



TO KEEP HAIR clean and polished, there's nothing finer than new Pink Pamper by Toni. The sparkling clear liquid shampoo pampers your hair to feminine beauty and makes it fresh and fragrant, too.

Pink Pamper Shampoo

Pink is for little girls and for big girls, too. For surely, if femininity brings any color to mind, it's pink. Small wonder that Pink Pamper, the first sparkling clear pink shampoo, is making such a hit with the feminine contingent throughout the country.

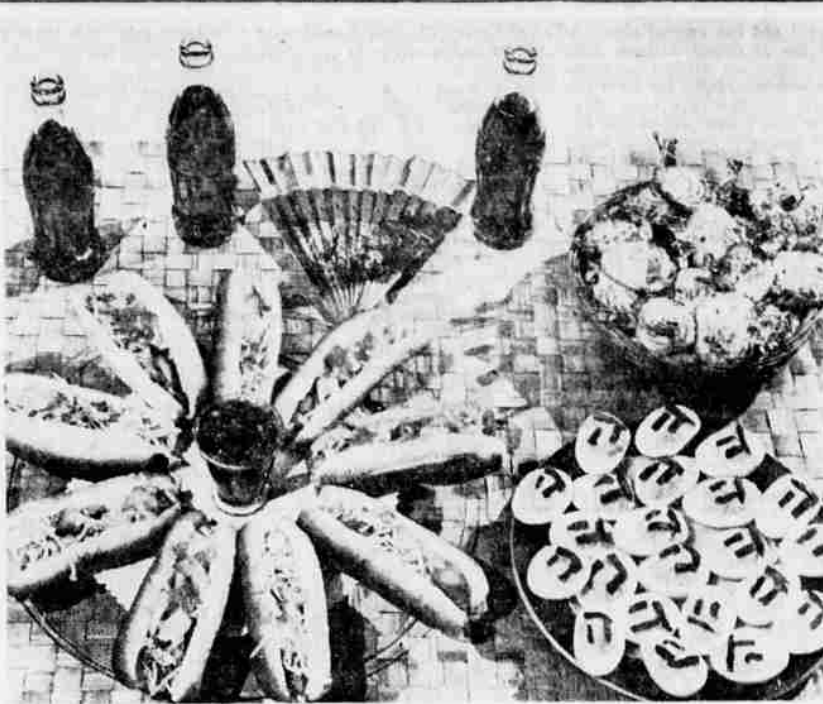
Pink Pamper is a clear, fragrant liquid shampoo that produces rich, abundant lather in both hard and soft water areas. This "pink champagne of shampoos" cleanses the hair gently but thoroughly, gives the hair extra shine and actually puts extra bounce in your curls.

Because nothing is so lovely as clean, healthy hair, the truly feminine girl is a stickler for frequent shampoos. She makes it a rule to launder her locks before surface dust and natural oils dim

their luster. She knows that if you wonder whether you can "get by" for another day or two, there's a good chance that you shouldn't.

There is, of course, a right way to shampoo. Always brush first to remove surface dust, then wet hair with lukewarm water. Pour a small amount of the clear pink liquid shampoo into the palm of your hand and apply it to your hair. Work up suds with your fingertips and massage into the scalp. Rinse your hair free of suds with warm water, then apply more of the fragrant pink shampoo. Massage the frothy suds into your hair and rinse, rinse and rinse again. Dry with a towel and your hair shines.

Between shampoos use your brush to keep your hair clean and polished. Once a day lean 'way over and brush every inch from scalp to tip with long, sweeping strokes 'til your scalp tingles and your hair shines.



INDOOR PICNICS are fun, too. Here is the blueprint for a Chinese Indoor Picnic for casual taste fun. Of course, the beverage is sparkling Coca-Cola.



CHIVALRY. Mary Chess' new line for men includes White Knight and Black Knight. Gift packages contain the fragrances, cologne, after-shave lotion, after-bath rub for the man in your life.

FACIAL BATH

Now every woman can wake up the sleeping beauty of her skin with Max Factor's remarkable new Facial Bath Moisturizing Cleansing Lotion. Here is a miraculous new method of skin cleansing that actually beautifies the skin as it magically removes stale make-up, grime, and impurities, and then rinses off completely with water.

Quick and easy to use, Facial Bath is a true boon to every woman who dreads the drying effects of harsh detergents and the greasy residue of messy creams that can clog pores and collect more grime.

Max Factor's creamy, pink, Facial Bath is fragrantly clean and spreads lightly and evenly with the touch of the fingertips. There is no rubbing or massaging for the lotion deep-cleans and moisturizes instantly.

