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Buy Cereals Wisely

Some Timesavers In Baking



Brown County State Fair Exhibit

Extension Service
South Dakota State College of Agriculture and Mechanic Arts
Brookings, South Dakota

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Buy Cereals Wisely

Some Timesavers in Baking

By

Susan Z. Wilder,
Extension Nutritionist.

The cereals have always been an important food. As different kinds of foods have become available they have taken a less important place though they are a staple article of diet today. In the more liberal diets they do not make up as great a proportion of the food as in the more restricted diets where they may make up 1/5 to 1/3 of the daily calorie requirements.

The cereals are carbohydrates. They contain some protein scattered throughout the kernel but the largest per cent is located in or near the outer covering of the grain. Oatmeal is the richest in protein. Mineral salts are also found in the outer covering. Some fat and vitamins are found in the germ. In the refined cereals the germ and outer covering are removed so that the resulting product is almost pure starch. While whole wheat products are a valuable food, they are deficient in mineral salts and vitamins. They have to be supplemented in an adequate diet with other foods, especially milk. Used with fruits, vegetables and milk, the grain products are a valuable addition to the diet.

Planning Before Buying

The homemaker will plan the menu ahead of time because she can make the greatest saving by buying staples in large amounts. She will include the foods that furnish the greatest nutritive value for the money spent.

She will visit the grocery stores frequently in her community and notice which ones are the most sanitary, whether the floors and show cases are clean and the fresh food protected from dust. She will check up on the staples. In the cereals she will find a wide range of grades and prices; in breakfast foods she can buy the raw, steamed or ready to serve; in white flour, the all-purpose, pastry and ready-mixed; in dark flours, graham, cornmeal, rye and buckwheat; in baked products, different kinds of crackers, breads, cookies and cakes.

She will examine the labels as to grade, net weight and price. She will compute the price per pound of package foods from the Cost-Weight Table. (Extension Service, Brookings, S. Dak.) She will buy in as large quantity as she can use and safely store before the goods deteriorate.

She will plan to buy a good grade of all-purpose flour and make bread, rolls and pastries at home. She will also plan to buy raw cereals from the mills, can wheat for breakfast food, buy the less expensive cereals, use left-over breakfast foods and bread in puddings, escalloped and other baked dishes.

She will make the acquaintance of the grocer.

She will check grocery purchases with scales at home.

She will then be in a position to buy more economically and the stores will be better able to meet her needs.

Package Buying

Most cereals are sealed in the package at the manufacturing plant. Very few stores carry bulk breakfast foods. To meet the demand for small amounts of flour, 3- and 10-pound sacks of bread flour are on the market. The smallest package costs at least 2 cents more a pound than the largest.

Package food is clean since it is put up by machinery. With ordinary care it will reach the consumer in excellent condition. It is easy to handle. It saves the grocer's time, as he does not have to measure each sale. It saves the homemaker's time when she is convinced that the manufacturer maintains a standard product. The container is a convenient storage receptacle.

The package is attractive and adds to the appearance and sanitary conditions of the modern grocery store. The old time grocery store used carelessly covered barrels and boxes.

According to law, the wrapper must bear a label giving the net weight and description of contents. The latter is not always clear cut. Sometimes it is misleading.

One grocer in a town of 4500 carries 29 kinds of package breakfast foods. One half of them cost 20 cents or more a pound. He reports that 85 per cent of his sales are in prepared breakfast foods. He sells very few raw cereals, which are the least expensive. The whole-grain breakfast foods supply the greatest amount of nutrients.

The packaged cereal costs more than the bulk in spite of large quantity production.

Cereals



This picture of packaged cereals illustrates some of the numerous types on sale at nearly all food stores.

