

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

At the FOUNTAIN

- French Pastry a la Mode 10c
Individual French pastry with ice cream.
- Huckleberry Pie a la Mode 10c
Our crumble crusted pie with ice cream.
- Turkey Plate 29c
Roast Turkey, Dressing—a good meal.
- Roast Leg of Lamb 25c
1935 spring lamb and the trimmings for a good meal.
- Baked Ham Plate 25c
Swift's Premium—a fine lunch.
- Cold Meat Plate 25c
Cold meats, salad, and your drink.

NOW MOTHER, I KNOW WHY YOU TRADE AT THE GROCETERIA!

This Customer Letter Tells The Story!

IN TODAY'S highly competitive business field a steadily increasing public preference for some one store is not a passing fancy but is the result of building on something more substantial—something of mutual interest—your welfare and ours.

To guard the health of your family with clean, wholesome foods . . . to supply food satisfaction that will promote family harmony and happiness . . . to provide pleasant places in which to buy . . . to safeguard your purse that you may save for the rainy day—these and many other customer considerations have built and maintained lasting good-will and prestige.

Read the accompanying letter—the prize-winner in our recent Radio Contest. It tells the story better than anything we might say.



Here Is the Prize Letter

Groceteria Super Food Markets
Medford, Oregon
Gentlemen:

Why do I like shopping at the Groceteria? In the days of long ago when Gates & Lydiard first introduced the idea of letting us save while waiting on ourselves, it was a welcome novelty.

The novelty has gone long ago but the atmosphere of friendliness—the cheerful welcome—the cordial hospitality have grown with the years until food buying is looked upon as a weekly renewal of a cherished association.

Then there are the daylighted shelves stocked with our favorite brands—the bakery goods—fine meats—fresh fruits and vegetables—all under one roof. A saver of precious time and steps for a busy woman.

Last but not least, how good it is when the shopping is finished, to get for a small cost at the fountain, lunch or hot or cold refreshments as the fancy dictates.

When I can enjoy every advantage of modern food merchandising in a clean, ultra-modern store—all in a friendly atmosphere—never before encountered in my 30 years of married life, why shouldn't I like to trade at the Groceteria?

Yours very sincerely,
(Name on request)

Why Shop Around for Bargains?
Come First to Your Super-Food Markets

HOME PURITY BAKERY

America's Favorite Cake



When Betty Crocker was told that a national survey showed Devil's Food Cake to be the choice of most American women, she at once produced what is considered the finest yet baked. Tomorrow we offer Miss Crocker's new cake. Her wonderful formula plus the care and skill of Southern Oregon's finest cake bakers has produced a wonderful cake.

Devil's Food Fudge Cake - 25c and 49c

COVERED-WAGON BREAD

Groceteria Home Purity Bread

1 lb. 8c 1 1/2-lb. 12c

What a pleasant surprise was Covered Wagon Bread—baked according to the original pioneer formula it turned out to be real Home Flavored Bread—and very popular.

When bread is so good that folks will come to our stores after over 1200 loaves every day it must be different. It's what we leave out that makes the difference.

Chocolate Brownies
2 dozen 25c

A cookie treat for lovers of chocolate. Put some in the home cookie jar—the youngsters will like them.

Covered-Wagon Bread
1-lb. loaf 8c

Purse Safeguards In the Grocery Departments

A Dependable Source of Supply

- | | | |
|--|---|--|
| Krispy Crackers
2-lb. box 29c
<small>You may now have this "best of all" cracker plain or salted.</small> | White Ribbon Shortening
8-lb. pail 98c
<small>We pass the slight drop in price on to you.</small> | Chase & Sanborn Dated
Coffee, lb. 24c |
| Sunshine Grahams
2-lb. box 29c
<small>Freshness determines the goodness of Grahams or Krispies—all are from the bakery this week.</small> | Cudahy's Corned Beef
No. 1 can 15c
<small>Store in your refrigerator and slice cold or cook a few minutes with cabbage.</small> | Mother's Premium Oats
. 27c
<small>Fine quality oats with a valuable premium in each package.</small> |
| Goody Goody Peas
No. 2 can, 2 for 25c
<small>Out of stock for some time but back again—the new pack not more than two weeks off the vine.</small> | Del Monte Spinach
No. 2 1/2 can 11c
<small>We advise a supply in the pantry as cannery cost is higher than this price.</small> | Quaker Puffed Wheat
Package 7c
<small>A fine summer breakfast cereal.</small> |
| Del Monte Early Garden
Peas, No. 2 can, 2 for 29c
<small>These too were sold out some time ago but the new pack is here—fresh and sweet.</small> | Glacier Salmon
No. 1 tall can 10c
<small>Good quality Alaska pink salmon.</small> | Quaker Puffed Rice
Package 10c
<small>A tasty cereal with all the nourishing qualities of rice.</small> |
| Del Monte Golden
Bantam Corn, No. 2 can 15c
<small>Out for some time but we found a small supply. We have but 40 cases and can get no more until fall.</small> | Amazo Corn or Gloss
Starch, 1-lb. pkg. 7c
<small>Your choice or one of each.</small> | Snowdrift Shortening
6-lb. can \$1.10
<small>Particular cooks who are thrifty buyers will appreciate this value.</small> |
| Krause's Marshmallows
1-lb. pkg. 15c
<small>Fresh shipment of this finer quality marshmallow.</small> | Victory Dog Food
No. 1 can 5c
<small>Would advise a supply at this price.</small> | Wesson Oil
Quart can 40c
<small>For salads—for frying—for all purposes.</small> |
| Jell Quick
Bottle 15c
<small>For jells, preserves—a good product at a low price.</small> | Purex
Quart bottle 10c
<small>Bleaches, softens water and makes the washing easier.</small> | |
| Hershey's Chocolate
Syrup, can 5c & 10c
<small>For sundae—for milk shakes—for puddings—for cake icings.</small> | Kraft's Chocolate
Malted Milk, 2 lbs. 39c
<small>Makes a nourishing beverage for the children.</small> | |
| Small White Beans
4 lbs. 19c
<small>Fancy quality. The market's best food value.</small> | Del Monte Coffee
1-lb. can 25c
<small>Up to the Del Monte standard in every respect.</small> | |

