

1920  
1960

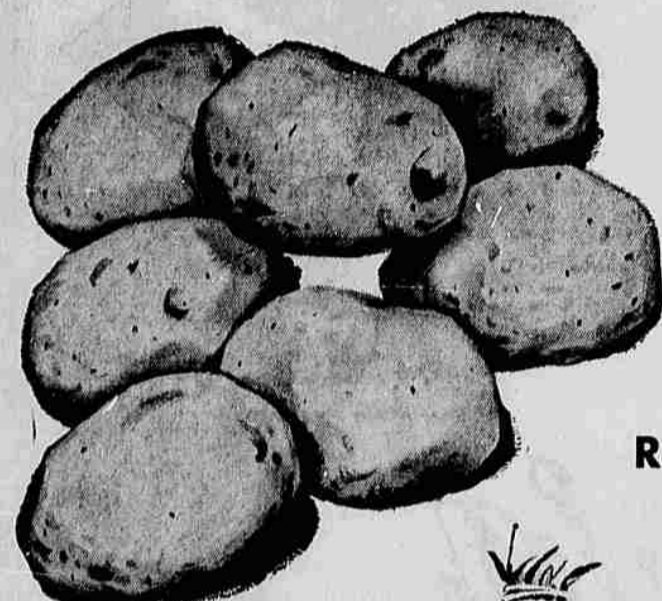


# CELEBRATING

WANT TOP QUALITY PRODUCE? TRY OURS!

Hutchinson Produce—Gold Star Brand

★ U.S. No. 1 Klamath ★



**POTATOES**  
2 10 lb. PLOFILM bags **89c**

Reg. 1.38 value — SAVE 49c

★ ★ ★ ★ ★

Fancy Packaged California

**CARROTS**  
WESCO BRAND 2 ONE POUND PACKS **19c**



DECOTO BRAND 1 TWO POUND PACK **19c**

"Congratulations to the Groceteria on your 40th Birthday Celebration. It has been a pleasure to serve you over the years!"

HUTCHINSON PRODUCE CO. — Ashland —

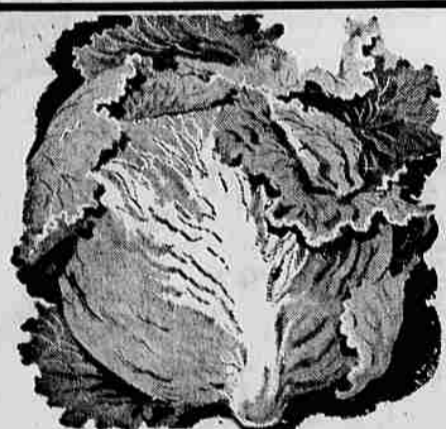
FOR OVER-NIGHT SERVICE FROM CALIFORNIA MARKETS TO SOUTHERN OREGON

Distributed in Southern Oregon by  
**HUTCHINSON PRODUCE CO.**

Imperial Valley  
**HEAD LETTUCE**

Large 24 Size—Crisp and Tender!

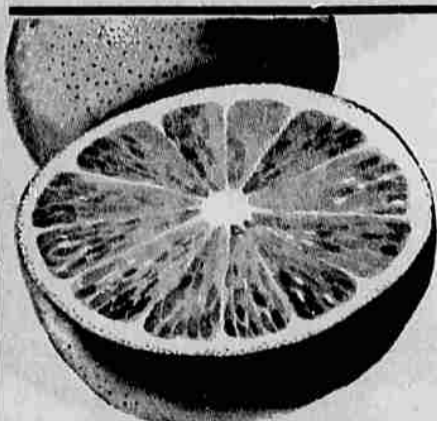
2 LARGE HEADS **29c**



TEXAS—RUBY RED  
**GRAPEFRUIT**

Thin Skinned—Heavy with Juice!

48 Size **5 for 39c**



REMEMBER — If it is a fresh fruit or vegetable we probably have it! Over 70 KINDS OF FRESH FRUITS and VEGETABLES on sale . . . plus a full line of nuts in the shell!



## LIFE BEGINS AT 40

If you don't believe it, come on down and see the beautiful new Groceteria!

GROCETERIA'S 40th ANNIVERSARY

★ ★ ★ ★ ★ 1920-1960 ★ ★ ★ ★ ★

Shop Groceteria this weekend you may be one of **6 BIG WINNERS!**

Tickets Given Freely to Any—One Over 16

*Free* **PRIZES!**  
NO PURCHASE REQUIRED  
to be given away  
**SATURDAY DEC. 12** at 9:30 a.m. You don't have to be present to win.

**1st PRIZE... \$150 Value LADIES' WRIST WATCH**

Well-Known Brand—Set With 10 Diamonds! Guaranteed 3 Years



**2nd Prize** Imperial Mark 27 — 3-Way **FLASH CAMERA KIT**

Complete with Carrying Case

3rd, 4th, 5th and 6th Prizes— **14-LB. HEN TURKEYS!**

★ ★ ★ BE SURE TO GET YOUR FREE TICKETS! ★ ★ ★

Look at these big 40th Anniversary Specials!

