

# Frigidaire, Gas Range, Cleaner, and Grocery Gifts

## HOMEMAKERS' BUREAU OFFER WIDE SERVICES

Western Institution Has Steady Growth During Last Four Years

The largest institution of its kind in the country.

That is the proud boast of the Safeway Stores and Piggly Wiggly Homemakers' Bureau, sponsor of "Kitcheneering." From a single office four years ago, the bureau has grown until it has a staff of a score of trained home economists.

A suite of offices and a large testing kitchen at its Oakland headquarters.

Mrs. Julia Lee Wright, director of the bureau since its start, has stressed the practical and personal viewpoint in its widely diversified service. Thousands of Western homemakers have come to regard the bureau as a friend and part of the household.

"Kitcheneering," presented yearly in conjunction with the leading newspapers of the West, is but one of the bureau's functions. It offers a direct service on every conceivable household problem, promptly and without charge—budgets, menus, entertaining, canning, recipes and many other subjects, all prepared by trained home economists.

Mrs. Wright broadcasts weekly over a wide system of radio stations and is a recognized favorite of household programs.

The bureau publishes bulletins on seasonal topics of household interest; has issued a cook book, "Recipes You'll Enjoy," and Mrs. Wright is one of the editors of "The Family Circle," a magazine devoted to household problems.

Safeway Stores through the "The Safeway Stores Homemakers' Bureau," Mrs. Wright declares, "will be glad to help you with any household question. Just write to us, Box 660, Oakland, California."

**PINEAPPLE SALAD**

One small can of pineapple (drained and cut into cubes), one-half cup each of chopped walnuts, celery and marshmallows and one-quarter-cup of red and one cup of white cherries. Mix these ingredients and chill. Place cranberry mold on lettuce leaf, fill with the fruit salad and top with mayonnaise.

## CULINARY BOARD OF STRATEGY MEETS



Here the Safeway Stores Homemakers' Bureau Kitcheneering staff is shown in the testing kitchen at Oakland headquarters, holding a final review of this year's program's under direction of Julia Lee Wright, who is fourth from left.

## Safety in Canned Goods Is Assured

Home economists are often asked if it is harmful to allow canned foods to remain in opened cans. Nowadays there is no more danger in leaving foods in cans than in any other container. If the food is covered and kept in a cool place. The new type lining eliminates danger. There is nothing about the can which will contribute to the spoilage of the food, particularly if the product is that of a reputable canner.

## CRANBERRY MOLE WITH PINEAPPLE SALAD

To one quart of cranberries add two cups of boiling water and cook until the berries are very tender. Add two one-inch pieces of stick cinnamon, one dozen

berries during cooking. When the berries are tender, drain through a jelly bag, but without any squeezing. Measure the juice and let it boil two minutes, then add

cup of juice. Boil rapidly until the jelly test is obtained, and pour at once into one large or several individual ring molds. Chill. Unmold and fill center with pineapple salad.

## Experts Give Pointers On Pastry Art

Bureau Lists Factors In Successful Blending of Ingredients

For pastry-makers, and that includes nearly every cook, the Safeway Stores and Piggly Wiggly Homemakers' Bureau offers these pointers:

All ingredients should be as cold as possible.

Use the "water method" for measuring shortening—that is to measure 1/2-cup of shortening, measure a 1/2-cup of water and press into it enough shortening to raise the water to the 1-cup line. Drain off the water, run a knife around the edge and the shortening will drop out, leaving the cup clean. Similarly, to measure 2/3-cup shortening, place 1/3-cup of water in cup and add shortening to raise water to one full cup.

**NOT TOO FINE**

Do not blend shortening and flour too fine. It should be coarse as peas, because these bits of shortening make the pastry flaky. Blend with two knives, a pastry blender, or wire potato masher—do not blend with your hands, unless you are an expert, as the heat of your hands will melt the shortening and ruin the crust.

Use just enough water barely to hold mixture together. Do not use all the water if mixture does not seem to need it; and do not use any more than the recipe designates. Add the water a few drops at a time, mixing with a fork, gently tossing the mixture together.

