



MARCH OF DIMES benefitted by the salesmen's smorgasbord held at the Big Y Market, 4710 South Sixth Street, last Saturday. Shown serving hot dogs, etc., to a huge crowd was this group of Southern Oregon food salesmen, from left: Darwin Jenson, Campbell Soup Company; Chuck Shepherd, Best Foods; Art Wood, Hunt Foods Company; and Bill Riley, Maillard and Schmeidell. Not pictured was Jim Whelan, MJB Coffee.

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Food Editor



WALTER VAUGHN, former manager of Oregon Food Store No. 1 at Ashland, succeeds Dick Penneman as Southern Oregon sales representative for Colgate-Palmolive Company, covering the region from Brookings to Ashland. Vaughn was born in Illinois, was graduated from KUHS in 1949 and is the son of Mr. and Mrs. James T. Vaughn who live at Fall Creek, near Springfield, Oregon. His home is at 1500 Windsor Street, Ashland. Penneman has been transferred to Seattle where he will be a supermarket representative for the soap company.

CHANGE OF PACE
Try serving a canned cling peach and cottage cheese salad with toasted raisin bread for breakfast. It's a more sensible idea than the warmed over enchiladas that many of us rave about.

CHEESE STRAWS

Ever think of using cheese straws as a base for a creamed supper dish? Make your favorite cheese straws recipe, using California saute or other white melting wine as the liquid. Instead of cutting into straws, cut the pastry into squares, rounds or rectangles. Bake as usual. Put these crisp tender pastries together, shortcake fashion, with creamed tuna, eggs or vegetables for an appetizing main dish.

HOT SAUCE

Make a hot, spicy sauce to serve with broiled or fried fish. To one cup of bottled cocktail sauce, such as Nalley's Seafood Cocktail Sauce, add 1 tablespoon horseradish, a dash of Tabasco, 1 tablespoon capers. Heat, but do not let the mixture boil. Serve hot.

WESTERNERS ARE SWEET ON SPRECKELS SUGAR

because you can't
buy a better sugar
for table,
baking and
other uses!



WYANDOTTE RIPE OLIVES

RICHER in olive flavor.
Famous Mission Variety...
Picked at peak of tree-ripened richness...
Patiently cured...
Delicious!



Novel Dish

Ground lamb, like any of the other ground fresh meats, should be frozen immediately if it is not going to be used immediately, according to Reba Staggs, a meat expert and home economist with National Live Stock and Meat Board at Chicago. It can be used fresh within one or two days from time of purchase, she recommends.

LAMB BACON WHIRLS

- 1/2 pound sliced bacon
- 1 1/2 pounds ground lamb
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon marjoram
- 1 tablespoon Worcestershire sauce
- 1 cup cornflakes
- 3 tablespoons water

Arrange bacon slices with edges slightly overlapping on a sheet of waxed paper 8 to 10 inches long. Combine lamb and remaining ingredients. Mix thoroughly. Spread lamb mixture evenly over the bacon and roll so the ends of the slices of bacon are rolled in with the lamb. Wrap tightly in waxed paper and chill thoroughly. Before slicing, place wooden picks through the roll at 1-inch intervals to hold the bacon in place. Cut in 1-inch slices. Brown slowly on both sides, turning frequently, until done, about 15 to 20 minutes. Pour off fat as it accumulates. Remove picks and serve. Yield: 6 servings.

Wyandotte Olive Treat

Hot and hearty sandwiches are popular for quick lunches, evening snacks or party menus. "Olive Scramble Sandwich" is a wonderful Lenten treat. There's no meat, or fish either for that matter, but plenty of ripe olives and cheese in creamy scrambled eggs. It's a delicious combination heaped between buttered bread or toast and lends itself to the addition of relishes or a salad, should you want to elaborate on the menu.

Ripe olives have much to give sandwich fillings whether hot or cold, hearty or dainty. Their rich flavor blends with almost any ingredient. You can extend small amounts of meat, fish, poultry or other sandwich items into a more generous and substantial quantity by adding ripe olives. They have a meaty, chewy texture that's most pleasing; and their handsome color does wonders for any dish. A surprise to many folks is the fact there are only about 10 calories in an average size ripe olive.

TOUCH OF WINE

Spoon some sweet, richly flavored California port wine over the apples before putting on the top crust when making deep dish apple pie or cobbler. Slices of cheese go well with the warm apple dish.