**CENTENNIAL BEANS** 2 pound package (Idaho Reds, Great Northern, Baby Limas, Small Navy, Pinto) **29c**

**STOFFER'S FROZEN FOOD**

Spinach Souffle 49c  
Macaroni and Cheese 39c  
Apple Cobbler — Esc. Chicken & Noodles 69c  
Roast Beef Hash 89c  
King Crab Imperial \$1.79

NONE SUCH CONDENSED MINCE MEAT—9-oz. 25c  
SHEPHERD'S BREAD—1-lb. loaf 3 for \$1  
CHIP STEAKS — Willison's, 4's 55c  
CHIP STEAKS — Willison's, 8's 99c  
BUTTERED BEEF STEAK — Willison's 59c  
VEAL STEAKS — Willison's 59c  
CORNISH DINNER — Idle Wild Deluxe 79c  
BONED CHICKEN DINNER a la Stroganoff, Idle Wild brand 69c  
BELLANA SOLE FILLETS 59c  
BELLANA PERCH FILLETS 49c  
BELLANA ROCK FISH—Red Snapper 45c  
BELLANA DRESSED SMELT 49c

# 40 FABULOUS YEARS



THANKS A MILLION!!!

Ten years ago, upon the occasion of our 30th anniversary, this statement appeared in the Groceteria's Birthday ad: "A food store unlike any other business is too closely related to homelife to permit its operation on any but a basis of friendly cooperation. Health, happiness and last but not least, the financial well being of the family depends on what is eaten and what is paid for it. . . . To succeed the Groceteria had to assume the responsibility for friendship. To do this we had to be the kind of store we, ourselves, would like to trade in."

We have, through the years, strived to fulfill this responsibility—to deserve your friendship and merit your trust. The steady growth of our business is, we believe, proof that we have succeeded in this objective. So, to you our friends and neighbors, we say "Thanks a Million" upon the occasion of our 40th birthday!



A STORE-FULL OF ANNIVERSARY SAVINGS!

- Borden's STARLAC 12 Quart Size **89c**
- None Such Mincemeat 28 oz. jar **45c**
- Alcoa Aluminum Foil 12 inches x 25 feet **29c**
- Swanson's TV Dinners **2 for \$1.09**
- Swanson's Individual Pies Pkg. of 2 Apple, Cherry, Peach **2 for 59c**
- Nestle's Morsels 12 ounce **2 for 79c**
- Nestle's King Size Bars **3 for \$1.00**
- Nestle's Cookie Mix Free Bowl Scraper **4 for \$1.00**
- Crown Unbleached Flour 25 Lbs. **\$1.79**
- Nescafe Instant Coffee 6 oz. jar **69c**
- Rich's Whip Topping **39c**

It's fun, it's easy to do all your shopping at the Groceteria.

**6th and Grape**  
LOTS OF FREE PARKING IN OUR HUGE LOT!

STORE HOURS: Open every night until 9 p.m., seven days a week!

**THRIFTY GREEN STAMPS**  
Your's Without Asking at Groceteria!

You get more of everything with Thrifty Green Stamps!

NESTLE'S BOULLION CUBES 2 for 29c  
NESTLE'S 10c BARS 10 for 69c  
NESTLE'S BUTTERSCOTCH MORSELS 5 for \$1  
NESTLE'S STRAWBERRY QUIK—lb. can. 39c  
NESTLE'S CHOCOLATE BLOCKS One pound, milk or almond 69c

**OREGON BERRIES**

Boysenberries 3 for \$1  
Blackberries 3 for 41c  
Strawberries 49c  
Gooseberries 35c

- Malley's Potato Chips or Dippers Jumbo Pkg. **59c**
- Grandma's 39c Cookies 3 pkgs. **\$1**
- Grandma's 49c Choc. Eclairs 2 for **89c**
- Societe 49c Salt Water Taffy **39c**
- Idlewild Farm Cornish Hens 16-oz. **98c**
- Borden's Cheese Spreads 5-oz. Jar 2 for **49c** (Olive-Pimento, Pimento, Pineapple, Relish)
- Centennial Popcorn 2-lb. bag **25c**

Malley's Chip Dips **2 for 89c**



**PUREX 33c**  
1/2 Gallon

**NESTLE'S QUIK 79c**  
2 3/4-Lb. Can

Borden's **COTTAGE CHEESE 25c**  
PINT

BIRDS EYE FROZEN FOODS  
**PEAS** One Pound Family Size **3 for 89c**

Italian Green Beans 4 for \$1  
Lima Beans • Onion Rings 4 for \$1  
Broccoli Spears • Cauliflower 4 for \$1

Peas & Carrots • Squash 5 for \$1  
Chop Broccoli • Turnip Greens 5 for \$1  
Leaf Spinach • Wax Beans 5 for \$1  
Chopped Spinach 5 for \$1

ARTICHOKE HEARTS 2 for **89c**  
ASPARAGUS SPEARS 2 for **89c**  
BRUSSELS SPROUTS 2 for **59c**

★ ★ ★ ★ ★  
**Kitchen Queen FLOUR 10-lb. Bag 79c**

GROCETERIA'S **NEW TYLER DISPLAY CASES**



Keep **FROZEN FOODS** and **PRODUCE**

**Garden Fresh JUST LIKE MAGIC!**

See the Big News at Groceteria — New Tyler Display Cases from Maurice White Co.!

**TERRIFIC BREAKFAST SPECIALS!**  
at Groceteria Right Now . . .

Hungry Jack **PANCAKE FLOUR 95c**  
10 Pound Bag REG. \$1.29



WOW!  
**LUMBERJACK SYRUP 3 for \$1**  
22-oz. bottle

**TANG** Breakfast Drink  
21-oz. Jar **REGULAR 99c 89c**

Post Toasties  
18-oz. Pkg. **Grapenuts 16-oz. Pkg. 59c**  
Grapenuts Flakes 16-oz. 59c