

**Clean Up Your
MEDICINE CHEST**

**12 Safety Rules To
Prevent
Accidental Poisoning**

1. Keep all medicines and household poisons (cleaning fluids and insecticides) out of the reach of children.
2. Never refer to medicine as "candy" to your child.
3. Read all labels carefully and follow directions.
4. Don't take a medicine prescribed for someone else.
5. Never increase the dosage or the frequency of a dose of medicine—unless your doctor suggests it.
6. Throw out the contents of all old medicine bottles.
7. Keep internal medicines in one cabinet and external medicines and poisons in another.
8. Do not place poisonous liquids in soda bottles.
9. Throw out all unlabeled medicines and containers.
10. Do not take or give medicines in the dark—when you may be sleeping.
11. Protect your skin when using insecticides, solvents or cleaning agents. Remember some products can be absorbed through the skin; use as directed.
12. If someone takes a potentially toxic substance in your home, call a physician immediately. Don't wait for symptoms to appear.

Eldorado DRUG
For Your Health's Sake
ELDON CALK, R. PH., Owner
Eldorado Pharmacy
853-2633

**Martins Back From
Meeting In Dallas**

Mr. and Mrs. Robert H. Martin and Candis attended the "South-Western Branch of the L. D. O. C." on Feb. 7th. This meeting was held at the Holiday Inn in Dallas, Texas.

The meeting began with a special showing of the Cat Section of the Dallas Zoo with Mr. George Bullock curator of the zoo, taking the group through.

Thirty people attended the meeting. This was a "catless" meeting; however, a few did bring their pets. Those on hand were entertained by Chicko, 9-month-old puma; Princess, 1-year-old Margay; a fishing cat from India; Wallace and Homish, a beautiful 2-year-old ocelot, 50 pounds; Srina, 45-pound ocelot; and Cinnamon, a sweet margay, and a poodle.

The South-Western Branch meets three times a year to discuss Exotics, their care, rabies, and problems and exchange ideas. Also in the banning of the use of skins of Exotic Cats in Furs, and their Extinction.

The next meeting will be in June at the Martin Ranch. A fly-in is expected with members from clubs all over the United States, plus their beautiful exotics.

ON SCHREINER ROLL
Kerrville, Tex.—More than 80 students at Schreiner have been named to the honor roll or have received honorable mention for their academic work during the first semester.
Those named to the college honor roll included Mickey Ray Pennington of Eldorado.

The Bible Speaks To You
8:15 a.m. Sundays
KGKL-960 Angelo
New Christian Science Radio Series

Garage
Repair Orders
in stock
at
Success Office

Walkers Find London An Impressive City

Mr. and Mrs. J. W. Walker recently returned to their home in Plainview following a two-month visit in London with their son and family. Mrs. Walker is the former Lucille Hill of Eldorado.

"London as a city is not a beautiful one, but deeply impressive—it has character, strength and durability" is the observation of Mrs. J. W. Walker after spending the past two months there.

Mr. and Mrs. Walker, 704 W. 11th, Plainview, Tex., returned Jan. 8 from a visit in the English capital with their son and family, Mr. and Mrs. Julius W. Walker, and two daughters, Waring, 12, and Lu-Len, 7, and young son, Stewart, 2½. Walker is in London on a 3-year assignment at the American Embassy as first secretary in charge of African affairs. He and his family arrived there in August.

"The British build for time and eternity," Mrs. Walker stated. "The architects and the public do not accept new ideas too quickly and there are only a few tall buildings in London."

She added that they tear down nothing, but simply add to an old building or join some together as they need more space which is at a premium in a city of that size. Sections of London destroyed in World War II are still in the process of being rebuilt.

"In the past, the British thought nothing of adding Tudor style to Norman style in the same building, and today they may add a modern style to these two types of architecture," said Mrs. Walker. The Plainview couple found this practice illustrated at Windsor Castle whose architecture ranges from the time of William the Conqueror to the present day.

