## MUENSTER Enterprise

 From the Middle East comreports that ald is not goin
smoothly in the chummy rela smoothly in the chummy
tionship established last
between Nasser and the lin. Finally it begins to
on leaders of the Arab
that communism's big b that communism's big ballyhoo
in support of their nationalistic
aspirations was stone in the red master plan
which is the eventual conquest of the entire world.
Efforts at infiltrating Arab
governments with Moscow's stooges
and his
reev and company never were
really sympathetic toward Arab truth is coming out. Respect fo
nationality never was and ne er will be a part of the red doc
trine. Communism is interna
tional in its istic preaching heard last yea
was intended was intended solely to drive out
Western influence so that re
agents would have a better op
portunity to do their dirty One of the big tragedies international gangsters in sell
ing nations a phony bill
goods. The situation in the Mid
East provides a perfect example
We Western interests, principall
American, went into the barre
Middle East deserts a couple o
decades ago and developed

Muenster Gains 3 Businesses in '58,
County Loses 16
$\left\lvert\, \begin{aligned} & \text { Fire Prevention } \\ & \text { Program Schedule }\end{aligned}\right.$ Program Scheduled
At Community Bldg.


| 68 to 71 while Gainesville's de-creased from 408 to 391 . Since | B |
| :---: | :---: |
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| the 1 g firms that wait there ap parentir the | Grows in Deposits |
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Muenster Mutual
Shows Continued Shows Continued
Progress for 1958

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| WITH THE ME IN SERVICE |


| Begins Overseas TourDon Wilson left |  |
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| Letters from th. |  |
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| report a gala timeing therecent |  |
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Rate Hike Accounts
For '58 Increase in Local PO Receipts

Farmers Anxiously Await Results of Severe Cold Wave


MOD Campaign and Valentine Dance on Auxiliary Calendar

Ceremonies Mark
Silver Anniversary
Of Father W. Lane


Katy Applies for Hearing to Suspend Passenger Train Serving Muenster

|  | route will probably be turned over to a Highway Post Office over unit. <br> With Mr. Cring at Muenster Monday were Assistant Super- intendent B. R. Bishop of Denison and Passenger Traffic Manager Tom Connally of Dallas. <br> The train service suspension, for this community since it was founded almost 70 years ago. first settlers who arrived and it continued its passenger service without interruption up to the without time. In recent years, especially since world war ll, passenger patronage fell off and the company about three years with the single unit train. |
| :---: | :---: |
|  | SCHEDULE OF COMING EVENTS |
| the loss in revenue, he said. People don't ride the train save time and also have transsave taion at the other end of porta the trip. "Even we company officials are using a car," he added. | FRIDAY, Jan. 9, CDA meeting in the KC Hall, 7:30. <br> FRIDAY, Jan 9, Sacred Heart vs Windthorst, there <br> FRIDAY, Jan. 9, MHS vs Sanger, here. <br> SUNDAY, Jan. 11. Teen Par- |
| Cring explained that the Katy's intention is to concentrate on freight service. Also that mail freight service. Also service along the train's presen | ty sponsored by VFW Auxiliary in the VFW Hall, $8-11$ pim. TUESDAY, Jan. 13, MHS vs |

page two january
Good Grooming Is Topic at $4 \cdot \mathrm{H}$ Meet Sacred Heart's $4-\mathrm{H}$ Club girls
had illustrated lectures on Good
Grooming te
Gecmber
me Grooming at the December
meetings Wednesday. Mrs.
Mvonne Jenkins gave the talk meetings Wednesday. Mrs.
Yvone Jenkins gave the talk
and showed colored slides. She and showed colored slides. She
also distributed leaflets on the also distributed leaflets on the
subject.
Announcements of interest Announcements of interest
were the Fire Safety program to
be held at Gainesville next Monbe held at Gainesville next Mon-
day night, $7: 30$, in the commun-
ity
ienter
building and the ity center builaing, and the
Dairy Foods Show, scheduled for Feb. 25. Some of the girls
are planning to enter dairy foods demonstrations. Nancy Haverkamp, reporting
for the junior club, listed 42 mor the funior club, listed ${ }^{42}$
members present. Rita Truben-
bach, president. presided bach, president, presided and
Recreational Leaders Shirley
Vorel Recreational Leaders Shirley
Vogel and Deborah Fette led the group in a song after adjourn-
ment. Joan Fisher reported for the
intermediate club. Bernadette Yosten, president, conducted the meeting which was attended by
30 members. Annette Knauf called roll and substituted for
Secretary Joyce Owen. Adult Leaders Mrs. Paul Fisher and
Mrs. Cecil Sims attended.

