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Lively Living by Betty Amburn Society Editor

Peace Valley Ranch

The Avon Park Sun, May 11, 1978 1C

Home Of Grand Champion Brahman

Just a few miles from the city of Avon Park lies the largest Red Brahman cattle ranch in the southeast. Peace Valley Ranch, as it is known is located on 2500 acres of rolling grassland and is owned by Ed Rogers Sr., and Ed Rogers, Jr.

"The ranch has not always been the home of Red Brahmans," Gary Schiver, their foreman said, "the Rogers' started their ranch about 22 years ago, with Appaloosa horses and Angus cattle. Then Rogers became interested in Brahmans, especially the Red Brahmans. He brought several head from a ranch in Clewiston, after which he traveled to Texas and scouted around for the Brahmans that best suited his needs." For the first three or four years in the business, they both traded and bought cattle and have finally established a permanent herd.

Peace Valley Ranch is the home of last year's Central Florida Fair's Grand Champion Bull, he also placed 8th in the nation, in his class. RVR Rio Arauto 355 or PPB 355, as he is known, is only three years old and has been placed with a herd of heifers for breeding. Among their breeding sires is a Red Brahman, PBB 114, that is their pride and joy, stated Schiver. The ranch leased the bull for two years before purchasing him last summer, therefore they knew he produced good offspring. Gary would not state as to

how much the bull cost, but he did say, quite a lot. "PBB 114, is the best Red Brahman bull in the United States, in my opinion," he said.

Brahmans originally came from India, and were grayish white in color. Over a period of time, ranchers have developed the Red Brahman, by the use of color genes. "As one looks over a pasture of Red Brahmans all colors of red can be noted, but the deep red is the one most desirable," stated the foreman.

There are approximately 450 Red Brahmans on the ranch now," he said.

Brahmans are a large muscular type of cattle, used chiefly for cross-breeding and upgrading of cattle herds. Schiver stated that Brahmans are easily adapted to our climate, as they have sweat glands, which help them to stay cool. A visit to the ranch was made during their breeding season, with Gary explaining the ranches procedures for productive breeding. The Brahmans are placed in separate pastures to breed, each bull with a small herd of heifers. The heifers are bred at 18 months of age with a 90 day breeding period, twice a year. Beginning around Nov. 15 through Jan. 15, and again in the spring, Mar. 15, through June 15. "This method of breeding allows

for the calculated prearranged cycle for calving and breeding, which has been very successful for Peace Valley," stated Schiver.

"The heifers breed best at 18 months of age," he said, "while the bulls are considered to be ready at 2 years of age." Before the ranch sells a registered young bull, a semen test is run and bulls are guaranteed to produce viable semen.

"If you don't have a good bull and the heifers don't breed, you're throwing your money away," he said. At the present time, Gary stated, the ranch sells more commercial bulls than anything else. They have 75-80 young bulls they are planning on selling sometime in September.

However, when they purchased PBB 114, semen that had been previously collected, was bought with the initial purchase and the ranch has been selling it. For ranchers that wish to upgrade their herd without having to pay the high fee for stud service, purchasing the semen for the purpose of artificial insemination is the next best source.

Peace Valley has not, as of yet, begun collecting semen from their bulls on a commercial basis, but are in hopes that arrangements may soon be worked out and go into this line of the cattle business.

PBB 114, is six years old and is in the prime of his life, as far as breeding goes, stated the foreman. Some of his offspring have sold into thousands of dollars.

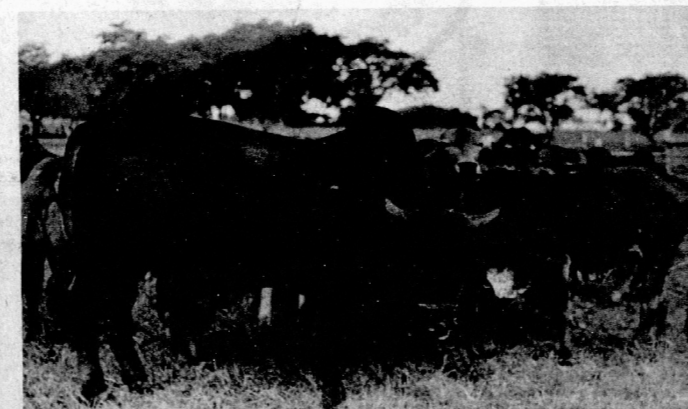
A young bull was recently shipped to Ecuador.

A young bull was recently shipped to Ecuador, while many more have been sold locally and in other parts of the United States. He went on to say that right now the cattle market prices are up on feeder calves, with larger bulls bringing, up in the thousands of dollars. Last year the ranch sold all their 2 year old bulls and some sire herd prospects brought up to \$7,500. "The market here in Florida is totally different from the markets in Texas," he stated.

Driving in the different pastures it was noticed that the Brahmans were gentle with Gary commenting, "Any cow can be made to be gentle and any cow can be made to be as mean as a snake; animals take on the actions of their owner." He walked among them, talking affectionately to them as one does a pet and scratching their backs. It was easy to see why they were good tempered. And curious animals they are too, as one heifer walked right up to the truck window to be hand fed and have her back scratched.



GARY PROUDLY PATS the back of 114, the ranches prize bull, and herd sire.



PICTURED ABOVE is RVR Rio Arauto 355, better known as PBB 355, and last years Central Florida Fair's Grand Champion Bull.



THE HEIFER in the center of the photo is deep red in color which is most desirable among Red Brahman ranchers.

The ranch has interests other than the breeding, raising and selling of Red Brahmans. They still have a few horses (mostly thoroughbreds), sell sod, hay, bahia grass seed, and take care of a 30 acre Valencia orange grove. Some of these projects they contract out, but a lot they do themselves.

Presently on the ranch is a 20 year old thoroughbred stud by the name of Admiral Fee, son of War Admiral who is the son of Man of War. Before the Rogers' purchased Admiral Fee he won approximately \$400,000 on the race track.

Admiral Fee won \$400,000 on the race track, approximately \$400,000 on the race track. His sons and daughters have won about \$4,000,000 for their owners, Schiver stated. The ranch is now using Admiral Fee

for stud service and is mating him with several thoroughbred mares already on the ranch.

"We don't train the horses," said Gary, "only halter break the colts."

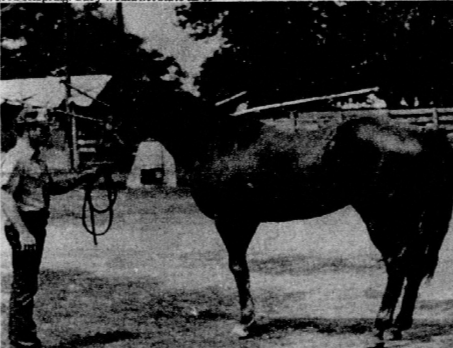
Peace Valley Ranch is manned by three men, Gary, Robert Clark and Don Michos. They care for the cattle, making sure they are in tip top shape, giving them shots to prevent disease, and do everything that is needed to keep the ranch running smoothly.

The men live on the ranch and try to work a five day week. They take turns staying on the ranch over the weekends, and each one has a private interest in something. Gary has part interest in a couple of horses.

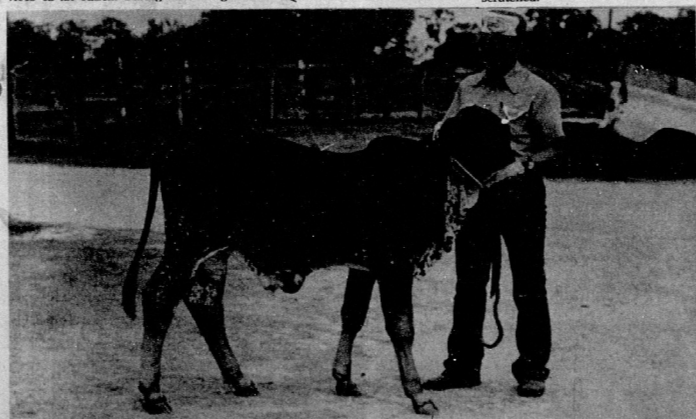
Peace Valley Ranch is run in a modern scientific manner. Gary was raised in Kathleen and is a graduate of the University of Florida with a Bachelor of Science Degree, majoring in animal science.

