

# Occupy Important Posts Furr Food Organization

# Lamb County Leader

THURSDAY AND SUNDAY

LITTLEFIELD, LAMB COUNTY, TEXAS, THURSDAY MAY 1, 1952

## FURR'S SUPER MARKETS LITTLEFIELD PERSONNEL . . .



LOYCE KNOWLES  
Zone Manager



BURL HAM  
Supervisor



RAYNES SPARKS  
Supervisor



RAY HUNTER  
Supervisor



GARTH CLOSE  
Maintenance



JIMMY DENT  
Supervisor



Presented here is the personnel of Furr's Super Market in Littlefield. In the picture, left to right, are: Rose Zybura, head checker with three and one half years with Furr's; Annie McMahon, drug

clerk; Gladys Goldston, drug clerk with two and one half years with Furr's; Bernice Robertson, butcherette; Thelma Robertson, butcherette, three and one half years with Furr's; Helen Parkin-

son, butcherette, two and one half years with Furr's; Jimmy Garrett, market manager, five years with Furr's; Dan Harris, manager long service with Furr's; Nolan Raney, checker; Joe Oakley,

checker; Don Cook, checker; Jimmy Crittenden, assistant store manager, three years with Furr's; Gene Jenkins, produce manager. — Photo by NAIL.

## Furr Food Maintain Department Where Eggs Are Candles, Graded And Packed

Knowing your "eggs" is important. — take it from Mrs. Beulah Beckham, head of that department for Furr's Super Markets in Lubbock. The department is located at 17th and Texas.

Here all eggs are assembled as they come in from farmers of the nearby area, fresh to the laying! The eggs are candled, graded and packed in Furr's cartons then delivered to stores for sale. The operation is a fast one and guarantees fresh eggs for consumers in Furr's Markets.

The operation of candling is a tricky one, and a person must know his "eggs", according to Mrs. Beckham. The grading is important for Mrs. Housewife learns to depend on the grade placed on the carton, and should a carton be mishandled, Mrs. Housewife is unhappy. During off seasons, that is when hens feel not up to laying regularly, Mrs. Beckham and her crew has a hard time to supply all stores and that is the season she shows more grey hairs for the experience!



Mrs. Beulah Beckham

## FRESH PASTRY DAILY; LOYD BRESLER, MANAGER

For the best in pastries, Mrs. Housewife depends on the many delicacies baked by Furr's Bakery, located in Lubbock at 18th and Avenue G.

Early in the morning, the bakers of this Furr's department are on hand for the daily baking. By the time the doors open each day, fresh pastry is on the shelves of the Furr's Super Markets.

Specialty cakes Loyd Bresler for weddings, birthdays, and special occasions; cookies of all kinds, brownies, jelly jons, breakfast rolls, sugar, angel food and devil food cakes are baked with a delicious taste are the handiwork of Loyd Bresler, manager, and his crew.



## Business Machine Setup Saves Time And Waste

Records of the many thousands of items in Furr's Super Markets grocery, produce, meats, drugs, bakery, dairy and frozen food departments have a way of being kept at Furr's, for the general offices at Lubbock and El Paso have a trained crew of personnel on the job.

In Lubbock, the International Business Machine setup saves time and waste for the many items of merchandise. Here the punched cards retain an inventory, warn when items are near the scarce line and perform miracles many do not understand.

The Lubbock office has some twenty-two persons, including the IBM setup, the general auditing office and additional personnel.



Larry Wiley

## Furr Food Have Own Creamery

Rich, creamy butter, Furr's Butter, is manufactured in Furr's own creamery in Lubbock, at 18th and Avenue G.

Under the supervision of Claude Brown, manager, this plant brings to the many Furr's consumers, a fresh, country butter which compete with the best brands of the nation. Farmers of the local area are contributors to the manufacturing of butter. Daily their trucks are seen at



Claude Brown

## Trucks Bring Fresh Produce From Far And Near

From the four corners of the earth, come the wonderful fresh fruits and vegetables to Furr's Super Market produce departments.

Just point in any direction and you'll not miss some garden spot in the United States from which delicious fruits and vegetables pour into Furr's.

Trucks bring these products in daily to the produce warehouses in Lubbock and Thurman Frost, El Paso. From California, Arizona, Idaho, Washington, and Colorado in the West; Florida and Louisiana from the East; Wisconsin, North and Texas to the South, foods for the tables of Furr's consumers come.

Chief buyer for the Lubbock division is Thurman Frost. In El Paso, buying from local houses is Phil Ayoub. These men are schooled in the art of knowing when fruits and vegetables are the best for eating. It may be strawberries today and artichokes tomorrow.

## Two Warehouses Store Food Supplies

Two major warehouses store the many food supplies which are fed into the thirty Furr's Super Markets of West Texas and New Mexico.

Lubbock's warehouse for groceries is located at 26th and Avenue E while El Paso's is at 3406 Durango street. In Lubbock, a produce warehouse is located at 17th and Avenue G, while frozen foods are

stored at 23rd and Avenue G. John E. Brown is superintendent, at Lubbock and Frenchy Remanture at El Paso.

The big Lubbock plant covers some 50,000 square feet. Here a large group of warehousemen maintain the big "Hysters," the two-motor rolling equipment and the big trucks which span out each day, delivering worlds and worlds of groceries for West Texas and New Mexico consumers. The warehouse is completely "palletized," all case goods stacked on wooden pallets, loaded and unloaded by the "hysters."

Sanitary conditions are the best for the Furr's creamery is checked regularly by local and state authorities. In the bright blue and yellow carton, Furr's butter is choice No. 1 of many!

# AN INVITATION

IS EXTENDED YOU

TO ATTEND THE

## ALL-ELECTRIC COOKING SCHOOL

AT THE HIGH SCHOOL AUDITORIUM WEDNESDAY & THURSDAY

MAY 7 and 8  
OPENING EACH DAY AT 2 P.M.

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## THE BEAUTIFUL NEW 1952 PHILCO ELECTRIC

Refrigerator and Philco Home Freezer  
Which Will Be On Display and Be Demonstrated

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  - Home Freezers ● Washers
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It will be a pleasure for us to show you the complete line.

We are cooperating with the other dealers in giving away an Electric Range at this school.

FREE!

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Now only \$189.95

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# Top Combination In Derby Is Arcaro And Ben Jones

By FRANK ECK  
AP Newsfeatures Sports Editor

NEW YORK—Take a winning combination in the Kentucky Derby and generally you get a good run for your money. Trainer Ben Jones and jockey Eddie Arcaro form such a team and that's why the writer likes Hill Gail to win the 78th running of the Blue Grass classic at Churchill Downs on Saturday, May 2.

It was a difficult task at first, trying to separate the late-footed Blue Man, Greentree Stable's Tom Fool and Hill Gail. But when you recall that Jones, with a big assist here and there from his son Jimmy, has won five Kentucky Derby races and Arcaro has piloted four winners it's more of a job to pick against this pair.

The writer would like nothing better than to pick a 19 to 1 shot to win the Derby. Every writer makes an effort. We won't even do that. As a matter of fact, Hill Gail, the horse with the feminine name, probably will be around as a 8 to 5 posttime favorite on mint julep day.

When a horse wins the \$140,000 Santa Anita Derby of a mile and an eighth by four lengths he has done about everything asked of him. After the Feb. 23 test at Arcadia, Calif., they were saying "the race was no contest, but rather a question as to whether Hill Gail would win by four lengths or eight lengths."

### One of Best

He is one of the best horses Ben Jones has ever trained and he's the man who made the late Warren Wright's Calumet Farm famous with such horses as Whirlaway, Citation, Pensive and Ponder, to mention four Derby winners. They scored between 1941 and 1949. In 1938, Jones trained for Woolford Farm and won his first Derby with Lawrin.

Lawrin also was Arcaro's first Derby winner. Since then the banished veteran has scored with Hoop Jr., for Fred Hooper in 1945,

Whirlaway in 1941 and Citation in 1948.

Arcaro might have won two or three more Derbies had he been lucky. In 1942 Greentree Stable gave Eddie his choice of Shut Out and Devil River. Arcaro chose Devil River. Wayne Wright was "left" to ride Shut Out. Shut Out won the race.

In 1944, Arcaro was again under contract to Greentree Stable. He rode the favored Stir Up. The colt ran third. Had he been a free agent he would have ridden Pensive for Jones. Instead Conn McCreary got

the mount. Pensive won.

In 1949, Arcaro liked Olympia so much that the Hooper horse was odds-on at 4 to 5. After leading, the

horse finished sixth. Steve Brooks won with Calumet's Ponder, another mount that Arcaro might have handled had he not made a



EDDIE ARCARO



HILL GAIL

They Appear to Have Proper Credentials

## Student Council Election Set For Friday

An old-fashioned "candidate speaking" was held yesterday morning, during the regular assembly meeting of Littlefield High School student body, held in the school auditorium.

Candidates who are running for offices in the High School Student Council, made "political speeches," as well as various members of the student body, in behalf of their favorite candidate.

Election of officers of the Council will be held tomorrow (Friday). Results of the election will be announced during assembly program, Monday, Mrs. Lucille Betts is Student Council sponsor.

Those who have filed for office to date are as follows:

President: Don Nickels, Bill Jones, Larry Rice, Keith Streety, Jackie Beckner and Billy Jaques.  
Vice President: Douglas Perkins, Jim Doherty, Don Wheeler and Mike Joplin.

Secretary: Leroy Williams, Sue McCown and Norma Renfro.  
Treasurer: Gary Pass and Rosa

previous commitment.

### Jones Won Five

Jones is the only man to win five Derbies and Arcaro the only man to ride four winners. That combination will be hard to beat.

Thousands will try to pick around the winner—they do it every Derby Day. They'll go for Blue Man, a horse that runs like Stymie and has that type of rider on him in McCreary; and a few others.

Difference of opinion makes horse racing. But it isn't often that they beat a Ben Jones horse in the Derby. Outside of Pot O' Luck's second in 1945, Faultless's third in 1947, and Fanfare's fourth last year, Jones has a pretty good Derby score over the last 11 years.



**FUTURE BAYLOR COED?**—President W. R. White of Baylor University has already recruited a coed student for the freshman class of 1969. She is Catherine Tarwater, month-old daughter of Mr. and Mrs. Tom

Tarwater of Harrold and White's first grandchild and Mrs. White first man to greet the new arrival in a plug for Baylor.

### Local Boy Called

Due To Father's...

Local Boy Called Due To Father's...

Lee Hemphill, Publicity Director: Edwina Schovajsa, R. L. Rhoten and Polly Potter.  
Cheer Leaders: Naomi Murdock, Wanda Webb, Shirley Moore, Dorothy Foltyn, Carrie Ivie, Sandra Guidroz, Doris Byrd and Nancy Garrett.

Kenneth Cunningham, United States armed in the South Pacific route home on emergency due to the serious illness of his father E. L. Cunningham. Mr. Cunningham is in Memorial Hospital, suffering complications, following jury last fall.

Many poisonous snakes do not lay eggs but produce living young.

# Congratulations

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Cloverlake Dairy Products are Electro-Pure Pasteurized . . . that is by a flash of electricity. This method of Pasteurization requires only 15 seconds. You would not suspect that the milk had been pasteurized, as there is no detectable alteration in taste or cream line. All Cloverlake Milk, Cream and other related dairy products are all-electric pasteurized . . . Furr's Customers have discovered the difference in the flavor.

## Cloverlake

Products include:  
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Cloverlake DeLuxe Ice Cream and Regular Pack.  
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Acetate and Rayon, 8 inch lace trim - One **\$1.98**

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**MEN'S FANCY RAYON ANKLETS**  
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**LADIES' NYLON HOSE**  
51-15 Spring Shades **77c**

**FRESH HOT POPCORN**  
3 Bags **25¢**

# PERRY BROS.

LITTLEFIELD, TEXAS



# Lamb County Farmers Are Due To Plant Largest Cotton Acreage In History

the majority of it will go into cotton and sorghums.