Magnificent Museums

Mrs. Walker was impressed with the London museums, including the British Museum which is the largest, Tate Art Gallery, Victoria and Albert Museum, and Westminster Abbey and Museum, and the magnificent treasures they hold that are of significant interest to Americans.

The English are an erudite people believes Mrs. Walker, even the laborer or house maid and others with what might be considered menial jobs. She explained that they pride themselves in their use of the English language and "we must bow to their superior use of our common mother tongue."

"Not only is the British pronunciation different," said Mrs. Walker, "but also they have different phrases and expressions; for instance a roadside park is a lay-by, a curve is a bend, gravel on the road is chippings, and elevators are lifts."
Mrs. Walker said that the way a person speaks in England reveals to a large extent the class to which he belongs. The Cockney accent, the lowest, is kept always—those who have it never lose it. People are respected for their social rank. Their recognition or rank comes about in the final analysis through service to the nation. A person is knighted or given a title because he has rendered outstanding service to the nation.

Courteous People

The Walkers found the British

deeply courteous people, and described them as reserved and in some instances having the appearance of being smug. They appear to be condescending without meaning to be, and they are not easy to know. Yet with all of this they are a very kind people, patient, considerate and polite.

"Social customs in England differ from ours," Mrs. Walker continued. "In England you never introduce yourself to anyone and if you are introduced, your name may or may not be called. The British seem uninterested in what your name is, but they always shake hands."

Mrs. Walker believes that the English people are not as poor as one might think, as the shops are full of expensive and beautiful merchandise and somebody buys it. Further evidence of this is the wealth of the clothes worn, such as furs, elegantly tailored suits and smart derby hats. Women wear hats to church, usually fur ones. The people do not mind wearing something that is well worn; in fact, they believe in wearing out what they have and that is the way they practice conservation.

"Moving at 40 and 50 miles an hour, the traffic in London is terrific!" exclaimed Mrs. Walker. "It is very confusing to have the cars coming at you from the left side of the street, but British drivers are considerate of pedestrians."

Opinions Divided

The Nigerian-Biafran situation was creating a problem in England when the Walkers were there. She said that when the British gave Nigeria, a former colony, its freedom, they set up one nation and therefore could not recognize Biafra. Britain as a government opposed Biafra withdrawing but others felt that Biafra was right, so the nation has had some division but nothing compared to our division over Vietnam, stated Mrs. Walker.

Having the problem of inflation, the British are trying to hold the line of wage and price increase. Prime Minister Harold Wilson's government has set up a formula limiting any wage increase. In order to hold that formula there is a great deal of trouble and Wilson's government is in danger of failing. Mrs. Walker said that Edward Heath, leader of the opposition, will likely become prime minister in case the labor government falls.

School teachers are one of the hardest hit groups, financially. Nurses have protested until they have their wages slightly out of the formula.

Salaries Low

"I think it is significant that the public school teacher's average wage is about \$200 a month and their living costs are fully as high as they are in this country," declared Mrs. Walker. "Labor there is not paid nearly as well as labor is in the United States. The only things that I found cheaper were services such as hair dressing and household help."

While attending a session of Parliament, Mr. and Mrs. Walker heard Barbara Castle, minister of labor in Wilson's Cabinet. "It was pointed out to us," said

Shower Saturday To Honor Future Bride



KAY PETERS

Miss Kay Peters, whose marriage to Neal Hefflin is scheduled here for March, is to be honored with a Bridal Shower Saturday in the home of Mrs. Jo Ed Hill. Calling hours will be from 10:00 to 11:30 a.m. Co-hostesses with Mrs. Hill will include Mmes. Robert K. Bradley, Thomas R. Jones, Hollis McCormick, J. H. Mace, Clay Porter, Robert Page, Billy McCraevy, and Richard E. Preston.

the Walkers. "That Churchill, whom the British consider to be the outstanding statesman of the 20th century, was exceedingly ambitious as a young man but not astute. He acknowledged his ambition openly and worked hard to make it come true." Mr. and Mrs. Walker visited Churchill's birthplace, Blenheim Castle, and the cemetery where he is buried.

