



MIS-S-S-T-I-FIER, the pressure bottle for fragrance brought out early last year by Carven-Parfums, is now available in a 3-1/2 oz. bottle as a permanent member of their fragrance bottle. The bottle, especially molded to fit the hand, is slightly indented to give a firm, comfortable grip, making it possible for fragrance to be dispersed at the lightest touch, enveloping the user in a misty cloud of Ma Griffe of Robe d'un Soir.

Anniversary

Swift and Company is observing its centennial all during 1955. According to John Holmes, president of Swift and Company, it was in 1855, just 100 years ago that 18-year-old Gustavus Franklin Swift, the company's founder, launched his career in the meat business.

He borrowed \$20 from his father, bought a heifer, dressed it, and peddled the meat to his neighbors. Holmes termed this "the humble and real beginning of Swift and Company."

In paying tribute to the Cape Cod farm boy who became a pioneer in the development of modern meat packing, Holmes said: "Steve Swift was a man with a vast horizon within himself — destined to become a leader who had the vision to see what had to be done to provide food for a rapidly growing nation."

"Yet, with all his vision little did he dream, as he drove along the winding Cape Cod roads, buying cattle and hogs, and selling fresh meat from his red wagon, that he was setting up the guideposts which were to form the foundation of our present company. The company he founded now sells every week an average of 50 million dollars worth of products and is an important part of an essential industry."

"All of Swift's activities during 1955 will be directed at continued progress in the varied divisions of our business. I am convinced that the Centennial will offer new opportunities for better business and improved earnings in 1955 and the years ahead."

A century of progress in food production, processing and distribution were reviewed by the Swift president in his annual address to shareholders of the company.

"Many changes have occurred in agriculture since the days when our farmers devoted most of their energies to taking care of their own needs," Holmes pointed out. "Yet, today with only 14 per cent of our people living on farms and ranches they produce more than enough to provide for our entire expanding population of nearly 165 million people."

"American progress is noted for innovations in transportation, communication and household appliances. Yet, a careful analysis will show that America's food ranks with any of these as a measure of progress in better living."

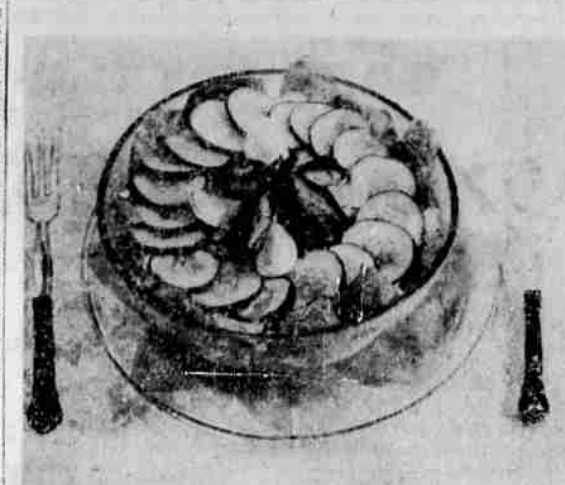
"The meat supply for the American table is the envy of the world. There are other nations which rank as high as or higher than America in per capita meat consumption. However, in no other country, is there available meat that is comparable in quality, freshness, variety, and convenience."

"Despite the phenomenal progress that has been made in the last 100 years, there is still great opportunity for improvement in the development of foods with improved stability, taste appeal, nutritional adequacy and utility, and foods requiring minimum storage space and producing minimum waste. In the near future, the people of this country can expect great progress in technically improved food packages that will do an even better job of keeping products fresh and wholesome. They may expect advances along the lines of low temperature processing of meat, which scientists reveal more facts about nutrition, further progress in food processing methods which will retain even more of the life-giving nutrients can be looked for."

Looking ahead, Holmes said the entire food industry faces a challenge in feeding a growing nation, with 7,000 more mouths to feed every day.

"This growth, however, encompasses much more," he said. "I can visualize a great expansion in the nation's economy — an expansion that will mean more production, more jobs, more national income, along with an increased standard of living."

"With bright prospects for the future, Swift and Company enters a new era in its development — the beginning of its second century of service dedicated to serving America's families better."



NORSE POTATO SALAD with Norway Sardines has eye appeal and palate appeal. It is easy to prepare, easy on the budget, and makes a very distinguished looking dish.

COOL SALAD

When you are having a buffet style supper or eating on the patio and want to serve several bowls of salad, by all means serve one that incorporates Norway sardines. Here is a recipe for the tangy, lightly spiced Norway sardine combined with vegetables for a Norse Potato Salad.

NORSE SALAD
(Serves 3)

- 1 (3 1/2 oz.) can of Norway sardines
- 2 hard-boiled eggs
- 3 celery stalks
- Small head Romaine lettuce
- 1 cucumber
- 3 large sprigs parsley
- Chives
- Dry mustard
- 4 tablespoons olive oil
- 2 tablespoons vinegar
- Salt and pepper, to taste

HEALTH PROTECTION BY HANGING AEROXON FLY RIBBONS

World's Best Fly Catcher!

Get rid of annoying flies the safe and sanitary way. Comes with Tack Attached — easy to hang. Low in cost, only 5 for 25¢.

Buy a supply of AEROXON FLY CATCHERS from your grocer, hardware or general store. If not available, send \$1.00 for a box of 20 catchers, postage paid. (No C.O.D. Please)

AEROXON SALES COMPANY
9 East 38th St., New York 16, N.Y.

Cook potatoes and set to cool. Cut the cooled potatoes in slices about 1/4 inch thick. Finely chop celery stalks; 1 hard-boiled egg; fresh parsley sprigs, and chives. Mix ingredients in bowl.

