

Salt To Taste Is Poor Rule

Salt... a colorless or white crystalline compound known chemically as sodium chloride. It is the foundation of good taste in many foods. So, salt with reason, for reason and reasonably... not rashly.

The "why" to salt and "when" to add salt to food and recipes is just as important as the "what" to salt and "how much." Too many folks take salt for granted, salting with a heavy hand and making food taste of salt and not much else. Or, they salt too lightly or not at all and end up with a flat, unflavored food that is unpalatable because of its very tastelessness.

Why salt? In almost all cases, the addition of salt to a single food, or the mixing of salt with other ingredients is basically to bring out the natural flavor of the food itself and to strengthen the flavor of the mixture.

Flavor is not the only function of salt. In yeast breads, for example, salt performs a very necessary restraining action which restrains the rush-to-rise tendency of yeast doughs due to fermentation. By using the correct amount of salt this rapid rise is prevented, because salt acts as a controlling agent on the fermentation. And, since the rising of the dough is an important factor affecting both flavor and texture of baked products, salt is important to both of these qualities.

Salting foods is not a matter of a pinch, a dash, a shake or a heavy hand. Salt to measure adds to the flavor. Here is a table:

For yeast breads, baking experts recommend 1 teaspoon of salt for a 1-pound loaf of bread. Always add the salt to the liquid ingredients and stir to dissolve. Never add salt just to the yeast solution because it would immediately begin its restraining action. For quick breads, the rules are, 1 teaspoon salt to 2 cups flour for biscuits, but for muffins, use ½ teaspoon salt for 2 cups flour. Sift the salt with the dry ingredients.

In cakes made with butter or shortening, generally the salt is added with the flour and the leavening. The amount of salt depends to quite an extent upon one or more of the other ingredients in the recipe. Needless to say, in even the fanciest of cakes, salt is very necessary as a foundation for the flavor blends.

In sponge cakes, made either with whole eggs or egg whites, the addition of the salt in the recipe to the eggs or egg whites speeds the whipping and has a tendency to increase and stabilize the volume.

In meringues, the same rule holds true. Add the salt to egg whites so that they may whip up faster and fluffier, using ½ teaspoon salt to 1 egg white.

For plain pastry, use 1 teaspoon salt to 2 cups flour for best flavor—not a "salty" taste but good pie crust flavor.

In meats, according to latest and most authoritative sources there is no measurement rule indicating how much to use with oven roasts or pot roasts or other solid pieces of meat. The reason is that the salt is used generally, the amount of salt is related to the surface area exposed. However, with ground meat, such as for loaves, patties or hamburgers, the rule is 1 teaspoon of salt to 1 lb. of ground meat mixed well with the meat just before shaping and cooking.

In making roast meat gravy, although the flavor is dependent upon the kind of meat being cooked (beef, pork, lamb or veal) the salt seasoning is generally in the amount of 1 teaspoon of salt to 2 cups of water.

Fish fillets to be breaded before sautéing are best dipped in milk before dredging with crumbs. Always add 1 tablespoon—yes—1 tablespoon of salt to 1 cup of milk and mix well. This salty milk "dip" has been well-tested and comes highly recommended. In stewing chicken, for best eating and fullest flavor use ½ teaspoon salt and ½ cup water for each 1 lb. of ready-to-cook-weight poultry.

Many good cooks like seasoned flour for dredging or flouring pieces of meat, fish or poultry. For this purpose combine ½ teaspoon salt with ½ cup flour. Nothing tastes better than home made fudge—made properly, of course. For best flavor in the fudge family, always add ½ teaspoon salt to 2 cups sugar to your favorite fudge.

BANANAS FOR GROWTH

When the child emerges from infancy, bananas can play a vital role in promoting growth. This is a time in life when the digestive system has not yet developed its full capacities. Bananas offer a wealth of readily digestible natural fruit sugars—for quick energy; a broad supply of vitamins and minerals—for tissue building, bone growth, and general feeling of well-being. And fortunately—in addition to its healthful qualities—it is a fruit that has great appetite appeal for children.

SAFeway

It's time for "Trick or Treat" Candies

Be sure the candy you give the little Hob Goblins is Roxbury... It's the finest Kitchen Fresh candy money can buy. It's sold exclusively at Safeway, too! Selections are big... prices are right.

KRAFT CARAMELS

Delicious dark and light chewy, mixed caramels. Perfect for Trick or Treaters.

