

*A Souvenir
from Kraft*

NEW YORK WORLD'S FAIR
1940

**THE
AMERICAN
WAY OF
PROGRESS**



This will interest your husband, too

THERE is much talk these days about Big Business, Small Business, Capital, Labor, Initiative, Management — about Employment for more people. For a clearer understanding of those terms and an example of how they are related one to another, read this letter written 36 years ago and recently discovered by the son of the man to whom it was addressed.

FACSIMILE OF LETTER QUOTED
ON OPPOSITE PAGE . . .



CHICAGO
217 CENTER STREET
Aug 2 1904

Dear Wilfred.

Your very kind letter came to me only a few seconds to spare I think I will answer at once.

Yes my business is growing and I will soon have an opening for a live energetic man, who has the nerve to stick and isn't afraid to work, and I have thought that you are just the man I need. The situation is this Wilfred, I am not in a position to pay a man much wages to start with. But if you want to get into something that you can grow up with I have that something right here. Of course I haven't got a comparatively large business now, but I know what I can do and in less than five years I am honest in saying I expect to have one of the best.

A letter offering a job

Chicago, Aug. 2, 1904

Dear Wilfred.

"Your very kind letter came to me only a few moments since and as I have a few seconds to spare, I think I will answer at once.

"Yes, my business is growing and I will soon have an opening for a live energetic man, who has the nerve to stick and isn't afraid to work, and I have thought that you are just the man I need. The situation is this, Wilfred: I am not in a position to pay a man much wages to start with. But if you want to get into something that you can grow up with I have that something right here. Of course, I haven't got a comparatively large business now, but I know what I can do and in less than five years I am honest in saying I expect to have one of the best wholesale cheese businesses in this City. The man I have now has worked all summer for six dollars a week straight salary. He will soon start on commission and he expects to make about twenty dollars a week all Winter and possibly more. I have lost some money this Summer, but I have lost it getting customers and it will all come back. My greatest trouble has been to keep up with my business as it grew, on account of my small capital.

"To give you an idea of what you would have to do should things work out all right: It is simply a grocery route on a large scale. You take a horse and wagon, (and my wagons are fancy ones) and get customers that you can call on once or twice a week and supply them regularly. I am driving one wagon myself, and I am taking care of the horses myself but if all goes well I think I will have four horses before Christmas, then there would be too much work for me.

"Don't think it would be an easy job. The work is not hard, but it always takes nerve to sell goods, but after a person gets accustomed to it there is a fascination about it that I like.

"I think if you really want to become a man of affairs and have the nerve and energy to climb, the best place is the West. I think there are ten chances for a good honest man here to one where you are.

"So you can think the matter over and let me know at your leisure what you think.

"Trusting this will find you well, and thanking you, I am,

Yours respectfully,

J. L. Kraft



ES, the J. L. Kraft who wrote that letter is the same J. L. Kraft whose name is a household word today in connection with foods. "J. L." is the President of the Kraft Cheese Company, the business he was then beginning. And see on the following pages what has come out of that one man's effort and courage, with the help of Capital and Management and Men and Women all working together in the American Way.

Then...



There was just the young man Kraft, and the one employee.

Then . . .



Two horses, two wagons and a hope for four "by Christmas."

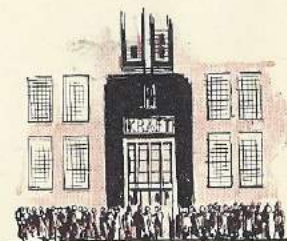


Then . . .

People generally used only one variety of cheese. People in many parts of the country had little or no cheese.

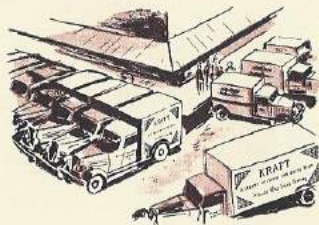
Now...ONLY 36 YEARS LATER

Kraft has on its own payroll over 8000 people.



Now . . .

Over 2000 refrigerated trucks are speeding Kraft products to stores in every city and town, including yours.



Now . . .

You can get at your dealer's many, many varieties of cheese which Kraft makes here or imports from abroad.





