

JUST ARRIVED! - TONS OF QUALITY FOODS - FOR BETTER MEALS!

# STATION Sale

**THE TREATS TO EAT FROM CORN-OATS & WHEAT**

2 Pkgs. **29c**

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Top Off Your Cereal with Fruit Cocktail It's Delicious

**WELCH'S FRUIT COCKTAIL** **32c**  
1 lb. 14 oz.

**WELCH'S YELLOW CLING PEACHES**  
2 for **49c**  
1 lb., 13 oz.

New Taste  
Thrill on Cereals

**"AROUND THE CORNER"**  
By Dick Eckley

This is what we at Bergs are calling the "S & W" week-end. From what I can gather this is the story of S & W Fine Foods, Inc. More than fifty years ago, in San Francisco, a thoughtful man had an idea. He had observed where there was a difference in canned goods labels, they were meaningless. The customer or buyer could never be sure of uniformity of quality. This then was his idea: He resolved to make a label mean something. Something fine that would never retreat, never compromise, never change and never fail. A label that would always mean "the best obtainable is inside this container." That man was the founder of S & W Fine Foods, Inc. The best or nothing was his policy, and the S & W green label is today the pledge and guarantee of that policy.

**Produce**

100% Self Service  
Everything is Cellophane Packaged for Your Protection

**FIELD GROWN FRESH TOMATOES**  
2-Pound Basket  
**39c**

**ROSE QUALITY SUNKIST ORANGES**  
8 Pound Shopping Bag  
**79c**  
Fine for Juice or Eating

**CELERY**  
Large Bunch  
**19c**  
Bergs is famous for having fine crisp celery

**SOLID HEAD LETTUCE**  
2 Large Heads  
**25c**



KAY WEST

This, ladies and gentlemen, is Kay West. Kay is the very popular women's program director for Station KEX of Portland. She will make a direct broadcast from this store next week. Watch your local papers for details.

## S&W Gold Star SALE

FINEST FOR 50 YEARS ★ FINEST IN '50!

- S&W BEANS** Oven 16 oz. .... 17c  
Baked 28 oz. .... 27c
- S&W Brown Bread** 9 oz. .... 15c  
1 lb. .... 23c
- S&W BEANS** Fancy Whole 303 Red Kidney ... Tin **15c**
- S&W Cocktail** Vegetable 12 oz. **2/25c**  
Juice 46 oz. **37c**
- S&W Spinach** Extra Fancy Tender No. 2 tin **19c**
- S&W CORN** Gold. Cream 10½ oz. **2/29c**  
Young Sweet 16 oz. **2/35c**
- S&W CORN** White Cream Young Sweet . 16 oz. **21c**
- S&W BEANS** 2-Sieve Green Julienne No. 2 tin **34c**
- S&W CORN** Golden Sweet Whole Kernel, No. 2 **21c**
- S&W BEETS** Tender Red Shoestring. . No. 2 tin **16c**
- S&W Catsup** The Finest 14 oz. bot. 2 for **39c**
- S&W Sardines** Fillets Au Natural, 8 oz. tin **25c**

**S&W Fruit Cocktail**  
No. 1 Tin **23c**

**S&W MIXED NUTS**  
At This Low Price 1 lb. **33c**  
Cello

**S&W APRICADE**  
Delicious Anytime 12 oz. Tin **2/27c**  
46 oz. Tin **39c**

**S&W PEAS**  
Medium 3 Sieve Pic., tin **27c**  
2 for No. 303 **39c**

**S&W ASPARAGUS**  
Green Point Fine for Salads Pic. Tin **35c**  
No. 2 Tin **47c**

Better coffee every time...  
**S&W COFFEE**  
1 lb. .... **75c**  
2 lbs. .... **1.47**  
Demonstration Fri. and Sat.

Come in and have a cup of this fine Mellowed Coffee.

**Del Monte TOMATO JUICE**  
46 oz. can **25c**

**RITZ CRACKERS**  
1 Pound **25c**

The Best Is None Too Good for Our Customers

## Meats



**SWIFT'S YOUNG TENDER GROWN FRYERS**  
per. **69c lb.**  
Pan-Ready—Cello Wrapped

**SWIFT'S BROOKFIELD LINK SAUSAGE** . . . . . lb. **49c**  
The Sausage with the "Just Right" Flavor

**FILLET OF RED SNAPPER**  
per **29c lb.**

**FRESH PACIFIC OYSTERS**  
per **59c pt.**

**NEBERGALL'S OR SWIFT'S HAMS** . . . . . lb. **49c**  
Tenderized—Short Shank . . . Half or Whole

- PALMOLIVE** Reg. 2 for **15c**
- PALMOLIVE** Bath **10c**
- Cashmere Bouquet** 3 for **23c**
- Cashmere Bouquet** 2 for **23c**
- SUPER SUDS** **25c**
- VEL** **25c**
- FAB** **25c**
- PEETS** **35c**
- AJAX** 2 for **25c**

# IN SALEM IT'S BERGS' FOR QUALITY FOODS

# BERGS

OPEN  
8 A.M.  
TO  
10 P.M.  
DAILY