

Heilig Tells About Soup

"For some strange reason, the natives of Cincinnati eat more mock turtle soup than the rest of the nation combined . . . Frozen snapper soup goes over big on the eastern seaboard but doesn't sell in the west . . . Frozen Mexican dinners are big volume sellers in the west and southwest but slow movers

from the freezer compartments of supermarkets in other parts of the country. "Pepper pot soup is standard fare on Philadelphia dinner tables but appears seldom in areas outside the City of Brotherly Love." These are extracts from a San Francisco newspaper report of a recent talk made

there by A. B. Heilig, formerly of Mount Joy who now is treasurer of Campbell's Soup company.

He made his address to the Security Analysis organization.

"The increased popularity of convenience foods is caused by 'rising family income, the increase in the number of women who have jobs outside the home, the growth of smaller family units, the growing demands of society on the time of the individual and to a slight extent, the decline in the availability of servants,'" Heilig said.

An interesting sidelight on the name of his company came to light as he said that "In England our competition is Heinz. They've been there in business for 50 years and are regarded as an English firm. We think we will do well there with our Scottish name Campbell."

in Florin ward at the bank, by the Florin Lions club.

About the only advantage to bigger cars is that you get more for your parking nickel.

IN THE HOSPITAL
Morris Spickler is a patient at the St. Joseph's hospital. At this writing he is getting along fine.

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Christmas Club For 1964

Do It This Week!

UNION NATIONAL

MOUNT JOY BANK

MOUNT JOY MAYTOWN

● Boro Christmas

(From page 1)

street.

The community Christmas tree will be placed at the exact geographical center of Main street—Main and New Haven—on the lawn of the Trinity Lutheran church.

The Jaycees will take charge of its decoration.

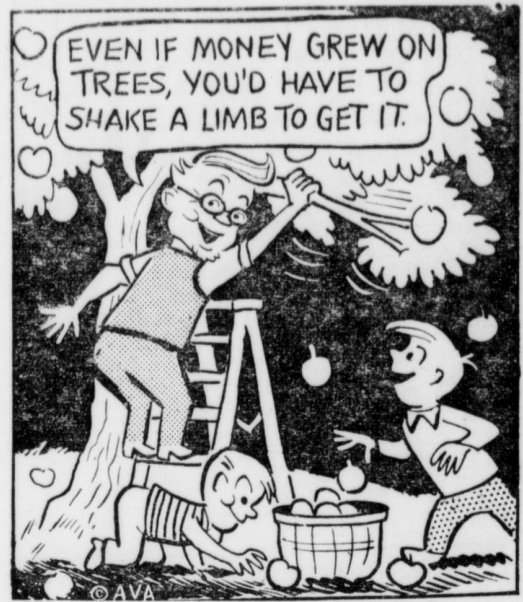
A second "community" tree is to be erected, as usual

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10/18 lbs

TOMS TURKEYS lb **33^c**
19 lbs up.

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Fresh Ocean Spray CRANBERRIES lb. **23^c**

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5 VARIETIES

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Fancy Medium Shrimp

50/60 lb **59^c**

Standard Oysters

12-oz can **89^c**

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Sirloin Steak

lb **79^c**

T-Bone or Porterhouse Steaks

lb **89^c**

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