Then . . .

Grocers got all their cheese in big pieces, had to cut it and handle it in selling.



Then . . .

There was never any uniformity in cheese. Men sometimes liked, and often didn't like, the piece that was served to them with their pie. Cheese used in cooking often failed to melt smoothly and got "stringy".



Then . . .

The cheese that J. L. Kraft sold in a year took not more than a few hundred thousand gallons of milk to make.

Now . . .

With cheese in sanitary, sealed packages, you benefit from J. L. Kraft's idea — and so does your food dealer.



Now . . .

The guesswork is taken out of cheese buying. The Kraft method of Master Blending, perfected over 20 years ago, gives you cheese that always has the same fine flavor, always cooks perfectly.



Now . . .

Last year the cheese that Kraft sold required hundreds of millions of gallons of milk to make. Kraft provides a tremendous market for the dairy farmers' best source of income.



Then . . .



Americans ate only about 3.75 pounds of cheese per person per year. It wasn't such good cheese and it wasn't easily available.



Then . . .

The cheese that Kraft sold was all produced in one small section of the country.



Now . . .

People are eating an average of nearly six pounds of cheese per year . . . a fine thing, say nutritional authorities, because cheese is a bargain in food values and can contribute notably to the nation's health.



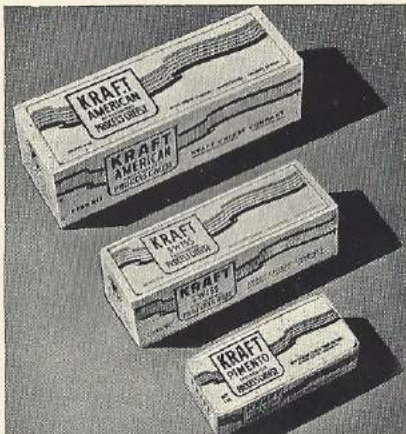
Now . . .

Kraft Cheese is produced in dairy sections all over the country. Kraft has been largely responsible for the development of profitable dairying in many of these sections.



These facts, we believe, bear worthwhile witness to the value of enterprise in a nation where individual effort is not only permitted but encouraged. They indicate the American Way of Progress.

are made or imported by Kraft



....These Kraft products are

preferred by millions of people



Philadelphia Crackers



Graham crackers
Currant jelly

"Philadelphia Brand" Cream
Cheese

Spread graham crackers with currant jelly, then garnish each one with a generous amount of "Philadelphia Brand" Cream Cheese which has been slightly softened with milk and forced through a pastry tube.

YOU'LL LIKE THESE FAMOUS PRODUCTS, TOO!

Kraft's Miracle Whip Salad Dressing
Kraft Cheeses and Cheese Products
Kraft Kitchen-Fresh Mayonnaise
Kraft Cream Cheese Spreads

39215

The Largest-Selling Packaged
Cheese in the World!



Guaranteed
Fresh!

A cheese with a flavor that's both delicate and rich! So soft you can spread it with a knife . . . or, with a fork and a little milk, whip it up like cream! It's "Philadelphia Brand" Cream Cheese!

Cream cheese, like milk, must be fresh if it is to have rich, delicate flavor. Exquisite freshness is the secret of "Philadelphia Brand's" marvelous flavor and texture. Kraft makes this famous brand of cream cheese in a spotless plant near your home! . . . rushes it new-made to grocers in fast service trucks! Kraft guarantees the freshness of "Philadelphia Brand".

Always look for the name "Philadelphia Brand" on the little silver foil package you buy.

New delicacies



"PHILADELPHIA BRAND" CREAM CHEESE

From the Kraft Kitchen

New and original dishes to delight your family and guests.



Individual Sandwich Loaves

Day-old bread Tomatoes
Kraft Olive Pimento "Philadelphia Brand" Cream
Cream Spread Cheese
Miracle Whip Salad Dressing Milk

Slice bread $\frac{1}{4}$ inch thick, and cut into rounds $2\frac{1}{2}$ inches in diameter. Cover one round with the Olive Pimento Cream Spread, and place on it another round spread with Miracle Whip. Add a slice of peeled tomato, and cover it with a third round of bread spread with Miracle Whip. Slightly soften "Philadelphia Brand" Cream Cheese with milk, and frost each loaf with it. Garnish with watercress.