Ed Rogers, Sr., resides on the ranch, however Ed Rogers, Jr., lives in Coral Gables on a 20 acre ranch, where he deals mostly with race horses.

Peace Valley Ranch's brand.



ADMIRAL FEE, the 28 year old career Admiral Fee won approximately \$400,000.



A three month old Red Brahman bull that is in the process of being halter broken.



A SMALL HERD OF RED Brahmans grazing in one of Peace Valley's pastures.

Avon Mobile Home Park News

Ruth Robinson
Mrs. Ula Miller arrived home safely in Bourbon, Ind., with daughter Jean Barrett. The days have been busy, with time to plant a garden, contemplate some changes in her home, and visiting with friends and family. Her 60 year Alumni of graduating class is coming up, so is busy sending invitations for that. She has a busy summer ahead of her! Betty and Barden Graves write that it has been cool and rainy in Ohio and they think "they

came home a little too soon." We wish them good health. Mr. and Mrs. Erwin Ringer returned home to damage on their home. (A three foot square hole in their kitchen ceiling). A good neighbor and friend had all the rough cleaning done. Mr. and Mrs. Styrl Mishey keep busy in Ohio with garden, and housecleaning, all is well.

A 780 mile trip, the 2nd day for Mr. and Mrs. Ellis Martin to Wakarusa, Ind. was safe and brought them home to planting an early garden. They have seen a lot of pictures of the heavy snow which was up to the roofs of the buildings. Ellis is painting the pavilion for reunions which will be starting soon. One big crowd will be in the park for Ellis's birthday on

May 9th, given by Bertha. Wish we were there! May the 14th will be another big set together for Mother's Day. Keep the news coming, friends. Paul and Pauline Thomas have left for a trip north and Mrs. Lucille Shoemaker left on Sunday with friends, for a while and a visit in Indiana. Spenser and Irene Lim-

baugh left Tuesday for their home in Mayville, N.Y. They were entertained by Joe and Susie Bacon for dinner and they went to the Black Forest with the Bacons and Harris and Gerrie Steward, who also reside in Mayville, N.Y. John and Pearl Evans and their house guests Paul and Orpha Johnson left Tuesday for a short visit to Key West. Paul

is the brother of Pearl Evans. Mr. and Mrs. Foster McNeil are also leaving after a pleasant summer here in Avon Mobile Home Park. Mr. Foster McNeil attended a retreat on Saturday and Sunday with other men from the First Baptist Church, at Lake Yale Baptist Assembly Camp. Mr. John Weiler, Dolores, spent a few days with her

parents Mr. and Mrs. Ralph Helt, Dolores lives in South Bend, Ind. The Blithens, Ruth and Everett, were scheduled to leave last Wed. but are really going on Wed. May 10, to cool Maine. Our sympathy is with Mrs. Boyd Dager and family at this time. Mr. Boyd Dager passed away on Sunday evening, May

7. Interment will be at Robertsville, Ohio. Mrs. Vera Dager will be home at 815 East Two, Rd. No. 122, Tiffin, Ohio. If anyone wishes to correspond. Mrs. Bee Tingle will be spending a week at Dundun with her family and celebrate a granddaughter's graduation from nurses training school as well as Mother's Day.

Public Notices

ADVERTISEMENT FOR BIDS
INVITATION TO BID: Notice is hereby given that the Highlands County School Board, Highlands County, Florida will receive sealed bids until 1:00 PM on June 13, 1978, at which time bids will be opened and read aloud in the School Board Office, 426 School St., Sebring, Florida until 1:00 PM on June 13, 1978.

PROJECT TITLE: AVON PARK MIDDLE SCHOOL AND GYMNASIUM RENOVATION AND SEBRING MIDDLE SCHOOL AND GYMNASIUM RENOVATION

NAME OF OWNER: THE HIGHLANDS COUNTY SCHOOL BOARD, HIGHLANDS COUNTY, FLORIDA

PROJECT LOCATION: AVON PARK, FLORIDA AND SEBRING, FLORIDA

PLACE FOR RECEIPT OF SEALED BIDS: All bids shall be delivered to the Superintendent of schools in the Highlands County School Board Office, 426 School St., Sebring, Florida until 1:00 PM on June 13, 1978.

TIME FOR RECEIPT OF BIDS: BIDS SHALL BE RECEIVED UNTIL 1:00 PM ON JUNE 13, 1978.

TYPE OF BID: OPEN. Bids shall be opened and read aloud to participating General Contractors and the public.

PROJECT SCOPE AND CONSTRUCTION: The projects are unattached large one-story buildings, which will comprise most of the new school facilities on existing sites along with gymnasium renovations at each site. The structures will be masonry bearing wall and bar joist.

TYPE OF CONTRACT: The work will be let under the Contract in accordance with pages BR-4 and BR-7 of the Contract Documents for the General Construction of the above listed work and will include the mechanical and electrical for said structures. The Contractor Agreement bound with the specifications shall be the agreement used.

PLACES FOR EXAMINING DOCUMENTS: Bidders may review the Documents at the following places:

HIGHLANDS COUNTY SCHOOL BOARD OFFICE, 426 SCHOOL ST., SEBRING, FLORIDA

THE E. D. A. M. WOOD DERRYBERRY PAVELCHAK PARTNERSHIP OFFICE, 400 S. HWY. 17 SE, SUITE 200, CASSELLBERRY, FLORIDA 32909 (LOHRMANN REALTY OFFICE, UPSTAIRS).

THE DOCUMENTS WILL BE AT THE LOCAL PLAY ROOMS FOR BIDDERS REVIEW.

PLACES & DATE FOR OBTAINING BIDDING DOCUMENTS: Bidders may obtain documents by contacting the Architects Office requesting further information after the following dates: May 1, 1978.

SPECIFIED BONDS: The successful bidder shall provide a Performance, Payment, and Guarantee Contract Bond as provided and set forth in the specifications.

DATE, TIME AND PLACE FOR OFFERING OF SEALED BIDS: All bids must be received and opened in a public bid opening in the Highlands County School Board Office until 1:00 PM on June 13, 1978, enclosed in a sealed envelope plainly marked on the outside "PROPOSAL," and the title of the work, the date, and the name of the bidder. The Highlands County School Board reserves the right to reject any or all bids received and/or to waive any informalities in the bidding. No bids shall be withdrawn for a period of thirty (30) calendar days subsequent to the opening of bids without the consent of the School Board.

THE HIGHLANDS COUNTY SCHOOL BOARD
(s) Mrs. Ruth Davis, Chairman
(s) Dr. Dan A. Davis, Superintendent

IN THE CIRCUIT COURT OF THE TENTH JUDICIAL CIRCUIT OF FLORIDA, IN AND FOR HIGHLANDS COUNTY, FLORIDA

IN RE: The Marriage of: LOLA A. VERGONA, Plaintiff

vs. JOSEPH DOMINICK VERGONA, Defendant

CIVIL ACTION CASE NO. 78-198-F NOTICES OF SUIT

TO: JOSEPH DOMINICK VERGONA, 7343 Dennison Avenue (Swissvale) Pittsburgh, Pennsylvania

YOU ARE HEREBY NOTIFIED that an action for dissolution of marriage has been filed against you and you are required to serve a copy of your written defense, if any, to it on the wife's attorney, whose name and address is:

colquhoun, bardeen, attorney at Law, Post Office Box 40, Avon Park, Florida 33825, and file the original with the clerk of the above styled court on or before the 22 day of May, A.D. 1978; otherwise a judgment may be entered against you for the relief demanded in the complaint or petition.

