

# Feeding the Family

By ZOLA VINCENT  
Food Editor

## Beef and Fresh Vegetables Make Superb Eating

To be sure, your foods editor is in Chicago at the annual conference of newspaper foods editors and she's feasting on fancy canapes, coquilles St. Jacques a la Mornay, poulette au vin and other threats to the waist-line, but she'll be back soon thoroughly enjoying good old tender, savory beef stew among a fine assortment of plentiful, colorful, flavorful fresh vegetables with a top hat of pastry like our picture today.

## Fresh Vegetable, Beef Stew Pie

You can start fresh on this or use leftovers. You can top it with a pastry or with a biscuit covering. Or you can top it with fancy rounds or squares or diamonds cut from biscuit dough. You may sprinkle shredded cheese and paprika over pastry or biscuits; tuck in generous sprig of parsley.

- 2 pounds beef stew meat
- 2 tablespoons shortening or a piece of beef suet.
- 1 1/2 cups water
- 6 whole small onions
- 6 carrots, quartered
- 6 medium potatoes, quartered
- 1/2 cup fresh snap beans, if handy
- 1/4 cup sliced celery
- 2 teaspoons salt
- 1/4 teaspoon ground black pepper
- 1/4 cup flour
- 1/4 cup cold water

Pastry, using 1 cup flour or a biscuit mix.

Brown generous cubes of beef on all sides in shortening or beef suet. Add water, cover and simmer until tender, 1 1/2 hours. Add vegetables, salt and pepper 30 minutes before end of cooking time. Thicken with flour mixed to a paste with cold water. Pour into 10x5x2 inch baking dish. Top with pastry. Trim, turn under and flute edge. Cut gash in pastry to allow steam to escape. Bake in preheated oven, 425 degrees, 30 to 40 minutes, or until brown. Garnish with fresh parsley. Six servings.

## Zola Reports on Food Editors Conference Held in Chicago

From an Hawaiian holiday to a first-hand report on what's going on in Kenya Colony, Africa, your traveling foods editor arrived in Chicago for opening day of the 13th annual foods editors conference. Schedule planned for the 141 foods editors from the country's leading newspapers was jam-packed with international fare; a gastronomic week of sampling unlike any other meeting in the nation where leading food companies introduce new products, new recipes and where foods writers abandon any thought of practicing girth control.

Greeted by Florida Citrus Commission's gala welcoming committee where you-know-who's orange juice flowed freely with plenty of good talk about interesting new ways of serving oranges, grapefruit and tangerines, foods editors moved on to a fabulous reception where we sampled authentic African fare, concoctions ordinarily right at home on the Dark Continent and made according to true African practice.

Walter S. McIlhenny, president of the family firm which has made Tabasco, the internationally famous liquid pepper seasoning for nearly a century, hosted this party. Fresh from a month's safari in Kenya Colony, Mr. McIlhenny's party planners presented food and entertainment according to tribal customs. See recipe for Chicken and Egusi (rice) and for Veal with Fufu.

Monday breakfast with the Kretschmer Wheat Germ folks found Dr. Thomas K. Cureton of the University of Illinois telling us that "nutrition and exercise are the keys to dynamic living." Exercise, he explained assures better utilization of the food eaten. He deplored the fact that while Americans are the best fed people in the world, our horror of exercise is making us a nation of softies.

Foods editors were reminded by Paul S. Willis, president of Grocery Manufacturers of America, that total consumer expenditures for food have risen from \$31,000,000,000 a year to \$66,000,000,000 within 10 years. In 1944 a good-sized grocery store

stocked around 3,500 items; today's figure exceeds 6,000. It is estimated that two-thirds of the store volume is now done on items which are new and different from those of 10 years ago. Mr. Willis assured us that food supplies are ample, food prices likely to remain stable.

Monday noon found food editors sampling the French cuisine of the famed Casino Club as guests of The Quaker Oats Company. While the exact recipes for the meal are closely guarded secrets, this description gives some idea of how some of it tasted: Tomato Cobb was a fascinating way of serving fresh tomatoes as an appetizer. The diced tomatoes were seasoned just right, minced green pepper and celery added and then the mixture chilled almost until ice crystals formed. It was served ice cold in a bouillon cup with a circle of curried mayonnaise on top.

## Continental Background

The entree had a truly continental background; Chicken Casino! These were prepared by combining three beaten eggs, one-half cup milk and one-half cup pancake mix. Fried in butter, they were very thin and crispy on the edges. While the crepes were still hot, they were filled with a serving of finely cubed chicken moistened with broth. A special sauce of heavy cream and butter was poured over the rolled crepes and the entire platter placed under the broiler. Peach Melba was the perfect fancy dessert; shells of ice cream with a half peach and raspberry sauce provided the last bit of blazing color. Served with a macaroni.