Royal Family

If anyone wants to see the Royal family, he watches the daily publications for their schedule and goes to the set place at the hour to see them come or leave. Prince Philip is looked on as the non-nonsense member of the Royalty and is greatly respected by the British people. Queen Elizabeth and the Queen Mother both are greatly loved. The Royal family occupies much less space in the newspaper than one might expect.

Readily recognizing their dependence on the well being of the United States, the British say so, and are tremendously concerned with everything that happens here and give great amounts of space to American news in their newspaper.

American children in England attend either the American Schools provided for children of military personnel or the school known simply as the American School in Regent park. The two Walker girls attend the latter. It was there that Waring met Troy Harder, also 12, son of Mr. and Mrs. James D. Harder, in her class, and their meeting brought the two Plainview families together.

A newspaper man from Pennsylvania, William Annenberg, current ambassador to England, is an appointee of President Nixon. He and his family live in the American Official residence which is a beautiful English type red brick mansion on several acres of ground adjoining Regent Park. The London residence of Barbara Hutton, it was given by her to the American government for the Ambassador's home. It is palatial and located appropriately.

Residence Refurbished

Badly in need of redecoration and refurbishing, the residence has been redone at a cost of \$1,000,000 with the wealthy Annenbergs giving \$500,000 of the cost as an outright gift. They imported two Hollywood decorators for the job and the mansion was arrayed in the best Hollywood style but with restraint. The British look upon it as slightly garish.

"London theaters are the best

there are anywhere," stated Mrs. Walker "and less expensive than in America." They saw several Shakespeare productions while in London.

In the foreign services of the diplomatic corps for the past 12 years, the Walkers' son has served previously in Malta as vice consul; in Washington, D. C., in the press

division; in Burundi in East Africa, as vice consul; and in Chad as deputy ambassador. His wife is the former Savannah Tunnell and was Congressman George Mahon's secretary in Washington, D. C. They live in Kensington, one of the most desirable residential areas of London.

—Plainview Daily Herald

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5' Heart Cedar Fence Staves . 5c ea.

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4x8 ½" Sheet Rock . \$1.59 ea.

Sunbeam Meat Grinder & Food
Chopper Attachment . \$8.99

Sunbeam Transfer Units . \$4.99

1½ Horsepower Aermotor
Submersible Pump . \$285.90

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**City
Election Notice**

**AN ELECTION HAS BEEN CALLED
FOR SATURDAY, APRIL 4, 1970
IN THE CITY OF ELDORADO FOR THE
PURPOSE OF ELECTING THREE ALDERMEN**

TO SUCCEED—
R. L. WALDRON, ALDERMAN
W. R. DAVIDSON, ALDERMAN
ALVIN FARRIS, ALDERMAN

WHOSE TERMS HAVE EXPIRED

**ALL CANDIDATES FOR THESE OFFICES MUST
FILE THEIR NAMES WITH THE CITY SECRETARY
NOT LATER THAN 6:00 P. M., MARCH 3, 1970**

LUM BURK, CITY SECRETARY



BACKGROUND ON BUSINESS

RELEVANT VALUES IN A CHANGING SOCIETY

This article was adapted from a speech delivered by J. Wilson Newman, Chairman, Finance Committee and former Chairman and Chief Executive Officer of Dun & Bradstreet.

There is an old saying that problems are never solved, only shifted and relabeled for the benefit of newspaper headlines. Progress is always identified with problems — political, educational, social, financial — but actually one term covers them all. Problems are "people," people in motion, going somewhere, and sometimes getting nowhere, but always challenging status quo as they seek the relevant



J. Wilson Newman

values in our changing society. The manner in which a man is motivated by the stresses of opinions, ideas and responses identifies his character, and reveals the influences upon judgments and decisions.

