

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Food Editor

Herald and News



C AND H SUGAR launches Hawaii jet trips contest. Pan American hostess Eleanor Alford poses with a C and H Sugar display and the contest rules. Contest entry forms are available in leading food markets in the area. The Johnson-Lieber Company is Pacific Northwest broker for C and H Sugar.

CONTEST

Take the lure of Hawaii, mix in luxurious round trips to Honolulu aboard Pan American Air Lines' new 707 jets, add a 10-day island vacation for two, and you have the sweet recipe for California and Hawaiian Sugar's "50 Jet Trips to the 50th State" contest.

The C and H jet-propelled promotion—covering the Pacific Northwest and Alaska markets—took off with a fanfare on July 9 with a 2-color, 1000-line advertisement in the Klamath Falls Herald-News. To keep up the contest pace, C and H is scheduling another 1000-line, 2-color advertisement to follow in the Klamath Falls Herald-News on August 6.

In the picture, attractive Pan Am hostess Eleanor Alford lends her charms to illustrate the C and H rules. Miss Alford—who is regularly assigned to the Pacific Northwest-Honolulu flights, which become five-hour trips with the advent of 707s in September—has just whipped a set of official contest entry forms from her Waikiki-type beach bag.

In addition to the "50 Jet Trips" top awards, C and H has sweetened the contest pot with 500 "Hawaii Calls" albums as additional prizes.

The top prizes will be awarded in the form of 25 round trip flights for two on Pan Am 707s complete with a glorious 10-day Hawaiian vacation hosted by C and H.

Grocers are not forgotten. The 25 food dealers who sold the bag of C and H Sugar to the top winners will receive Magnavox mahogany, twin-unit, stereophonic hi-fi sets as their rewards.

To enter the C and H "50 Jet Trips to the 50th State" you dream up a clever last line from a little verse which goes:

Hawaii is the land I want to see,
Land of hulas, leis and Waikiki;
Here is sugar's sweet domain,
Land of C and H—purest cane.

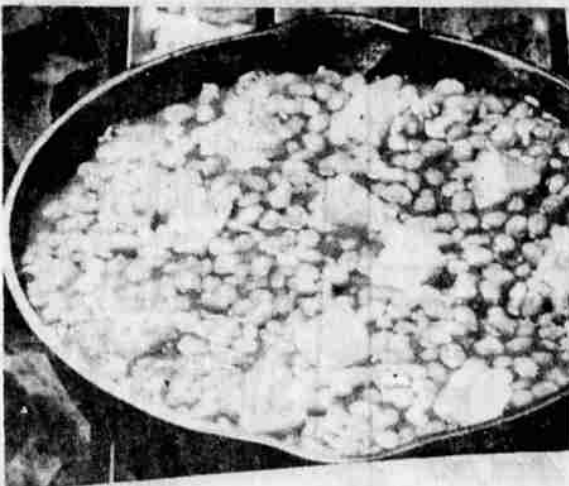
Then, enclose the letters "C and H" from a pink bag of C and H Sugar and mail with your entry to "50 Jet Trips to the 50th State," P.O. Box 28, Los Angeles 61, California.

Contest entry forms are now obtainable in leading food markets throughout Washington, Oregon, Alaska and in Western Idaho, At-

tractive point-of-sale material and displays similar to the catamaran piece shown above are heralding the C and H product and contest in most of these markets. Point-of-sale displays and contest material are obtainable from Johnson-Lieber division offices in Seattle, Portland and Spokane. The Johnson-Lieber organization acts as Pacific Northwest brokers for C and H Sugar.

DATES

A jar of specially treated dates on hand makes a quick dessert at a moment's notice. Fill a quart jar with pitted fresh dates. Half cover with port wine or a fruit juice such as a pineapple-grapefruit or canned peach juice mixed with pineapple juice. Refrigerate at least overnight before using as a simple compote, ice cream topping, or in combination with other fruits.



CAMPBELL'S peak season promotion features "Gold Nugget Beans" which is a combination of Campbell's Pork & Beans and Del Monte Pineapple Chunks. One can of each, combined, makes three to four servings. The recipe is on the back of each can of the new pack of pork and beans.

GOLD NUGGET BEANS

No doubt you have seen on your grocer's shelves promotion for the dish—in a skillet, "Gold Nugget Beans," which is Campbell's midsummer promotion.

Campbell's test kitchens suggest combining Campbell's Pork & Beans with pineapple.

Here's how to do it:

Saute 1/4 chopped onion in one tablespoon butter. Stir in one can of pork and beans and 1/2 cup drained pineapple chunks. Add one teaspoon prepared mustard. Heat thoroughly over low heat to blend flavors.

Boston brown bread, heated in the can and sliced and served with the beans is a good combination with this dish. Or, make cornbread, using a mix or starting from scratch. Add a tossed green salad to the menu and watermelon for dessert and there's your meal in a jiffy.

The 21-ounce can of Campbell's Pork & Beans is a good size to carry on camping trips. The "tender-hearted" beans are precooked with tomato sauce and pork in the Campbell Soup Company kitchens.



ARDEN PINK lipstick by Elizabeth Arden is her new vivid pink for summer wear with all of the bright summer pastels and white.

COLE SLAW

Fresh grapes and raisins are a good combination. Combine finely shredded green cabbage with shredded carrot, green or Tokay grapes and light or dark raisins plumped in orange juice. Toss together with a sprinkling of salt, sugar and a little mayonnaise thinned with lemon juice.

COOL MENU

Sliced cold meats rolled around spoonfuls of potato salad, sliced tomatoes and cucumbers with tart French dressing, whole wheat bread and butter, iced tea or coffee makes a good summer evening supper. For dessert, chilled canned cling peach halves can be filled with your favorite sherbet and sprinkled with flaked coconut.

SUMMER PINK

Summer should be your most exciting fashion season. Far too many women think that fashion ends when the thermometer climbs above 80 degrees. But the woman who misses the opportunity to look smashing from May to September is missing the season when her clothes imagination can work most effectively.

Worn with a dash of excitement and great authority summer clothes have a very special kind of beauty. If you've tied yourself to pastels or too-bland neutrals perhaps you need to retune your color sense. Consider the wonderful vibrant tones, the spiced bright colors that lift your spirits as well as your wardrobe.

For instance—think about pink. Only for evening clothes or for children? Not the strong clear pink that is number one color news this season. It is the very tonic that could give a new look to a closet full of clothes. Take a pink shirt for example—dramatic with a suit of deep red linen, could turn a pale gray skirt into an exciting costume, makes navy or black anything but routine.

Your most important accessory for this great new pink is the right make-up. And who but Elizabeth Arden could create the

perfect complement? Her newest lipstick shade, called "Arden Pink," is a fresh alive pink, so vivid and radiant that makes you as effective and lovely as your costume.

PATIO FLOORS

E. L. Bruce Company's asphalt tile cleaners, the same one you use on your kitchen floors, is recommended for the tile floor of your patio. Afterwards, frequent hosing or soap and water scrubbing will keep normal dust and dirt in check.



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