After luncheon, Aunt Jimima in person took us on an imaginary trip where we saw "Pancakes 'Round the World" as we made brief stops in Honolulu, Rio, Paris and Rome.

Hawaii called again when the Pineapple Growers Association introduced something new in table fashions. Fifteen table settings, all featuring pineapple yellow were designed and presented by Helen Chamberlin, leading table fashion authority. A pineapple table d'hote showed eight tables carrying out in color and motif the pineapple theme. There was a Sunday brunch of exquisite beauty, a pre-game football buffet table, a party table planned for Dennis the Menace, a quite sophisticated Halloween table had a fabulous black cat collared with orange and yellow orchids. A setting for a Christmas open house was centered



**VEGETABLE-BEEF PIE**—Your foods editor may be in Chicago feasting on pretty fancy foods, but actually there are few things better on anybody's table than this fresh vegetable and beef stew pie made with plentiful, economical beef and vegetables.

with a white wire pineapple fill with apples, Christmas tree balls and tiny glittered pine cones. Mrs. Chamberlin emphasized the importance of setting a gay mood if a party is to be a remembered occasion and declared that yellow was the gayest of all colors, preferred by many successful hostesses.

## Housewife Making Decisions

The Borden company again chose the famed Svithold Singing club with its superlative Swedish smorgasbord for its dinner party.

Harold V. Comfort, executive vice-president of the Borden company said that the housewife is making many of the food industry's business decisions through the industry's use of the new science motivation and market research. He described motivation research as "qualitative" and market research as "quantitative." In motivation research, he said, "we try to probe into the buyer's mind to find out first, why she purchases a product; second, why she uses a product; and third, what attitudes are toward that product. We want to get at the underlying reasons for her preferences and behavior; then we can subsequently determine the extent to which these situations and attitudes exist and to what degree." Mr. Comfort however, thought it unlikely that motivation and market research would entirely replace the trial and error method.

The possibility of beef as standard breakfast fare was explored the following morning when Swift and company served foods editors a typical 1855 breakfast menu but instead of the beef of a century ago, they featured a new frozen top quality packaged steak which is as easy to prepare as traditional

breakfast foods. Menu started with a baked apple, featured a breakfast steak, potato patticakes, biscuits and graham "gems." And coffee, coffee, coffee.

## Beef Picture Rosy

The beef picture, said Porter M. Jarvis, President of Swift, is a rosy one. Great quantities of beef are expected to come to market throughout the next six months with much more top grade beef available early in 1936. Under the heading "Products of the Future," Swift introduced a complete line of 50 tender frozen meats, poultry and frozen cooked meat items. Meats of the future included completely boned and trimmed top quality aged steaks, meaty 9 ounce frozen meat pies in six varieties.

More frozen foods of the future were presented at luncheon by Campbell Soup Company on behalf of their newly acquired Swanson and company products; chicken a la king, blueberry and peach pies which will be out our way eventually.

A new cookie recipe that tastes and looks like candy made a royal debut at a colorful and exciting dinner party given by General Mills. While color spotlights played across the tables, waiters unveiled elegant Bon Bon cookies named for bonbon candies popular in the gay nineties. Full of surprises inside and out, Bon Bon cookies are likely to sweep the country just as Chiffon cakes introduced by General Mills "Betty Crocker" did a few years ago. You'll have recipes and more information on this soon.

West Coasters felt right at home Wednesday morning when Sunkist Growers staged a Golden West Sunrise Breakfast with top executives present to bring foods editors up-to-date on new retail-

## Pickin' Pears News and Notes From Camp White

BY SID HOLLINGSWORTH

It is with considerable regret that in leaving Camp White to "winter" in smog ridden Los Angeles, I am unable at the same time to continue writing this column. I have enjoyed my association with The Mail Tribune and especially have I been flattered to see my name in a by-line.

It has always been a subject of some concern to me to find that my family name does not appear in any of the pages of history. There are no generals or admirals, statesmen or famous personages of the art world or the stage carrying the unwieldy name of Hollingsworth.

Although the name is of English derivation, the fact is that my family—at least that part of it carrying this surname—came to this country from Ireland in colonial times. They helped to settle the wilderness all the way to Oregon and California. But none of them seems to have had a hankering for fame.

