

SETTING THE PACE

Time was when it was acceptable for a woman to wear a simple high-heeled "opera" shoe with practically every fashion she owned—from her most distinguished town costume to her most casual sweater-and-skirt combination.

But there's a new cause and effect in current fashion: in both the clothes themselves and in the shoe fashions these clothes have inspired.

The cause: today's woman is a dynamic individual who does more, spends more, travels more, "lives" more than any woman in history. She's chauffeuring the youngsters, pursuing a career, off on country weekends, driving with the "top" down, popping in at the local art show, heading for the golf course, or dropping in at the neighbors for a friendly visit.

The effect: a revolutionary change in the character of her clothes to fit in with this busy active informal life she's leading. Clothes that are casual, but never careless... easy-mannered, but magnificently tailored fashions that graphically depict this modern tempo of America.

The new shoe styles by Golo Footwear clearly reflect this revolutionary new sportswear fashion trend. Golo's new galo collection, in particular is expressly "slanted" towards this new idea in sportswear... completely in accord with today's feeling of casual, carefree ease, in elegant style.

For example... "Alegro"... in a smooth leather-step-in with an intermediate stacked-heel and gleaming "nailheads" at the throat, is the very shoe for the eased suit or the perennial shortwaist. "Bravo"... a buckled leather flat with a firm grip on style, is strictly for coupling with fancy

BATH PERFUME

Vivid with flowers, clean with herbs, Royal Secret Bath Perfume is as rare a piece of perfumed elegance as you have yet encountered.

Germaine Monteil calls her new bath perfume "the loveliest perfume this side of heaven."

Royal Secret Bath Perfume brings to you the luxury of the oldest beauty ritual in the world. Use it as did the beauties of ancient Greece and Rome—as a body ointment to keep the skin satiny-smooth and supple. Your presence will be magically, enchantingly scented throughout the day.

For the most head-spinning effect, use immediately after the bath or shower to allow your still-warm skin to release the royal bouquet of scents in its rich, full-throated song.

You may also splash a few drops of Royal Secret into a running tub to perfume the water, the room, and you.

Royal Secret Bath Perfume is compounded of high-concentrate oils mellowed and fragrant with spices, herbs, flowers. Use it lavishly—joyously. It's the most luxurious, body fragrance in the world.



ROYAL SECRET Bath Perfume, by Germaine Monteil, is for those who love to feel pampered, beautiful and adored. It is the newest item in the lovely Germaine Monteil line.

CLEAN IT FIRST

Moths are not attracted to man-made fibers but they like certain types of soil. Even if a garment is stored in a closet, be sure to have it cleaned before storing.



A PEACHY PARTY

Slip this dessert into the oven just before you sit down to the dinner table then serve it warm and luscious at dessert time. Put six canned cling peach halves in a flat baking dish. Combine 1-3 cup each brown sugar and orange juice and boil three minutes until slightly thickened. Pour over peaches and top with coconut and marshmallows. Bake in moderate oven about 20 minutes.

KABOBS

You can delight children by serving a shish kabob dessert. Combine marshmallows, pineapple tidbits, and mandarin orange slices on a skewer. Top with a maraschino cherry. Serve cold or hot from the broiler.

OSBURN HOTEL
EUGENE, ORE.
Mrs. J. E. Carley—Joe Carley Jr.
Proprietors
Thoroughly Modern

THREE NEW STYLES in the Golo Gale Spring Collection are shown here. From top to bottom, Alegro, Bravo, Petite. They reflect the "vast changes taking place in the field of women's apparel" which is pointed out by Golo Footwear president, Arthur Samuels. The line is carried locally.

Straw Hat

With spring officially here, spring's very own fragrance is now in season—sunny, saucy Straw Hat, fashion's favorite spring tonic!

You'll love wearing Faberge's Straw Hat—it's the most flattering "hat" of all! This fresh crisp fragrance gives a flirty, frolicsome fillip to whatever you wear... adds a beautiful bit of sunshine to a rainy day! You go about in a positive glow of fragrance—a joy to yourself as well as those about you! And Straw Hat is so sparkling, so gay, so Faberge... such a wonderful way to lift your spirits, lighten and brighten your heart!

