad Dressing
Curly endive

Chill the consomme until firm as directed on the can. Break up with a fork.

Cut a slice from the top of each tomato and remove part of the center. Place the tomato on curly endive on a salad plate. Fill with the consomme and top with a spoonful of salad dressing.



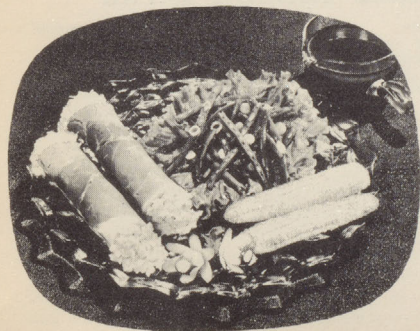
TOMATO SHRIMP SALAD

¾ cup diced celery	Dash of paprika
1 6½-oz. can (1½ cups) cooked whole shrimp	4 peeled tomatoes
3 tablespoons Miracle Whip Salad Dressing	Lettuce
Salt, pepper	Miracle Whip Salad Dressing
	Parsley

Combine the celery, shrimp, and seasonings to taste by tossing gently until the shrimp and celery are well coated with salad dressing.

Cut each of the tomatoes into five lengthwise sections, leaving them intact at the stem end, and placing each one on lettuce which has been arranged on salad plates.

Spread the tomato sections apart and fill each tomato with the shrimp salad. Place a mound of salad dressing on top of each serving and garnish with a sprig of parsley. Serve.

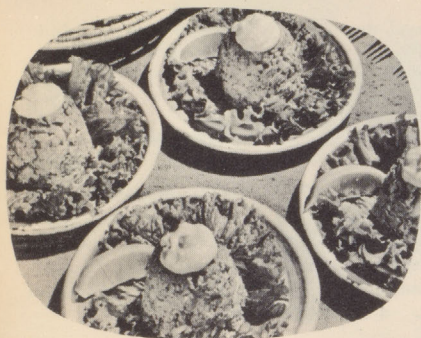


HAM AND COLESLAW ROLL-UPS

½ cup Miracle Whip Salad Dressing	8 slices baked or boiled ham
1 teaspoon Kraft Prepared Mustard	Corn sticks
¼ cup cream	Cooked French-style green beans
½ teaspoon salt	Leaf lettuce
Dash of seasoned salt	Sliced green onions
Dash of black pepper	Miracle French or Kraft French Dressing
2 cups shredded cabbage	Radish roses

Combine the salad dressing, mustard, cream and seasonings. Add to the cabbage and toss lightly. Chill well. Place ¼ cup of this coleslaw on each slice of ham, and roll them.

For each serving place on a salad plate 2 ham and coleslaw roll-ups, 2 corn sticks, and a mound of green beans on lettuce, sprinkled with chopped onion and dressed with French dressing. Garnish the plate with radish roses.



Salmon Salad

1 1 lb. tin salmon, drained, flaked
 $\frac{2}{3}$ cup diced celery
 $\frac{1}{4}$ cup chopped sweet pickles
 1 cup Kraft Miracle Whip Salad Dressing
 Scored Cucumber Twists

Salt
 Pepper
 Leaf Lettuce

Combine delicious Miracle Whip with the salmon, celery, pickles and seasonings to taste.

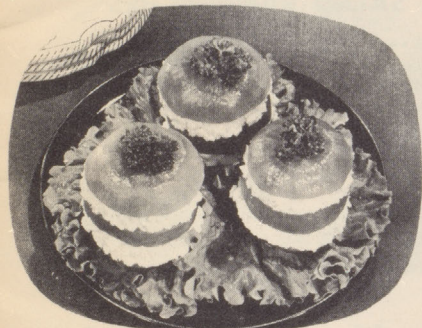
For each serving place a mound of the salmon salad on lettuce on a salad plate. Surround it with cucumber twists.

TOMATO-EGG STACK-UPS

6 hard-cooked eggs, chopped
 $\frac{1}{2}$ cup finely chopped celery
 $\frac{1}{3}$ cup Miracle Whip Salad Dressing

3 peeled tomatoes
 Lettuce
 Parsley
 Salt, pepper

Combine the eggs, celery, salad dressing and seasonings. Cut each tomato into 3 crosswise slices. For each serving alternate the 3 slices with the egg salad, with a tomato slice on top. Place on lettuce and garnish with parsley.



Canada's favorite salad dressing

THE ONE
AND ONLY

MIRACLE WHIP



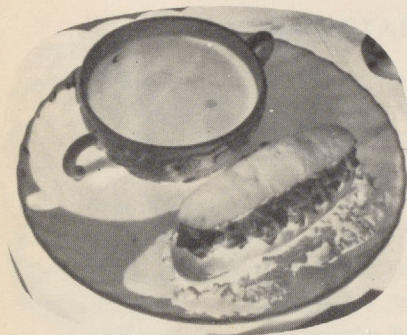
Only Miracle Whip can make
 your salads taste so good!



PIQUANT SALMON SALAD

- | | |
|---|--------------------------------------|
| 1 7-oz. can salmon, drained
and flaked | ½ cup Miracle Whip Salad
Dressing |
| ½ cup shredded drained
cucumber | 2 teaspoons lemon juice |
| 1 cup thinly sliced celery | Salt and pepper |
| 1 tablespoon grated onion | Lettuce |
| | Miracle Whip Salad
Dressing |

Combine the salmon, cucumber, celery and onion. Chill. Combine the ½ cup of salad dressing and lemon juice and add to the salmon mixture. Toss until well blended. Season to taste. Pack into custard cups. For each portion unmold one cup on lettuce. Top with additional salad dressing. 4 servings.

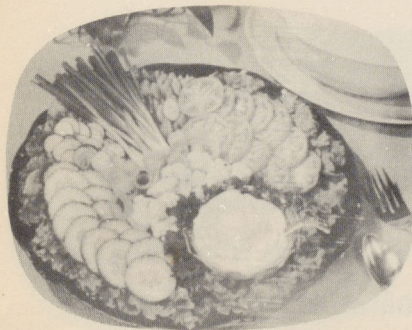


EGG SALAD SANDWICHES

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| 6 hard-cooked eggs, chopped | Salt, pepper |
| 1 tablespoon chopped pimento | 6 frankfurter rolls |
| ½ cup chopped celery | Hot tomato soup |
| ½ cup Kraft Mayonnaise | |

Combine the eggs, pimento, celery, mayonnaise and seasonings to taste.

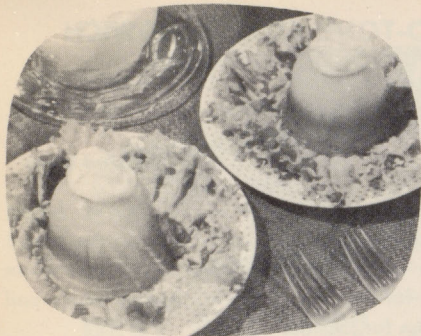
Cut a slice from the top of each roll and with a fork hollow out the center. Fill the rolls with the egg salad mixture and cover with the top slices. Serve with tomato soup.



