GUIDE TO Menu Magic

Breakfasts ............................................ Page 4
Luncheons ............................................ Page 5
Children’s Lunches ................................. Page 6
Guest Lunches ........................................ Page 7
Informal Dinners ..................................... Pages 8–9–10
Guest Dinners ......................................... Pages 11–12
Sunday Dinners ....................................... Pages 13–14
Sunday Suppers ....................................... Pages 15–16
Buffet Suppers ....................................... Pages 17–18
Late Suppers .......................................... Page 19
Teas ..................................................... Page 20
Children’s Parties .................................... Page 21
Holiday Feasts ........................................ Pages 22–23
Chef Style Cracker Service ....................... Page 24

RUSKIN wrote, some years ago:

"Cooking means carefulness and inventiveness . . . It means the economy of your grandmothers and the science of the modern chemist. It means much testing and no wasting. It means English thoroughness and French art and Arabian hospitality." This reads like a prophecy—for it perfectly describes Uneeda Bakers Cracker Cookery.

NATIONAL BISCUIT COMPANY
"Uneeda Bakers"

COPYRIGHT, 1932 by National Biscuit Company
1st Printing “Menu Magic”—February, 1932
2nd Printing (revised and enlarged) April, 1932
Recipes and Service Suggestions
for Uneeda Bakers Crackers and Cookies

**Premium Soda Crackers**
- Fish Chowder ............ Page 23
- Forty Winks Corn Fritters .. Page 5
- Premium Scrambled Eggs . Page 4
- Midnight Omelet .......... Page 19
- Hawaiian Omelet .......... Page 18
- Scalloped Tomatoes ...... Page 14
- Jellied Meat Loaf ......... Page 18
- Hasty Tasty Ham Mousse .. Page 7
- Norma's Salmon Loaf ...... Page 8
- Premium Chicken Loaf .... Page 15
- Premium Meat Loaf ....... Page 9
- Frankfurter Loaf .......... Page 10
- Cocoanut Taffy Pudding ... Page 6
- Jiffy Souffle ............. Page 7
- Chocolate Premium Bavarian Page 12

**SERVICE SUGGESTIONS:**
Pages 5, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 24

**Uneeda Graham Crackers**
- Graham Waffles .......... Page 4
- Graham Muffins .......... Page 5
- Chocolate Graham Waffles . Page 15
- Delight Pie ............... Page 11
- Graham Magic ............ Page 21
- Hula Moon Pie ............ Page 9
- Maid-O-The-Mist Pie ...... Page 13
- Peanut Butter Pie ......... Page 14
- Nut Brown Puff ........... Page 14
- Mock Bisque Ice Cream ..... Page 22
- Millionaire Fruit Cake ..... Page 17

**SERVICE SUGGESTION:**
Page 20

**Uneeda Biscuit**
- Cheese Dreams .......... Page 6
- Fish Patties .......... Page 5
- Scalloped String Beans .. Page 10
- Chops Uneeda .......... Page 11
- Economy Pudding ......... Page 22

**SERVICE SUGGESTIONS:**
Pages 15, 16, 19, 23, 24

**National Zwieback**
- Zwieback Brown Betty .... Page 6
- Zwieback Nut Tart .......... Page 20
- Bremen Torte ............ Page 12
- Zwieback Parfait ........ Page 13

**SERVICE SUGGESTIONS:**
Pages 19 and 20

**Old Fashion Ginger Snaps**
- German Sour-Sweet Beef .. Page 10
- Sweet Potato Pone ...... Page 12
- Ginger Snap Waffles ..... Page 16
- Ginger Pumpkin Pie ...... Page 23

**SERVICE SUGGESTIONS:**
Pages 5, 15, 20

**Holland Rusk**
- Holland Eggs ............. Page 4
- Honey Boys ............. Page 16

**SERVICE SUGGESTIONS:**
Pages 4, 6, 7, 8, 15, 16, 17, 18, 19, 20, 21

**Social Tea Biscuit**
- Strawberry Dessert ...... Page 18

**SERVICE SUGGESTIONS:**
Pages 6, 8, 10, 14, 24

**Slim Jim Butter Pretzels**
- Pretzel Flowers .......... Page 21
- Spinach Pretzel Baskets .. Page 21

**SERVICE SUGGESTIONS:**
Pages 9, 10, 12, 13, 14, 17, 21, 24

**Fig Newtons**
- Fig Newtons a la Mode .... Page 16

**SERVICE SUGGESTION:**
Page 16

**Cheese Wafers**

**SERVICE SUGGESTIONS:**
Pages 5, 7, 12, 17, 19, 24

**Champion Flake Butters**

**SERVICE SUGGESTIONS:**
Pages 8, 9, 10, 14, 19, 22, 23, 24

**Butter Wafers**

**SERVICE SUGGESTIONS:**
Pages 5, 6, 7, 10, 11, 12, 13, 14, 15, 16, 17, 20, 22, 23, 24

**English Style Assorted Biscuit**

**SERVICE SUGGESTIONS:**
Pages 5, 9, 18, 24

**Assortment De Luxe**

**SERVICE SUGGESTIONS:**
Pages 10, 11, 22, 23, 24

**Famous Chocolate Wafers**

**SERVICE SUGGESTIONS:**
Pages 8, 12, 17, 18, 24

**Shredded Wheat Biscuit**

**SERVICE SUGGESTIONS:**
Page 4

BE SMART—SERVE THE UNEEDA BAKERS LEADERS [1]
The Magic Way to PLAN MEALS

Before apron-time comes 'round again, let's you and I chat a few moments about this daily job of meal-making. Are we working too hard? Spending too much time over hot ovens? And still serving our families the same old thing, week in and week out?

I can almost see your head nodding, "Yes!" And if my guess is right, I know I've made another new convert to cracker cookery.

For this new and better way to cook is like your own wishes come true. It saves you time. It saves you work. It saves you money. And best of all it helps you discover new and thrilling ways to serve all sorts of dishes.

The whole secret is in the newly found usefulness of some old, old friends of yours—Uneeda Bakers crackers and cookies! These favorites now come to your rescue and help you stretch left-overs, prepare failure-proof pie-crust in five short minutes, create desserts that even husbands admit are "Simply dee-licious!"

Start With The Hard Work Done

It's all really very simple when you stop to think that you start each dish with crackers and cookies already perfectly blended, flavored and baked. It's like starting with the hard work done. That's exactly the way I felt when I created the suggestions this little book brings you. And one happy thing about the whole idea is that the more you use crackers as ingredients the more new dishes you'll discover. That's one of the big thrills of cracker cookery!

When you do work out some particularly nice dish, won't you please tell me about it? I'm so enthusiastic about this magic way to plan meals, that I want to know how it is helping you. And please tell your friends about "Menu Magic." Yes, I'll be glad to mail them copies of this book. Just send
me their names and addresses.

