

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

We Answer Some Pertinent Questions

WITH the adoption of so many (new to Medford) safeguards to insure purity and cleanliness of foods we have been asked a lot of questions. Some felt we were too finicky,—so many things have been done so long they just seem the natural thing to do, so why change?

Others have asked about our methods of handling meats — about substitutes in baking — and many other special features, often advertised—yet not fully explained. Here, we hope, will be found the answers as well as other interesting food facts.

No. 1—Why Shouldn't Meat Clerks Handle Money?

Money cannot be clean. Carried in all sorts of pant pockets, passing through all kinds of hands it's really the dirtiest kind of dirt and your meat should not be touched by one who has just taken money from some other person.

We predict legislation against this germ carrying custom at some future time.

No. 2—Why Health Certificates for Meat Cutters?

We ourselves, feel safer if meat is handled by men we know to be free from communicable disease. This is compulsory in many California cities.

No. 3—What Is Meant by Aging Beef?

Of all meats beef has the finest flavor when properly handled. It must be carefully pre-cooled—then held in an even temperature separate from all other foods until the fresh animal taste is gone. That is why we installed a special cooler large enough for 40 steers. After these fine steers have been held at least 10 days, the meat is free from absorption from other foods—firm yet tender and has that fine beef flavor possible under no other conditions.

The largest retail cooler capacity in Medford is required for this service,—and it looks as though we may have to increase it.

No. 4—Why Do You Handle None But Steer Beef?

Fancy steer beef is cheaper and healthier for you and your family. Cheaper because no tough ends are left on the plates to be wasted.

Healthier because easier to chew and easier to digest. With the tendency of children to chew insufficiently the better flavor of tender, properly aged steer beef is of vital importance. Ask your doctor.

No. 5—Why Is Country Sausage So Different from Other Sausage?

It isn't if the other sausage contains only good pork and seasoning. There is no secret to making good sausage. Simply use the better grade of pork, season to suit the taste, leaving everything else out and you will have delicious country style sausage every time.

Good sausage is not only delicious, but economical. There is no bone waste and good sausage won't fry down so much that the price is high.

We are selling over 1000 lbs. of our fine country style sausage every week.

No. 6—Why So Many Different Prices for Hamburger?

Hamburger is a very good and justly popular meat food. With prices far below the actual cost of good quality dressed beef—we must confess our inability to answer this question. We do, however, greatly enjoy eating good hamburger.

No. 7—What Are Visible Scales?

Visible scales are scales with the computing charts on both sides of the counter so that you, too, may compute the cost of what you buy.

If you haven't learned to read them let us show you. Mistakes are so easily avoided by the double check.

No. 8—What Are Substitutes in Baking?

They consist of materials which partially replace some of the old time ingredients used in baking. Some are good, some are bad.

Some countries have passed laws forbidding their use. If the Tugwell Food Bill becomes a law, it may stop their use in the United States.

Bread is man's best food and most universally eaten. We feel that it should be as pure and wholesome as we can make it, hence leave out all the substitutes and stick to the good old home formula.

No. 9—What Are Inspected Eggs?

Inspected eggs are eggs that are carefully examined one by one to be sure of their freshness.

We have our own inspectors who test every egg with the best equipment science has provided.

Bad eggs often spoil other food ingredients with which they are used—also the cook's appetite. Inspected eggs cost no more.

No. 10—How Can a Baker's Cake Be a Home Style Cake?

Here we are again confronted with substitutes. There is a synthetic substitute for most of the ingredients used in cake baking.

Relieving goodness to be best for you and ultimately for us we use none. Inspected eggs, creamery butter, and Snider's fine whipping cream used in conjunction with Betty Crocker recipes makes ours equal to the best home made cakes.

No. 11—Why Do You Say So Much About Z-MOR-U Coffee?

We have been asked this question very often. The answer is supplied by the roasters of nationally advertised brands of coffee. If stale coffee is as injurious as they say it is—you certainly want fresh coffee.