Cream Cheese Pie

Pastry	4 eggs
* *	$\frac{1}{4}$ cup cream
$\frac{3}{4}$ cup sugar	$\frac{1}{4}$ cup milk
1 tablespoon flour	1 teaspoon vanilla
4 pkgs. "Philadelphia Brand" Cream Cheese	

Line a pie pan with pastry. Blend sugar and flour, then mix thoroughly with the cream cheese. Beat the eggs slightly, add cream, milk and vanilla, then blend with the cheese mixture. Pour into the pastry shell which has been baking in a hot oven, 450° , until it begins to brown (about 10 minutes). Remove only long enough to pour in filling. Reduce oven temperature to 350° , or a moderate oven, and bake 30 minutes.

If desired, $\frac{1}{4}$ cup of chopped nutmeats and $\frac{1}{2}$ cup of currants may be added to the filling before baking.

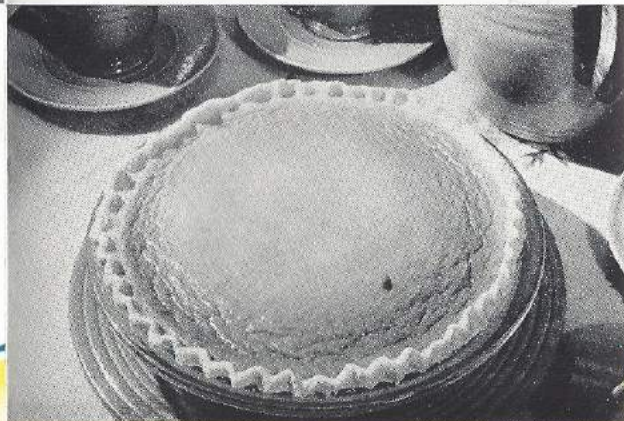


Variety Becomes the Vogue

Clever hostesses serve this inviting Cheese Tray as dessert at dinner, or with buffet luncheons or suppers!

The proper cheese service—simple or elaborate—should include a variety of Kraft Cheese favorites, "Philadelphia Brand" Cream Cheese, Kraft American, Swiss, "Creamed Old English", Kraft Camembert and Kraft Roquefort, crisp crackers, and, of course, irreproachable coffee. The choice of cheese for a tray is limited only to the imagination of the hostess.

One of the smartest trays is the Krafttray of specially finished walnut, $17" \times 14"$. May be obtained postpaid by sending \$1.50 to Kraft-Phenix Cheese Corporation, Order Dept., Chicago.



Smart luncheon, party and dinner creations



Orange Nut Bread

With "Philadelphia Brand" Cream Cheese

- | | |
|---------------------------------|-------------------------------|
| 2 tablespoons butter | 2 1/2 teaspoons baking powder |
| 1 cup strained honey | 1/2 teaspoon soda |
| 1 egg | 1/2 teaspoon salt |
| 1 tablespoon grated orange rind | 3/4 cup orange juice |
| 2 3/4 cups all-purpose flour | 3/4 cup chopped nut meats |

Blend the softened butter and the honey. Add the beaten egg and orange rind; mix well. Sift dry ingredients and add alternately with the orange juice. Add the nut meats and mix well. Bake in a buttered loaf pan, in a very moderate oven, 325°, 1 hour and 10 minutes. Serve with the Cream Cheese.

Dress up fruit or vegetable salads with "Philadelphia Brand" Cream Cheese . . . soften the cheese with a little milk . . . force through pastry tube into decorative rosettes.

Try "Philadelphia Brand" Cream Cheese blended with chopped chives and spread on crisp crackers.

Tomato Rose Salad

Firm tomatoes
"Philadelphia Brand"
Cream Cheese
Milk

Hard-cooked egg yolk
Watercress
Miracle French Dressing

Peel tomatoes and chill them. Slightly soften "Philadelphia Brand" Cream Cheese with milk. Form two rows of petals on each tomato by pressing level teaspoons of the softened cheese against the side of the tomato, then drawing the teaspoon down with a curving motion. Sprinkle the center of each tomato with hard-cooked egg yolk pressed through a strainer. Serve on crisp watercress, with French dressing.