## CARD OF THANKS

Many thanks to everyone who
remembered me during my illness and stay in the Sanitarium. get-well cards, visits and every ravor of friends and for the
visits of Father Gerlich and Father Lane. My family joins me
in this expression of thanks.

## TAPPANS

## YOUR CREDIT JEWELERS <br> Fine Watch

116 N. Commerce, Gainesville



INTERSTELLAR SNOOPS-Twin radio telescopes of California Institute of Technology'
radio observatory give an out-of-this-world look to the Owens Valley near Bishop, Calif.


Boy Scouts Make Courtesies Given Plans to Attend Weekend Camporee
Local Boy Scouts will attend sisters, M.A. Lus. Lueb, visiting he
a weekend camporee at GainesLileckend camporee at Gaines- and Mrs. A1 Fleitman here this
vuring their regular week, was the honoree at two meeting Monday night they y yet-togethers before leaving
made plans for the event. Patrol leaders and assistant bad, N.M.
Pers.
leaders and the troop sceribe will Mrs. Lueb stopped here en -
 will attend Sunday. Scoutmaster ter Miriam Dorothy at AlexNick Miller and committeemen ter Mirdiam Dorothy at Alex-
will be with the boys. will be with the boys.
Patrol leaders are Mos- Sunday night Mr. and Mrs. man, Jerry Taylor and Charles Al Fleitman were hosts for a
Sieking; assistants are Wayne party and served refreshments Trachta, Dale Bayer and Ricky to Messrs, and Mmes. Joe Henry
Endres. Tommy Hartman is Walterscheid, Henry Felderhoff, Endres. Tommy Hartman is Walterscheid, Henry Felderhorf,
senior patrol leader and Tom- Walter KKement and J. J. Havermy Mosman is scribe.
Other activity at this week's $\begin{aligned} & \text { kamp, Bill Henscheid, Herbie } \\ & \text { Fleitman and Mary Jane Block }\end{aligned}$ meeting in the K of CHalI con- of Lindsay. Mr. and Mrs. Fleit-
sisted of the boys working for man joined the visito and the
first


## $\square$

## ChEARANGE

All
Fall and Winter
HATS
$\frac{1}{2}$ price
1 Group Fall and Winter DRESSES $\frac{1}{2}$ DTMC $\frac{1}{4}$ off

KIRKPATRICK'S
108 N. Commerce, Gainesville

## why the smart switch is to

 the 59 ChevroletROOMIER BODY BY FISHER: features wider seats and more luggage space. MAGIC-MIRROR
FINISH: keeps its shine without FINISH: waxing for up to three years.
$N E W$ BIGGER BRAKES: better cooled with deeper drums, up to $66 \%$ longer life. OVERHEAD
CURVED WINDSHIELD and CURVED WINDSHIELD and bigger windows-all of Safety
Plate Glass. SLIMLINE DESIGN: fresh, fine and fashionable with a
practical slant. HI-THRIFT 6 VIM-PACKED miles per gallon. choose from, with eight to ratios ranging up to 11.25 to 1 . ratios ranging up to 11.25 to 1 .
FULL COIL SUSPENSION: further refined for a smoother, steadier ride on any kind of road. One short drive and you'll know
the smart switch is to Chevy. the smart switch is to Chevy.
Come in and be our guest for a pleasure test first chance you get.

