

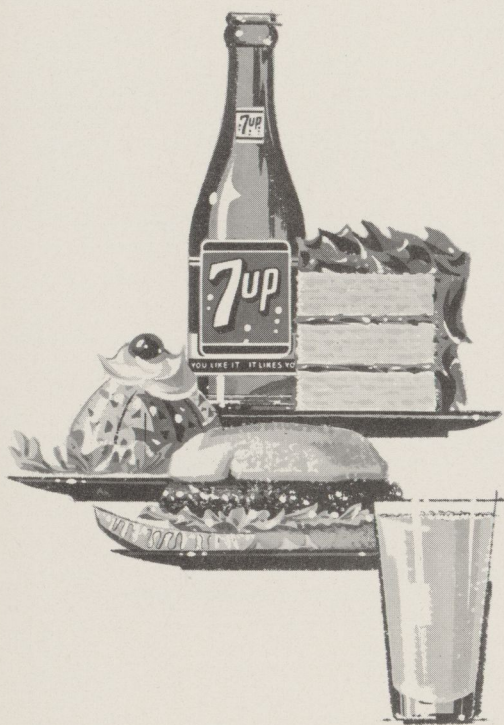


quick recipe favorites

*distinctively different
with...*



cook's choice: **Seven-Up**



... exciting new cooking ideas with food come easily—with 7-Up as the magic ingredient!

As a beverage, 7-Up is famous for its quick, fresh lift. As a recipe ingredient, it provides that same fresh lift for sparkling salad molds, main dishes, desserts and pancakes, too!

The exclusive formula of 7-Up brings the essence of lemon-lime flavors to your cookery... already expertly blended for you.

Cook with 7-Up, and bring out the best in the other ingredients, and add a distinctive touch to your meals.

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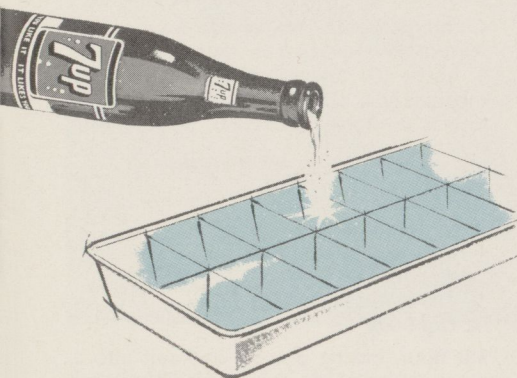
sparkling appetizers, coolers

... special taste treat with chilled 7-Up



RASPBERRY DELIGHT

For a luscious drink, combine 1 package (10 ounces) frozen raspberries (or strawberries) thawed, with 1 pint softened vanilla ice cream and $\frac{1}{2}$ cup chilled 7-Up. Beat until smooth. Divide into four 12-ounce glasses, filling about $\frac{1}{2}$ full. Slowly pour in chilled 7-Up to fill.



7-UP CUBES

Pour 7-Up into ice cube tray. Freeze. Adds extra flavor to iced fruit drinks.

7-UP BROADWAYS

For the children, combine 7-Up with milk. Just pour about $\frac{1}{2}$ cup chilled 7-Up into an 8-ounce glass of cold milk. Do not stir.

FRUIT JUICE FAVORITE

Let 7-Up add its lively carbonation to your favorite fruit juice. First blend 1 can of water with the concentrate. Use chilled 7-Up for the remaining required liquid.

SPICY FRUIT COMPOTE

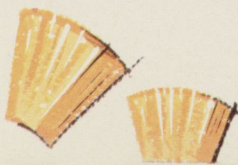
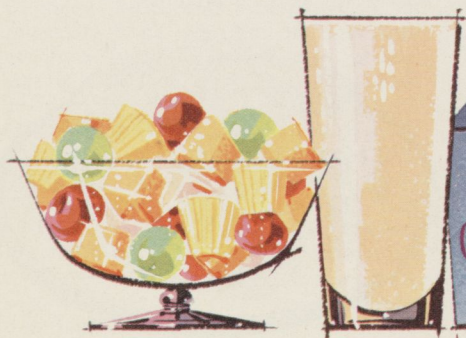
Cook 1 pound mixed dried fruit in 2 bottles (7 ounces each) 7-Up. Add a stick of cinnamon while cooking. Serve chilled.

SPARKLING FRUIT CUP

Drain the juice from chilled canned fruit cocktail or fruits for salad. Pour chilled 7-Up over the fruit just before serving.

