

Eyes Right

"Our eyes are never still" reminds Charles of the Ritz. When awake they're blinking two to ten times a second; when asleep they move vertically or horizontally depending on the scene in the dream; when reading they scan the page in short jumps on an average of 250 words per minute, and while watching TV they're constantly on the move.

"It's no wonder then that the eyes are the first to show signs of fatigue and strain. If this is one of the causes of those fine lines that etch around the eyes, get busy with the most concentrated eye oil imaginable to help stave off deeper and more lasting traces. Charles of the Ritz has just such a modern remedy in their new Eye Oil Concentrate which has a combined formulation of active ingredients to give a balanced diet of lubrication designed just for the sensitive skin surrounding the eyes. For it is here that the skin is thinner than on any other part of the face. That is why it requires a special type of lubrication than one used on the face and neck where the skin is heavier. In Eye Oil Concentrate, the lubricating oils are designed to penetrate quickly and completely with little or no massage, eliminating unnecessary handling of the delicate skin. This is good news for mature skins whose youthful elasticity has disappeared and whose skin requires the gentlest type of treatment at all times.

Just fingerprint a few drops on the upper and lower lids and see how its penetrating, rich goodness immediately disappears leaving no oily film to seep into eyes or smear glass lenses. Since it's transparent and doesn't show, it may be worn both day and night to give 24-hour protection from drying sun, wind and steam-heated rooms. By keeping the eye area well-lubricated at all times, it provides a "shock absorber" against fatigue or expression lines that have a way of becoming permanent fixtures on a dry, taut skin. Just a few of these concentrated drops glided over and under the lids, "morn and night is your insurance of a smoother, ageless outlook now and in the future.

GOOD LAUNDRY PRACTICE

Closing fasteners and zippers will help to keep clothes in shape and wearable for many extra trips to the laundry. Pretreat stains and heavily soiled collars and cuffs with a detergent paste to aid your automatic washer. To keep ties, belts and apron strings from tangling, tie them in loose knots.

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SANDWICHES

Sandwiches always hit the spot. They are a great American institution. It's the fascinating variety sandwiches afford that makes them popular the year around. "Special Egg Sandwiches" offer more than average taste appeal and palatability. It's the slices of velvety Calavo avocado that give exceptional enjoyment. The semitropical fruit introduces a richness and flavor that can not be duplicated.

SPECIAL EGG SANDWICHES

1 medium size Calavo avocado
Salt
4 hard-cooked eggs
1-3 cup mayonnaise
1/4 teaspoon salt
1/4 teaspoon curry powder
Dash black pepper
12 slices buttered bread

To prepare avocado, cut into halves lengthwise, remove seed and skin and cut into thin lengthwise slices. Sprinkle with salt. Chop eggs, blend with mayonnaise and seasonings. Spread egg mixture on slices of buttered bread. Place avocado slices over egg, and top with remaining slices of bread.

CLEAN WOOLEN FIRST

In storing winter clothing for the summer, the first step is to clean all woolen clothing and blankets. If woolen are washed be sure to use a moth-repellent product in the rinse. Clean the closet thoroughly and mop the floor with turpentine, then spray the entire area with a moth repellent product. Try to place all woolen things in a closet that will not be used at all during the summer. Then seal off the closet with cellophane tape, being sure not to forget the keyhole.

Spanish Rice Mix

Minute Rice is now available as Minute Spanish Rice Mix.

Bring 2 cups of canned tomatoes and 1 1/4 cups of water to a boil (or you can use 1 cup, an 8-ounce can, of tomato sauce and 2 cups of water). Remove from heat. Stir in contents of Minute Spanish Rice Mix and 2 tablespoons of butter. Mix well to blend all seasonings. Cover and let stand 20 minutes. Then fluff with a fork. If desired, sprinkle with 1/2 cup grated cheese before serving. Makes 4 to 6 servings.

There are many variations. For Beef Spanish Rice, saute 1/2 to 1 pound of ground beef, seasoned with salt and pepper, in a large skillet. Then add the 2 cups of canned tomatoes and 1 1/4 cups water as in the basic recipe. Cover the skillet while mixture comes to a boil. Remove from heat, add contents of the package of mix; stir, cover for 20 minutes and it is ready to serve.

The Spanish Rice Mix can be used as a casserole dish with vegetables added for a one-dish meal, or it can be topped with chopped crisp bacon or mushrooms can be added.

The mix can be used for stuffing bell peppers, but the Beef Spanish Rice makes the best combination for stuffed peppers. Or, the dish can be cooked in the oven instead of top of stove.

It will work as a camp dish, cooked over the camp stove or in a Dutch oven.

DO IT RIGHT

When storing woolen garments for the summer, the container with the moth preventatives should be placed at the top of the bag or closet so vapors will filter down through garments.

