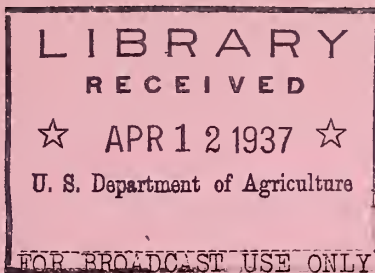


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HOUSEKEEPERS' CHAT



Monday, April 12, 1937

Subject: "ARE YOU AN INTELLIGENT SALMON-CONSUMER?" Facts about salmon from the Federal Food and Drug Administration, U. S. Department of Agriculture.

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Today's report from Washington begins with a society item:

"The Home Economics Association of the District of Columbia held its regular monthly dinner meeting last night at the Y.W.C.A. After dinner, members of the Association were entertained and instructed by men and women who are leaders in the consumer movement. Mr. Hadsell, former principal of the high school in Hiram, Ohio, told us about his students and their keen interest in comparing the value and cost of such everyday products as breakfast foods, canned goods, cosmetics, and -- this was of vital interest to one young man -- trombone slide oil. The boys and girls of Hiram high school made their own tests of many widely advertised products, and found out for themselves whether they were getting their money's worth.

"Ruth O'Brien, Chief of the Division of Textiles and Clothing of the Federal Bureau of Home Economics, presided, and distributed so-called examination papers, prepared by the Program Committee, entitled: 'Are You An Intelligent Consumer?' The prize for the best paper to be a free dinner at the next monthly meeting.

"And now," continues our Washington correspondent, "let me quote one or two questions from our examination papers, so you can get an idea of what an intelligent consumer is supposed to know.

"First -- Is a heavy all wool blanket always warmer than a light one?
Answer: It is not.

"Second question -- A legal standard of identity has been established for which one of these foods: Marmalade, mayonnaise, preserves, butter, canned corn." If you are a regular listener to this series of Food and Drug talks you'll know the answer. . . . The correct answer is butter. In conformity with an Act of Congress approved in 1923, butter must contain not less than eighty percent by weight of milk fat.

"Now some of you intelligent consumers may know about the United States Department of Agriculture definitions and standards for marmalade, mayonnaise, and preserves. Yes, you're right. Definitions have been formulated for these and many other food products, but they are not legal standards.

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"Well, these are only two of the twenty questions put to us last night, and if Your Correspondent wins a free dinner from the Department of Agriculture because of her superior intelligence, but because her work with the Federal Food and Drug Administration keeps her informed on subjects of interest to consumers."

And now, homemakers, I'm going to read a list of questions, compiled by our official reporter, entitled, 'Are You An Intelligent Salmon-Consumer?' See how many you can answer.

First question: Did the Federal Food and Drug Administration have to take action against canned salmon during the fiscal year 1936? Yes -- Federal officials seized 145 consignments of canned salmon, representing 294,000 cases of the 1935 pack. However, the total pack for 1935 was more than 6 million cases, which indicates that the amount open to objection was only a drop in the bucket.

Second question: Is there any excuse for canning unwholesome salmon? The answer, from the annual report of Mr. Campbell, Chief of the Food and Drug Administration: "The Food and Drug Administration refuses to recognize that there is any excuse for this retrograde movement in an industry. . . which has been more forcibly impressed than perhaps any other with the need for maintaining the most rigid manufacturing control."

Third question: What information can you expect to find on a can of salmon? You can always find the quantity of contents. You can usually find the species name of the salmon.

Fourth question: What are the five different kinds of salmon? Chinook, Red Salmon or Sockeye, Coho, Pink Salmon, Chum, or Keta.

Fifth question: Can you describe each one briefly? Chinook is the largest of all the salmons, and very rich in oil. Red Salmon or Sockeye is well adapted to salads, where "eye appeal" counts. Coho, usually costing less than the two varieties just mentioned, is an excellent all-purpose fish. Pink salmon ranges from a light to a deep pink color, and because it is so plentiful, the price is relatively low. Chum or Keta (K-e-t-a) is the cheapest, and delicious in salmon loaf and salmon chowder, salmon patties or croquettes, salmon and potato cakes, or with creamed peas, on slices of crisp toast. . . . But what have we here? A recipe exchange? We haven't concluded our examination yet.

Here's another question: What are the standard sizes for canned salmon? The answer: One-pound tall cans, one-pound flat cans, and one-half pound flat cans. Can you tell how much meat is in the can, before you buy? Certainly, if you read the label.

That's all of today's report, and now, just to show you that I'm a most intelligent salmon-consumer, I'm going to have salmon souffle for supper tonight. French salmon souffle, by way of the Extension Division of Purdue University. A French salmon souffle is made of two cups of canned salmon and a half a cup of bread crumbs, half a cup of milk, and three eggs. Heat the bread crumbs in the milk for five minutes. Add the salmon, flaked, and the well-beaten egg yolks, salt and pepper and paprika. Fold in the stiffly beaten egg whites. Pour into a buttered baking dish, set into a pan of hot water, and bake in a moderate oven until the souffle is set.

Now there's a dish that any intelligent salmon-consumer will be glad to consume.
