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Housekeepers' Chat

Friday, Jan. 27.

(NOT FOR PUBLICATION)

Subject: "Sandwiches for the School Lunch Box." Information, including new recipe for Nut Bread, from Bureau of Home Economics, U. S. Department of Agriculture.

Bulletins available: "School Lunches," "Food for Young Children," and of course "Aunt Sammy's Radio Recipes."

--ooOoo--

Before I mention sandwiches, and broadcast a recipe for Nut Bread, I want to thank all of you who have written me such interesting letters the past two or three months. Of course I can't answer them personally, but how I wish I could, I'm saving all of them. Some day, when I'm very, very old, and my hair is white, and I wear a soft rose-colored shawl, over a grey silk dress, I'm going to get these letters out and read them over again. I expect I'll say to myself, as I adjust my spectacles, "Aunt Sammy, you certainly did get a thrill out of the small part you played, back in the days when radio was young."

But to get down to serious business, here's a letter I've been saving until today. It's from a radio fan who is sending four children to school, a lunch box with each child. "Dear Aunt Sammy," she says, "I'm writing to ask you for half a dozen suggestions, and six of these suggestions are for new sandwich combinations. Do you have that many?"

Dear me, no! There aren't six new sandwich combinations! I know, because I asked the Menu Specialist, and the Recipe Lady, and they both agree with me, that there's nothing new this spring in sandwiches. However, they did give me half a dozen sandwich fillings, which may be new to some of you. Take your pencils, please, and write these six sandwiches, for the school lunch box: Ready?

Sandwich Number One: Baked beans and chopped pickle.

Sandwich Number Two: Cream cheese, or cottage cheese, mixed with chili sauce.

Sandwich Number Three: Cream or cottage cheese, mixed with chopped dates. This is mighty good, spread on thin slices of steamed brown bread.

Sandwich Number Four: Ground ham, mixed with chopped dill pickle, and enough mayonnaise to moisten.

Sandwich Number Five: Ground, cooked, liver, mixed with minced, cooked, bacon, and enough mayonnaise to make it right for spreading. Liver and bacon, and enough mayonnaise to moisten. That's almost new.

Sandwich Number Six: Butter, mixed with strained honey.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques, as well as statistical analysis to identify trends and patterns.

The third part of the report details the findings of the study. It highlights several key observations, including the impact of market fluctuations on consumer behavior and the effectiveness of different marketing strategies. The data suggests that targeted advertising and personalized offers can significantly increase sales and customer loyalty.

Based on these findings, the author provides a series of recommendations for future actions. These include investing in data analytics tools, improving customer service, and exploring new market segments. The goal is to optimize operations and maximize profitability in a competitive market.

The final section of the document concludes the report and summarizes the overall objectives and outcomes. It reiterates the value of data-driven decision-making and the importance of continuous monitoring and adjustment of strategies. The author expresses confidence in the long-term success of the implemented plans.

In conclusion, this report provides a comprehensive overview of the current state of the business and offers actionable insights for growth. By following the recommendations, the company is well-positioned to overcome challenges and achieve its strategic goals.

The data collected over the past six months shows a steady increase in sales, particularly in the online channel. This growth is attributed to the implementation of the digital marketing strategy and the introduction of new product lines.

Moving forward, it is essential to stay agile and responsive to market changes. Regular communication with stakeholders and a focus on innovation will be key to maintaining a competitive edge. The team is committed to delivering exceptional value to our customers and shareholders.

And be sure, says the Recipe Lady, to put enough salt in the sandwich fillings. And be very sure, says the Menu Specialist, to cut the bread evenly -- not especially thin, for lunch box sandwiches, but in nice, even slices, so the sandwiches will look tidy and neat. And I suggest that you be sure to butter the bread. Butter both slices. Butter should never be omitted from the diet of a growing child. Butter for sandwiches may be creamed, to form a coating, and keep the filling from soaking into the bread. When the sandwiches are made, cut them into two or three pieces. They will be easier to handle, and more attractive.

Now let's see what foods we want in the school lunch box, besides sandwiches. A bottle of milk, perhaps, unless the milk is provided at school. Sandwiches and milk are a very good combination, for a hungry child.

