

10. COOKING COLUMNS

A WRITTEN AND PICTORIAL

AUTOBIOGRAPHY OF BERT L. LONG Jr.

MASTER CHEF AND INSTRUCTOR OF

The Culinary Arts

RESUME

Bert Long, Jr.

Letters of Reference
Personal references and
photographs to support
capabilities available
on request

SUMMARY

More than seventeen years of practical experience in all phases of culinary arts. Have been held responsible for more than 5,000 meals per day. Also completed formal education to complement professional experience. Able to converse with European and Spanish kitchen employees.

PERSONAL DATA

Age: 34 Marital Status: Married, three children
Height: 6'3" Weight: 235 Health: Excellent
Citizenship: U.S.A. Security Clearance: Bondable

EDUCATION:

1. THE EDUCATIONAL INSTITUTE OF THE AMERICAN HOTEL AND MOTEL ASSOCIATION
Course completed - Organization and Administration.
2. LOS ANGELES TRADE TECH COLLEGE phone: 746-0800
Restaurant Management Ex. 260
Maintained straight A's through- Mr. L. Crane, Coord.
out course. Served as class Culinay Arts Dept.
captain.
3. U.C.L.A.
 1. Supervised Instruction
 2. Audio-visual
 3. Counselling
4. STATE OF CALIFORNIA
Class A Teaching Credential in Food Services
5. SMALL BUSINESS ASSOCIATION CLASS
Accounting & Management - Dick Shuck - Tax Consultant
Merchandising & Marketing - Lloyd Wilson - haberdasher
Money Management - Joe Lance - bank vice president
Credit & Collection - Leonard Jones - owner collection
agency
Legal Structure - D. L. Hoots - Attorney
Taxes & Planning - Dick Shuck
6. DEPARTMENT OF WATER & POWER - Los Angeles, California
Certificate of Completion
Fourth Annual Food Management Seminar
7. U.S. DEPARTMENT OF AGRICULTURE
Wine Diploma
8. U. S. MARINE CORPS
Cook and Bakers School

Bert Long, Jr.

PROFESSIONAL EXPERIENCE:

February 1975 - Present

SAUCIER

Reference Okay

702-732-5111
Las Vegas Hilton Hotel
Largest resort hotel in
the world

April 1973 -
December 1973

CULINARY ARTS INSTRUCTOR

Oregon Institute of
Technology

Gourmet Cookery Class

Transformed 100 ordinary cooks into
Gourmet Chefs in their own right.

October 1972 -
December 1973

EXECUTIVE CHEF de CUISINE

Gourmet Pantry

Initiated changes which changed Gourmet Pantry
cheese shop into the most exclusive restau-
rant in Klamath Falls, Oregon, where you were
to be sure of getting dinner only if you made
reservations.

June 1970 -
July 1972

CULINARY ARTS INSTRUCTOR

L. A. Unified School
District

Duties: Responsible for all instruction of
approximately 40 trainees and 4 assistant in-
structors. Also responsible for three meals
to trainees and staff members in other voca-
tions at the Training Center.

This position required me to make all sched-
ules, extensive counselling, preparation of
food materials, entrees, desserts, etc. Main-
tenance, sanitation and hygenic preparation of
cafeteria.

Having been highly acclaimed by the Director
of Education for having a good sense of humor
and exercising excellent self control in dif-
ficult situations.

Verification: 450 N. Grand, Los Angeles, CA.
P. O. Box 3307
(213) 687-4551 625-6551

June 1968 -
June 1970

*Reference checked -
Good*

CHEF, EUROPEAN & AMERICAN
METHODS UTILIZED

Walter Hollenstein
Gen. Mgr.
Hungry Tiger Res-
taurant
14265 Oxnard St.
Van Nuys, CA
(213) 989-5570

Responsible for food preparation for a res-
taurant that grosses in the millions of dol-
lars each year. Preparation of 300 to 1,000
meals per day. Responsible for the procure-
ment of all food. Personally supervised and
directed the activities of 60 employees in all

Bert Long, Jr.

aspects of food preparation, maintenance and perpetual inventories.

Review personnel performance and handle promotions and pay raises. Schedule work loads. Provided consultation on new formulations. Have been highly acclaimed by the Executive Chef, Management and customers for wine displays, hors d' oeuvres, even temperament, cleanliness. Was chef at 4 of these restaurants and was instrumental in opening 2 of them. Enjoyed excellent rapport with other employees.

May 1968

CHEF

Holiday Inn
Airport Blvd.,
Los Angeles, CA

Basically the same duties and responsibilities as those listed above. Approximately 10 employees.

1967 -
1968

PANTRY MAN & ASST. SAUCIER

Travalinis
San Fernando, CA

European Methods Utilized

Temporary position taken while waiting for Hungry Tiger position to open up.

1967

CHIEF OF PROCESSING

Convenience Foods Corp.
Houston, Texas

Responsible for all preparation of convenience food. Supervised the storage and maintenance and all unloading of food stuff from boxcars. Supervised filling of all invoices. Maintained perpetual inventory control. Personally inspected for quality, quantity, cost control and schedule delivery.

1967

SAUCIER (European)

Beverly Hills Hotel
Beverly Hills, CA

Personally responsible for all soups, sauces and saute operations. Held this position for a very short time due to death in the family forcing return to Texas.

July 1966.-
August 1967

SAUCIER (European Methods Utilized)

Century Plaza Hotel
Los Angeles, CA

Responsible for sauces and saute of all foods for 13 kitchens (on my shift) and banquets - serving up to 2,200 customers. Polished technique of making hors d' oeuvres. Provided assistance in buffet preparation, exotic ice carvings and center pieces.

Bert Long, Jr.

