

When Good Housekeeping Says It's OK, It's Straight Goods

You can't buy a Good Housekeeping seal. That's for the information of the many folks who have raised the question about the value of Good Housekeeping's approval of an advertised product. Good Housekeeping annually turns down a fantastic amount of advertising because the product does not meet with rigid standards.

A group of us, attending the American Press Institute at Columbia this past week, had the opportunity of taking a personally conducted tour of the famous laboratories and test kitchens at Good Housekeeping. The editor piloted us around, pausing whenever a question arose and giving complete answers to all queries.

There are only three cold-waves which have met specifications and are endorsed by the magazine. Not a single hair-tint or dye has been able to win the coveted green light that says "Go ahead and use it. It won't harm you in any way."

The testing laboratory says don't use depilatory creams at all. Shave.

There is a machine that stretches a nylon stocking both at the ankle and at the welt. It's like a pair of ice-tongs, with a ten pound weight hanging from one handle. The shorter ends go inside the stocking and separate when the weight is applied. The number of inches of stretch is measured, and the stocking then inspected to see if there are any snags.

Swatches are cut from colored blankets and numbered to correspond to the original. The blanket is then put through a series of laundry tests to determine how well it holds its color; whether nap mats down when washed in soap or detergent; whether it loses too much of its fluffy fibre; whether it shrinks.

The washed blanket is compared with the swatch and a record made.

Another department weighs machine drying against line drying, to see if an electric dryer results in more loss of fuzz than a brisk breeze and outdoor sunshine.

Twelve lucky families, acting as guinea-pigs, have no laundry problems at all. Each week they bundle their household linens and wearing apparel into a box or bag and send it to the Institute. It is returned to them within three days, beautifully washed and ironed.

These are the test bundles that try out one detergent against another, weigh the merits of soap powders against detergents, and determine whether a light bleach is essential.

The head of this service says that it's beginning to look as if a little bleach is a very good thing, if properly rinsed out. She also says that you cannot expect the same results from running your clothes through a washing machine without rinsing as you can reasonably expect from a routine that takes in at least one good rinse. For an occasional emergency, yes, you can get away with it. But not for a steady diet.

The sewing room is something new, started a year ago to work out basic principles and techniques. We meant to dash back there after lunch to ask if the trick bound-buttonhole that the Pennsylvania Extension Department worked out last year, is being used, but we lost our way and found ourselves in three test kitchens, one after the other. The floor plan is complicated.

So we still don't know, but for our money that tucked-strip technique is the best trick we've seen for a long time, resulting in a fool-proof buttonhole that is finished as

nice inside as it is outside, and with no triangles at the corners. It was demonstrated at the Grasslands Festival last June, along with a new way of inserting zippers.

As each new question came up in conference, the head of the department was sent for, and the members of the Seminar hurled inquiries at her.

To the question, "Is there any kind of soap that will lather and cleanse effectively in sea-water?", the editor sent for the lather expert.

The lather department was headed by a tall girl in a striped uniform. She came in and sat down, thinking awhile before she gave her answer. It seems that nobody had ever asked that question before, and it was a poser. She wanted to know what had brought it up anyway.

We recalled the time that we had innocently stepped into the Atlantic Ocean at midnight, parking a bath towel on the sand and carrying with us into the quiet little waves a large cake of Ivory soap. We dropped the soap in the sand, and the sand embedded itself in the soap, so we got a bath of sorts. Sand is one of the oldest of cleansing agents, but it does nothing for the complexion and very little for the disposition. The soap stubbornly refused to lather.

The lather expert's face cleared.

She said that modern science had developed just the ticket for midnight baths in the ocean. That if we had had a tube of Prell shampoo we could have worked up a marvelous lather with salt water. But that was thirty years before tube-shampoos had been invented, and the memory of that sand bath lingers on.

The luncheon itself looked exactly like the front page of the food

section in any woman's magazine. The main dish was a salad, served buffet style, a huge tray loaded with shrimps, white meat of chicken and other items too numerous to mention, masked with mayonnaise. The filler was rice. It doesn't sound so good, but it was marvelous.

