



EVERYBODY had fun at Piggly Wiggly's annual Big Quiz Show last Saturday. Shown, from left: Warren Mason, store manager; Bob Ernst, Piggly Wiggly clown; Bud Robinson, quiz master and Pet Milk representative and in the foreground, Mrs. Clino Roper, one of the winners and her daughter, Fayedell, 10, shown holding a balloon and other gifts from the Piggly Wiggly clown.

QUIZ SHOW

Week after week, the operators of the local supermarkets put on not only entertainment for their customers, but provide pretty good education, too, through the cooperation of the manufacturers, but it takes a lot of work on the part of the store personnel as well as the salesmen for the various concerns who find themselves working one more Saturday.

Take the annual Big Quiz Show at Piggly Wiggly last Saturday as an example.

Harold Crocker was presiding over the first check station wearing a Robin Hood cap and Bud Robinson, quiz master, provided considerable unexpected entertainment for the crowd by asking for guesses on Crocker's weight. A youngster whose name we didn't get had an eagle eye and came within three pounds.

Crocker retaliated and suggested a prize for the person who could guess why the Piggly Wiggly clown Bob Ernst was called the Atomic Clown.

Even Marilyn Mason, daughter of store manager Warren Mason, got into the act and demonstrated Crater Lake ice cream.

"Suds" Sutherland, handing out free cups of steaming hot Finger's Coffee, was busy somewhere else (again) when Otto Ellis, Herald and News photographer, got the accompanying pictures.

Chuck Bonney, with Borden's, was baking biscuits and showing the customers the new tab on the cans for easy opening. Inside each split biscuit was served a slice of Cascade Whole Hog Sausage which did a lot to boost sausage sales, according to "Hutch," over in the meat department.

To go with the ice cream, Oliver Ewing was on hand to pass the Sunshine cookies and mention Sunshine's special of the day.

It adds up to fun for store personnel and customers alike — and good business.

VAPOCANS

Those square-sided refrigerator containers made of waxed paper, called Vapocans, have tight-fitting plastic lids making them ideal for shelf use as well as for the refrigerator and freezer. It is economical and convenient for future use to dry some of your own seasonings. Parsley, for example, is growing well in home gardens here now. The tender leaves should be thoroughly washed (it doesn't hurt the color of parsley to dunk it into boiling water), then allowed to dry between two layers of waxed paper. Store in pint size Vapocans and while you are doing it, fix an extra to give to a friend.



A BOUQUET of tarts will add color to your party table setting. Choose fresh fruits in season to top a creamy custard filling. A bowl of whipped cream may be served for those who just don't care how many calories they have.

Fruit Tarts

Party desserts needn't take a long time to prepare or require unusual ingredients. Simple recipes can result in the most festive fare. Here's a recipe which even beginners can easily make, and one which will bring compliments to the cook.

A tray of cream tarts topped with a variety of seasonal fresh fruit will be a picture pretty on your buffet table. To make the fluted tart shells, press pastry over the backs of individual fluted tart pans. These may be baked a day ahead of party time. The simple custard filling should also be made ahead and chilled. The shells may be filled and the fruit arranged on top shortly before serving. To prevent bananas and peaches from darkening after slicing, dip in orange or lemon juice.

FRUIT CREAM TARTS

1/2 cup sugar
3 tablespoons cornstarch
1/4 teaspoon salt
2 cups milk
2 eggs, slightly beaten
1 teaspoon vanilla
1 1/2 cups drained fruit (fresh sweetened berries, pineapple, peaches, or cherries; orange slices; canned or defrosted frozen fruit)
6 individual baked tart shells
Mix sugar, cornstarch and salt together in top of double boiler. Stir in milk; cook over boiling water, stirring constantly, until thickened. Blend a small amount of hot filling into eggs and return to cooked mixture in double boiler. Cook two minutes longer, stirring continually. Cool and blend in vanilla. Chill. Fill tart shells 2/3 full

with cream filling and top with fruit just before serving. Makes six servings.

Note: This filling may be cooked over very low heat in a saucepan with constant stirring if desired.

WHAT'S NEW?

Fifty years ago a beauty writer advised rubbing fingernails over a bar of soap before doing rough work or gardening. This old trick still works.

YOU SHOULD KNOW

THIS about Baking

It's the balance of ingredients in baking powder that governs its leavening action. Only when these are scientifically balanced can you be sure of uniform action in the mixing bowl plus that final, balanced rise to light and fluffy texture in the oven.

Balanced Double Action means Better Baking!



PARTY TREAT

STRAWBERRY ANGEL DESSERT

Start with a day-old angel food cake—a big one—made from a packaged mix or your own recipe. Hollow it out, then fill it with a heavenly strawberry cream filling mixed with bits of the cake you took out. When it's chilled and firm, frost the cake itself with whipped cream and serve with pride, says Jean Porter of C and H Sugar.

