

# Asparagus Is King Over The Valley Tomorrow

## SERVE IT WITH BEST FOODS MAYONNAISE, SAY GROCERS

Cleopatra knew men. Her campaign for the affections of Julius Caesar and Marc Anthony are familiar to all. The lure of her beauty, her charm, her subtle ways and honeyed tongue have been the theme of song and story.

But there was something else be-

fore them. They called it "lithi-ness." We moderns term it Asparagus. Delectably they took this tender vegetable back to Rome where it was carefully cultivated and soon became the favorite of that sensation-seeking people.

To celebrate the return of spring ad to welcome the season of fresh, healthful salads, the leading grocers of this vicinity have joined with the manufacturer of Best Foods mayonnaise in holding an Asparagus Festival this week commencing tomorrow.

Grocers of La Grande and the valley are featuring the new fresh green asparagus at 2 pounds for 19c and

Best Foods mayonnaise, the pint size jar at 25c. These prices for Friday and Saturday shoppers.

Asparagus is a rare article with anybody and show by its the famed asparagus fields of the Walla Walla valley from which La Grande and valley patrons receive large quantities fresh daily. Walla Walla is also famous for its canned green asparagus.

Like so many fine things, asparagus is fragile. Its delicate flavor is shattered if prepared improperly and blended with the flavor of other ingredients. In salads, particularly with mayonnaise.

Mayonnaise and asparagus are natural affinities at everyone knows.

Delicious and refreshing salads made with Best Foods mayonnaise and asparagus either fresh or cut. Always insure a hearty welcome at any table. No wonder this combination is such a favorite with most women.

Medical missionary says the Oriental has an "asparagus" habit. This probably doesn't mean with a familiar example in mind that he has no nerve.

The Canadian sea serpent and the Scottish are a whole of a story, while the French one is only a whole.

Lunches where a salad is the pièce de résistance have been the inspiration for this combination salad which uses fresh asparagus as a base. Slice stalks of asparagus with small string beans, dried cooked carrots, peas and the brightest red tomatoes possible. Mix with Best Foods mayonnaise.

Put a generous helping on a lettuce leaf on each plate, and top off with a little cap of Best Foods mayonnaise and a dash of paprika.

A mixture of fruit and vegetable can be used effectively in a dinner salad. Arrange stalks of fresh asparagus and artichoke hearts on a lettuce leaf and cover with Best Foods mayonnaise, which both decorates and seasons the salad. Garnish with royal ann cherries which have been pitted and stuffed with mayonnaise and nuts.

**SOURCE OF SUPPLY**  
Playing a prominent part in the Asparagus Festival this weekend in La Grande and the valley is the Pacific Fruit & Produce company, Rose Park, manager. This local wholesale concern, in addition to being territory representative for Best Foods, Inc. through its produce department has been the source of asparagus supply for the retail market.