Langford has begun one of the new soil conservation programs in Lamb county. Last fall he planted 350 acres in vetch, drill planting between his cotton stalks. After adding 12 pounds of barnyard manure per acre, and 400 pounds of super phosphate per acre, plus commercial fertilizer, his vetch has provided an excellent cover crop as well as holding down wind erosion on his farm. He may leave some of the vetch for seed as an experiment, Langford reports.

Broom corn, which was a successful venture on the Drew Watkins farm in the Sudan area in 1951, may be planted if cotton is

hailed out, Eaton said.

Most of the farmers will begin their planting during the first week of May, although some have already planted, Eaton said. Cotton planted now will bloom around July 10, and will mature in adequate time for harvesting, if not hailed out. Grains will be planted a little later, between May 20 and June 10, and will mature about the same time as cotton, in September and October, Eaton said.

There does not appear to be any shortage of seeds of any kind in the county. Last year, some cotton seed was short, due to the numerous plantings the hailed out farmers made during the spring season, Eaton said.

## Humane Living Not For Birds

WILMA LOWRY  
Illustrator Writer

Birds are a constant reminder of the practicality of humane living. As ornithologist Tory Peterson points out, the common house sparrow is biologically un-derstandable. He explained, "operate on territorial claims, and a joyous expression made for art's sake. The challenge: 'This is and you keep the hell'



ROGER TORY PETERSON

Females invited to respect the challenge. Females understand it. However, a non-conformist brushes with the priority brushes with the warlike—rarely re-act.

of the birds themselves effective birth-control, and would soon be over-whelmed. The robin, for instance, has two eggs each year, and has two young only 25 per cent of a year reach the flying age. In the bird population, in-crease, and form a sort of population which gives a bird population a

## Prominent Anton Business Man Is Taken By Death

Survivors include his wife, the former Miss Lola Jones, and one son, Ed Swanson, who is a student at Tarleton State college at Stephenville; his parents, Mr. and Mrs. J. M. Swanson of Anton, and one sister, and three brothers, Mrs. Jim Landis and G. R. Swanson of Anton and Ira Swanson, of Tulsa, Okla., and Lee Swanson of Cedar Rapids, Iowa.

All of the immediate survivors were present for the last rites.

Pallbearers were H. M. Christian, R. E. McGuire, Doyle Sanders, Richard Grace, J. T. Whitten, C. A. Dooley, Afton Richards, and Robert Lewis.

In the Middle Ages many leading poets and thinkers of ancient times were widely supposed to have been magicians.

If it were possible for one bee to gather all the material for a pound of honey, it is believed it would have to work every day for eight years.

Funeral services were held Sunday afternoon from the First Baptist church at Anton for Loyd Truman Swanson, 45, who died suddenly at his home Friday afternoon, April 25, at 6:10 o'clock, following a heart attack suffered about one hour before his death.

Officiating at the last rites were Rev. Everett Springfield, pastor, assisted by Rev. Russell McAnalley, pastor of the First Methodist church, Anton. Burial was in Anton cemetery, with Hammons Funeral Home in charge of arrangements.

Deceased was born December 21, 1906, at Kemp, in Kaufman County. He had been a resident of Anton since 1924, and was manager of the Jones Grocery and Market.

Indications are that Lamb County farmers will plant the largest cotton acreage in history—a little larger than last year, says David Eaton, Lamb County Agent.

Eaton estimates there will be about 320,000 acres planted to cotton, mostly of the stormproof variety.

In grain sorghums, Eaton estimates a 100,000 acreage for 1952, and between 800 and 700 acres will be planted to castor beans.

If the cotton is hailed out again this year at a late date, after June 1, more acreage will be planted in grain sorghums, Eaton said. Last year's cotton acreage was cut due to a late hail.

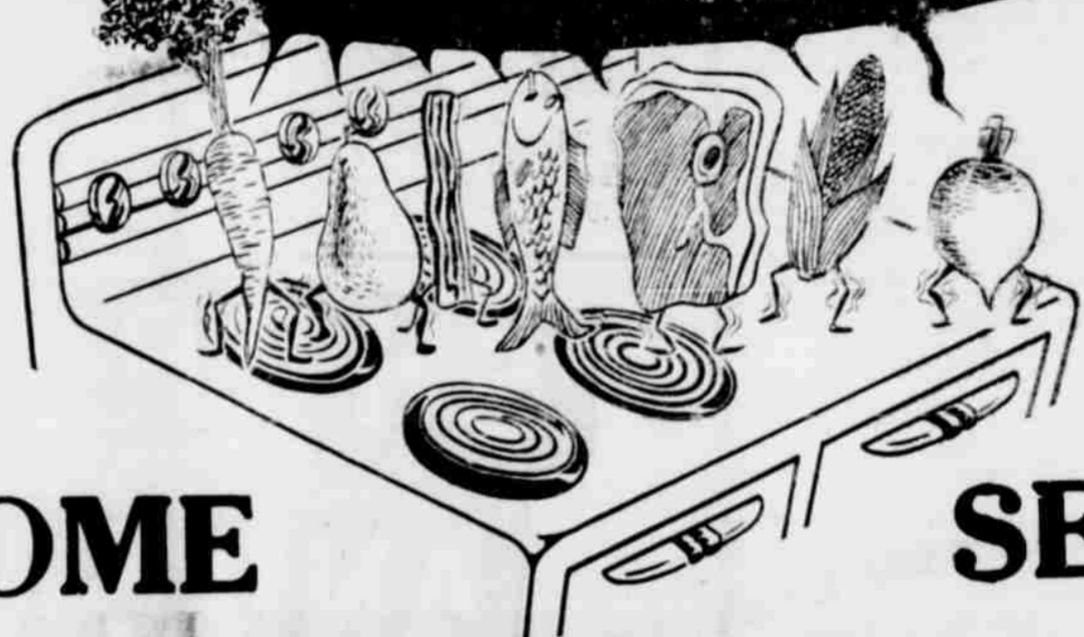
There will be some vegetable growing in the county, also the agent reported. He said to date, 35 acres of cabbage, 200 acres of tomatoes, and 30 to 40 acres of lettuce will be planted. One of the top vegetable farmers in the region is John Gallini, who works with his father-in-law, Bill Langford of Spade. Langford will devote some of his 550 acres to vegetables, but

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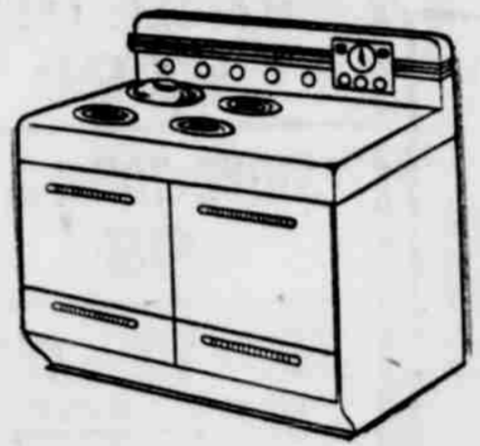
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**Clydie Little**  
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LITTLEFIELD, TEXAS



## Local Chapters FFA Take Lions Share Of Awards At Tech Judging Contests

Littlefield Future Farmers (FFA) entered eight judging teams in South Plains and West Texas

Area One and Area Two of Texas Tech's 25th area Vocational Agriculture judging contest staged at Tech College, Lubbock last Saturday, and competing along with more than 300 judging teams entered, representing practically every school on the South Plains, placed well up at the top in the judging, and won the right to send three teams to the State judging contest to be staged at Texas A&M this weekend.

## Commissioners Court In Session

Lamb County Commissioners Court is in session this week, with routine business generally occupying the attention of the Court, and with all members present.

The matter of hiring a County Auditor was up for consideration, and Alvin Webb, who has held the contract for the past three years was expected to receive a contract renewal.

Another matter up for discussion and action Wednesday was in connection with the collection of taxes recently authorized when a majority of the districts of the County voted in favor of inclusion in the High Plains Water Conservation District. It has been proposed that the County taxing machinery be utilized in collecting the tax which this year will be levied in the amount of 3 cents on the \$100 valuation.

## Forum Meeting

(Continued from Page 1)  
ity." The chairman will be Nelson Naylor, president of Littlefield Chamber of Commerce. Speakers will be Dr. S. M. Kennedy, assistant professor of government at Texas Tech, Lubbock, and Dr. Joe Motheral, professor of agricultural economics at Texas A. & M. College.

The summary will be by W. N. Williamson, assistant director, Texas A. & M. College Extension Service.

During the noon hour a luncheon will be served, featuring barbecued pork and all the trimmings. Each person will pay for their own plate, it was stated.

Lions and Rotary Clubs in the county have been invited to join the group for the luncheon and have the opportunity of hearing Dr. Timm.

The county steering committee for the Forum is composed of Agriculture Committee of Littlefield Chamber of Commerce, and includes Marshall Howard, chairman; L. E. Sullins, H. O. Bigham, Carl Morrow, Ralph Nelson and Virgo Peterson.

The executive committee of Lamb County Farm Bureau includes Leroy Haekler, president; David Maxey, vice-president; and Gerald Allison, secretary.

Come to Stokes Drug for Mother's Day and Graduation Gifts and cards.

Littlefield was first in Cotton Judging, and Clinton Young of Littlefield was named high individual judge in that division, as the champion "stapler." Others on the team were M. C. Newton and Lynn Russell.

Littlefield also won first place in Milk Judging in dairy products and Bill Womack, of the Littlefield team was high ranking individual judge in this division.

Other teams entered were one in Dairy Products which placed second; Poultry Judging, 3rd place; Livestock judging, 8th place. The local team entries in Crops Judging, Meat Judging, and Dairy Cattle judging, failed to place in the top awards division.

This is the best showing ever made in these competitions by local judging teams and several new winners banners were brought home by the group Saturday night, and now grace the halls of the Littlefield FFA Chapter.

The three top place winning teams are scheduled to leave immediately following the FFA banquet Thursday night for Texas A&M accompanied by sponsor, Hershell Potts of Junior FFA, to enter the state-wide competitions. They will stop off enroute at Lake Brownwood for a fishing spree, and camping party, and are scheduled to arrive at Texas A&M, about Friday midnight—where they will make camp and prepare to enter the competitions there on Saturday. They are scheduled to return home Sunday, and are highly optimistic for bringing home with them some of the coveted ward banners, which will go to the winning teams.

Personnel of the Dairy Products judging team is: Larry and Darral Kenneker, and Bill Womack. Poultry judges are: Jackie Price, Dickie Cobb and Frank Briscoe. Live Stock Judging team is composed of: Eugene Watts, Bobby Foley, Eddie Wallace and Keith Davis. Billy Bales will go as alternate.

Other teams entered at Tech last Saturday were: Crops Judging composed of Bob Hoover, Milton Vaughn and Dan Howard; Meat Judging, Boyd Mears, Don Foley and Ernest Gohlke, Dairy Cattle, Ronald Rogers, Max Barnett, and Howard Buck.

## Safe Driving Award Presented Sgt. Cutshall

M. Sgt. Gerald F. Cutshall, local recruiter for the U.S. Army and U.S. Air Force, was one of the three Amarillo area recruiters that was presented Safe Driver Awards last Saturday, by Captain Jessie C. DeHay, commanding officer of the Amarillo main recruiting station.

Though this award only covers the period while Sgt. Cutshall has been in the recruiting service, 42 months, Sgt. Cutshall said that he has been driving various types of vehicles for the past 25 years for an estimated total of 250,000 miles without a single accident. "If we were allowed to count the mileage I put on horses while I was in the cavalry, we could easily add 25,000 more miles to this total," Sgt. Cutshall said. (19 years at Fort Bliss.)

Sgt. Cutshall attributes his safe driving record to:

1. Being sure that the vehicle is in good working operation mechanically.
  2. Obey the traffic laws.
  3. Use common sense in driving.
- The two other recruiters that received Safe Driving Awards were: M. Sgt. J. A. White, in charge of the Lubbock US Army and US Air Force Recruiting Station and M. Sgt. Edward A. Nash, in charge of the Clovis, N.M. recruiting station.

