



LOU PRITCHARD

New Coffee

Butter Nut Coffee is being introduced into the Klamath area. A regional sales representative of Butter Nut Foods Company, Lou Pritchard, was in Klamath Falls to assist Bill Riley, representative of Maillard and Schmiedell (the food broker for Butter Nut Foods) in securing complete distribution for Butter Nut Coffee.

With the introduction of Butter Nut Coffee in Oregon and Washington, the company announces that it is now available in 19 Western, Midwestern and Rocky Mountain states.

Butter Nut Coffee is a blend of 48 carefully chosen coffee varieties, so the company claims "an bonus blends" for its coffee over other brands. (Most brands contain 18 or fewer varieties).

Butter Nut Coffee has been popular in the Midwest for the last 45 years.

Special lids on the one-pound tins of drip grind or regular grind announce to shoppers: "Try Butter Nut... there's a quarter in it for you." There is, too, a quarter, sealed in a little sack, inside each lid of the pound size cans. There's a half dollar in each two-pound can.

Butter Nut Coffee comes also in instant form. The instant jar is shown in Lou Pritchard's hand in the accompanying picture.

OLIVE SAUCE

Lightly browned butter is the base for a tangy olive sauce. Fresh lemon juice and a little prepared mustard give an interesting piquant note. "Browned Butter Olive Sauce" is delightful spooned on trout, bass or lobster. Add chunky ripe olive wedges to other fish sauces or stuffings. Combine them in fish salads or sandwich fillings, too. They add a heartiness and flavor that is most pleasing.

BUTTER OLIVE SAUCE

1/4 cup ripe olives
1/4 cup butter
1 teaspoon prepared mustard
1 teaspoon fresh lemon juice
Cut olives in small pieces. Heat butter in small pan slowly until light brown. Remove from heat and cool slightly. Stir in remaining ingredients, and heat until piping hot. Serve on broiled, fried or poached fish.

Makes about 1/2 cup sauce.



It is back after a long absence—4711 Eau de Cologne—the true, classic eau de cologne without added perfume.

The 4711 company was founded in 1792 when a monk in the city of Cologne, Germany, gave the formula for this true eau de cologne to the bride of his childhood friend. The monk had developed recipes for fragrance as a hobby as some others perfected liquors.

From the vineyards of the Rhineland came the triple distilled alcohol for the eau de cologne. Only the grape alcohol was fine enough for the product.

The factory was established on a little street near the Cathedral of Cologne, and because of the sound of the chimes, the street took the name Glockengasse. The company's trademark, 4711, was taken from the number given to the building when Napoleon's officers scratched numerals on quarters commandeered for troops during Napoleon's occupation of the Rhineland.

The old town of Cologne and the 4711 company have gone through four major wars since 1792. Both have been nearly destroyed and rebuilt twice.

The 4711 company is now four times the size it was before the last world war and has four times the number of employees. The big, modern plant has 4,500 employees, exclusive of sales representatives which serve 155 countries of the world.

If you prefer an eau de cologne with a delicate, lasting fragrance, you will love Tosca. One hundred and twenty five years ago, 4711 Tosca perfumed Eau de Cologne came into being for the Italian princess Tosca and the bottle has never been changed.

The Pacific Northwest is the final area in the United States to receive 4711 products since the company has rebuilt in Cologne, Frederick August Storch, who represented the company in western Europe from 1932 until the start of World War II, now lives at 1233 SW Faircrest, Portland, to serve Washington and Oregon.

He was in Klamath Falls in late January to bring the 4711 line here. The first shipment of merchandise to a local drugstore arrived early in March.

* MEATLESS MENUS

Here's a variation for stuffed celery to brighten meatless menus. Cut stalks into uniform lengths and fill each with a mixture of chopped hard cooked eggs, chopped parsley and mayonnaise. Top each with a whole Norway sardine. Ideal as appetizers.

SOUP

Try clam-tomato soup. Mix one can condensed tomato soup and one cup clam juice. Add 1/4 teaspoon pepper and one tablespoon minced onion. Heat until well blended and piping hot. Serve with a wedge of fresh lemon.

upstairs and downstairs In Milady's Kitchen

By Florence Jenkins, Editor

Herald and News



DICK REEDER, of Dick Reeder's Store, is home from a buying trip to the California markets. He and Mrs. Reeder were in Los Angeles for the national market week at the Biltmore, the biggest event in the country and the first time it has been held on the West Coast in six years. This was his 110th buying trip. Reeder figures. He is shown here in the store's extensive suit and slacks and sports jacket department.

