



Ripe Olives Add Zip to Hearty Soup

Soup on a cold day rates high in most people's eating habits. California Olive-Pea Soup is one that is virtually certain to be rated equally high in your family's food tastes once they savor it.

Husky California ripe olive wedges are just one of the popular ingredients in this hearty soup that will help to make it a family favorite.

OLIVE-PEA SOUP

- 1/2 cup split peas
- 1 qt. water
- 1/2 cup chopped onion
- 1/2 cup chopped celery
- 2 tsp. salt
- 1/2 cup ripe olives
- 2 slices bacon
- 2 tbs. flour
- 2 cups milk
- Pepper

Rinse peas. Place in kettle; add water, onion, celery and salt. Cover and boil gently 1 hour and 30 minutes or until peas are done. Press mixture through strainer.

Cut olives into wedges. Fry bacon in large skillet until crisp; snip or crumble into pieces.

Pour off all but 2 tablespoons bacon drippings. Stir flour into drippings. Add milk; cook, stirring constantly, until slightly thickened.

Stir in strained peas, bacon and olives. Season to taste with pepper. Heat through. Makes 5 or 6 servings.

ing a real "find" in the convenience food line.

TANGY DATE PIE

- 1 1/2 cups packaged diced dates
- 1 unbaked 9-inch pastry shell
- 1/2 cup dark corn syrup
- 2 tbs. butter
- 1 tsp. grated orange rind
- 1/2 cup orange juice
- 1/4 tsp. salt
- 3 eggs, slightly beaten
- 1/4 cup roasted diced almonds
- Dairy sour cream, optional

Spread dates evenly on pastry shell. Heat to boil in saucepan syrup, butter, orange rind and juice and salt.

Gradually blend hot mixture into eggs. Turn into pastry shell. Sprinkle with almonds.

Bake on rack in lowest position in 300-degree oven 25 minutes. Cool before cutting.

Dollop with sour cream.



DANISH HAM-YAM CASSEROLE

Use one two-pound can Danish Plumrose ham, four cups mashed yams or sweet potatoes, one cup crushed pineapple, drained, two teaspoons salt, one teaspoon ginger and two tablespoons honey for this casserole dish. Trim off rounding ends and sides of ham and dice into half-inch pieces. Stir this, seasoning and pineapple into sweet potatoes. Place oil in well-greased two-quart shallow baking dish. Cut center section of ham into six slices and press them down lightly into surface of sweet potatoes. Brush surface of ham lightly with honey. Bake at 375 degrees until potatoes are thoroughly hot and ham is lightly browned, about 20 minutes. Makes six servings.

For Flavor, Serve Pears Cool But Not Icy

Winter pears are one of the seasonal treats. Enjoy them on all occasions as a sweet of light enjoyment.

Cube pear slices, dip them in a mixture of equal parts of lemon and orange juice. Spear them on toothpicks alternately with Cheddar cheese cubes for an ap-

petizing appetizer.

Poach fresh pear and apple halves in a hot syrup made with equal parts of

sugar and water, plus a bit of lemon juice, until barely tender for a meat accom-

Win A Fairy Tale Trip to Denmark

In conjunction with Plumrose's 101st anniversary celebration, Plumrose Inc., importer of Danish meats and cheeses from Denmark is now conducting an exciting contest that will send some lucky couple on a ten-day all-expense vacation for two to the wonderful land of Denmark.

Details of the contest and how you can enter are to be found on this page in the advertisement of Plumrose, Inc.

Gourmet Restaurants

Here is what is in store for the lucky winners. They fly the deluxe SAS flight to Copenhagen, enjoying cuisine and hospitality of SAS. They will stay at the famous Royal Hotel in Copenhagen and visit such outstanding places as the home of Hans Christian Andersen, the fabulous Tivoli Gardens and many other historical Danish landmarks.

The winners will also dine in famous Danish gourmet restaurants as glamorous as anything you'll find in Paris and will have a fun-filled tour of night life and entertainment—all as the guests of Plumrose, Inc.

Rules Are Here

Besides the grand prize, there are more than 1000 other valuable prizes that will be given away during the contest.

