Men Cooks, Hurry Be A U.S. Champ

Amateur male cooks in all parts of the country are becoming "vegetable conscious"—and many are calorie counters as well—in the main dishes they're entering in the fourth annual Men's National Cooking Championship.

A swing toward vegetable cookery has become apparent among many thousands of men whose original recipes for main dishes are pouring into championship headquarters in competition for the 1964 U.S. crown and a $1,000 grand award.

Many men are creating vegetable main dishes, according to championship officials, partly because U.S. Army Col. E. Jeff Burnette of Santa Rosa, Calif., won second place in last year's competition with a zucchini omelet. Here is his award winning recipe:

GOLDEN TOPPED CHIP FRITTATA

3 tablespoons butter or margarine
1 medium onion, finely sliced
2 lbs. fresh zucchini, coarsely grated
Salt and pepper to taste
Touch of garlic, if desired
2 eggs slightly beaten
½ cup rich milk
1-3 cup grated Parmesan cheese
½ cup potato chips, coarsely crushed
Dash of paprika

Saute onion until golden in two tablespoons melted butter, add grated zucchini and cook uncovered for five minutes stirring frequently. Cover and steam three or four minutes or until crisp-tender. Add garlic and remove from fire.

To slightly beaten eggs, add milk, cheese and mix thoroughly with the zucchini. Heat one tablespoon butter in heavy eight-inch skillet until it bubbles and browns slightly. Pour zucchini mixture into skillet and cook over medium heat until frittata begins to set around edges. Sprinkle with coarsely crushed potato chips evenly over top, dust with paprika and bake in 350 degree oven until firm.

Low-Calorie Ingredients

The wide variety of vegetables used in entries includes mainly the leaf and stem types—asparagus, beet greens, cabbage, cauliflower stem, celery, lettuce, Bermuda onions, spinach and watercress. A great many male culinary creations also call for other types of vegetables, such as artichoke, broccoli, green peppers, pumpkin, beets and carrots.

Also popular with the men are such seafoods as clams, codfish, crab meat, lobster, oysters, shrimp, scallops, sole and trout. Poultry is a favorite too, including chicken, cornish hens, pheasant and quail.

Men entering the competition sponsored by the potato Chip Institute International, may submit any number of original recipes for main dishes using potato chips. Both married and single adult men may enter, including previous years' entrants, but professional chefs are barred. Recipes should be sent to the Men's National Cooking Championship, 331 Madison Avenue, New York 17, N.Y., before Dec. 1, 1963.

The four cooking champions (and their wives) selected from the country's four geographical regions as semifinalists will be awarded a week's vacation next winter at the luxurious Americana Hotel in sunny, beautiful Miami Beach, Fla. There, they'll cook their dishes in a final competition. In addition to the national champion's $1,000 award, the three runners-up also will receive cash awards.

Recipes will be judged by a panel of leading women food experts headed by Mrs. Maryi Wood, noted cooking authority. The dishes will be judged on the basis of appearance, texture, originality and taste, and all state champions automatically will be eligible for selection as regional champions.

In its first three years, more than 77,000 amateur male cooks competed in the championship. They came from all walks of life—scientists, clergymen, tradesmen, doctors, teachers, salesmen, professional men and business executives in large cities as well as small towns in every state of the nation.

Cow Belle Corner

By MRS. TED HYDE

Last week's Cow Belle luncheon at Reames was memorable for its lovely decorations, Lefty Wild Eagle's informative and entertaining visit, and Dick Marks' tasty Beef Roulade. Here, for the benefit of the many who were wondering about the main dish is his recipe:

BEEF ROULADE A LA MARKS

For the stuffing, use rice pilaf cooked in chicken stock (add chicken bouillon cube to the water, probably beef bouillon would work also), having it moist when done. Add finely chopped onion and pepper, also some seasoning such as thyme.

For the meat, he used six ounce portions of round steak put through the tenderizer twice (by the butcher). Salt and pepper well, spread with stuffing, brown, roll and skewer. Place in pan and cover with a good brown gravy. (He makes his from butter, flour and beef stock). Bake 1½ hours at 300 degrees.

The only similar recipe I could find also suggested browning the rolled meat in butter, and making the sauce using the remaining butter and flour, browning and adding water or stock, so this may be part of the secret of its delicious flavor.

To continue with our economy steaks, here is another marinade, said to tenderize and flavor any meat:

BASIC MARINADE

½ c wine vinegar
2 c wine (may include part beef broth)
1 medium onion grated
1 clove garlic, crushed
1 T Worcestershire sauce
1 T mustard (dry or prepared)
2 whole cloves
1 bay leaf
1 T mixed dry herbs (Bouquet Garni would be good, or your own mix)
1 t garlic salt
1 T soy sauce

Combine all ingredients. Pour over meat; refrigerate 24 hours or longer, turning meat occasionally. When ready to cook meat, remove meat and strain marinade

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Cow Belle Corner

(Continued from Page 4-C)

to remove whole seasonings. Marinade may then be used as all or part of the liquid in cooking, or with cooking oil added, as a basting sauce. For a sweet-type baste, add ¼ c brown sugar or honey. Fine for stew, pot roast, swiss steak, broiled steaks, etc.

Here is a good cubed steak recipe from Polly Pacific's Beef Cook-let:

CUBED STEAK COUNTRY STYLE

3 T fat
4 cubed steaks (about ¼ lb each)
flour
salt and pepper
1 onion, chopped
2 T vinegar
1 T brown sugar
½ c catsup
2 T Worcestershire sauce
¼ c water

Melt fat in skillet. Dip steaks in flour, sprinkle with salt and pepper and brown with the onion in the hot fat. Add all remaining ingredients. Cover and cook slowly until meat is fork-tender, about 10 minutes. 4 servings.

Flank steak is another delicious and less expensive cut. Here are two recipes for it from Roundup of Beef Cookery:

STUFFED FLANK STEAK
6 to 8 servings

2 T butter or margarine
1 medium onion, chopped
1 egg, well-beaten
3 T warm water
½ t salt
dash pepper
½ t poultry seasoning
3 c bread crumbs
1 flank steak (about 2 lbs)
2 T fat or salad oil
½ c boiling water

Melt butter or margarine in skillet. Add onion. Cook until golden brown; set aside. Combine egg, warm water, salt, pepper, poultry seasoning, bread crumbs, and add to onion. Mix well, and spread over steak. Starting from the long side, roll meat up like jelly roll; tie securely with twine. Set oven for moderate (325). Heat fat or oil over high flame. Brown rolled meat on all sides. Sprinkle with additional salt and pepper if desired. Add ½ c boiling water, cover skillet and bake 1½ hours, or until meat is tender. Remove strings and cut in crosswise slices.

FLANK STEAK CHILI

1 flank steak (1½ to 2 lbs) salt and pepper
flour
2 tablespoons fat or salad oil
1 medium onion, sliced
1 No. 303 can tomatoes
1 green pepper, sliced
2 teaspoons chili powder
¼ cup cold water

Use meat tenderizer according to directions. Season with salt and pepper, if desired. Sprinkle with flour. Brown both sides in hot fat. Top with onion, tomatoes and green pepper; cover. Bake in moderate oven (350) for two hours. Mix chili powder with cold water. Stir into gravy around steak; spoon gravy over meat.

You may have gathered that many of the recipes I use in these columns are from the Cow Belle's "Roundup of Beef Cookery." If you would like a copy contact Mrs. Dayton Hyde, TU 2-4560. They also make excellent and different wedding or shower gifts, a timely reminder with June coming up!

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