

Loden Coat Takes on New Looks

The loden coat . . . very warm . . . and very casual . . . had its beginning in Europe.

The coat began simply as "the duffle" several years ago and in a very short time has grown into an item that may take on many new looks such as the full length loden coat, the loden cape, the loden poncho . . . in a great range of fabrics.

Loden cloth is a term used for coatings woven in the Tyrolean areas of Austria and Germany from wool of coarse grades having a natural water repellency. But today loden cloth can be made of 95 per cent wool, 5 per cent mohair or other fibers; or it may be 80 per cent wool, 20 per cent cotton or other fibers; or it can be 100 per cent wool.

THE LODEN CLOTH duffle is characterized by its 36-inch length in green, blue or charcoal and closed with toggle fasteners.

Variations include the convoy coat which is single-breasted, has a single row of dyed-to-match toggles and is 36 inches in length. The pea-coat, also 36 inches in length, is double-breasted and has two patch pockets, a pair of muff pockets and a detachable hood.

These three types stay close to the classic rather than tailored lines. The most popular designs are capes or garment designs with hoods, yokes, fringe, knit collars, leather bindings.

THERE IS A growing interest in the longer coat of 40 to 43 inches.

Some manufacturers are using different type fabrics to interpret the loden coat design.

What's Coming In Citrus Line

Last winter's freeze still affects the citrus crop, reports the district marketing information agent. According to an official seasonal forecast, there will be a smaller crop this year than during 1962-63.

The crop of early, mid-season and Navel oranges for the United States is forecast at 25 percent below last year and 32 percent below the 1957-61 average. This includes varieties marketed primarily between October and February. It does not include the Valencia crop which starts to market in February.

Most of the decrease from last year occurred in Florida where the mid-season production is estimated at 43 percent below last year and 48 percent below average.

Florida Temple oranges, however, are estimated at 3.5 million boxes, much higher than the 2.0 million harvested last year.

CALIFORNIA'S NAVAL orange crop is estimated at 19 percent above last year and 34 percent above average.

Wholesale prices of oranges are somewhat higher than a year ago and considerably higher than two years ago. In view of the expected crop, one can see prices to continue at relatively high levels.

This season's grapefruit crop is down three per cent from last year and down 21 per cent below average.

Florida's tangerine production is forecast at 35 percent above last year, but 25 percent below average. That state's tangelo crop is only slightly below last year's harvest, but 30 percent above average.

New Booklet Offers Tips on Range Buying

Home and the range, the one you cook on that is, constitute long term investments.

In a new bulletin, "Choosing and Using Your Household Range," Georgianna Baker, home management specialist with the Cooperative Extension Service at Michigan State University, helps you choose your range in relation to your home and family.

Take time to do some looking around before you buy," Miss Baker says. "Probably no other large appliance offers so many choices of size, style, accessories and price."

SHE DISCUSSES such recent style trends as separate built-ins and free-standing movable models. She compares gas and electric ranges and offers tips on safety.

You may order the bulletin from your county extension home economist, Mrs. Mary Hardy, by writing her at 155 N. Saginaw St., Pontiac.

When ordering the free bulletin, ask for No. E-393.

Sandpaper First

Before enameling, go over the piece of furniture with sandpaper. Then clean with naphtha. Allow five minutes for drying, and then proceed with the enameling.

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General Electric products are sure to please, and they're easy to find and buy at our G.E. Sales Center. Here is a cross section of goodies to stimulate your imagination. Feel free to stampede on in for your selections — there is plenty of parking in the municipal parking lot behind our store, and we have a good stock on hand to take care of your needs immediately.

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HAIR DRYER



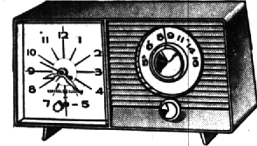
#1214
Brand new model with speed curl attachment. "Large" bouffant bonnet has reach-in top. Infinite range of drying temperatures. Very quiet.

ELECTRIC SKILLET



#1214
New high dome model. King size 12" with matching lid. Easy to clean because it's completely immersible.

