

HOW AMERICA



EATS by CLEMENTINE PADDLEFORD

Fair's Sandwich Man

This young Englishman is the No. 1 booster of his ancestor's favorite food

THE FUTURE Earl of Sandwich has taken a summer job at the New York World's Fair — a consultant on sandwiches. John Edward Hollister Montagu, Viscount Hinchingbrooke, a student at Cambridge, is the official taster and adviser for the 7-Up International Sandwich Gardens which will be one of the Fair's major attractions when it opens in April. Certainly the presence of the future Earl will add to its glamour.

This handsome young blade, just turned 20, and long as his name, six feet, five inches, is plain John Montagu to his friends. He is the elder son and heir of Alexander Victor Edward Paulet Montagu, 10th Earl of Sandwich, a member of the House of Lords. John will inherit the Earldom title.

As a tribute to the "Sandwich" Earl his namesake is invited to put his stamp of approval on the sandwich varieties which will be menued at the Fair. These will represent 16 countries from four areas: Northern

Europe, the Mediterranean, the Americas, the Pacific.

Early fall the future Earl of Sandwich came to the United States for a trial run on the job. He sampled maybe 100 sandwiches and helped make the final choices.

Which one, I asked, did you like best? "It wasn't on the list," he said, "but I go for those two-fisted Italian heroes you get here in New York. You know, salami, ham, cheese, pimiento, in a half loaf of bread. We have nothing like that in England." Best of the Fair's 16, our visitor chooses a sandwich typical of Paris, made with a chicken-liver paté. "It's the breads," he told me, "that make these sandwiches great."

Bread without crusts

There is a different bread for each of the 16 countries represented. But that isn't all. The kitchens of the 7-Up Company have created an innovation to the world of sandwich making. The loaves are baked in oval shape in patented tray molds, baked without top or bottom crust. At last, a sandwich that doesn't need to be cut and can be eaten neat and easy.

It is a long way back from ham on rye or a chicken salad on white bread, to a game of Loo, great-grandfather of poker. But the story is that the 4th Earl of Sandwich would rather gamble than eat, and might sit at the gaming tables 24 hours at a time demanding sliced bread and meat. He slapped the two together and presto — a sandwich! Other players would order, "one like Sandwich." For one of the new World's Fair sandwiches we'll wager the Earl would gladly have interrupted his game.

LIVER PATÉ SANDWICH

1 pound chicken livers
 ½ cup coarsely chopped onion
 1 tablespoon cooking oil
 2 hard-cooked eggs
 ¼ cup finely chopped celery
 ½ teaspoon monosodium glutamate
 ½ teaspoon salt
 ¼ teaspoon dry mustard
 ⅛ teaspoon nutmeg or mace
 Dash of pepper
 2 tablespoons brandy or cooking sherry (optional)
 French bread

Sauté chicken livers and onion in oil until tender. Do not overcook. Using medium blade, put livers, onion and eggs through food chopper three times. Combine with celery, seasonings and brandy; mix well. Spread between 2 slices of buttered French bread. Yield: 2 cups paté, or enough for about 16 sandwiches.

—THE END



MODERN HERO: John Montagu's 18th-century forebear started the sandwich boom