

THE NEWLY MODERNIZED GROCETERIA

IF YOU'RE NOT TRADING at the
Grocery You're Paying Too Much

SALE

Special Prices
Good Through
SUNDAY

FROZEN FOODS

Users of Canned Foods Have Frequent Chances to
Stock Up at Reduced Prices.

Why Not the Folks With Deep Freezers and Lockers?

- 39c Birdseye Strawberries 3 pkgs. \$1.00
- 25c Birdseye Cut Green Beans 3 pkgs. 65c
- 26c Birdseye Wax Beans 3 pkgs. 69c
- 35c Birdseye Small Lima Beans 3 pkgs. 93c
- 33c Birdseye Fordhook Lima Beans 3 pkgs. 87c
- 25c Birdseye Peas 3 pkgs. 65c
- 23c Birdseye Peas and Carrots 3 pkgs. 63c
- 27c Birdseye Broccoli Cuts 3 pkgs. 73c
- 31c Birdseye Broccoli 3 pkgs. 81c
- 33c Birdseye Brussels Sprouts 3 pkgs. 89c
- 27c Birdseye Cauliflower 3 pkgs. 73c
- 22c Birdseye Golden Corn 3 pkgs. 59c
- 27c Birdseye Corn on the Cob 3 pkgs. 73c
- 25c Birdseye Mixed Vegetables 3 pkgs. 67c
- 25c Birdseye Spinach 3 pkgs. 65c
- 29c Birdseye Lima Bean Succotash 3 pkgs. 77c
- 28c Birdseye Peaches 3 pkgs. 75c
- 25c Birdseye Rhubarb 3 pkgs. 65c
- 18c Birdseye Orange Juice 3 cans 49c
- 18c Birdseye Lemonade Concentrate 3 cans 49c
- \$1.35 Birdseye Chicken Breasts, Thighs or
Drumsticks \$1.19
- 53c Birdseye Chicken Wings 49c
- 53c Birdseye Chicken Gizzards 44c
- 52c Cod Fillets 1 lb. pkg. 47c
- 67c San Juan Fillet Sole 1 lb. pkg. 49c
- 53c Fillet of Haddock 1 lb. pkg. 49c
- Willapoint Breaded Oysters 65c
- Dressed Smelt 57c
- Blue Plate Breaded Shrimp 69c
- Downy Flake Waffles package of 6—25c
- Kwik Cube Steaks package of 2—63c
- Kwik Cube Steaks package of 4—\$1.15
- GROCETERIA Chicken Pie individual size—29c
- GROCETERIA Chicken Pie family size—98c
- GROCETERIA Steer Beef Pie individual size—29c
- GROCETERIA Steer Beef Pie family size—98c

Cooked, Stuffed and Roasted Turkeys and Chickens at all times
• THE GROCETERIA, your best frozen food supply — more than
100 different items. Large Insulated bags for carrying frozen
foods — 25c

Delightfully Cool on the Hottest Afternoons

OPEN 7 DAYS A WEEK UNTIL 9:00 P.M.
TWO BIG PARKING LOTS FOR OUR PATRONS—EASY PARKING

BEAUTY IS ONLY— SKIN DEEP

"You have a beautiful market." That is an oft repeated opinion of so many GROCETERIA friends which naturally pleases us yet beauty, while essential, is of secondary importance.

Science has added so much to food preparation and preservation to satisfy the changing demands and food habits of the American public that the evolution of the food business is perhaps the outstanding achievement of modern merchandising.

Better knowledge of nutrition and sanitation for health and more economic methods of merchandising to reduce prices compel continuous store changes if you are to get the full benefits of the new and better methods resulting from scientific research.

The newly modernized GROCETERIA resulted from a careful study of modern methods and their immediate adoption.

That has been the policy of the GROCETERIA for over 32 years.

That is why most long-time residents of our community have continuously traded at the GROCETERIA.

PINEAPPLE DAY

IN THE HOME PURITY BAKERY

PINEAPPLE FESTIVAL CAKE

Delicious, fine
grained cake filled
with pure pineapple
with icing enriched
with luscious pine-
apples.

Whole Cake 98c

1/2 Cake 50c

PINEAPPLE BREAKFAST ROLLS

BUTTER HORNS — BEAR CLAWS — DANISH PASTRIES
All Topped with Pineapple Preserves

Choice 6 For 29c

Groceteria Garden-Fresh FRUITS & VEGETABLES

Vine Ripened
Flavor Full
CANTALOUPE
3 For 25c

GREEN BELL
PEPPERS 2 LBS. 25c

GUARANTEED GOOD
WATERMELONS LB. 4c

VALENCIA JUICE—288 SIZE
Oranges 6 -lb. Snap Sack 49c

LONG—CRISP—TASTY
CARROTS 3 BUN. 19c

Ice Cold Watermelons
WHOLE, HALVES, OR QUARTER MELONS
GUARANTEED RIPE

GROCETERIA SAVINGS

- Del Monte Pineapple juice 46 oz. can 29c
- Del Rogue Blended Orange & Grapefruit Juice, 46 oz. can 25c
- Del Rogue Unsweetened Orange Juice 46 oz. can 33c
- Del Rogue Unsweetened Grapefruit Juice 46 oz. can 25c
- Del Monte Cling Peaches, No. 303 can 20c; No. 2 1/2 can 29c
- Bonnie Dog Food No. 1 tall can 11c
- Nabisco Cocoanut Bars 6 doz. box 26c
- Double Luck Cut Green Beans, 303 can 3 for 29c
- Lux Flakes large box 29c
- Libebouy Soap 3 bars for 27c
- Rinso large box 29c; giant box 59c
- Lux Toilet Soap 3 bars 27c
- Swan Floating Soap reg. bar, 3 for 25; large, 2 for 27c
- Surf large box 31c; giant box 61c
- Spry Shortening 3 lb. can 85c
- Breeze large box 31c; giant box 63c
- (Wash Cloth Free with Large—Towel Free with Giant Size)
- Nu Bora Soap giant 79c box — 59c

Groceteria's Guaranteed MEATS GOOD OR YOUR MONEY BACK

Young, Tender, Small, Meaty
SPARE RIBS 55c lb.
The Favorite for Barbecue or Baking

SWIFT'S PREMIUM. COOKED, CANNED — READY TO EAT

CHICKENS A REAL SPECIAL FOR THAT WEEK-END PARTY each \$1.79

MT. OREGON BRAND. WHOLE MILK MILD

CHEDDAR CHEESE lb. 53c

U.S. GRADED CHOICE STEER, CENTER CUT

CHUCK ROAST lb. 73c

GROCETERIA'S OWN LEAN MEAT

GROUND BEEF ALL WAYS THE BEST lb. 59c

SWIFT'S PREMIUM CANNED, COOKED — READY TO EAT

HAMS 6 LBS., 12 OZ. SOLID MEAT. NO WASTE TO BUY. each \$6.89

U.S. GRADED CHOICE STEER

RIB STEAKS CUT SHORT lb. 87c

U.S. GRADED CHOICE STEER — LEAN

SHORT RIBS lb. 39c

SWIFT'S PREMIUM CELLO WRAPPED SKINLESS

FRANKS ALWAYS A MUST FOR THAT PICNIC lb. 59c

EXTRA SPECIAL FOR THE WEEK-END
FANCY TABLE READY

**ASSORTED
LUNCH MEATS** 59c lb.