



SHOW NEW PRODUCTS . . . Lon K. Breedlove, sales manager for Vegetable Oil Products, Inc., and Fred Towles, sales manager for Butler-Clark Co., display the newest safflower oil, shortening, and margarine. The new products, marketed under the brand name Gold-N-Sweet, will be available in area markets soon. Safflower is the highest in poly-unsaturates now being used by shortening products. Gold-N-Sweet is now offering readers of The HERALD a "Pocket Guide to Poly-Unsaturates," which may be obtained free.



SMART PACKAGES . . . Newest poly-unsaturates on the market today are these Gold-N-Sweet products which HERALD ads will feature. The smart new packages are margarine, safflower oil, and shortening. All are made with safflower oil, the highest of the new poly-unsaturates. The HERALD, with a VAC audited circulation of 40,000, will carry a heavy Gold-N-Sweet schedule in the southwest area.

Gold-N-Sweet Products On Area Market Shortly

Vegetable Oil Products Co., Inc., of Wilmington, has announced the appointment of the Butler-Clark Co. as broker for their new Gold-N-Sweet safflower oil product line.

Averaging more than 10,000 lines, the program features large color and black and white ads spotlighting the

Information Centers Are Open in Area

Bus information centers have been established by the Los Angeles City School District to supply parents and students correct information on transportation to and from schools.

All information centers will open on Tuesday and remain open until schools begin classes. Centers will be closed Sept. 10, Admission Day for California.

In the southwestern area, bus information centers for junior high schools are located at 25425 Walnut St., Lomita; and 1700 Gulf Ave., Wilmington.

High school centers are at 1500 Avalon Blvd., Wilmington; and 24300 S. Western Ave.

Elementary centers are at 21229 Bonita St., Torrance; 540 Hawaiian Ave., Wilmington; 1531 W. 186th St., Gardena; 1965 W. 259th Pl., Lomita; and 23536 Catskill Ave., Wilmington.

Gold-N-Sweet safflower oil products. The HERALD will feature a heavy schedule of Gold-N-Sweet ads or its 40,000 VAC audited readers in the greater southwest.

The new products have been tested by the U. S. Department of Agriculture, and results show the products to have the highest ratio of poly-unsaturates.

A booklet valued at 35 cents will be offered free to readers of The HERALD. The guide to poly-unsaturates may be obtained by writing to The HERALD.

Glendale VP Attends UW Institute

Charles T. Cererio, assistant vice president of the Glendale Savings and Loan Assn., 3832 Sepulveda Blvd., will attend the fourth annual American Savings and Loan Institute School for executive development. The school will be held at the University of Washington from Sept. 2 to Sept. 14.

The two-year program is designed to emphasize individual development through studies concentrated in finance, economics, and the behavioral sciences.

The school for executive development will be attended by 125 savings and loan employees from some 21 states.

Harbor JC Offers New Photo Class

Two classes in photography will be offered in the evening division of Los Angeles Harbor College in the fall semester starting Sept. 17.

Beginning photography will meet from 6:30 to 9:30 on Tuesday nights. Instruction will be given in the use and care of cameras and the developing of film. Advanced photography, meeting from 6:30 to 9:30 on Thursday nights, will provide instruction in various fields of photography and portraiture. Both classes are acceptable for credit at Long Beach State College.

The instructor will be Ronald J. Sparks who joined the evening staff in February 1961.

Applications are now being accepted at the college for registration. Last date to file an application is Sept. 7. Students entering the evening division for the first time should apply early so that entrance tests may be completed. Applications are available at the admission office of the college.

Nearly three times as many male pedestrians are killed by automobiles than females and, reports the Greater Los Angeles Chapter of the National Safety Council, for both sexes the rates are highest for elderly persons, next highest for children.

MARY WISE Menu Planners AND SHOPPING SUGGESTIONS

Surf and Sea Inspire Tropical Isles Cake

Our 50th state, the tropical island paradise of Hawaii, and its white pounding surf inspired this Tropical Isles Cake.

It's simple to make and simply delicious!

Just make your favorite white layer cake and put it together with Pineapple Filling for Tropical Isles Cake. Then, swirl on soft white Surf Frosting and sprinkle the top with coconut.

PINEAPPLE FILLING
 1/2 cup sugar
 1/4 tsp. salt
 6 tbs. cornstarch
 1 can (1 lb., 4 1/2 oz.) crushed pineapple
 1/2 cup corn syrup
 1/2 cup water
 2 dashes of Angostura Aromatic Bitters
 1 tbs. butter
 Yellow food coloring

Combine sugar, salt and cornstarch in sauce pan and mix well, then add pineapple, corn syrup and water. Cook until thick and clear,

SURF FROSTING
 3/4 cup sugar
 3 tbs. water
 6 tbs. light corn syrup
 1/4 tsp. salt
 3 egg whites
 1 dash of Angostura Aromatic Bitters

Combine sugar, water, corn syrup and salt and bring to a boil in covered sauce pan. Remove cover and cook until syrup will make a 6-inch thread. When syrup is almost ready, beat egg whites to soft peak stage, then pour hot syrup very, very slowly into the beaten egg whites, beating all the while.