I know you’re anxious to get started. So just one more word before you put on your apron. Be sure you use Uneeda Bakers crackers and cookies—the packages that wear the world-famous red “Uneeda” seal. Then you will be assured of the same success with these recipes that I’ve had.

Cordially yours,

Nancy Best.

PERFECT PIE CRUST IN FIVE MINUTES

The first illustration below shows one way to crumble crackers—two or three at a time, with the fingers and thumbs, right into the mixing bowl. Another way is to crumble the crackers on a paper with a rolling pin (or with a bottle!) Still another method is to put the required number of crackers into a large paper bag and roll them. This keeps the crumbs from scattering.

1. CRUMBLE All you need to make this perfect pie crust are 20 Uneeda Graham Crackers, ½ cup of butter and 2 tablespoons of sugar. Just crumble the crackers, with your fingers, in a mixing bowl and you’re off to a quick start.

2. MIX Now mix together with the softened butter and sugar. Use your fingers. Takes just a minute for this second step. Just be sure to blend the sugar and butter thoroughly with the crumbled crackers. Simple enough, isn’t it?

3. BAKE Butter your pie pan. With your fingers line the pan with two-thirds of your Graham Cracker mixture. Press firmly in an even layer. Put in your filling, top with remainder of mixture, and your five minute pie crust is ready for the oven.
MENU MAGIC • Breakfasts •

MENU No. 1
ORANGE JUICE OVER
SLICED BANANAS
*HOLLAND EGGS
COCOA OR MILK
(for children)
COFFEE

*HOLLAND EGGS
6 eggs
2 tbsp. butter
6 Holland Rusk
Parsley
Salt and pepper
Poach eggs. Heat Holland Rusk and spread with butter. Place one egg on each Rusk. Season with salt and pepper and garnish with parsley. Preparation, 5 minutes. 6 portions.

MENU No. 2
BAKED APPLES
SHREDDED WHEAT WITH
TOP MILK
*UNEEDA GRAHAM WAFFLES
(with butter or syrup)
COCOA OR MILK
(for children)
COFFEE

*UNEEDA GRAHAM WAFFLES
30 Uneeda Graham Crackers
4 tsp. baking powder
½ tsp. salt
¾ cup milk
2 tbsp. sugar
½ cup melted butter
2 egg yolks
3 egg whites
Crumble crackers fine and add dry ingredients. Stir beaten egg yolks into milk and add melted butter. Combine with dry ingredients. Fold in stiffly beaten whites and bake in hot waffle iron. Preparation, 6 minutes. 12 single services.

MENU No. 3
GRAPEFRUIT
*PREMIUM SCRAMBLED EGGS
HEATED HOLLAND RUSK
MARMALADE
COCOA (for children)
COFFEE

*PREMIUM SCRAMBLED EGGS
Allow 3 crumbled Premium Soda Crackers and 2 tbsp. milk to each egg. Mix and scramble in hot butter. 4 eggs will serve 6. An economical recipe when eggs are expensive. (Remember Premium Soda Crackers are already slightly salted).

A fine, quick breakfast for the whole family is Shredded Wheat. It’s all food and the cheapest nourishment you can buy. Serve hot or cold, with milk or cream. With hot milk it makes a splendid, inexpensive and quick “hot cereal”. Uneeda Bakers also make and recommend Wheatsworth Whole Wheat Cereal and Wheatsworth Self Rising Flour. Recipes for tasty dishes are on both packages.

BE SMART—SERVE THE UNEEDA BAKERS LEADERS


**MENU MAGIC**

---

**Luncheons**

---

**MENU No. 1**

**CREAMED CHIPPED BEEF**  
(on Premium Soda Crackers)

*UNEEDA GRAHAM MUFFINS*

- FRUIT SALAD
- UNEEDA BAKERS CHEESE WAFERS
- MILK (for children)
- TEA

**MENU No. 2**

*FISH PATTIES*

GARNISHED WITH CHOPPED MUSTARD PICKLE ON UNEEDA BAKERS BUTTER WAFERS

CREAMED CARROTS AND PEAS CELERY

- UNEEDA BAKERS OLD FASHION GINGER SNAPS
- MILK (for children)
- TEA

**MENU No. 3**

*FORTY WINKS CORN FRITTERS*

FRIED APPLE RINGS

- VEGETABLE SALAD
- UNEEDA BAKERS BUTTER WAFERS

- ENGLISH STYLE ASSORTED BISCUIT
- MILK (for children)
- TEA

---

**UNEEDA GRAHAM MUFFINS**

16 Uneeda Graham Crackers  
2 tbsps. sugar  
1/4 tsp. salt  
2 tbsps. butter  
1/2 cup milk  
1/2 cup raisins  
1/4 cup nut meats

Crumble crackers and add sugar, salt, and melted butter. Heat milk and pour over cracker mixture. Add beaten egg, baking powder, raisins and chopped nut meats. Bake in hot, greased muffin pans in a hot oven (425°F) 20–25 minutes. Preparation, 5 minutes. 12 small muffins.

**FISH PATTIES**

1 cup fish, flaked  
8 Uneeda Biscuit, crumbled fine  
1 tsp. baking powder  
2 tbsps. lemon juice  
1/4 tsp. prepared mustard  
1 egg, beaten

Mix all ingredients together. Shape in patties and fry in a small amount of hot fat. Preparation, 10 minutes. 6 patties.

**FORTY WINKS CORN FRITTERS**

18 Premium Soda Crackers  
1 1/3 cups canned corn  
2 eggs, slightly beaten  
3/4 tsp. salt—1 tsp. sugar

Crumble crackers and mix all ingredients together. Drop by spoonfuls in to a small amount of hot fat in a frying pan and cook over moderate flame. When browned on one side, turn and brown the other. Preparation, 5 minutes. 6 portions.

---

BE SMART—SERVE THE UNEEDA BAKERS LEADERS
**MENU MAGIC • Children’s Lunches •**

<table>
<thead>
<tr>
<th>MENU No. 1</th>
<th>MENU No. 2</th>
<th>MENU No. 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOMATO SOUP</strong></td>
<td><strong>PEA SOUP</strong></td>
<td><strong>CHICKEN BROTH</strong></td>
</tr>
<tr>
<td><strong>UNEEDA BAKERS BUTTER WAFERS</strong></td>
<td><strong>COLD LAMB</strong></td>
<td><strong>SCALLOPED VEGETABLES</strong></td>
</tr>
<tr>
<td><strong>CREAMED EGGS</strong></td>
<td><strong>SLICED TOMATO</strong></td>
<td><strong>HEATED HOLLAND RUSK WITH BUTTER</strong></td>
</tr>
<tr>
<td><strong>GELATINE</strong></td>
<td><strong>UNEEDA BAKERS BUTTER WAFERS</strong></td>
<td>*<strong>COCOAFLUT TAFFY PUDDING</strong></td>
</tr>
<tr>
<td><strong>SOCIAL TEA BISCUIT</strong></td>
<td>*<strong>ZWIEBACK BROWN BETTY</strong></td>
<td><strong>MILK</strong></td>
</tr>
</tbody>
</table>

**UNEEDA CHEESE DREAMS**

*UNEEDA CHEESE DREAMS*

- 1/4 cup grated cheese
- 1 tbsp. butter
- 1 egg beaten
- 1/4 tsp. salt
- 3 Uneeda Biscuit rolled fine
- 6 Uneeda Biscuit

Mix first five ingredients. Butter 6 Uneeda Biscuit. Spread thick with cheese mixture. Place on baking sheet and bake in hot oven (425°F) until brown. Preparation, 5 minutes. 6 portions.