NOW-PROMPT DELIVERY! Stepped-up shipments have assured you a wide choice of models and colors. We can promise prompt delivery-and it's an ideal time to buy

## Chevrolet


from your Tuf-Nut dealer. Shirts come in sleeve lengths, also available in short sleeve sport shirt style.
Commerce Street Store

J. B. Wilde, Chevrolet Dealer<br>304 N. Main St.<br>Muenster, Texas<br>Phone 61

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| :---: | :---: |
| For professional insurance service see |  |
| J. M. Weinzapfel Insurance Agency Herbert Meurer M- Weinzapel Representing only old line stock companies |  |
| Large Selection of all qualities and prices in Linoleum and Tile |  |
|  |  |
| NEWLAND FURNITURE CO |  |


|  | To Date We Have Filled 636,341 Prescriptions ust as the Doctor Ordered |
| :---: | :---: |
| 20 altu Br | mond Phaummeat |
| Phone HO5-4335 | 35 Gcinesville |



REDDY'S SEMI-ANNUAL


MEN'S WINTER SUITS
$\$ 57.50$ to $\$ 59.50 \quad 55.00$ values $\$ 49.50$ values
now $\$ 47.88$ now $\$ 44.88$ now $\$ 42.88$

| MEN'S TOPCOATS |  |  |
| :---: | :---: | :---: |
| $\$ 57.50$ values now $\$ 47.88$ | $\$ 47.50$ values now $\$ 37.50$ | $\$ 34.95$ values now $\$ 27.88$ |
| MEN'S WINTER DRESS SLACKS |  |  |
| $\begin{aligned} & \$ 14.95, \$ 15.95 \\ & \$ 16.95 \text { valu } \\ & \text { now } \$ 12 . \end{aligned}$ |  | $\begin{aligned} & \text { 5. \$12.95 and } \\ & 3.95 \text { valuess } \\ & \text { ow } \$ 9.88 \end{aligned}$ |


REDDY'S
Men's and Boys' Wear
104 S. Dixon, Gainesville

SUDS WINTRY WEATHER-Soaps and detergents from thousands of suburban sinks paint this wintry picture on the
outskirts of Chicago, III. Such foaming is a familiar sight to
filtration


|  | Clem Reiters. Charles Felderhoff also returned to Dallas U Sunday. He drove with his brother Joe Felderhoff who returned to St. Mary's University in San Antonio. They had spent the holidays with their parents, the Tony Felderhoffs. |
| :---: | :---: |
| Father Christopher Paladino left Tuesday morning for Morrillton, Ark., where his mother underwent serious surgery that day. He said he expected to be back Friday or Saturday. | Muenster's five juniorates at Holy Angels Academy in Jonesboro who had planned to leave Sunday by car, left Friday evening by bus instead. The weather reports being what they were, family members decided |
| day after a visit during the | be sure. Their folks saw them off on the bus at Gainesville. |
| New Year holidays with his par- | Returning to Jonesboro were |
| ents, the H. J. Fuhrmans. Earlier, | Carol Fette, Kay Fette, Cynthia |
| the Fuhrmans' other son and | Wimmer, Frances Walterscheid |
| his family, the Bill Fuhrmans of | and Agnes Eckart. |
| Fort Worth visited | Holiday vacation ended Sun- |
| Mr. and Mrs. Damien Hellman and children Kevin and | day for Muenster's eight students at Subiaco, Ark. They left |
| Linda are getting settled at Irv- | about noon on the Subiaco |
| ing where they moved this week. | ool bus - that is six of them |
| They formerly lived in Spring- | boarded the bus - family mem- |
| field, Mo., and spent the holi- | bers seeing them off. Mike Kleiss |
| days here with their families | and William Fisher went by car |
| the Leo Henscheids and Rudy | with Harry Fisher Sunday |
| Hell | when he returned to St. Mary's, |
| ngs are back to normal for | Ky. Going on the school bus were Gene Schoech, Ray Zim- |
| Mr. and Mrs. Al Walter and | merer, John Hoberer Jr. Jim |
| daughter Sandra after visitors | Gehrig, Gerald and Clifford |
| and visiting during the holi- |  |
| days. Last of the company to | brought all the area boys to |
| leave were Gene and Claude | Texas in the bus, took them |
| Walter who started back to A\&M | back again. He spent the holi- |
| College Sunday. Other guests | back again. He spent the hon- days in Fort Worth . . was at |
| coming and going were the Wal- | St. Joseph's Hospital part of |
| ters' daughter and her husband, | the time having foot surgery. |
| the Bill Kirgil Walter and La- | CARD OF THANKS |
|  |  |
| bock. While the Karrs were here | the VA Hospital at North Little |
| his mother, Mrs. William Karr | Rock, Ark., sends word that he |
| of Canadian and his aunt, Miss | is deeply grateful for the many |
| Christine Stone of Dallas joined | Christmas greetings he received |
| them for a few days. Bill Karr | and that he takes this means of |
| h | one with |
| wife and he returned home | thanks since it is impossible to |
| alone. Later Mr. and Mrs. WaI- | thank individually the many |
| ter and Sandra took Mrs. Karr | friends in Cooke County who |
| home and visited there before | remembered him. |
| returning to Muenster. | CARD OF THANK |
| Mr, and Mrs. J. M. Weinzapfel | My family joins me in this |
| drove to Dallas Sunday after- | expression of thanks for many |
| noon to take their daughter | kindnesses during my illness |
| Mary back to Dallas University. | and stay in the hospital. We are |
|  | ul for the prayers, get-well |
| student, went with them after | wishes, visits and every favor. |
| holidaying with his parents, the | Wishes, Ed Eberha |