Drain the olive oil from the can of Norway sardines into second bowl and add additional olive oil and 2 tablespoons vinegar. Season with pinch of dry mustard and salt and pepper to taste. Pour over salad and mix thoroughly. Finally, line salad bowl with lettuce leaves and transfer salad from mixing bowl. Cut the remaining hard-boiled eggs in quarters. Arrange whole Norway sardines in a pyramid in the center of the salad over quartered sections of hard-boiled egg. Decorated with slices of fresh cucumbers with rind.

There's only one **SKIPPY**

BEWARE OF IMITATIONS

LOOK FOR THE HAPPY LITTLE DOG

TOPS IN QUALITY!

LOW IN PRICE

EMIL'S SELF-SERVICE MEATS

Ground Beef	No Preservative Fresh! All Meat	3 lbs. 79¢
Beef Roasts	Shoulder Cuts Federally Graded "Good"	39-43¢ lb.
Beef Boil	Lean Meaty	19¢ lb.
Corned Beef	Boneless Our Own Cure	49¢ lb.
Large Bologna	By the Chunk	25¢ lb.
Veal Round Steak		89¢ lb.
Cube Steak	Always Tender	65¢ lb.
Swift Premium Wieners		45¢ lb.
Beef Hearts	While They Last!	19¢ lb.
Round Steak	"Good" Graded Beef	69¢ lb.

PEACHES For Canning!

At last they are here, just received a truckload of Truway Elberta peaches from Fresno of the finest quality. At Emil's at such a low price . . .

\$1.98

20 lb. lug only

WATERMELONS Pound ?

Cantaloupes Firm, Ripe Pound ?

Cherry Tomatoes Cup **23¢**

Seedless Grapes Fancy Quality in Baskets Pound ?

Calrose **APRICOTS**

2 1/2 Tin **\$1.00**

5 for

Swift **CHOPPED BEEF**

12-oz. Tin **\$1.00**

3 for

IXL **RAVIOLI**

No. 303 Tin **\$1.00**

5 for

Comstock **PIE MIX**

Blueberry Peach & Cherry No. 2 Tin **\$1.00**

3 for

Bumble Bee Solid Pack **TUNA FISH**

1/2 Tin **\$1.00**

3 for

Sunpakt Fancy Light Meat **TUNA FISH**

1/2 Tin **\$1.00**

4 for

-- S & W -- **COFFEE**

1-lb. **85¢**

2 lbs. **\$1.73**

BISQUICK Large Package **39¢**

CAKE MIX Betty Crocker Pkg. **29¢**

ANGEL CAKE MIX Betty Crocker Pkg. **49¢**

ANGEL CAKE MIX Swansdown Pkg. **45¢**

Frozen Strawberries Oregon 10-oz. Pkg. **4 for \$1**

Dole Pineapple Pie Mix No. 2 Tin **29¢**

KOOL-AID 12 pkg. **49¢**

SARDINES Tiny Tots Can **27¢**

Armour Meat Ball AND GRAVY 303 Tin **3 for \$1**

CRISCO Shortening 3-lb. Tin **79¢**

SNOWDRIFT Shortening 3-lb. Tin **79¢**

EGGS Strictly Fresh Local Ranch Every Egg Guaranteed Doz. **59¢**

AA Medium

WESSON OIL Qt. Bottle **59¢**

JEWEL Shortening 3 1/2-lb. Tin **69¢**

SUGAR Brown or Pod 2-lbs. **25¢**

PEANUT BUTTER Swift 16-oz. Glass Only **39¢**

WAFFLE SYRUP Sweetose Qt. Decanter Bottle **49¢**

FLOUR With 90c Value Steak Knife in Each 50-lb. Bag **\$3.89**

OCCIDENT

PIE CRUST MIX Betty Crocker 4 Stick Pack **29¢**

BONNIE DOG FOOD 12 Cans to Ctn. **\$1.19**

Sperry **PANCAKE FLOUR**

4-lb. Pkg. **45¢**

Syrup **LOG CABIN**

Med. Tin 24-oz. Only **55¢**

Libby's **PEARS**

2 1/2 Tin **39¢**

Libby's **SPINACH**

2 1/2 Tin **19¢**

Party Time **CORN**

No. 303 Tin 2 for **25¢**

GRACO **STRAWBERRY**

Preserves 20-oz. Tumbler **39¢**

GET MAIL ORDER BLANKS HERE for Hills Copper Set

50c VALUE FOR \$1.50

HILLS COFFEE 1 POUND CAN **93¢ lb.**

-- SURPRISE -- **SPECIAL TOMATO JUICE**

Libby 46-oz. Tin ?

-- SURPRISE -- **SPECIAL PINEAPPLE JUICE**

Libby 46-oz. Tin ?

BUTTER Sweet Clover

Pound **63¢**

AA Grade **EGGS**

Small Local Ranch Doz. **39¢**

PITTED OLIVES Rose Bowl

No. 1 Tall Tins **29¢**

Real Prunes **PRUNE JUICE**

5 1/2-oz. tin 6 for **39¢**

-- SURPRISE -- **SPECIAL MARGARINE**

Holiday 5 lbs. ?

-- SURPRISE -- **SPECIAL VELVEETA CHEESE**

2-lb. Loaf ?

White King **SOAP**

Giant Pkg. **55¢**

Tang Dressing

Qt. Jar **39¢**

Effective Thurs., Fri., Sat., Sun.

Emil's

9th and Pine Right Reserved to Limit

Durkee's **Mayonnaise**

24-oz. Jar **49¢**

PERMA **STARCH**

Req. 79c Value Now Only **49¢**