Fresh fruit is usually included in the lunch box. Almost any kind of ripe fresh fruit is ideal. I know one mother who occasionally adds a bottle of fresh orange juice to the lunch box. Cooked prunes or figs may be drained from their juice, and wrapped in wax paper.

If it is impossible for a child to have milk at noon, all the more reason for including in his lunch a dessert which contains a large proportion of milk. Puddings which contain milk and eggs are especially desirable. When making a dessert for the family meal, it is an easy matter to make an extra individual pudding for the lunch box. Puddings which appeal to children are tapioca, rice, bread, cornstarch, gelatin and fruit.

Do not put sweet-filling sandwiches, and cake or cookies in the same lunch. Simple cookies, such as molasses cookies, and unfrosted cakes, are relished by healthy children whose appetites have not been dulled by too many sweet foods.

It is hardly necessary to repeat that school lunches should be packed as neatly as possible, in clean, well-ventilated containers. Paper napkins, waxed paper, paper cups and jelly glasses are part of the school lunch equipment. Paper plates, spoons, and forks are inexpensive, and can be discarded after lunch.

I had a request early this week from a mother who wants a list of the six foods which should be represented in the daily diet of a growing child. Here's the list-- write it if you like. The six foods which should be represented in the diet of a growing child:

First, there's milk. At least a pint a day, and more if the child wants it.

Second, eggs, meat, or fish.

Third, fruit. Fresh fruit is best. When fresh fruit cannot be obtained, dried fruit may be used at one meal, and either a little tomato juice or a raw green vegetable, such as lettuce, in another meal.

Fourth, foods which provide some "roughage," or foods which have enough bulk to prevent constipation. "Roughage" is supplied by vegetables and fruits and wholegrain cereals.



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Fifth, at one meal there should be a vegetable other than potatoes.

Sixth, butter or cream.

Before planning your spring lunch box menus, make a list of the foods your child eats, and see if all six of these different kinds of foods are included, each day: Milk; eggs; meat or fish; vegetables; fruit; whole-grain cereals; and butter or cream.

Now you may write the recipe for Nut Bread, made with yeast. It is particularly good for lunch box sandwiches. Eight ingredients, for Nut Bread made with yeast:

4 cups flour	1 cup chopped walnut meats
1-1/2 teaspoons salt	1/2 to 1 yeast cake
2-1/3 tablespoons fat	1 cup potato water
2 tablespoons sugar	3/4 cup riced potato

Please check the eight ingredients for Nut Bread, while I repeat them:  
(Repeat)

Mix 3-1/2 cups of the flour with the nuts. Dissolve the yeast in 1/4 cup of the lukewarm potato water. If the dough is to stand overnight use 1/2 cake of yeast. If the dough is made for quick rising, use 1 cake yeast. To the remainder of the liquid add the salt, potatoes, sugar, and fat. Then stir in gradually the nuts and flour, add the yeast, and knead the dough until elastic. Add the remaining 1/2 cup of flour if necessary. Place the dough in a lightly greased bowl and grease the surface of the dough. Cover tightly and keep in a warm place until the dough has doubled in bulk. Knead the dough lightly, form into a loaf, put it in a greased bread pan, and press the dough with the knuckles to force it into the corners. Cover, and again put in a warm place to rise until double in bulk. Place in a hot oven (about 400° F.) and after 20 minutes reduce the temperature to 375° F. In all, bake the bread for 45 to 60 minutes. Cool thoroughly before storing.

Now do you have time to write a menu? This is one of the Menu Specialist's dinners, so you know it will be good: Boiled Ham; Scalloped Potatoes; Fried Apple Rings; Lettuce with Roquefort Cheese Dressing; and Washington Pie. You will find the recipes for Scalloped Potatoes and Washington Pie in the Radio Cookbook. And the Roquefort Cheese Dressing, for the lettuce salad, is nothing but French dressing, with bits of Roquefort cheese added to it.

To repeat the menu: Boiled Ham; Scalloped Potatoes; Fried Apple Rings; Lettuce with Roquefort Cheese; and Washington Pie.

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