



THERE'S NOTHING QUITE LIKE JELL-O

Whether your spouse is a man or a mouse, there's nothing like Jell-O to charm a fellow!

Beautiful, bright-tasting Jell-O! There's nothing quite like Jell-O for pleasing a family man who wants a deliciously happy ending for his meal.

And nothing delights a busy wife like Jell-O because it's so easy to prepare.



THE SOUTHWEST, stretching from the Gulf Coast of Texas to California and the Pacific, could be recommended as an outstanding vacationland solely for the grandeur of its scenery.

But through the years, the region has built itself into a Winter playground, too, by adding man-made wonders to its natural beauty.

Take Padre Island, for example. A new resort area only three years old, Padre Island is a spit of sand reaching 110 miles from Corpus Christi to Brownsville, Tex. A multimillion-dollar development program has brought attractive parks, motels, and sports facilities to this haven already blessed with beautiful beaches, untrampled dunes, and mild year-round temperatures.

Swinging westward from the Gulf Coast, you find plenty of similar vacation extras. The Lower Rio Grande Valley offers a colorful gateway to Mexico where your travel money goes a long way (12½ pesos to the dollar). And if you're lucky, you may be in time for some special events that brighten the Winter months.

Brownsville holds a pre-Lenten festival called Charro Days; across the border from oil-rich McAllen is a bullfight center; and on Washington's birthday, Laredo joins with its Mexican neighbors in an international celebration honoring the father of modern liberty.

Neighboring New Mexico has its Wintertime festivals, too, mostly religious ceremonies dating back to the days of the Spanish missionaries. But the Land of Enchantment offers a variety of other attractions.

Its many national parks include breath-taking Carlsbad Caverns, largest subterranean labyrinth known; White Sands National Monument, where you can see portions



of the world's largest gypsum desert; and many Indian pueblos where ceremonial dances are held regularly.

New Mexico makes its vacationland even more exciting with excellent fishing and big-game hunting resorts. In November, game usually includes bear, antelope, deer, and elk. Mountain streams provide fishermen with spunky trout in season, and warm-water lakes have year-round sport with perch, bass, and pike.

The dude ranch, of course, is a vacation treat native to the Southwest. New Mexico has scores of them, all comfortable and convenient. If you want to rough it, though, the ranches are surrounded by countless miles of virgin wilderness and rugged beauty.

Arizona also has an abundance of dude ranches, fishing and hunting resorts, and one of the nation's leading luxury resort cities, Phoenix. The capital city's perfect Winter climate has attracted society for decades, but now moderately priced hotels, motels, and tourist homes make Phoenix a haven for everybody who enjoys resort pleasures with city life.

There's plenty to do and see throughout the state