Add a dash of bitters and beat until stiff peaks hold. Spread on top and sides of cake with swirls, then sprinkle top with coconut.

stirring constantly, then stir in bitters and butter.
 Tint slightly yellow and chill until very cool. Filling will be thick to support the layers.

Libby's Vacation - in - Mexico Sweepstakes Rules Are Listed Here

Thirty lucky people will spend almost a week on the golden strands of Acapulco or in cosmopolitan Mexico City—and Libby's, the "famous foods" people will be picking up the tab.

Libby's Vacation - in - Mexico Sweepstakes is the latest in a series of promotions designed to win friends for Libby's foods.

This one, like the others is just for Californians (Las Vegas, too).

Note The Dates
 Starting September 1 and running through October 31, food stores throughout the state will display colorful posters announcing the sweepstakes, offer entry blanks, and carry large stocks of Libby's canned foods.

To enter, Mrs. Housewife simply takes an entry blank, fills in her name and address and sends it in together with a pair of labels from any of seven selected Libby's canned foods or a hand drawn copy of the name "Libby's."

She may enter as often as she likes. A free draw to select winning entries will be conducted by an independent firm and all winners will be notified by November 30.

Party of Two
 Each Vacation - in - Mexico will be good for a party of two.

They'll get the round trip to Mexico on Western Airlines, a luxurious room and private bath for 5 nights in either of two Balsa Hotels, the El Presidente in Acapulco or the new Hotel Maria Isabel in Mexico City, plus \$200 expense money.

FIESTA! Californians only! (Las Vegas, too)!

Libby's

VACATION IN MEXICO SWEEPSTAKES

Hotel Maria Isabel in Mexico City
 The capital's newest, most luxurious hotel with swimming pool, continental cuisine, entertainment and dancing nightly. See bull fights, Aztec temples, flower-banked waterways of Xochimilco. Shop for bargains in colorful open-air markets.

Hotel El Presidente in Acapulco
 Right on the beach with magnificent panoramic view of the bay. Modern, air-conditioned hotel with giant pool, informal bar, and fine restaurant. Enjoy water sports, big-game fishing, fabulous shops, and gay Latin atmosphere.

30 couples will win FREE holiday in Acapulco or Mexico City!
\$200 expense money each couple!

Round trip by Western Airlines' luxurious FAN/JETS

Californians love Libby's foods. And Libby says "gracias" in the nicest way . . . with another just for Californians sweepstakes. This time, the lucky winners can idle away a glorious vacation on Acapulco's golden beaches or explore shops, sights, and historic treasures of gay, cosmopolitan Mexico City. Whichever vacation you'd pick, it'll be fun unlimited with Libby as your host!

Each Vacation in Mexico consists of:

- * Round trip to Mexico via Western Airlines' luxurious Fiesta Flight.
- * A luxurious room and private bath for 5 nights and 6 days for two persons at your choice of two beautiful Balsa hotels—the El Presidente right on the ocean at Acapulco or the new Maria Isabel in the heart of Mexico City.
- * FREE \$100,000 travel insurance policy for each member of your party (up to two persons) for the period of your Libby's Vacation in Mexico.
- * \$200.00 cash for meals, tips, and shopping.

So easy to enter at your grocer's
 Just pick up an Official Entry Blank at your grocer's and fill in your name and address. Or, if you prefer, write this same information on a sheet of plain paper. Send in as many entries as you wish.

With each entry enclose two labels from any size can (except buffet size) of famous Libby's foods or a hand-drawn copy of the name "Libby's."

Send your entries to: Libby's, Box 6, Los Angeles 51, California.

All entries must be postmarked no later than midnight, October 31, 1962. Winners will be notified by November 30, 1962. All winners may take their Libby's Vacation in Mexico anytime in 1963 (with a reservation made at least three weeks in advance, it being understood that such reservation will be accepted as available to the hotel). All winners may select the hotel they prefer, either the Hotel El Presidente in Acapulco or the Hotel Maria Isabel in Mexico City, but must be willing to spend their vacation at their second choice to afford flexibility in proportioning winners. 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 all residents of the State of California as well as Clark County, Nevada—and excludes all employees of Libby, McNeill & Libby, the Hotel El Presidente, the Hotel Maria Isabel, and their advertising agencies.



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