

# THE NEWLY MODERNIZED GROCETERIA

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

Part of News Item from Mail Tribune of Monday, August 4th

## Food Prices May Be Driven To New Highs Because of Drought Livestock Diseases

The Groceteria is not in a position to know or interpret the factors contributing to price increases, hence makes no prediction

In any case, you should save by taking advantage of these dollar day savings off present day prices!

Washington — (U.P.) — Food prices, already at an all-time high, may soon be driven to even dizzier peaks by the drought and livestock disease epidemics now stalking the nation's farms, officials said Monday.

Outlook Bad

A worried spokesman for the Office of Price Stabilization summed up the outlook in one sentence: "The food price situation certainly looks bad for housewives."

He pointed out that...

## OPEN 7 DAYS A WEEK UNTIL 9:00 P.M.

### TWO BIG PARKING LOTS FOR OUR PATRONS-EASY PARKING

**94c Values — 69c**

COLGATE DENTAL CREAM  
2 Regular 47c Tubes

**Both 69c**

Airline Cigarettes  
8 PACKS — \$1.00

## KEEP COOL WITH THE RIGHT KIND OF BREAKFAST!

Cooler for you than a heavy breakfast and a cooler house all day if you avoid the early morning cooking.

Serve Groceteria breakfast sweet rolls — A delightfully nourishing, yet lasting breakfast ready to serve when the coffee is made.

Economical too, yet one of your best foods

**Fine Variety of Home Purity Cakes**  
**98c 1/2 Cake 50c**

Home Purity Cake  
Doughnuts, doz. — 39c

**Danish Pastries**  
**Cinnamon Twists**  
**Bear Claws**  
**Fruited Nougats**  
**One Kind or Assorted**

**6 for 29c**

## NO MERE PASSING FAD---

No mere passing fad has caused more than 600 Southern Oregon families, many to the third generation, to look to the GROCETERIA for the family food throughout all of the GROCETERIA years.

No clever merchandizing stunts nor wildly extravagant advertising claims have held the continuous patronage of these friends of the years.

They came because they learned from years of experience that the GROCETERIA was and continued to be the best place to buy food.

They found that what they bought was good, clean, wholesome food — that for the price paid it was the best of that grade and the price was consistently lower. Not just on so-called week-end bargain sales but every day in the week.

We like to think they found our policy statement to be true —

That the GROCETERIA would always be the kind of store where we, ourselves would like to trade. That the food would be so good that it would add to the family pleasure of eating, thus promoting family dinner table harmony while protecting the health of those we served and that prices would be so low as to protect the family purse.

Truly, it pays in many ways to shop at the GROCETERIA.



IN THE GROCETERIA

## ARE MONEY SAVING DAYS!

A CHANCE TO CUT THE FAMILY BUDGET

## Prices Good Through Sunday

Use This Ad for Your Shopping List

Mission Sliced Peaches, No. 2 1/2 can ..... 3 for \$1  
Del Rogue Freestone Peaches, No. 2 1/2 can ... 3 for \$1  
Sacramento Fruit Cocktail, buffet can ..... 7 for \$1  
De Monte Sliced Pineapple, No. 2 1/2 can .... 3 for \$1  
Del Monte Fruit Cocktail, No. 2 1/2 can ..... 3 for \$1  
Del Monte Creamed Golden Corn No. 303 6 for \$1  
Del Monte Early Garden Peas, No. 303 can .. 5 for \$1  
Mission Sugar Peas, No. 303 can ..... 8 for \$1  
Green Giant Peas, No. 303 can ..... 5 for \$1  
Del Monte Florida Grapefruit, No. 2 can .... 5 for \$1  
Del Rogue Fla. Grapefruit Juice, 46-oz. can . 4 for \$1  
Del Monte Cut Blue Lake Beans, No. 303 can 5 for \$1  
Summer Isle Half Slices Pineapple, No. 2 can 4 for \$1  
Scott Toilet Tissue ..... 8 rolls \$1  
Waldorf Tissue ..... 12 rolls \$1  
Gingham Paper Towels ..... 7 rolls \$1  
Jello or Jello Puddings (assorted) ..... 12 for \$1  
Seaside Lima Beans, No. 303 can ..... 8 for \$1  
Diamond A Red Pie Cherries, No. 2 can .... 4 for \$1  
Penco Maraschino Cherries, 2 1/2-oz. bottle 10 for \$1  
Hood River Apple Sauce, No. 303 can ..... 7 for \$1  
Kraft or Borden's Cheese, 5oz. glasses ..... 4 for \$1  
(Assort as You Like)  
Standby Purple Plums, No. 2 1/2 can ..... 4 for \$1  
Ghirardellis Chocolate, pound can ..... 2 for \$1  
Bits-o-Sea Grated Tuna ..... 4 for \$1  
Del Monte Stewed Tomatoes, No. 303 can .. 4 for \$1  
State Fair Tomatoes, No. 1 tall can ..... 7 for \$1  
Gold Bar Tomato Sauce, 8-oz. can ..... 15 for \$1  
Van Camp's Hominy, No. 2 can ..... 8 for \$1  
Hormel's Chopped Ham, 12-ounce can ..... 2 for \$1  
Swift Premium Hamburgers, 10-oz. can ..... 2 for \$1  
Wyandotte (large ripe) Olives ..... 5 for \$1  
Trappey's Fancy Sweet Potatoes, No. 2 can .. 3 for \$1



**MORRELL'S PRIDE - SHORT SHANK**  
Tenderized  
4-6 lb. Average



U. S. GRADED CHOICE STEER

**ROUND STEAK** lb. 98c

U.S. GRADED CHOICE STEER, BONELESS

**SWISS STEAK** lb. 98c

LEAN, TENDER, YOUNG CENTER CUT — SHOULDER

**PORK STEAK** lb. 57c

GROCETERIA'S OWN — LEAN, PURE

**GROUND BEEF** lb. 59c

U.S. GRADED CHOICE STEER

**RUMP ROAST** lb. 79c

SWIFT'S PREMIUM — LGE., PLUMP, TENDER GROWN, PAN READY

**Colored FRYERS** lb. 69c

U.S. GRADED SMALL T-BONE CUT

**Loin Lamb CHOPS** lb. \$1.09

U.S. GRADED CHOICE STEER — LEAN

**SHORT RIBS** lb. 39c

FRESH CAUGHT — DEEP WATER PACIFIC

**Red Snapper Fillets** lb. 29c

## fresh FRUITS and VEGETABLES

LOCAL

**SWEET CORN doz. 39c**

MELLOW - RIPE Jumbo 45-Size  
**CANTALOUPE 3 for 25c**

SWEET THOMPSON SEEDLESS

**GRAPES**  
**2 lbs. 29c**

FANCY BELL  
**PEPPERS 6 for 25c**

CRISP - GREEN  
**CELERY Bunch 15c**

DUARTE  
**PLUMS 2 lbs. 29c**

Fine Eating

It's Salad Time  
**BEST FOODS**  
REAL  
MAYONNAISE  
Quart 69c

"Smackin' Good"  
**BEST FOODS**  
SANDWICH  
SPRED  
Pint 45c