## Spade Chapter FFA Sponsoring Donkey Basketball Game May 7

Spade FFA boys are sponsoring a Donkey Basketball game to be held at Spade gym, Wednesday, May 7, 8 p.m.

Admission will be 60 cents for adults and 30 cents for children. Proceeds will go into FFA chapter.

## Plans Made For Fund Drive For Youth Recreation

If the Youth Summer Recreation program is to be staged again this year, in anything like successful form, and the Youth Center is to carry on its work, in the manner which was intended and which the directors wish, substantial funds to finance both, must be provided by the citizens, and forthwith.

A meeting of a dozen or more citizens and members of the directorate was held at Hudson's Cafe Wednesday morning, and tentative plans were mapped to raise in the neighborhood of \$5,000 in a drive to be staged here this month.

All citizens are asked to participate, and in addition each of the service clubs and active organizations of the city will be asked to participate, and name at least two members to the drive solicitation committee and its planning.

to be used for the annual club trip, to Colorado.

The game will be played by the FFA boys vs. the "old men" (or those out of school). The two teams participating will be known as "Hot Rods" vs. "Grandpa's."

The game will be played on trained donkeys—there will be plenty of bucking—"men play"—"donkeys bray."

FFA boys say the show is better than a rodeo and much funnier than a circus. DON'T MISS THIS OPPORTUNITY TO SEE SOME FUN.

## Band Wins

(Continued from Page 1)  
to Canyon by bus, where they spent the day. A large number of parents, mostly members of the Band Parent Club also made the trip, as did Supt. of Schools, Joe Hutchinson.

In addition to competitions which utilized the entire bands, there were numerous individual competitions, and individual members of the local band, won generous shares of placements.

25 First Places  
In division one rating, Littlefield was awarded 25 first places in solos and ensembles, as follows:

Bobby Cannon, baritone; Fredy Briggs, trumpet; Willis Giddens, trumpet; John Crosby, snare drum;

Joyce Tharp, French horn; Beva Jean Ray, French horn; Lee Boyd Montgomery, trombone; Joyce Tharp, Le Tayne Steffey, Erna Jane Jones, Beva Jean Ray, Ethel Pope and Gloria Thomson all in twirling; Bobby Reed, saxophone, Bobby Jo McShan, flute; Norma Kay Moss, clarinet; Trudy McGee, bass clarinet; Erna Jane Jones, saxophone.

First in student conducting, Larry Rice.

First in ensembles, Brass sextette, James Renfro, Jean Onstead, Clarence Hobratsch, Mary Jo Porcher, Buddy Banks, and Lee Boyd Montgomery. Cornet trio, Fredy Briggs, Larry Rice and Willis Giddens; Cornet trio, Bruce Faust, Palmer McCown and Houston Boyd, French horn quartette, Joyce Tharp, Mary Jo Porcher, Gloria Thomson and Beva Jean Ray. Mixed clarinet quartette, Nancy Morrow, Norma Moss, Howard Harvey, and Billy Jaquess. Mixed clarinet quartette, Edwina Schovaja, Bonnie Bradley, Juanda Harrell and Trudy McGee.

13 Second Place Awards  
Thirteen second place awards went to Buddy Banks, baritone solo; Elwood Smith, snare drum; Kay Hendricks, twirling, Mary Renfro, twirling, Frances Hall, Monya Hawk and Jack Minix, saxophone; Finetta Packwood, flute, Nancy Morrow and Edwina Schovaja, clarinet, Clarinet trio ensemble, Marion Nickelson, Judy Christian and Kay Hendricks. Saxophone sextette, Erna Jane Jones, Frances Hall, Jack Minix, Bobbie Reed.

Mary Renfro and...  
Four Third Place...  
Four third place awards...  
cornet, Gloria Thomson...  
Mr. Hays in behalf...  
sterling silver plaque...  
mahogany and each...  
winners in first place...  
presented silver...  
and place winners...  
ificates.

In receiving sweep...  
Littlefield band placed...  
cert playing, first in...  
first in sight reading.

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ther's Day and Grad...  
and cards.

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with bath and...  
north on Highway...  
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FOR SALE—Nearly...  
electric ironer and...  
trunk at a bargain...  
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St., paving is paid...  
and piped for water...  
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for  
MOTHER'S  
DAY

\$1.35  
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SPECIAL PRICES  
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# SHOP AND SAVE

MOTHERS DAY CARDS 5c to 25c

## PLASTIC ICE TRAYS FOR BRIDGE

Freezes Hearts, Clubs, Spades and Diamonds  
69c

## SPECIALS FOR

# Dollar Days

FRIDAY -- SATURDAY and MONDAY

SAVE ON YOUR MOTHER'S DAY AND GRADUATION GIFTS

## 1-4 Off

ON ALL NECKLACE AND EAR SCREW SETS IN STORE

Necklace and Ear Screws sets—Large selection—beautifully boxed—gift box.

\$2.00 Up

ONE GROUP OF

NECKLACES & EAR SCREWS  
All kinds and colors: ear screws for both pierced and unpierced ears. Reg. \$1.20 sellers; 2 for

\$1.00

ONE GROUP \$1.00

SCATTER PINS  
Sets of 1, 2 and 3 Pins  
Only \$1.00

All above prices include tax

## ANDERSON'S JEWELRY

334 PHELPS AVE. PHONE 445-J  
LITTLEFIELD

\$2.00  
BARBARA GOULD  
CLEANSING CREAM  
\$1.00

STOVE TOP MATS  
98c

TIDE - VEL - CHEER  
DREFT - OXYDOL  
Your Choice  
29c

TOILET SOAP  
12c Bar  
7c

PHILLIPS MILK OF  
MAGNESIA  
50c Size  
39c

LILLY'S  
HOMICEBRIN  
Full Pint  
\$2.98

GARDEN HOSE  
Koroseal  
50 ft.  
\$8.79

## MENNEN'S BABY-MAGIC

REG. 50c — PAY LESS 29c

## IPANA TOOTH PASTE

60c SIZE — PAY LESS 37c

## RING ALARM CLOCKS

REG. \$3.00 — PAY LESS \$1.99

## CANDY BARS

ALL 5c BARS  
PAY LESS — 3 FOR 10c

## KLEENEX

300's — PAY LESS 17c

## S-M-A LIQUID MILK

PAY LESS 25c

## BABY NEEDS

Even Flo Bottles  
Complete Unit  
19c

With Nipple  
23c

LACTUM  
LARGE PABLUM  
43c

SMA POWDER  
98c

GLYCERINE  
SUPPOSITORIES  
Infant  
57c

DETRI MALTOSE  
1-Lb.  
39c

Automobile Baby  
Bottle Warmer  
\$2.89

DIAPER LINERS  
100's  
98c

CASTORIA  
37c

BABY SCALE  
\$7.98

COTTON PICKER  
59c

DOROTHY GRA  
COLOGNE  
Hot Weather  
\$2.00 Size  
\$1.00

TUSSEY CREAM  
DEODORANT  
\$1.00 Size  
50c

TIDY CHLOROPHY  
STICK DEODORANT  
69c

Giant  
MENNEN'S  
SHAVING CREAM  
Brushless  
39c

\$1.25  
ORTHO GYNOL  
98c

ALKA SELTZER  
65c Size  
39c

Wayne's  
Ice  
Cream  
Vanilla  
1/2 Gal.  
69c



# FURR'S SUPER MARKETS CELEBRATES ITS 48<sup>th</sup> ANNIVERSARY

## FOOD PRICES CUT! FOR FURR'S FOOD FAIR ONLY!

MAY 2 thru 10

HERE ARE  
SOME OF THE  
TREMENDOUS  
SAVINGS

### GOT A 1904 NICKEL OR DIME?

Dig into those saving banks right now, and if you have a 1904 Nickel or Dime, you're a lucky winner!

Here's what you do. Just bring that 1904 Nickel or Dime to any Furr Super Market Friday or Saturday, May 2 or 3, and receive a pound of Folger's Coffee in exchange!

There's no "catch" to it. You see, we of Furr's are celebrating our 48th Anniversary in the food business here in West Texas and New Mexico. Get it? 48 years and 1904 makes the year 1952!

Now, come to any of Furr's 30 stores in 15 towns and receive a pound of Folger's Coffee for your 1904 Nickel or Dime. One pound to a customer.

### ORANGES

Florida, Full of Juice  
5-Lb. Bag

**25c**

### ORANGE JUICE

Food Club Fresh Frozen  
6-Oz. Can

**10c**

### PEACHES

Food Club Sliced or Halves  
In Heavy Syrup - No. 2 1/2 Can

**23c**

### OLEO

Top Spread  
Colored Quarters - Lb.

**15c**

REFRESHMENTS!  
SOUVENIRS!  
SPOTLIGHT SALES!

OR GREAT FOOD VALUES PLEASE TURN THESE PAGES

FURR'S  
FOOD  
FAIR  
1952



# Furr's Super Markets Celebrate 48th Anniversary With Gigantic

## Roy Furr Heads Furr's As President

Tightly knit is the organization built around President Roy Furr of Furr's Super Markets.

Vice-president of the company is Clem B. Boverie, in charge of retail operations, with Roy Furr since the advent of the stores in Lubbock, 1923. Clifton H. Cummings is secretary and treasurer, for many years in charge of the general office and company records.

Don G. Furr, son of Roy Furr, heads the personnel department located in Lubbock. Here records are kept of the many persons employed by the Furr's organization.

Working directly with Boverie in sales and merchandising are retail zone managers: Donovan Stafford, Gloyd Knowles and A. R. "Chick" Arnold. These men head the western, eastern, and El Paso divisions, respectively. Stafford has ten stores under his supervision, Knowles eleven, and Arnold, nine.

With the zone managers in the Furr's picture are other supervisors. These include meat supervisors Ray Hunter paired with Stafford; Burt Ham with Knowles and R. Q. Reed, with Arnold. Raynes Sparks is the general drugs supervisor; Jimmy Dent the Lubbock division produce supervisor; Bill Dent the general stores supervisor; in El Paso, Phil Ayoub, produce at El Paso and Jim Alsop, drugs at El Paso.

In charge of the purchasing department, creamery, bakery and warehouse functions is John A. Milligan. Here, all the purchasing is done for the Lubbock division while Milligan controls buying in the El Paso branch where John Wells is the head buyer. Wells has Morris Donaldson as his assistant and Milligan has Bedford Raley as his good right hand man.

J. Garth Close is the head of the maintenance department for the entire company, with headquarters in Lubbock. J. H. Hawkins is in charge of truck maintenance.

Bill Douthett is in charge of the general office at El Paso, handling wholesale business as well as retail records there.

Advertising and promotion is headed by Jack O. Stone, in Lubbock, where the display department, too, is located, headed by Ray Oellier.