7-UP ORANGE SHRUB

Mix equal quantities of chilled orange juice and chilled 7-Up in juice glasses. Top each with a small scoop of orange sherbet.



quick breads... *extra light and tender*



MINCEMEAT MUFFINS

Combine 2 cups biscuit mix and $\frac{1}{2}$ cup moist mincemeat in mixing bowl. Add 1 egg and 1 bottle (7 ounces) 7-Up all at once; mix until will blended. Spoon into greased muffin cups, filling $\frac{3}{4}$ full. Bake in 400°F. oven for 15 to 20 minutes. Makes 12 muffins.

FRIED APPLE SLICES

Soak thin, cored apple slices in 7-Up for $\frac{1}{2}$ hour. Drain. Dip in flour, then in batter made by combining equal amounts of pancake mix and 7-Up. Fry in deep hot fat, 365°F., until golden.

BACON CORN CRISPS

Prepare one package (10 to 12 ounces) corn muffin mix using 7-Up for the liquid. Spread evenly in a well-greased jelly roll pan (15 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ " x 1"). Sprinkle with 1 small onion, chopped and 4 slices bacon, cooked and crumbled. Bake in a 375°F. oven about 25 minutes. Cut in squares to serve.

7-UP BLUEBERRY PANCAKES

Prepare plain or buttermilk pancake mix according to directions on package, using 7-Up for liquid. Stir in about $\frac{1}{3}$ cup well-drained canned, frozen or fresh blueberries.

7-UP GINGERBREAD

Mix and bake gingerbread mix as directed on package, using 7-Up as the liquid. If desired, top with a thin coating of 7-Up Lemon icing. (See recipe page 12.)

WAFFLES AND PANCAKES

Use 7-Up as the liquid when making pancakes and waffles with a mix. Lightest, tenderest griddle cakes ever!

PANCAKE AND WAFFLE SYRUP

Combine $\frac{1}{2}$ cup dark brown sugar and 2 teaspoons cornstarch in saucepan. Stir in 1 bottle (7 ounces) 7-Up. Cook over medium heat, stirring constantly until mixture is thickened and clear. Serve warm.

BEST BAKING POWDER BISCUITS

2 cups sifted all-purpose flour
4 teaspoons baking powder
1 teaspoon salt
 $\frac{1}{2}$ cup shortening
 $\frac{3}{4}$ cup 7-Up

Sift flour, baking powder and salt into a bowl. Cut in shortening until mixture resembles coarse crumbs. Add 7-Up. Stir with a fork only until dry ingredients are moistened. Turn onto a lightly floured surface. Knead 8 or 10 times. Roll to $\frac{3}{4}$ inch thickness. Allow to rest a few minutes. Cut with lightly floured cutter. Arrange on ungreased baking sheet; brush with melted butter. Bake in a 450°F. oven 10 to 12 minutes or until golden brown. Makes 12 two-inch biscuits.



salad molds... superbly flavored with 7-Up



7-UP PARTY SALAD

- 1 bottle (7 ounces) 7-Up
- $\frac{1}{4}$ pound marshmallows
- 1 package (3 ounces) lime-flavored gelatin
- 2 packages (3 ounces each) cream cheese
- 1 can (1 pound 4 ounces) crushed pineapple, undrained ($2\frac{1}{2}$ cups)
- $\frac{3}{4}$ cup chopped walnuts
- 1 cup heavy cream, whipped
- $\frac{3}{8}$ cup mayonnaise

Combine 7-Up and marshmallows in saucepan. Cook over medium heat until marshmallows are melted. Add gelatin, stirring until dissolved. Have cream cheese at room temperature. Add hot mixture slowly to cream cheese and beat until smooth. Add pineapple and walnuts. Chill until partially set. Fold in whipped cream and mayonnaise. Blend thoroughly. Pour into a lightly oiled 2-quart mold. Refrigerate until firm. Loosen edges with a spatula and invert on serving plate. Garnish with sugar-frosted grapes and sliced pineapple, if desired. Makes 12 servings.

APPLESAUCE GELATIN SALAD

- 1 package (3 ounces) lemon or lime-flavored gelatin
- 1 cup hot applesauce
- 1 bottle (7 ounces) chilled 7-Up

Dissolve gelatin in hot applesauce. Add 7-Up, blending gently. Chill until set. $\frac{1}{2}$ cup chopped celery and $\frac{1}{2}$ cup chopped nuts may be added when gelatin is slightly thickened, if desired. Makes 4 servings.

