

• • YOUR DOLLAR ACTUALLY BUYS MORE AT THE GROCETERIA • •

PRICE MAKERS OF SOUTHERN OREGON

OPEN SATURDAY NIGHT TO 8:00
Sixth and Grape

For Your Valentine Festivities For Your Parties

Individual French Pastries in Valentine colors
—heart shaped to emphasize the Valentine motif.

2 for 25c

Valentine Cake

A Home Purity creation sprinkled with midget
candy hearts inscribed "To My Valentine."

98c

ALSO:—

CARNATION LAYER CAKE
LEMON BUTTER CAKE
CHOC-O-NUT CAKE

Choice 98c

Banana-Walnut Loaf Cake 35c

At The Fountain

You Liked It So Well — Here It Is Again
Southern Oregon's Favorite Meal

Ground Steer Steak
French Fried Potatoes
Creamed Green Peas

Bread and Butter Coffee

65c

Lovers of Good Cheese Will
Like This

Home Purity Apple Pie with a Generous
Slice of Aged Wisconsin Cheese

20c



LETTUCE
2 Heads
19c

LEMONS

Sunkist—Small
and Juicy—Doz.

17c



SWEET TENDER FRESH

CARROTS

No Tops

lb. 6c

SNOW-WHITE

Cauliflower

Head 19c

SWEET JUICE
NAVEL

ORANGES

doz. 19c

KING SALAD

AVOCADOS

3 for 25c

DOLLARS BUY MORE AT THE GROCETERIA

Snowdrift Shortening with coupon 3 lb. can 62c

Siskiyou Freestone Peaches No. 2½ can 19c

(Packed in Del Rogue Cannery)

Red Arrow Fig Bars 2 lb. pkg. 49c

Sperry Yellow Corn Meal . . 5 lb. bag 29c

Del Rogue Tomato Juice . . 46 oz. can 23c

Albers Flapjack Flour 4 lb. bag 43c

Campbells Vegetable Soup . . . 2 cans 25c

Gold Bar Pineapple Chunklets No. 2 can 30c

Franco-American Spaghetti 2 cans 25c

Best Foods Mayonnaise pint jar 39c

Golden Yellow Popcorn (guaranteed to pop) . . . 2 lbs. 29c

Old Manse Cane and Maple Syrup 12-oz. jug 29c

Hoody Peanut Butter lb. for 39c; 2-lb. 69c

Del Monte Apricot Nectar No. 211 can 10c; 46-oz. 35c

Roeding Black Figs 12-oz. carton 19c

Camp Fire Marshmallows ¼-lb. pkg. 10c; lb. 35c

Sunshine Hi-Ho Crackers 1-lb. carton 30c

Del Monte Green Lima Beans No. 303 can 28c

Shelled Walnut Meats ½-lb. 39c

Bumble Bee Fancy Red Alaska Sockeye Salmon No. 1 tall cn. 69c

Loma Linda California Dates 8-oz. pkg. 19c

Del Rogue Salad Midget Pear Halves No. 1 tall can 18c

Nestles' Instant Sweet Cocoa (no cooking) . . . ½-lb. 29c; lb. 49c

Wesson Oil pint 31c; quart 59c

Palm Olive Soap reg. bar 3 for 23c; bath, 2 for 21c

Spic and Span (easier cleansing) pkg. 25c

White King Granulated Soap large pkg. 27c; giant 53c

Sierra Pine Toilet Soap 3 bars 23c

Scotch Triple Action Cleanser 2 pkgs. 23c

White King Water Softener large pkg. 25c



A DAZZLING CLEAN WASH
WITHOUT RINSING

Large Giant
27c 73c

Cuts Washday Work in Half!

NEW

SWANS DOWN

DEVILS FOOD

MIX

FOR RICH, CHOCOLATY FLAVOR!

70c value, both

Swansdown

White Cake Mix 35c

Devil's Food 10c

70c value, both

45c



ZOOM

23c

In the Groceteria SAVING CENTER

MENU-MASTER

WESTINGHOUSE ELECTRIC GRIDDLE
For Hot Cakes, Grill for Ham, Bacon & Eggs
For Frying

WILL COOK A COMPLETE MEAL **\$14.95**

1 POUND CHOCOLATES in
beautiful red heart boxes



Brachs 98c
Sweets \$1.49
Whitelaws \$1.65

All Other Box
Chocolates Decorated
with Valentine Bands



POSTAGE STAMP
GIVEN With Each
Card Purchased at
10c or More

Giant Cashmere
Bouquet Hand Lotion
with Handy Dispenser

Both **49c**
Plus 8c tax

\$2.50 - \$5.00
IMPORTED BRIAR

PIPES

Your Choice

\$1.79

10c DISH CLOTHS . . . 3/19c

49c EGG BEATERS 33c

98c Enamel Percolators 79c

Blue, White, Yellow, Green

ALL POPULAR PRICED
CIGARETTES — CARTON **\$1.45**

WINGS \$1.19

20 Gillette Blue Blades . . 98c

LARGE TUBE SHAVE CREAM FREE

Economize
BUY THE
GIANT SIZE

HALO
SHAMPOO

79c



YOU SAVE 29c

Economize
BUY THE
GIANT SIZE

COLGATE
BRUSHLESS
SHAVING CREAM

43c



YOU SAVE 14c

Economize
BUY THE
GIANT SIZE

COLGATE
AMMONIATED
TOOTH POWDER

43c



YOU SAVE 7c

TAKE HOME MORE MEAT FOR THE MONEY!

STEER BEEF RUMP ROAST lb. 59c

Well Trimmed—All Surplus Fat Removed

GROUND STEER BEEF lb. 45c

ALL PURE MEAT—No Water or Cereal Added

BONELESS SWISS STEAKS lb. 69c

Cut from Selected Steer Beef

STEER BEEF HEARTS lb. 39c

An Economical Dish, Bake them whole

PURE LARD 2 lbs. 25c

STEER BEEF ROUND STEAKS . lb. 69c

SWIFT EVERSWETT

SLICED BACON lb. 39c

YOUNG, TENDER

SLICED PORK LIVER lb. 29c



FILLET LB. 29c

TRUE COD 39c

FILLET LB. 39c

HADDOCK 39c

FILLET OF SOLE . . . lb. 49c

OCEAN SCALLOPS . lb. 79c

PACIFIC OYSTERS . pt. 49c

**FANCY COLORED
CHICKENS**

lb. 39c