



Le Ruth's

Restaurant Francais de la Rive Gauche

636 FRANKLIN ST. • GRETNA, LA. 70063 • TELEPHONE 362-4914



How about a bursting young breast of fresh *poulet*, sauteed just right, and caressed by a sauce of fresh cream, champagne, *morilles* and truffles? You like? Well, that's only one of the exciting new recipes LeRuth is serving now on the new menu. The rest - they're inside, so read on.

And how about wine? Some of Louisiana's most astute gourmets traveled to LeRuth's recently for a special tasting of a brace of Latour's, '64, '61 and '59. The verdicts: see for yourself inside.

And there is so much more to tell. . .about the Family Circle Magazine feature, about coffee beans and escargot, and especially about LeRuth's sons, Larry and Lee. In France this summer LeRuth arranged for them to receive their restaurant training at the greatest restaurant in the world - La Pyramide. But that's inside, too. So read on. . .

CHANGE IS objectionable to most people. They feel secure in the *status quo*. But to a good cook, change is as necessary as butter to a roux, or love to a sauce. A good chef is never satisfied with what is. He must always seek what might be. LeRuth is no exception.

And so his menu changes, as his tastes change. And always, the changes are delightfully different. For example, on the new menu, there is -

Cotelette Double de Volaille Panee' - A double breast of fresh young *poulet*, flattened gently and basted with butter and bread crumbs, then quickly sauteed.

Veau Desir du Chef - which means, simply, veal as the chef likes it. And on different nights, he might like it different ways...tender young scallops sliced thin, and plunged into a wine sauce over a potato pancake; or braised quickly, creamed with a sauce and accompanied by musty morilles. No matter how it is done, it will be delicious.

Le Ecuelle Pour Gourmet - And this, too, is designed to let LeRuth give full reign to his imagination. Upcoming: *Noisettes* of lamb that spent the night in lemon and oregano and other good things, and served with french fried parsley; or marinated beef medallions en brochette; or *Quenelles* of redfish, fresh from the Gulf, and covered with a savory Sauce Marguery.

Tournedos LeRuth - *petite filet de beouf* crowned with an artichoke heart and gently glazed with a fine *Bearnaise*.

Oysters Bonne Femme - Fat Louisiana Bayou oysters married to lump crabmeat in a wine sauce, then covered with cheese and baked.

l'Ecrevisse Gilbeaux - Which is the Cajun crawfish *Etouffe'*, really, but with a difference. LeRuth pours it over crabmeat in a casserole, then bakes it. *Vive la difference!*

Avocat Tropicque - A salad, and what a sal-



ade...hearts of palm are marinated in olive oil and dry vermouth, then stuffed into a fat avocado half.

And desserts. . .

Fresh Strawberries, sweet and limpid in a gorgeous custard sauce speckled with myriads of tiny French vanilla dots.

And, of course, the marvelous, magnificent, almost miraculous Mandarin Ice now, because of the demand, available always.

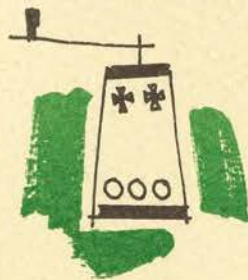
A GREAT HONOR has come to LeRuth. While in France recently with his family, he spent several days at Vienne, in France, at the inn of what most people consider the greatest restaurant in the world - La Pyramide. While there, he came to know the owner of La Pyramide, Madame Point. It was a marvelous time, spent mostly eating, or talking about great food. And before he left, LeRuth accepted a gracious invitation from Madame Point. His sons, Larry & Lee, now 11 and 9 will be sent to La Pyramide as soon as they finish high school, there to further their training as chefs. . .learning to cook at the greatest restaurant in the world. Quite an honor, indeed.

FAMILY CIRCLE, a national magazine, recently published favorite recipes from what they considered the top 50 restaurants in America. And guess who they picked to represent Louisiana?

Aw. . .you guessed it: LeRuth's.

The recipe: *Les Freres du Lac*, a seafood extravaganza that LeRuth has featured - when the crabs are just so - in *Le Ecuelle pour Gourmet*.

LE RUTH IS proud to announce that after years of coddling the taste buds of his many customers, he has gone to the other extreme. Or hadn't you noticed the nice new cushions on the chairs?



Wine Tasting Verdict: Ooh-La-La Latour!



Among those taking part in a tasting of fine wines at LeRuth's recently were, from left, Mr. and Mrs. William Burkenroad, Hermann Deutsch, Mrs. Edmond Reggie, Dr. and Mrs. Abe Mickal, Judge Edmond Reggie of Crowley and LeRuth, himself.

IT WAS a great day to taste great wine. . . cold and crisp. And what wines awaited tasting - the best of the recent Chateau Latour: 1964, 1961 and, of course, 1959. Over a dozen wine lovers from all over Louisiana had come to taste the newest acquisitions of the LeRuth cellar. They did not leave disappointed. The evening began with a fine old *Sercial* Madeira, dry as a chip with a full round flavor. A *fino* Sherry had been scheduled as a starter, but the cold weather just begged for Madeira. This was followed by Beluga caviar and champagne, a Louis Roederer *brut* '62. It was delicious.

And then came the real treats of the evening - The Latours. Beginning with the '64, then proceeding to the '61, and finally the '59, with imported Roquefort along the way to keep the palate honest, the guests actually experienced within the space of an hour the genesis and flowering of a truly great wine. The '64, although still in its youth, showed a surprising softness for one so young. It's eminently drinkable now, and should be good for the next few years. The '61 undoubtedly will be the longest-lived of all three tasted. Typically Latour, this one shows its ability to reserve its greatness. Right now it has a good nose and beautiful color. And the marvelous

part of it is, it will get greater with the years, and will last into the mid-1970s, and perhaps beyond. And the '59...the very great '59... better than the best. It is Latour at its absolute peak - great nose, great body, great color, with a taste dry and full - an exhilarating experience for all. And a living testament to the blessed soil of Paulliac. Others on hand for the wine-tasting included Dr. Robert Olivier of Lafayette, G. A. Gabe'-Maure, owner-chef of the fine *Restaurant Normandie* in Lafayette, Fernand Picou and Clyde Nacquin of Thibodaux, and, from New Orleans, Milton Adler and Mrs. Lora H. Robbins, and Dave Martin. The lure of the Latours was so strong that a few days afterward LeRuth purchased several dozen cases of Latour '63 to add to his cellar.

IF YOU ORDER the Escargot soon at LeRuth's, don't be shocked when the waiter brings you a tiny plate filled with a few dark roast coffee beans. We don't expect you to grind your own coffee. The beans are for chewing after you've finished the snails. LeRuth learned this one from Lassere in Paris. The beans freshen the palate after the heavy garlic of the Escargot sauce, and sharpen your taste buds for the next course.

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