Verification: Century Plaza Hotel, Mr. Walter Roth
(Executive Chef)
Avenue of Stars, Century City,
Beverly Hills, CA
(213) 277-2000

February 1966 - CHEF'S TRAINING L. A. Trade Tech College
February 1967 L. A. CA
72

Restaurant Management

October 1965 - PASTRY COOK (2 helpers) L. A. City Schools
February 1966 Pacific Palisades H. S.

Personally responsible for preparation of all pastries and puddings. Passed with high score.

August 1965 - SECOND COOK Van De Kamps
October 1965 Wilshire Blvd.
L. A. CA

Responsible for preparation of stews, vegetables, breakfast batters.

1953 - ASSISTANT CHIEF SUPERVISOR The Houston Club
1959 Ware Wash & Stewards John Estorge, Mgr.
Dining Room Supervisor
(713) 255-1661

Largest and most elite private club in the United States with the largest wine cellar in the country. Responsible for care and maintenance of \$500,000 of buffet service ware and china - sufficient to feed 4,000 members. Started as kitchen steward and rapidly advanced to above position. (Cook's apprentice training.)

1960 - CHEF SNCO Club
1964 Camp del Mar

Supervising preparation/service of all foods and beverages, ala carte service, extensive buffet work, pastries and cake decorating.

AFFILIATIONS:

- A. KLAMATH FALLS JAYCEES
- B. PROJECTOR DIRECTOR (Meals on Wheels for Senior Citizens)
National Program
- C. CO-STAR - Mickey Mulligan TV Show (Klamath Falls United
Good Neighbors. 3 years)
- D. OSTERIZER REPRESENTATIVE & DEMONSTRATOR
J. C. Penney Co., Shasta Plaza, Klamath Falls, Ore.

Bert Long, Jr.

E. SIGNATURE MICROWAVE OVEN DEMONSTRATOR

Montgomery Ward Co.
Shasta Plaza
Klamath Falls, Oregon 97601

F. CHEFS de CUISINE ASSOCIATION OF CALIFORNIA

** Winner Gold First Place "Augie" in Competition - 1972
Mr. Dick Richardson, Secy. Treasurer
607 S. Park View, Elks Bldg.
L. A. CA (213) 385-2941

G. AMERICAN CULINARY FEDERATION: Sponsor of:

1. The American Academy of Chefs
2. Les Amis d' Escoffier Society

** a. Awarded Escoffier Medal of Merit

H. PROFESSIONAL EDUCATORS OF LOS ANGELES

I. KIWANIS CLUB OF LINKVILLE, Klamath Falls, Oregon

J. MASONIC LODGE

K. MEMBER, BOARD OF DIRECTORS, JUNIOR FOOD SERVICE EXECUTIVE
ASSOCIATION OF CALIFORNIA

INTERESTS:

My interests are painting and development of food products into art artifacts.

New organizational techniques to enhance future of food service industry.

The Educational Institute
of  the
American Hotel & Motel Association

Be it known that

BERT LOUIS LONG

Has completed the prescribed course of study in

ORGANIZATION AND ADMINISTRATION

In testimony whereof this

Certificate

is awarded.



June 23, 1972
Date



President
Alan S. Jeffrey
Director

MEET A MARINE

Pvt. Bert Long

Salad Maker

Meet Pvt. Bert Long, salad maker for the 3rd Amphibian Tractor Bn. mess hall.

His prime duty is the preparation of salads, which he garnishes with an uncommon flair.

Long was followed through his paces last week as he prepared for a special smorgasbord in honor of the battalion's 22nd anniversary.

Many hours were spent cutting, shaving, shaping and freezing various elements for the salad line but, as the pieces were assembled, the product became dramatic evidence of the effort put forth.

Some of the delights for herbivorous Marines were prepared the night before and stored in refrigerators. On D-Day, they were wheeled to the serving area to join the delicacies made at the last minute.

The serving line, when Long had finished his creations, was set up with alternating bright and dull-colored salad displays. The menu included:

Jello, frozen into bowl shapes, the bowls filled with shredded carrots and radishes.

Salmon blocks, covered with deviled eggs and flower-shaped tomato slices.

Fruit cocktail, bordered with pears and shreds of parsley.

Endives, bordering the serving line with radishes mounted on toothpicks set as roses on the bush.

Boiled eggs in the form of penguins, and oranges decorated as Halloween faces.

Sliced bananas covered with coconut.

"Bert Long," said mess sergeant R. R. Rosenthal, "is a definite asset to the mess hall — a real professional."

Another tribute to the salad maker came from Marines filling their trays who asked, "Why are pictures being taken today? The salads are always prepared this well."

Story by LCpl. Ken Banks
Photos by LCpl. K. R. Anderson





INCORPORATED 1923

Chefs de Cuisine Assn of California

607 SOUTH PARK VIEW - ELK'S BLDG. • LOS ANGELES, CALIFORNIA 90057 • AREA CODE 213 - 385-2941

June 9, 1972

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OFFICIAL PUBLICATION
Restaurant News
5636 E. Beverly Blvd.
Los Angeles, Cal. 90022
213/685-6081

Attorney-at-Law
Charles A. Thomasset
213/627-5184

Utter-McKinley Mortuary
213/388-2481

OFFICIAL
MENU PRINTERS
Menecraftsmen
213/684-1638
Lord Menu Co.
213/624-7631

Mr. Bert L. Long, Jr.
5127 Victoria Avenue
Los Angeles, California 90043

Dear Mr. Long:

The Chefs de Cuisine Assn of California and the Restaurant Writers Association take this opportunity to express our sincere appreciation and profound tanks for your praticipation in the Mini-Culinary Arts Exhibit at the Los Angeles Convention Center, Monday, May 15, 1972.

The comments from the guests were extremely favorable, making this the highlight of the evening. These people can now appreciate the tremendous creative talents, art and imagination that exists in the membership of the Chefs de Cuisine Association.

The success of this, our first Annual Wine and Food Fiesta, are the gratifying results of all who worked so hard and long.

