

Put the flavor note in your cooking.

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PUT THE

FLAVOR

NOTE

IN YOUR COOKING

LEARN THE SECRET OF

Successful Seasoning



... use **Gulden's**
natural rich
brown Prepared
Mustard in ALL
your cooking

Perhaps you—like all of us—are discovering *new* cuts of meat . . . new kinds of main dishes . . . not through choice but through necessity. Make them *tastier* and more appetizing by seasoning them with Gulden's Prepared Mustard *before* or *during* cooking. Gulden's is a subtle seasoning—a smooth blend of choice mustard seeds, rare spices and mellow vinegars.

Do not limit your use of Gulden's to seasoning meats. Try its rich brown goodness in sauces, gravies and stews . . . in your favorite old recipes. The *costlier* and *more flavorful* brown mustard seeds used in Gulden's add flavor to most every dish at your table.

Use **GULDEN'S PREPARED MUSTARD—**
as a spread on bread in place of butter—with sandwich fillings—on cold cuts—cold roasts—cheese . . . at the table.

Spread **GULDEN'S PREPARED MUSTARD—**
on roasts—ham—steaks—chops—fish—poultry . . . *before* cooking.

Mix **GULDEN'S PREPARED MUSTARD—**
in hamburgers—meat loaf—gravies—sauces—stews—dressings and many meat dishes . . . *before* or *during* cooking.

Meatless MAIN DISHES

SEAFOOD SAUTÉ

Roll fish, oysters, shrimp in mixture of 2 tbsp. Gulden's Mustard, 1 tbsp. water, 1 egg. Crumb; sauté to golden brown.

BROILED FISH

Spread fish with Gulden's Mustard. Dot with butter. Broil.

FISH CROQUETTES Serves 4-6

2 cups canned or left-over cooked fish ½ tsp. salt
1 cup very thick cream sauce* 1 tbsp. Gulden's Mustard

Mix all ingredients. Chill. Shape into croquettes. Roll in crumbs, egg, and then crumbs. Bake; or fry in deep fat.

CHEESE SOUFFLÉ Serves 4-5

1 cup medium cream sauce* 1 tbsp. quick cooking tapioca
2 tbsp. Gulden's Mustard 3 eggs, separated
½ cup grated cheese

Mix cream sauce, Gulden's Mustard, cheese, egg yolks, tapioca. Cook over hot water 2 to 3 minutes. Fold in the egg whites, stiffly beaten. Pour into baking dish. Bake in mod. oven (350° F.), ¾ hour. Serve at once.

EGGS MARGARET Serves 4

Slice 6 hard cooked eggs onto 4 slices toast. Top with 1 cup cream sauce* seasoned with salt, 2 tbsp. Gulden's Mustard, 2 tbsp. minced parsley, ¼ tsp. thyme.

NEW ENGLAND BAKED BEANS . Serves 4

1 quart pea or navy beans ¼ cup old-fashioned molasses
½ pound fat salt pork 2 tbsp. Gulden's Mustard
2 tsp. salt boiling water

Soak beans overnight; drain, add fresh water; simmer until skins break. (To test: spoon out a few beans, blow on them gently. If skins break they are well cooked.) Drain (saving the water). Place part of pork in bottom of bean pot. Add the beans. Add Gulden's Mustard mixed with salt, molasses and 1 cup of the bean water. Press remaining piece of pork into the beans. Add more bean water, sufficient to cover beans. Cover; bake slowly (250°-300° F.) 6 to 8 hrs., adding water as needed. Bake uncovered last ½ hr., to brown top.

(*To make cream sauce: melt 2 tbsp. butter—add flour (2 tbsp. for medium sauce; 4 tbsp. for thick sauce.) Add 1 cup milk. Cook, stirring constantly, until creamy. Season with salt and 1 to 2 tbsp. Gulden's Mustard, to taste.)

Tastier MEAT DISHES

ROASTS

Pot Roast . . . Spread with Gulden's Mustard; brown in drippings. Cover bottom of roaster with water. Roast, covered, in moderate oven (350° F.) about $\frac{3}{4}$ hour to the pound. Add vegetables as desired and continue roasting until tender.