Let me enumerate some of the areas where values are under attack. In educational fields there has been noisy evidence that some students feel that their inventory of wisdom surpasses that of their teachers. In political affairs there is evidence too, that coercion by the few is more acceptable than the protection of the many. In credit matters there has been some evidence that the creation of debt may become more valuable than the accumulation of worth. In corporate stockholder relations there has been evidence that the promise of the bird-in-the-bush years ahead is more valuable than the real thing in the hand now. In other areas of our society, resistance is rewarded faster than cooperation. In divisive segments of our society, more emphasis is placed on our differences than upon areas of mutual interests and attainable goals. In the financial world the return on fixed obligations has for several years been higher than the return on equities, reversing a traditional relationship, and

signaling something debatable in a change in financial values. It might be advisable to pause right here and step back from the scene and get a long range perspective on time and place in the world around us and appraise where we stand in the most amazing decade in history's most amazing century.

Progress in the Twentieth Century is a funeral procession for the ancient legends. The making of miracles is a daily trade in chemistry and metallurgy. What thrill can a youngster get from Aladdin's Lamp when a finger pressing on a button or pulling on a lever can poke a hole in earth's ceiling and cancel the law of gravity? What can the Flying Carpet mean to a lad in a jet that moves faster than the earth around the sun? What can Jules Verne mean to the steel-clad diver nearly seven miles deep in the Marianna Trench? Even the Man on the Moon epic now begets the larger objective of a space hop to Mars. The appetite for achievement sharpens as we devour old objectives, and seek new ones.

The United States is reputed to have the highest standard of living of any nation on this planet, but does this mean that we are the most agreeable, or the most neighborly, or the happiest? Definitions of abstract terms are a bit troublesome. Progress in our day is accelerating at a rate faster than we assimilate, control, or apply the benefits at hand. The new is breathing on the neck of tomorrow as technology combines invention, new materials and new methods to attract new markets and disturb the old ways of doing things. Events are accelerating so closely upon us that it is difficult to take inventory of our progress, or even our lack of it.

Substantial changes are taking place in educational institutions across the country — changes which are certain to influence the social order in which business is a necessary servant. Let's face the fact. Education is big business — colossal in terms of dollars and people employed. Much of the hostility between the business community and other segments of society has been a deep-rooted misconception of the values as well as necessity of profits. It is apparent that some campus philosophers are rejecting the values of the "affluent society" which prosper with profits. No businessman ever won a medal for errors that led to insolvency.

The reasoning back of the rejections of the profit motive in business cannot be laughed off. But in applying fair play to alienated students and their teachers, with their bumptious approach toward the free enterprise system, we cannot be submissive in measuring their estimate of values to those we regard with respect and support with evidence. Business is competitive and where competition exists ethics are subject to strain and both internal and external control, but there is no need for business leaders to capitulate where principles are defined or to offer words of timid compromise. It is essential — very essential — that we identify corporate profits as an aid to human betterment in our society.

One of the greatest problems of our day is that we confuse the means and the end of our objectives. In the complexity and sophistication of our lives we become so involved in the "how" that we forget or overlook the "why" of what we are doing. This applies to education, business, and the social sciences, and you can add politics and recreation too.

The analogy of the means and the end carries over to business with an especial emphasis to the businessman who tries to shrug off his participation in the social drama of our day. When a man says "I am going into business," what is he thinking about, and whom is he thinking about? Well, he had better be thinking about service to the community as an end, a goal. The function of business is to serve society with products and facilities as provided by a special trade, industry or profession.

But there are two sides to the coin. The maintenance of standards is a sacred obligation, but the spirit of fair play is equally applicable to the buyer and seller. The opposite of the "warranty" of quality and good faith is expressed in the Latin "caveat emptor," "let the buyer beware." Now the pendulum swings the other way, and the politician swings with it, as nation, state and city engage in "consumerism," with salaried vigilantes searching for violations of the codes of the market place. This year and every year there are hundreds of bills introduced in Congress to protect the consumer. Business cannot ignore this growing trend toward legislative control of the market place and must take the lead in meeting this challenge

constructively before the threat grows into punitive and hampering reality.