7-UP SALAD DRESSING

- $\frac{3}{4}$ cup mayonnaise
- $\frac{1}{2}$ cup sour cream
- $\frac{1}{2}$ cup 7-Up
- 1 teaspoon grated orange rind

Combine mayonnaise and sour cream. Gradually stir in 7-Up, mixing until smooth. Add grated orange rind. Chill thoroughly. Serve over shredded lettuce or fresh fruit salad. Makes $1\frac{1}{4}$ cups.

meats... at their flavor best

BEEF STROGANOFF

- 1 ½ cups chopped onions
- ¼ cup butter or margarine
- 1 lb. lean round or boneless chuck steak cut into strips ¼ inch wide and 3 inches long
- 2 tablespoons flour
- 2 cans (6 ounces each) tomato paste
- 1 ½ cups 7-Up
- 1 ½ teaspoons salt
- ⅛ teaspoon pepper
- ¼ teaspoon Worcestershire sauce
- ½ lb. fresh or canned mushrooms, whole or sliced
- ½ cup dairy sour cream

Saute onions in butter for 15 minutes; remove onions and save. In same skillet, brown meat slowly. Sprinkle with flour; stir until blended. Add tomato paste, 7-Up, salt, pepper and Worcestershire sauce. Cover and simmer for 1 hour, stirring occasionally. Add the cooked onions; continue to simmer for ½ hour until meat is tender. If liquid is needed, add more 7-Up. Add mushrooms and sour cream; cook for 5 minutes. (If fresh mushrooms are used, saute in butter before adding to the mixture.) Serve over cooked rice. Makes 3 ½ cups (4 to 6 servings).

APRICOT GLAZE FOR HAM

Slowly stir 1 bottle (7 ounces) 7-Up into 1 jar (12 ounces) apricot preserves. Blend in ½ cup brown sugar, 1 teaspoon ground cinnamon, ½ teaspoon ground cloves. Baste ham with mixture during last half hour of baking.

7-UP FAMILY POT-ROAST

- 1 blade or round bone beef pot-roast (4 to 5 pounds)
- 1 tablespoon shortening
- 2 bottles (7 ounces each) 7-Up
- 1 envelope (1 ½ ounces) onion soup mix
- 3 tablespoons chili sauce
- Cold water
- 1 tablespoon flour

Brown meat in shortening in heavy skillet. Pour 7-Up over meat and stir in onion soup mix. Cover and simmer for 2 ½ to 3 hours until meat is tender. Place pot-roast on warm platter. Add chili sauce to liquid in saucepan. Stir a small amount of water into flour to make a smooth paste and stir into sauce. Cook over low heat, stirring constantly until thickened. Serve sauce over pot-roast. Makes 6 to 8 servings.

Note: Peeled white potatoes or carrots may be added to pot-roast during last 30 to 40 minutes of cooking.

7-UP BRAISED PORK CHOPS

When braising pork chops, brown meat, then add 7-Up and simmer gently until done. Gives excellent flavor.

MUSTARD GLAZE

Excellent with roast lamb! Combine 1 bottle (7 ounces) 7-Up, 1 jar (8 ounces) prepared mustard, ½ cup brown sugar, 2 teaspoons prepared horseradish and 1 tablespoon Worcestershire sauce. Use half of glaze to baste roast during baking. Serve remainder as sauce with meat.



fish...cheese... *with a distinctive accent*

TUNA CHOW MEIN

- 2 tablespoons salad oil
- 2 cups thinly sliced celery
- 1 can (1 pound) bean sprouts, drained
- 1 can (5 ounces) water chestnuts, drained and sliced
- 1 can (4 ounces) sliced mushrooms, drained
- 2 bottles (7 ounces each) 7-Up
- 2½ tablespoons cornstarch
- ¼ cup cold water
- 2 tablespoons soy sauce
- 2 cans (7 ounces each) tuna

Heat salad oil in a large skillet or saucepan. Add celery, bean sprouts, water chestnuts and mushrooms. Slowly pour in 7-Up. Cover and simmer for 10 minutes. Combine cornstarch, cold water and soy sauce. Add to vegetable mixture and cook, stirring constantly, until thickened. Add tuna and simmer for 5 minutes longer. Serve over hot chow mein noodles or hot, fluffy rice. Makes 8 servings.

ALMOND CITRUS SAUCE

- 2 tablespoons butter or margarine
- 2 tablespoons slivered almonds
- 2 teaspoons cornstarch
- ½ teaspoon seasoning salt
- ¼ teaspoon ground cloves
- 1 bottle (7 ounces) 7-Up

Melt butter in a skillet; add almonds and saute until golden brown. Blend in cornstarch, seasoning salt and cloves. Stir in 7-Up and cook, stirring constantly, until sauce thickens. Serve over fried fish filets. Makes 1 cup sauce.



