

WATCH YOUR FOOD COSTS!

FOOD is one of the largest items in the average budget. In many families, it takes from 35 to 40% of the income.

Such an important item needs watching. You should choose your food store with care.

We believe you can't make a better choice than your HINKY-DINKY Store. Visit us—look at the low prices throughout the entire store. See for yourself the greater savings this store offers you.



RAISINS Thompson Seedless 4 lb. pkg., 25c	Coffee SUNRISE BRAND 1-lb. Bag, 13c 3 lbs. 37c
Prunes Santa Clara, large 40-50 size. 10-lb. Box 98c	Sugar HONEYDEW FINE 10-lb. Cloth Sack 52c
Peaches Del Monte Sliced or Half, No. 2 Can. 15c	Sugar SEA ISLAND CANE 10-lb. Cloth Sack 55c
Corn Old Grimes White No. 2 Cans. 4 for 27c	Bread Fresh Sliced White 16-oz. Loaf 6c
Cookies Choc. Diana or Cream Fudge, lb. 17c	Mince MEAT, Chef Leon Prepared 1-lb. Jar, 14c; 2-lb. Jar 22c
Flour Hinky-Dinky Quality 48-lb. Sack \$1.29	Puddings Frank's Fig or Fruit, No. 1 Can. 10c
Flour Royal Brand 48-lb. Sack \$1.05	

Del Maiz Corn Niblets 12-oz. Vac. Can 10c	Sunsweet Prunes THEY'RE TENDERIZED! LARGE SIZE 2-lb. Pkg. 23c	Hershey's COCOA 1-lb. Can 12c HERSHEY'S Baking Chocolate, 1/2-lb. bar 10c
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In our MEAT section

Smoked Picnics Cudahy's Gold Coin Tenderized, Shankless, Delicious! All or Half, lb. 13c

Lard Cudahy's Pure, Rex Brand, Bulk, 4 lbs. 25c	Beef ROAST, Tender U. S. Graded Beef, Shoulder Cuts, lb. 15c
Pork LOIN ROAST, Small Tender Loin, Whole or Half, lb. 12c	Hamburger Freshly Grnd. Beef Cuts, 2 lbs. 25c
Pork Chops Small, Lean Per lb. 15c	Minced Luncheon or Steak Tender, U. S. Graded Beef, Round, lb. 25c
Pork Sausage Fresh, Bulk 2 lbs. for 15c	Bologna Selected, Lb. 12c
	Bacon Squares Fcy. Sugar Cured, Lb. 7 1/2c

LETTUCE Fresh, Crisp Calif. Iceberg, Large 5-Doz. Size, Head 5c

Cranberries Fancy, Large Wisconsin, lb. 15c	Celery Tender California Large Stalk 9c
Grapefruit Juicy Texas, 96 size Doz, 23c. Each 2c	Oranges Juicy Florida Seedless 252-288 Sizes, Doz. 19c
Cauliflower Fcy. Calif. White Snowball, lb. 10c	Onions U. S. No. 1 Colo. Yellow 5 lbs., 10c; 50-lb. bag 69c

French's Tapioca 8-oz. Pkgs. Each 9c	Heinz Ketchup Large 14-oz. Bottle 17c
French's Mustard 9-oz. jar 12c	Heinz Vinegar , qt. 17c
Staley's Starch Gloss-Cubes 1-lb. Pkg. 8c	IVORY SOAP Lge Bars 2 for 17c
Pancake Flour BUTTER-NUT 3 1/2-lb. Sack 23c	IVORY SOAP Med. Bar 5c
Ivory Flakes for Fine Things Large Pkg. 22c	
Shinola SHOE POLISH. Assorted colors, 2 cans. 17c	
Gold Dust Washing Powder, large Pkg. 17c	

P & G Soap Giant Bars 10 for 35c	Shredded Wheat N. B. C. CEREAL Reg. Pkgs., 2 for 21c
Butter-Nut COFFEE 2-lb. Can or Glass Jar 49c	Climalene Makes Dishes Gleam! Large Pkg. 18c
	Bowlene for Closet Bowls—Large Can 15c
	Rinso WASHES CLOTHES WHITE Giant Pkg., 53c. Large 2 for 37c
	Lifebouy HEALTH SOAP Regular Bars, 3 for 17c
	Ovaltine FOOD BEVERAGE 6-oz. Can, 33c; 14-oz. Can 59c
	Spam Hormel's New Miracle Meat 12-oz. Can 27c