**ZWIEBACK BROWN BETTY**

- 12 slices National Zwieback
- 1/4 cup butter
- 3 apples, peeled and sliced
- 1/2 cup sugar—Hot water

Arrange 6 slices buttered Zwieback in buttered baking dish. Mix apples with sugar and arrange in layer over Zwieback. Dip remaining Zwieback in hot water. Place on top of apples and dot with butter. Cover and bake in a hot oven (450°F) 20–30 min. Preparation, 6 min. 6 portions.

**COCOAFLUT TAFFY PUDDING**

- 20 Premium Soda Crackers, crumbled
- 1/2 tsp. salt
- 1/4 cup melted butter
- 2 1/2 cups milk
- 1 1/2 cups brown sugar
- 1 tsp. vanilla

Combine crumbled crackers, salt and hot scalded milk, and cool. Melt sugar and butter in pan. Combine with first mixture and add coconut and vanilla. Bake in greased baking dish, set in pan of water, in moderate oven (375°F) 45–50 minutes. Preparation, 12 minutes. 6 portions.

**NOTE:**—Serve Cocoanut Taffy Pudding plain or with whipped cream.

---

Cocoanut Taffy Pudding

[6]

BE SMART—SERVE THE UNEEDA BAKERS LEADERS
**MENU No. 1**

ASSORTED APPETIZERS WITH UNEEDA BAKERS BUTTER WAFERS

*HASTY TASTY HAM MOUSSE
HEATED HOLLAND RUSK GRAPE JELLY

MAID-O-THE-MIST PIE
(Page 9)

COFFEE

---

**MENU No. 2**

GRAPEFRUIT CUP UNEEDA BAKERS BUTTER WAFERS

BROILED ROLLED CHOPS FRENCH FRIED SWEET POTATOES ASPARAGUS

ENDIVE SALAD, FRENCH DRESSING UNEEDA BAKERS CHEESE WAFERS

*JIFFY SOUFFLE COFFEE

---

**HASTY TASTY HAM MOUSSE**

24 Premium Soda Crackers
2 cups hot milk
1 tbsp. gelatine
3 tbsp. cold water
1 1/2 tsp. prepared mustard
1 tsp. minced onion
2 cups left-over ham (put through food chopper)

Crumble Premium Soda Crackers in a bowl and cover with hot milk. Let stand for a few minutes. Soak gelatine in cold water and dissolve over hot water, then combine with crackers and milk. Add mustard and onion to the ham and combine with milk mixture. Turn into a ring mould and place in refrigerator to chill and set. Turn out on a platter, garnish with lettuce and fill with a vegetable salad dressed with mayonnaise. Preparation, 25 minutes. 6 portions.

---

**JIFFY SOUFFLE**

10 Premium Soda Crackers (crumbled fine) 1/2 tsp. cinnamon
1 oz. chocolate 1 tsp. vanilla
1 cup milk 2 egg yolks
1/4 cup sugar 2 egg whites

Crumble crackers into top of double boiler, add chocolate, milk, sugar and cinnamon and cook over hot water 10 minutes, stirring occasionally. Remove from fire and add to beaten egg yolks. Then fold in stiffly beaten egg whites and add vanilla. Turn into buttered baking dish, set in a pan of hot water and bake in moderate oven (375°F) 45 minutes. Serve at once with peppermint sauce or cream. Preparation, 15 minutes. 6 portions.

---

BE SMART—SERVE THE UNEEDA BAKERS LEADERS [7]
The suggestions given here are meant to save your time as well as your money. ("Time is money", you remember.) For instance, you will see that canned food may be used if more convenient—canned soup, salmon, grapefruit juice cocktail, baked beans, ham, tomatoes, stringless beans and bartlett pears.

With Uneeda Baker flavorful crackers, wafers and biscuit and a few cans of this and that on hand, meals can be prepared in a very short time.

*Norma's Salmon Loaf

Flake salmon with a fork, then add other ingredients in the order named, mixing thoroughly. Press into a greased bread pan and bake in a hot oven (425°F) 30-40 minutes. Serve with Egg Sauce: To 1 cup medium cream sauce add 1 chopped hard boiled egg. Preparation, 8 minutes. 6-8 portions.
**MENU No. 3**

**TOMATO JUICE COCKTAIL**

**UNEEDA BAKERS CHAMPION FLAKE BUTTERS**

**BAKED PORK TENDERLOIN**

**BAKED SWEET POTATOES**

**CREAMED CAULIFLOWER**

**APPLE AND CELERY SALAD**

**HULA MOON PIE**

**COFFEE**

---

**MENU No. 4**

**VEGETABLE SOUP**

**PREMIUM MEAT LOAF**

**GERMAN FRIED POTATOES**

**BRUSSELS SPROUTS**

**LETTUCE AND TOMATO SALAD**

**SLIM JIM BUTTER PRETZELS**

**ENGLISH STYLE ASSORTED BISCUIT**

**COFFEE**

---

**HULA MOON PIE**

**CRUST:**

20 Uneeda Graham Crackers

\( \frac{3}{4} \) cup butter 2 tbsps. sugar

**FILLING:**

\( \frac{3}{4} \) cup flour \( \frac{3}{4} \) cup sugar

\( \frac{1}{2} \) tsp. salt

2 cups crushed pineapple with juice

1 tbsp. butter 2 tbsps. lemon juice

Crumble crackers fine and mix with soft butter and \( \frac{3}{4} \) cup sugar. Line buttered pie plate with two thirds the mixture, pressing firmly against bottom and sides. Reserve remainder for top crust.

Mix flour, \( \frac{3}{4} \) cup sugar, and salt. Add to pineapple, cook over hot water until mixture is thick. Then add butter and lemon juice. Cool, turn into crumb-lined pan and top with remainder of crust. Bake in a hot oven (425°F) 15-20 minutes. Preparation, 15 minutes, 6 portions.

---

**PREMIUM MEAT LOAF**

1 lb. chopped beef

1 small onion (minced)

1 tsp. salt . \( \frac{1}{2} \) tsp. pepper

2 eggs . 12 Premium Soda Crackers

1 cup canned tomatoes

To meat, add onion, salt and pepper and eggs. Crumble crackers fine into meat mixture. Mix all together and shape into loaf. Place in a buttered baking dish. Cover with tomatoes. Bake in a moderate oven (375°F) \( \frac{1}{2} \)-hour, basting 2 or 3 times. Preparation, 6 minutes. 6-8 portions.