7-UP CHEESE FONDUE

- 1 bottle (7 ounces) 7-Up
- ⅛ teaspoon garlic powder
- 1 pound Swiss cheese, cubed
- 1½ tablespoons flour
- ½ teaspoon salt
- ½ teaspoon Worcestershire sauce
- 1 loaf French bread, cut in 1½ inch cubes

Pour all but about ¼ cup 7-Up in a heavy saucepan. Add garlic and bring to a boil. Add cheese and stir vigorously until cheese is melted and the mixture bubbles. Reduce heat to very low or place pan over boiling water. Combine flour and remaining ¼ cup 7-Up and stir into the cheese mixture. Add salt and Worcestershire sauce. Cook and stir until smooth and thickened. To serve, place in chafing dish or earthenware casserole over warmer. Toast bread cubes lightly. Serve with the fondue.



Baste broiled fish filets with 7-Up for that special accent of lemon-lime.

poultry... deliciously flavored with 7-Up

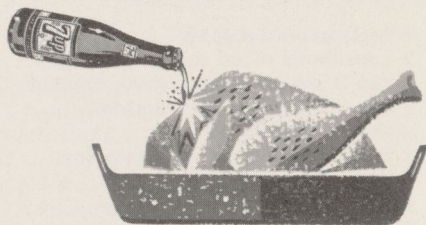


CURRIED TURKEY HAWAIIAN

- 2 small fresh pineapples*
- 1/3 cup butter or margarine
- 3 cups cubed cooked turkey
- 3 tablespoons flour
- 1 teaspoon curry powder
- 1/2 teaspoon salt
- 1 bottle (7 ounces) 7-Up
- 1 tablespoon lemon juice
- 3/4 cup shredded Cheddar cheese

Cut pineapples in half lengthwise. Cut off leaves and save for decoration. With a sharp knife, cut the fruit from each pineapple half leaving a shell about 1/2 inch thick. Remove and discard the pineapple core. Cut enough of the fruit into small cubes to make 2 cups. Melt butter in a saucepan. Add turkey and 2 cups pineapple cubes and saute lightly for two minutes. Stir in flour, curry powder and salt, then the 7-Up. Cook, stirring constantly, until mixture thickens. Blend in lemon juice. Spoon the turkey mixture into pineapple shells. Sprinkle with cheese. Place under broiler until the cheese is bubbly. Attach leaves to pineapple shells with skewers. Makes 4 servings.

*2 cups drained, canned pineapple chunks may be substituted for the 2 cups of fresh pineapple. Prepare as directed using shallow baking dish in place of pineapple shells.



BASTED CHICKEN

Season 2 to 2 1/2 pound chicken (cut-up) with pepper and celery salt. Arrange in baking pan. Bake in 350°F. oven for 45 minutes to 1 hour, basting occasionally with 1 bottle (7 ounces) 7-Up.

For a gourmet, light citrus flavor, baste 7-Up on rock cornish hens while they bake.

CRANBERRY SAUCE

Cook fresh cranberries in 7-Up for special flavor. Combine 4 cups cranberries, 1 1/2 cups sugar and 1 bottle (7 ounces) 7-Up in saucepan. Cook until cranberries "pop." Cool before serving.

GALA GLAZE FOR DUCK

Mix 1/2 cup brown sugar, 1 tablespoon cornstarch, 1 teaspoon caraway seeds, and 1/4 teaspoon salt in saucepan. Stir in 1 bottle (7 ounces) 7-Up. Cook over low heat, stirring until slightly thickened. Add 1 cup halved seedless white grapes and cook until sauce is thickened. About half an hour before duck has finished baking, spoon on glaze. Makes 4 to 6 servings.



vegetables... with an unusual flair

CARROTS SUPREME

Simmer 2 cups sliced raw carrots in 1 bottle (7 ounces) 7-Up until tender. Toss with butter and salt. For added flavor, stir in $\frac{1}{2}$ teaspoon grated lemon or orange rind.

CANDIED SWEET POTATOES

Place contents of one can (1 pound 2 ounces) vacuum-packed sweet potatoes in shallow baking pan. Combine $\frac{1}{2}$ cup brown sugar and 2 tablespoons flour. Stir in $\frac{1}{2}$ cup 7-Up. Pour over potatoes. Dot with 2 tablespoons butter. Bake in 375°F. oven for about 25 minutes, spooning sauce over potatoes occasionally. Makes 4 to 6 servings.