Breakfast Foods Handled by a Grocer in Town of 4500

Name	Description	Weight	Cost
Pep	Bran flakes with other parts of wheat	10 oz.	
Cream of Wheat	Wheat easily digested	1 lb. 6 oz.	.25
Georgie Porgie	A rich source of vitamins A, B, D, E and G. Iron, copper and phosphorous.	1 lb. 14 oz.	.25
Malt O'Meal	Wheat cereal flavored with specially prepared toasted malt.	1 lb. 1 oz.	.25
Quick Mothers Oats	With china	3 lb.	.32
Shredded Wheat	100 per cent whole wheat	12 oz.	.15
Grape Nuts	Made of wheat and barley	12 oz.	.18
Wheat Cereal	Breakfast wheat cereal	1 lb. 12 oz.	.20
Rice Krispies	Flavored with malt, sugar and salt	6½ oz.	.15
Rolled Wheat	With all the bran	1 lb. 6 oz.	.25
Whole Wheat Flakes	Flavored with malt, sugar and salt	11 oz.	.13
Krusty Bran	Crisp whole bran cereal	6 oz.	.13
Wheat Krumbles	Whole wheat shredded and toasted	9 oz.	.13
Rippled Wheat	100 per cent whole wheat	10 oz.	.12
Puffed Wheat	Steam exploded, 8 times normal size	3½ oz.	.13
Rice Flakes	Made from whole brown rice	6 oz.	.13
Whole Wheat Biscuit	Double toasted	12 oz.	.15
Crystal Wedding Oats	A beautiful piece of glass-ware in each package	1 lb.	.12
Rolled White Oats	Only finest sun-sweetened selected oats used	3 lb.	.25
Grape Nuts Flakes	Made of wheat, barley, salt and yeast	7 oz.	.12
40% Bran Flakes	Malt syrup, sugar and salt	16 oz.	.25
Wheat Krispies	Blended with rice	10½ oz.	.15

Cooked Bran	Ready to serve	1 lb.	.25
Corn Flakes	Made of corn grits and salt	13 oz.	.15
All Bran	For constipation due to insufficient bulk	18 oz.	.15
Post Toasties	Flavored with malt, sugar and salt	13 oz.	.15
Wheat Bran	Eat bran some way every day	1 lb. 4 oz.	.20
Wheaties	Whole wheat flakes	8 oz.	.15
Quick Oats	Quick	3 lb.	.25

SAVE MONEY—BUY IN LARGE QUANTITIES

If you buy	Large quantity purchase			Small quantity purchase		Cost*	You will save
	Amt.	Cost		Amt.	Cost		
Cocoa -----	1 lb.	.15	in place of	½ lb.	.10	.20	.05
Coffee (1 lb. can) -----	3 lb.	1.00	in place of	1 lb.	.35	1.05	.05
Dates (in bulk) -----	2 lb.	.25	in place of	10 oz.	.15	.48	.23
Flour (patent) -----	49 lb.	2.00	in place of	5 lb.	.35	3.43	1.43
Fruit, canned No 2½ with syrup -----	1 doz.	2.75	in place of	1 can	.25	3.00	.25
Jam, pure preserve -----	4 lb.	.75	in place of	1 lb.	.25	1.00	.25
Oatmeal (paper cartons) ---	5 lb.	.35	in place of	1 lb.	.12	.60	.25
Peaches (crate 65) -----		1.00	in place of	1 doz.	.25	1.38	.38
Prunes (40-50) -----	5 lb.	.65	in place of	1 lb.	.15	.75	.10
Raisins (bulk) -----	4 lb.	.35	in place of	2 lb.	.20	.40	.05
Sugar -----	100 lb.	6.00	in place of	10 lb.	.65	6.50	.50
Peanut butter -----	2 lb.	.43	in place of	10 oz.	.28	.90	.47
Vegetables No. 2, (medium grade) -----	1 doz.	1.60	in place of	1 can	.15	1.80	.30
Syrup (dark) -----	10 lb.	.60	in place of	5 lb.	.35	.70	.10
TOTAL -----		17.78		Total -----		22.19	4.41

