

upstairs and downstairs In Milady's Kitchen

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Herald and News

Food for Thought

The law of supply and demand exercises a strong effect on the operation of the livestock and meat industry. The tremendous increase in beef supplies during 1953 resulted in price declines of between 10 and 35 per cent, depending upon cut and grade, in comparison with the year before.

The beef situation continues to look bright for the nation's consumers, according to the American Meat Institute, with beef still plentiful and beef prices changing little from the low of last year. The all-time beef production record of nearly 12 1/2 billion pounds established during 1953 should be bettered by about 250 million pounds this year if weather conditions remain about the same. The pork situation also is looking brighter for consumers, the institute states, with considerably more pigs expected to go to market during late summer and early fall than during the same period last year. It is expected there will be 200 million pounds less than last year, and an increase of about 450 million pounds in veal production. A decline in lamb and mutton supplies completes the picture, making it appear that total meat production for 1954 should amount to around 25 billion pounds, or about 200 million pounds more than last year.

HOT DOGS

The hot dog season is with us again. It is estimated that about 2,624,640,000 hot dogs—eight per cent more than last year—will be consumed in the United States between Memorial Day and Labor Day. This means that every man, woman and child between the ages of five and 60 years will consume an average of 21 hot dogs, or nearly three pounds, during the 14-week period.

FOOD FADDISTS

Dr. Charles Glen King, scientific director of Nutrition Foundation, Inc., states that food faddists and nutritional quacks result in the waste of a half a billion dollars a year in food.

He asserts that faddists cause confusion about nutrition which prevents the public from learning about and having confidence in sound eating practices and that much of the wasted money is spent to purchase special foods such as "cultured" milk, powdered alfalfa leaves, grain germ, molasses of a type usually fed to livestock, and special "vitamin foods" which in most cases contain few necessary nutrients that could not be obtained in cheaper, everyday foods.

STEAKS HEALTHIER
Fewer than 1,000 beef carcasses were condemned during inspection because of tuberculosis last year, while 25 or 30 years ago the number of condemnations ran from 50,000 to 70,000 animals, according to Dr. Byron T. Shaw, administrator of the USDA's Agricultural Research Service.

He estimates that the financial savings to cattlemen made possible by research and controls on this one disease alone would have paid for all the research, regulatory and inspection work on livestock now being carried on by the Department of Agriculture.

MARKETING MARGIN
The charges for processing, transporting and marketing meat were five per cent lower for the first quarter in 1954 than the same period of 1953. They dropped more than the marketing charges for any other food group in the U.S. Department of Agriculture's "Market Basket," government figures reveal.

As compared with meat's five per cent decline in marketing charges, similar charges for all food in the market basket increased one per cent during the January-March period. Out of every dollar the consumer spent for meat during the period, the farmer received 65 cents as compared with the 45 cents the farmer received for all food.

The farmer's share of the consumer's dollar for meat was four cents more than he received during the January-March period of 1953.

ing the January-March period of last year and three cents more than during October-December, 1953, period.

NON-FOOD USES OF FAT
American homemakers used more detergents than soaps in 1953 for the first time in history, USDA's "Food Marketing" newsletter reports.

Since 1945, the use of detergents has increased from one to 13 lbs. per person, while the use of soap has dropped from 23 pounds to 11 lbs. per person. In line with the increased popularity of detergents, non-food uses of fats and oils during 1953 was the lowest per person since 1923—eight pounds in soap, five to seven pounds in paint and varnish, four to seven pounds in plastics, synthetic rubber, lubricants and other products.

DESIGN IN DESSERT

You can design a two-layered fruit mold dessert more easily if you remember that banana slices, fresh strawberry halves and fresh grapefruit sections float in a fruit-flavored gelatin mixture, whereas fresh orange sections and fresh grapes sink. So do canned apricots and canned cherries.

GARNISH

Toasted shredded coconut is an attractive garnish for puddings, cake frostings and meringues. To toast shredded coconut, spread it pan. Place in a moderate oven (350 degrees) and toast five to seven minutes until delicately browned. To toast evenly, stir or shake the pan often.



KEEP FRESH AND SWEET through the summer heat with such summertime necessities as this trio by Dorothy Gray: Hot Weather Cologne in five fragrances to splash all over you; new Hot Weather Deodorant Spray, which is also an anti-perspirant, delicately scented to match the cologne; and Hot Weather Shampoo to make an easy job of hair that has taken a beating from Old Sol and too much wind and water.

