

Charlotte News Weekly GROCERY NEWS

And Recipes

By Betty Boyer

Housewives with experience behind them know they should always keep a box of saltines handy . . . ready to use when unexpected guests arrive and for the children's snacks.

STREITMANN'S ZESTA CRACKERS (saltines) are truly the saltine with a flavor. There just isn't another saltine that compares with ZESTA CRACKERS. Saltines may look alike but they sure don't taste alike. ZESTAS prove it and so can you. Compare ZESTA CRACKERS with any other saltine and you'll agree that ZESTA is the saltine with a flavor. ZESTA CRACKERS are baked daily . . . assuring you of really fresh saltines whenever you purchase them.

And here's another treat from **STREITMANN'S**, it's called **CINAMON CRISP**. This new delicacy is actually everything you like baked into one delicious treat. It's a cookie, a cracker, a breakfast cereal. It's a flavor combination you'll never forget. Better get acquainted with CINAMON CRISP right away. There's nothing like it . . . anywhere!

Your grocer has these fine products on his shelves . . . look for them. Remember this: "No one thinks more of your eating pleasure . . . more often . . . than STREITMANN'S."



(News Staff Photo by Tom Franklin—Martin)
PARTY-PRÉTY is the long-dorso gown—a Will Steinman original of acetate taffeta lavender and pink (left) worn by Miss Dollie Smith, from Ivey's.
A **SHEATH** dress and coat designed by Claudia Young of Columbia (celanese acetate and cotton broadie (right)) is modeled by Mrs. Barbara Helton. With it she wears a long-haired beaver hat. Dress and accessories from The Vogue.

For Pre-Holiday Wear

'The Opulent Look' Sets Fashion Pace

By MARIE ADAMS
Mildly's day around the city — was enacted yesterday afternoon with costumes modeled for each occasion at the Celanese Corporation of America office building. The fashion show was presented in honor of the visiting members of the auxiliary to the Southern Society of Orlonists meeting in town this week.

"The Opulent Look" being accentuated this fall, appeared in everything from lounging pajamas and robes for early morning on through a day of shopping, luncheon, club affairs, afternoon tea, cocktail party and formal holiday dance.

Miss Jean Meek, regional merchandising coordinator for the Southeastern area, was the commentator and was introduced by Chester Woodhead.

All the new fabrics of Celanese acetate blended with cotton and rayon as well as a heavy delustrated acetate satin and Celanese taffeta, were featured together with the new triacetate, Arne.

Black and brown was seen as a combination trend, but perennial black, especially speared clear bright colors was still in the running.

Two-pieces were numerous



(News Staff Photo by Tom Franklin—Martin)
"AQUATOGS" are just what the name implies—and they can be very charming. Here we have (right) Miss Elizabeth Neely wearing a beige raincoat with an insulated lining of Celanese acetate giving her weather protection for all seasons. Dress and hat are from Ellrod's.

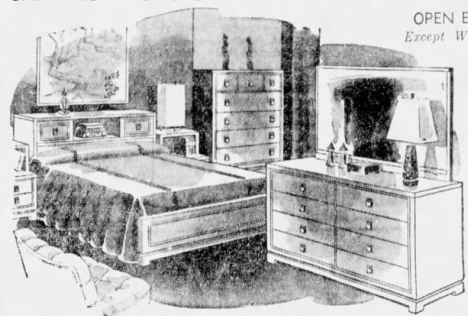
A **ROSEWEE** suit (left) is worn by Mrs. Barbara Mills. It is a two-piece of black Malibon Arnel and rayon, which resists glazing, retains pleats and is crease-resistant. Both suit and accessories from Bell's.

3 DAYS ONLY

E. O. M. CLEARANCE

SAMPLES -- ONE OF A KIND -- CLOSEOUTS -- ODDS and ENDS

OPEN EVENINGS TILL 8:30
Except Wednesdays and Saturdays



- 49.50 TAFFY MAHY TWIN BED**—SAVE 20.00
Priced to clear. Taffy mahogany light finish. Modern lines. Only one to sell. **29.50**
- 129.50 MAHY CHEST ON CHEST**—SAVE 50.00
A big value. Plenty of drawer space. This group has been discontinued and we want the space. **79.50**
- 144.50 BLONDE BAR BED AND CHEST**—SAVE 35.00
See these smart pieces in beautiful taffy mahogany—large chest and bar bed greatly reduced. **109.50**
- 149.50 TURQUOISE MODERN GROUP**—SAVE 20.00
So you want modern furniture. Here it is and at a new low, low price. See it. Double dresser, mirror, panel bed. **129.50**
- 169.50 18TH CENTURY MAHOGANY GROUP**—SAVE 21.00
24 inch double dressers, framed plate glass mirror, sturdy panel bed specially priced to clear. **148.50**
- 199.50 PINK MODERN GROUP**—SAVE 20.00
Smart new and only one suite to sell. The factory says slow shipments. We need the space. **179.50**

