

# Men (and Women) Light Up Record 9 Billion Stogies

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By REYNOLDS KNIGHT  
American men (and some women) smoked nearly 150 billion cigars in 1964 when the cigar manufacturers jubilantly sold some 9 billion in all shapes and sizes, setting an all-time cigar sales record. The industry says some sales last year were directly traceable to the government report on cigarette smoking, but emphasizes that there has been a "modernization" program under way and that cigars have been given "greater appeal" through new shapes and sizes. Some of this effort has been directed aimed at the ladies. Nor has the boom in cigar demand shown any sign of let-up. Experts agree that 1965 sales should approach, and may even exceed, the 10-billion mark as the modernization program marches on.

ter Mike Callahan built a new stone fireplace in his log cabin back in 1882 he paid little attention to Ute Indian tales about "mountains that burn." But the conflagration that resulted the first time he used that new fireplace showed the Indians knew what they were talking about! Truth of the matter was that Mike had built his fireplace out of a rock now called oil shale—which contains organic material that causes it to burn like coal. Mike Callahan never suspected that the cause of his own misfortune might one day be turned to good use; that, in fact, it would turn out oil to power our automobiles, aircraft and locomotives, heat our homes, fuel our space vehicles and provide much of the energy needed by American business.

Developable crude oil reserves in Colorado alone add up to almost half a trillion barrels, according to The Oil Shale Corp., partner in the current venture to build the nation's first full-size commercial oil shale plant. That's between three and four times the amount of known crude existing throughout the entire world.

ard, which will be one of the 90-minute drama specials to be presented on NBC this fall as part of Hallmark's 15th season in television. Over the years, Schaefer productions have won more than 50 awards for Hallmark, including the only Emmy ever awarded a sponsor by the television academy. The secret of Hallmark's success? Quality. He has invested more than \$20 million in securing the best writing, acting and producing talent available. Once the property is selected, he leaves the professionals to their work without interference. One thing more. The quality concept—which Hall believes the general public is always seeking—applies also to the commercial message. Always low key, with the suggestion of "caring enough to send the very best," the commercials sell their products very effectively—and win a number of top awards for artistic quality

and good taste in the bargain. SCIENCE NEWS — After the passage of eons of time, science has been taking an interested look at the lore of witches and their brews—to give modern man effective remedies that the ancients apparently knew. Latest finding in this search, according to the American Cancer Society, is a discovery that a common milkweed contains an active ingredient destructive of live human cancer cells—at least, in a test tube. Apparently the curative powers of this milkweed have been known for centuries not only by Central American natives, but by Filipinos, Indians and natives of the Caribbean, since in even obscure Central American villages it is called "Cancerillo." What modern research actually is doing is to place scientific folklore, and one expert advises even more intensive study before modern civiliza-

tion wipes out untested portions and many plant world remedies are lost for ever.

Higher spring prices for fertilizer threatened as result of rising cost of basic tonnage chemicals used in development.

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# ANNIVERSARY SALE

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SWANSON FROZEN  
**CHICKEN INNERS**  
**49¢**

QUICK AND EASY TO PREPARE!

MORTON'S FROZEN  
**CHICKEN CARONI & CHEESE**  
**3 \$1**

**ICE CREAM**  
**79¢**

**DRESSING** 8-OZ. BOTTLE **25¢**

**BUTTER** GRADE AA FIRST QUALITY 1-LB. CTN. **69¢**

**PEAS** SWEET TENDER 2 17-OZ. CANS **45¢**

**FILLER PAPER** 77¢

FRESH PAN READY  
**Cut Up Frying Chickens** **33¢**

FRESH  
**Fryer Breasts** **59¢**

FRESH  
**Fryer Thighs** **55¢**

FRESH  
**Drumsticks** **49¢**

**Star Bright**  
FINE SATIN-FINISH STAINLESS STEEL WITH THE AID OF LIGHTS

Add To Your Set Each Week Now Thru Apr. 14 MAR. 4-10

**DINNER KNIFE** EACH **29¢**

FRESH U.S.D.A. GRADE A OR SWIFT'S PREMIUM  
**CHICKEN FRYERS** **29¢**

LARGE SIZE 3 LBS. AND UP, LB. 79¢ | WHOLE 2 TO 3 LBS. EACH LB.

FARMER JOHN SMOKED  
**HAMS** **33¢**

SKINNED FULLY COOKED SHANK PORTION (10.5 LB.)

HOME FREEZER SALE  
U.S.D.A. CHOICE GRADE  
**FOREQUARTER BEEF SALE**

Forequarter meat consists of steaks (rib, spencer, 7-bone and family steaks); roasts (rib, round bone, 7-bone, chuck, tri-tip and brisket); stewing and braising meats (short ribs, center cut shank meat, boneless stew beef); also lean ground chuck.

140 TO 160 LBS. AVG. WT. **39¢** CUT & WRAPPED TO YOUR SPECIFICATIONS FREE OF CHARGE!

DELICATESSEN	MARKET BASKET	ARMOUR STAR OVEN READY
BATH BLANK BROWN	Coleslaw Salad 16-OZ. CTN. <b>31¢</b>	Stuffed Hen Turkeys 16. <b>49¢</b>
Frankfurters 1-1/2 LB. PKG. <b>49¢</b>	Health Salad 16-OZ. CTN. <b>33¢</b>	TURKEY BEEF STEAKS 16. <b>79¢</b>
WISCONSIN	Macaroni Salad 16-OZ. CTN. <b>31¢</b>	TURKEY BEEF STEAKS 16. <b>79¢</b>
Longhorn Cheese 16. <b>59¢</b>	PRELUBRIC	Buttered Veal Steaks 16. <b>79¢</b>
WISCONSIN CHEDDAR	CRESCENT ROLLS 8-OZ. CTN. <b>29¢</b>	
Aged Cheddar 16. <b>69¢</b>	TARTAR SAUCE 1 1/2-OZ. 29¢	
MARKET BASKET	Potato Salad 16-OZ. CTN. <b>33¢</b>	

WASHINGTON EXTRA FANCY RED  
**DELICIOUS APPLES**  
**4 LBS. 49¢**

CALIFORNIA NAVEL 4-LB. BAG **Oranges 39¢**

**Asparagus** FRESH TENDER LB. **35¢**

THE GOLDEN TREASURY OF KNOWLEDGE...  
BOOK ONE ONLY **39¢** ALL OTHERS 59¢ EACH VOLUMES 1, 2, 3, 4 AVAILABLE

MARKET BASKET  
**DETERGENT**  
SAVE 16¢ 31-OZ. PACKAGE **39¢**

Market Basket  
ALL PURPOSE DETERGENT  
For White Wash...  
Sponging Dishes

**LENTEN VALUES**

Ocean Perch Fillets 16. **59¢**

FRESH CAUGHT Fresh Sole Fillets 16. **79¢**

ROBERT'S Frozen Fish Sticks 9-OZ. PKG. **29¢**

ROBERT'S Frozen Perch Fillets 16. **55¢**

ROBERT'S Frozen Cod Fillets 16. **55¢**

ROBERT'S Frozen Sole Fillets 16. **59¢**

ROBERT'S BREADED SHRIMP 1 1/2-LB. PKG. **91.59**

ROBERT'S SWORDFISH STEAKS 16. **59¢**

ROBERT'S SALMON STEAKS 16. **95¢**

Light Red Turbine Head on Polished Chrome-Plated  
600 SQUARE FEET  
**IE SPRINKLER** EACH **89¢**

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**HOSE NOZZLE** EACH **89¢**

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