

ARM CHAIR TOUR OF BETTY CROCKER KITCHENS

As you step through the door into the Betty Crocker Department of General Mills in Minneapolis, the busy life of industry changes quickly into a warm, colorful atmosphere of glowing colors, handsome furniture, low lights and soft music.

Charcoal, gray, yellow, flamingo and apple green prevail in this modernistic setting that's touched with a bit of the oriental.

A long curved sectional sofa, covered in a linen print, dominates the reception area. It's appropriate that the pattern is spice garden and the color paprika. Two walnut arm chairs, covered in gray leather and separated from the sofa by a round low walnut marble topped table complete this conversation grouping. Along one wall stands a large Louis XIV French chest with marble top. The chest is carved with relief drawings of ancient Chinese figures. Above this hangs an oil portrait of Betty Crocker, illuminated indirectly.

The reception area is separated from the Homemaker kitchen by a large white brick planter filled with greens.

The Homemaker's kitchen could be any woman's dream come true. Soft apple greens, gray, white and a touch of flamingo blend beautifully into truly harmonious living. Special features of this kitchen where cook book ideas are developed and guest luncheons are prepared are an array of the latest equipment and appliances. A center island makes added preparation space around the top cooking units which are set into white tile. The counter area is flamingo in color. All cabinets in this dream kitchen are made of plastic with a soft white background patterned with a tiny line of gray. They won't scratch and will wipe clean with the touch of a cloth. Under the top units is a warming oven to keep foods at perfect temperature until serving. A mixing center in one corner has sliding doors to conceal the mixer and give ample working space. All measuring equipment and ingredients are within easy reach and the double oven is close by. A double stainless steel sink combines a garbage disposal and vegetable cutting board all in one and is close to the refrigerator-freezer for easy food preparation.

est equipment and appliances. A center island makes added preparation space around the top cooking units which are set into white tile. The counter area is flamingo in color. All cabinets in this dream kitchen are made of plastic with a soft white background patterned with a tiny line of gray. They won't scratch and will wipe clean with the touch of a cloth. Under the top units is a warming oven to keep foods at perfect temperature until serving. A mixing center in one corner has sliding doors to conceal the mixer and give ample working space. All measuring equipment and ingredients are within easy reach and the double oven is close by. A double stainless steel sink combines a garbage disposal and vegetable cutting board all in one and is close to the refrigerator-freezer for easy food preparation.

Close to the cooking center is an eating nook. The triangular shaped table seats four comfortably. One of the chairs swings around to a desk area where on the wall within easy reach is a unique inter-com system to keep in touch with the family all over the house. It also controls a radio, television set, and phonograph.

On through the Homemaker kitchen and into the Early American Dining Room. This friendly, hospitable room where all department entertaining is done is a unique change from the modern to the traditional. Pine paneling and wide board flooring, braided rugs and antiques make up the mood of this lovely room. A large brick fireplace dominates one wall. This room is an authentic reproduction of a 18th century American Dining Room. In fact, most of the furniture and paneling were moved from one of these old homes into this room!

The four other kitchens in the department are functional and similar in appearance with yellow walls. A center island with double sinks and overhead storage with sliding doors, makes it possible to have four complete units in each kitchen. A visitor may walk down a wide aisle and sit on flamingo stools at a counter that looks into the kitchens. Banks of freezers and refrigerators line the back walls and are accessible to all the kitchens. Bamboo matchstick draperies in an off-white carry through the kitchens colors with a border of green, yellow and flamingo.

In the Product Kitchen, recipes and ideas are developed for advertising through print and television. The home economists in this kitchen are responsible for package and publicity ideas as well as recipes to be used in

advertising. Next in line is the Kamera Kitchen where food is prepared for photography and television. Four girls work with a photographer and art director to turn out artistic, glamorous culinary achievements.

A daily decorated vegetable cart adorns the wall separating this kitchen from the Experimental Kitchen where new products are tested, recipe methods improved, and products checked with new equipment. In the check test area, a new recipe receives its first critical appraisal by the staff. If it is approved, it is sent to a panel of testers across the country, women who make the recipe in their own kitchens and send back their results. When the recipe has been thoroughly tested under all conditions, it is ready for sharing with the homemaker through newspapers, magazines, television, cook books and bulletins.

The Quality Control Kitchen is the place where samples of flour and mixes from the seventeen mills are baked into bread, cakes, cookies, under home conditions to assure top quality.

In the office section, replies are composed to the more than 1,000,000 letters that Betty Crocker receives each year. "How to bake" film strips are prepared for high school home economics classes, and with each film strip goes a booklet of recipes and step-by-step methods. Here each member of the staff has a desk offering

a view of the open country through more off-white matchstick draperies. The office is further enhanced with a large mural on one wall showing the history of milling from Egyptian times to the present in colors to complement the entire area. Light walls and a flamingo book shelf blend with easy chairs and sofas to complete the office decorations.

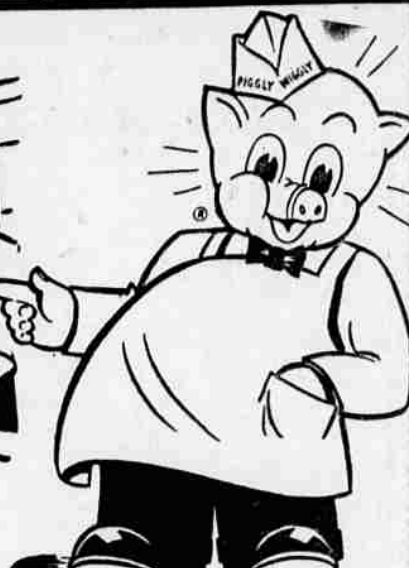
SPICED FRUITS
Canned apricots, peaches, pineapple and pears make attractive and compatible garnishes for lamb, ham, chicken or pork. Use a No. 2 1/2 can and drain off syrup. Add 3 lemon slices, 8 whole cloves, 1/2 teaspoon allspice and 1 tablespoon vinegar to the juice and cook slowly for 15 minutes. Add the fruits and heat thoroughly but do not boil. Pour into hot sterilized jars and store in the refrigerator a day before using.