C. B. BOVERIE  
Vice-President

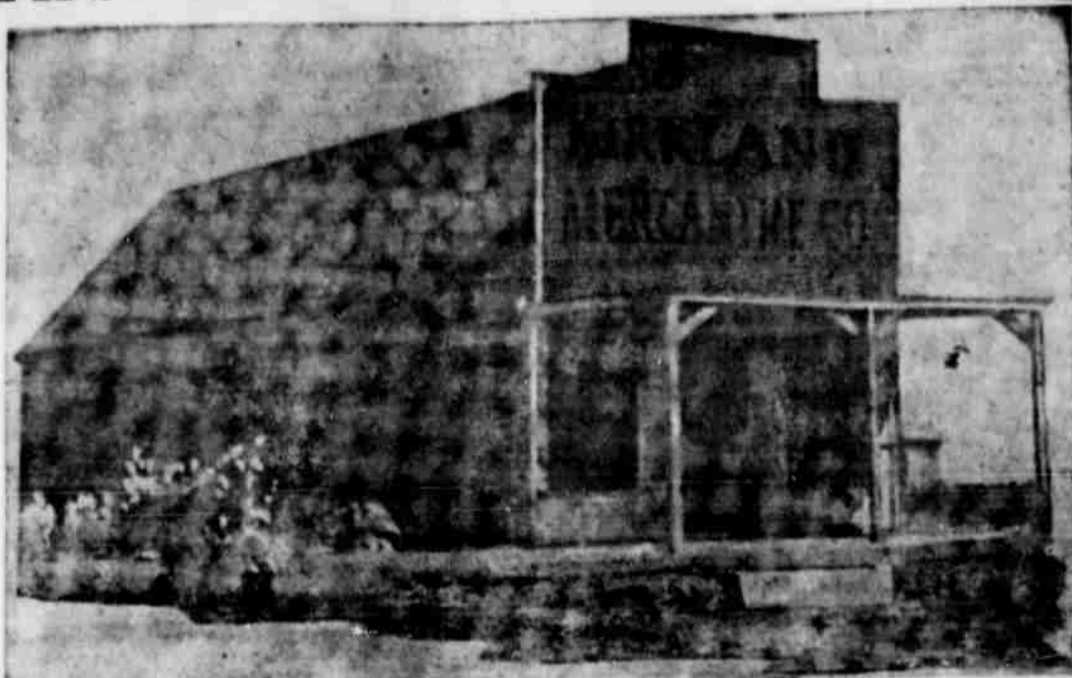


C. H. CUMMINGS  
Secretary-Treasurer



DON FURR  
Personnel

## First Furr's Store At Kirkland



Here is the first Furr's Super Market: the original Furr's store, the Kirkland Mercantile Company of Kirkland,

Texas, near Childress. This was the first operation founded by C. W. Furr, 48 years ago,

and from this unit has sprung the large group of Furr's Super Markets today.

## Furr's 57 Super Markets Blossom From One Small Mercantile Store

Back in 1904, the now deceased C. W. Furr, father of Roy and Key Furr, the two brothers heading the present Furr's operation, started a business which has blossomed into one of the leading industries of the Southwest.

Furr's Super Markets of 1952 has grown from that one store, the Kirkland Mercantile Company of Kirkland, Texas, (near Childress), to the massive operation it is today.

Today this giant food retailing business has expanded to fifty-seven super markets in thirty cities of five states, a leader in its field. The Lubbock operation, Furr's, Incorporated, has thirty units in fifteen cities while the Amarillo operation, Furr Food Stores, Incorporated, twenty-seven units in the same number of towns. Roy Furr is president of the Lub-

bock division, Key Furr, heading the Amarillo corporation.

It was in Kirkland that the future of this business was foreseen by C. W. Furr, the "daddy" of the 1952 supers! This was a combination grocery and department store from the beginning. The rear of the mercantile company building, at 20x30 foot establishment, was used for the Furr's home for almost a year. As the country grew about

### ROY FURR THANKS MRS. HOUSEWIFE

"As we of Furr's celebrate this 48th year of business with the good people of West Texas and New Mexico, our thoughts turn in appreciation to our friends, old and new, who have stood by us loyally, realizing full well that it has been the confidence and support of these good

friends which has made possible the growth and expansion of the Furr's organization," Roy Furr, president, said today.

"Throughout the years to come, as in the past, we of Furr's pledge ourselves to conduct the business in such a manner that we hope will continue

to merit your confidence and good will. On this anniversary, we feel the Furr's organization, as an institution, is an integral part of this great section of our country and that personnel of the entire organization contributes both in loyalty and service to its progress," he said.



C. W. FURR  
Founder



ROY FURR  
President

Kirkland, C. W. Furr added to his holdings, erecting several brick buildings and organizing several business firms including furniture, dry goods and groceries. In 1906 he helped organize the Kirkland State Bank and in 1915 was elected its president. During these three years he accumulated several farms and business property.

In 1925 he moved to Potter County, Amarillo, where he bought the M-System franchise in several counties in the Panhandle. Roy went with his father as a business aide. He saw a fertile field in Lubbock in 1929 and came to that city purchasing the M-System chain, six stores in all.

SALE OPENS WITH TREMENDOUS CUTS IN PRICES

Food Fair Continue Saturday

Furr's Super Markets in Texas and Eastern New Mexico open wide its doors tomorrow with a six-day promotion, the Furr's 1952, commemorating the anniversary of Furr's Super Markets. This event will continue Saturday, May 16, in Lubbock and towns Furr's Super Markets operate stores, bringing consumers a tremendous special food values, the early day prices of many during the Food Fair. Food produced, are the main herein Mrs. Housewife's greatest savings. For months now, Furr's Super Markets about them speeded the consumer and helped these during the Refreshments will throughout the period in all of the 57 Furr's Super Markets of this area. So given out periodically. One of the main attractions of the Food Fair, El Paso is the appearance of Miss Wisconsin, the famous Miss Wisconsin product of that company.

Furr's First Fair Staged

Remember, back in 1904 Furr's Super Markets first Food Fair, during anniversary? It was a great event prizes of major importance plus a great supply of foods were in each of the three days you were in Lubbock, don't forget to remember, today, Saturday, May 16, many, many homes and making for many a housewife.



# PLAINS ICE CREAM

ASSORTED FLAVORS  
THE BEST TASTE  
IN ICE CREAM  
QUART ----

# 23c

CELEBRATING ALMOST A HALF CENTURY OF PROGRESS

# FURR'S FOOD FAIR 1952



# FURR'S FOOD FAIR 1952

## PICKLES CATSUP

Alabama Girl  
Cut, Sour or Dill  
Full Quart **15¢**

Food Club  
Fancy  
14-Oz. Bottle **15c**

HANDY 6-BOTTLE CARTON

## COCA-COLA

PLUS DEPOSIT **19c**



## PEACHES

Food Club, Sliced or  
Halves, In Heavy Syrup  
No. 2½ Can **23c**

### Satisfaction Guaranteed!

Your Complete Satisfaction is a part of every purchase. If for any reason you are not completely satisfied, your money will be cheerfully refunded! Shop Furr's today!

AMERICAN BEAUTY  
TOMATO JUICE 46-OZ. CAN ..... **25c**

DON RIO JUICE BLEND—46-Oz. Can  
ORANGE-GRAPEFRUIT ..... **19c**



## COFFEE

MARYLAND CLUB  
REGULAR DRIP  
OR PULVERIZED  
LB. CAN **83c**

**DOG  
FOOD**  
DOG CLUB  
3 Tall Cans  
**25¢**

Food Club Jellies will please! Try them today. If not satisfied, your money will be returned without any question!

Plum, Food Club Pure Fruit, 12-oz.	<b>22¢</b>	Strawberry, F. C. Pure Fruit, 12-oz.	<b>27¢</b>
Apple, Food Club Pure Fruit, 12-oz.	<b>19¢</b>	Currant, Food Club Pure Fruit, 12-oz.	<b>25¢</b>
Grape, Food Club Pure Fruit, 12-oz.	<b>23¢</b>	Food Club—12-oz. jar	
		<b>PURE FRUIT CHERRY</b> .....	<b>26¢</b>

We Reserve The Right to Limit QUANTITIES

*Food Club - Exclusive at Furr's*

### APPLE JUICE

FOOD CLUB  
QUART BOTTLE **25c**

Food Club—No. 2 can  
TOMATO JUICE ..... **12½¢**

LIMA BEANS, Food Club Green, No. 303 can	<b>25¢</b>	KRAUT, Food Club, No. 2 can	<b>12¢</b>
TUNA FISH, Food Club Solid Pack, white meat, can	<b>37¢</b>	PEAS, Food Club, No. 1 can	<b>15¢</b>

3-LB. CAN  
**FOOD CLUB SHORTENING** ..... **75c**

PEAS, Food Club Garden Sweet, No. 303 can, 2 for	<b>35¢</b>	WAX BEANS, Food Club No. 303 can	<b>23¢</b>
ASPARAGUS, Food Club all Green, Cut, Picnic can	<b>23¢</b>	TOMATO SAUCE, Food Club 8-oz. can	<b>8¢</b>
CORN, Food Club fancy cream Style golden, No. 303 can	<b>18¢</b>	APRICOTS, Food Club, fancy Halves, No. 2½ can	<b>38¢</b>
SLICED BEETS, Food Club Fancy, No. 303 can	<b>12¢</b>	PRUNE JUICE, Food Club Quart Bottle	<b>33¢</b>
SPINACH, Food Club Fancy, No. 303 can	<b>14¢</b>	PANCAKE FLOUR, Food Club Regular package	<b>17¢</b>
GREEN BEANS, Food Club French Style, No. 303 can	<b>23¢</b>	PANCAKE FLOUR, Food Club Large package	<b>33¢</b>
PEANUT BUTTER, Food Club 12-oz. mug	<b>39¢</b>	PLUMS, Food Club, Heavy Syrup, No. 2½ can	<b>27¢</b>

## YES TISSUE



300 Count  
**19c**

Regular  
**27¢**

### Furr's Guarantees To Please With Its Food Club Preserves

If Not Satisfied Money Returned Without Question!

CHERRY, Food Club Pure Fruit, 16-oz. jar	<b>37¢</b>	PINEAPPLE, Food Club Pure Fruit, 16-oz. jar	<b>35¢</b>	PLUM Food Club Pure Fruit 16-oz. jar	<b>29c</b>
STRAWBERRY, Food Club Pure Fruit, 16-oz. jar	<b>45¢</b>	APRICOT, Food Club Pure Fruit, 16-oz. jar	<b>31¢</b>		
Boysenberry, Food Club Pure Fruit, 16-oz. jar	<b>39¢</b>	PEACH, Food Club Pure Fruit, 16-oz. jar	<b>35¢</b>		



# FURR SUPER MARKETS OPERATE IN FOUR STATES

The name of Furr's is a name well known to many a housewife in the vast area in which Furr's Super Markets are a part of the community.

Furr's, Incorporated, the Lubbock operation, operates not only 30 super markets in 15 cities of West Texas and New Mexico, but maintains a meat packing plant, a creamery, a bakery, and an egg plant in Lubbock and three major warehouses. These include two, one for groceries and one for produce and drug supplies in Lubbock and one for all in El Paso. In this latter city, a wholesale house is in the picture, the El Paso Wholesale Company.

Lubbock has seven Furr's Super Markets, El Paso nine, Odessa two and each of the following cities one: Midland, Monahans, Littlefield, Snyder, Big Spring, Lamesa, Levelland, Brownfield, Plainview, Childress and Hobbs and Roswell of New Mexico.

Operations Wide Spread  
Key Furr's group of stores, headquarters at Amarillo, include 27 in 15 cities, spread in four states: Texas, New Mexico, Oklahoma, Colorado and Kansas. Amarillo has 10; Pueblo, Colorado, three; Clovis, New Mexico, two and one each in Pampa, Berger, Dumas, Hereford,

## Furr's Food Fair To Be One-Stop Shopping With Super Savings

The housewife of 1952 doesn't fear the "jumping from one store to another for her shopping", for one-stop shopping is the most modern advantage of such super markets as Furr's Super Markets of West Texas and New Mexico.

Here in these giant supers, Mrs. Housewife need not fret about getting in the drug store, or to the

hardware store, etc., for additional needs. Here she has every need fulfilled as far as groceries, fruits and vegetables, meats, drugs and sundries, tobaccos, bakery goods and even some "soft" goods, such as clothing and hosiery.

Furr's features nationally known brands of merchandise, the best foods at the right prices.

## "Spotlight" Sales Feature Of Fair

One of the many features of Furr's Food Fair of 1952 will be "spotlight" sales, an innovation for super markets.

This type of sale will not be scheduled and can be expected at any hour of the May 1 to May 10 period of the 48th Anniversary sale. While shopping, should you hear the manager of a Furr's Super Market declare on the public address system, "Folks, for the next five minutes Furr's will sell Blank Cheese at Blank price, -hurry up and make that savings for you'll not regret it". That's a "spotlight" sale. It's good business to be about during the Food Fair!

## Furr's Have Variety Of Party Foods

Going to have a party?—Well, don't worry your little head over fancy foods for snacks! Furr's Super Markets have just the foods you wish.

In the fish line, there are anchovies, smoked sturgeon or Rainbow Trout. For cheeses may be a cheddar in rum or wine might do or a Welsh Rarebit, Gruyere imported from England, a Camembert or Roquefort. For dressing for salads try a Caesar, a Poppy Seed or Chive, or even Roquefort with pieces of cheese.

