

# GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

## REFRESHMENTS at The FOUNTAINS

- Hot Mince Pie 10c  
You will like it so well you will want to take one home—They are at the Bakery—35c each.
- Apple Pie a la Mode 10c  
They are sure good since the Jonathan apples are ready.
- Plate Dinners 29c to  
We will have to increase our fountain capacity—The bigger fountain ready in a few weeks.

## HOME PURITY BAKERY PRODUCTS

"Try to Find Their Equal"

- Chocolate De Lux Cake 49c  
A Betty Crocker Cake—Pronounced by her—the finest chocolate cake.
- Coffee Cake 15c  
Regular 15c week-day seller—a Sunday breakfast treat.
- Mince Pie each 35c  
A deep 9 inch family size pie with Borden's finest quality Mince Meat.
- Cookies doz. 10c  
The after school hunger says keep the cookie jar well filled.
- Home Purity Bread 1 lb. 8c. 1/2 lb. 12c  
Try to find its equal.
- Covered Wagon 1 lb. 8c. 1 1/2 lb. 8c  
If you haven't tried it—there is a treat in store for you.

- Home Purity Mayonnaise  
Mayonnaise is made with fresh eggs and must be freshly made to good.
- Pint 20c :: Quart 39c

## Fruits and Vegetables

- Fcy. Sunkist Oranges 252s. 2 doz. 35c
- Fcy. Sunkist Lemons 360s. doz. 19c
- Fresh Limes doz. 30c
- Fresh Coconuts 2 for 15c
- Summer Squash 3 lbs. 10c
- Danish Squash Lb. 4c
- Banana Squash Lb. 2c
- Large Cucumbers 3 for 10c
- Bunch Vegetables 4 for 10c
- Fancy Large Celery stalk, 2 for 15c
- New Cabbage 1 1/2 lb. 50c
- Sweet Spanish Onions 5 lbs. 10c
- Fresh Spinach 3 lbs. 23c
- Egg Plant Lb. 4c
- Red Ripe Tomatoes 4 lbs. 10c
- Artichokes 3 for 23c
- Avacados 2 for 35c

## They Said It Couldn't Be Done!

TWO years ago when we announced that we would sell none but the finest Steer Beef in our markets, some folks who are supposed to know, said: "It can't be done. Medford folks won't pay the price."

They were right, except for one thing: Price. We never expected to charge the old-fashioned luxury prices. With big volume, capable men and modern equipment, we felt that the finest Steer Beef could be priced so all could enjoy it at no greater cost than other kinds of beef.

More than 500 head of fancy steers have passed through our markets in the past 12 months. With the possibility of a scarcity this winter we have bought over 100 head which we will feed for our mid-winter supply, thus assuring all year round quality.

So many times have we told you: "It costs no more to be sure of quality." You may judge the truthfulness of this statement by your own experience in our meat markets. Tomorrow we offer roasts and steaks from some exceptionally good steers. Enjoy some with your Sunday dinner at the special prices in the Market ad.



## SPECIAL SAVINGS ON COFFEES, SOAPS, SOAP-POWDERS, BEANS AND RICE

IN THE GROCETERIA FOOD DEPARTMENTS

"A Dependable Source of Supply"