Mystery Cake

With Cream Cheese Frosting

- | | |
|---------------------|---------------------------|
| 1/2 cup butter | 1 teaspoon cinnamon |
| 1 cup sugar | 1/2 teaspoon cloves |
| 2 eggs | 1/2 teaspoon nutmeg |
| 1 cup tomato juice | 1 cup raisins |
| 2 cups pastry flour | 1/2 cup chopped nut meats |
| 1 teaspoon soda | |



Frozen Fruit Salad

- | | |
|---|-------------------------------|
| 2 pkgs. "Philadelphia Brand" Cream Cheese | 1 1/4 cups sliced mixed fruit |
| 1/2 cup Miracle Whip Salad Dressing | 1/2 cup heavy cream, whipped |
| 1/4 cup chopped nut meats | Salt (if needed) |
| 2 tablespoons chopped green pepper | Curly endive |
| | Cocktail cherries |

Blend "Philadelphia Brand" Cream Cheese and salad dressing. Add nut meats, green pepper and drained fruit; mix well. Fold in the whipped cream, with a dash of salt if needed. Pour into individual freezing molds and freeze 3 to 4 hours, or until firm.

Serve each portion on curly endive. Garnish with cherries.

It's "different," this easy-to-make topping for cake, gingerbread, shortcakes, fruit pies and desserts! Soften "Philadelphia Brand" Cream Cheese with milk, whip until light and creamy. Breakfast treats . . . "Philadelphia Brand" Cream Cheese and jam with toast, pancakes, muffins.

2¾ cups all-purpose flour

Blend the softened butter and the honey. Add the beaten egg and orange rind; mix well. Sift dry ingredients and add alternately with the orange juice. Add the nut meats and mix well. Bake in a buttered loaf pan, in a very moderate oven, 325°, 1 hour and 10 minutes. Serve with the Cream Cheese.

Dress up fruit or vegetable salads with "Philadelphia Brand" Cream Cheese . . . soften the cheese with a little milk . . . force through pastry tube into decorative rosettes.

Try "Philadelphia Brand" Cream Cheese blended with chopped chives and spread on crisp crackers.



Mystery Cake With Cream Cheese Frosting

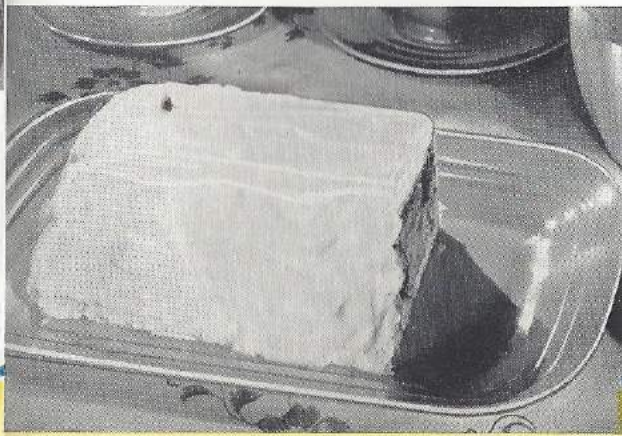
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|---------------------|-------------------------|
| ½ cup butter | 1 teaspoon cinnamon |
| 1 cup sugar | ½ teaspoon cloves |
| 2 eggs | ½ teaspoon nutmeg |
| 1 cup tomato juice | 1 cup raisins |
| 2 cups pastry flour | ½ cup chopped nut meats |
| 1 teaspoon soda | |

Cream butter and sugar thoroughly. Add beaten eggs; mix. Then add tomato juice alternately with sifted dry ingredients. Add raisins and nuts and blend well. Bake in a loaf pan in a moderate oven, 375°, 1¼ hours.

