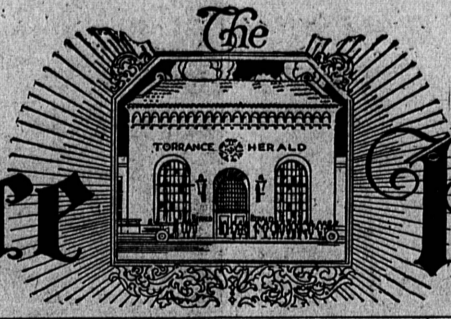


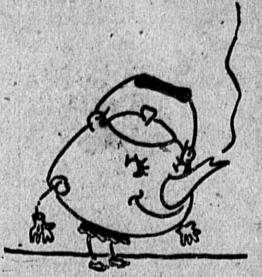


Mrs. Edith Jeffers Freeman
Conducting

Safeway Stores and Piggly Wiggly
Kitcheneering Section No. 1



Torrance Herald



TWENTIETH YEAR—No. 16.

TORRANCE, CALIFORNIA, THURSDAY, APRIL 19, 1934.

SECTION B

THE MODERN, HOME-MAKERS' BUREAU TESTING KITCHEN

ANOTHER OF THE HOME-MAKERS' BUREAU BUSY OFFICES

AMELIA SANSON

MARIAN ROGERS SPENCER

FRANCES CONSTANTINE

CATHRINE CARTER LAUGHTON

ESTELLE CALKINS

HELEN BROWN McMILLAN

LAUREL REIMERS

EDITH JEFFERS FREEMAN

GENERAL OFFICES OF THE HOME-MAKERS' BUREAU

THOUSANDS OF HOMEMAKERS WRITE MRS. WRIGHT AT THE BUREAU DURING THE YEAR

JULIA LEE WRIGHT, DIRECTOR SAFEWAY STORES HOMEMAKERS' BUREAU

MRS. WRIGHT BROADCASTS OVER 18 WESTERN STATIONS EACH FRIDAY

SAFEWAY STORES
AND
PIGGLY WIGGLY
HOMEMAKERS' BUREAU

Kitcheneering Staff



KITCHENEERING is far more than mere cookery. It is the modern art of preparing and serving delicious, well-balanced, economical meals with a minimum of time and energy. Such a definition explains why more than a half-million Western women have taken active part in "Kitcheneering" courses in the last two years. It explains why the Torrance Theatre probably will be filled by Torrance homemakers on Wednesday, Thursday and Friday afternoons of next week when capable Mrs. Edith Jeffers Freeman, personal representative of Julia Lee Wright, director of the Safeway Stores and Piggly Wiggly Homemakers' Bureau, presents the "Kitcheneering" course of 1934.

Any plan that contributes to the betterment, joy, diversification and ease of cookery in the home is certain to interest thousands of women.

The Torrance Herald and the Safeway Stores and Piggly Wiggly Homemakers' Bureau, who are co-sponsoring this course in "Kitcheneering," are happy to make this educational event available to Torrance, Lomita and Gardena women free of charge. From an acquaintanceship with the benefits provided by previous "Kitcheneering" courses and an intimation of the splendid program planned for

next week, it is reasonable to believe a genuine public service is being rendered in the sponsorship of this cooking school.

The complete planning of the Torrance "Kitcheneering" program is under the direction of Mrs. Wright, Mrs. Edith Jeffers Freeman, and a staff of enthusiastic and well-qualified assistants. Mrs. Wright is nationally known as a prominent home economist, as a writer of sparkling, timely articles on homemaking, and as the pleasant radio personality who offers practical household suggestions to thousands of listeners in Western homes each week.

Mrs. Edith Jeffers Freeman has been working under the personal supervision of Mrs. Wright and has enjoyed the invaluable experience of conducting "Kitcheneering" courses in other Western cities. Her academic training, practical experience and gracious personality fit her for the role of "Chief Kitcheneer" of Torrance.

The widespread success of "Kitcheneering" is directly traceable to the Safeway Stores and Piggly Wiggly Homemakers' Bureau. It is this energetic organization which perfects in its testing kitchen the dozens of delightful recipes to be presented in "Kitcheneering" courses; its trained minds and hands delve into almost every problem of homemaking, such as entertaining, budgeting and menu planning, and expertly discover the modern practical solution. In the course of the year, literally thousands of letters are written in response to questions asked by Western women.

From this tremendous fact-finding activity of the Homemakers' Bureau is developed the modern, fast-moving, highly-interesting "Kitcheneering" course. It is essentially a thorough review of "what Western homemakers want to know" with most enlightening answers. Knowing that every session will be exceptionally worth-while and of vital interest to homemakers, the Torrance Herald urges all of its readers who can possibly do so to attend at least one "Kitcheneering" meeting next week.

This section is presented so that readers may obtain a "preview" of "Kitcheneering" before getting its splendid message first hand.

Doors of the Torrance Theatre will be opened at one o'clock next Wednesday and homemakers who wish to be sure of admittance are cautioned to come early.

The Torrance Herald wishes to express its appreciation to Julia Lee Wright, Mrs. Edith Jeffers Freeman and other members of the Homemakers' Bureau for the tireless efforts which have been devoted to perfecting plans for the 1934 "Kitcheneering" course. Their reward will accrue from a knowledge of the great benefits thousands of women derive from this splendid cooking school, from the enthusiasm which will again mark "Kitcheneering" an outstanding success in Torrance and neighboring communities.

[FREE! - Frigidaire, Gas Range, Vacuum Cleaner, Groceries and Other Gifts!]
A BIG MAJOR PRIZE EVERY DAY, and SMALLER GIFTS, TOO!