FRENCH FRIED ONIONS

Soak onion rings in 7-Up for $\frac{1}{2}$ hour. Drain well. Dip onion rings in flour, then in batter made of equal parts pancake mix and 7-Up. Fry in deep hot fat (375°F.) until golden.

PEAS PROVENCALE

Drain canned tiny peas; add a little minced onion and 7-Up and heat thoroughly. Add butter, salt and pepper to taste. If using frozen peas, cook in 7-Up, then season.

HARVARD BEETS

Combine $\frac{1}{2}$ cup 7-Up, $\frac{1}{4}$ cup vinegar and 1 tablespoon cornstarch in a saucepan. Cook, stirring constantly, until thickened. Add 3 cups chopped cooked beets and 2 tablespoons butter. Let stand for 30 minutes, keeping warm over hot water.

HOT CABBAGE SLAW

Cook 7 slices of bacon until crisp. Remove from pan, drain and crumble. Stir 2 tablespoons flour into drippings. Add 1 bottle (7 ounces) 7-Up, $\frac{1}{2}$ cup vinegar and $\frac{1}{2}$ teaspoon salt. Cook, stirring constantly, until thickened. Combine with 4 cups shredded cabbage and crumbled bacon and serve immediately.

CUCUMBERS VINAIGRETTE

Slice cucumbers paper thin. Sprinkle with salt and set aside for $\frac{1}{2}$ hour. Drain off

excess liquid. Barely cover cucumbers with equal parts of vinegar and 7-Up. Season to taste with salt and pepper. Chill at least 1 hour. Serve plain or on crisp greens.

SOPHISTICATED BAKED BEANS

3 cans (1 pound each) pork and beans
1 medium onion, finely chopped
 $\frac{1}{4}$ cup light molasses
3 tablespoons pickle relish
1 tablespoon Worcestershire sauce
2 teaspoons prepared mustard
1 bottle (7 ounces) 7-Up
1 can (2 ounces) sliced mushrooms,
drained

Combine beans with all ingredients except mushrooms and place in a 2-quart casserole. Bake uncovered in a 325°F. oven for $1\frac{1}{2}$ hours. Stir in mushrooms and continue baking for $\frac{1}{2}$ hour. Makes 8 to 10 servings.



outdoor cookery

7-UP BARBECUE SAUCE

Cook 1 small onion, minced, in 2 tablespoons butter or margarine until softened. Stir in 1 bottle (7 ounces) 7-Up, $\frac{1}{4}$ cup catsup, 1 teaspoon dry mustard, 1 teaspoon salt, $\frac{1}{8}$ teaspoon chili powder, $\frac{1}{8}$ teaspoon pepper and 4 whole cloves. Heat to boiling, then reduce heat and simmer five minutes. Spoon out cloves and discard. Brush sauce over ham steaks (or other meat) as they grill. Makes about $1\frac{1}{4}$ cups sauce.

7-UP MEAT MARINADE

Mix 1 medium onion, diced, 1 clove garlic, minced, 1 tablespoon soy sauce, 2 teaspoons ground pepper and 1 teaspoon salt. Stir in $\frac{1}{2}$ cup salad oil and 1 bottle (7 ounces) 7-Up. Pour marinade over meat placed in a shallow pan; cover pan and allow meat to stand in refrigerator several hours, turning once or twice. At grilling time, brush meat with remaining sauce. Makes about $1\frac{1}{2}$ cups marinade.

PATIO SPECIAL— 7-UP CHILI-BURGERS

1 tablespoon shortening
1 pound ground beef
 $\frac{3}{4}$ cup chopped onion
1 teaspoon salt
 $\frac{1}{2}$ teaspoon chili powder
 $\frac{1}{8}$ teaspoon pepper
2 tablespoons flour
1 bottle (7 ounces) 7-Up
1 teaspoon Worcestershire sauce
 $\frac{3}{4}$ cup catsup or chili sauce

Melt shortening in automatic electric frypan set at 340°F. Add meat and onions. Cook until meat is lightly browned, stirring as needed. Drain off excess fat. Reduce heat to 220°F. Mix salt, chili powder, pepper and flour together in a small bowl. Slowly add 7-Up, stirring until smooth. Stir into meat mixture along with remaining ingredients. Cover and cook about 10 minutes or until desired consistency. Spoon on toasted buns. Makes 6 servings. Excellent cooked in a heavy skillet over glowing coals.

