

1920
1960



CELEBRATING

Groceteria has sold over 150 tons of Societe Candies since the first order was placed with Imperial Candy in 1930!

We at Societe extend our best wishes to this pioneer Southern Oregon Supermarket.

GROCETERIA'S
40TH ANNIVERSARY

SOCIETE
SALT WATER
TAFFY

Regular 49c
POUND
BAG...

39c



SHASTA *it HASTA be SHASTA*

A Popular Favorite at Your Groceteria



Only 5 Calories!

ROOT BEER • ORANGE • LEMON-LIME • GINGER

SHASTA
WATER CO.

Congratulations to Groceteria for 40 Years of Service and Progress!

Wyandotta
OLIVES

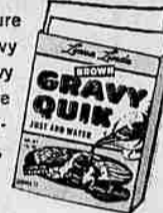


WYANDOTTE OLIVE CO.



Now all she needs is Gravy Quik for wonderful gravy every time!

Yes, Gravy Quik makes cooking a pleasure—so fast, so easy—with perfect gravy every time. Just add Loma Linda Gravy Quik to water, bring to a boil, and there you have it—a smooth, rich, brown, wonderful-tasting gravy. Low in calories, too, just 11 per serving.



WAY BACK WHEN...

We started supplying Loma Linda Foods to the Groceteria. These many years have been increasingly pleasant ones for us—our warmest congratulations to the Groceteria... its management and personnel... and our warmest wishes for continued success!

Loma Linda Food Company

BECK'S
Morning Fresh
BAKERY
--- Salutes ---
THE GROCETERIA
on its 40th Anniversary
Congratulations on 40 Years of Service to the Community!



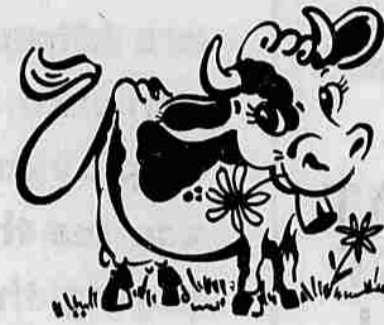
LOOK FOR
THE CROWING
RED ROOSTER

Keep up your pep with Dandee! It's doubly enriched with Vitamin B plus Vitamin D. Look for the Golden Sunshine Dandee loaf... at the Groceteria!

40 FABULOUS YEARS



Little Daisy



... has been growing through the years right along with the Groceteria!

Yes, Little Daisy was a strapping 17-year-old when Bill Gates and Bill Lydiard opened their new-type, self-service store in Medford back in 1920. We're proud of the fact that Snider's fine dairy products have always been featured by the Groceteria; proud that Snider's, too, have expanded both services and facilities along with the Groceteria in pace with the growth of this community.



Snider's

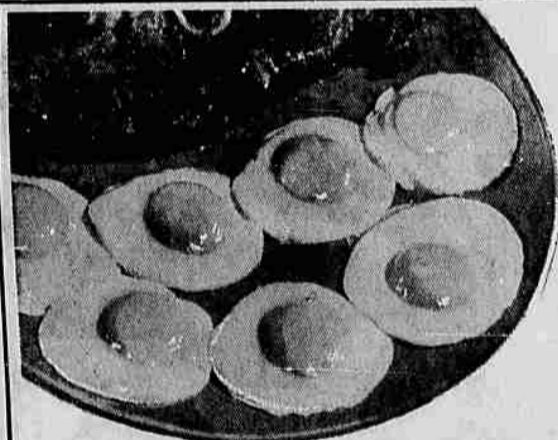
We're proud to be a part of the great Groceteria success story!!!!!!!!!!!!



THRIFTY GREEN STAMPS

Redeem your Thrifty Green Stamp books for cash at the Groceteria... or for merchandise at 26 So. Grape Street

Save and redeem Thrifty Green Stamps... the big stamp that GIVES YOU MORE OF EVERYTHING!



Congratulations to Groceteria for FORTY WONDERFUL YEARS!

Groceteria features finest foods, including

WES-PAK EGGS

LOCALLY PRODUCED EGGS ONLY!
Fresh — Guaranteed

ALBER'S FEED & FARM SUPPLY

"REFRIGERATED FOODS ARE SURE GOOD!"

New Tyler meat, vegetable, dairy and beverage display fixtures and ultra-modern frozen food displays at Groceteria assure peak flavor from farm to you!



MAURICE WHITE CO.
Tyler Display Cases

Come to GROCETERIA during its big 40th Anniversary Celebration... see, inspect our new food cases... throughout the store! There's new shopping convenience for you!

Nalley's

Specializing for years in those little things that make a feast of any meal! Nalley's renders an indispensable service in most Western homes by adding to the joy of eating.



Nalley's
SALAD DRESSINGS

• Chutney French • Fruit Salad • Cheese Dressing

8-Ounce Bottles... One of Each

3 FOR 79c

Reg. \$1.27
Value!
SAVE 48c



Nalley's TANG

Salad Dressing
Quart Jar...



39c



Nalley's
LUMBERJACK
SYRUP

22 Ounce Bottle

3 FOR \$1

FLAV-R-PAC

Congratulates...

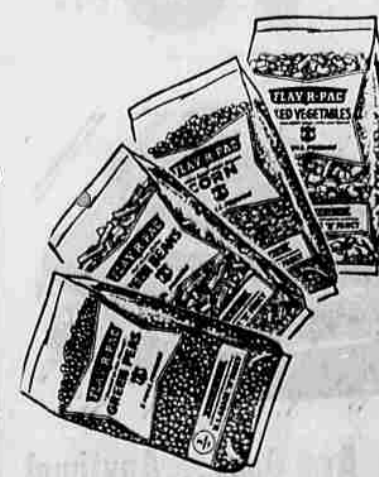


Flav-R-Pac congratulates Groceteria... on its big 40th Anniversary Celebration... on its beautiful new frozen food display cases... and on its full line of our fine food products: vegetables, potato products, berries, juices... plus a complete selection of foods in new poly bags!

FLAV-R-PAC
12-oz. frozen

Orange Juice

2 for 89c



Flav-R-Pac GREEN PEAS 2-lb. Poly Bag

Flav-R-Pac MIXED VEGETABLES 2-lb. Poly Bag

Flav-R-Pac CUT CORN 2-lb. Poly Bag

Flav-R-Pac CUT GREEN BEANS 2-lb. Poly Bag

YOUR CHOICE..... 55c

During the Big 40th Anniversary Sale at Groceteria!

After shopping

RC makes you feel like NEW!



No other cola gives you more refreshment—more pick-up—and RC IS BEST BY TASTE-TEST!

What a buy! RC gives you two full glasses—not one—in the BIG bottle. What a cola! RC is best by taste-test—the favorite cola of more than 140 Hollywood stars. Today and every day, at work or play, reach for Royal Crown Cola for the best in refreshment. Yes, RC makes you feel like new!

ROYAL CROWN
COLA
Best by taste-test