



EMIL ALBRECHT shared his Low Cost Supermarket's third birthday anniversary party with the public on October 11. There was a full turnout of food salesmen from across the mountain to put on a birthday smorgasbord for the jovial grocer shown here at center (in dark shirt) enjoying his own party. Just behind him, pointing at the camera, is Nick Egbert of Grants Pass, Libby, McNeill & Libby representative. Behind the smorgasbord counter, from left, are

Bill Riley, Mailliard & Schmeidell food brokers; Nick (Smith) Vanikiotis, Pillsbury, who baked the anniversary cake; Hod Miller, H. J. Heinz 57 varieties; Bud Robinson, Pet Milk; Ike Lalum, presenting Nalley's 40 years of fine flavors, and Jim Whelan, presiding at the MJB coffee urn, all of Medford. Assistant Manager Dale Hayden was too busy to get into the picture.

The Season Begins

From New York to San Francisco night lights go up, parties begin, theaters open anew. The season begins! The languid effect of Indian summer has vanished, and the air is alive with excitement. You too feel more alive, more beautiful, inspired by the season itself to a new elegance.

For this is the looked-forward-to time of year when a woman can indulge herself in the all-out glamour of really big evenings. It's the time for soft sophistication—as different from the golden outdoor look of summer or the delicate pretty look of spring—as well, night from day.

Probably several important dates are already circled on your calendar. A new ball gown has been selected, furs are out of storage. The task remaining—to make yourself match the mood of the season and the clothes.

Plan a gayer coiffure. The elaborate evening dresses so right for this year demand an exciting hair style, perhaps one piled toward the crown of the head to continue the raised line of Empire fashion. Make-up must be calculated to dazzle—a pink foundation for flattery under artificial lights, definitely emphasized eyes with the added frill of fake lashes and a jewel-toned shadow, a brilliant lipstick, glossed with pomade for extra luster.

But the picture lacks its full dimension until you add the excitement of a perfume that captures the essence of the occasion. Being introduced now is Elizabeth Arden's sophisticated new fragrance created with the important evening in mind. Called "Valencia," this perfume is frankly not for the tailored type but for the woman who wants to look and feel glamorous.

Equally glamorous is the Elizabeth Arden imported perfume atomizer (one of several lovely containers for "Valencia"). For fine perfume should by no means be relegated to the dressing room shelf. It's actually an appropriate and beautiful gesture to re-touch your fragrance during the evening. A decorative atomizer is as essential for your handbag as a lipstick.

Based on a smooth blending of jasmine and musk, "Valencia" is warmly alluring yet characterized by a dryness, the quality called "see" by vintners. This quality makes "Valencia" a subtle fragrance with no heavy saccharine note. It might aptly be described as a "crystal" fragrance—sparkling with a many faceted brilliance, destined to create an aura of elegance for the woman who wears it.

GREAT LADY FRAGRANCE

A delightful new fragrance with the unmistakable Evyan touch, coupled with superb packaging in metallic golden boxes designed by a master craftsman—this is "Great Lady."

"Great Lady," an exotic flower bouquet that until now has eluded every worthwhile perfumer, has just made its debut—the latest creation by Evyan and a worthy companion to her famous "White Shoulders."

Evyan proclaims "Great Lady" to have femininity developed to a fine art in that "it makes you feel quite intimate and somewhat unpredictable."

Both perfume and cologne are housed in their own golden metal cases—a fragrance of elegance and persuasion in the most beautiful packages ever created within the perfume industry.

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RED STAR YEAST presents the "Batter-Way" as a completely new way for baking with yeast. This method was used by the second place winner in Pillsbury's tenth grand national bake-off. Red Star Yeast is specified in the Pillsbury recipes. See Red Star Yeast's special offer in this issue of the Herald and News.

BATTER-WAY BAKING

Red Star Yeast presents a new method of baking bread, the Batter-Way.

This is the method which has been tested in the company's test kitchens and is suggested as an easier way to make bread for the novice baker and for those who don't like to knead bread. The heating in the recipe takes the place of kneading.

BATTER-WAY BREAD

This recipe makes two loaves of bread. The yeast should be dissolved in warm water (110 to 115 degrees). Dry yeast has been subjected to high temperatures in order to dry it and must be dissolved in warm water (contrasted with compressed yeast which must be dissolved in lukewarm water).

2 1/2 cups warm water
2 packages Red Star Yeast
6 1/2 cups sifted all-purpose flour
3 tablespoons sugar

1 tablespoon salt
2 tablespoons soft shortening

Pour the warm water into a large mixing bowl. Add yeast. Let stand a few minutes, then stir to dissolve.

Add about half the flour, the sugar, salt and shortening. Start the mixer on medium speed (or beat by hand) and beat 2 minutes or until smooth.

Stop mixer. Add the rest of the flour and stir in by hand until flour disappears. It will take 1 to 1 1/2 minutes. Beating in this recipe takes the place of kneading. Scrape down batter from sides of bowl. Cover bowl with waxed paper and let rise in a warm place.

until doubled in bulk—about 30 minutes.

Meanwhile, grease 2 bread loaf pans, 4 1/2 x 8 1/2 x 2 1/4 inches.

Stir down batter by heating hard for 1/2 minute. This is a thick, somewhat sticky batter. Put into pans, spreading evenly. Batter should fill the pans half full.

Let rise in warm place until edges of batter reach tops of pans—20 to 30 minutes. Brush with melted shortening, if desired.

Bake 40 to 50 minutes (or until well browned on sides and tops) in preheated quick moderate oven (375 degrees). Remove from pans and cool on rack.

Note: If desired, use 2 cups cooled, scalded milk with the first half of the flour. Dissolve the yeast in only 1/4 cup of warm water.

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Food Editor

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KLAMATH FALLS, OREGON

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BIRTHDAY PARTY

Everybody had a good time at Emil Albrecht's third anniversary party on October 11.

Southern Oregon food salesmen used their "day off" to help put on the party.

Heaping plates of food were passed out as quickly as the salesmen could serve. Most of the items on the table had been specially prepared for the event by Low Cost and on both sides one could hear customers say: "That's the brand we buy all the time."

A big roaster kept B&M Beans hot and ready to serve to eat with Sunshine Briscuit Company crackers. Morning Fresh pumpernickel, Nalley's pickles, sliced cheese and lunch meat. Instant Pet Milk for the milk drinkers and MJB Coffee for the coffee drinkers. For dessert, there was cake made by Pillsbury's Nick (Smith) Vanikiotis. Each guest was offered a choice of Libby's grapefruit-pineapple drink or tomato juice. Hod Miller (Heinz) had come from Medford to introduce his company's new chili beef soup.

Emil and his assistant, Dale Hayden, report it was one of the busiest weekends in the store's history, despite the date's coinciding with the opening of the migratory waterfowl hunting season.

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