We will be looking forward to your participation again next year, which we hope to take place about September 1973. Until then, we wish you success.

Fraternally yours,

Charles V. Kalagian
CHARLES V. KALAGIAN, Chairman

CVK:dr

Mini-Culinary Art Exhibit
California Wine & Food Fiesta



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LES AMIS
D'ESCOFFIER SOCIETY
Los Angeles Chapter

"AUGIE"



Phone 882-7761

COOPERATIVE EXTENSION SERVICE

OREGON STATE UNIVERSITY
POST OFFICE BUILDING
P. O. Box 255
KLAMATH FALLS, OREGON 97601

May 30, 1973

Mr. Bert Long
Professor of Institutional Foods
Oregon Technical Institute
Klamath Falls, Oregon 97601

Dear Bert:

What a horrible faux-pas over one-hundred fifty women, the county advisory committee and myself have committed for I just learned that you never received a huge THANK YOU that was due you for your tremendous presentation at Fellowship Day. You positively captivated that audience, while still giving them very practical, useable hints for making their meals more fun and attractive.

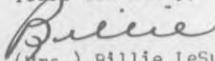
I doubt that you knew our afternoon speaker was talking to the group on nutrition and yet you tied it all together for us by commenting on the nutritive value of some of the foods you were demonstrating. You also made our theme a reality with the "sparkling entrance", the women really got a charge out of that.

Thank you again, Bert, for adding that very special "extra touch" to the day's program. It seems every place I go nowadays I hear something nice about Bert Long such as Bert Long is planning the menus for the Senior Citizens, Bert Long helped us with our school spaghetti feed to raise money, Bert Long this and Bert Long that. Thank goodness we got you before you got so popular we'd have had to put in our request a year in advance. Klamath Falls has long needed someone like you who so freely gives of themselves - let's hope it will be catching!

If there is ever any educational matter or printed materials that our office could be of help with for your classes at OTI just whistle - same goes for my own services!

We'll be looking forward to the next opportunity of watching you in action or working with you----and I promise to not be so unappreciative.

Yours sincerely,


(Mrs.) Billie LeSueur
Extension Home Economist

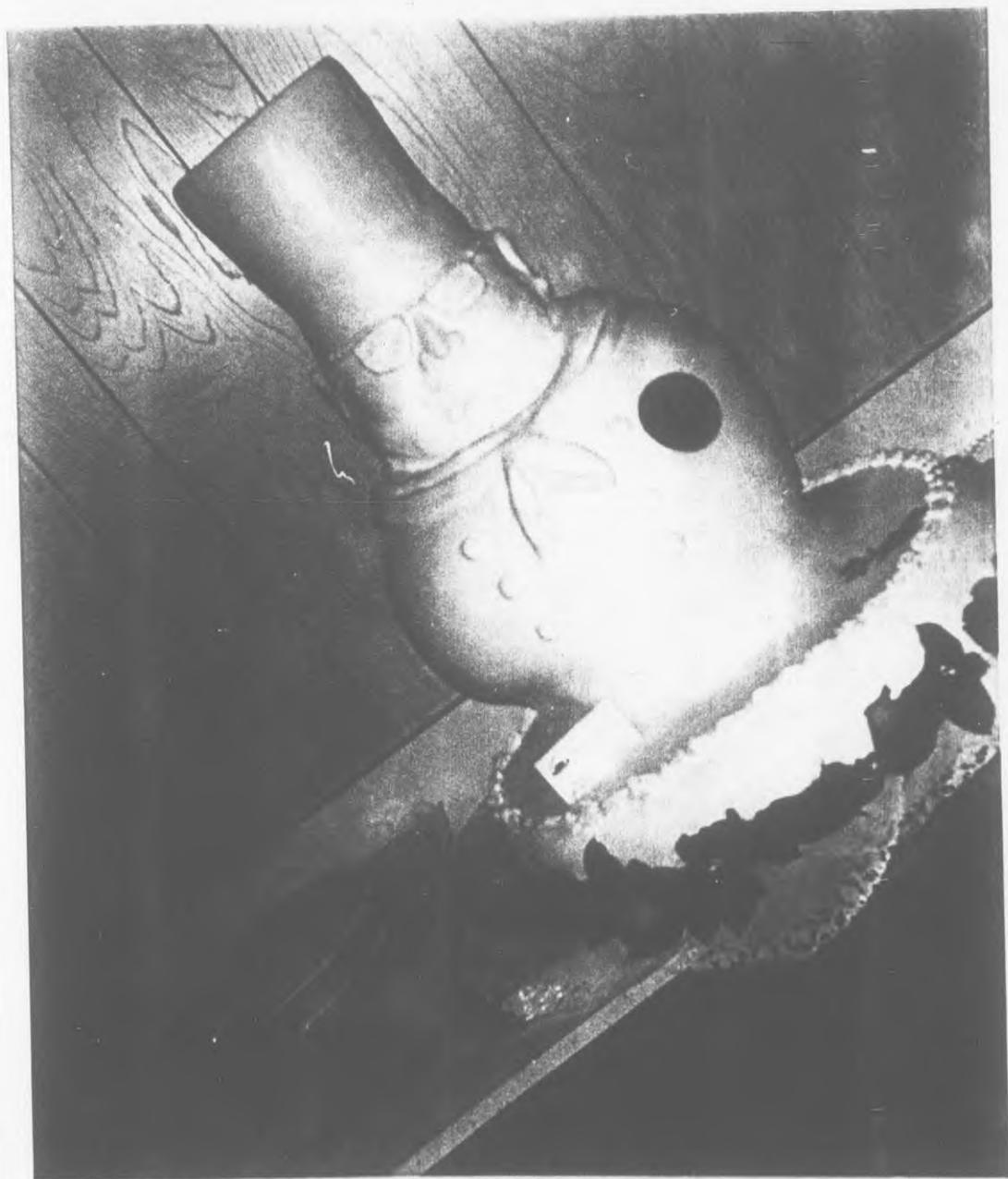
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Making Mudpies Is A Start

Baker's Helper — First-grader Elmer Cocurek shows Bert Long, chef at The Gourmet's Pantry, how well he listened to Long's talk on being a chef. Long helped the

youngsters apply his work to their personal experiences by linking cake-decorating with making mudpies. He also spoke to fifth- and sixth-graders.



