



# FINE FOODS FOR GOOD COOKIN'

PAY LESS-PARK EASIER at the NEW RIVERSIDE MARKET

**It's A Pleasure**  
to shop in the New White Store  
with an ALL NEW, Fresh Stock  
plus  
**MEDFORD'S LOWEST PRICES**  
OPEN 8:30 a. m. to 10 p. m.

**PAPER TOWELS** roll 10c  
**SPAM** genuine, 12 ounce can 34c  
**PEANUT BUTTER** lb. jar 27c  
SKIPPY CREAMY OR CRUNCHY

**LOST RIVER BUTTER**  
Now made by local Farmer's  
Co-op. Assn. Let's use this but-  
ter and back a local concern fea-  
turing a complete line of Southern  
Oregon Dairy Products.  
lb 49c

**TOMATO SOUP**  
RANCHO Can 6c

**INSTANT POSTUM**  
8-ounce size 37c  
4-ounce size 21c

**CAKE FLOUR**  
Soft as Silk Package 24c

**Special Sale**  
**CANNED VEGETABLES and Fruits**

PEAS, Garden brand, tender, sweet.... can 10c  
Case of 24 cans \$2.29

PEAS, Standby tender sifted ..... can 14c  
Case of 24 cans \$3.23

GREEN BEANS, Carnival brand..... can 12c  
Case of 24 cans \$2.83

PLUMS, fancy deluxe..... No. 2 1/2 can 17c  
Case of 24 cans \$3.98

FRUIT COCKTAIL, Del Monte..... can 29c  
Dozen cans \$3.47

PEACHES, Silver Mountain... No. 2 1/2 can 25c  
Dozen cans \$2.98

**FLOUR** 50-lb. \$2.38  
bag DRIFTED SNOW

Pancake Flour, 4 lbs. 31c  
Sperry 10-lb. bag 74c  
Cake and Pastry Flour  
Sperry 10 lbs. 43c

**BE KIND TO YOUR PETS WITH THESE FOODS**

Red Heart Dog Food, 3 for 25c  
Pard Dog Food ..... 3 for 29c  
Friskie Cubes, 5-lb. pkg. 49c  
Gaines Dog Kruncheon 5-lb. bag 49c

**Canning Specials!**

**JAR LIDS**  
Kerr Economy .... pkg. 19c  
Kerr Mason, reg., pkg. 20c  
Complete

**Jar Rubbers**  
Fit Ball Mason, 2 pkgs. 5c

**JARS**  
Kerr 1/2 Gal. doz. \$1.19  
Kerr Qt. ... doz. 75c  
Kerr Pt. ... doz. 65c

**FRUITCAKE** GAY NINETIES Nationally Advertised at \$2.09 OUR SPECIAL PRICE 1.69

**BLEACH** White Rose 1/2 gal. jug 19c

**POTATOES**  
Ready to bake, boil or fry. It's an every-day vitamin food that belongs in the balanced, nutritional diet of everyone.

Klamath No. 2  
50-lb. bag 79c

Klamath No. 1  
100-lb. bag \$2.98  
10 lbs. 33c

**MINCE MEAT** Brandywine lb 19c

**SALT** Arden's Shaker ea 7c

**PEANUT BUTTER** Rose Kist 2-lb. jar 39c

**OREGON MILK** Can ..... 9c  
Case... \$4.29

**HEMO** Jar 59c

**WATERMELONS**, fresh local ..... lb. 3c

**CAULIFLOWER**, fcy. snow white. ea. 19c

**Sweet Potatoes and Yams**, 3 lbs. 25c  
Smooth Selected Baking Size

Fcy. Flame Tokay Grapes, 2 lbs. 19c

Danish Squash, large smooth, each 5c

**The FINEST MEAT That Money Can Buy**

**PURE GROUND BEEF** lb. 19c

**Pure Pork Sausage** Swift's all pork, lb. 33c

**PORK CHOPS** Center Cuts lb. 40c

**Cheese lb. 32c**  
TILLAMOOK or KLAMATH

Govt. Inspected Grade A <b>BEEF ROASTS</b> Chuck <sup>Blade or Arm</sup> lb. 27c Rump ..... lb. 25c Short Ribs lb. 20c	Govt. Insp. Good and Choice <b>VEAL ROASTS</b> Bl. or Arm, lb. 28c Rump ..... lb. 32c Breast ..... lb. 21c
<b>STEAKS</b> Round ... lb. 40c Sirloin ... lb. 39c Rib <sup>7-inch Cuts</sup> lb. 34c	<b>Steaks and Chops</b> Loin Chops ... lb. 42c Rib or Sirloin Ch. lb. 39c Round Steak ... lb. 46c

**RIVERSIDE MARKET**  
WHERE YOU PAY LESS-PARK EASIER  
313-314 North Riverside Phone 2117

**COTTAGE Cheese Pint 17c**