

Let's Go A-Marketing

With Winifred Worth

WATERMELON TIME.

ALTHOUGH it is said that the small boy who steals his watermelon from the patch enjoys it the best, the housewife who goes to market for hers would find it equally delicious—if she would select it with equal care!

For the watermelon is a fruit which is relished by all ages everywhere, provided only that its flesh is ripe and its sweetened water well flavored. But the housewife cannot go about in the store ruthlessly "sampling" melon after melon as the boy in the patch does. Even "plugging" a single melon, that is, cutting a small cube from it—the old, and, of course, perfectly sure test for a good watermelon—is forbidden in most fruit and grocery stores today; and rightly, since the practice despoils the fruit for other buyers.

However, there are certain other ways, almost equally efficacious, by which the housewife can eliminate the element of chance in watermelon selection.

"Gambling on Melons a Bygone Pastime.

Now, although the housewife of not so long ago occasionally took all the trouble and expense of chilling and preparing an untested melon, only to find, when it was cut open, that the fruit was unripe or of poor quality, the housewife of today seldom "gambles" on her melons.

One of the simplest guides by which she makes sure the fruit is good is merely snapping the fruit in the center with the finger. If it gives forth a clear, hard, distinct sound, it is green. But if the sound is dull, the chances are that the melon is ripe.

Another somewhat similar test is to press the sides of the fruit together and to listen for the crisp sound, like that of celery being broken, which indicates a sound, ripe melon.

Still another test is to put the melon on its back with the whitest part up, and then, on the very lightest part, to scratch the skin with the fingernail. Tender skin, and a rind that is firm under the pressure of the finger, indicates a good melon.

If you do try the plugging test, remember that brittle flesh, with few fibres, is the sign of quality.

Do You Live "Where the Watermelon Grows?"

If you happen to live in a neighborhood where watermelons grow, you will find the thin-rind types desirable. But if, as is more likely, you live where the melons must be shipped to you, you will do best to select thick rind ones, since the chances are that they have "stood up" best under transportation.

You may see some yellow-fleshed melons on the market.

Aside from their distinctively colored flesh, they are practically the same, in all their qualities, as the pink-fleshed melons.

"Water" Melon Is Right

The watermelon is no misnomer, for its composition is 92.4 per cent water! It contains a little protein, a little ether extract, a little ash, a little carbohydrate, but it is, on the whole, relatively low in caloric value, yielding only 140 calories to the pound.

However, the main virtue of the watermelon which makes you buy the fruit is not its nutriment, but its flavor and its refreshing effect.

"The Love Apple"

Far from looking upon the tomato as an ornamental but poisonous "love apple," as your great-grandmother may have, you probably recognize the fruit as one of the most desirable, from every standpoint, with which your grocer can tempt you. For the tomato is now known as one of those ideal foods which satisfy, at the same time, the gastronomic sense and the requirements of the physician.

Now, since the healthful qualities of tomatoes are present, regardless of how they are prepared, it will pay you, especially if you have a large family, to buy your tomatoes by the basket. You should keep them in a dry, cool place, and should look them over daily, selecting the large, firm ones each time, for slicing raw; the medium sized ones for baking or frying, and the small ones for stewing or for using in sauces. You can even use soft tomatoes, provided, of course, that they are safely this side of the spoiled stage, for soup-making. You can often buy such tomatoes at a low price, too.

Remember, Tomatoes Are "Two-Faced"

But do not buy your baskets of tomatoes just because they look well-filled, and because the upper surfaces of the fruit are of smooth texture and bright color.

For, quite often when the top of a tomato is of lovely, even color, is perfectly ripe and free from all blemishes, you will discover, by turning it over, that there are huge cracks and hard, green places on its under side. See that your tomatoes are well-ripened, but of course, not over-ripened, if you intend them for immediate consumption. The best tomato, whether green or ripe, is perfectly smooth, and free from blemishes.

Doctors "Tumble" for Tomatoes

You have the doctor's sanction when you buy tomatoes.

