

# Something New In Groceries by Oden

Ray Oden's Southside Food Market features a "premium system" and a "shopping guide sign" that are both outstanding as original ideas of giving the customer better service and more bargains.

**Shopping Guide Sign**

The shopping guide is a large sign listing the grocery merchandising by main classes in alphabetical order and designating opposite each class in what section the merchandise may be found. There are thousands of items in the store but the groceries are listed under main groups such as baking goods, which includes flour, soda, baking powder—all the items needed for baking.

The sign is a result of a contest among the employees for suggestions as to how to improve the service of the store. It is centered around the suggestion of devising some means whereby those who shopped on rare occasions could quickly locate wanted articles without interrupting the employees during busy periods.

**Premium**

The premium plan is unique in that it offers a means of using advertising money most effectively where prices, quality, convenience, and other factors are the same in similar stores.

The plan consists of the cus-

tomers saving their cash register grocery receipts beginning March 23, 1950, and turning them in for sets of Holiday California Pottery. This pottery is beautiful in color and design, is ovenproof and of gift-shop quality, and makes an attractive set for any home.

**Administrative Cost Cut**

Oden states that by using a premium plan and by advertising in this way from \$1,200 to \$1,500 net can be saved in the course of a year's time than by advertising in other ways. He further said that no additional mark-ups and no additional administrative expenses are involved.

According to the Department of Agriculture, the national expenditure for food per person in 1949 was \$346. Under the premium plan for pottery the average family could get at least 27 pieces in a year's time by buying their groceries at the Southside Food Market.

**Pottery Method Superior**

"By using the pottery method," Oden said, "bottle-necks are eliminated and our customers get a better bargain, since less expense is involved than would be under a stamp-premium method." He also said that if all of the cash receipts were redeemed, 25 to 30 sets of pottery with a retail value of \$2.95 each would be given away each week.

Oden expects to use the pottery premium plan for the remainder of 1950 and is going to use the same plan or a similar one from year to year.

**April Meeting Held By LaVillita Chapter**

Mrs. R. E. Callender was hostess for the April meeting of LaVillita chapter, Daughters of the American Revolution on Thursday evening.

Miss Mary Lois Wickes of San Antonio has been selected as duchess to represent the chapter at the Cotton Pageant and Ball.

Mrs. L. S. Paine gave a report of the recent State Conference of DAR chapters. Refreshments were served by Mrs. John Mitchell.

## 1949 BONFIRE PICTURES

Eight pictures of the 1949 Bonfire activities in one composite picture.

Showing:

1. Bonfire Building
2. Walkie Talkie Guards
3. Veteran Guards
4. Corps Guards on drill field
5. Hoisting Legs
6. Freshmen Guards before lighting ceremony
7. Torch-light parade before lighting bonfire
8. The Fire Burning

—ALL FOR 50c—

See

MARTIN HOWARD  
Furyear, Room 6-F

Or

CARROL LITTLE  
Room 120, Dorm I



Mrs. A. B. Stevens won the Sweepstakes in the Horticulture division of the A&M Garden Club's annual flower show held in Sblsa, Thursday, Mrs. Stevens was chairman in charge of presenting the show.

## CITY News - Society

**Insurance Agency Cited For Sales**

Sid Loveless, manager of the Central Texas Agency of the American General Life Insurance Company at College Station, announced yesterday that the agency had received a telegram of congratulations for a "magnificent job" during the 1950 March of Progress month.

Weldon Maples led the company's producers for the entire state while Harry Hooker and K. A. Manning both produced over \$100,000. The winning division of the company in the statewide production contest was captained by Johnny Longley, who has sold over \$600,000 worth of insurance in the last two years.

Every member of the agency in Bryan and College Station exceeded his quota according to the telegram from Vice-president Devis Faulkner of the company's home office in Houston.

## Miller Purchases Navasota Concern

The purchase of the George W. Leonard Hardware Company of Navasota from Mayor George W. Leonard of Navasota was announced by Henry A. Miller, College Station hardwareman. The change was effective April 1.

