

LET'S HAVE A PICNIC



"Let's have a picnic" is a phrase that will be repeated by more than half the nation's population this summer. And no wonder. Americans are flocking out-of-doors in ever-increasing numbers. In fact, picnicking has become the nation's number one summertime leisure activity.

There are many reasons for this including more general leisure time, better roads, more picnic areas, and last, but not least, a greater awareness that planning for a picnic can be easy—and fun, too—if you'll follow just a few simple tips.

Tip number one: Keep your picnic fixin's simple and easy to prepare. Don't go in for elaborate main courses that keep you in the kitchen for hours beforehand. A satisfying and filling picnic meal can be whipped up quickly with a variety of sandwiches, some hamburgers or frankfurters, plenty of salad, fruit, and a choice of cooling beverages.

Prepare Night Before

What's more, most of these foods can be prepared the night before and kept fresh and crisp in an ice chest like the one in the photo above. This chest, which sells for about \$28.00, will keep sandwiches, fruits and salads in good shape until it's eatin' time. And, for those of you who like to do your cooking in the great outdoors, right on the picnic scene, your raw steaks, franks and hamburgers will keep fresh in the ice chest until ready to put on the charcoal grill.

The chest has something special you'll appreciate, too. It's a linear polyethylene plastic liner that increases the chest's insulating capacity.

In addition, the liner wipes clean with a whisk of a damp cloth, so cleaning up after the picnic is a snap.

Here's another tip for you. Take along more than one beverage, so the tastes of every member of the family will be satisfied. That's what the family in the above picture has done. Mom and Dad have some feed coffee in the jug at the left, which sells for \$7.95, while their daughter has lemonade in her own jug on the right. This jug sells for \$1.98.

You'll find, by the way, that

picnic beverages will stay fresh longer than ever this summer, thanks to these jugs. The one from which Dad is pouring Mom a drink is a one gallon model that is made of a linear polyethylene inner liner and a linear polyethylene outer shell. In testing, this double wall plastic construction feature has kept liquids hot for up to 14 hours, and it will perform just as efficiently for cold liquids.

Youngsters Jug

The small, half gallon jug on the right is also plastic, and it's perfect for the youngsters. It holds enough lemonade to keep them happy. And what's more, the jug only weighs a few ounces, light enough for even a five or six year old to handle.

Tip three: Don't forget some of the "little essentials," the things you may overlook, but which are very important. For example, do have matches with you in case you're going to be using a barbecue grill? How about charcoal lighter, a sharp knife, and a flashlight. All of these things can make the picnic more fun if you have them with you, but can be very annoying, if you've left them behind.

Tip four: Don't make Dad work hard at the picnic. And one way to make sure this doesn't happen is to provide him with an easy means for cooking. In the photo above Dad is grilling frankfurters the modern way—on a portable grill, which retails for \$7.49. The franks are done in a jiffy, the fire is easy to keep going, and the grill is compact and light so Dad can carry it along with no trouble at all.

And finally, tip five: One that's repeated often, but can't be repeated enough. Drive carefully. There's no need for you to rush when you're going on a picnic. After all, the day is planned as a leisurely outing, and the relaxation might just as well begin in your car.

Take Your Boat Anywhere Thanks To Improved Trailering Methods

The boat trailer is playing a big and increasingly important part in making outboard boating America's most popular recreation.

Safe and carefree trailering of a boat, whether for a short trip or a jaunt halfway across the country, depends much on selecting the right trailer and loading it correctly.

The trailer should fit the boat with frame and springs heavy enough for the weight they will carry. This means, not just the weight of the boat, but the combined weight of the trailer, motor, boat and all contents.

The trailer should support the hull along most of its length, preferably along the keel, with enough additional padded counter blocks to hold the boat steady and guard against straining the frames or seams.

All equipment aboard should be stowed so it will ride without shifting, and the boat itself should be

secured against movement in any direction.

One of the most effective tie-downs is made of a 2 x 4 or 2 x 6 cross-bar, padded where it rests on the gunwales, and fastened to the frame by a chain and turnbuckle on either side.

With many of the newer trailers, transom clamps can be used in place of the conventional tie-down.

Trailer hitches of the type that clamp on the rear bumper are easier to install and have been found satisfactory for light boats or short hauls. For heavier boats or long trips, a hitch that is bolted directly to the frame of the car is recommended.

In some states use of safety chains in addition to the regular hitch is required by law. Most states require display of a tail light and licence plate at the rear of the trailer.

When the outfit has been secured

and is ready to roll, take a few practice spins before any long trips are undertaken.

