

"Bread Like Mother Made" Gates and Lydiard's Medford Product

GREATEST FOOD SALE TO START NEXT SATURDAY

Gates and Lydiard Launch 12th Anniversary Celebration With Week of Lavish Bargain Giving

One of the biggest food sales ever to be staged in Medford will start tomorrow when Gates & Lydiard launches its Twelfth Anniversary celebration. This sale will continue all next week, with bargains in all departments at both Groceteria stores at Sixth and Grape streets and Sixth and Central avenue.

With the opening of the Economy Groceteria 12 years ago, November 20, W. A. Gates and W. H. Lydiard introduced the cash and carry grocery system in southern Oregon. The original store was located in the Medford building in a portion of the store room now occupied by the M. M. Department store. A cash girl and the two proprietors easily accommodated the limited number of shoppers at that time. In six months the business had increased rapidly and a bakery was added to the establishment and its products met with instant favor.

In 1923 the Groceteria was moved to its present location in the Porter Neff building on Sixth street, affording floor space of 100 by 100 feet. Colorful window displays, flaunting choice fruits and vegetables from the Rogue River valley, are carefully arranged for the benefit of customers. Since opening in the second location a soda fountain and lunch counter have been added. Delicious home-cooked food is featured at low prices. The Groceteria's bakery is one of its most popular departments.

Kitchenware, garden implements and other family necessities are carried by Gates & Lydiard in addition to the finest grade of farm and dairy produce. Ed Binna's meat market is operated in conjunction with the Groceteria so that customers may buy everything they need to supply the family with three meals a day by visiting the various departments in this one store.

Bread made without the use of bakery substitutes made its first appearance in Medford at the Groceteria's bakery department. Pastries and cakes are also a specialty at this bakery. It is claimed that more business is transacted over this bakery counter than over any other in the state outside of Portland.

Storekeepers up and down the Pacific coast have been attracted by the unique plan of operation inaugurated

by the Groceteria and hundreds of merchants have visited Medford in order to observe the success of Gates & Lydiard's system of merchandising. Branching out to better accommodate patrons from all sections of Medford and the surrounding territory, Gates & Lydiard opened their second grocery store in this city on April 20, 1930, at the corner of West Sixth and Grape streets. These two places are practically twin organizations, each store specializing in only the very best quality products at reasonable prices. A lunch counter, bakery and meat department offer complete service for its shoppers.

Twenty-eight employees are on the Groceteria payroll regularly and extra clerks are hired on Saturdays and for special occasions.

The Twelfth Anniversary sale is expected to attract customers from all parts of southern Oregon and northern California tomorrow and next week.

"Bill" Gates Fosters Home Buying Move



W. A. Gates.

For 18 years W. A. "Peoria Bill" Gates has sung the praises of the Rogue River valley's peas—tomatoes—climate and fish. In fact, since moving to Medford from Illinois he has convinced a lot of people that "This is a great country," through his consistent advertising and campaigning in the interest of buying local products whenever possible.

Mr. Gates was engaged in the automobile accessories business with his brother, C. E. Gates, for five years after coming to Medford. At the end of that time he formed partnership with W. H. Lydiard for the establishment of the Economy Groceteria in the store room now occupied by the M. M. Department store.

An active worker in the Medford Chamber of Commerce, Bill Gates has

been a tireless worker for the betterment of the community.

Ever since entering the grocery business in this city Mr. Gates has promoted the interests of valley producers and has been active in devising ways and means of improving local marketing conditions to give the benefits to local growers in preference to growers outside the state who ship in products during the local growing season.

The Economy Groceteria is an energetic advertiser and Bill Gates has written copy for the Groceteria advertisements in the Mail Tribune for many years, always stressing the idea "By Medford trade is Medford made."

Melvin Hall Heads Merchandising Dept.

The striking displays and attractive stock arrangement at the Economy Groceteria evidences the ability of Melvin Hall, supervisor of merchandise displays. Melvin's exhaustive study of merchandising, plus his resourceful ideas is responsible for the excellent merchandising promotion at the two Medford stores. He is an able understudy of W. A. Gates, considered an authority on grocery merchandising throughout the coast territory.