- |   |  |   |
|---|--|---|
| Fancy Long Grain Rice 3 1/2 lb. 19c<br><small>One of the most economical of foods yet one of the best.</small>                          | Genuine Arabian Mocha and Java Coffee, lb. 45c | Crystal White Soap 10 bars 29c                      |
| Seedless Raisins 4 lb. package 20c<br><small>New crop—fancy quality.</small>  | Peets Granulated Soap large pkg. 27c           | Crystal White Soap Chips. Pkg. 32c                  |
| Del Monte Prunes 2 lb. pkg. 15c<br><small>Clean and of fancy quality.</small>   | Chipso—Flaked or Granulated, pkg. 20c          | O.K. Soap 6 bars 25c                                |
| Rogue Valley Cheese 2 1/2 lb. brick 55c<br><small>Just right for sandwiches without waste.</small>                                      | Dash Granulated Soap 2 1/2 lb. 22c. 5 lb. 43c  | Fels Naptha Soap 10 bars 49c                        |
| Omar Coffee lb. 17c. 3 lbs. 50c<br><small>Excellent cup quality for the price.</small>  | Gold Dust pkg. 19c                             | Medium Ivory Soap bar 5c                            |
| Z-Mor-U Coffee 1 lb. 25c. 3 lbs. 73c<br><small>Freshest and best—Roasted this week—ground the day you buy—money-back guarantee.</small> | Oxydol large pkg. 20c                          | Lava Soap 3 bars 25c                                |
| Del Monte Coffee 1 lb. can 26c  | Rinso large pkg. 20c                           | Life Buoy Soap 3 bars 17c                           |
| Golden West Coffee 1 lb. can 27c. 3 lbs. 75c  | Lux large pkg. 22c                             | White King Toilet Soap 5 bars and a wash cloth. 22c |
| Golden West Coffee in glass jars—1 lb. 28c. 3 lb. 80c   | White King Granulated large pkg. 29c           | Camay Toilet Soap 4 bars 17c                        |
| Folgers Coffee 1 lb. 28c. 2 lb. 53c   | Ivory Flakes large pkg. 22c                    | Palm Olive Soap 4 bars 17c                          |
| Hills Red Can Coffee 1 lb. 28c. 2 lb. 53c   | Cleanquick Soap Chips pkg. 34c                 | Lux Toilet Soap 4 bars 23c                          |
| Hills Blue Can Coffee 1 lb. 23c   | P. & G. White Laundry Soap 10 bars 29c         | Amaizo Golden Syrup 5 lb. can 33c                   |
| Maxwell House Coffee 2 lb. can 49c  | Bob White Laundry Soap 10 bars 15c             | Sperry Pancake Flour No. 10 sack 49c                |
| M.J.B. Coffee lb. 28c. 2 lb. 53c  |  | Sperry Wheat Hearts No. 10 sack 55c                 |
| Shasta Coffee 2 lb. can 45c   |  | Grape-Nuts pkg. 15c                                 |
| Schillings Coffee 1 lb. 28c. 2 lb. 53c  |  | Jello—all flavors 2 pkgs. 11c                       |

The "Old Ranger" Presents—  
"Death Valley Days"  
20 Mule Team  
**BORAXO**  
13c  
10 OUNCE TIN

## SUPER MEAT MARKETS

### Saturday—Steer Beef Day

Read our editorial at the left and enjoy some of this fine steer beef for Sunday dinner at our special prices. When you want special steaks for guests, we cut them exactly as you want them from well seasoned, tender steer beef.

- Tender Steer Steaks. 20c Lb.  
Choice of Round or Sirloin from fancy steers beef.
- Tender Steer Swiss Steak, lb. 20c  
You'll never know how tender a Swiss steak can be unless it's from well seasoned steer beef.

- Steer Beef Pot Roast, lb. 12 1/2c  
What is finer than a tender, well browned steer pot roast—baked potato—and brown gravy?

- Rolled Prime Rib of Steer Beef, lb. 20c  
Here is the finest roast from any beef—yet finer still from tender steer beef.

- Special Baking Steer Beef Short Ribs, lb. 10c  
Nothing finer than Baked Short Ribs if tender—with browned potatoes and gravy. Nuff said.

- Shoulder Veal Steak 15c Lb.  
Very fine for brooding—all from milk fed veal.

- Salt Mackerel 2 for 25c  
Imported Norwegian Mackerel—quality very good.

- Sauer Kraut 10c Qt.  
New Kraut—tender and mild—who doesn't like a good mess of sauerkraut in October?

- Corned Steer Beef 15c Lb.  
Cooks in much less time. New cabbage is here.

- Mince Meat 2 lbs. 29c  
We could offer cheaper mince meat, but we like to be sure about mince meat.

- Fresh Oysters 29c Pint  
Selected for frying—a reasonable treat.

- Ham and Veal Loaf 15c Lb.  
Blended just right for flavor—Ready ground and mixed for your seasoning.

- Shortening 4 lb. carton 49c  
Good quality and economical.

- Swift's Sugar Cured Cuttage Butts, lb. 25c  
Very little bone waste—nearly all meat—fine for frying.

- Milk fed Colored Fryers, lb. 27c  
From Swift & Co.'s milk feeding plant.

- Salmon lb. 12c and 14c  
12c a pound by the piece—14c if we slice it for you.

- Hens for Stewing each 49c  
Average 4 1/2 lbs. each—a good Sunday dinner at a low price.

## BEANS

Very good food at a low price

- Fcy. California Small White Beans 4 lbs. 19c
- Fancy California Red Beans 3 1/2 lbs. 19c
- Idaho Small White Beans 25 lbs. 89c
- Idaho Red Beans 25 lbs. 93c

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

# GATES & LYDIARD

Delivery of \$1.00 Orders  
Phone:  
West Side 438  
East Side 752