Charlotte News Weekly

GROCERY NEWS



By Betty Boyer

When it comes to shortening, there's no their branch that matches ALL-PUR. POSE_EWEL_SHORTENING the pleasing foods' a sail times. T man pleasing foods' a sail times a pleasing foods' a sail times a

cious every time.
Rich, moist, firm-textured cakes . . . that's a promise t
from JEWEL. For JEWEL, unlike ordinary shortenin
is none of those synthetic ingredients to make it creamy
or "man-pleasing" cakes . . always use naturally cream
'FIL.



This week we have a new, delicious food product that will prove to be a most popular choice for picnics, outlings and in the home continued to the provided that the provided

Your grocer has this fine product on his shelves so be sure to ask him for it . . . remember the name . . . NEU-HOFF'S OLD HICKORY BARBECUE.

Beef Steak Pie

2 pounds beef chuck, cut in 1; despoon thyme 1 1; despons thyme 2; teaspoon slur 2; teaspoon diversers 2; teaspoon diversers 2; teaspoon mitmeg 3; teaspoon nutmeg 4; teaspoon mitmeg 4; teaspoon mitmeg 4; teaspoon timeg 4; teaspoon timeg 5; teaspoon timeg 5; teaspoon timeg 6; teaspoon t

It sure begins to feel like summer and we can make up our minds that hot weather is here to stay. . . to me, this all adds up to larger and more frequent washings, how above the state of the state of

stubborn of stains.

Another thing you should know about the NEW BLUE SUPER SUDS is that it is considered one of the safeti detergents for your washing machine, pots and pans. SUPER SUDS, made with Colgate's advanced detergent formula washes up to 50% more dishes per cupil than any other soap or detergent and it dissolves into suds 4 times faster. When you consider all these advantages, it think, you will accept the superficient properties of the superficient control of the



Once again it's strawberry time
and there just isn't any more
popular dessert than strawberry shortcake! When next you serve it be sure
to remember there's a new and easy
to prepare this popular dessert
bouch of your finger, give it a delicious toppu, self at the
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outh fine of the self-cate of the self-cate of the
outh fine of the self-cate of the self-cate
actually costs less than 2c a serving. Ves ... while strawberries are in REDDI-WIP in the for strawberry shortcake
REDDI-WIP gives an added taste appeal when served
on cakes, ples and all gelatin desserts. Ty REDDI-WIP
soon, get it from your grocer or milkman!

Date Loaf

2 cups sitted enriched flour it teaspoon baking soda it teaspoon baking sowder it steaspoon baking sowder it steaspoon baking sowder it steaspoon baking soda it steaspoon valilla it seaspoon baking soda in the seasoon valilla it seaspoon baking soda it i

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

Save On Your Food Bill Every Day

By Reading The Foods Ads In The Charlotte News



Department Eliminates 238 'Security Risks'

Drivers Prep For Roadeo

TO

On Your Signature Only

Complete sales training company paid life insura

AND career loaded with y with a sales-mpany.

COME IN & TALK

See T. C. Moose,

5th & Poplar Sts.

CASH IN A FLASH

Watchen, Ciething, Shotge

Personal and Secure Carolina Finance Ce 127-139 West 4th St.

GIANT PHOTOS

\$ 5.00 10.00 35.00 60.00 95.00 130.00

People

Have

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Reading

Leisure

TYPING at home 6-9635 after 3.

RONING out or my home, 4-835.

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3-0303

LIVESTOCK 22 Dogs, Cats, Pets

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Rebuilding Electric Machinery

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Solesman CO.

Virum. Land overer. Car needs present State Co.

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Solesman Co.

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N Trade St. Ph. 2-8608 THE REVOLUTIONIZING.

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ALL FIEXALUM VENE BLINDS

Plastic Tape—Nylom Cord.

Figh. 8t. skill.

TRADE No. 1861-Gas. TEACH AND STANDARD STANDARD

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