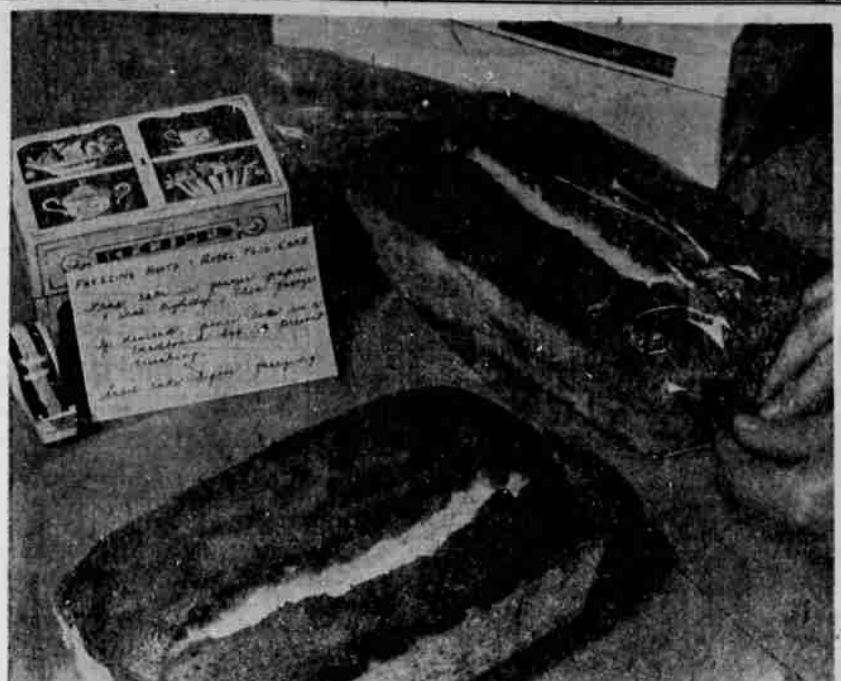




GOOD HOLIDAY PLANNING where cakes are concerned, calls for baking them ahead of time whenever possible, then freezing them until ready to use. Angel loaf cakes are especially adaptable in both size and shape to freezer storage. Here they are shown without frosting, so that they can be used for plain or party cakes when the time arrives. Use one package of 17-ounce Angel Food Mix, following package directions for baking in two loaf pans. When cakes are cooled and removed from pans, wrap in a good freezing paper and seal completely. If possible, place individual cakes in boxes (shoe boxes will serve purpose well) and store in freezer. By labeling these boxes you will easily locate the cakes when ready to use.

Photo courtesy Swans Down Angel Food Mix.

New Red, Red Lipstick

Recently, market research experts conducted a nationwide lipstick survey to determine what women want in a lipstick.

After an extensive analysis of the lipstick market — which includes 90 per cent of American women 16 years of age and older — they found that ease of application and feel on the lips were repeatedly rated as top qualities desired.

Based on these consumer preference reports, The Tont Company has developed Viv, a new formula long-lasting lipstick that will glide on the lips easily because of its creamy — fresh and smooth texture. It also lights the lips with rich, vivid color, yet keeps them soft, moist and comfortable. Its high fashion shades include vivid pink, vivid rose, vivid coral, vivid

red, vivid ruby and vivid plum.

One lipstick shade is never enough, say The Tont Company.

You will need several shades to complement your complexion and your wardrobe colors. Since artificial lights tend to make shades appear less intense, wear your darker shades "after five." For daytime wear, the lighter shades are preferable.

Before applying Viv, remove all

traces of previous lipstick. Dust your lips with face powder, so they will be clean and dry. Now, follow this recommended application procedure. Outline your upper lip with color, following the natural lip line carefully and varying it only if it is necessary for symmetry. Press lips together firmly to transfer the pattern of the upper lip to the lower lip. Now fill in the outline with color. Wait a few minutes for the color to "set," then blot with tissue to remove excess coloring.



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The handy new way to buy salt — handsome, filled, foil-wrapped, disposable salt shakers with plastic tops that shake or pour. Packed three to a carton; plain or iodized.