---

*Premium Meat Loaf*
**MENU MAGIC • Informal Dinners**

---

**MENU No. 5**

**TOMATO AND CUCUMBER CUP**
UNEEEDA BAKERS
BUTTER WAFFERS

**GERMAN SOUR-SWEET BEEF**
MASHED POTATOES
CREAMED TURNIPS
ENDIVE, FRENCH DRESSING
SLICED ORANGES
UNEEEDA BAKERS
ASSORTMENT DE LUXE
COFFEE

---

**MENU No. 6**

**CELERY**
OLIVES

**FRANKFURTER LOAF**
FRENCH FRIED POTATOES
SPICED BEETS

ROMAINE, RUSSIAN DRESSING
UNEEEDA BAKERS
SLIM JIM BUTTER PRETZELS
CARAMEL CUSTARD
COFFEE

---

**MENU No. 7**

**GRAPEFRUIT COCKTAIL**
UNEEEDA BAKERS CHAMPION
FLAKE BUTTERS

**SCALLOPED STRING BEANS**
BROILED LAMB CHOPS
POTATO CHIPS
HEARTS OF LETTUCE, ROQUEFORT DRESSING
SLICED PEACHES
UNEEEDA BAKERS
SOCIAL TEA BISCUIT
COFFEE

---

**GERMAN SOUR-SWEET BEEF**

- 2 lbs. stewing beef
- 1 tbsp. fat
- 3 large onions
- 2 cups water

Brown beef in the hot fat in a heavy saucepan. Add onions and brown slightly. Add 1 cup water, salt, pepper and vinegar. Cover and simmer until meat is tender. Add the second cup of water and the ginger snaps and cook a few minutes longer. Serve hot with dumplings. 6 portions. Preparation, 15 minutes.

---

**FRANKFURTER LOAF**

- 8 frankfurters, ground
- 1 tsp. prepared mustard
- 1 cup canned tomatoes
- 18 Premium Soda Crackers, crumbled
- 1 egg

Combine all ingredients and mix thoroughly. Press mixture into a greased loaf pan and bake in a moderate oven (375°F) 35 minutes. Serve hot or sliced cold. 6 portions. Preparation, 10 minutes.

---

**SCALLOPED STRING BEANS**

- 1 can string beans
- 12 Uneeda Biscuit, crumbled
- 2 tbsp. grated cheese
- 1 tbsp. minced onion
- 1½ cups thin white sauce
- 1 tbsp. butter or bacon fat

Into a buttered baking dish put a half can of well seasoned, drained string beans and half the crumbled Uneeda Biscuit. Sprinkle with half of the cheese. Add minced onion to sauce and pour half of it over bean-cracker mixture. Arrange the remaining ingredients in the same way. Dot with butter, sprinkle with paprika and bake in a very hot oven (450°F) for 10 minutes. 6 portions. Preparation, 12 minutes.

---

[ 10 ] BE SMART—SERVE THE UNEEDA BAKERS LEADERS
**MENU MAGIC • Guest Dinners •**

**MENU No. 1**

**HORS D'OEUVRES**
- PREMIUM SODA CRACKERS

**HORS D'OEUVRES**
- ROAST CHICKEN
- BROWN RICE
- RICED CARROTS
- CURRANT JELLY

**ASPARAGUS SALAD**
- *DELIGHT PIE*
- COFFEE

**MENU No. 2**

**OYSTER COCKTAIL**
- TOASTED PREMIUM SODA CRACKERS

**OYSTER COCKTAIL**
- *CHOPS UNEEDA GARNISHED WITH MINT JELLY ON UNEEDA BAKERS BUTTER WAFERS PAN ROASTED POTATOES NEW PEAS ROMAINE, FRENCH DRESSING RASPBERRY ICE ASSORTMENT DE LUXE**

**CHOPS UNEEDA**

**CHOPS UNEEDA**
- 8 Uneeda Biscuit (crumbled)
- ½ cup milk
- 1 egg—beaten light
- ¾ lb. ground meat
- 1 tbsp. minced parsley
- 1 tsp. minced onion
- Salt and pepper

Crumble crackers, add milk, and let stand 2 or 3 minutes. Add egg, meat and seasoning. Mix well and shape like chops. Put a piece of macaroni in the small end to give the appearance of a bone. Fry in fat or butter. Preparation 7 minutes. 6 chops.

---

**DELIGHT PIE**

18 Uneeda Graham Crackers
- ½ cup butter
- 1 tbsp. sugar
- 1 cup cream whipped, sweetened and flavored

Crumble crackers and reserve ½ cup to fold into whipped cream. Mix remainder of crumbs with softened butter and sugar. Press this mixture firmly with fingers against bottom and sides of buttered pie plate, and bake 10 minutes in a hot oven (425°F). Fill with whipped cream crumbled cracker mixture and serve. Preparation, 8 minutes. 6 portions.

(Illustration on page 22)

---

**CHOPS UNEEDA**

8 Uneeda Biscuit (crumbled)
- ½ cup milk
- 1 egg—beaten light
- ¾ lb. ground meat
- 1 tbsp. minced parsley
- 1 tsp. minced onion
- Salt and pepper

Crumble crackers, add milk, and let stand 2 or 3 minutes. Add egg, meat and seasoning. Mix well and shape like chops. Put a piece of macaroni in the small end to give the appearance of a bone. Fry in fat or butter. Preparation 7 minutes. 6 chops.

---

Chops Uneeda

**MENU No. 3**

**CHILLED TOMATO JUICE COCKTAIL**
UNEEDA BAKERS BUTTER WAFERS

**ROAST HAM, GARNISHED WITH GRAPE JELLY ON UNEEDA BAKERS BUTTER WAFERS**

**OVEN BROWNED POTATOES BUTTERED SPINACH**

**STUFFED PEPPER SALAD**

***BREMEN FRUIT TORTE***
10 slices National Zwieback, rolled
2 cups fruit cut in medium slices
2 eggs ½ tsp. cinnamon
½ cup sour cream 2 tsp. vanilla
½ cup sugar

Roll Zwieback into crumbs and put a thick layer (½ quantity) into a well buttered loose bottom pie pan. Cover crumbs with fruit. Mix beaten eggs, cream, sugar, cinnamon and vanilla and pour over fruit. Sprinkle with the rest of the crumbs and bake in a moderate oven (375°F) until fruit is tender. 20-25 minutes. 6 portions. Preparation, 15 minutes.

**COFFEE**

---

**MENU No. 4**

**LITTLE NECK CLAMS**
UNEEDA BAKERS SLIM JIM BUTTER PRETZELS

**BROILED CHICKEN**

**SWEET POTATO PONE***
2 cups cooked and seasoned sweet potatoes, mashed
2 tbsps. brown sugar
½ cup hot water
10 Old Fashion Ginger Snaps
2 tbsps. butter

Put sweet potatoes in buttered pudding dish and sprinkle with sugar. Over this pour hot water. Crumble Old Fashion Ginger Snaps and mix with softened butter. Spread over top of prepared potatoes. Bake in a hot oven (425°F) 20 minutes. 6 portions. Preparation, 7 minutes.

