



H. J. HEINZ announces four new soups to bring to a total of 20 the individual soups in the Heinz line. Earlier this month, Mason Ehrman & Company was named as local distributor for the Heinz 57 varieties to provide prompt and efficient delivery service to Klamath Falls grocers.

New Pet Instant Nonfat Dry Milk

The new bright blue, easy-pour, "flavor saver" packages of Pet Instant Nonfat Dry Milk made their appearance recently on your grocer's shelves.

The Pet Milk people explain that their new process "instantizes" the nonfat dry milk crystals so that the product "mixes faster than you can stir." The illustrations of the process show the ordinary dry milk crystals "popped like popcorn."

In the last three years, consumption of nonfat dry milk has increased 67 per cent. Unlike so many convenience foods, it does not cost more to use the nonfat dry milk powders on the market. Many families, with a preference for the chalky taste of skim milk, use it not only for cooking purposes but on the table as the meal-time drink.

The dry milk crystals will dissolve in cool water and the resulting milk can be chilled for drinking purposes in the refrigerator. In baking, the dry milk can be mixed with the other dry ingredients and liquid added in a multitude of one-bowl recipes. Also, for growing children and persons on a high protein diet, additional dry milk powder can be added in cooking, greatly increasing the nourishment of soups, casseroles, sauces and baked goods.

Milk is America's vitality drink. Nutritionists advocate increased use of milk whether you prefer the fine fluid milk from our local creameries or wish to use the nonfat dry milk convenience product.



NEW PET INSTANT is displayed by L. W. (Bud) Robinson, Southern Oregon salesman of Pet Milk. The convenient 4-quart size and the big family 12-quart size have been introduced in this area in the brand new, bright blue "flavor saver" package with the handy, easy-pour spout.

FILLED COOKIES

Everyone loves surprises! That's why filled cookies are so popular. Date Crescents have a built-in surprise center on rich dates and crisp California walnuts touched with the tang of orange. Here's a dainty, rich cookie that appeals the year around.

DATE CRESCENTS

- 1 1/2 cups sifted cake flour
- 1/2 teaspoon salt
- 2 tablespoons powdered sugar
- 1-3 cup butter or margarine
- 2 to 3 tablespoons cold water

FILLING:

- 1 cup dates
- 1/2 cup chopped California walnuts
- 1-3 cup sugar
- 1/2 teaspoon grated orange rind
- 2 tablespoons orange juice
- Powdered sugar

Cookie Dough: Sift together flour, salt and sugar. Cut in butter with pastry blender until mixture resembles small peas. Sprinkle with water and toss lightly with a fork until dough is moist enough to hold together. Form into a ball. Roll thin on floured pastry cloth. Cut in 3-inch squares. Put a spoonful of filling on each and bring edges together to form a triangle. Seal with tines of fork and curve slightly when placing on greased cookie sheet. Bake in moderately hot oven (375 degrees) about 20 minutes. Roll in powdered sugar while still warm.

Filling: Pit and chop dates finely. Add walnuts, sugar, orange rind and juice, and mix well. Makes about 2 dozen cookies.

Herald and News
upstairs and downstairs
In Milady's Kitchen

By Florence Jenkins, Editor

NEW HEINZ SOUPS

Four new soups for the grocery shelves of the Pacific Northwest have been introduced by the H. J. Heinz Company in the familiar red, white and blue label.

The new soups are Minestrone, Turkey Noodle, Chicken Vegetable and Vegetable Beef.

The addition of these new soup products brings to 20 in this area the number of soups bearing the Heinz label.

Minestrone, known by many as an Italian vegetable soup, is a taste tempting combination of a host of vegetable ingredients with a dash of just the right amount of Parmigiano and Romano cheese to give it that hearty Italian-style flavor.

Turkey Noodle is made from Heinz-produced egg noodles with tender diced pieces of turkey prepared in a rich golden broth.

Chicken Vegetable combines the flavorful goodness of chicken, a long time American favorite, and fresh garden vegetables touched with the right amount of macaroni rosamarina.

Young garden vegetables and wholesome beef are joined together for the fourth new soup, Heinz Vegetable Beef.