None of us is untouched by the urban crisis and the shock waves that reach to the suburbs and rural areas. We have to think ahead of the problems of expanding America and prepare our cities for the new and necessary technology of management in shelter, food distribution, communication, traffic, airports, airspace and the quality of the air we breathe. Men of finance and industry can contribute that realism which is so necessary for success. Here is where profit with a purpose can pay dividends to all elements affected.

What contribution can businessmen make to meeting the challenges of tomorrow? I submit three rather general categories for participation.

1. To supply realism needed for balance.
2. To supply incentive techniques for motivation.
3. To supply decisiveness for action.

All these objectives will be the targets of young men who are in research projects in the Amazon Valley, or in Yerkes Observatory, and it may include some of the rambunctious despoilers of the campus flower beds and reference libraries. Sooner or later they must settle down to the larger tasks at hand which have some bearing on man's ultimate purpose. Values in life, whether material, cultural, or spiritual, have three elements:

1. The investment of something tangible, be it time, knowledge, or technique.
2. Personal participation with the will to achieve a goal.
3. A profit represented in benefits to others and a satisfaction to ourselves.

The person who plants a seed, nourishes growth, takes his reward in a flower, bush or tree. Life demands activity, growth and fruitfulness.

"No man is an island" is the most quoted line of the poet, John Donne. There is no place where the hermit can hide from the pointing finger of responsibility as the earth shrinks physically to a walnut, and the world of people expands to three and a half billions of surging humanity. It is time for each of us to take a look to our own sense of values, and consider how they may be in this changing set of circumstances.

HEALTH & SAFETY

Mainly for Mothers

by Carol Hart

Home Nursing Needs Systematic Approach

When winter colds and other assorted illnesses start disrupting the family routine, mother must double her guard against home accidents.

It takes some doing to reorganize household and shopping chores, but the effort is well worthwhile in terms of a safer family and more comfortable patient, especially if the patient is a young child.

The Council on Family Health, a non-profit organization sponsored as a public service by members of the drug industry, offers a number of suggestions for a mother who must care for an ill member of the family.

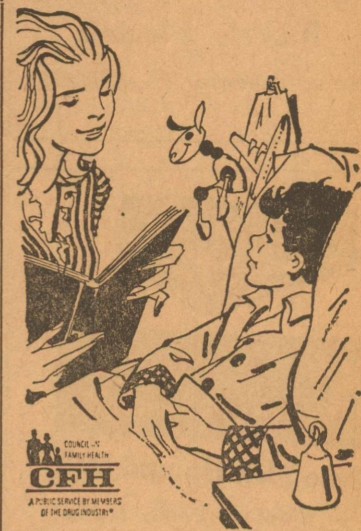
Assemble the articles needed to care for the patient in the sickroom so you will not have to leave the room while giving nursing care. Use disposable dishes if the patient has a communicable disease.

Don't let a child sick in bed feel that he has been forgotten. Arrange a call device beside the bed such as a small bell or a buzzer. For little children try a pot cover and spoon or a tin can and a stick.

A shoe bag, hung on the wall beside the bed, may be used to hold play materials for a child and serve as a means of keeping the bed area neat.

Nourishing the patient is often the most trying and discouraging task for the home nurse. Little children may be amused and tempted if their meals are served in small portions in muffin tins. Brighten the portions with amusing garnishes.

