

We Are Forced To Expand—You Save!



A PAGE for Thrifty SHOPPERS



FREE CANDY
Bars for All Kiddies accompanied by their parent or guardian on Saturday

BISCUIT MIX
FISHERS—Large Pkg. **15c**

Powdered SUGAR
C. and H. Quality—3 Lbs. **16c**

It had to come! BIGGER AND BETTER FOOD MARKETS — That we might serve you faster—and with more ease and efficiency. Full measure—quality—service and low price, plus honest merchandising methods—consistently exercised—will have its reward—NOW—We are proud to present to you the equal of anything in the northwest. Come in and celebrate with us:

Broadway and Olive Store
PHONE 1-8-1-5

2 STORES TO SERVE YOU

Broadway and Oak Store
PHONE 2-1-8

FREE COFFEE
And cakes will be served those who visit our stores Saturday.

DRIFTED SNOW
or FISHER'S BLEND—
FLOUR 49. Lb. Bag **\$1.69**

BROWN SUGAR
C. and H. Quality—3 Lbs. **14c**

PREM. Chocolate 1/2-Lb. Cake .. **10c**
Rockwood's is Better

MEATS - FISH - SEA FOODS
We have spared no expense in making "Eugene's Finest Meat Markets" still finer and more elaborate. Enlarged quarters enable use to serve you quickly and efficiently. The usual "quality meats" will prevail at fair prices. A new fish and sea food department will offer tempting variety to jaded appetites. Come in and see for yourself.

VEAL ROAST Choice Milk Fed lb. ... **15 1/2c**

VEAL STEAK Shoulder Cut lb. ... **18 1/2c**

LEG O' LAMB Small Size lb. ... **18 1/2c**

LAMB ROAST Shoulder Cuts lb. ... **13 1/2c**

Lamb Chops Loin and Rib lb. ... **17 1/2c**

BREAST O' LAMB lb. ... **9 1/2c**

BEEF ROAST
CHOICE STEER BEEF Lb. ... **11 1/2c**

SALMON Half or Whole lb. ... **15c**

HALIBUT Half or Whole lb. ... **11 1/2c**

LING COD Whole or Half Lb. ... **9 1/2c**

LIVER SAUSAGE BOLOGNA FRANKFURTERS Lb. **17 1/2c**

SHORTENING 4 lbs. **49c**

PICNICS Small Size Lb. ... **18 1/2c**

BROOMS Our Leader Oregon Made Each **35c**

PANCAKE FLOUR Fisher's No. 10 Bag **39c**

NUCOA—Lb. **17 1/2c**
The Genuine

CHEESE Lb. **13c**
Oregon Full Cream—

JAMS Kerr Quality 2-lb. Jar **25c**

OREGON Walnuts Large Oregon Soft Shell POUND **15c**

TOMATO SAUCE Del Monte—Can **5c**

CALUMET BAKING POWDER 1-lb. can **23c**

POSTUM CEREAL—Pkg. **19c**

CANDY BARS—Bigger Finer Ass'tment 3 bars **10c**

PEN JEL—Pkg. **10c**

CLEANSER—Lighthouse, 2 cans **5c**

FREE DELIVERY 4 TIMES DAILY

Quality

SARDINES
For the Lunch Can **3 1/2c**

JELL-WELL—Pkg. **5c**
New Cube Flavored

LIME RICKEY—Large 28-Ounce Bottles—Pale Face Quality— **19c**

ZEE TISSUE—4 rolls **15c**
Soft Quality

JAR RUBBERS—Doz. . **3c**
New Red Lipped

DASH
GRANULATED SOAP—2 1/2 Lb. Pkg. **15c**
(SAT. ONLY)

WAX PAPER—40-ft. rolls **4 1/2c**

RIPE OLIVES—Tall cans **12 1/2c**

SODA A. & H. Quality Pkg. **7c**

SALT Leslie Best 1 1/2-Lb. Pkg. **4c**

Grapefruit Juice—No. 1 tin .. **9c**
Del Monte For Health—

RITZ—Lb. Package **23c**
The Cracker Supreme—

CATSUP Yolo Select Large Bottle **10c**

AIRWAY Coffee Lb. **15c**
1st Choice of Millions—(Friday & Saturday Only)

Pineapple 2 No. 2 Tins **25c**
Hills Dale Matched Br. Slices

FRUITS and VEGETABLES
Here we offer you the most massive and beautiful display of produce ever presented in the Eugene trading area—A larger department—all new and modern equipment—in fact every facility to serve you better, faster, more economically and pleasantly.

BANANAS
Fancy Firm Golden Ripe 4 Lbs. **17c**

LETTUCE—3 Heads. **10c**
Select Oregon Grown—

CUCUMBERS—For slicing—Each **3c**

CARROTS—Smooth—Tender 3 Bunches **8c**

Radishes, Green Onions All Oregon Grown— 2 Bunches **7c**

Oranges
Sunkist Medium Size Doz. **25c**

SPINACH—Tender, Green, 3 lbs. **8c**

Tomatoes
Fancy Red Slicing 3 Lbs. ... **21c**

New SPUDS—10 Lbs. .. **19c**
U. S. No. 1 White Shafter—

Lemons Doz. **13c**
Large Sunkist For Complete Satisfaction—

Cantaloupes Large Jumbo 45s 2 For **15c**

PEETS 3 For .. **49c**
Granulated Soap—Large Pkgs.

SUGAR 10 Lbs. **49c**
Purest Fine Cane Granulated—Back (100 lbs.) \$4.75—GUARANTEED—For Any Canning, Cooking or Table Use.

CERTO—Bottle **23c**

GRAPE-NUT FLAKES—Pkg. **8c**

SOUP—Van Camp's Tomato, can **5c**

KRAUT—Dia. A., No. 2 1/2 tins **10c**

FLAPJACK FLOUR—Large pkg. **17c**

CIGARETTES—Luckies, Camels, Chesterfields, 2 pkgs. **21c**

SAFEWAY STORES