

# WE TELLUM SIMPLE STORY



Most folks want to save time and save money—and they want to shop for groceries, meats and fruits and vegetables where they have large assortments of fresh, good quality items to choose from. We simply do our best to give most folks what they want. And we're continually planning new ways to help you more! We are Home Owned and Operated. Money spent with us stays in Salem.

## Every Day Low Prices

CAPITOL PEAS, 303 Cans	2 for 25¢
LIBBYS SWEET PEAS, 303 Cans	19¢
RITZ CRACKERS, 1 Pound Package	34¢
NABISCO GRAHAM CRACKERS, 1-Lb.	33¢
ARDENS DICED ICE CREAM, Quart	55¢
FREEZO FROZEN DESSERT, Quart	39¢
HUNTS FRUIT COCKTAIL, No. 2½	37¢
HUNTS PEACH HALVES, No. 2½	29¢
ELSINORE GOOSEBERRIES, 303 Can	31¢
DEL MONTE PEAR HALVES, No. 2½	39¢
DEL MONTE SLICED PINEAPPLE, No. 2	29¢
TASTY PAK APRICOTS, Whole Unpeeled, No. 2½	25¢
ELSINORE KODOTA FIGS, No. 2½	37¢
ELSINORE GRAPEFRUIT SECTIONS, 303	19¢
ELSINORE PUMPKIN, No. 2½	2 Cans 29¢
STEINFELDS SAUERKRAUT, 303	13¢
CAPITOL CUT ASPARAGUS, No. 300	19¢
HUNTS GARDEN SPINACH, No. 2½	18¢
SUCCESS CUT GREEN BEANS, No. 300	19¢
BLUE PLATE SWEET POTATOES, Serves 6	33¢
HUNTS WHOLE NEW POTATOES, No. 300	2 for 23¢
STANDBY TOMATOES, No. 2½	29¢
DEL MONTE STEWED TOMATOES, 303	21¢
ELSINORE GOLDEN HOMINY, No. 2½	19¢
VAN CAMPS PORK AND BEANS, 2½	23¢



**LIPTON  
Soup Mixes  
37¢**

**HALF PRICE!**  
Famous Powers Model  
**NYLONS**  
retail value \$1.50 a pair  
only **75¢**  
with yellow end-flap from  
**PARKAY MARGARINE**

**HI-WEST BRAND  
FROZEN  
PEAS**

Large  
Package **10¢**  
LIMIT 6 PACKAGES

**DEL MONTE  
CREAM STYLE  
CORN**

NO. 303  
CANS **17¢**  
**SUGAR PEAS**  
NO. 303  
CANS **21¢**

**DEL MONTE  
PINEAPPLE  
JUICE**

46-oz.  
Cans **28¢**

**ELSINORE  
GRAPEFRUIT  
JUICE**

46-oz.  
Cans **25¢**

## Farm-Fresh Produce

Self-Service Pre-Packaged Produce offers you these Outstanding Advantages . . . Prolonged Freshness—As in Bread. The Cello Wrap Seals in Freshness . . . And Cleanliness . . . Each Item is Carefully Inspected, Well Trimmed then Packaged. No Messy Trimming to be done at Home.

ECONOMY GRADE  
**POTATOES** **25** LBS. **49¢**

RED DELICIOUS  
**APPLES** PER BOX **\$1.98**

FANCY AND EXTRA FANCY  
**WINESAP APPLES** LESS THAN 15c POUND **4** LBS. **59¢**

CALIFORNIA SEEDLESS  
**NAVEL ORANGES** **5** LBS. **35¢**

U. S. NO. 1 GRADE  
**BOILING ONIONS** **10** LBS. **29¢**

GARDEN FRESH GREEN  
**BROCCOLI** LB. **15¢**

## Self-Service Meats

LEAN AND TENDER—U. S. INSPECTED PORK  
**PORK LOIN ROAST** Loin or Rib End LB. **59¢**

LEAN AND MEATY  
**PORK CHOPS** "Center Cuts" LB. **69¢**

**FRESH OXTAILS** PER POUND **15¢**

**FRESH BEEF HEARTS** POUND **29¢**

**LEG OF LAMB** POUND **79¢**

**BONELESS BEEF STEW MEAT** POUND **65¢**

**BEEF ROAST** Economy Beef POUND **45¢**

**MILD AMERICAN CHEESE** POUND **59¢**

**HEINZ TOMATO SOUP** 2 Cans **25¢**

**HEINZ CREAM OF MUSHROOM SOUP** 3/55¢

**HEINZ CHICKEN NOODLE SOUP** 3 Cans **55¢**

**TANG SALAD DRESSING** Quart **53¢**

**BEST FOODS MAYONNAISE** Quart **59¢**

**HUNTS TOMATO SAUCE** 8-oz. 3 Cans **23¢**

**DENNISONS CHILI SAUCE** 12-oz. Bottle **23¢**

LOG CABIN  
**MAPLE SYRUP**  
12-oz. Bottle **29¢**

**ALL  
DETERGENT**  
"For Automatic Washers"  
24-oz. 43¢ | 10 lbs. \$2.69

You've got a date  
7 to 8  
Turn on your PORCHLIGHT!  
Signal you'll give  
Join **MOTHERS'  
MARCH ON POLIO**  
TONIGHT



**LIPTON TEA**

THE "BRISK" TEA

48 Tea Bags **54¢**

½ lb. **49¢**

**Hoodys Peanut Butter** 12-oz. **35¢**

**Heins Honey** 2 Lbs. **53¢**

**Nalleys Cucumber Chips** 1-Lb. **25¢**

**PILLSBURY**

**PANCAKE  
MIX**

**10 lbs. \$1.05**

**HUNT'S QUALITY  
TOMATO  
JUICE**

46-oz.  
Cans **25¢**

**ELSINORE  
ORANGE  
JUICE**

46-oz.  
Cans **35¢**



**CAKE MIX** WHITE PKG. **29¢**

**DEVILS FOOD MIX** PKG. **29¢**

**YELLOW CAKE MIX** PKG. **29¢**

**BUTTERMILK  
PANCAKE MIX** Pkg. **15¢**

**Blueberry Muffin Mix** PKG. **27¢**



# BERGS

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