

B. C. ELECTRIC

HOME SERVICE NEWS

PROMOTING BETTER LIVING

Vol. 15

SEPTEMBER, 1941

No. 4



"Preserving is Conserving."

*JEAN MUTCH SWINGS IT WITH CANNED FRUITS,
PICKLES, RELISHES, CONSERVES IN A*

Jam Session

Just a year ago in "Home Service News," we appealed to Vancouver's army of housewives to swell the war effort on the home front and save by serving home-made jams and jellies throughout the year. Now another year has rolled around—a year in which Canadians have come to realize more fully the implications of "war effort." Women have learned to play their part . . . during the year they have knitted socks for sailors and service men . . . enrolled for home nursing and first aid courses . . . raised funds and collected up everything from old coffee-pots to useless clothing, burlap, brass, buttons—an endless list! In Vancouver there are over 11,000 women volunteers who contribute their efforts through the local Red Cross groups alone—and the total of their achievements is staggering! Not the least of women's duties are achieved at home, however, in keeping up family morale, and by the successful completion of all the various home-maker tasks, or "kitchen fatigues." Now once again, it's time for a jam session! It's a duty, girls. We realize the necessity of utilising to the last degree every last bit of fruit and vegetables, and we should definitely see that nothing is wasted. Besides, this is one duty from which every housewife reaps a rich reward . . . there are few sights more gratifying to her housewifely pride than the appearance of a well-stocked preserve cupboard. Preserving is one of the more enjoyable of the major tasks . . . with the pleasant odor in the kitchen of pickles, jams and jellies in the making . . . and the pleasant vision of winter meals ahead, to be made more interesting by some new relish or conserve or jelly. There's no stint of sugar—so you can go ahead and really fill those shelves. It's grand insurance against home emergencies and being caught short when unexpected guests arrive . . . it's a short-cut to thrift with all the satisfaction that stretching the food dollar entails . . . and in 1941, when your country has called on you to "save by conserving" this year, it's a service stripe for your rolled-up sleeve.





HOME PRESERVERS' HANDBOOK

If you want a concise, useful booklet of carefully tested preserving recipes, with full instructions for making jams, jellies, marmalades, pickled fruits, butters, relishes and canned vegetables, call or phone B. C. Electric's Home Service department. Our Home Preservers' Handbook, compiled by Jean E. Mutch, tells you all about preserving.

IT'S FREE

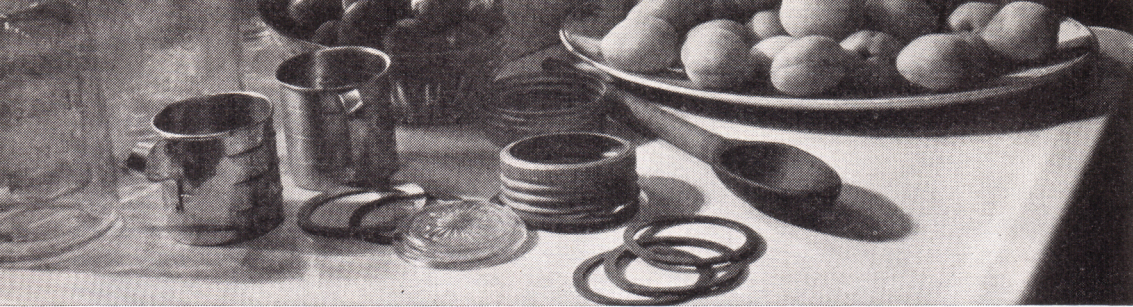
The most difficult thing about preserving is the weather. Are you one of those who look back at the canning season as a time of sweltering work in a hot kitchen? Perhaps it was in your mother's kitchen, and you got away from it as fast as you could. Jam, jelly-making and pickling necessarily come at the hottest time of the year, when the fruits are ripe, and in mother's time that could mean some mighty hot kitchens!

