

THE HOUSEWIFE'S HANDY FOOD SECTION

Edited by Marion Lowry Fischer

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LATEST IDEAS FOR YOUR MARKETING

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Foods Section Columns Today Offer Many Interesting Ideas

No 'Beefing' Now About Beef Prices; But Economy Cuts Still Rate High



An Old Favorite—Ways of stretching the beef dollar are many. The critter continues to grow pot roasts, stew meat and other fine economy cuts as well as the favored steaks and prime ribs. Why not plan a beef stew like this in addition to the weekly steak or roast?

By ZOLA VINCENT
(Food Writer)

As beef prices decline to a point about one-third lower than last year, consumer preference has been for the best Prime and Choice cuts. That seems natural since those are the cuts most of us have long been denied because prices were beyond our budget range except for very special occasions.

However, we're so impressed by the fact that today's Prime and Choice cuts are at last year's ground meat prices, that we're momentarily forgetting that today's ground beef prices are correspondingly low.

The beef critter continues to grow the thrifty cuts so let's refresh our memory on these genuinely thrifty buys and then plan to enjoy their goodness and money-saving qualities... maybe once or twice a week to even up supply and demand.

Tops in Beef Economy

Tops in beef economy are pot roasts such as chuck, heel of round, boneless neck and rump. Also thrifty are round, chuck and flank steaks. In addition, ground beef, stew meat, kidney, liver, heart, tongue, brisket, short ribs and ox-tails are good buys.

Hungry Family-Hearty Stew

Hungry family, hearty stew, an unbeatable combination. Today's smart cooks know that lower priced meat cuts will be tender, juicy and of fine flavor if properly cooked and that means low heat which cooks beef evenly and minimizes shrinkage.

Cut meat in uniform pieces, one to two inch cubes, rectangular pieces or long, narrow strips. If a brown stew is desired, brown meat cubes on all sides. Dredging with flour makes it browner. Add just enough water, tomato juice or other vegetable juice or soup stock to barely cover the meat; add liquid hot or cold.

Season with salt, pepper, herbs and spices. Ever try tossing in some of the pickling spices from the pickling spice jar, going easy on the red pepper? Cover kettle closely and simmer until meat is tender. Do not boil. It will take from one to three hours, depending on kind, quality and cut of meat.

Add vegetables at proper time so as not to overcook them. Vegetables may be left whole, quartered or cut in small uniform pieces. Carrots, onions, potatoes and peas are standard though other combinations are infinite. When done, remove meat and vegetables to pan, platter or casserole and keep hot. Thicken stock with flour and cold water as usual. Pour hot gravy over meat and vegetables or serve from sauce boat.

Many rice fanciers prefer stew served over or surrounded by fluffy rice and find the packaged pre-cooked rice especially satisfactory. It can be fixed ready to serve while finishing up the stew and is certain to come out fluffy and snowy every time.

Marketing Now Finds Abundance

The west coast is the fastest growing market in the United States. In 25 years, California's population has more than doubled, the state of Washington has gained nearly a million and Oregon well over 600 thousand. Fortunately for consumers, growers, food processors and organizers of modern food marketing systems have kept up with the new demands.

It is well for us to realize once in a while that we're mighty fortunate to be living in this west coast land of plenty where initiative and resourcefulness are at a high level and where we can fill our market baskets with values like these:

Let's Look At Beef

This year the average consumer will eat about 70 pounds of beef but only about 61 pounds of pork, predicts the Bureau of Agricultural Economics, U. S. Department of Agriculture. If the prediction proves true it will break the record for this century in rate of beef consumption over pork. Actually, it looks as though we'll have at least 15 percent more beef and maybe 15 percent less pork, so figure what to do about that if you're lucky enough to have a home freezer or locker.

