

SNOWBOY POTATOES

picked for flavor



25¢

FOUR "SPUD SPIKES" for only 25 cents and the coupon in a Snowboy potato bag is this month's offer from Pacific Fruit and Produce which is promoting the raw potato this month. Snow is a sack of Klamath Basin No. 1 Gem, carefully selected, washed and packed just for the Snowboy label. Snowboy says that potatoes will cook in much less time with these handy aluminum potato skewers because they distribute the heat through the potato quickly and evenly. Snowboy potatoes are so cleanly washed that you rinse instead of scrubbing them for boiling in the jackets or baking. Bake a couple of extra potatoes while you are doing it and the next day, peel, dice and brown quickly in butter. They're wonderful for breakfast with bacon and eggs!

SNOWBOY POTATOES

When a promotion features our own fine Klamath potatoes, we wish we could run the picture life size.

Since that can't be, the shopper is invited to note that the clean, plastic packages used by Snowplow are the same as those used by other potato growers, shippers and wholesalers that the only way they can compete with the rising price of processed potato is to improve their own potato quality.

Speaking before the United Fresh Fruit and Vegetable Association's potato division in Chicago, he declared that "greater emphasis must be placed on cleanliness, absence of defects and uniformity of size."

"Consumers do not understand grade tolerances and sorting problems," he continued. "They merely expect U.S. No. 1 to be a high quality potato with desirable size and good appearance."

The National Potato Council's chart of U.S. production and utilization of designated potato crops shows why fresh potato men are so alarmed about processed potatoes.

Processed potatoes, according to the director, had risen in 1959 to 30.7 per cent of total per capita potato consumption, compared with 11.8 per cent in 1951, while fresh potatoes dropped to 74.3 per cent in 1959, compared with 88.3 per cent in 1951.

Pacific Fruit and Produce has heeded the remarks of Director Smith. The potatoes packed under the Snowboy label, top Pacific Fruit quality label, are guaranteed.

During March, Pacific Fruit is promoting Klamath Basin potatoes, packaged in the big plant here in Klamath Falls under the Snowboy label. They are washed and graded—and they are guaranteed good quality.

Note the special offer in the Snowboy sacks this month.

POTATOES

S. B. Smith, director of the U.S. Department of Agriculture's fruit and vegetable division, told fresh potato growers, shippers and wholesalers that the only way they can compete with the rising price of processed potato is to improve their own potato quality.

Speaking before the United Fresh Fruit and Vegetable Association's potato division in Chicago, he declared that "greater emphasis must be placed on cleanliness, absence of defects and uniformity of size."

"Consumers do not understand grade tolerances and sorting problems," he continued. "They merely expect U.S. No. 1 to be a high quality potato with desirable size and good appearance."

The National Potato Council's chart of U.S. production and utilization of designated potato crops shows why fresh potato men are so alarmed about processed potatoes.

Processed potatoes, according to the director, had risen in 1959 to 30.7 per cent of total per capita potato consumption, compared with 11.8 per cent in 1951, while fresh potatoes dropped to 74.3 per cent in 1959, compared with 88.3 per cent in 1951.

Pacific Fruit and Produce has heeded the remarks of Director Smith. The potatoes packed under the Snowboy label, top Pacific Fruit quality label, are guaranteed.

During March, Pacific Fruit is promoting Klamath Basin potatoes, packaged in the big plant here in Klamath Falls under the Snowboy label. They are washed and graded—and they are guaranteed good quality.

Note the special offer in the Snowboy sacks this month.

GEM MUFFINS

What could be better than "Gem Muffins" for a quick change of pace from the usual breakfast routine. Colorful canned fruit cocktail comes to the rescue of the busy homemaker to dress up these muffins. Try gems of fruit and sparkle for a happy breakfast treat along with favorite bacon and eggs. Ready-to-eat canned fruit cocktail is a boon as a sauce and topping in a variety of breakfast dishes. So you want to keep several cans handy on the pantry shelf to perk up everyday menus.

