

upstairs and downstairs In Milady's Kitchen

FLORENCE JENKINS, Editor

Herald and News



ADMIRING the big full color Oregon Cattlemen's Association posters on the October beef promotion campaign are, from left: Howard Kirchan, of Emil's Super Market; Mrs. Oscar Kittredge, member of Klamath Cow Belles, who are distributing the promotion kits to all markets and restaurants in the area; Don English of Emil's, and Oscar Kittredge, Republican candidate for state senator from this district.

BRAISED SHORT RIBS RANCH HOUSE STYLE

This is the second in a series of recipes on beef from members of the Klamath Cow Belles, women's auxiliary of the Klamath County Cattlemen's Association.

Jo Kittredge, wife of Oscar Kittredge, Republican candidate for state senator, has had actual experience in cooking for large crowds on her husband's ranch. She knows the necessity for using all cuts of a beef. Here is what she says:

"Almost everyone has the idea that cattle ranchers eat only the more choice cuts of a beef, such as T-bone steaks, prime rib roasts, and so on.

"The fact is, most ranchers are very careful to utilize all of the meat on a 'critter' in one way or another.

"One of the cuts we particularly like is short ribs. These are not considered glamour food, but if prepared properly, they have the true beef flavor in all its essence.

"Have your butcher cut the ribs in serving portions. To prepare,

use a large skillet and melt a small amount of cooking fat. When the fat is hot, braise the ribs on both sides and season. For true beef flavor, use only salt and pepper. However, if you prefer them to have a barbecue flavor, add salt, garlic, tomato hot sauce and Worcestershire sauce.

"After braising and seasoning, cover them tightly and place in a 275 degree oven for three to four hours, being sure that there is a very small amount of moisture.

If you prefer them crisp, remove the lid for the last half hour.

"With the addition of baked potatoes, crisp cabbage cole slaw and pickled beets, your family will ask for a return engagement."

SPIN BOWL

Next time you want to cool salad or fruit (or gelatin) in a hurry, transfer ice cubes from the refrigerator into a large bowl and spin it on the ice from time to time before serving. Speeds cooling considerably.

Orange Cookies

3 cups sifted flour
3 teaspoons baking powder
1/2 teaspoon salt
1/2 teaspoon baking soda
3/4 cup shortening
1 1/4 cups sugar
2 large eggs, well beaten
1 can (6-oz) Fresh-Frozen orange juice undiluted
Cherries, walnuts or pecans.

Sift together flour, baking powder, salt and baking soda. Cream shortening and add sugar gradually, beating until mixture is light. Add well beaten eggs and blend. Add dry ingredients alternately with undiluted frozen orange juice. Blend well. Chill in refrigerator at least three hours. Drop from a teaspoon onto greased cookie sheet two or three inches apart. Garnish with glazed cherries and nuts if desired. Bake in moderate oven (375 degrees) 10-12 minutes. Remove immediately and place on cooling rack. Approximately 5 dozen cookies.

Betty Crocker's New Cook Book

A radically new idea in cook books has come off the press this week.

Designed for modern living with an appeal to the busy homemaker of today, the working housewife, this new "Good and Easy Cook Book" by Betty Crocker emphasizes time saving, step-by-step and convenience in food preparation and meal planning.

Instead of the subject matter being listed under topic headings such as meats, salads, desserts, etc., as do most cook books, the "Good and Easy Cook Book" boasts four main headings or chapters. They are Breakfast, Lunch, Dinner and the "Fourth Meal." Under each of these headings the reader will find complete recipes for planning meals appropriate for any time of the day.

This style of organization was determined after Betty Crocker's staff of assistants had consulted hundreds of homemakers (they rang doorbells and chatted with the housewife) and found out this was what they wanted in a reasonably priced, streamlined cook book.

