



Men's Summer Shoes

Do you remember when a straw boater and a pair of brown-and-white or black-and-white leather shoes were necessary for a gentleman of fashion in the summer time?

The boater seems to have gone for good, but the brown-and-white and black-and-white shoes are back with a bang this year, but with a difference. The combination shoes have been modernized, in line with the trend toward lightweight footwear for men.

A popular model, made by many manufacturers, is a two-eyelet moccasin toe with a large expanse of white and a narrow wall of brown, black or blue leather running around the bottom of the shoe. The back half of the shoe usually is also in the dark, smooth leather. Light, tin leather soles.

Hollandaise Sauce

Hollandaise Sauce
 1/4 lb. butter (1/2 cup)
 2 egg yolks
 1/2 teaspoon salt
 Dash of cayenne or tabasco sauce
 1 1/2 to 2 tablespoons lemon juice
 Melt butter. Beat egg yolks until thick. Add salt, cayenne or tabasco and three tablespoons melted butter. Beat until well mixed and stiff. Continue beating and add lemon juice and rest of melted butter, a few drops of each alternately, until all has been added. Makes one cup. Then heat sauce in top of double boiler over hot water, stirring constantly. Serve at once.

PRETTY AND PINK is the look for brides. Her Gauguin Pink lipstick (Helena Rubinstein) will stay pretty and pink for hours and hours. Helena Rubinstein's Command Performance, a haunting, compelling fragrance, is a perfect perfume for the beautiful bride. The last-minute touchup before she walks down the aisle can be added with Helena Rubinstein's Minute Make-Up, the powder and foundation pressed into one that is a must to tuck into her purse for the wedding trip.

made from specially tanned durable and supple sole leather are used in place of the heavy, cumbersome rubber soles once so popular.

The combination shoe is also very popular in a variety of slip-on models, ranging from the conventional moccasin, with or without tassels, to more elaborate models with elasticized side goings and perforated wingtips.

There are many other lightweight leather shoes for summer. The woven leather shoe, which has become a classic among the ventilated styles, is available in many styles from the conservative plain-toe laced oxford to the one eyelet number with a jaunty collar of smooth leather and a pair of

rawhide laces. Then there is the perforated leather shoe, with the perforations serving the double purpose of letting in lots of air and providing a bit of styling on the vamp. Reflecting the Italian influence, which is hitting men's shoes as well as women's hair, are the combination suede and smooth leather shoes in the same or blended shades. All-suede shoes in the new lightweight suede are also in all the stores.

WHY MEDO-LAND COTTAGE CHEESE OUTSELLS THEM ALL!



Only GRADE A MILK and CREAM is used!

At Medo-Land we use only "farm-fresh" Grade A Milk and Cream to make Cottage Cheese.

We have found that a tiny difference in freshness makes a big difference in flavor. That's why you'll find Medo-Land Cottage Cheese has a "fresh-tasting difference".

It's made with "fresh" products. We're proud of the extra effort it takes because we know it will satisfy and make new friends for us with every bite. This is a big reason why Medo-Land outsells them all!



Made Fresh DAILY!

We know only one way to have our cottage cheese served on your table with its famous "fresh" flavor... and that is for us to make it for you fresh every day! That's exactly what we do! Every day the Medo-Land Cheese Makers make this wonderful, white, fluffy cheese that makes salads, desserts and main dishes taste better. One taste tells you this made-daily freshness is another reason Medo-Land outsells them all!



Sanitary Carton

Never before have we had a carton that keeps and protects Cottage Cheese like the "sealed" lid on the red, white and blue Medo-Land round carton you'll find in your grocer's dairy cabinet. It fits snugly and you know at a glance the cottage cheese is perfectly protected. Compare it with others and it will be your first choice too!

ALL COTTAGE CHEESE... Creamed or Uncreamed* is HIGH in PROTEIN, LOW in CALORIES

COTTAGE CHEESE		ICE CREAM		MILK	
1/2 cup		1/2 cup		1 cup	
CALORIES	PROTEIN	CALORIES	PROTEIN	CALORIES	PROTEIN
6 1/2% OF DAILY NEED	27% OF DAILY NEED	6 1/2% OF DAILY NEED	3 1/2% OF DAILY NEED	6% OF DAILY NEED	11 1/2% OF DAILY NEED

*Calories in One pound (pint) of Creamed Cottage Cheese 506
 Calories in One pound (pint) Uncreamed Cottage Cheese 498

Calculation based on: Taylor, C. M., Food Values in Shares and Weights, New York; The Macmillan Co. 1942; Tables of Food Composition in Terms of Eleven Nutrients, U. S. Dept. Agric. Misc. Pub. No. 572, 1945; and Rose, M. S., Laboratory Handbook for Dietetics, 4th Ed., New York; The Macmillan Co. 1937; Recipe for creaming adapted from Doane, D. F., and Lawson, H. W., Varieties of Cheese, U. S. Dept. Agric. Bul. No. 608, 1924.



MEDO-LAND LARGE CURD. A large creamed curd with a bland flavor. High digestibility (90 to 99%) makes it a favorite with children and grownups. Excellent for diets.



MEDO-LAND SMALL CURD. Small, fluffy creamed curds for those preferring this variety with the same digestibility and high nutrition found in large curd. Ounce for ounce equal to the protein in meat.



MEDO-LAND CHIVE. Creamed for flavor, the addition of chopped chives makes this Cottage Cheese an excellent salad-type for an interesting menu change.



MEDO-LAND LOW FAT is full pint and retails for 27c. Fluffy, soft curds uncreamed. Flavor is very bland. The words Low-Fat indicate the cream is left out of this product for those who are on a strict diet.

CALORIES NEEDED DAILY

- CHILDREN**
 1- 6 years 1200-1600
 7-12 years 2000-2500
 13-15 years 2800-3200
 16-20 years 2400-3800
ADULT MAN (Mod. active) ... 3000
ADULT WOMAN (Mod. active) 2500

450 MORE SHEETS (over 2/3 more) than in ordinary rolls!



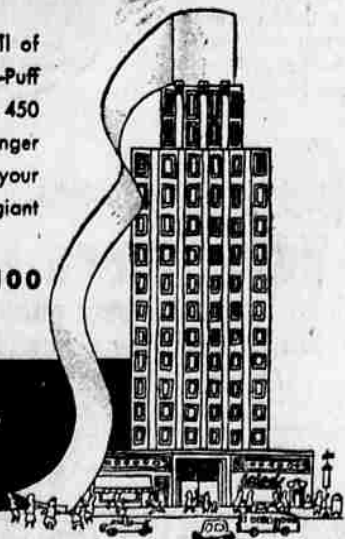
Extra-soft Powder-Puff
ZEE 1100
 ...the new giant economy roll with 1100 sheets!



Here's the biggest, most economical roll of tissue you can buy...ZEE 1100! It's Powder-Puff ZEE! It's in a new size...1100 sheets... 450 more sheets than ordinary rolls. It lasts longer... saves you money! And it easily fits your regular holder. Your grocer has the new giant economy ZEE 1100!

COMPARE THE VALUE...BUY ZEE 1100
 CROWN ZELLERBACH CORPORATION © 1934

450 MORE SHEETS... equal to the height of a 14-story building!



MEDO-LAND CREAMERY CO.
 Oregon's leading Winner of Gold Awards for Dairy Products!