That was back in the old days of coal and wood ranges, which gave off so much heat, required continual stoking with its attendant chores of coal and wood getting, removal of dirt and ashes; and they had no oven heat control, no way of accurately controlling the surface heat. What was worst of all—they threw so much heat outwards, in conjunction with the steam from the old-fashioned wash boiler that was pressed into service for processing canned foods, that the kitchen would be almost unbearable on those hot August mornings.

No wonder you began to pass up the canning and simply reached for the can opener. But with modern automatic ranges, the uncomfortable aspect of preserving has been largely eliminated.

Now we have new methods . . . modern electric and gas ranges are heavily insulated to keep the heat inside, popular oven canning enables you to chase the heat successfully by canning right inside the oven so that no steam escapes. There, sterilizing of jars can be carried out in the same manner. Even surface canning will not be a heat-provoking process when you work on a cool automatic range.

Select fresh, firm, sound fruits and vegetables, picked if possible the day they are to be canned. More about canning and preserving will be found on the following recipe page . . . try these recipes on your modern automatic range and see just how pleasant the preserving season can be.



Preserving is Conserving

By JEAN E. MUTCH, B. C. Electric Home Service Director

A recent joint statement by the Department of Agriculture and the Wartime Prices and Trade Board urged Canadian housewives to adopt the motto: "Save by conserving." We quote: "Housewives are urged not to let fruit and vegetables waste by failure to preserve or store them. Lack of adequate rainfall has reduced early crops with the result that the most efficient use must be made of the new crops."

Such crisp instructions from Ottawa will help to encourage even the novice to try her hand at preserves this year. It's your duty, girls! . . . and here are some tested recipes to start you off:

CANNING PEACHES

Immerse in boiling water or steam about 1 minute or just long enough to loosen the skin. Cold dip, peel, halve and pack. Cover with hot syrup to within $\frac{1}{2}$ inch from top of jar. For flavor, a peach pit may be added to each quart of syrup. Only partly seal glass topped jars. Screw metal tops down firmly tight. Processing period in oven 45 minutes. Processing period in water bath 20 minutes at a full boil. Remove from range and completely seal glass tops. Do not tighten or invert metal topped jars. The seal is being made during the cooling, so be very careful not to jar the tops during this period.

PEARS

Peel, halve and core. If of the very hard variety cook for 4 to 8 minutes in syrup before packing in jars and filling with the hot syrup. Otherwise pack in jars without pre-cooking. Pears may be canned with their skins on. The flavor is good, but the appearance not quite so good. When boiling syrup for pears add a slice or two of lemon and a piece of ginger root. Remove these before pouring syrup over pears. Follow directions for filling, sealing and processing outlined above.

To prevent peaches and pears from discolored while standing, drop the peeled fruit into a dish of cold water to which a little salt has been added. Do not attempt to do too many jars at one time. Do not under-process. For oven canning we use a tem-

perature of 275° F. (Use no top heat, not even to heat the oven). Arrange jars in a shallow pan not touching each other. Put 1 inch of hot water in the pan. It is a good idea to bring your oven up to 300 or 315, then when the jars are in the oven, turn the control back to 275° F. Thus you have made allowance for heat lost while you were arranging the jars in the oven.

SWEET MUSTARD PICKLES

- | | |
|---|-------------------------------|
| 1 cauliflower broken in flowerets | 1 qt. large cucumbers chopped |
| 1 qt. small cucumbers whole or cut in two | 1 qt. large onions chopped |
| 3 green peppers chopped | 1 qt. small whole onions |
| | 3 red peppers chopped |

Cover with hot brine and leave over night (Use 1 cup coarse salt to 3 quarts water). In the morning drain. Mix together 5 cups sugar, $1\frac{1}{2}$ cups water and $4\frac{1}{2}$ cups vinegar, $\frac{1}{4}$ oz. celery seed, $\frac{1}{4}$ oz. mustard seed. Add vegetables and let come to a boil. In the meantime make the following:

$\frac{3}{4}$ cup flour $\frac{1}{4}$ cup mustard 1 tbsp. tumeric

Add enough vinegar to make a smooth paste and pour over vegetables. Stir well and let come to the boil. Seal in sterilized jars.

