

FREE 150 GREEN STAMPS WITH COUPONS

50 Extra S&H Green Stamps
THIS COUPON WORTH
WITH A 4-LB. BAG OF
RADNOR ESTATE GRASS SEED

Name _____
Address _____

Offer Expires Wednesday, May 10, 1961
LIMIT ONE COUPON PER CUSTOMER

25 Extra S&H Green Stamps
THIS COUPON WORTH
WITH PURCHASE OF A 1/2 GAL. PKG.
IDEAL FARM DALE ICE CREAM

Name _____
Address _____

Offer Expires Wednesday, May 10, 1961
LIMIT ONE COUPON PER CUSTOMER

25 Extra S&H Green Stamps
THIS COUPON WORTH
WITH PURCHASE OF 1-LB. OR MORE REGULAR
GROUND BEEF

Name _____
Address _____

Offer Expires Wednesday, May 10, 1961
LIMIT ONE COUPON PER CUSTOMER

25 Extra S&H Green Stamps
THIS COUPON WORTH
WITH PURCHASE OF (4) NO. 303 CANS
IDEAL WHITE POTATOES (WHOLE OR SLICED)

Name _____
Address _____

Offer Expires Wednesday, May 10, 1961
LIMIT ONE COUPON PER CUSTOMER

25 Extra S&H Green Stamps
THIS COUPON WORTH
WITH PURCHASE OF (4) CANS OF IDEAL
PINEAPPLE-GRAPFRUIT JUICE (4-oz. can)
GRAPE DRINK (32-oz.) GRAPE-APPLE DRINK (32-oz.)

Name _____
Address _____

Offer Expires Wednesday, May 10, 1961
LIMIT ONE COUPON PER CUSTOMER

LANCASTER BRAND, BONELESS
ROUND STEAK (Whole Cuts) YOUR CHOICE
ROUND ROAST (Boneless) LB.
RUMP ROAST

LANCASTER BRAND
TURKEYS WHOLE OR HALF 10 to 14-lb. avg. **43¢**
LANCASTER BRAND
LONDON BROIL STEAK lb. **89¢**
LANCASTER BRAND
BEEF EYE ROAST lb. **99¢**

79¢ **shop ACME MARKETS** PRICES EFFECTIVE THRU SAT. MAY 6

LANCASTER BRAND
CORNED BEEF lb. **69¢**
Lean Sliced BOILED HAM (Lesser Amt.—List Price) lb. **89¢**

Lancaster Brand Semi-Boneless, Fully Cooked
HAMS
WHOLE OR HALF lb. **69¢**

Lancaster Brand DRIED BEEF LOAF (YOUR CHOICE) 1/4-Lb. Pkg. **35¢**
Lancaster Brand Beef, Turkey or Chicken **FROSTED DINNERS** ea. **49¢**

GARDEN FEATURES
ROSE BUSH each **\$1.19**
PENNA. DUTCH FERTILIZER (5-10-5) 50-lb. bag **\$1.69**

SEAFOOD
FANCY LARGE SMELTS lb. **19¢**
FANCY DRESSED WHITINGS 5-lb. box **79¢** lb. **17¢**
FROSTED SKINLESS GOD or PERCH FILLET lb. **39¢**
BIRDS EYE FILLET REGALE 12-oz. pkg. **59¢**

LANCASTER BRAND BEEF LIVER lb. **39¢**

FRESH PRODUCE

SWEET LUSCIOUS STRAWBERRIES basket **39¢**
FLORIDA SWEET CORN 5 for **35¢**
NEW SOUTHERN CABBAGE lb. **6¢** **CAL. SUNKIST LEMONS** doz. **39¢**

GROCERY VALUES

IDEAL GRAPE-APPLE DRINK 2 32-oz. cans **55¢**
IDEAL GOLDEN CRUSHED CORN 4 No. 303 cans **69¢**
IDEAL RED BAND PEAS 4 No. 303 cans **69¢**
IDEAL SLICED OR WHOLE WHITE POTATOES 4 No. 303 cans **49¢**
IDEAL APPLE BUTTER 28-oz. jar **27¢**
IDEAL APPLE SAUCE 25-oz. jar **29¢**
IDEAL SALAD OIL qt. bot. **59¢**
ENRICHED GOLD SEAL FLOUR 5-lb. bag **45¢**

FROZEN FOODS

IDEAL GREEN PEAS 7 10-oz. pgs. **\$1.**
IDEAL CUT CORN 2 10-oz. pgs. **39¢**
IDEAL MIXED VEGETABLES 2 10-oz. pgs. **39¢**
FANCY ORANGE JUICE 5 6-oz. cans **89¢**