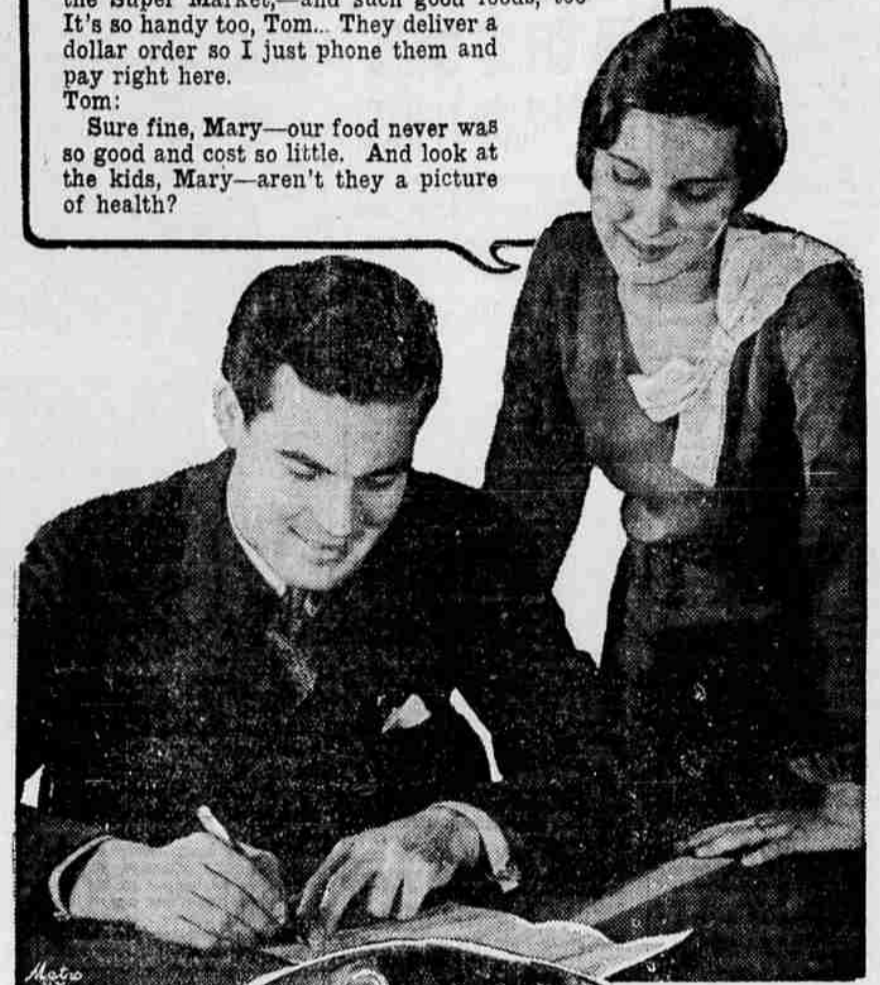
There is only one way to be sure of it:—Buy it the same day it is ground—Z-Mor-U is the finest coffee we can buy, and when we ask you to buy it, we feel we are rendering a real service.

Mary:

Oh Tom, isn't it wonderful how our bank account has grown since I began ordering from the Super Market,—and such good foods, too. It's so handy too, Tom... They deliver a dollar order so I just phone them and pay right here.

Tom:

Sure fine, Mary—our food never was so good and cost so little. And look at the kids, Mary—aren't they a picture of health?



New Years Day— and Every Day in the Year—

New Year's day and every day in the year your Super Food Markets are not merely wishing but striving to bring you and yours Health, Happiness and Prosperity by the safe and sure way—Saving without sacrificing quality.

All of Which Means This:—

There is a lot more to the food business than just selling something to eat. Feeding your family is a grave responsibility for food means good or bad health,—good health is the key to real happiness.

Then there is thrift—the first essential to financial independence. We have a responsibility there, too. You must be able to save—yet not deny your family the very best foods.

To provide you with foods we would enjoy on our own table—to sell them to you at a saving—in fact to make your problems ours is the only justification for our business existence.

Delivery of \$1.00 Orders—Phones:
East Side 753; West Side 428

GATES & LYDIARD

East Side—Sixth and Central
West Side—Sixth and Grape