

# Hester Heath, Famous Home Economist, Presides at Tribune School

## MODERN DISHES BEAT THOSE OF MOTHER'S TIME

American housewives today need no fear of the standard of cookery so often expressed in friend husband's demand for dishes "like Mother used to make." Science and research have been utilized to perfect food products and ingredients to the point where the modern housewife has innumerable advantages over her mother or grandmother, even though being younger and less experienced, she might not be quite as deft in the kitchen. But then there is no necessity for the degree of expertness required of cooks in olden days—for science has simplified cooking and delivered women from cook stove drudgery.

These facts were cited recently by Victor M. Ekdahl, manager of Swift & Company's \$2,000,000 refinery which manufactures Formay, a blended shortening. Within the modern factory over which Mr. Ekdahl reigns, several hundred men and women turn out a product illustrative of the transition which cooking has undergone during the last few years.

Formay, introduced in the Northwest last month, was first marketed, for test purposes, 16 months ago in California. More than four years of laboratory experimentation and testing were completed before the product was marketed. Its success attests the soundness of this research and the increasing appreciation, on the part of housewives, of how much science can contribute to their cooking.

In offering Formay, the manufacturers stressed its high smoke point, neutral flavor, quick-creaming qualities and freedom from rancidity. Consideration of some of these points illustrates how cooking is simplified by science. Shortening must be thoroughly mixed or creamed with other ingredients if it is to be light and fluffy. Months of experimentation were necessary before Swift & Company found the proper consistency to insure easy creaming of Formay. Whipping and beating is tiring and tedious work for the housewife and the elimination of this exertion was the goal. Finally the proper chemical structure was established, and, together with rigid control of the manufacturing processes, guarantee quick creaming.

Deep-fat frying was another point on which Formay chemists concentrated effort. The result of deep-fat frying depends almost entirely upon the smoke point of the lard or fat used. A product with a high smoke point produces palatable food, free from grease, while an inferior fat with a low smoke point produces food coated with an oily film. So Formay was designed to have a high smoke point.

Thus point by point, ideal standards were incorporated in the product and the objectionable features eliminated. The process is a barometer of cooking progress. Thousands of California housewives expressed their enthusiasm for the product by sending their favorite recipes to the manufacturers during the campaign there. Many housewives in the northwest have also contributed their favorite recipes, although the product has been marketed in this section less than a month. A few of them follow:

- Prune Cake**
- 1/2 cup Formay
  - 1/2 cup sugar
  - 2 eggs
  - 1 cup drained, quartered stewed prunes
  - 1/2 cup chopped walnuts
  - 1 1/2 cups flour
  - 1/2 tsp. soda
  - 1/2 tsp. salt
  - 3 tps. baking powder
  - 1/4 cup orange juice
  - 1/4 cup prune juice
- Cream together Formay and sugar, and add egg yolks. Dissolve soda in fruit juice and add this, alternating with sifted dry ingredients to which nuts and prunes have been added. Fold in egg whites beaten stiff.

## NEW SHREDDED BISCUIT EXTRA RICH IN VITAL FOOD ELEMENTS

Laboratory Certifies the Improved Kellogg's WHOLE WHEAT Biscuit

Before the new Kellogg's WHOLE WHEAT Biscuit was introduced, the Kellogg Company submitted it to the Medical Arts Laboratory of Philadelphia, which found it so rich in food value that every package could be certified.

This means that mothers can now know definitely that their children are getting a well-balanced food whenever they serve the new Kellogg biscuits and milk—rich in minerals, vitamins, proteins—nourishing and healthful.

And Kellogg's WHOLE WHEAT Biscuits offer many other features. The biscuits are "pressure-cooked" by a special process that makes them so deliciously moist. At the same time, it retains all the valuable food elements of the whole wheat.

Kellogg's WHOLE WHEAT Biscuits are much crisper and tastier because they are toasted a tempting brown on both top and bottom—not just one side. They are baked in a more convenient, economical size. Two biscuits just fit the cereal bowl—and you get 15¢ to the package.