## So 2es

$\underset{\text { Rody Klement }}{\text { Community }}$ Lumber ${ }_{\text {Muensier }}^{\text {Company }}$ Jerome pagel

## 

Donald Duck
Frozen Orange Juice, 12 oz . $\quad$ - 45 c Keith Frozen Rolls, 2 doz 25c
Eatwell Mackerel ..... 19c
Campbell Tomato Soup ..... 2-21c
Velveeta Cheese, 2 lb . ..... 95 c
Kraft Orange Drink, 46 oz. ..... 39c
Zee Tissue ..... 4 rolls 35 c
Oxydol, king size ..... $\$ 1.09$
Cheer, king size ..... \$1.15
Fisher's Market \& Grocery

The Muenster Enterprise



The American Way OUEER WAY
FIGHT COMMUNISM TO FIGHT COMMUNIS

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## ELECTRICAL CONTRACTING

 FixturesSupplies Appliances


Call HO5-2721
нos Manchish or call
Parker Electric
112 S. Rusk, Gainesville


EXPERT
In Case Your PlumbingFailed During the Big Freezes ...
We've got everything it takes to get you out of trouble:
Pipe, Pipe Fittings, Faucets,
Pipe Insulation.
Even the Plumber.
While you're repairing your plumbing we especially urge you to use pipe insulation and reduce the chances of being caught again at the next hard freeze.

## C. D. Shamburger Lumber Co.

## ARE PARENTS VILLIANS?

THE CAlty fouct worid

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| time to depart. After a quick our little heroine goes inside. |  |
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| of the US Supreme Court any decision - is 'law, |  |
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| the Constitution which says that |  |
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| the parties to the particular case itself) |  |
|  |  |
| "There is not a word in the |  |
| Supeme Courr the power or right to enact a amw lat or to | Excellent Food |
| amend the Constitition by giving it a meaning which the propos- |  |
| ing Congress or ratifying state |  |
| Mr. Pettengill goes on to ob-serve only the people have the |  |
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| power or right to a mend the Constitution and only the Con-gress to enact Federal law. "This |  |
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Good electric lighting


To throw light on just a few more-profit possibilities
Longer workday ... good lighting lets you repair farm machinery, do other odd jobs, after dark . . leaving daylight hours free for planting, harvesting, etc.
Higher egg production... when egg prices are highest in fall and winter, provide hens with 12 to 14 hours of electric light per day. Higher milk quality . . . an electric dairy is easier to keep free of disease-producing bacteria.
Ask your TP\&L Farm Service Advisors for




## Friday - Saturday, January 9-10

Frankie invites all his old friends and customers to come and see the beautiful remodeled and enlarged air conditioned show room where you will find $\alpha$ wonderful selection of brilliant new '59 cars in truly pleasant surroundings. Also the remodeled shop, the only specialized service department in town, staffed with factory trained personnel and supplied with the latest in factory approved technical equipment.

