

# Shoppers MARKETS

**7 SALE DAYS**

THURSDAY THRU WEDNESDAY, JULY 28 - AUG. 3, 1960  
 • TAX COLLECTED ON TAXABLE ITEMS • LIMIT RIGHTS RESERVED

# STEP INTO OUR COOL ENCHANTED GARDEN OF SUMMER FRESHNESS



Here, at SHOPPERS, in cool dewy crisp splendor, are the most beautiful fruits and vegetables you'll ever see between farm and city. U.S. Extra Fancy, U.S. Fancy, U.S. No. 1—these are the grades we use. This is the ONLY kind of produce you'll see in a Shoppers Market. The price? See for yourself. Come in and be amazed by prices lower than you've been paying. And now is the season to buy. Our lovely produce departments are bursting with "Plentiful Foods."

**We Have National Purpose**

We read with interest the recent series of articles in LIFE on National Purpose by several great Americans, the comments of LIFE and letters from its readers. May we raise one tiny voice in defense of the way we are as a people? Learned men are deeply concerned at our pre-occupation with personal comfort and indifference toward our national safety—NOT REALLY! In the 184 years since our own revolution we have grown from children to adults... not mature adults, to be sure, but "grown-ups" none the less. We are better informed than any large mass of humans has ever been. We are more cynical toward the honesty of leaders but understand the capacities and limitations of these very leaders far better than our forebearers. We do not display our flag as we should, but wet eyes do not denote greater love and respect—only more emotionalism, and today's American is more sophisticated and less emotional. We are not clamoring for material goods but, rather, accepting them as the fruits of labors. We've done a little fighting on our own to gain these possessions—now it's time to use them in the face of external threat. With our great mass of information; a secure knowledge that our elected leaders will do our bidding or be replaced; blessed with an abundance of material goods and the energy and desire to use them, we have turned, quite naturally, to more refined comforts. Certainly we owe our ancestors a great deal, but each generation contributes its piece to the whole structure of our society and no one segment can be singled out. When we have passed on, our contribution will be weighed and added. And what are we giving to the development of our society—what is our purpose? A more mature and tolerant attitude toward our fellow men, a greater appreciation of the very goods we create, a broader understanding of a world we, but a short time ago, did not know existed. And we have done these things quietly, in the very shadows of the tranquilizer factories turning out pills we must take to calm senses honed to a fine edge simply because we CAN see farther than our ancestors. Perhaps we've lost some of the vigor of our forebears who seemed to get along alright with buffalo meat and freshly killed beef using the stamina and teeth of full-grown tigers, but today Americans want their beef tender, their beer cold and their coffee hot—any objections? See you next week.

**Morton SALT**

Plain or Iodized

26-oz. Box

**10¢**

VACUUM PACKED **NIBLETS CORN**... 2 12-oz. Cans **29¢**

FLO-THRU BAGS **LIPTON'S TEA**... 16-Ct. Pkg. **19¢**

CAPT. KITT **TUNA for CATS**.. 10 6½-oz. Cans **\$1.00**

SUNMAID **Seedless RAISINS**.. 6 Pak **15¢**

FOX DELUXE • FROZEN WHOLE, CUT UP **FRYING CHICKENS**

1-lb. 12-ozs. **79¢**

**BETTY CROCKER CAKE MIXES**

• CHOCOLATE • WHITE • YELLOW

Your Choice **29¢**

**FRIGID DOUGH FRUIT PIES**

FROZEN Your Choice **29¢**

**SPERRY PANCAKE FLOUR**

28-oz. Pkg. **29¢**

**Flowing Gold GRAPE DRINK**

6-oz. Cans **8¢**

BROOKHAVEN **CUT BEANS**... 7 #303 Cans **\$1.00**

M.J.B. **Long-Grain RICE**... 28-oz. Pkg. **35¢**

SUNSWET **PRUNE JUICE**... Full Quart **39¢**

FOODCRAFT **Dill or Kosher PICKLES** 3 22-oz. Jars **\$1.00**

**Half Hills TUNA**

CHUNE STYLE #1/2 Tin **19¢**

FANCY • SWEET • LARGE CLUSTERS THOMPSON SEEDLESS **GRAPES**

THE NEW CROP IS IN! ALL PURPOSE • GRAVENSTEIN **APPLES**

FANCY • SWEET • THICK-MEATED FINE FOR STUFFING • BELL **PEPPERS**

**225¢**

LBS.

**Gerber's foods for baby**

**STRAINED** 12 FOR **98¢**  
All Varieties

**JUNIOR** 10 FOR **98¢**  
All Varieties

Rose Royal • Old-Fashioned **Chocolate CAKE** (10-ozs.) or **CHEESE PIE** 8½-oz.

Your Choice **39¢**

**Zee Paper Products**

**PAPER NAPKINS** Choice of Colors 4 200-Ct. Boxes **\$1.00**

**TOILET TISSUE** Softened with Lanolin 4 Roll Pak **39¢**

**LIQUORS**

COUNTY CREEK **STRAIGHT BOURBON**

86 Proof 8 Years Old 5th **\$3.49**

**CHIFFON LIQUID DETERGENT** 10c Off Label You Pay Only 22-ozs. **49¢**

**WISK FOR DISHES** Qt. **79¢**

**RINSO BLUE** Gt. Box **83¢**

**SHOPPERS VODKA** \$3.69

A Great Summer Drink FULL QUART

REGAL SCOT **SCOTCH** 86-8 Proof, 100% Scotch Whiskies. Blended & Bottled by J. E. McPherson & Sons, Ltd., British Isles. **\$5.09**

CONDENSED ALL 20-lb. Box **\$4.79**

LUX SOAP 2 Bath Bars **31¢**

LUX SOAP 3 Reg. Bars **33¢**

LUX LIQUID 22-oz. Can **73¢**