

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Food Editor

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WYANDOTTE OLIVE GROWERS Association has numerous packs of fine olives. Shown are the "large" size ripe olives, in pitted and not pitted. The entire industry packs only two and one-half million cases of olives a year and it takes from eight to 12 years for an olive tree to reach bearing age. The Mission variety comes from the mission plantings in California, brought from Mexico by the Franciscan Fathers a century and a half ago.

WYANDOTTE OLIVES

Olive culture began in the United States slightly more than 150 years ago, when Franciscan Fathers brought cuttings or seeds of what is now known as the Mission variety of olives into Southern California. The first olives were planted near the site of the present city of San Diego at the San Diego Mission which they established.

Plantings were distributed to a



WARREN H. TREE, sales manager for Wyandotte Olive Growers Association, was in Klamath Falls last week talking about his favorite subject — olives. A native of North Dakota, he moved to California about 35 years ago and has been associated with the olive industry for some 30 years. He has been sales manager for Wyandotte for nine years.

number of other missions in southern and central California and some of the original trees are still thrifty and productive.

On account of the sparse population, only small plantings of olives were made and the culture of these was often neglected until nearly a century later when interest in olive growing received a new impetus and a few men planted good-sized orchards. From that time, plantings have continued to increase, until today olive culture is a prominent factor in fruit production in California and is of some importance in Arizona.

The most important centers of production are not so very far south of Klamath Falls and within a day's driving distance. These centers are near Oroville in Butte County; at Fair Oaks which lies northeast of the city of Sacramento in Sacramento County and at Corning in Tehama County (south of Red Bluff where the world's largest range bull sale is held the first weekend in February each year).

More than 10,500 acres of olives are growing in the valley and almost the entire acreage is of bearing age. More than one-third of the olive acreage of this valley is found near Oroville, because of the favorable climatic and soil conditions.

The Mission variety took its name, of course, from the Mission plantings in California. It is now the most important variety and is grown in all important olive-growing sections. Its popularity results from the satisfactory growth of the tree and the production and high quality of its fruit for both ripe pickles and oil.

The fruit is medium to large in size. Its shape is oblique-ovate, with a more or less decided point at the apex, deep purple in color, turning to a shiny jet black when fully ripe. The meat is firm and separates from the seed readily when pickled.

The Mission variety is superior for oil making as well as for pickles. The tree is a vigorous, handsome, upright grower, suitable for borders, avenues or windbreaks as well as for general orchard planting. The fruit ripens rather late

and injuries from fall freezes are so severe that earlier-ripening varieties are preferred in some sections. Any temperatures below 28 degrees above zero may be damaging.

It is interesting to note in reading material provided by Warren Tree, sales manager for Wyandotte Olive Growers Association, that the larger the olive (beyond the "large" size) the lower the olive oil content.

Wyandotte bottles olive oil under its own label, also, and guarantees that its pure olive oil will

not turn rancid even during the heat of summer.

More Americans are learning every year that we produce finer olives and olive oil in this country than is imported and sold at higher prices because of the "imported" label on the can or bottle.

ICED NESTLE

Pour 1½ quarts of cold tap water into a pitcher. Add 6 rounded teaspoons of Nestlé's Nestea. Pour over ice in tall glasses. Serve with sugar and lemon to taste.

Take it from me...

MILK
FOR LITTLE CHILDREN
NATURE'S BEST IS NATURALLY GOOD FOR THEM!

MILK CONTAINS ELEMENTS NEEDED FOR PROPER CHILD GROWTH AND DEVELOPMENT—MINERALS, VITAMINS + ENERGY

KLAMATH BASIN GRADE PRODUCERS ASSOCIATION

NEW HAWAIIAN GOLDEN PUNCH

A rich, fruit colored label heralds the new delightful drink, Hawaiian Golden Punch, which is made from pineapple and passionfruit juices.

Passionfruit comes from an ex-

otic Hawaiian vine. The exquisite blossoms live in religious legend. Passionfruit juice has a fascinatingly different taste with a hint of guava, lime, banana and nectarine. Combined with golden pineapple juice, it brings you this

delightful new beverage for the whole family.

The fruit drink is pure and non-carbonated, wholesome and refreshing for breakfast, between-meals or with any other meal. The 46-ounce can makes approximately eight servings.

The new fruit drink is a companion to the popular "Let's Have a Party" drink, Hawaiian Punch, for children, teen-agers and adults.

Hawaiian Punch is a combination of juices of orange, pineapple, apricot, papaya, guava and passionfruit.

Serve both fruit drinks as they come from the can or as mixed drinks. They are better chilled. Keep the opened cans in the refrigerator for future use.



HAWAIIAN PUNCH, the tropical fruit punch so enjoyable for summer beverages, has a new companion drink, Hawaiian Golden Punch, the pineapple and passionfruit drink with the real Island flavor.

Got A Sugar Problem?
Get non-caloric, non-fattening **M.C.P. JELLSWEET LIQUID SWEETNER** SPECIAL OFFER!
25¢ PURSE SIZE BOTTLE FREE
With purchase of 4 oz. bottle at regular price.
ASK YOUR GROCER!

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HERE'S WHY...

Both vita-meal and vita-bits are a complete balanced diet, high in protein and with the proper fat content to keep dogs in perfect condition. The importance of fat cannot be over emphasized... 1 lb. of beef fat is equal in energy value to 4 pounds of round steak.

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MORE FOOD SOLIDS than 8 quarts of milk.

MORE FAT than 2½ quarts of milk.

MORE ANIMAL PROTEIN than 6 quarts of milk.

MORE CARBOHYDRATES than 5 cups of cooked cereal.

MORE MINERAL content than 2½ dozen eggs.

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ALL of the required vitamins including carotin for the dogs' eyes.



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—with Chlorophyll—is a safe candy treat that will control your pet's breath and makes the perfect training reward. Buy a box today—you'll be doing your pet a favor!

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THE PRODUCT WITH OVER 100 USES
FOR LINING BARBECUES

Sprinkle a generous amount of SANO-DRY in the bottom of the barbecue to prevent rust and burning through. SANO-DRY makes an ideal bed for charcoal... reflecting heat upwards giving a more even heat. SANO-DRY will absorb grease drippings... help prevent dangerous fires... with its intense SANO-DRY deodorizer, it eliminates rancid odors.

BEAUTY TIP

Do not be afraid to cut bangs for the most popular coiffure since the Roaring Twenties, says Max Factor, Hollywood's world-famed beauty authority. The new bangs are not yesterday's long, thick type which hid the forehead like a window shade but are little thin, fluttering wisps.

These tendrils are so sparse that a damp brush will sweep them back into the rest of the hair when off-face coiffures are wanted. Cut some hairs slightly shorter than others for the wispy look and so they will brush back more naturally. Enjoy these new bangs, but cut them and all other parts of your hair so that many high-fashion and becoming coiffures may be easily styled and enjoyed.

Having meat loaf? Team a jar of whole small boiled onions with a can of tiny green peas for a good go-along.



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