APPLIANCES

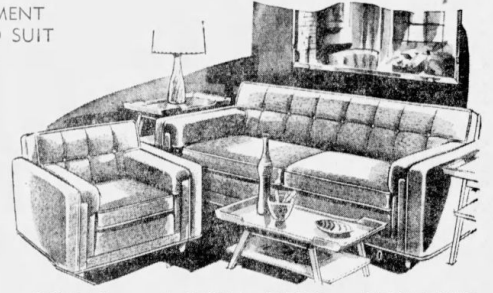
- 99.50 IRONER**
Ther famous electric floor Down Rotary Ironer. **49.50**
- USED REFRIGERATOR**
Several styles and makes in this price group. **59.50**
- 179.50 BENDIX WASHER**
New. Fully guaranteed. Fully guaranteed. **129.50**
- 289.50 MOTOROLA**
Cabinet. Motorola 21 inch screen. Mahogany cabinet. **249.50**
- 319.50 RCA VICTOR**
82 channel set. Brand new. Fully guaranteed. Priced to sell. **299.50**
- 199.50 "40" RANGE**
Save \$30.00 on this special Refrigerator range. All porcelain. **169.50**
- 229.50 AUTO. WASHER**
In n d i x Automatic Washer — extra special price. **199.95**
- 154.50 52-GAL. HEATER**
A big 2-0nt water heater. **129.50**

TERMS

BUDGET PAYMENT ARRANGED TO SUIT

ODDS and ENDS

- 69.50 COL. ROCKERS**
Solid mahogany frames, a smart contemporary top covers. **49.50**
- 79.50 PLT. ROCKERS**
Several fine rockers reduced for quick sale. **39.50**
- 49.50 HOST CHAIRS**
Limited number to have a smart contemporary look. Best retail. Spring up to \$225. Priced to sell. **29.50**
- 129.50 TUB CHAIR**
Custom built tub chair on rollers. In use order. **79.50**
- 29.50 ODD BEDS**
Staple (finish, 2 styles, double size, priced to clear. **19.50**
- 27" THROW RUGS**
Discontinued 27" x 34 rug samples. Values up to \$225. Priced to sell. **4.95**
- 49.50 MATTRESS**
Here's a great mattress built for sound sleep and long life by Simmons. **39.85**
- 98.50 5-PC DINETTE**
Tubular steel and upholstered in blue, white and tan. **69.50**



SOFAS and SOFA BEDS -- REDUCED

- 119.50 SIMMONS SOFA BED, FLAT TOP**—SAVE 30.00
New flat top construction guarantees comfort sleeping or sitting. Closed to view. **89.50**
- 119.50 MAPLE RUBBERIZED SOFA BED**—SAVE 30.00
For your den. Smart sturdy maple sofa bed with rubberized hair filling. Early American print cover. **89.50**
- 189.50 CUSTOM BUILT LAWSON SOFA**—SAVE 30.00
Here's your chance to buy a good custom built Lawson sofa at a very special price. See it today. **159.50**
- 209.50 SOLID OAK and RUBBER SOFA**—SAVE 50.00
Here's a good buy for den or living room, solid oak frame, foam rubber reversible zigzagged cushions. **159.50**
- 229.50 MODERN FOAM RUBBER SOFA**—SAVE 40.00
This is a sensational value. Modern styling by a famous factory — foam rubber cushions, zippered covers, charcoal tufted cover. **189.50**
- 249.50 TUFTED BACK TURQUOISE SOFA**—SAVE 50.00
A beautiful new sofa in turquoise cover in foam rubber. Here's a extra special value. **199.95**

SAMPLE RUGS -- CLOSEOUT

- 96.00 NYLON-RAYON 9x12 RUG**
We are offering a very special price on these nylon-durylon rugs, green, tan, beige. **71.50**
- 86.50 LOOP COTTON 9x12 RUG**
Odd sizes and colors every one reduced to clear. **49.50**
- 96.50 CUT PILE COTTON 9x12**
Several styles and colors to choose from. Every one sold, as is, is a bargain. **59.50**
- 134.50 WOOL RUG 9x12**
Broadloom. Popular colors, end of roll. Priced to clear. **94.50**

Weathers
FURNITURE COMPANY
1719 South Boulevard • Ph. FR 5-5523

Key Noodle and Beef Casserole

Place 3 cups cooked, drained noodles in oiled quart casserole. Sprinkle with salt, pepper, paprika and 2 teaspoons poppy seed (optional). Cover with 1 can KREY BEEF and GRAVY. Bake in 350° F. (moderate) oven for 20 to 25 minutes. Serves 4.

