

# Marketing-Cooking-Service



## Modern Home News

**Jiffy Puffs**  
For want of a better name, I am calling this original idea "Jiffy Puffs," since they are made in about two minutes and prove the contention that simple appetizers are best.

Toast bread on one side, and cut rounds from it, or any desired shape. This may be done in advance. Beat one package of cream cheese with the yolk of one egg and a pinch of salt. If you like a wauff of garlic, rub the mixing bowl first with a garlic bud.

Spread the bread on the toasted side with this mixture and butter the other side. Slide a pan of the spreads, cheese side up, under the flame of the broiler and brown delicately. They will puff up and will scorch easily so figure about two minutes for the browning time. This makes a generous quantity.

**Sandwich Spreads**  
None of the ready-prepared sandwich spreads compare with the combinations which can be quickly blended in your own kitchen, at little cost. And the best of tinned spreads may be improved and stretched with a few drops of lemon juice, salt, chopped pickles, olives, egg and so on.

Chop together a few slices of pickle, some anchovy or sardines, a hard-boiled egg, a few stuffed olives, watercress, or parsley. If there is a slice of crisp breakfast bacon remaining, toss that in, if you are not adding anchovy fillets, use bloater paste.

Moisten your spread with a dash of lemon juice, a drop or two of Worcestershire sauce, French dressing, or a bit of mayonnaise, if preferred. Spread on tiny triangles of toast, or crisp crackers, and your guests will do the rest. Save some of the minced, hard cooked egg for decorative effect on top of the appetizers. Riced, hard-boiled egg is effective.

**Spread Your Treat**  
Almost unlimited are the variations in sandwich and cracker spreads. Most of the spreads may be blended in advance and stored in closed glass jars or bowls in the refrigerator.

Try cream cheese and chopped sardines, thinly sliced cream and flavored with a few drops of Worcestershire sauce, as a cracker spread.

Excellent appetizers are the savory anchovy paste and fillets of anchovy, but keep their salty flavor in mind when making canapes and combine with such bland accessories as hard cooked egg or cucumber slices.

A simple spread is anchovy butter, prepared by creaming butter until very light, gradually working into it anchovy paste or anchovy sauce in any desired proportion, remembering the warning that anchovy is intensely salty. Add a shake of cayenne pepper, or freshly-ground pepper.

Here are some combinations,

which may be altered to suit individual tastes: Roquefort cheese and chopped water cress, blended with mayonnaise; midget sardines marinated with lemon juice; cream cheese and chopped olives; cream cheese and chopped pistachio nuts; orange marmalade and chopped fresh mint leaves; watercress and cream cheese; sliced jellied tongue on toast, or whole wheat bread; avocado pears, sieved, mixed with creamed butter and lemon juice.

Peanut butter and chopped raisins, blended with mayonnaise, a popular sandwich with the juniors; deviled ham, blended with mayonnaise and mint jelly; cottage cheese garnished with sliced cucumbers and pimiento strips; thinly sliced American cheese; strawberry or red raspberry jam; peanut butter and minced celery, blended with mayonnaise; orange marmalade with chopped almonds; dried beef, ground with walnut nuts, moistened with sauce and mayonnaise; chopped tunafish and olives; deviled ham and horseradish; mashed sardines, blended with horseradish and lemon juice; ground dates, figs and nut meats, mixed with sweet cream.

**Beef Bundles**  
Dried beef is working its way up. In fact, it is being rushed at parties and accepted in the living room.

When I first saw a small platter of these dainty pink Beef Bundles, I thought they were candy I had to be urged to take one—and later I was implored to leave them alone.

Combine one package of cream cheese with one heaping teaspoon of prepared horseradish. After blending thoroughly in a bowl with a fork, place a small quantity in a square of the beef, roll the beef and secure with a toothpick. If you like the horseradish flavor, two teaspoons may be used. This is an appetizer which can be prepared in advance.

A variation of this beef bundling is to combine mixed pickle, with one teaspoon mustard and a package of cream cheese. For a more pronounced flavor, use one third Roquefort to two thirds cream cheese.

Blend the ingredients thoroughly, shape into marble balls, and place one ball in the center of each slice of beef. After fastening these into tiny rolls, serve on lettuce hearts, or garnish with watercress and stuffed olives.

**Stuffed Ham**  
Thin slices of ham also may be stuffed as a substantial dish for the late supper, or special luncheon. Care must be taken to keep the rolls small, and the filling should be moist. A mixed vegetable salad is a welcome filling in a slice of ham.