MACEDOINE VEGETABLE SALAD

- | | |
|-------------------------|-----------------------|
| Lettuce | Green onions |
| Kraft Mayonnaise | Sliced tomatoes |
| Watercress | Cauliflower flowerets |
| * * * | Carrot curls |
| Sliced scored cucumbers | * * * |
| Sliced radishes | Beef noodle soup |

Arrange lettuce on a chop plate. Place a bowl of mayonnaise toward the edge of the plate and garnish it with watercress. Around it arrange sliced cucumbers, sliced radishes, green onions, sliced tomatoes, cauliflower flowerets and carrot curls. Serve with beef noodle soup.



PEAR AND LIME SALAD

- | | |
|--------------------------------|------------------------|
| 2 No. 2½ cans pear halves | ½ cup Kraft Mayonnaise |
| 1 pkg. lime gelatin dessert | Leaf lettuce |
| 4 teaspoons grated orange rind | |

Drain the pears, reserving the juice. Heat 1 cup of the juice and dissolve the gelatin in it. Add 1 cup of cold pear juice. Cool and pour into individual custard cups in each of which 2 pear halves have been placed together, upright. Chill until firm.

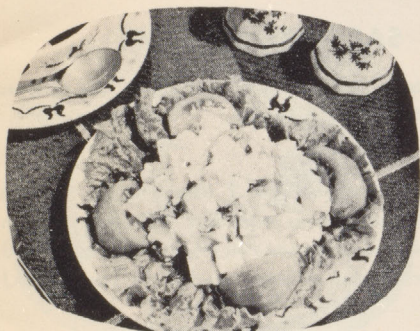
Blend the orange rind into the mayonnaise. For each serving place a pear mold on lettuce and top with the mayonnaise-orange rind mixture.

POTATO SALAD

- | | |
|-------------------------------------|------------------------------|
| ⅓ cup Miracle Brand French Dressing | 4 cups diced cooked potatoes |
| ⅓ cup Miracle Whip Salad Dressing | Salt, pepper |
| 2 hard-cooked eggs, chopped | Leaf lettuce |
| ¼ cup chopped onion | Peeled tomato wedges |
| ½ cup chopped green pepper | Jellied consomme |
| 1 cup diced celery | Lemon twists |

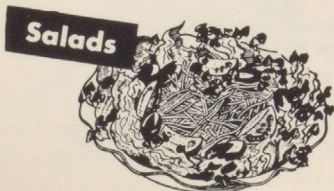
Gradually add the French dressing to the salad dressing. Toss together the chopped eggs, onion, green pepper, celery and potatoes. Add the combined French and salad dressings, tossing lightly. Add seasonings to taste.

Place on lettuce and garnish with tomato wedges. Serve with jellied consomme garnished with lemon twists. 6 to 7 servings.



Salads sparkle with THOUSAND ISLAND SALAD DRESSING

Just stir ½ cup Kraft French Dressing slowly into 1 cup Miracle Whip Sandwich Spread. Blend well.



Easy, speedy TARTAR SAUCE

Just add ½ tsp. chopped onion or onion juice to 1 c. Miracle Whip Sandwich Spread.

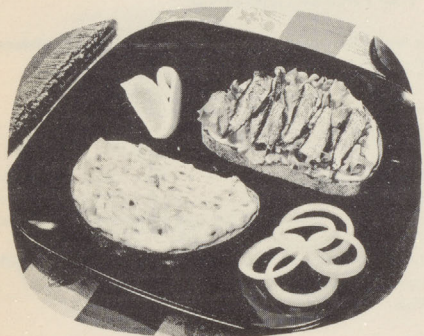


TWO-TONE CLUB SANDWICH

White bread, crusts trimmed
 Whole-wheat bread, crusts trimmed
 Miracle Whip Sandwich Spread
 Sliced chicken

Lettuce
 Tomato Slices
 * * *
 Broiled bacon

For each sandwich, make the middle slice of bread whole-wheat, the other two, white. Spread the bread with Miracle Whip Sandwich Spread. Use sliced chicken and lettuce for the bottom layer; tomato slices and broiled bacon for the top.



SARDINES SUPREME

8 slices rye bread
 Miracle Whip Sandwich Spread
 Lettuce

1 3¼-oz. can sardines
 Onion rings
 Lemon wedges

For each sandwich spread 2 slices of bread with sandwich spread. Cover one slice with lettuce, then with sardines. Serve the sandwich open face, garnished with onion rings and a lemon wedge. (4 sandwiches.)

SALMON SALAD SANDWICH

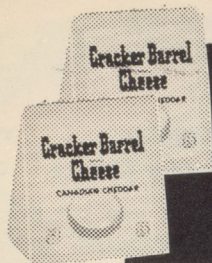
7-oz. can Salmon, drained,
 boned and flaked
 1 cup finely chopped celery
 ½ cup Miracle Whip Sandwich
 Spread
 1 tbsp. lemon juice

8 slices Rye Bread
 Butter or Parkay Margarine
 Lettuce
 Ripe olives
 Carrot curls

Combine salmon with chopped celery, Miracle Whip Sandwich Spread and lemon juice.

For each sandwich spread slices of bread with butter or Parkay Margarine. Place lettuce on 4 slices of bread, heap high with salmon mixture, add more lettuce then the second slices of bread.

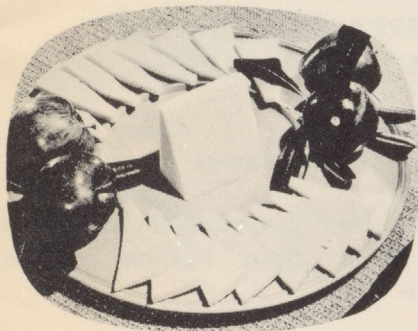
Serve with ripe olives in carrot curls.



Got Darn Good Cheese!



REAL OLD-TIME Canadian "Cheddar Cheese"



CHEESE AND APPLE TRAY

2 8-oz. wedges Cracker Barrel Brand Eating apples
Canadian Cheddar Cheese

Place one unwrapped wedge of the cheese in the center of a serving tray. Slice the other wedge and arrange the slices, with the apples, around the edge of the tray.

CHEESE TRAY

Kraft Cracker Barrel Brand
Canadian Cheddar Cheese

Crackers
Radishes
Green onions

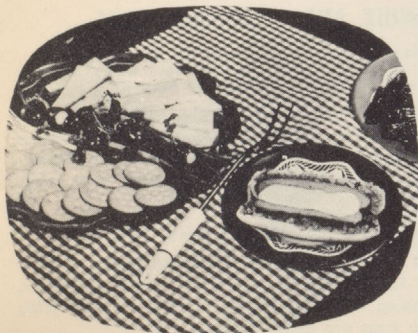
Slice the cheese and arrange on one side of a round tray and place crackers on the other side. In the center arrange radishes and green onions.