WITNESS my hand and the seal of said Court on this 13 day of April, A.D. 1978.

(Seal) EARL RICH As Clerk of said Circuit Court (s) Robert W. Germaine Deputy Clerk

April 20, 27 and May 4, 11, 1978.

Mother's Day Values

and Top Value Stamps

Sebring 723 N. Ridgewood Mon. thru Sat. 8 a.m. - 9 p.m.
Sun. 9 a.m. - 7 p.m.

Avon Park 118 S. Lake St. Mon. thru Sat. 8:30 a.m. - 9 p.m.
Sun. 11 a.m. - 7 p.m.

GOOD ALL WEEK LONG!
THURS. MAY 11 THRU
WED. MAY 17

(SAVE 38¢) EVERCANE GRANULATED SUGAR 69¢

5-LB. BAG

TOP VALUE STAMPS

EVERCANE

SPRITE 8 PACK 79¢

16 OZ. BTL.

(SAVE 30¢) KRAFT GRAPEFRUIT JUICE 99¢

64 OZ. BTL.

SHURFINE LIQUID DETERGENT 2 88¢

22 OZ. BTL.

(SAVE 50¢) PEPPERIDGE FARM LAYER CAKES (3 LAYERS) 99¢

17 OZ. PKG.

LIMIT: ONE WITH 7.50 OR MORE IN OTHER PURCHASES EXCLUDING TOBACCO PRODUCTS

FROZEN FOODS SPECIALS

(SAVE 50¢) MEADOW GOLD ALL NATURAL Ice Cream 1 59¢

(SAVE 18¢) TROPHY Sliced Strawberries 3 99¢

(SAVE 39¢) ASSORTED Morton Dinners 2 99¢

(SAVE 19¢) DUTCH MAID Whipped Topping 2 99¢

(SAVE 20¢) SUPER SCOOP Ice Milk 79¢

(SAVE 14¢) GREEN GIANT Niblets Corn 49¢

(SAVE 8¢) ALL AMERICAN Half Moon Longhorn Cheese 89¢

Sealtest Cottage Cheese 12 oz. 59¢

Sealtest Half and Half pt. 49¢

DOUBLE LUCK No. 303 Cut Green Beans 4/51

Campbell's Pork 'N' Beans 3/51

Argo Peas No. 303 can 3/89

Kounty Kist No. 303 can Whole or Cream Corn 3/89

(SAVE 10¢) ROYAL Cheese Cake Mix 89¢

(SAVE 14¢) REGULAR (or) SUPER Modess 89¢

(SAVE 6¢) QUART SIZE Ziploc Storage Bags 69¢

GLACIER Spring Water 39¢

LEISURE WAY 9 INCH White Paper Plates 97¢

(SAVE 6¢) JIM DANDY Dog Ration 5 139

(SAVE 6¢) PRETTY BOY Wild Bird Seed 5 59¢

DAIRY FOODS SPECIALS

(SAVE 51¢ ON 6) SHURFRESH BISCUITS 10¢

8 OZ. CAN

SHURFRESH BISCUITS

BAKERY SPECIALS

(SAVE 47¢) EVERFRESH Heat & Serve Rolls 100 3 1

(SAVE 10¢) MERITA Dinner Twins 59¢

(SAVE 20¢) MERITA 6 LAYER Chocolate Cake 1 39

REGULAR HAIR SPRAY 79¢

HAIR SPRAY

FLORIDA GRADE "A" SMALL EGGS 39¢

DOZ.

Let us do the PASTRY BAKING for Mother's Day!

COOKIE of the week! Pecan Crunch Old-Fashioned Taste 10/99¢

CAKE of the week! Carrot Cake 8" double layer Only 2.99

DONUT of the week! Chocolate Glaze Donuts 6/89¢

We have a beautiful display of Mother's Day Cakes. Please order yours early. Thank you.

FLORIDA GRADE "A" SMALL EGGS 39¢

DOZ.

Bonnie Brae Mobile Home Park News

The Avon Park Sun, May 11, 1978 3C

By Margie Wells

The coffee hour attendance was down last week and it was decided that next week would be the last coffee hour for the season. Hostesses were Rozzie Parkhurst and Ellen Reichenbach. A birthday card was signed for Minnie Schneider who was 85 years young on May 5. Happy Birthday and best wishes from us

all! Plans were made for the Mother's Day dinner to be held at 1 p.m. on Sunday, May 14. Please sign your name in the rec hall if you plan to attend. It was announced that Jane Paris was in the hospital in Miami for tests. Even though our coffee hour will be over officially for the season, there was some conversation about having a few porch coffee

hours during the summer. Sounds like fun! We would like to recognize Lorraine Robertson for the work which she has been doing for the GIVE program. This is a volunteer program in education and Lorraine has been tutoring the juniors and seniors at school. She has worked with them individually in many different subjects. She

told us that she thought she had learned more than the students and she received much joy and self-satisfaction from her work. We are proud of you, Lorraine! We also understand that several other people in the park helped with transportation for this program. Ella Drake told us that what she enjoyed most on the trip to Washington with Ellen Hunt,

Verda Miller and Norma Gerbig was going back to the Pentagon after 30 years and taking in the tour of the 1 1/2 miles in the building. They all enjoyed their motel room where they could look over the city and see the Capitol and all the landmarks. This was especially beautiful at night. She said they also enjoyed the Luray Caverns which was a 1 1/4

mile walk in a dazzling world of stalagmites and stalactites. Ella's picture accompanies this article, showing how our grandmothers relax in the park! Chloe and Howarf Mallinger are back after a 10-day visit with relatives and friends in Ohio. The Mallingers are now permanent residents in the park. It's going to be nice to

have you around this summer. Thelma Miller visited with Mr. and Mrs. Edward Breske of Lake Josephine. They all had dinner at the Golden Corral restaurant in Sebring. The swimming group has very few these days with so many having gone North. So, come on out at 2:30 p.m. and join them! Let's don't complain about

the heat! Dorothy Carroll wrote that they had snow flurries on May 1, and James Ray told his sister, Rozzie Parkhurst, on Saturday when he called her that it was 48 degrees with a cold rain. Now, isn't it nice here in Avon Park?

Public Notices

NOTICE FOR RECEIVING BIDS
NOTICE IS HEREBY GIVEN that the Board of Trustees, South Florida Junior College, will receive bids in the President's Office, Administration Building, Avon Park, Florida, until 2:00 p.m., Tuesday, May 23, 1978, from those desiring to furnish:
1 - Three Manual Digital Computer Organ
2 - 9 foot Concert Grand Piano
Bidders must contact Mr. Patrick V. Chambliss, Director of Business Services, to obtain copies of bid specifications. Telephone number (813) 453-6661, extension 138.
All bids must be submitted in sealed envelopes and clearly marked on the outside: "BID FOR THE PURCHASE OF ORGAN AND - OR PIANO BIDDING". Incomplete bids will not be considered.
The Board reserves the right to reject any or all bids and to waive any or all formalities.
DISTRICT BOARD OF TRUSTEES
SOUTH FLORIDA JUNIOR COLLEGE
(s) William A. Stallard, Secretary
May 4, 11 and 18, 1978

NOTICE UNDER FICTITIOUS NAME LAW
Notice is hereby given that the undersigned, pursuant to the "Fictitious Name Statute," under Section 865.09 of the Florida Statute, as amended, will register with the Clerk of Circuit Court, Florida, and Highlands County, Florida, upon receipt of proof of the publication of this notice the fictitious name to-wit: CRUNKELTON ENTERPRISES, INC., under which name we engaged in business at 2040 South Lake Dr. in Avon Park, Florida, the owners of said business are: William S. Crunkelton and Diane Crunkelton.
Dated at Avon Park, Highlands County, Florida, this 1st day of April, A.D., 1978.
(s) Diane Crunkelton
(s) William S. Crunkelton
May 4, 11, 18, and 25

IN THE CIRCUIT COURT OF THE TENTH JUDICIAL CIRCUIT OF FLORIDA, IN AND FOR HIGHLANDS COUNTY
OBERA ELDER, Plaintiff,
vs.
JOE LEE ELDER, et al., Defendants.
CASE NO. 78-96-G
NOTICE OF SUIT - PROPERTY
TO: GERALDIN FIELDS
5972 Killarney Ave.
Garden Grove, Calif. 92645

A.M. BELL
Address Unknown
Residence Unknown

NAOMI LAWSON
P.O. Box 187
Adrian, Georgia 31002

GROWERS FINANCE CORPORATION
Domicile Unknown
Principal Place of Business Unknown

and all persons, corporations or other entities, having or claiming to have any right, title or interest in, to or against the following described property in Highlands County, Florida: Lot 8, LESS the North 30 feet thereof, and all of Lot 9, Block C, Section 22, T.7, S.27, E.30, Range 28 East, according to the plat thereof recorded in Plat Book 1, Page 58, Public Records of DeSoto (now Highlands) County, Florida.