OLIVE SCRAMBLE SANDWICH

- 1/2 cup ripe olives
- 6 eggs
- 1/4 cup milk
- 1 tablespoon instant minced onion or 1/4 cup finely chopped raw onion
- 1/4 teaspoon salt
- 1 tablespoon butter or margarine
- 1 cup grated American cheese
- 12 slices buttered bread or toast

Cut olives in medium-sized pieces. Beat eggs lightly, and add milk, onion and salt. Cook in butter, as for scrambled eggs, stirring occasionally. When almost set, add olives and cheese, and complete cooking. Spread on buttered bread or toast, and cover with second slice bread. Serve at once. Makes six generous sandwiches.

CELEBRATE IVORY SOAP'S 80th ANNIVERSARY...

WIN THIS CAR LOADED WITH THIS CASH!



1959 Plymouth Belvedere Convertible



Actual photo of First Prize silver dollars

IVORY SOAP'S \$80,000 GIVE-AWAY!

JUST ESTIMATE THE AMOUNT OF MONEY IN THE PILE ABOVE!

Closest estimate wins all the cash PLUS the 1959 Plymouth Convertible

Plus \$5,000 Bonus for 1st Prize Winner! (See Rules)

2nd PRIZE: 1959 Plymouth Belvedere Convertible plus half the amount of money in the pile

3rd PRIZE: 1959 Plymouth Belvedere Convertible plus one-third the money

4th PRIZE: 1959 Plymouth Belvedere Convertible plus one-fourth the money

5th PRIZE: 1959 Plymouth Belvedere Convertible

THIS \$80,000 GIVE-AWAY CELEBRATES IVORY SOAP'S 80th ANNIVERSARY!

What a wonderful way to celebrate the 80th year of wonderful Ivory Soap. For over 3 generations America's favorite for bath and complexion care. White, floating, pure... today, as always, more doctors recommend gentle Ivory than any other soap for adult and baby's delicate skin.

Cut out this money-saving coupon to take to your dealer's whether or not you enter the Give-Away

TAKE THIS COUPON TO YOUR DEALER

SAVE 5¢ ON IVORY SOAP 5¢

WHEN YOU BUY EITHER

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OR

3 MEDIUM SIZE

OR

4 PERSONAL SIZE

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TO THE DEALER: You are authorized to act as our agent for the redemption of this coupon in accordance with the terms of our money-saving offer, as stated herein. Provided that you and the consumer have complied with these terms. Cash redemption value: 5¢ per 1¢ in coupon. If you are unable to redeem this coupon, please return it to the nearest Ivory Soap factory. We will refund you for each coupon, plus 1¢ for handling, provided this coupon has been redeemed in accordance with the consumer offer. Invoices showing purchase of sufficient stock of our products to permit redemption must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption. For actual use of products, coupons are good only on brand specified, are non-transferable, and when presented should include appropriate sales and retail store receipts of our merchandise will not be honored and will be void when no presentation. The consumer may pay any sales tax levied in the redemption. Our obligation will remain our obligation to you may request to be printed at Providence, 1208 Broadway, New York, New York 10004. PROCTER & GAMBLE

This coupon valid for use in stores everywhere

Enter the Give-Away today—Use this entry blank

IVORY \$80,000 GIVE-AWAY ENTRY BLANK

PLEASE PRINT CAREFULLY

My estimate of the total number of silver dollars in the pile shown in the picture is \$_____

NAME _____

ADDRESS _____

CITY _____ STATE _____

DEALER'S NAME _____

I am enclosing 3 wrappers (or facsimiles of the face panel copied from any source) from any size of Ivory Soap.

☐ \$5,000 Bonus Prize. Check (✓) here if your 3 Ivory Soap wrappers (or facsimiles) include one from each size—Large, Medium and Personal—to be eligible for the \$5,000 bonus prize.

Mail to: Ivory Give-Away, Dept. V, P. O. Box 243, Cincinnati 99, Ohio. Entries must be postmarked no later than midnight, May 1, 1959, and received no later than midnight, May 10, 1959.

IVORY "\$80,000 GIVE-AWAY" ENTRY INSTRUCTIONS

1. Estimate the total number of silver dollars in the pile shown in the picture. Write your estimate on either a printed entry blank or a plain sheet of paper. Print your name and address plainly. The estimate closest to the actual amount of money in the pile shown in the picture will win first prize, the next closest will win second prize, etc. The first five prizes are as follows:
 - 1st PRIZE: 1959 Plymouth Convertible plus the amount of money in the pile.
 - 2nd PRIZE: 1959 Plymouth Convertible plus half the amount of money in the pile.
 - 3rd PRIZE: 1959 Plymouth Convertible plus a third of the amount of money in the pile.
 - 4th PRIZE: 1959 Plymouth Convertible plus a fourth of the amount of money in the pile.
 - 5th PRIZE: 1959 Plymouth Convertible.
2. Mail your completed entry, together with three wrappers (or facsimiles of the face panel copied from any source) from any size of Ivory Soap, to: Ivory Give-Away, P.O. Box 243, Cincinnati 99, Ohio.