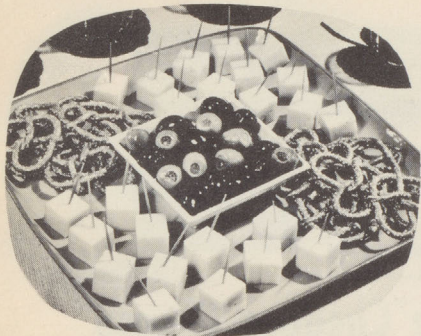
CHEEZ WHIZ FRANKFURTERS

Frankfurter buns, split
Pickle relish

Grilled split frankfurters
Kraft's Cheez Whiz

Spread both sides of the buns with pickle relish. In each bun place a frankfurter and spread it with Cheez Whiz.

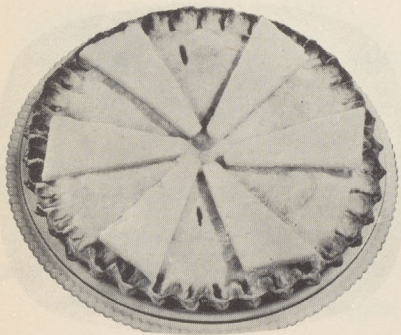




CRACKER BARREL CHEESE TRAY

Cracker Barrel Brand Old or Mild Canadian Cheddar Cheese Pretzels
Olives

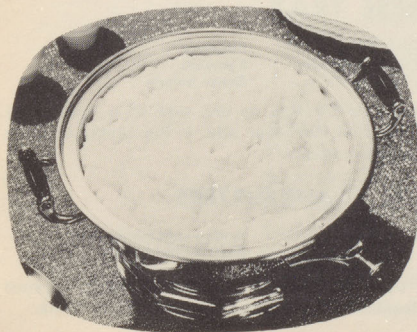
Cut the cheese into cubes and put a toothpick in each cube. Arrange the cheese and pretzels on a serving tray and place a bowl of olives in the center.



CHEERY PIE WITH CHEESE TRIANGLES

Cracker Barrel Brand Canadian Cheddar Cheese Cherry pie

Cut 6 slices from a wedge of cheese and arrange them spoke fashion on the cherry pie.



CHEEZ WHIZ AND SCRAMBLED EGGS

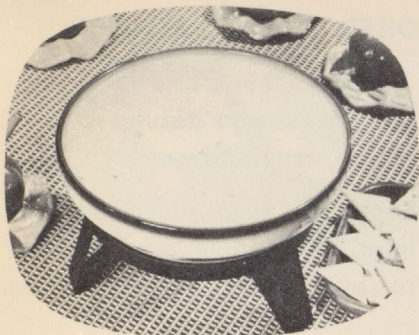
6 eggs, beaten 1/8 teaspoon pepper
1/2 cup milk 3 tablespoons butter or
3/4 teaspoon salt Parkay Margarine

Combine the eggs, milk and seasonings. Melt the butter or margarine in the top of a double boiler or in a chafing dish. Add the egg mixture and cook over simmering water, stirring frequently until the eggs are creamy and thick.

Complete recipe:

Scrambled eggs Kraft's Cheez Whiz

Scramble the eggs in the top of a double boiler, or in a chafing dish. Just before they are done, add Cheez Whiz. Continue cooking the eggs, stirring until the Cheez Whiz melts and the eggs are done.

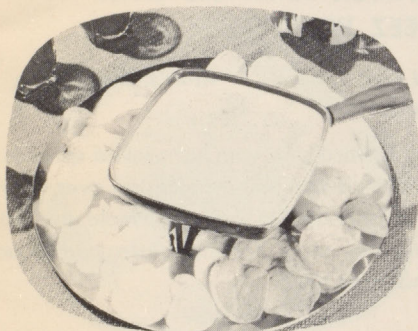


HOT COCKTAIL DIP

1 1-lb. jar Kraft's
Cheez Whiz
Crackers

$\frac{1}{4}$ cup chopped
sour pickle
Dash of chili powder

Place the Cheez Whiz in a saucepan. Add the chopped pickle and chili powder. Mix well and place over low heat until hot. Serve hot with crackers.



HOT TOMATO-CHEEZ WHIZ DIP

1 lb. jar Kraft's Cheez Whiz
 $\frac{1}{2}$ cup chili sauce
 $\frac{1}{2}$ teaspoon celery seed

1 teaspoon minced
onion
Potato chips

Place the Cheez Whiz, chili sauce and seasonings in a saucepan. Mix well and heat over very low heat. Serve hot as a dip with potato chips.

CHEEZ WHIZ ON CAULIFLOWER

Kraft's Cheez Whiz Hot cooked cauliflower, well drained
Heat the Cheez Whiz in a saucepan over very low heat, or in a double boiler. Pour the Hot Cheez Whiz over the hot cauliflower.

CHEEZ WHIZ ON TOAST TRIANGLES

Kraft's Cheez Whiz
Toast slices, crusts trimmed, cut diagonally
Spread the Cheez Whiz on the toast triangles.

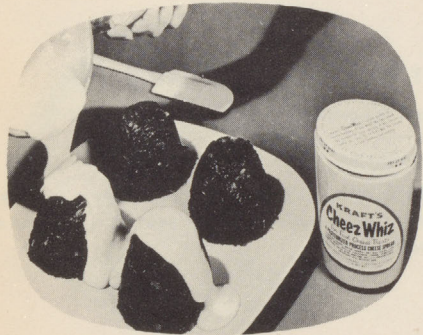




BROILED TOMATO HALVES

Kraft's Cheez Whiz
Broiled tomato halves
Toast, crusts trimmed

Heat Cheez Whiz in a saucepan over very low heat, or in a double boiler. Pour over hot tomato halves placed on toast.



SPINACH TIMBALES WITH CHEEZ WHIZ

Hot cooked well drained **Kraft's Cheez Whiz**
season d spinach

Fill greased custard cups with hot cooked spinach. Heat Cheez Whiz in a small saucepan over very low heat, or in a double boiler. Unmold the hot spinach timbales on a serving plate and pour Cheez Whiz over them.



PICNIC LUNCH

HAM AND CHEEZ WHIZ SANDWICHES

White bread, sliced Sliced baked or boiled ham
 Miracle Whip Salad Dressing Kraft's Cheez Whiz

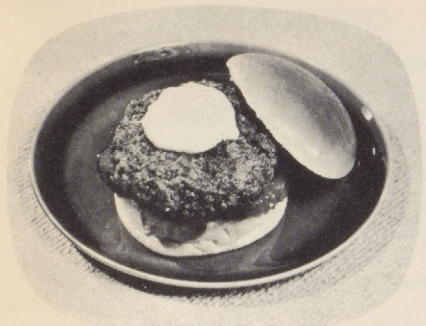
For each sandwich spread one slice of bread with salad dressing and cover with a slice of ham. Spread the second slice of bread with Cheez Whiz. Complete the sandwich and cut in half diagonally.

