

GANGWAY FOR FREE PREMIUMS

ONE TOUCH DOES IT

FREE JOY DISPENSER

ON EACH SPECIAL KING AND GIANT SIZE CAN

PLAN FOR EXTRA JOY BUSINESS

CONSUMERS BUY NOW
Dispenser pack \$1.99 (Price-Off Pack in store tests)

CONSUMERS BUY LATER
It's REDEEMABLE... but in dispenser ONLY for JOY

ACCURATE - a light everyone

ATTRACTIVE - combination of light red & clear glass

STURDY - plastic with metal fittings

CONVENIENT - no tap to remove

ASSISTING in the tie-in promotion for the new Joy liquid detergent dispensers were Ernest Hadlund, Herald and News photo-engraver, and his assistant Jack Metz. They made the "drop-out" cut shown here from a page from the sales book brought in by Robert J. Weaver, Southern Oregon salesman for Procter & Gamble.

JOY OFFER

Procter & Gamble's Joy liquid detergent has been popular ever since it was introduced on the market.

For a limited time only, there is a special Joy offer of a free dispenser on each special king and giant size can.

When the ones which are on hand are sold, that'll be all there is, too, because Bob Weaver, Southern Oregon salesman for Procter & Gamble, said that all of the stock is now in the hands of the wholesale houses and on the retailers' shelves.

Just to prove we could produce from scratch promotion material on a special offer, the two photo-engravers at the Herald and News made the accompanying cut from a page from Weaver's sales book. The page was in color with the letters on the cans printed in red, green and royal blue. There was a pink center overlay and, in addition, the page had three holes punched in it for a loose leaf cover—and they filled up the holes when they made the cut.

Special attention was given to this, of course, because Procter & Gamble chose the Herald and News as one of the newspapers in which to publish its advertising on the offer of the free dispenser. More and more of the national advertisers are using the Herald and News to assist the local retail grocers in advertising nationally known brands of foods and household goods.

Leftover Potatoes

"Cheese Sautéed Potatoes" go unusually well with baked ham, roast beef or lamb dinners. Wyandotte ripe olives make the cheese sauce more interesting both in color and flavor; they add a nice texture, too. Prepare the casserole early if you wish, and pop it into the oven for a brief heating about 20 to 30 minutes before the meal is done.

Ripe olives combine well with potatoes in many ways. Stir some olive wedges into sour cream and serve as topping for baked potatoes. New potatoes and tiny onions together in a well-seasoned cream sauce improve with the addition of ripe olives. They're wonderful added to potato salad, too!

CHEESE SAUTÉED POTATOES

1 cup ripe olives
3 tablespoons butter or margarine
3 tablespoons sifted flour
1 1/2 cups milk
1 teaspoon salt
1/4 teaspoon pepper
1/2 cup chopped American cheese
4 cups diced boiled potatoes

Cut olives into large wedges. Melt butter, add flour and stir until smooth. Add milk and cook and stir until thickened. Combine with salt, pepper and cheese. Stir olives and potatoes into cheese sauce. Turn into greased casserole. Bake in hot oven (400 degrees) about 20 minutes.

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Food Editor

Herald and News



BARBECUE TIME will be coming along pretty soon and more and more Klamath Falls retail stores are putting in stocks of equipment for outdoor eating. Charcoal is one of the musts, of course, whether you built your own fireplace or whether you use a fancy portable barbecue such as some shown at the Home Show earlier this year. Royal Oak charcoal briquets have come to Klamath Falls and are available in 10 and 20-pound bags.

CHARCOAL

We like to show pictures of new products.

This 10-pound sack of Royal Oak charcoal briquets posed lying down for the picture. The bright orange sacks with black printing are in distribution in Klamath Falls.

We saw it demonstrated.

Bill Riley, who is now with Fewel-Corner Company, Portland, as Southern Oregon representative out of Medford, boasted that a briquet can be lighted by a match. And he actually got one burning with one match and didn't burn his fingers much, either.

Riley says these charcoal briquets are the fastest lighting charcoal briquets on the market. (That means you don't have to use as much lighter fluid as you have been using.)