It is streamlined, but not so much so that more than 1,000 recipes aren't within its 252 pages (32 of them in four color and others with colorful sketches). General Mills products don't dominate the text, either, and the recipes that this cook book contains are not duplicated in Betty Crocker's Picture Cook Book, the basic cook book with profuse four color pictures that has sold almost three million copies in four years.

The various mixes that makes for convenient, economical but tasty meals are used extensively in recipes for casserole and other dishes.

There are no charts in this new book but there is a table of contents in the back. It has a spiral binding so it will lay open and flat at will. The hard back cover is impregnated with plastic and therefore washable.

Publishers are Simon and Schuster.

Unique Men's Shop Opened by Gourielli

Artchil Gourielli has been a pioneer in introducing and supplying grooming products for men in the United States. Now, he has opened attractive and unique new quarters for men, offering exclusive men's furnishings, scalp and skin treatments and barber services at 16 East 55th Street, in New York City.

The Gourielli Men's Shop is a trail blazer because it is the forerunner in assisting every man in maintaining and improving his appearance while conserving his youth. There he can get conclusive answers to all the problems inherent to his well-being; consultations on health, nutrition, exercise, diet, skin and general physical attractiveness.

On entering the double glass doors, there will be a retail shop for men which will offer, in addition to Gourielli's famous grooming preparations, completely exclusive men's furnishings.

The shop will also have a small corner counter where men may select gifts of perfume for their favorite women—what a boon to the man who rebels at having to select his gifts in a store where the shoppers are predominately women.



A HEALTHFUL SNACK before that young and active son takes off for that most important business of the day — football practice — is a good habit. He can make his own if you have on hand a supply of instant pudding mixes. Directions are easy to follow — for Chocolate Instant Pudding, just pour 2 cups cold milk into a mixing bowl. Add 1 package of pudding mix and beat with egg beater until well mixed. Pour at once into serving dishes and let stand until set. Takes about five minutes. Makes four or five servings.

— Photo courtesy Jell-O Instant Pudding

What every good cook knows:



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SUPPER AFTER THE GAME can be easy if your beforehand preparation takes care of most of the work of feeding the gang. This Glorified Beef Stew, for instance, would be a fine choice with its herb dumplings and deep brown gravy to which a half cup of coffee has been added. Pan-American Coffee Bureau's test kitchen says: "You'll never believe what a small amount of coffee does to gravy until you've tasted the results."

Glorified Beef Stew

What to serve after the game is adequately answered by Glorified Beef Stew, recipe from the Pan-American Coffee Bureau, herewith:

2 pounds round steak
1/2 cup seasoned flour
2 tablespoons fat or salad oil
4 medium onions, sliced
1/2 cup tomato juice
3 cups boiling water
1 teaspoon salt
2 teaspoons monosodium glutamate
Dash Tabasco
6 carrots
1/2 cup leftover coffee
1 12-oz. package frozen lima beans

1 teaspoon sugar

Cut beef in 1-inch cubes and dredge with seasoned flour. Brown in fat or salad oil. Add onions, tomato juice, monosodium glutamate, salt and Tabasco. Simmer one hour. Cut carrots in chunks and add. Simmer 1 hour longer. Add coffee, lima beans and sugar. Simmer 1/2 hour. Drop dumpling batter by spoonfuls on top of stew, being sure each spoonful rests on a piece of meat or vegetable. Cook uncovered 10 minutes. Cover and cook 10 minutes longer. Thicken gravy if desired. Makes six servings. Stew can be prepared, just ready to heat and add dumplings

early in the day.

To make herb dumplings, follow dumpling recipe on package of biscuit mix, adding 1/4 teaspoon each of marjoram and savory before adding liquid.

JELLY PARFAIT

Other ways to use jelly than putting on breakfast toast include jelly parfait. Make tapioca pudding (use mix or use pudding mix), put a spoonful of jelly in a parfait or sherbet glass, add pudding, top with a dab of jelly and a strip of mint, if you like. Chill in your refrigerator and serve for luncheon or dinner.



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