



**HELENA RUBINSTEIN'S "Young Look" lipstick keeps lips soft and lustrous through winter weather. Winter's winds and cold temperatures may be invigorating, but they are hard on a woman's lips. That's why it is so important to use a lipstick that offers not only long-lasting color but also soothing and protective ingredients. Such a lipstick has just been introduced by the great beauty scientist, Helena Rubinstein.**

### "YOUNG LOOK" LIPSTICK

Winter has rough ways. The tender tissues become dried, cracked and unattractive—not to mention uncomfortable. Therefore it's particularly important that a woman wear a softening, protective lipstick during the cold months, and not one that will only aggravate lips already made dry and over-sensitive by the weather.

That is why the famous Helena Rubinstein is introducing a new, soothing lipstick which completely waterproofs your lips, giving them a truly soft, young look. She calls it, appropriately, "Young Look" lipstick! This remarkable formula combines scientific color precision and fastness with vital nutrients that are instantly absorbed by lip tissue. This keeps lips absolutely crack-free and crack-proof, maintaining their soft appealing texture, lustre and health despite constant wetting and exposure. It's an outstanding milestone in the battle to keep color on the lips without abusing them.

There's so much controversy these days about lipsticks—about how long is "lasting," and going to bed without removing lipstick—that the news of the incomparable Madame Rubinstein's "Young Look" is truly good news. It was she, incidentally, who launched the first lipstick shade, called "Red Raspberry," many years ago when shade variations in lipsticks were completely unknown. She was also the first to introduce the "Young Look" when the new color-fast ingredients were perfected. And now, having continued her laboratory experiments, her study of women's lips and their needs, she presents the formula that keeps lips healthy as well as color-ripe — hour after hour, from one application to the next—during the most difficult season.

It's nonsense to suppose that a lipstick will last 12 or 24 hours without fading and turning dull," says this great beauty scientist. "No good lipstick can or should be that permanent. An over-abundance of harsh dye bases if not balanced with rich protective ingredients will certainly wrinkle, crack and make lips ugly and old-looking. They become uncomfortable, and actually painful. Certainly lipstick should last several hours, but while it lasts it should give comfort and glowing, not faded bluish, color."

What woman doesn't enjoy that very feminine gesture—the renewal of her lipstick? Lipstick should be used two or three times during the day, especially in winter, for a beauty treatment—keeping the lips provided with nutrients and the assurance of full, rich and shining color at all times. Then they will always be comfortable and young looking. As for going to bed at night with lipstick on—why wish to do that any more than to go to bed wearing stale make-up? Why not cleanse and freshen lips before bed-time, just as the complexion is treated?

### UNSULPHURED MOLASSES

Old-fashioned, unsulphured molasses is produced principally in the Islands of the Caribbean. There, climatic conditions permit the cane to become fully ripened and a high-quality, light-colored molasses is produced without the use of sulphur. This molasses is the whole juice of sugar cane, concentrated to a heavier consistency. It contains the sugar, minerals and vitamins originally in the cane. It is imported into the United States where it is carefully graded and stored preparatory to processing and blending.

### KITCHEN SAFETY

The smart homemaker aims at a non-skid kitchen to minimize the chances of falls, cuts and burns. Rubber-tipped leggers and stools that stand firm under pressure are worthwhile safeguards—and so, too, are foam rubber mats that stay put. Above all, a floor suds-mopped clean of greasy spills and splashes will save many a slip-up.

### CLEAN KENNELS

If you ever need to place your family pet in the kennels, check on the management's cleanliness standards. An animal used to a clean home will be mighty uncomfortable if his cage is not clean.

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**A CHEERY NEW IDEA** for the old time remedy for winter colds is flaming lemonade toddy — as delicious and healthful as it is exciting and dramatic. All you do is mix one six-ounce can of non-frozen lemonade concentrate with four cans of hot water. It makes a big quart — enough for six servings. After filling cups with toddy, carefully slip one spoonful of pure lemon extract on top of the surface. The extract will ignite at the touch of a match into dancing purple red flame and burn brilliantly for a minute or two before dying down. Make sure flame is extinguished before sipping toddy. Fun to serve in darkened TV room during intermission, too.

### PANCAKES

A brand new party idea will be featured in newspapers, magazines, radio and television this month. Party pancakes made with your favorite flavored milk—chocolate, strawberry milk (a brand new milk flavor), egg nog or regular milk and quick, easy-to-prepare pancake mix.

The basic recipe is the same; variety comes with the flavored milk used. You can't imagine how good tasting these new pancakes are until you have tasted warm, rich-flavored chocolate pancakes topped with a big scoop of vanilla ice cream.