Um! Um! If its wonderful tiny sherkins, truffles, rattlesnake meat or just plain pickled frankfurters, shop Furr's Super Markets and they'll either have it or get it for you!

## Miss Wisconsin To Visit Furr's Food Stores During Food Fair Week

Among the fairest of visitors to El Paso, Odessa, and Lubbock during Furr's Food Fair will be Miss Wisconsin, the Miss Marvone Fisher, recent holder of the Miss Wisconsin beauty title, visiting in these cities on behalf of Furr's and Armour's Miss Wisconsin Cheese.

Miss Wisconsin will appear in El Paso on Thursday, May 1, for appearances at all Furr's Super Markets and Food Stores that day, the day preceding the grand opening of the event in that city. She will fly to Odessa for Friday where she will appear in the two Furr's Super Markets there and appear in the seven stores in Lubbock on May

## Popular Drug Sundries Can

Should Missy need a manicure in order to meet her noon appointment, she stir very far from her Furr's Super Markets departments in these adequate for her needs. Furr's knowing the Mrs. Housewife, stock moving and most popular sundries. Most of the self-service, too, which and savings for the shop. By drugs, Furr's mean home permanent or razor blades, but in all types, soft goods, tobaccos and bakeware can have all these by most modern way, Super Market.

Guyton, Oklahoma; Tucumcari, Portales and Santa Fe in New Mexico; Liberal and Dodge City in Kansas and Colorado Springs and Denver in Colorado. Under construction are stores in Tucumcari to replace the present one, one in Amarillo and two in Denver.

Amarillo has a meat packing plant, bakery and warehouse in connection with its super markets. Directors of this corporation are Key Furr, president; Mrs. C. W. Furr, F. A. Sewell and John Sullivan, vice-president; J. L. Sparks, secretary, and Homer Davis, treasurer, and Roy Furr, Lubbock.

## FRONTIER SAVINGS STAMPS GIVEN AT FURR'S SUPER MARKETS

Savings at no extra cost—that is the result of Frontier Savings Stamps in Furr's Super Markets.

Many housewives are finding this out daily, through receiving the little brown saving stamps, given with every purchase of 10 cents or more at Furr's. These stamps, saved in Redemption Books, are valuable for the beautiful premiums, and it is then that Mrs. Housewife realizes the value!

Over many months that Furr's has offered these Frontier Stamp Savings. Mrs. Housewife has learned that the price of her groceries are not reflected in the addition of stamps. They have learned that the stamps are an extra savings, earned an easy way shopping for groceries she needs.

Redemption centers for Furr's Super Markets are in Lubbock and El Paso.

## Garth Close Is In Charge Of Maintenance Dept.

So rapid has been the growth of Furr's Super Markets in bringing the newest of store layout to its customers, the Furr's maintenance department has played an important role in the expansion. This department at 23rd and


Avenue F, in Lubbock, is directed by Garth Close. Here, with a crew of specialty men, all types of maintenance is their job. Should it be fixtures (shelves and gondolas, or even lighting) for a new super market; repair of air-conditioning; flooring; repair of doors or erection of a new "Kiddie Korner," this department is called in, and the job is completed in a hurry.

Truck maintenance is headed by J. H. "Red" Hawkins, housed in the same building in Lubbock as store maintenance. Here mechanics are busy on the many Furr's trucks which span out to many a point in these 15 towns covered by the group of stores.

# FRYERS

BIGHAM'S FRESH DRESSED CUT UP PAN READY LB.—

# 49c

# HAM 69c

WILSON TENDER MADE READY TO EAT LB.

TENDERIZED HALF OR WHOLE PICNICS LB. .... 39c

FARM PAC HICKORY SMOKED—Half or Whole HAM LB. .... 63c

CHOICE CHUCK—U.S. Gov't Graded ROAST LB. .... 74c

STANDARD CUT RUMP ROAST LB. .... 82c

CHOICE LOIN OR CLUB—U.S. Gov't Graded STEAK LB. .... 99c

BACON, K. C. Sliced, lb. 49c

SAUSAGE, Farm Pac Country Style Smoked Links, lb. 69c

PUFFINS BISCUITS Can 12½c

Spare Ribs Small Meaty Sides Lb. 49c




Franks, Farm Pac Cello pkg. 59c


## YOUNGBLOOD CHICKEN CUTS

YOUNGBLOOD THIGHS LB. .... 99c

DRUMSTICKS Youngblood Lb. 89c

PULLEY BONES Youngblood Lb. \$1.29



RATH Black Hawk BACON Lb. 59c

Armour's FRANKS LB. 59c

RATH BLACK HAWK Frankfurters CELLO PACKAGE LB. 69c

CHEESE, Food Club Cheese Food, 2-lb. box	89c
Shrimp, medium brown, lb.	69c
Stew, Choice Beef Short Ribs, lb.	50c
BEEF, Regular Ground, lb.	65c

Rath Ready to Eat—half or whole PICNICS, lb. ....

ROAST, Choice Arm Shoulder, lb. ....

STEAK, Choice Round, lb. ....

# FREE! CAN OF ASHLEY'S MASHED BEANS

WHEN YOU BUY CAN OF ASHLEY'S

# ENCHILADA

No. 2 CAN 62c VALUE FOR

# 450

GET YOUR FREE MASHED BEANS TODAY




ENCHILADA SAUCE

ASHLEY'S No. 2 CAN —

# 370

# TRY Ashley's Tortillas Can — 390



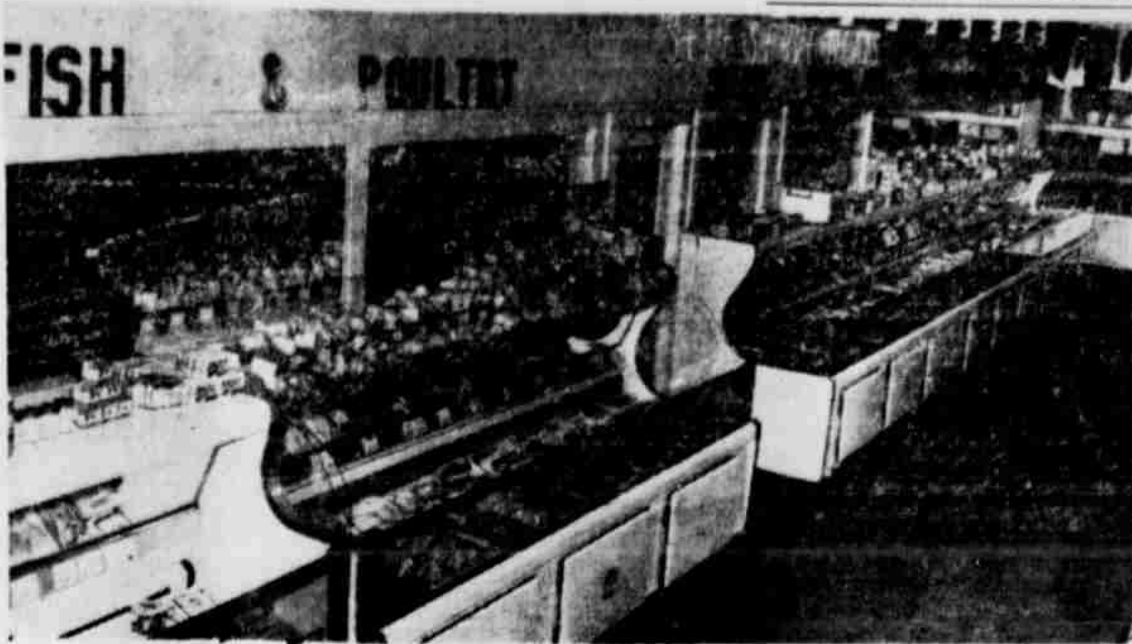
# Editorial Views Of Furr's Food Market In Littlefield



Here is a partial view of the Furr Super Market in Littlefield, with a section of the large parking lot for customers shown in the foreground. — Photo by NAIL



The package boys at Furr's Super Market, who so efficiently carry your purchases. These boys are all specially trained, and do a very excellent job, strictly typical of Furr's efficient service. In the picture are left to right: James Messer, Bill Fore, Kenneth Jackson, Frank Fry, Roy Dunn, Ed Wisdom, John Ivie, and Dwayne Chandler. — Photo by NAIL



A special and very modern feature of the Furr store in Littlefield is the Self-Service Market, at which the customers make their selections of meats and other products, all contained in special packages for 100 per cent sanitation. The above picture shows a portion of the Self-Serve Market. — Photo by NAIL



One of the outstanding features of Furr's Super Markets is the tremendous selection. The aisle pictured here, one of the many at the Littlefield store, offers an example of the large stocks at Furr's. — Photo by NAIL

## Local Executives



**DAN HARRIS**  
Manager of the Littlefield store since the business was established in September, 1949, Mr. Harris has been connected with Furr Food Markets for six years. He came to Littlefield from Lubbock.



**JIMMIE GARRETT**  
With 18 years of experience in the meat business, Mr. Garrett has been connected with Furr Food Markets for five years. He has been manager of the market at the Littlefield store since the establishing of the local business in September, 1949.



Featuring Holsum  
**ROMAN MEAL BREAD** LB. 22¢



# TOMATOES

# 19



Mission City  
Cello Carton



SWING INTO  
THE DAY  
THE BLUE GOOSE WAY

# ORANGES

# 25c

Fancy Florida  
Blue Goose  
5-Lb. Mesh Bag

# BANANAS

FANCY GOLDEN FRUIT  
LB.

# 12 1/2c

# BLUE GOOSE CALIFORNIA ORANGES



Put pep in your step with a glass of vitamin-rich, sparkling juice squeezed from Blue Goose oranges. They're "best of the better crops."

The Mark of Quality in all fresh fruits & vegetables



TOMATOES  
ALAMO CITY  
A Good Buy!  
At Furr's

# STRAWBERRIES

Louisiana Red Ripe  
Large—Pint Box **29c**

# CARROTS

TEXAS FANCY  
BUNCH  
**7 1/2c**

- LEMONS, Extra fancy Blue Goose, juicy, lb. ....
- AVOCADOES, California Salad King, each .....
- CARROTS, Fresh, crisp lb. cello package .....
- CELERY, Pascal from Florida, stalk .....
- GREEN ONIONS Nice and Fresh bunch .....
- RADISHES, Firm and Crisp, bunch .....

IDEAL FOR PICNICS

Delicious!!



# Hi-C Orangeade



6-Oz. Can

# 24c

THE ALL-DAY FAMILY BEVERAGE  
Sterilized—Homogenized Not Carbonated  
BUY IT BY THE CASE Enriched with Vitamin C

Made from tree-ripened oranges and



THE DAY'S HEALTH-STARTER

Tree-ripened, vitamin-rich  
**BLUE GOOSE GRAPEFRUIT**  
You'll also enjoy  
**BLUE GOOSE FRESH ORANGES**

Identifies quality fruits & vegetables



Fancy Florida  
Seedless, White  
Grapefruit  
Lb.—

# 7 1/2c

HOUSE CLEANING TIME IS BUG KILLING

REALLY KILL BUGS FAST  
with **REAL-KILL**  
BUG KILLER



or **NEW INSECT BOMB**

Prevents Mold and Mildew Growth Too

ONLY 69c  
\$1.19 QUART



# ICE CREAM

ASSORTED FLAVORS

## 23c



ANGEL FOOD CAKE ..... Reg. 45c ..... **39c**

FRESH FROZEN—Food Club  
**ORANGE JUICE** 6-Oz. Can **10c**

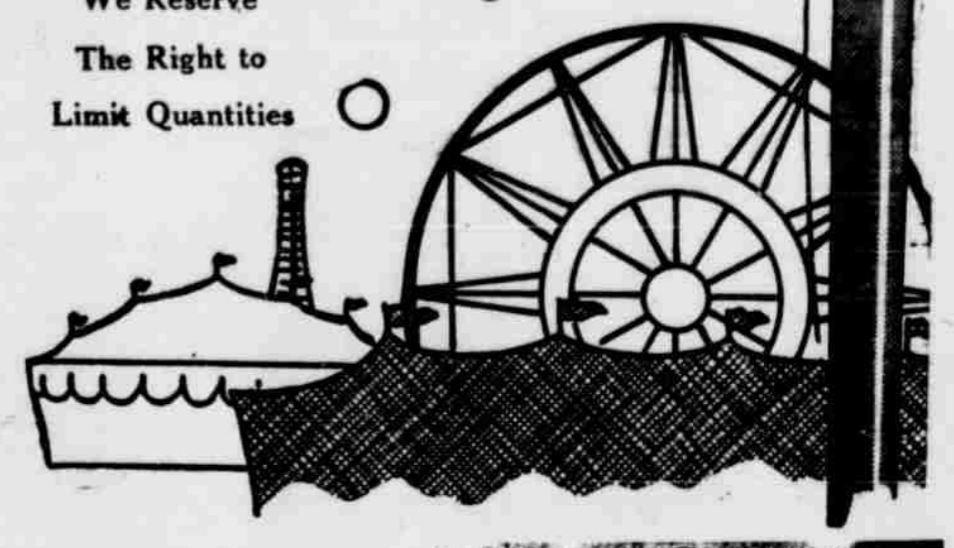
### FRESH FROZEN FOODS FOOD CLUB GUARANTEE:

Our Guarantees Food Club frozen foods to be better than the Best—or your money will be returned with any question!

