

Women's Page

from the KELVIN KITCHEN by Joan Adams

(EDITOR'S NOTE: If you want advice on some phase of home-managing you're invited to write to Joan Adams, in care of this newspaper, enclosing a self-addressed, stamped envelope. She will be glad to advise you promptly.)

It doesn't take a prophet to foresee that the November food budget is going to be top-heavy with turkey at the end of the month. And yet Thanksgiving Day must be nothing less than a "feast of great plenty," according to tradition, and all Thanksgiving week, in fact, the food-conscious household will eat more of everything and expect the most of the best.

We're suggesting, for that reason, a program of "planned economy," to speak the language of economics. The program will be based on lively savings at the first part of the month, to make way for painless spending when the last Thursday draws around. It's a case of pennies saved meaning pounds of turkey earned, for twelve cents cut from food costs every day between now and Thanksgiving will almost pay for a 12-pound turkey!

We're not advocating "feast and famine," but simply a little kitchen economy in menus and methods. One can use low-cost vegetables, cheaper cuts of meat and inexpensive salads and desserts; and let savory sauces and her individual sorcery with these foods make the absence of the costlier dishes unfelt. One can use methods of preparing food to save cooking time, and therefore, fuel expense; disguise humble flavors with haughty ones; and let no left-over meat or vegetable escape the casserole or the skillet or some delightful masquerade.

On the "planned economy" program, the homemaker shops in November by price-tags, and only later takes out her cookbook to see what she can do with what she has pulled from the bargain-counter grab-bag. Probably she has either of those year-around-bargains, cabbage, onions or turnips, and a cauliflower and squash to make the outlook more interesting. But before we under-rate those vegetables too much, let us serve green peas or spinach in turnip cups, and prepare stuffed cabbage. Pears and apples are inexpensive these days, and make delicious, economical desserts.

Do you know how to treat round steak so that it will make a grand meal? It is one of the cheaper cuts of beef and really belongs on economy menus occasionally. Pound the meat lengthwise and crosswise with a meat pounder or the edge of a metal plate until it is about half its original thickness, then roll it in salted flour, (equal parts of salt and flour). Then it is ready to be seared in a hot skillet, that has been well-greased, for three minutes, and cooked on a rack in the same skillet over a low flame for an hour, seeing that about one-half cupful of water is kept in the skil-

let during cooking. When it has been browned again on both sides, remove the steak to a hot platter and make good brown gravy.

An excellent way to use remnants of cooked vegetables is in vegetable hash. Creaming and scalloping is a well-known left-over device for both meat and vegetables. And meat that's left behind can be converted into meat loaf, ring mould, cutlets, pot pie, stew, southern hash, patty cakes or served with scrambled eggs and tomatoes. The meat soufflé suggests baked potatoes and a baked pudding, one of the "oven-dinners" so economical of cooking time.

FRIED CAULIFLOWER

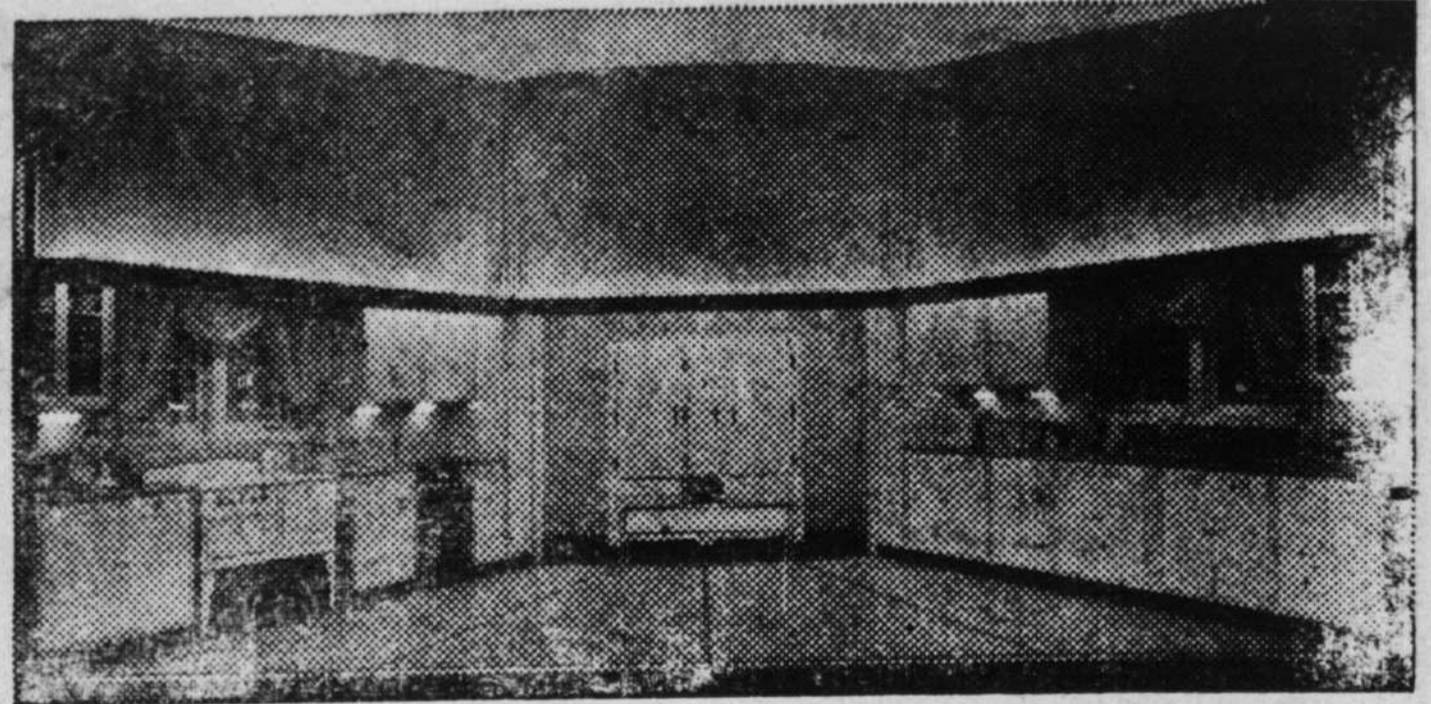
Clean and separate a cauliflower into its flowerets, and trim the