GEM MUFFINS

2 cups sifted all-purpose flour
1/3 cup sugar
1 teaspoon salt
3 teaspoons baking powder
1 egg
1/2 cup milk
1/4 cup melted shortening
1 cup well-drained canned cocktail
1 tablespoon sugar
1/2 teaspoon cinnamon

Sift flour with 1/2 cup sugar, salt and baking powder. Beat egg lightly, and combine with milk and shortening. Stir into dry mixture, blending only until all of flour is moistened. Spoon into greased muffin pans. Top each with a spoonful of fruit cocktail. Sprinkle with 1/2 teaspoon sugar mixed with cinnamon. Bake in hot oven (425 degrees) about 25 minutes. Let stand about 5 minutes before removing from pans. Serve warm.

Makes about 1 dozen muffins.

SAVE AT LOW COST

MONARCH

GRAPE DRINK 4 FOR \$1.00

LGE. 29-oz. Tin

Del Monte Mustard or Tomato Sauce No. 1 Oval Tins

Sardines 4 FOR \$1

Tiny Tot No. 1/4 tins

Sardines 3 FOR \$1

Del Monte No. 1/2 Tins

Tuna 4 FOR \$1

Premium Buffet Tins

Peas 15 FOR \$1

Tip Top No. 1 Tall Tins

Asparagus 5 FOR \$1

Cottage No. 303 Tins

Peas 9 FOR \$1

Mission Blue Lake French Sliced No. 303 tins

Beans 6 FOR \$1

Macpack No. 2 1/2 tins

Tomatoes 6 FOR \$1

Kounty Kist Cream Style No. 303 tins

Corn 6 FOR \$1

Kounty Kist Whole Kernel, 12-oz. Vacuum Pack

Corn 6 FOR \$1

Skippy Tall Tins

Dog Food 12 FOR \$1

DAFFODILS

Buy From 12,000 Blooms

4 DOZ. 49¢

Just Arrived - Assorted Colors

Rose Bushes 2 FOR 98¢

Long Green Tender Shoots

Asparagus 19¢ lb.

Arizona Sweet and Juicy 5-lb. Bag

Oranges 49¢

Long, Golden, Beauties 3 Pkgs.

Carrots 25¢

Thin Skin Jumbo 2 For

Avocados 25¢

NO SKIN NO SHAMB WBLE TDRMABD

PORK ROAST 39¢ lb.

Skinless, Real Meaty, Fresh

Good Old Fashioned — We Slice Free

PORK SHANKS 27¢ lb.

Tops For Flavor Easy To Prepare

SLAB BACON 39¢ lb.

OCEAN FRESH

RED SNAPPER 27¢ lb.

SIRLOIN STEAK Top Round STEAK T-BONE STEAK BONELESS SWISS STEAK

73¢ lb. 77¢ lb. 87¢ lb. 77¢ lb.

Country Style

Sausage 3 lbs. 79¢

FROZEN FOOD SALE!

For Lenten

Rupert Fish Sticks 3 FOR 85¢

8-oz. Pkg.

Rupert Breaded Shrimp 49¢

8-oz. Pkg. A Real Lenten Favorite

Super Market

Strawberries 6 FOR \$1

10-oz. Pkg.

Flav-R-Pac

Orange Juice 5 FOR \$1

6-oz. Tin

Flav-R-Pac

CORN 6 FOR \$1

10-oz. Pkgs.

Flav-R-Pac

Broccoli 5 FOR \$1

10-oz. Pkgs.

Flav-R-Pac

Brussel Sprouts 5 FOR \$1

10-oz. Pkgs.

BANNER

MARGARINE \$1.00

8 POUNDS

Grade "AA" Large Strictly Fresh, Local Ranch

Eggs 2 doz. 89¢

Crater Lake Prize Winning All Flavors 1/2 Gallon

Ice Cream 88¢

Dole JUICE 46-oz. Tins

Pineapple 3 FOR \$1

Log Cabin 24-oz. Bottle

Syrup 59¢

Swiftning 3-lb. Tin

? 35¢

Wesson Oil Qt.

? 29¢

Del Monte Large 26-oz. Jar

Dill Pickle Chips 35¢

12"x25" WOW!