BEET RELISH

- | | |
|---------------------------------|------------------------------------|
| 1 qt. raw cabbage chopped | 2 cups brown sugar |
| 1 qt. cooked beets chopped | 1 tbsp. salt |
| 1 cup grated horse-radish (dry) | 1 tsp. black pepper |
| | $\frac{1}{4}$ tsp. cayenne (scant) |
| | 2 cups vinegar |

Pack vegetables in sterilized jars. Cover with boiling hot spiced vinegar syrup and seal.

CANTALOUPE CONSERVE

Peel and remove seeds and measure the pulp from 6 medium sized cantaloupes. Measure an equal quantity of sugar. Add 1 number 2 tin grated pineapple and the juice and grated rind of 1 orange and 1 lemon to the cantaloupes. Boil gently for 1 to $1\frac{1}{4}$ hours. Stir with a wooden spoon. Add sugar and stir until dissolved and boil 10 to 15 minutes longer. Bottle in sterilized jars and seal.



OF COURSE *we're going to the* **FAIR**

We're going for the fun . . . the merry-go-round and the ferris wheel and the giant dipper! For the pink sugar candy—and to see the sights! We're going to make a grand tour of the grounds, tasting samples and picking up booklets like mad! . . . not missing a single thing! It's Vancouver's own Pacific Exhibition—and it's going to be better than ever this year!

B. C. Electric is going to the fair officially, with two big displays . . . one, a snappy presentation of the domestic uses of electricity and gas . . . the other, the Farm Power Show.

The main booth will be decorated in red, white and blue, in keeping with the patriotic theme of the whole exhibition . . . with a huge globe for a centrepiece, showing a map of the world surmounted by a battery of flags. Twin living rooms by David Spencer Ltd. will present the Before and After picture of home lighting, bad (very bad!) lighting contrasted with good (correct!) lighting, with an accompanying sound track that is sure to rivet the attention of the crowds.

In the refrigeration section you will see how much can be packed into an electric refrigerator . . . the demonstrators will show you how to do it, and you'll be amazed at the tremendous amount of food that can be scientifically tucked in. Booklets here, too—everything you need to know about your Refrij!

The girls in the Home Lighting booth—we call them Home Lighting Advisors—will explain proper lighting . . . at the Kitchen Planning desk learn how to plan a modern kitchen or remodel your old one. See the newest electric ranges, too!

Lighting displays will include a section devoted to the very newest in portable lamps and indirect lighting fixtures, and also a display of fluorescent lighting showing some of the new units such as are now in use at the new Boeing factory and other plants.

A CP gas range demonstration will take gas through various stages—from a glass gas meter (you can see how it works!) on until it enters a CP range, when we will show you just why cooking on these marvellous gas ranges is such a thrill.

Just east of the Manufacturers' building you'll spot the Farm Power show's pavilion . . . its famous rooster newly painted with all-white plumage, looking down from its pylon on the crowds streaming by below. Here is the Farm Kitchen with a home canning demonstration . . . a display of representative electrical equipment, for irrigation and all phases of farm business . . . and a special novelty feature starring real ducks and pigs dressed in Disney-like costumes for your entertainment.

So put these exhibits on your list of "must see's" . . . and come to the Fair! Starts August 25 at Hastings Park.



Odds and Ends

AWARD

Regular readers of "Home Service News" will, we hope, be pleased to hear that this magazine has been awarded an important prize by the Public Utilities Advertising association, a department of the Advertising Federation of America.

This organization conducts an annual competition among public utility companies throughout Canada and the United States for excellence in advertising. Each year all utility companies belonging to the association send to the convention all their material to be judged by such well-known personalities in the advertising world as Tony Sarg, famous illustrator and painter; Harry Rohs, public utilities editor, "Wall Street Journal"; Herbert S. Downes, advertising manager of the American Locomotive company, and many others.

