



H A M

and how to Serve It

to Please Members' Palates

By JEAN VERNET*

WHEN the first Earl of Sandwich originated the item of diet that then represented merely an ingenious effort to sustain himself while the cards were running in his direction, he paved the way for the gastronomic revolution that today seriously concerns those who are responsible for the success of commercial feeding establishments.

A twelve-year survey of sales at restaurants of all characters shows that the serving of sandwiches has increased 215% during that period. It is obvious that this indicates the trend away from the heavy meals that were the routine prior to the advent of the present quick tempo in business and social life. Business district restaurants are disturbed by the encroachment of drug- and cigar-store lunch counters on the preserves that formerly were the property of orthodox feeding establishments for business men. The golf clubs have not been immune from this competition, especially in the metropolitan districts, as the members leave their offices in a hurry, grab a sandwich at some office building lunch counter or a barbecue stand on the way to the club, and hurry to the first tee.

Inasmuch as educating club members to leisurely enjoyment of a well-cooked full meal at noon is a hopeless task under present conditions, the club manager must look elsewhere for an answer to his problem of attracting restaurant patronage and serv-

ing it with distinctive menus. Fortunately, the simple thing to do is to beat the competition at its own game, and in so doing have an excellent opportunity to show a profit from restaurant operations. The same talent a good chef shows in the preparation of his superb dinners shines forth brightly when displayed in sandwiches.

Of the extensive variety of foods available for sandwiches, ham leads in popularity by a wide margin, according to the figures of feeding authorities. This popularity, as well as the profit in serving, has been enlarged by the development in ham cooking processes. A vacuum method of cooking and packing ham retains the savory flavor of a smoked ham and the mellowness of baked ham, in addition to presenting the ham for serving without bones or excess fat, undoubtedly has been a prominent factor in making ham a feature item in golf club food service.

Profit in Sandwiches

Although ham is conspicuous in every well-planned buffet lunch, and always goes well on dinner and luncheon menus, it shows up to most impressive advantage when sandwich food costs are considered.

Counting bread and labor of preparation the cost of an excellent ham sandwich made from the highest quality of ham should not exceed four cents. Determination of food cost is made exact when the packaged ham is employed as there is no fuel cost for boiling, no time element for cooking, and no loss of 28% to 30% of net

*Manager, Institutional Dept., George A. Hormel & Co.



SUPREME OF HAM A LA GIBSON

Fold a thick slice of Flavor-Sealed Ham in triangular shape, allowing it to form a pocket. Fill with following garnish: Julienne of white meat chicken, smoked ox tongue, celery and raw apple, lightly mixed with mayonnaise and whipped cream. Season with salt and pepper to taste. Place filled ham triangle on a wire grill and glaze with wine jelly. Allow to cool and serve on a bed of shredded lettuce and a sauce made of mayonnaise, whipped cream in equal quantity, and flavor with A-1 sauce, salt and pepper.

weight in cooking and an additional 22% to 25% from trimming of skin and surplus fat.

Figures on sandwich preparation go as follows:

Net Wt. of Ham.....	9 lb. 8 oz.
Wt. of Jellies.....	8 oz.
Wt. of Trimmings.....	1 lb. 8 oz.
Wt. of meat actually usable for sandwiches	7 lb. 8 oz.
No. of whole slices per lb. cut by U. S. Slicing Machine set at No. 8.....	11
Cost of ham—net wt. times cost per lb. (.40).....	3.80
Cost per sandwich—Cost of ham divided by number of sandwiches027

Each full slice will make one and a half sandwich slices, consequently three sandwiches may be made of two full slices. Upon using the smaller or shank end, some slices will make only one sandwich; 8 oz. of trimming are usable in the form of ham salad sandwiches or minced ham and deviled egg sandwiches.

Upon making sandwiches, due to the absence of moisture in the boiled ham, the

sandwich is much drier and will not keep fresh very long. Flavor-sealed ham, retaining the natural juices, offers a sandwich that has a better appearance, a more appetizing taste and will keep fresh either wrapped or unwrapped for a much longer period.

For fried ham sandwiches, the packaged ham is quickly and easily prepared and contains the maximum in flavor whereas boiled ham, having already lost much of its flavor and moisture, is practically tasteless.

In using ham for the modern popular toasted sandwich, heat emphasizes the tastiness of flavor-sealed ham, whereas dry heat tends further to bring out the tastelessness and dryness of hot, boiled ham.