SHOPPING FOR BRIDE
A basic wardrobe of pots and pans is a gift any bride will cherish. Look for handles that withstand high temperatures, few seams, rounded edges, standard sizes and designs that are easy to lift and carry when hot.

TRY FOR A PRIZE AT OUR

BIG QUIZ SHOW!

Make Your Knowledge of Groceries Pay Off on Our **BIG QUIZ SHOW** conducted by **BUD ROBINSON** The Sego Milk Quizmaster **QUIZ SHOW ALL DAY WITH THE GRAND FINALE AT 5 P.M. SATURDAY**



- ★ Fun ★ Music
- ★ Free Groceries
- ★ Sat., May 16 10 a.m. to 5 p.m. ★ Don't Miss It



Free!
PEPSI-COLA
Crater Lake
ICE CREAM



Hills Bros. Coffee

Coffee Hills Bros. Drip or Reg. lb. **65¢**

Strawberries Pride of Oregon Frozen 10-oz. pkg. **6 for \$1.00**

Margarine Plymouth Colored Cubes **7 lbs. \$1.00**

Sego Milk Tall Tins **8 for \$1.00**



Free!
Hills Bros. Hot **COFFEE**
Borden's Hot **DONUTS**

Best Foods
French Dressing
Regular 8-oz. Homestead
4 for \$1.00

White King with Bleach
CLEANSER 2 pkgs. **25¢**

Chiffon Bathroom
TISSUE 2 roll pack **29¢**

Chiffon Facial
TISSUE 400 Count 2 for **49¢**

Zee Bathroom
TISSUE 4 Roll Family Pack **35¢**



Borden's BISCUITS
Buttermilk or Regular
3 pkgs. 29¢

Zee Heavy **WAX PAPER** 100 ft. roll **2/39¢**

Zee Reg. Size **PAPER TOWELS** 5 rolls **1.00**

Zee 80 Count **PAPER NAPKINS** pkg. **10¢**

Ocean Spray 16-oz. Cans **CRANBERRY SAUCE** **2/45¢**

COFFEE
Hills Bros. **INSTANT**
6-oz. Jar **89¢**



"Hutchison's Market"
The Market of Quality

CHOICE BEEF... THERE'S NONE FINER

MARINATED STEAKS
BONELESS
Something different in steaks. Broil, fry, or outdoor Barbecue.
98¢ lb.

POT ROASTS U.S.D.A. CHOICE Well-aged for Flavor & Tenderness **69¢ lb.**

SHORT RIBS U.S.D.A. Choice, Center Cuts, no brisket **39¢ lb.**

PORK STEAKS Lean and Meaty Cut from fancy, Young Pork **55¢ lb.**

Pure Pork SAUSAGE Fresh and Delicious Seasoned the way you like it best **49¢ lb.**

Fresh Fryers | Jumbo Prawns | Fresh Oysters

Stahl-Myers, Ferris
Fancy Hickory Smoked
CANNED HAMS



Domak's White or Color, 10-oz. pkg. **MARSHMALLOWS** **2/35¢**

Lipton's 1/2-lb. Pkg. **BLACK TEA** **85¢**

Lipton's Black, 48 bags **TEA BAGS** **63¢**

Lipton's Chicken-Noodle, Tomato, Veg. **SOUP MIX** **3/43¢**

Lipton's Onion **SOUP MIX** **2/35¢**

Calo Tall Cans Dog or **CAT FOOD** **4/55¢**

Best Foods **SALAD OIL** Qt. **49¢**

Ritz 12-oz. pkg. **CRACKERS** **39¢**

FANCY PRODUCE

LETTUCE LARGE SOLID HEADS **3 FOR 25¢**

TOMATOES Calif. Salad Size **2 lbs. 23¢**

BANANAS Golden Ripe **2 lbs. 25¢**

Radishes or Green Onions Medford **3 buns. 14¢**

Corn on the Cob California **4 ears 25¢**

STRAWBERRIES California **3 cups 59¢**

Pet Instant **DRY MILK**
12 Qt. Pkg. **79¢**

Reg. 16c Varieties
CAMPBELL'S SOUP **8/1.00**

Nalley's 15-oz. can **CHILI CON CARNE** **3/89¢**

Borden's American, Swiss, Pimiento 8-oz. pkg. **SLICED CHEESE** **2/49¢**

Heinz Strained, 4-oz. jars **BABY FOOD** **5/59¢**



Piggly Wiggly

We reserve the right to limit. Prices effective through Saturday night. Open 9 to 8 Daily, 10 to 6 Sunday.

7th and Pine **Plenty of Parking**

Blue Bonnet **MARGARINE** 4 lbs. **1.00**

Dal Monte 12-oz. jar **SWEET PICKLES** **35¢**

IXL Giant 40-oz. Family Size **VEGETABLE RAVIOLI** **45¢**

Dundee No. 303 can Cream Style **CORN** **8/1.00**

Salmon Feast, Alaska Red, No. 1's **SALMON** **39¢**

Crater Lake **ICE CREAM**
1/2 Gal. **89¢**

