

MARY WISE Menu Planners AND SHOPPING SUGGESTIONS



SIZZLING BARBECUED BANANAS, roasted right in the peel, make an appetizing go-with for popular hamburgers. Waistline watchers can enjoy them as each medium banana has only 88 calories. Barbecue Sauce as listed is calorie-low, too.

Bananacues for Barbecues

Barbecuing isn't a craze anymore; it's a way of life. Small fry delight in their

own flowerpot fireboxes (a little sand, some charcoal, a chicken wire top and a bit of parental hovering).

Handy teens create marvels with bricks and the menfolk rival the neighbors with the most complicated of contraptions.

Food runs the gamut, too, from simple to exotic. Chances are, though, that hamburgers head the all-time favorite list with a zesty sauce and appetizing go-withs.

Appealing to all ages are sizzling barbecued bananas, roasted right in the peel with honey or butter, or basted with the same sauce that glazes the meat.

Prime requisite for barbecued bananas is firm fruit. Now you can make this selection with the knowledge that the inside of the fruit is without bruises.

Making their bow in local markets are Chiquita Brand Bananas. They've been boxed by the cluster in the tropics with the greatest care taken to preserve their good looks outside and their sweet pulp inside.

Identify these coddled bananas by the colorful seal on every other peel of each cluster.



made naturally... so naturally it's better



JOHN B. HANSEN
United Fruit Co.

Chiquita Seal Is on Peel

Mr. John B. Hansen, local manager of United Fruit Company, announces something new in the banana business: tropic boxed Chiquita Brand Bananas.

Instead of coming from the tropics on stems, these bananas come in strong fiber boxes.

The tropic boxed Chiquita Brand Banana is something much more than a marketing brain child of the United Fruit Company; it is something you as consumers asked for.

Several thousand women were asked what they wanted in bananas.

One frequent request was an assurance that the bananas bought looked as good on the inside as they did on the outside.

The tropic boxed Chiquita Brand Bananas now offer that degree of assurance.

Mr. Hansen advises homemakers to look for the bananas with the Chiquita Seal on their peel.

In crab salads



the difference is Deming's

Fully cooked in the shell in fresh seawater for greater flavor and tenderness. Next time you shop for canned crab, get the best. Get Deming's. For free crab recipes, write Deming's, P.O. Box 1198, Bellingham, Washington.

Fresh Salmon Highlights Patio Dinner Sweepstakes Announced by Luers

Fresh Pacific salmon is particularly plentiful now and the quality is excellent. With barbecue season in full swing, what could be better to place over the coals than a fresh salmon steak or fillet?

Salmon is at its best in July—plump, fat and firm—since it is caught in the salty coastal waters just before it starts up the river to spawn.

For a delicious salmon barbecue, try this unusual marinade and basting sauce made with wine, chopped chives and tarragon vinegar.

Marinate the salmon for about two hours and baste frequently with the sauce during the grilling period.

GRILLED SALMON STEAKS
6 fresh salmon steaks
1/2 cup dry white wine
1/4 cup salad oil
Juice of 1 lemon
1 tbs. chopped chives
2 tbs. tarragon vinegar
Salt and pepper to taste
Lemon wedges

Place salmon steaks in marinade made by combining wine, salad oil, lemon juice, chopped chives, tarragon vinegar, salt and pepper.

Marinate about two hours. When barbecue fire is ready, place fish on well-oiled grill. Grill over low fire until tender, about seven minutes on each side. Baste frequently with marinade. Serve with lemon wedges.

Four equal parts cranberry juice cocktail and strong tea over ice; garnish with fresh mint for meal-time beverage.

Plans for Luer's Summer Sweepstakes were announced recently by R. D. Halcomb, general manager of Luer Packing Company.

The contest is for residents of Southern California only.



R. D. HALCOMB
Luer Packing Co.

he says, and will be open until midnight July 31st.

It's easy to enter: Just fill out an entry blank, available wherever Luer products are sold. Mail it to: Luer Sweepstakes, Post Office Box 711, Hollywood, California.

