

### Babson On . . .

#### The Role Of The Working Wife

A recent study by the National Industrial Conference Board takes a realistic look at the role of the working wife in America today. The survey brings to light many questions that should be of interest to families at all social levels . . . and suggests many answers that may not jibe with those of women contemplating taking jobs to "double" the income their husbands are making.

#### The Working Mother With Children

With prices so high and still climbing, many young or middle-aged housewives with children are holding down regular jobs outside the home for economic reasons. But their experience has not always been as helpful as they expected it would be, for reasons that may not have occurred to mothers currently thinking of going out to work. Scanning some statistics on this situation, we find that often the salary a mother had thought she would add to her husband's "take" has somehow evaporated to an alarming degree before it got into her market basket.

For instance, a woman who takes a job paying \$15,000 a year to add to her husband's \$20,000 may well find that she ends up contributing only about \$3,300 to the family till. Where does this sizable difference disappear to? Well, if she has two children and is not blessed with a mother or mother-in-law willing to do indefinite stand-in duty, she will probably have to lay out as much as \$5,000 a year for a full-time housekeeper or nurse. Then there are such items as carfare or the upkeep of another auto, extra clothing, lunches, and taxes. And, usually not considered in advance, the mother will have no time to hunt for retail bargains and ferret out short cuts that will hold house-keeping costs down.

#### Conditions, Of Course, Vary Widely

While this means that many a working mother will be surprised by how slight her addition is to the household "kitty", there are many situations in which it is eminently worthwhile for a wife to hold a job, whether full-time or part-time. When children are older and at school or college, there are more incentives for a woman to go outside the home and make use of her talents. In the first place, the cost of household help at this particular time can be greatly reduced and perhaps entirely eliminated. Hence more of the extra salary can be directed toward the education of the children, time-saving appliances, and boosting the family's standard of living generally.

Despite the fact that many young women believe their place is in the home, taking care of the children and of the house, there are a surprising number of women who want to take economic advantage of their education and training as soon as reasonably possible. Such girls consider their college experience wasted unless they use it to help the family economically. They feel also that they are healthier and in better spirits if they can find stimulating work.

#### How Many Wives Are Now Actually Working?

The gradual extinction of prejudice against females in various segments of the social and economic order has now become so complete that women are accepted in almost any role. Out of the country's total labor force of about 78,000,000 approximately 25,000,000 are women working today. Of this number, about 60% are married and many of them have children. The trend toward an ever-greater movement of women into the full-time labor force may be expected to intensify over the years immediately ahead, particularly in view of the manpower shortage in so many different significant fields.

Part of the upward pressure will stem from the higher education being attained by more and more American girls, suiting them for a wider diversity of jobs. Greatest concentration will probably continue to be in the higher-pay-bracket families. At present, of families with incomes of over \$15,000 a year, some 40% have two incomes. You can expect working women to become more numerous, more sophisticated, more capable — and more highly paid — as educational opportunities are made more readily available to the economically deprived.

#### For Delivery, Clean Walks

Postmaster Ed Buckley has asked that people keep their sidewalks and approaches to their homes clear of snow for the delivery of mail by the City Carriers, in order to eliminate any hazardous condition for the carrier.

Patrons on rural routes are also reminded that the approach to their mail boxes must be kept clear of snow, so that the rural carrier can get to the boxes—carriers do not have to leave their vehicle to deliver mail.

#### Legal Notice —

ESTATE OF GERTRUDE D. JENKINS, died September 7, 1964, late of Larksville Borough. Letters Testamentary having been granted, all persons indebted to said estate are requested to make payment and those having claims to present the same to SAMUEL E. JENKINS and CATHERINE J. LASHFORD, EXECUTORS, c/o JONATHAN C. VALENTINE, ATTY., 35 N. FRANKLIN STREET, WILKES-BARR, PA.

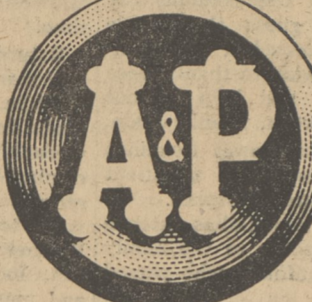
## START PLAYING THE NEW 2ND SERIES OF BONUS BINGO

<b>\$500 WINNER</b>  Mrs. M. Keir Athens, Pa.	<b>\$500 WINNER</b>  Mrs. B. Laurenson Hughesville, Pa.	<b>\$500 WINNER</b>  Molly Roland Shenandoah, Pa.	<b>\$100 WINNER</b>  Mrs. L. Jones White Haven, Pa.	<b>\$100 WINNER</b>  C. Zelinsky Freeland, Pa.	<b>\$50 WINNER</b>  P. DeAngelo W. Pittston, Pa.	<b>\$50 WINNER</b>  Mrs. T. Cushinott Weatherly, Pa.	
<b>\$50 WINNER</b>  T. Fulhrod Williamsport, Pa.	<b>\$50 WINNER</b>  Mrs. J. Dawson Riverside, Pa.	<b>\$50 WINNER</b>  M. Wilczynski Mocanaqua, Pa.	<b>\$500 WINNERS!</b> G. Grega . . . . . Hazleton Mrs. H. Henry, Cogan Station R. R. Berger, Schuylkill Haven				<b>\$100 WINNERS!</b> H. O. Leaschner . . . . . Tower City B. Bressler . . . . . Williamstown
<b>\$50.00 WINNERS!</b> L. Majestic . . . . . Saylorsburg Mr. D. Houser . . . . . Minersville (Plus Many Other Winners Coming In Daily)							

EXTRA PRIZE SLIPS TO HELP YOU WIN up to \$1,000 CASH!