Cream Cheese Frosting

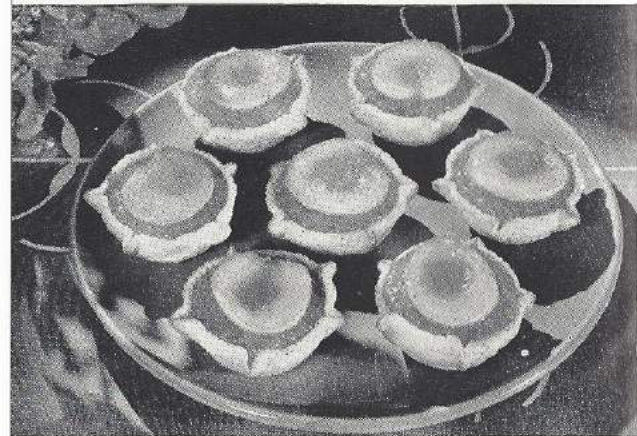
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| 1 pkg. "Philadelphia Brand" Cream Cheese | 1 teaspoon orange juice |
| 2 cups confectioners' sugar | ½ teaspoon grated orange rind |

Blend cream cheese and sifted sugar. Add the orange juice and grated rind and blend again. Spread on cake.



Apricot Tarts

Blend 2½ pkgs. "Philadelphia Brand" Cream Cheese and ½ cup shortening. Add 2 cups flour (measured after sifting) and ½ teaspoon salt to make a dough. Place in refrigerator over night. Roll dough to a thin sheet, cut into rounds and bake on the bottom of tart pans, in a hot oven, 425°, 10 to 12 minutes. Cool. Fill each shell with sweetened apricot puree, and place an apricot half in the center of each. Other fruit filling may be used in place of apricots.



green pepper

Blend "Philadelphia Brand" Cream Cheese and salad dressing. Add nut meats, green pepper and drained fruit; mix well. Fold in the whipped cream, with a dash of salt if needed. Pour into individual freezing molds and freeze 3 to 4 hours, or until firm.

Serve each portion on curly endive. Garnish with cherries.

It's "different," this easy-to-make topping for cake, gingerbread, shortcakes, fruit pies and desserts! Soften "Philadelphia Brand" Cream Cheese with milk, whip until light and creamy.

Breakfast treats . . . "Philadelphia Brand" Cream Cheese and jam with toast, pancakes, muffins.



Baked Apples

With "Philadelphia Brand" Cream Cheese

Wash and core medium-size apples. Place them in a baking pan and fill the centers with sugar, a few drops of lemon juice, and some raisins. Cover the bottom of the pan with boiling water. Bake the apples in a hot oven, 425°, until tender, basting them often with the syrup. Cool; serve each apple with a generous amount of "Philadelphia Brand" Cream Cheese softened with a little milk.

CHILDREN LOVE VELVEETA'S
MILD CHEESE GOODNESS
—AND IT'S RICH IN BODY-
BUILDING NUTRIMENT!



Velveeta Crumpets

Slowly melt $\frac{1}{2}$ lb. Kraft's Velveeta in the top of a double boiler. Cut fresh white bread in thin slices, trim crusts, and spread each slice quickly with the melted Velveeta. Roll up immediately, like jelly roll, and fasten with toothpicks. Toast the crumpets under low broiler heat, turning often so that they are evenly browned. Remove toothpicks. Serve hot.

Write to the Home Economics Department, Kraft Cheese Company, 500 Peshtigo Court, Chicago, Ill., for free recipe folder on "Philadelphia Brand" Cream Cheese.



The Delicious Cheese Food! Digestible as Milk Itself!

Independent authorities on nutrition have checked all of these points—

- ✓ Velveeta is rich in protein, body-building material for growing children and body repair material for adults.
- ✓ It is a good source of Vitamin A . . . a good source of Vitamin G.
- ✓ Velveeta is high in calcium and phosphorus content, important materials needed for teeth and bone formation.
- ✓ Velveeta is digestible as milk itself.
- ✓ Pasteurized, packaged, Velveeta is completely protected until you open it in your kitchen.

Buy Velveeta in the economical 2-lb. Loaf.
Also available in Half-Pound Packages.

