

THE KIVA'S



FALL SALE



We've Moved to 11th and Olive

	Reg.	SALE
GINA MARIE CREAM CHEESE.....	\$2.35	\$2¹⁵ LB.
DANISH CREAM HAVARTI.....	\$3.09	\$2⁷⁹ LB.

PRODUCE		
ORGANICALLY GROWN BARTLETT PEARS.....		35¢ LB.
#1 MEDIUM MUSHROOMS.....		\$1⁹⁹ LB.
ORGANICALLY GROWN #2 JUICING CARROTS, 25-Lb. Bag.....		\$5⁴⁹ EA.

VITAMINS		
Nature's Life Time Release VITAMIN C, 1500 mg. 100 Size.....	Reg. \$8.25	SALE \$6⁹⁵ EA.
ENERGEN 30 Size PAC-A-VITE STRESS.....	\$12.75	\$10²⁵ EA.

GROCERIES		
HAIN COLD PROCESSED MAYONNAISE, 24 Oz. \$1.95	Reg. \$1.69	SALE \$1⁶⁹ EA.
BIEN PADRE 16 OZ. TORTILLA CHIPS.....	\$1.89	\$1⁵⁹ EA.
28 OZ. ASANTE MINERAL WATER.....	.85 ea.	75¢ EA.

BULK FOODS		
SHELLED 1/2's & PIECES PECANS.....	\$4.27	\$3²⁹ LB.
ORGANICALLY GROWN RAISINS.....	\$1.45	\$1²⁹ LB.
LECITHIN GRANULES.....	\$3.19	\$2⁹⁹ LB.
CASHEW PIECES.....	\$2.49	\$2¹⁹ LB.
ROMANZA OLIVE OIL.....	\$2.19	\$1⁸⁹ LB.
COLUMBIA GORGE TRAIL MIX.....	\$2.05	\$1⁷⁹ LB.
NATIONAL QUICK OATS.....	.32	.25 LB.
MOORE'S ORGANICALLY GROWN WHOLE WHEAT PASTRY FLOUR.....	.27	.23 LB.
NATURAL FOOD STORE PEANUT BUTTER.....	\$1.25	\$1⁰⁹ LB.
ZIMBABWE COFFEE.....	\$4.60	\$3⁹⁹ LB.

SALE SEPT. 21st THROUGH OCT. 1st

FREE PARKING
OPEN 10-7 Mon.-Sat. CLOSED Sun.



THE KIVA

BOOKSELLERS • GROCERS
WINE MERCHANTS

125 W. 11th, Ave., Eugene, 342-8666

Shoppers: don't lift carts

Stores frown on shoppers 'borrowing' shopping carts

By Brenda Thornton
Of the Emerald

There's nothing quite like that first shopping spree on your own. Aisles and aisles of goodies tempt and tantalize. T-bone steaks, salmon fillets, ice cream and Oreos slowly crowd your shopping basket.

While the bill may bowl you over, an even more staggering problem presents itself once through the check-out counter: how to get the goods to where you're going. The obvious solution is to literally cart them home.

"If shoppers even pause to think about taking the shopping carts, they don't consider it theft," says Dale Turpin, manager of McKay's Market, 1960 Franklin Blvd. "Few carts are out and out stolen, but if they aren't returned, the end result is the same."

According to Turpin, that "end result" is replacement of missing and damaged carts, or paying employees to round up the stray shopping baskets. With about 100 carts lost per year at an average of \$95 a cart, the thievery becomes more than petty.

"Ultimately the consumer ends up paying the bill," Turpin notes. "And some days we can't hardly operate because there aren't enough carts."

With the return of University students, Turpin predicts an increase in pilfered carts.

"We patrol the dorm areas on a weekly basis," Turpin says. "But it's not just a student problem. We find carts in alleys and streets within about a 15-block radius of the store."

Besides posting signs and giving verbal instructions to leave carts on McKay's premises, Turpin says that he hesitates to try harsher precautions.

"I spend tens and tens of



Photo by Jeff Bernard

Some people forget that taking your groceries home in a store's shopping cart is theft.

thousands of dollars trying to get shoppers into the store. I don't want to drive them away," Turpin says.

Safeway stores, including the one at 145 E. 18th Ave., have turned this Catch-22 into a marketing advantage. According to Bridget Flanagan, public relations director for Safeway, the chain "provides the carts as an extra service to our customers. We post signs that say 'use them, but bring them back.'"

"We never consider it (taking carts) stealing," Flanagan says.

"But some people do forget to bring carts back. So we encourage the public to let us know where the carts are."

Flanagan admits this open-cart policy still presents problems like those faced by stores with stricter regulations. Many carts never return.

