



BORDEN'S is introducing Borden's New Instant Dutch Chocolate Flavored Mix for making hot and cold drinks. "You can't beat the Dutch for chocolate," says Borden's and the new product is made from a cocoa imported directly from Holland.

Manufacturing Potato Chips

INSTANT DUTCH

Dutch chocolate and cocoa have long been justly famous as the world's best.

Now Dutch cocoa is being imported by Borden's for the velvety, richest chocolate flavor ever in Borden's New Instant Dutch.

Borden's Instant Dutch quickly blends with hot or cold milk and makes children love drinking the milk they need. For cold drinks, fill a glass with ice cold milk, add two heaping teaspoons of Borden's Instant Dutch and stir. For hot drinks, put two heaping teaspoons of Borden's Instant Dutch in a cup, add hot milk and stir. It may be topped with whipped cream or marshmallows.

For a group, add 10 heaping teaspoons of Borden's Instant Dutch to one quart of hot milk.

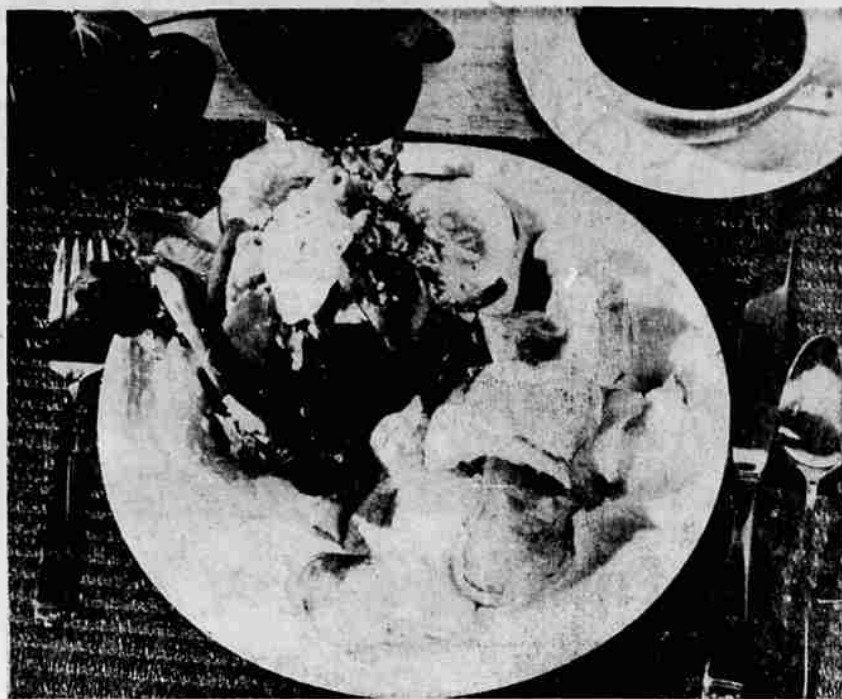
The youngsters can make their own chocolate-ice cream drinks by adding a scoop of either chocolate or vanilla ice cream to a mug of the cold Borden's Instant Dutch drink.

The new package, predominately Dutch blue and white in color, was designed by Jim Nash, one of the country's leading package designers. Oregon is one of the four test markets in the nation for the new product and Klamath Falls was chosen as one of the Oregon communities in which to introduce the brand new Dutch chocolate flavored mix.

MILK



Gives You
**"Big Buck"
ENERGY!**



FISH AND CHIPS can mean something else again. Here is a salmon salad (for the fish), in a ripe tomato cup served with the best chips in the world—potato chips. Serve potato chips with soup, salad and entrees and observe October Potato Chip Month at your house.

KING MALLOWS

You'll want to have some candy on hand for those hungry Halloween goblins, too.

Nestle's King Mallows are the easiest to make of any candies you ever saw.

Break two Nestle's King Size bars (Milk Chocolate, Almond Chocolate or Crunch) into pieces.

Place over hot, not boiling water, until the bars just begin to melt.