Fish and Shellfish

Menu planners find a wealth of variety in both fresh and frozen fish for baking, pan frying and broiling. Shrimp is scarcest and highest in years but Pacific oysters and Eureka Dungeness crab are more plentiful than usual at this season. Edible fats and oils are in surplus supply with lower

Everyone Has Idea on Caesar Salad

Every one has a certain twist to make the Caesar salad a success, but here is one recipe for it:

Caesar Salad
(Makes 4-6 Servings)
1 clove garlic
1/4 c. salad oil
1/2 head lettuce
1/2 bunch curly endive
1 c. croutons
1 2-oz. can anchovy fillets
3 or 4 tomatoes, diced
1 beaten egg
1 T. Worcestershire sauce
1/4 c. lemon juice
1/4 t. pepper
1/4 t. salt
1/4 c. grated Parmesan cheese

Mash garlic and add to salad oil. Break lettuce in large wooden salad bowl; tear, endive. Add croutons, anchovies and tomatoes. Strain oil to remove garlic, pour over vegetables. Combine remaining ingredients; beat well. Pour over salad and toss lightly.

Creations

Work one teaspoon Worcestershire sauce into one-half cup butter and spread on slice of stale bread. Cut into cubes and brown in the oven or in a frying pan. Sprinkle lightly with salt and use as a garnish for soups, stews and Caesar salad.

An Easy Beef Pie Using Canned Meat

For a quick meal, the canned meats come in handy.

Beef Pie With Cheese

(Makes 3 servings)

1 16-oz. can beef stew
1 teaspoon Worcestershire sauce
Buttered white bread triangles
4 tablespoons grated cheddar cheese
Add Worcestershire to beef stew and heat. Place in a shallow baking dish, arrange bread triangles around edge and sprinkle top with cheese. Brown under broiler.

Gel-Cookery Proves Easy, Interesting

Take your pick of an aspic and cottage cheese, ham, or hard cooked egg gelatine loaf for a family meal. All three might be made for a party buffet to provide variety of selection. They're easy to assemble because gel-cooking is easy. The unflavored gelatine blends and gives beauty to the loaves and extends their food value being all-protein.

Cottage Cheese-Tomato Aspic

Cottage Cheese Layer:
1 envelope unflavored gelatine
1/2 cup cold milk
2 cups cream-style cottage cheese (2 8-ounce packages)
1/2 teaspoon salt
2 teaspoons grated onion
1/4 teaspoon Tabasco
Soften gelatine in 1/2 cup cold milk. Place over boiling water; stir until gelatine is thoroughly dissolved. Blend remaining 1/2 cup milk with cottage cheese, salt, onion and Tabasco. Stir in dissolved gelatine. Turn into 6 cup loaf pan; chill until almost firm.

Tomato Aspic Layer:

2 envelopes unflavored gelatine
3 1/2 cups cold tomato juice
1/2 teaspoon salt
1/2 teaspoon celery salt
1/4 teaspoon sugar
1/4 teaspoon Tabasco
2 tablespoons lemon juice
Soften gelatine in 1 cup cold tomato juice. Place over boiling water; stir until gelatine is thoroughly dissolved. Add to remaining 2 1/2 cups tomato juice; stir in salt, celery salt, sugar, Tabasco and lemon juice. Chill until the consistency of unbeaten egg white. Turn on top of cottage cheese layer and chill until firm. Unmold and garnish with ripe olive and pimiento rounds. Yield: 8 to 10 servings.

Mama's Potato Salad Loaf

Ham layer:
1 envelope unflavored gelatine

1 1/2 cups cold water
1/4 teaspoon salt
1/4 cup vinegar
1/4 cup diced celery
1/4 cup diced sweet pickle
1 1/2 cups diced cooked ham
Soften gelatine in 1/2 cup of the cold water. Place over boiling water and stir until



Main Dish Leaves cool to prepare and cool to charm warm weather appetites are those akin to gel-cookery and the refrigerator. Inviting appearance arouses interest in these loaves. Their meat, cheese and egg ingredients provide heartiness.

gelatin is dissolved. Add remaining 1/2 cup water, salt and vinegar. Chill until mixture is the consistency of unbeaten egg white. Mix in celery, pickle and diced ham. Turn into a 6 cup loaf pan; chill until almost firm.

