

We're celebrating
our fabulous...

40TH YEAR!

1920-1960

Forty years of giving finer
service and offering better foods
to our many friends in Southern Oregon!

Forty years of LEADERSHIP is not accidental! The food business is keenly competitive. Neither accident nor chance has made the Groceteria a favorite shopping place for three generations, here in the Rogue River Valley. No clever merchandising stunts nor wildly extravagant claims have HELD this continuous patronage through the years and, each year, brought new and firm friends to the Groceteria. Our business has grown because folks know that the food they buy here is clean and wholesome, uniformly high in quality and consistently low in price. They have found the Groceteria expanding and improving facilities in pace with the tempo of today, so that shopping is easier and more pleasant in this big, clean, conveniently arranged store. Most of all, people who come to the Groceteria enjoy the friendly atmosphere and the cheery smiles of familiar and willing clerks... No, Groceteria leadership is NOT accidental! To all of you who have shared with us your patronage and your friendship we say: "Thanks a million!"

Groceteria

THE PLACE TO GO
FOR THE BRANDS
YOU KNOW

Now beginning our 2nd FABULOUS 40 YEARS
with a tremendous, gala

40th ANNIVERSARY CELEBRATION

LOTS OF FINE
PRIZES

Will Be Given Away
SATURDAY, DEC. 10

... to those who help us celebrate our 40th
birthday... just come in and register; you
don't have to buy to participate.



Now, more than ever...

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

In the pages of this section you'll find lots of exciting specials and events! Get ready for fun and savings!