<b>BONUS BINGO PRIZE SLIP PROGRAM #168</b> <b>FIVE HUNDRED DOLLAR GAME S-1</b>  CUT OUT ENTIRE SLIP ON DOTTED LINE	<b>BONUS BINGO PRIZE SLIP PROGRAM #168</b> <b>FIVE DOLLAR GAME S-4</b>  CUT OUT ENTIRE SLIP ON DOTTED LINE
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**we care**



**why does the fish in Cap'n John's frozen fish dinners taste fresh-cooked?**

Because you cook the fish. It takes no longer than heating pre-cooked frozen fish...only 20 minutes.

You see, we're sort of fanatics about fresh fish flavor. So we refuse to pre-cook the fish.

Here's what we do:  
We dip the fillet in milk batter.  
Bread it. Top it with butter.  
We blanch the peas.  
Partly cook the potatoes.  
So everything's done at once (in only 20 minutes) when you cook it.

The result.  
A fish dinner that tastes like the fish is fresh-cooked. It should. Because it is.

One important tip.  
Be sure the oven is really pre-heated to 400° F.

Are our Cap'n John's Frozen Fish Dinners a good reason for shopping A&P? They're one of many.

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**DOWN TO EARTH LOW PRICES AND YOU CAN WIN UP TO \$1,000 CASH!**

FRESH 2 to 3 LBS. FRYING or BROILING NONE PRICED HIGHER!

**CHICKENS** WHOLE CHICKEN **27¢** Lb.

Cut-Up and Split . . . . . 31¢ Quarters LEG or BREAST . . . . . 35¢  
Roasting Chickens 3 1/4-Lbs. & Over . . . . . 39¢ Chicken Livers . . . . . 49¢

**RIB ROASTS** 7-IN. CUTS FROM 1st 4 RIBS ONLY! NONE PRICED HIGHER! **Lb. 75¢**

**CHICKEN LEGS** WITH THIGHS **Lb. 45¢**

BONELESS OR ROUND U.S. GOVT. INSPECTED GRADE "A" (Over 16 Lbs.)  
**Chuck Roasts . . . Lb. 69¢** **Young Turkeys . . . Lb. 39¢**  
"SUPER-RIGHT" QUALITY DOMESTIC "READY TO EAT" (Over 10-Lbs.)  
**Fresh Picnics . . . Lb. 39¢** **Canned Hams . . . Lb. 79¢**  
"SUPER-RIGHT" LONG MORRELL'S PURE  
**Bologna BY THE PIECE . . . Lb. 49¢** **Pork Sausage 1-Lb. Roll 39¢**  
SIRLOIN or PORTERHOUSE STEAKS . . . . . Lb. 99¢ 7" RIB STEAKS . . . . . Lb. 79¢

**A&P'S LENTEN FISH & SEAFOOD SELECTION!**

Dressed Whiting . . . . . Lb. 21¢ Fancy Ocean Perch Fillet . . . . . 5-Lb. Box \$1.39  
Alaskan King Crab Legs . . . . . Lb. 89¢ Fresh Shad . . . . . BUCK Lb. 39¢ ROE Lb. 49¢  
Cap'n John Fish Sticks . . . . . 1-Lb. Pkg. 59¢ Cap'n John Flounder Fillet . . . . . 1-Lb. Pkg. 69¢

U.S. NO. 1 SIZE "A" NONE PRICED HIGHER!

**POTATOES** **20 Lb. Bag 79¢**

**NAVEL ORANGES** CALIF. "81" SIZE **Doz. 69¢**

Fla. Grapefruit Seedless Pink or White 5-Lb. Bag 49¢ D'Anjou Pears . . . . . Lb. 19¢  
Calif. 24-Size Iceberg Lettuce 2 Hds. 35¢ Brussels Sprouts . . . . . Dry Pint 29¢  
Fresh Cauliflower . . . . . Head 35¢ Delicious Apples U. S. No. 1 Fancy Western Red or Golden Lb. 19¢

**FROZEN FOOD VALUES!**  
A&P FLORIDA GRADE "A"

**Orange Juice 4 6-oz. Cans 55¢**

A&P Macaroni and Cheese 2 8-oz. Pkgs. 39¢  
A&P Sliced Strawberries 2 10-oz. Pkgs. 59¢  
A&P French Fries Reg. or Crinkle Cut 2 9-oz. Pkgs. 27¢

**DAIRY FOOD BUYS!**

Pasteurized Process Cheese Spread 2-Lb. Loaf **95¢**  
Reg. or Pimento  
A&P Sliced Swiss Cheese . . . . . 8-Oz. Pkg. 49¢  
A&P Creamed Cottage Cheese . . . . . 1-Lb. Pkg. 29¢