The NEW SWIFT'S JEWEL SHORTENING

Now combines the best baking and the best frying shortenings to bring you the first truly all-purpose shortening. JEWEL'S new patented process called CMA does what shortening people have long striven to accomplish — successfully blends the best baking shortening with the best frying shortening to give you better baking results — richer cakes, flakier piecrusts — and a margin of smokeless frying unequalled by ordinary all-purpose shortening.

JEWEL "smokeless" frying is your guarantee of delicious food — always digestible. A smoking shortening ruins food because smoke means the shortening is decomposing into acids that make food bitter-tasting, hard to digest. No such worry with JEWEL. It's made of the best frying shortening . . . guaranteed smokeless even at 50F above frying temperature.

Try JEWEL SHORTENING right away . . . so good, yet costs less than other leading shortenings. JEWEL SHORTENING is made right here in the South by SWIFT to serve your family better. You'll find JEWEL SHORTENING at your grocer's, ask him for it!

You women who want to serve easy meals you can be proud of . . . just try on KREY BEEF and GRAVY.

tender lean beef slices in natural brown gravy that are already cooked and ready to heat. And remember that KREY BEEF and GRAVY makes easy can't-miss main dishes at surprising low cost!

This is the modern way to serve up an old-time favorite! Lean, pink, beef, hearty, nourishing natural brown gravy, simmerin' good! Real man's fare . . . cooked for you the special KREY way. And all ready to heat! Ready to make easy meals you'll bring on with pride.

Spread KREY BEEF and GRAVY on a bed of rice . . . or on mashed potatoes. Caserole it with macaroni. Toss it with white bread in an easier than ever hot roast beef sandwich. You'll find dozens of thrifty ways to fix KREY easy meals.

Next time you shop, lift several cans of the shelf. Make it one beef and gravy, one pork and gravy for still greater menu variety. Just make sure you take home KREY. Your grocer has these time products for you.

Angel Ginger Cake

- 1 cup enriched flour
- 1 cup sugar
- 1 teaspoon cinnamon
- 1 teaspoon ginger
- 1 teaspoon salt
- 1 cup lard
- 1 cup molasses
- 1 egg
- 1/2 cup boiling water

Grease 8-inch round cake pan. Sift flour, cinnamon, ginger and salt together. Cream lard, sugar and molasses. Add egg, beat. Add dry ingredients, mix thoroughly. Dissolve soda in boiling water, add to cake mixture and whip very well. Pour into cake pan and bake in moderate oven (350° F.) for 20 to 25 minutes. 6 to 8 servings.

Save On Your Food Bill Every Day

By Reading The Food Ads In The Charlotte News

Woman's Club Hears Talk By Dr. Elton Trueblood

Dr. Elton Trueblood, well-known international religious leader, was guest speaker at the monthly meeting of the Charlotte Woman's Club today. The October meeting, usually held on Wednesdays, was moved up on account of Dr. Trueblood's schedule. The speaker told of the Voice of America program, of which he is religious advisor.

The luncheon was preceded by an informal reception honoring the speaker, who arrived by plane from Washington and came directly to the clubhouse. Guests were greeted by Mrs. Pete Martin, Mrs. Fred Beaty and Mrs. T. O. Curlee.

In the receiving line were Mrs. Fatsy Harry Goodwin, Dr. Trueblood, Mayor Philip Van Evert, Mrs. W. E. Meares, Judge John J. Parker, Mrs. Charles W. Tillett, the Rev. Howard Chadwick and Mrs. Frank W. Orr.

Mrs. Gouin, club president conducted the business session and Mrs. A. B. Justice gave the invocation, using the Prayer of The United Nations. Mrs. J. A. Graney led the salute to the flag.

A vocal solo was given by Mr. Howard Chadwick, pastor of Westminster Presbyterian Church, accompanied by Mrs. Frank W. Orr, pianist.

The United Nations colors of blue and white were observed in the table decorations and throughout the clubhouse. On the speakers' table an arrangement of blue and white flowers was presented with United Nations flags and as a centerpiece a lighted globe and open Bible and a microphone, symbolic of Dr. Trueblood's international activities.

The benediction was pronounced by Dr. J. Lowthion, pastor of the First Presbyterian Church.

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LAY-AWAY PLAN
One Dollar Down—and Small
Weekly Payments

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120 E. TRADE ST.

Raidcliffe's Flowers
"Brighten the Hours!"
421 S. Tryon Phone ED 2-1789

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