

Charlotte News Weekly

GROCERY NEWS

By
Betty Boyer

There's a BIG 1c Sale now in progress and it's being brought to you by the makers of **SWEETHEART SOAP** and **BLU-WHITE FLAKES**. Economical housewives will surely want to take advantage of this money-saving offer. You will find these special packages on your grocery shelves. Be sure and get them this week while the supply lasts. You purchase three cakes of **SWEETHEART SOAP** at the regular price and you receive one cake for only one penny. The same applies to **BLU-WHITE FLAKES**. The flakes that contain a miracle bluing that works with soaps or detergents making your whites dazzling, washable colors sparkling... kind to the hands, too!

Many, many women are turning to **SWEETHEART** for their beauty soap... **SWEETHEART'S** more luxuriant lather, so delightfully fragrant, keeps them fresh all day. Gentle **SWEETHEART** care keeps complexions soft and smooth as a rose petal.

We urge you to try **SWEETHEART SOAP** for just 7 days and see how much softer, smoother your complexion looks. Stock up on **SWEETHEART SOAP** and **BLU-WHITE FLAKES** during this 1c sale... you'll be glad you did!

I know that all of you housewives are interested in any product that will lighten your ironing burdens and improve the results. For starching as you really want it we can think of no other product than **QUICK ELASTIC STARCH**. Whatever type of starch you like to use, liquid or dry, **QUICK ELASTIC** has it for you.

QUICK ELASTIC POWDER starch can be used with hot or cold water. You can prepare the starch quick as a wink with no cooking necessary. It costs only about a cent a quart. If you prefer liquid starch, **QUICK ELASTIC** is for you, too. It comes in a wide-mouth bottle that is so easy to use. **QUICK ELASTIC LIQUID STARCH** is extra rich and more economical! Liquid or dry, **QUICK ELASTIC STARCH** is your best buy. Be sure and order it from your grocer today. You will marvel at the fine results.



Lamb Pot Feast

- | | |
|------------------------------|---------------------------------|
| 4 shoulder lamb chops | 1/2 teaspoon ground cloves |
| 1 clove minced garlic | 2 teaspoons salt |
| 4 small onions | 1/8 teaspoon pepper |
| 4 pared potatoes, halved | 1 can mushroom soup |
| 1 package frozen green beans | condensed and undiluted paprika |
| | 1/2 soup can water |
- Trim fat from chops, heat in Dutch oven or fryer. Add chops and garlic; brown chops well on both sides. Place onions and potatoes around the chops. Add the green beans, cloves, salt, pepper soup and water. Cover; cook slowly for about an hour or until tender. If desired thicken the gravy a little. Sprinkle with paprika.

The recent warm days are a definite reminder that the moth proofing season is once again upon us. You housewives know that moth damage is very annoying and costly too. To overcome this problem we suggest that you use **REAL-KILL MOTH PROOFER**. It will stop moth damage economically and easily. First of all, **REAL-KILL MOTH PROOFER** is odorless, you will never have to put up with embarrassing tell-tale odors. **REAL-KILL MOTH PROOFER** does not leave a sticky residue. **REAL-KILL MOTH PROOFER** is the only moth proofing agent that prevents staining and spotting of even your most delicate woolsens... in addition it protects drapes, carpets and furred with air.

You will find that **REAL-KILL MOTH PROOFER** is so easy to use... a flick of the finger does the trick. You don't have to bother with messy spray guns or awkward containers. The finger must push a button on the aerosol container makes it so easy to moth proof suits, coats, dresses, blankets and woollens in a matter of minutes. Your grocer has **REAL-KILL MOTH PROOFER**... purchase a can right now before it is too late.

To you coffee lovers who haven't had the pleasure of enjoying a good cup of **BORDEN'S INSTANT COFFEE**, we want you to know that you are really missing coffee flavor as rich as the best of ground coffees. **BORDEN'S INSTANT COFFEE** gives you flavor richer than any other instant coffee... every spoonful gives you up to 33% more flavor.

The **BORDEN** people explain it this way: only **BORDEN'S INSTANT COFFEE** has the new "Flavor-Control" process. Every particle of coffee is added to a heated milk and sugar through. That is the secret of its richer flavor. This "Flavor-Control" process gives you coffee in solid crystal form. Other instant coffee is brewed in water, filled with air.