Naturally this tasty new biscuit is welcome for breakfast, lunch, children's suppers—any meal, in fact. Ready to serve with hot or cold milk or cream. Sold by grocers in the red-and-green package. Made by Kellogg in Battle Creek.

## Will Conduct Cookery Lessons



Hester Heath

Known throughout the west as a home economist of outstanding ability has been secured to conduct The Mail Tribune's free cooking school this month. Her cooking schools have appealed to all housewives, regardless of their home cooking facilities. . . . Medford and Rogue River valley women will like Miss Heath . . . her pleasing personality and her ability as a demonstrator will win the enthusiastic approval of everyone here: "Hester Heath" is her professional name, and women here will remember her as Clara Miller Sexton, who conducted a Tribune school here in 1928.

And bake either in loaf or two layers. When done, dust the top thickly with powdered sugar. If it is served in layers, use orange filling.

- Oyster Croquettes**
- 1 cup macaroni
  - 1 pint oysters
  - Salt
  - 3 tablespoons melted butter
  - 1/4 cup flour
  - 1 cup milk
  - 1-3 cup grated cheese
  - 1-8 teaspoon lemon
  - 1/2 teaspoon onion juice
- Paprika**
- Bread crumbs
  - Cook macaroni in salt water, when tender drain and pour cold water over it. Clean and parboil a pint of oysters. Cut oysters in small pieces. Now make a thick white sauce with melted butter, flour and milk. While the sauce is still hot add the cheese, mace, lemon juice, paprika, chopped macaroni and oysters. Cool mixture thoroughly. Shape into croquettes
- Devils Food Cake**
- 1 1/2 cups sugar
  - 1/2 cup Formay
  - 2 cups flour

- 1 tsp. baking powder
- 1-8 tsp. salt
- 1/2 cup thick sour milk
- 1 tsp. soda
- 2 squares chocolate
- 1/2 cup hot water
- 2 eggs

Cream the sugar and Formay and fold in well-beaten eggs. Sift flour, baking powder, and salt together, and add sour milk, stirring all the time. Dissolve chocolate and soda in hot water and add to the batter. Beat well and flavor with vanilla. Bake about 45 minutes in a 375 degree F. oven.

## Plain Biscuits

- 4 tps. Formay
  - 2 cups flour
  - 1/2 tsp. salt
  - 4 tps. baking powder
  - 1/4 to 1 cup milk.
- Sift dry materials together. Cut in Formay. Add enough milk to form a light dough. Roll lightly to 1/4 inch thickness, slice with a biscuit cutter, and bake in a 450 degree oven 12 to 15 minutes.

## One Out of Four Valley Families Cooking By Wire

The progressiveness of local housewives is clearly evidenced by their adoption of the latest modern cooking equipment, the electric range, say Copco officials. Figures secured from the local power company show that over 25 per cent of the electric customers in this territory cook with electricity. This means that more than one out of every four families in "Copco-land" uses an electric range. A remarkable showing and one which compares favorably with any section in the United States. This showing is excellent here in the city of Medford where over 35 per cent of one out of every three local families cook on an electric range. Under the exceptionally low cooking rates of The California Oregon Power Company, it is possible for local people to enjoy the comfort and convenience of an electric range at a very nominal cost.

## Women Learning Many Advantages Electric Cooking

Hundreds of interested women have been attending the demonstrations being conducted by Miss Hester Heath, well known economist at the Mail Tribune School of Home Economics.

One of the outstanding advantages of electric cookery according to Miss Heath is the absolute lack of smoke, soot and greasy steam to cause hours of scrubbing and scouring to keep utensils, range and kitchen walls, woodwork and drapes clean.

"Heat as clean as sunlight" is the slogan of the campaign being conducted this month by local dealers. The new model electric ranges are attracting no little attention on account of their beauty of design and the many novel features, which make cooking a pleasure instead of a disagreeable duty.