Miller will take over the management of the Navasota store and Ernest Welhia will become manager of the Henry A. Miller Company at College Station.

The new owner of the Navasota store plans to operate the store under the George W. Leonard name for the time being, with no changes in the personnel planned.

## Ward Will Address Student Engineers

D. R. Ward '32, vice president and general superintendent of N. B. Zachry Co. of San Antonio, will address members of the American Society of Civil Engineers tonight at 7:30, Willy Bohlmann, president of the student chapter, said today.

The meeting will be held in the Civil Engineering Lecture Room.

Ward was a member of A. E. Engineers while at A&M. He was graduated with a Bachelor of Science degree in 1932. During the Second World War he served with the Corps of Engineers. He entered as a first lieutenant and was relieved from active duty as a colonel.

In 1949 Ward was president of the Bexar County Chapter of the Society of Professional Engineers.

## Bank Holiday

The banks of Bryan and College Station will be closed Friday, April 21, 1950 in observance of San Jacinto Day, a legal holiday.

First National Bank  
City National Bank  
First State Bank & Trust Co.  
College Station State Bank

# Bastrop Thinly-clads Defeat Consolidated

College Station, April 18—(A.P.)—Bastrop staged a thrilling finish to nose out A&M Consolidated for the district 71-B track and field championship on the Kyle Field cinders here Friday.

A&M Consolidated came to the final event with a lead and needed only to finish second in the mile relay to win but Bastrop was first, Lexington second and A&M Consolidated third in the relay event, giving Bastrop the title with 52 points. Consolidated made 51½, Dime Box 24 and Lexington 10 points.

Jerry Leighton won the 100-yard dash and broad jump events and anchored A&M Consolidated's winning mile relay team.

120-Yard High Hurdles: 1-Dick Dowell, A&M Consolidated; 2-Key, Bastrop; 3-Jones, A&M Consolidated. Time, 16.8 seconds.

100-Yard Dash: 1-Leighton, A&M Consolidated; 2-Stubbs, Bastrop; 3-Spacek, Dime Box; 4-Blaha, Dime Box. Time, 10.8 seconds.

440-Yard Dash: 1-Elliott, Bastrop; 2-Burchard, A&M Consolidated; 3-Spacek, Lexington; 4-Hibler, Dime Box. Time, 56.9 seconds.

200-Yard Low Hurdles: 1-Stubbs,

Bastrop; 2-Dowell, A&M Consolidated; 3-Jones, A&M Consolidated; 4-Keith, Bastrop. Time, 25.5.

440-Yard Relay: 1-A&M Consolidated (Williams, Royder, Magee and Leighton); 2-Dime Box; 3-Bastrop; 4-Lexington. Time, 48.8 seconds.

Broad Jump: 1-Leighton; 2-Spacek, Lexington; A&M Consolidated; 3-Williams, A&M Consolidated; 4-Blahan, Dime Box. Distance 18 feet 3 3/8 inches.

High Jump: 1-Markert, Dime Box; 2-Blahan, Dime Box; 3-Nimtz, Dime Box and Gay, A&M Consolidated, tied. Height, 5 feet 3 inches.

Shot Put: 1-Buniva, Bastrop; 2-Nimtz, Dime Box; 3-Elliott, Bastrop; 4-Jones, A&M Consolidated. Distance, 39 feet 5 1/2 inches.

Discus: 1-Stubbs, Bastrop; McDermott, A&M Consolidated; 3-Spacek, Dime Box; 4-Turner, Bastrop. Distance, 114 feet 11 inches.

Pole Vault: 1-George Guniva, Bastrop (only entrant).

880-Yard Run: 1-Dick Dowell, A&M Consolidated; 2-Rose, Lexington; 3-George Buniva, Bastrop; 4-Turner, Bastrop. Time 2:15.