DAIRY VALUES

CHEF'S DELIGHT CHEESE SPREAD 2-lb. loaf **65¢**
SYLVAN SEAL CREAM CHEESE 3-oz. pkg. **11¢**
LOUELLA BUTTER Whole or Quarters lb. pkg. **73¢**
Richland BUTTER Whole lb. pkg. **71¢**

Leave your order Now for **MOTHER'S DAY**

FELS NAPHTHA SOAP 2 bars **21¢**
INSTANT FELS NAPHTHA 2 1/2-oz. pkg. **34¢**
INSTANT FELS NAPHTHA 53-oz. pkg. **79¢**
INSTANT FELS NAPHTHA 90-oz. pkg. **\$1.31**
GENTLE FELS LIQUID 12-oz. 37¢ (14¢ off) 55¢
FELS NAPHTHA CLEANER (7¢ off) (14¢ off) 51¢

"SLIM SIZE" SALTINES 16-oz. box **29¢**
NIAGARA LAUNDRY STARCH 24-oz. box **37¢**
LINIT LAUNDRY STARCH 2 12-oz. pkgs. **29¢**
LIQUID STARCH qt. **22¢** 1/2 gal. **41¢**
6c OFF! NU-SOFT FABRIC SOFTENER 16-oz. bot. **37¢**
DOG MEAL KASCO 5-lb. pkg. **69¢** 10-lb. pkg. **\$1.29** 25-lb. pkg. **\$2.79**
NABISCO RITZ CRACKERS 16-oz. box **35¢**
UNDERWOOD DEVILED HAM 4 1/2-oz. can **33¢**
MILD LIQUID SWAN 12-oz. size **37¢** 22-oz. size **65¢**
FROZEN CHICKEN A-LA-KING 10-oz. pkg. **55¢** **ONION RINGS** 7-oz. pkg. **34¢**
MILK AMPLIFIER BOSGO 12-oz. jar **37¢** 1 1/2-lb. jar **59¢**

Special! WHILE THEY LAST! PLASTIC, 54" x 54" TABLE CLOTH (REG.) Ea. **49¢** (89¢)

FRENCH SCALLOPED POTATOES 4 1/2-oz. pkg. **33¢**

NEW! From COLGATE Dynamo LAUNDRY DETERGENT 19-oz. size **49¢** 35-oz. size **89¢**

MUELLER'S PRODUCTS
ELBOW MACARONI lb. **23¢**
SPAGHETTI lb. **23¢**
EGG NOODLES 12-oz. **27¢**

GREENWOOD Red Cabbage, 2 16-oz. jars. **43¢**
BEETS SW. PICKLED OR HARVARD 2 16-oz. jars **39¢**

3c OFF! SOILAX 16-oz. pkg. **26¢**

ALL PURPOSE KRAFT OIL pt. **37¢** qt. **67¢**

BUTTER KERNEL, WHOLE GOLDEN CORN 2 8-oz. cans **25¢** 2 303 cans **39¢**
GREEN GIANT CORN Cream Style Golden 2 No. 303 cans **41¢** **PEAS** 7 17-oz. cans **43¢**

DETERGENT LIQUID ALL 32-oz. size **73¢** 96-oz. size **\$2.07**

BEECH-NUT COFFEE (7c OFF) 1-lb. can **68¢**
—REGULAR OR DRIP GRIND—

WE'RE TUNED TO BABY'S TASTE

GERBER BABY FOOD
STRAINED 6 jars **65¢** **CHOPPED** 6 jars **93¢**

SWIFT'S BABY FOODS
HI-MEAT DINNER 2 jars **37¢** **LAMB, BEEF, CHICKEN (STRAINED)** 2 jars **49¢** **(CHOPPED)** 2 jars **49¢**

FREE BABY LAND BIB FOR ONLY 6 BEECH-NUT LABELS
BEECH-NUT BABY FOOD Str. 6 for **65¢** Jr. 6 for **93¢**

HANDY SIX PACK BIB ORANGE JUICE 6 4-oz. cans **58¢**

PUREX PRODUCTS
SWEETHEART SOAP 3 reg. bars **29¢**
SWEETHEART SOAP 3 bath bars **43¢**
DUTCH CLEANSER 2 cans **29¢**
BEADS O' BLEACH 18-oz. box **39¢**
BLU WHITE BEADS 6-oz. box **25¢**
DRY TREND 2 pkgs. **39¢**
TREND LIQUID 2 12-oz. size **59¢** 96-oz. size **49¢** king size **69¢**
WRISLEY SOAP BAG 6 bars **39¢**

LaVelle Says Chinchilla Breeding Is Profitable, Pelts In Demand

This is the season of the year for chinchillas to bring forth their young in the interest of the garment industry and the clothing of the American female in luxury.