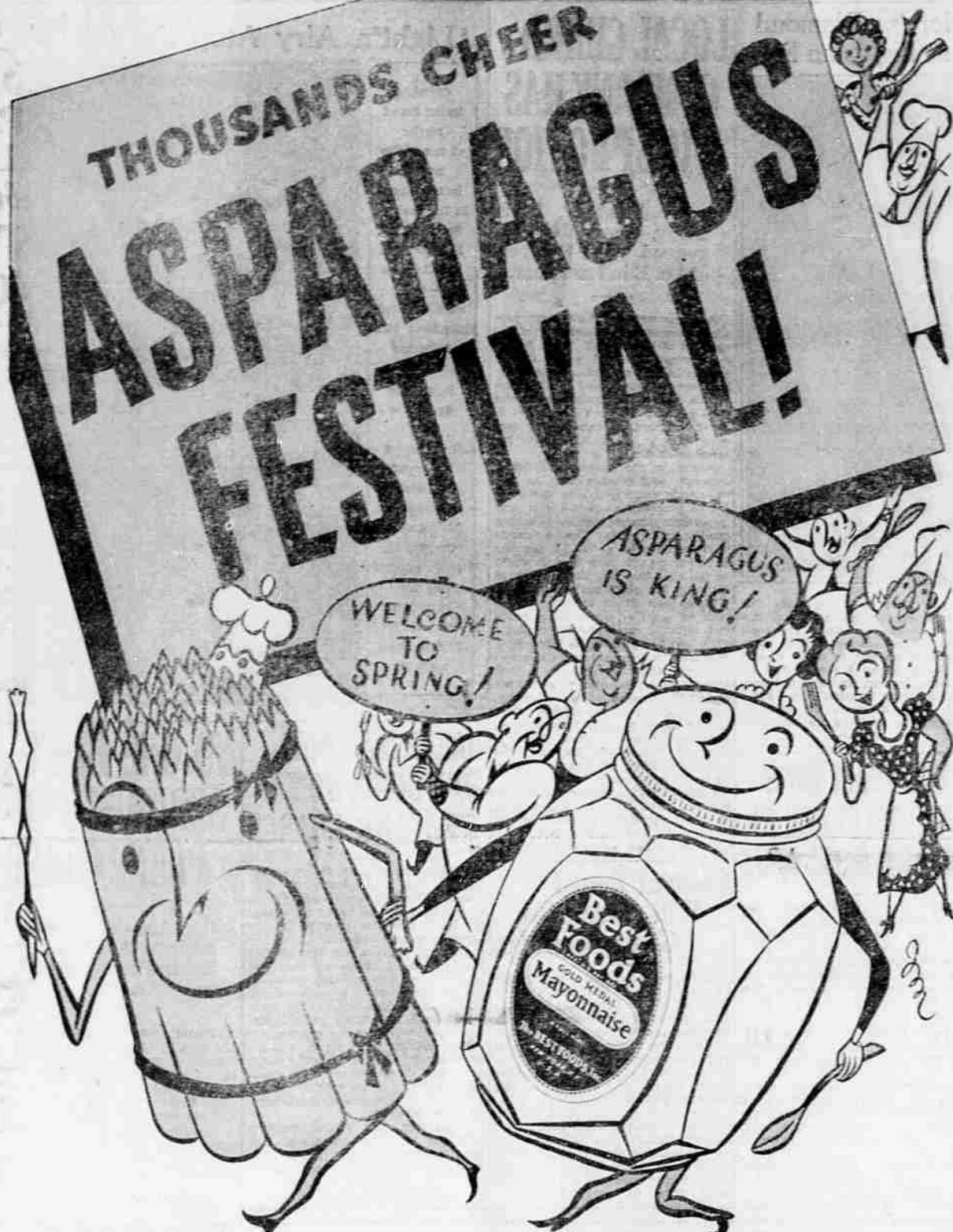
### Asparagus Recipes

A combination of fresh, rich green asparagus, cucumber rings and colorful red radishes make an ideal dinner salad. On crisp lettuce leaves on individual salad plates, make a thick ring of asparagus stalks. Fill in the center with sliced cucumbers piled very nonchalantly and topped with a dash of fluffy Best Foods mayonnaise. For contrast in color, garnish with bright red radishes cut in rounds.

**Celebrate BEST FOODS Asparagus Festival!**  
WELCOME TO SPRING! ASPARAGUS IS KING!

<b>ASPARAGUS</b>	2 lbs.	<b>19c</b>	Serve ASPARAGUS SALAD with Double-Whipped BEST FOODS MAYONNAISE	<b>MAYONNAISE</b>	Pints	<b>25c</b>
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**McClay's Grocery**  
No. 1 — 1704 Adams No. 2 — 2nd & Benton



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**Sinden's Grocery**  
1222 T Ave. Phone: 982-W

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**Safeway Stores**  
Adams & Hemlock 410 North Fir St. 1214 Adams Ave.  
1200 Adams Ave. Also at Union, Elgin and Wallawa Co. Stores Main 759

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**Joel's Grocery**  
Washington & Cedar Main 759

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**Barnhart Grocery**  
1112 Adams Ave. Main 88

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**Community Cash Store**  
Adams & Fir Main 26

Another welcome season of fresh, healthful salads! Thousands serving marvelous new asparagus with delicious Best Foods Mayonnaise. Grocers now featuring both at low combination prices.

THE new asparagus is here... the finest crop in years! Great luscious stalks, sweet and tender, with extra long tips. And right now when this marvelous asparagus is at its best... prices are at their lowest.

But remember—whether you serve asparagus in salads or hot dishes fresh from the garden or fresh from the can, it is at its delicious best with Best Foods Mayonnaise.

For Best Foods is made only from fresh, 24-hour salad oils, freshly broken eggs, selected vinegars, and imported spices. All double-whipped for extra flavor and velvet smoothness. It is delivered to grocers weekly—superbly fresh and delicious. And it is sold only in sanitary sealed Crystal Jars.

So take advantage of the bargains in this year's wonderful asparagus—and the special combination prices on Best Foods Mayonnaise and this delicious, nourishing vegetable. Go to your grocer today.



## BEST FOODS MAYONNAISE

*Adds 6 Extra Health Benefits*

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**I.G.A. Store MAX SARVIS**  
1209 Adams Ave. Main 48

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**Grande Ronde Markets**  
Main Store 1112 Adams Ave. Hooper Market 1212 Adams Ave. First St. Mkt. 408 No. First St.