## BEAN POT BEANS OF OLDEN DAYS EASY DISH NOW

Those who sigh for the good old days when baked beans were baked in a pot, will be glad to know that their only cause for waiting. Baked beans, just like grandma

used to bake in the stone jar. Baked beans like great grandma used to bake out in the open—the "good old" time. In fact you may have beans that are as tasty—as whole—as nutritious and as full of flavor as the finest baked beans ever baked in the dear dead days.

Electricity—that mysterious power that has revolutionized the modern world, is stepping out into the kitchen now and giving us unbelievable results in the preparation of foods of every kind.

Electrical engineers and home economists in the laboratories of General Electric have developed a combination of utensil and heating unit for cooking operations requiring long, slow

cooking at low temperatures. It is called the "Thrift Cooker." It is all that its name implies, according to Miss Estella Dorgan, home economist of The California Oregon Power company.

Soups, pot roasts, cereals, vegetables—are cooked in a manner that suggests the technique of the most accomplished hotel chefs.

And beans— If used for nothing else the Thrift Cooker is worth nearly the price of the new 1932 model electric range by G E of which it is a part, says Miss Dorgan whose recipe follows.

- Baked Beans**
- 2 pounds beans
  - 6 cups water

- 2 teaspoons salt
  - 1/2 cup molasses
  - 1/2 cup sugar
  - 1 pound salt pork or bacon.
- Measure dry beans. Wash thoroughly. Pour clean, unsoaked beans into a soaking bowl. Add molasses, salt and sugar. Mix thoroughly. Pour unsoaked, uncooked beans which have been thoroughly mixed with sugar, molasses and salt into the Thrift Cooker Kettle. Add salt pork or bacon. Pour 6 cups of cold water over the beans. Cover and switch to LOW heat and cook 10-12 hours over night.

La Grande—New First National Bank opened following merging of La Grande National and U. S. National banks.

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...laid their first caravan routes across miles of desert wastes in order to get supplies of SALT... Salt has been and still is a human necessity. Worth facing death for once, it deserves a moment's careful thought now in order to get the best. Leslie Salt offers you the finest product available, packed in the convenient red cartons—each a full 2-lb. in weight.

Used Exclusively at the Mail Tribune Cooking School.

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SPEAS **PEN-JEL**

The same superior qualities that have made PEN-JEL the choice of housewives everywhere are responsible for this pectin. Being demonstrated at the Cooking School. Pen-Jel uses the modern cup-for-cup method... is easy and economical to use. Recipe on package. Even the most inexperienced can not fail with Pen-Jel. **15¢**

Demonstrated at the cooking school this week

The low cost way to keep food fresh

**Rollator refrigeration**

THE ROLLATOR • A roller rolls and there's ice—the Norge mechanism is as simple as that. It has but three moving parts slowly revolving in a permanent bath of oil—is almost everlasting.

See the New Norge Demonstrated  
**Mail-Tribune Cooking School**  
March 30, 31, April 1, 2:00 to 4:00 p. m.  
**HOLLY THEATER**

Dependable... extra powered for extra service... trouble proof... practically everlasting. Yet, with all its superlative qualities, Rollator Refrigeration is the low cost way to keep foods fresh and freeze ice cubes. Only Norge offers Rollator Refrigeration. And the Rollator mechanism is just one of the reasons for selecting Norge.

There are many others. The new Icevoir tray is designed for fast freezing and instant removal of ice, untouched by hands or tap water. The new Preservoir is for extra cold storage. The Watervoir keeps a gallon of cold water on tap. The hardware is modern, massive. The flat bar shelves are thoughtfully arranged for greatest convenience. The food compartment lining is acid resisting. These are just part of the story of the 1932 Norge.

When you are ready to invest in an electric refrigerator, by all means see what Norge has to offer before you make your selection.

Norge is manufactured by Norge Corporation, Division of Borg-Warner Corporation, one of the world's largest makers of precision parts, including automotive free wheeling.

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