

# PINEAPPLE JUICE USES TO BE TOLD BY COOKERY MISS

The modern Ponce-de-Leon chooses pineapple juice, America's newest and smartest health drink. Since it was introduced dramatically to America at the world's fair of 1933, by Libby McNeill & Libby, fresh canned pineapple juice has become the vogue for breakfast drink, formal dinner cocktail, and buffet specialty—adding a new and interesting use to the already lengthy list of uses of canned pineapple in the American cuisine. Pineapple juice is the newest of the pineapple family to adorn the modern table—but every day, new and intriguing uses for the exotic pineapple, both in its sliced and in its crushed form, are being added to the menu. Canned pineapple juice—and the versatile canned pineapple in its prime center-slice perfection, or the crushed fruit may be used to lend variety to any and every meal in the day.

Newest ways of using the luscious tropic fruit to suit modern appetites and the desire of the American appetite for something new and different, will be presented before women of Medford at the Safeway Cooking School to be held in the Rialto theater, May 29 and 31, and June 1.

Unsweetened pineapple juice—with its pale delicacy of color, its delightful and refreshing flavor, is a perfect breakfast drink, thousands of Americans are discovering each day. Served in clear glasses, its very color invites the appetite, leading it by pleasant stimulation, to the full enjoyment of a leisurely breakfast. Because it is distinctive in its appeal, and mild enough to suit the widest variety of tastes, canned fresh pineapple juice is a splendid luncheon drink for children, a delightful before-dinner cocktail, a refreshing between-meal drink. It may be served in small frosted glasses—and for the party service, its delicate color is enhanced by the addition of maraschino cherries or of a fresh mint.

Salad uses for the luscious Hawaiian pineapple are well-known throughout America. Canned pineapple is virtually the foundation and bulwark of American salad making. But many new and delightful types of salads may be made from the tropic fruit.

Some interesting pineapple salad recipes follow:

**Pineapple and Rice Salad**  
One cup boiling water, one package of lime gelatin powder, one-half cup cooked rice, three-quarters cup crushed pineapple, one-half teaspoon salt, one teaspoon vinegar.

Prepare gelatin and add salt and vinegar. Blanch the cooked rice and add to gelatin when partly cool. Mold and serve on lettuce leaf with mayonnaise. Serves six to eight.

**Jellied Pineapple and Crabmeat Salad**  
Two teaspoons granulated gelatin, one chicken bouillon cube dissolved in one-third cup boiling water and cooled, one tablespoon tarragon vinegar, one cupful mayonnaise, one cupful drained and sliced canned pineapple, one one-half cup diced celery, one cup crabmeat, three cups shredded cabbage, one-quarter cup diced green pepper, one-half cup French dressing.

Soak gelatin in the cooled chicken stock for five minutes; dissolve over hot water, add the tarragon vinegar and cool. When cold add slowly to one-half cup of mayonnaise, beating thoroughly. Combine the pineapple, crabmeat, diced celery and green pepper and add to the gelatin mixture. Pack in six cold, wet molds and chill. When ready to serve remove from molds and arrange on the shredded cabbage that has been marinated in the French dressing for five minutes. Garnish with radish roses and serve with remaining mayonnaise. Serves six.

**Crabmeat Mold 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 whole cloves and six allspice 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 sugar, allowing one cup for every 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.

**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.

**Hawaiian Salad**  
One pint thinly sliced crisp cabbage, one cup pineapple cut in cubes, one tart red apple, one-fourth cup preserved ginger cut in small pieces. Wash, core and dice the apple, but do not pare it. Mix ingredients together, add pineapple salad dressing. Serve in lettuce cups with pineapple cream salad dressing.

## June Brides Easily Make Good Biscuits

The modern day June bride need shed no tears over failure to make good biscuits.

So says Miss Estella Dorgan, director of Home Service for the California Oregon Power company.

"Electric cookery has taken the word 'failure' out of baking and other cooking operations," says Miss Dorgan. "Those who feel that they cannot make successful biscuits are finding that with the electric range, biscuits are uniformly perfect, because the baking is governed by an automatic temperature control and timer."

