



THE SHIFT IS ON. Rose Marie Reid starts it with a middy-collared and bountifully bloused "Mid-Shift." And beneath is the "Swim-Shift," named Boardwalk by the maker. Knitted, narrowly striped and newly important as the swimsuit rides the crest of the chemise wave, it incorporates inner strategy, an inner bra and a hip-slimming bit of girdle control. Rose Marie Reid swimsuits are handled locally.

The Chemise Wave

Hits The Beach

Waists important... the shift is on. It's an important shift in swimwear design. The relaxed line is seen in Swim-Shifts. Swimsuits that are easy at the waist line, fitted at bust and hips; in Mid-Shifts, to wear over the clinging of an elasticized or knitted swimsuit for easy-does-it elegance in the Beach-Shift, a straight in, from shoulder to knee.

Originator of the concept of figure-flattery in swimsuits which integrates a fashionable look with underlying foundation fit, Rose Marie Reid applied this principle to the liberated silhouette at 1958. Knowing that most swimsuits do go near the water and remaining true to the belief that a suit must make the wearer look and feel her best, this designer came up with the answer that satisfies fashion, function, and figure flattery. The Swim-Shift is constructed with foundation control inside; the Mid-Shift creates the free-and-easy look of the chemise but is worn over a sleek bodymaking swimsuit.

There are three interpretations of the Swim-Shift: "Boardwalk" in narrowly striped Chromspun knit features a square neck with wide straps, a snug fitting hip band, and a relaxed waistline. A sleeveless blouson with a middy collar completes the ensemble. "Fan-Fin" is done in brightly printed homespun cotton in a two-piece version with a mid-hip length blouson top which plunges to a "V" front and back from wide covered shoulders and is worn over tapered shorts. For juniors there's "Hi Dive," a two-piece version in elasticized cotton knit with blazer stripes at the bust line which is amusingly reminiscent of the twentys.

The Mid-Shift appears in two versions: "Majorca" is lightly bloused in back and fitted to a wide mid-hip band. Of homespun cotton print. It is worn over the swim trunks sheath or swimshorts of the same print. A nylon-knit sleeveless, brightly flower printed, is worn beneath an extravagant sleeveless interpretation of the chemise of matching printed linen-like cotton. Called "Spring Song," it goes over the head and wraps to the front for a bloused and hip-flattered cover-up.

The Beach-Shift of striped cotton knit is a nautic front knee-length cover-up with mandarin collar and three-quarter sleeves with brightly colored facings. It is worn over "La Ronde," an elasticized cotton knit suit with bright vest stripes at the waist line and a deeply carved back.

Choose your own version of the chemise wave... all swimsuits which ride the crest of the chemise wave... all swimsuits which ride the crest of the chemise wave...

FROZEN MEAT
Frozen meat that has not been thawed may be browned in a little fat and then covered with water and cooked slowly until the meat is tender. Pot roasts are already seared to retain natural juices.



A GLASS OF MILK and sandwiches are hardly a new idea, but when the sandwiches actually contain a glass of milk, that is news. The "milk-sandwich" is a new food idea which combines favorite sandwich fillings and instant nonfat dry milk. Two milk-sandwiches are equivalent to an 8-ounce glass of milk with all of the B vitamins, calcium, phosphorus and proteins of fresh pasteurized milk. The addition of nonfat dry milk to fillings does not change either the flavor or texture of the sandwich.



CARTIER designed the purse size flacon for Lanvin's romantic essence "Arpege." The two and one-half-inch flacon is striped gold-color etched with black and comes in a blue presentation box. Ideal for gift purposes at any season of the year.

Yeast Selected

Pillsbury Mills, Inc., selected Red Star Yeast as an "official ingredient" in the annual Pillsbury's Grand National Recipe and Baking Contest and the prize winning recipes published after each year's bake-off specify Red Star Yeast.

Red Star Yeast is available in Klamath Falls, E. Burke Samuelson, grocery sales representative for Red Star Yeast & Products Company of Milwaukee, was in Klamath Falls last week to insure distribution through all the markets.

When you use Red Star Yeast, in baking, dissolve the contents of a packet in 1/4 cup of warm water. Combine the remainder of the milk or water and shortening and let cool to lukewarm before adding the dissolved yeast, then proceed with the recipe.

Red Star Yeast being distributed now is dated, much as film carries a date, recommending that it be used before the stamped date. This insures freshness, quick action and fast rising, although the yeast actually deteriorates very slowly if kept in a cool, dry place.

Note the Pillsbury advertising which specifies Red Star Yeast which is being published this spring.

APPETIZERS

Pickled eggs get an added glamour by adding beet juice to the pickling spices in which you allow the hard cooked eggs to stand.

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"Milk-Sandwiches"

What is your favorite spring or summertime sandwich?

Here are some suggestions which include the addition of a third of a cup of instant nonfat dry milk solids to increase the consumption of the vitamins and proteins contained in milk. The nonfat dry milk solids have less than one percent fat which is welcome news to weight-watchers. You can have your milk without the calories — and you can eat it instead of drinking it.

CHEESE ON RYE

Mix together 1/4 cup cheese spread (olive, pimiento, bacon, cheese, etc.) and 1/3 cup of instant nonfat dry milk. Spread generously on rye bread. If you haven't tried some of the "cheese foods" which come in transparent covers (resembling fat frankfurters), you're missing an eating treat. Processed cheese has come a long way in the last 10 years. It is just about a necessity in the pantry. Slice into thin rounds to serve on crackers when guests stop by for a Coke or gin-and-tonic or serve with fresh fruit and crackers for dessert and for any of the snacks in between times.

DEVILED HAM

Mix 2 1/2-ounce can of deviled ham spread and 1/3 cup of instant nonfat dry milk gradually until well blended. Spread on white bread. Or use the same proportion of dry milk solids with any of the canned spreads on the market. There is an excellent new chicken spread in cans.

CHICKEN SALAD ON WHOLE WHEAT

Make the chicken salad sandwich filling according to your favorite recipe (or substitute ham, tuna or egg sandwich filling). Stir in 1/3 cup of instant nonfat dry milk until well blended. Spread on whole wheat bread.

PEANUT BUTTER AND HONEY

Mix 4 tablespoons of honey and 1/3 cup of instant nonfat dry milk until smooth. Stir in 2 tablespoons of peanut butter until well blended. This spread is particularly good on cinnamon or raisin bread. Or, make open face sandwiches and slide under the broiler until bubbly.

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