In the first place, tomatoes have all the vitamins, and, further, they have more of them than any other fruit or vegetable has! From four to six ounces of tomatoes daily is a sufficient quantity to supply the average person with all the vitamins. Tomato juice, like the much-heralded orange juice, stimulates body growth, and so is particularly valuable for children. It is becoming more and more frequently used in infant diets.

The food value of tomatoes, too, is far from negligible, and they are especially rich in tissue building material. Government authorities quote tomatoes as being exceedingly rich in protein—it is said that the fruit has more protein than many rich soups, more than most fruits and vegetables, and nearly half as much as canned corn. It has more iron even than milk and eggs, and many fruits, and is especially rich in potash salts.

How They Get That "Tomato Flavor"

The well-known acidity of tomatoes makes them especially valuable, from the standpoint of taste as well as health. It lends them that characteristic "tomato flavor" which makes the fruit so palatable and refreshing. The tomato acids are malic acid, the same as that found in apples; citric acid, like that of lemons, and phosphoric acid. Citric acid



is generally antiseptic, and particularly beneficial for the kidneys. Phosphoric acid is recommended for all sorts of nervous diseases, and for neuralgia.

Since the benefits of tomatoes are obtainable in canned and dried forms as well as in fresh, the housewife is wise to buy them at all times, regardless of season.

Corn-on-the-Cob

No one should mind being called "corn-fed"—at least when fresh "sweet corn" is in season.

For "sweet corn" is one of the most appetizing and important of all our summer vegetables, and belongs to the "big three" in the vegetable world—aspargus, green peas and corn.

"Sweet corn" is characterized by a wrinkled, partly transparent appearance when it is dry. It may be cut for "green corn," or it may be allowed to mature. You can tell the fully ripened ears, in most kinds of corn, by the brown appearance of the kernels.

If you get it too old, the hulls will be tough, the grains straw-colored and the juice thick and gluey, instead of milky. On the other hand, too young corn is mostly water, so you should see that the kernels of the green corn you buy have reached full maturity.

In general, choose ears with brown silk, and those whose full-developed kernels yield freely a milky substance, when you press them with your thumb nail. Short, thick ears and fresh-looking, green, tender husks are desirable.

In successful seasons, home-grown green corn is on the market about the middle of July. You can buy excellent corn until as late as, sometimes later than, the middle of October. You will find numerous kinds on the market.

Count 'Em Over.

There is, first of all, "Golden Bantam," which has held the championship among corns for

so long that it is considered standard for early corn. "Country Gentleman" has a similar rank among the later corns. "Evergreen," too, is esteemed.

"Black Mexican" is a delicious corn which is not, however, as popular as it should be—all because of a "color prejudice." The sweetness of this corn is unexcelled, but its harmless, and, of course, quite tasteless color, has made the average person class it as "field corn." When very green, this corn is as white as any other. But at the time when it is best for eating, it becomes partly purple. The mature ear is quite black.

"Early Malcolm" is an excellent corn which has the advantage of opening the corn season.

Corn on the Cob

"Corn on the cob" is delicious—but if you object to the more or less unesthetic effect of its consumption at the family dinner table, you can cut the kernels off without changing the flavor.

In any case, first take off the husk and every particle of silk.

Then cook your corn in boiling, unsalted water. Five to 10 minutes should suffice to cook the milk so that it will not flow from the corn when you pierce it with a fork—that means the corn is "done." Undercooking gives it an unattractive raw taste, and overcooking hardens it and detracts from its flavor. No amount of boiling will make tough corn tender and you're not trying to cook the cob.

Since green corn deteriorates quickly, cook it as soon as possible after you bring it home from the store. To keep it not only means to lose much of its sweetness and flavor, but to render it more difficult of digestion.

What's in an Ear o' Corn?

Protein content is nearly as high in corn as it is in wheat and oats, and food also has a large amount of fat and oil. Its main content, however, is starch—an extremely good quality of starch. The starch content is about the same as that of wheat.

The nourishing qualities of corn, as well as the readiness with which it is digested, give it its place as a "health food."

