

TO OUR CUSTOMERS with LOVE

VALENTINE of VALUES



Customers are our favorite people. We love them all dearly—and we woo their patronage with the mighty sweet savings in this great big Valentine of Values. Every fine food in it is a real honey for the money—a top quality food at a real low price! So—for hearty good eating... at prices that have a heart for your budget... get to know Bergs—a sweetheart of a market!

FRESH CANDY
FAMOUSLY FRESH CANDY BY
SOCIETE
For Your Valentine Give The Finest Money Can Buy — Give Societe!
HEART BOXES
A Price Range to Fit Everybody's Purse! From 49c to \$5.00
BULK CANDY
VALENTINE
Bridge Mix 1b. 43c
JELLY GUM HEART
33c pound
Cinnamon Hearts
39c pound
Many More to Choose From At Our Counter

FARM FRESH GRADE A
LARGE EGGS
49¢ Doz.

Coffee Dept.
Want a cup of very fine coffee? This weekend we will be demonstrating Manning's Coffee so be sure and get your cup.
MANNINGS COFFEE
Drip or All-Purpose Grind. Per Pound **87¢**
"Grind It Yourself"
BERG'S COFFEE
Blue Ribbon **81¢**
Red Ribbon **77¢**

IVORY SOAP Med. Size Bars **7¢**

Self-Service Meats
WORLD FAMOUS—12 TO 14 POUND AVERAGES
MORRELL'S HAMS PER POUND **57¢**
Shank Halves Just 55c lb.
U. S. GRADES CHOICE OR GOOD
CHUCK ROAST Well Trimmed Per Pound **49¢**
A HOME TOWN PRODUCT TO BE PROUD OF
SLICED BACON Cascade Fancy Per Pound **59¢**
ARMOUR'S STAR—COUNTRY STYLE
PORK SAUSAGE 1 Pound Cello Roll **39¢**
LEAN BONELESS U. S. STEER BEEF
BEEF STEW MEAT Pound **69¢**
U. S. GOOD QUALITY STEER BEEF
LOCKER BEEF Per Pound **45¢**

TREND SOAP Large Pkgs. All-Purpose Soap **15¢**
PUREX BLEACH ½ Gallon **29¢**
SNOWDRIFT SHORTENING 3 lbs. **89¢**
WESSON OIL All-Purpose 1 Quart **63¢**

Self-Service Produce
OUR PRODUCE IS GUARANTEED FARM FRESH. WE PACKAGE IT IN CELLOPHANE FOR YOUR PROTECTION.
SPRING RADISHES RED 3 bn. **14¢**
GREEN ONIONS 3 bn. **14¢**
ARTICHOKES FRESH GREEN 4 for **35¢**
AVOCADOS SHOBBY LARGE SIZE 3 for **39¢**
Finest Quality Imperial Valley
HEAD LETTUCE 3 for **29¢**
Extra Large Solid Heads — 2 for 29c
SEEDLESS NAVEL ORANGES
LOTS OF THEM — ALL SIZES — PRICED LOWER THAN ANY YOU'LL FIND IN OREGON

Greater VALUES Greater SAVINGS!
BERGS
HOME OWNED AND OPERATED

WE ARE NOTED FOR SELLING NATIONALLY ADVERTISED BRANDS AT COMPETITIVE PRICES!

MAYONNAISE Borden's 1 Quart **49¢**
SALAD DRESSING Borden's 1 Quart **39¢**
PEACH HALVES Hunt's No. 2½ In Heavy Syrup **25¢**
TOMATO CATSUP Dennison's 2 for **29¢**
CR. STYLE CORN Del Monte No. 303 **15¢**
PINEAPPLE JUICE Del Monte 46 oz. **25¢**
GREEN BEANS Santiam No. 303 **17¢**
MARGARINE Holiday 1 Pound **20¢**
PINEAPPLE Del Monte Crushed Tidbits Sliced—9-oz. cans 2 for **25¢**
BRICK CHEESE Hillcrest 2-lb. loaf **75¢**
AMERICAN CHEESE Borden's Processed 2-lb. Brick **89¢**
SUGAR PEAS Capitol No. 303 2 for **25¢**
TOMATOES Red 'n' Ripe No. 2½ cans **19¢**

PALMOLIVE REG. SIZE **3/25c**
PALMOLIVE BATH SIZE **2/25c**
Cashmere Bouquet REG. SIZE **3/25c**
Cashmere Bouquet BATH SIZE **2/25c**
SUPER SUDS **69c**
VEL **73c**
FAB **29c**
AJAX **2/25c**

Bakery Treats
SWEETHEART CAKES \$1.25
2 layer
BEAR CLAWS 2 for 15c
FRUIT ROCKS Oven Fresh Doz. **40c**

EGG NOODLES Parlor's 1 Pound **29c**
SWIFT'S PREM Luncheon Meat **43c**
BEEF STEW Halley's 15 oz. **37c**
SHRIMP Danny Boy 5 oz. Dr. Weight **33c**
TUNA Chunk Style No. ½ FLATS **29¢**
Solid Pack **33¢**



Arizona Desert Sweet
GRAPEFRUIT
Large 8-pound mesh bag
35¢ Each
2 for **69¢**

OPEN DAILY
8 A.M. TO 10 P.M.
CAPITOL SHOPPING CENTER
LOCATED IN THE