Breeders who did not get discouraged when the water was squeezed out of the chinchilla business several years ago, and pelts dropped drastically in price, are doing pretty well. Joe LaVelle is one of the breeders who weathered the storm.

Up on Maplewood Avenue, his lady chinchillas are now preparing for the stork, or have already produced their litters. The market for chinchilla furs is now pretty constant.

Joe eases the prime fur-bearers out of their life, using a big glass jar with a whiff of chloroform, and skins them for the New York market, fifteen or sixteen at a time.

Joe says: "When chinchilla breeding was a new thing in this country, you used to pay \$1,000 a piece for breeding stock. Now you can get a nice pair of prime breeders for \$800." For his first breeders, six animals, he paid \$3,600. Right now, if you're willing to settle for B-grade stock, he says you can get a chinchilla for as low as \$200.

Dealers pay a good price for prime pelts, to meet the demand for chinchilla coats for the luxury trade.

It is no trouble at all to skin a chinchilla, says Joe, or stretch the pelt on thick cardboard. Pelts are shipped green, tanned upon arrival.

All chinchillas in this country originated in South America, high in the Andes, product of a pair smuggled into the United States by an English engineer. Again, the offspring of these chinchillas were stolen. There was grave doubt in the first days of the industry, that animals accustomed to the altitude of the Andes would survive, without degeneration.

But the strain remained true to type, and chinchillas are now commonly raised in many places.

Joe has 100 chinchillas today, but he may have 125 by tomorrow. Gestation takes 111 days. Litters are very small, usually one or two, very occasionally as many as four. They mature ready for breeding or pelting, in eight to ten months.

In the wire cages stacked in Joe's basement, small furry animals peer forth from beady black eyes, their soft-grey fur looking and feeling as soft as swansdown. They are not afflicted with vermin, because the fine hairs grow so quickly, 60 to 80 to one follicle, that no vermin could make its way between them. They are hardy little creatures, not subject to disease. A basement is exactly right for them, as they thrive in a cool climate and do not care for heat.

They eat pellets and hay, inspecting the pellets critically, and discarding a good half of them. No water pans. Chinchillas in their native habitat lick the dew from fresh green leaves. To approximate this, each cage has a water bottle with a glass tube, hanging from the outside. The chinchillas suck the water from the tube as from a nipple.

A five-day-old chinchilla experimented briefly with hay and pellets, but returned to his mother. Like rabbits, chinchillas are mammals.

A large female chinchilla, a veteran, permitted herself to be lightly stroked. A breath blown on the face showed the characteristic ring and the deeper tones. Chinchillas bite. They don't take to strangers or noises. They have an odd bark, used when in distress, or from annoyance.

They love to bathe. But not in water. Each cage has an individual shallow pan half filled with an extremely finely divided mineral not dusty, definitely granular, called Attapulgit, available in 100 pound sacks. Each day the pan of mineral is placed in the cage, and the chinchilla dives into it, fluffing her fur in a shower of mineral, wallowing in it, and apparently deriving great pleasure from the loose, cool feel of the stuff on the skin. It is not a dust, so never adheres. The chinchilla steps out, refreshed, and as clean as a whistle.

Recently, Joe has been experimenting with a new type of cage, mounted on a runway with openings into each cage, a dodge which will save him a lot of money investing in males if it is a success. The females inhabiting the individual cages are prevented by a plastic collar from getting through the small round openings into the runway. The male is permitted to ramble at will.

Joe took over some chinchillas when other breeders went out of business, and found it profitable. Litters are small, usually two a year or on rare occasions three, but chinchillas are highly durable, tough little creatures, so the original investment is not likely to be wiped out.

Too many people, he thinks, got discouraged too soon.

Joe's chinchilla farm is a going concern, and it doesn't take up too much time.

He has recently completed a do-it-yourself project of adding a new room to his house in his spare time.

And of course everybody knows Joe LaVelle down at the Dallas Post Office.

Joe got a citation from the United-States Post office a few years ago for saving a small baby from burning to death, rescuing it from a closed sedan, and beating out flames caused by a dropped cigarette lighter. Joe just happened to be delivering a parcel post package at the right time, noticed the commotion in the sedan where three children were enveloped in smoke in front of the Dallas Hardware Store, and sprang into instant action.

Those attending were: Mrs. Emerson Veitch, Mrs. C. King Parker, Mrs. Otis Allen, Jr., Mrs. Alfred Rogers, Mrs. Fred Dodson, Mrs. Michael Milunich, Mrs. Cletus Holcomb, Mrs. William Borton, Mrs. Michael Yozviak, Sr., Mrs. Bernard Rogers and the hostess.

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