

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

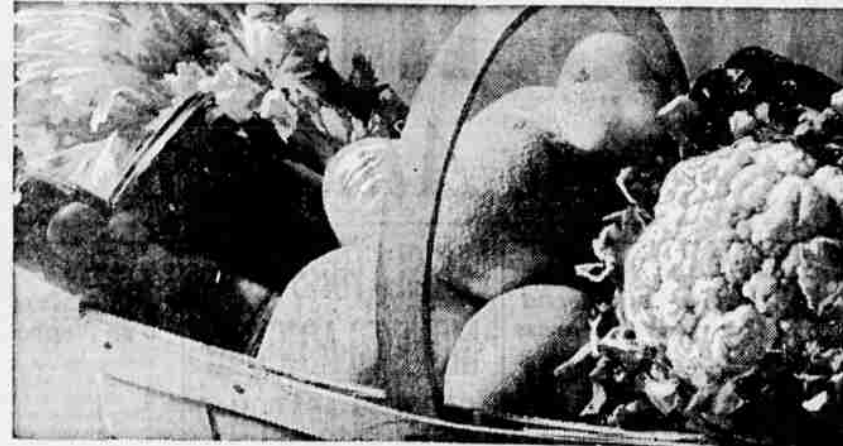
FRUITS and VEGETABLES

Here is where freshness really counts, for the food value of vegetables depends upon their freshness. To supply those things not produced here and get them to you at their best, our own truck buyer is on the San Francisco market twice weekly—selecting the best quality and delivering to our Markets the next morning—all come to you with that natural crispness so essential to their full enjoyment.

- Curly Cabbage, lb. 3½c
- Rhubarb, fancy hot-house, 2 lbs. 19c
- Brussel Sprouts, 2 lbs. 23c
- Green Peas, 2 lbs. 19c
- Bunch Vegetables, 3 for 10c
- Fresh Pineapples, each 35c
- Green Peppers, pound 20c
- Tomatoes, 2 lbs. 25c
- Large Artichokes, each 5c
- Red Cabbage, pound 3½c
- Calavo, each 5c
- Extra Fancy Winesap Apples, box \$1.19
- Rutabagas, 2 lbs. 5c
- Coconuts, each 10c
- Sweet Potatoes, 5 lbs. 15c
- Bananas, 6 lbs. 25c
- Rose brand fancy Sun-kist Oranges, 126s, doz. 29c
- Sunkist "Oxnard" Lemons, 360s, 2 doz. 25c
(We sell none but fancy Oranges and Lemons)
- Florida Grape Fruit, 64s—3 for 23c
- Arizona Desert Sweet Grapefruit, 64s, each 5c

FRESH FOODS Are BETTER FOODS!

INDEED they are—and they are always freshest where sold the fastest . . . Tomorrow we prove this by listing as our Saturday and Monday offerings those foods most affected by age. Try them! Protected from winter moisture in our well-heated, dry store rooms and sold quickly—your assurance that all come to you in all their freshness—a necessary factor in the enjoyment of any food.



Fresh Foods In the Super Markets

A Dependable Source of Supply

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|---|---|--|
| Krispy Crackers, 2 lb. box 29c | M. J. B. Coffee, 1 lb. 31c—2 lbs. 60c | Celilo Columbia River Salmon, 2 for 25c <small>(No. 1 flat can)</small> |
| Sunshine Grahams, 2 lb. box 29c | Sanka Coffee, (caffeine removed) lb. 45c | Alaska Red Sockeye Salmon, No. 1 tall can, 2 for 35c <small>(Del Monte)</small> |
| Tru-Bake Salted Wafers, 1 lb. box 16c <small>(Old fashioned long water)</small> | Instant Postum, 8 oz. can 39c | P. & G. White Laundry Soap, 8 bars 25c |
| Sunshine Nobility Cookies, 1 lb. box 29c <small>(38 Cookies)</small> | Postum Cereal, 1 lb. pkg. 20c | Bob White Laundry Soap, 12 bars 25c |
| Fig Bars, 2 lbs. 23c | Grape Nuts, pkg. 16c | Camay Toilet Soap, 4 bars 17c |
| Cellophane bag Cookies 16 varieties, bag 15c | Post Toasties Corn Flakes, pkg. 7c | Kirks Hard Water Castile Soap, 6 bars 25c |
| Cream of Wheat, large pkg. 22c | Swansdown Cake Flour, pkg. 26c | White King Granulated Soap, 2½ lb. pkg. 29c |
| Thompson's Chocolate Malted Milk, 1 lb. can 38c <small>(Aluminum Shaker Free)</small> | Snowdrift Shortening, 3 lb. can 57c | Twenty Mule Borax Soap Chips, pkg. 22c |
| Omar Coffee, lb. 19c, 3 lbs. 55c <small>(Freshly ground)</small> | Wesson Oil, quart can 43c | Del Monte Spinach, No. 2½ can 11c |
| Z-Mor-U Coffee, lb. 25c—3 lbs. 73c <small>(Fresh—no heat)</small> | Rye Krisp, 12 oz. pkg. 23c | Del Monte Pumpkin, No. 2½ can 11c |
| Golden West Coffee—1 lb. can 29c—3 lb. can 80c <small>(Last time at this price)</small> | Krause's Marshmallows, 1 lb. pkg. 15c | Miracle Whip Salad Dressing, pint 23c, qt. 35c |
| 1 lb. jar 30c—3 lb. jar 86c <small>(Weekly shipments overnight from the roaster)</small> | Del Monte Tiny Kernel Corn, No. 2 can 12c | Fresh Roasted Peanuts, 2 lbs. 25c |
| Maxwell House Coffee, Vita-fresh—1 lb. 31c, 2 lbs. 59c—4 lbs. \$1.15 | Del Monte Sliced Peaches, No. 2½ can 15c | Aunt Dinah Molasses, 2½ lb. can 18c |
| Hills Red Can Coffee, 1 lb. 31c—2 lbs. 60c | Del Rogue Tomato Juice, 2 for 15c <small>(No. 1 tall can)</small> | Jell-o, the new true flavors (fresh) 3 pkgs. 17c |
| Schillings Coffee, 1 lb. 30c—2 lbs. 58c | Del Rogue Fancy Solid Pack Tomatoes, 2 for 27c <small>(No. 2½ can)</small> | |
| S. & W. Coffee, 1 lb. 29c—2 lbs. 56c | Belle Isle Tuna Fish, No. ½ can, 2 for 25c | |
| | Bay Brand Tuna Flakes, No. ½ can 10c | |