MENSWEAR FOR SPRING

"It's going to be a colorful spring in menswear," Dick Reeder commented upon his return from the national market week in Los Angeles.

"The men who have been wanting lighter shades in suits are going to be happy because the manufacturers are showing a mid-weight for a year-around suit in lighter shades of gray, blue and brown," he added.

"Sports coats, too, are in the lighter weight material. Patterns feature bolder, brighter plaids that are really colorful."

Three entire floors at the Biltmore Hotel were devoted to the market. In addition to all of the major U.S. lines from coast to coast, there were Italian, French and English lines shown. There were training courses and lectures on financing, profits, mark-downs,

displays and advertising and all sorts of sales helps, he reported.

The Italian styles, particularly in knitwear, were found to be as extreme as ever and Reeder said he looked at many numbers that "an American male wouldn't be caught dead in." Fabrics from Italy continue in popularity and several well known American manufacturers are making up suits and sports coats from both Italian and British woolsens.

FISH DISH

"Devised Almond Crab" makes an exciting Lenten supper dish. If you are short on time around the dinner hour, plan to fix the Stir in the almonds just before reheating so they'll retain their crispness. This superior nut goes so well with fish and seafood of all kinds, you can rely on it to pep up everyday menus that often become a little dull. Combine almonds with almost any fish dish and you'll find new flavor interest.

DEVILED ALMOND CRAB

1-3 cup sliced almonds
1/2 teaspoon oil
3 tablespoons butter or margarine
1 tablespoon chopped onion
1/4 cup thinly sliced celery
3 tablespoons sifted flour
1 1/2 cups milk
1/2 teaspoon salt
1/8 teaspoon black pepper
Dash cayenne pepper
1/2 teaspoon prepared mustard
1/4 teaspoon Worcestershire sauce
1 can crab (6-ounce) (or, 1 1/2 cups fresh cooked crab)
2 hard-cooked eggs
3 tablespoons chopped parsley
3 tablespoons diced pimiento
Toss almonds with oil until coated. Roast in slow oven (300 degrees) about 20 minutes, stirring frequently. Cool. Melt butter and add onion and celery. Cover and cook over moderate heat about 5 minutes. Blend in flour. Add milk, seasonings, mustard and Worcestershire sauce, and cook and stir until thickened. Blend in flaked crab, diced eggs, parsley and pimiento. Heat thoroughly. Stir in almonds and serve at once.



EASTER is a gift - giving time, too. Here is Caron's "Nuit de Noel," an Easter bouquet worthy of even the most discriminating woman. Or, for a real floral bouquet, Caron's "Bellodgia" perfume is suggested.

LENTEN SURPRISE

To make a Lenten surprise for the little folks cut a few frankfurter rolls in half lengthwise. Scoop out the soft centers and toast the rolls lightly. Chop two shelled, hard cooked eggs and mix with mayonnaise. Line the inside of the roll "boats" generously with the egg mixture and in each put a whole Norway sardine. Lift a crisp inner leaf of romaine at one end of each boat for a sail.

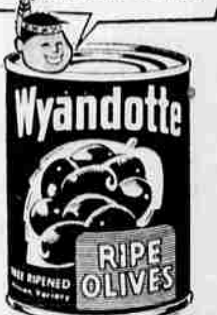
TRY IT SOMETIME

Good addition to macaroni salad: a garnish of deviled eggs.

FRAGRANCE

Fragrance is a favorite suggestion for an Easter gift. Caron's "Nuit de Noel" is an unforgettable perfume classic with a truly feminine aroma always in style. It is a subtle and intriguing fragrance - an Easter bouquet which will long be remembered. There is also Caron's "Bellodgia" perfume—Paris in the spring—with carnation predominance. "Fleurs de Rocaille," an opulent fragrance whispering gently of rock garden flowers, is another way to exquisite Easter happiness by way of Parfums Caron of Paris.

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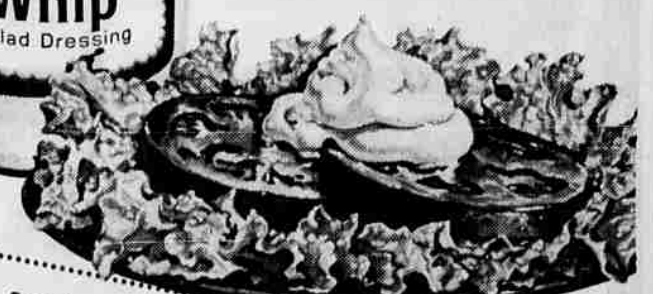
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