



NEED A HELPING HAND in the kitchen? Here it is. New Soft-Skin Moisture-Magic Hand Cream works like magic, especially if you have very dry skin. Smooth it in right after you finish the dishes, laundry or cleaning. It instantly replaces the vital moisture your skin needs and makes your hands feel soft and smooth again. A prize asset of this special moisture cream is its remarkably quick absorption. It sinks in completely, leaving no feeling of oil on the surface.

Fall Menus

As the cool weather of fall and winter approaches, we seem to take a more sophisticated attitude toward cooking — somewhat the same feeling as switching from summer casual clothes into tailored suits. And at the same time of year, along come three special "weeks," dedicated to the enjoyment of foods that fit nicely into the seasonal pattern — fish and wine.

National Fish Week, and its related Shrimp and Rice Fiesta, are being observed throughout the country from October 3 to 8, followed so closely by National Wine Week, October 15 to 22, that it seems like an ideal time to introduce a new recipe combining these products. Shrimp and Rice Casserole Delecta. It's a wonderful party dish, with the subtle flavor of California Sherry complementing the shrimp. Serve it with glasses of California white table wine, thoroughly chilled, for the fullest enjoyment.

For all the other weeks in the year there are similar, and simpler, combinations of these flavors to be achieved by broiling, baking or poaching fish with California Sauvignon, Chablis or other white table wine. Use about one-half cup of wine for each pound of fish, fresh or frozen, and baste frequently during cooking.

SHRIMP AND RICE CASSEROLE DELECTA
2 cups well-seasoned chicken stock (canned or bouillon-cube broth may be used)
1 cup uncooked rice
1-3 cup butter or margarine
1-3 cup flour
2 cups milk
1-3 cup California Sherry Wine
1 (4 oz.) can mushroom stems and pieces (un-

(drained)
1 pintino, chopped
1/4 cup chopped parsley
Salt and pepper to taste
2 cups cooked or canned shrimp (whole if small, cut up if large)
1/2 cup shaved unblanched almonds
1/2 cup grated natural American Cheddar cheese
Paprika

Heat chicken stock to boiling in a saucepan; slowly sprinkle in rice; stir well, then cover and simmer very gently for 25 minutes, or until rice is tender and stock is absorbed. Melt butter and stir in flour; add milk and cook, stirring constantly, until mixture boils and thickens. Add wine, mushrooms, pimiento, parsley, salt and pepper. Combine this sauce with the shrimp and rice. Turn into a greased casserole. Sprinkle almonds and cheese over the top; dust with paprika. Bake in a moderately hot oven (375 F.) for 25 to 30 minutes, or until bubbly and delicately browned on top. Serves 6.

EAGER TO HELP YOU — Herald and News ad-writers. They have lots of results know-how. Too! Call 'em at 8111.

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City gas and sewer lines in and Paid for by builder

\$10,995

Open Tonight 4 till dark Corner Washington and Washburn Phone 6333; 3082, E. Exchange 7-0936

AT ADAIR'S OPEN HOUSE



SAT. Sept. 24 FREE

★ COFFEE
★ PANCAKES
DEMONSTRATION

There will be a SUNBEAM REPRESENTATIVE IN PERSON at Adair's all day Saturday, showing the complete line of Sunbeam appliances, plus serving delicious coffee and pancakes in the Sunbeam Coffeemaker and the Sunbeam Fry Pan.

ADAIR'S OPEN HOUSE

ALL DAY SAT. Sept. 24th

Home of the Famous ZENITH

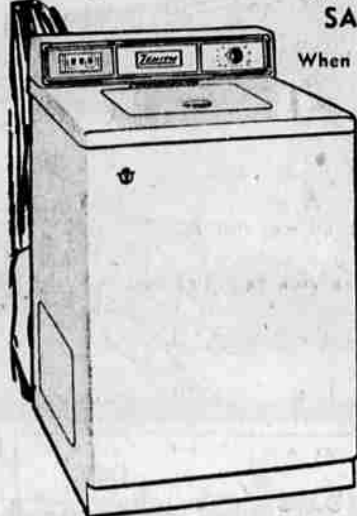
SAVE-U PLAN

FREE GIFTS... FUN... COFFEE and DOUGHNUTS... ALL DAY LONG



"LOOK! I got every feature I wanted in my new **ZENITH** '400' AUTOMATIC WASHER! OUTSTANDING VALUE AT 269.95

But you can **SAVE 30.45** When you buy on the . . .



ZENITH SAVE-U PLAN APPLIANCES

- ★ Completely automatic including filling!
- ★ Operates at any water pressure!
- ★ Warm-water power rinsing!
- ★ Washes partial loads
- ★ Optional suds-saver!