YOU ARE HEREBY NOTIFIED that an action to Quiet the Title to the above described property in Highlands County, Florida has been filed against you and you are required to serve a copy of your written defenses, if any, to it on the plaintiff's attorney, whose name and address is: ANTHONY A. ACCORSI, P.O. Box 1880, Avon Park, Florida 33825 (813) 453-7500 and file the original with the Clerk of the above styled Court on or before May 22, 1978, otherwise a judgment may be entered against you for the relief demanded in the complaint or petition.

WITNESS my hand and the seal of said Court April 12, 1978.
(Seal)
EARL RICH
As Clerk of said Circuit Court
(s) Robert W. Germaine
Deputy Clerk
April 20, 27, and May 4, and 11, 1978.

"INVITATION TO BID"
The Board of County Commissioners, Highlands County, Sebring, Florida will receive sealed bids in the County Purchasing Department, Courthouse or by mail to, P.O. Box 1808, Sebring, Florida 33870 for:

Three (3) new "1978" cab & chassis for the Emergency Medical Service modular units. Complete specifications may be obtained from the County Purchasing Department. All bids must be sealed and marked "Bid on Cab & Chassis." All bids must be mailed or delivered to no later than 3:00 P.M., Wednesday, May 16, 1978. The board reserves the right to accept or reject any or all bids or any parts thereof.

(s) C. J. "Buddy" Wain, Chairman, Board of County Commissioners
Highlands County
May 2, 1978

(SAVE 10¢)
HEINZ TOMATO KETCHUP
79¢
32 OZ. JUG
TOP VALUE STAMP

(SAVE 30¢)
CONDORIS TEA BAGS
99¢
100 CT. PKG.
LIMIT ONE PLEASE

PABST BLUE RIBBON
BEER
2 79
12 PAK
12 OZ. POP-TOP CANS

I'm drying my hair with Top Value Stamps
TOP VALUE STAMP

(SAVE 20¢) SPARKY
Charcoal Briquets
99¢
10 LB. BAG
LIMIT ONE PLEASE
SPARKY CHARCOAL Lighter Fluid
PINT CAN
49¢
FOOD STAMPS WELCOME
TOP VALUE STAMP

RATH BLACK HAWK BRAND Sliced Bacon
12 OZ. PKG. **1 39**
RATH "ALL MEAT (OR) ALL BEEF Wieners
12 OZ. PKG. **99¢**
WESTERN PORK! Spare Ribs
LB. **1 39**
RATH "GOLDEN HARVEST" FRESH LEAN! Pork Steaks
LB. **1 49**
SUNNYLAND "ALL MEAT - ALL BEEF Smoked Sausage
20 OZ. PKG. **1 99**
(QUICK FROZEN) SKINNED & DEVEINED Sliced Beef Liver
LB. **89¢**

RATH SLICED BALOGNA OR SALAMI
LB. PKG. **1 19**

RATH ALL PORK "HOT (OR) MILD BAG SAUSAGE
LB. PKG. **89¢**

FRESH PRODUCE FRESH FLORIDA LETTUCE
HEAD **39¢**

GOLDEN-RIPE! BANANAS
4 LBS. **88¢**
CRISP 'N' JUICY McIntosh Apples 3 LB. BAG **88¢**
JUICY! California Lemons DOZ. **68¢**
"GREAT WITH SALADS" Bell Peppers 5 FOR **88¢**
CANADIAN Rutabaga LB. **12¢**

USDA CHOICE CHUCK STEAK
LB. **1 39**

USDA CHOICE (BEEF CHUCK) "ROUND BONE Shoulder Roast
LB. **1 49**
USDA CHOICE (BEEF PLATE) Short Ribs of Beef
LB. **1 09**

USDA CHOICE (BEEF CHUCK) "ROUND BONE Shoulder Steak
LB. **1 69**
USDA CHOICE (BEEF ROUND) "FULL-CUT Round Steak
LB. **2 09**

RATH HICKORY SMOKED BONELESS CANNED HAM
3 LB. CAN **4 99**

THAT'S THE WAY TO SUPERMARKETS

QUANTITY RIGHTS RESERVED

May 18, 1978



SERIES NO. 37

30
\$2002.00
PRIZES

75
\$1001.00
PRIZES

150
\$200.00
PRIZES

750
\$100.00
PRIZES

1,500
\$20.00
PRIZES

15,000
\$2.00
PRIZES

5,000
\$5.00
PRIZES

104,865
\$1.00
PRIZES

IN CASH
PRIZES

\$130,000

If you visit the participating stores 26 times during this promotion
You have 1 chance in 4 of winning a Cash Prize!

OUR FIRST WEEK,
AND WE ALREADY HAVE A
\$100 Cash Prize Winner!

CONGRATULATIONS TO
Naomi Weir
of Safety Harbor, Florida

WIN
UP TO
\$2002

Here's all you have to do to win at
Double Bingo Odd Bingo Even

Fill any row of four
across, down or
diagonally.



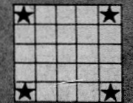
Win \$20.00, \$5.00,
\$2.00 or \$1.00

Fill any row of five
across, down or
diagonally.



Win \$1,001.00 or
\$100

Match the four corners
in the \$1,001 or \$100
game, double the amount
of the Game Prize.

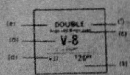


Win \$2,002 or
\$200

RULES:

1. Get a FREE DOUBLE BINGO ODD BINGO EVEN Master card on request at the end of the checkout or at store office. Get one FREE Game Ticket every time you visit participating Winn-Dixie Store. No purchase necessary to participate. Adults only eligible to play.
2. On each Game Ticket there are four DOUBLE BINGO ODD BINGO EVEN Markers. To reveal the Markers, simply punch out the perforated portions of the Game Ticket, then separate the punched out portions and you will have four Markers. Each Marker corresponds to a square in one of the games on your Master Game Card.
3. When you have revealed the DOUBLE BINGO ODD BINGO EVEN Markers, carefully place them in their appropriate squares on your DOUBLE BINGO ODD BINGO EVEN Master Game Card. EXAMPLE: If one of your Markers is a V-8 in the \$20.00 game, insert that Marker in the square marked V-8 in the \$20.00 game. When you complete any row in a game, you may be a winner. Match the four corners in the \$1001 or \$100 game and you may be a winner, doubling the amount of the game prize. See examples on this ad in some games, you will find squares marked free and it is unnecessary to collect a Marker to be placed in such free squares. Free squares are not transferable. One winner per card.
4. When turning in your winning card all your DOUBLE BINGO ODD BINGO EVEN Markers which are not a part of the winning row should be retained and transferred to a new card. Only one prize will be awarded per game on any one Master Game Card. All DOUBLE BINGO ODD BINGO EVEN Markers in a winning row must be initiated on the back, in the space indicated, by the customer in the presence of authorized personnel. \$5.00, \$2.00 and \$1.00 winners can be verified and redeemed by authorized store personnel. \$1001.00, \$100.00 and \$20.00 or \$2002 and \$200 double winners must be sent to the sponsor for verification and redemption. All game material submitted for verification becomes the property of the game sponsor. When you have a winning card which has been verified by authorized personnel, you will, after furnishing your name and address, be awarded your prize. A federal Trade Commission rule requires that the names and addresses of all winners be posted in all participating stores. Tax liability on prizes is the responsibility of the prize winner.

