

# Christopher Columbus Event

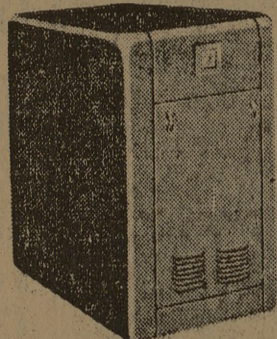
Not since the voyage of Christopher Columbus has there been such an orgy of discovery as will occur at the Southside Food Market during the period between Sept. 15 to Oct. 3rd. Here are some of the many desirable features that identify the SOUTHSIDE FOOD MARKET as a fine place to do all your grocery shopping, every day in the week.

## YOU WILL DISCOVER THAT WE OFFER:

- 1. CONVENIENCE**
  - (a) Miles closer than the next comparable store.
  - (b) Ample free parking space.
  - (c) Well arranged, easy to locate stocks, with a "Where to find it" directory for the convenience of husbands and occasional shoppers.
- 2. WIDE VARIETY OF STOCKS**  
That we do have! And if we do not have it, ask us and we shall try to stock it for you.  
For example, we stock 70 separate canned meat items. Others in proportion. Frozen Foods, Self-Service and Clerk-Service cured meats; fresh meats; ice creams; staple drugs; tubs; buckets, nails, work gloves, sewing thread, fresh fruits and vegetables, etc., etc.
- 3. QUALITY OF PERISHABLES**  
Market: James Winn is now in charge of our meat department. You will be more than satisfied with the freshness and quality of the meat James is selling. And prices, too! Fresh Fruits and Vegetables: Fair now. . . But we have a triple-length refrigerated fruit and vegetable display case on order, delivery of which is due about Nov. 1st.
- 4. COMPETITIVE PRICES**  
We have always been "cheaper than you think," but we have not always placed proper emphasis on the proper items. That you may KNOW YOURSELF how cheap our prices are, we have arranged an inducement to get you to come in and check our prices yourself. No hearsay! No gossip! No rumors! Just facts. See our DISHWASHER DEAL.

5. **COURTESY, CLEANLINESS**, and other important factors we think are comparable and satisfactory. But consumer surveys rate the first four items in the order listed as being of paramount importance.

6. **PREMIUMS.** Except upon special occasions such as this, we guard our advertising funds zealously, using what we can save from other ordinary outlays to use in purchasing very desirable premiums. To obtain these premiums, merely shop here, save your cash register slips as evidence of purchases, then present them at any time for redemption. This program runs throughout 1950.



## You May Win a YOUNGSTOWN KITCHENS JET TOWER DISHWASHER

That Completely  
Modernizes Dishwashing!

You do not have to buy anything to be eligible to win this marvelous \$269.95 gadget. You may see this machine on display at our store.

We do want you to learn for yourself, firsthand, just how cheaply you

can buy your groceries every day in the week at The Southside Food Market.

To be eligible to possess for yourself this greatest boon of all time to the housewife who does not like to clean up the kitchen three times a day, you have to **CHECK OUR GROCERY PRICES YOURSELF.**

We are listing below 100 items bought by practically every housewife one or more times each month. They constitute a bulk of the items that go to make up the total cost of your food bill.

To be eligible to win, you must, at some time between Sept. 15 and Oct. 3rd, come to our store, obtain a copy of this list, fill in the prices yourself, fill in the entry coupon and deposit at our Check-out Counter. Awarding will be done at 3 o'clock P.M., October 3rd.

You may either have one of our clerks compare your listed prices with our master sheet in effect the day you make the check, or you may date your list, leave it attached to your entry coupon, and enter the entire sheet. We prefer you to have a clerk compare your entered prices with our listing, and keeping sheet for purpose of comparison with prices at any other Houston or Brazos County store.

**OUR ITEMS WILL BE PLAINLY INDICATED WITH RED ARROWS OR SIGNS TO SIMPLIFY LOCATION.** Also, an adequate number of clerks will be on hand to assist, if necessary.

**YOU DO NOT HAVE TO BUY ANYTHING TO WIN.**

**YOU MAY ALSO BECOME ELIGIBLE TO HAVE THE DISHWASHER INSTALLED AT OUR EXPENSE (Up to a total of \$25).** DETAILS OF THIS FEATURE WILL BE DISPLAYED IN THE STORE, OR OUR CLERKS WILL EXPLAIN.

Employees of the Southside Food Market and their families are not eligible to win.

If the winner lives in a college apartment or otherwise cannot use the dishwasher, a cash settlement, installation costs eligibility included, of \$200 cash may be GIVEN FREE INSTEAD.

This deal in no way affects the premium deal we already are running.