## Free Coffee and Doughnuts will be served

## 7. E. Schmitz Motar Ca.

Chrysler Products and Rambler Sales and Service
Commerce and Broadway, Gainesville

PAGE SIX JANUARY 9, 1959 THE MUENSTER ENTERPRISE


## Adventures in ADVERTIS

## THE FANTASTIC STORY of

 MUSA-SIHIVA THE SHIRTMAKER(Also Sometimes Drygoods Selling)


If the shipping department of a factory had not made an error, the world would never have known of Musa-shiya the Shirtmaker and the most stounding advertising compaign in history would never have been lounched.

Following World War I an English textile factory was getting back on peacetime basis. In error it sent a full five year backorder of shirting material to Musa-shiya, a Japanese shirtmaker who operafed a small shop in Honolulu, Business was poor and Musa-shiya was near bankruptcy when the customs office informed him that certain bales of cloth and a fot bill for duties aweited his pleasure at the port of Honolulu.

When the little shirtmaker realized what had descended upon him, he asked for time and went into the silence for purpose of mental refreshment. Remembering a friend in a big mercantile establishment, he hied himself there and sought counsel. How in the name of the horned prophet of evil was he ever to get rid of oll that English shirting? And in the meantime where was he to put it? His little box of a shop wouldn't hold one bale
"You'll have to advertise," advised his friend. "Leave it to me. I'll have our advertising agents help you out."

This merely compounded the little Japanese shirtmaker's troubles. Advertising to him was an uncharted sea. The advertising agent called on Musa-shiyo and suggested $\$ 300$ as a modest startor. "Too-0.0 much. Maybe I think thirty dollar plenty," said the shirtmaker. He was told that wouldn't even get him in print. The agent explained the costs of various advertisements and finelly Musa-shiyo agreed to try the plan and what ras destined to be the most estounding and for reaching compaign in the history of odvertising was lounched.

Two column by five inch ads then started oppearing regularly in the Saturday Honolulu Star-Bulletin. The ads were written just the way Musa-shiya talked - in colorful pidgen English which is used throughout the Orient. Here is an example of one of Musa-shiya's ads:
"Well here come storek again - but Musa-shiya, the shirtmaker, is oble prepare. Wonderful accumulation of baby things in dry goods selling corner of Musa shop. Everything for the baby - especially diaper. Exclusive of storek, which find most easily, many persons not finding little shop of Musa-shiyo the shirtmaker in King Street, Mokai side, between fish market and river.

Tourists started sending copies of Musa-shiya's ads to their friends in many countries. Soon Musa-shiyo was receiving orders from all over the world as well as doing a thriving business in Hawaii.

And that is the story of how a well planned, small advertising campaign made an unknown Japanese shirtmaker not only weelthy but world famous.

Your local newspaper doesn't promise to duplicste this story for its advertisers, but it does take your soles message into the homes of your customers where full and careful consideration is given your suggestions. Who knows, perhaps you too con be a Musa-shiya.







| Bi |
| :---: |
| bless | blessing of temporary church

here Sunda. Parish hall will
serve as church until new build
ing is completed. UFW bew burial de- 5 YEARS AGO $\begin{aligned} & \text { Jan. 8, 1954 }\end{aligned}$ ing is completed. VFW burial de-
Jan. 8, 1954
tail now wears approved uni-
forms. City tax assesment in $\begin{aligned} & \text { State VFw commander, visit } \\ & \text { ing here this week, praises }\end{aligned}$ forms. City tax assessment in
1949 to be based on property ap.
cal his week, praises
post


 say and Robert Geemertinger
Ethel Babin of Bay
town, who
town
mak. making their home in Dallas
following
Nor are making their home in Dallas
following a short wedding trip.
Marwing Narriage in Lindsay unites
Agnes Funrmann and Francis
Gully of Willmar, Minn. En-
gagement of Lu Ella Arendt and
statement of the condition of
The Gainesville National Bank
gainesville, texas
Resources