There were small hot muffins to accompany the salad. The dessert was another picture, a large platter of fresh fruit topped with round balls of pineapple ice. A color photograph would have shown the red of strawberries, the rose of watermelon, the orange of cantaloupe, the yellow of pineapple, and the deep blue of blue-berries. It was almost too pretty to eat.

Did you ever wonder about those color pictures of cake, the whole cake standing on a plate with a wedge cut out of one side and ready to serve?

That cake had a stand-in, just like a movie-star while the photographer fiddled around adjusting the angle of his lens and arranging lighting effects.

Then, the instant before the picture was snapped, the tired old cake, some two hours from the oven, was whisked away and a new one, its twin sister, substituted. That's to insure the moist rich look that sets the ultimate consumer crazy and causes her to dash out for a package of cake-mix.

You folks who don't care for fish were a great disappointment to the staff at Good Housekeeping. An insert was prepared, all about fish, on the order of the ones for cake-baking and cookie-making, and that perennially popular barbecue and sandwich guide.

The fish insert, profusely illustrated with baked shad and planked fish, oyster stews and lobster tails, laid an egg. The Institute lost a lot of money on that venture, but the staff still believes in fish.

Everybody who attended the Press luncheon was given a cookbook, the latest edition, and allowed to sign up for all of the colored inserts, to be sent by mail to the papers sponsoring students

How to Be Safe in the Water

Y.M.C.A. Rules for Water Safety

YOU STAY ASHORE, JOHNNY, YOU HAVEN'T PASSED YOUR SWIMMING TEST

STAY OUT OF SMALL BOATS IF YOU CAN'T SWIM.

HURRY, GEORGE, THEY'VE CAPSIZED

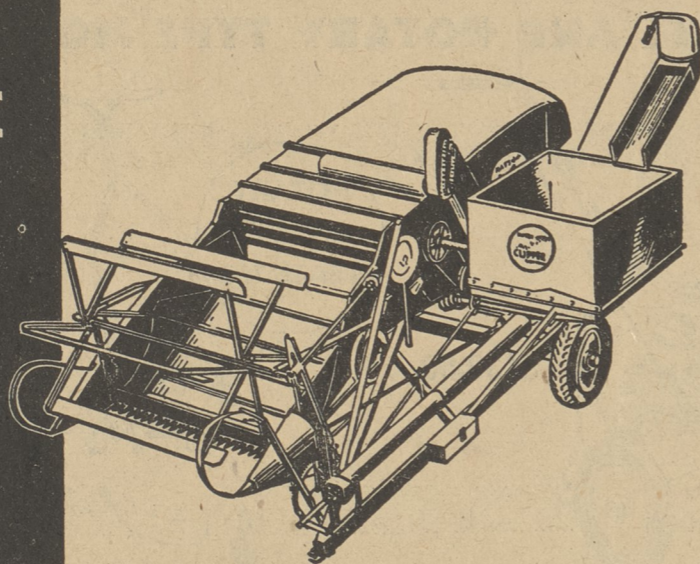
DON'T TAKE OUT A SAIL-BOAT UNLESS YOU UNDERSTAND SAILING. THIS HAS CAUSED MANY ACCIDENTS.

HEY, CUT IT OUT! THAT'S DANGEROUS!

DON'T ROCK THE BOAT OR INDULGE IN VIOLENT HORSEPLAY. YOU'LL ENDANGER OTHERS AND YOURSELF.

DON'T TRY TO SWIM AGAINST STRONG CURRENTS, SWIM ACROSS THEM, TOWARDS SHORE.