**ICE CREAM**

**UNEEDA BAKERS FAMOUS CHOCOLATE WAFERS**

**COFFEE**

---

**MENU No. 5**

**GRAPEFRUIT AND CHERRY COCKTAIL**
PREMIUM SODA CRACKERS, TOASTED

**ROAST STUFFED VEAL STUFFED BAKED POTATOES BUTTERED PEAS**

**MIXED GREENS SALAD**
UNEEDA BAKERS CHEESE WAFERS

**CHOCOLATE PREMIUM BAVARIAN***
1 tbsp. gelatine ¼ cup sugar
½ cup cold water 1 tsp. vanilla
½ cup scalded milk 3 tbsps. cocoa
10 Premium 1 cup cream
Soda Crackers

Soak gelatine in water 5 minutes and dissolve over hot water. Add hot scalded milk to crumbled crackers and combine with gelatine, sugar, vanilla and cocoa. Beat well and cool. Fold in the whipped cream. Turn into mold, place in refrigerator and when firm unmold. Serve with or without added whipped cream. 6 portions. Preparation, 10 minutes.

**COFFEE**

---

[12] BE SMART—SERVE THE UNEEDA BAKERS LEADERS
**MENU NO. 1**

**MUSHROOM SOUP**

**ROAST TENDERLOIN OF BEEF**

**POTATO PUFF**

**LIMA BEANS, HOLLANDAISE**

**HEARTS OF LETTUCE, FRENCH DRESSING**

**SLIM JIM BUTTER PRETZELS**

**MAID-O-THE-MIST PIE**

**COFFEE**

---

**MENU NO. 2**

**CRAB MEAT COCKTAIL**

**PREMIUM SODA CRACKERS**

**ROAST STUFFED VEAL, GARNISHED WITH GRAPE JELLY ON UNEEDA BAKERS BUTTER WAFERS**

**PAN ROAST SWEET POTATOES BAKED ONIONS**

**TOMATO SALAD**

**ZWIEBACK PARFAIT**

**COFFEE**

---

**MAID-O-THE-MIST PIE**

**CRUST:**

12 Uneeda Graham Crackers

\( \frac{1}{2} \) cup butter

1 tbsp. sugar

**FILLING:**

3 egg yolks

Pinch of salt

1 cup sugar

3 egg whites

1 lemon

Roll or crumble crackers fine and mix with softened butter and sugar. Butter pie pan and press mixture firmly with fingers against bottom and sides.

Beat egg yolks and combine with \( \frac{1}{2} \) cup sugar. Add juice of lemon and grated rind and salt. Stir over hot water until thick. Add stiffly beaten egg whites to the other \( \frac{1}{2} \) cup sugar. Fold into the lemon custard. Turn into crumb-lined pan. Bake 25 minutes in slow oven (300°F). Preparation, 15 minutes. 6 portions.

---

**ZWIEBACK PARFAIT**

10 slices of National Zwieback, coarsely crumbled

1 cup cream (whipped)

1 tbsp. confectioner’s sugar

\( \frac{1}{2} \) tsp. vanilla

Whip cream, add sugar and vanilla. Fold in crumbled Zwieback. Fill parfait glasses and garnish with cherries.

This is just one of the many Uneeda Bakers time-saving recipes—a flavorful and distinguished dessert.

---

*Zwieback Parfait*
**MENU No. 3**

**JELLIED BOUILLON**
UNEEDA BAKERS
CHAMPION FLAKE BUTTERS

ROAST LAMB CURRANT JELLY
PAN ROASTED POTATOES
CREAMED ONIONS

BEET SALAD, MAYONNAISE

*PEANUT BUTTER PIE

COFFEE

---

**MENU No. 4**

**STRAWBERRY AND MINT CUP**

BAKED STUFFED PORK CHOPS
SCALLOPED POTATOES
BUTTERED CAULIFLOWER

CELERY AND GREEN PEPPER SALAD
UNEEDA BAKERS PREMIUM SODA CRACKERS

*NUT BROWN PUFF

COFFEE

---

**MENU No. 5**

CLEAR CONSOMME
UNEEDA BAKERS SLIM JIM BUTTER PRETZELS

ROAST BEEF
PARSLEY POTATOES
*SCALLOPED TOMATOES

CUCUMBER JELLY SALAD
UNEEDA BAKERS BUTTER WAFERS

ICE CREAM
UNEEDA BAKERS SOCIAL TEA BISCUIT

COFFEE

---

***PEANUT BUTTER PIE***

12 Uneeda Graham Crackers

1/2 cup butter  2 egg yolks
1 tbsp. sugar  1 1/4 cups milk
1 cup brown sugar  3 tbsp. peanut
3/4 tsp. salt  2 tbsp. peanut butter
3 tbsp. flour  2 tbsp. butter

Crumble graham crackers and mix with 1/4 cup softened butter and 1 tbsp. sugar. Line bottom of pie plate with crumb mixture. Press firmly with fingers in thin layer against sides and bottom of plate. Bake 10 minutes in a hot oven (450°F). Fill with the following cooked mixture and cool. Mix brown sugar, salt and flour together then add slightly beaten egg yolks. Over this pour scalded milk. Cook over hot water until thick, stirring constantly. Then cook 5 minutes more, stirring occasionally. Stir in peanut butter, add 2 tsps. butter and cool. 6 portions. Preparation, 15 minutes.

**NUT BROWN PUFF***

6 Uneeda Graham Crackers crumbled

1/4 cup sugar  1/2 tsp. salt
1 1/2 cup scalded milk  2 egg yolks beaten
1/4 cup nut meats chopped  1/4 tsp. almond flavoring
1 tsp. vanilla  2 egg whites

Mix crumbled crackers, sugar, salt and cover with scalded milk. Stir into beaten egg yolks. Add nut meats and flavoring and fold in stiffly beaten egg whites. Pour into buttered baking dish. Bake in a moderate oven (350°F) 25-40 minutes. 6 portions. Preparation, 8 minutes.

