

Libby's Says Thanks Via Sweepstakes

Libby's is offering Californians one of the most fabulous sweepstakes ever. There are \$100,000 in prizes and 1159 chances to win in their exciting new "Cabin in the Mountains" sweepstakes running April 1, through June 30, 1963.

Once again this is Libby's way of saying thanks to its many California customers. Imagine owning your own mountain retreat—a modern A-frame cabin with heating system and fully-equipped kitchen and bathroom.

That's what the first three winners will receive, with their choice of selected building plots in beautiful northern and southern California locations.

You can also win one of three Chevy II station wagons, or one of three 16 foot fiberglass boats with powerful outboard motor and trailer.

In addition to cabins, cars and boats, the prizes will include deluxe patio furniture suites in handsome wrought iron, outdoor grills and luxurious electric blankets for a total of 1159 prizes.

Enter the Libby's sweepstakes today; it's easy. Simply go to your grocer and pick up an official entry blank for Libby's "Cabin in the Mountains" sweepstakes.

Then just fill in your name and address and mail your entry along with 4 labels from Libby's famous foods (except buffet size) to Libby's, Box 6, Los Angeles 51, California.

Enter as often as you like. All entries must be postmarked no later than midnight June 30, 1963 when the contest closes.

Winners will be notified by July 31, 1963. The sweepstakes is for Californians and residents of Las Vegas, Nevada only.

Almond Honey Bread
Blend bits of candied cherries and slivered almonds with whipped honey. Spread on split English muffins and slip into broiler for quick toasting to make an easy hot bread.

Delicious for breakfast or with cups of hot chocolate for afternoon snacks.

Stylish Recipe Uses Foods Available Year 'Round

Coffee cakes are always in style, but some are more stylish than others.

One like Cranberry-Date Coffee Cake is in the unique class—it never goes out of fashion.

For one thing, its ingredients are readily available any time of year.

Many people connect the flavor of cranberries with fall and winter months. But the cranberry juice used in this coffee cake serves as a reminder that springtime can be cranberry-time, too.

Fresh California dates know no one season either. This exotic fruit from the California desert is always plentiful in markets.



JERRY L. WALSH

Walsh Named to Wonder Bread Post

The appointment of Jerry L. Walsh to the position of regional sales manager of the Continental Baking Company, makers of Wonder Bread and Hostess Cake, has been announced by Ralph H. Ward, regional manager.

Local regional offices are at 1609 Westwood Blvd., Los Angeles.

Walsh entered service with Continental in 1947 as a salesman with the Wonder-Hostess bakery, Kansas City. He was made supervisor in 1949, sales manager in 1951 and bakery manager in 1955.

He plans to make his home in the Los Angeles area. His new post will involve sales supervision of Continental's four bakeries in the Los Angeles-San Diego area.

For gourmet touch to meat loaf, top with cranberry sauce before baking.

CRANBERRY-DATE COFFEE CAKE

- 1 cup fresh dates
- 1/2 cup chopped almonds
- 1/4 cup brown sugar, packed
- 1/4 cup melted butter or margarine
- 2 cups biscuit mix
- 1/4 cup granulated sugar
- 1 egg
- 3/4 cup cranberry juice

With kitchen scissors, snip dates into medium pieces. Combine with nuts, brown sugar and 2 tablespoons butter.

In a large bowl, combine biscuit mix, granulated sugar, egg, cranberry juice and remaining butter.

Beat vigorously 30 seconds. Turn into well greased 9x1 1/2-inch round cake pan. Crumble date mixture over top. Bake in 400-degree oven 20 to 25 minutes. Serve warm. Makes 6 to 8 servings.



Peanut butter is a popular and economical source of high quality protein and the commodity is a plentiful food this month.

PEANUT BUTTER COOKIES

- 1 cup shortening
- 1/2 tsp. salt
- 1 cup peanut butter
- 1 cup granulated sugar
- 1 cup brown sugar, firmly packed
- 2 eggs, well beaten
- 1 tbs. milk
- 2 cups sifted flour
- 1/2 tsp. soda

Combine shortening, salt and peanut butter; mix well. Gradually add sugars and cream thoroughly after each addition.

