Parks Sausage to begin new consumer campaign

Within the next month, H. G. Parks, Inc., makers of Parks Sausage will begin its new consumer campaign to stimulate sales and create brand awareness in the major markets of Philadelphia.

With the announcement of the new campaign, President Henry G. Parks, Jr., pointed out that "Parky", the trade character used in Parks Sausage advertisements and promotional pieces, will come to "life". "Parky" will make his debut in Philadelphia, and should this operation prove successful will be used in the other market areas.

The animated character-trademark, Parks said, will create a recognizable character to represent our product to the public, and will make the consumer feel more of a closeness to our firm.

The colored-owned sausage company has included "Parky" in various promotions, including the brightly colored package, "Parky" Recipe Book, and on the firm's trucks as well as newspaper advertisements.

Emotional Buying

Considering to make "Parky" real, the President continued, some after various studies revealed that the emotional factor in selling is that most shoppers buy emotionally rather than rationally, tending to choose the brands that give them a feeling of familiarity and assurance.

"Parky" will visit various neighborhoods throughout Philadelphia to promote Parks Sausage, and prizes will be given to those housewives who are using the product, when he makes calls.

President Parks further outlined the new consumer campaign. "This new program is designed to give Parks Sausage a role of importance, not only in the community, but in the home." He continued, "Our well-seasoned sausage is an item of quality, and we feel that our customers want only the best—that we are striving to give them."

The outlining of a new consumer program marks another achievement for the colored owned utilizing Parks Sausage, was given a Federal Inspection Permit from the Department of Agriculture, which is indicative of the quality of the product.

Sold Everywhere

The Parks Sausage company reveals the product is sold in most large grocery chains, as well as independent grocers, and is being accepted by all consumers upon its quality.

Numerous recipes can be followed utilizing Parks Sausage including Bread Stuffing, Parks Sausage Meatloaf, Parks Sausage Salad and Stuffed Parks Sausage Roll. Drippings can be saved for seasoning vegetables, sauces and gravies, frying potatoes, french toast or shortening in waffles, pancakes or cornbread.

These recipes can be found in the "Parky" recipe book, which will be distributed to consumers by "Parky".

Class WILL TELL!

Chicken Salad
HARLEY'S Sandwich
Tuna Fish
Italian Meatball
Polish Ham
Provolone Cheese
Salami
Bar-B-Cue

Harley's Sandwich Shops
211 McMechen St.
515 E. 25th St. At Greenmount

Acme Super Markets
BIG DEL MONTE SALE

Del Monte Pineapple Juice 2 18-oz cans 25c
Del Monte PEAS Early Garden 2 17-oz cans 37c
Del Monte CORN Cream Style Golden 2 16-oz cans 33c
Del Monte PRUNE JUICE qt bot 33c
Del Monte PINEAPPLE 20-oz 29c
Del Monte SPINACH 2 18-oz cans 29c

Do You Enjoy home-preserved Peaches? If you do, we would like you to try a can of Ideal

Home-Style Peaches
You'll instantly say they're the kind of luscious peaches grandma used to can. Fancy quality, freestone halves in extra-heavy syrup . . . the peaches with flavor that lingers.
Ideal Fancy Cal. Cling PEACHES Halves or Slices No 2½ can 27c
Ideal Tropical Gems (Chunks) PINEAPPLE 16-oz can 19c
Ideal Fancy Golden PUMPKIN 2 No 2½ cans 27c
GOLD SEAL PIE CRUST MIX 9-oz pkg 15c

WHY PAY MORE?
Supreme Bread is Still Only 15c for a large loaf
It's Dated
LOUELLA BUTTER BREAD White or Whole Wheat loaf 25c

Hallowe'en Noisemaker FREE With Each Pkg. Va. Lee Do'Nuts
Plain, doz 24c Sugared or Cinnamon, doz 25c

HURRY! Contest Closes Midnight, Sat., Oct. 31st
Name Our Detergent and You'll Win $1,000.00 CASH and a Westinghouse LAUNDROMAT
Get Your Blank Today!

Out Today! November FAMILY CIRCLE
Big, Super Issue Still Only 5c
Ask How to Get Varsity Sports Equipment FREE for Organized Athletic Groups. Write for Catalogue and Details

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MAMIE AND MAMIE—Mrs. Mamie Eisenhower, wife of the President, poses with Mrs. Mamie Roberts, housewife, of 1318 First st., following the Community Chest luncheon which both attended at the Mayflower hotel last Thursday. Mrs. Roberts, volunteer worker in the current Red Feather campaign, is soliciting checks donations in Area G which is headed by Mrs. Constance Turner and which reported $565 of its $754 quota.