**SCALLOPED TOMATOES***

12 Premium Soda Crackers, crumbled

2 cups of canned tomatoes

1 tsp. salt  1/4 tsp. pepper
1/4 lb. American cheese or soft pkg.
cheese

Crumble crackers and combine with tomatoes and seasoning. Pour into buttered baking dish and cover with sliced cheese. Bake in a moderate oven (350°F) until cheese is melted and brown. 6 portions. Preparation, 6 minutes.
MENU MAGIC • Sunday Suppers

**MENU No. 1**

CLAM JUICE COCKTAIL
CELERY
PREMIUM SODA CRACKERS
CANAPES

*PREMIUM CHICKEN LOAF
(cold, sliced)

SPICED PEACHES
HEATED HOLLAND RUSK

OLD FASHION GINGER SNAPS

TEA

**MENU No. 2**

VEGETABLE SALAD
CHIFFONADE DRESSING
UNEEDA BAKERS BUTTER WAFERS

*CHOCOLATE GRAHAM WAFFLES WITH
VANILLA ICE CREAM

COFFEE

MINTS

**PREMIUM CHICKEN LOAF**

20 Premium Soda Crackers

½ cup chicken stock

½ cup evaporated milk, scalded, or thin cream

1 egg well beaten

½ tsp. minced onion

1 tsp. minced parsley

Salt and pepper

1 ½ cups ground, cooked chicken

Crumble crackers and cover with the stock and evaporated milk or cream. Add egg, onion, parsley and seasoning and then chicken. Mix well and turn into a greased bread pan and bake in a hot oven (425°F) until top is browned, about 30 minutes. Preparation, 10 minutes. 6 portions.

**CHOCOLATE GRAHAM WAFFLES**

30 Uneeda Graham Crackers

½ tsp. salt

4 tsp. baking powder

3 tbsp. cocoa 1 tsp. vanilla

3 egg yolks ½ cup butter

¾ cup sugar 3 egg whites

1 cup milk

Crumble crackers fine and add dry ingredients. Mix beaten egg yolks with milk, vanilla and melted butter. Add dry ingredients. Fold in stiffly beaten egg whites and bake in hot waffle iron. Preparation, 6 minutes. 12 single services.

OTHER GOOD DISHES FOR Sunday night are—potato salad rolled in thin slices of ham; Cheese Dreams made with Uneeda Biscuit (Page 4), and cold sliced Premium Meat Loaf with tomato jelly (Page 7).

Chocolate Graham Waffles
**MENU MAGIC • Sunday Suppers •**

**MENU No. 3**
HONEYDEW MELON
CHICKEN A LA KING ON HOLLAND RUSK
STUFFED CELERY OLIVES
UNEEEDA BAKERS PREMIUM SODA CRACKERS
SWISS CHEESE

*FIG NEWTONS A LA MODE*

TEA

**MENU No. 4**
JELLIED VEGETABLE SALAD WITH MAYONNAISE DRESSING
ASSORTED CHEESE
PREMIUM SODA CRACKERS

*GINGER SNAP WAFFLES*

TEA

**MENU No. 5**
FRUIT JUICE COCKTAIL
UNEEEDA BAKERS BUTTER WAFERS

POTATO SALAD ROLLED IN SLICES OF HAM
STUFFED OLIVES
PICKLED ONIONS
UNEEEDA BISCUIT

*HONEY BOYS*

TEA

---

**FIG NEWTONS A LA MODE**

12 Uneeda Bakers Fig Newtons
1 pt. of vanilla ice cream

Place 2 Fig Newtons on each individual plate and cover with a layer of ice cream. 6 portions.

Another easy way in which Fig Newtons may be served as a special dessert is as follows: Heat the Fig Newtons in a covered casserole in a hot oven (450°F) about 10 minutes. Serve hot, accompanied with sweet cream.

---

**GINGER SNAP WAFFLES**

45 Old Fashion Ginger Snaps, rolled fine

\[
\begin{align*}
\frac{3}{4} \text{ tsp. salt} & \quad \frac{1}{2} \text{ cup melted butter} \\
4 \text{ tsp. baking powder} & \quad 1 \text{ cup milk} \\
3 \text{ egg yolks} & \quad 3 \text{ egg whites}
\end{align*}
\]

Roll snaps fine and add salt and baking powder. Beat egg yolks and add melted butter and milk. Combine with first mixture and mix thoroughly. Fold in stiffly beaten egg whites and bake in a hot waffle iron. 24 individual services. Preparation, 5 minutes.

---

**HONEY BOYS**

Butter 6 Holland Rusk

\[
\begin{align*}
1\frac{1}{2} \text{ cups drained crushed pineapple} \\
4 \text{ lbsps. honey}
\end{align*}
\]

Butter Rusk. Mix pineapple and honey and spread over heated Holland Rusk. 6 portions. Preparation, 3 minutes.

---

EVERYTHING IN MENU No. 5 may be purchased at a delicatessen. This means that at the last minute you can arrange to serve a delicious supper with little effort and much satisfaction.
**MENU MAGIC • Buffet Suppers**

---

**MENU No. 1**

*(Hot)*

CLEAR VEGETABLE BOUILLON
UNEEDA BAKERS BUTTER WAFERS

INDIVIDUAL CHICKEN AND MUSHROOM PIE
OLIVES STUFFED CELERY

FROZEN FRUIT SALAD
UNEEDA BAKERS CHEESE WAFERS

COFFEE

**MENU No. 2**

*(Cold)*

FRUIT JUICE COCKTAILS
ASSORTED APPETIZERS, WITH UNEEDA BAKERS BUTTER WAFERS AND PREMIUM SODA CRACKERS

COLD CUTS WITH VEGETABLE SALAD
HEATED HOLLAND RUSK

BURNT ALMOND ICE CREAM
FAMOUS CHOCOLATE WAFERS

COFFEE

**MENU No. 3**

FROZEN TOMATO JUICE COCKTAIL
SLIM JIM BUTTER PRETZELS

LOBSTER NEWBURG ON PREMIUM SODA CRACKERS
POTATO CHIPS BUTTERED PEAS

ORANGE ICE
*MILLIONAIRE FRUIT CAKE*

COFFEE

---

*MILLIONAIRE FRUIT CAKE*

14 Uneeda Graham Crackers

\( \frac{3}{4} \) tsp. baking powder \( \frac{1}{2} \) cup sugar

\( \frac{1}{2} \) cup mince meat \( \frac{3}{4} \) tbsp. butter

3 egg yolks, beaten 3 egg whites

Crumble crackers and stir in baking powder. Add mince meat, sugar, softened butter and egg yolks. Mix thoroughly and fold in stiffly beaten egg whites. Turn into a buttered loaf pan and bake 35–40 minutes in a moderate oven (350°F). Preparation 6 minutes.

---

EVEN MENUS FOR HOT buffet suppers may be served without help. The individual chicken pies will retain their heat for some time. The menu with Lobster Newburg can be easily kept warm by placing Newburg in a chafing dish after cooking and other hot foods in covered dishes.