Add eggs and milk, stirring well. Sift together flour and soda. Blend with first mixture.

Drop the dough by teaspoonfuls onto greased baking sheets or roll the dough into balls 3/4 by 1 inch in diameter. If desired, sprinkle few pieces chopped peanuts on top. Press lightly with fork to flatten.

Bake at 325 degrees for 15 to 20 minutes. Makes 10 to 12 dozen cookies.

Dri-Soft Is New for Happy Laundering

Soft clothes, fluffy in appearance and gentle to the touch, are not always a natural result of laundry washed in California's hard water.

While laundering in the fabulous '60's is a breeze when compared with the labor involved in Grandma's day, results have not always been equal — for Grandma had water right out of the cistern!

But the fabulous '60's have not been so named for naught. The Faultless Starch Company, makers of Faultless starch, have produced a new kind of patented product called DRI-SOFT, which is a fabric softener to be used in wash water or rinse water.

This is what it is designed to accomplish: make washable fabrics soft and fluffy; help clothes dry wrinkle-free; make ironing easier; "gentle" baby clothes, making diapers soft and easy to pin; and stop static cling in slips and blouses.

Using DRI-SOFT is easy. When you add your detergent to your washer, add 1 to 4 tablespoons of dri-soft.

YOUR work is completed; let dri-soft do the rest.



TRADITIONAL TURKEY is appearing in markets in many forms for the Easter dinner. One of the newest is boneless turkey roll, fashioned for your convenience and enjoyment. Directions for preparing are included on the package. Add spring vegetables for an entree with an Easter ring.

EASTER DINING

Boneless Turkey Rolls Give Touch of Spring

The traditional turkey takes on a touch of spring, when served as a roast in the center of a bed of fresh Brussels sprouts, carrots and tiny new potatoes.

There is an added bonus too, for the homemaker who likes to relax and be with her family and guests, instead of scurrying around the kitchen attending to last minute details.

Turkey products will be featured in many markets for Easter. The selection will run all the way from the small roaster-fryer to the large oven ready birds.

Or the wise shopper may want to try one of the new boneless turkey rolls now appearing in greater number in markets everywhere.

Your Easter dinner will require only the addition of a salad and dessert to be complete.

BONELESS TURKEY ROAST

- 1 California turkey rolled roast
- Melted butter or mar-

- garine, as needed
- 3 lbs. new potatoes (approximately 12-16)
- 2 bunches fresh carrots
- 1 carton fresh Brussels sprouts, or 2 packages frozen

Roast turkey roll according to directions on label.

Meanwhile, scrub new potatoes and pare a strip of skin around center of each one. Scrape carrots and cut in half.

Cook potatoes and carrots in boiling, salted water until barely tender, about 25-30 minutes.

Wash fresh Brussels sprouts in boiling, salted water until just tender, about 10 minutes; or cooked frozen sprouts as directed on package.

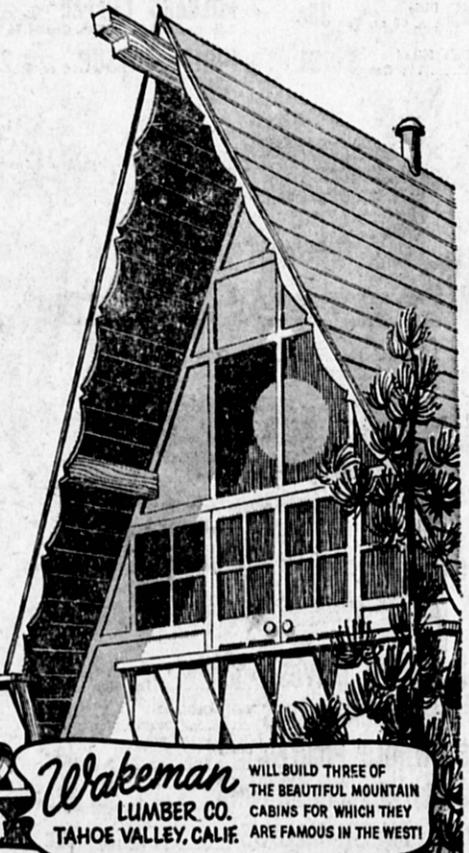
Approximately 45 minutes before turkey roll is done, arrange vegetables around roast and brush with melted butter or margarine or spoon over the pan drippings.

