



PAISLEY plays a big part in the fall fashion picture as part of the emphasis on Eastern style influence. Photographed here is the typical Paisley shawl pattern, transferred to a big 36-inch square of silk by "Top-Hit." Wear it in its traditional manner; drape it over one shoulder with ends tucked in your belt; let it add a bright flash of color caught at your waistline and falling softly the length of your skirt.



THIS DRESSY late day frock of wool challis weighs just four ounces to the yard. It is hand-screened in a basket design with accent dot of royal or brown on black and gray ground. The dress may be worn with the velvet cord belt or without it to accent the long torso appearance. The full skirt is made in two gathered tiers and poses over a crisp net lining. Piping at neckline and sleeves picks up the accent color. Photo courtesy The Wool Bureau.

HOW DO YOU SHOP?

A master shopping study, listing in-store buying decision figures for supermarket products has been issued by the E. I. duPont de Nemours and Company public relations department.

Highlights of the study:

Seven out of 10 buying decisions on all supermarket products are made after shoppers enter stores. On many products, however, the rate is as high as nine out of 10.

Nearly half of all supermarket products are bought on impulse without any previous planning.

Two out of three shoppers make up their minds without a shopping list. Strong evidence, the summary suggests, that today's shopper enters the supermarket, sees what looks good, then plans her meals.

"Momma" still does most of her shopping, usually once a week. Friday is the most popular day.

The average shopper spends little more than a minute in buying each item. Shoppers average only 17.9 minutes in stores — looking, touching, rejecting, buying, walking through departments, and checking out.

More than 5,000 survey shoppers made nearly 68,000 purchases in 250 supermarkets across the coun-

try — an average of 12.7 items per shopper.

Products and their in-store buying decision rates covered in special studies included:

- Candy — 9 out of 10.
- Crackers — 9 out of 10.
- Potato Chips — 8 out of 10.
- Macaroni Products — 8 out of 10.
- Baked Foods — 7 out of 10.
- Glass Packages — 7 out of 10.
- Non-Foods — 9 out of 10.

The study also pointed out that transparent packages make outstanding displays and that visibility stimulates appetite appeal.

In conducting the study, shop-

COTTAGE CHEESE

Versatile cottage cheese forms a good basis for many different dips. It may be used just as it comes from the package or it may be creamed with a beater. To 1½ cups of cottage cheese try adding a 2½-ounce can of deviled ham, 1 teaspoon finely chopped parsley, 1 tablespoon finely chopped onion and a few grains of freshly ground pepper. Combine all ingredients mix well, either by hand or with an electric mixer. Serve with assorted crackers or potato chips. If thicker than you like, add cream or a little mayonnaise.

TREAT YOURSELF

AND YOUR FAMILY

JUMBO

Frog Legs

FOR **\$1.35** ONLY

Ben B. Lee, Mgr.
Phone 6496 For Orders To Go

DANCE

To The Music Of
The Starlighters

ARMORY

SATURDAY SEPTEMBER 10th

GENERAL ADMISSION **1.00** Tax Inc. High School Students **75c** Tax Inc. With Student Body Card

SELF SERVICE MEATS

This week-end Emil is Featuring

4H CLUB SHOW BEEF

purchased at the recent 4-H Rotary Club show. This plump, tender beef has now been properly aged for flavor and we're offering it this week-end at our regular prices. Try some . . . for real good eating!

Ground Beef	All Lean Meat	3 lbs.	79c
Beef Stew	No Waste Boneless	49c	lb.
Round Steaks	Flavorful rounds, cut thick or thin	69c	lb.
Rib Steaks	Tender and Well Trimmed	69c	lb.
Pot Roasts	Fine Eating, and Economical Too	39c	lb.
Hams	Swift's Premium Fully Cooked, Whole or Shank Half	59c	lb.
Cheese	Kraft American	59c	lb.

Emil's Produce is Fresh!

CAN NOW!

Italian

Prunes	28-lb. box	\$1.98
Fancy Ladyfinger Grapes	2 lbs.	29c
U.S. No. 2 Russet Potatoes	10 lbs.	29c
Sweet Spanish Onions	U.S. No. 1	5c lb.