## WEEKEND SPECIALS

Effective Only Friday and Saturday - September 15-16

### Market Specials

Decker's Korn Kist Sliced  
**BREAKFAST BACON . . . lb. 55c**

We will have this weekend—Armours  
**AA GRADE BABY BEEF**

Beef and Veal  
**SHORT RIBS . . . . . lb. 39c**

Hormel All Meat  
**FRANKFURTERS . . . . . lb. 49c**

Grade A Baby Beef  
**T-BONE STEAKS . . . . . lb. 88c**

Fully Dressed Heart o' Texas  
**FRYERS . . . . . lb. 65c**

Extra Nice  
**DRESSED HENS . . . . . lb. 45c**

### Frozen Foods

6 Oz. Cans  
**JUICES . . . . . 2 cans 47c**

Birdseye  
**SPINACH . . . . . pkg. 24c**

Pack-et Size Pictsweet  
**MIXED VEGETABLES . pkg. 19c**

### Miscellaneous

No. 303 Cans Libby's  
**PUMPKIN . . . . . can 10c**

1 Lb. Vacuum Can Maxwell House  
**COFFEE . . . . . lb. 81c**

7 Oz. Can Libby's  
**VEAL LOAF . . . . . can 19c**

46 Oz. Cans Libby's  
**TOMATO JUICE . . . . . can 25c**

### Fresh Fruits and Vegetables

Cartons of Arkansas Fresh  
**TOMATOES . . . . . 2 for 25c**

Tender Colorado  
**GREEN BEANS . . . . . 2 lbs. 25c**

No. 1 California  
**POTATOES . . . . . 10 lbs. 55c**

Sun Kist 432 (Medium) Size  
**LEMONS . . . . . dozen 23c**

We Are Promised Large Golden  
**BANANAS . . . . . 2 lbs. 25c**

Giant Size Firm California  
**LETTUCE . . . . . 2 heads 29c**

Thompson Seedless  
**GRAPES . . . . . 2 lbs. 25c**

Medium Size Stalks—Crisp  
**GREEN CELERY . . . 2 for 29c**

### Miscellaneous

Kools, Tipped Raleighs, Embassy brands  
**CIGARETTES . . . Carton \$1.80**

(Other Popular Brands—\$1.86)  
This Deal Ends Oct. 1st.  
**MEADOLAKE OLEO . . . lb. 10c**