Scotch Toffee



New Scotch Toffee Ice Cream just makes you want to taste and taste and taste! The toffee is made the old-fashioned way, with real butter. The ice cream is studded with toasted pecans... blended in an ice cream of rich, buttery butterscotch. Buy it by the half gallon!



M. J. B. RICE has a new family size containing 42 ounces. The regular size contains 28 ounces. The new package is shown here between two packages of M. J. B. Quick Rice, the quick-cooking long grain white rice with the home-cooked flavor. For four cups of the quick-cooking rice, you use only 1 cup of M. J. B. Quick Rice and 1 1/4 cups of boiling water. Not shown is M. J. B. Quick Brown Rice.

M.J.B. QUICK RICES

Here are some new recipes from M.J.B. for using the M.J.B. quick rices.

CREAMED AVOCADO

IN LEMON RICE RING

1 can (10 1/2 ounces) consommé
1/4 cup water
2 tablespoons each lemon juice and butter
1 teaspoon grated lemon rind
1 cup M.J.B. quick brown rice
4 hard cooked eggs, sliced
1 can cream of mushroom soup
1 tablespoon lemon juice
1 cup 1/2-inch cubed avocado

Combine first 4 ingredients; bring to a boil. Add rice. Cover,

lower heat and cook 15 minutes. Combine eggs, soup and heat. Pour lemon over avocado. When serving, fold in avocado. Reheat 2 minutes. Serve in center of rice mold. Serves 4.

MAIN DISH SALAD

1 cup M.J.B. quick brown rice
2 cups lettuce, cut bite size
1/4 cup each green onions, green pepper, radishes, chopped
raw tomato
1/4 teaspoon salt
1 cup each sour cream and cottage cheese
1/4 teaspoon salt
1/2 teaspoon dill or 1/4 cup bleu cheese

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REMEMBER THIS

Remember, if you are using paper bags for storing winter clothing during the summer months, the bags must be kept tightly

sealed and moth preventatives used. Bags should also be wide enough and long enough so that garments won't be crushed together.

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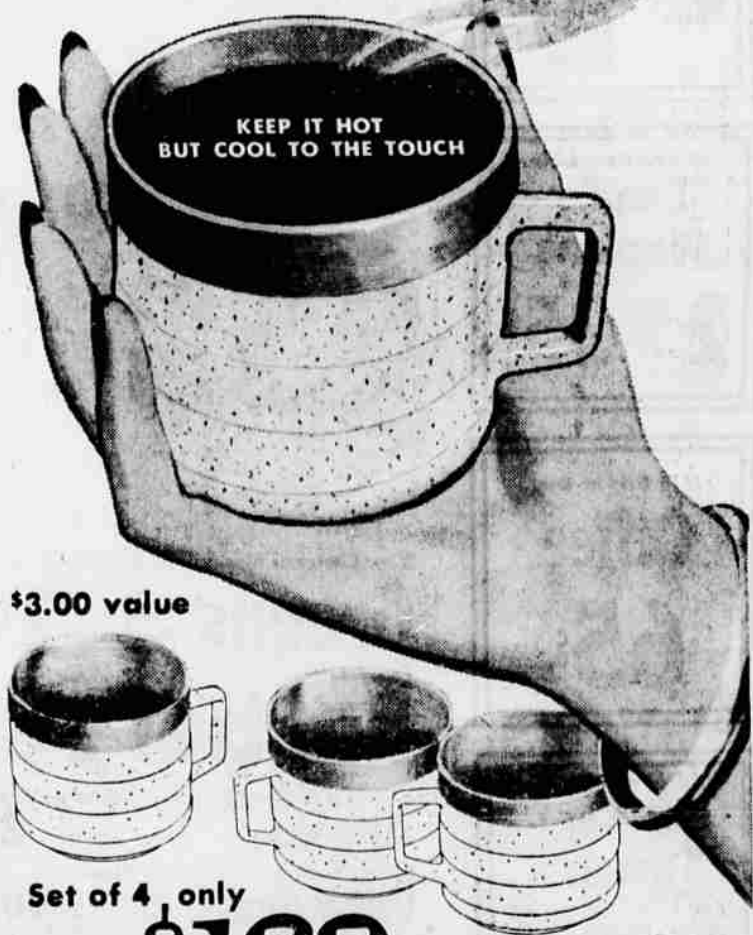
Cook rice as directed on package. Combine salad greens in small bowl. Combine last 4 ingredients for dressing. At serving time, put hot rice on top of salad, spoon on dressing. Serves 4.

DUST BEFORE DONNING

Rubber gloves go on easier if dusted inside with talcum. They come off easier if cool water is run in gloves until fingers are full.

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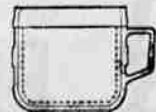
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