



HOW LUCKY you are to be a blonde this year. How beautifully your hair will blend with fashion's citrus fruit shades, if you care for it as you should. First massage your scalp until it tingles, then brush, brush, brush vigorously — one hundred strokes a day, at least. Next comes a thorough washing that will remove all the grime and dirt and will condition your hair and put temporary coloring in at the same time. Helena Rubinstein's Blonde-Tone will do all this in one application.

Blondes For Spring

Blondes, everything is going your way this year! With the favorite fashion colors being citrus fruit shades of lemon, tangerine, persimmon and orange, plus the vogue of wearing variations on one color, there from tip to toe — you're in!

Or — are you? — The aim of every blonde is to keep her hair as light and shining as possible," declares beauty consultant Helena Rubinstein. "However, most blondes find their hair gets a few shades darker with time."

And Miss Rubinstein has found a way to keep blonde hair from darkening with her new color-tone.

EARLY IRIS

Let fragrance tell the world it is spring. And one of the lovely fragrances which spells spring is Ture's Early Iris. It is a light, subtle floral fragrance that seems to be right during the verdant season.

Living a favorite with women everywhere, Early Iris now comes luxuriously packaged in turquoise, gold and white in a selection of beauty and bath accessories to meet the every need.

Liquid, yet lingering, Early Iris is a delightful blending of spring's favorite blossoms, to make you feel fresh, feminine and, since it is available in so many versions, deliciously fragrant all over.

There is a turquoise tinted Cologne, gracefully gold-tipped oval bottle that lets sunlight through its pretty contents. Early Iris dusting powder comes in a smart drum shaped gold, white and turquoise box that is vinyl coated to withstand months of shower and bathtime moisture.

There is also an Early Iris Glamour Set, featuring Cologne and Luxury Lotion, a rich emollient hand lotion tinted turquoise to match, which is just right for gift-giving to a favorite person. You'll welcome spring when you wear Early Iris and you'll find spring welcoming you.

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48¢
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No down payment on approved credit. You can beat high meat prices at
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Heavily coated with heat and light-reflecting aluminum. Filters heat-reflective value substantially reduces interior temperatures. Heavy Fluorine coating assures long roof life. 2" salvage. Fastener (two cement and nails), 1 set per roll and only \$4.95 per roll.

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EVERYBODY'S COMING!

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It's National Pickle Week!
NALLEY'S PICKLES
Add Zest To Any Meal!

Cucumber Chips Nalley's 16-oz. **4/51**
Cucumber Chips 22-oz. jar **39¢**
Cucumber Chips 56-oz. jar **79¢**
Banquet Dills 56-oz. jar **59¢**
Whole Sweet 24-oz. jar **49¢**
Whole Sweet 56-oz. jar **89¢**

Banquet Dills 24-oz. **Your Choice**
Kosher Dills 24-oz. **3 for \$1**
Plain Dills 24-oz. **25¢**
Sweet Pickles 11-oz. **25¢**

Mustard Nalley's Champion Full Quart Jar **25¢**

Pillsbury Pancake Flour
4-lb. Pkg. 49¢
8-lb. Pkg. 97¢

Standby Tomatoes Solid Pack No. 303 Cans **5 FOR 89¢**

Meat Makes the Meal!
Rib Steak **lb. 79¢**
Rib Roasts **lb. 75¢**
Ground Beef **2 lbs. 95¢**
Swift's Premium Dinner Franks 1-lb. pkg. **49¢**
Little Pig Sausages Swift's Brookfield 1-lb. Pkg. **49¢**
Fresh Fryers Swift's Premium 2 - 3-lb. Average **49¢**

Freezer Special!
Beef Forequarters **lb. 47¢**
Average 110 - 125 Lbs.
Use Our Budget Plan!

Rotisserie Chickens Barbecued and Delicious **lb. 89¢**
Pork Spare Ribs **each \$1.49**

Palmolive Reg. Size **3 bars 32¢**
Palmolive Bath Size **2 for 31¢**
Cashmere Bouquet Reg. Size **3 for 32¢**
Cashmere Bouquet Bath Size **2 for 31¢**

FAMILY PLEASING
FOOD

FREE! at Both Market Baskets!
Automatic 2-Slice Toaster
Deep Fat Fryer
1 of each at each store.
No obligation, nothing to buy — Just register while Shopping at Market Basket!

Don't Miss Our Strawberry Jubilee!

Mary Ellen Strawberry Preserves 28-oz. **49¢**
Crater Lake Strawberry Ice Cream or other flavors 1/2 Gal. **89¢**
Crater Lake Strawberry Mellorine or other flavors 1/2 Gal. **69¢**
Town Pride Strawberry Topping 7 1/2-oz. Cans **2 for 29¢**
Hi-West Fresh Frozen Strawberries Per Pkg. 15c 10-oz. Pkgs. **\$1.79**
Johnston Frozen Strawberry Pies and other varieties - 9-inch size **69¢**
Soda Pop Nehi Strawberry (plus deposit) **6 FOR 49¢**
Quik Nestle's Big 2 1/2-lb. Can **89¢**

Nestle's King Size Crunch Milk Chocolate Bars each **39¢**
Nestle's Morsels 12-oz. Pkgs. **39¢**

Sunshine Cheez-its 6 1/2-oz. Pkg. **19¢**
Nestle's Instant Tea 1 1/2-oz. Jar **45¢**

NEW! Royal Crown Cola - Nehi Orange, Root Beer, Upper Ten in Mira Can Container
3 12-oz. Cans 23¢ No Deposit!

