have unleashed a surge of new products aimed at cashing in on this form of male vanity. No longer are hair care products limited to the traditional hair tonic in a bottle. The newest in hairdressing items are packaged in plastic squeeze tubes or with fancy multipletooth applicators, or in other gimmicky ways to let advertisers loudly proclaim the product as a "first" — or "completely new."

Brand names given to these new items usually have a

nore interested in their "coif-

Old B'ar Grease

Days Are Fading

SERVE FISH FILLET FLORENTINE

Saute ½ cup chopped onion and 4-oz. can mushrooms, chopped in 2 ths. butter until onions are golden brown. Combine with 1 "stack pack" saltine crackers coarsely crumbled. Add ¼ tsp. pepper, ½ tsp. sage, ½ tsp. mace and ½ cup water. Blend well. Spread two 10-oz. pkgs. chopped splanch thawed and drained in an even layer over 4 fish splinach thawed and thawed and

What's Good Singly Is Better in Pairs!

One of the nicest things about a roast turkey is the dressing you serve with it.

The perplexed homemaker who can't decide which dressing her family might like best can solve this problem by having two or even three.

Plan a simple dressing Cooking Time

Today's processors choose turkeys at their prime and freeze them oven-ready, with legs tucked under a band of skin for easy removal, stuffing and placing back in position to keep stuffing in body cavity without lacing.

Cooking Time

FANCY STUFFING ON the side can add extra enjoy ment to the Christmas dinner. Stuff the bird with the family's favorite and plan varieties to be cooked in casseroles during the last minutes of the turkey baking time

Gala Holiday G	Gatherings		absorbed and set before carving.			
Shellfish of various kinds most of us know clams as		has resulted in prime turkeys		KU	ASTING CHAR	
rently in season are lobster, oysters, crabs and clams. Clams are increasingly popular with Southern Californians. One variety, littlenecks, comes from the Pacific Northwest and another, cherry. stones, comes from the eastern seaboard. Try them as suggested her CLAM AU GRATIN plnt clams 14 cups clam 1iquor and milk cup butter 1 cup cooked elbow macaro 1 cup soft bread crumbs	ry them as suggested here.	This results in birds which are tenderer, more flavorful and require less cooking time	CMEET VAN CUID	stuffed and roasted	TIME 2 to 2½ hrs.	TEMP. 325 degrees
	Pineapple Roll Open a can of pineapple	Make porkies this way: Mix together 1 lb. bulk sausage, 1 egg, beaten, ¼ cup drained crushed pineapple and 2 tbs.	12 to 16 lbs. 16 to 20 lbs.	2½ to 3 hrs. 3 to 3½ hrs. 3½ to 4 hrs. 4 to 4½ hrs. 4½ to 5 hrs.	325 dergees 325 degrees 325 degrees 300 degrees 300 degrees	
lety in market now. While For a tangy vegetable, cook packages frozen broccoli ac-	tsp. salt ash pepper eggs, beaten Drain clams and save liquor. op. Scald liquor: add butter.	place with lime gelatin (made with half the water in pack- age directions). Chill until set.	chopped onion. Form into balls or patties. Place in skillet and brown on all sides, turning gently. Cook until done. Drain.	Orange Butter A perfect mate for	Orange French Pancakes	Cumberland
ording to package directions. In a Drain well. Combine ½ cup che larry sour cream, 2 tsp. pre- an eared horseradish, dash parka and salt and pepper to take a sate. Serve over cooked broccoli. or	iese, seasonings, and clams if mix well. Blend in eggs. Place in but- ed 1-qt. casserole. Bake at degrees about 45 minutes	Run a little hot water on can sides and bottom to loos- en. Then cut bottom from can and use to push mold out. Cut between pineapple	Blend 1¼ cups pineapple juice, 3 tbs. flour, 3 tbs. lemon juice, 2 tbs. brown sugar and	is this butter. W softened butter toge ½ lb. confectioners'. ¼ cup orange juic trate.	ther with juice concesugar and currant jel concentrate and standard and standard and standard and standard and standard	ntrate with % cup ly, 1 tsp. dry mus % tsp. ginger and

Large-scale adoption of plas-tic plumbing can save Ameri-cans \$250 million annually in

ing materials.