ORANGE JUICE, Food Club, 6-oz. can	<b>12c</b>	LEMONADE, Food Club, 5-oz. can	<b>12c</b>	CAULIFLOWER, Food Club, 10-oz. pkg.	<b>23c</b>
MUSSEL SPROUTS, Food Club, 12 oz. pkg.	<b>27c</b>	Blackberries, Food Club, Heavy Syrup, lb. pkg.	<b>37c</b>	Strawberries, Food Club, Heavy Syrup, 12-oz. pkg.	<b>32c</b>
MACARONI, Food Club, 12-oz. pkg.	<b>23c</b>	GREEN BEANS, Food Club, 12-oz. pkg.	<b>22c</b>	SPINACH, Food Club, 14-oz. pkg.	<b>17c</b>
CORN ON COB, Food Club, package	<b>19c</b>	BABY LIMAS, Food Club, 12-oz. pkg.	<b>27c</b>	ASPARAGUS, Food Club, 12-oz. pkg.	<b>39c</b>
POTATOES, Snow Crop, 12-oz. pkg.	<b>25c</b>				

HALVES—3½-Oz. Pkg.  
**WONDER-PAK PECANS 33c**

We Reserve  
 The Right to  
 Limit Quantities



## BEEF STEW



WALKER'S  
 AUSTEX  
 OH! SO GOOD  
 No. 300 CAN

# 39c



*You will like*  
**TENNESSEE DAIRY**  
**HOMOGENIZED**  
 Vitamin "D" Enriched  
**MILK**



**Because—**

- It Tastes So Good!**  
 Every drop of the milk is Creamed!
- It is So Easily Digested!**  
 Doctors say it is ideal for baby feeding and for older children and adults who sometimes have difficulty in digesting ordinary milk.
- It is Enriched With Vitamin "D"**  
 and is therefore a most complete food. It is perfect for cooking and baking, too.

**TRY A QUART TODAY!**

## RUSSELL GLENN DISTRIBUTING CO. INC. AND AFFILIATED DELIVERY COMPANIES TENNESSEE

Homogenized Milk, quart—	<b>28c</b>	Whipping Cream, Half Pint—	<b>42c</b>
½ Gallon—	<b>55c</b>	Half and Half Cream, pint—	<b>42c</b>
Buttermilk, qt.—	<b>24c</b>		

SERVED BY  
**LUBBOCK DELIVERY CO.**



## Roy Furr Heads Progressive, Working Group Of Officers And Directors

Roy Furr, president of Furr's, Incorporated, heads a group of directors who govern the policies and path of progress for this corporation in West Texas and New Mexico.

Furr attended elementary and high school at Kirkland, Texas, spent two years at Clarendon College and his later years at the University of Oklahoma. He taught school for four years before joining his father in the food business. He was married in 1923 to Lela Close of Childress. The two reside at 2120 Twentieth street in Lubbock and have three married children. These are: Don, personnel director of Furr's; Roy Junior, in school and partially employed by Furr's, and daughter Mrs. Jack "Shelly" Hall, whose husband is in school and with Furr's part time.

Vice president is Clem Boverie who came with Roy Furr when the latter purchased the M-System stores in Lubbock in 1929. Secretary and treasurer is Clifton H. Cummings, a Texas Tech graduate and with Furr's since 1932.

Directors of the organization, in addition to Furr, Boverie and Cummings are Don Furr, A. R. "Chick" Arnold, branch manager at El Paso; Donovan Stafford, zone manager and Key Furr, president of Furr Food Stores, Incorporated of Amarillo.

Furr's, Incorporated, as the corporate name is now recorded, is not the original name of the company. The first name was the "M-System." In 1934 it was changed to Furr Food Store, Incorporated, and later to Furr's Super Markets, Incorporated, before adopting its name of 1952.

Lubbock personnel of Furr's Super Markets determine a winning bowling team each year, playing Tuesday nights for some weeks during the winter months.



DONOVAN STAFFORD  
Director



A. R. ARNOLD  
Director

## Newspapers, Radio Tell Of Furr's Food Fair

The good peoples of West Texas and New Mexico will not lack in knowing all about Furr's Food Fair of 1952.

In all of fifteen cities in this section boasting Furr's Super Markets, special newspaper sections are being published this week, from 12 to 20 pages each, while radio stations over the area will be "bitting the air" with many spot announcements.

The cities publishing newspaper sections, and the newspaper area: Lubbock, Avalanche-Journal; El Paso, Times Herald-Post; Midland, Reporter-Telegram; Odessa, American; Roswell, Record; Hobbs, News-Sun; Plainview, Herald; Big Spring, Herald; Monahans, News; Lamesa, Reporter; Levelland, Hookley County Herald; Brownfield, News; Childress, Index; Littlefield, Lamb County Leader; and Snyder, News.

Radio stations carrying time are: KFYO, KCB and KSEL, Lubbock; KTSM, KRDD and KEPO, El Paso; KCRS, Midland; KRIG, KECK and KOSA, Odessa; KWEW, Hobbs; KGFL and KSWB, Roswell; KVOP, Plainview; KBST and KTNC, Big Spring; KYKM, Monahans; KLVT, Levelland; KCTX, Childress; KVOW, Littlefield; KSNY, Snyder and KTFY, Brownfield.

FURR'S MAGAZINE is the publication edited and published monthly for Furr's personnel. Its contributors are personnel of the company, it carrying many photographs of the activities of the company.



JOHN MILLIGAN  
Purchasing



JACK O. STONE  
Advertising

Cooking schools are held annually by Furr's Super Markets. Last year two schools were conducted in El Paso and Lubbock while in other years almost every town with a Furr's Super Market has held one type of school or another.

**OLEO** Top Spred Colored Quarters, Lb. **15**  
**MILK** Food Club Tall Can For— **12**

- CORN, Del Monte, cream style, No. 303 can ..... 19¢
- TOMATO SAUCE, Del Monte 8-oz. can ..... 8¢
- GREEN BEANS, Del Monte Fancy Whole, No. 303 can ..... 25¢
- FRUIT COCKTAIL, Del Monte No. 303 can ..... 25¢
- PINEAPPLE JUICE, Del Monte No. 2 can ..... 14¢
- BEANS, Del Monte Green Limas, No. 303 can ..... 25¢
- TOMATO JUICE, Del Monte 46-oz. can ..... 29¢



KRAUT, Del Monte No. 303 can .....  
Pears, Del Monte Sliced, No. 303 can .....  
Peas, Del Monte No. 303 can .....  
CATSUP, Del Monte, 14-oz. bottle

GEBHARDT'S **TAMALES** Large Can

GEBHARDT'S CHILI CON CARNE Plain Can **51¢**



No More Starching every time you wash!

Amazing new **PERMA STARCH**

Keeps clothes starched through 8 to 15 washings! SAVES clothes, time, money! PROVED in thousands of homes!

Pint — 69¢



Drive out this ugly pest with regular use of VANISH! This toilet bowl cleaner releases an air freshening aroma as it cleans. New Expelid Opener lifts top with a flick of the finger! Double-Action VANISH makes bathrooms fragrant as it cleans!

Can — 23¢

WHEAT GERM

JAR

31¢

CARY MAPLE SYRUP

12-Oz. Jar

62¢



NOW COCONUT THAT STAYS FRESH LONGER THAN THE OTHERS! Durkee's COCONUT

**FURR'S FOOD FAIR 1952**

We Reserve The Right to Limit QUANTITIES



**ROYAL CROWN COLA**  
REG. U.S. PAT. OFF.

**BEST BY TASTE-TEST!**

No other cola gives you more refreshment — more pick-up — and RC IS BEST BY TASTE-TEST!



ROYAL CROWN COLA  
Best by taste-test

**19**

HANDY 6-BOTTLE CARTON

Plus Deposit



CELEBRATING ALMOST A HALF CENTURY OF PROGRESS

# FURR'S FOOD FAIR

1952

MARYLAND CLUB

## COFFEE

GUARANTEES TO TASTE  
BETTER AT LESS COST  
PER CUP THAN

ANY OTHER BRAND

OR WE'LL GIVE YOU  
ONE DOLLAR BILL!

DON'T TAKE ANYONE'S WORD —  
TASTE TEST MARYLAND CLUB COFFEE YOURSELF!

POUND

CAN—

# 83c

REGULAR, DRIP OR PULVERIZED

**48<sup>th</sup>**  
ANNIVERSARY  
SALE



SPECIAL FEATURE

DURING FURR'S FOOD FAIR

"The Coffee YOU'D Drink If You Owned  
All The Coffee In The World!"