900 Ways To Cook A Poached Goose

Chef Says Trade Under Rated, Neglected

"There are about 900 ways to cook a poached goose," said Bert Long, chef at the Gourmet Pantry. "The way I do it is to cook fast and have a lookout," he added.

Long was featured speaker at the regular Tuesday noon Exchange Club luncheon. The title of his talk was "The Man in the Tall White Hat," and he sprinkled his speech with jokes

such as the one above.

"Most executive chefs have attended a school or college that specialized in food preparation. Salary-wise an executive chef ranks about

fifth in the nation and in a first-class restaurant will make about \$36,000 a year," Long said.

Long noted that chefs were usually under rated in a given community. The chef cooks the food and no one ever asks him to become a member of a club, whether he has any children or what he does with his free time.

"A working chef orders all the food products, plans meals, hires and fires, and also knows how to cook," he said.

"It is a decent, honorable profession and I never went hungry," Long added with a grin.

Long would like to see a food preparation training program here in Klamath Falls. He noted that not everyone can be a doctor or lawyer and there is a demand for good cooks.

"In Los Angeles there are many schools and people studying to be chefs. It is a lot better to be a cook than someone out stealing huucaps. I have always been able to maintain a reasonable home for my family," he said.

Asked about dissatisfied customers, Long explained, "The customer is always right. If he sends his steak back and wants it cooked more, I do it. If he says it is cooked too much, I put on another one. The most difficult customer is the chronic complainer, he just cannot be satisfied. If you serve coffee from the right he wants it served from the left, if you serve it from the left he wants it from the right. As a result he eventually gets to the point where he doesn't get any coffee. But I am always nice to him because he is always

right," Long said.

Long observed that cooks were human like anyone else; they can make mistakes and they also enjoy a compliment when the food is good.

"Cooking is an art. You can't push a button and have everything come out just right. One cow might have walked farther than a second cow, and a steak from the first cow will be tougher than the second.

"As a young man I wanted to be an artist. As it turned out I wasn't able to follow that profession and have transferred my art to cooking," Long said.

One final joke Long related was about a time when he was a cook's helper and told to cook some bacon.

"I was leaning on the stove holding it down and the chef kept calling for the bacon. I kept saying it was just about ready. Finally he came over and looked at the oven and said, "It would help a lot if you would turn the oven on."



Bert Long, chef at Gourmet Pantry



AN EXPERIENCE IN ENTERTAINING

EVERY PLATE A PICTURE

...Your table a work of art
...a masterpiece

... True "Menu Magic"
... Tempting to the eye
... Just plain "scrumptious"
to the taste.

Unique!

Phrases that conjure up a vision of success for the most gracious hostess. Yet... that vision must become a reality... and that means long hours of hard work.

It Need Not.
Three words hold the key.
BERT'S GOURMET CATERERS

Unique!

Make your "special occasion" as special as it is... an affair to remember... a success that far surpasses your wildest hopes. Be that most gracious hostess... the envy of her friends.

Simply... easily
BERT'S GOURMET CATERERS.

Unique!

It needn't be expensive.
Yet, it can be.
That's your decision... one that can be reached quickly and satisfactorily. A short chat with Bert... by phone... in your own home... or in the comfortable privacy of his office.

BERT'S GOURMET CATERERS
Yes... Unique!

BERT'S GOURMET CATERERS

- * Intimate Dinners for Two
- * Wedding Receptions
- * Anniversaries
- * Conventions
- * Banquets
- * Buffets

- * Wine-Cheese Tastings
- * Family Reunions
- * Bar-Mitzvahs
- * Club Suppers
- * Class Reunions
- * Birthdays

From A Luau... To A Fish-Fry
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"Big Bert's Kid Parties... Too"

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at Merrill-Lakeview Junction
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The Chef's Touch

by
Bert Long Jr.
("Big Bert")

Man! Smell that morning dew on the meadow grasses! Listen to that brook softly babbling to the fawn sipping from it! Music to the soul!

This is going to be a great camp-out! Hey, look! Dad's hooked into a nice one! Get that pan a-sizzling!

Man, oh man! Brook trout, hot coffee, hot drop biscuits drizzled with creamery butter, fresh orange juice. Galloping Gourmet, eat your heart out in that hot studio! Big Bert's at home and wouldn't trade places with you for a filet Wellington prepared by Escoffier himself!

One mistakenly held belief is that to be a gourmet you have to dine in the poshest dining spots, straight-backed, and say such things as "Will youse pass the ketchup puleese," when in fact, a true gourmet is at home anywhere. Being a gourmet who likes to camp can be a truly great experience, both culinarily satisfying and mentally rewarding.

Now take that trout Dad has provided...Since it's morning, surely all camp-out Escoffiers will salt and pepper it, dip it in corn meal and fry it for a truly great breakfast. But what about something different, say for dinner?

Trout ala almandine! Yep, right on your trusty camp stove or open fire, you can turn out a culinary masterpiece.

I can just hear wifey-poo now, starting to lay this article down and mumbling that she doesn't intend spending her vacation slaving over a hot stove! Sweetheart, Big Bert is on your side. I hate long, drawn out cooking feats; besides, some of your greatest gastronomical delights are also the simplest to prepare. Like this fresh trout almandine! Umm, umm, good! If only I could be your next door camping neighbor!

We'll need: fresh trout...flour...chicken base granulated...butter...almond slivers...whole pepper corns white...(don't ever be caught without a pepper!)...fresh lemon...parsley.