Chicken a la King

- 1 cup chicken fat
- 1 cup butter
- 1/2 cup corn starch
- 1 quart chicken stock
- 1 quart hot milk
- 1/2 tablespoon salt
- 1 pint cream
- 2 quarts chicken
- 1/2 pound fresh mushrooms
- 1 pint pimiento
- 8 egg yolks

Melt the chicken fat and butter, add corn starch, and when well mixed pour on the chicken stock. When beginning to boil, add the milk and cream. Stir constantly and carefully until thickened, then cook over water one-half hour, stirring occasionally. Add the chicken (cooked and cut in small pieces), the mushrooms (peeled and sliced) and the pimiento (cut in strips). When thoroughly heated, add the beaten egg yolks and salt. Add more salt if desired.

Fruit Punch

- 1 quart fresh pineapple juice
- 1 quart lemon juice
- 1 quart orange juice
- 1 quart white grape juice
- 2 quarts black tea infusion
- 5 quarts water
- 2 pounds sugar
- 1 quart red fruit juice or gingerale.

Make a sirup of the sugar and one quart of the water and let cool. Extract the fruit juices and strain. Combine the ingredients and let stand several hours in the icebox. If gingerale is used, it is added just before serving so as not to lose its sparkle. Serve the punch well iced.

Washed sprigs of mint or borage may be added to the contents of the punchbowl if desired. If borage is not obtainable, some cucumber parings will give a similar flavor.

Better Blackberry or Raspberry Jam Easily Made in 15 Minutes

Tastes Better—Looks Better—Costs Less and Never Fails.

By ANN PROCTOR

Everyone who likes fresh berry pie or preserves will love good blackberry or raspberry jam. Particularly when all the flavor of ripe blackberries or raspberries is preserved in the jam. Until now, however, an expert was required to make them, and they have been expensive. CERTO, the natural "jell" making property of fruit, has solved the problem so that everyone can make and eat a lot of these delicious preserves.

To make blackberry or raspberry jam by the quick and easy CERTO method, follow this simple recipe:

Crush about 2 quarts ripe berries in separate portions, so that each berry is mashed. This allows fruit to quickly absorb the sugar during the short boil. Measure 4 level cups (2 lbs.) crushed berries into large kettle, add 7 level cups (3 lbs.) sugar and mix well. Use hottest fire and stir constantly before and while boiling. Boil hard for one full minute, remove from fire and stir in 1/4 bottle (scant 1/2 cup) CERTO. From time jam is taken off fire allow to stand not over 5 minutes by the clock, before pouring. In the meantime, skim, and stir occasionally to cool slightly. Then pour quickly.

Use same recipe for strawberry or loganberry jam. This CERTO process banishes all the guess work or worry, as perfect

results are certain when a simple recipe is followed. Unlike the old method "pound for pound" mixture boiled for thirty or more minutes, with considerable juice and flavor of the fruit being boiled away, the economical CERTO method requires only one minute's boiling and thereby saves the juice to make one-half more jam. That's the only reason why more sugar is used with CERTO.

CERTO is a pure fruit product—contains no gelatine or preservative. CERTO positively saves time, fruit, flavor and guess work. It makes all kinds of jams and jellies—some you have never tasted before. CERTO is highly endorsed by national authorities and local cooking experts. Every woman who tries it recommends it to her friends and says she'll never be without it. Over seven million bottles were used last year.

The above recipe and nearly 160 other jams, jellies and marmalades are in the CERTO Book of Recipes which is enclosed with every bottle of CERTO. Get a bottle of CERTO from your grocer right away. Start the new—the sure, quick, economical way of making jams and jellies that keep indefinitely. You'll never return to the old "hit or miss" method. Make plenty of blackberry or raspberry jam this year—no home ever has too much.

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In Bottles Only
Half Pint... 50c
Pt. 75c Qt. \$1.25
Trial Spray Free
Hand Sprayer... 40c
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Developed at America's
Foremost Industrial
Research Institute.

Kills 'Em Dead