* Cost of large amounts bought in small quantities

Homemade Breakfast Foods

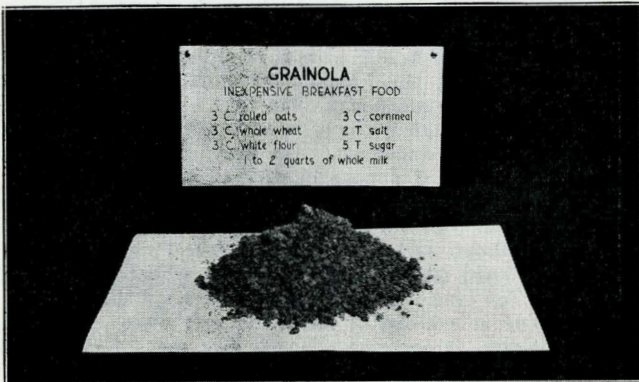
Whole Wheat

Select large-kernel wheat. Have the grain run through the fanning mill to remove dust and chaff. If possible, buy wheat that has been scoured in the mill and before it is crushed for flour. Wash and soak it over night. To a pint jar, add 1 cup of soaked wheat, $\frac{1}{2}$ teaspoon of salt, and water enough to fill the jar. Partially seal. Process 3 hours at 15 pounds pressure. Seal. Serve with whole milk and sugar.

When the wheat is cooked the kernels should be broken and soft.

Middlings

The middlings of the wheat kernel, which can often be purchased at the flour mill, make an inexpensive breakfast food. It is fine grained and white.



Grainola

3 c. rolled oats	3 c. cornmeal
3 c. whole wheat	2 T. salt
3 c. white flour	5 T. sugar
1 to 2 qt. whole milk	

—Recipe, Missouri Extension Service.

Combine ingredients. Spread to $\frac{1}{4}$ inch thickness on greased pans and bake until brown. Put through the coarse grinder. Store in glass jars. Serve with cream and sugar. Makes 4 quarts.

Baked in sheets it is excellent served hot or cold with butter.

Fried Mush With Chicken

3 c. water	1 t. salt
1 c. cornmeal	

Sift the salt and cornmeal into the boiling water, stirring constantly. Cook slowly until thick. Cool. Add one beaten egg. Reheat. Pack in pan. Slice when cold. Fry slices a golden brown. Serve with fried chicken, lamb or pork chops.

Macaroni, spaghetti and noodles are cereal products which are extensively used.

The grocer handles only package macaroni, $\frac{1}{2}$ pound for 10 cents; bulk macaroni 2 pounds for 19 cents; spaghetti and noodles only in $\frac{1}{2}$ pound packages for 10 cents.

Flour

The best grade of bread flour is made of hard wheat and is called patent flour. It contains more than half of the inner part of the kernel. It is rich in gluten, which is important in bread making because it will expand and absorb more water than ordinary flour and as a result make more loaves of bread. Hard wheat flour is creamy, slightly gritty and will not hold its shape when pressed together. A soft wheat flour is whiter. It has a low gluten content and therefore is adaptable for making pastries and quick breads. It is softer than the hard wheat flour and will hold its shape when pressed together. After careful experimenting in those areas where the wheat is raised, the soft wheat flours are being used successfully for yeast bread.

In order to make good bread with a cheap grade of flour, which is often a soft wheat flour, the homemaker must observe a number of things. The dough is made more stiff than that of hard wheat flour. During the first rising the dough is likely to soften up instead of tighten up. However, no extra flour is added after the first mixing. Soft wheat dough rises quickly but because of a poor quality of gluten, the rising period is shortened or the stretching capacity of the gluten will be over-reached and the dough will fall. The very limit in lightness is double the original volume. Generally, about twice as much yeast and sugar is used in soft wheat dough as in hard wheat dough. The soft wheat dough is kneaded only a short time. Too long kneading will break down the gluten.

All-purpose flour is a blend of hard and soft wheat which is widely used for home baking. It contains a lower per cent of gluten than the best grade of patent flour and a higher per cent than pastry flour. White flour is thoroughly blended and tested at the larger mills. Products are also baked in the testing kitchens before the flour is put on the market.

The grocer mentioned above sells three grades of flour. In the cheaper grade he sells only the large packages but in the better grade he handles 4 packages: 5-pounds at 35 cents; 10-pounds at 65 cents; 24 $\frac{1}{2}$ -pounds at \$1.35; and 49-pounds at \$2.45.

Cake flour is a pastry flour with a low per cent of gluten. Two and three-fourths pounds of one brand of cake flour sells for 33 cents or 10 $\frac{1}{2}$ cents per pound—more than twice as much as the best bread flour (49 pounds for \$2.45 or 5 cents per pound). This grocer carries 5 kinds of cake flour.

