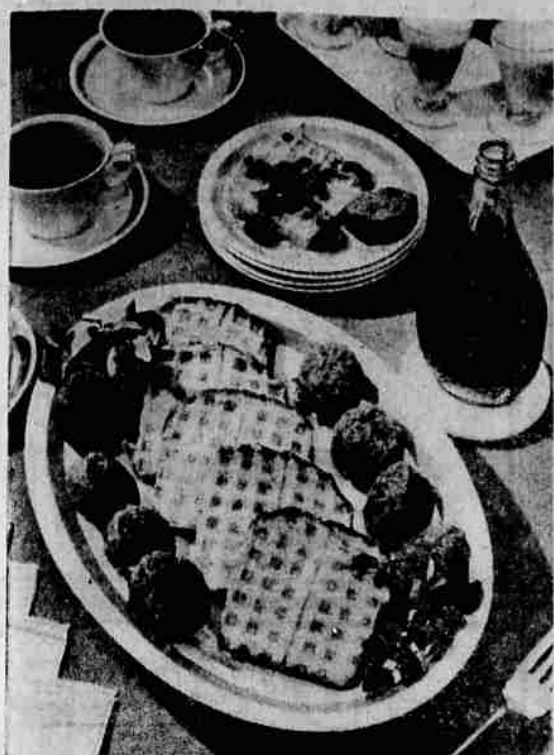




COLOR NOTES

The French have a word for it — the cherry-red color the great designers are using for their most important fashions this season. They have called it Cerise, Balenciaga, Balmain, and Dior.

Here at home, designers like Triguere, Galanos, Traina - Norrell didn't name it, but they showed it again and again in fabulous daytime, nighttime costumes — all cherry-red.

Naturally, Revlon, always in tune with fashion, has created a wholly individual, delicious cherry-red, called "Cherries A La Mode."

No matter what your complexion, here's a tasty red that seems to do magic things for it. Try this lipstick and nail shade with the gamut of green costume colors, from olive to emerald, it's fool-proof.

Wear it with the newest brown fabric shades, from chocolate to topaz. Match it with your new cerise cashmere coat and with all white for special evenings — it's dazzling.

NEW CUSTOMERS

Some 11,000 new U.S. babies each day. That is the market which is keeping the baby food canners humming. The industry estimates about 90 per cent of all babies are fed some form of canned baby food. Before World War II less than half of them were. Canned baby foods, introduced about 30 years ago, now account for about 10 per cent of all canned foods produced in the United States. Strained and chopped meats for infants are a fast-rising newcomer to the canned baby food field.

SUAVE CREME

Helen Curtis Industries, Inc., has introduced new Suave Creme, a true cold cream form of hair-dressing that gives the hair a radiant, healthy-looking glow and makes it obey all day. It is greaseless with no oily look of film, no stickiness, no plastered-down look. It is an instantly water-soluble hairdressing that rinses off hands faster than soap in any kind of water. It won't coat or discolor white or tinted hair, either.

BREAD-N-BUTTER WAFFLES with plenty of maple-blended syrup are naturals for an anytime-of-day treat—breakfast, lunch, supper or snack. Try them for a quick breakfast with tasty sausage patties or bacon. Photo and recipe courtesy of Log Cabin Syrup.

SNACK TREAT

About the best way to describe Bread-N-Butter Waffles is that they're new-quick-easy-available. They are also equally suitable for breakfast, lunch, supper or snack time — the perfect dream-come-true dish for those who enjoy good food, but have little time to prepare it.

Actually, all you do to make these waffles is to butter bread on both sides, dip into an egg-milk mixture and place in the waffle iron. In less than ten minutes, you have a crunchy-crisp delight ready for a crowning by that all-time favorite maple-blended syrup.

Think, too, how really nutritious Bread-N-Butter Waffles are; they use four of the basic seven foods recommended in the daily diet—bread, butter, eggs and milk. All of these ingredients are economical and have a regular place in everyone's home today. So you see there are many good reasons for serving these new waffles, topped with maple-blended syrup, often.

BREAD-N-BUTTER WAFFLES

8 to 10 slices bread
Butter
1 cup milk
1 teaspoon sugar
Dash of salt
2 eggs, slightly beaten
Maple-blended syrup
Spread bread slices lightly on both sides with butter. Add milk, sugar, and salt to slightly beaten eggs. Blend well. Dip slices of bread in egg-milk mixture thoroughly but quickly. Drain. Bake



CLAM CHOWDER lovers gather 'round. Here's a quick and easy recipe using one quart of liquified instant nonfat dry milk. The recipe is from The Borden Test Kitchen.

CLAM CHOWDER

This recipe from the Borden Test Kitchen makes six one-cup servings.

1/2 pound (5-8 strips) bacon, diced
2 medium-size onions, chopped
2 (10-oz.) cans minced clams
1 1/2 cups (2 medium size) diced potatoes
2 tablespoons salt
1 teaspoon pepper
1 quart liquified instant Starlac nonfat dry milk
Place bacon in 4-quart saucepan, saute over low heat until crisp. Add onions; cook until tender, about 3 minutes. Add clams with liquid, potatoes, salt and pepper. Cook until potatoes are tender, about 5 to 7 minutes. Stir in liquified instant Starlac nonfat dry milk; cook over low heat until thoroughly heated.

DESSERT TOPPING

Mincemeat, rich with raisins, heated with a few tablespoons of California Port wine makes an elegant topping for ice cream for a holiday dessert.

Sandwiches

Ida Bailey Allen's Sandwich Book is now available as a Fawcett How-To-Book in paper backed edition. Completely illustrated, it describes "500 sandwiches you can make," with special sections on

lunch boxes, cook outs, picnics, freezer sandwiches and equipment. In addition it tells how to bake sandwiches in foil and even how to bake the bread from which the sandwiches are made. Ida Bailey Allen has written 47 books on cooking — she knows her subject thoroughly.

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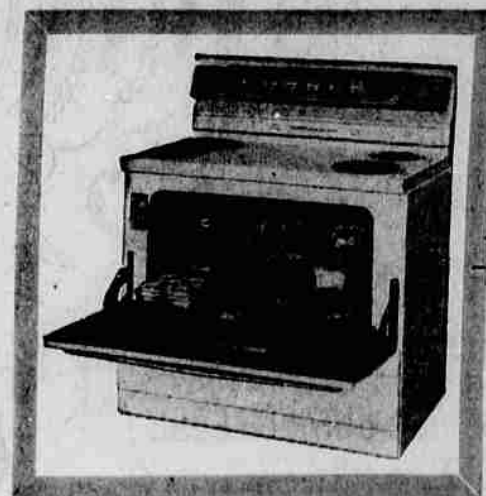
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