



MONFORE SANDLAND POTATOES made their debut in Klamath Falls markets last week with Buy Low Food Center, 1338 Oregon Avenue, the first outlet named. The yellow boxes with green and brown printing, holding 10 pounds of premium potatoes grown in sandland in the Klamath Basin, are being packed for the second year by M. E. Monfore, pictured here. The container board boxes of premium potatoes were introduced in the Portland area for the holiday trade last year. This year they are also being offered for local consumption on a retail basis.

Premium Potatoes

Buy Low Food Center, 1338 Oregon Avenue, last week became the first local distributor of Monfore Sandland Potatoes. The premium potatoes, packed by M. E. Monfore at his plant on Poe Valley Road are grown in the Klamath Basin in sandland areas and the quality is guaranteed U.S. No. 1 premium.

His plant is a 40 x 80-foot building in which he has his own grader and brusher. This year he has installed a new Air-Mac bagger for the 10-pound packages which will package between 300 and 600 bags or boxes an hour.

10-pound mesh bags of premium No. 1 potatoes and a 10-pound economy pack in mesh bags. He will have eight full time employees working in the plant and has already established Portland outlets for all of the packs he wants to send to that distance. Heretofore, Portland had not been a market for Klamath Basin potatoes and Monfore has established his Portland acceptance on the basis of quality product.

The cartons for the Monfore Sandland Potatoes are made in Longview and are designed to close completely, preventing greening which is caused by light shining on the potatoes. The cartons have a carrying handle at the end of each carton, made by a folded tab of the cardboard with finger holds.



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"NAILING A POTATO" brings together baking potatoes and special aluminum skewer nails designed to speed up baking and produce a fluffier baked potato. The skewer, which resembles a very large aluminum nail, is first greased, then pushed lengthwise into a potato. Because it conducts oven heat to the center of the potato, cooking time is reduced and the potato is more uniform in texture and taste. The skewer-nails come six to a card and, can double as skewers. It's a new idea.

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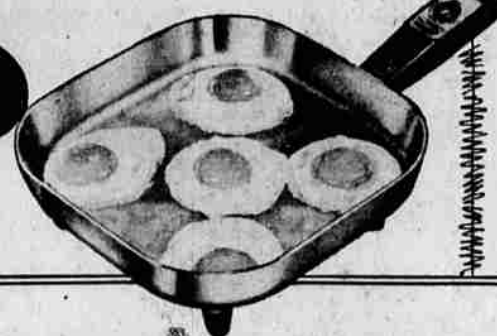
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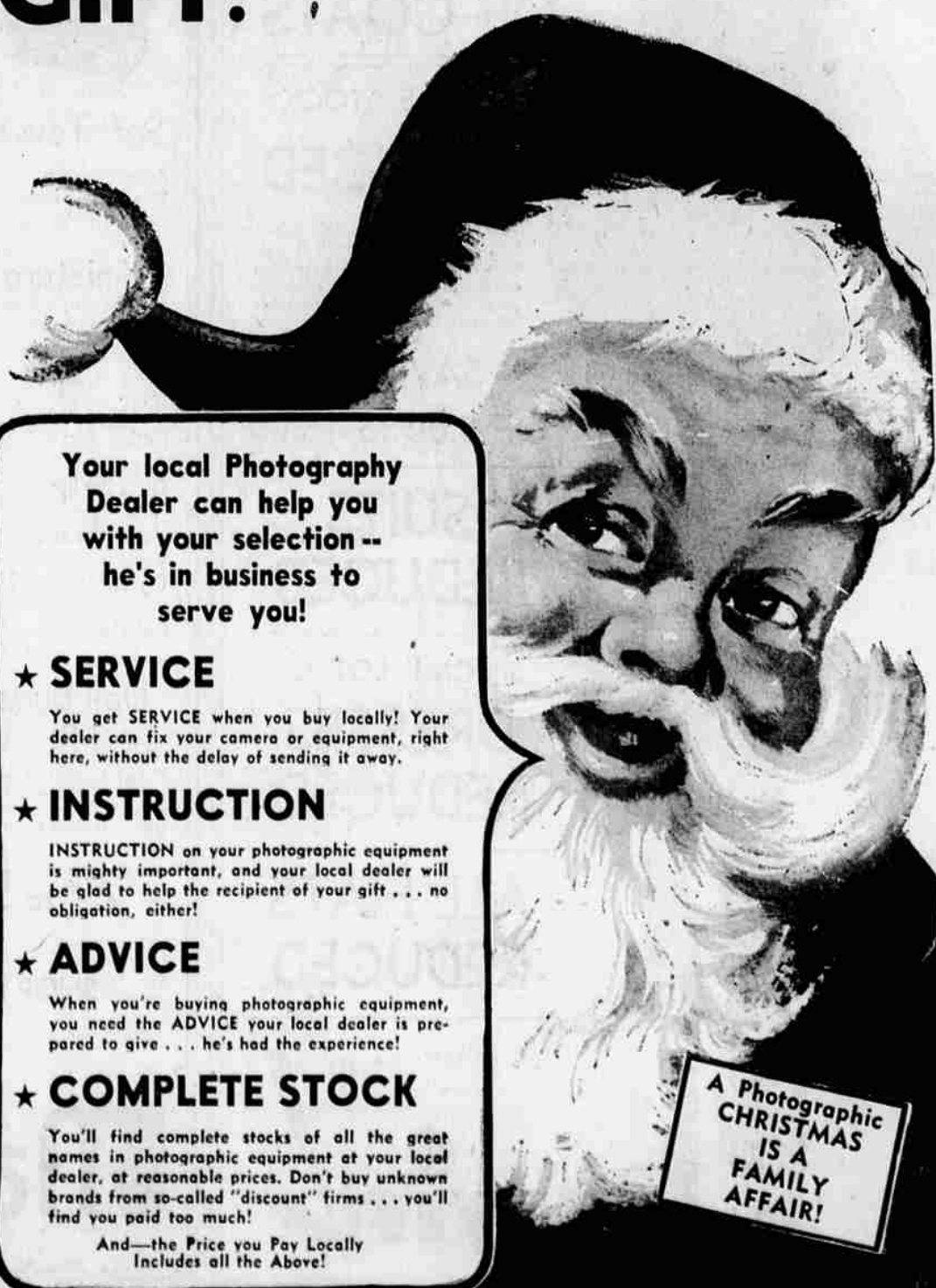


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