... from the Woman's Angle

Fashion Trends

by Freddye S. Henderson

THE SIREN LOOK — APPROACH WITH CAUTION

The fashion industry in its endless quest to make women dissatisfied with their present wardrobe comes up from time to time with a featured look. There has been the "New look," the "Misty look," the "Little-miss look," and now this fall, the "Siren look."

Now, the siren look has its advantages, chief among which is the fact that it invariably attracts attention — particularly masculine attention. Unfortunately, the wolf's whistle can not be depended upon as a barometer of good taste in the matter of looking or not looking like a siren, a woman has to be her own best judge.

The siren look means just what it says — to look like a siren. In other words to look alluring, tempting and enticing. The sag clothes look SHOULD that suggests not only certain types of clothes (or the absence of them) but it also suggests certain physical attributes.

The siren look is sleek and sinuous. To achieve it means the wearing of sexy sheathlike, so-sanitized, overfitted, satiny or otherwise glitter gowns, referred to as the high style fashion writers as "exotic trippers."

What the dress seems to lack in fancy, the accessories seem to take on in the form of milk, for earrings are large and massive, or long and dangling, the gloves long as though trying to compensate in modesty for the extreme lack of it in the cut of the gown.

The shoes are likely to be just a series of straps that twine provocatively around the ankle and calf.

Obviously this type regalia was not meant for the average American woman who stands around five feet three inches and weighs 130 pounds. (What fashions were?) Unless you are tall, thin but yet voluptuous, and move with the grace of a panther, then you had best forget about the siren look, and just be content to be your own sweet charming self until the fashion experts see fit to publicize the "Wholesome look" or some other type less rigid in physical specifications.

—BFC—

Value of North Carolina farmland in 1952 has been estimated at an average of $121.93 per acre, the highest in the United States.

While tomato varieties resistant to fusarium wilt have been developed and are marketed, there are no commercial varieties with resistance to bacterial wilt.

POTATOES are a versatile food, but few people have heard of them served stewed! Melt 4 tablespoons of butter into a skillet, add 6 potatoes, peeled and sliced, then 1½ cups milk and salt and pepper to taste. Cook, covered, slowly, until potatoes are tender.

Sliced orange garnish makes good eating with lamb. Sprinkle them with brown sugar, dot with butter and dust lightly with curry powder and broil.

When next you make cream puffs or eclairs, add some finely sieved banana to the vanilla cream filling. This gives you a novel flavor treat.

Sweeten your next batch of applesauce with maple sugar or syrup and serve with cornmeal griddle cakes. You'll like strips of bacon to go along with these.

Chocolate and orange are unusual but welcome team mates. For your next chocolate cake, chocolate-frosted, grate some orange rind on top and listen to the call for second helpings.

In place of parsley as a garnish, use the parsley in the food prepared and see how much zest it adds to simple dishes. Chop it fine for hamburgers, salad dressings or biscuits.

Shrimp a la king can be prepared the same way as you do the famous chicken dish of the same name. Serve on a bed of well-seasoned peas, or, if desired, on a bed of rice mixed with peas.

Lime frosting on a white cake does wonders in color and taste appeal. Use a package of cream cheese (3 ounces), 2½ cups confectioners' sugar, and 1 tablespoon lime juice. If you like, add 2 teaspoons grated lime rind and mix until smooth.

RECIPE OF THE WEEK

Cranberry Ribbon Loaf

(Serves 8)

1 1-pound can whole cranberry sauce
2 tablespoons lemon juice
½ pint heavy cream, whipped
¼ cup confectioners' sugar
⅔ cup chopped nuts
½ cup crushed, drained pineapple

Combine cranberry sauce and lemon juice. Pour into refrigerator tray. Blend together remaining ingredients and place this over cranberry sauce. Freeze until firm. Serve in slices as salad or dessert.

this week's patterns...

BY AUDREY LANE

No. 3096 is cut in sizes 12 to 20; 36 to 44. Size 16, 3⅞ yds. 54-in.

No. 2811 is cut in sizes 1, 2, 3, 4. Size 2, hooded coat, 1¾ yds. 54-in. Dress, 1⅝ yds. 39-in. 1⅜ yds. ruffling.

Send 30c for EACH pattern with name, address, style number and size to AUDREY LANE BUREAU, Box 360, Madison Square Station, New York 10, N.Y. The new Fall-Winter Fashion Book shows 100 other styles. 25c extra.