FRANKFURTERS WITH CHEEZ WHIZ

Frankfurter buns Hot cooked frankfurters
 Miracle Whip Salad Dressing Kraft's Cheez Whiz

Partially split the buns and spread with salad dressing. Partially split the hot cooked frankfurters and open flat. For each serving place a hot frankfurter in a bun and spoon Cheez Whiz into the center of the frankfurters. Serve hot.

WHIZBURGERS

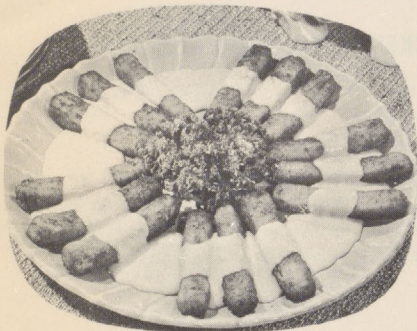


- 1 pound ground beef
- 1/2 teaspoon salt
- 1/3 cup Kraft's Cheez Whiz
- 4 round buns, split and toasted
- Kraft Mayonnaise
- 12 Pickle slices
- Kraft's Cheez Whiz

Combine the ground beef, salt and 1/3 cup Cheez Whiz. Shape into 4 patties. Broil on both sides until browned.

Spread both halves of each bun with mayonnaise. Arrange 3 pickle slices on the bottom half of each bun and cover with a hot beef patty. Top each patty with a spoonful of Cheez Whiz, cover with the bun top and serve at once.

CHEEZ WHIZ ON FISH STICKS



- Kraft's Cheez Whiz
- Hot broiled or baked fish sticks
- Parsley

Heat the Cheez Whiz in a small saucepan over very low heat, or in a double boiler. Pour over hot fish sticks which have been arranged on a serving plate. Garnish with parsley.



**HERE'S THE THING
FOR SNACKS
AND FAST
CHEESE TREATS!**



Taste that Cheese Whiz Flavor!

CHEEMATO SOUP

1 can condensed Tomato Soup Water
1 8 oz. jar Kraft's Cheez Whiz

Heat the soup and an equal quantity of water in a double boiler. Spoon the Cheez Whiz into the hot soup, stirring until well blended. Heat again and serve.

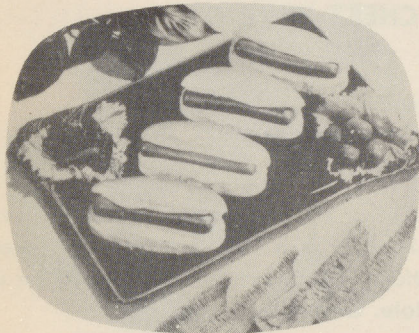
3 or 4 servings.



FRANKFURTERS WITH CHEEZ WHIZ

Frankfurter buns Stuffed olives
Kraft's Cheez Whiz Pickles
Hot frankfurters

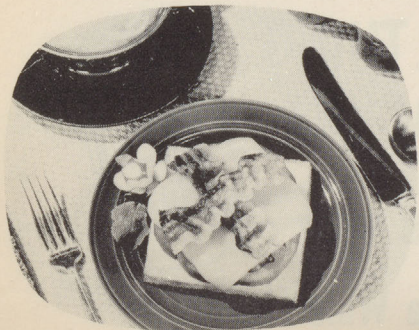
Split frankfurter buns. Spread the inside of each bun with Cheez Whiz. Place a frankfurter in each bun. Serve the sandwiches on a platter garnished with stuffed olives and pickles.



CANADA'S TASTIEST SANDWICH

White bread,
crusts trimmed Kraft Deluxe Slices
Kraft Mayonnaise Pasteurized Process
Sliced peeled tomatoes Canadian Cheese
Partially broiled bacon
Radish roses

For each sandwich toast a slice of bread on one side. Spread the untoasted side with mayonnaise, cover it with a slice of tomato, then a slice of cheese and 2 crisscross strips of bacon. Place the sandwich under low broiler heat or in a moderate oven, 350°, until the cheese is melted and the bacon is crisp. Serve hot, garnished with a radish rose.



PICNIC COLD PLATE

Kraft Natural Swiss
Cheese Sliced
Sliced boiled or
baked ham

Peeled tomato wedges
Rye bread
Kraft Prepared
Mustard

For each serving arrange 2 slices of cheese and a slice of ham on a plate. Add 3 tomato wedges and 2 slices of rye bread spread with mustard.

EGG AND NOODLE TREAT

6 hard-cooked eggs
1 tablespoon chopped
parsley
1 teaspoon minced onion
 $\frac{1}{3}$ cup Miracle Whip Salad
Dressing
5 tablespoons butter or
Parkay Margarine

5 tablespoons flour
2 cups milk
Salt and Pepper
 $\frac{1}{2}$ lb. Velveeta
1 8-oz. pkg. egg noodles,
cooked, drained
Soft bread crumbs

Cut the eggs in half lengthwise. Remove the yolks, mash and combine with the parsley, onion and salad dressing. Fill the whites.

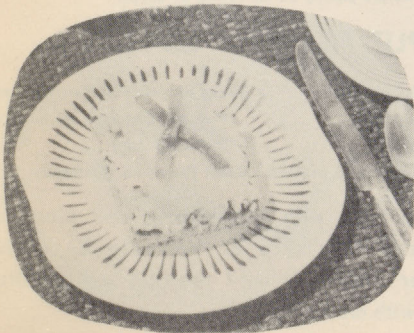
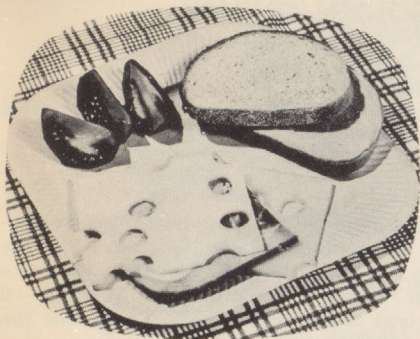
Make a cream sauce with the butter or margarine, flour, milk, and seasonings. Add the Velveeta cut into pieces, and stir until it is melted. Add half of the sauce to the noodles and place in a greased casserole. Arrange the stuffed eggs on top and cover with the remaining sauce. Garnish the edge with crumbs. Bake in a moderate oven, 350° , 20 minutes, or until the crumbs are brown.

