

**IF YOU'RE NOT TRADING AT THE GROCETERIA YOU'RE PAYING TOO MUCH!**

**5** BIG FREE PARKING LOTS  
Ask About Extended Free Parking for Other  
Downtown Shopping

**GROCETERIA**

SIXTH AND GRAPE STREETS  
OPEN 7 DAYS A  
WEEK UNTIL **9** P.M.



**Three Generations of SATISFIED  
GROCETERIA CUSTOMERS . . .**

**FOR OVER 35 YEARS, FOLKS HAVE PREFERRED THE GROCETERIA**

Yes, the GROCETERIA was Medford's FIRST SELF-SERVICE grocery store, and today there are hundreds who have bought their foods here for over 35 years. Now their children and their grandchildren like to visit us and shop here. The old-time Rogue River Valley residents are careful shoppers—experienced shoppers—so why not ask them WHY they PREFER the Groceteria. Chances are, most will tell you the FRIENDLINESS of Groceteria is an important reason. Year after year they deal with the same courteous, friendly personnel. Then they'll point out a few other reasons, such as . . .

- Quick Service - 6 Checking Counters
- Easy Parking - 5 Big Convenient Parking Lots - Greater Food Variety
- Low Prices - Guaranteed Food Goodness



**Newcomers**  
TO MEDFORD HAVE ALSO FOUND IT  
PAYS IN MANY WAYS TO SHOP AT  
THE GROCETERIA

**THANKS** — MRS. DUTCHER FOR  
THIS NICE LETTER —

**BUY TWO and SAVE!**

- Bagley Pears . . . . . 2 1/2 can 29¢, 2 for 49¢
- Bagley Peaches . . . . . 2 1/2 can 29¢, 2 for 49¢
- Hunt's New Potatoes . . . . . No. 300 can 11¢, 2 for 19¢
- Hunt's Tomato Juice . . . . . No. 300 can 10¢, 2 for 17¢
- Del Rogue Tomato Juice . . . . . 46 oz. can 27¢, 2 for 49¢
- Del Monte Sugar Peas . . . . . 303 can 22¢, 2 for 35¢
- Del Monte Cream Style Corn . . . . . 303 can 18¢, 2 for 33¢
- Del Monte Seedless Raisins . . . . . 15 oz. pkg. 22¢, 2 for 39¢
- Mary Kitchen Corn Beef Hash . . . . . 15 oz. can 35¢, 2 for 63¢
- Mary Kitchen Roast Beef Hash . . . . . 15 oz. can 39¢, 2 for 69¢
- Del Monte Spinach . . . . . 303 can 15¢, 2 for 25¢
- Nestle's Morsels . . . . . 6 oz. pkg. 23¢, 2 for 39¢
- Betty Crocker Cake Mix . . . . . ALL VARIETIES EXCEPT ANGEL FOOD pkg. 35¢, 2 pkgs. 63¢
- Bisquick . . . . . 20 oz. pkg. 27¢, 2 for 49¢
- Kellogg All Bran . . . . . 16 oz. pkg. 28¢, 2 for 49¢
- Del Monte Chunk Style Tuna . . . . . No. 1/2 can 29¢, 2 for 49¢
- 4 Fisherman Frozen Fish Sticks . . . . . pkg. 45¢, 2 for 79¢
- Dennison's Spaghetti and Meat Balls . . . . . No. 300 can 27¢, 2 for 45¢
- Del Monte Sliced Pineapple . . . . . 1 1/4 tin 20¢, 2 for 35¢
- Lucky Leaf Pie Filling . . . . . APPLE — CHERRY — PEACH — RAISIN 22 oz. can 39¢, 2 for 69¢
- Nalley's Beef Stew (reg. 37¢) . . . . . 15 oz. can 29¢, 2 for 55¢
- Hungry Jack Pancake Flour . . . . . 4 lb. bag 53¢, 2 for 95¢
- Delrich Margarine . . . . . lb. 25¢, 2 lbs. 49¢
- Stark's Instant Chocolate Drink . . . . . 5 quart size 43¢, 2 for 79¢

Groceteria  
6th & Grape  
Medford, Ore.  
Dear Sirs:  
Just a few short months ago we came here, strangers to Medford, already we feel so at home at the Groceteria — We think it's the FINEST shopping center ever— and offer nothing but commendation. The courteous manner in which one is treated, the modest prices, no wonder just before Christmas it reminded one of Grand Central Station.  
I might add a word too in behalf of the Cash Box game. Very interesting and really good fun.  
Thanks again and the very best to you and your business in 1956.  
Sincerely,  
Mrs. A. H. Dutcher  
619 S. Oakdale Ave.  
Medford, Oregon

**EASTER CANDIES**

- Societe Jelly Bird Eggs . . . . . lb. pkg. 39¢
- Societe Easter Gum Bunnies . . . . . 14 oz. pkg. 39¢
- Societe Easter Bridge Mix . . . . . 12 oz. pkg. 39¢
- Societe Easter Fudge Mix . . . . . 13 oz. pkg. 39¢
- Societe Marshmallow Eggs . . . . . 11 oz. pkg. 39¢
- Societe Marshmallow Eggs . . . . . 1 1/2 lb. pkg. 59¢
- Sweet's Marshmallow Eggs . . . . . 13 oz. pkg. 39¢
- Sweet's Jelly Eggs . . . . . 15 oz. bag 39¢

ALSO A FINE SELECTION OF EASTER NOVELTIES

**Easter Costume Jewelry IS HERE!**

Beautiful Creations In Color To Match Your Easter Costume A FINE SELECTION—

**98<sup>C</sup>** PLUS TAX