Self-rising flours are widely advertised as time savers. A number contain only flour and baking powder. They are an expensive item of food if the homemaker must buy very carefully. She can make an excellent self-rising flour by combining baking powder with flour in the proportion called for on the label, adding one-fourth teaspoon of salt to every cup of flour and thoroughly sifting the mixture.

The ready-to-use flours often contain powdered milk, dried eggs and fat, in addition to flour, baking powder and salt. They are usable as long as the fat does not become rancid. They should be stored in a cold dry place. Similar mixtures can be made very easily by the homemaker.

The part of the grain left after the white flours are made, contains most of the mineral matter, vitamins and oil. It is used in low grade flours and stock feeds. They are of a dark color and coarse texture. Their use in breads and breakfast foods has been extended in the last few years as the value of minerals and vitamins has become known. They add to the variety and palatability of the diet. Many of the foreign breads and rolls made in this country call for the coarser flours. Probably one reason is that they have been introduced from countries where refined flour is not as extensively used as in America.

Flour bleaching is the result of the demand for white flour. Bleaching is permitted if it is not used to cover inferior quality. Flour must be so labeled if bleached. Authorities do not agree as to its effect on health.

Entire wheat, whole wheat and graham flours are made of the whole grain. There is no difference between these flours. They contain mineral, vitamins and fat. They do not keep as well as the refined flours. The fact that fewer people use the coarse flours and that it is difficult to keep them, accounts in part for their cost.

The grocer also carries other flours such as cornmeal, buckwheat and rye. The new process cornmeal does not contain the germ and bran. It keeps better than the old process cornmeal because it does not contain the oil.

Cereals, especially the whole grain cereals, must be stored in a cold dry place if they are to be protected from meal bugs and mice. Tightly sealed jars are excellent storage places for cereals. It is the difficulty of storage that prevents the homemaker from buying a large supply of cereals. She buys only what the family can use in a short time.

Bread

When farm products were selling for a high price and money was more plentiful, very little bread was made in the home. The homemaker felt she could use her time to better advantage than doing the family baking. With the decreased income, the homemaker is again baking because she finds that she can save at least half the cost on bread and more than half on fancy rolls and cookies. As she has studied the factors necessary to make good bread, she has improved its quality. Oftentimes she has to work with poor equipment. The baker has the most modern equipment because he must turn out a large quantity of high quality products daily. He uses the best ingredients. His plant is clean and sanitary. On the average, bakery bread is of better quality than homemade bread.

A South Dakota State Law regulates the size of the loaf of baker's bread. It must weigh a pound or multiple thereof, as 1 pound, 1½ pounds, or 2 pounds. There is no regulation as to the weight of fancy breads and rolls.

The cost of bakery bread must include the cost of ingredients, labor, fuel, upkeep of plant, wrapping, delivery and loss in stale bread. Those who live near bakeries often buy the day-old products to advantage.

Cookies

The grocer carries 25 kinds of bulk cookies of one brand ranging in price from 18 cents to 45 cents per pound. Besides these, he sells package cookies. The largest cookie sale is in the summer.

If the homemaker makes cookies she may be interested in cutting costs by using the following recipe:

Plain Sugar Cookies

2¾ c. pastry flour	½ c. butter
2¾ t. baking powder	1 c. sugar
½ t. salt	2 eggs, beaten
1 t. vanilla	

Sift flour. Measure. Sift flour, salt and baking powder together. Cream butter. Add sugar and cream again. Add eggs. Mix well. Add the flour and seasoning. Chill. Roll thin. Sprinkle with sugar, coconut or nut meats. Bake 10 minutes at 400 degrees F. Makes 3 dozen cookies.

Nut Balls

Make small balls of cookie dough. Dip in milk. Roll in chopped nuts. Bake. Serve with tea.



Shortbread Cookies

1 c. butter	¾ c. powdered sugar
2 c. flour	

Sift the sugar and flour before measuring. Cream butter until very soft. Add sugar and flour. Form into 2 rolls and chill. Cut into ¼ inch slices. Roll slices in granulated sugar and bake on buttered cookie sheet at 350 degrees F.