Method to your madness:

Clean trout. Salt trout with granulated chicken base and fresh ground white pepper. Heat 1/2 butter in saute pan (skillet). Plunk trout (floured and seasoned) into sizzling butter. Golden brown on each side, you hear? Remove trout to warm plate. Toss rest of butter in saute pan and let come to sizzle. Add slivered almonds to butter when butter froths and browns slightly. Ladle over warm trout. Squeeze 1/4 lemon over. Sprinkle with parsley. Twinkle, twinkle! Stand back with a smile on your face when you've placed this delightful dish before the gourmand.

Retrieve your white wine from the icy brook. A crisp green salad with oil and vinegar and fresh ground pepper, and...wait a minute! There's something coming through the underbrush...a bear smelled the fish?

Whew! It's only Big Bert with an extra bottle of white wine and a big appetite!

Try it! Bring your gourmet cookbooks along on your camp trips and open up a whole new world: the enjoyment of fine dining in the wide open spaces!

Here's to outdoor chefs everywhere,
until our next trip,
Big Bert

EGG YOLKS

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The
Chef's
Touch
by
Bert Long Jr.
("Big Bert")

Foods of the world! Such abundance, such variety! Wondrous tastes and tantalizing smells! Big Bert savors them all!

But I can remember the time when he wouldn't touch those slimy green things called asparagus -- and beets were something he only cooked for other people. And that created a slight problem. How can you cook and serve something when you don't know how it tastes -- or should taste?

Did it for years, honey. "Why sho' nuff, those beets are simply delicious, asparagus with Hollandaise, marrrrrvelous!" Then one day I decided that if I was to become a chef, Big Bert would have to taste the yucky green things with Hollandaise sauce, bubbly and hot right from under the salamander (broiler).

Big Bert placed a small amount of the delicate tip in his mouth. Mmmmmmm-mmmmm! Wow! Delicious! From that day on, Big Bert would try anything and seldom has he been disappointed. For awhile there I guess the restaurant manager thought I owned stock in an asparagus farm -- cream of asparagus soup, asparagus Marco Polo, broiled, baked, sauteed asparagus with asparagus! I even tried to make asparagus ice cream, but the ice cream ruined the beautiful taste of the asparagus.

Now anyone with kids knows that they can have a fight akin to the Ali-Frazier bout in trying to get them to try something new. You want your kid never to try something new? Well, do such things as tell them it's good for them, tell them how good it tastes, or after all of the prodding, jump up and

down and yell in a high shriek, "You will eat everything or be shot at dawn!"

Sure the kid will eat it then, but you lose, because he's sitting there imagining that he's eating ice cream -- not the new thing you wanted him to learn to like.

I have a couple of ploys that have turned my kids into gourmets!

- (1) Act suspicious. Be in the kitchen cooking and humming, and when the kids ask you what's cooking, be evasive. Tell them, "Oh, just something." Taste a sip and smile, saying, "Boy, that's just right!"
- (2) Tell them that the something you are cooking is for your bridge party. That will guarantee it to disappear the moment your back is turned.
- (3) Set whatever gourmet delight you've prepared on the window sill.
- (4) Disguise it as a cookie.
- (5) Want it yourself.

Now Big Bert hasn't tried EVERYTHING, but the day will come when he will have to reckon with such delicacies as thousand-year eggs, raw fish soup and boiled octopus. Some of the things Big Bert HAS tried and liked are chocolate-covered beetles, rattlesnake meat, fish roe sauteed, escargots (snails) and elephant foot soup.

What I am trying to tell you, friends, is that how can you know what you are missing if you've never experienced it?

So instead of saying "Yuck!" take a sip or bite, savor the taste. Watch it! You're smiling! You like it! I knew you would.

Sink your teeth into this one.

EELS WITH BEER

- 6 medium-sized eels
- 3 tablespoons flour
- 3 tablespoons butter
- 2 tablespoons shallots
- 1 tablespoon chives
- 1 bottle beer
- 1 cup brandy
- 6 slices French bread
- 6 filets of anchovy
- 3 eggs yolks

Cut off the heads of the eels and skin the fish. Cut into big chunks and dredge with flour. Fry in butter over high flame to get them golden brown. Place aside in warm area of stove. Pour out used butter and add 3 tablespoons new butter to which you add and mix 2 tablespoons flour. Stir for awhile without letting it get brown and gradually add the bottle of beer. Over very hot flame let the liquid reduce by a third. Add the brandy, chives and shallots. Place the eels in the mixture. Grate plenty of fresh black pepper and add salt. Cook for 20 minutes without covering.

Cut 6 thick slices of French bread and toast them in the oven with a filet of anchovy on each of them at 400 degrees for 10 minutes. Remove from oven and use a knife to spread the anchovy over the whole slice of bread. Remove the eels from the gravy. Beat the egg yolks into the gravy, being careful not to boil them.

The chunks of eels are then placed on the slices of bread and the sauce poured over. Mmmm, yummmmy! I think.

Big Bert



LUIGI TARQUINI whose "fresco art" is being exhibited for the first time in the United States, and exclusively at the GALERIE BARBARELLA LTD. in the MGM GRAND HOTEL.



SEDAKA SENSATIONAL AT RIV--Singer-composer Neil Sedaka acknowledges the standing ovation afforded him by his opening night audience in the Riviera Hotel's Versailles Theatre.

PAGE 17

LAS VEGAS PANORAMA

DO NOT WORRY ABOUT THE PICTURE - ONLY THE COPY



The Chef's Touch

by
Bert Long Jr.
("Big Bert")

"Ladies and gentlemen, in this corner we have, weighing in at 350 pounds," - attired in blue jeans three sizes too small, with a tank top emblazoned Chevrolet, hot dogs and apple pie, - 'Mister Dune Buggy.' His able opponent on the opposite side of the table, weighing in at 178 pounds, - attired in tailored satin-labeled dark blue tuxedo with ruffled opera shirt to match, and cuff links of gold encrusted with crossed knife and spoon, manicured pinkies, - 'Ladies and gentlemen, I give you Mister Gourmet Superfine.

