THE BATTALION

Thursday, May 12, 1966

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LB. 33¢

8 OZ. 39¢

10 oz. 87¢

HAM

4½ OZ. PKG.

Boiled



WHY IT'S BEST

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This top U.S. Choice beef is rushed to Weingarten's own Tender-Aging Plant where strict temperature and and humidity controls . . . plus perfect timing guarantee you the finest eating and best flavor EVERYTIME!

HOW IT'S SELECTED

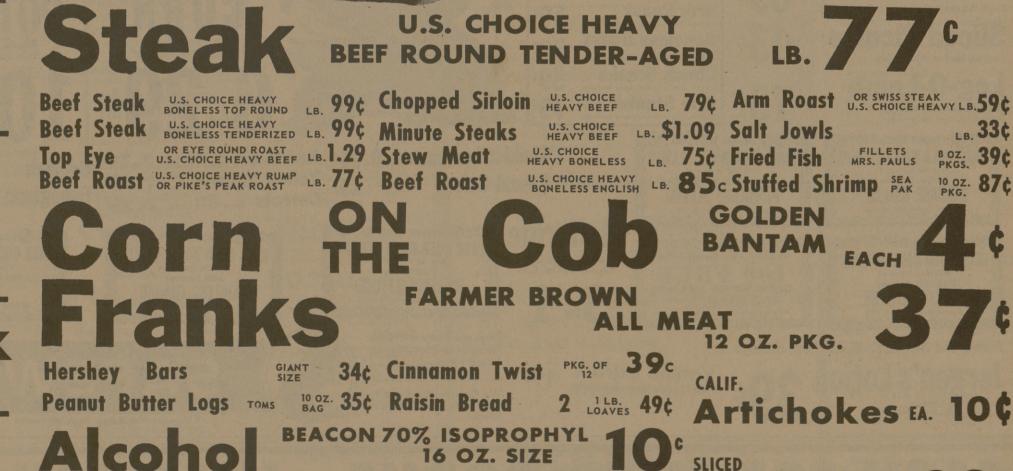
Only 12 out of 100 cattle are good enough to be Tender-Aged! First the U.S. Government selects the U.S. Choice Beef and then our buyers select ONLY THE TOP of this high grade! Here is QUALITY beef for your table with that rich, full BEEF FLAVOR and tenderness!

HOW IT'S TABLE-TRIMMED

Weingarten Master Butchers carefully cut and trim the steaks and chops and roasts to bring you the very finest eating! Enough fat is left to give you flavor . . . BUT NOT ONE OUNCE MORE! All excess bone and fat is removed before weighing. When you shop for beef the Weingarten Way you can count on finest quality, finest flavor and real mouth-watering tenderness!

dco

LB.



HEAD & SHOULDERS

LARGE JAR

U.S. CHOICE SQUARECUT

SHOULDER

TENDER-AGED

LB.

LUCY LINDA

U.S. CHOICE HEAVY SQUARE CUT SHOULDER

SLICED 2 LB. TRAY 1.38