

BUY BORDER'S • SAVE AT BORDER'S • SHOP AT BORDER'S • BUY BORDER'S BARGAINS • SAVE AT BORDER'S

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THE PEOPLE'S CHOICE FOR VALUE

CAN ALWAYS BE FOUND AT "BORDER'S"

BORDER'S VALUE-WAY TRIM

U.S.D.A.

CHOICE MEATS

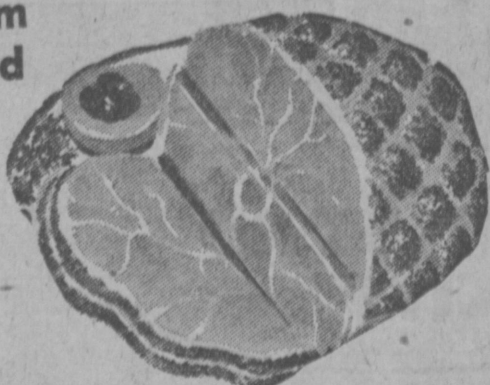
ONLY USDA CHOICE MEATS ARE SOLD AT BORDER MARKETS AS THEY ARE SPECIAL AGED UNDER CONTROLLED REFRIGERATION TO BRING OUT THE MOST IN TENDERNESS AND FLAVOR... ADD ALL THIS WITH OUR COURTEOUS SERVICE AND YOU HAVE THE REASON WHY IT PAYS TO SHOP AT YOUR FRIENDLY BORDER MARKETS...

DIXIE PEACH, APRICOT PLUM JAMS or APPLE GRAPE JELLY

5 for \$1

OL' SMOKEY DELICIOUS TENDERIZED

Um-m Good



PICNICS!

29¢

THIS WEEK'S HOT BUY!

OL' SMOKEY—DELICIOUS

BACON A TREAT FOR YOU 59¢ lb

"SPECIAL PRICES FOR FREEZERS"

ASK AT MEAT DEPARTMENT ABOUT SPECIAL PRICES FOR HINDS, FORE-QUARTERS, OR FULL SIDES OF BEEF, CUT AND WRAPPED FOR YOUR FREEZER AND FROZEN AT NO EXTRA COST TO YOU!!

USDA CHOICE BEEF SALE!

VALUE-WAY TRIM

7-BONE ROAST 45¢ lb

JUICY LEAN BONELESS

STEWING BEEF 79¢ lb

VALUE-WAY TRIM

ROUND BONE ROAST 49¢ lb

USDA CHOICE—VALUE-WAY TRIM

CUBE STEAKS 89¢ lb

BONELESS USDA CHOICE

ENGLISH CUT STEAK 79¢ lb

USDA CHOICE—VALUE-WAY TRIM

Chuck Steaks 49¢ lb

GROUND FRESH HOURLY

LEAN Ground BEEF 39¢ lb

TURKEYS ECONOMY BROAD BREASTED YOUNG TOMS

CENTER CUT

BEEF SHANKS 39¢ lb



DELICIOUS TO SERVE HOT OR COLD

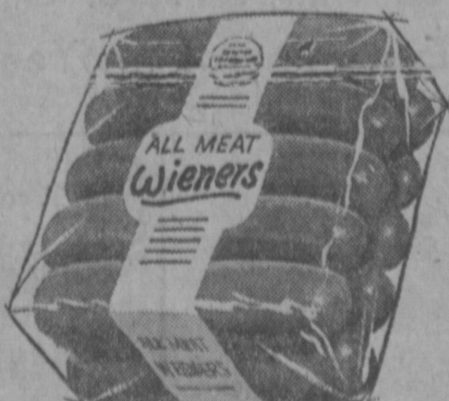
39¢ lb

BEEF

SOUP BONES 15¢ lb

BORDER'S SELECT DELICATESSEN

INTRODUCING BORDER'S OWN



FULL POUND

45¢

Warm Up The Ol' Barbecue

MANHATTAN BRAND

LUNCHEON MEATS

BOLOGNA • HEAD CHEESE COTTO • OLIVE PIMIENTO PICKLE & PIMIENTO • 3-WAY DUTCH 6-OZ. PKG.



29¢

MORE SPECIALS ON EVERY ROW TO AID YOUR BUDGET

- MAXWELL HOUSE COFFEE 1-lb. can 77c
- MAXWELL HOUSE COFFEE 2-lb. can \$1.51
- MAXWELL HOUSE INSTANT COFFEE 2-oz. size 45c
- MAXWELL HOUSE INSTANT COFFEE 6-oz. size \$1.13
- POMPEIAN OLIVE OIL 1/2 pint can 43c
- ROMAN MEAL CEREAL 14-oz. 23c
- SUNSHINE CRACKERS lb. box 31c
- N.B.C. GRAHAMS lb. box 37c

H. A. HAIR ARRANGER (4.2 oz.) 59¢

10 FOR \$1.00

10 FOR \$1

5 FOR \$1

CRISCO 59¢

DOG FOOD 14 FOR \$1

TOMATOES

10¢ lb

19¢

2 19¢

5 for 10¢

5 FOR \$1

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