40219

BRIGHT IDEAS
with
versatile

VELVEETA



From the Kraft Kitchen

VELVEETA SPREADS EASILY,
LIKE BUTTER, AT ROOM
TEMPERATURE! IT SLICES
PERFECTLY WHEN CHILLED!



VELVEETA MELTS TO SMOOTH
SAUCE WITHOUT GRATING OR
SLICING! JUST HEAT WITH
MILK IN A DOUBLE BOILER.



UNDER LOW BROILER HEAT
VELVEETA MELTS PERFECTLY
ON TOAST, OR AU GRATIN
DISHES, IN 45 SECONDS.



Chicken Shortcake

- | | |
|------------------------------------|------------------------|
| $\frac{1}{2}$ lb. Kraft's Velveeta | Baking powder biscuits |
| $\frac{1}{8}$ cup chicken broth | Pimiento strips |
| $1\frac{1}{2}$ cups cubed chicken | Parsley |

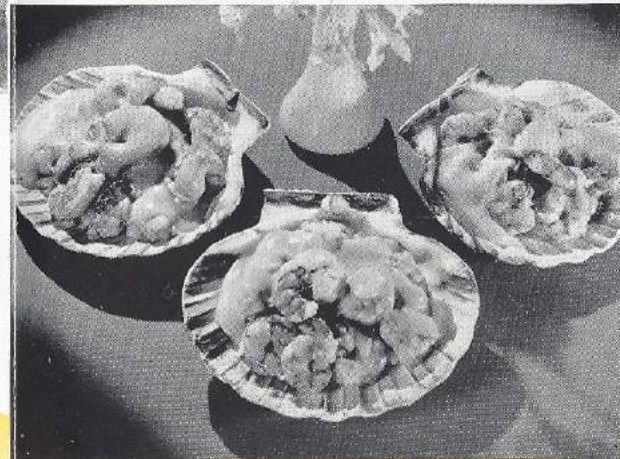
Slowly heat the Velveeta and the chicken broth in the top of a double boiler. Stir occasionally, until Velveeta is melted. Add the cubed chicken and mix carefully. Split hot biscuits, butter them, then put together with a generous filling of the hot chicken. Garnish each portion with pimiento strips and parsley. Milk may be used in place of chicken broth.

Shrimp Rabbit

- | | |
|-----------------------------------|---|
| $1\frac{1}{2}$ cups whole shrimps | $\frac{1}{2}$ lb. Kraft's Velveeta |
| 1 tablespoon chopped onion | $\frac{1}{8}$ cup milk |
| 2 tablespoons butter | Salt, pepper |
| 1 green pepper | $\frac{1}{2}$ teaspoon Worcestershire sauce |
| 1 pimiento | |

Heat the shrimps and onion in the butter. Add green pepper and pimiento cut into thin strips.

In the top of a double boiler slowly heat the Velveeta and milk, stirring occasionally until Velveeta is melted. Add seasonings. Serve the shrimps in individual seafood shells, with a generous amount of the hot sauce on each portion.



Open Face Sandwich

- | | |
|-----------------------------|------------------|
| White bread | Sliced tomatoes |
| Miracle Whip Salad Dressing | Kraft's Velveeta |
| | Broiled bacon |

Toast white bread (crusts trimmed) on one side. Spread the untoasted side with salad dressing, cover with a slice of peeled tomato, then with a slice of Velveeta and a strip of partially broiled bacon. Place the sandwiches under low broiler heat or in a moderate oven, 350°, until Velveeta is melted. Serve hot.

Easy to make! Nutritious!... and Jolly Good!



Cauliflower De Luxe

$\frac{1}{2}$ lb. Kraft's Velveeta Salt, pepper
 $\frac{1}{3}$ cup milk 1 cauliflower

Place the Velveeta and the milk in the top of a double boiler. Cook slowly, stirring occasionally until Velveeta is melted. Season to taste. Cook the cauliflower in boiling salted water until just tender. Drain thoroughly. Pour the hot sauce over the cauliflower and serve at once.

If preferred, place cauliflower in a casserole, pour sauce over it, and sprinkle with buttered crumbs. Bake in a moderate oven, 350°, 20 to 30 minutes, until crumbs are browned.