Based upon months of research into what women want and should have in a cleansing lotion, this unique formula was developed to combine a gentle, deep - cleaning action with special moistening agents which dermatologists say are so important in keeping the skin looking young and fresh, regardless of age.

Here is the ideal cleansing method for the career girl who requires a constantly fresh, clean look to her skin; for the housewife who wishes to assure herself extra beauty care when she cleanses her face during a busy day; and for the teen-ager whose skin requires the gentlest and most thorough cleansing methods.

Max Factor's Facial Bath actually deep-cleans, softens, and moisturizes all at once, and leaves the skin tingling clean, refreshed, wonderfully alive, and young looking. Because its cleansing action is so gentle and moisturizing, Facial Bath can be used as often as desired without fear of drying. In fact, each cleansing brings an added bonus of beauty.

Every woman who has longed for an effective quick way to cleanse her face without the use of harsh detergents or messy creams, will find Max Factor's Facial Bath a true beauty blessing.

Drink
MILK
For That Calm,
Collected Feeling

FALL FESTIVAL
OF VALUES
FLAV-R-PAC
FROZEN FOODS

NEW MEN'S LINE

Mary Chess presents "Chivalry," her new men's line, a captivating gift for Christmas—for any time. Chivalry makes men feel so right with the world that their dormant chivalry awakens; they act the part.

Complementing the name, Chivalry, are two fragrances, Black Knight and White Knight. Black Knight, a woody outdoor fragrance reminiscent of the forest in spring; White Knight, a definitely mannish fragrance with a light Verbena scent.

The packaging is just as distinctive as the products and the name. Black bottles flecked with gold, decorated with a gold shield on the face and topped with a gold cap contain Black Knight while similar white bottles also flecked with gold contain White Knight. Sets of three products rest in a deluxe black or white leather box. The single bottles are packaged—the White Knight in black boxes with white covers and the Black Knight in white boxes with black covers. Other sets contain combinations of two of the products: White Knight in a white leather box lined with blue velvet; Black Knight in a black leather box lined with red velvet. These deluxe boxes have a center compartment for studs, cuff links and other jewelry.

The entire line is characterized by conservative elegance that is sure to appeal to the fastidious male and to the lady who buys for him.

BREAD PANS

Plain finished aluminum pans are said to be best for baking bread. Seasoned (darkened) tin pans and glass pans are equally satisfactory. Recipes suggest that oven temperature be reduced 25 degrees if glass pans are used, to prevent the formation of a thick crust. Glass absorbs heat readily and holds it. Choose pans with straight sides as possible.

"No thanks, Lady. Those aren't SANTIAM BLUE LAKE STRINGLESS GREEN BEANS!"



STRAIGHT-STRINGLESS
ALL MEAT
TENDER GREEN BEANS

ORIENTAL PICNIC

Picnics are fun no matter how many ants invade the salt or what falls into the mustard, but comes the day when even the hardiest soul is driven indoors by the wind and the wet and maybe a snowflake. Now there's a trend toward the indoor picnic, now it seems, the fireplace will succeed the bonfire.

One of the great assets of a picnic party is that everybody expects it to be casual and no one will be too surprised if you serve up an unboiled egg... but because nothing is "expected" you'll be able to deliver some wonderful picnic surprises without looking as though you had been baked with the casserole.

There are dozens of indoor picnic-without-panic ideas that could make you chief chef in the Ha-Ha wigwam. They can be elegant or hobo-party or pedestrian. A little thinking—a little imagination and you can feed an army of friends or relatives without fuss or froth. Here's an idea for a Chinese Indoor Picnic that might help you set up a whole new cooking dynasty... Chinese Lobster Rolls, Fortune Cookies, Eggs Shanghai and ever 10-calorie Coke.

CHINESE LOBSTER ROLLS

2 tablespoons salad oil
1 onion, thinly sliced
1 cup thinly sliced celery
1/2 cup cooked mushrooms
1 can (No. 2) bean sprouts, drained thoroughly
1 tablespoon soy sauce
1 can (6 1/2 oz.) lobster meat or shrimp
8 frankfurter rolls
Salt and pepper to taste

Heat oil in a skillet. Add onion and celery and cook three minutes.

UNBAKED BREAD

Unbaked yeast dough can be frozen, but it should be stored up to one week only. After the rolls are shaped, place on a baking sheet, grease well and freeze on the baking sheet. Package after they have been frozen for a few hours unwrapped. When ready to use, unwrap and leave rolls or bread at room temperature until doubled in bulk. Bake as fresh rolls or bread.

