

COUNT MARCO SAYS

Perfection is The Real Goal

No one sells perfection any more, it seems. Consequently few persons expect it. And with no expectation there is no inspiration.

Perhaps this is why femality is almost a lost cause in this country.

There used to be a wonderful time, long ago, when a woman took pride in perfection. Her attempts to achieve it were monumental. That was one of the reasons State and county fairs flourished.

Women loved the opportunity to exhibit their abilities as good wives. They entered baking contests, canning contests, and sewing and knitting contests.

The trophies and blue ribbons won were exhibited proudly. They were marks of perfection in the role a woman knew and loved best — that of a wife.

But *Mon Dieu!* Today! Only recently I passed a charity bake sale wherein mothers of the little girls sponsoring the event were to bake the cakes. Five of the cakes, I noticed, were from a bakery or supermarket. How ashamed those little girls must have been.

Tradesmen, too, prided themselves on your opinion. Perfection was a goal for them, too. "Purveyor to the King" was the ultimate hope of every merchant. It meant he could display his pride publicly on a shield.

Today wives, like too many tradesmen, sell the buyer short. And, let's face it, the husband is definitely the buyer. He puts out the cash for the wedding license, doesn't he?

You in turn sign the guarantee that the merchandise he buys is above reproach.

After a short time he discovers he's been taken. You're like those unreliable merchants who sneer when you return merchandise that didn't live up to your expectations.

This should not be so. A person who struggles to save pennies to buy something should be assured that what he gets will live up to his expectations.

It's as if you said to your husband when he complains about inefficiency here and there, a bit of sloppiness, or lack of affection, "Well, what did you expect? Perfection? Nobody's perfect."

Bring pride back into marriage. Try to make yours a perfect one. Only you can do it, you know. You're the leader and you manufacture the atmosphere, and the trimmings and do the packaging.

As my aunt the Contessa once said, "No matter what the price an individual pays, it's what he expects of the product that counts."

Give a man more than he expects and he'll treasure you as a bargain all of his life. Take away the barest of his hopes and he'll go through life thinking and acting as though he's been gypped. How does yours act?

Is this your child's favorite sport?



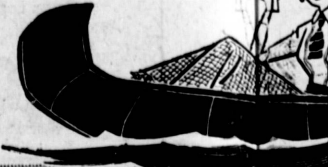
Like many youngsters, your child probably spends long hours watching his favorite sports—and precious little time participating in them. If inactivity is the order of the day for your child, he may—like one-third of our school children—be unable to pass minimum physical fitness tests. Many schools are stepping up their programs of physical education. But in a surprisingly large number of them, there is still not enough emphasis on daily, vigorous activity. For the sake of your child's physical and mental progress, make sure that your school puts sufficient emphasis on physical education. To help you evaluate the program in your school, send for the free leaflet offered by the President's Council on Physical Fitness, Washington 25, D. C.

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7 MAGIC SALE DAYS—THURS. THRU WED., JUNE 25-JULY 1

Superior Quality at Sensational Savings!



PURE CANE
C & H SUGAR
5 lb. bag **45¢** save 12¢



MAGIC CHEF FROZEN
FRUIT PIES
1 lb. 8 oz. pie **24¢** save 10¢
apple, apricot, boysenberry, cherry, peach, pineapple, custard

ASSORTED
CAMPBELL SOUP
10 oz. cans **7¢** \$1

cream of asparagus and mushroom, beef, beef broth, beef noodle, cheddar cheese, chicken quiche, chicken noodle, chicken with rice, chicken veg., chili beef, clam chowder, consommé, cream of chicken, split pea with ham, minestrone, onion, pepper pot, scotch broth, turkey noodle, turkey veg., vegetable beef

MOTT'S FIGURE CONTROL
CHUNKY FRUIT TREATS
15 oz. glass **4¢** \$1

Golden Creme. First quality butter for particular cooks. 1 lb. package
Grade 'AA' Butter 67¢
Tasty, flavorful fruit. Strawberry or strawberry-pineapple. 20 oz. jar
Smucker's Preserves 49¢
Orange, Grape, Fruit Punch & Pineapple/Grapefruit or Orange. 12 oz.
Hi-C Fruit Drinks 10¢ for 1
Diet supplement to help control hunger. 9 delightful flavors. 10 oz.
Sego Liquid Diet 4¢ for 1