For a novelty, blend one package of cream cheese, with six stuffed olives, finely chopped, one teaspoon of horseradish and enough cream to bind the mixture together. Spread on thin slices of boiled ham, then roll up like a jelly roll and fasten. This quantity will make twelve rolls.

**Fruit Hors d'Ouvres**  
Moving into the limelight are fruit hors d'ouvers. They are different, tasty and healthful. Serve perfect fresh berries, fresh pineapple, cut into small wedges and flecked with finely-minced mint leaves, and fruits (fresh or canned) cut small and rolled in toasted minced nuts. Pistachio nuts give a new flavor.

Stuffed prunes belong in this special department. Choose large mealy prunes and simmer them with sugar until they are plump and tender. Then pick your favorite filling. Unsurpassed is cream cheese and ground nuts, moistened with orange juice. Serve on orange slices. Tuck two or three as a nourishing treat into lunch's lunch box.

Another flourish is to take the cooled prunes, after cooking as above, remove pits and replace with olives. Serve on toothpicks, or wrap a slice of bacon around the stuffed prune, fasten with a canape pick and broil in a hot oven until the bacon is crisp. Serve at once.

Try this novel salad holder for luncheon: Orange shells stuffed with cream cheese and chopped nuts, with grated orange rind garnish.

**She's a Sanitary Engineer**

Mrs. Anne M. Newman of Brooklyn, is believed to be the only woman graduate student of sanitary engineering in the U. S. A. A teacher of physiology and public health, Mrs. Newman is studying at New York University as an aid to her teaching.

**Foods Favorable To Beauty**

**Very Light Things For Thanksgiving Tea**

By KATHLEEN MARY QUINLAN  
You will think, when you rise from the Thanksgiving table, that you'll want nothing more to eat all that day. Yet the hour for tea will come—a little later than usual, perhaps—but its place, nevertheless, is important. A light supper will come later on. But for guests who are leaving between meals it is a nice courtesy.

To my mind, coffee would be better than tea on this day when so much that needs "settling" has gone before. A cup of fragrant, freshly-made coffee at this moment will do wonders to stimulate conversation and interest which may have lagged through over-satisfaction at the noonday table.

At this point, perhaps the usual sweet tea cakes or sandwiches may seem like too much of a good thing, too. With the coffee, then, just the right appeal may be made by toasted cheese bread which you can buy in round, smooth loaves, ready-made, for less than twenty cents a loaf.

Thin-Toasted Cheese Bread  
Fondant-Covered Grapes  
Coffee

Cut the bread thin, trim crusts, if desired, toast the bread very lightly, spread with butter which will melt quickly and penetrate the bread. Cut some of the slices in moon-shapes, others in the round; arrange on a silver plate or one of pewter. If possible, and offer to your guests in lieu of cake.

If something sweet is wanted why not make fondant- frosted grapes, using both white and blue or red grapes so that their colors will shine faintly through the sugar coat. Make a simple fondant according to the recipe you will find in any cook book. Separate grapes from the stems, dip in fondant, dry them and arrange on green leaves on a clear glass plate. You can get the green leaves at any florist's. These suggestions are both pretty to see and tempting to a none too keen appetite. Just right, I think you will find, for the Thanksgiving tea menu.

**QUILTS IN USE 125 YEARS**  
PLYMOUTH, N. H.—Mrs. Freeman C. Willis, seventy-two, still uses two quilts made by her mother and grandmother more than 125 years ago. Mrs. Willis says that the quilts are in perfect condition.

**POLICEMAN LABOR-ARBITER**  
TOLEDO—Police Lieutenant Harvey Klamber stepped out of routine duties when he happened upon a labor dispute at an auto wrecking yard. Klamber got the principals together and soon had the twenty-seven employes back at work with all parties satisfied.

**MAIN BAKERS**  
14 East Main St., Dial 4334, Middletown, N. Y.

EXTRA LARGE BUTTER RINGS and COFFEE CAKES. 2 for 29c

Chocolate Eclairs 6 for 25c  
Lg. White Wonderbar Loaf 8c  
Assorted Butter Sponge LAYERS ..... 27c  
Fresh Rolls Delivered Sunday Morning

Thanksgiving Tea

Groceries  
Smoked Meats

MARKOVITS BROTHERS  
Fruits Vegetables

Fair Store Building 6 East Main Dial 5218 or 5302

12 E. Main Dial 3215 | 101 North St. Dial 5163 | 178 W. Main Dial 3517 | Goshen, N. Y. Phone 529

APPROVAL  
The seal of public approval is priceless. It endows a store with a character which only merit can earn.

