

Borden's
EAGLE BRAND
SWEETENED CONDENSED MILK

Borden's
NEW INSTANT
DUTCH CHOCOLATE
FLAVORED MIX

Borden's
INSTANT
whipped potatoes

Borden's
Starlac
QUICKER THAN INSTANT
PRE-MEASURED ENVELOPES
EACH MAKES ONE QUART

EXTRA CONVENIENCE PACKAGE

THE BORDEN FOOD PRODUCTS Company has a wide variety of food products on the market. Many good cooks today recall the first dessert they made by cooking Eagle Brand sweetened condensed milk (in the can) until it caramelized and then adding nuts and topping it with whipped cream. It still works, but the Borden people have lots of new recipes since that time and a whole line of up-to-the-minute convenience foods, some of which are shown here.



SHE STAYS COOL as a wood-nymph on hot, humid days, thanks to Helena Rubinstein's delicately scented new "Wood Fern" friction cologne, a distinctive blend of orange and lemon blooms, plus fragrant verbena herbs.

WOOD FERN

Want to feel as cool and sprightly as a wood nymph during the hot and muggy days ahead?

Helena Rubinstein introduces her new friction cologne—"Wood Fern"—fresh and delicately scented, a distinctive blend of orange and lemon blooms plus fragrant verbena herbs, essences imported from the famed Grasse flower farms of southern France.

How often have you stepped out of a shower or bath only to feel sticky and clammy before you were dressed? "Wood Fern," splashed generously over the entire body immediately after shower or bath, promises tingling, cool and lasting refreshment. And, for that late-in-the-day let-down, a dash of "Wood Fern" on arms and neck will inspire a come-alive, perky feeling.

"Wood Fern" cologne is so subtle it can be used very generously, and it is priced to allow generous splashing on during hot weather time.

Helena Rubinstein's outdoorsy scent is packaged in a smart spruce and white striped carton, as light and airy as its name. Its classically simple fluted bottle and its citrus color are all part of the delicious scheme to refresh and regenerate, to beat the heat, humidity and hum-drum of weather and work.

LAMB

A point worth remembering is that lamb is always served piping hot or cold—never lukewarm. Usually lamb roasts and chops are served either medium or very well done.

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Borden Food Products

Jim Gregersen of Eugene was in Klamath Falls last week introducing Arlie C. Carter who will now call on the Klamath Basin and other Southern Oregon points for the Borden Food Products Company. Carter was formerly at Portland with Borden's and is now supervisor in charge of both cheese and grocery products for this area. Establishment of a territory out of Medford will permit more frequent calls here by the sales representative.

Gregersen stays at Eugene and Chuck Bonney continues as route



ARLIE C. CARTER

APRICOT FROST

For a different type of soda, serve an "Apricot Frost." It has a delicious blend of tangy, golden apricot nectar and full-bodied California Sauterne wine for the base; sparkling water and a last minute topping of pineapple or orange sherbet make it a unique, satisfying refresher. With a toasted cheese sandwich, this delicious beverage would make a nice lunch to share with a neighbor.

APRICOT FROST
2 cups apricot fruit nectar
1 1/2 cups California Sauterne, Chablis or other white dinner wine
3 tablespoons fresh lemon juice
1/4 cup white corn syrup
1 cup sparkling water
Pineapple or orange sherbet
Chill all ingredients. Combine nectar, wine, lemon juice and corn syrup, and stir to blend. Add sparkling water, and pour into tall glasses at once. Top each with a small scoop of sherbet and serve. Makes about 5 servings.

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BORDEN'S CONVENIENCE FOODS

"Quicker than instant" is Borden's claim for the new Borden's Super Starlac. The extra convenience package contains six pre-measured envelopes, each of which makes one full quart of milk.

The recipe for making "Heart of Milk" whipped topping appears on the side of the package. Just combine 1/2 cup cold water, 1 tablespoon lemon juice, 1 teaspoon vanilla and 1/2 cup Starlac powder in a deep bowl. Beat with electric or rotary beater about six minutes or until stiff. Gradually add 2 tablespoons sugar; beat one minute or until blended. Chill before serving. Makes about 4 cups of light, smooth and non-fattening topping.

