



PACIFIC FRUIT AND PRODUCE, 810 Spring Street, is a big plant and it is practically bulging with gorgeous fruits and vegetables. Particularly noticeable is the wonderful aroma of SnoBoy apples this week. Hundreds and hundreds of boxes of lovely Delicious and Winesap apples have been shipped here from Washington under refrigeration for the promotion which is being sponsored by SnoBoy right now. All of the stores are featuring the SnoBoy-Pillsbury tie-in. A cake serving set is being offered during the promotion which is just right for serving a Happy Apple Cake to your family or guests. Shown here is the big SnoBoy display which Wilbur Siegner, Klamath Falls manager for Pacific Fruit, put up to show how big the promotion really is.

HAPPY APPLE CAKE

The old rumor that Delicious apples are not suitable for cooking has exploded long ago.

And SnoBoy has the happiest Delicious apples on the market in Klamath Falls that you ever saw or that ever grew on an apple tree.

If you prefer Winesaps for cooking, get some of both varieties from your favorite grocer while this SnoBoy-Pillsbury promotion is going on. Make your family a Happy Apple Cake and use the coupon and the box top from the Pillsbury Deluxe Cake Mix to get a beautiful glazed earthenware cake plate and server for only one dollar.

Famed Yakima-Wenatchee Valley apples are packaged under the SnoBoy label to bring you the finest, crisp, juicy apples grown anywhere. SnoBoy is the top label of Pacific Fruit and Produce and only the finest of the crop are in the SnoBoy bags and boxes.

Here's the Happy Apple Cake that is suggested by SnoBoy and Pillsbury.

HAPPY APPLE CAKE

Put 3 tablespoons of butter and 1/4 cup (firm) packed brown sugar in each of two 8 or 9-inch round pans. Place over low heat just until butter melts. Arrange 1 cup thinly sliced SnoBoy apples in each pan.

Prepare your favorite Pillsbury Deluxe Cake Mix as directed on the package (Yellow Cake Mix is especially good in this recipe). Divide batter between pans. Bake at 350 degrees for 35 to 40 minutes. Cool five minutes. Loosen sides of cake layers and turn upside down on cooling rack. Remove pans. Cool.

Stack layers with apples in center as "filling." Frost with Pillsbury Fluffy White Frosting Mix.

Kellogg's OK's (which are now further improved after being judged mighty fine when first introduced), Kellogg's All-Bran, Kellogg's 40 per cent Bran Flakes, Kellogg's Raisin Bran, Kellogg's Pep Wheat Flakes, Kellogg's Shredded Wheat, Kellogg's Frost-Ed Flakes, Kellogg's Sugar Pops, Kellogg's Cocoa Krispies, Kellogg's Sugar Snacks and Kellogg's Corn Flakes, Kellogg's Rice Krispies.

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Food Editor

Herald and News



Oven-Speed

Remember the old-fashioned method of cleaning ovens when you set a small pan of ammonia in the warm oven and hoped it would loosen the cooked-on grease from fat meat or roasted wild duck? And if the pie boiled out and into the bottom of the oven, you scraped up the burned syrup and scrubbed and scrubbed to get the residue off so the oven wouldn't smoke with the next heating?

All that has changed. A warm oven can now be cleaned in a matter of minutes and if heating the oven for cleaning is not practical, a cold oven can be cleaned in a half hour.

Fenco Corporation's Oven-Speed is the new product available to Klamath Basin homemakers for easy oven-cleaning.

Oven-Speed's introduction this month marks February as "Kitchen Clean-Up Month" and makes easier one of the dirtiest chores which go with it.

Oven-Speed has no odor. It works in three minutes on a warm surface and within a half hour on a cold surface. Spills in the oven and burned grease are so much easier to clean up if taken care of promptly. When oven temperature has dropped to 150 to 200 degrees, just apply Oven-Speed liberally with the brush which comes with the preparation. Leave on for three minutes and then wash off with plenty of warm water.

A little vinegar added to the water speeds the washing and you'll be delighted with the shining oven.

Apply Oven-Speed to a cold oven, if it is more convenient. It just takes a little longer for it to do its thorough job of cleaning.

Oven-Speed does not drip. Its heavy viscosity permits it to adhere to oven roofs and sides, even to barbecue rods.

Oven-Speed is safe and efficient in cleaning porcelain, enamel, stainless steel and chrome interiors—and exteriors.

It is non-flammable so it is safe to use near a lighted oven pilot light in a gas range.

Keep the tube away from children. Anything that is strong enough to clean an oven can't be good for your hands. Paint the Oven-Speed on with the brush. Wash the oven with a sponge which has a handle. Otherwise, wear rubber gloves. If you don't wear rubber gloves, then wash your hands with water or a mild solution of vinegar following the cleaning of your oven.

MERINGUE

For puffy, fluffy meringue, separate the eggs when you first take them from the refrigerator and allow the whites to stand for a while at room temperature before beating them.



