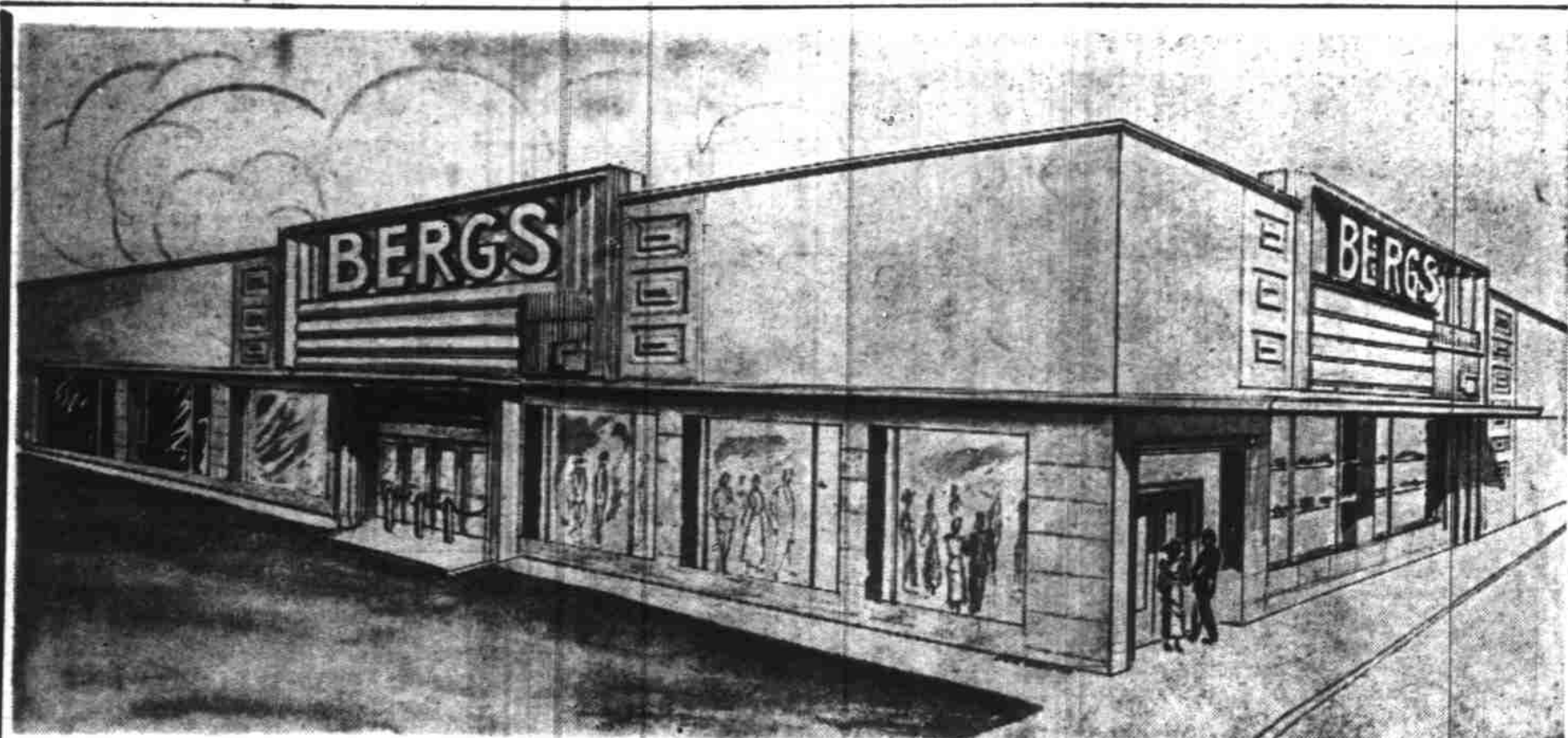




YOUR RESPONSE TO OUR OPENING WAS REALLY WONDERFUL

Thousands of people jammed our new store, inspected our ultra modern equipment, and went away thoroughly satisfied that our store is one of the finest in the Pacific Northwest. It was truly a thrill for us to play host to that large gathering of friends.

ALL DEPARTMENTS SAY!

"THANK YOU!" GROCERIES

Grocery brands that you all know, conveniently located to permit easy selection . . . that's just one of the reasons people enjoy shopping at Bergs.

5 lb. TASTY PAK

DARK SYRUP 25c

KRAFT

Velveeta Cheese 2lb. 79c

Berg's Blue Ribbon

COFFEE

lb. **47c**

Berg's Red Ribbon

COFFEE

lb. **40c**

OREGON

Apple Butter 3 Cans 25c

Palmolive Soap 3 for **25c**

Cashmere Bouquet Soap 2 for **19c**

SUPER SUDS Pkg. **27c**

PEET'S GRANULATED SOAP 35-oz. pkg. **35c**

CRYSTAL WHITE SOAP 3 bars **19c**

ONION - SHRIMP - TOMATO

Vettes pkg. 25c

The Sensational New Chip

Hunt's 5-oz. Can

FRUIT COCKTAIL 17c

Orange Juice

STANDBY 46-oz. can **29c**

Rancho Soup

Pea and Asparagus 4 cans **35c**

PREM 39c

Swiftning 3 lbs. 79c

Between Capitol and 12th on Center

THANK YOU -
DELICATESSEN



MYRTLE LIUDAH
Manager of Our Catering Department

We Specialize in

Home Made

- SALAD • JELLOS
- PASTRIES

"Thank You—"

BAKERY

SMALL SOCIETY

Easter Eggs

39c lb.

Hot Fresh Bread

Every Day at 4 p.m.

"Thank You—"

Ice Cream Dept.

SWEDISH

PACKED

ICE

CREAM

49c Qt.

Brick 37c

FREE PARKING

FOR

300 CARS!

NO CONGESTION!

SALEM'S MOST MODERN FOOD MARKET

THANK YOU— MEATS

Meats displayed in self service counters. You know it's good meat . . . because you can pick it up and feel it, examine it closely . . . and you know exactly what its weight and price is. Every package plainly marked.

PURE FRESH
GROUND BEEF lb. **39c**
(Wrapped Without Waiting)

ROLLED PRIME
ROAST Steer Beef, lb. **59c**

AGED WISCONSIN
CHEESE lb. **79c**

ARMOUR'S
Bacon Squares lb. **29c**

THANK YOU— PRODUCE

A wonderful selection of fruits and vegetables kept constantly fresh by refrigerated fog . . . they are always fresh, crisp and tasty.

FRESH
Green Beans 2 lbs. **29c**

FLORIDA PINK
Grapefruit 3 for **29c**

CALIFORNIA
Asparagus 2 lbs. **25c**

FRESH
RADISHES Bunch **3c**

BERGS