More fresh, wholesome dairy foods are featured in the topping or filling of the new flavored milk pancakes. There is ice cream on chocolate pancakes, strawberries and sour cream on strawberry pancakes, whipped cream with nutmeg on egg nog pancakes and cottage cheese as the filling for regular pancakes with a topping of orange sauce. Don't hesitate to try your own favorite flavor combinations — for example, peppermint ice cream and chocolate sauce on chocolate pancakes. Teen-agers will love this one!

Use your basic recipe for pancakes or use a favorite pancake

mix. If you are using Aunt Jemima pancake mix, add 1 egg, 2 tablespoons butter, 2 to 2½ cups flavored or regular milk.

**CHOCOLATE PANCAKES**  
Follow basic recipe, using 2½ cups chocolate milk. Bake pancakes and fold in half immediately after baking. Place two pancakes on serving plate, folded sides together, and top with vanilla ice cream and serve.

**EGG NOG PANCAKES**  
Use 1 cup dairy egg nog and 1 cup milk in the basic recipe, omitting the egg. Stir lightly. Bake tiny pancakes as usual. Serve little pancakes topped with whipped cream and a dash of nutmeg.

**STRAWBERRY PANCAKES**  
Use two cups strawberry dairy drink as liquid in basic recipe. Bake as usual. Serve in "short stacks," filled with sour cream and frozen strawberries. Top with more sour cream and berries.

**ORANGE AND CHEESE**  
Follow basic recipe, using 2¼ cups regular milk. Immediately after baking, spread cottage cheese generously across center of each pancake. Roll up and serve with warm orange sauce. To make orange sauce, combine 1 can frozen orange juice, 1 cup water, ½ cup sugar and ½ cup butter. Heat to boiling and simmer about 5 minutes.



**BRILLIANTLY BEAUTIFUL** is the graceful, sparkling crystal etched bottle of Faberge's four fragrances—dry sophisticated Aphrodisia for cocktail clothes; soft, woody Woodhue if she likes tailored things; tawny, velvety Tigress if she's the luxury-loving enchantress; radiant Act IV for her most dramatic moments. Choose your own type and try Faberge—available locally.

### Many Necklaces Of Palladium Appear in 1956

Necklaces will be "in" in 1956, but the choker variety will be less important, in the opinion of a prominent jewelry stylist here.

Marianne Ostler, innovator of many trends and winner of numerous design awards, predicts next year will be the "year of necklaces." As in other types of jewelry, necklaces will be designed from the fashion standpoint of daytime or evening wear.

Gold necklaces accented with multicolored stones are for the day, while designs in the elegant white precious metals platinum and palladium, with or without diamonds, are decreed after dark.

Brilliantly white palladium is the newest fine jewelry metal. Perhaps more than any other piece of jewelry, a necklace should be chosen with the individual woman's face, throat and complexion in mind, designer Ostler feels. Some necks are too thin and long, others too wide or too short. Similarly, faces vary in these respects. The right necklace can do much to improve these shortcomings. For example, a lacy design edged with diamonds or rubies, about three-quarters of an inch wide, enhances the beauty of a decollete more than fabrics or furs, she believes.

The color of necklace stones is important for its effect on complexion. Complete color schemes in precious and semi-precious stones are available for the light, dark or red-haired woman which also take into account eye color.

### Kellogg Company Celebrates Its 50th Anniversary

The Kellogg Company will celebrate its 50th Anniversary in 1956. The Kellogg Company was founded by Will Keith Kellogg who was almost 50 years old when he decided to explore the commercial possibilities of the breakfast cereal he originally developed as a health food at his brother's sanitarium in Battle Creek, Michigan.

The Toasted Corn Flakes Company, as the Kellogg Company was first called, was formed in the spring of 1906. In less than a year, Kellogg's Corn Flakes were nationally known and Kellogg's "First" "Sweetheart of the Corn" was introduced to the public. In the ensuing 50 years, the company has won customers so rapidly that millions of families across the nation and in far off places around the world have since altered their breakfast habits.

Kellogg's home plant is in Battle Creek, Michigan and is the largest of their domestic plants. The others are located in Omaha, Nebraska; Lockport, Illinois and San Leandro, California.

Kellogg's Corn Flakes and the 11 other ready-to-eat cereals which bear the famous Kellogg signature are now sold in practically every country in the world. And so that folks from South Africa to Australia, from Sweden to Mexico and from Canada to every state in the U.S. will have their cereal fresh and crisp, the Kellogg Company has established plants in England, Canada, Australia, South Africa, Mexico, Ireland, Sweden and Holland.

The name, Kellogg's became the greatest name in cereals and the largest producer largely because of the foresight and ingenuity of its founder, Will Keith Kellogg. The company continues to grow under W. H. Vanderploeg, its able and personable president, who has been with the organization since 1939.

### APPLE RINGS

Fork has long been associated with the apple. Serve with a loin pork roast apple rings which have been simmered in unsulphured molasses and butter until tender. The fruit requires only 10 minutes in the skillet.

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