In famous Faberge fashion, Straw Hat is cheerily done up in real straw and orange polka-dot linen—spritely, smart, and spring all over! Faberge brings you Straw Hat in a most delightful choice of perfumes, colognes, bath powders... every sniff pure pleasure! Newest of all is the elegant slimmed Faberge perfume-filled purse applicator that lets you carry your sunshine with you. To round out your Straw Hat wardrobe, there's the beautiful new Bath Set of straw-hatted Cologne Extraordinaire with matching Bath Powder (it has a lush, downy-soft orange lamb's wool puff). For you spray fans, Faberge presents Straw Hat in a delicious polka-dot Cologne Spray that's as much fun as it is fashion.

A lovely lift, a charming gift—Straw Hat perfume by Faberge!

TROPICAL PANCAKES

To make this treat, use four cups of batter prepared from a favorite recipe or mix; add 1/2 cup of pineapple tidbits, drained, and peel (also 1/2 teaspoon grenadine syrup if desired). Serve with coconut syrup.

QUALITY
Monark Builtins
Cook Top and Oven
McCollum
HOME MART
2030 So. 6th TU 2-5885

ROBUST MEATLESS SAUCE

Burgundy wine gives robust flavor and rich color to meatless sauces so popular for Lenten use. Make your favorite spaghetti sauce omitting any meat called for, and use California Burgundy as part of the liquid. Add extra seasoning in the form of onion, green pepper and a few herbs. Sprinkle the "sauced" spaghetti generously with grated cheese. Serve, of course, with Burgundy as a beverage.

A PEACH OF A SALAD

Keep on hand the makings of everyone's favorite salad—sunny canned cling peaches and snowy cottage cheese. Heap cheese into bright peach cups and drizzle with lemon juice-honey dressing. Mold canned cling peach slices and cottage cheese in gay red gelatin to please small-try appetites, make spring-flower dinner salads by arranging peach slices petal-fashion around spoonful of cottage cheese.

DOUBLE DUTY FRUIT SALAD
Serve a rich fruit salad for dinner, and you can skip dessert. Mix cut or miniature marshmallows, commercial sour cream, well drained canned fruit cocktail and a dash of lemon juice; let mellow in the refrigerator an hour or two or overnight. Just before serving, sprinkle with coconut flakes or roasted almond slivers.

TRY WALDORF

Waldorf Salad is composed of diced apple and celery plus mayonnaise. If you want to ring a change, use finocchio instead of the celery. Use the bulbous part of finocchio, slicing it as you would celery; the frond-like leaves may be used as a garnish.

OPEN LETTER

from

K-LAD MANAGEMENT

I understand that the K-LAD Disc Jockeys, Bob Scott, Bob Clark, Fritz Egger, and Lee Craig have conspired with a number of K-LAD advertisers, and are planning actions, sounds, noises, contests, music, etc. on K-LAD Friday, April Fool's Day which are not in keeping with the good practices code of Radio Broadcasting.

To some extent the disc jockeys can be controlled. The advertisers, however, cannot. Therefore, I wish to make it very clear that I will be responsible in no way for what you will hear on K-LAD Friday. I only hope that things will return to normal on Saturday.

GENE RIESEN
General Manager
RADIO STATION K-LAD

P.S. — Applications now being taken for experienced radio announcers.

5 NEW CAT FOODS

made to pamper your cat



Five completely new cat foods... Kidney 'n Meat, Liver 'n Meat, Chicken, Meaty Mix and Chopped Fish. They're not just flavors they're the real thing. These five Dr. Ross products have been pre-tested and chosen by cats themselves to be their favorite diet. Rotate these five favorites and your cat will never tire of his diet. Yes, they're made to pamper your cat and come in the popular one-time feeding size, too.

Dr. Ross'

the West's largest selling quality pet foods!

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Include any 4 labels from the new Dr. Ross' 6 oz. cat foods you have purchased and you will receive a coupon good for 4 FREE CANS (your choice) of any of the 5 new Dr. Ross' cat foods. This coupon not redeemable at your grocer.

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For your cat's comfort... absorbs and deodorizes... disposable, too.

SANO-DRY

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ROSS FOOD CO.

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