To name guest for NAM confab

Winslow H. Parker, president, Parker Metal Decorating Co., heads the Maryland Apprentice Selection committee to choose one of 12 applicants to be the guest of the National Association of Manufacturers at the 58th Annual Congress of American Industry in New York, Dec. 2-4.

The Kiwanis Club of Baltimore will lead in the recognition of the 12 outstanding apprentices at a meeting early next month.

The candidates are William H. Baugher, Aberdeen Proving Grounds; Joseph B. Cooper, Crown Cork and Seal Co., Inc.; Joseph A. Hartsock, Crown Cork and Seal Co.; Charles C. Hittle, Baltimore and Ohio Railroad; and Walter C. Nicholson, Indian Head Powder Factory, Department U.S. Naval Ordnance; Also, Harry C. Peters, Baltimore and Ohio Railroad; Webster Shiply, Crown Cork and Seal Co., Robert S. Slagle, Camp Detrick, Department U.S. Army; Anthony Sottile, Jr., Baltimore and Ohio Railroad, Sidney E. Tindall, Parker Metal Decorating Co; Edward Tryder, Continental Can Co., and Alvin T. Vogtman, Lord Baltimore press.

Dessert-salad

"Rosy apple dessert salad" makes a good fall time salad. Rosy-red spiced apples are filled with a mixture of cream cheese and crunchy walnuts. If you prefer to use cinnamon candies, substitute ½ cup for stick cinnamon and food coloring. However, they will not make the apples as red.

Rosy Apple-Dessert Salad

1 cup granulated sugar
1 cup water
1 (3-inch) stick cinnamon
¾ teaspoon red food coloring
2 tablespoons lemon juice
4 medium - sized cooking apples
1 (3-ounce) package cream cheese
1 tablespoon milk or cream
¼ cup chopped walnuts
Lettuce cups

Combine sugar, water, cinnamon, and coloring, and boil 5 minutes. Add lemon juice, pare and core apples, leaving them whole. Cook apples slowly in syrup until barely tender; cool in syrup.

Drain apples. Soften cheese with fork and blend in milk. Stir in walnuts. Fill apples with cheese - walnut mixture and arrange in lettuce cups. Serve well-chilled. Serves four.

Basic rules on stuffed peppers

There is a wrong and a right way to prepare peppers for stuffing. By following the basic rules, you will have stuffed peppers your family will enjoy.

Cut the stem ends from peppers or cut a slash in the side and remove the seeds and veins. Raw peppers may be rubbed on the outside, at this time, with shortening or drippings.

Then stuff and place, without parboiling, in a moderate oven and bake until tender.

Or, drop peppers into rapidly boiling salted water and cook until almost tender. Drain well. Fill with your favorite food combination. Cover the tops with break crumbs, dot with butter or sprinkle with cheese.

Also, your baked stuffed peppers will keep their shape if you use greased muffin pans or molds. Put the muffin pan in another pan containing water so the peppers don't dry out.

Something new in sweet potatoes

You've probably prepared sweet potatoes many times with brown sugar, but have you ever tried them with honey as a sweetening agent? The delicate flavor of the honey complements the mild pleasing flavor of the sweet potato.

Almond Honied Sweet Potatoes

6 servings hot boiled sweet potatoes
Salt
¼ cup honey
4 tablespoons butter or margarine
½ cup chopped or ground unblanched almonds

Arrange potatoes in a shallow baking dish and sprinkle with salt. Combine honey, butter and almonds, and heat to boiling. Pour over potatoes.

Place under broiler and brown slightly. Top each serving with additional butter if desired.

Serves six.

SACH'S SEA FOOD
2100 W. NORTH AVE.
FRIED SHRIMP
FRIED OYSTERS
IMPERIAL CRABS
Steamed & Fried Crabs
CARRY OUT AND DELIVERY SERVICE
MAdison 3-5129

SO SWEET . . . SO DELICIOUS . . . IT'S love at first sip!

Everyone has a sweet tooth. That's why everyone loves the flavor of Edlavitch Kosher wine. Made the slow, old-timey way that brings out the true, *sweet* flavor of the *choicest* Concord or Malaga grapes. In regular fifths or sparkling quart decanters, at your favorite beverage store.

EDLAVITCH NEW YORK STATE KOSHER WINE

After the wine is gone, the Edlavitch Quart Decanter makes a handy refrigerator bottle for fruit juices or ice water.

BOTTLED BY THE GLOBE DISTRIBUTING CO. • WASHINGTON, D. C.

POSITIVELY GUARANTEED to taste better than any other Instant Coffee you ever bought...or, we buy you two jars of any other brand on the market!

