



**PAY  
LESS  
AND  
PARK  
EASIER**

# RIVERSIDE WINS!

## WITH TOUCHDOWN VALUES YOU WIN

when you shop in this store with the **NEW FRESH STOCK**—and you **PARK EASIER** here

Store Hours 8:30 a. m. - 9 p. m.

**SUN MAID RAISINS** seeded, 15 oz. pkg. **15c**

**SOY BEANS** close out, No. 2 can **6 cans 25c**

**PAPER TOWELS** Belmont Snow White Roller Type **4 rolls 39c**

**TOILET TISSUE** 650 sheet roll, extremely soft **3 for 20c**

**DEL MAIZE NIBLETS** Plain Corn, 12-oz. vac. pack..... can 13c  
Mexicorn, 12-oz. vac. pack..... can 15c

### WINNING MEAT VALUES



#### Grade A and Choice BEEF

Finest Quality Meat Your Money Can Buy

<b>ROAST</b> lb. <b>28c</b>	<b>STEAKS</b>
<b>SHORT RIBS</b> lb. <b>19c</b>	RIB ..... lb. 34c
	T-BONE ..... lb. 48c
	SIRLOIN ..... lb. 39c
	ROUND ..... lb. 40c

#### CHOICE AA VEAL

For a Tender Treat Try This Perfect Meat

<b>Roast</b> lb. <b>30c</b>	<b>CHOPS and STEAKS</b>
<b>Breast</b> lb. <b>19c</b>	ROUND ..... lb. 48c
	T-BONE ..... lb. 42c
	RIB ..... lb. 39c
	LOIN ..... lb. 39c



If You Are Short of Points, We Can Help You

We have a large assortment of point free meats. Why go meatless when all of these point free items are available.

**PURE Pork Sausage lb. 37c**

**BEEF — Utility Grade — POINT FREE**

<b>ROAST</b> lb. <b>24c</b>	<b>STEAKS</b>
<b>SHORT RIBS</b> lb. <b>19c</b>	T-BONE ..... lb. 36c
	ROUND ..... lb. 32c
	SIRLOIN ..... lb. 29c
	RIB ..... lb. 28c

**PURE Ground Beef lb. 25c**

Assorted **LUNCH MEATS** lb. 36c  
Bulk **COTTAGE CHEESE** pint 19c  
Smoked **BEEF TONGUES** lb. 32c

Yes, we have plenty of **FRYING SIZE RABBITS** and **POULTRY**

### Cheddar CHEESE

Ladino, Tillamook, Klamath or Melowest **lb. 32c**



**YOU WIN**  
WHEN YOU BUY  
**Fruits & Vegetables**  
at the Riverside

**POTATOES**  
Klamath No. 2  
50 lbs . . . **69c**

### APPLES

Fancy Spitzenberg

3 lbs. **29c**



Tokay Grapes . 2 lbs. 19c  
Brussels Sprouts . 10c  
12-oz. Hallock

### CELERY

Utah Type Long green..... lb. **10c**  
White Bleached Type..... lb. **12c**

Ice Cream Melons lb. 5c



Use **NUCOA** for Shortening Save Points **lb. 27c**

**MATCHES**, strike anywhere..... 6-box carton 19c  
**MILK**, Oregon brand ..... can 9c; case \$4.29  
**WALNUTS**, new crop local, fancy quality ... pound 35c  
**FLOUR** GOLD MEDAL 50-lb. bag \$2.49; 25-lb. bag \$1.25  
**FLOUR** DRIFTED SNOW 50-lb. bag \$2.38; 25-lb. bag \$1.19  
**SUNSHINE KRISPY CRACKERS** .... 2-pound box 33c  
**CALUMET BAKING POWDER** ..... pound can 15c  
**BEST FOODS HORSE RADISH and MUSTARD**, jar 5c  
**EGG NOODLES**, Mrs. Porter's Frillets ..... lb. pkg. 19c  
**TOM. JUICE**, Del Rogue, 46-oz. can 19c; No. 2, 2 for 19c  
**PEANUT BUTTER**, Rose Kist ..... 2-pound jar 39c  
**RANCHO TOMATO SOUP**..... can 6c  
**STAY AS SILK CAKE FLOUR** ..... large package 24c  
**STALEY CUBED GLOSS STARCH** ..... 2 packages 15c  
**SUNBRITE CLEANSER** ..... 3 for 13c  
**CLOROX or PUREX** ..... 1/2 gallon jug 23c  
**GAINES DOG MEAL**..... 2-lb. pkg. 19c; 5-lb. pkg. 44c

### FRESH MILK

You will find an ample supply of Fresh Milk at all times at the Riverside Market. We handle all leading brands produced in this area and especially recommend that you use more milk and boost one of Southern Oregon's fastest growing industries.

### EGGS

Local Cooperative. Every egg guaranteed 100% strictly fresh. You are sure of the finest and freshest when you buy at Riverside.

## RIVERSIDE MARKET

WHERE YOU PAY LESS—PARK EASIER

313-314 North Riverside

Phone 2117