Mixed Nuts 18c

Choice Quality (No Peanuts) 2 Lbs. 35c, Lb. 18c

CANDY, Xmas Mix or Broken Mix, lb. 10c	CIGARETTES, Popular 10c brands, Carton 89c
CANDY, Rainbow 50% Filled, 2 lbs. 23c	Marvel Cigarettes, Carton 95c
CANDY, Daizy, 100% Filled Plastic, 2 lbs. 25c	WALNUTS, Cal. Emerald, Long Type Baby, lb. 17c
CHOCOLATES, Sensation Cherries, 1-lb. box 19c	BRAZIL NUTS, large Brite, lb. 17c
CHOCOLATES, Brach's Seasons Greet'gs, 5-lb. 85c	PEANUTS, Jumbo Roasted, bulk, lb. 10c
TOBACCO, Union Leader, 14-oz. can 59c	CHOCOLATES, Edwards Assorted, 3-lb. box 63c
TOBACCO, Velvet, P-A or Raleigh, 1-lb. can 69c	PECANS, large Bleached Paper Shell, lb. 23c
CIGARETTES — Popular Brands 2 Pkgs., 25c . . . Carton \$1.19	CRACKERS, So-tast-ee Quality Soda, 2-lb. Cad. 19c
	CRACKERS, Certified Grahams, 2-lb. Cad. 21c

True American MATCHES 6 Box Carton 15c	CLOROX Cleans, Bleaches, Deodorizes! Quart Bottle 20c	Staley's Syrup (Golden) 5-lb. 22c 10-lb. 39c
Northern TISSUE Special Offer! Regular Roll for only 1c when you buy 4 rolls 5 Reg. Rolls 25c	Johnson's Carnu Cleans, Polishes and Protects Automobile Finishes Pint Can 59c	Staley's Waffle Syrup 5-lb. Can 33c
	JOHNSON'S Furniture Polish 1/2-Pint Bottle 20c	10-lb. Can, 63c 1 1/2-lb. Can 12c

Woman's Club Lends Its Aid to Many Projects

To Send Offering to Child Savings Institute, Christmas Toy Cause and Milk and Shoe Fund.

From Tuesday's Daily—The Woman's club met last evening at the home of Mrs. Wilbur S. Eaton. Associate hostesses were Mrs. Edward G. Ofc, Mrs. Cass Sylvester and Mrs. James Matzky.

Mrs. Frank Mullen, president, called the meeting to order. The salute to the flag was given and the roll call.

The club voted to send an offering to the Omaha Child Savings Institute, also to give a new toy to the American Legion Auxiliary for the Christmas toy distribution in Plattsmouth.

It is hoped that by the first of the year the club will be in a position to launch the milk and shoe fund which was carried out so successfully last year. Mrs. Elmer Sundstrom is the chairman for this worthwhile project.

Mrs. R. C. Shellenbarger, chairman of the Golden Jubilee committee reported to the club on plans for the birthday celebration. She stated the celebration will be held in March. There will be an exhibition of old programs, newspaper clippings, pictures and costumes. Mrs. E. H. Westcott will be in charge of the program.

Mrs. Lowell S. Devoe was program leader for the evening, her topic being "The American Home." She introduced Rev. James C. Lowson, pastor of the First Methodist church who spoke on "Spiritual Values in the Home." Rev. Lowson stated that in such a fast changing world as we have today world peace can come only by beginning in the home. He stressed the value of companionship in the home, and that good character building in the home was essential for future democracy.

For the second part of the program Mrs. Devoe presented four Junior club members, Miss Wilhelmina Henriksen, Miss Mary Kay Wiles, Mrs. Eleanor Nelson and Mrs. Mildred Walden in a short skit entitled "Hands at Bridge." This playlet was written by Mrs. A. C. Eisenhart, state chairman of the American Home department. The playlet had to do with consumer research which is a project sponsored by the Alfred P. Sloan Foundation Fund.

Mrs. P. Y. McFetridge brought the club some facts about the Nebraska Indians, stating that at present there are some 4,500 in the state, there being four reservations.

The club had as guests two high school girls, Misses Phoebe Taylor and Frances Solomon.

At the close of the meeting delicious refreshments were served.

VISITS OLD FRIENDS

From Wednesday's Daily—Mrs. D. C. Morgan, of Omaha, was here today for a few hours to look after some matters of business and also to visit with a few of the old friends in the community where she had so long made her home.

Subscribe for the Journal.

