

LOOK SALE 4 BIG DAYS

WED., MARCH 31 THROUGH SAT. APRIL 3

Look Back:

Sure, groceries are high. But actually we grocery eaters are better off in many respects than we were a few months ago. Let's look back and compare some of the present prices with those existing then.

BLACK PEPPER

1½ OZ. CAN DURKEES
A few hardy souls asked as much as 75 c a can.
Our high was about 23c.
THIS SALE—
2 cans 23c

CALIFORNIA ORANGE JUICE

46 OZ. CITRA-GOLD SWEETENED
Reached a high of 64c
THIS SALE—
3 cans 64c

TOMATO JUICE

46 OZ. FANCY KUNER'S OR FARGO.
Some brands reached 37c per can.
CHOICE—
2 cans 37c

GRAPE JUICE

QUART WELCH'S
We heard rumors of \$1.15 per quart on some brands at some stores.
This Sale 43c

GRAPEFRUIT JUICE

NO. 2 GOLD INN FANCY
Reached 15c per can.
THIS SALE—
3 cans 14c

BAR-B CHILI

NO. 300 CANS
This size can some brands now demand 39c.
THIS SALE—
2 cans 39c

TEXAN TAMALES

NO. 1½ CAN
Was 2 cans 54c
Now 3 for 54c

PHILLIPS SOUPS

CHICKEN OR CHICKEN NOODLE
Looked mighty good at 19 cents per can during the shortage.
2 cans 19c

ANCHOVIES

GUARANTEED GOOD QUALITY
Sold regularly at 35c per can.
THIS SALE—
3 regular cans 35c

RAY BRAND FISH FLAKES

TALL CANS
Any fish item was scarce.
This item sold at 54 cents.
Now 2 cans 54c

DENCO BRAND ROCK FISH

FLAT CANS
Tuna Substitute. Priced at 43c per can and fair.
This Sale -- 2 for 43c

NU-MAID TABLE GRADE OLEO

Most of the time you couldn't find it at all.
Now Only 31c per pound

Look What 10c Will Buy

BIG 9 VEGETABLE JUICE—No. 2 can.
TOMATO JUICES—No. 2 cans—Hurff or World Over.
VIGO DOG FOOD—Beef or Horse meat.
PEACHES—Hunt's buffet cans.
ORANGE JUICE—No. 2 cans—Fancy Floriland.
BLENDED JUICES—No. 2 cans Citra-Gold or Exquisite, both rich Calif. Juices.
PEAS—Rich Trellis, No. 303 can. Extra good buy.
CUT BEETS—Cardinal No. 2 can.
DICED CARROTS—Delco No. 2 can.
HOMINY—Kuner's Fancy No. 2 cans.
PORK AND BEANS—Uncle William lb. can.
CUT GREEN BEANS—Valley Rose No. 2.
COOK DRIED BEANS—Delco No. 2 cans.
Pintos — Baby Limas — Red Kidney
Great Northern
APPLE SAUCE—Our Favorite No. 2 can. Prepare with cinnamon and slight amount of sugar for best results.

SNOWDRIFT SHORTENING

3 LBS.
Same here.
Can \$1.15

5 POUND BAG IMPERIAL SUGAR

It was a real friend who gave you a ration coupon.
WE GIVE YOU THE SUGAR
(See Below)

BANANAS:

Remember when they were scarce? 19c per pound was as nothing.
LOOK SALE—
2 pounds 19c

10 POUND BAG IMPERIAL SUGAR

This had to last you a couple of months.
WE WILL GIVE YOU TEN POUNDS
See how below.

GUARANTEED EGGS

Our high was 81c per dozen.
THIS SALE—
2 dozen 81c

CHICKEN NOODLE GIBLET

DINNERS:

EVERFRESH, 1 LB. JARS.
Were once 47 cents each.
Now 3 for 47c

PORK & BEANS

1 LB. CANS PHILLIPS.
None were packed for many months.
We were glad to offer at 19c per can.
2 cans 19c

CHEWING GUM

We found it would last for days.
3 pkgs. 13c

- - Look Around - -

To encourage you to look around and study carefully our new prices we will offer these inducements. With a \$15 grocery purchase, including not more than one carton cigarettes and one can Snowdrift, we will give you FREE a five pound bag of Sugar; with a \$25 purchase, a ten pound bag of Sugar. With budgets running \$40 to \$100 monthly, such purchases at this time of the month should offer no hardship to any of our customers. And with this sale lasting four full days, you should be able to shop at your leisure.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Look Forward

Look forward to finding in your own neighborhood store such a variety of weekend specials that it will no longer be worthwhile to shop all around the neighboring town to balance your grocery budget. We have revised prices on more than 250 items, reflecting recent buying connections that are more favorable than any of which we have knowledge of an independent store obtaining in our more than 15 years experience in wholesale and retail grocery selling.

SILVER FLOSS KRAUT

2½ CANS FANCY
Reached 21c can.
THIS SALE—
2 cans 21c

HERSHEY COCOA

FULL POUND CAN
You will not have to look far to find the HALF pound can selling at 27c
Pound 29c

LOOK — LOOK FOR OUR AD IN EACH THURSDAY'S BATTALION!

BREAKFAST BACON

Dollar bacon prices were talked about.
ARMOUR'S DEXTER
Lb. 55c

SOAP POWDERS

TREND—Hymalol Salts products (such as Drest) reached more than 35c. Still have 1c sale—
2 Pkgs. 35c

BLACK EYE PEAS

KIMBELLS LB. CANS.
2 cans for 29c was a bargain—SALE
3 cans for 29c

DEL DIXI HOMINY

NO. 2½ CANS
Reached 18c per can—2 for 35c
SELLING THIS WEEK—
3 cans 35c

SWEETHEART TOILET SOAP

2 bars for 25c was a bonanza.
LOOK SALE PRICE—
3 bars 25c

- - ADDED WEEKEND SPECIALS - -

PEAS: Fancy Small, A-1 Brand
No. 2 can 21c
PINK SALMON—Tall can—McGoverns Best
Can 49c
ROLLED OATS—3 Minute Brand.
2 regular pkgs. 29c
CIGARETTES—Popular kinds.
Carton, \$1.63
CHEE-WEES—Cheese and Corn
Regular Can 43c
MUSHROOMS—7¼ oz. can—In Steak Sauce,
Ready to Serve.
Can 25c
WORCESTERSHIRE SAUCE—French's.
Bottle 13c
OLD DUTCH CLEANSER
3 reg. cans 35c
LYE—Hudson, can 9c
CARNATION MILK
3 tall cans 38c
SALMON—Flat Cans Medium Red—Sea Club.
can 45c

COUPONS BOOKS—Effective April first no discounts will be given on coupon books. Sold for your convenience only. Prices will more than reflect the 2% savings. NO "ACCOMMODATION TICKETS" PLEASE!

SOUTHSIDE FOOD MARKET

College