POWER FOR PAKISTAN — A leading U.S. locomotive man-ufacturer is supplying the rail-ways of Pakistan with the vital

Away for Males By REYNOLDS KNIGHT

Men anxious to appear well groomed for the hoidays will have little trouble finding hairdressing preparations by the score to choose from. For in recent months the nation's soap-and-cosmetic companies have unleashed a surge of new products aimed at cashing in

that will go into service on the Pakistan Western Railway. It represents the half-way mark in West Pakistan's long range program to replace all steam power with diesel-electrics. The delivery of the current order will bring to 260 the number of Alco locomotives in West Pakistan, and to 311 the total number of diesels in the province. province.

As a result of this vast mod-ernization program, West Paki stan is becoming one of the world's most dieselized areas. Brand names given to these new items usually have a strongly masculine connotation, originating in sports or military lingo, so that the male shopper will be reassured that the product is definitely "for men only."

THINGS TO COME-A timely item for fire prevention during the holidays is a flame-retard-ant spray that can be used to treat Christmas hrees and sim-MARKET research experts say that younger men, notably teen-agers, are part of the reason for this development; social competition has intensified to the point where today's youthful Sir Galahads are far more interested in their "coif." treat Christmas hrees and similar fire hazards; it's packed in an aerosal-type can . . . For "party room" decoration there is a life-size replica of a Brahma steer's head that also has an electric light fixture within and is made of sturdy plastic in case an over-enthusiastic guest or child wants to practice roping the critter . A big milk company is test-marketing a low-caloric evaporated milk said to have a taste much improved over the usual "canned milk" taste. more interested in their "coif-fures" than was the case in earlier generations.

Consequently, with advertis-ing support for the new-pro-duct tide now well up in the millions the outlook is for a continuing rise in hairdressing product sales — possibly ex-ceeding \$100 million annually in 1963.

in 1963.

**CODE PROBLEM — Plastic is ready to compete with metal for the home plumbing market, estimated at more than 500 million feet of piping a year by Carl B. McLaughlin, president of Tube Turns Plastics, Inc., Louisville, affiliate of Cemetron Corporation and a pioneer manufacturer of thermoplastic fittings and values.

**Large-scale adoption of plastic plumbing can save Americans \$250 million annually in plus; one dry machine repro-ART OF COPYING - Both cans \$250 million annually in reduced construction costs alone, McLaughlin estimates, once the new material clears its last big hurdle: building code acceptance.

ADVANTAGES OF plastic

ADVANTAGES OF plastic pipe over metal include lower installed cost, lighter weight, exceptional corrosion resistance and virtual elimination of plumbing repair. What's more, leak-proof service outlasting the life of the house can be expected, McLaughlin points out.

Until codes are modernized and plastic plumbing generally accepted, he adds, fittings and pipe designed specifically for the home will be widely installed in federal building projects. They are not subject to local codes and therefore freer to take advantage of new building materials.

Needy Fund Grows

A leading U.S. locomotive manufacturer is supplying the railways of Pakistan with the vital locomotive power needed to keep that nation's fast-developing economy "rolling."

The manufacturer, Alco Products, Inc., last week officially took notice of the 20th dieselelectric locomotive it has built for Pakistan in the past '0 years. With special ceremonies

By FRED NEHER

LIFE'S LIKE THAT





The Yuletide is a magnificent mingling of warmth and wonder, of gifts and giving, love for church and children, a look toward new beginnings. And when, with excitement-whetted appetites, the family gathers at the Christmas dinner table, there is the traditional turkey, the familiar and fitting center of admiration.

For the latest instructions in perfect turkey cookery and for menus and recipe ideas for the Holidays and all year 'round, write to:

California Turkey Promotion Advisory Board, 2636 East Olive, Fresno 1, Calif.