The War Paint Problem

Hallowe'en marks the day that the children can get a greater variety and quantity of stuff on their faces than any other time of the year. Mother's problem is to remove Junior's war paint before his later-than-usual bedtime.

A solution of All-Purpose Surf, applied with wash rag or sponge will whisk away almost every type of "decoration" the little fellow can get on his face . . . and his delicate skin will remain baby-smooth.

A & P Slashes Price On Popular Seasonal Item

CHARLOTTE— Southern housewives were assured this week of at least one reduction in their Fall food budgets.

Officials of the Great Atlantic & Pacific Tea Company announced that the price of their 1952 June Parker fruit cakes would take a considerable drop this year "in spite of the increased cost of materials and labor."

The price reduction was made possible, they revealed because of the unprecedented demand in this part of the country for this particular item, one of the most popular of their seasonal offerings.

"We are going to be able to effect this price cut without any reduction in the quality of our best-seller fruit cakes" said P. M. Beale, Jr., of Charlotte, Southern Division Vice President in charge of A & P operations in this area. "As a result of this strong local demand, no added cost per unit production cost has been considerably lowered, and this savings is being passed on to the consumer."

This year's retail price on the five - pound cake, most popular of the three sizes distributed by the food chain, will be $3.69 as compared with $3.99 last year and $4.95 in 1950. Cost of the one and half-pound and three - pound packages will be reduced proportionately.

—BFC—

The 1952-53 supply of food commodities will be about 4 per cent smaller than in 1951-52.

...ng Their Way Thru College-O...

Dreams came true for 66 girls—all members of the biggest sorority without a college campus. Last week these members of Sigma Alpha Sigma—Midwest sorority for working girls only—took over the business, scenic and night life of New York City. On a sailor's holiday they observed careers in action of 100 food specialists in the General Foods Consumer Service Department kitchens at 250 Park Avenue. Typical of the group is Jeannette Gryzwana, (extreme left in the first row, top picture). Jeannette is a clerk in the advertising department of a national mail order house and had never been to New York before. Her SAS membership made it possible to have a week in New York with total train, hotel, food and expenses for around $150. Left middle picture shows Jeannette, Nancy Mulhull of Chicago and Donna Johnson of Racine, Wisconsin, learning all about recipe testing from Vera Swope, GF home economist. Right, Ginney Mahoney describes technology of jelly recipe testing to Jeannette and Nancy. The girls took part in the actual recipe testing of a new minute rice product, as seen in the bottom picture.

Sigma Alpha Sigma, or "the miracle of Jackson Boulevard" sprung from an idea of Muriel Davis (second from left in bottom picture). It was Muriel who conceived the idea of a non-profit organization of working girls, which would give them a chance to explore the country at cut rates. From a handful of girls in 1946, SAS now has 2000 members and a long waiting list. Most members are in their twenties. It operates on the idea that a group can get better rates for travel—transportation, meals and rooms. The idea works. On top of it all the State of Illinois granted Muriel a charter in 1948. Now there are SAS chapters all over the middle west—and the idea is spreading fast.

CHARM

NEW YORK (GLOBAL) — Have you ever given thought to the many factors which are basic in having that captivating charm? Among them are cleanliness of mind and body, health, faith or confidence, wisdom and understanding, poise, personality, cooperation, knowing how to speak correctly, knowing how to dress properly at all times, posture, self development through study. There are more but these all of them are attainable.

and one depends upon another. And so, in order to be charming at all times, some of these things must be acquired.

Always be ready to learn, love, serve, cooperate, and listen. Never find fault with others nor with yourself. Remember that self-condemnation is not good, nor is it good to condemn others.

Many people actually criticize others, but never or seldom have anything constructive to offer. Let's analyze ourselves so as to know what our weaknesses are and then we can improve so as to be on the "preferred" charming group.

Why not treat yourself to an overhauling spiritually, mentally, physically, personally (clothes included). Have a little talk with that inner power which is greater than yourself, and then get for the betterment of your own self. In fine words, begin NOW to be beautiful and charming for the coming season and you will be among the most sought after persons in your community.

Feminine Fashion Flair

A.N.P.

Hearing fewer "hisses" The larger handbag is back in vogue. Are you glad? I can answer that question for you. Of course! Leading the cheering section is yours truly for in the last seasons I've really had a time! got a lot of sisters.