The Publicity department of the B. C. Electric has been honored in the past with a total of 15 various advertising awards won in the past eight years . . . but this year "Home Service News," for the first time, won first prize in the regional competition, which includes British Columbia, California, Idaho, Nevada, Oregon and Washington, under the classification of bill enclosures, residential customer's section.

We hope you're all as pleased as we are, and we'll aim at getting it again next year.

HOW'S YOUR LAWN?

One thing that will bring a burnt lawn back quicker than anything else is Sulphate of Ammonia.

After the recent heat wave you may be discouraged . . . for color is everything in a garden, and listless yellowish plants or faded grass that cannot make up their minds whether to live wearily on or fade, are always an eyesore. That vivid green, either in flowers, plants or lawn, can be brought back by the nourishment of nitrogen. . . . B. C. Electric Sulphate of Ammonia contains such a high percentage of soluble nitrogen that it is extremely valuable in promoting the growth of the plant life and increasing the productivity of the soil.

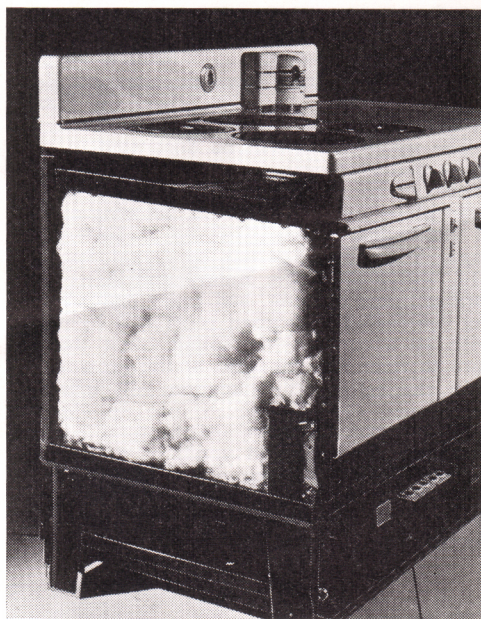
To achieve good effects with lawns, flowers or vegetables, repeated applications of Sulphate of Ammonia, in strict accordance with the printed instructions issued with every shipment, will produce quick, astonishing results in luxuriant growth and coloring. Buy a 10-lb. sack for 60 cents, in all B. C. Electric showrooms.

TRY ONE OF THESE!

It's wonderful what a variety of summer menus you can prepare that can be cooked on a cool electric hotplate! For instance, try fluffy omelet filled with mushrooms, with buttered new peas and carrots; red pepper jam; crusty rolls; vanilla ice cream with hot rhubarb and strawberry topping; coffee . . . sound good? Bet you didn't realize you could cook all that without lighting a fire—with the help of a two-burner hotplate which simply plugs in!

Here's another: Pan broiled steak, new potatoes, buttered beets, creamed vegetable marrow; mustard pickles; fresh mixed vegetable salad bowl; orange, ginger and tapioca cream; coffee . . . whew! To do this one comfortably you need one of those three-cornered pans to cook the vegetables separately and at once. But all the rest is quite simple and convenient . . . when you've switched to cool electric cooking with a hotplate!

Try out these quick summer menus on 2-burner electric hotplate with one 3-heat switch, one single . . . smart cream enamel finish has color accents . . . the price, \$7.95. Easy terms.



ONE REASON for the efficiency of modern electric ranges . . . modern insulation! Here we show the insulation of the oven wall of a Moffat electric range . . . a big, fluffy blanket of spun glass which is wrapped completely around both oven and broiler—stops the heat from escaping!



Gas

AN EMPIRE FUEL

made from Island Coal

Great Britain's far-flung Empire has been built on the energy of its people, its trade and industry.

And while the fires of ambition or loyalty to home and country may have inspired the energy of those hardy pioneers in building the Empire, control of a constant supply of fuel was essential for the production of energy for factories, ships of merchant marine and navy, railroads and the home itself. Coal has been the Empire's greatest source of motive power, and with each new discovery of large deposits came the visions

of new opportunities for expansion of industry and new vital impetus to trade.

