

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

Would You Like A Return of the "Good Old Days?"

LET'S look at Mother's kitchen and see her preparing for company then visit a modern home where guests are expected. Where Mother drudged all day in the old fashioned hot kitchen our modern couple reads the Groceteria ad where foods like Mother made—the cakes—pies—salads, and numerous other ready-to-serve foods are theirs any day in the week for less than Mother paid even though she did all the work. Mothers of the so-called good old days never saw a Groceteria food market—never enjoyed today's modern conveniences—nor the fullness of life possible to the Mothers of today with modern food stores and present-day appliances. Take a good look at the picture of Mothers kitchen and be thankful that the good old days are gone forever—that food markets like your Groceterias are at the other end of your telephone—that home drudgery like Mother endured is a thing of the past.



The Prices Mother Paid

	Then	Now
Good Coffee	lb. \$.45	\$.25
Flour	sack 2.50	1.69
Granulated Sugar	lb. .12	5 1/2c
Loaf Sugar	lb. .12	9c
Powdered Sugar	lb. .13	7c
Macaroni	lb. .25	7c
Fancy Canned Corn	can .30	15c
Canned Tomatoes	can .25	15c
Fancy Peas	can .30	15c
Canned Peaches	can .50	17c
Tapioca	lb. .25	10c
Oatmeal	lb. .10	4 1/2c

Prices furnished by National Food Research Bureau.

SAVINGS IN THE GROCERY DEPARTMENTS

A Dependable Source of Supply

- Pure Cider Vinegar, in a one gallon stone jug 39c
Pure 40 grain vinegar in a handy one gallon jug. The jug is yours.
- White King Laundry Soap, 10 bars 25c
All the goodness of White King you know so well, but in bar form.

- White King Toilet Soap, 5 bars 22c
A fine toilet soap from the White King factory. (Wash Cloth FREE with 5 bars)
- White Star Tuna Fish, No. 1/2 can 13c
For salads, sandwiches, and many summer luncheon dainties.
- Belle Isle Tuna Fish, No. 1/2 can 12c
A very fancy quality of solid meat tuna.
- Bay Brand Tuna Flakes, No. 1/2 can 10c
Good quality but flaked—Excellent in sandwiches or salads—very economical.

- Sperry Pancake Flour, No. 10 sack 49c
The most economical way to buy this favorite pancake flour.
- Purex, 1/2 gallon jug 19c
Makes the clothes whiter—the washing easier.
- Sal Soda, 2 1/2 lb. pkg. 9c
The old reliable cleaner for dirty dirt.
- Twenty Mule Team Borax, 2 lb. pkg. 23c
For softening water—for dish washing—for all general home use.
- Twenty Mule Team Borax Chips, pkg. 19c
Borax plus the finest soap—an ideal laundry washing powder.

Summer Beverages

Everyone has a favorite thirst quencher. What pleases one won't please another, so we offer a wide variety—

- Welch's Grape Juice, pint bottle 20c
Made from those highly flavored New York Concord.
- Fargo Prune Juice, No. 1 tall cans 10c
Made from dried prunes—a fine laxative.
- Grape Fruit & Orange Juice, No. 2 can 15c
A perfect blend of the juices of these two fruits.
- Del Monte Grape Fruit Juice, 3 for 20c
10 oz. can—New crop juice. An unusually cooling beverage.
- Dromedary Grape Fruit Juice, No. 5 can 27c
An economical way to buy this popular pure fruit beverage.
- Del Monte Pineapple Juice, 10 oz. can 10c
For punch or as a breakfast beverage unexcelled.

- Claremont Bird Seed, 3 pkgs. 25c
A fine, well balanced bird food.
- Pickling Spices, 8 oz. pkg. 15c
A half pound of fine quality spices. A chance to save on your pickles.
- Riverview Corn, No. 2 can 10c
With canned corn so scarce—a good value.
- Mission Brand Catsup, 14 oz. bottle 10c
Packed by Del Monte—a good catsup at a low price.
- Certo, 2 bottles 45c
The old standby for jams and jellies.
- Hava Salad Shrimp, can 12c
Small baby tender shrimp—wet-pack.
- Van Camps Pork and Beans, 16 oz. can 5c
A ready to serve baked bean—enough for 3 or 4 people.

- Pabst's Super Cured Cheese, 2 lb. box 47c
A thoroughly cured cheese—the right size for sandwiches.
- Seedless Raisins, 4 lb. pkg. 22c
Summer puddings and cakes are improved by raisins.
- Grape Nut Flakes, pkg. 10c
An energy building cereal for old and young.
- Ivory Soap, medium bar 5c
It floats—always.
- Ladino Cheese, pound 20c
From the Eagle Point factory—the quality is unexcelled.
- Z-MOR-U Coffee, lb. 25c—3 lbs. 73c
Fresh from the Roaster—ground the day you buy.