SCRAMBLED EGG AND CHEESE SANDWICH

6 eggs, beaten
 $\frac{1}{2}$ cup milk
 $\frac{3}{4}$ teaspoon salt
 $\frac{1}{8}$ teaspoon pepper
3 tablespoons Parkay
Margarine or butter

1 tablespoon chopped chives
4 slices whole wheat toast,
crusts trimmed
Velveeta (2-lb. loaf)
8 pimento strips

Combine the eggs, milk and seasonings. Melt the margarine or butter in a skillet. Add the egg mixture and cook, stirring frequently, until the eggs are creamy and thick. Add the chives, and mix well. Cover the 4 slices of toast with scrambled eggs and top each portion with a slice cut from the end of the 2-lb. loaf of Velveeta. Place in a moderate oven, 350° , until the Velveeta begins to melt. Garnish with crisscross strips of pimento. 4 servings.

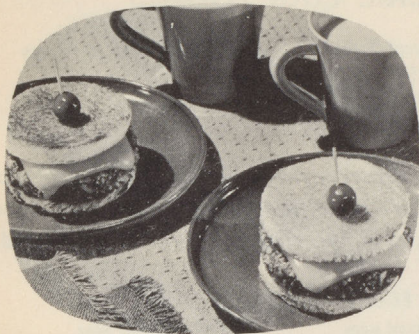


GOLDEN CRUNCH SANDWICH

1 cup chopped peanuts
 1/4 cup pickle relish
 1/3 cup Kraft Mayonnaise
 1/8 teaspoon Worcestershire
 sauce
 Salt, pepper

10 3-inch toast rounds
 5 slices Velveeta Pasteurized
 Process Cheese, cut
 from the end of a
 2-lb loaf
 Stuffed olives

Blend the peanuts, pickle relish, mayonnaise, Worcestershire sauce and seasonings to taste. Spread 5 of the toast rounds with the nut mixture. Top each with a slice of Velveeta. Place in a moderate oven, 350°, for 10 minutes or until the Velveeta melts. Cover with the remaining toast rounds and garnish with olives.



PIZZAS

2 cups flour
 3 teaspoons baking powder
 1 teaspoon salt
 1/3 cup cooking oil
 2/3 cup milk

Cooking oil
 Tomato topping
 1/2 lb. Velveeta Pasteurized Process
 Cheese cut from a 2-lb. loaf

Sift the flour, baking powder and salt into a bowl. Pour the 1/3 cup of oil into a measuring cup, add the milk and pour all at once into the dry ingredients. Stir with a fork until the mixture rounds up into a ball. Place the dough on waxed paper and knead about 10 times without additional flour. Roll between two sheets of waxed paper to 1/4-inch thickness. Cut into 6 rounds with a 3 1/2-inch cutter. Place on an ungreased cookie sheet. Brush the top of each round with oil and spread with the tomato topping. Bake in a hot oven, 400°, 15 minutes or until the edges are lightly browned. Remove from the oven and arrange strips of Velveeta in spoke fashion on the tops. Bake until the Velveeta is melted.

Tomato Topping

1 cup canned drained tomatoes
 1/2 cup chopped stuffed olives
 2 tablespoons finely chopped green onions

1/4 teaspoon oregano
 1/2 teaspoon salt
 1/8 teaspoon pepper

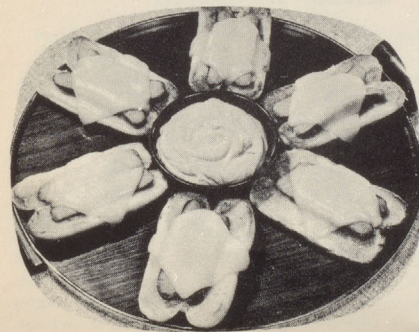
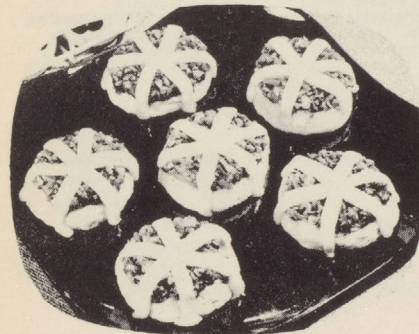
Break up the tomatoes and combine with the olives, onion, and seasonings. Drain well just before placing on the rounds of dough.

SPLIT FRANK OPEN-FACE

Frankfurter buns, split
 and toasted
 Kraft Mayonnaise
 Frankfurters, split and broiled

Slices of Velveeta Pasteurized
 Process Cheese, cut from a
 2-pound loaf
 Kraft Prepared Mustard

Spread the buns with mayonnaise and place a frankfurter and a slice of Velveeta on each. Broil under low heat until the Velveeta melts. Serve hot with mustard.



A Bargain in Nutrition



MILD VELVEETA

It spreads, slices, and melts!

Children love delicious Velveeta. It contains important food values from milk.

OUTDOOR GRILLED SANDWICHES

Velveeta Pasteurized
Process Cheese
Slices of bread, crusts
trimmed

Melter butter or
Parkay Margarine

Cut slices from the end of a 2-pound loaf of Velveeta.

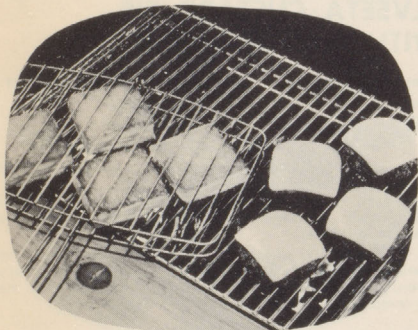
For each sandwich place a slice of Velveeta between two slices of bread. Brush both sides of each sandwich with butter or margarine. Place in a sandwich rack and brown on both sides on a grill.

APPETIZER ROLLS

1 medium size green
pepper
1 small onion
6 slices cooked bacon
½ lb. Velveeta Pasteurized
Process Cheese

½ cup condensed tomato
soup, undiluted
½ teaspoon salt
Dash of cayenne
Dash of Worcestershire
sauce
30 small parkerhouse rolls

Using a food chopper, grind together the pepper, onion, bacon and Velveeta. Add the soup and seasonings. Split the rolls and spread each with 1 tablespoon of filling. Place in a hot oven, 400°, until the filling is melted. Serve hot.



TUNA & NOODLE CASSEROLE

- | | |
|---|-----------------------------------|
| 1 can condensed mushroom soup, undiluted | 2 cups noodles, cooked, drained |
| 1/3 cup milk | 1 7-oz. can tuna, drained, flaked |
| 1/2-lb. Velveeta Pasteurized Process Cheese, sliced | Dash of freshly ground pepper |
| | 1/2 cup crushed potato chips |

Heat the soup and milk in the top of a double boiler. Add the Velveeta and stir until it is melted. Pour the sauce over the noodles and the tuna, and season with pepper. Toss lightly. Place in a greased 1 1/2 quart casserole and arrange a border of potato chips around the edge. Bake in a slow oven, 325°, for 20 minutes.

4 to 6 servings.