14-oz. Pkg. 39¢

Lemonade Paper Napkins Pumpkin Tomato Juice Nalley's Chili

Scotch Treat quick-frozen. Each 6-oz. makes a full quart. So easy to fix. Just add water.

M-D. Soft white Reg. 2 for 25¢ Like getting 1 free

Libby's fancy quality—easy pie makin's.

Libby's Fancy Quality - While It Lasts!

Reg. 35¢ You Save 40¢ on 4 Tins

9 6-oz. Tins \$1.00

3 Pkgs. of 80 25¢

2 2½ tins 35¢

5 46-oz. Cans \$1.00

4 15-oz. Cans \$1.00

NEW Stylized POWER-PACKED Protein Bread

FOR BETTER NUTRITION, L-LYSINE ADDED

Each 29¢

Twice as much protein efficiency as ordinary white bread!

Cinnamon Rolls Cutsy - Reg. 39¢ 35¢

Plain Donuts Mrs. Wright's adventure! 35¢

Sugar Donuts Mrs. Wright's cell-wrapped dozen 39¢

Gold Medal Flour

Kitchen-tested enriched. Limit, please.

KITCHEN CRAFT FLOUR

The finest quality for less. Why Pay More! Limit Please

Reg. 1.15 10-lb. Bag 85¢

25-lb. Bag 1.75

Reg. 1.19 10-lb. Bag 89¢

25-lb. Bag 1.79

Fully Smoked, Skinned

HAM

When you buy a ham at Safeway you get the full half. NO center slices removed. These are the choice medium size hams weighing from 12 to 16 pounds. The flavor is deliciously mild, with the real smokehouse flavor.

Whole or full Shank Half lb. 49¢

HYGRADE BRAND SMOKED SLICED BEEF

3-OZ. PKG. 29¢

GOLD BOND stamps mean more gifts, better gifts for less total stamps



WHEE-E-E-E, SAYS SHE!

The astonishing variety of fine foods at Safeway is breathtaking! But isn't it fun? Just reach out... choose whatever your heart desires. Top quality meats, sparkling fresh fruits and vegetables, famous fresh groceries... SHOPPING'S at the low Safeway prices that save you money.

FUN AT SAFEWAY!

Halloween Fun-Foods

Halloween is fun time... and for your Halloween fun we're featuring a big selection of party foods. You'll love the wonderful savings, too!

Enjoy the extra-rich flavor of the finest tree-ripened apples

Apple Cider

Town House — the name you can depend on for superior flavor. Guaranteed by Safeway.

1 Gal. Bottle 89¢

FREE Halloween Mask in Assorted colors when you buy ½ gal. of Lucerne Grape or

Orange Drink

Delicious non-carbonated drink that kiddies really go for. It's ready to pour.

3 Half Gal. 85¢

WIN A FREE TRIP FOR 4 For Five Years

Raisin Bread "Toast to Travel" sweepstakes contest. Grand prize is a trip to Hawaii, Switzerland, Milan-Rome, London-Paris, Trinidad. Prize includes round trip transportation from your town, hotel and meals too, for 4... A glorious 10-day vacation each year for next five years.

2nd Prize - New Studebaker Lark

Plus hundreds of other prizes

Raisin Bread 15-oz. loaf 30¢

Skyloak, tops for toasting

Pop Corn

Town House. Yellow or white. 1-lb. pkg. 19¢ 2-lb. pkg. 35¢

Pumpkin Pies

Bel-air, premium quality frozen 24-oz. pie 49¢

Ice Cream

Snow Star, vanilla or Neapolitan 2½ gal. ctn 3.69

Soda Pop

Cragmont in 12 sparkling flavors. Plus Deposit 6 Qt. 1.00

Apple Juice

Town House. Rich fruit flavor 46-oz. tin 37¢

Lucerne Cottage Cheese

A real prize winner for flavor and quality. Choose from 5 Dairy-Fresh Varieties. Quart Carton 49¢ Half Gal. 98¢ Pint Ctn. 25¢

