

PRICES LOWER ON CANNED FOODS IN 1929 COMPARISON

"The cost of other things may be rising—but the prices on certain brands of fancy quality canned foods are amazingly low today." This is the joyful news for housewives who are trying to "balance their household budgets" in the face of many high prices on the things they buy.

Today's prices on fine-quality canned foods, newly-gathered statistics reveal, are nearly one-third less than they were in 1929 or even in the so-called "normal" year of 1926. For example, consider a typical selection of ten strictly-fancy canned foods such as are found in the famous family of S. & W. fine foods. At today's low prices, these foods would cost the housewife only \$1.92. A sensational reduction—since in 1929 the same selection would have totaled \$3.04, and even back in the "normal" year of 1926, it would have added up to \$2.90!

Since low prices prevail at the present time throughout the entire line of delicious quality canned foods, housewives pay almost one-third less for the same amount of fine canned foods than they would have paid in previous years.

Countless home-makers are finding that they can set a better table today, and at the same time economize by selecting strictly-fancy foods at their grocery stores. They buy these outstanding food-values, and use the savings to help offset the high prices of other things they buy.

Pumpkin Pies This Year Have Trimmings of Own

By Mrs. Alexander George,
AP Feature Service Writer.
Pumpkin pies have gone modern. The shiny tops prized by grandmother often are concealed now by a coating of whipped cream, fancy meringue, coconut or delicately flavored sauce.

Fillings, too, are more varied. While standpatters demand their plain—with a thick wedge of tangy cheese alongside—left-wing pie eaters prefer fillings containing fruits or nuts, for instance.

Secrets of Success.
There are several secrets for the success of any pumpkin pie.

The first lies in the crust. It must be rich and well placed in the pan to allow for a thick filling. A little grated cheese may be added to give a pleasing flavor combination. The oven should be hot the first ten minutes the pie is in the oven. This will bake the crust so well that the filling will not soak in.

The second secret is in the filling. Although it may be made in a number of ways it must be poured in a thick layer into the crust, and it must not be permitted to run over the edge. It should rise only to within a fourth of an inch of the top edge of the crust, since it will rise a little during baking.

Brown sugar enriches the flavor of the filling. Adding a tablespoonful of molasses to the regular ingredients will darken the color.

A combination of spices is usually best. About one teaspoonful of cinnamon and a half a teaspoonful of nutmeg, cloves and ginger is enough for each pie.

Eggs are important. Two table-

De Luxe Pumpkin Pie.
Unbaked pie crust.
Two cups cooked mashed pumpkin.
One cup granulated sugar.
Half teaspoon mace.
Three-fourths teaspoon cinnamon.
Half teaspoon allspice.
Half teaspoon nutmeg.
Half teaspoon salt.
Three tablespoons melted butter.

Three eggs, slightly beaten.
Two cups milk, scalded.
Half cup coconut.
Line deep pie plate with pastry rolled one-eighth of an inch thick, allowing pastry to extend one inch beyond edge. Fold edge back to form standing rim. Flute with fingers. Combine all ingredients in the order given. Mix thoroughly and pour into pie shell. Bake in hot oven (450 degrees F.) 20 minutes. Then reduce heat to moderate (350 degrees F.) and bake 20 minutes longer. Sprinkle 1/4 cup coconut over top of pie and bake 10 minutes longer, or until custard is firm and coconut a delicate brown.

spoonful of flour may be used in place of one egg, however, if eggs are too expensive.

The pie is done when the crust is brown and shrinks slightly from the pan. The filling should be slightly quivery, since it will stiffen as it cools.

When the pie is removed from the oven it should be placed on a rack to cool. Doing so helps prevent a soggy crust.

Variations:
Add one-third of a cup of any of the following to each pie: chopped candied orange peel, preserved fruit, dates, raisins, figs, nuts, coconut or orange marmalade.

Sprinkle grated cheese, dates, nuts, marshmallows or nuts over the top of the pie five minutes before you remove it from the oven.

Ten minutes before you remove the pie from the oven cross thin strips of unbaked pastry over the top.

Serve the pie plain or topped with whipped cream, cream cheese, hard sauce, orange sherbet or crushed coconut macaroons.

Station on Wheels
JOHANNESBURG (UP)—Johannesburg now has a police station on wheels, complete with radio, first-aid kit, rope ladders, firefighting equipment, and a small cell to accommodate any wrongdoers caught.