"This will be a contest to the finish! Eight courses of delicious food prepared by the incomparable Big Bert, the master chef of chefs! Each contestant will be given a chance to destroy his opponent and prove once and for all who is the greatest gourmet of all time. Your abunual referee is Ronald McDonald of Jack in the Sox fame. Our three judges are: The Limping Gourmet, Mr. Graham Crackers; the honorable Mrs. Jackquiline Narcissus, sporting a bib with embroidered barbecue spareribs; and last but not least, Col. Landers - you'll recognize him by his greasy finger-lickin' fingers."

Clang! ROUND ONE

Mr. Apple Pie Dune Buggy sits down at the table, tucks his corner of the table cloth down the neck of his tank top, pounds the table and yells, "Bring on the chow!" Wait a minute, he says "Please." I can see now that this is going to be a hard opponent to beat.

Mr. Nattily Dressed switches out and sits down across from his capable foe, gives him a long glare, and would you believe it, places his napkin on his lap! The crowd goes wild! The judges are marking their ballots frantically.

Big Bert serves a hot lettuce salad - you heard me right! A HOT lettuce salad!

Tank Top asks for ice cubes to cool his salad. Mr. Gold Cuff Links jabs his salad lightly, places one of the lettuce cubes, drizzled in hot oil and vinegar dressing in his mouth and starts humming. No, no! He's actually singing out loud, "Ummm, ummm, good," sputtering oil and vinegar on the table linen.

The judges declare round one a draw because both opponents were holding Bert's hot salad to their lips.

Clang! ROUND TWO

O, boy! Big Bert's going way out for course number two! A scrumptuous New York steak ala Big Bert! The opponents' eyes are bulging - they can't wait! Oh, that's your lunch, he says! Their second course is lukewarm apricot soup.

The opponents dive in! Mr. Apple Pie is losing points for not taking off his sneakers before doing so. Mr. Satin Lapels is gaining points for donning his soup wings, and Mrs. Narcissus is doing the chicken hop with Col. Landers! The crowd is going bananas and grapes with

cream! Ummm, that sounds tasty!

Mr. Satin Lapels wins this round for tasting the soup off his cuff that got in his soup.

Clang! ROUND THREE

Mr. Dune Buggy is getting desperate! He knows that he must gain some points. Big Bert serves six-foot long rich boy sandwiches. Mr. Dune Buggy sees his chance - slices the sandwiches in half because his buggy is not as wide as a Pacer and with his tires spinning off in the mayonnaise, makes a clean getaway. Mr. Gold Cuff Links looks downtrodden and sits sprinkling his tooth pick with salt and pepper.

Mr. Dune Buggy is getting a ticket from the usher for an illegal turn at the champagne dispenser.

Look at Mr. Graham Crackers and Mrs. Narcissus! Oh, no! They wouldn't! Not here in front of a national TV audience! But they are - putting onions on their hot dogs!

Round number three goes to Mr. Dune Buggy!

Clang! ROUND FOUR

Ladies and gentlemen, this round could be it. Why? Big Bert has run out of drinking...I mean cooking wine, that's why!

Course Number 4 - a lovely platter of lobster in sauce ala Newburg! Each opponent is trying to catch a lobster! The lobster doesn't seem to like that hot sauce. Now each one is displaying the best of manners and seem to be neck and neck in this contest of the century! Mr. Apple Pie is devouring his lobster. Look at that! He ate a whole paw without dripping any sauce! And Mr. Satin Lapels has actually wiped his mouth after each morsel. It's hot and heavy now. The crowd is yelling, "We want more wine!" And Mr. Graham Crackers won't give them any. The colonel is offering his chicken - two pieces with mashed taters and roll for 99 cents. And Mrs. Narcissus is sunbathing under the ring lights in the middle of the table!

The judges' decision, ladies and gentlemen, is...What?...Mrs. Narcissus would like to have Big Bert's recipe for hot lettuce salad?

Arm in arm, they all walk off in the ring lights!

The winner! Big Bert!

HOT LETTUCE SALAD

- Cubed Iceberg lettuce
- Artichoke hearts
- Sliced fresh mushrooms
- Your favorite oil and vinegar dressing
- Fresh-ground black pepper
- Grated Parmesan cheese
- Hot cheese croutons

METHOD:

- Heat oil and vinegar dressing.
- Toss in lettuce, artichoke hearts and mushrooms when dressing is hot.
- Stir till slightly wilted, then drain off liquid.
- Put remaining ingredients (lettuce and artichoke hearts) on hot salad plates.
- Sprinkle with fresh-ground black pepper, Parmesan cheese and croutons.
- Serve at once.

NOW! (dong!) A KNOCKOUT!

Big Bert

95%
AND
CONTACT

KIDS



The Chef's Touch

by
Bert Long Jr.
("Big Bert")

As for the recipe for scrambled eggs.

have your kids write Big Bert and Kids, 3540 Swenson, Apt. 115, Las Vegas, Nevada 89109. Please include self-addressed stamped envelope with egg stains on back so we'll know which stack of fan mail to put it in. (More weeks of cooking with the kids will follow someday.)

From one Good Egg to another,
Big Bert

PHONE NO
A LITTLE LAMEN

MOVE
KIDS
DOWN



**The
Chef's
Touch**
by
Bert Long Jr.
("Big Bert")

Twenty-few days to Big Chicken Day - the day we all give thanks! What does Big Bert have to be thankful for? Muchos tacos I tell you, senior!

Let's see now. How about being thankful that I no longer have to eye and size 2001 bushels of white potatoes as I did in the U.S.M.C. Boy, I'll never forget those days! Mountains of eyes staring down menacingly at me! The more I peeled, the taller the mountain grew. Now, when I am opening one of those nice plastic-encased spud packages, fellow cooks think me pretty weird when I laugh out loud! Yes, Big Bert is thankful.

