

Ready To Serve Dips



KRAFT has introduced three new dips all ready to pick up from the refrigerator cases at your favorite grocer and use. The new ones on the list are Onion Soup, Blue Cheese and Dill Pickle — all are ready to serve dips and a fine addition to a fine, long line of cheese products sold under the Kraft Foods label.



HILLS BROS. Instant Coffee is being introduced in the Klamath Basin in the new 10-ounce jumbo family size jar. It is the same fine instant coffee which Hills Bros. introduced in the smaller jars about two years ago. The new big size shown here will make the same amount of coffee as three pounds of regular grind. The big jar has the Hills Bros. original "Taste-Lok" inner-seal lid, also.

INSTANT HILLS BROS.

The familiar coffee - drinking Arab which appears on Hills Bros. Coffee jars and cans was adopted by the company back in 1890. The Arab has been going strong ever since.

In 1900, Hills Bros. Coffee was brought out in a vacuum-pack can and 14 years later, in January, the company established "Red Can" as a brand name.

Drip Grind was introduced by Hills Bros. in San Francisco in 1946 and in 1952 the company brought out its Fine Grind. Four years later, after years of research and laboratory testing, Hills Bros. came out with instant coffee. This, too, was introduced first on the West Coast.

Demand for the "quick" coffee grew and in 1957, Hills Bros. started selling commercial packs of instant coffee.

On June 14, 1958, Hills Bros. Coffee became the official coffee in Disneyland. The company sponsors and operates the Coffee House at Disneyland.

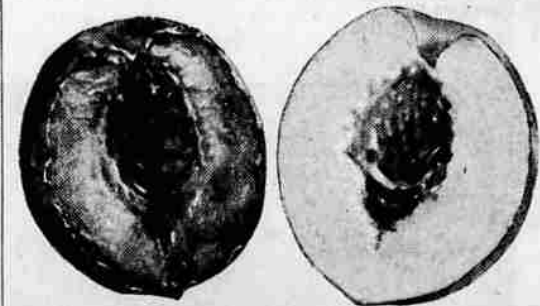
This spring, the company started construction on a new instant processing plant which will more than

double the output of its instant coffee.

Instant coffee continues to grow in importance. It now represents approximately 36 per cent of all home-consumed coffee in the United States.

For some reason or other, the Pacific Coast area has clung longer to boiled, percolated and drip coffee. Out here, 27 per cent of the coffee used at home is instant.

Hills Bros. new 10-ounce jumbo family size jar is another convenience offered by that company. It makes approximately the same amount of coffee as does three pounds of regular grind coffee yet occupies about a third of the shelf space. It is handy for carrying to the summer home or for camping trips and you need no eggshell to drop into the pot to clear the coffee on a hunting trip.



Which Half Would You Serve?

Fruit-Freeze makes the choice easy. See how it stops browning, preserves natural color and flavor of peach on right. Wonderful for keeping fresh-cut fruit appetizing for hours before serving. Use it yourself for freezing and canning. Simple recipes on every can. One 98¢ can is enough to prepare up to 75 lbs. of fruit. At leading food and drug counters.

FOR EXTRA VITAMIN C add Fruit-Freeze to fruit juices. Supplies twice the minimum daily requirements of Vitamin C per serving.



Fruit-Freeze

upstairs and downstairs
In Milady's Kitchen

By Florence Jenkins, Food Editor

Herald and News

A WINNER

NEW YORK—William H. Johnston of Salem, Oregon, received \$1,000 second prize in 1959's Sandwich Idea Contest for originating the wiener-based Round Dog sandwich. Johnston owns and manages Ren's Drive In in Salem. Included in his winnings was an all-expense trip to New York City as honored guest at a coronation luncheon at the Hotel Pierre for this year's Sandwich Queen.

ROUND DOG

6 frankfurters
1/2 cup sauerkraut, heated
6 enriched hamburger buns
Butter or margarine
1 tablespoon salad dressing
1 1/2 teaspoons prepared mustard
Cut frankfurters crosswise almost through at 1/2-inch intervals. Put frankfurters into hot fat at least 1/2 inch deep in large skillet. Turn when lightly browned. Frankfurters will curl into doughnut

shape. Spread buns lightly with butter or margarine and toast under broiler. Place frankfurter on bun with heaping tablespoon of sauerkraut in center. Top sauerkraut with salad dressing and mustard. Serve as a closed sandwich. Makes 6 sandwiches.

Round Dog Hawaiian: Substitute warm crushed pineapple for sauerkraut.

PROCESSORS
SAY...

"LOOK FOR
THIS LABEL—
IT MEANS



this FRYER
grown in
OREGON

fresher,
finer
fryers"

there's only one
SKIPPY

BEWARE
OF
IMITATIONS

LOOK
FOR THE
HAPPY
LITTLE DOG



TOPS IN QUALITY!
LOW IN PRICE

JELLY BAGS

Use embroidery hoops for holding the ends of jelly bag open. Bag can be hung from a clean wire coat hanger, bent to hook under the hoops from the outside.

PEACH JAM

Peach jam with a different flavor is achieved by adding 1/2 teaspoon vanilla to four cups of peach jam just about five minutes before the cooking is complete.

Serve a
**Cool, Cool
Salad!**



Play it cool! Serve a giant salad as a main dish! Keep in refrigerator 'til salad time; dress just before serving with one of these four:

Italian • Cheese • French • Russian

WISH-BONE
Salad Dressings

NEW 10-OZ.
INSTANT HILLS BROS COFFEE
20¢ OFF
INTRODUCTORY OFFER

Now this rich, strong coffee comes in the new 10-ounce Jumbo Family Size! For you real coffee-lovers, this means greater economy, less chance of running out and fewer "extra" shopping trips. So head for the Hills... Instant Hills Bros. Coffee. Rich, strong coffee this instant! Instant Hills Bros. Coffee is a vigorous blend of the most flavorful coffees from all around the world. Get the big 10-oz. Jumbo Family Size jar today... and save 20 cents!

HEAD FOR THE HILLS
JUMBO FAMILY SIZE

cook better with
richer-flavor
Wyandotte Olives



Food just naturally tastes better when you cook with Wyandotte "Mission Variety" olives, tree ripened to natural rich dark brown. Send for your free Wyandotte recipes. Write Wyandotte, 625 Market Street, San Francisco.