RIBBON TIP
When wrapping a gift, you can obtain a distinctive effect by using two or three narrow ribbons in strips instead of one wide ribbon. With a patterned paper, use the ribbon across the end or corner in order not to cover the design.

FROZEN PEAS
One of our local excellent cooks adds celery salt, butter and salt and pepper to frozen peas. The celery salt add an interesting flavor.



EVERYBODY needs a good shampoo. Bright, shining clean hair is the basis for any pretty hair style, according to Michel of Helena Rubinstein. The beginning of beautiful hair is in your own two hands and in a bottle of magical stuff called shampoo. To have completely clean hair, Michel recommends brushing your hair until your wrists give out, all strokes going upward. Soak your head in lukewarm water until every lock is dripping wet. Pour some shampoo into the palms of your hand and massage your scalp with the balls of your fingertips. By this time you'll have a mountain of rich lather. Work it into every hair of your head. Now, rinse, rinse, rinse until every drop of lather is down the drain. When your hair "sings" through your fingers—then do the whole job over again.

Summer Hair Styling Explained by Michel Of Helena Rubinstein

You can wave your hair at home these days with new home permanent kits. Choose the wave suitable for your own type of hair. You'll find the instructions simple and easy to follow—just be sure you follow each step and do exactly what the printed directions say to do. Don't try to improve on them. The manufacturer has tested the product to give a satisfactory wave if the directions are followed. After your hair is waved, there are numerous styles of setting your hair that are fun to try. Helena Rubinstein calls the following styles "The Noa Noa Look for Summer."

THE PACIFIC
Part hair high on the left side. Top: two rows of three pincurls turned toward part. Sides: two rows of pincurls turned towards face. Back: one row of pincurls wound in opposite directions from center part. Comb out to look like a cap swept around your face.

THE ISLANDER
For setting only, you'll part the hair high on the left and on the right. On either side, wind three rows of stand-up pincurls. To make a stand-up pincurl, wind the hair into a pincurl, but don't pin it! Stand it up and insert the bobby pin with one prong going through the center of the curl and the other prong slipped under the curl anchoring it to the scalp. Turn the curls towards the face. Back: four rows of pincurls turned toward the left. In combing out, swirl and flare the hair with your comb at the temples and over the ears.

THE PARAKEE
Starting at the back of the top of your head and working forward, part hair into a triangle. Wind two rows of two pincurls coming towards the face. Back: one row of pincurls turned away

TROPIC FLOWER
Part the hair low on each side. Top: First row, three pincurls turned towards the left. Second row: four standing pincurls. Sides: two rows of pincurls each going in opposite direction. Back: four rows of pincurls alternating in opposite directions.

WAVING PALM
Part hair on the right side. Starting right at the part, make two rows of pincurls turned toward your face. Continue them down the left side. Then make two rows of pincurls on the right side. In combing out, brush up in one long graceful swirl.

BERRY PIES
To keep your berry pies, made from canned blueberries, huckleberries, etc., from being flat add lemon juice, a dash of salt and additional sugar. Did you every try adding 1/2 teaspoon of nutmeg to the filling for your cherry pie?

SMALL FRY DESSERT
A dessert the youngsters can eat with added gusto, is "decorated" applesauce. Spoon applesauce into dessert dishes; scatter a few raisins over the top, then sprinkle with shredded coconut. Serve with or without cream or milk.

Touch Up Stick

New on the market is Helena Rubinstein's Hair Stick, the quick-as-a-wink coloring agent which comes in attractive, purse-sized, metal push-up container, looking like a large lipstick. Hair Stick perfectly covers new growth between tints or bleaches, is just right for the woman beginning to gray but not wishing to tint her hair. Just dampen the tip of Hair Stick slightly and rub back your hair—easy as applying lipstick.

It is water-soluble (does not prevent a tint or dye from taking) and will go on a wet or dry head. You can match your own coloring as it comes in eight shades.

For the festive occasion, try creating a shimmering, bold color streak in an otherwise sleek coil silver or gold bangs—wings on either side of a part—twinkling tips at the edge of your coil—with silver or gold liquid in a bottle, complete with brush. Complete the effect with gold or silver eye shadow to match. The hair "jewels" are gone with next day's shampoo.

UNEXPECTED GUESTS
When you have an unexpected guest for dinner, eke out the fruit salad by giving each person a smaller amount, but moulded on a base of toasted shredded coconut.

TIDBITS
Mix cream cheese with bits of red pimento and form into small balls. Roll in shredded coconut to cover thickly. Serve on lettuce cups.

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ICE CREAM

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