ALONG NATURE'S TRAIL by KEN McLEOD

The Farmer-Sportsman problem has had a lot of discussion in the circle of the Outdoor Writers Association because no section of the American continent is free of the situation. Outdoor Writers are about as individualistic group of people one can find anywhere within our complex structure of humanity, being writers of the outdoors they are all close to it and quite a number live upon the soil for the boys are not all city slickers.

Seth Meyers one of our eastern writers picked up this subject and approached it with the question of whether or not, writers of outdoor topics were not over-selling the subject. Seth recognizes the fanatical fervor which all to often pinch hits for sound basic information in the writings of the missionaries of the recreational wildlife cult. Much of this idealistic fanaticism has seriously harmed the practical application of sound conservation practices by spreading information that is actually false, by distorting otherwise good, informative material; and by fanning the fires of fanatical fervor among those who are able to actually rub shoulders with Mother Nature for only brief periods at

widely spaced intervals.

This mild criticism of a writer as regards the approach of writers to the wildlife problem could also be said of many other groups as it merely stresses a common human characteristic to be found in all walks of life. It is well enough to say "a writer should confine his discussions to matters in which he has more than a semi-religious fervor as a background for his discussions," but it is entirely a horse-of-another-color to define what is basic truth in any discussion — I may criticize the other fellow because my ego may lead me to the belief that I know more about the subject than he does. Such an attitude, naturally, is personal opinion equally indulged in by layman and specialist. I think our best illustration can be found in the current argument over the deer situation.

Roger P. Smith another writer also picked up the argument and raised the question whether the sports of hunting and fishing were not being over-sold.

J. Lloyd Huett, writer, farmer and sportsman who hails from down in the Missouri Ozark country picked up the theme and adds his point of view. Huett writes:

"As to whether too many American citizens are taking up hunting and fishing — well that is something else again — and the answer depends upon whether we continue to ration wildlife as a scarcity item which must be spread thin enough to give every-

one a fair share, or whether our wildlife program makes sensible modifications in its policies and seriously sets out to produce wildlife to meet the increasing demands.

"To set about attempting to produce a really ample wildlife supply, the metropolitan purist sportsman is going to have to swallow his aristocratic pride and take the simple (?) overall clad farmer and timberland owner into a full partnership in the nation's wildlife program.

"The present administrative system, as per the doctrine of state ownership, control and profit, from wildlife must necessarily be either abandoned completely, or seriously modified, so as to give the producing landowner an adequate profit incentive, adequate administrative control, and adequate protection from loss and damage by sportsmen. Farmer and sportsman must be placed in the typically American position of producer and consumer, where each has a

strong interest in a common cause, — a relationship which is mutually profitable to both, and in which their interests merge, rather than clash as they do under the present administrative system.

"I am very much aware that any widespread movement to give the producing landowner a major voice in wildlife management, or divert substantial portions of the sportsman's wildlife permit fees into the farmer's pockets, would probably fill the psycho-neurotic wards of our hospitals with red-shirted individuals, waving sportsman's membership cards and mumbling 'take some and leave some.' — 'the game law violator is a thief,' and other trite slogans

which seem to have been expected to produce a lot of game animals. "Down here in the south Missouri Ozarks where I farm some, write a little and fish and hunt a lot, almost every social get-together produces at least one dance which is designated 'ladies choice' wherein the weaker sex picks her own partner. It appears that the time has come for the caller to announce 'sportsmen's choice,' and the sportsman to choose whether he wishes to join hands with the farmer in a mutually agreeable wildlife dance, or stand on the sidelines and jig by himself to the weak strains of wildlife music which drift over the farmer's fence."

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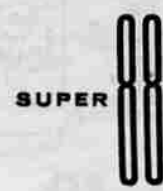
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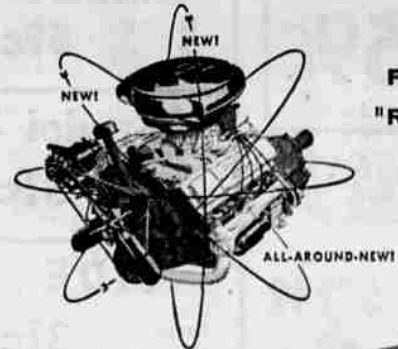
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