Remove from heat and stir until completely melted.

Spread one-half of the melted chocolate into a lightly greased 8x8x2-inch pan.

Sprinkle 2 cups of miniature marshmallows over the chocolate in the pan, pressing them down into the chocolate slightly.

Spread gently the remaining chocolate over the marshmallows. Chill at least 1 hour before serving.

It makes a delicious chocolate and marshmallow treat.

LEFTOVERS

Add leftover cooked rice to canned condensed tomato soup. If you have more rice left over, stuff peppers or add the rice to your meatloaf.

OCTOBER

October is Potato Chip Month and the cheese people say it is Cheese Festival Month, so why not combine the two ideas for specially good eating during October?

POTATO CHIP MONTH

With school days here again and most families busier than ever, odds are that you and your family and friends will continue to rely on potato chips to be instantly available for lunches, dinners and entertaining. Chances are you will use more than ever, particularly because of the new packaging.

The biggest reason for the increase in the per capita consumption of potato chips in the past six years is the homemaker's switch to pre-prepared foods of which potato chips are among the most versatile. In 1950, on the national average, per capita consumption was two pounds. Last year, that figure had doubled.

At the same time, the use of fresh potatoes has decreased in American homes. Figures show a drop of 30 per cent since 1940. During that 16-year period, the use of potato chips has increased 940 per cent.

The Northwest Potato Chip Industry, composed of the five leading manufacturers of potato chips in the Pacific Northwest, has set October for the second annual observance of Potato Chip Month. Home economists, working with the potato chip manufacturers, suggest this Salmon-Cucumber Salad with potato chips.

FISH 'n' CHIP PERFECTION

- 1 1-pound can chilled salmon
- 1 cup peeled, diced cucumber
- 1 cup minced onion
- 2 tablespoons lemon juice
- 1/2 teaspoon grated lemon rind
- 1/2 teaspoon salt
- Dash of pepper
- 1/2 cup mayonnaise
- 4 to 6 ripe tomatoes
- 4 to 6 lettuce cups
- Parsley or watercress for garnish
- 12 slices of cucumber
- Ripe olives

Remove bone and skin from salmon. Place salmon in a mixing bowl along with diced cucumber, onion, lemon juice and rind, salt, pepper and mayonnaise if desired. Use mixture to stuff tomatoes and arrange them in lettuce cups. Garnish with parsley or watercress and a few slices of cucumber.

MEATLOAF

A friend uses cornmeal instead of bread crumbs in meatloaf and adds a little chili powder to give it a "tamale" touch.

WASHING

To get the best results from your "drip-dry" cottons: after washing, do not wring the garment but leave most of the water in and let it drip out. Hang the garment carefully to prevent wrinkling and creases. Smooth out seams, pockets, etc.



CUCUMBERS

If you like wilted cucumbers in a salad, soak the thin peeled slices in salted water about 30 minutes, drain well, pressing down and rinse with cold water. Marinate in French dressing before adding to the salad.

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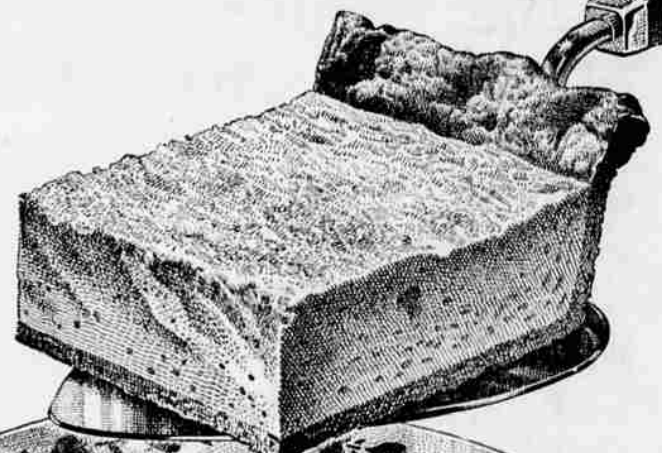
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