BORDEN'S INSTANT WHIPPED POTATOES

Flakes of potato, processed by the Borden Food Products Company, now come in a package containing two foil envelopes, each containing servings for four persons.

For four servings, measure 1 1/2 cups water and 1/2 teaspoon salt into medium-size saucepan. Bring to a boil; remove from heat. Immediately add 1/2 cup cold milk which brings the liquid to the proper temperature for stirring in 1 envelope potato flakes and butter. Stir gently, then beat briskly with fork or wire whip. Season to taste.

Do not leave the saucepan on the heat. If you prefer slightly stiffer mashed potatoes, cut down on the water by two tablespoons.

Borden's recommends its whipped potatoes for baby. Heat, but don't boil, 1/4 cup milk. Remove from heat and add 1/4 cup potato flakes; stir. Beat briskly until thickened. Makes 1-3 cup. Season as desired.

Make tasty potato cakes with Borden's potato flakes by combining 1 envelope of potato flakes with 1 slightly beaten egg, 1 1/2 cups water, 1/2 cup milk and 1/2 teaspoon salt. Let stand 3 minutes. Shape into 6 cakes. Coat well with 1/2 cup fine bread crumbs and saute in hot butter, turning once, until golden brown.

INSTANT DUTCH

Borden's Instant Dutch Chocolate Flavored Mix makes hot or cold chocolate drinks. It blends quickly with hot or cold milk or in cooking.

For cold drinks, fill a glass with ice cold milk. Add 2 heaping teaspoons of Borden's Instant Dutch and stir. Top with a dollop of whipped cream and sprinkle of cinnamon if desired.

For ice cream sodas, make as for cold drinks and add a big scoop of ice cream, chocolate, vanilla or whatever flavor desired.

For hot drinks, put 2 heaping teaspoons of Borden's Instant Dutch in a cup or mug. Add hot milk and stir. Top with a marshmallow.

Borden's Instant Dutch makes children love drinking the milk

they need for good health.

ROQUEFORT DRESSING

Look for Borden's Pen and Quill Roquefort Dressing in the refrigerated counters at your grocers. At the same time, you will see Borden's cheese slices.

In addition as a dressing for tossed green salad, roquefort dressing adds a gourmet touch to thick, juicy steaks or hamburgers broiled on your outdoor grill.

Note, also, that Borden's Mayonnaise and Salad Dressing both come in wide mouth jar so convenient for reuse by the home-maker.

STUFFED CHILIS

This recipe is printed upon request.

Green chili peppers are available in small cans, packaged under two different labels. Each can contains four or five peppers which have been cooked and packed in a light oil.

Rinse the peppers in cold water and remove the white seeds. It is usually easier to stuff them if the peppers are cut into two pieces. Stuff with pieces of Borden's Swiss sliced cheese, or wrap strips of the pepper around pieces of the cheese. Dip in batter and

fry in butter much as you would make French toast.

Make the batter by adding 1 tablespoonful of flour to each egg used and beating briskly with a rotary beater. You'll need two to three eggs for each can of peppers. The stuffed peppers may be fried in advance and heated in the sauce at the last minute before serving.

Sauce is made by running a large can of peeled tomatoes through a sieve. Add to the pan in which you have sauted 1 medium sized onion, chopped and a clove of garlic. Add 1 cup bouillon, chicken or beef, and about 1 teaspoon of oregano which has been

crushed in the palm. Heat. Simmer the stuffed peppers in the sauce in a wide frying pan for about five minutes and then serve with rice. The rice may be served plain or may have chopped mushrooms or chives added.

VEAL LOAF

Combine 1 1/2 pounds ground veal and 1/2 pound ground pork with two tablespoons minced onion, two carrots which have been ground, 1 1/2 teaspoons salt, 1/4 teaspoon pepper and 1/2 cup sour cream. Pack mixture into a 5x9 - inch loaf pan chicken or beef, and about 1 teaspoon of oregano which has been

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