



Oleomargarine and the Food Budget

By MARTHA LOGAN

ECONOMY is a word, so far as housewives know it, that is open to various interpretations. So many economical measures bear out the sentiment in the maxim, "Economy is a way of spending money without getting any fun out of it," that to be suspicious of the term is natural.

However, the economy with which this article deals is what might be termed a "true economy" to distinguish it from those other kinds that you and I have always found so disagreeable.

The use of oleomargarine is not sufficiently understood. It would really make for increased satisfaction in your administration of the household budget to allow oleomargarine to relieve the burden of food expenditure.

Before you accept this fact you must be convinced of certain things.

What Oleomargarine Is

You must be sure you are eating a product of unquestioned wholesomeness. You must, even before you try this program of economy which I am about to suggest, be convinced that oleomargarine as it is now prepared is a DELICIOUS spread for bread. I am assuming that you have not recently placed one of the meritorious brands of this food on the table for most critical inspection.

I am about to tell you certain facts about this product and its making that I am sure will interest you.

Oleomargarine is made from animal and vegetable oils. These are not mysterious elements. You have in your kitchen now the equivalent of every one of these wholesome products of American farms. The delicious fat on your roast, for example. The salad oil, which perhaps you use. You serve these constantly and are readily familiar with their wholesomeness and palatability. The fats used in oleomargarine making are of like goodness. They are churned with milk product, and in the case of some brands of oleomargarine butter of the highest quality is added.

The animal oils used are from animals selected under government supervision. This inspection by the United States government continues during the preparation of the oils and throughout the manufacture of oleomargarine and is so stamped on the carton. This is your guarantee that the product contained in that carton is wholesome and clean.

How Oleomargarine Ranks as a Food

That is our first concern, wholesomeness, isn't it? Next, we wish to be assured that oleomargarine IS a food—has real food value.

These definite statements, well authenticated, can be given you. Oleomargarine is equal in energy value—the calory measure—to ANY spread for bread. It equals ANY spread for bread in its ease of digestion. Science has not succeeded as yet in completing its study of vitamins in foods and this subject is not fully understood. However, vitamins are acknowledged in beef fats, milk and butter. It is therefore evident that any product made from these materials must also contain vitamins. This is a question of no practical concern, however, as housewives are assured that fat soluble A vitamin is present in a number of foods commonly served on our tables each day, and the average diversified diet of the American family most certainly includes this valuable vitamin.

It Has a Tempting Flavor

We now come to the human factor in the selection of food. Oleomargarine is clean, wholesome and has true food value. It must have, as well, a pleasing color and flavor. This factor is the most significant one in its purchase. The reason that oleomargarine has attained the volume of distribution that it has is due, in a large measure, to the fact that it IS delicious to eat and attractive in appearance. It can be served fresh from the carton without any addition of coloring matter. It pleases the eye as well as the sense of taste.

Oleomargarine is indispensable in the kitchen, used for cooking and baking. Its results here are pretty widely known and need no particular comment.

Types of Oleomargarine

There are three different kinds of oleomargarine:

You may purchase it in attractive natural color—the color you like to serve on your table. This is a product made from combined animal and vegetable oils previously described.

Then there is a like product excepting that the color is white or nearly so. With this product you are entitled to color globules at the time of purchase so that you may color it to suit your needs.

Then there is a nut margarine, made entirely from vegetable oils. This is generally a white product.

The natural color oleomargarine, first described, in which there is a blend of animal and vegetable oils, is delicious in flavor and probably the most popular on account of the fact that it is ready to use without the addition of coloring. It can be obtained in one-pound cartons, and when served looks just as good as it tastes. However, the nut margarines that require coloring have an appeal to some not only because of their flavor, but because of the fact of their entire vegetable origin.

I have purposely made this a practical talk, avoiding the extremely interesting history which surrounds the first discovery and use of oleomargarine. It was, briefly, a food developed by a scientist named Mege Mouriés, in France, in the reign of Napoleon III. Since those early '70s its preparation has been perfected to such an extent that it is now used all over the world. A number of foreign countries have been quick to see its advantages, while we, in the United States, have seen it grow more gradually into general use.

There is no question that oleomargarine, purely on its own merits as a food, should be considered by every housewife in her household economy. There is considerable opportunity for saving on the grocery bill by this application of true thrift on your part, without, as I have tried to point out, any lowering of your table standards.

Try These Recipes

In these few recipes an attempt has been made to indicate how versatile oleomargarine is in cookery.

Hard Sauce

1/2 cup oleomargarine, 1 cup powdered sugar, 1/2 teaspoon flavoring, 1 1/2 tablespoons milk.

Cream the oleomargarine, add the flavoring. Beat the sugar with the creamed oleomargarine gradually until thoroughly blended. Blend the milk with the sauce very carefully.

Cocoanut Marshmallow Cake

1 1/4 cups sugar, 1/2 cup oleomargarine, 1 egg and 2 egg yolks, 3 cups flour, 3/4 teaspoon baking powder, 1/2 teaspoon salt, 1 1/4 cups milk.

Cream oleomargarine with sugar, add the three egg yolks unbeaten and beat all together well. Mix dry ingredients, add them alternately to the first mixture with the milk. Beat the egg white stiff and fold it in carefully. Bake in three greased layer tins in a moderate oven about 15 or 20 minutes. Fill and ice cake with a marshmallow frosting.

Spicy Nut Cookies

1/2 cup oleomargarine, 1 cup sugar, 1 egg, 5 tablespoons milk, 1/2 cup seedless raisins, 1 1/2 cups flour, 1/2 teaspoon baking powder, 1/4 teaspoon cloves, 3 teaspoons cinnamon, 1/2 cup chopped nuts.

Cream oleomargarine, add sugar slowly and cream them both well. Break egg into mixture and beat well for two minutes. Mix dry ingredients and add them alternately to first mixture with the milk. Stir in the nuts and raisins last of all and drop the dough from a small spoon onto a well-floured cookie sheet. These cookies will spread a little when they first start to bake; let them bake about 15 minutes in a hot oven. This amount will make about 30 small cookies, or 20 large ones.

Chocolate Cream Frosting

1/2 cup oleomargarine, 2 cups powdered sugar, 3 oz. melted chocolate.

Cream oleomargarine and sugar; add melted chocolate. Flavor with vanilla. Spread on the cake.



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