He says they are 85 per cent longer burning and produce more heat—then what, he didn't say, but he probably meant longer burning and hotter than anything else on the market. Since we haven't tried everything on the market, we listened politely and nodded our head in agreement. Riley is very convincing.

He added that there is only two per cent ash.

He didn't say, however, that you can use 'em over again if you douse the briquets with water when the meal is cooked and then let them dry out for a day or two before using them for another fire.

He didn't even get his hands very dirty during the demonstration, another good mark for the Royal Oak charcoal briquets.

Otto Ellis, Herald and News



WISH-BONE
RUSSIAN DRESSING

BOYD INSTANT COFFEE

The Boyd Coffee Company, leading Pacific Northwest coffee roaster and blender, with its home offices at Portland, has announced the marketing of Boyd's new instant coffee.

This is Boyd's initial move into the instant coffee field.

Boyd's estimates that instant sales will increase their overall volume by a considerable percentage, over and above the sale of vacuum-pack coffee, since the trend in most households is to use both instant and regular coffee.

Boyd Coffee Company has been experimenting with soluble coffees over a period of many years. It was not until recently, however, that technological advances brought instant coffee to the stage of perfect where the firm felt it could market a product of the caliber that it wanted to bear the Boyd label.

Boyd's Instant Coffee wears a distinctive coffee-brown and bright orange label similar in design to Boyd's vacuum-pack coffee.

Boyd's new instant is not just a single brew of coffee brought to the powdered form, but a blend of powdered coffees, each special powdered coffee contributing to the

flavor of the complete blend. By this process, Boyd's is able to blend instant coffee to its exacting standards developed over nearly 60 years experience in blending coffee to please the discriminating taste of the public.

Boyd Coffee Company is making available its Lid Redemption Offer on the new instant coffee, too. This plan permits non-profit clubs, school and church groups to redeem Boyd's lids for cash.

HOCKEY CAPTAINS

NEW YORK (UPI)—Each National Hockey League team has a captain and three alternate captains. The six captains this season are Fern Flaman, Boston; Eddie Litzenberger, Chicago; Gordie Howe, Detroit; Maurice Richard, Montreal; Red Sullivan, New York; George Armstrong, Toronto.

CERV KEEPS IN SHAPE

WESTON, Neb. (UPI)—Outfielder Bob Cerv of the Kansas City Athletics keeps his arms and shoulders in shape by swinging a 50-ounce bat during the winter at his home here. Cerv uses a 35-ounce model during the regular baseball season.



FIVE CENT CIGAR

The new and different small cigar, the Muriel Coronella, is a Corona miniature.

Designed and blended to meet the modern smoker's demand for a light taste and casual size, the Muriel Coronella comes in packages of five for easier carrying and convenience.

The small cigars are blended for lighter smoking, they have a light aroma and a refreshing new taste. Just the thing for the man in your life for any gift day that comes along.

You can read all about them in the Muriel Coronella advertising which is being carried in the Herald and News.

SHREW STUDY

ITHACA, N.Y. (UPI)—Cornell University is using a \$9,700 grant from the National Science Foundation to study the life of the shrew, the smallest of mammals. Prof. W. J. Hamilton Jr. of the Cornell conservation department says a shrew weighs less than a housefly at birth but within 24 hours can eat twice its weight. He says a full-grown shrew weighs less than a dime.

FATHERS DAY is coming in June. Don't give him a new dust mop or a pair of clip-pers to trim the lawn—give him something he will enjoy personally, like Muriel Coronella, the new and different small cigar. Or, don't wait for Fathers Day. Do it now. He brings you special treats, doesn't he?

SALAD STICKS

We asked Bernadine Landsberg, director of the Home Service Department of Red Star Yeast, for a recipe for bread sticks. She suggests using Pillsbury's French bread recipe or making Salad Sticks from the recipe she enclosed. Here it is:

SALAD STICKS

1 pkg. Red Star Special Active Dry Yeast
1/4 cup warm water
1/4 cup scalded milk
1 tsp. sugar
1 1/2 tsp. salt
1/2 tsp. nutmeg
1 tsp. crumbled leaf sage
2 tsp. caraway seeds
3 1/2 cups sifted all-purpose flour
1 egg
1/4 cup soft shortening

Add the yeast to the warm water and let stand a few minutes. Pour the scalded milk into a medium-sized bowl with the sugar, salt, nutmeg, sage, and caraway seeds. Blend together until cooled to lukewarm. Add the yeast mixture.

