



BIG KNIT sweaters make big news this fall reports the American Institute of Men's and Boy's Wear. Here are button placket pullover and a fancy stitch model with a V-neck and pockets. Note the raglan sleeves. Another popular model is the low-button cardigan.

Men's Styles

The word for sweaters this fall is "big," says the American Institute of Men's and Boy's Wear. Big in popularity—more wanted and more worn than ever in the long history of these handsome and practical garments. Big in variety—more versions of more models and more types than ever before. Big in stitch—the big bulky stitched sweaters that originated on the Continent have taken America by storm and are being worn for sports, loafing, motoring, and just for looking.

Cardigans, both low button and button-up, are more popular than ever. Some sleeveless styles are being worn in place of vests. Others in heavier weights, are styled like blazers and worn like blazers. Newest this season are the colored cardigan sweaters. Some have small shawl collars, some have big shawl collars and some have shirt-like full-fashioned collars.

Then, there are the very popular pull-overs. The Ivy crowd blankets the campuses with these in the familiar crew neck styles in shetland wools. Newest in this group are sweaters carrying broad horizontal stripes.

But neck pull-overs in the new concepts are knitted with one-piece shoulder and sleeve constructions—the ribbing running in a horizontal direction across the chest and back, right down to the wrists, with the body vertically striped.

There are ski-type sweaters and sweaters styled right off the Alpine slopes where many of the most distinctive patterns originate. Styling in some of these centers at the neckline where "V" effects, contrast bibs and fancy pattern work is concentrated.

There are also small shawl collars on the pullovers and some are even knitted with parka-like hoods that fold down into a collar.

Vertical stripes, panel stripes, side stripes, zig-zag stripes, grouped stripes and stripes of pattern work are shown in both small and bulky knits.

Narrow ribbing at the waist and wrists for snug fit where it is

needed, is another feature of the current crop of sweaters. Others feature pockets. Some novelty knits have tweedy effects, some have button placket fronts that come about midway down the pull-over and others are knitted of zephyr-type yarns that are as light as a sport shirt.

The colors are literally endless. Red, white, blue, black, gray, tan, brown, natural, yellow, green and a few shades that defy description, are all present and it would take a wise man to determine which is the most popular.

It all adds up to a very big sweater season.



ONLY a powder containing a moisture - protecting ingredient can give your face the soft, dewy look that is so important with current fashions, declares Helena Rubinstein. Her new Silk-Tone Face Powder is made from pure silk pulverized to infinite softness to bring a youthful bloom to your face in a luminous finish.



ICE CREAM, gumdrops and Grandma's Cookies form platter sundaes, created especially for summer good eating. Grandma's Buttermilk Wafers or big sugar cookies make excellent bases for the dessert which is a natural for teen-age parties.

Don't Look "Powdered"

The old "powdered" look is definitely a thing of the past, according to beauty authority Helena Rubinstein. In fact, it's as dead as the dodo. It has been on the way out for some time, because for years women realized they somehow looked wrong. They knew there must be a prettier, younger way to look.

Now the beautiful, dewy finish is in order and Helena Rubinstein has created a unique compact make-up that does the trick. "Heavenly Glow" compact make-up is the first exclusive blend of powder and moisturizing foundation that protects the skin's natural moisture and oils. It never dries your skin like other compacts.

This superior new combination of foundation and ultra-fine powder covers surface blemishes with astonishing success, yet is soft and light on your face. You never look heavily or artificially "made up." Natural and glamorous at the same time, "Heavenly Glow" smooths and softens every minute it's on.

The foundation in "Heavenly Glow" has a water-resistant quality which prevents streaking and smudging from rain or perspiration. The powder, pure pulverized silk, combines with the foundation to give your skin a dewy bloom—a translucent, discreet and subtle glow.

Incredibly easy to apply, it spreads evenly and effortlessly. Just smooth the puff over "Heavenly Glow" and then over your face. The increased color intensity and the extreme fineness of the compact impart a true, natural color tone, which extremes of temperature will not alter.

The staying power generally of the new compact make-up is quite astounding. It lasts for hours without having to be renewed, because it has a "natural" attraction for your skin that is like love at first sight! The luminous quality of "Heavenly Glow" (because of the light refraction effects of its special new ingredient) gives the skin a greater tonal depth—a "three dimensional" look. It does not clog

Pink Dessert

Peppermint Stick Bavarian is like the popular peppermint ice cream—the pretty pink dessert, creamy with sparkling bits of fruit for special interest. Youngsters will love and smooth, filled generously with canned fruit cocktail.