The most important thing to remember is that the car and trailer are about 20 feet longer than the car alone, and weigh considerably more. Corners cannot be taken as sharply and it takes longer to stop and to accelerate.

Up to 2000 pounds of combined weight can be towed by most ordinary cars without undue wear on brakes or transmission. For heavier loads the trailer should be equipped with separate electric brakes.

A second trailer hitch on the front of the car simplifies launching and hauling out. The driver can see what he is doing and the car's rear wheels remain on firm ground, even though the front wheels may be almost in the water.

EVERYTHING FOR YOUR

PATIO OR PICNIC AT "Umpqua Valley"

And you'll find a wide variety of styles and models at prices to please your budget. Here are but a few of the outdoor living specials now featured at "Umpqua Valley" . . . plus extra savings with U-Save Stamps.

Why Fight Bugs & Bites?



ENJOY INSECT-FREE LIVING EVERY NIGHT OF THE YEAR WITH AMAZING Lurelight. The Original AUTOMATIC BUG KILLER. ULTRA-VIOLET "Circle of Death" LURES every type of Night-Flying Insect, INHALES them with Powerful Fan Suction, DESTROYS them and DEPOSITS dead bugs in Convenient Disposable Bag!

AT LAST! Positive control of night-flying insects. "Black Light" lures bugs to sudden death—more effective than spraying—1/4 the cost. One "Lurelight" controls a full acre of land for 24 a night! More Effective Than Spraying of 1/4 the Cost, 1/10 the Bother!

- Light 49.95
- Spear Stand 7.50
- Round Stand 9.95
- Extra Plastic Bags 6/75c

COFFEE BOILER

- 35-Cup 2.49
 - 55-Cup 3.25
- Here is the coffee maker for outdoor cooking! Heavy gauge blue enameled steel.

20-Cup Aluminum Barbecue Percolator

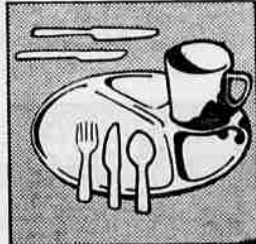


(not shown) Reg. 3.95 **3.25**

BEVERAGE SET & TRAY

3.95 up

This set is handsome and handy. Includes 8 12-ounce glasses and strong enameled wire carrying tray.



PICNIC SET

88c

A tremendous value. 22-Piece set will serve 4 people! Four plastic 9" compartment plates, 4 plastic spoons, knives and forks, 4 hot drink cups with handles and 2 extra "spreading" knives. Reg. 99c. Now less than 25c per setting!



PICNIC CHEST

Special **9.88**

Fully fiberglass insulated picnic chest, removable ice tray. Ideal for picnics, fishing trips, outings. Reg. 10.95.



Wooden Salad Bowls

- 11-in. **5.95**
- 9-in. **4.50**
- 6-in Individual **39c**

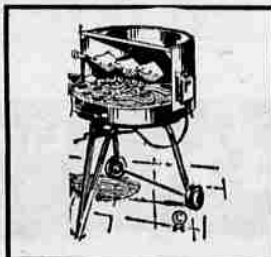
Beautiful hand-turned hardwood salad bowls, choice of sizes, available individually or in sets. Perfect for outdoor salad use.



ICE CREAM SCOOP

Aluminum **1.19**

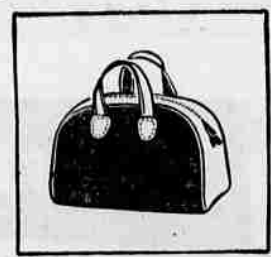
Ice cream tastes better when you dip it yourself, at home. Here is a sturdy aluminum dipper made to last for years. Other dippers, 89c, 1.79 and 1.98.



DELUXE Barbecue Grill

14.88

A full size, deluxe grill with hood, 3-position motorized spit, UL approved motor. Compare at 17.95.



BEACH BAGS

1.95

Heavy waterproof blue duck, generous size! Ideal for bathing suits, towels, extra clothing, gym or utility use. Zippered opening, sturdy carrying handles. Special!

PICNIC JUGS -- Wide Selection

- 1-Gallon Coleman Plastic **6.98**
- 1-Gallon Stainless Steel **8.95**
- 3-Gallon Plastic Jug **10.45**

All models with handy pouring spigot. Insulated inner lining keeps foods or liquids hot or cold for as long as 24 hours.



ICE CUBE TRAYS

from **39c**

Extra trays always come in handy in picnic season. Your choice of plastic or aluminum trays in sizes to fit your needs. Low as 39c!



CERAMIC SALAD SETS

Reg. 1.39 **79c**

Just right for tossed garden salads — and useful all year around. Beautiful ceramic bowl, large wooden fork and spoon.

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