Fruits & Vegetables

- Watermelons lb. 1 1/2c
Every melon guaranteed.
- Home Grown Cantaloupes, 36s, each 5c
Equal to 2 or 3 of the little ones—very fancy quality.
- Home Grown Tomatoes 3 lbs. 10c
- Fancy Sunkist Lemons, 300s, doz. 23c
- Sunkist Oranges, 252s, 2 dozen 35c
- Fresh Limes, dozen 30c
- Green Peppers lb. 5c
- Egg Plant, 2 for 15c
- Cucumbers, 3 for 10c
- Fancy Yellow Corn (no worms) 10c
- Summer Squash, all kinds, 3 lbs. 10c
- Extra Fancy Rose City Celery, 2 for 15c
- Elberta Peaches, crate 69c
- Sweet Potatoes, 3 lbs. 25c
- Green Beans 4 lbs. 15c
- Green Peas 3 lbs. 25c

At the FOUNTAIN

- Chocolate Coated French Pastry, a la mode 10c
Regular size pastry with a generous helping of Ice Cream.
- Fresh Peach Pie, a la mode 10c
Fresh local peaches—our famous Crumble Crust with Ice Cream.
- Fresh Strawberry Sundae 10c
Crushed red ripe local berries with Snider's Ice Cream.
- Plate Dinners, 25c to 29c
The most famous meals in Southern Oregon.

HOME PURITY BAKERY

- Danish Pastry Week**
Tomorrow and next week our Mr. Prince will feature Danish Pastries! Some are his own creations while others are old favorites. . . . Try this for breakfast—your coffee and cereal and one of Prince's Danish pastries.
- Almond Danish Pastry, 6 for 25c
A generous Danish pastry, heavily coated with almonds.
 - Butter Scotch Danish Pastry, 6 for 25c
Delicately flavored and topped with a butter scotch icing.
 - Southern Nut Butter Horns, 6 for 25c
An old favorite—Rich with nuts.
 - Nut Honey Butter Horns, 6 for 25c
Danish pastry with nuts and honey added—a favorite.
 - Cherry Nougats, dozen 25c
Danish pastry with cherries added. Fine when served with afternoon tea.
 - Roses in Snow Cake 25c and 49c
Here is Betty Crocker's most popular cake. The last time we advertised this cake, more than 300 were sold.
 - Bread—1 lb. loaf 8c—1 1/2 lb. 12c
Medford's most popular bread for 15 years. It's the real home flavor that brings them back for more and more.
 - Covered Wagon Bread, 1 lb. 8c
You are missing a real treat if you don't get some of this old fashioned bread.

Home Purity MAYONNAISE

Mayonnaise must be fresh to be good because it contains uncooked eggs. Try our Home Purity and satisfy yourself how true this is.

- Pint 20c - Qt. 39c

EXCLUSIVE SUPER MARKET FEATURES That MEAN A LOT TO YOU —

- Inspected Eggs
- Home Purity Mayonnaise
- Home Style Bakery Goods
- Ultra Sanitary Meat Markets
- Z-MOR-U Coffee
Freshest—Best—Economical.

- Thompsons Chocolate Malted Milk, 1 lb. can 39c
Double malted for those who prefer their chocolate drinks double malted.
- Carnation Malted Milk, 5 lb. can 1.19
A larger and more economical way to buy a pure Malted Milk.
- Soda Pop for the Children! Root Beer or Orange, 15c—2 for 25c
A bottle holding nearly a quart.

SUPER MEAT MARKET The Lunch Box

The noon day lunch goes a long way toward making a hard day easier. A change every day makes the lunch more appreciated. Get acquainted with our wider variety of ready cooked lunch meats and buy them assorted—Low in price, they afford an inexpensive yet much appreciated lunch.

- Steer Beef Roast, pound 12 1/2c
Can't kick about meat prices when such high quality is priced so low.
- Tender Steer Steaks, pound 20c
Sirloin or Round Steaks from fancy steers. City folks are paying nearly twice as much!
- Fancy Fryers, pound 25c
Heavy fryers from Swift's milk feeding station.
- Broilers, pound 20c
Lighter fryers—just right for cooking Southern style.
- Sugar Cured Pork Shoulders, lb. 21c
Mild cure—fresh from the smoke house.
- Veal Roasts, pound 12c
Shoulder veal cut from firm milk fed veal.
- Morrel's Eureka Bacon, lb. 33c
Any size piece of this mild cure bacon from Swift.
- Boned and Rolled Shoulder of Lamb, lb. 17c
Bones out—all meat—all 1935 spring lambs.
- Hamburger, 2 lbs. 25c
Ground from carefully selected cuts of our fine beef—is clean, pure and wholesome.
- Huber's Frankfurters, Liver Sausage or Bologna, lb. 19c
All fine quality, from the Sanitary Huber Plant.
- Veal and Ham Loaf, lb. 15c
Ground ready for your seasoning—makes a fine meat loaf.
- Wisconsin Swiss Cheese, lb. 29c
- Shortening, 4 lbs. 49c
A good vegetable base shortening.
- Horse Radish 10c and 15c
A necessary adjunct to the cold meat luncheon.
- Cooked Corned Beef, lb. 25c
Fancy corned beef, cooked and sliced, ready to serve—Fine with cold slaw.
- Spiced Pork Loaf, lb. 33c
Cooked and seasoned just right for a potato salad lunch.
- Potato Salad, pint 20c
From our own kitchens. Made with Home Purity Mayonnaise.
- Cold Pressed Loaf, pound 30c
Has the flavor of cold chicken—fine for sandwiches.
- Minced Ham, pound 23c
A real old fashioned ham meat—fine with a cold bottle.

WHY SHOP AROUND FOR BARGAINS FIRST COME TO YOUR SUPER-FOOD MARKETS