7-UP BARBECUED SPARERIBS

1 can (6 ounces) tomato paste
1 bottle (7 ounces) 7-Up
2 tablespoons vinegar
 $\frac{1}{2}$ cup chopped onions
1 clove garlic, mashed
1 tablespoon soy sauce
1 tablespoon horseradish
1 teaspoon salt
 $\frac{1}{8}$ teaspoon pepper
3 to 4 pounds spareribs,
cut in serving portions

Combine all ingredients except spareribs in a saucepan. Simmer for 10 minutes. Place spareribs in open pan in 350°F. oven for about 35 minutes. Place partially-cooked spareribs on grill over glowing coals. Turn about every five minutes, brushing with 7-Up sauce. Grill about 20 to 25 minutes until deep brown and crisp. Makes 6 to 8 servings.

QUICK BASTING SAUCE

Combine equal amounts of 7-Up and melted butter. Brush sauce on lamb shishkabobs on grill.



fruit desserts... *flavor perfect with 7-Up*

POACHED PEARS OR APPLES

Combine 2 bottles (7 ounces each) 7-Up and $\frac{1}{2}$ cup red cinnamon candies in a saucepan. Place 4 whole peeled pears or apples in the liquid. Simmer until the fruit is tender, about 45 minutes, turning occasionally. Serve fruit warm or cold with the syrup.

BAKED APPLES ELEGANTE

Fill cored apples with brown sugar. Dot with butter. Then baste with one bottle (7 ounces) of 7-Up as they bake.

FRUIT PIES

When making fresh fruit pies (peach, cherry, berry or apple), prepare filling as usual, then sprinkle $\frac{1}{4}$ cup of 7-Up over the fruit filling before adding the top crust. Seven-Up adds a piquant lemon-lime flavor and adds moisture to assure a plump, juicy pie.

7-Up Pastry: To make a light, extra-flaky crust, use 7-Up as the liquid with a mix or your own recipe.

CHERRY CLOUD DESSERT

Dissolve 1 package (3 ounces) dark-cherry flavored gelatin in 1 cup boiling water. Stir in 1 bottle (7 ounces) 7-Up. Chill until slightly thickened. Whip $\frac{1}{2}$ cup heavy cream. Stir in $\frac{1}{4}$ teaspoon almond extract. Add thickened gelatin, mixing until well blended. Spoon into serving dishes and chill until firm. Makes 4 servings.



FRUIT GALA

Marinate a combination of sliced fresh fruits and melon balls in chilled 7-Up. Seven-Up adds its unique flavor and prevents fruits from darkening. Use one bottle (7 ounces) for 4 servings.

7-UP DATE-NUT CAKE

1 cup chopped pitted dates
1 bottle (7 ounces) 7-Up
1 teaspoon baking soda
1 cup sugar
2 tablespoons butter or margarine
1 egg
 $1\frac{1}{2}$ cups sifted flour
 $\frac{1}{2}$ cup chopped nuts
1 teaspoon vanilla
Pinch of salt

Combine dates and 7-Up in large saucepan. Bring to a boil. Allow to cool. Add remaining ingredients all at once and beat well. Pour into greased loaf pan (5" x 9") and bake in 325°F. oven about 1 hour. Cool, then loosen edges and remove from pan. Slice and serve with whipped cream, if desired.

FRUIT GELATIN DESSERTS

Dissolve any fruit-flavored gelatin in 1 cup hot water. Then stir in 1 bottle (7 ounces) 7-Up. One cup chopped or sliced fruits may be stirred in when the gelatin is slightly thickened. Combine cubes of different colored gelatins for a fancy dessert.



cakes and frostings

... so light and glamorous with 7-Up

7-UP CAKE ROLL

Prepare one package of angel food cake mix according to package directions, using 7-Up as the liquid. Bake in two wax paper-lined jelly roll pans (15½" x 10½" x 1") in a 375°F. oven for 10 to 12 minutes. While cakes are baking, sprinkle two towels well with confectioners' sugar. Immediately on taking cakes from oven, loosen edges and turn out on towels. Carefully pull wax paper from cake. Roll cakes in towels. Let stand until cool.

Filling For Cake Roll

- 1 pint whipping cream
- 4 tablespoons sugar
- ¾ teaspoon vanilla
- Green food coloring
- 1 cup blanched almonds, chopped and toasted

Whip cream, gradually adding sugar. Stir in vanilla; tint lightly with green food coloring. Fold in almonds. Unroll cakes and spread with whipped cream mixture. Roll up quickly and refrigerate until serving time. Sprinkle with confectioners' sugar before serving. Two cake rolls make 16 to 18 servings.

