

MEETING CHAIN STORE COMPETITION

The U. S. Department of Commerce in a current bulletin published as a "small business aid," states, "Successful super market operators say the perishable goods department should account for 50 percent of a store's dollar volume and two-thirds of the dollar gross margin (profit)". Think what this statement means! Study all its implications! It explains lots of things!

It explains why Crisco, for instance, is usually sold at cost, and fresh meats, for instance, are usually sold by the super market much higher than by your neighborhood grocer.

Crisco at cost is recognized by the most uninformed as a bargain and it is always exactly what you pay for. On the other hand, there are many grades of fresh meats (and other perishables) and the difference in the grades is sometimes hard to detect by even an expert.

Bargains in perishables are usually not obvious—neither are flagrant overcharges.

Unfortunately, most independent grocers find it more compatible with their natures to put a reasonable profit on each item throughout the store rather than to sell some items at cost and make up the loss incurred in their handling by inflated profits on other items.

Ask yourself which practice should inspire your confidence.

Pick out your favorite independent grocer and give him your business. The difference in the overall cost will probably be much less than you think, and you will help your school and community, and its charitable institutions.

We are now in a period when every penny must count in the grocery budgets of many of our customers. Accordingly, we are amending our policy and seeking price items, too. All of these items listed below—only a part of the line of price items we have—are wholesome, of standard grade or better. We believe they equal or excel the offerings of any chain or supermarket today.

None of These Items Are 'Special' They Are Every Day Shelf Prices

★ MEATS ★

FAST GROWING IN POPULARITY
Made of Grade A Meat.

SEASONED ROLLED ROAST
lb. 49c

VEAL CHUCK STEAKS
lb. 45c

BEEF and VEAL SHORT RIBS
lb. 30c

Fresh Ground — Wholesome
HAMBURGER MEAT
lb. 39c

12-oz. Tin—Black Hawk
LUNCH MEAT
41c

No. 2 Cans—No Beans
TEXAS CHILI
CON CARNE
37c

THRIFT TAMALES
No. 1 1/2 Can
21c

No. 303 — 15 1/2 oz.
BAR-B CHILI
No Beans—Per Can
27c

LIBBY'S DEVILED HAM
No. 1/4 Tin
18c

STAR KIST TUNA
No. 1/2 Tin Green Label
42c

★ JUICES ★

Heart's Delight or World Over
TOMATO JUICE
No. 2 Can
10c

46-oz. Can White House
APPLE JUICE
32c

World Over GRAPEFRUIT JUICE

46-oz. Can 2 No. 2 Cans
18c 15c

Calif. Blended
ORANGE - GRAPEFRUIT JUICE
Citra Gold — No. 2 Can
12c

Nu-Zest Florida
ORANGE JUICE
No. 2 Can

13c
Plymouth Florida
ORANGE JUICE
46-oz. Can
29c

★ VEGETABLES ★

For Soups or Salads—Rio Grande
MIXED VEGETABLES
No. 2 Can
10c

Also At
10c Per No. 2 Can
★
CARDINAL CUT BEETS DELICO DICED CAR-
ROTS — GULF'S BEST TURNIP GREENS — JACK
SPRATT MUSTARD GREENS — DELICO DRIED
BEANS (Limas, Red Kidneys, Pintos, Great North-
erns). —

Regular Cans Monarch Condensed
ASPARAGUS SOUP
can 10c

★ FRUITS ★

U.S. Choice in Heavy Syrup—Trivalley
BARTLETT PEARS
2 1/2 can 46c

Sliced in Syrup
AIRMAIL PEACHES
OR GREAT VALUE
2 1/2 can 29c

FLOTILL OR ROSEDALE Halves in Syrup
PEACHES
2 1/2 can 29c

Halves in Syrup
AIRMAIL APRICOTS
2 1/2 can 29c

★ VEGETABLES ★

NOT AT ALL BAD Ungraded As to Size
SPRING GREEN PEAS
No. 2 Can
10c

EXTRA GOOD QUALITY Fresh Green Shelled
BLACKEYED PEAS
300 Size Tin
10c

Hoffman's Cut
GREEN BEANS
No. 2 Can
10c

No. 300 PHILLIPS 1 Lb. Cans
PORK & BEANS
10c

No. 2 1/2 Cans Fancy
SILVERFLOSS SAUERKRAUT
10c

No. 2 Cans
PINECONE SAUERKRAUT
3 for 25c

No. 2 Can
TIP-TOP ASPARAGUS
39c

Fine Grove
CREAM STYLE CORN
No. 2 Can
15c

KUNER'S FANCY HOMINY
No. 2 Can
10c

In Syrup — Louisiana Marydale or Creole Maid
SWEET POTATOES
2 1/2 can 19c

DELMONTE SPINACH
No. 2 Can
16c

★ MISCELLANEOUS ★

MAXWELL HOUSE and
FOLGER'S COFFEE
lb. vac. 49c

Our Everyday Price Up to Now. — Subject to Change

1/4 Lb. Pkg. Tea
TENDERLEAF TEA
27c
LIPTON'S ... 30c

With Cup and Saucer
MOTHER'S OATS
Large Pkg. 41c

Sweetblossom or Mayflower Plain
OLEO - - 1 lb. 36c

8-oz. Package
ARGO CORN STARCH - 5c

WOODBURY'S FACIAL SOAP - 9c
Fancy Aunt Jenima
CORN MEAL
5 lbs. 45c - 10 lbs. 87c

3 Lb. Can
SNOWDRIFT - - \$1.15

Our Favorite
APPLE SAUCE
No. 2 Can
10c

World Over Pure
APRICOT or PEACH PRESERVES
1 Pound Jar
33c

New Crop Dried — U. S. No. 1
CALIF. BABY LIMA BEANS
LB. CELLO 19c

Would you like one week's supply of groceries free each year? That is what our 2% cash discount on our grocery coupon books actually amounts to. We prefer to spend most of our advertising allowance this way—turning this amount back to our customers. And a great many customers take our offer. We have handled as much as 40% of our total business on a coupon basis. Many customers buy an entire month's supply at a time. Less check writing; accurate, convenient (check on grocery money); no diversion of grocery money; and easier budget observance are some of its other good points.

SOUTH SIDE FOOD MARKET

3 BLOCKS SOUTH OF KYLE FIELD---COLLEGE

— WE RESERVE THE RIGHT TO LIMIT QUANTITIES —

TO OUR INDEPENDENT GROCER FRIENDS: Commended to your attention are the following bulletins: "Meeting Chain Store Competition" and "Coming Competition Demands Better Retail Management," which will be sent free upon request by Office of Small Business, Department of Commerce, Washington, 25, D. C.