PLEASE NOTE: We do not want to mislead anyone into thinking that our Instant Coffee tastes as good as Wilkins Regular coffee. In our opinion, *no instant coffee can compare with Wilkins Regular.* However, we do believe that Wilkins Instant is by far the finest instant coffee on the market today. Hence this offer.

Now! DUZ gives you a wash like no detergent can!

DUZ not only scrubs out the toughest dirt...
DUZ leaves clothes softer than detergents ...and is so kind to hands!

It's the soap in DUZ that does it!

Yes, you get finer, richer soap . . . for dazzling white washes that are softer, smoother!

If you've been using a detergent, change to Duz next washday. Your wash will be dazzling white and clean—and it will *feel softer!* Only honest-to-goodness soap like Duz can do it!

Oh, so clean! Duz really gets in there and *scrubs!* Your toughest wash is shining clean. And clothes have that special soap-and-water fragrance . . . fresh, "outdoorsy."

Ah, so soft! Duz leaves fabrics softer, silkier, smoother. *Easier to iron,* too! No detergent can give you results like that!

M'mm, hands feel smooth! Duz gives hands almost *toilet-soap* mildness! Get Duz today!

DUZ DOES EVERYTHING

North Ave. Market

FREE PARKING
115 W. 20th St.
10 E. 20th St.
Use one of our two large lots.
Everything you need under one roof here. No waiting, no parking problems. Everything at reasonable prices.
North Ave. Market
North-Maryland-Charles-Twenty-Ninth
Open Daily till 6; Wednesday till 9 p.m.
Stores Open Every Night

A supreme treat easy to prepare

Four medium-sized green peppers, 1 onion—finely chopped, ½ curl of garlic—minced, 2 tablespoons minced parsley, 1 cup cooked rice, 1 cup fine bread crumbs, 2 tablespoons butter or substitute, ½ cup water, 1 7-ounce tin Chef Boy-or-dee Italian style sauce.

Cut the tops off the peppers around the stem and remove the seeds and membrane, being careful not to split the pepper shells. Cover pepper shells with boiling water and let stand five minutes.

Mix together the rice, butter crumbs and seasoning. Fill pepper shells with the mixture. Place filled peppers in a casserole and pour the Chef Boy-or-dee Italian style sauce — diluted with water, around them. Cover and bake in a moderate oven about 30 minutes.

Get Ready To Enjoy A Pumpkin Pie Like You've Never Tasted Before!
SILBER'S OLD-FASHIONED PUMPKIN PIE
No wonder it's good, listen to this! Made with fresh eggs and rare, fresh whipping cream. Seasoned to a king's taste with the finest imported spices. Serve one . . . treasure!
Baby SILBER'S Foods
65¢

50c VALUE only 25¢
. . . with the TOP seal from any size bag of All-Purpose or Self-Rising WASHINGTON FLOUR
POTHOLDER MITT
Heavily Padded! Washable!
Fits Either Hand!
Protects the wrist, too!
CLIP EITHER SEAL from any size bag of All-Purpose or Self-Rising WASHINGTON FLOUR (2 lbs., 5 lbs., 10 lbs., 25 lbs.)

THIS SEAL
OR THIS!
Mail Seal and 25¢ to:
GET WASHINGTON FLOUR —AT ALL CHAIN STORES AND INDEPENDENT GROCERS
WASHINGTON FLOUR A1077
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GIFT IDEAS — In one pattern, little aprons perfect for gifts — even for yourself! Wonderful and excitingly new styles to be trimmed with ric rac, bail fringe or tassels to add the spark!

No. 2845 is cut in one size. Each apron takes only one yard of 35-in. fabric.

Just off the press! The 1953-1954 FALL - WINTER FASHION BOOK, beautifully illustrated in COLOR and presenting over one-hundred fall fashions at their smartest! Easy-to-make practical pattern designs for every age and type of figure. Order your copy now — the price is only 25 cents.

Smartness begins at home—and what could be smarter than this side-wrap design to give you comfort, freedom and style all at the same time! Your choice of V-neckline or collared versions.

No. 2916 is cut in sizes 12, 14, 16, 18, 20, 36, 38, 40, 42, 44, 46. Size 18: 5 yds. 35-in.

Send 30 cents for each PATTERN with Name, Address, Style Number and Size. Address PATTERN BUREAU, (A F R O-AMERICAN), Box 42, Old Chelsea Station, New York 41, N.Y.

Patterns ready to fill orders immediately. For special handling of order via first class mail include an extra 5 cent per pattern.