**JANE PARKER BAKERY BUYS!**  
Choc. Lemon, Orange, Peanut Butter & Comb.

**Cookies 3 1-Lb., 8-oz. Pkgs. \$1.00**

Jane Parker Hot Cross Buns 10 1/2-oz. 39¢  
Jane Parker Lemon Pie . . . . . 1-Lb. 49¢  
Sliced Rye Bread Jane Parker Plain or Seeded 2 1-Lb. Loaves 49¢

**Good and Thrifty Groceries!**

<b>Instant Coffee</b> A&P 10-oz. Jar <b>\$1.09</b> SAVE 20¢	<b>Kosher Pickles</b> L&S FRESH DILLS 1/2-Gal. Bottle <b>59¢</b>	<b>Pink Salmon</b> COLD STREAM SAVE 14¢ 1-Lb. Can <b>59¢</b>
<b>CAP'N JOHN FROZEN DINNERS!</b> Haddock Dinners . . . . . 9-oz. Tray 49¢ Ocean Perch Dinners . . . . . 9-oz. Tray 49¢ Flounder Dinners . . . . . 18-oz. Tray 49¢ Scallop Dinners . . . . . 8-oz. Tray 49¢	<b>MODERN BRAND FIG BARS</b> 2 2-Lb. Pkgs. <b>69¢</b>	<b>Victory CHERRIES</b> RED MARASCHINO 10 oz. Jar <b>29¢</b>
<b>Osage Freestone Peaches</b> 4 1-Lb. 13-Oz. Cans <b>99¢</b> OUR OWN Pkg. of 100 <b>\$1.05</b> A&P SLICED Red Beets . . . . . 4 1-Lb. Cans <b>59¢</b> Whitehouse Non Fat Milk 20-Qt. 5 <b>1.59</b> A&P Smooth Whip . . . . . Pkg. <b>35¢</b> Gelatin Desserts Ann Page 4 Pkgs. <b>38¢</b>	<b>A&amp;P—OUR FINEST QUALITY</b> Applesauce . . . . . 4 1-Lb. Cans <b>59¢</b> YUKON CLUB Beverages . . . . . 12 12-Oz. Cans <b>89¢</b> SULTANA FRUIT Cocktail . . . . . 2 1-Lb., 14-Oz. Cans <b>75¢</b> dexo Shortening . . . . . 3 Lb. Can <b>73¢</b> Sunnyfield Flour . . . . . 5 Lb. Bag <b>49¢</b> Iona Tomatoes . . . . . 3 1-Lb. Cans <b>49¢</b>	<b>A&amp;P CHUNK LIGHT</b> Tuna Fish . . . . . 2 6 1/2-Oz. Cans <b>67¢</b> SULTANA Tuna Flakes . . . . . 2 6-Oz. Cans <b>53¢</b> STAR-KIST CHUNK LIGHT Tuna Fish . . . . . 2 6 1/2-Oz. Cans <b>69¢</b> Iona Sweet Peas . . . . . 4 1-Lb., 1-oz. Cans <b>59¢</b> A&P Cut Wax Beans 4 15 1/2-oz. Cans <b>69¢</b> A&P Cut Green Beans 4 15 1/2-oz. Cans <b>65¢</b>

**Red Heart Dog Food** 2c Off 6 15 1/2-oz. Cans **87¢**  
**Greenwood Sliced Pickled Beets** 2 1-Lb. Jars **45¢**  
**Butter Kernel Sweet Peas** 2 8-oz. Cans **49¢**  
**Riverbrand Rice** 1-Lb. Pkg. **16¢**  
**Lipton's Chicken Noodle Soup** 4 1/2-oz. Pkg. **29¢**  
**Lipton's Tea Bags** 48 In Pkg. **67¢**  
**Chiffon "Soft" Margarine** 1-Lb. Pkg. **45¢**

**P.D.Q. Chocolate Beads** 14-oz. Jar **49¢**  
**Burry's Mr. Chips** Choc. Chip Cookies 15-oz. Pkg. **59¢**  
**Gald Sandwich Bags** Pkg. of 75 **33¢**  
**Alcoa Aluminum Wrap** 17x25 Ft. Roll **29¢**  
**Johnson's Pledge Spray Wax** 7-oz. Can **83¢**  
**Scot Towels** 2 Reg. Roll **41¢**  
**Waldorf Toilet Tissues** 1-Lb. Pkg. of 4 **33¢**

**Contadina Tomato Paste** 6 6-oz. Cans **83¢** 2 12-oz. Cans **55¢**

<b>ADORN HAIR SPRAY</b> 7-Oz. Can <b>\$1.26</b>	<b>PLANTERS PEANUT OIL</b> 1-Pt., 8-Oz. Bot. <b>63¢</b>	<b>GERBER'S STRAINED BABY FOOD</b> 6 4 1/2-Oz. Jars <b>63¢</b>
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Prices in this ad effective through Saturday, February 11, in all A&P Super-Markets in Dallas and vicinity.