

VETS' DOG FOOD

VETS' DOG FOOD 10¢ OFF!

Muggets of Nourishment

A PREPARED DOG FOOD



PREPARED DOG FOOD is certainly a convenience in the modern household. Following on the heels of Pard Crunchers is the new Vets' Dog Food called "Muggets of Nourishment." Bill Riley of Fewel-Corner Company brought the new Vets' Dog Food to Klamath Falls and he says his dog is "crazy about it." Vets' Dog Food can be fed as it comes from the package or mixed with canned dog food or with liquid. The company is offering a reduction in price in the five-pound, 10-pound and 25-pound packages during the introductory period.

VETS' DOG FOOD

Food brokers say that dog food is the number one volume item at the grocer's these days. Of course, prepared food for babies and infants is right in there competing for top spot still.

The new Vets' Dog Food packages each carry a coupon to be mailed to the Pilot Guide Dog Foundation in Chicago. The Foundation presents these coupons to the Perk Foods Company for redemption and is paid \$2 for every 100 coupons it has received from pet owners.

The guide dogs are trained and given free to the blind. In addition, the blind person receives

free transportation to and from the training center and receives instruction on use of the dogs.

Vets' Dog Food is recommended for feeding from five weeks of age up. A feeding chart with suggested amounts for age and size of dogs appears on the back of each package.

There is scarcely a family in town these days with table scraps for the pets, so the easy way to make sure your dog gets a balanced diet is to feed prepared dog food. All dog food sold in Oregon must meet rigid requirements as to sanitation in preparation. The packages list the ingredients.

From there on, it is just up to the dog to see if he likes it.

New Pard Crunchers

Complete dog dinner

LICKIN' GOOD

BEEF GRAVY FLAVOR



HOW'S YOUR DOG eating these hot days? Two new dry dog foods are being introduced in Klamath Falls just now, so we're introducing both of them in this food section. All dogs don't like all foods, of course, but Doyle Anthony, local Swift & Company manager, says his dogs just love the new Pard Crunchers. Out of a litter of 13, of which 11 pups lived, he has permitted his dog to keep one son by her side. At just about three months of age, the pup is hungry several times a day and his master wants him to have the best.

SPECIAL!

FRESH **SALMON** WHOLE FISH 59¢ lb.

Buy Now For Freezing

Canning and Barbecuing

★ Fresh Red Snapper
★ Filet of Sole ★ Sea Bass
And Other Fresh Fish

A Complete Line Of Fresh and Frozen Sea Foods.

For Really Fresh Fish Come To...

Crescent Sea Foods

WHOLESALE and RETAIL

2836 So. 6th

Phone TU 2-0161

15 HOT DRINK

Dixie Cups

9 OUNCE WITH HANDLES

STERIL-PACKED



"NOT ALL PAPER CUPS are Dixie Cups... just the best ones," was the boast of V. E. "Sandy" Sandefer, district manager for the Dixie Cup division of American Can Company, when he visited Klamath Falls with Bill Riley, Fewel-Corner Company, food brokers, last week. "Sandy" has his headquarters at 2514 Woolsey, Berkeley 5, California.

DIXIE CUPS

There is a Dixie Cup for every purpose, according to "Sandy" Sandefer, district manager for that company.

And he is perfectly willing to take time out to give details which we found interesting as can be.

For example, Dixie Cups made for carbonated beverages have an inside coating which holds the carbonation, keeping the drink live and bubbly. Dixie Cups for beer, on the other hand, have a different kind of coating which does not hold the bubbles but permits them to rise to the top of the cup, maintaining a "head" on the beer.

Others are made so they will hold alcoholic beverages with no leakage or deterioration.

Cold drink cups are familiar household accessories to most people. The Dixie Cup home dispenser is an attractive wall attachment. Refills come in packages of 50 Dixie Cups to fit.

The new "Steri-Pack" hot or cold Dixie Cups have resealing tops. The pack of cold drink cups contains nine-ounce tumbler size cups. There are 15 hot drink Dixie Cups in the hot cup pack. Heavy clear plastic on the face of the carton shows the attractive colors. The packages have the new snap-shut closing. To open, run finger or knife blade under the lid to break the glue spots. The top of the box has a patented little gadget making it possible to close it tightly after it has

been opened. The little flap folds down over the front of the box, so when the lid is pressed down, the package stays closed. It's a slick trick for picnic gear.

There are snack size plates and dinner plates and they are plastic coated so you can serve potato salad, sliced tomatoes, hot gravy and meat or about anything you wish without the plates giving away. There are dessert dishes, too.

Another thing Sandefer pointed out is the fact that the cellophane covering on the packs of six color drink or hot drink cups is sealed tightly at each end, so no dust can seep into the package.

Use the hot drink cups for baking cupcakes for a picnic; use the cold ones for making ice cream desserts and storing in the freezer until you are ready to use. The factory tests the cups by tearing up cups at intervals off the production line. Dixie Cups must be uniform and must meet the manufacturer's specifications by test.