Mile Run: 1-Sotero, Bastrop; 2-Magee, A&M Consolidated; 3-Ryder, A&M Consolidated; 4-Shelton, Lexington. Time 5:01.3.

Mile Relay: 1-Bastrop (Buniva, Turner, Vela and Elliott); 2-Lexington; 3-A&M Consolidated. Time 3:55.7.

# Meat Specialist Speaks Tonight

Ken. F. Warner, Extension Meat Specialist with the U. S. Department of Agriculture, will be the guest speaker of the Saddle & Siroin Club, Tuesday, April 18, at 7:30 p. m. in the A. I. lecture room. His speech will deal with the possibilities for the young man in the Agricultural field of today.

Warner has been associated with the USDA since 1926. From 1921-1936 he was in charge of the USDA Experimental Meat Laboratory at Beltsville where he worked out many of the modern methods of farm curing of pork. For the past 25 years Warner has been the head judge at Chicago.

At the present time, Warner is developing plans for a small killing unit to be used in conjunction with frozen food locker plants all over the United States.

All members of the Saddle & Siroin Club are urged to attend and visitors are invited.

# A&M Mothers Club Book Review Tea

The Brazos County A&M Mothers Club will give a book review tea at the woman's clubhouse in Bryan Wednesday, April 19, at 3 p. m. Mrs. R. V. Rejebian of Dallas will review "Mary" by Scholten Asch.

Mrs. Rejebian is a noted radio broadcaster as well as a book reviewer and has visited Bryan in that capacity a number of times. Tickets may be secured by calling Mrs. Marty Karow, Mrs. R. Henry Harrison, or Mrs. J. D. Lindsay.

# What's Cooking

AMARILLO A&M CLUB Thursday, April 20, Academic Building, Room 207. Discussion of spring party.

AVMA AUXILIARY, Wednesday, 7:30 p. m., South Solarium, YMCA, Dr. Jaggi will speak.

BUILDING PRODUCTS MARKETING, STUDENTS, Tuesday, April 18, Cabinet Room of YMCA at 7:30 p. m. Course will be discussed by Bob Haynie, Bob Amason, and Professor Ralph Hook.

NEWCOMERS CLUB, Wednesday, April 19, YMCA at 2 p. m. Bridge and canasta will be played. Hostesses will be Mrs. J. V. Roddy, Mrs. C. C. Schaefer, Mrs. L. F. Walker and Mrs. W. F. Lewis.

SADDLE AND SIROIN CLUB, Tuesday, April 18, A and I Lecture Room at 7:30 p. m.



Mrs. C. E. Campbell presented the outstanding flower arrangement of the A&M Garden Club's annual flower show held in Sblsa Hall last Thursday. The arrangement was entitled "Through the Looking Glass."

# Floriculture Prof Speaks At A&M Garden Club Meet

The A&M Garden Club heard C. G. Milne, professor of floriculture of the A&M landscape art department, discuss flower shows, flower arrangements, and the growing of flowers at a meeting held in YMCA Chapel, Friday.

Milne was one of the judges of the club's annual flower show held Thursday.

In the business session of the meeting, Mrs. O. K. Smith president-elect of the club, was chosen as the delegate to the State Garden Clubs, Inc. convention, which is to be held in Tyler, May 19-20.

Mrs. Al Nelson announced that the names of members who pay their annual dues for 1950-51 before July 1 will appear in the printed roll of the year book.

Dues will be accepted, however, until November 1, at which time the roll will be closed. Mrs. R. E. Hickerson is the incoming treasurer.

A collection of foliage plants in a glazed pot was the door prize contributed by Mrs. Ike Dahlberg and won by Mrs. W. A. Honey Jr.

The table of the month consisted of an arrangement of Louisiana Iris, red clover, and bougainvillea on a table laid with an embroidered Guatemalan cloth and set with blue Mexican glass ware. It was prepared as if for a spring porch supper by Mrs. Al Nelson and Mrs. H. W. Barlow.