7-UP LEMON ICING

- 1½ cups confectioners' sugar
- ½ teaspoon grated lemon rind
- ¼ teaspoon vanilla
- 3 to 4 tablespoons 7-Up

Combine all ingredients. Spoon icing on

top of angel food or spice cake; let icing drip down the sides.

EASY 7-UP FROSTING

Use 7-Up for the liquid in preparing packaged fluffy frosting mix.

FEATHER-LIGHT CAKES

For the lightest, tenderest and highest cakes ever, use 7-Up as the liquid with your favorite cake mixes. Try it with chocolate, yellow, white, angel food or devil's food mixes.

7-UP WHITE MOUNTAIN FROSTING

- 2 egg whites
- 1½ cups sugar
- ½ cup 7-Up
- 1 tablespoon light corn syrup
- ¼ teaspoon cream of tartar
- 1 teaspoon vanilla

Put first five ingredients into top of double boiler over boiling water. Using electric mixer, beat on high speed until mixture forms stiff peaks. Remove from heat and add vanilla. Beat one additional minute. Makes enough filling and frosting for two 9-inch cake layers.

7-UP ANGEL FOOD CAKE

Mix and bake angel food cake mix as directed on package using 7-Up for liquid. Elegant served with cut-up fresh fruit and whipped cream—or frost with 7-Up Lemon Icing.



ice cream sauces and toppings



7-UP FUDGE SAUCE

- 1 package (12 ounces) semi-sweet chocolate pieces
- 1 cup miniature marshmallows
- $\frac{3}{4}$ cup sugar
- 1 bottle (7 ounces) 7-Up
- 1 tablespoon molasses
- 1 teaspoon vanilla extract

Combine chocolate pieces, marshmallows and sugar in top of double boiler. Add 7-Up. Heat over boiling water until chocolate and marshmallows are melted. Add molasses and vanilla; stir until smooth. Serve over coffee or butter pecan ice cream. Makes $2\frac{1}{2}$ cups sauce.

7-UP CARAMEL SAUCE

- 1 package (14 ounces) caramels (50 caramels)
- 1 bottle (7 ounces) 7-Up
- $\frac{1}{2}$ teaspoon vanilla extract

Place caramels in heavy saucepan. Add 7-Up and cook, stirring occasionally, until caramels are melted. Add vanilla and stir until smooth. Serve warm or cool over vanilla or coffee ice cream. Makes 2 cups sauce.

7-UP FRUIT TOPPING

- 1 jar (12 ounces) strawberry preserves
- 1 jar (12 ounces) raspberry preserves
- $\frac{1}{2}$ cup 7-Up
- $\frac{1}{2}$ teaspoon almond extract

Combine preserves in a saucepan. Stir gently until well blended. Mix in 7-Up. Cook over low heat but do not boil. Add almond extract. Set aside until cool and thickened. Serve over vanilla or strawberry ice cream. Makes $2\frac{1}{2}$ cups sauce.

PEACH SAUCE ROYALE

Combine 1 can (1 pound 6 ounces) peach pie filling with $\frac{1}{2}$ cup 7-Up and $\frac{1}{4}$ teaspoon almond extract. Makes 3 cups sauce. Serve on ice cream or puddings.

7-UP PEACH MELBA

- 3 tablespoons sugar
- 2 tablespoons cornstarch
- 1 bottle (7 ounces) 7-Up
- 1 package (10 ounces) frozen red raspberries, thawed
- 1 can (1 pound) peach halves, drained
- 2 pints vanilla ice cream

To make raspberry topping, combine sugar and cornstarch in a saucepan. Stir in 7-Up. Cook on medium heat until thickened. Add raspberries. Continue cooking and stirring until thoroughly heated. Press sauce through medium-fine strainer to remove seeds; cool. At serving time, place a well-drained peach half into each dish. Top with a scoop of ice cream. Spoon raspberry sauce over ice cream. Makes 6 to 8 servings.



7-Up punch bowl... for festive occasions

HOT SPICED PUNCH

- 1 orange, sliced, $\frac{1}{4}$ inch thick
- Whole cloves
- 2 quarts cider
- 2 bottles (7 ounces each) 7-Up
- 2 cups orange juice
- $\frac{1}{4}$ teaspoon nutmeg
- $\frac{1}{4}$ teaspoon ground cloves
- 1 teaspoon cinnamon
- $\frac{1}{2}$ teaspoon allspice
- $\frac{1}{4}$ cup brown sugar
- 24 whole sticks cinnamon

Stud orange slices with whole cloves, save for garnish. Combine cider, 7-Up, orange juice, spices and brown sugar in a 4-quart saucepan. Heat, stirring constantly, until piping hot. Slowly pour hot cider mixture into punch bowl; float orange slices on top. Serve hot. Use cinnamon sticks as swizzle sticks. Makes 24 servings.