Vegetable plate is easy to fix

Here is a winter vegetable plate your family will like. Serve it with Canadian bacon, or sliced cold turkey. Add butter and rolls, and you've a complete meal. To make your winter vegetable plate, melt ¼ cup butter or margarine in a heavy skillet.

Add 1 teaspoon chopped onion and stir in ½ cup enriched bread crumbs. Add six ounces cooked noodles and toss lightly. Top with two cups of cooked Brussels sprouts. Pour ¾ cup white sauce over all, and sprinkle with grated cheese. Cover the skillet and simmer gently, 15 minutes.

Pepper steak

Need some help with your fall house-cleaning? Here it is—help in the form of a special recipe tailored to make meal preparation easy on some of those hectic cleaning days.

The ever popular pepper steak, a dish in which green pepper active strips of tender beef a distinctive flavor.

1½ lbs. round steak (½ inch thick)
1½ tsps. salt
¼ cup flour
¼ tsp. pepper
¼ cup lard or drippings
1½ cups chopped onion
1 small clove garlic, minced
1¼ cups water
1½ tsps. Vitalox
1½ tsps. Worchestershire sauce
3 large green peppers cut in fine strips
1 cup well drained canned tomatoes

Cut meat into pieces 2 x 3 inches in size. Dredge in combined flour, salt and pepper and cook in melted fat in large skillet or kettle until meat is well browned on all sides. Add onion, garlic, water and Vitalox. Cover and simmer for about 1¼ hours, until meat is tender.

Uncover, stir in Worchestershire sauce and add green peppers strips. Cover and simmer for 15 minutes. If necessary, thicken gravy with paste made of a little flour and cold water. Add tomatoes and heat for about 15 minutes longer. Serve on noodles or rice, arranging vegetables over top of meat mixture.

Recipe of the week

Watching mother take a pan of home-made cookies out of the oven is an experience everyone remembers — and loves! It's a wonderful welcome to anyone coming home, too, to find a big plate of fresh cookies waiting on the table. And one of the best is oatmeal cookies.

Oatmeal Cookies

1 cup sifted all-purpose flour
½ teaspoon salt
3 cups rolled oats
1 cup soft shortening
2 teaspoons vanilla
2 cups brown sugar
2 eggs
½ cup Pet Evaporated milk

Sift flour and salt together. Mix rolled oats with a spoon. Put into bowl shortening, vanilla, and brown sugar and mix until light and fluffy.

Add eggs and milk and beat hard for 1 minute. Mix in flour mixture about 1/3 at a time. When all flour is added, drop by teaspoons 2 inches apart on greased cookie sheet. Bake in moderately hot oven (375) 12 minutes, or until light brown. Makes seven dozen.

A fruit pudding for tasty treat

For any special occasion coming up soon this "Fruit Nut Pudding" makes an excellent dessert.

Fruit Nut Pudding

3 canned cling peach halves
¼ cup seedless raisins
½ cup crushed pineapple
½ teaspoon plain gelatin
1 cup milk
2 tablespoons granulated sugar
2 egg whites
6 marshmallows
¼ cup chopped roasted almonds
1 teaspoon vanilla extract

Drain peaches and dice. Rinse and drain raisins. Drain pineapple. Soften gelatin in 2 tablespoons milk. Scald remaining milk. Add sugar and gelatin, and stir to dissolve gelatin.

Chill until thick but not firm. Blend in stiffly beaten egg whites, quartered marshmallows, peaches, pineapple, raisins, almonds and vanilla. Chill. Serve in sherbert glasses. Serves 6.

Reducing sweet with novel taste

"Cherry Show" doesn't taste at all like a reducing diet dessert, but it is. There are less than 100 calories per serving.

Cherry Snow

1 No. 2 can unsweetened cherries
1 envelope (1 tablespoon) plain gelatin
1 tablespoon lemon juice
2 egg whites

Custard Sauce

¾ cup skim milk
2 egg yolks
¼ teaspoon vanilla extract

Drain juice from cherries, measure and add water to make 1¼ cups. Heat. Soften gelatin in ¼ cup cold water and dissolve in hot juice. Blend in lemon juice and 3 sugarless sweetening tablets, if desired.

Cool until slightly thickened. Meanwhile, pit and halve cherries. Beat egg whites until stiff, and fold into thickened gelatin. Fold in cherries and spoon into individual molds. Chill until firm. Unmold and serve with custard sauce.

Custard Sauce

Scald milk. Add 4 sugarless sweetening tables, if desired. Stir in slightly beaten egg yolks. Cook and stir over very low heat until slightly thickened. Blend in vanilla. Chill.