Here are the easy directions, based on a 10-inch cake baked in a tube pan:

ANGEL DESSERT

Hollow out center of a day-old angel food cake, leaving a shell about 1 1/2 inches thick. Break up the part removed into small pieces. Now for the filling:

2 1/2 to 3 cups strawberries

1 cup C and H pure Cane Granulated Sugar
1 envelope plain gelatine
1/4 cup cold water
1 1/2 cups boiling water
1 1/2 cups whipping cream
1 1/2 tablespoons C and H Powdered Sugar

Crush berries with sugar in a bowl. Let stand half an hour for sugar to dissolve. Add gelatine to cold water. Let stand a few minutes then add boiling water and stir until dissolved. Mix this with the berries. Chill until partially thickened, then whip one cup of the cream and fold in along with bits of cake. Pour into cake shell, heaping high in center. Chill until firm. Overnight is fine.

An hour or so before serving, add powdered sugars to remaining

STRETCH SOCKS

The manufacturers are making stretch socks for babies now. Testing laboratories have been particularly concerned with perfecting a yarn which will adapt itself to an infant's constant toe movement and yet stay on his feet. In addition to "stick-to-itiveness," economical nylon stretch socks cannot shrink; they cannot bind; they grow with the growing foot to fit through a year's full growth, from size 0 to 6.

1/2 cup of cream and whip stiff. (Adding powdered sugar before whipping makes the whipped cream stiffer, so it will hold up nicely for a much longer time than usual.) Frost the cake shell and put back to chill until ready to serve. Makes 10 to 12 generous servings.

DID'JA KNOW?

... about the
Top Food VALUES
at **Piggly Wiggly**



TIME TO CAN

Strawberries

2 cups 35¢
\$1.98
Crate

Potatoes New White 10 lbs. 49¢

Cucumbers Slicing 3 for 14¢

Asparagus All Green 2 lbs. 29¢

Cantaloupes Mod. Size 2 for 35¢

Lettuce Solid, Green 2 heads 19¢

Tillie Lewis Sugar Free, Low Calorie DIETETIC FOODS

- Canned Fruits • Jams and Jellies
- Chocolate Topping • Maple Syrup
- Cookies • Candy • Puddings
- Salad Dressing • Gelatin Desserts

Grahams Nabisco Sugar Honey 1 lb. 37¢

Wheat Thins Nabisco 10 1/2-oz. 35¢

Zee Napkins 80 count 2 for 25¢

Paper Towels Zee, giant roll 29¢

Zee Tissue 4 pack 35¢

Wax Paper Zee, heavy, 100' roll 2 for 45¢

Black Tea Lipton's, 48 bags 65¢

Clam Chowder Snow's, 10 1/2-oz. 3 for 85¢

Minced Clams 9 1/2-oz. 3 for 85¢

Mexican Dinners Rosarita, complete 89¢

Lifebuoy Soap Reg. bars 3 for 35¢

Spry Shortening 3 lb. 89¢

Lux Toilet Soap Reg. Bars Bath Bars 3 for 32¢ 2 for 31¢

WAG DOG FOOD

15 15-oz. Cans \$1

3 40-oz. Pkgs. \$1

4 lbs. \$1

lb. 85¢

Bisquick Margarine COFFEE

Blue Bonnet Hills Bros. Drip or Regular Grind

Hoody's — Regular or Crunchy

Peanut Butter 18-oz. Jars 49¢

Pickles Del Regue Dills 24-oz. 29¢

Angel Cake Swansdown Mix Pkg. 39¢

Peas Royal Club "Dainty" Dimple" No. 303 Cans 6 for 99¢

Wheaties or Cheerios - Large Pkg. 4 for \$1

Spaghetti and Meat Balls Giant 40-oz. Cans 59¢

Milk Nestle's Tall Tins 6 for 65¢

Chili Con Carne - Nalley's, 15-oz. Tins 3 for 85¢

Cat Food Nine Lives 6-oz. Cans 4 for 49¢

MILLER'S MARKET IN PIGGLY WIGGLY

Marinated Fry or Broil 'em Cured in Wine Sauce

Steaks U.S.D.A. Choice lb. 69¢

Short Ribs lb. 25¢

Hams Our Own Home Cured, Hickory Smoked Whole or Shank Half lb. 55¢

Rib Steaks U.S.D.A. Choice Try these on the Barbecue lb. 79¢

Fresh Salmon-Fillet Sole-Red Snapper-Halibut

Oysters -- Special this weekend - Fresh Crabs

Tired of the same old grind?



BOYD'S gives you more bounce to the ounce



PIGGLY WIGGLY

7th and Pine

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