Melvin has completed extensive courses in window and store displays and his studies include a course emanating from the Harvard business research department.

W. H. Lydiard Is Pioneer Groceryman



W. H. Lydiard.

W. H. Lydiard, one of Medford's pioneer grocerymen, is associated with Mr. Gates in operating the two local Economy Groceteria stores. He has been a resident of this city for 20 years, having come here from Min-

nesota. Bill is an important member of the partnership and devotes much of his time to buying for the two big stores.

"Bill" Lydiard is well known by the sales representatives of large food distributing concerns throughout the west and his intelligent buying has contributed much to the success of the two fine Medford stores.

The Jackson Street grocery store was purchased by Mr. Lydiard and successfully managed by him until he became a business partner of Mr. Gates twelve years ago.

Previous to his grocery store ventures in Medford, Mr. Lydiard was engaged in the grain business in Minnesota and carried on extensive programs. As well as being one of southern Oregon's most progressive merchants, Mr. Lydiard is active in civic and fraternal affairs and the promotion of local infant industries.

Both owners of the Groceteria stores have proved their faith in the present and future of this valley by constantly improving and enlarging their enterprises.

BLACK DAYTIME DRESS MRS. CARAWAY'S CHOICE

WASHINGTON. — (P) — Senator Hattie Caraway of Arkansas has a daytime dress of black crepe de chine made on coat effect, with white collar and cuffs. Her hat is of black felt.

RICHLAND—Mile of road running south from here being graveled.

Economy Groceteria

At Our Fountains **ALL THIS WEEK**

Chocolate Ice Cream Sodas

5c

Gates & Lydiard

The Home of Bread Like Mother Made Economy Groceteria The Home of Bread Like Mother Made

Twelve Years with "DRIFTED SNOW"

For twelve years the flour used in our bakery has come from the Drifted Snow Mills. For twelve years the quality of our bread has never varied—always that good home flavor—always that rich crust that makes you want the first slice off the loaf.

You, too, may be assured the same uniform results—the same high quality—the same flavor—by using "Drifted Snow, the Home Perfected Flour."

CAKE FLOUR

Softasilk Gold Medal

Cake Flour

22c



Anniversary Prices on

Drifted Snow

"Home Perfected"

49 lb sack \$1.23

Barrel (4 sacks)

\$4.89

BISQUICK

Biscuits in a hurry

pkg. 28c



ROLLED OATS

Quick Cooker or plain

Large pkg. 18c

9 lb. bag 29c



PANCAKE FLOUR

Family size

pkg. 17c



Saving Without Self-Denial

6th at Grape

Gates & Lydiard

6th at Central

Delivery of \$1.00 Orders. Phone East Side 752 West Side 429

Economy Groceteria

The Home of Bread Like Mother Made

Anniversary SALE

—OF—

TEX GARDEN

Preserves

Here is highest quality with no increase in price—Raspberry, Strawberry, Peach, Loganberry, Apricot, Pineapple, Watermelon, Figs

1 lb. Jars for

25c

—to—

33c

Gates & Lydiard

The Home of Bread Like Mother Made Economy Groceteria The Home of Bread Like Mother Made

Teas and Coffees From the House of Folger

First to import from Central America 'Folger' established that distinction between eastern and western Coffee



For Our Anniversary

A less expensive blend by Folger—but Folger quality.

Anniversary Price

1 lb. can 27c

ANNIVERSARY SPECIAL

FOLGER'S COFFEE

Two grinds—Drip and Percolator, of established Folger quality

1 lb. can Anniversary Price

33c



For Our Anniversary A delicately blended Tea—Folger quality.

Anniversary price, Green or Orange Pekoe

1/2 lb. 23c 1 lb. 44c

Saving Without Self-Denial

6th at Grape

Gates & Lydiard

6th at Central

Delivery of \$1.00 Orders. Phone East Side, 752 West Side, 428