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Everything New, Modern and Strictly Sanitary
Live, Dressed and Cut-Up Poultry
The Finest Seafood and Crab Meat
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Onions offer quality buy

There's an old saying that the good cook knows her onions. This fall that knowledge can benefit both budget and family menus because the late onion crop is the second largest on record, prices are low and quality high.

Yellow types of onions are in heaviest supply. There's a huge crop of Eastern-grown onions—the familiar yellow - skinned, medium to small in size, moderately pungent kind which are good keepers and generally sell in bulk or in small consumer-size packages.

These are widely used for seasoning but are also good cooked in many ways. Also plentiful, are the big sweet yellow Spanish onions from the West, sometimes called the "hamburger - style" onions because the big, raw, mild slices are used so much with hamburgers.

More By Habit

When it comes to buying onions, housewives seem to have been guided more by habit than by the supply and price of onions. The average person in the U.S. has been consuming 10 pounds of onions yearly ever since 1935, even though supplies and prices have varied. Generally, onions are used more for seasoning than as a separate vegetable in themselves.

This fall when they are such a good buy, might be a good time to change that pattern and serve onions sauted, creamed, stuffed, fried or scalloped with nuts or apples, for example. Boiled sliced onions make a flavorful garnish for beef loaf. Fried onions are old favorites with liver.

FIRST NAME IN ICE CREAM FOR ALMOST 50 YEARS

A Bewitching Party Idea
Pumpkin-Center Ice Cream Brick
Whether it's an elaborate Hallowe'en affair or just the home folks, this novel ice cream supplies lots of atmosphere and gives the evening a lift.
A full quart brick of French vanilla, with a cute pumpkin center of chocolate ice cream.
On Your Way — Take Home a Brick
See your friendly Hendler dealer
Hendler's Velvet Kind

This ALL AMERICAN MEAL has "Round-the-Clock" appeal

You never dreamed a pancake mix could be so versatile. All eight of these tempting variations of the All American Meal center 'round Aunt Jemima Pancake Mix. They're wonderfully simple . . . and all make excellent projects for your cooking classes.

so quick and easy...so many tempting variations

★ **Apple Ring Syrup over Pancakes.** Pan-fry apple rings in butter. Cover with syrup; simmer until tender. Serve hot on Aunt Jemima Pancakes with sausage patties.

★ **Pancake Sausage Roll-ups.** Roll each Aunt Jemima Pancake around two cooked pork sausage links. Top with hot syrup.

★ **Waffles with Ham Raisin Sauce.** Pan-fry 1 cup diced cooked ham. Add 2 cups syrup, ½ cup raisins. Simmer. Serve over Aunt Jemima Waffles.

★ **Plymouth Pancakes.** Cottage cheese between Aunt Jemima Pancakes, topped with Cranberry Relish Sauce. For sauce, grind 2 cups raw cranberries, 1 lemon wedge. Add 1 cup syrup. Chill. Heat before serving.

★ **Fritter Feast.** Aunt Jemima's Corn Fritters with syrup and pan-fried ham slice. For Corn Fritters, combine 1 beaten egg, ½ cup milk, 1 cup Aunt Jemima Pancake Ready-Mix, 2 cups whole kernel corn. Fry spoonfuls in deep fat.

★ **Colorado Pan-San.** Spread an Aunt Jemima Pancake with currant jelly. Add layer of cooked pork sausage meat. Top with second Aunt Jemima Pancake. Serve with butter and syrup.

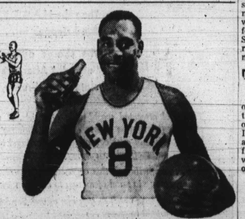
★ **Batter Toast.** Dip slices of bread in Aunt Jemima DeLuxe Pancake batter. Pan-fry until golden brown. Top with syrup.

★ **Cheese Foldovers.** Fold a hot Aunt Jemima Pancake over slice of processed cheese. Top with syrup and serve piping hot.

AUNT JEMIMA PANCAKES

America's best-loved pancakes, buckwheats and waffles

DRINK Coca-Cola



"Sweetwater" Clifton

long-shot artist and famous professional basketball star, pauses to refresh with ice-cold Coca-Cola.

Basketball is a demanding game. A man must go full-speed for long periods of time, giving all his energy and all his strength to the job of winning the game.

The same thing is true in your job, whatever it may be. You, too, must go full-speed . . . with all your energy and all your strength . . . for long periods of time. To be at your best, you must take time out when you can to rest and relax. That's when most people head for the friendly red cooler and a frosty bottle of delicious, ice-cold Coca-Cola. And don't forget—take home a case or carton of Coke for the family.

Follow the Champions. Have a Coke . . . and Work Refreshed

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