Everywhere in Orange County MARKOVITS BROTHERS' Stores have gained unqualified approval. MARKOVITS BROTHERS noteworthy success in food product merchandising is primarily the result of an experience in years which will soon reach the quarter century mark.

Jack Frost XXXX SUGAR, pkg. .... 7c | Libby's Seeded or Seedless RAISINS, 3 pkgs. .... 25c

PILSBURY'S SNO-SHEEN  
Cake Flour box 23c

250 FRESHLY SMOKED 4 to 6 lb. ARMOUR'S Star Picnic Hams lb 18c

ALBANY PACKING Pure Pork SAUSAGE, lb ... 25c | VERY BEST FRANKS, lb ... 17c

Honey Flavored Fig Bars lb 10c  
JUST ARRIVED—STRICTLY FRESH BAKED

On Sale 10c Pkg. | Diamond Brand No. 1 New WALNUTS lb. 23c | FANCY NEW MIXED NUTS lb. 25c | CLUSTER TABLE RAISINS pkg. 19c

LIBBY'S NATURAL Pineapple Juice 3 cans 25c

Fancy Large CRANBERRIES lb. 21c | Ocean Spray Cranberry Sauce can 15c | Fancy Table HEART CELERY 10c bunch

Eblings ALE or BEER 3 cans 28c

Fancy Green Hubbard Squash lb 4c

FANCY RED GRAPES 3 lbs. 25c | New Italian CHESTNUTS lb. 10c

FANCY CLEAN Virginia Spinach lb 7c

Large Fancy TANGERINES doz. 23c | Large Juicy Florida ORANGES doz. 23c | Fancy Large GRAPEFRUIT 6 for 25c

FANCY JERSEY Sweet Potatoes 8 lbs 25c

CHIPSO, large box. 19c | SELOX, box ..... 11c  
1 DISH CLOTH FREE | THE SPEED SOAP

CLOVERBLOOM or BROOKFIELD—Roll or Tub

BUTTER lb 36 1/2c

LOBEL'S GROCERIES - MEATS - FRUITS - VEGETABLES  
37 MILL ST., Cor. Harding DIAL 4915 Free Delivery

Fresh Creamery, tub or roll BUTTER, 2 lbs. .... 69c  
1 pound ..... 37c

PEAR Lane PEAS, 2 cans. .... 25c  
No. 2 can

LOBEL'S SPECIAL, lb. .... 23c (Economy Pkg.)  
Coffee, 2 lbs 35c

California Dried Prunes 5 lbs. 25c

Salad Dressing, qt. .... 25c

Sweet Potatoes, 5 lbs. .... 13c

CHUCK POT ROAST BEEF, 5-lb. cut. .... lb. 16c

DIXIE BACON ..... lb. 19c

FRESH HAMS ..... lb. 22c

SWIFT'S BACON, ..... 1/2-lb. pkg. 17c

SHOULDER OF LAMB ..... lb. 15c

FRESH PIG LIVER ..... lb. 19c

Fresh Ground HAMBURGER ..... 2 lbs. 25c

Large Grapefruit, 5 for. .... 25c

Good Luck Oleo, 5-lb. brick. .... 95c

Head Cauliflower ..... 10c

Jersey CORN FLAKES, 2 hrs. 1c

SNAPPY DOG FOOD, 6 cans. .... 25c

LETUCE or Celery ..... 10c

Mackerel, each ..... 10c

Pure Pork Sausage, lb. .... 33c

Order Your Thanksgiving Turkey Now From Us.