Prime Roasts . . . use tender roasts of beef, pork, veal, lamb. *Spread with Gulden's Mustard.* Roast, *uncovered*, in moderate oven (350° F.) 15 to 25 minutes for beef—25 to 35 minutes for pork, veal or lamb (for these meats must *always* be well done).

BRAISED LAMB SHANKS *large "drum-sticks"*

Each weighs about 1 lb., a good big serving for a hungry, hard working man. Season with salt, pepper and an all-round spread of Gulden's Mustard. Roll in bread crumbs. Brown in hot fat, in heavy roasting pan. Add whole potatoes, pared, carrots and onions. Cover tightly and cook over a low fire on top of the stove, or roast in moderate oven (350° F.) about 1½ hrs. or until cooked through.

SAVORY STEWS . . . *of beef, veal or lamb*

Brown stewing meat in heavy kettle, without extra fat. Cover with boiling water, adding 2 tablespoons Gulden's Mustard and 1 teaspoon salt for each qt. of water. Simmer till tender—2 to 3 hrs. for all meats except veal heart or kidney. Add vegetables—carrots, onions, etc.—cook until tender. To thicken stew, mix 2 tablespoons flour with a little water for every cup to be made.

Note: Cuts for stews—beef chuck, flank, short ribs, brisket, *veal* and *lamb* breast, neck, shoulder. *Variety Cuts* make good stews alone or with other meats—heart, kidney, oxtail may be cooked as in recipe above. Beef kidney should be parboiled in several waters before final cooking.

GRAVIES

Gulden's Mustard is particularly effective as a seasoning for gravies. The amount to use will vary according to taste. A safe proportion is three teaspoons to 1 cup gravy.

Use Gulden's Mustard to make left-overs tastier.

Small CUTS

PORK OR VEAL CHOPS

Spread chops with Gulden's Mustard. Roll in bread crumbs or flour. Brown in frying pan in small amount of fat, then turn heat low and cook 20 to 25 minutes (both pork and veal chops should *always* be well done).

LAMB CHOPS

Coat chops with Gulden's Mustard. Broil in hot pan or in broiler until brown and done to a turn.

HAM STEAKS . . . are improved in flavor, spread with Gulden's before broiling.

GLORIFIED HAMBURGER

1½ lbs. ground hamburger
1½ tablespoons Gulden's
Mustard

1 teaspoon salt
½ teaspoon onion
juice

Mix. Shape into cakes and broil to desired degree of rareness.

For Meat Loaf—add 1 cup crumbs, 1 egg. Bake in loaf.



READY *Quicks*

FRANKFURTER SURPRISE . . . an old favorite

Treat for summertime or wintertime, indoors or out. Parboil frankfurters. Split and spread with Gulden's rich, brown mustard. In each, place a thin slice of dill pickle. Fasten with toothpicks and broil.

BOLOGNA SCRAMBLE . . . quick supper dish

2 tablespoons butter
4 eggs
2 tablespoons water
 $\frac{1}{4}$ lb. bologna, cut fine
1 tablespoon Gulden's Mustard

Melt butter in top of double boiler. Beat eggs until light, add water and bologna. Cook in double boiler over hot water; stir constantly to preferred consistency.

RAGOUT OF VEAL KIDNEYS

. . . will cook while you set the table

3 veal kidneys
salt, pepper
flour
2 tablespoons butter or drippings
 $1\frac{1}{2}$ cups hot water
 $1\frac{1}{2}$ teaspoons salt
 $\frac{1}{2}$ onion, finely chopped
 $\frac{1}{4}$ glass tart currant jelly
2 tablespoons Gulden's Mustard

Slice kidneys across or lengthwise. Sprinkle with salt and pepper and dredge with flour. Brown in heavy frying pan in hot butter or drippings. Add remaining ingredients. Cover tightly and simmer together 5 minutes. Serves 4.

CHEESE BROIL

1. Spread slices of cheese with Gulden's Mustard—place on buttered toast—top with slices of pineapple; grill and serve.
2. Spread hot toast with butter and Gulden's Mustard—top with thick slice tomato. Sprinkle with grated cheese. Grill slowly until tomato is cooked and cheese melted.

QUICK SPAGHETTI SAUCE . . . to serve 4

$\frac{1}{2}$ lb. ground beef
1 onion, grated or minced fine
4 tablespoons chili sauce
2 tablespoons Gulden's Mustard
1 cup hot water
1 teaspoon salt
3 carrots grated

Brown ground meat in heavy frying pan. Add remaining ingredients and simmer gently 20 minutes. Pour over 1 pound cooked spaghetti.