CLOSE-UP VIEW of the lovely earthenware cake plate and server posed alongside a bag of SnoBoy Delicious apples from Washington State. The plate and server are the current special promotion offer of SnoBoy and Pillsbury. Featured apples are Delicious and Winesaps, shipped here under careful refrigeration and on display at your favorite grocer's.

SNOBOY

SnoBoy explains why there is "no apple like a SnoBoy."

Every apple has its day—the day when its flavor peak is reached. Pacific Fruit and Produce explains. On that exact day, Sno-

Boy field inspectors order the apples picked and they specify the sun-drenched apples from the top and outside of the finest trees. The SnoBoy apples in the current promotion were grown in the famed Yakima-Wenatchee Valley of the state of Washington.

Within an hour after picking, SnoBoy apples are rushed to cool storage rooms. There, at a constant 31-degree temperature, the flavor "matures," and starches change to natural fruit sugars, and when the change has taken place, the apples are shipped.

SnoBoy's tree-to-grocer control continues as the apples are transported in cool, cool trucks to your grocer's. There you get the true "picked for flavor" quality. SnoBoy says:

"To enjoy all the eating pleasures we have done so much to protect, you must do your share: Always keep your SnoBoys in the refrigerator until you eat them. They'll be full-flavored and crisp."

Have you had your apple today?

MARDI GRAS

The \$25,000 first prize recipe in the annual Pillsbury Bake-Off was a Mardi Gras Party Cake. The recipe is available from your grocer's shelves.

Here is the filling to go with it.

BUTTERSCOTCH FILLING

1/2 cup sugar
1 tablespoon cornstarch
1/2 cup evaporated milk
1/2 cup water

1-3 6 ounce package (1-3 cup) Nestlé's Butterscotch morsels

1 egg yolk, beaten
2 tablespoons butter
1 cup chopped coconut
1 cup flaked pecans

Combine first five ingredients in saucepan. Add egg yolk; cook over medium heat, stirring till thick. Remove from heat, add butter, coconut, pecans. Cool. Spread between layers and on top to within 1/2 inch of edge. Frost sides and top edge with seven minute frosting or whipped cream.

there's only one
SKIPPY



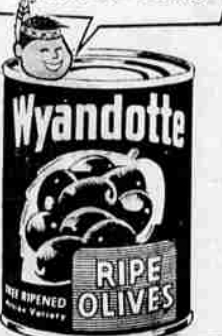
BEWARE OF IMITATIONS

LOOK FOR THE HAPPY LITTLE DOG

TOPS IN QUALITY!

LOW IN PRICE

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.



MEL SPIECKER

KELLOGG SALES REPRESENTATIVE

On his third trip around the territory, we persuaded M. C. (Mel) Spiecker, sales representative for Kellogg Sales Company out of Eugene, to let us have his picture.

As he was explaining to William F. Gremmels of Seattle, assistant to the division sales manager for Kellogg (who accompanied him on the trip) that he "would break the camera," there was a loud pop and something went wrong with the flash on Wes Guderian's camera.

Everything came out all right, however, and we introduce Mel Spiecker (it is pronounced Spee-ker—i before e, you know), relatively new Southern Oregon salesman.

He replaced Wayne Davis who moved last winter to Salem.

Spiecker has been with his company for 12 years. He is married and has three children, Jeanne Ann, 16, who aspires to the profession of beauty operator; 10-year-old Frank, and Melanie, who is nine.

He represents the full line of Kellogg cereal products in this area. Reading across the bottom of a page on Kellogg's "The Best to You Each Morning" 1960 Summer Food Service Menus, a gift from Mel's boss, the Kellogg cereal line includes Concentrate, Kellogg's Special, Kellogg's Corn Flakes, Kellogg's Rice Krispies,



ONE-THIRD MORE SPACE has been added at the Shoe Warehouse, 230 Main Street, which has operated as a discount shoe house for the last four months. There are now three rooms, each 30 by 90 feet in size, and departmentalized. More than 30,000 pairs of shoes are stocked and the room shown has more than 5,000 pairs of shoes, slippers and flats on display on the 16 racks shown. Other departments feature men's and boy's shoes, work shoes and women's and misses' shoes with heels. Only brand name shoes are carried and no factory rejects.

Walla Walla Peas
instantly enrich
one-dish meals!



HOT
tuna-noodle casserole
beef or chicken
pot pie
homemade stew
creamed chipped beef

COLD
Jellied ham, chicken
or veal
molded luncheon salad
stuffed tomatoes
chilled vegetable plate

Put your vegetable right into your main dish in seconds. Walla Walla peas add instant color and heartiness to meals. Rare Blue Mountains goodness in each bite!

warm
up to

MEDO-LAND
Meadow
Gold



Delicious served hot—and all you have to do is heat and pour. Always rich tasting because it's made with fine, pure chocolate. Smooth and creamy. Try it today!

CHOCOLATE DRINK