Florient Room Deodorant Can **89¢**
AJAX Reg. Cans **2 for 31¢**

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Florient Room Deodorant Can **89¢**
AJAX Reg. Cans **2 for 31¢**

BUDGET-EASING

Specials!

Bisquick Big 40-oz. Pkgs. **29¢**
Nestle's Milk Tall Tin **10¢**

Flour Gold Medal or Drifted Snow **10 lbs. 85¢**

Margarine Del Rich **5 lbs. \$1**

Catsup Del Monte 14-oz. bottles **2 for 35¢**

Baby Meats Swift's **5 cans \$1**

Butter Swift's Brookfield In Cubes **lb. 59¢**

Coffee Maxwell House Instant **6-oz. jar \$1.19**

Toyo Caps for men - while they last - **19¢**

Special! Plastic Garden HOSE 5-year guarantee! Light Weight! 50 Foot Length **\$1.49**

VEL Detergent Reg. Size **37¢**

Dog Food Top Dog Tall Tins **13 for \$1**

Pork Feet Swift's 1/2 Gal. Jar **89¢**

Apple Juice Hi Country 46-oz. Try it! Cold! **4 for \$1**

Kleenex 400 Count — Assorted Colors by Kraft — New! **33¢**
Spaghetti Dinners Kraft Mellow Cracker Barrel **29¢**
Cheese Kraft, Sliced **8-oz. pkg. 39¢**
Swiss Cheese 6-oz. **37¢**
Philadelphia Cream Cheese 8-oz. **39¢**
American Cheese Kraft Phenix 8-oz., sliced **33¢**

It's Market Basket's May Food Festival!

Thursday - Friday - Saturday - Monday!

DON'T MISS IT!
MJB COFFEE Famous **lb. 83¢**

The coffee with more measures! Drip or regular Grind —

Special!
• Gillette Razor
• Package of Blue Blades
• Fishing Lure
• Lure Box **\$1**
Reg. 2.75 Value, Only

Wyandotte Olives Ripe, Select Pitted or Medium Ripe **4 cans \$1**

Blue Bell Potato Chips for Dips Reg. 49c Size Pkg. **45¢**

Strawberries Luscious, Ripe, Large Size! **2 cups 35¢**

Tomatoes Medium Size, Ripe **2-lb. Baskets 49¢**

Corn Fancy, Large Size Florida **7 FOR 59¢**

Carrots Well filled, tender ears **lb. 7¢**

Radishes Long Golden Beauties **lb. 5¢**

Green Onions Mild, Zesty! **5¢**

Citrus Salad Fresh - Not Frozen or Cooked **Full Quart 79¢**

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CLOSED SUNDAYS

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PEDIGREED cucumbers for Nalley's pickle jars are grown on some 500 farms in the Pacific Northwest. Hand-picking is still the usual method of harvesting. High selectivity is practiced to obtain sizes desired for the various pickle products. The maximum size must pass through a ring two inches in diameter.

CUCUMBER PICKLES

Throughout the year and especially during National Pickle Week, pickles are chosen for the dining table, the outdoor barbecue and the picnic basket.

Pickle production figures importantly in the sales of many of the leading food processors in the nation.

For example, Nalley's, Inc., which is this year observing the 25th anniversary of its founding in Nalley Valley, uses care in processing pickles from the very seed that is planted to the label on the bottle of the finished product.

Nalley's pickles are "pedigreed" — grown from pedigreed seed provided by the company to the same 500 growers annually under contract to grow cucumbers for pickling at Nalley's modern food plants. Nalley's growers produce up to 20 million pounds of cucumbers during a season. These are cucumbers especially destined for the pickle jar, not for salads or eating raw.

Nalley's employs a staff of field men who work with the growers on soil testing, determination of row spacing, types of insecticides to be used, and, of course, the variety of pedigreed seed most adaptable to specific soil conditions and other factors. Field work continues until the harvest.

With cucumbers, it is the small, unripe cucumber that is desired. High selectivity is practiced to secure sizes desired for the various pickle products and the maximum size ever used must pass through a ring two inches in diameter.

Regular picking is a must with cucumbers. It is considered an efficient practice to keep a small crew picking the rows on a rotation basis daily, rather than sending a larger crew into all of the rows at one time.

Sanitation of both product and equipment is carried on in Nalley's pickle plants to a degree which would amaze the pickle-makers of yesterday.

But there's romance, too, at picking time. The air wafts spicily through the factory kitchens, just as it used to do in grandmother's country kitchen. The tang of vinegar, some 600,000 gallons of it, is blended with spices — mustard seed, celery seed, whole cloves, tumeric, cinnamon stick, peppercorns, and many others.

It is interesting that dill, the herb which contributes such aromatic taste to those low calorie, high vitamin dills, is added in the pharmaceutical form of a dill emulsion.

Laboratory control is a constant factor during the entire cycle of production and also continues after processing. All finished pickle products are sampled, incubated to check keeping quality and their measurable qualities compared to the rigid standards for pickled uniformity.

People are eating more pickles all the time. The National Pickle Packers Association reports that today Americans eat 114 per cent more pickles than 25 years ago.

What some people don't know is that cucumber pickles are actually a fruit, made from the "oblong succulent fruit of a cucurbitaceous vine" — one of the oldest cultivated "vegetables" hailing originally from India.

GRILLED SANDWICHES
Nearly everyone likes a grilled cheese sandwich (sauteed in butter on top of the stove). Try substituting poonah butter for the cheese.

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