ZENITH "400" AUTOMATIC WASHER

New! Finer than ever—more features than ever! SAVE-U plan saves money, too! This warehouse-to-you plan cuts our handling expenses . . . we pass the savings on to you! Result: Finest automatic washer—lowest possible price!

\$120.00 for your OLD RANGE

When You Purchase This

FINEST Electric Range

Completely Automatic! SUPER CAPACITY!



ZENITH Super Chef MODEL KZ93D

Compare these features:

- 2 full size economy ovens!
- Automatic oven timer controls cooking, starting, stopping time!
- Timed appliance outlet!
- Minute Minder!
- 7-speed Monotube surface units, Dial-A-Color controls!
- Deluxe charcoal-type broiling!
- Top Zenith quality throughout . . . economical operation!

Regular 319.95
Less trade-in on old range 120.00

YOU PAY ONLY

WHILE LIMITED QUANTITY LASTS!



What the SAVE-U plan means to you

- High Costs Eliminated—Savings passed on to you.
- Honest Pricing — no inflated "trade-in" prices
- No Misleading "Specials"
- Definite "Across the Board" policy on all appliances.
- Factory-Fresh, Current Models Only
- Every Appliance Fully Guaranteed

Register for the Big Free DOOR PRIZE

Coleman Folding Table & Chair Set
Win this handy gift at our Open House . . . come in and register!



Coleman Camp Stove to be given during our Freezer Show . . . register next Saturday!

No obligation . . . no purchase. Just drop in to visit our Freezer Show anytime next Saturday. We're serving COFFEE and SNACKS to everyone. Hundreds of FREE GIFTS and a SPECIAL GIFT to all the LADIES attending. Come in and register . . . you may be the winner. NAME YOUR OWN PRICE FOR THE 11 cu. ft. FREEZER to be sold to highest bidder in sealed bids. Ask about details.

FILL IN THIS COUPON TO PARTICIPATE
NAME _____
ADDRESS _____
CITY _____
The Zenith Appliance I would most like to own: _____
Refrigerator Range Freezer Dryer Washer

LOOK! IT'S A REFRIGERATOR! and A FREEZER, too!



Double Convenience—Half the Price

... half what you'd expect to pay for a deluxe refrigerator like this! Automatic refrigerator defrosting . . . true separate "freezing zone" freezer chest, 64 lb. capacity . . . roll-out shelves . . . egg and butter keepers . . . PLUS many others! Compare! SAVE-U Plan means deluxe refrigeration and freezing convenience for far less.

ZENITH TWO-TEMP REFRIGERATOR-FREEZER

Outstanding Value at 342.95

But you can **SAVE 60.05** on Save-U Plan

Yes, now you can buy famous Zenith home appliances at low warehouse-to-you prices — under our new SAVE-U plan. And SAVE-U does not apply to just a few "special" models. You can buy every Zenith appliance this new money-saving way. Every model of refrigerators, home freezers, electric and gas ranges, washers and dryers is included.

This direct-from-warehouse plan means lower overhead, less inventory and sales expense, smaller freight and handling charges. These savings are passed on to you in lower prices for all Zenith appliances.

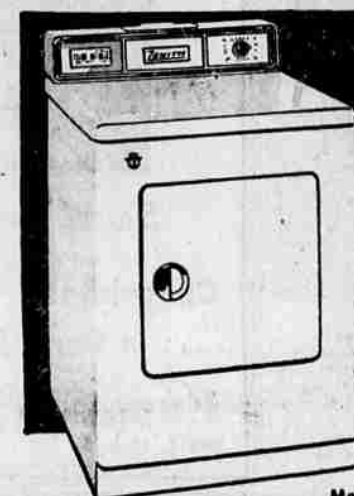
BIG BUY!

Complete Washday Convenience!

Outstanding Values at 199.95

But you can **SAVE 34.05** When you buy on the . . .

ZENITH SAVE-U PLAN APPLIANCES



Look at these FEATURES

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- ★ Select-A-Heat Control — right heat for each fabric!
- ★ Time Control — sets for up to 90 minutes!
- ★ Fast vacuum system drying!
- ★ Colorful full-width control panel!

ZENITH Automatic Electric Dryer

Best designed, most efficient dryer on the market—jam-packed with safety and convenience features! Matches identically the Zenith "400" Automatic Washer—in dimensions, design, trim—and with the same low SAVE-U plan pricing!

WHY WAIT ANY LONGER TO ENJOY FREEZER LIVING!



ZENITH 17 cu. ft. UPRIGHT FREEZER

Beautiful refrigerator styling plus built-in Zenith quality for long life! Designed for convenience, years of dependable service. Five prime freezing plates put all food either on or directly below a freezing surface, for positive "deep freeze" storage. Zenith SAVE-U Plan means it costs you less!

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