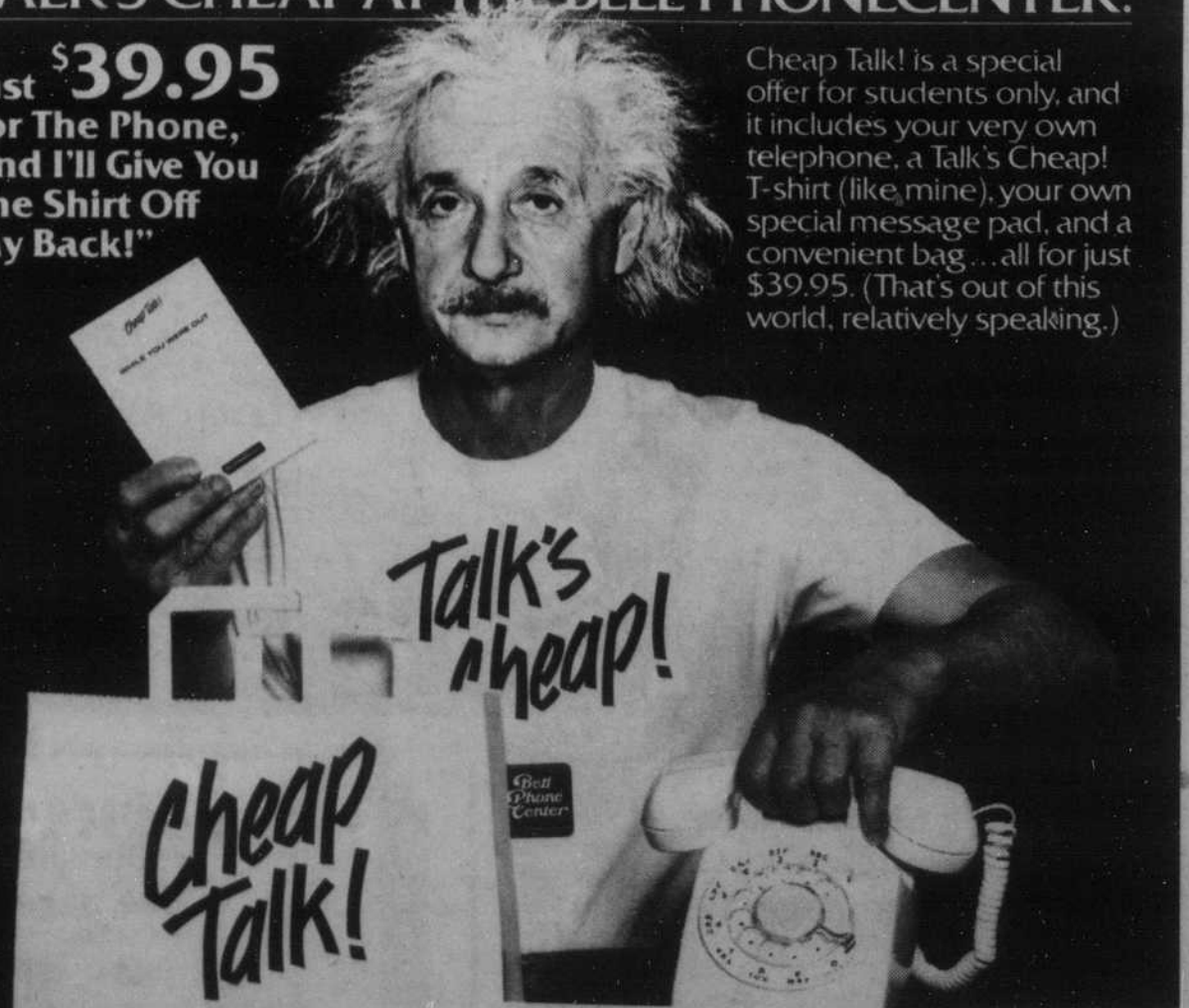
"We hope that people won't use them for barbecue pits and laundry baskets," Turpin says. "People just need to be made aware of the inconvenience caused by a shortage of carts."

STUDENTS!

TALK'S CHEAP AT THE BELL PHONECENTER.

"Just **\$39.95**
For The Phone,
And I'll Give You
The Shirt Off
My Back!"

Cheap Talk! is a special offer for students only, and it includes your very own telephone, a Talk's Cheap! T-shirt (like mine), your own special message pad, and a convenient bag... all for just \$39.95. (That's out of this world, relatively speaking.)



YOU COULD WIN A NEW FORD MUSTANG CONVERTIBLE.
Visit your nearest participating Bell PhoneCenter and enter the Bell PhoneCenter Talk's Cheap sweepstakes.* You could win a new FORD MUSTANG CONVERTIBLE, an Apple //e computer, a Kenwood stereo component system or a 3-album record collection. No purchase necessary.

* Full details and entry forms are available at your participating Bell PhoneCenters. No purchase required. Void in the state of Washington and wherever prohibited by law. Open to college students registered at time of entry on a full-time or part-time basis at any U.S. College or University. Residents of Ohio ONLY may receive an entry form and full details by sending a self-addressed, stamped envelope to Bell PhoneCenter Entry Request, P.O. Box 4434 R. Blair, Nebraska, 68009. Limit one request per envelope. Requests must be received by September 30, 1983. Sweepstakes ends October 31, 1983.