The makers of the foods that grace your grocer's shelves represent big business these days. Retail food sales in 1957 amounted to a record \$150,160,000,000, according to Food Field Reporter. Chain stores experienced a gain of 12.2 per cent over the previous year.

COOK WITH SOUP

No longer is soup confined to a bowl or mug. Soup now appears as a basic ingredient in dozens of tempting dishes, from salad dressing to casseroles, meat loaves, souffles and even in cakes and cookies.

For Celery Salmon Timbales, preheat oven to 375 degrees. Combine 1 pound can of salmon (drain and flaked) with 1 1/2 cups soft bread crumbs, 2 slightly beaten eggs, 1/4 cup minced green pepper and 1 can of Heinz Condensed Cream of Celery Soup, undiluted. Spoon into lightly greased custard

cups. Bake 45 minutes or until lightly browned. Unmold and serve with white sauce and parsley. Makes five servings.

For Tomato Rabbit, combine one can Heinz Condensed Tomato Soup (undiluted) with one cup (1/4 pound) of grated process sharp cheese in the top of double boiler. Heat, stirring occasionally, until cheese is melted and mixture is smooth. Add 1/2 teaspoon Heinz prepared mustard and blend well. Serve over toast or crackers. Makes six servings.

Here is Heinz's version of a famous recipe:

QUICHE LORRAINE

- Pastry for 9-inch pie plate
- 8 slices bacon
- 6 slices (6 ounces) process Swiss cheese
- 3 eggs
- 1 can Heinz Condensed Cream of Chicken soup (undiluted)
- 3/4 cup milk
- 1 1/2 tablespoons melted butter
- 1 tablespoon flour
- Dash ground nutmeg
- Dash cayenne pepper

Heat oven to 375 degrees. Line 9-inch pie plate with pastry. Sauté bacon until crisp; drain. Cut cheese and bacon in half; overlap layers of cheese and bacon on pastry. Beat eggs; add remaining ingredients. Pour over cheese. Bake 50 minutes or until knife inserted in center comes out clean and top is lightly browned. Serve warm. Makes 6-8 servings. You may substitute sliced cooked ham for the bacon if you prefer.

MACARONI

If your family likes spaghetti with tomato-meat sauce, try making the same sauce with tuna substituted for the meat that you ordinarily use. Macaroni belongs to the bread-cereal group in basic food groups. Foods in this group are important because of their many-sided nutritional contribution at relatively low cost rather than on large contributions of one or two nutrients.

Chocolate Almonds

Chocolate Almonds give distinction to any candy jar and certainly do wonders for a cook's reputation! This delicious nut candy is most professional in its appearance, yet is almost fool-proof to make. Lightly roasting the almonds before coating with rich chocolate gives them a delightful, buttery, toasted flavor.

CHOCOLATE ALMONDS

- 2 cups blanched almonds
 - 2 (1-ounce) squares dipping chocolate
 - 1 cup sugar
 - Few grains salt
- Spread almonds in shallow pan. Roast in slow oven (300 degrees) 20 to 25 minutes until lightly browned. Melt chocolate over warm water. Combine sugar and salt in heavy skillet. Cook over low heat until sugar is melted and light brown. Stir continuously after sugar starts to melt. When browned, remove from heat and stir in warm almonds. Add melted chocolate and stir until well blended. Pour onto waxed paper and separate almonds quickly. Cool. Makes about 1 1/2 pounds.

BUYING I. Q.

When purchasing wearing apparel for yourself and your family, check for colorfastness, washability, correct size and proper fit for longer wear. Seams should be pinked, looped or bound and should be 1/2 inch deep, particularly in synthetic fabrics. Thread used for seams should match the fabric and should be colorfast. Remember that paper-backed belts are not washable because they will be damaged by water. Plastic backing wears and washes well but the heat of pressing may cause the plastic to melt. If fabric is pasted onto buckles, it will come off during washing. Chrome or aluminum buckles won't rust, but some other metals might. Detailed washing instructions usually accompany good merchandise. Follow the instructions.

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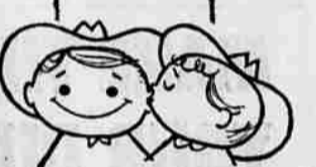
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