Apple Pie With Velveeta

Bake apple pie without a top crust. When pastry is done and apples tender, remove from oven; cover top with sliced Kraft's Velveeta. Return to oven until Velveeta is melted.

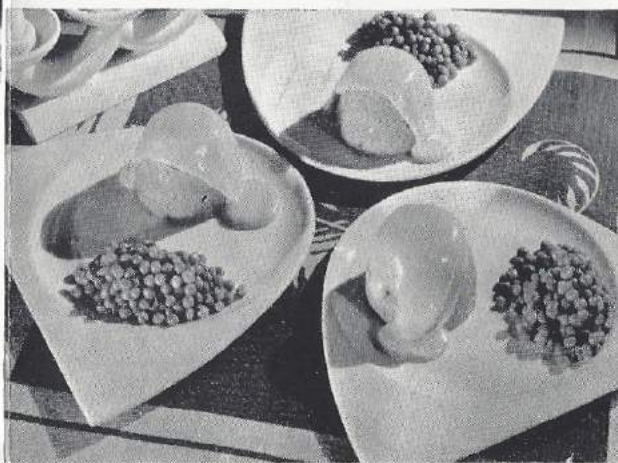


Salmon Timbales

1	1 lb. can salmon	3	eggs, beaten
3	cups soft bread crumbs		Salt, pepper
$1\frac{1}{4}$	cups milk		* *
2	tablespoons butter	$\frac{1}{2}$	lb. Kraft's Velveeta
1	tablespoon chopped onion	$\frac{1}{8}$	cup milk

Remove bones from salmon and flake it. Mix well with the crumbs, milk, butter, onion, eggs and seasonings. Pour into buttered custard cups and bake in a moderate oven, 350°, 40 minutes, or until firm.

Slowly heat Velveeta and milk in top of double boiler. Stir occasionally until Velveeta is melted. Serve each timbale with a generous amount of the hot Velveeta sauce.



Washington Salmon Roll

2	cups flour	2	teaspoons chopped onion
$\frac{4}{4}$	teaspoons baking powder	$1\frac{1}{2}$	tablespoons chopped
$\frac{1}{2}$	teaspoon salt		parsley
$\frac{1}{4}$	cup butter	$\frac{1}{4}$	cup chopped sweet



Kidney Bean Rabbit

2	tablespoons chopped onion	$\frac{1}{2}$	teaspoon Worcestershire
1	green pepper, chopped		sauce
2	tablespoons butter		Salt, pepper, cayenne
1	can kidney beans	$\frac{1}{2}$	lb. Kraft's Velveeta
2	tablespoons catsup		Toast

Cook the chopped onion and green pepper in the butter a few minutes. Add kidney beans (thoroughly drained), catsup, seasonings and Velveeta broken into several pieces. Place in top of a double boiler and cook slowly until Velveeta is melted. Serve hot, on fresh buttered toast.

Bobby's Special Sandwich

Spread a slice of whole wheat bread with Kraft's Velveeta. Butter another slice and spread it generously with apple butter or apple sauce. Put slices together and cut in triangles.



If preferred, place cauliflower in a casserole, pour sauce over it, and sprinkle with buttered crumbs. Bake in a moderate oven, 350°, 20 to 30 minutes, until crumbs are browned.

Apple Pie With Velveeta

Bake apple pie without a top crust. When pastry is done and apples tender, remove from oven; cover top with sliced Kraft's Velveeta. Return to oven until Velveeta is melted.



Asparagus—Velveeta Sauce

$\frac{1}{2}$ lb. Kraft's Velveeta Hot cooked asparagus
 $\frac{1}{3}$ cup milk Pimiento strips

Slowly heat the Velveeta and milk in the top of a double boiler, stirring occasionally until Velveeta is melted. Serve a generous amount of this hot sauce over each portion of asparagus; garnish with a pimiento strip.

Rice Casserole

Slowly heat $\frac{1}{2}$ lb. Kraft's Velveeta and $\frac{1}{3}$ cup milk in top of double boiler. Stir occasionally until Velveeta is melted. Place alternate layers of cooked rice and the Velveeta sauce in a casserole, cover with buttered crumbs and bake in a moderate oven, 350°, 20 to 30 minutes.



