



## A Half Hour a Day Keeps Divorce Away

by *Count Marco*

A man walked up to me in a private club at the Hotel Rice in Houston and said, "Now don't you say anything against our women. We like them the way they are."

I thought, "How lucky he is," because undoubtedly he has the type of woman I am hoping all of you will become, either on your own or with my advice.

I didn't tell him about the number of men right here in Houston who came up to me and thanked me over and over again for the help I had given their wives, which made them improve considerably.

I have not said that all women of Texas are fat and sloppy. Many of you have sent me threatening telegrams, strange boxes I don't dare open, annoying phone calls at my hotel, but to them I say it is only because you have a guilty conscience.

I received many flattering telegrams and telephone calls

from women who were pleased with what I was doing to help and improve their sex.

One thing I discovered about the women of Houston. They understand me and appreciate my hard work in their behalf. On a radio broadcast I readily admitted that the American woman is the finest woman in the world, the most unselfish, and has the greatest potential of any woman from any country.

You also have something extremely valuable that few women in other countries have, and that's a wonderful sense of humor.

Why, then, with all these assets plus attractive clothes at less cost than women of other countries must pay, beauty salons in every block, perfumes,

and men who want to love you, are there so many of you unhappy?

If you would but appreciate the fact that my aim is to make you happier, not destroy you, and to make you loved.

But why, wherever I travel in this country, do I find so many American women unhappy? Is it because you have loved and lost through your own fault? Is it because you don't know how to hold a man's love?

The first telltale sign that he is moving his bedroom slippers to someone else's bedroom is the decline of your personal appearance. Take time out every day, no matter what you have to do, and spend at least 15 minutes seriously analyzing your personal appearance. Look at your hair. Don't just take halfway measures with it. Look at your face. What about make-up? And the dress you're wearing.

A half-hour a day is worth a year later, trying to recapture the man whose eyes have already roved and settled elsewhere.

### MARY WISE Menu Planners AND SHOPPING SUGGESTIONS



IS THIS FOR YOU?

## Please Family with Favorite Dessert

Most good cooks like "solid" shortening for baking light, moist cakes and flaky, tender pie crusts. Up to now, these solid shortenings have contained more than 50 percent saturated fats.

A new solid shortening is on the market—Gold-N-Sweet Safflower Shortening. It is made from safflower oil, rated highest in poly-unsaturates of all vegetable oils used in food products today.

According to the manufacturer, Gold-N-Sweet Safflower Shortening is 67 percent poly-unsaturated.

So if your family is interested in the use of poly-unsaturates in the diet, make this cake as suggested here.

**CHOCOLATE CAKE**  
 1/2 cup Gold-N-Sweet Safflower Shortening  
 1 cup white sugar  
 1 cup brown sugar  
 2 eggs, beaten  
 1 tsp. vanilla  
 3 squares baking chocolate, melted in 1/2 cup water  
 2 cups sifted cake flour  
 1/4 tsp. salt  
 1 tsp. baking soda  
 2/3 cup buttermilk

CHOCOLATE CAKE IS AN all-time favorite with all dessert lovers. If yours is a family interested in the use of poly-unsaturates, this cake is made with a new shortening which the manufacturers say is 67 per cent unsaturated.

## Rockfish Chosen Seafood for One Month of Autumn

Rockfish, chosen Seafood of the month for September, is an increasingly popular variety of seafood with Southern California homemakers.

Until recently, commercial fisheries considered rockfish a poor catch. With the introduction of balloon-type nets, however, rockfish have become easier to catch—consequently more plentiful in the markets.

From a commercial standpoint, the Pacific rockfish industry is in its infancy. It has great potentialities though and may someday compete with tuna and salmon.

Rockfish, similar to sole, reaches market in fillets weighing from a quarter to a full pound. When a whole rockfish is handled, it may be filleted or it may be skinned and baked whole and boned after cooking.