ARCHER'S

# CHAMP

FOR ALL DOGS AND CATS

A HORSE MEAT PRODUCT

## HORSE MEAT

ARCHER'S CHAMP HORSE MEAT  
WITH FRESH GROUND BONE  
AND LIVER ADDED

# 15c

DOG FOOD

3 CANS

# 25c



DOG AND CAT FOOD, CAN—





# UNUSUAL QUALITY GLADIOLA

ENRICHED

5-LB. BAG

# FLOUR

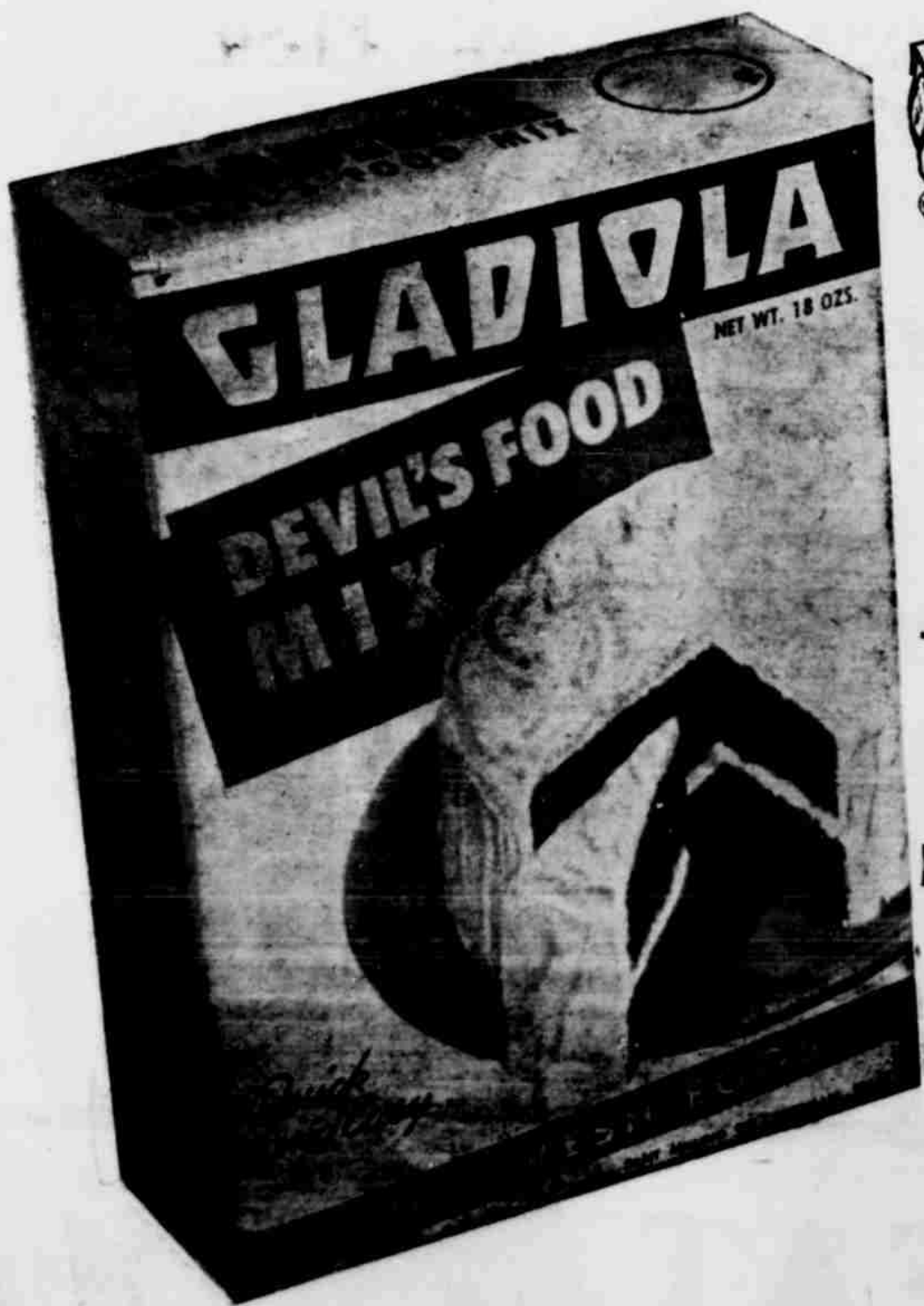
# 49c

10-LB.  
BAG

# 97c

25-LB.  
BAG

# 229



**BAG OF MARBLES**  
WITH  
18½-Oz. Pkg.  
MARBLE CAKE MIX  
36¢



**PIE CRUST MIX**  
9-Oz. Pkg.  
19¢



**CORN MUFFIN MIX**  
10-Oz. Pkg.  
18¢



**WAFFLE MIX**  
20-Oz. Pkg.  
24¢



**BISCUIT MIX**  
19-Oz. Pkg.  
27¢



**HOT ROLL MIX**  
9-Oz. Pkg.  
19¢

**DEVIL'S FOOD MIX**  
18-Oz. Package  
35¢



**WHITE CAKE MIX**  
19-Oz. Pkg.  
35¢



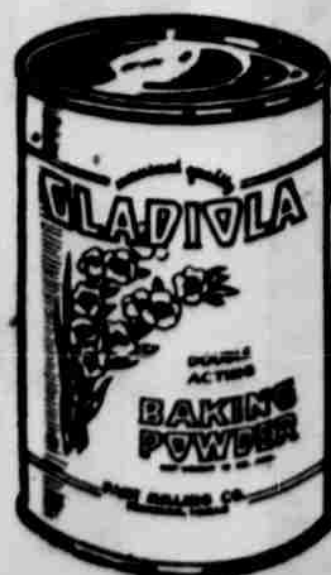
GLADIOLA  
BAKING POWDER

30-Oz.  
Can

# 11c

25-Oz.  
Can

# 27c



# FURR'S FOOD FAIR 1952



# BALDRIDGE HAS IT...

ALWAYS GOOD



**DELICIOUS TOO!**



Baldridge's  
Ann Bread  
1-lb. Loaf  
or  
Baldridge's

**17c**

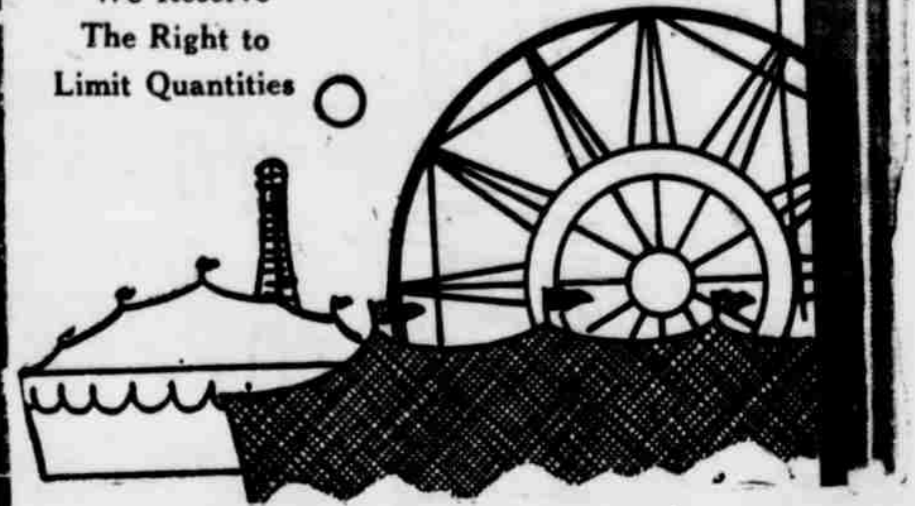
HAMBURGER  
Sliced Buns ..... **17c**  
Club Loaf 1 1/2-lbs. **24c**  
Family Loaf 1 1/2-lbs. **24c**  
Thin Sliced 1 1/2-lbs. **24c**

# FURR'S FOOD FAIR 1952

We Reserve  
The Right to  
Limit Quantities

HARVEST  
VALLEY  
VIENNA  
SAUSAGE

**9c**  
CAN



### IN MY EXPERIENCE

of housekeeping, I have found that a "NATIONAL" is the finest broom obtainable. "NATIONALS" are naturally built for much longer wear and easier sweep. They are QUALITY brooms — just press lightly to the floor and take an easy stroke.



PERMA COLOR, each ..... \$1.69

UNDERWOOD DEVILED HAM, can ..... 19c



ELSIE'S  
FOOD  
FAIR  
PRICES

Homo Milk  
Quart — **26c**

1/2 Gallon — **51c**

1/2 Pint  
WHIPPING CREAM ..... 37c

12-Oz. Carton  
COTTAGE CHEESE ..... 24c

**NEW!** Lady Borden  
ICE CREAM IN  
Half gallon packages!

"IF IT'S BORDEN'S  
IT'S GOT TO BE GOOD"





# MARSHMALLOWS

MEL - O - SWEET  
PLAIN OR COLORED  
2-OZ. PACKAGE

10c



## MRS. TUCKERS

SHORTENING  
3-LB. CAN—

79c

MILFORD FOODS  
ASPARAGUS

CUT SPEARS  
ALL GREEN  
No. 1 CAN 22c



COLORED  
QUARTERS 25c

BABY FOOD

HEINZ  
3 CANS— 27c



TOPS  
AS A  
TOPPER!

When salads you're topping  
to get folks to eat—  
Use Morton's, the dressing  
that just can't be beat!

SALAD DRESSING  
Pint 28c

TRY THESE OTHER  
FAMOUS FOODS BY

Morton's  
DALLAS LUBBOCK

Mrs. Stewart's Bluing  
Is My Favorite—For  
Best Results!



Says Mrs. Marie Swinney, 2707 Throck-  
morton St., Dallas, Texas.  
"Years ago my mother taught me  
that Mrs. Stewart's was the only bluing  
to buy for best results. I've used this  
one product for many years!"  
Mrs. Stewart's Bluing is a laundry  
necessity for really white clothes. Use it  
in automatic or regular washers. It's  
safe for baby's diapers, too... and so  
economical... less than a penny a wash!  
An extra bottle in your bathroom keeps  
"hand-washables" sparkling.  
Compare Mrs. Stewart's with any kind  
of bluing at any price. Like Mrs. Swin-  
ney, you'll find it does the best job for the  
least cost! Buy it at your grocery store.



Nothing  
Just Like  
It!  
8-oz. Bottle

41c

BRUCE'S  
FLOOR  
CLEANER

Quart— 79c



1/4-Lb.  
Lipton  
1/2-Lb.

LIPTON TEA BAGS



16 Count Pa

21

GET LIPTON—AND  
GET 50% MORE SO



3 Pack

For

3

YOU'LL LOVE FROSTEE



PACKAGE

13c

CASA GRANDE TAMALES No. 300 CAN ... 2

FEATURING

AT

FURR'S

TODAY



Hospital  
clean!



Pine  
fragrance!

Disinfects  
as it cleans!



Easier  
quicker!



Economical  
tool!



They're all asking for  
**Pine-Sol**

# PINE-SOL

Pine-Sol cleans cleaner, faster...  
The only cleaner that disinfects as it cleans!

There's nothing like PINE-SOL for cleaning your  
kitchen floor, bathroom, woodwork... for washing  
rags, woolens, greasy work clothes, soaking  
diapers, removing stale odors. It's simply amazing!

Just put little in water. Pine-Sol cleans cleaner,  
faster. Disinfects, deodorizes—leaves clean, fresh  
fragrance of whispering pines. Non-acid. Get  
PINE-SOL today at your grocery or drug store.

PINT— 49c



Bleach—quart  
NUWAY

QUICK-KILL FLIES and other  
with HIGH PRESSURE  
**INSECT-O-BLITZ**

New Finger-tip  
Control Valve



These common  
flies in the  
kitchen are  
more than  
just a pest.  
They breed  
and every day  
carry germs  
into your home  
and your food.  
Guard your  
health against  
this dangerous  
insect with the  
new High-  
Pressure Insect-  
O-Blitz.

HIGH-PRESSURE INSECT-O-BLITZ  
THE 100% KILLER—Safe and  
easy to use. The High-Pressure  
behind the spray causes  
so fine that it actually  
penetrates behind curtains and  
drapes, under tables and chairs to  
kill insects you can't see.

INSECT-O-BLITZ is non-inflammable  
and absolutely harmless  
to humans when used as directed.

Permitted with DDT and  
Dieldrin. Large 16 oz.  
bottle \$1.10

ONLY— \$1.10

CELEBRATING ALMOST A HALF CENTURY OF PROGRESS

# FURR'S FOOD FAIR

1952



# THIS IS THE DRINK



that contains five tropical fruit juices. Pint bottle makes 16 tall party drinks of **HAWAIIAN PUNCH**, for less than 4¢ a glass. Wonderful with food.

**49c**  
PINT

**WAIIAN PUNCH BASE**  
BOTTLE MAKES 16 TALL DRINKS

Guaranteed by Good Housekeeping

# IT CLEANS INSTANTLY 98c

JAR

## DIP-N-RINSE



LEITCH'S DIP-N-RINSE  
TAMARIN INSTANTLY  
See it sparkle

WALLAIRE PRODUCTS, INC.  
CONTENTS 8 FLUID OZ.

DIP ONE END - RINSE DIP THE OTHER - RINSE AND SEE IT SPARKLE

# IDEAL DOG FOOD, tail can ..... 16c



**APPETITE'S A' COMIN'** : : : there's feasting tonight. Look at that delicious, meaty color. Smell that rich food aroma! It's Ideal... the perfect food for every dog or cat. All food stores.

## Ideal

THE 7-COURSE MEAL

**A DOG'S BEST MEAL!... CAT'S TOO!**

# DIAMOND

WAPKINS  
100 COUNT BOX **12 1/2c**

**PAPER**  
Package **25c**

# Make Your Own JAMS AND JELLIES

THIS FAST, EASY, SIMPLE WAY!



**NEW IMPROVED PEN-JEL**  
FOR MAKING JAM - JELLY

**Preferred 3 to 1**  
BY HOME ECONOMISTS OVER ANY OTHER METHOD!

7,000 WOMEN who teach jam and jelly making in schools and home demonstrations tried Pen-Jel for making Jam and Jelly. Asked to compare results with other methods, they voted 3 to 1 for Pen-Jel on every count! Only 2 minutes boiling, saves fruit, sugar and flavor, makes up to 50% more glasses than old-fashioned methods. Pen-Jel gives you Perfection for Pennies, every time!