JUST RECEIVED:

## 10,000 yards Cotton Piece Goods

Bolts and short lengths.
Solids, stripes, prints. $\mathbf{y d S}$. $\$ 100$ OPEN UNTIL 8 ON SATURDAY

72x99 twin
SHEETS
White only
$\$ 1.49$

| Pequot $81 \times 108$ |
| :---: |
| SHEETS |
| Peppermint stripe |
| $\$ 1.98$ |


| WASH RAGS <br> 20 for $\$ 1.00$ | BATH TOWELS <br> 4 for $\$ 1.00$ |
| :---: | :---: |
| Double Thread Face TOWELS 4 for $\$ 1.00$ | PILLOW CASES 25c ea. |
| PILLOWS <br> 89c | 27x27 Birdseye DIAPERS Hemmed, Ready to Use $\$ 1.79$ doz. |
| $70 \times 80$ Plaid BLANKETS Cotton, double | Children's Famnel <br> PAJAMAS <br> Sizes 2 to 8 |
| \$2.98 | \$1.98 |


| Cotton Plaid | SHEET |
| :---: | :---: |
| SHEET | BL.ANKETS |
| BLANKETS | White, 70×80 |
| 98 c | $\$ 1.69$ |



##  <br> No STARCH NEEDED Mrs. Anne Bush, of Dayton, Ohio, shows what happened to her wash when Oik Man Winter took shows what happened to her wash when or Mas

| Father Lane <br> churches of which Father lins and Father Ortner are After the church service ner in the $\qquad$ gram b $\qquad$ |  |
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| Army Enlistment Option Available To Qualified Men |  |
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| advantage of the "buddy enlist- ment," which allows qualified |  |
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## LATE MODEL RECONDITIONED Ferguson Tractors

Hot Prices, Good Choice
We invite you to be our guest for
The Red Foley TV Show
Saturday nights, 7 p.m., Channel 8

Biffle Brothers


## Lindsay Hall

 Saturday Jan. 10 Starts at 9 p.m.
MUSIC BY
Paul Brewer \& His Texas Swingsters

## PRE-MARKET



Starts Friday, Jan. 9

Electrical Appliances, Pyrex, Revere ware, Plaques, Pic-
tures, Clocks, and many other practical gift items.
4 3

All Furniture Reduced 25 to 50\%

Milk Glass Fancy China and Pottery
(130


Chinese Nationalist cause is a
lost one that the QuemoyMatsu crisis demonstrated our ur
nation's unwillingness to back the Nationalists in case of a
showdown. Con, for one, does our country will have the good udgment to stop retreating and d gallant defender of human

## RELAX <br> theatre

Friday-Saturday DOUBLE FEATURE

PL Curse
of the Demon"
Sun-Mon.-Tues.
OHN WAYNE
" The Barbarian And The Geisha

Wednesday-Thursday
ONN CRAWFORD
"The Story of Esther Costello

You always pay less for Food here!

## Prices Good Friday and Saturday

CATSUP
6 for $\$ 1.00$

Dependable, No. 300
PORK \& BEANS
5c

Priority Chunk
TUNA
4 for $\$ 1.00$

FROZEN PEAS
2 for 25c

Bama Apple Jelly, 20 oz. - 25 c
Shation
Asparagus, No. $300 \quad-5$ for $\$ 1.00$
Whole Beets, No. 303 - 3 for 35c ${ }_{\text {Shatat }}^{\text {Shatatoes, No. } 303 \ldots 2 \mathrm{for} 25 \mathrm{c}}$

| Solin |
| :--- |
| Facial Tissue, 400 s -4 for 89 c |

Shurfine Coffee, 1 lb . tin -69 c Mexmat houroffee, 6 oz. ....8c
5
Salad Dressing, qt. 35c
Shurfine Flour, 5 lb. . . . 39c

## Produce <br> Meats