**MOHICAN MARKET and BAKERY**  
15-17 EAST MAIN ST. DIAL 4301  
SATURDAY SALE  
**TURKEYS**  
Don't forget to leave your order for a choice Blue Ribbon Turkey With Us Today

**PORK**  
Loins, rib end, lb. . 21c  
Fresh Shoulder, lb. 20c  
Fresh Hams, lb. . 27c

**LAMB**  
Legs, short cut, lb. 25c  
Shoulders, lb. .... 15c  
Rib Chops, lb. .... 25c

EXTRA FANCY YELLOW—5 LB. AVERAGE  
Roasting Chickens lb 27c

**FOWL** These Are Small Fancy Yellow Fowls ea 59c

Prime Rib Roast Beef, lb. .... 27c

LARGE SELECTED GRADE C EGGS Doz. 35c

MEADOWBROOK MILD CHEESE lb. 25c

Breakstone Cream Cheese, lb. .... 37c

Real Sharp Cheese, lb. .... 33c

SPRY 1 lb. can 22c  
3 lb. can 61c

Stuffed Olives, pt. jar. .... 29c

Cottage Cheese, 2 lbs. .... 17c

FROM OUR OWN BAKE SHOP  
BREAD full lb. 6c 24 oz. loaf 9c

MOHICAN FRESH BAKED PIES Apple or Pumpkin ea 17c

Huge 13-Egg Angel Cakes, ea. 29c

Whipped Cream Layers, each 23c

Mohican 1 lb. loaf Cookies, 2 doz. .... 19c

Mohican Fruit Cake ..... 20c

Mohican Whipped Cream Cakes, ea. .... 18c

Mohican Cup Cakes, doz. .... 25c

MOHICAN DINNER BLEND  
Coffee lb 18c 3 lbs 50c

Golden Bantam Corn, 2 lge. cans. .... 25c

Mohican Baker's Cocoa, 1/2 lb. can. .... 9c

Mohican Oat Flakes, 5 lbs. .... 29c

Mohican Assorted Cakes, 2 lbs. .... 19c

Mohican Prunes, 4 lbs. .... 25c

Mohican R. & R. Pudding, 1 lb. can 25c

Mohican Mince Meat ..... 25c

FRESH MADE PURE Apple Cider gal 23c

Bring your container

FINEST MIXTURE NEW Mixed Nuts 2 lbs 45c

LARGE JUICY FLORIDA ORANGES 12 for 23c

LARGE SEEDLESS GRAPEFRUIT 6 for 23c

Crisp White Celery, 2 for. .... 19c

Solid Iceberg Lettuce, 3 for. .... 25c

Fancy Sweet Potatoes, 10 lbs. .... 25c

SOLID MEAT STEWING Oysters pt 30c

LOCAL WOMEN HAVE GIVEN SPRY A ROUSING RECEPTION

THOUSANDS OF GOOD COOKS CAN'T BE WRONG! SPRY IS MARVELOUS!

IN BOSTON 7 OUT OF 10 WOMEN INTERVIEWED USED SPRY—IT'S WHITER, SMOOTHER—CREAMS IN A JIFFY

EVERYONE SAYS IT'S EASY TO BE A FINE COOK NOW—SPRY MAKES FOODS DOUBLY DELICIOUS

DETROIT WOMEN SAY SPRY IS GRAND—OVER 175,000 USERS THERE

AND FRIED FOODS ARE AS EASY TO DIGEST AS IF BAKED OR BOILED!

3 MILLION USERS in 3 months—all over the country

COULD an ordinary product make such a record? Never in all the world! Try Spry, the new purer ALL-vegetable shortening and see how amazingly better it is.

See how easily smooth, white, creamy Spry blends with your other ingredients to give you the lightest, finest textured cakes and biscuits you ever tasted, the flakiest pie crust. Try Spry for frying. No smoke, no odor; does not absorb food flavors. Never, you'll agree, were fried foods so crisp, tender and greaseless, so utterly delicious. And they're as digestible as if baked or boiled!

But judge for yourself. Get a can of Spry from your grocer today. Keep it right in the kitchen or pantry, soft and creamy for use. No need to put Spry in the refrigerator; it stays fresh and sweet at room temperature, always. Use Spry for all your baking and frying. Then decide whether you want to take us up on this daring offer.

**DOUBLE YOUR MONEY BACK**  
Buy a can of Spry from your grocer. Give Spry every test in pies, cakes, biscuits, fried foods. If you don't find Spry the best shortening you ever used, write to Lever Brothers Company, Cambridge, Mass., stating briefly your reasons for not preferring Spry. Send your name and address and the strip of tin that the key takes off when you open the can. You will promptly receive back twice what you paid for Spry. This offer is limited to one can to a family.

TRY SPRY NOW—Offer Expires Dec. 31st.

IN 1-lb. and 3-lb. cans

FOR ALL FRYING CAKES PASTRY BISCUITS PIES

SPRY

THE new, purer ALL-vegetable shortening—TRIPLE-CREAMED

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