Many of you, like myself, have under the skin

a large bag of yesteryear that was still in perfect condition, but did not dare use it because it was termed outmoded. Well, let's bring them out friends, we're in style now! To add to those here is a brief resume of what you'll find in the stores with the tendency toward roominess.

There are the elongated top handle models and square style numbers with considerable depth. Handbags with curved facile frames and supple leather bodies indented at the top, molded dome-shaped styles with covered frames that open to the fullest width of the base; of sleek oblong boxes wih stiffness at the lid and no side reinforcements are also shown as favorite larger styles.

The clutch bag is still popular with new soft detailing and roominess. Also featured are the pillow bottom pouches with a deep square look.

The travel bag is shown in huge versions of the doctor's satchel of soft frameless models with double zip-top closures sliding a zipper closing and extra outside pockets.

In the novelty class for live and after the dressy bags are still small. I guess the manufacturers feel we need not carry too much in a purse for an evening out on the town.

Jet is highly favored as a trimming for fall, used to dress up overpowering flat bags and chubby barrels in satin, velvet or faille. New, too, are the pearl or crystal-beaded bags hand crocheted in loops in a textured poodle effect.

Braiding also a fall highlight accents bags in double-weight cotton, a fabric bag which has been added in many of the stores. The beaded theme, again, is striking-ly played up in velvets and failles, with pearls and rhinestones also taking the spotlight in bags for dressier occasions.

What with most of the bags being made larger and the smaller ones being made with added glitter, we can certainly rest assured that either or all will play a very important part in the accessory line this fall, eh ladies? Let's all keep in tune.

Angel Cake That Cuts Calories 60%

Angel cake . . . the cake that is so tender it melts in your mouth . . . can now be yours no matter how limited your calories may be—thanks to this brand new recipe from the Calorie Saving Kitchen. For each grand, big, generous serving contains only 58 calories . . . a saving of 60 percent over ordinary angel cake. Having fewer calories than many plain fruit desserts, this Low Calorie Angel Cake still provides the sweetness you like because it is made with Sucaryl, the new non-caloric sweetener that can be cooked just like sugar without becoming bitter.

Angel cake is one of our most nutritive cakes, containing calcium and protein in large amounts. Now you can make it easily and thanks to Sucaryl it can be as sweet as Angel Cake should be without the high calories of sugar.

Low Calorie Angel Cake

1¼ cups egg whites (10 to 12 whites)
1¼ teaspoons cream of tartar
2 tablespoons Sucaryl Solution or 48 tablets
1 cup sifted cake flour
2 teaspoons vanilla

Have egg whites at room temperature; beat until foamy; add cream of tartar; beat until stiff but not dry. If Sucaryl Solution is used add to egg whites with flavoring, beat ½ minute longer. If tablets are used, mash to powder and sift 3 times with cake flour. After flavoring is added, sift a small amount of flour over surface; fold in by hand or use electric mixer at lowest speed. Repeat until all flour is added. Spoon gently into ungreased 9-inch ring mold or 7-inch tube pan. Bake in moderately hot oven (375°F.) for 35 minutes. Cool upside down in pan on wire rack. When thoroughly cool, remove from pan. Makes 8 generous servings. Each serving contains: protein, 5.4 grams; fat, none; carbohydrate, 9.5 grams; calories, 58. If made with sugar each portion would contain 144 calories.

HAND ACROSS CENTURIES . . . American teen-ager in Dublin clasps hands with man who had been dead 1,000 years. Corpse in ancient Irish cemetery is mysteriously mummified.

Watts New

Do you include fish in your weekly menus? If you do, you know, for fish provide that necessary iodine in your diet.

As a nice complement to that weekly fish dish, this relish will give extra zip to the fish and menus an unusual autumn touch.

CRANBERRY RELISH FOR FISH

2 cups cranberries
1 cup sugar
1-2 cup water
2 tablespoons lemon juice
1-2 cup chopped or sliced celery

Combine cranberries, sugar, and water in saucepan and cook until cranberries are soft. Remove from heat, cool slightly, then add lemon juice and celery. Chill well before serving. Makes about 2 cups.

If fresh cranberries are not available use one 16 oz. can of whole cranberry sauce. Stir in lemon juice and chill for at least 30 minutes before serving.

—BFC—

TALLADEGA, Ala. — Since the inauguration of the Orange Blossom Classic in 1951 the Florida A. and M. College Rattlers have won nine games and tied one.

SPORTS

See Pages 6-7 This Section

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