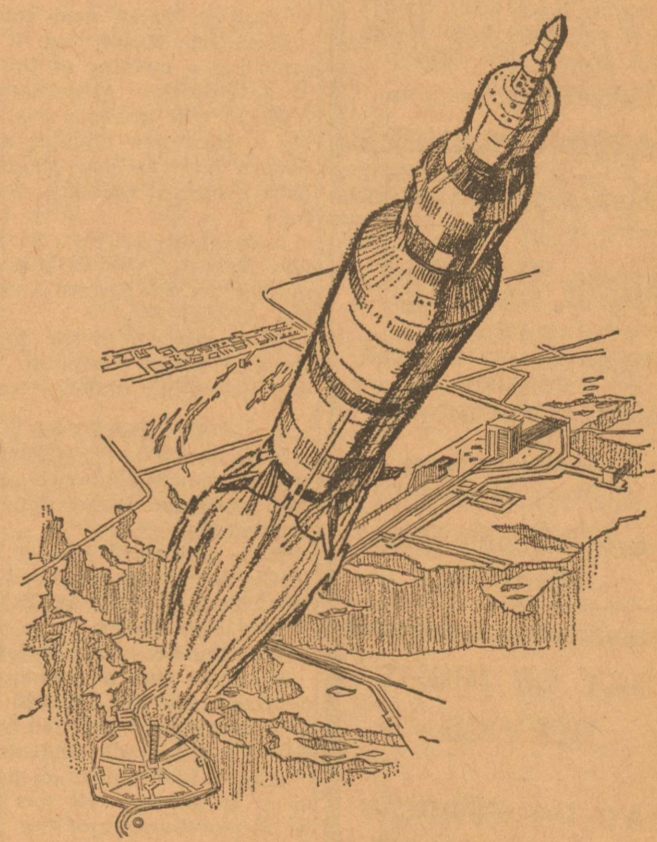
It is much easier to administer the correct amount of medicine if you provide yourself with a medicine glass that has graduated measurements. Also have on



hand a medicine dropper and a set of measuring spoons.

Hold the medicine glass at eye level when measuring. Pour out of the container on the side opposite the label so the label will not be damaged by drippings. Close the bottle tightly immediately after pouring.

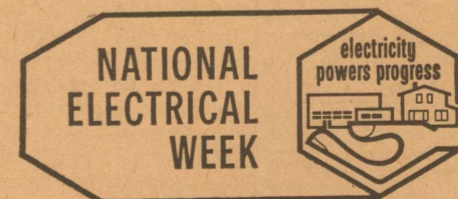
Whether you are nursing a small child, teen-ager or adult, never leave the medicine beside the bed. A small child may decide to help himself and aggravate his condition. An adult patient may take extra dosages in the mistaken idea that he can hurry his way to health.



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FEBRUARY 8-14, 1970



West Texas Utilities Company

Equal Opportunity Employer

an investor owned company

Raymond Hall Heads Easter Seal Drive

The 1970 Easter Seal Appeal will open in Schleicher County on Monday, Feb. 23, according to Raymond D. Hall, who serves as Easter Seal Representative for the county.

Mr. Hall said that Easter Seal Appeal letters would begin arriving at homes in the county about March 1st.

As Easter Seal Representative, he is the local contact to request rehabilitation services from the Easter Seal Society for Crippled Children and Adults of Texas. These services include physical and occupational therapy, speech and hearing program and special information services to help solve the many problems faced by the families of handicapped children and adults.

Last year 20,378 handicapped people received help from the Texas Society, he explained. But the costs of providing expert profes-

sional care are rising, and more money than ever will be needed, Hall said.

Funds help support 20 centers in Texas, where crippled children and adults are treated, regardless of their ability to pay. Walkers, wheelchairs and related services are provided to those who cannot provide for themselves.

"Since 1929 the people of Texas have always responded to our needs, and I feel certain they will make it possible to increase Easter Seal services to crippled Texans throughout the coming year," Hall said.

Las Vegas Hosting Electric Co-Ops

The 28th Annual Meeting of the National Rural Electric Cooperative Association started February 8th in Las Vegas, Nevada, and is continuing through today, the 12th.

Attending for Southwest Texas Electric Co-Op are Vice President and Mrs. R. A. Harrell of Ozona, Treasurer and Mrs. Fred Case, and Manager and Mrs. Elton McGinnis of Eldorado.

The Las Vegas Convention Center is where most sessions are being held, and there are a few trips to western points of interest on the agenda.

Registration started at 11:00 a. m. Sunday at the Convention Center. Exhibits were open from 2 to 5 p. m. that day, and a Vesper Service was held at 5:30 p. m.

