## MARY WISE Menu Planners

## O-o-o la-la!---for Good Olallieberries

A new berry with a distinctive flavor and appearance is making food news in California this year—the Olallieberry.

This berry has been used for the past several years by commercial pie and cake bakers. Producers of many kinds of foods, being intigued by its name, have tested to Olallieberries for Jams, jellies, syrups and many desserts.

The very latest wrinkle is Olallieberry lee cream.

CHINOOK NAME
The Olallieberry was originally developed in Oregon, where it was named after the word "Olallie," used by the Chinook Indians of the lower Columbia River Valley for blackberry.

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Olallieberry sace a variety oblackberry.

Olallieberries are a variety oblackberry whose outstanding characteristic is a bright berry volor.

The attractive appearance is berries are some and who are carrying on an educational and promotional program to develop new uses and users of their product.

Secsoned Butters

Butter for spreading on sandwiches should be allowed in mixing on bread, crackers, Rye for speading on bread, crackers, Rye for market. The berries are some market the variety has been used in Washington, it is not hardy in whether obsciously better when gown in California.

It is, therefore, becoming an increasingly important actor in California's sprintural economy.

For this reason, the California of the product accomptional program to develop new uses and many developed in Oregon, where from speading and many developed in California and promotional program to develop new uses and spley to part to the free for speading and many

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Now... Gerber in Wide-Top



adds modern conveniences to nourishment



QUICK-TWIST CAP A quick 1/4 turn and the iar is open. Another 1/4 turn recaps the jar to refrigerate any unused

WIDE-TOP JAR Makes it extra-easy to

spoon out baby's food ... right down to the last bit in the bottom of the jar.

SHOP-EASY LABEL Variety names are right at the top of the label to speed selection . . . save precious shop-ping time. Your baby's nutritional welfare comes first at Gerber. Matter of fact, our research program to insure the most nutritious foods possible is never-ending. But now...as a Gerber service to you... we offer these advanced container conveniences in both strained and junior foods. You'll be delighted to find that they simplify shopping, baby feeding and the storage of leftover food.

Important: Gerber Baby Foods are prepared by specialists who work in the interest of better infant nutrition. Over 100 varieties including cereals, for your baby's well-being and eating pleasure.

Babies are our business ... our only business!.

Gerber. BABY FOODS



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**INGS TO 50%** HIS ENTIRE STOCK!

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Continental styling . . . black only . . . Sizes 8 to 14. Regularly 1.99. WE QUIT!

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59°

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100% CASHMERE COATS **\$33.88** 

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Skirts, Shorts. Blouses, Bermuda Shorts

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1.29 SPECIAL GROUP

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