



NEW LABELS and wide variety sparks the line of Kraft Foods salad dressings. Bob Van Laningham, Kraft sales representative, brought in the line-up shown here and the pic-

ture was taken in the Herald and News office. New style bottles make the line uniform and the clear glass makes the contents attractive and easy to select the desired dressing.

TONI

Whether you are a regular home permanent waver or only an occasional user, chances are you fess and fret about the nuisance and messiness of the neutralizing step.

In a continuing study of women's attitudes toward home permanent, the Toni Company found that complaints about the neutralizing procedure outnumbered all others.

But because neutralizing is the important step in permanent waving that stops the action of the waving lotion and locks in the wave, most of us just endured the necessary mixing, pouring, dabbing and dripping. Equipped with a measuring cup, a quart bottle or bowl, cotton, sponge or applicator, several bath towels, a spoon or stick for stirring and a quart of warm water in which to dissolve the neutralizing powder, we mixed and stirred, then saturated each wavy curl. After removing the curlers, we poured the balance of the solution all over our heads and all over ourselves as well.

Now it's good-bye to all that, thanks to Toni's new no-mix, no-mess neutralizer. The liquid creme neutralizer is rich in new conditioning ingredients. There are just four ounces of creamy concentrated neutralizer in a small plastic applicator bottle. This does what pints and quarts of neutralizer used to do. Snip off the tip and squeeze a few drops on each curl, using about half the bottle. After unwinding the curls, squeeze on the remainder and the neutralizing step is complete.

For your next permanent wave, and it should be marked on your beauty calendar now, try the new Toni kit with no-mix neutralizer.



NEW TONI kit features a no-mix liquid creme neutralizer in a small plastic applicator bottle, adding to the convenience of your Toni home permanent.

SEVEN DRESSINGS

Kraft Foods, which recently redesigned its Kraft Oil packaging and labels, has extended its repackaging and relabeling to include its line of salad dressings.

The line includes Casino dressing, spicy French dressing touched with garlic; Kraft Italian dressing, vividly seasoned, spiked with garlic; Kraft French dressing, creamy thick and mild flavored; Kraft Oil and Vinegar dressing, a mild, herb, French dressing with no garlic in the seasoning; Catalina dressing, a spicy-sweet French dressing; Low Calorie dressing, containing only 3.3 calories per teaspoonful; Miracle French dressing, lively with onion and garlic.

The new bottles contain eight fluid ounces and the new labels are shiny, metallic paper, each different from the others. Shake well and serve on your favorite salad combination or greens and vegetables.

COFFEE STAINS
To get rid of coffee stains on cups, add a teaspoon of bleach to the detergent you use in washing dishes. It will cause the stain to disappear but won't affect your silverware.

FITTED SLACKS
The gal who wears slacks should have them neatly fitted. Stores carry the proportioned slacks with tapered leg. There's a size for everyone without alteration.

make a Party Pretty Rainbow Cake!

Pretty, new, easy-do idea for a cake that "makes" a party! And it's the rainbow that makes the cake—so easy with colorful, sparkling Crescent Sprinx. Special, new, "sky-dome" shape is easy, too. Just follow the recipe. Get the recipe at your favorite store now.



Make any shade with combinations of Crescent's four basic Food Colors, handy, drop-at-a-time tube.

Sprinx come in six sparkling colors, sprinker top for easy application.

Crescent Vanilla is true vanilla, with deep, delicate flavor that won't bake or freeze out.



SUN FUN

The warning to watch out for too much sun at one time is being sounded again.

If you are going to the coast for a few days vacation, remember you've been having cold weather here and don't overdo the sunning at the start.

Germaine Montell's Pour Le Soleil, a coffee-colored jelly that promotes an even tan is a good preventive for sunburn. Special lubricants keep the skin soft and smooth while tanning.

Pour Le Soleil is highly recommended for the entire family. Take a tube along on those Sunday's in the boat on Upper Klamath Lake and use it freely while getting your early tan in the backyard.

Experience in our high desert country tells us we'll have spring someday. Just take the sunning a



A BIG HAT in the sun is fun but you get just as much protection from Germaine Montell's wonderful Pour Le Soleil. Big hat shown is by William J., New York City.

little easy to start with when summer finally bursts upon us. Sunburn is not only painful but peeling is pretty unsightly.

EXCELLENT SEASONING
NEW YORK (UPI)—Dehydrated onion soup is excellent seasoning for stews, ground beef, and other dishes.

PEANUT - CRANBERRY
Mix 1/2 cup peanut butter with 1/2 cup cranberry sauce. Mix lightly and spread on raisin bread.

PEANUT - BANANA
Spread bread with crunchy peanut butter, then slice bananas over it.



Vote for a recipe...

win a G-E Kitchen!



Nothing to write
...no recipes to
send in. It's a
drawing with 2,025
General Electric Prizes



Help us pick the favorite Grand Prize winning recipe from the past 10 Bake-Offs. You'll find the entry blanks, rules and recipes at your grocer's now in specially-marked sacks of Pillsbury's BEST Flour.

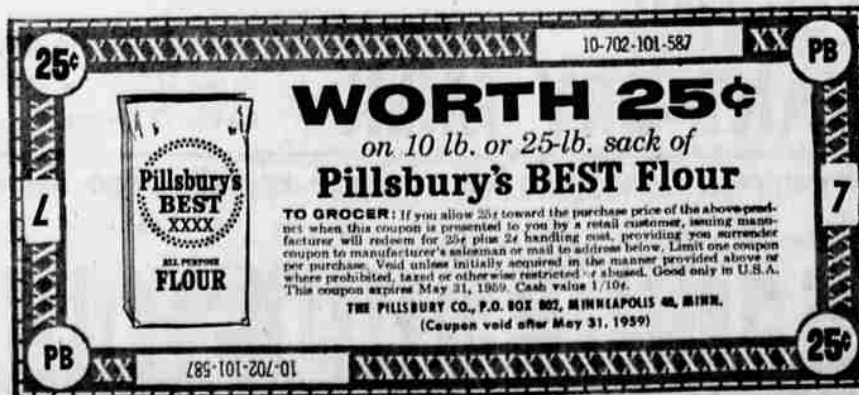
To help you try these 10 Grand Prize winning recipes, and enter the contest, here's...

25¢ OFF

with coupon below on 10 lb. or 25 lb. sack of

Pillsbury's BEST Flour

Hurry! Contest closes May 31!



Make your home a Window-Wonderland...with new PINK CLEAREX and lint-free ZEE TOWELS!

We haven't taken all the work out of window-washing. But you will find it's easier and faster than ever before—with this new wonder-working Clean-Up Team: Pink Clearex Window Spray and lint-free Zee Towels.

Here's how easy: Start with Pink Clearex with its new sprayer top. Press down and presto! dirt and grease dissolve right before your eyes. Best of all, Clearex never streaks and you need just one application! Next, zip off a Zee Towel and wipe off the film. Then—and here's the secret to the gleamin'est windows ever—polish with a second towel. These thoughtful Zee Towels never leave a shred of evidence behind—they've given up lint forever! Zippy Zee, your windows will be spanking clean. You'll have a real Window-Wonderland—thanks to Clearex, you and Zee!



PICK UP THIS WINDOW GLEAM-UP TEAM TODAY!