CARAMEL POPCORN BALLS

- | | |
|---------------------------------------|----------------------------|
| 7 oz. Kraft Caramels
(24 caramels) | 2 tablespoons hot water |
| | 2 qts. popped corn, salted |

Place the caramels and water in the top of a double boiler. Heat, stirring frequently until the caramels are melted, and the sauce is smooth. Pour over the popcorn placed in a large bowl, and toss until every kernel is coated. With hands slightly moistened with cold water, form into 6 balls.

KRAFT CARAMEL SAUCE

- | | |
|---------------------------------------|---------------------------|
| 7 oz. Kraft Caramels
(24 caramels) | 1/2 cup hot water or milk |
|---------------------------------------|---------------------------|

Place the caramels and water or milk in the top of a double boiler. Heat, stirring frequently until the caramels are melted and the sauce is smooth. Makes 1 cup sauce.

CARAMEL BREAKFAST CAKE

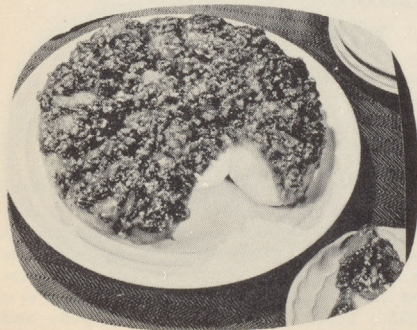
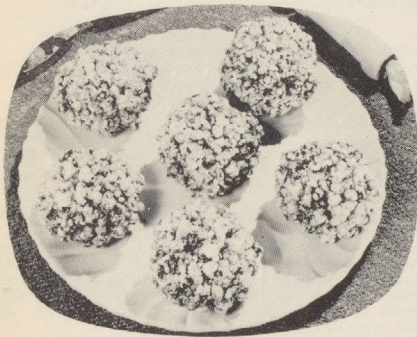
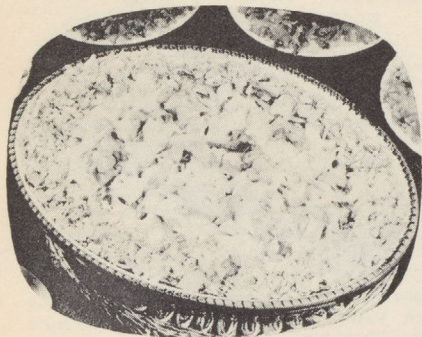
- | | |
|------------------------------|--|
| 2 tablespoons sugar | Baking powder biscuit dough |
| 3 tablespoons chopped pecans | 1/2 cup butter or Parkay Margarine, melted |
| 3/4 cup Kraft Caramel Sauce | |

Sprinkle the sugar over the bottom of a well greased 9-inch round cake pan. Cover with the nuts, then pour on the caramel sauce. Roll the biscuit dough to 1/2-inch thickness and cut 20 biscuits with a 1 3/4-inch cutter. Dip each in the melted butter or margarine. Place 15 of these biscuits, overlapping, around the outer edge of the pan. Use the remaining 5 biscuits to make an inner circle of overlapping biscuits. Bake in a hot oven, 425° for 20 minutes.

KRAFT CARAMEL SAUCE

- | | |
|---------------------------------------|---------------------------|
| 7 oz. Kraft Caramels
(24 caramels) | 1/2 cup hot water or milk |
|---------------------------------------|---------------------------|

Place the caramels and hot water or milk in the top of a double boiler. Heat, stirring frequently until the caramels are melted and the sauce is smooth. Makes 1 cup sauce.



KRAFT CARAMEL SUNDAE SAUCE

7 oz. Kraft Caramels ½ cup hot water or milk
(24 caramels)

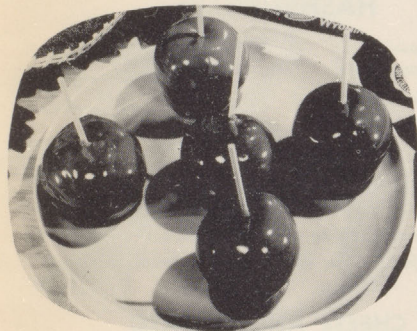
Place the caramels and hot water or milk in the top of a double boiler. Heat, stirring frequently until the caramels are melted and the sauce is smooth. Serve hot or cold as a sauce for ice cream. Makes 1 cup sauce.



CARAMEL APPLES

14-oz. Kraft Caramels 4 or 5 medium-size eating
(approx. 48 caramels) apples, well washed
2 tablespoons water and dried

Place the caramels and water in the top of a double boiler. Heat, stirring frequently until the caramels are melted and the sauce is smooth. Stick a wooden skewer into the stem end of each apple. Dip them into the hot caramel sauce and turn until the surface is completely coated. Put on waxed paper and place in the refrigerator a few minutes until firm.



Enjoy Delicious
KRAFT CARAMELS
today!

THEY'RE MADE WITH MILK

Kraft Caramels really melt in your mouth.

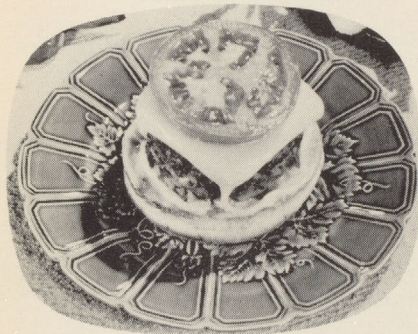


LUNCHEON SANDWICHES

Whole wheat bread slices,
crusts trimmed
Kraft Mayonnaise
Kraft DeLuxe Slices of
Pasteurized Process
Canadian Cheese

Peeled tomato slices
Salt, pepper
Chopped green pepper
Chopped onion
Bacon slices, partially
broiled

Toast each slice of bread on one side. For each sandwich, spread the untoasted side of a slice with mayonnaise, cover with a slice of cheese, then with a slice of tomato. Sprinkle with salt, pepper, green pepper and onion. Cover with a slice of bacon. Place under moderate broiler heat until the cheese is melted and the bacon crisp. Serve hot.



HASHBURGERS

2 round buns
Kraft Mayonnaise

4 Kraft DeLuxe Slices
Pasteurized Process
Canadian Cheese

1 1-lb. can corned beef
hash, cut into 4 slices,
broiled

4 tomato slices, partially
broiled
Parsley

Cut the buns into halves, toast and spread each half with mayonnaise. Top each bun half with a slice of hot broiled corned beef hash, a slice of cheese and a slice of tomato. Place under low broiler heat until the cheese is melted.