APRICOTS Calrose 2½ Tin 5 for \$1.00	TUNA FISH Party Time ½ tin 5 for \$1.00	Cling Peaches Standby 2½ tin 4 for \$1.00	LIBBY'S CORN Cream Style or Whole Kernel 303 tin 6 cans \$1.00	M.D. TISSUE 9 Rolls for \$1.00
SWIFT HAM 3-lb. tin \$2.98 Pullman Style	MARY'S HOMEMADE PURE STRAWBERRY PRESERVES Pt. Jar \$1.00 3 for	DOLE PINEAPPLE SPEARS Whole Unpeeled No. 2 tin 35c No. 2½ tin 29c Pint Bottle 32c 4 cans 29c 2 for 29c Tall Tin 19c 6-oz. pkg. 25c No. 303 tin 9c 6-oz. jar 35c 3 cans 25c 8-oz. jar 55c Pint bottle 27c Pint Carton 19c	CHOPPED BEEF 12-oz. tin \$1.00 3 for	HEINZ KETCHUP 14-oz. Bot. 25c
BISQUICK Lge. Pkg. 39c	Boysenberries OREGON TRAIL 303 tin \$1.00 4 for	WESSON OIL Strained 4 cans 29c 2 for 29c Tall Tin 19c 6-oz. pkg. 25c No. 303 tin 9c 6-oz. jar 35c 3 cans 25c 8-oz. jar 55c Pint bottle 27c Pint Carton 19c	LIBBY APRICOTS Whole Unpeeled No. 2 tin 35c No. 2½ tin 29c Pint Bottle 32c 4 cans 29c 2 for 29c Tall Tin 19c 6-oz. pkg. 25c No. 303 tin 9c 6-oz. jar 35c 3 cans 25c 8-oz. jar 55c Pint bottle 27c Pint Carton 19c	HEINZ KETCHUP 14-oz. Bot. 25c
MARY'S HOMEMADE PURE STRAWBERRY PRESERVES Pt. Jar \$1.00 3 for	FOREMOST MILK DROMEDARY DATES BLACKBERRIES SCHILLINGS MUSTARD HEINZ TOMATO SOUP WELCH'S FRUIT-OF-THE-VINE FRUIT SALAD DRESSING COTTAGE CHEESE MARGARINE	MORRELL READY TO EAT BONELESS SKINLESS SHANKLESS HAM 6 lbs. \$5.98 12-oz. Tin	PEANUT BUTTER Planters 2-lb. Jar 98c	SURPRISE SPECIAL SWIFTNING 3-lb. Tin ?
BISQUICK Lge. Pkg. 39c	Boysenberries OREGON TRAIL 303 tin \$1.00 4 for	SUGAR Brown or Powdered 2 lbs. 25c SEASIDE No. 303 tin 13c Diamond 'A' 303 tin 10c BETTY CROCKER — White - Yellow Pkg. 29c Burnt Sugar CAKE MIX pkg. 38c	PEANUT BUTTER Planters 2-lb. Jar 98c	SURPRISE SPECIAL BROOKFIELD BUTTER lb. ?
MARY'S HOMEMADE PURE STRAWBERRY PRESERVES Pt. Jar \$1.00 3 for	EGGS STRICTLY FRESH LOCAL RANCH "AA" Med. Doz. 57c	CAKE MIX BETTY CROCKER — White - Yellow Pkg. 29c Burnt Sugar CAKE MIX pkg. 38c	PEANUT BUTTER Planters 2-lb. Jar 98c	SURPRISE SPECIAL WESSON OIL Gal. Tin ?
BISQUICK Lge. Pkg. 39c	EGGS STRICTLY FRESH LOCAL RANCH "AA" Med. Doz. 57c	DUNCAN HINES	PEANUT BUTTER Planters 2-lb. Jar 98c	SURPRISE SPECIAL WESSON OIL Gal. Tin ?

Clorox ½ Gal. 29c	C-20 Detergent 4-lb. pkg. 89c	Emil's Effective Thurs., Fri., Sat., Sun. 9th and Pine Right Reserved to Limit	Waldorf Tissue 4 Rolls 35c	TIDE Giant Pkg. 69c
Napkins FERN 2 PKG. 25c	Cut-Rite WAX-PAPER 125 Ft. Roll 23c		WHITE KING SOAP Giant Pkg. 55c	Scot Towel Reg. Size 20c