Potato Salad Layer:

1 envelope unflavored gelatine
1/2 cup cold water
1/2 cup mayonnaise or salad dressing
1 tablespoon vinegar
2 cups diced cooked potato
1 cup diced celery
1 small onion, minced
2 tablespoons finely chopped green pepper
1 1/4 teaspoons salt
1/4 teaspoon pepper
Soften gelatine in cold water; dissolve thoroughly over

Prune Cake Is Spicy And Tasty

It's always nice to have a delicious prune cake recipe on file. Here is a good one:

Prune Cake

Bake 35-38 minutes. Temperature 350 degrees F.

1/4 cup shortening
1 cup sugar
3 eggs, separated and beaten
2 cups sifted cake flour
1 cup cooked prunes chopped
1 teaspoon baking soda
1/2 teaspoon salt
1/2 teaspoon cinnamon
1/2 teaspoon allspice
1/2 teaspoon nutmeg
4 teaspoons sour cream
4 teaspoons prune juice
1. Cream the shortening; add sugar gradually and beat well.
2. Add beaten egg yolks and prune pulp.
3. Alternately add sifted dry ingredients and liquids.
4. Fold in stiffly beaten egg whites.
5. Pour into two greased 8-inch square aluminum cake pans. Bake.

Rhubarb Conserve

Prepare some of the light, flavorful goodness of abundant rhubarb like this: Combine 5 cups finely sliced rhubarb, 5 cups drained, crushed pineapple, 1 orange that has been ground fine and 5 cups sugar. Boil rapidly until thick, about 30 minutes. Stir in 1/2 cup into hot, sterilized jars and seal at once with hot paraffin.

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NOW! MAKE YOUR BERRY JAM WITHOUT COOKING OR BOILING!

NEVER BEFORE HAS THIS BEEN POSSIBLE... until the amazing new recipe (below) was developed by M.C.P. Jam and Jelly Pectin. You simply won't believe how wonderful this jam is until you've made it yourself.

HERE'S THE RECIPE:

1. Wash, stem, and crush thoroughly enough berries to make 4 level cups. Put crushed berries into 2 or 4 quart kettle. Stir in slowly 1 package (1 1/2 oz.) M.C.P. Jam and Jelly Pectin (no other pectin may be used), stirring vigorously. Set aside 20 minutes, with occasional stirring.
2. Add 1 cup light Karo. Mix well.
3. Measure exactly 3 1/2 level cups beet or cane sugar into a dry dish. Gradually stir this into crushed berries. Warning: to 100° F. (or temperature for baby's milk) will hasten sugar dissolving. No hotter, please!
4. When sugar is dissolved, jam is ready to eat. Makes 4 full pints. To keep for a month or so, while being consumed, put in covered pint jars (no paraffin needed) and chill 24 hours in deep freeze, or freezing or ice cube compartment of refrigerator. Then, store as you would milk and use as desired.
5. To make large quantities at one time, and keep them a long time, pack in covered 1/2-pint glass jars or paper cartons and store in deep freeze or frozen food locker, at temperatures from 10° below to 20° above zero. To use, remove large container from freezer and place in refrigerator. When jam has softened, change to smaller containers and store in refrigerator as you would milk. Jam will keep this way more than a month while being consumed.
6. Never store these uncooked jams on pantry shelf. They will not keep without refrigeration.

Notes: For Strawberries, add 1/4 cup lemon juice in Step 5, after sugar is dissolved, and mix well. (Red Raspberries, Boysenberries, Loganberries, and Youngberries need no lemon juice.) Use M.C.P. Canned or Frozen Lemon Juice because it is pure, containing no preservatives (sulfur dioxide or benzoate of soda).

CUT OUT AND KEEP THIS RECIPE

(It is not in the Folder in the M.C.P. Pectin package)
WRITE for the Interesting and Useful M.C.P. Booklet—'The Romance of Jelly Making and How to Make Jams Without Cooking or Boiling'. Simply send 3 M.C.P. Jam and Jelly Pectin carton fronts, with your name and address, to M.C.P. Kitchen Laboratory, Anaheim, Calif.
*Copr. 1953, M.C.P. Co.

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