Makes 4 dozen small cookies at a cost of 20 cents, or 5 cents per dozen.

Date Filled Oatmeal Cookies

1 c. butter	2 c. oatmeal
1 c. brown sugar	2 c. flour
½ c. milk	1 t. soda
1 t. salt	

Sift the flour. Cream butter. Add sugar and continue to cream. Add the milk and oatmeal. Add flour, soda and salt sifted together. Chill. Roll very thin. Cut in squares or circles.

Bake at 375 degrees F. until quite brown.

Filling

1 lb. dates

1 c. water

1 c. sugar

Chop dates. Combine ingredients and cook until very thick. Cool.

Place filling between two cookies just before serving, otherwise they will lose their crispness.

Dried figs or apricots can be used in place of the dates.

Makes 4 dozen small filled cookies at a cost of 12 cents per dozen.

Crackers

The grocer sells crackers only in packages. He carries an oyster cracker at 18 cents a pound, a white square soda cracker in $\frac{1}{2}$ pound, 1 pound, and 2 pound packages. He finds that the demand is for the better grade but he handles the other because it is carried by his competitors. The long, narrow soda cracker sells at 20 cents for $\frac{1}{2}$ pound. There seems to be little difference in the quality of the two kinds of soda crackers. The homemaker can save 5 cents on the purchase of soda crackers in 2 pound packages instead of 4 half-pound packages. This is only a small saving but if repeated on a number of food purchases it totals to a large amount in a year's time. The graham crackers are sold in two grades: $\frac{1}{2}$ pound at 15 cents, 1 pound at 20 cents, 2 pounds at 38 cents and the second grade, 2 pounds at 28 cents.

The grocer carries seven fancy crackers under interesting names. Cheezit, $7\frac{1}{4}$ ounces at 15 cents; Cocktail, $4\frac{3}{4}$ ounces at 18 cents; Graham Wafer, 1 pound at 20 cents and Pretzels. These have come on to the market with the extended use of soft drinks and cheese.

The homemaker must decide whether it is economical to buy fancy crackers. She may prefer to make cheese wafers and tiny fancy biscuits which will cost less. The clever homemaker can satisfy her family and friends and win quite a reputation if she will specialize in a few fancy wafers and cookies.

Different kinds of crackers and toast add variety when arranged in rows on a serving plate.

The grocer handles two kinds of dry toast—Zwieback, $5\frac{3}{4}$ ounces at 18 cents and $5\frac{1}{2}$ ounces at 18 cents, which is 51 cents per pound. At this rate a bushel of wheat would sell for \$30.69.

The homemaker can prepare oven-dry toast at much less cost. Some of the money saved might be used to hire extra labor in the home.

Specialties in Oven-Dry Toast

Cut large slices in half or use slices from small, round loaves of fancy bread or sweet rolls. Toast the bread in the oven until it is an even brown on both sides and thoroughly dry. Spread with butter and white or brown sugar, or sugar and cinnamon, and return to the oven.

Cinnamon, nut, cheese bread or rolls cut thin and toasted but not dried, are excellent served for breakfast.

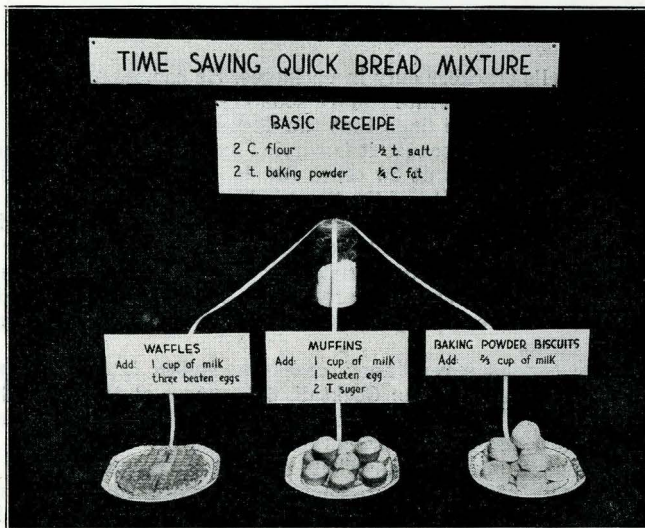
Cut in very small pieces, toasted specialties are served with tea.