Registration continued Monday morning, followed at 9:30 a. m. by the First General Session. Past presidents and directors of the NRECA were recognized and United States Senator Howard Cannon of Nevada gave welcome address. NRECA President T. W. Hunter spoke on "We Dedicate a Decade" and "Doorway to Decision" was the topic of the address by NRECA General Manager Robert D. Partridge.

Fred V. Heinkel, president of Mid-Continent Farmers Association at Columbia, Mo., presided at afternoon sessions.

Highlights of Tuesday's events included addresses by United States Senator John J. Sparkman of Alabama; Senator Emmanuel Pelaez, Republic of the Philippines; and The Honorable David Hamil, REA Administrator.

A tour of Hoover Dam was on the agenda for that afternoon, along with a Special Women's Forum, "1970—Doorway to Volunteerism." Third General Session started 9:30 a. m. Wednesday, Feb. 11. Vincent Checchi, of Checchi and Co., spoke on "Management Challenges of the '70's."

Forum Discussion Sessions set at the International Hotel that afternoon included: Broadening Our Management Responsibilities, Your Group Benefits 1980, REA and the Rural Community of the 1970's, and Can a Co-Op Serve Two Masters?

A Special Women's Program, Salute to Youth, will include a silver offering for Agricultural Hall of Fame.

Miss Rural Electrification Pageant, Awards Program, closed the day Wednesday.

Thursday, Feb. 12, final and Fourth General Session, was set to start at 9:00 a. m. and included an address by U. S. Senator Quentin Burdick of North Dakota.

Methodist Notes

Charge Conference Set

The Rev. Kermit Gibbons, our District Superintendent, will be with us on Sunday, February 15. The day's activities begin with his speaking at our Morning Worship at 10:45 a. m.

Following the Morning Worship, at about 12:30, we will have a covered dish Family Luncheon in the Social Hall. Bread, drinks, and utensils will be furnished.

At approximately 2:00 p. m. our Charge Conference will convene with our District Superintendent presiding.

The day's activities will conclude at 7:00 p. m. with the final session of our Study on China. Our guest speaker for that evening will be the Rev. Jack Hooper, pastor of St. Luke's United Methodist Church in San Angelo. He will speak on the subject "Christianity in the Life of the Chinese People." He will also consider the subject China, Canada, and the United States from a Canadian perspective.

Jerry Doyle has visited in Eldorado recently with his mother, Bessie Doyle and brother Jimmy Doyle and family.

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JOB
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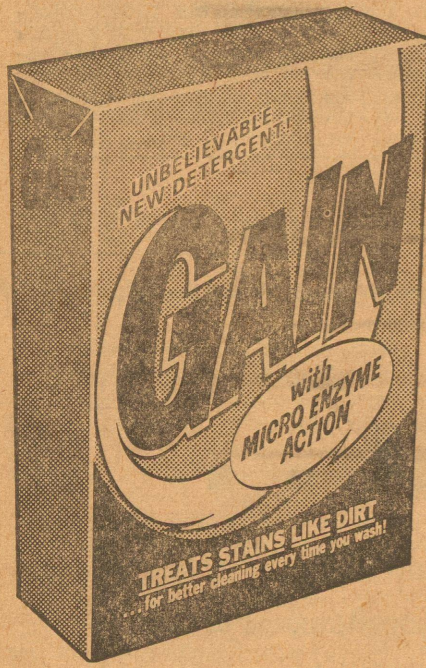
**KIM
DOG FOOD**
Tall
Can **8c**

