



A BRIEFCASE for women has been a felt want for a long time. This slim but sturdy envelope for career girls has been designed by Rolfs in the smart combination of pine stripe corduroy and patent, fashionable the year round. Its use isn't limited to working girls, as Rolfs recommends it for college life as well.



TIMED for the season's new fashions, Max Factor announces a special combination offer of his popular Creme Puff Make-Up and Clear, Clear Red Hi-Fi Lipstick. Here, actress-model Rowe Baldwin adds new glamour to her appearance with the high fashion shades of the two make-up essentials.

Spring Twosome

With the early arrival of this spring's startlingly beautiful colors and costumes, women will be searching for a scintillating make-up that will give them an entire new and fashionable look.

Just in time for this search, Max Factor offers a special combination of foundation and lipstick in shades that are completely flattering.

The foundation is the famed Creme-Puff Make-Up that gives the skin a look of perfection with just the touch of the puff. The lipstick is the popular, creamy Hi-Fi lipstick in a special size.

Max Factor's wonderful new Clear, Clear Red in the newly discovered and sparkling Hi-Fi formula is the smart fashion lipstick shade being offered and the Creme Puff shades can be interchanged to suit any feminine preference, whether it be for Tempting Touch, Truly Fair, Twilight Blush, Candle-Glow, Gay Whisper, Roman Touch, Sun Frolic, or Sun Goddess.

As you have probably heard, or will hear in the near future, this season's costume colors demand a creamy beige make-up with a light warmth in the undertone. Max Factor has chosen Creme Puff for the combination in three variations of this color for many complexion types and effects: Truly Fair, a pale creamy shade for fair complexions; Tempting Touch, a shade deeper for those with natural looking skins; and Candle Glow, a richer beige for those with medium skins. However, if your skin is sun tanned or if it is exceptionally

pale, the Creme Puff in the combination is interchangeable.

The lipstick comes in Max Factor's newest shade, the femme fatale of all reds—Clear, Clear Red—which, like the chameleon, goes with every complexion and costume color it touches. This color has been selected by all leading fashion authorities as the one color which best complements all the new fashion fabric colors. It also has the capacity to clear the complexion and make the eyes sparkle.



Smart Accessory For Toting Papers

Among the handsome new items designed by Rolfs is the really feminine briefcase for career girls or for college life. The dog-eared manila envelope can be happily discarded in favor of this new smart accessory.

Don't look at your girl friend's mother for a clue to her home-making potentials; instead, take a quick look inside her handbag! This sage advice comes from Thomas J. Rolfs, one of the country's leading handbag and accessory manufacturers, and longtime student of human behavior.

The young lady in question might be charming, shapely and even well dressed; but, if her handbag reveals loose keys, empty cigarette packages, wadded up bills... watch out! says Rolfs. She is apt to become a once-over lightly housekeeper, a gal that is happier shopping than putting new shell paper in the pantry.

Her gloves may be as white as the driven snow, but she'll never be a well organized cook, able to put together a meal for unexpected guests, if she carries old transfers, scribbled notes, broken combs and other dead giveaways in her purse.

Dangerous habits can be spotted by a cursory handbag examination. Too many mirrors; a sure sign she's vain; candy wrappers;

SARDINES and Kippers from your grocer's shelves make possible so many interesting dishes during the Lenten season and they provide a nice change from the perennial tuna casserole. The Tiny Tot Sardines are just the right size to top stuffed eggs for a big luncheon salad.

doesn't watch calories; old momentos and souvenirs from high school and college; clings to the past.

Rolfs claims that if the glimpse into her handbag (and personality) reveals orderliness instead of chaos, you've found a girl worth cultivating. If she has bills and change and various cards stashed smoothly away in a fresh looking billfold, she can probably iron a shirt, but if you also find that her glasses, cigarettes and keys are also housed in matching accessories... don't let her get away — you've found a pearl.

Rolfs cautions eager bachelors that this purse inspection works both ways. A shabby dog-eared billfold, stuffed to the bursting point, doesn't make you a very likely candidate to the neat bride you've selected.

Don't think you are safe just be-

cause you hide it in a pocket; on a date you expose it to the young lady's eye at least five times.

So, cautions Rolfs, before you go looking in handbags, make sure your billfold can pass the personality test.

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NORWAY KIPPERS

'Norway kippers' is not a brand name. The term refers to all kippers caught and canned in Norway. What are kippers? The Norwegian variety are moist, lightly smoked fillets of herring packed in flavor-preserving aluminum cans. They are ideal in salads, sandwiches, appetizers and a wide variety of hot main dishes. Economy minded homemakers will find there is no waste, as the kippers are boneless, skinless and trimmed. They are ready to eat, right out of the can. The tins come in two convenient sizes.

bed of crisp lettuce leaves. Place a mound of sour cream dressing in the center. Serve as an appetizer salad.

LENTEN LUNCHEON

Here's a luncheon suggestion ideal for meatless menus. On a well buttered slice of pumpkin-kernel bread arrange slices of hard cooked egg. Flake over pieces of Norway kippers and sprinkle with finely grated onion. (Dab with mayonnaise, if desired.) Season to taste. Serve with cole slaw, sliced tomato or sweet gherkins, fresh fruit and beverage.

LENTEN MENU SPARKLER

Serving menu noodles or macaroni? For a new savory flavor, flake the contents of a can of Norway kippers into the noodles or macaroni while cooking. They blend to create an appetizing menu addition.

TANGY KIPPER APPETIZER SALAD

Brighten up meatless menus during Lent with this tasty salad. For each serving arrange half the contents of a can of Norway kippers and three onion rings on a

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PLAYTIME

Even a mud pie looks pretty with a froth icing. Treat the youngsters to a big bowl of thick, stiffly beaten soap or detergent suds tinted with vegetable coloring when they are making mud pies in the yard this spring. (Or in the basement this winter).

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