

THE WHOLE TOWN COMES WHEN



**Shoppers MARKETS**

**7 SALE DAYS**

THURSDAY THRU WEDNESDAY, JULY 7-13, 1960

TAX COLLECTED ON TAXABLE ITEMS  
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**Deal**



How would You run a Business?

Just about everyone knows how to umpire a ball game, plan a freeway, design a hat or run a business better than the fellow being paid to do just that. Here at Shoppers we think the best "expert" on how to run a business was Edgar Guest, rest his soul, who wrote a poem called, Good Business. It's the way we try to run our business.

If I possessed a shop or store, I'd drive the grouches off my floor. I'd never let some gloomy guy offend the folks who came to buy. I'd never keep a boy or clerk with mental toothache at his work. Nor let a man who draws my pay, drive customers of mine away. I'd treat the man who takes my time, and spends a nickel or a dime

With courtesy and make him feel that I was pleased to close the deal. Because tomorrow, who can tell? He may want stuff I have to sell. And in that case then glad he'll be to spend his dollars all with me.

The reason people pass one door to patronize another store is not because the busier place has better silks or gloves or lace, Or cheaper prices, but it lies in pleasant words and smiling eyes. The only difference, I believe, is in the treatment folks receive. It is good business to be fair, to keep a bright and cheerful air

About the place, and not to show your customers how much you know. Whatever any patron did, I'd try to keep my temper hid, And never let him spread along the word that I had done him wrong.

See you next week.



**Brookhaven BRAND**

**TOMATO JUICE**

**51**

46-oz. Cans



**Powder Room FACIAL TISSUE**

400 Count Box

**19**

**SHOPPERS COUPON**



**Folger's COFFEE**

With This Coupon

**1-LB. CAN 39**

Coupon Good Thurs., July 7, thru Wed., July 13, 1960.

Limit One Per Adult Customer

**Brookhaven BRAND**

**Cut Beans .. 7** 303 Cans

**Sweet Peas 8** 303 Cans

**Corn-Vac. Pak 8** 12-oz. Cans

**Apple Sauce 8** 303 Cans

**Tomato Sauce 16** 8-oz. Cans

**1**

**Top Flavor Preserves**

- APRICOT-PINEAPPLE
- STRAWBERRY
- SEEDLESS BOYSENBERRY

**3** 18-oz. Jars **\$1**

RONNIE

**DOG-E-STEW. . . . . 7** #1 Tall Cans

#1 TALL CANS • FRESHER TASTING

**FOREMOST MILK . . . . . 7** FOR \$

46-OZ. CANS

**HAWAIIAN PUNCH . . . . . 3** FOR \$

S&W

**KIDNEY BEANS . . . . . 7** #303 Cans

S&W

**STEWED TOMATOES . . . . . 5** #303 Cans

**Beads O' Bleach** 18-oz. Package **39**

**Nestle's Quik** 2 3/8-lb. Can **89**

**General Mills Cereals**

- CHERRIOS . . . . . 10 1/2-ozs.
- WHEATIES . . . . . 12-ozs.
- FROSTYS . . . . . Reg. Pkgs.

Your Choice **4** FOR **\$1**

**CAL FAME FROZEN**

**Pineapple-Grapefruit Drink**

10 6-oz. Cans **\$1**

**BIRDS EYE BRAND FROSTED FOODS**

- PEAS • PEAS & CARROTS • CUT CORN • CHOPPED LEAF SPINACH • FRENCH FRIES • BROCCOLI CUTS • CUT BEANS.

Your Choice **6** PKGS **\$1**

**Frigid Dough FROZEN**

**Pumpkin Pies**

JUST HEAT 'N EAT

**3** FOR **\$1**

Oscar Mayer ALL MEAT

**Smokie Links**

12-oz. Pkg. **59**

**Delicatessen**

OREGON AGED TILLAMOOK

**Cheddar Cheese lb. 69**

**BORDEN BISCUITS**

Plain or Buttermilk

Pkg. **10**

Weston Sugar Wafers

14-Oz. Pkg. **49**

Nabisco Ritz Crackers

12-Oz. Pkg. **33**

Foodcraft Hamburger Chips

15 1/4-Oz. Jar **29**

Shoppers Reserve Kentucky **WHISKEY**

86 Proof A Blend FULL QUART **\$4.49**

**LIQUORS**

SHOPPERS So. California's Favorite Drink

**Vodka \$3.69** FULL QUART

Shoppers Deluxe Kentucky Straight **BOURBON**

86 Proof 6 Yrs. Old FULL QUART **\$4.99**

**LIPTON SOUP MIXES**

CHICKEN NOODLE 3 PACK CARTON **45**

TOMATO VEGETABLE 2 PACK CARTON **29**

ONION 2 Pack Carton **35**

**LIPTON TEA**

THE "BRISK" TEA

1/4 Lb. Black **45** • 48-Ct. Bags **69**

**GOLDEN BANTAM CORN**

• SWEET • FANCY

Ear **5**

**AVOCADOES**

• PLUMP • RIPE • HASS VARIETY

**3** FOR **25**

WE GIVE 

FANCY • SWEET • RIPE

**Santa Rosa PLUMS**

L **19**

B

**PACIFIC COAST HIGHWAY at CRENSHAW**