Tuxedo Tuna 29¢

Del Monte Large 26-oz. Jar

Kaiser Foil 65¢

15-oz. Tin

Folger's Coffee 3 FOR \$1

15-oz. Tin

Pizza Pie Mix 49¢

15-oz. Tin

Spaghetti Dinner 39¢

15-oz. Tin

Tamales 3 FOR \$1

LGE. 20-oz. Bot.

CATSUP 5 FOR \$1.00

Lge. ECONOMY SIZE

Coconut Wisk 49¢

BIG HALF GALLON

Gum 119¢

WRIGLEY'S 2 18 Stick Pkgs.

25¢

25¢ in this can! Butter-Nut

50¢ in this can! Butter-Nut

BUTTER-NUT will pay you to try its coffee. There is a two-bit piece attached to the underside of the lid of each pound can and a four-bit piece inside each two-pound can. The money, of course, is sealed in a sanitary waxed paper envelope and is Butter-Nut Coffee's reward to you for trying the newly-introduced coffee.

PIGGY BANK MONEY

Introduction of Butter-Nut Coffee to its advertising, because most other coffees contain 18 or fewer varieties.

While the focal point of the three-month introductory campaign in Klamath Falls by Consolidated Freightways, the new marketing area is the "30 bonus blends," each one and two-pound can now on store shelves here has an added ingredient—freshly milled hard cash.

Special lids on the one-pound tin announce to shoppers: Try Butter-Nut... there's a quarter in it for you! There's a half dollar in each two-pound can.

Butter-Nut Coffee is a division of Paxton & Gallagher Company in Omaha which was purchased by Gilbert C. and W. Clarke Swanson and Associates in October, 1958. Butter-Nut is one of the top six coffee roasters in the nation.

Advertising for the Butter-Nut Foods Company's distribution area was created in the Los Angeles office of the D'Arcy Advertising Company under supervision of Vern Eastman, a vice president and account supervisor for Butter-Nut.

ZUD

Zud is a specialized rust and stain removing cleanser which saves time and energy as it removes even the most stubborn rust and stains.

In addition to saving time because of its fast acting properties, you can use this versatile product for many chores which previously required several different cleansers.

Zud removes rust and stains from bathtubs, sinks, the floors, walls and bottoms of copper pots. Imbedded dirt, grime and corrosion are no match for Zud. It can be used to clean tools, sporting equipment and even automobile chrome and trim.

Zud is odorless and not too rough on hands.

If you want to try a sample before you buy, just address a card to Rustain Products, Fairlawn, New Jersey, and request a free sample.

Zud is sold by grocery, hardware, department and variety stores across the country.

Zud comes in a handy green and yellow sprinker top can. There are two sizes, the regular six-ounce household size and the large economy size which contains a full pound.

Zud has been on the market for more than 25 years. It is nationally advertised in daily newspapers including the Herald and News.

FRUIT SALAD

Crisp and soft, sweet and sour are the interesting textures and flavors combining in "Fruit Salad Mandarins." Mandarin orange sections and diced apple, raspberry and lemon flavored with California Port wine and tangy with lemon juice, are the ingredients carrying out these delightful contrasts.

Serve "Fruit Salad Mandarins" on crisp greens and top with whipped cream cheese or sour cream dressing.

FRUIT SALAD MANDARIN

1 (11-ounce) package raspberry flavored gelatin
1/2 cup California Port wine
2 tablespoons fresh lemon juice
1 1/2 cups diced tart apple
Salad greens
Cream cheese or sour cream dressing

Drain syrup from orange sections into measuring cup and add water to make 1 1/2 cups liquid. Heat liquid and dissolve gelatin in it. Blend in wine and lemon juice. Cool until slightly thickened. Fold in mandarin orange sections and apple. Spoon into individual molds and chill until firm. Unmold onto crisp salad greens. Top with whipped cream cheese or sour cream dressing.

Makes 6 servings.

SIMPLE AS THAT

Often a single wire coat hanger buckles under the weight of a heavy woolen coat. To make a stronger hanger, just tape two hangers together.

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 brightness to make. Have Blue Mountain goodness in each bite!

Low Cost market

3710 So. Sixth
Right Reserved To Limit
Specials Good Thurs. thru Sun.