

MARY WISE Menu Planners

Win \$20 Prize; Enter Recipe Contest Today

Want to win a \$20 merchandise order from any market advertising in this paper? The prize may be yours if you are the winner of this month's Mary Wise Recipe Contest. Subject is "My Favorite Gelatin Dessert."

Fancy and simple desserts of all kinds may be entered. However all entries must be post-marked no later than Aug. 10. Winner will be announced next month. Send your entry to Mary Wise Recipe Contest, c/o of this paper.

The \$20 in merchandise may be yours.



BILL THOMPSON, General Sales Manager for Continental Baking Company, shows Wonder Bread "first" — bagged bread, to Mary Wise. New plastic bag is being used for popular 1 lb., 6 1/2 oz. loaves.

Plastic Bag Wrap 'First' for Wonder

by Mary Wise

It's goodbye forever to stale bread when you use the brand new bagged package by Wonder Bread. But though the wrapping is new, the bread itself is the familiar good soft-whirled product enjoyed by Southland families.

With an ingenious new machine, engineers have

worked out a packaging process wherein the fresh loaves, neatly sliced, are slipped into convenient plastic bags and then the open ends are twisted and firmly tied. Through this the bread remains untouched by human hand.

The new bag, used for the familiar long one-pound, 6 1/2 ounce loaf, eliminates one of the problems of the thrifty homemaker—how to deal with bread when the wrappings become torn. The new plastic bag keeps the bread fresh down to the last nourishing slice.

Who could ask for more?

Potato Salad Winner in First Contest

Mrs. Edgar Birge, 1621 Federal Avenue, in West Los Angeles, is winner of the first Mary Wise Recipe Contest, and her prize is a \$20 grocery order.

Mrs. Birge's entry is a German Potato Salad, using a dressing of oil, sugar and vinegar. This is a fine picnic salad because it avoids the danger of spoilage which may occur in salads containing mayonnaise. Here is her prize winner:

- GERMAN POTATO SALAD**
- 5 medium size white rose, red or new potatoes\*
  - 1/2 bunch chopped parsley leaves
  - 2 tbs. finely chopped sweet Italian onions, shallots or chives\*\*
  - 1/2 cup olive oil
  - 3 tbs. sugar
  - 2 tbs. mild vinegar (she uses Japanese rice vinegar)
  - Salt and f. stily ground black pepper to taste

Boil whole potatoes until tender but not mushy. When cool, peel and slice crosswise into thin slices. If potatoes are large, cut the slices in two (they should be bite size).

Toss with remaining ingredients, pouring dressing over and making sure that each potato slice is separated and coated with dressing. You may need more oil and vinegar. Toss again just before serving.

\* Other varieties are not for this salad.

\*\* If you have to use stronger-flavored onions, soak a while in milk or water to remove the "bite."

**TO FRESHEN ROLLS**  
Place two tablespoons water in a skillet. Insert a trivet or rack and arrange rolls on top. Cover the skillet and warm the rolls over low heat about 10 minutes.

LEMON BOATS

Make a lemon boat and fill with sauces or dressings when you serve fish and shellfish. Cut plump California lemons in half lengthwise; carefully scoop out pulp, leaving shell intact. Strain pulp, reserving fresh lemon juice for dressings and sauces.



BLUE CHIP STAMPS

Cook-Out with the Magic Chef!

