



Two Celebrate Fifth Birthdays

*Heavenly
Angel
Food!*



With ...
THIBEST
ANGEL FOOD
CAKE MIX
It's so easy ...
and quick, too!
No need to
measure and
sift—or separate
egg whites ...
no left-over
egg yolks. You just add
water, mix and bake.
Perfect results every time.



just add water

just add water

Does so much
-AND COSTS
SO LITTLE

ARM & HAMMER
ONE POUND NET WEIGHT

SAL SODA
CONCENTRATED

WASHING SODA

DOES CLEANING QUICKER

DOUBLE
THE STRENGTH
OF REGULAR
SAL SODA

SAVES SOAP • SAVES WORK • SAVES TIME
CHURCH & DWIGHT CO., INC., 18 CEDAR ST., NEW YORK 5, N. Y.

MACARONI
MORE TENDER • MORE DELICIOUS

Thermo-Regulated Roast

Schilling Coffee

WE BLEND ONLY the world's finest coffees from Central America...where high altitude, perfect coffee-growing climate and mineral-rich soil combine to produce flavor no other coffee can equal. You can't buy a better coffee than Schilling, at any price!

3 A Large Can of
CHUN KING CHOP MEIN
NOODLES for only 1¢
WHEN YOU BUY CHUN KING BEEF
CHOP SUEY

**ACCEPT ONE OR ALL
THREE OFFERS AT
YOUR GROCERS
TODAY!**

CHUN KING
A FAMILY OF FINE ORIENTAL
AMERICAN FOODS

Women of fashion are wearing berets and small caps with small visors . . . modified yachting caps and jaunty versions of the classic golf caps with town tweeds . . . they are showing up in small checks, tweed patterns, flannels and plaids . . . wonderful for walking in the wind . . . on days when skies are gray . . .

has sought to please MAN . . . crimped her hair . . . boiled his chops rare . . . dusted his mansion . . . bought LINENS with his comfort in mind . . . if you want ADORATION from your silk-footer, tuck a "SIX-FOOTER," luxuriously . . . textured, luxuriously . . . thick-skim-dry, limitless, man-sized BLOCK HOUSE pure LINEN BATH TOWEL from the ART CENTER beneath the boughs of the fragrant Christmas fir . . . wonderful for women too. These HUGE, soft, absorbent, magical smoothies, made from flax, grown in our own OREGON and manufactured in our home state are 62 inches long . . . 26 inches wide and will cost you \$10.

THESE TOWELS, beautifully crafted in natural color are made for rugged wear in shower, tub, pool or at the beach . . . are copious, refreshing, styled and woven to withstand the tugging of this generation and the next, can be laundered until they are thread bare yet will STILL absorb moisture.

BLOCK HOUSE TOWELS from the ART CENTER "queen it" over ordinary towels . . . Christmas is only a snowball's throw away . . . be a lady Santa . . . send BLOCK HOUSE "SIX FOOTER" towels to a dozen folks you love (remember the weekly SPECIALS) from 1327 Main, the

on a 10th white horse and have that witch come true, it would be
 age of 19 on a wind-swept prairie and a million
 clouds riding high to
 hide the moon . . .
 the eerie rustling of blades
 of corn, weaving in the
 wind . . . a waddling
 badger and three scared
 kids heading for
**TREATS . . . THE HAL-
 LOWEEN 'fixins' at
 CARTERS'** bring back
 even the "shivers we
 shook" . . . the fun we
 had . . . the bubbly
 tang of CIDER in brown earthen mugs . . .
 the crispy crunch of giant kernels of BUT-
 TERED POPCORN (cheese flavored at CAR-
 TERS' if you like) . . . hermetically sealed for
 flavor and freshness . . . TRICK 'ER TREAT
 candies and the same sugary JELLY BEANS
 of yesteryear . . . big sump DO-NUTS (Gran
 appreciated them the BIGGEST . . . REDDEST
 apple centers from Jonathan apple tree . . .
 big 'n' little PUMPKIN for grinning faces . . .
 you want . . . RECAPTURE the scary
 spooky, fun-FILLED Halloweens of your youth . . .
 . . . want to make this HALLOWEEN a thrill-
 ing time for boys and girls on your street . . .
 want to see a witch on a broomstick ride
 across the milky way, start now for HAL-
 LOWEEN EATS at 1120 Esplanade, "Your
 Most Thoughtful Grocer."

Millers Children's Dept.