SUPER MEAT MARKET

Stuffed Cushion Style Lamb Roast

Here is a Real Treat for Lovers of Roast Lamb—a boneless lamb shoulder stuffed with ground veal and ham or you may stuff with your own favorite dressing. . . . The veal and ham, however, imparts a flavor to the roast possible in no other way.

Stuffed Cushion Lamb Roast
Pound . . . 19c

New England Style Beef Roast

Here is an old Eastern favorite—Tender lean Steer Beef, carefully rolled with suet added to make the roast juicy and of high flavor. The high quality of our properly fed steer beef should make this old New England favorite a real yet economical treat.

NEW ENGLAND STYLE BEEF ROAST
Pound . . . 19c

Steer Beef Roasts
Lb. 12 1/2c
Tender, flavorful roasts from prime steers.

Steer Steaks
Lb. 20c
Sirloin or round steaks from prime steers.

Cold Roast Beef
Lb. 40c
Roasted in our own kitchens—sliced ready to serve. Real economy.

Fancy Colored Fryers
Lb. 25c
Milk-fed heavy breed fryers—fancy quality.

Broilers
Lb. 20c
Just right for Southern style fried chicken.

Swift's Premium
Sliced Bacon, lb. 39c
Here is your favorite bacon at our unusually low price. Take all you want.

Hamburger
2 Lbs. 25c
Ground from carefully selected cuts of our fine beef—it's clean, pure and wholesome.

Dill Pickles
6 for 9c
Fancy Dills, just right for slicing.

Sweet Pickles
Pint 15c
A picnic isn't a picnic without sweet pickles.

Potato Salad
Pint 20c
Our own delicious potato salad made with Home Purity Mayonnaise.

Swiss Cheese
Lb. 29c
Fancy Wisconsin Swiss—the kind with the holes in it. A real luncheon delicacy.

Postum Cereal
1-lb. pkg. 19c
A substitute for coffee that satisfies.

Post's Bran Flakes
Package 10c
Not a laxative but nature's way of regulating.

Swansdown Cake Flour
Package 27c
The best insurance of fine quality.

Standard Oil Handy Oil,
3 1/2 oz. can 17c
Oil that lawn mower every time you use it.

P. & G. Laundry Soap
10 bars 29c
The world's fastest selling soap.

Camay Toilet Soap
6 bars 25c
Proctor & Gamble's finest toilet soap.

Ivory Soap
Medium bar 5c
You don't have to be a deep sea diver when you bathe with Ivory.

Fruits and Vegetables

- Fancy Sunkist Oranges, 252's, 2 doz. 35c
- Sunkist Lemons 360's, 2 doz. 45c
- Green Peppers 10c
- Lb. 10c
- Field Ripened Tomatoes, lb. 5c
- Fancy Rose City Celery, 2 for 15c
- Fancy Cantaloupes 45's, 4 for 15c
- Morepark Apricots from the Earl Orchards. Order for Monday Delivery

EXCLUSIVE FOOD MARKET FEATURES THAT MEAN MUCH TO YOU

INSPECTED EGGS

Their freshness is guaranteed by our own egg inspector.

HOME PURITY BREAD

Baked without alum-bearing substitutes.

HOME PURITY MAYONNAISE

Fresh several times weekly. Mayonnaise contains eggs and must be fresh to be good.

Z-MOR-U COFFEE

The finest money can buy—yet costs less because you don't have to pay for the can.

SANITARY MEAT MARKETS

If you can suggest anything that will improve the sanitation of our markets we will appreciate your suggestion. Meat must be clean to be good.

Home Purity MAYONNAISE

Pints 20c - Qts. 39c

Loose Wiles Cookie Goodness

Lady Marion
Robin Hood
Brown Edge Wafers

Choice 19c pkg.

6th at Central
6th at Grape
Saving Without Self-Denial

GATES & LYDIARD

Delivery of \$1.00 Orders
Phone:
West Side 428
East Side 572