

# Homemakers' Bureau Cookery Sessions Open at Rialto Tuesday

## FREE SCHOOL FOR HOUSEWIVES OPEN TUESDAY, 2 P. M.

### Estelle Calkins, Cookery Expert, Arrives Today for Sessions—Popular Dishes to Be Explained Each Day

"Get ready for that Old English Breakfast pie! Get ready for that fool-proof Cheese Souffle! Get ready for Coop! Get ready for that Porto Rican Pot Roast!"

When she stepped from the train here today and thought first of the safe arrival of her trunkful of equipment, Miss Estelle Calkins did not make the statements given above. She was too busy to make any statements at all for the first minutes of her arrival. But she might just as well have said exactly that, for Miss Calkins is here as the personal representative of Julia Lee Wright, director of the Safeway Stores Homemakers' Bureau, to open a three-day course in "Kitcheneering" tomorrow at the Rialto theater.

The dishes mentioned are just a few of the 35 or more recipes which will be demonstrated by Estelle Calkins before hundreds of local housewives, and which range from soups to desserts with everything in-between included.

When Miss Calkins did find time, after getting final arrangements well under way, to catch her breath, she likewise took time to outline something of the treats in store for local women who are fortunate enough to be able to attend "Kitcheneering" from start to finish.

"In the first place," she said, "Mrs. Wright wants me to bring her personal greetings to every housewife or prospective housewife here, and to invite everyone to come to this great cooking school which we call 'Kitcheneering.' Many months of effort have gone into the preparation of this course, which has been designed to fill the wants of modern women. Every dish which will be demonstrated is easy to prepare and inexpensive, and represents the most exacting attention to tastefulness.

"Broadly speaking," she continued, "each of the three days may be given a different heading, with the first day largely devoted to pastries, homey luncheon dishes, salads, etc.; the second to cakes and

## Here to Conduct Sessions



Miss Estelle Calkins, charming member of the Safeway Homemakers' Bureau, will arrive in Medford today to conduct a series of interesting cookery sessions at the Rialto Theatre. The kitcheneering classes will begin tomorrow, Tuesday, and again Thursday and Friday following Memorial Day.

dishes for entertainment; and the third day to complete meals."

Estelle Calkins hastened to point out, however, that each day's program will be far broader than the limitations of any one heading.

"For example," she said, "on the first day, we will have such dishes as

a brand new graham cracker crust for pie, a cheese souffle made with bread, a most practical vegetable salad made in a cabbage head, and a recipe which Mrs. Wright discovered in Canada and revamped for

"Kitcheneering" courses in other Western cities. Her academic training, practical experience and gracious personality fit her for the role of "Chief Kitcheneer" of Medford.

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

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## COOKERY SCIENCE SUBJECT LESSONS BY MISS CALKINS

"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 half-million Western women have taken active part in "Kitcheneering" courses in the last two years. It explains why the Rialto probably will be filled by Medford homemakers on Tuesday, Thursday and Friday afternoons of this week when capable Miss Estelle Calkins, 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 co-sponsoring this course in "Kitcheneering," is happy to make this educational even available to Medford women free of charge. From an acquaintanceship with the benefits provided by previous "Kitcheneering" courses and an intimation 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 Medford "Kitcheneering" program is under the direction of Mrs. Wright, Estelle Calkins 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.

Miss Calkins 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 Medford.

The widespread success of "Kitcheneering" is directly traceable to the Safeway Stores 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 home-making, 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.

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

Doors of the Rialto theater will be opened at 1 o'clock tomorrow and homemakers who wish to be sure of admittance are cautioned to come early.

## Canning Season Already Here Is Word To Wives

Because of the early spring, Medford housewives are reminded that the canning season is already here, six weeks in advance of normal times, according to Ed. Johnson of the Peoria Market. Apricots are now ready for canning, he stated, and many fruits and vegetables, ordinarily much later, are ripe at the present time.

## AN ANSWER TO THAT PARTY PROBLEM



The sandwich loaf, as delicious as it is attractive, and an answer to the hostess who is puzzled by what to serve at bridge parties or luncheons.