Time Saving Quick Breads

Basic Recipe

2 c. flour	$\frac{1}{2}$ t. salt
2 t. baking powder	$\frac{1}{4}$ c. fat

Sift the flour and measure. Sift dry ingredients together. Cut in the fat. Keep in a cool, dry place. When combined, the mixture measures two cups. This amount can be substituted in any quick bread recipe for the ingredients as listed above. The picture indicates the additions for three kinds of quick breads.



For waffle mixture—add 1 c milk and 3 beaten eggs. Beat well before baking.

For muffins—add 1 c milk, 1 beaten egg, 2 T sugar. Mix batter very little. Leave it lumpy, otherwise there will be tunnels in the finished product. Bake 20 minutes in greased muffin pans at 425 degrees F.

For baking powder biscuits—add $\frac{2}{3}$ c milk at one time. Knead the dough slightly. Roll to half inch thickness and cut into biscuits with floured cutter. Bake 15 minutes at 450 degrees F.

Each batter can be made up and stored in the refrigerator for a number of days. The muffins and biscuits, ready for baking, can be stored overnight.

A half cup of chopped crisp bacon, nut meats or coconut may be added to batter for variation.

Fruit fritters. Dip sliced peeled apple, half peaches, pineapple or banana in powdered sugar and waffle batter. Fry at 375 degrees F. in deep fat until tender and brown.

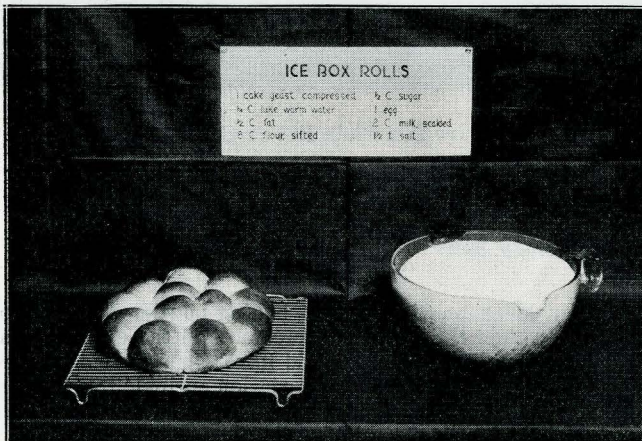
Tea Biscuit

Make baking powder biscuits two inches in diameter. Serve hot with butter and thin slices of different kinds of cheese. These biscuits are fine cut in half and toasted.

Ice Box Rolls

1 cake yeast, compressed	$\frac{1}{2}$ c. sugar
$\frac{1}{4}$ c. luke warm water	1 egg
$\frac{1}{2}$ c. fat	2 c. milk, scalded
8 c. flour, sifted	$1\frac{1}{2}$ t. salt

Scald the milk. Cool $\frac{1}{4}$ cup of milk in which to dissolve the yeast. Add the fat, salt and sugar to the rest of the hot milk. When cool, add the yeast and egg, beaten. Measure 8 cups of sifted flour. Add half of the flour and beat well. Add more flour until a soft dough is formed. It may not be necessary to use all the flour. Place in a greased bowl. Grease the top, cover and set aside to rise until double in bulk. Mold into biscuits as desired; place to rise and bake when double in bulk.



Fancy rolls can be made from the dough as suggested in the bulletins "Homemade Yeast Bread" and "Foreign Rolls," Extension Circulars 338 and 339, respectively.