**KIM KAT
CAT FOOD**
Tall
Can **8c**



**SEA FEAST
PINK SALMON**
Tall
Can **79c**

**Del Monte
Chunk Style Tuna**
No. 1/2
Can **33c**



WASH DAY DETERGENT
Gain

GIANT BOX
69c

KALEX
Bleach

HALF GALLON
29c

JOHNSON CREW — BATHROOM
Cleanser

17-OZ. CAN
79c

REGULAR OR LEMON
Pledge

14-OZ. CAN
1.19

KRAFT'S
Miracle Whip

QUART
49c

KENT — IMPORTED
Luncheon Meat

12-OZ. CAN
39c

DIAMOND
Margarine

SOLID POUNDS
19c

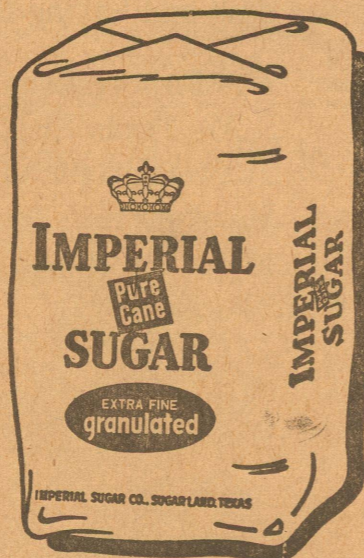


IMPERIAL — PURE CANE
Sugar

5 LB. BAG
59c

GLADIOLA
Flour

5 LB. BAG
49c



DEL MONTE
Sauerkraut

303 CAN
3 FOR 69c



**KIMBELL'S
BISCUITS**

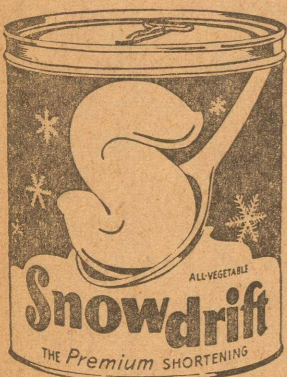
4 FOR 29c

GOOCH—BLUE RIBBON
Bacon

POUND
79c

HOME MADE, PURE PORK
Sausage

POUND
79c



SNOWDRIFT
Shortening

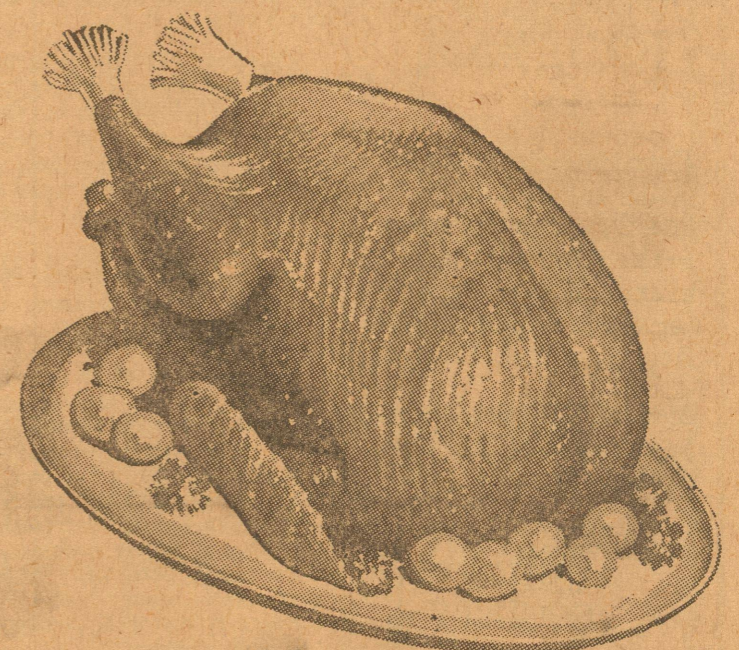
3 LB. CAN
69c



SALAD — OIL
Wesson Oil

24-OZ. BOTTLE
59c

**NORBEST
YOUNG
TURKEY HENS**



10-12 Lbs.
Pound **39c**

20c PARKER FOODS 20c
SAVE 20c
with this Coupon when you buy
a 1 Pound Can of
**Maxwell House
OR ELECTRA PERK COFFEE**
AT PARKER FOODS
1 Lb. Can Only 69c



PARKER FOODS, INC.