Washington Salmon Roll

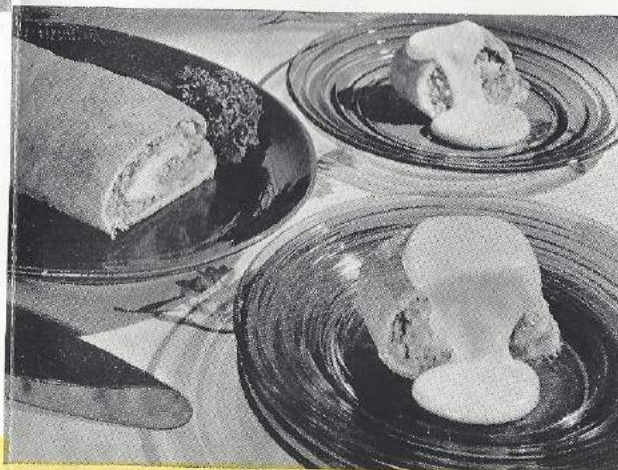
2 cups flour	2 teaspoons chopped onion
4 teaspoons baking powder	$1\frac{1}{2}$ tablespoons chopped parsley
$\frac{1}{2}$ teaspoon salt	$\frac{1}{4}$ cup chopped sweet pickles
$\frac{1}{4}$ cup butter	$\frac{1}{2}$ teaspoon salt
1 egg	$\frac{1}{2}$ lb. Kraft's Velveeta
$\frac{1}{2}$ cup milk	$\frac{1}{3}$ cup milk
$1\frac{3}{4}$ cups flaked salmon	
$\frac{1}{4}$ cup milk	

Sift flour, baking powder and salt. Cut in the butter. Beat the egg, add the milk, then mix this lightly into the flour mixture. Roll out to a rectangular shape about $\frac{1}{4}$ inch thick.

Lightly mix the finely flaked salmon with the milk, chopped onion, parsley and pickles, and the salt. Spread it all over the dough, then roll up like jelly roll. Bake on a buttered sheet in a moderately hot oven, 425°, 40 minutes, or until well baked and lightly browned. Slice. Serve with:

Velveeta Sauce

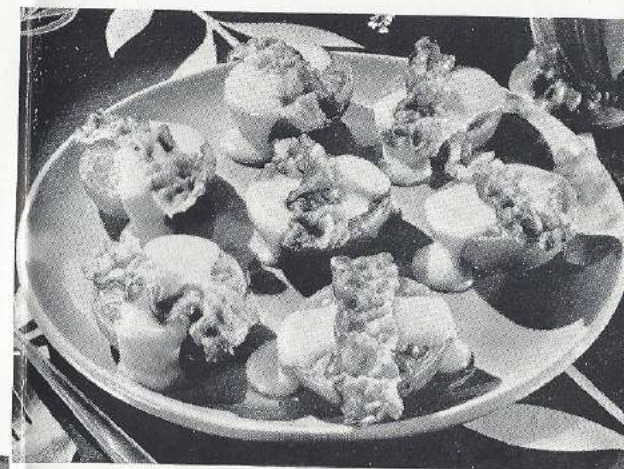
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Bobby's Special Sandwich

Spread a slice of whole wheat bread with Kraft's Velveeta. Butter another slice and spread it generously with apple butter or apple sauce. Put slices together and cut in triangles.



Broiled Tomatoes—Velveeta Sauce

$\frac{1}{2}$ lb. Kraft's Velveeta Broiled tomato halves
 $\frac{1}{3}$ cup milk Broiled bacon

Slowly heat the Velveeta and the milk in the top of a double boiler. When Velveeta is melted, pour a generous portion of the hot sauce over each broiled tomato-half and garnish each with a strip of broiled bacon.

Velveeta Toasted Sandwich

Cut rounds of bread four inches in diameter; spread with deviled ham. Top with second rounds of bread two inches across, spread with Kraft's Velveeta. Toast under low broiler heat until Velveeta is melted. Garnish with sliced hard-cooked egg and small pickles cut in fingers. Serve at once.