5. All game materials will be rejected and judged void if not obtained from and verified by authorized personnel or if any part of any of the game pieces is illegible, altered, mutilated, defaced, tampered with, forged, contains printing or other errors, or is irregular in any way. Any attempt to forge game material or to defraud in any way will be prosecuted to the fullest extent of the law. Game materials void where taxed or prohibited by law.
6. Game will end upon distribution of all Game Tickets. All prizes must be claimed within five (5) days after announcement of termination or they are forfeited. Notwithstanding anything herein to the contrary, at such times as the verified claims for prizes in any category equals the number of prizes advertised for that category, then the game as it relates to the specific prize category shall immediately terminate without notice, and any unverified claims at or after that time shall be automatically rejected.
7. Game materials valid only for this game. All Game Tickets, DOUBLE BINGO ODD BINGO EVEN Markers and Game Cards must have the same series number. EXAMPLE: If you have Master Game Card Series #37, all of your game materials must have Series #37.
8. Employees (and their I.R.S. listed dependents) of the Winn-Dixie Inc., participating Winn-Dixie stores, Danisco Associates, their advertising agency, and any other companies engaged in the development and promotion of these game materials are not eligible to win.
9. DOUBLE BINGO ODD BINGO EVEN Marker void if it does not have on it:
 - (a) Value of Game
 - (b) Bingo symbol
 - (c) DOUBLE BINGO ODD BINGO EVEN spelled out
 - (d) Series #37
 - (e) Bingo symbol spelled out
 - (f) Safety pattern background
10. DOUBLE BINGO ODD BINGO EVEN Series #37 Markers must conform in size, shape, detail and must contain the six (6) items of authentication described in Rule No. 9.



ODDS CHART: OF MAY 4, 1978

PRIZE VALUE	NO. OF PRIZES	ODDS FOR ONE STORE VISIT	ODDS FOR 13 STORE VISITS	ODDS FOR 26 STORE VISITS
\$2,002.00	30	414,167 to 1	31,858 to 1	15,929 to 1
1,001.00	75	165,867 to 1	12,744 to 1	6,372 to 1
200.00	150	82,833 to 1	6,372 to 1	3,186 to 1
100.00	750	16,567 to 1	1,274 to 1	637 to 1
20.00	1,500	8,283 to 1	637 to 1	318 to 1
5.00	5,000	2,485 to 1	191 to 1	96 to 1
2.00	15,000	828 to 1	64 to 1	32 to 1
1.00	104,865	118 to 1	9 to 1	4 to 1
TOTAL	127,370	96 to 1	8 to 1	4 to 1

This game being played in the eighty five (85) participating Winn-Dixie stores located in western Florida.

Scheduled termination date: August 3, 1978

NOTE

These odds effective until June 3, 1978. After this date you must see updated odds posted in your Winn-Dixie stores and in newspaper advertisements.



53rd ANNIVERSARY SALE!

To celebrate our 53rd Anniversary, we're offering special savings in every department. Plus, you'll find the same friendly service and fine quality products that have kept our customers happy for over half a century.



May 10, 1978

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NEW ENCYCLOPEDIA

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THIS AD DOES NOT APPLY TO CITRUS, LAKE, MARION, SUMTER, CHARLOTTE, LEE OR COLLIER COUNTIES.

53rd ANNIVERSARY!
U.S.D.A. GRADE A FROZEN
WHOLE FRYERS
LB. **49¢**

HICKORY SWEET
SLICED BACON
2-LB. PKG. **99¢**
2-LB. PKG. \$1.98

53rd ANNIVERSARY!
QUARTER SLICED PORK LOINS FOR
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W.D. BRAND COOKED SLICED
BOILED HAM
1-LB. PKG. **\$2.99**

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3-LB. CAN
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3-LB. CAN
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- SUPERBRAND INDIVID.-WRAPPED SINGLES
Cheese Food 12-Oz. Pkg. **99¢**
SUPERBRAND
Sour Cream 8-Oz. Cup **45¢**
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Margarine 1-Lb. Bowl **75¢**
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Cheddar Cheese 8-Oz. Pkg. **\$1.15**

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LIMIT 10 OF YOUR CHOICE PLEASE

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SUPERBRAND GRADE A FLORIDA FRESH
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PEPPERONI PIZZA
12-IN. DIA. **\$1.29**

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10 cents off label! DISPOSABLE NEWBORN
Pampers Box of 30 **\$1.99**

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THRIFTY MAID
Thin Spaghetti 3 1-Lb. Boxes **\$1.00**



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Pork & Beans 4 16-Oz. Cans **\$1.00**
THRIFTY MAID
Canned Tomatoes 3 16-Oz. Cans **\$1.00**
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Golden Corn 4 16-Oz. Cans **\$1.00**
THRIFTY MAID REGULAR CUT
Green Beans 4 16-Oz. Cans **\$1.00**

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HARVEST FRESH SWEET
CORN
FOR **99¢**

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PEPPERONI PIZZA
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PEELED & DEVEINED
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1-LB. PKG. **\$1.29**

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Bananas 4 Lbs. **\$1.00**
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Strawberries 3 Pints **\$1.59**
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Tomatoes 2 Lbs. **\$1.00**



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BREADED SHRIMP
2-LB. PKG. **\$5.99**

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Lemon Meringue Pie 20-Oz. Size **99¢**
KOUNTRY FRESH PRESTIGE ALL NATURAL
Ice Cream Half Gal. **\$1.79**
PET RITZ APPLE, BLUEBERRY, CHERRY, OR
Peach Cobbler 26-Oz. Size **\$1.29**
EGGO REGULAR
Waffles 11-Oz. Pkg. **59¢**

- MORTON CHICKEN, TURKEY, OR SALISBURY
Country Table Dinners 15 1/2-Oz. Pkg. **89¢**
GREEN GIANT
Lasagna 21-Oz. Pkg. **\$1.99**
THOMAS
English Muffins 2 Doz. **\$1.00**
DIXIANA 9 INCH
Pie Shells 2 Twin Paks **99¢**



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2nd big week of our 48th Anniversary Sale

Publix salutes Mom on her special day. For 48 years she's been our best customer.

U.S. FANCY
YELLOW, FLORIDA

**Sweet
Corn**

10 ears for \$1

FRESH,
RIPE & JUICY

**Straw-
berries**

2 pints for \$1



FOR SALADS OR SANDWICHES

**Hellmann's
Mayonnaise**

32-oz. jar

99¢

Limit 1 Please. With Other
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**Make time
stand still.**

At Publix you always get two prints, a roll of replacement film with color prints and S&H Green Stamps, too. And you can count on Publix quality every time.



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the right to limit
quantities sold

**Clorox
Bleach**

128-oz.
size

69¢

SEE CLOROX DISPLAY
IN OUR STORE

THIS AD EFFECTIVE:
THURS., MAY 11TH
THRU WEDNESDAY,
MAY 17TH, 1978...
CLOSED SUNDAYS

Stokely's Shellie, Cut or French Style
Green Beans 3 16-oz. cans **88¢**

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Tomato Sauce 15-oz. can **39¢**

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7-Seas Dressing 8-oz. bot. **53¢**

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Soup 10 1/4-oz. cans **88¢**

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Peanut Butter 18-oz. jar **98¢**

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Grape Jelly 2-lb. jar **69¢**

Clorox

128-oz.
size

69¢

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IN OUR STORE

THIS AD EFFECTIVE:
THURS., MAY 11TH
THRU WEDNESDAY,
MAY 17TH, 1978...
CLOSED SUNDAYS

(25¢ OFF LABEL)
BLEACHES AS IT WASHES

**Oxydol
Detergent**

84-oz. pkg.