CHEESE AND TOMATO PUFF SANDWICHES

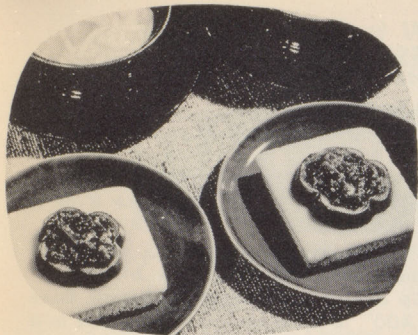
6 slices bread, crusts trimmed
6 Kraft DeLuxe Slices Pasteurized
Process Canadian Cheese
6 peeled tomato slices
2 eggs white

$\frac{1}{2}$ cup Kraft Mayonnaise
 $\frac{1}{2}$ teaspoon salt
Dash of pepper
Radish roses
Ripe olives

Toast the bread on one side and place a slice of cheese on the untoasted side of each piece. Place a tomato slice on each slice of cheese.

Beat the egg whites stiff but not dry. Fold in the mayonnaise and seasonings and heap on top of the tomato slices. Bake in a moderate oven, 350°, until puffy and brown. Arrange on a platter and garnish with radish roses and olives. Serve promptly.

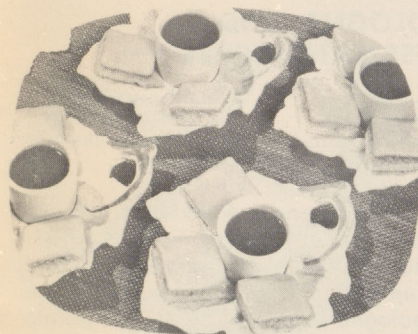




BROILED CHEESE SANDWICHES WITH GREEN PEPPER RINGS

Sliced white bread, crusts trimmed Green pepper rings
Kraft DeLuxe Slices Pasteurized Chili sauce
Process Canadian Cheese

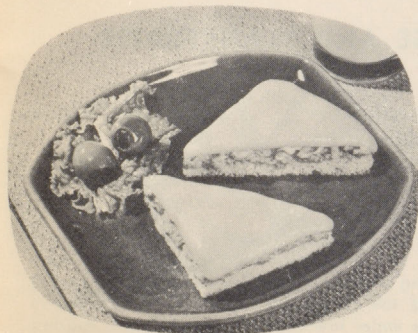
For each sandwich toast a slice of bread on one side. Place a slice of cheese on the untoasted side and top it with a green pepper ring filled with chili sauce. Place under broiler heat until the cheese begins to melt. Serve hot.



DEVILED HAM AND CHEESE APPETIZERS

8 slices white bread, crusts trimmed
Kraft Mayonnaise
1 4½-oz. or 2 2¼-oz. cans deviled ham
½-lb. Kraft DeLuxe Slices Pasteurized Process
Canadian Cheese

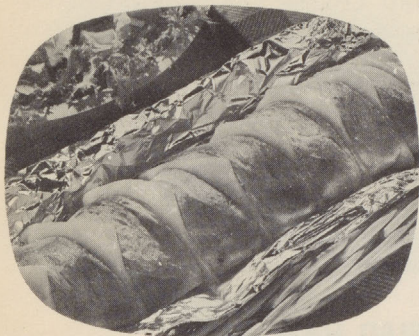
Toast each slice of bread on one side. Spread the untoasted sides first with mayonnaise, then with deviled ham; top each with a slice of cheese. Cut into quarters and place under broiler heat until the cheese begins to melt. Serve hot.



HAM SALAD SANDWICHES TOPPED WITH CHEESE

2 cups ground baked or boiled ham 8 slices toasted white bread,
1 large dill pickle, chopped and crusts trimmed
drained 8 Kraft DeLuxe Slices
¾ cup Miracle Whip Salad Dressing Pasteurized Process
½ teaspoon minced onion Canadian Cheese
½ cup chopped celery Stuffed olives
Dash of salt Leaf lettuce

Combine the ham, pickle, salad dressing, onion, celery and salt; blend well. For each sandwich spread ham salad on a slice of toast and cover with a slice of cheese. Cut the sandwiches in half diagonally and place under broiler heat until the cheese melts. Garnish with stuffed olives in a lettuce cup. 8 sandwiches.



CHEESE LONG LOAF

Long loaf French bread, not sliced

Kraft DeLuxe Slices Pasteurized Process Canadian Cheese

Make diagonal slashes at 1½-inch intervals almost to the bottom of the loaf of bread and place it on a large sheet of aluminum foil.

Cut the cheese slices in half diagonally. Insert the triangles of cheese into the slashes in the bread.

Bring the foil up around the sides of the bread. Bake in a hot oven, 400°, until the cheese melts. Place in a serving basket and serve hot from the foil wrapper.



BOLOGNA AND CHEESE SANDWICHES

Frankfurter rolls, partially split lengthwise

Miracle Whip Salad Dressing

Kraft Prepared Mustard

Bologna, sliced

Kraft DeLuxe Slices

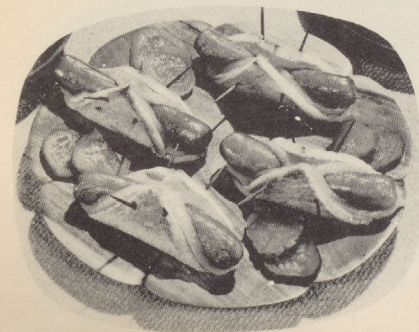
Pasteurized Process

Canadian Cheese

Potato chips

Dill pickles

For each sandwich spread a frankfurter roll with salad dressing on one half and mustard on the other half. Place a slice of bologna on a slice of cheese, roll up like a jelly roll and place this cheese and bologna in the roll. Serve with potato chips and pickles.



CHEESE AND FRANKFURTER ROLL-UPS

Kraft Prepared Mustard

4 medium thin slices

white bread, crusts

trimmed

4 Kraft DeLuxe Slices

Pasteurized Process

Canadian Cheese

4 frankfurters, broiled

Pickle chips

Spread mustard on each slice of bread, then cover with a slice of cheese. Lay a frankfurter diagonally across each cheese slice. Bring the other 2 corners of bread and cheese together around the frankfurter and hold in place with toothpicks. Place under low heat until the bread is toasted and the cheese is melted. Garnish with pickle chips.