PEPPERMINT BAVARIAN

- 1 egg
- 1/3 cup sugar
- 1/2 teaspoon salt
- 1/4 cups milk
- 1 envelope plain gelatin
- 1 cup crushed peppermint stick candy
- 1/2 cup whipping cream
- 1 1/2 cups drained canned fruit cocktail

Beat egg. Add sugar, salt and one cup milk, and cook and stir over hot water until slightly thickened. Soften gelatin in remaining cold milk and dissolve in hot mixture. Stir in candy. Cool. Fold in drained fruit cocktail. Turn into one quart mold and chill until firm. Unmold and garnish with additional fruit, if desired.

Makes six to eight servings.

the pores or concentrate in creases. With "Heavenly Glow" your face takes on a new vivacity, as the beauty of your natural complexion glows through. Helena Rubinstein's years of research in skin health makes it possible for you to have this fresh, natural, young look today.

In compressed form, "Heavenly Glow" cannot streak, cake, or spill. It's nine true-to-skin tones are flowing in a refillable Jeweller's compact!

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SUPPER LOAF

Here's a meat loaf you need not hesitate to serve to guests. Belmont Supper Loaf is a beef loaf filled with a savory ripe olive-bread stuffing. It's delicious! Smart cooks will stock the pantry now with ripe olives for use during the holiday season. Food stores will be offering special values in ripe olives and other canned foods during September, Canned Food Month.

STUFFING

- 1 cup ripe olives
- 1/2 cup chopped onion
- 1 tablespoon butter or margarine
- 1/4 cup thinly sliced celery
- 2 cups soft bread crumbs
- 1/2 teaspoon sage
- 1 teaspoon salt
- 1/2 teaspoon pepper
- 2 tablespoons hot water

MEAT LOAF

- 1 egg
- 1/2 cup milk
- 1/2 cup dry bread crumbs
- 1/2 teaspoon salt
- 1/2 teaspoon mustard
- 1/2 teaspoon pepper
- 1 1/2 pounds ground lean beef

Stuffing: Cut olives into large pieces. Cook onion in butter until tender. Add celery, crumbs, seasonings, olives and hot water, and mix well.

Meat Loaf: Beat egg, and blend in milk, crumbs and seasonings. Add beef and mix well. Pack layer of meat in bottom and sides of greased loaf pan (8 1/2 x 4 1/2 x 2 1/2 inches). Fill center with stuffing. Top with remaining meat, packing firmly. Bake in moderate oven (350 degrees) about 1 hour.

Makes 8 servings.

PLATTER SUNDAES

When the gang gathers for a record party on the spur of the moment, you'll want to serve a snack that's quick and easy. Food that is a bit unusual will help get your party "in the groove." Platter Sundaes are just the thing! The kids will enjoy being served their records in edible form.

Platter Sundaes are easy to put together at the last minute; as assembly line method can be used for a crowd. A large flat cookie, forms the "platter" base; a big scoop of ice cream forms the label and a gumbroad the "hole." Here are directions for 12 servings:

- PLATTER SUNDAES**
- 12 large flat cookies
- 2 quarts ice cream (vanilla, peppermint stick or chocolate)

BANANA PEACH NOLA

Dissolve 1 package apple or orange Jell-O in 1 1/4 cups hot water. Add 1/2 cup canned peach juice. Chill until slightly thickened. Then fold in 1/2 cup drained canned sliced peaches and 1 or 2 sliced bananas. Pour into molds. Chill until firm. Unmold. Serve with whipped cream if desired. Makes 4 servings.



TOPS IN QUALITY! LOW IN PRICE

ANOTHER MONTH

September is Canned Food Month—it's a good time to stock up on the good foods that come in cans. Read the label and be sure to buy known brands when you buy in quantity.

ZUCCHINI

Slice washed, unpeeled summer squash and cook quickly in a small amount of salted water. Top with 1/2 cup grated American cheese and set back, covered, over low heat until the cheese melts and then serve.

Take it from Bessy --

You never outgrow your need for MILK!

Drink 3 glasses of Milk every day... 4 for children

Make your LABOR DAY HOLIDAY pay off!

Take a can of **BOYD'S COFFEE** and a loaded camera with you—a picture showing that "coffee drinking is always fun when it's BOYD'S" could win you...



THERE'S STILL TIME TO ENTER! Contest Closes Sept. 15th.