\$1.89

MISS BRECK LASTING HOLD
SUPER OR UNSCENTED

**Hair
Spray**

4-oz. size

69¢

MAXWELL HOUSE

**Instant
Coffee**

10-oz. size

\$3.79

REGULAR, DRIP, FINE
OR ELECTRIC PERK

**Folger's
Coffee**

1-lb. can

\$2.69

Limit 1 Please. With Other
Purchases of \$5 or More
Excluding All Tobacco Products

DISH DETERGENT

**Ivory
Liquid**

32-oz. size

99¢

BROCCOLI SOUFFLE

Try this recipe for tender
Fresh Broccoli large bunch **69¢**

4 egg whites
1 pkg (10 oz) frozen
chopped broccoli
1 1/2 teaspoons salt
1 cup milk

1/4 teaspoon nutmeg
2 tablespoons margarine
1 tablespoon flour
4 egg yolks, slightly beaten

1. In large bowl of electric mixer, let egg whites warm to room temperature - about 1 hour.
2. Cook broccoli in boiling water with 1 teaspoon salt, as package label directs, until very tender - about 15 minutes. Drain.
3. Combine broccoli, milk, and nutmeg in blender. Blend, at high speed, to make smooth purée. (You should have 2 1/2 cups.)
4. Preheat oven to 350°F. Lightly grease 1-quart soufflé dish.
5. In medium saucepan, melt margarine; remove from heat. Stir in flour and broccoli purée. Bring to boiling, stirring.
6. In small bowl, beat some of hot mixture into egg yolks; pour back into rest of mixture. Set aside.
7. At high speed, beat egg whites with 1/2 teaspoon salt until stiff peaks form when beater is slowly raised. With rubber scraper, using an under-and-over motion, fold broccoli mixture into egg whites just until combined.
8. Turn into soufflé dish. Set in pan of hot water. Bake 50 to 60 minutes, or until puffed and golden. Serve at once with cheese sauce, if desired.

Makes 4 servings.



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Serve Chilled, Delicious (Large 36 Size)

Cantaloupes each **69¢**

Salad Perfect, Fresh

Crisp Cucumbers 6 for **\$1**

For Salads or Stuffing, Fresh Green

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For your Pies and Tarts, Use Continental Brand

Strawberry Glaze 16-oz. jar **59¢**

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Select Your Favorite
From our Large Variety
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U.S.D.A.
FOOD
STAMPS!**

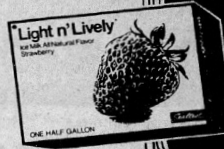
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SEALTEST ICE MILK

**Light 'N
Lively**

half gal.

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Fruit Cocktail 2 17-oz. cans **88¢**

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Pork & Beans 3 16-oz. cans **88¢**

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Tomato Ketchup 32-oz. bot. **79¢**

Bumble Bee

Chunk Light Tuna 6 1/2-oz. can **59¢**

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Tea Bags 100-ct. pkg. **\$1.79**

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Hydrox Cookies 19-oz. pkg. **\$1.19**

Kids Love 'Em! Sunshine's

Chip-A-Roos 12-oz. bag **85¢**

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Cucumber Chips 22-oz. jar **59¢**

Cairo Beauties

Sweet Relish 16-oz. jar **59¢**

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Bavarian Sauerkraut 3 16-oz. cans **88¢**

Mott's Great Tasting

Apple Sauce 44-oz. glass jar **89¢**

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Cascade 35-oz. pkg. **\$1.18**

Ragu Plain, With Meat or Mushrooms

Spaghetti Sauce 32-oz. jar **\$1.19**

Sun Maid

Seedless Raisins 15-oz. pkg. **89¢**

The Place for Health & Beauty Aids

SAVE 60¢, (40¢ Off Label),

Breck Dry, Normal or Oily

Golden Shampoo 15-oz. bot. **\$1.39**

RATH'S BREAKFAST

Link Sausage

8-oz. pkg.

BUY 1 AT REGULAR PRICE, GET 1

FREEWISCONSIN CHEESE BAR
SHARP CHEDDAR, LONGHORN**Mozzarella Cheese**

8-oz. stick

89¢

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Delicious German Bologna or Pickle & Pimento Loaf half lb. **89¢**
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Flavorful German Potato Salad per lb. **79¢**
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Fresh-Baked Pumpkin or Coconut Custard Pie each for **\$1.19**
Delicious Fresh-Made Dinner Rolls per dozen **69¢**



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 Swift's Premium Oven Roast Corned Beef per lb. **\$1.79**
 Swift's Premium (All Varieties) Franks per lb. **\$1.29**
 Swift's Premium Sliced Cooked Salami, Beef Bologna or Spiced Luncheon 6-oz. pkg. **69¢**
 Copeland Cooked Sliced Ham 10-oz. pkg. **\$2.39**
 Hillshire Farms Smoked Sausage per lb. **\$1.89**
 Oscar Mayer (Regular or Beef Style) Variety Pak Luncheon Meat 12-oz. pkg. **\$1.59**
 Hormel Cure 81 Boneless Hams per lb. **\$2.59**
 Wykes Regular or Beef Style Wieners 12-oz. pkg. **99¢**

FRESH SIRLOIN OR BLADE CUT
(3-5-LB. AVERAGE)**Pork Loin Roast**

per pound

\$1.09

The Place for Dairy Foods

SAVE 10c, Mazola Corn Oil Margarine 1-lb. ctn. **79¢**
 SAVE 14c, Swift's Brookfield Butter Quarters 1-lb. flat ctn. **\$1.19**
 SAVE 40c, Assorted Flavors of Sealtest Yogurt
 Light N' Lively 4 8-oz. cups **\$1**
 SAVE 20c, Fisher's Chef Delight Processed Cheese Spread 2-lb. loaf **\$1.69**
 Dairy-Fresh Whipped Cream 7-oz. can **69¢**
 Topping 8-oz. size **59¢**
 SAVE 13c, Philadelphia Brand Cream Cheese 8-oz. pkg. **79¢**
 Kraft's Individually-Wrapped Processed Natural Pimento or American Cheese 8-oz. pkg. **99¢**
 Philadelphia Brand Whipped, Chive, Onion or Plain Cream Cheese 8-oz. pkg. **79¢**
 Kraft's Shredded Mozzarella Cheese 8-oz. pkg. **\$1.09**
 Wisconsin Cheese Bar Sliced Big Eye Swiss 12-oz. pkg. **\$1.69**
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The Place for Frozen Seafoods

Seafood Treat, Tasty Turbot Fillets per lb. **\$1.89**
 Seafood Treat, Tasty Medium Stone Crab Claws per lb. **\$2.39**

POLK CO. & SEBRING ONLY

Plus Tax, in 12-oz. Cans, Blue Ribbon

Pabst Beer

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(Limit 2 Please, With Other Purchases of \$5 or More, Excluding All Tobacco Prods.)

Pink, Ruby, Gold, Emerald or Chablis Italian Swiss Colony

Wine

1.5 liter

Plus Tax

\$2.65

Plus Tax and Deposit In 16-oz. Bottles

7-Up Soft Drinks

8-pk. ctn.

89¢

Plus Tax and Deposit In 16-oz. bottles Regular or Sugar Free

Pepsi-Cola

8-pk. ctn.

