

Kipling's Servants Arise!

Kipling's six honest serving men: what, why, when, how, where and who are effective servants in telling the story of a fabric softener like DRI-SOFT.

Softeners are used to make all washables fluffier and softer. They are also effective anti-static agents, eliminating what women know as static cling.

Fabric softeners are used because they improve the feel of washables. They improve the appearance of nap and pile and reduce wrinkling, which makes ironing easier. Soap does a most effective cleaning job in soft

water but because of the predominance of hard water that must be used for laundering today, detergents were developed.

Although detergents are excellent for cleaning, they do leave the laundered fabric somewhat harsh.

This is where the need for fabric softeners enter the picture for they will restore the new-like feel and fluffiness to laundry hardened by repeated washing and drying. This is easily demonstrated on flattened chenille bedspreads, bath towels, corduroy garments, baby diapers, etc.

The softening and fluffing

effects on fabric softener treated laundry are more noticeable on line dried laundry than on dryer dried laundry.

Everyone wants soft, fluffy laundry so everyone should use a softener. But how much and how often? Some women will use a softener on all loads of laundry each time they launder. However, fabric softeners are substantive so the amount and frequency of use depends upon how soft you want your clothes.

An overdose will decrease moisture absorption—towels will become too slippery so do not dry as well and diapers will absorb less moisture.

Textile manufacturers have used fabric softeners in fabric finishing for some 35 years. Now it is time for the homeowner to use it so she may match the softness of new clothes.

Use DRI-SOFT, the fabric softener designed to be added right with the detergent.



HONEY ADDS NATURE'S own sweetness to all kinds of eating enjoyment. Use it in these recipes as suggested here today.

Nectar of the Gods Has Many Forms and Uses

Honey, nectar of the gods, is man's oldest sweetener and one as popular now as in its infancy.

Enjoy it in its various flavors and colors. All are equally pure and nutritious and each flavor gets its character from the particular blossom visited by the honey-bee.

Honey comes in forms, too. There is liquid honey, creamed honey, honey butter, cinnamon honey butter and honey jelly. Try all for your enjoyment.

Strained honey is used in cooking and we give you several suggestions.

HONEY VINEGAR DRESSING

- 1/2 cup salad oil
- 1/4 cup honey
- 1/4 cup wine vinegar
- 1 tsp. dry mustard
- 1 tsp. salt
- 2 tsp. paprika

Measure all ingredients in quart jar that has tight cover. Shake well to blend before each using. This keeps well without refrigeration.

HONEY FRENCH DRESSING

- 1 can (10 1/2-oz.) tomato soup
- 1/4 cup honey
- 1/2 cup vinegar or lemon juice
- 2 tbs. salad oil
- 1 tsp. dry mustard

- 1/2 tsp. black pepper
- 1 tbs. frozen chives or Worcestershire sauce

Mix all ingredients in blender or mixing bowl. Blend or beat until smooth. This is a good keeper in refrigerator—will not separate.

FUDGE PUDDING

- 2 pkgs. low-calorie chocolate pudding
- 1/2 tsp. salt
- 1 tbs. instant coffee
- 2 tbs. honey
- 2 cups non-fat milk
- 1 tsp. vanilla

Combine pudding, salt, coffee and honey in saucepan. While stirring, add milk. Beat mixture for 1 minute.

Heat and stir over low heat until pudding comes to boil. Add vanilla. Pour into 4 serving dishes and chill in refrigerator until firm.

Pudding may be garnished with honey-sweetened dairy sour cream for topping.



SLIM LINES WITH HONEY

CALORIES DO COUNT . . .
BEE . . . realistic! Lose weight, not heart. Moderation is better than starvation. Better a long-range countdown than a short-range crash diet — you'll BEE in better humor.
BEE . . . honest! Want to play games? Put on your sneakers and go to it. Want to control your weight? Don't be a cheater-eater. Let's face it: calories DO count, figures DON'T lie!
BEE . . . smart! Self control is one part inspiration to two parts imagination. Try our morale-builder desserts. Or, skip a dessert for a sneaky-snack.
BEE . . . informed on nutrition! Maintain a proper daily balance of proteins, carbohydrates and starches with a view to health. And remember: honey will keep your energy high even when your calories are low.
. . . FIGURES DON'T LIE, HONEY
... Aim for Slimmer Lines!