16 oz. pkg. **Calgon Softener** 33¢
Peter Pan—1-lb. or tall can
Pink Salmon 59¢
12 oz. can
Libby Corned Beef 45¢
Assorted colors. 400 count pkg.
Spa Facial Tissue 17¢
Carnation non fat, makes 8 qts.
Instant Milk 63¢

Whole, unpeeled large 2 1/2 can
Hunt's Apricots 25¢
Sunshine Biscuit—10 oz. pkg.
Hi-Ho Crackers 25¢
Laura Scudder—16 oz. size
Peanut Butter 53¢
Evaporated—tall can
Carnation Milk 2/27¢

KRAFT PHILADELPHIA
CREAM CHEESE
8 oz. pkg. **33¢**

MAGIC CHEF
LIQUID BLEACH
full gallon **49¢**

All grinds—1-lb. can
Folger's Coffee
Vegetable cocktail—16 oz. jar
V-8 Cocktail Juice
Stewed—tall 30 can
Hunt's Tomatoes
Large 2 1/2 can
Del Monte Spaghetti
Tall 303 can
Libby Cut Beans 2

EASTERN GRAIN FED FRESH PORK

PORK LOIN ROAST
rib end **39¢** lb.



U.S.D.A. "CHOICE" BEEF

ROUND STEAK
center cut **65¢**

Fresh Eastern Grain-Fed Pork. Tender, lean chops, cut uniformly thick for your easier cooking!
CENTER CUT RIB PORK CHOPS 69¢
Fresh Eastern Grain-Fed Pork. Choose a tender pork roast for good eating on a limited budget!
LOIN END PORK ROAST 45¢
U.S.D.A. "Choice" Beef. A tender roast, trimmed before weighing to give you extra value!
BONELESS RUMP ROAST 79¢
Good, lean, fresh ground beef. Your best buy for many low-budget party dishes.
FRESH GROUND CHUCK 49¢



U.S.D.A. "CHOICE" BEEF
SWISS STEAK 65¢
RUMP ROAST 79¢

Fresh ground beef. Your best meat buy!
Ground Chuck lb. 49¢
Good, lean, fresh with the minimum of fat.
Ground Round lb. 65¢
Magic Chef fresh, lean, ready to fry.
Fresh Pork Sausage lb. 35¢
Certi-Fresh frozen, choice of any 3! reg. pkg.
Breaded Perch, Cod 3 for \$1
Fresh from Catalina, an ideal sea-treat.
Whole Barracuda lb. 39¢
Slices, fresh from Catalina and pan-ready.
Center Cut Barracuda lb. 49¢
Fresh from the ocean. Easy to fix.
Fresh Perch Fillets lb. 59¢



7 inch, 2 layer with coconut icing, reg. \$1.05 ea.
Chocolate Cake ea. 98¢
A hearty white bread, regular 39¢ 1 1/2 pound loaf
Shepherd Bread loaf 33¢
Fragrant & fresh from our oven! Breakfast treat!
Date Coffee Cake ea. 65¢



Kosher style, tender and delicious! reg. \$2.39 lb.
Hot Corned Beef lb. \$1.98
You'll love that old-fashioned flavor! reg. 98¢ lb.
Coney Island Hot Dogs lb. 79¢
Tell them you made it! They'll love it! reg. 45¢
Homemade Potato Salad lb. 39¢

Just heat in the toaster for good
Flav R Pac W
Sara Lee uses only the choicest in
Sara Lee Che
Quick rice, fluffy and tender, ass
Uncle Ben's Q
Magic Chef. Gentle cleaning, pow
Liquid Deterg

28 oz. can
B & M Baked Beans 29¢
8 oz. pkg.
Lucky Charms 35¢
Ralston cereal—12 oz. pkg.
Wheat Chex 29¢
42 oz. pkg.
Purity Quick Oats 39¢
8 oz. pkg.
Post Alpha Bits 29¢

Pacific Sta Crisp are a comple
Oyster Crack
Rus-ette Potatoes. Fry 'em up in
Hash Browns
High in nutritional value. Plain o
Johnston's Y
Nabisco Spoon Size. High prote
Shredded W

20 oz. bottle
Del Monte Catsup 24¢
Hunt's—6 oz. can
Tomato Paste 2/23¢
Pasteurized Processed Cheese
Velveeta 2 lb. loaf 37¢
Giant pkg.
Tide Detergent 73¢
Bath size, assorted colors
Camay Soap 13¢