

Women

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Thur, August 7, 1958 The Guardian Page 11

Practical Ways To Cut That High Milk Bill

By IDA BAILEY ALLEN
"We are being bombarded on all sides to use more milk yet the price has risen so that our milk bills are out of control—about \$6 a week. That's about one-fourth of our entire weekly food allowance. What should we do?"

The question was posed by a group of young homemakers whose families included two or sometimes three young children. This problem may seem a bit difficult, but it can be solved. NO WASTE

First of all, milk is an essential. It is the best of all food investments. There is no waste, as every drop can be used.

A quart of milk contains 34.2 grams protein, 8.1 grams fat, 47.8 grams carbohydrate (milk sugar), plus invaluable minerals and vitamins essential to life. Each day it takes about three glasses of milk (or its equivalent in dairy foods, used as a beverage or in cooking, along with other foods ordinarily eaten) to insure enough calcium for an adolescent or normal adult.

That word "equivalent" is the key that controls the milk bill. MANY FORMS AVAILABLE

A dozen different forms of milk are available. Milk, in whatever form, has the properties of fresh milk with the exception of skim milk and buttermilk, which contain all the properties except fat and vitamin A.

Here's the solution: Use reconstituted evaporated milk, at half the cost of fresh milk for cooking. Use reconstituted non-fat, dry milk as an adult beverage, in making many desserts and for whipping in place of cream.

Milk fat in adult diets can be greatly reduced. Make the children's flavored milk drink with reconstituted evaporated milk. Buy enough regular homogenized milk for them to drink plain.

Mr. and Mrs. Howatt will take up residence in North Tryon. Photo by Heckbert.

will be cut from 40 to 50 per cent and the standard of nutrition will be maintained.

Instant Vichyssoise (Made with

RECORD HOP

Tonight (Thursday)

Village Restaurant

Southport Corner

9 to 11:30

Everybody Welcome

Admission 35 cents

(nonfat, dry milk crystals): Dissolve 4 chicken bouillon cubes in 4 1/2 c. hot water.

In a saucepan, combine 1-1/3 c. nonfat, dry milk crystals, 1/2 c. instant mashed potato, 1/4 c. instant minced onion and 1/2 tsp. ground pepper. Stir in the bouillon.

Stir-heat slightly to completely dissolve all the dry ingredients. Chill. Season to taste with salt and pepper. Garnish with paprika.

Tomorrow's Dinner — Instant vichyssoise, stuffed 3-meat loaf, stewed tomatoes, carrots with celery jellied fruits with whipped topping, hot or iced coffee or tea, milk.

All measurements are level; recipes proportioned to serve 4 to 6. Stuffed 3-Meat Loaf: Mix 1/2 lb. each ground raw beef, raw pork and raw veal, 1 ground peeled

medium-sized onion, 1/2 c. crumbs, 1 beaten egg, 1 tsp. salt, 1/4 tsp. pepper, 1/2 tsp. powdered thyme and 2 tbsps. water.

Roll on waxed paper into a thin oblong a scant half-inch thick.

Combine 1 c. herb-crumb stuffing and 1 c. fine-grated raw carrot. Spread over the meat; roll like a jelly roll.

Transfer to an oiled pan. Dot with diced bacon or meat drippings.

Bake 40 min. in a moderate oven, 375 degrees F. Baste twice with 1/2 c. hot broth.

Peeled small carrots and 4-in. lengths of celery may be baked in the same pan. Serve with gravy made from the pan drippings.

Trick of the Chief—For extra richness, beat 1/2 c. dairy sour cream into instant vichyssoise. Garnish with chopped chives.

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IT'S TRUE IN P.E.I. TOO!

Newspaper Ads Credited With Food Firm Success

KANSAS CITY — Recognition of a Kansas City company's ability to utilize newspaper advertising to help build nationwide distribution of its salad dressing in seven years was made today by the Bureau of Advertising, American Newspaper Publishers Association.

Presented to Edward McMennamy, director of marketing of Wish-Bone Salad Dressing Co., was the first copy of the bureau's latest "Advertising Facts" case history, "The Touch of Genius," which reports on the phenomenal growth of this company.

Sale of the original Italian salad dressing started as a "take-home" service to restaurant patrons requesting it. Today, it's a multi-million dollar operation with national distribution and a full line of salad dressings.

OUTSTANDING SUCCESS
"This rapid rise to success would be outstanding in any business," reports the bureau's brochure. "In the hotly-contested field of grocery manufacturing giants, it's almost miraculous."

Encouraged by the response of his restaurant customers, President Phillip A. Sollomni in 1951 became a one-man sales force, promoting his salad dressing among Kansas City's grocers by giving them sample bottles. In answer to grocer demands for advertising and merchandise-

support for the product, Sollomni called in Allmaver, Fox and Reshkin, Inc., advertising agency. With a limited budget of only \$30,000 for advertising, it was decided to centre on newspapers, beginning with 1,000-line and 600-line ads, later changing to smaller but more frequent insertions.