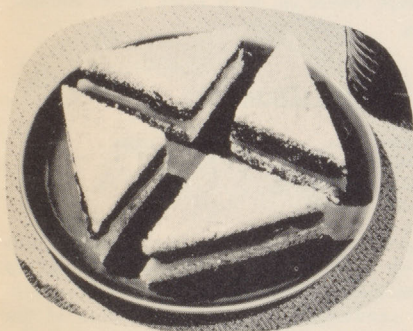
The Perfect Way to Buy
CHEESE IN SLICES
KRAFT DE LUXE SLICES



8 PERFECT SLICES
 made from selected
 Canadian Cheddar Cheese



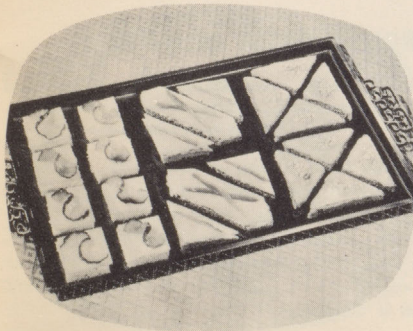
4 VARIETIES
 Canadian, Pimento,
 Swiss and "Old English Brand"



**DATE, NUT AND
 CHEESE SANDWICHES**

- 1/2 cup chopped English walnuts
- 1/2 cup chopped dates
- 1/2 cup Miracle Whip Salad Dressing
- 8 slices whole wheat bread crusts trimmed
- 4 Kraft DeLuxe Slices Pasteurized Process Canadian Cheese
- Miracle Whip Salad Dressing

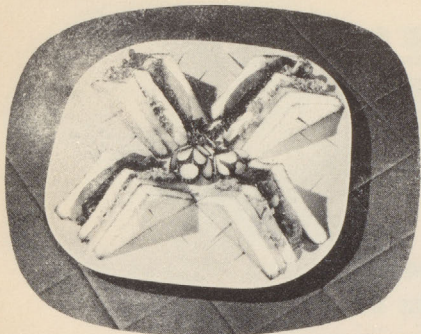
Combine the nuts, dates and 1/2 cup of salad dressing. For each sandwich spread one slice of bread with the date and nut mixture and cover with a slice of cheese, then with another slice of bread spread with salad dressing. Cut each sandwich into four triangles.



TRIPLE PARTY SANDWICHES

- 4 slices whole wheat bread, crusts trimmed
- 4 slices white bread, crusts trimmed
- Miracle Whip Salad Dressing
- Kraft DeLuxe Slices Pasteurized Process Canadian Cheese
- Chopped peanuts
- Pimento strips
- Thin pickle slices

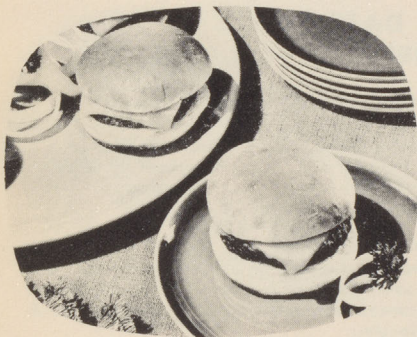
Spread each slice of bread with salad dressing and top each with a slice of cheese.
 Cut two slices of cheese-topped whole wheat bread into diagonal quarters. Top with chopped peanuts. Place under broiler heat until the cheese melts.
 Make two parallel diagonal cuts across each of the remaining slices of cheese-topped whole wheat bread. Garnish with pimento strips.
 Cut each slice of cheese-topped white bread into four squares. Garnish each square with a pickle frill, made by cutting half way across the diameter of each pickle slice, then twisting it.
 Place all sandwiches on a tray and serve.



BACON, TOMATO AND CHEESE CLUB SANDWICHES

Toast, crusts trimmed	Kraft DeLuxe Slices
Kraft Mayonnaise	Pasteurized Process
Sliced peeled tomatoes	Canadian Cheese
Broiled bacon	Radish roses
Lettuce	

For each sandwich use three slices of toast spread with mayonnaise, with sliced tomato and bacon as one filling and lettuce and a slice of cheese as the other filling. Cut each sandwich into four triangles, secure them with toothpicks and arrange, points up, on a salad plate. Garnish with radish roses.



CHEESEBURGERS

Broiled hamburgers	Onion rings
Round buns, split	Parsley
Kraft DeLuxe Slices Pasteurized	
Process Canadian Cheese	

Place the broiled hamburgers on the bottom halves of the buns. Top each with a slice of cheese and place under the broiler until the cheese begins to melt. Complete the sandwiches with the top halves of the buns and garnish with onion rings and parsley.



BROILED CHEESE DELIGHTS

White bread, crusts trimmed	Kraft DeLuxe Slices Pasteurized
Miracle Whip Salad Dressing	Process Canadian Cheese
Pineapple slices	Partially broiled bacon

For each sandwich toast a slice of bread on one side. Spread the untoasted side with salad dressing, cover it with a slice of pineapple, then a slice of cheese and 2 slices of partially broiled bacon, crisscross fashion. Place the sandwiches under broiler heat or in a moderate oven, 350°, until the cheese is melted and the bacon is crisp. Serve hot.

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ASPARAGUS AND CHEESE TREAT

Asparagus
Toast

Kraft DeLuxe Slices
Pasteurized Process
Canadian Cheese

Put bundles of hot, seasoned asparagus, kitty-corner, on slices of toast (crusts trimmed). Place a Kraft DeLuxe Slice of cheese on each bundle of hot asparagus. Put them in a moderate oven just long enough to melt the cheese topping. Makes a fine luncheon dish.



CREOLE BEAN CHEESE CASSEROLE

1/2 cup chopped onion
2 tablespoons butter or
Parkay Margarine
1 No. 2 can tomatoes
1 teaspoon chili powder
1 teaspoon salt

1 cup cubed soft bread crumbs
1 pkg. frozen lima beans,
cooked, drained
1 1/2-lb. pkg. Kraft DeLuxe Slices
Pasteurized Process
Canadian Cheese

Saute the onion in the butter or margarine until tender. Add the tomatoes, chili powder, and salt. Simmer for 10 minutes. Add the bread crumbs and lightly combine. Place half of the beans in a greased shallow baking dish. Add half of the tomato sauce and cover with 4 slices of cheese. Add the remaining beans and tomato sauce. Bake in a moderate oven, 350°, for 25 minutes.

Cut the 4 remaining cheese slices into triangles diagonally and arrange around the edge of the casserole. Return the casserole to the oven for 5 minutes or until the cheese melts. Serve hot.

4 to 6 servings.

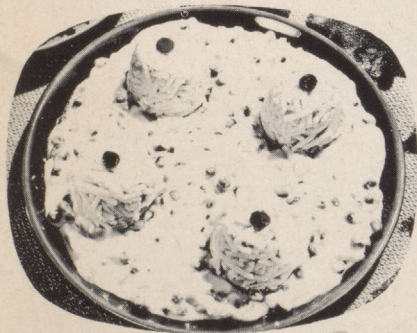
INDIVIDUAL KRAFT DINNER MOLDS WITH CREAMED TUNA AND PEAS

2 tablespoons butter or Parkay
Margarine
2 tablespoons flour
1 cup milk
1/2 teaspoon salt

Pepper
1 cup cooked peas
1 7-oz. can tuna
1 pkg. Kraft Dinner
Pimiento dots

Make a cream sauce with the butter or margarine, flour, milk and seasonings. When thickened and smooth, add the peas and tuna.

Prepare the Kraft Dinner following the directions on the package. Pack into 4 well greased custard cups. Unmold on a serving plate and surround with the hot creamed tuna and peas. Garnish each mold with a pimiento dot.



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