Ham Service Suggestions

Some of the ham menus that club managers have found are highly popular with the members in cold buffet service follow:

Galantine of Chicken and Ham

Hearts of Palm Salad

Celery Roquefort

Stuffed Olives

Hot Rolls

Coffee

Mixed Fruit Compote

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Cold Sliced Ham with Jelly

Stuffed Eggs

Knob Celery with French Dressing

Potato Salad with Capers and Olives

Coffee

Frozen Eggnog with Rum

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Chaufroid of Ham

Mixed Hors d'oeuvres

Tiny Fried Cheese Croquettes

Romaine and Tomato Salad

Coffee

Parfait with Candied Chestnuts

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Some quickly made snacks for the 19th hole are:

Ham Steak Bordelaise—Sauté ham steaks lightly in butter, add sauce Bordelaise and simmer for a few minutes.

Deviled Ham Steak—Spread ham steak with English mustard, dip in fresh bread crumbs and broil.

Make thin two layer sandwiches, using ham as one layer and cream Roquefort cheese as second.

Cut slices of ham in half, spread with chutney and mustard, sandwich together and broil.

Roll oysters in thin slices of ham and broil.

Place slice of ham on toast and cover with Welsh rarebit.

Cover slice of toast with slice of ham and then slice of American cheese. Place in oven until cheese browns lightly, remove and serve open.

For the ladies, try a toasted ham sandwich spread with orange marmalade.

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Suggestions for preparing ham steaks so the members boast of his club's food service:

Broil with segments of oranges and pine-

apple lightly sprinkled with brown sugar.

Spread honey over ham steaks, dip in corn meal and broil.

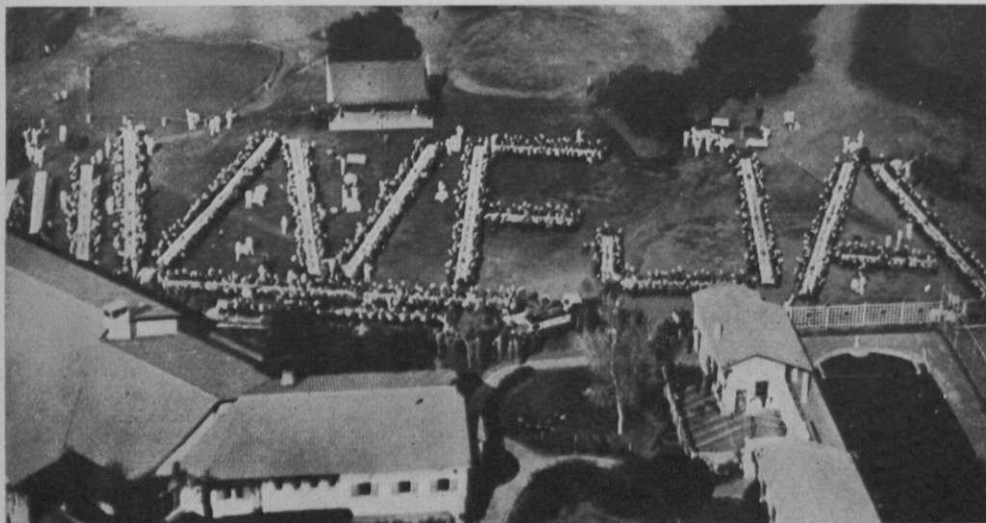
Dip ham steaks in paprika, flour and sauté.

Broil and serve with brown mushroom sauce or with grilled mushrooms, drawn butter.

Deviled ham steak—Spread with prepared mustard, roll in bread crumbs, broil.

Ham steak, Spanish style—Serve with rich creole sauce.

Dip steaks in flour, in beaten eggs and in crumbs, and sauté.



A Real Banquet Stunt

TWELVE hundred delegates and guests of the Western Fruit Jobbers association attended an open-air luncheon held January 15 at the Phoenix (Ariz.) C. C. and the aerial view above was taken at the height of the festivities. The novel table arrangement is an interesting stunt and is only one of the many details watched over and successfully carried out by Kenneth E. Nash, secretary-manager of the club, under whose direction the affair was held.

Commenting on the luncheon, Nash reports: "I have been secretary and manager of this club for nine years, but this party doubled in capacity anything I have ever been called on to serve heretofore. It was necessary for me to rent some 30,000 pieces of equipment from Los Angeles, and six auxiliary ranges had to be set up in the clubhouse backyard to meet the cooking

demands of this record day.

"Among the stunts pulled to increase the guests' enjoyment were news-reel men, who took talking pictures; a hook-up with the National Broadcasting Company, which sent the speeches all over the West; airplane pictures available to guests shortly after being taken; and telegrams from government weather bureaus throughout the country giving the temperature of their cities, which in most cases was below zero, while the people from those cities were **having luncheon on the green front lawn** of the clubhouse amid flowers, palms and evergreens. The ladies ate without wraps and the men protected their heads with napkins, as the sun was doing its share to make the convention a success."

GOLFDOM publishes this account of the Phoenix stunt in the firm belief that alert managers and officials will find inspiration for similar banquets at their clubs.