*Millionaire Fruit Cake*

---

BE SMART—SERVE THE UNEEDA BAKERS LEADERS
**MENU MAGIC • Buffet Suppers •**

**MENU No. 4**

*JELLIED MEAT LOAF*

VEGETABLE SALAD

STUFFED CELERY OLIVES

HEATED HOLLAND RUSK

FRESH STRAWBERRIES WITH CREAM

UNEEDEA BAKERS ENGLISH STYLE ASSORTMENT

TEA

---

*JELLIED MEAT LOAF*

1 tbsp. gelatine  
1/2 cup cold water

1 tbsp. minced onion

1 cup stock, well seasoned

10 Premium Soda Crackers, crumbled fine

1 tsp. Worcestershire Sauce

2 tsp. lemon juice

1/4 cup chopped cooked meat. (Veal, lamb, ham, beef or chicken)

Soak gelatine in cold water 5 minutes. Add onion to stock, bring to boiling point. Pour over soaked gelatine. Stir in crumbled crackers, Worcestershire Sauce and lemon juice. Cool and add meat. Turn into mold and chill. Remove from mold and slice. Garnish chicken loaf with chilled peas in lettuce cups; veal loaf with potato salad in lettuce cups; lamb loaf with mint jelly; ham loaf with mustard pickle in tiny lettuce cups; beef loaf with sliced dill pickle. 6 portions. Preparation, 10 minutes.

---

**MENU No. 5**

COLD SLICED HAM

POTATO CHIPS

DEVILLED EGGS

ASPARAGUS SALAD

PREMIUM SODA CRACKERS

*STRAWBERRY DESSERT*

COFFEE

---

*STRAWBERRY DESSERT*

1 egg white  
1 pt. strawberries

Salt  
1 cup Social Tea Biscuit, crumbled

1/2 cup powdered sugar

Beat egg white stiff, add salt and sugar and fold in 1 cup washed and hulled strawberries, cut in small pieces, and add Social Tea Biscuit crumbs. Chill and serve with remainder of strawberries. 6 portions. Preparation, 7 minutes.

---

**MENU No. 6**

GINGER ALE COCKTAIL

SARDINE CANAPES (ON PREMIUM SODA CRACKERS)

*HAWAIIAN OMELET*

ENDIVE, FRENCH DRESSING

HEATED HOLLAND RUSK

ORANGE ICE

FAMOUS CHOCOLATE WAFERS

TEA

---

*HAWAIIAN OMELET*

4 egg yolks  
4 egg whites

3/4 cup milk  
2 tbsps. butter

12 Premium Soda Crackers  
1 1/2 cups crushed pineapple

3 tbsps. grated cheese (canned)

Beat egg yolks about 1 minute, add milk and crumbled Premium Soda Crackers. Fold in stiffly beaten egg whites. Melt butter in frying pan and pour mixture into it. Cover and cook over low heat until browned lightly. Then place in slow oven (350°F) about 3 minutes. Cook pineapple until juice thickens, about 10 minutes. Pour cooked pineapple on half the omelet, fold and slide on to a platter. Sprinkle with grated cheese. Serve at once. 6 portions. Preparation, 12 minutes.

[ 18 ] BE SMART—SERVE THE UNEEDA BAKERS LEADERS
Refreshments are often in order after an evening of bridge or as a happy ending to a friendly evening call. With Uneeda Bakers crackers, wafers and biscuits in your pantry, and the suggestions on this page, you will find it easy to manage the late supper without help.

**MENU No. 1**

GINGERALE GRAPE JUICE
HIGHBALL
ANCHOVY PREMIUM SODA CRACKER CANAPE

*MIDNIGHT OMELET
HOT BUTTERED HOLLAND RUSK

COFFEE

**MENU No. 2**

LIVERWURST TONGUE
SARDINES PREMIUM SODA CRACKERS
OLIVES PICKLED ONIONS

UNEEEDA BAKERS CHEESE WAFERS
RASPBERRY JAM

COFFEE

*MIDNIGHT OMELET

1 slice boiled ham (¼ inch thick)
½ cup mushrooms (fresh or canned)
¼ cup butter 4 eggs
13 Premium 1 small onion
Soda Crackers 2 fresh tomatoes
½ cup milk Parsley

Cut ham and mushrooms in thin strips and brown quickly in half the butter. Crumble crackers and cover with milk. Beat eggs and add cracker mixture. Pour over ham and mushrooms and cook, covered, over low flame until set. Meanwhile prepare sauce as follows: Peel tomatoes and mince onion. Fry onion in rest of butter, add tomatoes and simmer for 5 minutes. Then fold omelet and turn out on a platter and surround with sauce and sprinkle with minced parsley. Preparation, 10 minutes. 6 portions.

**OTHER SUGGESTIONS**

for late suppers are Chicken a la King on heated Holland Rusk, scrambled eggs and sausage on Premium Soda Crackers, Welsh rarebit on Uneeda Biscuit, toasted cheese on Champion Flake Butters, cream cheese and jelly on National Zwieback.
FORMAL AFTERNOON TEA

SHRIMP AND PINEAPPLE SALAD

CHEESE AND OLIVE SANDWICHES MADE WITH PREMIUM SODA CRACKERS

*ZWIEBACK NUT TART

TEA

COFFEE

MINTS

*ZWIEBACK NUT TART

4 eggs separated

½ cup sugar

½ pkg. Zwieback, rolled

1 tsp. baking powder

1 cup walnut meats (chopped)

Combine beaten egg yolks and sugar and beat. Add Zwieback and mix with baking powder, nut meats and stiffly beaten egg whites. Divide into two greased layer cake tins and bake 10 minutes in a moderate oven (375°F). Put together with whipped cream or marshmallow whip. Preparation, 10 minutes.

AFTERNOON TEA No. 1

HOT BUTTERED HOLLAND RUSK

APRICOT MARMALADE

TEA

AFTERNOON TEA No. 2

CREAM CHEESE RICED OVER JELLY

UNEEDA BAKERS BUTTER WAFERS

TEA

SOME OF THE HAPPIEST HOURS are spent in the cozy atmosphere of afternoon tea. Simple menus are always best at this hour. Uneeda Bakers crackers, biscuits and wafers make their service delightful and easy.

Many good suggestions which may be used for afternoon tea will be found throughout this book. Uneeda Bakers Old Fashion Ginger Snaps, heated, and served with cream cheese are delicious with tea. Hot buttered Zwieback spread with quince jelly is a marvelous sweet. Uneeda Graham Crackers spread with cream cheese and topped with pieces of fresh fruit are very popular treats.
CHILDREN'S SUPPER

CLEAR TOMATO SOUP
SLIM JIM BUTTER PRETZELS
CREAMED CHICKEN ON HOLLAND RUSK
BUTTERED PEAS

*GRAHAM MAGIC

2 squares chocolate
1 1/2 cups condensed milk
1/2 cup water
1 tsp. vanilla
10 Uneeda Graham Crackers
Pinch of Salt

Melt chocolate in double boiler. Add condensed milk and stir over boiling water for five minutes until thick. Remove from fire and add water, salt and vanilla. Crumble crackers and lightly fold in pudding mixture. Chill and serve cold, plain or with whipped cream, sprinkled with crumbled Graham Crackers. Preparation, 10 minutes. 6 portions.