"What a job it did for us!" says Jerry Reshkin in the folder. "The jobber can actually see your ad... real, tangible evidence of the advertising you're giving him."

EXPAND OPERATION
After achieving practically 100 per-cent distribution in Kansas City within six months, Sollomni successfully expanded distribution to his home-town Cleveland, using the same methods. Today, a full-line of Wish-Bone products are selling in every major market in the U. S. It's current advertising budget is over \$1,000,000 with 85 per cent invested in newspapers.

In 250 daily newspapers in 210 markets at least 45 weeks a year, "We believe in consistency and continuity," says Reshkin. "From the very beginning we picked newspapers because—despite our limited budget—we could afford continuity in newspapers. Continuity and consistency move products." Wish-Bone's story proves it."

TOASTS BETTER

TASTE BETTER

IS BETTER

BECAUSE IT'S MADE BY A NEW, RICH-RECIPE



The new Rich-Recipe bread

EXTRA GOOD FOR SANDWICHES, TOO

THE KEY TO FOOD SALE GAINS Is Sound Newspaper Advertising

Newspaper advertising moves merchandise . . . be it in Kansas City . . . or in Prince Edward Island! For a complete advertising service for YOUR business, dial 8506 today. An advertising consultant will assist you in every phase of your advertising.

The Guardian-The Patriot

"Covering P. E. I. Homes from shore to shore"



MR. AND MRS. JAMES LLOYD HOWATT

Very Pretty Wedding Held At The Baptist Parsonage

The United Baptist Parsonage, Bequeque, was the scene of a pretty wedding recently when Bonnie Gayle, daughter of Mrs. Helen Rayner, Bequeque, became the bride of James Lloyd Howatt, only son of Mr. and Mrs. Lloyd Howatt, North Tryon. Rev. Charles A. Britton officiated.

The bride chose for her wedding a gown of blue lace over tulle with matching semi-pi-

ture hat and gloves. Her corsage was of pink feathered carnations. She was attended by her sister, Mrs. Raymond Thomson, who wore an identical dress of lace over tulle with matching hat and gloves. Mr. Raymond Thomson was groomsmen.

Following the ceremony a reception for sixty guests was held at the home of the groom's parents, North Tryon. Mr. Myron Matheson of Charlottetown proposed the toast to the bride, to which the groom responded.

For a honeymoon trip, the bride changed to a dress of pale green silk with beige duster and white accessories.

Mr. and Mrs. Howatt will take up residence in North Tryon. Photo by Heckbert.

Trainor-Morkin Wedding Is A Lovely Summer Event

St. Patrick's Church, London, was the setting at 11 a.m. July 26th, for the wedding of Moyra Brigid Morkin and John James Trainor, with the Rev. Father Emmett Mohan officiating.

The bride is the daughter of Mr. and Mrs. Thomas F. Morkin of R.R. 3 Lucan, Ontario, and the groom, the son of Mrs. Florence Trainor and the late Mr. James Trainor of Charlottetown, Prince Edward Island.

Given in marriage by her father the bride looked charming in a floor-length gown of pure silk organza, featuring a fitted torso bodice, with portrait neckline, short sleeves and matching gloves. Her bouffant skirt was self applied with scattered sprays. A finger tip veil of French illusion fell from a headdress of a treble leaf designed of iridescent and fine seed pearls. She carried a cascade of pink delight roses and white Shasta daisies.

The bride was attended by her sister, Miss Peggy Morkin of London, who chose a gown of yellow Swiss dot with matching picture hat and her niece, Miss Kathleen O'Shea, Granton, in a gown of yellow nylon chiffon and matching picture hat. The maid of honour carried an arm bouquet of yellow daisies and green foliage and junior bridesmaid a rib-

bon nosegay of summer flowers. The groomsmen were Mr. Somerled Trainor of Charlottetown and the ushers, Mr. Nesbitt Morkin, brother of the bride, Mr. Cecil Bernard of Ottawa.

The bridal music chosen was Shurbert's Ave Maria, Ave Verum and Panis Angelicus with Mr. Vernon Knoch as soloist and Mr. Vernon Knoch of Ottawa as organist.

After a reception at the Hotel London, London, Ontario, the bride changed to a beige ensemble, with corsage of tea roses, for a honeymoon trip to Prince Edward Island.

The young couple will make their home in Ottawa.

The bride is a graduate of St. Michael's School of Nursing, Toronto, and the groom is a graduate of St. Dunstan's University, Charlottetown, Prince Edward Island, and also of McGill University, Montreal.

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By VERA WINSTON
COLORFUL

AS NICE a fruit print arrangement as we've ever admired is shown on a background of bronze green Italian cotton. The fruit is composed of paillettes in shades of yellow, blue, orange and green. The neckline of this pretty blouse dress is a shallow scoop. The top balloons over the skirt and is gathered and elasticized. The skirt is narrow and straight. The waistline is recognized by a black velvet bow center front.

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SAME LOCATION
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