Whether you like your coffee mild, medium or strong, **BORDEN'S** gives you a richer, more flavorful cup, especially to your taste, every time!

So give it a try! See how good **BORDEN'S INSTANT COFFEE** really is. Order the economical 5 1/2 ounce jar from your grocer... remember, it will make more cups than 2 pounds of ground coffee.

Butterscotch-Date Cream Pie

- | | |
|-----------------------------------|-------------------------------|
| 1 baked 9" pie shell | 1 cup light brown sugar |
| 2 1/2 cups milk, diluted | 1/4 cup corn starch |
| evaporated | dash of salt |
| 6 tablespoons butter or margarine | 1/2 cup, sliced, pitted dates |
| 2 egg yolks | 1 teaspoon vanilla extract |
| 1 cup heavy whipped cream | 1/4 cup chopped pecans |
- In double boiler, heat 2 cups milk with butter or margarine. Beat yolks, stir in combined sugar, corn starch and salt. Blend in remaining cup of milk, add to heated milk in double boiler. Cook over hot, not boiling water, stirring until thick and smooth. Add dates and vanilla. Refrigerate till cold. Then turn into baked pie shell; refrigerate at least 6 hours. When you are ready to serve, garnish with whipped cream and sprinkle chopped pecans around inside of rim.

THE ABOVE NATIONALLY ADVERTISED PRODUCTS CAN BE PURCHASED AT YOUR FAVORITE GROCER...

Save On Your Food
Bill Every Day

By Reading The Food Ads In The Charlotte News



FUSSELL SCHILLIDON **STRICKLAND MINOR** **CAMPBELL BAGWELL** **ADAMS DAVIS**

These North Carolinians are the winners of the silver cups in the final state auditions sponsored by the N. C. Federation of Music Clubs over the past weekend at the University of North Carolina. Charlotte winners are Sharon Schillidon and Mizil Minor. Chapel Hill winners are Carolyn Davis and John Adams. Shirley Bagwell is from Raleigh; Charles Fussell is from Winston-Salem; James Roland Strickland is from Durham; and Larry Bruce Campbell is from Asheville.

Textile Machine Show Enthusiasm Runs High

ATLANTIC CITY — Enthusiasm is running high at the American Textile Machinery Exhibition, which opened its doors at the big convention hall here Monday. The exhibition will run until Friday. Exhibition authorities report that more people have viewed the huge collection of textile machinery, equipment and supplies during the first two days of the show than at any previous exhibit.

With more than \$10,000,000 worth of textile machinery in operation, spectators are impressed with the opportunities being offered in the industry for cost-reducing manufacturing methods and more efficient means of production.

INTEREST KEEN
Textile machinery manufacturers report keen interest on the part of prospective customers and in this connection the trend toward leasing commitments for mill equipment and the program advanced by Roger Milliken, president, Deering Milliken and Co., before a hearing of the Senate Finance Committee for provision of a two-year tax write-off of capital expenditures shows signs of increasing interest.

Any basic plan that will assist the textile mill owner to an easier but still sound method for modernizing his mill is readily acceptable. With virtually every operating cost fixed today, mill management is more alert than ever before to every available opportunity for reducing production costs with more modern methods of manufacturing.

Pressed yarn and fabric prices in certain quarters of the textile market have created an atmosphere of extreme importance in methods for lowering manufac-

City Limits Extension Gets Planning Priority

A city limits extension survey today held first attention of city planners.

At a meeting yesterday afternoon, members of the Planning Board agreed to devote full attention to a survey on the possibility of extending the city limits.

Since giving top priority to the request of the City Council for the extension survey, planners will mark time on proposed legislation on perimeter zoning and subdivision control until the survey is completed.

James E. Rutch, planning engineer, was instructed to immediately initiate the survey by setting tentative boundaries for the proposed outer line.

Working closely with him on this survey will be City Engineer Loyd G. Richey and City Manager Henry A. Yancey.