CHILDREN'S LUNCHEON

BANANAS SLICED IN ORANGE JUICE
BROILED LAMB CHOPS
BAKED POTATOES BUTTERED BEANS
BUTTERED HOLLAND RUSK

*PRETZEL FLOWERS

SPINACH PRETZEL BASKETS

Children will look forward to spinach as a treat when served as follows: On opposite sides of a mound of hot, cooked and seasoned spinach, stand two Slim Jim Butter Pretzels to resemble basket. Use one section of a pretzel to form handle as in illustration. Potato Baskets may be made in the same manner with mashed potatoes.

BE SMART—SERVE THE UNEEDA BAKERS LEADERS
**PATRIOTIC DINNER**

CHERRY COCKTAIL  
UNEEDA BAKERS  
BUTTER WAFERS  

TOMATO SOUP  
TOASTED PREMIUM SODA CRACKERS  

VIRGINIA BAKED HAM  
CANDIED SWEET POTATOES  
BUTTERED BEETS  

ENDIVE WITH PIMENTO DRESSING  

**ECONOMY PUDDING**  

COFFEE  

**SPRING GARDEN BRIDGE**

ASSORTED UNEEDA CANAPES  
(on Premium Soda Crackers and Butter Wafers)  

POINSETTIA SALAD  
(Tomato cut petal-like and filled with chicken salad)  

TOASTED CHAMPION FLAKE BUTTERS  

**MOCK BISQUE ICE CREAM**  

ASSORTMENT DE LUXE  

COFFEE  

**THE CHARM OF FLOWERS** adds to the beauty and pleasure of the Spring Garden Bridge. Serve at small tables with a different color scheme and different flowers for each. The effect, upon entering the room, will be that of a lovely garden in full bloom.
MENU MAGIC • Holiday Feasts

FAMILY REUNION DINNER

CRAB MEAT COCKTAIL
UNEEDA BAKERS CHAMPION FLAKE BUTTERS

CHICKEN POT PIE
STEAMED RICE
BROCCOLI, HOLLANDAISE

LETTUCE AND TOMATO SALAD
UNEEDA BAKERS BUTTER WAFERS

*GINGER PUMPKIN PIE

COFFEE

PICNIC COOKED IN OPEN

*FISH CHOWDER
UNEEDA BISCUIT
SWISS CHEESE
MUSTARD PICKLE
PEANUT BUTTER

UNEEDA BAKERS
ASSORTMENT DE LUXE
FRESH FRUIT

COFFEE

PACK-AND-CARRY PICNIC

TOMATO JUICE COCKTAIL
(BOTTLED)
PREMIUM SODA CRACKERS

1 CAN PINEAPPLE SECTIONS
1 CAN SHRIMP
1 MEDIUM JAR SALAD DRESSING
1 PKG. CHEESE
1 GLASS JELLY

UNEEDA BAKERS
ENGLISH STYLE ASSORTMENT
FRUIT
THERMOS COFFEE

*GINGER PUMPKIN PIE

Crust: 18 Old Fashion Ginger Snaps
1 tbsp. sugar
½ cup butter

Roll Old Fashion Ginger Snaps fine and mix together with sugar and softened butter. Press mixture firmly against sides and bottom of buttered pie plate. Fill with pumpkin filling and bake in a moderate oven (375°F) 40-45 minutes. Other fillings such as chocolate or vanilla cooked custard, or sweetened and flavored whipped cream may be used. 6 portions. Preparation of crust, 3 minutes.

*FISH CHOWDER

1 qt. boiling water 1 cup flaked, 1 can condensed tomato soup
2 tbsps. butter cooked fish
1 onion, minced 2 tbsps. salt
17 Premium Soda Crackers, crumbled
1 large can evaporated milk
2 tbsps. parsley, chopped

Into boiling water, put fish, butter, soup, onion and salt. Boil gently five minutes. Add crackers and boil gently for three minutes. Add evaporated milk and bring to boiling point. Season and serve at once, sprinkled with parsley. 6 portions. Preparation, 10 minutes.

TO PREPARE PACK-AND-CARRY PICNIC: Be sure to carry a can opener, a bowl, tablespoon and paper plates. Open shrimp and pour off liquor. Open pineapple and pour off juice. Mix pineapple and shrimp with mayonnaise. Serve on plates with Premium Soda Crackers. Cheese alone, jelly alone or both in combination should be served later, on Premium Soda Crackers, as a separate course. Fruit in season together with the delicious and various dainty English Style Assortment biscuit makes a satisfying and refreshing dessert. Provide plenty of hot coffee.
CHEF STYLE CRACKER SERVICE

CANAPES AND HORS D'OEUVRES are popular and delightful appetite teasers. Uneeda Bakers crackers and wafers—excellent for this purpose—are Premium Soda Crackers, Toasted Whole Wheat Wafers, Butter Wafers, and Butter Splits.

SOUP. A correct choice of crackers served with the simplest soup gives it distinction. Uneeda Bakers bake an interesting variety of crackers to enhance your soup service. They recommend:

WITH CLEAR SOUPS, jellied soups or bouillon—Uneeda Bakers Premium Soda Crackers, Butter Wafers, Toasted Whole Wheat Wafers, Uneeda Biscuit, Slim Jim Butter Pretzels.

WITH CREAM SOUPS OR BISQUES — Uneeda Bakers Premium Soda Crackers, or Butter Wafers.

WITH VEGETABLE SOUPS OR CHOWDERS—Uneeda Bakers Oysterettes, Dandy Oyster Crackers, Champion Flake Butters.

SALADS, are improved in flavor when served with a suitable wafer or cracker—plain, toasted or spread with cheese. Try these:

WITH GREEN SALADS—Uneeda Bakers Cheese Wafers or Butter Wafers.

WITH VEGETABLE SALADS—Uneeda Bakers Butter Wafers, Premium Soda Crackers, Champion Flake Butters, Toasted Whole Wheat Wafers.

WITH MEAT OR FISH SALADS—Uneeda Bakers Premium Soda Crackers, Toasted Whole Wheat Wafers, or Champion Flake Butters.

WITH FRUIT OR FROZEN SALADS — Uneeda Bakers Cheese Wafers, Butter Wafers, or Famous Ginger Wafers.

DESSERTS may be served of sweet crackers alone—such as Uneeda Bakers Assortment de Luxe, English Style Assorted Biscuit, Famous Chocolate Wafers, or may be accompanied by: Nabisco, Lorna Doone Shortbread, Social Tea Biscuit, Five O’Clock Tea Biscuit, Oreo Sandwich, or any other of the Uneeda Bakers sweet biscuit.

May I suggest that you do not lend your "Menu Magic"—even to your best friend. It might not come back! Just tell her that I'll be very happy to send her a copy, too, if she will just write me her name and address.

**HERE IS MINE:**

*Nancy Best,*
National Biscuit Company
449 W. 14th Street,
New York, N. Y.

**P. S.** I am just completing the "Summer Book of Menu Magic"—full of delicious Spring and Summer suggestions. Would you like to have me send you a copy? I'd be happy to do so. Just write me, and be sure to say "Summer Book"—or "both."
MENU MAGIC