Snack Crackers

Busy Baker Fresh Sodas 1-lb. pkg. 29¢

Ripe Olives

Town House Colossal size 3 No. 1 tins 1.00

Sliced Cheese

Dutch Mill. 6 varieties each pkg. 35¢

Cheddar Cheese

Safeway. 6 varieties lb. 79¢

Cheese Spread

Chee-Zip 16-oz. 55¢ 8-oz. jar 29¢

Cheese Spread

Van Zee Processed 2 lbs. 89¢

Fruit Cocktail

Town House Fancy Fruit 4 303 tins 1.00

Cling Peaches

or Freestone Town House 5 303 tins 1.00

Kernel Corn

or Cream Style Town House 5 303 tins 1.00

Instant Coffee

Airways 8-oz. jar 1.07 12-oz. jar 1.49

Tea

Canterbury Orange Pekoe. Reg. 100's 1.19 pkg. of 48 59¢

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MARKET BASKET

Oregon State College Extension Service

Seafood—Have you served fresh, frozen or canned fish or shellfish recently? Good supplies of these items warrant your attention. The annual "Fish 'n' Seafood Parade" is on. Watch for "specials" that feature lower prices on fish and shellfish; then take advantage of them. Keep the heat low when cooking tender seafoods. Cooking them is primarily to bring out their delicate flavor. You'll find Dungeness crabs, scallops, shrimp, oysters, halibut, rockfish, salmon, cod, fish sticks and portions—to mention a few.

Eggs — The egg industry reminds us that October is egg-o-ber-time when they're giving emphasis to their product. Even though prices are up from recent months, eggs offer much good eating at an economical price. At sixty-six cents a dozen, you can eat two eggs for less than a nickel. Klamath Falls prices are lower, and eggs are low in calories. They're around-the-clock food. Have real, three-meal appeal.

Red Meat—When considering red meats for fall meals, you'll find beef supplies very good. There will be less pork this fall than last. This is caused by more beef cattle available for marketing and fewer hogs. Your best bet for buying pork is to watch for special sales. What better way to celebrate Halloween than with "weenies"? Heated in water, broiled or roasted on the end of a stick, frankfurters are sure to please the "witches" and "goblins" gathered for a party. With frankfurters and a serving of applesauce, you have a complete meal.

For the finest fresh fruits and vegetables... Remember Safeway.

Fresh Roasted

Just Arrived In Time for Halloween Festivities ...

Delicious in-shell Virginia peanuts, fresh roasted and ready for Halloween parties and Trick or Treating. Pick up a bagful.

Peanuts!

3 lbs. \$1.00

LARGE "AA" EGGS

Cream O' The Crop DOZ. 57¢

NBC CRACKERS

Chippers, Potato, Rye Thins, Salt Tang Snack Sticks, Triangle, Vegetable or Wheat Thins, Family Chocolate Wafers, and Bacon Flavored Thins. Reg. 35¢ each. 3 pkgs. \$1.00

Jonathan Apples

Extra fancy School Boy size from Washington 4-lb. bag 39¢

Delicious Apples

Reds... For Trick or Treaters and Bobbing lb. 19¢

Danish Squash

Delicately flavored, tender yellow meat 3/25¢

Yellow Onions

U.S. No. 1's for baking, boiling, roasting and stewing 3-lb. bag 25¢

No. 1 Potatoes

U.S. No. 1 Hand Picked - Guaranteed all-purpose 25-lb. bag 1.39

Grapefruit

Marsh pink from Florida. U.S. No. 1 Grade 5/49¢ ea 10¢

Bananas

Yellow Ripe Beauties lb. 15¢

Halloween Pumpkins

Shop early for a complete selection of sizes and shapes. 3¢ lb.

Volume No. 8 on Sale Now. Vol. No. 1 still only 49¢.

16 MAGNIFICENT VOLUMES a reference library designed to meet the needs of every school age youngster

The GOLDEN BOOK Illustrated ENCYCLOPEDIA Young People

Glass Wax

Gets windows sparkling clean. 13-oz. tin 39¢

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Prices in this advertisement are effective through Sunday, October 30th at Safeway in Klamath Falls. We reserve the right to limit.

FRUIT DECOR

If you don't have a fruit bowl it doesn't matter—use a breadbasket, a copper pan, a pretty casserole, or any container that will hold a generous supply of fresh fruit. But it is important to select a spot where it's easy for your family to help themselves. The fruit will add a bright spot of color on a bookshelf, or desk, or window sill. One stand-by for the arrangement should be bananas—for they are an all-year-round source of fresh-fruit vitamins and minerals. Also an excellent snack for weight watchers—only 88 calories in a medium banana.

there's only one SKIPPY

BEWARE OF IMITATIONS LOOK FOR THE HAPPY LITTLE DOG

TOPS IN QUALITY! LOW IN PRICE