CLOCK RADIO



#1203
Smart, crisp styling at a low, low price. G.E. printed circuit and quality components make this a gift that will last.

ELECTRIC TOOTH BRUSH



#8014
Safe, cordless handle with recharging holder. Scientifically superior, short rapid stroke. Quality engineered for a long life.

AM RADIO



#1127
Good looking and good performing. Big 4-inch speaker. Built-in ferrite rod antenna.

CAN OPENER



#1207
Open cans in seconds. No cranking or twisting. Safe, smooth edges and no spilling with governor controlled motor.

"SLEEPGUARD" BLANKETS IN THIS PRICE RANGE.

\$20.00 to \$30.00

PHONO



#1204
Vinyl clad, scuff-proof case. Four-speed turntable plays all size and all speed records. Separate volume and tone controls. Perfect for the youngsters.

ELECTRIC CARVING KNIFE



#1201
Makes everyday carving and slicing much quicker and easier. Has stainless steel blades with tungsten carbide cutting edges for long life sharpness.

COFFEEMAKER



#1215
All stainless steel—inside and out. Built in gauge tells how much coffee is left. Oval styling is beautiful. 3 to 10 cups.

FOUR SLICE TOASTER



#1216
Toasts four slices at once. Compact size. Does not take valuable table space away. A real joy at breakfast time.

BLENDER



#1213
Only 10 1/2" high, so it's easy to store. Two speed high torque drive. Stainless steel blades. Chops whole ice cubes in liquids.

"SLEEPGUARD" BLANKETS IN THIS PRICE RANGE TOO!

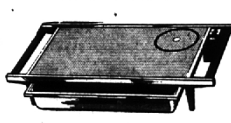
\$30.00 to \$40.00

COFFEE URN



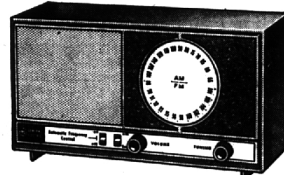
#1201
All stainless steel. Giant 12 to 30 cup capacity. No drip faucet. Recessed base for cup and saucer to be positioned directly beneath faucet.

WARMING TRAY



#1212
Adjustable heat control. Special "hot spot" for keeping beverages hot. Has new keep warm drawer for rolls, pies, and the like.

AM-FM RADIO



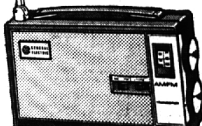
#1235
Five tubes, three diodes, and rectifier. Automatic frequency control locks in FM stations. 4" dynapower speaker. AM & FM antennas.

TRANSISTOR CLOCK-RADIO



#1250
Miniature size fits crowded night tables. All transistor, plug-in design. Lighted clock dial and all the luxury features.

AM-FM PORTABLE



#1240
Thirteen transistors make this set extremely powerful in both AM and FM. Very compact, and in attractive case.

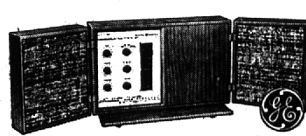
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AM-FM PORTABLE



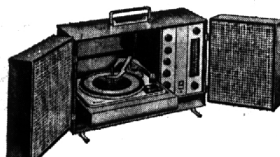
#1245
The ultimate in portable radio sound. 5 1/2" extra heavy magnet speaker gives concert hall tone. Plays up to 600 hours on regular D batteries. Perfect gift for Dad!

AM/FM/FM STEREO RADIO



#1260
Two 9" oval speakers removable for maximum stereo separation. Handsome hard-wood veneer cabinet and speaker enclosures. All self contained—no extra set required for FM stereo.

STEREO RADIO/PHONO PORTABLE



#12190
Vinyl-clad scuff proof case. Garrard flip down changer. Four speakers with electronic crossover. AM & FM stereo tuner. Ten watts peak power.

STEREO PHONO



#12040
Two 6 1/2" speakers in swing-out enclosures. Dual channel stereo amplifier. High style and rugged case make this a hit with teenagers.

STEREO HI-FI PORTABLE



#12160
Has new G.E. Tonal I tone arm to prevent record damage. Four speakers and powerful stereo amplifier gives this portable a console-like tone quality.

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