\$1.19

SWIFT'S PREMIUM BONELESS

Canned Hams

3-lb. can

\$4.99

(Plus 100 extra S&H Green Stamps with coupon)



The Place for Frozen Foods

SAVE 10c, Morningstar Farms Patties or Strips reg. pkg. **99¢**
 Breakfast Links 11-oz. pkg. **59¢**
 SAVE 10c, Eggo Brand Round Frozen Waffles 10-oz. pkg. **69¢**
 SAVE 20c, Morton's Sugar & Spice Mini Donuts 80-oz. **\$1.49**
 SAVE 24c, Rhodes Frozen White Bread Dough 9-oz. pkg. **99¢**
 SAVE 32c, Rich's Non-Dairy Coffee Rich 4 pint ctn. **\$1**
 SAVE 27c, Pet-Ritz's Chocolate, Lemon or Coconut Cream Pies 14-size **99¢**
 SAVE 10c, Ore-Ida's Crinkle Cut Frozen Potatoes 32-oz. pkg. **89¢**
 SAVE 18c, Gorton's Frozen Fish Sticks 15-oz. pkg. **\$1.39**
 SAVE 50c, Treasure Isle's Frozen Breaded Fantail Shrimp 20-oz. **\$3.69**

SWANSON'S FROZEN TURKEY, SALISBURY STEAK OR MEAT LOAF

TV Dinners

reg. pkg.

69¢

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Publix The Place for Beef

THE BEEF THAT NEEDS LESS COOKING TIME!

Swift's Premium ProTen Beef Loin Sirloin Steak lb. **\$2.39**
 Swift's Premium ProTen Boneless Beef Round Top Round Steak lb. **\$2.39**
 Swift's Premium ProTen Beef Key Club Steak lb. **\$2.39**
 Swift's Premium ProTen Beef Chuck Blade Steak lb. **\$1.49**
 Swift's Premium ProTen Beef Chuck Blade Roast lb. **\$1.29**
 Swift's Premium ProTen Boneless Beef Imperial Oven Roast lb. **\$1.99**
 Swift's Premium ProTen Boneless Beef (English Cut Roast) Chuck Shoulder Roast lb. **\$2.09**
 Swift's Premium ProTen Beef Plate Short Ribs lb. **\$1.09**

Publix The Place for Beef

(This is Non-ProTen Beef)

USDA Choice Non-ProTen Beef Loin Sirloin Steak lb. **\$2.39**
 USDA Choice Non-ProTen Boneless Beef Round Top Round Steak lb. **\$2.39**
 USDA Choice Non-ProTen Beef Rib Steak lb. **\$2.39**
 USDA Choice Non-ProTen Beef Chuck Blade Steak lb. **\$1.49**
 USDA Choice Non-ProTen Beef Chuck Blade Roast lb. **\$1.29**
 USDA Choice Non-ProTen Boneless Beef Chuck Eye Roast lb. **\$1.99**
 USDA Choice Non-ProTen Boneless Beef (English Cut Roast) Chuck Shoulder Roast lb. **\$2.09**
 USDA Choice Non-ProTen Beef Plate Short Ribs lb. **\$1.09**

where shopping is a pleasure

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2824 HIGHWAY 27 SOUTH
SEBRING, FLORIDA

THIS AD GOOD AT THESE LOCATIONS ONLY.



THIS COUPON WORTH 40c C-279
 6-PACK OF KEN-L-RATION DOG FOOD
 15 1/2-oz. cans
 (Expires Wed., May 17, 1978)

50 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Rich's Frozen Chocolate Eclairs
 8 1/2-oz. pkg.
 1. (Expires Wed., May 17, 1978)

100 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Soft & Dri Regular or Super Anti-Perspirant
 4-oz. can
 3. (Expires Wed., May 17, 1978)

100 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Swift's Premium Boneless Canned Hams
 3-lb. can
 4. (Expires Wed., May 17, 1978)

100 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Purina Dog Chow
 5-lb. bag
 5. (Expires Wed., May 17, 1978)

100 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Ronco Thin Spaghetti
 12-oz. cello pkg.
 6. (Expires Wed., May 17, 1978)

100 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Powder Mist, Fresh Mint or Wild Flower, Vanish Bowl Cleaner
 1 1/4-oz. pkg.
 7. (Expires Wed., May 17, 1978)

100 EXTRA GreenStamps
 WITH THIS COUPON AND PURCHASE OF
 Nestle's Chocolate Morsels
 12-oz. pkg.
 8. (Expires Wed., May 17, 1978)

Food For Thought

As a result of cattle losses caused by the harsh winter, beef prices are expected to rise this spring. So in an exercise that has become all too familiar, Floridians again will be seeking ways to keep meat bills in line. Probably the best method, I concluded after watching her cook for three hours one recent morning, is to invite Ruth Hogan into the family kitchen, there to demonstrate what fine dishes can develop from cheaper beef cuts.

Unhappily, the friendly culinary specialist of the National Live Stock and Meat Board, Chicago, cannot be in several places at once, so I must pinch hit by relaying her advice and recipes. Ruth spoke to — and cooked for — a group of Florida CowBelles, wives of ranchers in the state, at a short course in meat cookery at the University of Florida, sponsored by the Florida Beef Council and the Florida Cattlemen's Association.

"Know the animal's anatomy."

That's probably, in Ruth's opinion, the single most important factor in buying beef with an eye to economy. Chuck, from the shoulder, and round, from the rear, contain well-used muscles with the varying degrees of toughness that make them cheaper than the tender center portions. Those include the rib, loin and sirloin.

"Become familiar with tenderizing methods." Ruth reminded her audience that marinated containing an acid like lemon juice or vinegar can soften tough connective tissue, as well as adding pliancy, provided a cut soaks in them several hours or overnight.

Moist heat, produced by adding liquid to meat and covering the pan to create steam, also reduces toughness. Braising, as that traditional procedure is called, can be done top-side or in the oven. Depending on the quality of the meat, Ruth said, the constant low heat indispensable in braising may be easier to maintain in an oven than on a surface unit. And, Ruth added, in oven-braising there will be less evaporation of liquid, enriched by the meat juices, that is the foundation of a savory sauce.

But there are drawbacks to the oven that may make a cook decide in favor of a surface unit. One, it uses more energy. Two, its operation may add to the heat in the kitchen — an

obvious drawback in a Florida summer.

"Buy a meat thermometer."

Cooking to the rare or medium stage, 240 to 250 degrees, gives a tender roast or steak than cooking to well done. That applies to a cut prepared by braising (alias pot-roasting) as well as to one — as everyone knows — that is dry-roasted or broiled. Ruth admitted that the familiar thermometer is fragile, apt to lose its accuracy unless handled gently.

Preferable, if you can afford the \$12 or more that it costs, is the pencil-style thermometer chefs store in their pockets as a physician might carry a fever thermometer. It is inserted and withdrawn, delivering an instant reading; it cannot be left in the cut while it cooks.

For her audience Ruth spit-roasted a boneless rolled tip from the round, more usually prepared by moist-heat braising, that would have been less tender, she pointed out, had she not removed it at an internal temperature of 245. Something else that helped was a covering of fat, contributing to tenderness, which, Ruth said, could be discarded if desired.

"Changing the direction of the flow of the juices," the expert said, "also advances tenderness, particularly in an eye round roast." A revolving spit automatically accomplished this. A roast in a stationary position may be manually shifted.

"Correct carving may seem to make meat tender."

Ruth called on Dr. J.W. Carpenter, of the university's animal science department, to illustrate what she meant. Because long fibers in cuts are hard to chew, Carpenter said, carvers should examine meats to see in what direction fibers run. Then they should slice across and never along them.

Chuck pot roasts are likeliest to confound household carvers, Carpenter admitted, because they consist of different muscles, with fibers running variously, that may seem to make cross-grain carving impossible. The hardest of chuck roasts to serve is a blade pot roast, containing part of one rib, a portion of the blade bone and sometimes a section of the backbone.

Carpenter advise cutting each muscle from the bone and then slicing it separately as its fiber structure dictates. This may mean turning a muscle on the side, changing the position from that in which it cooked.

A razor - shape knife, the carving expert stressed, is essential. How sharp is sharp?