Continue roasting until turkey is done. (Eight servings.)

For Californians Only
(LAS VEGAS TOO!)

WIN Libby's

"Cabin in the Mountains" SWEEPSTAKES



Wakeman LUMBER CO. WILL BUILD THREE OF THE BEAUTIFUL MOUNTAIN CABINS FOR WHICH THEY ARE FAMOUS IN THE WEST!
TAHOE VALLEY, CALIF.

Included with each cabin is the following equipment:



\$100,000 in prizes!

Here we go again with another swinging sweepstakes from Libby's — just for Californians! And this time, there are more and better prizes than ever. Imagine owning your own mountain retreat — a modern, A-frame cabin with heating system, and fully-equipped kitchen and bathroom! Or a new 1963 Chevy II Station Wagon! Or a 16 foot fiberglass boat with outboard motor! Or a deluxe patio furniture suite in handsome wrought iron! There are 1159 exciting prizes in all — and all you have to do to win one is enter this fabulous Libby's sweepstakes NOW!

Easy to enter at your grocers
Just pick up an Official Entry Blank at your grocers. Fill in your name and address, or, if you prefer, write this same information on a blank sheet of paper. With each entry enclose 4 labels from any size can (except buffet size) of the Libby's famous foods shown below, or 4 hand-drawn copies of the name "Libby's." Enter as often as you like. Send your entries to: Libby's, Box 6, Los Angeles 51, California.

All entries must be postmarked no later than midnight June 30, 1963 when the contest closes. Winners will be notified by July 31, 1963 and will be informed where and how delivery of their prizes will be made. There will be no cash alternative to any prize. Winners will be selected by a drawing conducted by Western Empire Direct Advertising Company, an independent judging firm whose decisions will be final. All entries become the property of Libby, McNeill & Libby, Chicago, Illinois and none will be acknowledged nor returned. This Sweepstakes is open to residents of the State of California and Clark County, Nevada — but excludes all employees and their families of Libby, McNeill & Libby and its advertising agencies.

1159 CHANCES TO WIN!

WIN THREE PRIZES... WAKEMAN CABINS ON BUILDING PLOTS OF YOUR CHOICE IN THESE LOCATIONS!

- ENCHANTED FOREST** in the San Bernardino Mountains, Rt 30, Running Springs, Calif
- PALM SPRINGS ALPINE VILLAGE** at Sugar Bush Mountain, Palms & Pines Hwy, Rt 74, 14 mi from Palm Springs
- PINE DELL**, Pirates Cove, Clear Lake, Calif
- KINGSBERRY VILLAGE** on Hwy 19, So Lake Tahoe, Nev

THREE SECOND PRIZES
CHEVY II 100 SERIES STATION WAGONS.
Six passenger, 6 cylinder, four-door. With heater and defroster.



THREE THIRD PRIZES
DORSETT DAYTONA RUNABOUTS WITH EVINRUDE STARFLITE V-75 MOTOR AND HOLSCLAW TRAILER
Boat by Dorsett of Santa Clara, 16 ft blue ribbon 2-yr guaranteed hull.



NEXT 25 PRIZES
ALL WEATHER GROUPS BY MEADOWCRAFT MFG.
By Birmingham Ornamental Iron Co., rustproof, 10-year guarantee. Umbrella by Macon.



NEXT 225 PRIZES
FIREBIRD FUN-FOOD GRILLS
By State Steel, City of Industry. Portable, automatic shish-kabob and barbecue grills.



NEXT 900 PRIZES
NORTHERN DELUXE ELECTRIC BLANKETS
Automatic control, double bed. Acrylic blend, washable, non-allergenic, mothproof.



NEW! from Faultless

Faultless

dri-soft

FABRIC SOFTENER

Just add right with your detergent

BUY dri-soft TODAY!

LOOK FOR THE BOX WITH A FLAIR!



Libby's
FAMOUS FOODS