7 MAGIC SALE DAYS THURS. THRU WED., AUGUST 5-11

PURE CANE  
**C & H SUGAR**  
5 lb. bag **39¢** save 15c



RICH TOMATO  
**HEINZ KETCHUP**  
14 oz. bottle **19¢** save 6c

**SIMPLE FROZ**  
Apple  
Apricot  
Custard  
Cherry  
Peach  
Mince  
Pumpkin  
9-inch pie

LUCKY STRIKE  
**ALBACORE TUNA**  
no. 1/2 can **25¢** save 4c

ASSORTED COLORS  
**ZEE TOILET TISSUE**  
3 4 roll paks **\$1** inc. 3c off

Fresh. Good in sandwiches or salads... around town, too! 22 oz. jar  
**S&W Sliced Kosher Dills 39¢**  
Gifford Ripe Olives. Excellent for enchiladas, choros! tall can  
**Large Pitted Olive 29¢**  
Kitchen Favorite. Halves. Serve with vanilla ice cream! tall 300 can  
**Yellow Cling Peaches 2 for 29¢**  
Smuckers. Butterscotch, Caramel, Chocolate Syrup Fudge. 20 oz. jar  
**Ice Cream Toppings 3 for \$1**

Brown Crock. Homemade flavor... easy to serve! large 27 oz. can  
**Baked Beans 29¢**  
An American favorite for snacks, tasty, crunchy! 8 ounce package  
**Cap'n Crunch Cookies 39¢**  
It's so easy to make a pizza pie with this mix! 2 pak with cutter  
**Appian Way Pizza Mix 79¢**  
French's. Choose Mushroom or Chicken Gravy Mix. regular envelope  
**Copper Kitchen Sauces 25¢**

MINUTE MAID FROZEN  
**GRAPE JUICE**  
5 6 oz. cans **\$1**

GOLDEN CREME  
**COTTAGE CHEESE**  
pint ctn. **25¢** save 4c

For healthful, refreshing breakfast  
**Lady Betty Pancake M**  
Magic Chef. Delightfully light  
**Pancake S**  
Magic Chef. Just the right kind  
**Pancake S**  
Cheese Chocolate Vanilla, S  
**Jell-O Whi**

THE WONDERFUL  
**MARY POPPINS Magic Cook Book**  
**25¢**  
C & H MAGIC FROSTING SUGAR 13 oz. pkg. 23c

Keep meat for making sandwiches on your pantry shelf! 12 oz. can  
**Majesty Lunch Meat 39¢**  
Stems & Pieces. To give simple dishes a party flair! 2 ounce can  
**Erland Mushrooms 7 for \$1**  
Pot Scourers. Stock up now on these handy kitchen helpers! 3 pak  
**Kopper Kate Scourers 25¢**  
Cheese Noodles Alfredo, American or Tetraxini. 6 ounce package  
**Buitoni Dinners 3 for \$1**



SWEET VINE KIPENED

**JUMBO CANTALOUPE**  
8 for \$1

**Liquor**  
**EARLY TIMES STRAIGHT KENTUCKY BOURBON**  
FULL HALF GALLON **\$10.95** Reg. \$12.49

**ORIGINAL FORMULA FINLEY'S GIN**  
**\$2.98** full fifth

**LIGHT REFRESHING ELDER BRAU BEER**  
case of 24 12 oz. cans **\$2.98**

**Delicatessen**  
**PORK SHOULDER DUBUQUE PICNIC**  
ready to serve **4 3/4 \$3.39** lb. can

**GALLO SLICED COTTO SALAME**  
5 oz. pkg. **29¢**

**NALLEY'S XLNT SALADS**  
potato macaroni cole slaw **35¢** 15 oz. plastic cup

Old Fashioned Delicatessen

A sandwich bonus! Ready to serve! reg. \$2.59 lb.  
**CORNED BEEF \$1.98** lb.  
Say "cheese" for tasty sandwiches! reg. \$1.10 lb.  
**SWISS CHEESE 98¢** lb.  
Tasty way to begin a summer meal! reg. 79c 1/2 lb.  
**SHRIMP COCKTAIL 69¢** 1/2 lb.



Magic Chef Bakery

M & M. Topped with sesame, poppy seeds or plain.  
**DINNER ROLLS** Reg. 35c dozen **29¢**  
Regular 69c each. Save 10c. Ready to serve!  
**8-INCH APPLE PIE 59¢**  
Special dessert treat! Rich whipped cream!  
**WHIPPED CREAM PUFFS 19¢**

**CRISP ROMAINE LETTUCE**  
**5¢** ea.