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free

...your first package of the most exciting new fabric softener you've ever put in your washing machine!

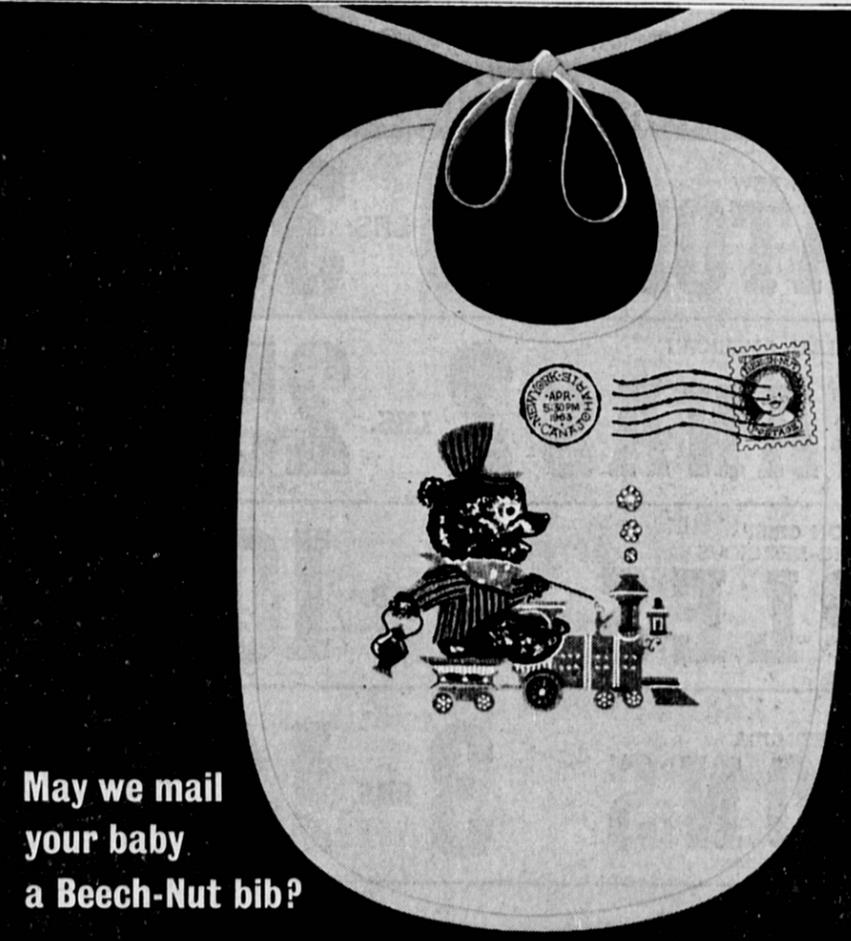
The FIRST fabric softener you can add right with your detergent

We will pay you our suggested retail price of 45c for your first 6 1/4 ounce package of new Faultless dri-soft! Simply tear off the part of the package with the price stamped on it, and mail it with your name and address to Faultless dri-soft, P. O. Box 4595, Clinton, Iowa. Faultless will mail you a check for 45c! Hurry! This offer expires 90 days from today. Only one check to a family, please.



dri-soft

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May we mail your baby a Beech-Nut bib?

All we ask in return is six labels from any Beech-Nut Baby Foods, Strained or Junior. Send them to the address below, and you'll get an outside bib (approx. 11" x 9") just like the one shown.

It's made of tough terry-cloth, backed with soft plastic. The motif is in eye-catching colors baby will

love. And it will wash and wash! Name two easier ways to make meals fun: a bright new bib—and a plateful of Beech-Nut, the food babies thrive on, because it's specially formulated to make nutrition taste delicious. And you know that the better your baby likes his food, the more nourishment he gets!

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Please send me one terry-cloth bib, FREE. I enclose six labels from Beech-Nut Baby Foods, Strained or Junior.

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