Turn on to floured board, pat lightly and gently roll into a long narrow strip. Dot or spread with 1 or 2 tablespoons of additional shortening and lightly roll it up, like a jelly roll. Cut roll into three parts. Place cut end of

**IMPORTANT STEP**

The rolling-out is important because good pastry is easily ruined by too much rolling. Do not press down too hard. Lift your little

finger on each hand and point it straight out, away from the rolling pin, and then you simply cannot press down hard.

Lower crust—Do not stretch the lower crust, but allow plenty of "slack," so to speak. Make the lower crust slightly thicker than the top one, so that the pie may be "skidded" onto a plate without danger of breaking the crust.

Top crust—Allow the top crust to hang over the pan and trim it off to about one-inch of the pan's

edge. Tuck the over-hanging crust under the lower one, and thus seal your pie. Now flute or ruffle the crust, but do not pinch it as this makes the outside edge so thin as to burn easily. In the top crust make a few cuts in any desired pattern in order to permit the steam to escape.

Individual pie-shells may be made by baking the crusts on the backs of muffin tins. Be sure to pierce them well so they will bake evenly and not blister.

**Famous throughout the West for its goodness —AND LOW IN COST**



"We've found A-Y is always good So soft and fresh and light. For it's made with the best of things In loaves of wheat and white."



"It's hurried from the bakers' ovens Directly to our store. There's no waste baking of this bread. We always ask for more."



"It's low in cost and famous too We serve it to each guest. They all agree that A-Y Bread Is best in all the West."

"Superb pineapple. Marie! Libby's center slices, did you say?"



It's only to be expected that Libby's center slices should cause comment. For, as is explained at the Cooking School, center slices are the very choicest part of field-ripened Hawaiian pineapple. Most tangy and delicious in flavor. Most uniformly fine in color, texture, shape. And Libby gives you center slices exclusively at no extra cost! Nor do you want to forget Libby's Crushed when buying your pineapple for health. It is delightful in flavor and texture, perfect for the Pineapple Cup. Ask your dealer always for Libby's Hawaiian Pineapple. Libby, McNeill & Libby, Hawaii.



THEY COST YOU NO MORE

NEW! Thrillingly delicious! Libby's Hawaiian Pineapple Juice, rich in natural Esters (the flavor-carriers). Unsweetened, not a syrup, this tangy juice is marvelous for breakfast. Healthful, too—among other benefits it provides vitamins A, B, C.

just the center slices  
FEATURED AT THE COOKING SCHOOL

Here's how to create EXCITEMENT at the SUPPER TABLE with three popular Van Camp's favorites

**BEAN HOLE BEANS**  
The bean lover's choice

Plump, white beans, blended with pork, molasses, brown sugar and mustard—by a process which makes them more delicious and easier to digest! Bean Hole Beans are ready to serve, just as they come from the can. But if you want to taste them at their very best, heat the contents of one can in a covered casserole for about 15 minutes. This brings out all their full, wholesome flavor. If you like a crisp top layer, heat them a few minutes longer! Serve them often—they're a welcome, easily prepared and economical treat for all the family.

**VAN CAMP'S TOMATO SOUP**  
With richer, true tomato flavor!

You've never had Tomato Soup with such tempting color, such full tomato flavor! You've never known how good tomato soup can be unless you've had Van Camp's! Delicately fragrant, velvet-smooth and perfectly delicious... it's ready to serve!

**VAN CAMP'S VEGETABLE SOUP**  
The real, old-fashioned kind!

There's a flavor thrill in every tempting bowlful! Made of crisp, fresh vegetables, blended with savory beef broth and alphabet macaroni—It's satisfying and marvelously good to eat! Ready to serve.

**Van Camp's**  
INDIANAPOLIS, INDIANA

Call it wholesome quality, extra-goodness—whatever you will—A-Y provides every plus attribute you demand of perfect bread. Made with same pure ingredients you would use at home, A-Y offers direct-from-oven freshness... a rich flavor that always demands another slice. Yet A-Y is low in cost. That's because a controlled system of distribution minimizes sales expense and production waste. Order A-Y today at your Safeway Store... it bests every comparison!

See A-Y demonstrated at Safeway Stores "Kitcheneering" Course. Awarded 'Homemakers' Bureau Seal of Approval in high-scoring tests (ingredients and texture).



Sliced and Unsliced **AMERICAN YOUTH 4Y BREAD**