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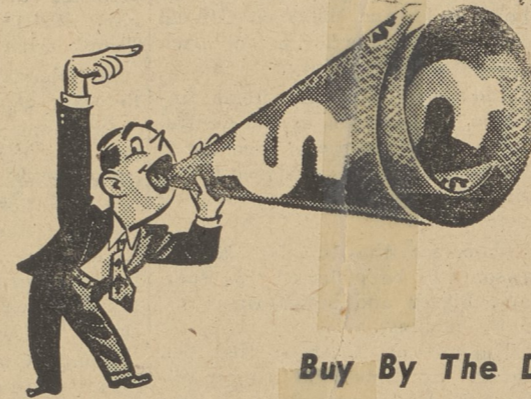
Charles H. Long



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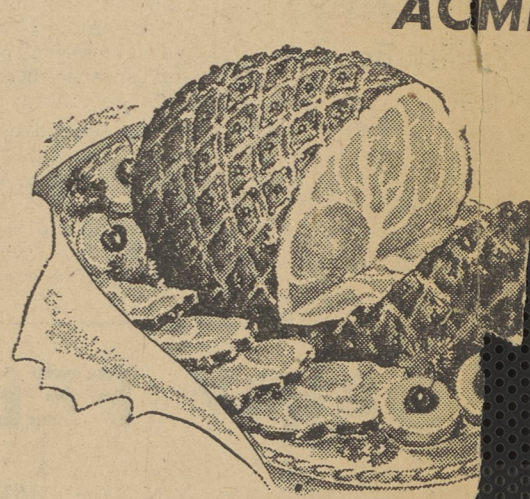
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| Your Choice | Unit Price | 4 |
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| Ideal Apple Juice 46 oz. Can | 27c | |
| Eskimo Tuna Fish 6 oz. | 29c | |
| Your Choice | Unit Price | 5 |
| Ideal Orange Juice Lge. Can | 22c | for \$1.00 |
| Ideal Apple Butter 28 oz. Jar | 21c | |
| Oleomargarine Princess Lb. Pkg. | 21c | |
| Your Choice | Unit Price | 7 |
| Farmdale Corn Cream Style 303 Can | 15c | for \$1.00 |
| Fruit Cocktail Buffet Size 8 oz. Can | 15c | |
| Your Choice | Unit Price | 8 |
| Farmdale Peas 2 No. 2 Cans | 29c | for \$1.00 |
| Ideal Sauer Kraut 2 Lge. Cans | 27c | |
| Campbell's Vegetable Soup 2 10 oz. Cans | 27c | |
| Campbell's Pepper Pot 2 10 oz. Cans | 27c | |
| Your Choice | Unit Price | 9 |
| Ideal Apple Sauce 2 Lb. Cans | 25c | for \$1.00 |
| Gold Seal Cooked Spaghetti 2 Lb. Cans | 25c | |
| Campbell's Tomato Soup 3 Cans | 35c | |
| Scott Toilet Tissue 3 Rolls | 35c | |
| Eskimo Pink Salmon 2 Tall Cans | \$1.00 | Unit Price Each 54c |
| Bala Club Beverages 12 Qt. Bottles | \$1.00 | Unit Price 3 qt. bot. plus deposit 29c |
| LOUELLA MILK 8 Tall Cans | \$1.00 | 6 cans 85c |



Alcme BY MAN

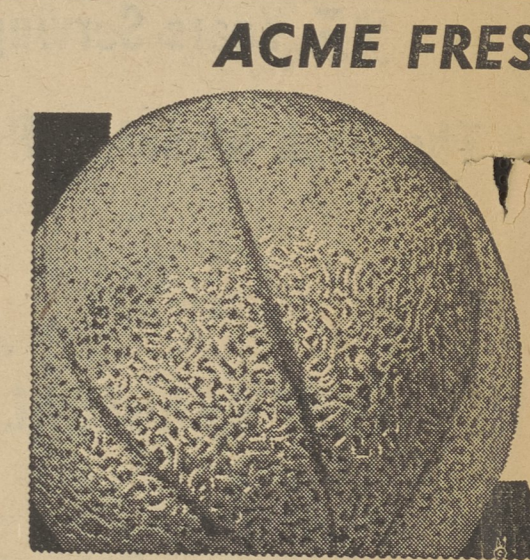


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FRYING CHICKENS

LOCAL DRESSED
FRYING CHICKENS

Cut Up Chicken
LEGS Lb. 69c BREASTS Lb. 75c
WINGS Lb. 35c Necks & Backs 3 Lbs. 25c



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