Well-dressed SALADS

HEAD LETTUCE AND TOMATOES

. . . delicious with **Gulden's Cheese Dressing**

Mix $\frac{1}{2}$ cup "Roquefort-type" cheese with 2 tablespoons Gulden's Mustard. Add French Dressing sufficient to make a creamy dressing.

SNAPPY FRENCH DRESSING

Measure into a dressing bottle or bowl, 2 tablespoons Gulden's Prepared Mustard, 1 teaspoon salt, $\frac{1}{8}$ teaspoon pepper, $\frac{1}{2}$ teaspoon grated onion or juice, or $\frac{1}{2}$ clove garlic; $\frac{1}{2}$ teaspoon sugar, $\frac{1}{2}$ cup olive oil or salad oil and $\frac{1}{3}$ cup lemon juice or vinegar. Stir or shake well before using.

MAYONNAISE

1 egg or 2 egg yolks
2 tablespoons vinegar or lemon juice
 $\frac{1}{2}$ teaspoon salt
1 tablespoon Gulden's Prepared Mustard
1 cup salad oil, (about)

Add salt, Gulden's, lemon juice or vinegar to egg, beat with rotary egg beater until thick, then begin to add oil, a few drops at a time, beating steadily. As the mixture thickens, oil may be added more rapidly—until mayonnaise is smooth and thick. Note: Add 3 teaspoons Gulden's to 1 cup commercial mayonnaise for delicious flavor.

BOILED DRESSING

1 tablespoon cornstarch
1 tablespoon sugar
 $\frac{1}{2}$ teaspoon salt
 $\frac{3}{4}$ cup milk, heated

1 egg (or 2 egg yolks)
2 tablespoons Gulden's Mustard
 $\frac{1}{4}$ cup vinegar
1 tablespoon butter

Mix dry ingredients in top of double boiler. Add milk, then egg. Cook, stirring continuously, until mixture begins to thicken. Stir in remaining ingredients. Continue cooking, still stirring, until mixture is creamy. Cool.

MUSTARD MAYONNAISE

. . . for **Meats and Vegetables**

Add $\frac{1}{4}$ cup Gulden's Prepared Mustard to 1 cup mayonnaise; add $\frac{1}{4}$ cup sour cream, whipped. For fish omit cream, add 1 teaspoon pickles finely chopped.

Lunch Box SPECIALS

SANDWICHES . . . call for GULDEN'S MUSTARD

An old favorite—spread Gulden's Mustard on cheese sandwiches; on sandwiches of sliced meat loaf, hard cooked eggs, sliced meat of all kinds.

New for the lunch box—Gulden's Mustard sandwiches.

(1) Spread Gulden's natural rich brown mustard on one slice of bread. Spread a second slice with butter. Put the two together for a tasty delicious sandwich to pack in a lunch box with a thermos bottle of hot stew or a cup of baked beans; (2) Spread one slice of bread with Gulden's, spread the second slice with peanut butter. Excellent!

HAMBURGER ROLLS . . . serve these for supper at home—make extras to pack in the lunch box.

1½ lbs. ground meat	2 tablespoons milk or tomato
1 onion	juice
2 tablespoons Gulden's Mustard	drippings
salt, pepper	biscuit dough

Mix a short biscuit dough using 2 cups flour. Roll thin. Cut into 8 squares. Spread with drippings. Mix the meat with remaining ingredients; spread as a filling over the squares. Roll each like a jelly roll. Bake in moderate oven (350° F.) 30 to 40 minutes, adding a small amount of water or tomato juice after 10 minutes of cooking. Hot for supper, cold in lunch boxes, they are tasty and good.

FRICANDELLES (of left-overs) . . . for supper and lunch box.

Mix 2 cups cooked meat, ground; 2 slices bread moistened in water and squeezed dry; 1 egg; 1 onion, cut fine, and 2 tablespoons Gulden's Mustard. Shape into patties. Roll in crumbs or flour. Fry or bake to golden brown. Makes 8 patties. Wrap in waxed paper for the lunch box—or slice cold for sandwich fillings.