Provided it is a 1940 dime—otherwise, weekend Price—25c

No. 2 1/2 Cans Syrup Pack Airmail  
**HALVES APRICOTS . . . can 17c**

**CRISCO . . . . . 3 lb. can 85c**

No. 211 (12 Oz.) Cans Libby's  
**PINEAPPLE JUICE . . . can 10c**

No. 2 Cans Wolf  
**CHILI . . . . . can 57c**

No. 1/2 Cans Libby's  
**VIENNA SAUSAGE . . . can 17c**

## A Grocery Ad Without Prices - You Fill in the Prices Yourself

No. 2 Wolf Chili . . . . . can	1 Lb. Economy Pack Coffee . . . . .
No. 1 Wolf Chili . . . . . can	4 Oz. Tender Leaf or McCormick's Tea . . . . .
No. 1 1/2 Wolf Tamales . . . . . can	8 Count Lipton's Tea Bags . . . . .
12 Oz. Can Rath's Blackhawk Luncheon Meat . . . . .	48 Count Lipton's Tea Bags . . . . .
12 Oz. Can Prem . . . . .	1/2 Gallon Mello-Kreme . . . . .
12 Oz. Can Treet . . . . .	Cartons 6 Bottles Coca Cola . . . . .
4 Oz. Can Libby's Vienna Sausage . . . . .	Tall Cans Pet or Carnation Milk . . . . .
7 Oz. Can Libby's Veal Loaf . . . . .	2 Cans for . . . . .
12 Oz. Can Snack Luncheon Meat . . . . .	Gerber's, Libby's, Heinz Baby Foods . . . . .
8 Oz. Can Rath's Breakfast Sausages . . . . .	3 cans . . . . .
15 Oz. Can Gebhart's Chili Without Beans . . . . .	Libby's Strained Baby Meats . . . . .
16 Oz. Can Libby's Corned Beef Hash . . . . .	Duz, Oxydol, Tide, etc., Large (Not Giant) . . . . .
16 Oz. Can Recipe Pink Salmon . . . . .	Topper Toilet Tissue . . . . .
No. 2 Cans Standard (Diamond) Tomatoes . . . . .	Gulf Spray, Quarts . . . . .
No. 300 Cans Rusk Tomatoes . . . . .	Dog Food—Pard, Dash . . . . . 2 cans
10 1/2 Oz. Cans Standard Tomatoes . . . . .	Dog Food—1 Lb. Vigo . . . . .
No. 2 Cans Libby Tomato Juice . . . . .	Dog Food—5 Lbs. Gaines Meal . . . . .
46 Oz. Can Libby's Tomato Juice . . . . .	Crisco . . . . . 3 Lb. Can
No. 2 Can Libby's Pineapple Juice . . . . .	Mrs. Tuckers Shortening—3 Lb. Cart . . . . .
No. 1 Flat Cans Libby's Pineapple . . . . .	Swifts Jewel Shortening—3 Lb. Cart . . . . .
No. 2 Cans Comstock Pie Apples . . . . .	Mrs. Tuckers Shortening—1 Lb. Cart . . . . .
No. 2 1/2 Cans Libby's Halves or Sliced Peaches . . . . .	Ma zola Oil—Pint . . . . .
No. 2 1/2 Cans Rosedale Bartlett Pears . . . . .	Wesson Oil—Pint . . . . .
No. 303 Cans Libby's Fruit Cocktail . . . . .	Sugar . . . . . 5 Lbs.
No. 2 1/2 Cans Libby's Fruit Cocktail . . . . .	Sugar . . . . . 10 Lbs.
Regular Cans Campbell's Tomato Soup . . . . .	Flour—5 Lb. Gold Medal . . . . .
14 Oz. Jars Libby's Catsup . . . . .	Flour—10 Lb. Pillsbury . . . . .
14 Oz. Bottles V-8 Tomato Catsup . . . . .	Flour—25 Lb. Kimbell's Best . . . . .
No. 2 1/2 Cans Leadway Sliced Yellow Freestone Peaches . . . . .	Corn Meal—5 Lb. Aunt Jemima . . . . .
No. 2 1/2 Cans Libby's Halves Apricots . . . . .	Rolled Oats—Small Plain, 3 Min. . . . .
No. 2 1/2 Cans Airmail Halves Apricots . . . . .	Post Toasties—8 Oz. . . . .
10 1/2 Oz. Cans Monarch Cut Spears Allgreen Asparagus, tips included . . . . .	Kellogg's Corn Soya . . . . .
No. 2 Cans Curtis Cut Green Beans . . . . .	Nabisco Shredded Wheat—Large Box . . . . .
No. 2 Cans Del Dixi Cut Green Beans . . . . .	Hershey Cocoa—8 Oz. . . . .
No. 2 Cans Libby's Whole Green Beans . . . . .	Hershey Baking Chocolate—8 Oz. . . . .
15 1/2 Oz. Cans Rio Grande Fresh Shelled Cream Peas . . . . .	Nestles Morsels . . . . .
15 1/2 Oz. Cans Rio Grande Fresh Shelled Blackeye Peas . . . . .	Hershey Dainties Chocolate Chips . . . . .
10 1/2 Oz. Can Little Kernel Country Gentleman Corn . . . . .	Colgate Tooth Paste—Giant Size . . . . .
20 Oz. Can Libby's Sweet 3 Sieve Green Peas . . . . .	Ipana Tooth Paste—Giant Size . . . . .
FLUID MILK, any brands	5 Oz. Bottle Lea & Perrins Sauce . . . . .
Homogenized:	Blue Bonnet Oleo, Quarters—Lb. . . . .
Quarts . . . . .	Nucoa Colored Oleo, Quarters—Lb. . . . .
1/2 Gallons . . . . .	Brookfield Butter, Quarters—Lb. . . . .
Pasteurized:	6 Oz. Bits o' Sea, Grated Tuna . . . . . can
Quarts . . . . .	Black Pepper, 4 Oz. French . . . . .
1/2 Gallons . . . . .	Black Pepper, 1 1/2 Oz. Durkees . . . . .
2 Lb. Velveeta Cheese . . . . .	
1/2 Lb. Velveeta Cheese . . . . .	
1/2 Lb. American Cheese . . . . .	
8 Oz. Kraft Salad Dressing . . . . .	
16 Oz. Kraft Salad Dressing . . . . .	
32 Oz. Kraft Salad Dressing . . . . .	
8 Oz. Kraft French Dressing . . . . .	
1 Lb. Maxwell House Coffee . . . . .	
1 Lb. Folger's Coffee . . . . .	

### ENTRY COUPON

Name . . . . .

Telephone . . . . . Box Number . . . . .

Street Address or RFD . . . . .

City . . . . .

Grocery price list has been filled out

List has been checked and approved by Southside Food Market clerk. . . . .

(His signature . . . . .)

I am also entering the contest to win up to \$25 Installation Money Yes  No

PLUS A MULTITUDE OF EVERYDAY VALUES

# Southside Food Market

Save all our cash register receipts.

They may be exchanged for Valuable Premiums