FRESH EGGS
Every egg is carefully inspected on its way to the sales counter by our expert egg handler!

SUPER MEAT MARKET

A customer asked us this question: "How do you hold your beef until it is so good and yet keep it fresh?" That is just a matter of scientific refrigeration . . . When installing our plant we had the services of the Frigidaire Co.'s refrigeration engineer, and we took his advice. We installed the automatic temperature and humidity controls—automatically avoid the accumulation of frost on the coils, thus preventing dehydration of meats—installed mechanical air circulation in our coolers, and took full advantage of his expert knowledge of every detail. All of these, plus every sanitary precaution in the handling of none but the best beef—accounts for that consistent flavor and tenderness so essential to the full enjoyment of beef.

- Leg of Lamb, pound 19c
- Lamb Chops, pound 27c
- Pork Chops, pound 21c
- Pork Loin Roast, pound 21c
- Boneless leg of Pork, lb. 24c
- Corned Steer Beef, pound 15c
Cooks in One-Third Less Time!
- Steer Beef Roast, pound 12c-15c
- Hubers' Frankfurters, pound 17c
- Hubers' Weiners, pound 17c
- Hubers' Bologna, pound 17c
- Sugar Cured Pork Shoulders, lb. 16c
- Sugar Cured Bacon, pound 28c
- Hens, finest quality, lb. 21c
(Dry picked, milk fed, colored hens)
- Wisconsin Swiss, Gorgonzola and Imported Roquefort Cheese

Smoked Country Style Sausage, pound 25c
Tiny Link Country Style Sausage, lb. 25c
Country Style Sausage, lb. 20c
(All made from the kind of Pork you like to eat)

HOME PURITY BAKERY

Fresh? Certainly! We Don't Finish Our Saturday Baking Until After 3:00 P. M!
A New Achievement by Betty Crocker—

LAZY-DAISY ANGEL CAKE

A delicious Betty Crocker Angel Cake, topped with Butter Cream Icing—filled with Caramel Nut Layer Icing!

- WHOLE CAKE 59c
- ONE-HALF CAKE 30c

Usual assortment of other fine cakes at 25c—49c



Betty Crocker's Date Nut Loaf
Rich In Dates and Nuts
1 lb. 18c
BREAD—

- Wax Wrapped or Oven Fresh
- 1 LB. LOAF 8c
- 1½ LB. LOAF 12c
- Sliced—1c additional
- Real French Bread, 1 lb. loaf 10c

Eternal Vigilance Is the Price of Liberty

Less than 160 years ago, Washington and his Colonial army were at Valley Forge—Cold, hungry, short of arms and ammunitions, their cause seemed lost—and yet the determined spirit of those suffering men gave us the greatest social structure ever known to mankind. Although we Americans, even in depression years, enjoy comforts unknown to other peoples—there are those who plan to destroy—those who seek to emulate the example of other nations where starvation stalks the lands—where an absolute dictator may deprive any citizen of life itself for a mere difference of opinion. Envid because of our higher standards of living—we are the cause of unrest in the masses of other nations, whose rulers hope by organized propaganda, to destroy American Ideals, and reduce us to their levels.
Eternal Vigilance is the Price of Liberty!



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