Mix in 1/2 the sifted flour with spoon, then the egg and shortening with more of the flour. Add more flour a little at a time until the dough begins to clean the sides of the bowl—it will be a soft dough.

Scrape down dough from sides of bowl. Cover with waxed paper, then a damp cloth and refrigerate at least two hours or overnight before shaping.

To shape salad sticks, pinch off small pieces of dough and roll on lightly floured cloth-covered board into 8-inch pencil-like strips. Place 1-inch apart on greased baking sheet.

Let sticks rise until doubled—about 1 1/2 hours. Bake 12 to 15 minutes, just until delicately browned, in moderately hot oven (400 degrees). Serve warm. Makes 36 bread sticks.

Note: If desired, use half the dough for pan rolls by shaping in walnut-size balls. Place in greased 8-inch round cake pan. Bake 25 to 30 minutes in moderately hot oven (400 degrees).

COOKIES

Dip your cookie cutter into flour in between cutting cookies to keep it from sticking. The same applies to scissors you use to cut home made noodles.

OSBORN HOTEL

EUGENE, ORE.
Mrs. J. R. Early—Joe Early Jr.
Proprietors
Thoroughly Modern



NEW Friskies Cat Food with Chicken!

Happy news for cats—a wonderful new cat food—loaded with the taste appeal of farm-fresh, country-fed chicken—FRISKIES Cat Food with Chicken! From the makers of famous Friskies Cat Food with Fish—it's the perfect change of diet your cat wants...needs!

Complete nourishment...extra flavor are assured by blending chicken with choice table-quality

fish and select cereals, plus Vitamins A and E. New Friskies Cat Food with Chicken provides everything your cat needs for sleek good looks, perfect health. For variety, feed Friskies Cat Food with Fish—choice fish nourishment...no strong fishy odor. Both fine Friskies are at your grocer's now. Both are made to the highest quality standard of Carnation.

SPECIAL! MONEY-SAVING INTRODUCTORY OFFER!

This coupon worth 15¢ on two 15 1/2-oz. cans or three 8-oz. cans of Friskies Cat Food with Chicken!

TO DEALER: This coupon is redeemable for 15¢ (plus 2¢ handling) through Carnation-Albers salesmen or if mailed to Carnation-Albers, Los Angeles 5, Calif., provided it has been used for the purchase of Friskies Cat Food-Chicken Flavor in accordance with offer shown above. Void in any state or municipality where prohibited, taxed or otherwise restricted. Cash value 1/10 cent.

ALBERS MILLING CO., DIVISION OF CARNATION CO.
Limit one per family. Expiration date: June 30, 1959



TOWER FURNITURE'S WEEKEND SPECIALS



DELUXE 11-PIECE

Living Room Group

- * Bumper End Divan
- * Bumper End Chair
- * Matching Ottoman
- * 2 End Tables
- * 1 Coffee Table
- * 2 Table Lamps
- * Beautiful Floor Lamp
- * 2 Sofa Pillows

Reg. 329.95 - This Week Only

\$229⁹⁵

**EASY TERMS! NO MONEY DOWN!
OTHER WEEKEND SPECIALS - SAVE!**

Throw Rugs

Big 24 x 40 Inch
Size - All Colors

99^c ea.

Deluxe 3-Pc.

Foam Rubber SECTIONAL

Reg. 249.95
NOW ONLY **\$199**

Deluxe 2-Pc.

Foam Rubber SECTIONAL

Reg. 189.95
NOW ONLY **\$149**

Choice of Finishes - Complete

Bedroom Set

Box Springs & Mattress, Double Dresser, Mirror & Bookcase Bed

Reg. 199.95
NOW ONLY **\$149**

Big 9-ft. x 12-ft.

Tweed Rugs

Heavy Pile - Strong, Non Slip Back

While They Last **39⁹⁵**

Easy Terms!

WE GIVE

2.21" Green Stamps

OPEN FRIDAY

TILL 9:00 P.M.

TOWER FURNITURE

BIG PARKING LOT ADJACENT to the store

12th & Main

Ph. TU 4-8858