# Community Square Dance Plans Made

A special committee on Finance and Concessions has been announced by Mrs. D. W. Fleming, president of the Consolidated Band Mother's Club, for the Community Square dance party to be held at 8 p. m. April 21, at the Consolidated School.

Mrs. J. W. Potts will act as chairman of concessions which will include cold drinks, ice cream, and candy.

Mrs. J. R. Oden is chairman of finances with the following people on her committee: Mesdames J. R. Lyon, J. R. Couch, T. H. Terrell, Byrd Price, R. E. Leighton, R. G. Reeves, and Don Burchard.

# Lost and Found Rules Announced by Zinn

All persons losing or finding articles should report the matter to the Campus Security Office, Goodwin Hall, Bonnie A. Zinn, Assistant Dean of Students for Student Affairs, has announced.

If you favor cutting expenses, where will you start, on funds for education, welfare or roads? (That's where 80 per cent of the state money goes).

If you're not going to trim, where are you going to get the money—General sales tax? Increase in the tax on natural gas or oil? Chemical tax? Income tax?

Final tip to the voter: Get it in writing.

**Battalion CLASSIFIED ADS**

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**WANTED**

MAN or woman to sell ladies and children's shoes afternoons and Saturdays.

ATTENTION: Veterans in New-New Area: Short coat left in car to Waco February 11th was given by driver to Veteran for return to owner. Belongs to Fish Hinson, T-227, Annex. Call 3-6225, Extension 11.

**FOR SALE**

1949 CHEVROLET FLEETLINE four-door deluxe with accessories, 12,000 miles. Fund Town, Box 225, Leggett-44.

**FOR SALE OR TRADE** for older auto, 1949 Hudson, Super 6; 8,500 actual miles. Plastic seat covers, foam rubber cushions, heater. One owner, perfect condition. Low price for quick sale. Room 216, Dorm 14. E. Gaardner. Phone 6-6519, office hours.

**FOR RENT**

NICE LARGE FURNISHED apartment, utilities paid. Call 4-9607, 737 Eagle Pass Street, Meadowbrook Addition.

**SHAFFER... wants all your Old College Text Books. Shaffer will pay highest price. TRADE AT SHAFFER'S "Your Friendly Store" SHAFFER'S Book Store North Gate College Station**

**WHITENER COMPLETE FLOOR COVERING**

- LINOLEUM
- ASPHALT TILE
- RUBBER TILE

Consult us on any Floor Covering

**WHITENER FLOOR CO.**

1901 S. College

**COOL - COLORFUL**

Tropic Tones BY NORRIS

Refreshing as a breeze at Waikiki... these luxurious Tropic Tone sport shirts by Norris have ideal wearing qualities for summer temperatures. Trimly tailored of cool spun rayon in bright prints that display all the color of a rare tropic bird. You'll surely want a complete wardrobe of these. See them today at...

**THE EXCHANGE STORE**

"Serving Texas Aggies"

**COOL SLACKS**

that basic summer item for men....

Smartly tailored, comfortable, light-weight for our Texas weather.

You'll like the smooth crease-resistant fabrics in Spun Rayon, Tropical Worsted and light-weight gabardine.

COME IN AND LET US SHOW YOU

- Ask to see the striking selection of colorful patterns in our new Sport Shirt lines. Ideal to team with the Smart Spring Slacks.

**W.S.D. CLOTHIERS**

College and Bryan

**College Food Store**

137 WALTON DRIVE PHONE 4-1141

**Fancy PRODUCE**

**Delicious Apples.. doz. 35c**

RADISHES &

**Green Onions..... 2 - 19c**

**Celery..... 2 - 29c**

**New Potatoes... 5 lbs. 23c**

**Carrots..... 2 - 15c**

**MEATS**

**RATH or SWIFT'S**

**Franks..... lb. 45c**

**Fryers..... lb 57c**

**USE WANT ADS**

**RENT SELL BUY TRADE ETC.**

**CALL 4-5324**