7-UP RED SATIN PUNCH

- 2 pints cranberry juice
- 1 quart apple juice
- 10 bottles (7 ounces each) 7-Up
- 2 trays 7-Up "ice" cubes

Chill fruit juices and 7-Up. (Prepare 7-Up "ice" cubes by pouring additional 7-Up into 2 ice cube trays. Freeze.) At serving time, combine cranberry juice and apple juice in a punch bowl. Slowly pour in chilled 7-Up. Add "ice" cubes. Makes about 35 punch cup servings.

RECEPTION PUNCH

- 1½ cups sugar
- 2 cups water
- 1 can (46 ounces) unsweetened pineapple juice
- 6 cups orange juice
- 3 cups lemon juice
- 12 bottles (7 ounces each) 7-Up
- 2 trays ice cubes

Mix sugar and water in a pan and simmer five minutes; chill. Chill fruit juices and 7-Up. Mix sugar syrup and juices in a punch bowl. At serving time, slowly pour in 7-Up. Add ice cubes and garnish with mint leaves. Makes 7 quarts or about 60 punch cups.

EASY HOLIDAY PUNCH

Combine equal parts of 7-Up and cranberry juice cocktail for a punch with a quick, fresh lift.

SHERBET PUNCH

- 2 quart sherbet
- 24 bottles (7 ounces each) 7-Up

Spoon 1½ quarts of sherbet into punch bowl. Let soften at room temperature for about 5 minutes. Then slowly pour in chilled 7-Up, stirring slightly in order to combine with sherbet. Float generous scoopfuls of remaining sherbet on top of the punch. Makes about 60 punch cup servings.



7-Up "floats" and party ideas



HONEY-NUT CRINKLES

- 1 jar (1 pound) honey (about 1½ cups)
- ½ cup brown sugar
- 1 bottle (7 ounces) 7-Up
- 1 teaspoon salt
- 5 cups crisp rice cereal
- 2 cups broken pecan halves
- 2 cups broken walnut halves
- 2 cups blanched, toasted whole almonds

Combine honey, brown sugar, 7-Up and salt in a heavy, deep saucepan. Cook on low heat, stirring until sugar dissolves. Bring to boil and cook gently to the hard-crack stage (295°F. on candy thermometer). Place cereal and nuts into a large buttered bowl. Pour syrup in a fine stream over cereal-nut mixture, stirring until mixture is evenly coated. Quickly, drop by heaping teaspoonfuls onto a well-greased platter or baking sheet; or with well-greased hands, shape into 1-inch balls. Cool. Makes 4½ dozen confections.

DESSERT WHIP

When preparing a package of whipped topping mix, use 7-Up for the required liquid.

FRUIT ICE RING

Pour 7-Up into a ring or other fancy mold. Add maraschino cherries and lemon slices and freeze until firm. Unmold and float on 7-Up punches.

7-UP "FLOATS"

The 7-Up "Float" is the famous party treat you can make in a flash...with your favorite flavors of ice cream.

To enjoy a 7-Up "Float," just scoop and pour. Place a dip of ice cream into a tall

glass, then tilt the glass slightly and slowly pour in chilled 7-Up. The special citrus flavor of 7-Up brings taste enchantment to ice cream.

7-UP "FLOAT" PARTY IDEAS

... For a rippled effect, "rainbow" two or more flavors of ice cream in each 7-Up "Float."

... For added flair, garnish with fresh berries, cherry clusters, red or green maraschino cherries, pineapple chunks, tiny green grape clusters, fresh lemon or lime slices, peppermint or cinnamon sticks. ... Flavor with ice cream topping or sauces. Blend topping or sauce with a little 7-Up in the bottom of the glass before adding ice cream and 7-Up.



7-UP AND FOOD

just naturally go together!

In food, or with food, 7-Up makes any meal a feast.

You get a fresh feeling when you drink it, and everything in 7-Up is pure, wholesome and good for you.

Sparkling 7-Up is a wonderful drink with a meal. It sharpens your taste so you can savor food flavors. Seven-Up really quenches mealtime thirst.

At mealtime or snacktime, 7-Up just naturally belongs.



THE SEVEN-UP COMPANY • 1300 DELMAR BOULEVARD • ST. LOUIS 3, MISSOURI

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