Add mushrooms, bean sprouts, soy sauce—heat thoroughly. Add lobster meat. Place between hot frankfurter rolls. Serve with chutney sauce or relish. Serves six.

FORTUNE COOKIES

1 1/4 cups butter
1 cup sugar
2 eggs
3 1/2 cups flour
1/2 teaspoon almond extract
Cream butter and sugar until light and fluffy. Beat in eggs one at a time. Gradually beat in flour. Add almond extract. Put into a cookie press using the star disc. Force on ungreased baking sheets into a swirl. Lift center of cookie dough and tuck in fortunes, folded in foil strips. Bake in moderate hot oven (400 degrees) about eight minutes. Yield: four dozen.

EGGS SHANGHAI

6 hard-cooked eggs
5 tablespoons mayonnaise
1/4 teaspoon salt
1/4 teaspoon dry ginger
1/2 teaspoon soy sauce
Pimiento strips
Cut the hard-cooked eggs in halves, lengthwise. Remove yolks, force through a sieve. Beat in remaining ingredients. Stuff the egg whites with mixture. Chill. Serve garnished with strips of pimiento made into Chinese symbols.

CHILLED COKE

Yield: 12.
This is the ideal drink for the Chinese Indoor Picnic because phonetically translated from the Chinese, Coca-Cola means "make man mouth happy"... and what is happier on the tongue than the sparkling delicious taste of ice-cold Coke.

RYE BREAD

Rye flour contains no gluten as wheat flour does, so should be blended with some white flour, at least one part white to three of rye, when making home-made rye bread.



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GOLDEN FEATHER OLIVES No. 1 Tins **5 for \$1.00**



SWIRLY SOUP is fun at a Hula Hoop party. Planning a party for the youngsters is more fun for everyone if it is built around a specific theme. A Hula Hoop party, for instance, suggests many possibilities without any more fuss than usual. Stir a little cream on the surface of the soup to make "Swirly Soup." Cut the bread with a doughnut cutter for Loop-the-Loop sandwiches. A pastry tube will help decorate the sides of the Hoop-la cake.

Hula Hoop Party

Every children's party should have a theme—a theme that is current or, for some reason, an inspiration to start the fun rolling—as scores of youngsters on every city or urban block spin faster and faster, keeping the hula hoops in motion—a natural theme emerges. Of course, a Saturday afternoon hula hoop party—climaxing with swirl soup, loop-the-loop sandwiches and a hoop-la cake.

It could be lots of fun, with prizes for the most versatile hooper—the most enduring—the fastest, or just the most hooper—a masterful motion-filled production with the guests as performers. After all this activity, the junior acrobats will be hungry—time to serve them a mug of nice hot soup.

Swirl soup is one that is popular with the young set. Tomato soup is combined with cinnamon, and then crowned with a ringlet of cream. Other foods on the party menu continue to carry out the hoop theme and add up to just enough food to refresh youngsters at mid-afternoon—without spoiling supper.

SWIRLY SOUP
1 can (10 1/2 ounces) condensed tomato soup
1 soup can milk
Dash ground cinnamon
Light cream
In saucepan, combine soup, milk and cinnamon. Heat, stirring now and then. Pour into cups or mugs; swirl a little cream into each. Makes 2 to 3 servings.

LOOP-THI-LOOP SANDWICHES
1 can (3 ounces) boned chicken, minced
4 strips crisp bacon, crumbled
4 tablespoons mayonnaise
Mixes easily mixed white bread

6 slices thinly sliced whole wheat bread
Mix first 3 ingredients well. Spread mixture on three circles of whole wheat bread and 3 circles of white bread, cut with 3-inch cookie cutter. Top with circles of contrasting bread that have been cut with 3-inch doughnut cutter so filling shows through center to give hoop appearance. Makes 6 sandwiches.

HOOP-LA CAKE
Use your favorite cake mix to make an 8-inch layer cake. Frost top and sides with a white fluffy type frosting mix, saving 1/4 cup frosting for hula hoop design on sides of cake.

To 1/2 cup frosting, add 1/4 cup confectioners' sugar and mix well. To make multi-colored hoops, divide frosting into 4 custard cups; add a few drops of food color to each cup, varying the colors. Using pastry tube, form overlapping circles around sides of cake.

FLOUR SIFTING
Sift flour as you use it. Don't shake or tap the cup while you are measuring flour. Pile the flour lightly into the cup. Level off excess flour with a straight-edge knife or spatula.

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