DISTRIBUTION WITHOUT WASTE

Values for May 29, 31, June 1, 2

## SAFeway STORES

# Free! to every housewife

IN MEDFORD  
a COURSE in  
"KITCHENEERING"



Conducted by Miss Estelle Calkins Chief Kitcheneer, direct from the Safeway Stores Homemakers' Bureau, at the Rialto Theater commencing 2 p. m. Tuesday. Three days of Modern ideas for your kitchen and table. Compliments of your nearby Safeway Store. Plan to go!

These items are used during the Cooking School Sessions and will be featured at our stores at attractive lowered prices.



**PINEAPPLE**  
LIBBY'S  
SLICED AND CRUSHED

No. 2 1/2 Can 19c



**COFFEE**  
EDWARD'S DEPENDABLE

Lb. Can 27c



**MAYONNAISE**  
BEST FOODS

Pint Jar 27c



**CHEESE**  
KRAFT'S ALL KINDS

1/2 lb. Pkg. 15c



**SHORTENING**  
SWIFT'S FORMAY

3 Lb. Can 49c



**SODA - GRAHAMS**  
NAT'L BISCUIT CO.

2 lb. Caddie 29c



**SALT**  
PLAIN OR IODIZED MORTON'S

2 Pkgs. 15c



**SOUP**  
VAN CAMP'S TOMATO and VEG. No. 1 Cans

2 Cans 15c



**BEANS**  
VAN CAMP'S BEAN HOLE BEANS No. 300 Can

9c



**SYRUP**  
MAX-I-MUM

QT. 39c

## SAFeway STORES

Store No. 471—Main and Holly  
Store No. 41—113 No. Central

# TUESDAY! Last Day of Our GIGANTIC BIRTHDAY SALE!

DISTRIBUTION WITHOUT WASTE

## Food For Thought

By ROBERT PILGRIM



HENRY VIII LIKED A CUT OF MEAT SO WELL HE KNIGHTED IT — SIR LOIN —



WHEN FOOD IS SENT FROM ONE NEIGHBOR TO ANOTHER IN JAPAN THE DISHES ARE ALWAYS RETURNED UNWASHED "IT IS IMPOLITE TO SEND THEM HOME CLEAN!"



PEASANTS IN RUSSIA HOLD THE BELIEF THAT FIRES CAUSED BY LIGHTNING SHOULD BE PUT OUT WITH MILK



THE CUSTOM AT WEDDINGS IN EARLY ROME WAS TO BREAK THE WEDDING CAKE OVER THE BRIDE'S HEAD TO BRING LUCK

## FOUR MENU MARVELS

... and more to follow at the Cooking School



It's really wonderful how one good cheese dish can transform an ordinary menu into quite a festive meal. Try these easy recipes and just see! And when you do, make sure the name Kraft is on the package, or on the foil of the loaf from which your dealer cuts your slices. For that name—Kraft—means cheese at the peak of its flavor... cheese that is always uniform... cheese that is pasteurized, like milk, for your protection.

### Cheese and Crab Delight lives up to its name!

Cook 2 tablespoons chopped green pepper in 2 tablespoons of butter. Blend in 2 tablespoons flour, 1/4 teaspoon salt, and pepper. 1 cup steamed tomatoes, 1 package of Kraft American Cheese, grated, and one slightly beaten egg. Add 1/2 cup of hot milk and 1 cup of crab meat. Serve hot on toast or in pastry cups. Kraft American Cheese, you know, is the pasteurized, packaged American, famed for its full, natural Cheddar flavor!

### Velveeta Crisps ... perfect for parties!

Over hot water, soften a package of Kraft Velveeta... the delicious cheese food that's digestible as milk itself. Cut fresh bread in very thin slices, trim crusts and spread with Velveeta. Roll up, skew with toothpicks and toast under broiler flame, turning often. Hidden in Velveeta's deliciously mild Cheddar flavor are the health-protective elements of many foods, richly concentrated. A wonderful food for children.

### Creamed Old English for a husband's pie

Apple pie and cheese... straight road to a man's heart! Shred Kraft Creamed Old English, the deliciously sharp Cheddar. Sprinkle on pie—generously! Kraft Creamed Old English toasts beautifully—spreads easily, too!

### After the bridge game ... this Swiss Sandwich!

Lightly butter two slices of bread. Spread with mustard and top with slices of the deliciously nut-sweet Kraft Swiss cheese. Toast under the broiler flame. Serve as a two-deck sandwich garnished with pickles and crisp broiled bacon.



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The World's Finest Cheeses are made or imported by **KRAFT**