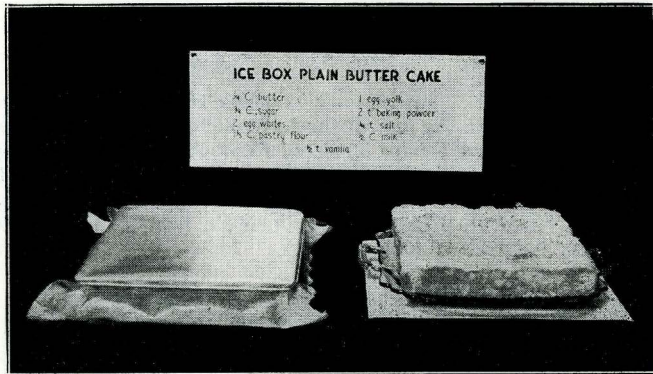
The dough will keep in the refrigerator for a number of days and can be molded into rolls as desired. This means fresh rolls with little effort. The rolls may be molded the night before and placed in the refrigerator. They should be allowed to stand at room temperature long enough to warm through and double in bulk before baking.

Double Roll Biscuit

Roll sweet dough very thin. Spread with butter. Roll dough to the center from both sides. Make the rolls small, since the two make one biscuit. Cut into thin biscuits. Place them 1 inch apart on a greased pan. When double in bulk, brush with the beaten egg yolk mixed with 2 tablespoons water. Sprinkle with nuts and sugar. Bake.

Orange Spread for Rolls

Combine the grated rind and juice of one large orange with $\frac{1}{2}$ cup of sugar. Cook until somewhat thickened. Spread on the dough rolled to $\frac{3}{8}$ inch. Make into jelly roll. Cut into biscuits. Place in a well greased pan. Bake when double in bulk.



Ice Box Plain Butter Cake

$\frac{1}{4}$ c. butter	1 egg yolk
$\frac{3}{4}$ c. sugar	2 t. baking powder
2 egg whites	$\frac{1}{4}$ t. salt
$1\frac{1}{2}$ c. pastry flour	$\frac{1}{2}$ c. milk
	$\frac{1}{2}$ t. vanilla

Sift the flour. Measure. Sift the salt, baking powder and soda together. Cream the butter. Add the sugar and cream. Add the egg yolk and beat. Add the flour and milk alternately. Add flavoring and fold in the beaten whites. Bake in greased loaf pan. For variation sprinkle top with shredded coconut, chopped nuts or sugar and cinnamon. One-half cup floured raisins may be added to the batter.

The cake batter may be stored in the refrigerator in the mixing bowl or in the pan ready to bake. To prevent a hard crust forming, a damp cloth and wax paper are tied over the top.

Time Saving Pie Crust

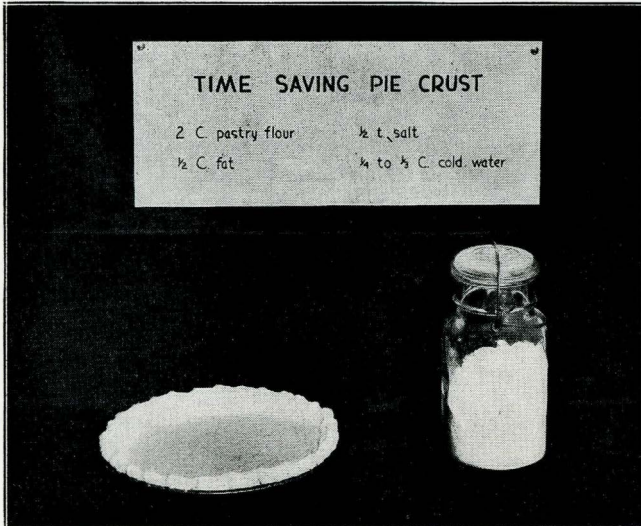
2 c. pastry flour	$\frac{1}{2}$ t. salt
$\frac{1}{2}$ c. fat	$\frac{1}{4}$ to $\frac{1}{8}$ c. cold water

Sift the flour before measuring. Sift the salt and flour together. Cut in the fat. Add the water, a little at a time so that the dough will not be too wet. Chill. Roll to $\frac{1}{8}$ inch thickness. Makes two 9-inch shells. Fit the dough into a pie pan. Set a pie pan on to the dough. Otherwise prick the surface with a fork.

The flour, fat and salt is mixed in quantity and stored in a cool dry place.

The pie crust dough may be rolled in oiled paper and kept in a cool place for a week or longer.

Variety in flavor can be secured by rolling a little cheese into the pie crust.



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