No box tops—No limericks—No gimmicks... just send a snapshot with your name and address on the back to **BOYD COFFEE CO.** P.O. Box 1333, Portland 7, Oregon

PICK UP CONTEST RULES AT YOUR GROCER'S WITH YOUR CAN OF BOYD'S COFFEE



THIS WEEK'S CAMERA WINNERS:
 Mrs. Ralph F. Prindel, Mapleton, Oregon
 Mrs. J. M. Johnson, Malibu, Oregon
 Mrs. Shonita Woods, Georgetown, Idaho

HOW TO BE SURE YOUR FRYERS ARE FRESH

Nothing is More Important than FRESHNESS When You Buy Fryers

Before you start to cook a fryer, whether fried, roasted, barbecued, broiled or baked, be sure it is fresh. You want it to taste good... really good! Freshness is the most important factor. Freshness is measured by time, and the sooner it gets to you from the processor, the better it is. But how can you tell a fresh fryer when you see one?

Today, Oregon Homemakers no longer have to guess whether a fryer is fresh or not. All you have to do is "look for the label".... the label that says "This Fryer Grown in Oregon." What does this mean to you and your family? It means you are getting a fryer that is rushed from local farms through clean, efficient local processing plants, and on to your favorite grocer's all within a very short time. This insures a fresh wholesomeness you can get in no other way. There is no danger of questionable "long-haul" quality, because they travel only a relatively few miles to your table, as compared to birds that suffer long hauls from distant states.

Fresh fryers are the only kind you'll want to serve to your family and guests. A fresh fryer is never tough; even the meeziest whigs and drumsticks are tender and delicious. Chicken, like fine seafood, must be fresh to insure good eating quality.

To make it easy for you to spot these fresher fryers, your local poultrymen... the men who grow Oregon fryers... in

cooperation with the processors and your local grocer, are now labeling chickens sold in Oregon so you can tell at once where it was grown. Now, when you see the label "Grown in Oregon" you know by simple comparison of distance that such locally grown birds are the freshest, highest quality fryers it's possible to buy. Why settle for less?

Fryers Inexpensive For Labor Day Treat

For summer's last outdoor frolic, choose everyone's favorite... A FRESH OREGON GROWN FRYER... Perfect for your Labor Day picnic, barbecue, patio dinner or family dinner indoors. They're delicious, yet one of the least expensive meats you can buy.

Oregon Fryers Are Nutritious

Did you know that the cooked edible portion of fryers averages nearly 25% more protein than beef, pork or lamb, yet has only 1/5 as many calories? It contains three times as much riboflavin. Their superior nutrient value ranks them as one of the healthiest meats you can eat.

Multi-Million Dollar Industry

The importance of Oregon's fryer industry in the State's economy may surprise you. It

amounts to well over \$12 million annually and is continually expanding. Many hundreds of growers, processors, feed and equipment dealers, distributors and retailers are wholly or partially concerned with this industry. A tour through one of the modern local processing plants would fascinate you with their rapid sanitary preparation and packaging methods. Meticulously they are dressed, washed, rinsed, and rinsed again in pure cold water. They are chilled in a bed of ice, then sanitariously packaged and rushed under refrigeration to the market, ready for your kitchen.

Look For The Label

Don't be satisfied with questionable quality fryers... demand the chickens that are guaranteed fresher... your own locally grown Oregon Fryers. Be sure to ask your meat man for the fryers that bear the label "Grown in Oregon".... it's your assurance of the finest, freshest, tastiest fryers that can be produced anywhere.

Ask for and Get Bigger Oregon-Grown Fryers



HAVE A LAZY LABOR DAY

SUNSHINE

- Krispy Crackers 7 1/4-oz. 17c
- Toasted Coconut Roll (Chicken Bones) 9 1/2-oz. 25c
- Jaeger's Sandwich Pickles 24-oz. jar 49c
- Ehman's Select Pitted OLIVES 3 1/2-oz. 2 cans 29c
- Sunpakt Smoked Oysters or Clams 35c
- Borden's Salad Dressing Qt. 49c
- Tree Top—While they last Apple Juice Qt. 15c

Garden Fresh VEGETABLES

- Seedless Grapes 15c lb.
- Lemons 13c lb.
- Half Peaches \$1.89 Lb.
- Large Celery ea. 15c

PET INSTANT NONFAT DRY MILK

- 4 Qt. Size 2:69c

Finest Quality MEATS

POTEET'S WE SERVE YOU PERSONALLY

- Fresh Killed Colored HENS 39c lb.
- Swift's Fresh Fryers 2 - 2 1/2 lb. Avg. 39c lb.
- Oregon Chief Picnics Small Size 45c lb.
- Swift's Premium Sliced Bologna 49c lb.
- By The Chunk - 45c lb. For That Labor Day Picnic

DEPEND ON US FOR QUALITY!

Swiftning 3 lb. Tin 69c

JELLO Gelatin Dessert 3 pkgs. 25c

Blue Bell Potato Chips Reg. 39c Size 35c

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