Actors Battle Box
SINGAPORE (UP)—It took 17 members of a film company to save Zoltan Kegl, a sound expert, when he was attacked by a huge python which was playing in a scene of a jungle film being made at Jurong Malaya, near here.

Nut Bowls Feast for Eye While Catering to Taste

By MARY DAVIS GILLIES.

Prepared by McCall's Magazine for Mail Tribune.

Do you remember the nut bowl in grandmother's dining room? It always seemed to be a kind of symbol of mellow comfort. It always was there when you wanted something to nibble. And it wasn't easy to quarrel while you were passing the nutcracker at table.

So the nut bowl has come back. Like other unkillable old fashions, such as knitting and roller-skating. And, with their usual smartness, the decorators have discovered that the nut bowl is decorative and modern.

A dish of nuts fits naturally into any room scheme where wood has a chance to show its beauty. And the right place for the nut bowl is wherever the nibbling mood is likely to seize a person.

The sideboard or the center of the dining room table are natural permanent locations. In the living room, a handy place is on a coffee table or a low bookcase. The nut bowl makes a substantial centerpiece for the breakfast nook table and a decoration on an open shelf in the kitchen—in the form of a copper

baking pan or earthenware crock. In nice contrast to the contents are nut bowls of smooth metal—brass, copper, silver, chromium and spun aluminum. Sturdy pottery in bright, warm colors is a clever choice, and for more formal settings, heavy glass bowls are appropriate.

Good, too, are the waxed bowls of walnut and mahogany, especially double-deckers, with cracking bowl and hammer on top. Small wooden crocks and buckets are pleasant, and so are low baskets; you'll like the new leaf-shaped baskets. You may choose your nutcrackers from hinged ones, mallets or the modern little screw-pressure gadgets.

Closing time for Too Late to Classify Ads is 1:30 p. m.

S and W leads Housewives' Crusade for Low Prices!

"WHAT VALUES!... ALMOST A DOLLAR LESS THAN I PAID IN NORMAL TIMES... AND S&W FOODS ARE THE FINEST OBTAINABLE!"

Stringless Beans
Large Peeled Halves Yellow Clingstone Peaches
DRIP GRIND S and W Mellowid COFFEE
Golden Bantam Corn
Hawaiian Pineapple
Fruit Cocktail
PRUNES
Large Halves Bartlett Pears
Iced Beets
Telephone Peas
Medium Size

17¢ IN 1929 NOW 15¢
24¢ IN 1929 NOW 16¢
46¢ IN 1929 NOW 26¢
42¢ IN 1929 NOW 27¢

Right you are, Mrs. Housewife!

Today, this typical selection of ten S&W Fine Foods costs only \$2.12!

An amazing reduction... since in 1929 the same selection cost \$3.23! And even back in the "normal" year of 1926, it added up to \$3.09.

You save nearly one-third at Today's sensationally low prices on S&W Fine Foods... not only on the few varieties shown here, but also throughout the entire S&W food-family!

Save by using S&W Fine Foods... it's the practical way to help offset the high prices of other things you buy!

Grocers... everywhere... are enthusiastic about the big values in S&W Fine Foods! That's why they are featuring these low S&W prices in their advertisements and in their store-displays!... Watch for them!

YOU CAN'T AFFORD "SECOND QUALITY" TODAY... True economy begins with quality! For 40 years, S&W has constantly striven to improve its exclusive standards of strictly-fancy food-quality. Today... as always... S&W means Consistently the Best!

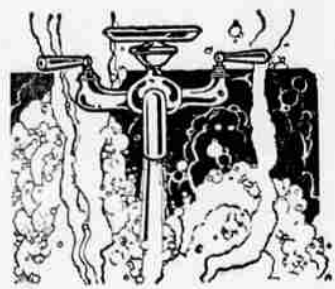
For the same price... or nearly the same price... that you would pay for other brands, you can enjoy the matchless goodness of S&W Fine Foods! The difference in price is small, if any... but the difference in value is great!

S and W presents "I WANT A DIVORCE"

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"All this for a song! A bath tempered on the minute, rather for shaving without having to wait! Why didn't I listen to my neighbors and have that Heater put in long ago!"

The woman of the house says...

"Washing dishes is no chore any more! No filling a kettle and a pan or two besides and then waiting for them to heat on the stove! Hot water ready for washing and rinsing, the minute the meal is over!"

The maid of the house says...

"I'm glad this family show good sense and have a Water Heater. Takes about half as long to get my work done when there's hot water on tap at the faucet. Makes it easier on my strength, too!"

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