TAILORED DINNER COSTUMES



One of the smart new things that the Fall season has brought us is the evening tailleur. Smart women avoid all hint of fussiness and choose beautifully tailored simple gowns with jackets which match, or contrast in color or are made of metal. This ensemble of Seraceta Crepe uses a double breasted contrasting jacket over a frock of black.

The Kelvin Kitchen Program Is Expanded



A view of Kelvin Kitchen, famous research-kitchen where food information and recipes by Joan Adams appearing in this newspaper under the title, "From the Kelvin Kitchen," are originated and tested. This newly-furnished laboratory, with its well-planned working spaces, all-electric equipment and charming decorative scheme, is one of the finest kitchens of its kind anywhere. It has operated more than twenty years.

This is to announce the opening of the new Kelvin Kitchen, reorganized for an expanded program of home economics activities and refrigeration research. In surroundings as nearly ideal as intelligent planning can produce, Kelvin Kitchen will continue its study of food and household refrigeration.

From the first letter of a homemaker, asking advice about her new "mechanical ice-box," to this exquisite kitchen, complete in every detail, the history of Kelvin Kitchen occupies a score of years. In that time it has grown from an earnest, question-answering department to a world-famous institution.

New Kelvin Kitchen's activities will continue three-fold; first, a laboratory of refrigeration science for Kelvinator Corporation; second, a homemaker's kitchen; finally, the official dispenser of Kelvinator hospitality!

As a laboratory, Kelvin Kitchen

will continue experiments in the preservation of food; develop and test methods of preparation; furnish original, tested recipes to hundreds of newspapers; publish "Kelvinator Cookery," a monthly bulletin for Kelvinator owners; originate and direct extensive promotional programs through home economics activities; and supervise the use and enjoyment of electric refrigeration, are creating in homemakers the country over a conscious desire to own a Kelvinator.

The Kelvin Kitchen staff is supplemented by a widespread organization of home economists working direct for distributors, dealers and utilities on the Kelvinator program.

Kelvin Kitchen in its proudest role is a homemaker's kitchen, keeping faith with its original purpose: to help work out, under conditions approximating those in the average home, the questions and problems of household refrigeration which have been presented by Kelvinator owners since 1914. Today Kelvin Kitchen invites questions on food, refrigeration, home management, entertaining, diet, menus and recipes.

As the center of Kelvinator hospitality, Kelvin Kitchen will maintain the gracious hostess tradition it has so widely furthered through its national program of Hostess Schools. Frequently, breakfasts, luncheons and teas will be served from the Kitchen to guests of Kelvinator Corporation. All Kelvinator activities will converge in Kelvin Kitchen Auditorium, demonstrations, lectures and meetings both business and social.

This is to invite you cordially to visit Kelvin Kitchen at Kelvinator Corporation, 14250 Plymouth Road, Detroit. We shall be happy to greet you and show you what we proudly believe is one of the loveliest research kitchens in America.

JOAN ADAMS
Director of Kelvin Kitchen.

JOIN THE RED CROSS

One American out of every five was helped by the Red Cross in the last five years of drought, disaster and unemployment. Every man and woman is invited to join the Red Cross, November 11-29.

stalks to a point. Let cook five minutes in boiling water; drain and let cook again in fresh boiling water until tender, add a level tablespoon of salt to the water; drain again, and roll each floweret in sifted bread crumbs, cover with a beaten egg, diluted with two tablespoons of water, drain off the egg, and roll again in bread crumbs, or dip in a batter. When ready to serve, fry to a golden brown in deep fat, and drain on soft paper. Serve piled on a folded napkin, with sprigs of parsley between the flowerets, or serve as an entree with Tartare sauce or tomato sauce.

BACONIZED CORN MUFFINS

1 cup flour.
1 cup cornmeal.
¼ cup sugar.
1 teaspoon baking powder.
1 teaspoon salt.
½ teaspoon soda.
1 egg.
1 cup sour milk.
2 tablespoons shortening.

Sift flour once before measuring. Sift, flour, cornmeal, sugar, baking powder, soda and salt together. Beat the egg and add milk. Combine with flour mixture. Add melted shortening, and mix lightly. Fill muffin or gem tins two-thirds full. Sprinkle tops of muffins with slightly cooked, diced bacon. Bake 15 minutes in hot oven (400 degrees F.).