

Quick and Easy



7301



9269
10½-20½

Surprise a child with this owl that's a pillow or pall! Scrap-happy ruffles accent petalled owl. Children, teens, all ages love him. Gift, bazaar seller! Pattern 7301: details of owl's face, feet, directions for pillow.

Catch the breezes in a shapely sundress with comfortable side-to-back waist seaming! Pretty in print, sleek in stripes or sunshine solids.

Printed Pattern 9269: Half Sizes 10½, 12½, 14½, 16½, 18½, 20½. Size 14½ (bust 37) takes 1½ yards 60-inch.

Choose the neckline you like best—notched collar or round with yoke softness. Lean over-blowse above soft skirt creates fluid grace. Sew for spring.

Printed Pattern 9180: Misses' Sizes 8, 10, 12, 14, 16, 18, 20. Size 12 (bust 34) two-piece dress 3½ yards 45-inch.

\$1.25 for each pattern Add 35¢ for each pattern for first-class airmail, handling Send to:
QUICK and EASY PATTERNS 170
 232W 18 St., New York, NY 10011

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9180
8-20

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1-2-3



On being a farm wife

—And other
hazards

By
JOYCE BUPP

Phew! It's almost a relief that this June Dairy Month is nearly over. I don't think my blood pressure can take too much more of the emotional involvement the month has been triggering.

Oh, don't get me wrong! I'm a dedicated supporter and user of pure, real dairy items: milk at every meal, butter, cheese, sour cream, cream cheese and quality ice cream. Not to mention splurging on a favorite - banana splits, topped with gobs of real whipped cream.

But what's bugging me are the imitations riding along on the dairy month promotional push.

One local supermarket featured a full page of "Dairy Month" items. Know what they are pushing? Three kinds of margarine on sale, advertised in great big print, with not a mention of the product butter. Another carried a push for shoppers to buy a popular brand of imitation sour cream. Then, during this past month, I read several times of a new imitation chocolate milk product, based on coconut fat, chomping into the dairy product dollar. They're about as close to an authentic cow product as I am to resembling Farah Fawcett-Majors - and believe me, that's so far that

you'd need a UFO to get there.

Know what else bugs me? Dairy farmhouse refrigerators harboring oleo margarine, with the farmer-owners complaining that they're not being paid enough for their milk. Restaurants that serve "shakes," carefully omitting the milk prefix, bug me too. And so do coffee whiteners, anywhere, anytime, by anyone.

They're all trading on the years of goodwill, great taste, and super nutrition built up by the real thing, coming from a genuine four-legged cow.

Okay, that's enough sermon; now for the mor-

Clothing Outlook

Clothing prices are expected to go up in the first nine months of 1977, but probably not as much as the prices of most other goods, according to Greta C. Vair, Extension home economist at Penn State University. Last year the average consumer spent \$345 on clothing and shoes. That's an increase of 5.2 per cent, or about \$18 per person, over what was spent in 1975. A similar rate of increase is expected for 1977.

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ning offering. May I offer a few off-the-top-of-my-head promotion suggestions?

Our local school district now offers chocolate milk with lunches to students, and has dramatically cut down on the previous 10-15 gallons daily of unopened white milk throwaways. But while milk is better - most children eat too many sweets already. White milk cartons artistically designed to resemble little toy village buildings would make neat reusable toys with small trucks, cars, and people when the original contents had been consumed. And it

might help to reinforce positive attitude to drinking white chocolate milk.

Or how about free gift housewives who save mail in designated amount of proof of purchase of many gallons of milk?

One final suggestion while I watched patrons of well-known fast food Decorative glasses being "given free" purchased filled with a drink. The glasses being sold as fast as cashiers could ring the up.

Why not do it with r

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