

# "let people serve themselves? preposterous!"



IT WASN'T TOO LONG AGO that a remark similar to the one above could have been uttered in almost any food store in the country. After all, the supermarket and self-service era didn't come into full-swing until 15 or 20 years ago.

But here it is. And it's just as different from the old-fashioned food store as many of the items you see displayed on our shelves.

We know foods are fresher, fancier and far more appetizing than ever before. Modern packaging, distribution, marketing and

retailing give you the best possible values for your money. In the next two weeks, the food and newspaper industry will concentrate their effort in a drive to acquaint you with these bigger and better values.

We hope that during these weeks—September 14-26—you'll stop in at our store and get better acquainted with us. We're running many "Better Meals" Values. It's a good time to stock up and save as you've never saved before.



BETTER MEALS  
BUILD BETTER FAMILIES

MEDFORD **MAIL** TRIBUNE