"Even a child can make or cook on an electric range, if old enough to read the recipes and mix the ingredients properly."

Mrs. James Champion, 66, built a comfortable home for herself on her farm near Holdenville, Okla., using logs she cut and hewed with her own hands.

## CULINARY BOARD OF STRATEGY MEETS



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

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ONE OF JULIA LEE WRIGHT'S COOKING SCHOOL DEMONSTRATIONS

There's no smoke or odor when you deep-fry with FORMAY!

Men love deep fried foods when they're done right. You'll find this new-type shortening a real help.

For these French fried potatoes I have heated Formay to 395°F. There is not a hint of smoke. Not a trace of odor.

See how crispy-brown and greaseless my potatoes are. REALLY WHOLESOME.

I'll use this kettle of Formay over and over again for fritters, French fried onions, fish and so on. Formay, you see, is economical, for it does not carry the flavor of one fried food to another.

---- and all these other advantages, too

- \* Formay is the fastest-creaming shortening. Makes lighter, finer-grained cakes; and fluffier biscuits!
- \* It gives you "springy" pastry dough for flaky-crustied pies.
- \* Formay keeps fresh without refrigeration.
- \* A really pure shortening.
- \* It is as easy to digest as butter.

Formay—makes you a better cook

## Costly Foods Are Thrown Away; New Method Ends Waste

Analysis of what most housewives regard as waste (the water poured off of meats and vegetables after ordinary cooking) has been proven by chemists employed by food conservation authorities to contain minerals, salts, natural juices, etc., equivalent to approximately 20 per cent of the food value of a product cooked in open pans over flame and immersed in water to prevent scorching on the sides of utensils.

Proponents of Electric Cookery—"the modern method of food preparation" claim a saving in food cost by reason of the "waterless" method.

closed utensils to prevent moisture loss through steaming and no pouring off of excess water, the electric method they claim is the economical method.

Demonstrations of the new 1934 model electric ranges, the latest contribution to Electric Cookery, are now being made by local dealers and the power company and these wonderful new electric ranges are also featured at the Safeway Stores Electric Cooking School this week.

## Living Costs Cut By Refrigeration Shown By Figures

It is a well known fact that families who do not have proper refrigeration are compelled to pay too much for food. There are several reasons

for this, one of which is that electric refrigeration keeps perishable foods fresh almost indefinitely. Such foods may be purchased at special sales at the butcher or grocer and placed in the electric refrigerator in perfect security until they are needed. Another big saving is the elimination of food waste by spoilage which at any season is a serious problem, vitally affecting the health and cost of living of every family.

With the new easy payment plan offered by local dealers it is now possible for nearly every family to take advantage of the convenience and economy of an electric refrigerator.

How to eat well on \$141 a week is being demonstrated by 16 men students who prepare their own meals at the North Dakota Agricultural college, Fargo, N. D.



# a Bear of a Breakfast



THERE'S no fable about the goodness of Max-i-mum Syrup... it's a pure, delicious delight that literally transforms every breakfast into a festive occasion. Rich, golden Max-i-mum brings out all the lip-smacking enchantment of steaming waffles... it tops the matchless flavor of hot cakes, fresh from the griddle... it contributes to the delicacy of unusual cake frostings and desserts.

Max-i-mum masterfully possesses the mellow, zesty tang of a genuine Northwoods product because it's a perfect, scientific blend of deep-woods maple and pure cane sugar. You'll happily discover Max-i-mum provides an extra perfection to every use. Best of all... you can afford to use Max-i-mum as often and as liberally as your taste demands... for this wonderful, high-quality syrup is amazingly low in price!



Max-i-mum Syrup is now being featured at Safeway Stores Homemakers' Bureau "Kitcheneering" Courses. It has merited the Homemakers' Bureau Seal of Approval because of the distinctive, true Maple flavor.

SOLD AT YOUR SAFEWAY FOOD STORE

# MAX-I-MUM SYRUP