"We've lined up an impressive array of prizes—250 in all," Halcomb said. "First prize will include a swimming pool by California Pools, Inc.,



IT'S TURKEY BARBECUE TIME

It's summer barbecue time in California and what could be better than turkey, spit barbecued, to an appetizing brown as demonstrated here by pretty television and motion picture starlet Diane Libby? There are tips for preparing barbecued turkey. For added flavor, add one of the following on hot coals during last 10 minutes of cooking time: garlic buds, fresh herbs such as parsley, oregano, tarragon; orange or lemon rind; freshly ground black pepper. Plan a simple menu with the emphasis on the meat and serve make-ahead accompaniments and dessert. Disposable plates, cups and napkins make cleanup easy.

a deluxe model Big Boy barbecue, a transistor radio and a summer supply of Luer meats."

Halcomb, who joined Luer recently, also told of the firm's new bun-size frank.

"It's the first time franks have been packaged in the same number as hot dog

buns," Halcomb explained; "The new franks are longer, too; made especially to fit the hot dog buns."

Halcomb said Luer is also planning to introduce a new frank—full of flavor but milder than the present product.



Punch and cookies with salted nuts and pastel mints are versatile combination for summer entertaining.

This festive combo is especially appealing when the cookies are Chocolate Whims.

Using semi-sweet chocolate and bright candied cherries for color and flavor, the drop cookies add the crispness of corn flakes.

When serving these cookies with punch or afternoon tea, make them small and top each with a sliver of cherry.

CHOCOLATE WHIMS

- 1/2 cup corn flake crumbs
- 1 cup sifted flour
- 1/2 tsp. baking soda
- 1/2 tsp. salt
- 1/2 cup soft butter
- 1/4 cup brown sugar, firmly packed
- 1/2 cup granulated sugar
- 1 egg
- 1 tsp. vanilla
- 1/2 cup semi-sweet chocolate pieces
- 1/4 cup chopped candied cherries

Sift together flour, soda and salt. Blend butter and sugars; add egg and vanilla and beat well.

Add sifted dry ingredients, chocolate, candied cherries and corn flake crumbs. Mix well.

Drop by teaspoonfuls onto ungreased baking sheets; top if desired with sliver of candied cherry. Bake at 350 degrees about 11 minutes.

Makes about 3 1/2 dozen cookies, 2 1/2 inches in diameter.

Win a BACKYARD VACATION

in the LUER

SUMMER SWEEPSTAKES

for Southern Californians only!

250 Prizes in All

FIRST PRIZE: A complete backyard vacation, including a beautiful 15' x 30' swimming pool from CALIFORNIA POOLS Inc. builders of prize-winning pools; a deluxe model Big Boy barbecue complete with aluminum hood and electric spit; a transistor radio and a Summer supply of LUER top quality meats!

ENTRY BLANKS ARE AVAILABLE WHEREVER LUER PRODUCTS ARE SOLD!

EASY TO ENTER...EASY TO WIN

Use the official entry blank found on packages of Luer Quality Meats (or reasonable facsimile) and mail to LUER SUMMER SWEEPSTAKES, Post Office Box 711, Hollywood 28, California. Submit as many entries as you wish. Sweepstakes closes midnight July 31, 1964, and is subject to all governmental laws and regulations.

249 ADDITIONAL CHANCES TO WIN!

- 55 DELUXE BIG BOY BARBECUES** complete with aluminum hood and electric spit from the No. 1 name in barbecues!
- 16 LUER GOURMET HAMS** Fully cooked... lean, tender, delicious... from Luer Quality meats!
- 100 3-PIECE BBQ SETS** the perfect cookout accessory... tongs, fork and spatula with leather hanging straps!
- 26 SHARP TRANSISTOR RADIOS** with earphone and leatherette case... will give you years of pleasure and entertainment!
- 96 RAY CONIFF ALBUMS** from Capitol... an outstanding collection of Ray Coniff's latest hits!

More kinds of more people listen most to **KMPC** dial **710**

Be sure...buy LUER franks, bacon, ham & luncheon meats!