At Your GROCER'S Today

It's just as easy to use PEN-JEL with FROZEN, CANNED or BOTTLED FRUITS and JUICES IF FRESH FRUIT is not available or priced too high.

**PEN-JEL** 35 Simple, Tested RECIPES in every box

**PEN-JEL** Less Time and Trouble

**PEN-JEL** Economy and More Glasses

**PEN-JEL** Smoother, Firmer Texture

PEN-JEL CORPORATION, Kansas City, Mo.

# BAKE-RITE

SHORTENING

NET WEIGHT 3 POUNDS

for CAKES, PIES, PASTRY, BISCUITS AND FRYING

WILSON & CO., GENERAL OFFICES, CHICAGO, ILL., U.S.A.

**3-LB. CAN 69c**

**PATIO AN DINNER** in Minutes

**PATIO CHILI** Can **51c**

**PATIO ENCHILADAS** Can **49c**

**PATIO TAMALES** in Shell Can **22c**

**PATIO CHILI** With Wieners Can **40c**

# OSCAR MAYER FOODS

WIENERS In Sauce Can **49c**

BARBEQUE PORK Can **48c**

BARBEQUE BEEF Can **56c**

# McGRATH FOODS

French Cut—No. 303 can **GREEN BEANS ..... 18c**

# FURR'S FOOD FAIR 1952

ROPE MOPS, No. 16 size ..... **39c**

**CLOROX** QUART BOTTLE ... **17c**

# Dial Soap

Stops odor before it starts

PERFECT FOR COMPLEXIONS TOO

2 FOR **27c**

New complexion Size

**BIG BATH SIZE**  
2 FOR **37c**

# BRIGHTEN YOUR FLOORS AND FRESHEN YOUR HOUSE WITH THESE HOUSEHOLD BARGAINS

**AEROWAX** NO RUBBING WAX

PINTS ..... **33c**

QUARTS ..... **59c**

HALF GALLONS .... **99c**

**WIZARD Green Wick DEODORIZER**

WIZARD GREEN OR PINK WICK **39c**

**WIKER'S DRESSING**

ON SANDWICHES

8-OZ. — **16c**

**O.B.** Quick Cooking macaroni products

8-Oz. Package **11c**

**GARDEN ROACH HIVES**

KILLS ROACHES, BEES, WASPS, FLIES, MOSQUITOES

Large Size

Package — **15c**

Your best buy

# DOESKIN TISSUES

SAVE with Deals 300 FOR ONLY **37c**

300's

# SUN VALLEY LEMON JUICE

6-Oz. Bottle **24c**

**WAXTEX** buys your first roll!

125 Foot Roll **27c**



**ORANGE JUICE**

Food Club  
46-Oz. Can

**19¢**

**STRAWBERRY PRESERVES**



PURE FRUIT  
DELICIOUS FOR  
YOUR TABLE  
1-LB. JAR

**29¢**

**SALAD DRESSING**

Or Sandwich  
Spread  
Food Club  
16-Oz. Jar

**20**



MEALS IN MERE MINUTES

**ARMOUR**  
Pantry-Shelf Meals

ALL DIFFERENT—ALL DELICIOUS

**Treet 45¢**

**Vienne Sausage 21¢**

**Corned Beef Hash 40¢**

**Corned Beef 48¢**

**Chili 46¢**

**TEX-SUN GLOVES**

Pair—

**25¢**

**GRANDMA'S OLD-FASHIONED MOLASSES**

12-OZ. BOTTLE

**2**



**MISSION ORANGE**

NATURALLY GOOD!

CARTON OF 6 BOTTLES.

**19¢**

*Genuine*  
NOW AVAILABLE AS



**DELAWARE PUNCH Household Syrup**

QUART BOTTLE

**73¢**

Make delicious, genuine Delaware Punch at home! Serve it any time . . . any day . . . with cracked ice and plain water. Delaware Punch is excellent for parties, mealtime refreshment, or for the family treat. Children really love it . . . and it's good for them! Keep a bottle handy at home in this convenient, economical quart size. One quart makes 27 full servings!

Ask For **FREE Recipe Folder!**

A dozen unique, tasty recipes for home use of Delaware Punch include:

Punch Bowl Punch—Fruit Cocktail  
Fruit Cobb—Mince Pie—Hard  
Sauce—Ice Cream



Ask Your Food Dealer for **DELAWARE PUNCH HOUSEHOLD SYRUP**



CELEBRATING ALMOST A HALF CENTURY OF PROGRESS

# FURR'S FOOD FAIR

1952

**48<sup>th</sup>**  
ANNIVERSARY  
SALE

## We Suggest ---

The **BEST** Loaf of bread...



### ...INTOWN!

EVIDENCE... THERE IS MORE MEAD'S FINE BREAD SOLD IN WEST TEXAS THAN ANY OTHER BRAND

## MEAD'S FINE BREAD

- REGULAR LOAF 17c
- WHEAT LOAF ... 17c
- HAMBURGER OR CONEY—Pkg. of 6 BUNS ..... 17c

Serve ...  
BROWN N' SERVE  
ROLLS **24¢**  
For

- 1½-LB. FAMILY LOAF ..... 24c
- PULLMAN OR—1½-Lb. SLICED ..... 24c
- 1½-LB. BUTTERMILK LOAF .. 24c



Featuring the most complete shopping in town for popular drug and toiletry SHOP FURR'S AND SAVE

**It's New! It's Lubricated!**  
**GLADDING FIBR-LUBED NYLON FISHING LINE**



50 YDS. - VALUE \$1.20  
only **50¢**

when you buy  
**SCHICK INJECTOR BLADES**

HERE'S ALL YOU HAVE TO DO:

Buy a 73¢ pack of Eversharp-Schick Injector Blades. Mail empty blade carton with 50¢ in coin (no stamps) with your name and address to P. O. Box 5937, Chicago, Ill. Offer covers only single 50 yd. spool - 12 lb. test - in block. Offer expires Oct. 31, 1952. Hurry... supply is limited.

73¢  
REGULAR  
**69¢**

**FURR'S DRUG DEPARTMENT**

**COLGATE TOOTHPASTE**

50¢ VALUE **34¢**

**-FOR WOMEN-**

- PACQUIN'S SILK N' SATIN Lotion, 50c reg. **39¢**
- POND'S DRY SKIN Cream, 60c regular **43¢**
- RUBBER GLOVES 50c pair **39¢**
- JERGEN'S LOTION 50c size **36¢**

**-FOR CHILDREN-**

- MENNEN BABY MAGIC 50c size **43¢**
- MENNEN BABY SOAP Reg. 19c **15¢**
- DEXTRI MALTOSE Pound **69¢**
- EVENFLO UNITS Reg. 30c **23¢**
- LACTUM tall can, now **23¢**
- JOHNSON BABY LOTION, 50c size **43¢**

**Luster Cream Shampoo**

**Drene Shampoo** 67¢ SIZE **49¢**

**MODART SHAMPOO** REGULAR 87¢ JAR **39¢**

**-FOR MEN-**

- Veto Deodorant 75c size **59¢**
- Vitalis Hair Tonic, \$1 reg. **89¢**
- Boyer Hair Arranger, 60c reg **49¢**
- Colgate Brushless Shave, 50c **39¢**
- Baker's Best Tonic, \$1 size **89¢**
- Cashmere Bouquet Talc **39¢**

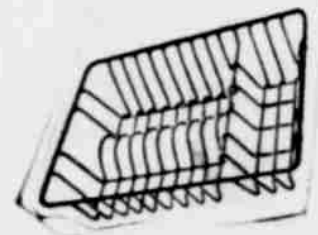
FULL POUND **JOY SUDS** ..... **25¢**

- CELLOUSE SPONGE, each **19¢**
- TUMBLERS, 18-oz. Decorated glass **17¢**
- Johnson Baby Powder 50c size **39¢**
- COFFEE MUGS Ovenware, each **15¢**

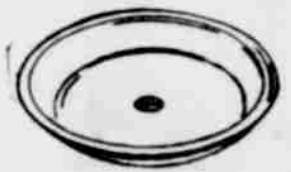
**Garden Hose**

ALAN 50 FEET PLASTIC 5-YEAR GUARANTEE **4.49**

**DISH DRAINER**  
Regular \$1.49  
Plastic-coated in various colors, each **98¢**



**PIE PLATES**  
9 1/2 inch Pyrex  
Each **39¢**

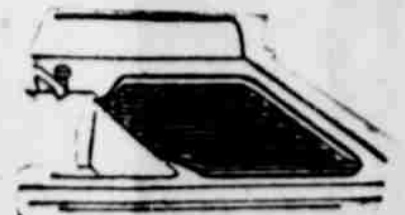


**PYREX FLAMWARE PERCOLATORS**  
6-Cup Percolators - Brew coffee to just the right strength. Easy to wash and clean. EACH **2.95**



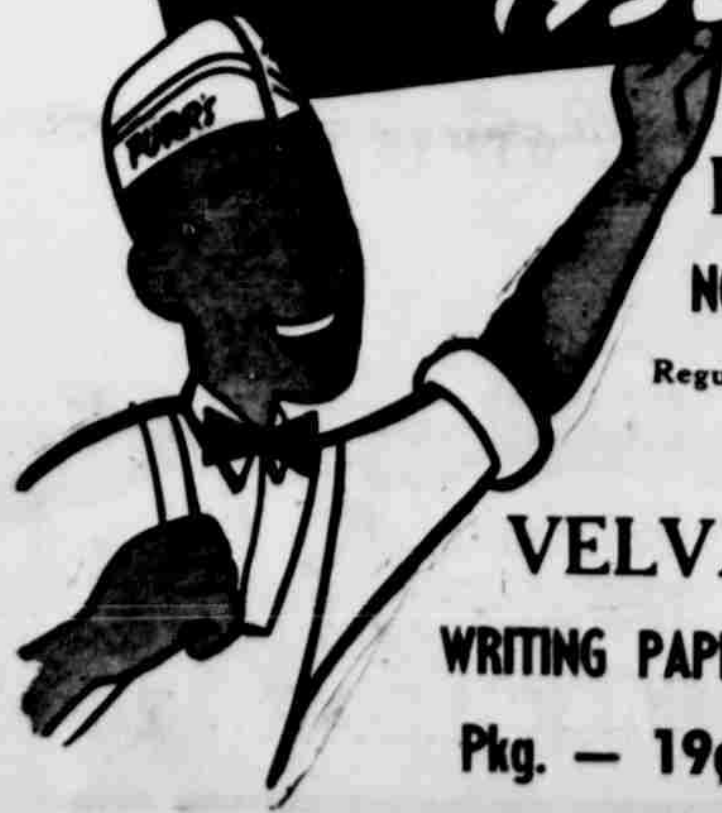
**CEREAL BOWLS** Ovenware, each **15¢**    **TEA STRAINERS** each **23¢**

**VACUUM WARE**  
Pint - Eye-Catching  
Regular \$1.35  
Vacuum Bottle **98¢**



**DRAINING TRAY**  
Deluxe Rubber Self-Draining Tray  
Now **\$2.95**

**FURR'S FOOD FAIR 1952**



**PAPER NOTEBOOK**  
Regular 25c Pkg. **19¢**



**BORG SCALE**  
with "Binocular Dial"  
Bathroom  
Regular \$7.95  
**\$6.79**

**VELVATONE**

**WRITING PAPER**  
Pkg. - **19¢**

**HOSTESS-WARE**  
Regular \$6.50  
8-piece Colorama Tumbler Set.  
12-oz. each assorted colors, set- **\$4.95**



Far Superior...Far More Foolproof...for Every type of  
Procter & Gamble guarantees that  
**No Other Home Permanent Today**  
...makes hair look...feel...behave so much like the loveliest



Here's why, for your hair, or for children's hair, **Lilt** is far superior!

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