COOL EFFECT

It is suggested by the Cleanliness Institute that insides of living room fireplaces be white-washed for summer and greenery substituted for andirons and logs. Come fall, the whitewash can be scrubbed off with hot soap or detergent suds.

CONSOMME

On a hot evening when nothing sounds appealing, look in the refrigerator for something soothingly cool. With the luck born of foresight you might find a frosty can of consommé on the shelf. Serve the jellied soup as an appetizer and then appetites will be prepared for whatever you wish to follow.

Pard Crunchers

The Pard department of Swift and Company has brought out a new dry dog food. Aptly named Pard Crunchers, the tidbits absorb moisture quickly, but do not break down. They remain chewy and crunchy for hours after mixing.

Pard recommends mixing 1 cup of liquid with 4 cups of the Crunchers. Or the Crunchers may be fed dry, as you wish.

For training purposes, Pard suggests starting the puppies to eating at the mother's eating period. Under six months, Pard suggests three times a day feeding and from six months to a year, twice a day feeding.

Puppies are like little children in that they like to play with their food. Feed as much as the pup will eat in a 15-minute period.

Pard Crunchers are also available in 8 1/2 pound and 20 pound economy bags. The juices of cooked meat have been added to the food to provide an appetizing flavor.

Pard's introductory offer is money back in cash with the purchase of your first package by just mailing in the coupon and the price paid to the Pard division of Swift and Company.

there's only one **SKIPPY**

BEWARE OF IMITATIONS

LOOK FOR THE HAPPY LITTLE DOG

TOPS IN QUALITY!

LOW IN PRICE

JELLIED FRESH FRUIT FOR SHORTCAKE

MADE WITH M. C. P. "LOW SUGAR" PECTIN

Jellied Fresh Fruits Will Not Soak Into Shortcake

One Recipe for All Fruits Without Cooking

PREPARATION OF FRUIT: Wash thoroughly. Hull and crush berries. Grind tree fruits.

1. Measure 2 cups crushed or ground fruit and 1 cup M.C.P. "Low Sugar" Liquid Pectin into kettle. Mix well.

2. Add 2 cups sugar; blend mixture thoroughly to dissolve sugar.

3. Some tart fruits, such as Red Raspberries and Loganberries, may be tart enough to jell the fruit, but other fruits will need lemon juice. The amount of lemon juice to add ranges from 1/4 cup to 1/2 cup, depending upon the kind of fruit being used.

4. First, try adding 1/4 cup lemon juice, mix well. If texture and tartness suit you, do not add more lemon juice. If jellied fruit is not firm enough, then add 1/4 cup more lemon juice; but no fruit will need more than 1/2 cup lemon juice for this basic recipe.

5. The fruit will jell immediately when the proper amount of lemon juice is added and it is then ready for use on shortcake, or if you want to keep it for future use, it will keep for weeks stored in refrigerator same as milk.

"Jellied Fresh Fruits" can be frozen in regular freezing containers for long storage. When thawed out, jellied fruit will retain its perfect texture and fresh fruit flavor.

The above recipe will make 2 1/2 lbs. of "Jellied Fresh Fruit." This recipe may be doubled, tripled, etc., by multiplying all the ingredients by the same number.

Get M. C. P. "Low Sugar" Pectin at your grocer's now.

Added Savings At

A PRIZE FOR EVERYONE

SlottoLUS

Big-Y Customers --

WIN!

FREE PRIZES

for every Adult Customer



Uptown Store

Friday 10-4, 7th & Pine

So. 6th Store

Saturday 10-4 - 4710 So. Sixth

Every Customer Gets A Chance --

Every One Wins - Hundreds Of Free Prizes!!!

Swift's Brookfield

BUTTER

59¢ lb.

Fresh Frozen
Blue Goose or Hi-West

STRAWBERRIES

10-oz. pkgs.

5/\$1.00

Royal Club

Grapefruit Juice
or
Blended Juices

No. 2 tin

10 FOR \$1

CEREALS

● Cheerios
● Korn Kix
● Sugar Jets
● Wheaties
● Corn Puffs

4 FOR \$1

Big-Y Thrift Department Values

Carton of 4 tall, clear

Tumblers 39¢

Reg. 2.00 Economy Size Lustre Creme

Shampoo \$1.39

Men's and Boys' **Swim Trunks**

Stretch Brief or Boxer Style 88¢ Pr.



White Cotton Men's Random

Work Sox

Nylon Reinforced
4 Pair in Bag 88¢

Men's and Boy's Nylon

Stretch Sox

Plain and Fancy Patterns!

4 pr. 88¢

22"x44" Heavy Duty
Bath Towels

Cannon or Cone

2 for \$1.29

Dressy Looking Children's

Play Shoes

1.29 Pr.



6-14 Asst. Styles Rubber Soles

No-Iron Plisse

Baby Doll PJ's

2-Pc.

Size 6 - 14

88¢

Attractive Landau

Alarm \$3.44

Luminous Dial

plus tax