



DALE HAYDEN, right, of Low Cost Supermarket in the Town and Country Shopping Center, was assisting David R. Sheppard, Friskies representative, put up this big display of 100 cases of Friskies Canned Dog Food to tie in with the advertising Friskies has been running in the Herald and News. Last weekend's special offer sold out this display, but Friskies is a standard item.

FRISKIES

Every once in a while there comes along a special offer that is so special that a whole order of merchandise moves out of the store in a weekend or less.

Friskies' special last week had that type of appeal.

Friskies canned dog food is popular with the feline population, as well. Friskies makes special food for cats, too, and the entire line includes kibbled dry food for pups in small, medium and big sizes.

Very few pets get table scraps any more because most of us don't have table scraps enough to feed a dog. Besides, a reliable company which has thoroughly tested its pet foods can turn out a complete diet for dogs and cats that is very difficult to approximate at home.

COUNTY SEAT VISITOR

RIPON, Wis. (AP)—In the last 12 years, Bruno E. Jacob has visited 2,500 of the 3,966 county seats in the United States. Jacob, whose job as secretary of the National Forensic League takes him on trips throughout the country, makes a hobby of visiting county seats.

RAISIN WEEK

Waffles are sometimes called "crisp pancakes with tucks in them." There are many recipes for these delightful breads. "Country Breakfast Waffles" being one of the best. Buttermilk makes them tender and richly flavored; chewy raisins add sweet tang and pleasant texture. Serve these luscious waffles with heated maple syrup or your favorite jam for breakfast; try them with crushed and sweetened berries and a dab of whipped cream for dessert.

May 3 begins the 50th Anniversary of Raisin Week... a fitting time to renew our interest in this popular dried fruit. Enjoy "Country Breakfast Waffles" for breakfast or Sunday supper, soon. Add a few chopped raisins to sandwich fillings, salads or salad dressings. You'll be surprised at the flavor lift they give.

COUNTRY BREAKFAST WAFFLES

2-3 cup light or dark raisins
2 cups sifted all-purpose flour
1 teaspoon salt
2 tablespoons sugar
1 teaspoon baking powder
3/4 teaspoon soda
1 1/2 cups buttermilk
2 eggs
1-3 cup melted shortening
Cover raisins with water and boil three minutes. Drain thoroughly. Sift together flour, salt, sugar, baking powder and soda. Add buttermilk and well-beaten eggs, and beat thoroughly. Stir in raisins and melted shortening and mix

lightly but thoroughly. Bake on hot waffle iron.
Makes five (8-inch) waffles.

OUTNUMBERED

ST. CATHARINES, Ont. (UPI)—The annual candidates meeting of the St. Catharines Junior Chamber of Commerce was canceled when only 10 people showed up to listen to 15 office-seekers.

HARTACK'S START

CHARLES TOWN, W. Va. (UPI)—Jockey William Hartack, one of the country's top riders, won his first title when he rode 24 winners at the 19-day autumn meeting at Charles Town in 1952. He since has won three national championships.



COFFEE COFFEE-CAKE is a favorite for breakfast, drop-in coffee guests, brunch or that informal late evening snack. The recipe makes a nine-inch square cake and the frosting is baked on.

COFFEE CAKE

In every recipe box there are a few well-thumbed recipes that can be counted on to be just right for most any occasion. And it's always a joy to discover others that are just as dependable and delicious.

A recipe that belongs in this special class is Coffee Coffee-Cake, which features a Streusel topping. It's the perfect accompaniment for morning coffee when you have friends in, and it's especially tasty when served warm. You'll also find it makes a hit as a late evening snack. And once you make it for your family, it is sure to become one of the things they clamor for.

Both the cake and its streusel topping have a distinctively different flavor — the popular yet subtle flavor of coffee.

You can add this real coffee flavor without any guesswork when you use a richly roasted instant coffee. It's handy and so easy to use—no need to brew coffee to get that wonderful taste.

COFFEE COFFEE-CAKE

1-3 cup butter
1 cup brown sugar, firmly packed
1 egg beaten
1/2 cup milk
1 1/2 cups sifted flour
1 tablespoon instant coffee
2 teaspoons baking powder
1/2 teaspoon salt

Cream butter until fluffy. Add sugar; beat until light and creamy. Combine egg and milk. Sift together flour, instant coffee, baking powder and salt. Add dry ingredients alternately with milk mixture, beginning and ending with dry ingredients. Pour into greased 9-inch square baking pan. Sprinkle with Streusel Topping. Bake in moderate oven (375 degrees) 30 to 40 minutes or until top springs back when touched lightly with finger.

STREUSEL TOPPING

1-3 cup sugar
3 tablespoons flour
1 teaspoon cinnamon
1 tablespoon instant coffee
1-3 cup butter
1/2 cup chopped walnut meats

Combine sugar, flour, cinnamon and instant coffee. Cut in butter with two knives or pastry blender until mixture resembles coarse corn meal. Stir in walnut meats.

We feature a complete line of "FAMILY" COOKIES

A "Mothers of Oakland" Product

Special This Week—Old Fashioned OATMEAL, Pkg. 49¢

Carter's FINE FOODS
1420 Esplanade

POACHED.. SOFT.. BOILED.. OMELET

FREE! JOY "One-touch" DISPENSER

(with purchase of special King-Size or Giant-Size can)

Dispenser comes right on every special King-Size or Giant-Size can, and it's reusable. Hurry, get yours now. Supply won't last long.



Automatically measures out exactly the right amount of JOY to wash a sinkful of dishes

Handiest way ever to use the dishwashing liquid that's made to be mild 3 times a day

Extra bonus—coupon below saves you 8¢ when you buy JOY

Now you get two wonderful bonuses just for trying today's gentle Joy. Right with each specially marked can you get Joy's handy, exclusive "One-touch" Dispenser, and below in this ad you get a coupon that saves you 8¢ when you buy Joy.

Hands that do dishes three times a day need the modern liquid that's made to be mild three times a day. They need today's Joy. Washing dishes with Joy is like putting your hands in a bubble bath three times a day. Because that's how mild Joy is—mild as a bubble bath. Try it and see what it can do for your hands.

Look how easy, how convenient...



Tip can over sink and let dispenser fill



Press lever until chamber is emptied

CUT ALONG DOTTED LINE