upstairs downstairs and

In Milady's Kitchen

By Florence Jenkins, Food Editor

Herald and News

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WINNER of one of the two Alice of California summer cotton dresses in the recent promotion sponsored by the dress manufacturer, Whytal's Ladies Apparel, the two Market Baskets, and California Packing Sales Company, Inc., was Mrs. Gino Zalunardo, 1335 Owens, shown modeling the dress she selected at Whytal's. At left is Larry Whytal and right is Dick Hicks, co-owner with Norman Duffy of the Market Basket supermarkets. The other winner, not present when the picture was taken, was Mrs. Alfred F. Grimm, 839 Rose Street, Klamath Falls.
—Photo by Ellis

HOD MILLER, left, Southern Oregon representative for Heinz, was assisted by Ralph Seely, right, in setting up this huge display of Heinz Ketchup at the Big Y Market, 4710 South Sixth Street. The Big Y is going all out this weekend, starting today, on its first "Heinz 57 Jamboree."

HEINZ 57 JAMBOREE

The Heinz organization is putting on the first "Heinz 57 Jamboree" in Klamath Falls on Thursday, Friday and Saturday of this week at the Big Y Market, 471 South Sixth Street.

There will be at least a half dozen representatives of the Heinz organization here to put on the show. A sound truck (with music, too) will be on the streets to announce the event. Today's Herald and News announces the event in the Big Y advertising.

A whole truckload of Heinz merchandise—assorted items — arrive on Wednesday and Hod Miller and Ralph Seely started building displays, one of which is shown here.

There will be free gifts for all visitors to the Big Y and they will include little cucumber pickle pins, pickle forks and free recipe books. There will be free merchandise awards all three days of the event and the Wheel of Fortune will be operating.

Heinz has made many packaging improvements including easier-top open bottles of its famous Ketchup and the new screw lids of Heinz baby and junior food. There will be demonstrations of several products in the store, including Folger's hot coffee, dispensed by "Suds" Sutherlin.

There's a big time going on at the Big Y this weekend.

ROYAL BALM BY DuBARRY

More of your beauty is showing! Fashion's shorter skirt lengths mean your "Legginess" must be eyestopping—legs smooth and lovely, especially when you were barelegged fashions. Necklines are deeply dipping—in back as well as front—so that your shoulders, your back and neck must be softly smooth, femininely appealing. And, think of your elbows, arms and knees—so very much on view in the new more-revealing-than-ever swimsuits, shorts and sleeveless dresses. But — all-over beauty is not a problem—because, now, from DuBarry comes a new hand and body lotion, Royal Balm.

Royal Balm is excitingly unique because it is the first hand and body lotion to be fortified with nature's own beauty miracle, Royal Jelly of the Queen Bee. Rich-and-rare Royal Jelly has been added to a special formulation combining costly lubricants and special healing agents and moisturizers—to penetrate deeply into the hidden layers of the skin where beauty care begins.

Just a few drops of this delicately fragrant Royal Balm are needed to give you the ultimate in effective all-over body skin care. It's so wonderful to use—Royal Balm goes on with the ease of a luxurious cream—and yet in a few seconds it is completely absorbed so there is never a bit of greasiness or stickiness to come off on your clothing.

Super-soothing, Royal Balm helps to beautify dry, work-and-weather roughened and chapped hands and skin. It soothes and pampers and makes the skin feel so good. And its many special properties make it especially beneficial to skin that has been dried and roughened by dieting. Very sensitive skin, so often most in need of softening and moisturizing, will welcome the complete safety of Royal Balm's hypo-allergenic formula.

Use Royal Balm daily after bathing, and after each hand - washing. With summer beauty and comfort in mind:

Use Royal Balm after bathing and exposure to the sun to soothe, soften and refresh

Use Royal Balm after shaving your legs and underarms to smooth and soothe

Use generously on elbows, knees and heels to eliminate roughness. If you have neglected them and allowed them to get calloused and dry follow this special "roughness treatment" for several days: after bathing, apply a thick paste of Cleansing Grains using a slightly dampened complexion brush. Rinse and finish off with an application of Royal Balm. In just a few days the skin will be smoother and prettier.

Yes—more of your beauty is showing this season — but with Royal Balm it can show to your advantage—all-over beautiful!

HOT TIPS

Just because they bear the name "cold cuts" doesn't mean that precooked meats won't fit into hot meat dishes. Besides being broiled and pan-fried for hot sandwiches, cold cuts are delicious in casserole and a la king type dishes such as diced cervelat in a well seasoned white sauce served over Chinese noodles.

ROYAL BALM by DuBarry is lovely to look at and lovely for all-over skin care. It is a hand and body lotion fortified with Royal Jelly of the Queen Bee, nature's only beauty miracle. It absorbs completely and will help sooth dry, rough, chapped hands, arms, elbows, knees, legs and heels. It is safe for the most sensitive skin and is so pretty to look at and delightful to use.

NALLEY'S, INC., is introducing ready-to-serve Potato Salad in a can for your convenience. The potato salad is packaged with mayonnaise and is seasoned ready to serve. It is definitely a convenience item, easy to carry for picnics with no danger of food poisoning which can occur when open dishes of salad with cream dressings are permitted to stand for a time, particularly if there is possible contact with metal.

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POTATO SALAD

The whole picnic can be assembled through an assortment of cans and jars today.

Nalley's, Inc., celebrating 40 years of fine flavors in food, presents its newest in the long line of fine foods—Potato Salad with Mayonnaise.

The product is produced under the most meticulous conditions and is ready to serve as it comes from the can. Add greens and your favorite garnishes (hard-cooked eggs, cool cucumbers, shiney ripe olives) and a dash of paprika for the top and the dish is ready to be enjoyed.

There are suggestions for additions — call them "stretchers" if you like—on the label on the can. It is one new product that makes real good sense. During the summer months when potatoes are in between season, it is possible to get the best potatoes in the salad in Nalley's new product. It also eliminates the time-consuming effort of boiling the potatoes and combining the ingredients in your own kitchen.