A suitably honed edge, Carpenter said, shreds newspaper easily when drawn through it without, as he put it, "dragging." Running a blade over a steel at a 20-degree angle, to keep it keen, is recommended, Carpenter continued, provided the steel is smooth. He said he would throw out any steels with rough surfaces.

In miscellaneous information towards the conclusion of her demonstration, Ruth reminded her audience that chopped beef is the most versatile of cuts; she recommended it have a fat percentage of 25. She also cautioned that the quick-frozen product must be thawed in the refrigerator rather than at room temperature, to prevent the development of undesirable bacteria on the exterior surfaces.

She brought up again a fact familiar to many that iron, the nutrient in shortest supply in American diets and that liver is abundantly supplied in it, probably the richest food source. Liver is also relatively cheap, waste-free, quickly prepared and a source of several nutrients besides iron. Unfortunately, many people find it distasteful.

In her demonstration, Ruth prepared more than half a dozen dishes, all of which we happily sampled at lunch. Some of the recipes follow:

Savory Pot Roast

With Sour Cream Gravy

The first blade pot roast cut

13 to 4-pound beef blade pot roast

3 tablespoons cooking fat

1 beef bouillon cube

1 cup boiling water

1/4 cup catsup

1 tablespoon Worcestershire sauce

1 tablespoon instant minced onion

2 teaspoons salt (or less to taste)

1 teaspoon caraway seeds

1/4 teaspoon pepper

1 (4 1/2 ounce) can mushrooms

1/4 cup flour

1 cup sour cream

Cooked noodles

Slowly brown meat in the hot cooking fat in a large frying pan or Dutch oven. Pour off the fat; discard.

Crush bouillon cube; dissolve in the boiling water. Add catsup, Worcestershire, onion, salt, caraway and pepper. Add to meat, cover and cook slowly on a surface burner for 2 to 2 1/2 hours. Remove meat to a warm platter; keep warm.

Drain mushrooms; reserve liquid. Add enough cold water to the mushroom liquid to make 1/2 cup. Blend in the flour.

Stir into the pan drippings; simmer, stirring, till mixture is smooth and thickened.

Add mushrooms. Remove gravy from the heat; stir in the sour cream. Serve with the sliced pot roast and noodles.

Yield: 6 to 8 servings.

BEEF BREAKFAST BUNS

Ruth suggests the following combination of refrigerator biscuits and ground beef for breakfast. The buns, highly appealing to youngsters, also fit into patios and informal buffets. They may be made ahead and refrigerated or frozen. Reheat in the oven, toaster oven or microwave. In mixing makes ground beef tough.

1 pound ground beef

1 envelope onion soup mix

1/4 teaspoon thyme

2 cans (10-ounce) large refrigerated biscuits

2 tablespoons wheat germ

Sprinkle soup mix and thyme over beef; stir in catsup.

Separate biscuits and flatten each to 3 1/2 inches in diameter.

Sprinkle about 1/4 teaspoon wheat germ on half the biscuits (10) moisten edges with water.

Top wheat germ with 2 tablespoons beef mixture.

Cover with remaining biscuits; press edges together to seal.

Place on ungreased baking sheets; bake in a preheated 400-degree oven for 20 minutes, or until lightly brown. Serve immediately.

BEEF SAUSAGE

2 pounds ground beef

2 teaspoons salt

1/4 teaspoon pepper

Dash thyme

Sprinkle seasonings over beef; mix lightly but thoroughly. Shape into a roll 2 inches in diameter, wrap in wax paper and chill in refrigerator overnight.

Cut 1/2-inch slices from roll; cook slowly on grill or in frying pan, turning to brown both sides of patties.

Yield: 6 servings of 3 patties each.

Note: For longer storage, wrap and freeze roll. Or cut in patties, package with double thickness of freezer wrap between patties and freeze.

When ready to use, defrost roll in refrigerator or remove number of patties needed and cook without defrosting.

SUPPER LIVER SLICES

1 1/2 pounds beef liver, sliced 1/2 to 3/4 inch thick

1 cup fine bread crumbs

2 teaspoons paprika

1 teaspoon minced parsley

1/4 teaspoon salt

1/4 teaspoon pepper

1/2 cup Thousand Island dressing

Place meat on preheated

broiler rack. Broil 4 to 5 inches from source of heat, turning brown both sides. Baste often with the marinade. Length of time depends on how thick the steaks have been cut. Serve rare, adding salt and fresh ground pepper to taste.

Count on 3 to 4 servings from a pound of top-round steak, 2 servings from a pound of blade steak.

Yield: 6 servings.

BROILED BLADE AND TOP ROUND STEAKS

In my own kitchen, I recently marinated overnight a top-round steak and blade steaks cut from the chuck, then slowly broiled them to the rare stage, basting them often with the marinade. I was surprised at their tenderness — not so tender, of course as a filet, but nevertheless deliciously acceptable. I made the marinade as follows:

1/2 cup fresh grapefruit juice

1/3 cup oil

2 tablespoons minced onion

1 crushed garlic clove

1 teaspoon soy

1 teaspoon Worcestershire

Combine the ingredients; cook slowly for about 5 minutes, stirring to blend.

Place meat in a plastic bag; add the marinade, press out the air, tie securely and refrigerate overnight. Turn bag once or twice.

Place meat on preheated

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Combine crumbs, paprika, parsley, salt and pepper.

Spread liver on both sides with the dressing. Dip in crumbs and cover all over. Arrange on a greased jelly roll pan.

Bake in a preheated 400-degree oven for 12 to 15 minutes, or until lightly browned. Serve immediately.

Yield: 6 servings.

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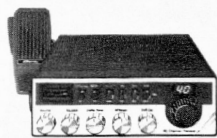
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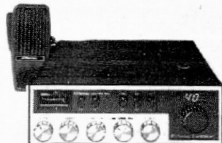
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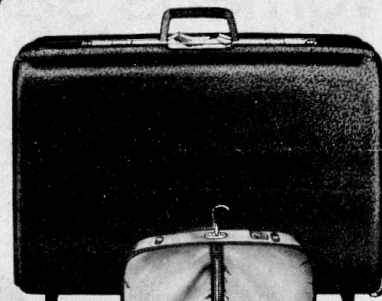
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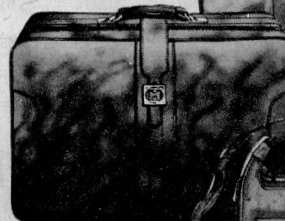
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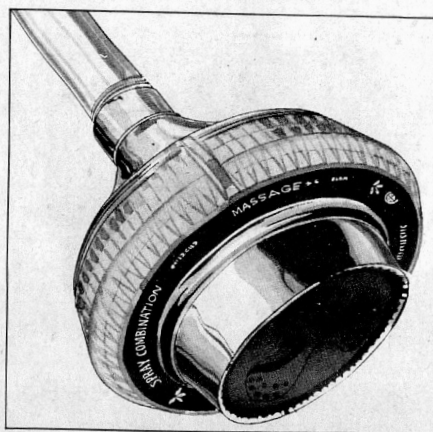


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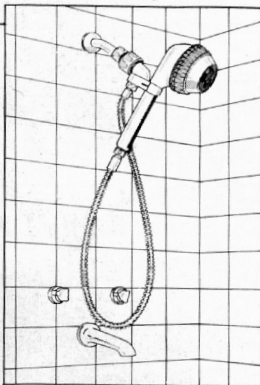
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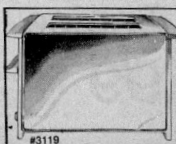
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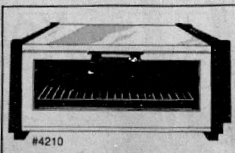
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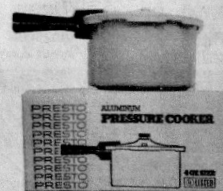
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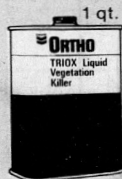
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