



# YOUR INVITED TO SALEM'S CHRISTMAS

## A Carload of Savings From SWIFT! A Store Full of BERG'S Bargains! AND A Sleigh Full of FREE Christmas Gifts From SANTA!

**FREE FREE**  
**1ST PRIZE** A BIG TOM TURKEY PLUS A GIANT BAG OF GROCERIES!!!  
**2nd Prize** A YOUNG HEN TURKEY PLUS A BIG BAG OF GROCERIES!!!  
**3rd Prize** A SWIFT'S PREMIUM HAM PLUS MORE GROCERIES! I

**AND!!!** 21 MORE HEAPING BOXES OF GROCERIES FOR MORE FOLKS

**COME IN AND ENTER OUR KANDY KONTEST!! FUN TOO!**

**Societe Boxed Candy** **B-DECKS**  
Huge Assortment **\$1.50 To \$10.00** Candy Cake Decorations **15¢**



### SWIFT'S PREMIUM HAM

Mild Sugar-Cured!  
10 to 18 Lb. Sizes . . . . . **LB. 49¢**

NO SALES TO DEALERS—LIMIT 1 TO A FAMILY — HALF OR WHOLE

MORRELL'S—SMALL, LEAN

**PICNICS** lb. **39¢**

U. S. GRADE "A" GOVERNMENT INSPECTED

**STEER BEEF SWISS STEAKS** LB. **98¢**

ARMOUR'S LEAN—SUGAR-CURED

**SLICED BACON** LB. **39¢**

- Gold Seal Turkeys
  - Oven-Ready Ducks
  - Eviscerated Geese
  - Colored Roasting Hens
  - Pan-Ready Fryers
  - Cut-up Rabbits
- Order Now For Best Selection

#### PENNY-WISE—THE WISE OLD OWL'S CORNER



5-OZ. SEA BEACH  
**Jumbo Shrimp**  
**42¢**

FOR YOUR TURKEY DRESSING  
4 1/4-OZ.—40-FATHOM

**COVE OYSTERS**  
**37¢**

NO. 3—ELSINORE  
**SWEET POTATOES** **25¢**

12-OZ.—TEA TIME  
**MARSHMALLOWS** **19¢**

NO. 1. BERKELEY—EX. LGE.  
**RIPE OLIVES** **25¢**

15-OZ. SHARP'S—Rum & Butter  
**TOFFEE** **69¢**

CALIFORNIA GENUINE

**CALAVOS** Ready To Use Ea. **10¢**

FRESHIE BRAND—PASCAL VARIETY

**Celery Hearts** Cello Pack **19¢**

SWEET AND JUICY

**FLORIDA TANGERINES** 4-LB. BAG **59¢**

RUDOLPH SEZ . . .



"MOST WONDERFUL  
FRESH GARDEN PATCH  
I EVER GOT INTO!"

SNOBOY QUALITY  
RED DELICIOUS

**APPLES** 2-LB. PACKETTES **19¢**

LOCAL GROWN

**BROCCOLI** 2 FOR **29¢**  
Large Bunches

**Oranges by the Case**  
CALIFORNIA CHOICE **\$5.98**

CALIFORNIA SUNKIST **\$6.98**

MAKE A DELICIOUS CAKE!  
ADD NOTHING BUT WATER

**CINCH MIX**

DEVILS FOOD MIX <b>39¢</b>	SPICE CAKE MIX <b>39¢</b>
WHITE CAKE MIX <b>39¢</b>	CORN BREAD MIX <b>29¢</b>

All of us here at Bergs wish to thank you Mr. and Mrs. Salem for your friendliness and patronage this past year.  
**MERRY CHRISTMAS!!!**

### FANCY PEANUTS

5-LB. LOTS **29¢** lb.  
10-LB. LOTS **27¢** lb.



#### SOCIETE BUTTER CREAMS

- SOCIETE RADIO MIX
- SOCIETE ROYAL MIX
- SOCIETE SATIN FINISH MIX
- SOCIETE 100% FILLED MIX
- SOCIETE RAINBOW MIX
- SOCIETE CHOCOLATE DROPS
- SOCIETE MILK CHOCOLATE DROPS
- SOCIETE ALL-SEASON BRIDGE MIX
- SOCIETE JELLY BEANS
- SOCIETE MONSTER GUM DROPS
- SOCIETE NUT TAFFY
- SOCIETE ORANGE SLICES
- SOCIETE PEANUT BRITTLE
- NOT SOCIETE SANDED MIX

You Enter the Kandy  
At the Biggest Candy Disp  
Swell Prizes—Lotsa Pri

You Always \$a  
Berg's — But Th  
Really Break Al  
Hopes And  
Right Here  
Christmas  
For Yo

7 1/4-OZ. BUMBLE BEE  
FANCY DUNGENESS  
**CRAB MEAT**  
**69¢**  
16-OZ. HERSHEY  
Chocolate Syrup  
**18¢**

*Greater* **VALUES** *Greater* **SAVINGS!**

**BERGS**

HOME OWNED AND OPERATED

Open Daily  
8 A.M. to 10 P.M.