How about being thankful for all the modern conveniences we have at our disposal these days - egg beaters that will beat the living daylight out of the meanest batch of eggs - no more beating meringue for lemon pie by hand until your hand and wrist felt like a rubber band going spring-sprung.

Oh, and let's not forget such things as radar ranges. Imagine cooking a whole gobbler in 1½ hours! It used to take that long to just pluck him (or her - for the women libbers) after chasing that gobbler down and being clawed to nearly an inch of your life!

Many things to be thankful for! Why, we chefs can push a button and open tons of cans in the flick of a pick - tall cans, small cans, big cans, little cute petite cans and huge monstrous ones. No more peeling and scraping.

Listening to all these reasons for being thankful you would think that Big Bert would be happy. Not so. When Big Bert has to use canned mushrooms instead of fresh ones, somehow he just doesn't feel thankful. How about the advances from the usage of butter to margarine to, would you believe, Hello-dere-I-am-imitation-margarine!

Now Big Bert's thankful that maybe life has been made a little easier for him, but Big Bert hopes that we won't forget how we got to this point, and that is by dedication, hard work and good cooking with the best and freshest of products.

Thankful, yes, that I am alive and thankful that we are the largest employers of people in the world. Thankful for the memories of those heavenly odors emitting from the boiling kettles, the fresh-sliced mushrooms being sauteed in "butter" and pure heaven at just the moment when you add the white wine.

Thankful for being one of the few chosen to have been allowed the privilege of eying and sizing a white potato. (Test: Ask any cook, age 25 or younger, what you are referring to as eying and sizing, and don't be surprised when he says, "Yea, brother, I've been looking at her, sizing her up for the score!")

Thankful for the memories of having known the general manager of every establishment for which I have worked - with the exception of my latest of employers.

Thankful for the many people who will remember Big Bert's name - not like one young man who after ten years service passed unto those pearly gates. When collections for flowers were taken many of his fellow workers didn't even know his name. Ten years!

Thankful to have been a part of the chosen few to understand what it is to love - to love your cooking. "Put a little love in your cooking." I think that's one of the most important statements a young chef should hear.

Let's be thankful for all the dedication of so many underrated, overworked, underpaid chefs,

and be especially thankful if you're one of the chosen few who understand what this article is all about!

And if you cannot think of anything to be thankful for, just call this number: 384-9264. That's Dial-A-Prayer.

Thanks, thanks, thanks, from
a chef who loves his work,
Bert L. Long, Jr.

95%
AND
CONTACT

Chef, I'm going to need some help! Where are they all coming from? Medium rare, rare...Ooops! Sorry, sir. Just send us the cleaning bill...That was kind of funny - bloody rare on a tux shirt!...Whisk, whisk, shoosh, shoosh...I need more rib!...Four hundred so far! My hands are numb, and they're still coming.

Yes, sir. That's medium. Oh, you want a medium with no pink. A medium, no pink!...No, sir, we cook all of our beef fresh...Oh, well, just ignore that "grown in Japan" stamp on the fat, sir...Whisk, whisk...Well done, well done, well done, well done...Throw them on the grills! I'm sorry, sir. If you wanted grilled meat you should've gone to McDonalds...Whisk, whisk...

Five carvers carving - well, four. Our chef just threw his hat into the au jus and stomped out...Order 12, order 15, order 25 beef...Not rare enough? Moo! Moo! Is that rare enough?

Turkey! Oh, I'm sorry, captain...Would you mind bringing a glass of water? Wait until my break? OK, sir...

Spoon's getting a little slippery...whisk, whisk, slip, whisk...Run to the Gourmet Room and get me a bloody rare - Sam, get me another rib - make that ten more ribs...Sir! If you'll stop banging the table I'll cut your English cut!...One rare slice, one well done slice...Say, Fred, you got any well done? Pour some caramel color on it...

Oh, no! The potatoes in the oven!...The potatoes are just a little overcooked, sir...Call the fire department! I just dumped the can of Sterno all over the table!...

Well, sir, I've been cutting beef for years. Yes tonight...Splash! Sam just dropped a whole rib in the au jus pot! Just tell that party of ten to send us the cleaning bill...

Why, oh why are all opening nights like this? Just look. The plumber is still plumbing - and the guy in the tuxedo - I do believe he's the carpenter in disguise! Yes, sir!...He says, "A table for four and pass me that two-by-four - please excuse our sawdust."

Whisk, whoose? There's that the whoose again...Oh, migod! Sir, is this your ear? Would you like some au jus, sir?...Medic! Doctor! Call some one - ANY one who can help us carve!

Wow! the night is finally over, and here comes the chef.

Yes, chef. You say things were a little slow tonight and that you're cutting the crew by two? Go ahead, chef. Ask me what I'm going to do with this pot of au jus I'm raising above my head!

Splash!

Medium rare, rare, sir?

PRIME RIB COOKED SLOW

Preheat oven to 300 degrees.

Heavily salt prime which has been tied with butcher's twine.

Place in deep baking pan fat side up and cook:

20 minutes per pound for RARE

30 minutes per pound for MEDIUM

40 minutes per pound for MEDIUM WELL

Cooked this way, you'll have plenty of helpers wanting to carve.

12- Maybe you've never spent a whole week in the kitchen with the kids - very little cooking gets done, but it's lots of fun and games!

11- Now kids, Daddy (Big Bert) is going to teach you guys how to cook. I want all of you to know how to provide for yourselves (also). I'm getting tired of getting my eggs over hard or scrambled hard, especially since I asked for them over easy and scrambled soft!...Well, the reason I don't cook them myself is because I'm lying in bed thinking up ideas for this column!