**STOP FOOD STICKING
REDUCE CALORIES
SPEED CLEAN UP**



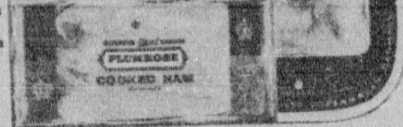
put Vegalene on your shopping list!



WIN a fairy-tale Vacation for two in wonderful, wonderful Denmark

...home of PLUMROSE

**Danish
COOKED
PLUMROSE
HAM**
PRODUCT OF DENMARK



Imported from Denmark, Plumrose hams are raised on a balanced skim-milk and barley formula which naturally means more meat, less fat... higher in proteins... lower in calories. Serve Plumrose today, the juicy, tender Danish modern ham.

YOUR TEN DAY ALL-EXPENSE HOLIDAY TO DENMARK BEGINS ABOARD A DELUXE FLIGHT on **SAS**

CONTEST RULES

1. Complete the following sentence in 25 words or less: "Plumrose tastes better because....."
2. Send each entry along with the wrapper of any Plumrose sliced product, or the inside inspection slip of any Plumrose canned product, or facsimiles of the name Plumrose as it appears on any Plumrose product to Plumrose, P.O. Box 21, Millburn, N. J.
3. Enter today, and as often as you wish. All entries must include your name and address and be postmarked by midnight May 20, 1965.
4. All entries become the property of Plumrose, Inc., and none will be returned.
5. This contest is open in all residents of the USA—except employees of Plumrose, Inc., its advertising agency and their families.
6. The decision of the judges will be final.
7. Contest subject to all Federal, state and local laws and regulations.

You could win the Plumrose 10 day fairy-tale vacation for two to the enchanted land of Denmark. Start your fun-filled holiday as a winner by boarding the luxurious SAS DC-8 Jet. Enjoy the hospitality, service and cuisine that has made SAS a leader in air travel.

In Copenhagen, stay at the internationally renowned Royal Hotel. Dine at exciting gourmet restaurants as the honored guest of Plumrose. The fascination of Denmark is yours when you visit the home of Hans Christian Andersen, the fabulous Tivoli Gardens and other outstanding Danish landmarks. Enjoy the magical splendor of Denmark's lavish night entertainment centers... all this and more awaits the winner. Don't delay, enter today. Just follow the easy contest rules.

OVER 1,000 ADDITIONAL PRIZES!

- ☆ 2ND PRIZE—RCA color TV Set
- ☆ 4TH PRIZES—Fifteen GE Clock radios
- ☆ 3RD PRIZE—Wollensak Tape Recorder
- ☆ 1000 Plumrose product prize packages

PLUMROSE

The DANISH MODERN HAM

New Date Product Is 'Find' of Year

There's something new under the sun down Coachella Valley way in southern California. In that semi-tropical region where the world's finest dates are grown, some of the fruit is now being packaged already diced for the convenience of homemakers in a hurry.

You'll discover that, in addition to being ready to use in recipes at all times without going through the routine of pitting and chopping, packaged diced dates are free-flowing and not sticky.

The cube-like pieces of fresh dates coated with dextrose lend themselves with the greatest of ease to numerous different recipe uses.

Don't limit them simply to desserts. Their mellow flavor and chewy texture enhance a host of salads, sandwich fillings and sauces.

In most stores, you'll find packaged diced California dates on the grocery shelves; in some, they're in the produce department. Wherever you find them, rest assured you'll be mak-



MAKE THE TRIPLE TEST between WONDER and any other bread

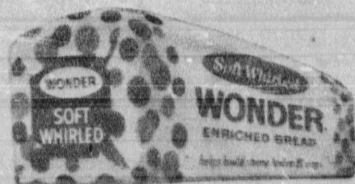


SEE the difference | **FEEL** the difference | **TASTE** the difference

New WONDER "Soft Whirled" Has No Holes—Perfect Texture

Prove it to yourself. Serve your family the bread that has a difference you can see... a difference you can feel... and a difference you can taste. Wonder "Soft Whirled" has perfect texture—has no holes. And every slice has that famous flavor that has made Wonder a favorite all over the country. Get new Wonder "Soft Whirled" Bread today and make the triple test yourself.

Helps build strong bodies 12 ways!



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