



PAY LESS and Park Easier at the NEW RIVERSIDE MARKET

SALMON Fancy Alaska Sockeye, This Is Truly A Quality Product . . tall can 47c
Alaska Pink, Fine For Salmon Loaf tall can 26c

Baker's Bitter Sweet CHOCOLATE pkg. 16c

SHORTENING We will have a large shipment of fancy quality shortening. Hydrogenated pure vegetable oil. This will go ON SALE FRIDAY MORNING.

MIXERS We Have A Good Supply of Tom Collins, Ginger Ale, Cola Mix, and Sparkling Water In Quart Sizes

VEGETABLE NOODLE
Betty Crocker
PEA SOUP
INGREDIENTS
3 PKGS. 27¢

BUY BOTH SOUPS!

POP CORN Extra fancy giant golden Get your halloween supply now 2 lb. 25c

PEANUTS Fresh Roasted 2 lb. 49c

APPLES Delicious Red and Sweet lb. 10c

ORANGES 288 Size Full o' Juice 2 dz. 39c

Apple Cider Pure Gal. 69c

NUCOA
NOW Containing 15,000 Units Vitamin A
Use it for shortening The points are the same
Lb. 27c

MORTON'S SALT Plain or iodized carton 7c

SWIFTS PREM Premium quality meat 12 oz. can 33c

MJB WHITE RICE 2 pound package 25c

PECANS Fancy new crop Georgia soft shell lb. 45c

PEAS No. 2 can 16c
Del Monte Early Garden

Pancake Flour pkg. 32c
Sperry 48 oz. pkg.

Lipton Soup 3 pkg. 25c
Chicken-Noodle

Shoestring Potatoes 2 Pkg. 25c
Spudette Brand

Soda Crackers 2 lb. pkg. 33c
Snow Flake

Hi Ho Crackers box 21c

Facial Soap 3 bars 23c
Woodbury

Sanitary Napkins 2 pkg. 29c
Hospital Brand

Sal Soda 2 1/2 lb. pkg. 15c

Attend Our Halloween Party Sat. Only
8:30 A. M. to 6 P. M.
FREE HAMBURGERS
WITH MORNING FRESH BUNS
To acquaint you with the quality of our ground beef. Come in and have a free hamburger and a cup of piping hot
ROYAL CLUB COFFEE
SERVED WITH SEGO MILK

SOFTSILK CAKE FLOUR
Party Cakes 25¢

PRODUCE

Cranberries fancy plump, full ripe lb. 29c

Cauliflower Snow White lb. 12c

Potatoes U.S. No. 2 Klamath Netted Gems 50 lbs. 63c

Celery Utah, tender, crisp lb. 10c

Onions U.S. No. 1, sweet Spanish 4 lb. 19c

Lettuce local, lg. solid heads ea. 10c

BABY FOODS
CANNED ALL VARIETIES

Gerbers 3 for 21c

Heinz each 8c

Standby 3 for 25c

CEREAL
Gerbers 2 pkg. 25c

THE FINEST MEAT THAT MONEY CAN BUY

Pure Ground Beef lb. 25c

Pure Pork Sausage lb. 39c

Beef Roast Made fresh daily Type 1 Grade A Sho. Round or Blade Cut lb. 27c

Veal Roast Grade A Sho. Cuts lb. 30c

Taylor's Dill Pickles nice large ones 3 for 10c

POINT STRETCHERS
We have a complete line of Utility Grade Beef. This is good tender beef but it is not fed out as long as the fancy grades. You will be pleased with it.

RIB STEAKS a tasty treat lb. 28c

SIRLOIN STEAKS lb. 29c

ROUND STEAK lb. 30c

Shoulder Roast lb. 25c

SHORT RIBS lb. 19c

Plenty of Hens, Fryers, Rabbits

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