

SHOP and SAVE

at our **NEW YEAR'S SELLebration**

1954

WE WILL BE CLOSED NEW YEARS DAY
OPEN AGAIN SATURDAY

Every Day Low Prices

Flavorful Beverages
Bergs have always been known for their wide variety of imported and domestic beverages as well as being the Salem headquarters for party planners.

Holiday Foods

- IMPORTED CHEESES
- SMOKED OYSTERS
- CHEESE FLAVORED CHIPS
- COCKTAIL ONIONS
- COCKTAIL SAUSAGES
- ANCHOVY PASTE
- FILLETS OF ANCHOVIES
- PINEAPPLE FINGERS
- IMPORTED CAVIAR

RIGHT ALWAYS RESERVED TO LIMIT

SEEDLESS
NAVEL ORANGES

We have our truck running top speed hauling these oranges direct from the groves in California.

ANY AMOUNT **1c** EACH

Special Case Lot Prices on All Sizes and Quantities

CHEER Salad Dressing **20c**
Proctor & Gambles New Detergent LARGE PACKAGES LIMIT 2 PKGS.

Mayonnaise **39c**
BORDEN'S QUARTS LIMIT 2

FLOUR **49c**
BORDEN'S QUARTS LIMIT 2

10 lbs. 79c
PILLSBURY LIMIT 10 lbs.

U. S. GOOD or CHOICE GRADES
CHUCK ROAST
PER POUND **45c**

RATH'S QUALITY
SLICED BACON
PER POUND **55c**

U. S. GOOD and CHOICE GRADES
ROUND STEAKS
PER POUND **69c**

GROUND BEEF
GROUND FRESH DAILY
ONE POUND PACKAGES **35c**

WHITE STAR SOLID PAK TUNA 39c
WHITE STAR CHUNK TUNA 33c
RANCHER PRIDE NOODLES & TURKEY 29-oz. 49c
KRAFT CHEESE DINNERS 2 pkgs. 29c
HEINZ PLUM PUDDING 53c
HEINZ DILL PICKLES 37c

Mother for your baby
HEINZ BABY FOODS
NOW IN GLASS
ALL PURE MILK
2 cans **25c**

ALLSWEET DELICATE NATURAL FLAVOR 29c LB.	HAMBURGER SWIFT'S PREMIUM 49c CAN
SWIFT'S PREM READY TO SERVE 43c CAN	"FOR A BETTER START IN LIFE" SWIFT'S MEATS for BABIES 21c CAN
SWIFT'S PEANUT BUTTER THE FLAVOR YOU WILL FAVOR 12-OZ. JAR 34c	SWIFT'S PARD YOUR BEST FRIEND'S BEST FOOD 3 FOR 35c
SWIFTNING SWIFT'S SHORTENING 79c 3-LB. CAN	SWIFT'S CLEANSER 2 FOR 25c
JEWEL THE ALL PURPOSE SHORTENING 75c 3-LB. CAN	JEWEL OIL FOR SALADS—BAKE OR FRY 63c QT.

Bakery Treats

Cinnamon Sticks . . . Doz. **40c**

Bear Claws . . . 2 for **15c**

Dinner Rolls . . . Doz. **40c**

Pecan Rolls . . . Doz. **40c**

Cake Donuts . . . Doz. **29c**

PUREX
THE GENTLE LAUNDRY BLEACH

SAFER FOR LINENS BECAUSE IT'S PURE
AN EXCLUSIVE PUREX PROCESS REMOVES HARMFUL IMPURITIES

1/2 GAL. 30c

BERGS

"TWO LOCATIONS TO SERVE YOU"
1177 CENTER STREET, SALEM
4490 N. RIVER ROAD, SALEM

POTATOES
Field Graded No. 1 and 2's Mixed
25-LB. SACK
49c