BUTTER

is Rich in All of the Needed Vitamins

IN summer, with its sunshine, fresh vegetables and fruits, the vitamin deficiency is not nearly so great as in winter, when we should guard against a lack of needed vitamins in the food we eat. . . . Yet strange to say, it is most generally at this season of the year (probably because of slight increase in the price) that people turn from butter to vitamin-deficient substitutes. IF there is any one season of the year when you need all the rich vitamins found in butter—it is during the winter. That's why, in our ads, we frequently stress the importance of serving CASCO, particularly at this time, when body resistance is at low ebb.

Safeguard Your Health—Use Butter the Year 'Round

PLATTSMOUTH CREAMERY
LOWER MAIN ST. PHONE 94

IGA HOLIDAY Candy

We have a fine assortment of fresh candies—a kind for every member of your family!

FANCY FILLED CANDY lb. 13c

Peanut Brittle . 10c	Chocolate Drops . 10c
Fancy Hard Mix . 11c	French Creams . 18c
Cherries COVERED . 19c	Chocolates . 19c

SPECIAL PRICES TO SCHOOLS, CHURCHES!

Casco Butter SOLIDS 1-lb. Carton 32c

LEAL HIGH-OXYDOL 1 med. pkg. 1c with 1 GIANT PACKAGE 56c

LET DRY—NO RUB Floor Wax Pint 39c

IGA BRAND Cleanser 2 Cans for 9c

BAB-O 2 for 23c

This new-day cleaner dissolves grease, enables you to clean in a fraction of the time and with much less effort than with old-fashioned grit cleaners. Look for the offer on the can band.

SQUARE DEAL Flour 48-lb. Bag \$1.09

Guaranteed

PILLSBURY'S BEST FLOUR

5-lb. Bag . 25c
48-lb. Bag \$1.69

SPECIAL "Sunshine" KRISPY CRACKERS BUTTER COOKIES 25c Value Both for 19c

FOR UTMOST IN Flavor

Try one pound of new ROYAL GUEST Coffee and taste the difference.

ROYAL GUEST COFFEE LB. 21c

DAWN FRESH Frosted Foods

GREEN BEANS French Style—You'll like them. 10-oz. Box 19c
STRAWBERRIES Sliced or Whole 16-oz. Pkg. 25c
HADDOCK FISH 1-lb. Package . . . 27c

Buy These Values Tell The Story

IGA DE LUXE Catsup 14-oz. Bottles, 2 for 29c

BABY RUTH Candy Bars 10c Reg. 5c Bars . 3 for

Grape Nut Flakes 3 Pkgs. for 25c

Pancake Flour IGA BRAND 3 1/2-lb. Bag 15c

Apple Butter IGA FANCY Full Quart 15c

IGA BRAND Soap Grains Large Size Pkg. 17c

IGA COCOA CASTILE Soap 3 Bars for 14c

Kellogg's New Improved Pep Large Pkg. 11c

IGA CANE and MAPLE Syrup Big Bottle 19c

New Strained Honey 5-lb. Pail 39c

Fancy Bulk Dates 2 lbs. for 23c

FRUITS & VEGETABLES

JONATHAN Apples, 5 lbs. 25c

TEXAS PINEAPPLE (252 Size) Oranges, doz. 25c

SEEDLESS (96 Size) Grapefruit, 2 for 5c

FIRM, RED-RIPE Tomatoes, 2-lb. basket 27c

JUMBO SIZE TENDER Celery, per stalk 10c

SOLID Head Lettuce, each 7 1/2c

IGA WHITE BERMUDA Onions, 10-lb. sack 25c

Fancy Western Grown RED TRIUMPH Potatoes, 100-lb. bag \$1.59

U. S. GOVERNMENT INSPECTED BEEF -- PORK -- VEAL -- LAMB

Fresh— Spare Ribs . . . 10c

Pork Liver . . .

Pork Hocks . . .

Pork Brains . . .

Cudahy's Pioneer Sliced BACON 53c 5-lb. Box

PORK CHOPS Fancy Rib and Loin Cuts Small size. Per lb. 15c

PORK BUTT ROAST Fresh Boston Style 4 to 6 lb. Avg. Lb. 12 1/2c

CHEESE Longhorn lb. 17 1/2c

BEEF ROAST Swift's Select Corn Fed Shoulder for Pot or Oven Roast. Per lb. 19c

LEAVE YOUR ORDERS EARLY FOR FANCY NO. 1 TURKEYS, DUCKS, GEESSE, CHICKENS

THIS AD FOR FRIDAY AND SATURDAY

We Deliver **BLACK & WHITE** Phone 23-24