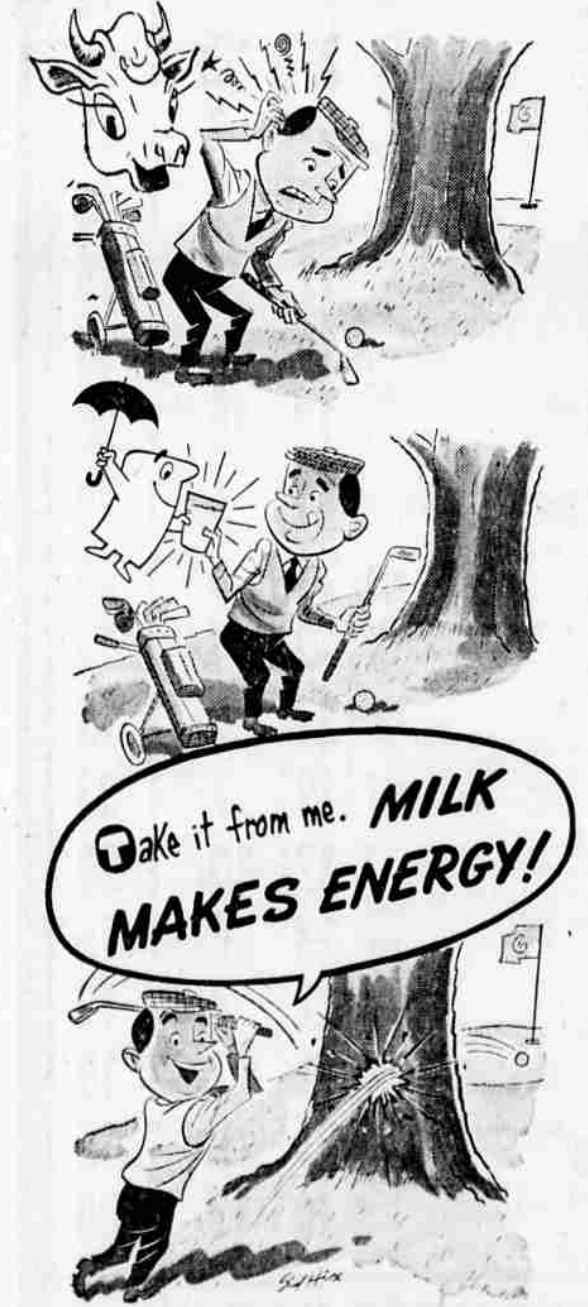
SPECIAL \$5,000 BONUS

If your three Ivory Soap wrappers include one from each size—Large, Medium, and Personal (or facsimiles copied from any source), you will receive a \$5,000 bonus if you are the 1st prize winner.

3. Enter as often as you wish, but each entry must comply with all the rules and be mailed in a separate envelope. Entries must be postmarked no later than midnight, May 1, 1959, and received no later than midnight, May 10, 1959.
4. In addition to the five major prizes, there will be 75 other prizes as follows: 6th Prize will be a Natural Mink Stole, plus a sixth of the amount of money in the pile. 7th Prize will be a Natural Mink Stole, plus a seventh of the amount of money in the pile. 8th Prize will be a Natural Mink Stole. 9th Prize will be an RCA Victor Color TV Set, plus a ninth of the amount of money in the pile. 10th Prize will be an RCA Victor Color TV Set, plus a tenth of the amount of money in the pile. 11th Prize will be an RCA Victor Color TV Set, plus an eleventh of the amount of money in the pile. 12th Prize will be an RCA Victor Color TV Set. The next 68 Prizes will be a matching set of a man's and a woman's Bulova Wrist Watch. All money prizes will be awarded in silver dollars or check, whichever is preferred.
5. In case of ties, which are quite possible, tying contestants will be required to complete a statement about Ivory Soap. The most apt of the tie-breaking statements, written in the contestant's own words and expressing the contestant's own thoughts, will be selected and rated for prizes. Duplicate prizes will be awarded in case of ties in statements judged. Only one prize will be awarded to any winner or family.
6. Entries are limited to residents of the Continental United States (including Alaska) and Hawaii, except employees of Procter & Gamble, its advertising agencies and their families. Government regulations apply.
7. Judges' decisions will be final. Mechanically reproduced facsimiles will be disqualified. No entries will be returned. Entries, contents and ideas therein belong unqualifiedly to Procter & Gamble for any and all purposes. The winners or tying entrants will be notified by mail about 8 weeks after close of contest. A list of winners will be available upon request approximately 3 months after close of contest.

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MILK—the high-protein refresher