



MRS. WRIGHT
BROADCASTS OVER 18
WESTERN STATIONS
EACH FRIDAY



JULIA LEE WRIGHT,
DIRECTOR SAFEWAY
STORES HOMEMAKERS
BUREAU



ANOTHER OF THE
HOMEMAKERS' BUREAU
BUSY OFFICES



AMELIA SANSON



FRANCES
CONSTANTINE



MARIAN
ROGERS
SPENCER



CATHRINE
CARTER
LAUGHTON



GENERAL OFFICES
OF THE
HOMEMAKERS' BUREAU



EDITH
JEFFERS
FREEMAN



ESTELLE
CALKINS



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



LAUREL
REIMERS



HELEN BROWN
McMILLAN



SAFeway STORES 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 Sacajawea Ballroom probably will be filled by La Grande homemakers on Wednesday, Thursday and Friday afternoons of this week when capable Mrs. Marion Rogers Spencer, personal representative of Julia Lee Wright, director of the Safeway Stores 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 Safeway Stores Homemakers' Bureau, which is sponsoring this course in "Kitcheneering", are happy to make this educational event available to La Grande women free of charge. From an acquaintanceship with the benefits provided by previous "Kitcheneering" courses and an intima-

tion of the splendid program planned for this 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 La Grande "Kitcheneering" program is under the direction of Mrs. Wright, Mrs. Spencer and a staff of enthusiastic and well-qualified assistants. Mrs. Wright is nationally known as a prominent home economist, 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. Rogers 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 La Grande.

The widespread success of "Kitcheneering" is directly traceable to the Safeway Stores Homemakers' Bureau. It is this energetic organization which perfects in its testing kit-

chen 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 worthwhile and of vital interest to homemakers, the sponsors urge all who can possibly do so to attend at least one "Kitcheneering" meeting this week.

This section is presented so that readers may obtain its splendid message first hand.

Doors of the Sacajawea Ballroom will be opened at one o'clock tomorrow and homemakers who wish to be sure of admittance are cautioned to come early.