Almost any cooking method may be employed. The meat is lean and requires additional fat in cooking. Do not overcook.

For a recipe that will lend variety to seafood service, Swiss Style Rockfish Fillets

### SWISS STYLE ROCKFISH FILLETS

3 tbs. lemon juice  
 1/2 tsp. grated onion  
 2 lbs. rockfish fillets  
 1/2 cup fine bread crumbs  
 1/2 cup grated Swiss cheese  
 1/4 cup butter or margarine  
 Combine lemon juice and grated onion. Pour over fish fillets. Roll fish in bread crumbs that have been added to cheese.

Melt butter or margarine in baking dish and place fillets side by side in dish. Bake at 350 degrees 20 minutes or until fish flakes easily with fork. Serve with tartar sauce.

### Vitamin D Is Added

Evaporated milk is cow's whole milk concentrated to double value. Vitamin D is added to all evaporated milk now on the market as a further nutritional boost to aid the body in making the best use of milk's minerals, calcium and phosphorus.

### RAREBIT COMBINES CHICKEN, AVOCADO

A quick and easy rarebit that makes an economical main dish, Avocado-Chicken Rarebit is ideal when you're in a rush for dinner but still want something out of the ordinary.

Cubes of chicken are arranged with slices of avocado on toast and topped with hot cheese rarebit sauce that features catsup, chili powder and dry mustard.

**AVOCADO-CHICKEN RAREBIT**  
 1/2 cup water  
 1/4 cup catsup  
 1 tsp. dry mustard  
 1/2 tsp. chili powder  
 2 cups grated Cheddar cheese  
 1 avocado  
 2 cubed cooked chicken or turkey  
 4 slices toast

In the skillet, combine water, catsup, mustard and chili powder. Heat and stir until boiling.

Gradually add cheese and stir until melted. Cut avocado lengthwise into halves; remove seed and skin and slice fruit.

Arrange chicken and avocado on toast and pour sauce over top. Serve immediately.

### New Crispness

Give new crispness to your favorite chicken salad by adding slivered almonds and seedless grapes. Mix just before serving to assure crispness of nuts.

### Old Favorite Made Modern With Cream

CHICKEN, YOU-ALL is an old-fashioned favorite and cream in the gravy brings it up to date. Pan-fry flour-dredged chicken parts until crisp and tender, then remove chicken from the pan and place in covered dish to keep hot.

Measure out 1/2 cup of the fat used for browning the chicken, return to pan and blend in 1/2 cup of flour until golden, stirring constantly.

Add a cup of chicken stock and continue to stir until mixture thickens. Add a cup of cream, bring gravy to simmering point; add chopped cooked giblets and serve at once with crisp fried chicken.

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**Alondra Pool Closing Set**  
 Monday will mark the closing day of the swimming pool at Alondra Park. The closing date will be subject to abnormally hot weather conditions, when county supervisors frequently order pool re-openings.  
**70-Unit Parade To Be Sept. 16**  
 "Americans All" will be the theme of the East Los Angeles Sept. 16 Parade, which will commemorate the 152nd anniversary of Mexico's independence from Spain.  
 The 70-unit parade will start at 2 p.m. from East First and Lorena streets.

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You hear so much these days about the health advantages of poly-unsaturated fats. Many doctors as well as the American Heart Association believe that meals should include foods high in poly-unsaturates to help "balance off" the saturated fats so prevalent in our diets.

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So, if you are concerned about saturated fats in your family's diet, consider using modern Gold-N-Sweet Safflower foods... highest in poly-unsaturates.

**VALUABLE BOOKLET: 32-PAGE "POCKET-GUIDE TO POLY-UNSATURATES"** explains about food fats, has food charts, and menus high in poly-unsaturates. Send 10¢ in coin to cover handling and mailing costs direct to: **VEGETABLE OIL PRODUCTS COMPANY INC., BOX 248, WILMINGTON, CALIFORNIA**

