



## Hints For Homemakers/Inez Kaiser

### Here's A Great-Tasting Spread That Has It All

DEAR INEZ: I just love the taste of butter on hot breads, but I know it contains too many calories and is high in cholesterol. I have to watch both my weight and my cholesterol. Can you recommend a spread with good taste that will still satisfy my weight and cholesterol limits? —BUTTER-LOVING BERTHA

DEAR BUTTER-LOVING BERTHA: Consider your problem solved in just four words: SHEDD'S SPREAD COUNTRY CROCK. It's as easy as that.

SHEDD'S SPREAD will assure you of its great quality in just one good tasting. It has a rich buttery taste, fewer calories than regular margarine and it contains no cholesterol.

Just one taste of SHEDD'S SPREAD will make you melt like butter. In fact, this super spread makes everything taste great. You will love everything about it.

All in all, SHEDD'S SPREAD has been called mankind's greatest invention because of its many good-tasting selling points that appeal to such a wide range of consumers. No doubt about it, butter has finally met its match in SHEDD'S SPREAD.



But that's not all. This tasty spread costs much less than butter or margarine. It gives you more for your money and this year it's even better.

COUNTRY CROCK from SHEDD'S is available in convenient sizes from 1 lb. to 5 lbs. It also comes in quarter sticks. These sticks have the same buttery taste as the spread. The quarter sticks also have fewer calories than

regular margarine and contain no cholesterol.

COUNTRY CROCK from SHEDD'S is certainly the taste to stick with. It's my guess that this spread will be around for a long time. Everything about it is just right.

My advice to you is to try COUNTRY CROCK from SHEDD'S—and then stick with it.

#### ELATION HELPS MEN ACT ON IMPULSE

LEVER BROTHERS HAS INTRODUCED a brand-new fragrance to its popular IMPULSE body spray collection. It's called ELATION, and it's an exciting new all-over body spray that you really should try.

IMPULSE made a name for itself by becoming the first body spray in the United States and it has been No. 1 ever since. The product can be used on your arms, legs, back, stomach and under your arms. Its lovely fragrance lingers on your body and gives that feeling of tingling freshness and desirable femininity.

ELATION, the exciting new fragrance, should be especially popular with the 16-to-24 age bracket. ELATION is a light, adventurous blend of fresh floral ingredients. More immediately important, it is an elegant fragrance that is sure to catch the attention of the menfolk.

ELATION, like the other IMPULSE fragrances, is portable and positively spill-proof. It is easy to carry just about everywhere. You can tuck it in your purse, glove compartment, desk drawer, health club locker or tennis bag.

ELATION, with its eye-catching silver-and-red container, is bound to stir up a lot of attention. Why not put it to work for you?



#### CUTTING THE TOUGH STUFF LOOSE

I TALKED ABOUT eating good and then I talked about smelling good. Now I want to tell you how to keep your kitchen looking good. My favorite product to help you keep a clean, orderly kitchen is SUNLIGHT liquid dishwashing detergent with lemon juice.

This marvelous product can make all the difference in the world in taking care of dishes that are the toughest to clean. Let me explain.

SUNLIGHT with lemon juice provides the cleaning power that cuts through the toughest dishwashing jobs—like baked-on, caked-on, stuck-on dried food—and even grease.

Anyone who ever washed dishes by hand—men as well as women—knows that the toughest job in the sink is getting rid of those tough, baked-on stains. That's what SUNLIGHT does best.

With its clean, lemon fragrance, SUNLIGHT cuts through all the mess and removes those tough stains. It will help you make your kitchen the brightest, cleanest room in the house.

So remember, SUNLIGHT with lemon juice makes dishwashing easier and cuts the tough stuff loose. It also makes your glassware and silverware look brighter. What more could you ask of a dishwashing detergent?



# AOIP..... (Continued from Page 11)



Grand Master Rollins Edwards, South Carolina



Grand Master Edward F. Medlin, Nebraska



Grand Master Herbert C. Norris, Delaware



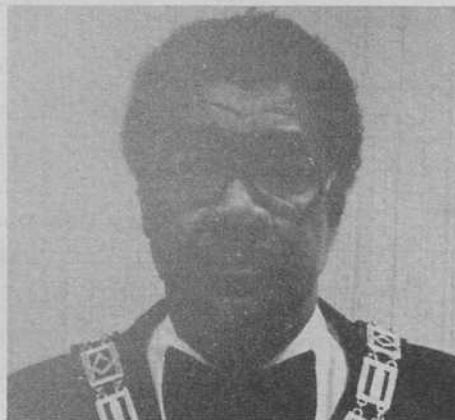
Grand Master P.C. Rock, Virginia



Grand Master X.L. Neal, Georgia



Grand Master Odes J. Kyle, Ohio



Grand Master Preston O. Sanders, Missouri



Grand Master William R. Stark, Wisconsin

building" effort to eradicate illiteracy, we all would like to feel we are of one accord in terms of the need to reprioritize the allocation of our precious resources of time and money. Rest assured that under the leadership of Faye and yours truly, everyone is going to be involved.

"Because our educators have told us that it literally would be impossible for the rapidly increasing rate of functional illiteracy

easily to be remediated without a massive and never-before-achievable transformation in the overall climate of our largely-Black urban centers, we in AOIP (with God's almighty helping hand) not only attempted the impossible, but also have started down the road toward realizing an impossible dream.

"We have come up with eleven (11)  
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