Going back to the point of origin a few years ago, I was quite startled to find that in the history of Maryland there was a somewhat noted figure who achieved distinction—not as a soldier or statesman, but as a bartender. In fact, I venture, he was the most famous bartender in all history.

I do not recall any other bartenders who were responsible for so famous a phrase as "George Washington Slept Here."

It came about in this wise. The incident reverts to the time of the Revolution, when General Washington and General Howe were fighting it out in Quaker territory along the Delaware. There is a landmark preserved in the town of Elkton, Maryland, the "Gretna Green" of America called "Hollingsworth's Tavern." General Washington always stopped there during this campaign, and made it his headquarters. The proprietor set aside a special bedroom for the general.

Then, one day, General Howe and marketing developments such as polyethylene bags for oranges. That simple California orange isn't so simple after all. It contains 150 known chemical constituents and at least 40 as yet unidentified compounds. Can't help being good for us. Anyway, we breakfasted on a simple repast of golden nugget cocktail, waffles with Ojai orange syrup, breakfast meat platter, orange blossom rolls, lemon drop ring, Palm Desert orange bread and tiny lemon-poppo seed coffee rings. And the recipes for most of these good things will be coming your way.

## FIGHT'S OVER

Grand Rapids, Mich.—(U.P.)—Two men ejected from a tavern for fighting were arrested for continuing their brawl outside. When they were brought into the police station, they asked to be put in the same cell so they could finish their fight. Permission was denied.

## MANY HAWTHORN

Kent, O.—(U.P.)—There are 163 species of hawthorn trees in U. S. forests, according to Martin L. Davey, Jr., tree expert. The hawthorn is more numerous if not mightier than the oak, of which there are only 65 species, not counting hybrids and other varieties.

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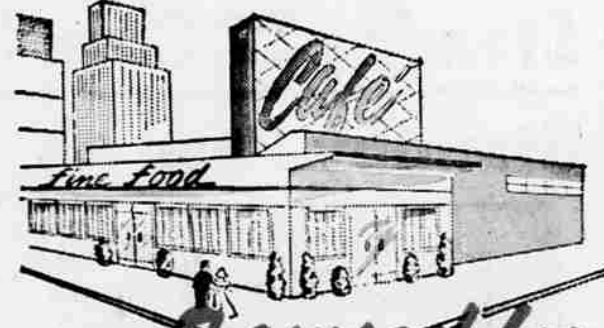


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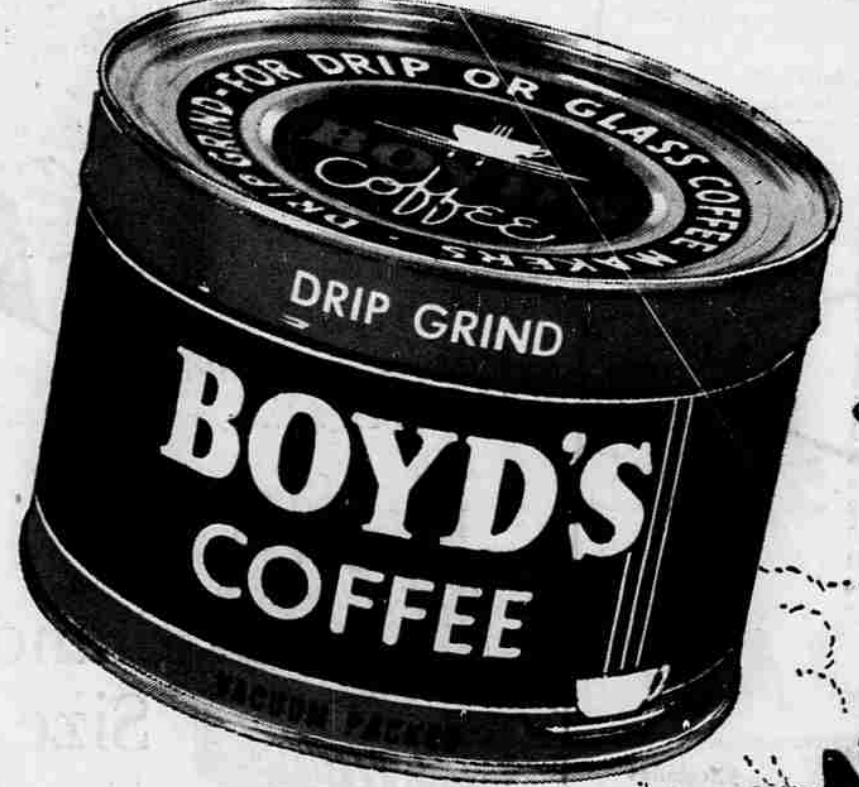
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