The board also agreed to begin preparation on its 1954-55 budget but instructed the committee members, W. W. Hanks and

Liens Put On Beatty Holdings

U. S. Government liens have been placed on all property of E. M. (Eh) Beatty and Keith Beatty an Internal Revenue official moved to collect on alleged back taxes due.

Liens in the amount of \$127,727.74 were filed against both Beattys and against Beatty Service Co., Red Top Cab Co., and Carolina Distributing Co.

Both men were found guilty of income tax evasion in Western District Federal Court here, but Keith Beatty's conviction has been appealed to the Fourth Circuit Court of Appeals and is now awaiting appeal at the time of the trial. The revenue officers said the outcome of the criminal cases would not affect the civil action of tax collection.

It was not immediately revealed what course of action the government will take to collect the taxes. In some cases where a business is being run at a profit and the assets are large enough to take care of the liens, the government permits the business to continue under supervision.

But the government has the authority to sell company assets at public auction as a means of settling tax claims.

turing costs and increasing mill profit margins.

There are many arguments being advanced by industry leaders attending the exhibition that more spending should develop for new machinery and equipment. Frederick W. Howe Jr. head of Crompton and Knowles Looms Works, and president of the American Textile Machinery Association, sponsors of the big 1954 exhibition, looks to a mild boom in textile machinery business should the Senate Finance Committee accept Mr. Milliken's proposal for relief in the form of accelerated depreciation rates.

Under this plan mills would be permitted to write off taxes in five years, which would, in effect, raise the yearly depreciation from 4 per cent, the current rate, to 20 per cent.

It is also being emphasized that competition does not merely exist between one mill and another, but the textile industry must compete for its fair share of the consumer's dollar against such items as television sets, appliances, travel, amusement, and so forth. With manufacturers of these latter goods continually harping on "new models".

New machinery, new fibers, new blends and fabric constructions all offer this opportunity for mills to capture a larger and more profitable market.

All concerned with this vital situation agree on these points, as evident at Atlantic City this week, and it is anticipated that the vast interchange of ideas now circulating among visitors and the more than 270 exhibitors at Convention Hall, will spark the entire industry.

Lawrence Leads Optometrists

Dr. Ray Lawrence of Boone has been elected president of the North Carolina optometrists, along with other officers, at the 39th annual Southeastern Educational Congress Optometry.

Other officers are Dr. Henry B. Day Jr., Winston-Salem, president; and Dr. John D. Constable, at the time of the trial. The revenue officers said the outcome of the criminal cases would not affect the civil action of tax collection.

Trustees elected are Dr. James A. Palmer of Charlotte, Dr. Lee Wheelock of High Point, Dr. James Rowland of Oxford and Dr. Donald Ramsey of Sylva.

Speakers at the meeting, which ended yesterday, were Dr. A. M. Skeffington of St. Louis, Mo., Dr. F. M. Root of Cedar Falls, Iowa, and Dr. Ted Murrongs of the Northern Illinois College of Optometry.

Centuries before the Christian era the swastika was used as a religious emblem in India and China.

Colombia produced about a million tons of coal in 1953—less than each day's production in the United States.

More motor vehicles are being scrapped in the United States each year than were built in the country up to 1915.

BABY TALK By Your Hometown Dairy Harvey B. Hunter Dairies



I'm gonna yell and scream. To get what I like most when I want my Harvey B. Hunter Milk!

MILK FACTS:
Milk in this country is the best in the world. Our system of efficient low-cost production, distribution, sanitation, pasteurization and supply create a standard which dairymen throughout the world come here to see.

You've got to see it to believe it!

The World's First Refrigerator that

Opens from Either Side

PHILCO

Golden-Automatic with 2-Way Door

City Limits Extension Gets Planning Priority

There's a New 1954 Philco Refrigerator priced to fit your purse!

\$189⁹⁵

FROM Model 742

No defrosting... no dials to set. It automatically achieves the ideal temperature and proper humidity to keep foods fresher than ever before in a refrigerator. And in addition, Philco brings you the world's most advanced features. Big 2 cu. ft. freezer sharp freezes to 20° below zero. Exclusive Dairy Bar storage door with Cheese Keeper and Butter Keeper. Fully Adjustable Shelves. New Pull-Out Adjustable Shelf. Luxurious Golden Automatic color styling.

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