10- Now kids, this is an egg...No, Bertram, I don't know which came first, the chicken or the egg!...Use a clean skillet or egg pan. That's the way they're labeled in most stores...It's very important to use a clean pan...Why?... Well Deborah, I just haven't acquired a taste for 'eggs over' in yesterday's flapjack leavings - which are still in the pan which I told you to clean yesterday! OK?...The pan's clean.

9- Let's start with Eggs ala Scrambled...No, Alan, these eggs didn't come from Ali Baba's. They came from Sam Foo's...I know, I know! Egg Foo Young...No, I haven't ever eaten or cooked or have I even heard of Egg Foo Old!

8- Break time! You kids go take a Kool Aid break...Maybe I should have let their mother do this, but I should give her some lessons first. Eleven years of heartburn! I have a huge blister where my heart used to be. I better remember to not bring this paper home. She might decide to really hurt me. Cinnamon on my meat loaf?

7- OK, kids. Break's over. Now let's get back to those eggs. Reminds me of a name hung on me by a nice old gentleman. He called me Those Links. You see, he owned this barbecue place and I used to help him out occasionally. I was always saying, "Mr. Emmet y'all, may I have some of those links?" Because of my fine southern diction, whenever he needed me he'd yell, "Come here, Those Links." I know, I know, Bertram - that's a dumb story. But I really thought it was kind of cute, didn't you? (Write and tell me what you thought of it.)

6- Getting back to the business at hand. We have the egg pan, the eggs which we've broken into a bowl. Stop, Deborah! You're supposed to throw the shells away, not put them into the same bowl with the eggs! (I am slightly yelling at this point.) Who ever told you an egg a day keeps the rooster away?

5- Well, I suppose, Alan, we could use the electric mixer to mix the eggs, although you could use a wooden spoon just as well...No, no, no! Don't turn it on high! (Groan)...As I was saying, kids, we're going to learn how to make a souffle today.

4- Really, folks, we have had a delightful time with the kids in the kitchen.

3- As for the recipe for scrambled eggs, have your kids write Big Bert and Kids, 4411 Atmeda, Houston, Tex. 77004. Please include self-addressed stamped envelope with egg stains on back so we'll know which stack of fan mail to put it in.

2- (More weeks of cooking with the kids will follow someday).



The Chef's Touch by Bert Long Jr. (“Big Bert”)

There you are with your sexiest frock on. You've spent all afternoon at the beauty shop, a whole two hours lying in scented bath oils. You've dabbed your Chanel #5 in the right places. Boy! This guy doesn't stand a chance!

The table is set intimately for two, and a Mumm's champagne, capped in beads of chill is just crying out to be opened. All you have to do is place the food on the table and he's yours for life!

The doorbell!...“Hellooo, darling.” (Wow! The guy is actually starting to pant!) “You really look ravishing!”

Now let's dine. You place your meal on the table...he's going to taste it. Gaaagl...You've done it again!

Young bachelor lady, haven't you heard that the way to a man's heart is through his stomach?...Oh?...You only put 1 cup tabasco in the bear-naise sauce? And you thought he'd never notice that the tomato tichenesa sauce was a little scorched? Happened while you were in the tub? Sooo...?

Well, take it from an old pro. Good food'll do the trick every time. (Why, when girls find out that I can cook, my biggest problem is to make sure that I don't have Fonda, who expects fondue, at the time I've prepared for Marla who grooves on duck with Marsala sauce!)

What to do! What to do! Most guys can't afford a night out every time they want to see you, and believe me, if a guy knows that the cuisine is great you can save money on your Chanel #5 and invest it in a New York steak with maitre d' butter.

You say you can't cook? Big Bert says you can! Starting today, observe one or all of the hints below and in my following columns and your date book will look like the Encyclopedia Britannica!

1. Use cookbooks with pictures of food in color, like the Time-Life cookbook set. They have books on every imaginable type cuisine -- just think, an Italian this week, next week a Greek, and man, oh, man, when you really get the pots boiling you have Pierre, the suave Frenchman over! Because all of the pictures are in color you'll be able to see what your dish of the day should look like.

2. Don't experiment on your date at first.

3. Try new food adventures out on someone you don't particularly care about first. (My mother-in-law doesn't visit me any more. Wonder why?)

4. And last but not least, put a lot of love into your cooking. Over where I grew up they call it 'soul cooking.' The greatest chefs in the world, yours truly included, love their work.

After following the above, and your beloved sits down, takes a bite, turns lovingly to you and says, “Honey, you burnt the Jello again,” don't tell him about me, especially the one you call Killer! I'll give you a detailed recipe for Jello another time!

Big Bert's No Bluff When It Comes To Knowing His Stuff

Bert Long, Jr., “Big Bert,” takes a humorous approach to gourmet cookery in a new column which just began in Panorama.

“Big Bert” wears the Escoffier Medal of Merit and holds a Gold First Place “Augie” won in a competition of the Chefs de Cuisine Association of California.

As chef at the Hungry Tiger, Beverly Hills Hotel, Century Plaza Hotel and Holiday Inn in California and the Gourmet Pantry in Klamath Falls, Oregon, he's won the plaudits of some of the most discriminating gourmands.

Trained in all phases of management and administration at UCLA, Los Angeles Trade Technical College and Small Business Association classes, “Big Bert” also earned a Class A teaching credential in

food services. As instructor of culinary arts he has taught in the Los Angeles Unified School District and the Oregon Institute of Technology.

Always a man to shun ruts, “Big Bert” also co-hosted the hilarious Mickey Mulligan TV show in Klamath Falls for 3 years.

Following through on his stated interest in “painting and development of food products into art artifacts,” “Big Bert” will have several of his water colors hanging in a new gallery opening soon in Las Vegas.

The light style in which “Big Bert” writes in no way detracts from the authenticity of his recipes. He simply takes the dullness out of recipe reading by making a gourmet dish the successful solution to a comical situation -- in the language of ‘Now.’