British Columbia, in strategic position on the lifeline of the Empire, has played an important part in Empire development with its deposits of high-grade coal; and gas, manufactured right here in our big plant at False Creek from Vancouver Island coal, is of particular significance to the people of British Columbia for the assistance it renders to this major B. C. industry.

Only high-grade specially washed Comox and Nanaimo-Wellington coals are purchased for the process, giving local coal-mining industry the benefit of between 75,000 and 100,000 tons of business annually. Mined on Vancouver Island, where it is dug out with undercutters on an endless belt system, the coal is loaded on dump cars to be carried up—rock, earth, lump, egg, slack—to the screening plant. There it is separated into different sizes, from pea down. It is carefully washed to a pre-determined ash content, then goes by rail to be shunted over in barges and dumped at the plant in False Creek.

Unloaded by electrically operated jib crane and discharged into a series of concrete blending bunkers the coal is baked in large ovens to drive off all volatile gases, leaving as residue the coke which you buy. The gas is put through various purification processes, then pumped into the big waterless gas holder which stands 250 feet high, holds 3,000,000 cubic feet of gas, and is a Vancouver landmark.



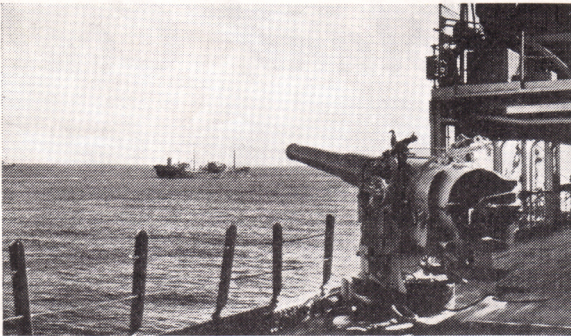
Illustrated News



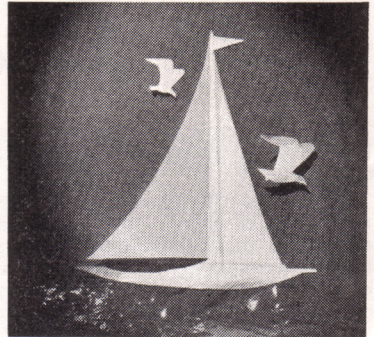
WHEN TIME IS PRECIOUS! Churchill says: "We cannot waste a week, a day, not even an hour" . . . that is why gas—the fastest fuel—is being used in ever-increasing quantities to help produce the Empire's war machines. Its speed and flexibility make it unsurpassed when time is precious . . . in B. C.'s new war industries gas is helping get orders completed ahead of schedule.



BOEING'S, SEA ISLAND—where great Catalina bombers are being built—is lighted at night with 420 mercury arcs, light from which here spills out of some of the plant's acres of windows. Boeing experts believe in Better Light for Better Sight, Faster Production.



BATTLE OF THE ATLANTIC. Supplies continue to flow across the seas guarded by the watchful guns of the convoys! Red Cross reports B. C. branches during past year shipped 900,000 articles overseas . . . Vancouver's 280 groups accounted for one-quarter of these! If you want to help, get in touch with your unit headquarters—or phone . . . find out how to play your part!



COOL AS A SEA BREEZE . . . the corner of our showrooms devoted to the latest in refrigeration! Here at "refrij headquarters" you'll see the new models on display . . . during the recent heat wave it was the most over-populated spot in town!



THE WHOLE TOWN'S WATCHING—or will be—when Vancouver's own Pacific Exhibition opens at Hastings Park. Be sure to see the "All Out for Victory" Parade on August 25, with bands of the army, navy and air force . . . A. R. P. and other civilian activity representations . . . industrial and commercial floats, all stressing the patriotic theme. B. C. Electric's float will compete for the grand prize. Let's see you there!



ALLARD DE RIDDER, who will conduct the Vancouver Symphony orchestra in two concerts to be held in Malkin Memorial Bowl, Stanley Park, August 10 and 24. Guest artists, John Beadell and Lila Saunier . . . Audry Mildmay Christie. B. C. Electric invites you to attend.