

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

Tomato Products

The Tomato—native to South America was cultivated in Mexico and Peru long before the advent of the Spaniard. By the end of the sixteenth century it was grown in England. Gerard, the English naturalist, introduced it there while Dodvens, a Hollander, introduced it in the Netherlands in 1563. Only within the last three generations has the white race given it popular acceptance as food. It is a sun-loving plant—long uninterrupted days of sunshine being necessary to good quality. This! accounts for the finer quality of Del Rogue—our own valley tomatoes. Canned tomatoes are now the most widely consumed of all vegetables. Americans consume the most per capita.

Del Rogue Solid Pack Tomatoes—

- No. 1 tall can 25c
- 3 for 10c
- No. 2 can each 25c
- No. 2 1/2 can 2 for 23c
- Bagley Standard Pack Tomatoes—
- No. 1 tall can 20c
- 3 for 23c
- No. 2 can 3 for 25c
- Del Rogue Tomato Juice—
- No. 1 tall can 15c
- 2 for 33c
- No. 10 can for 4c
- Del Rogue Tomato Hot Sauce, 8 oz. can 25c
- Palace brand Tomato Paste, 8 oz. can, 4 for 15c
- California Home brd. Catsup, 14 oz. btl 25c
- Del Monte Catsup 14 oz. bottle . . . 2 for 17c
- Knight's Rogue River Catsup, 18 oz. bottle 10c
- Mission brand Catsup 14 oz. bottle 17c
- Calif. Home Chili Sauce, 12 oz. bottle . . . 20c
- Knight's Chili Sauce 12 oz. bottle 15c
- California Home Oyster Cocktail Sauce 12 oz. bottle 15c

We Learned About FOOD From the INDIANS

WHAT in the world did folks eat before the Indian taught us what to eat? No corn, potatoes, tomatoes, sweet potatoes, pumpkins, turkeys, cranberries, chocolate, cocoa, peanuts, maple sugar or maple syrup, vanilla extract, and many other every-day foods, plus tobacco.

Picture, if you can, getting along without any of the foods America gave to the world. Is it any wonder Columbus and his men marveled at the fine physique of the Indian? Now we know that the fellow at the right wore the tin suit which to make starch, it was the only stiff shirt he could find.

Seriously, we are deeply indebted to the Indian. That fine physique so surprising to the early Europeans was soon acquired by the early pioneers, due, no doubt to the food knowledge gained from the Indians.

Tomorrow we manifest our gratitude for the food knowledge of the American Indian by featuring the foods he taught us how to use.



In days of old
When knights were bold,
And meals were hard to get,
Men wore the tin
To hold them in
Because of the grub they "et."

Miscellaneous Products of Indian Origin in Our Markets

"A DEPENDABLE SOURCE OF SUPPLY"

Let's first take corn. Beside the many foods it provides it enters into the manufacture of hundreds of every day needs—the textile mills, the tanneries, the wineries, the breweries, the candy shops, cellulose, paints, varnishes, in fact most of our everyday needs are partially dependent on corn. The abundant meat diet of the American people is the result of corn. The Aztecs of Mexico so revered corn that human sacrifices were offered to the trinity of corn gods—Chicomocoatl—Xilonen and Centeote.

Below are some of the many food products we get from the Indian maize—which we know as corn.

- Corn Meal 9c
- 20-ounce pkg.
- Post Toastie Corn Flakes pkg. 7c
- Amaizo Corn or Gloss Starch, 1 lb. pkg. 7c
- Amaizo Golden Syrup 5 lb. can 30c
- Amaizo Crystal White Syrup, 5 lb. can 34c
- Amaizo Butterscotch Syrup, 5 lb. can 43c
- Karo Blue Label (dark) Syrup, 5 lb. can 34c
- Karo Red Label (light) Syrup, 5 lb. can 35c
- Karo Green Label Syrup 3 lb. can 25c
- Log Cabin Cane and Maple Syrup, med. can . . . 37c
- Liberty Bell Cane and Maple Syrup, 5 lb. can . . . 59c
- Del Monte Golden Bantam Corn, No. 2 can 12c

The development of corn by the early Mexican Indian is perhaps the greatest achievement of horticultural science. Starting from a single blade of grass producing but a single kernel the natives of Mexico produced corn as we know it today. Properly speaking, corn is a variety of grass. The average crop of the U. S. is from 2 1/2 to 3 billion bushels.

- Pop Corn 19c
- 2 lbs.
- Jolly Time Pop Corn 25c
- 2 cans 25c
- An improved hull-less variety of popcorn.
- Peanuts 25c
- 2 lbs.
- Peanut Butter 19c
- 1 lb. jar 10c
- Chewing Gum 3 pkgs. 55c
- Klamath Potatoes U. S. No. 2—50 lbs. 17c
- Found in South America. Europe was nearly 200 years in adopting them as a staple food. Called the Irish potato because of the great potato famine of 1846 in Ireland. Shortage of potatoes caused the great flood of immigration from Ireland to America in the last century.
- Del Monte Vacuum Pack Whole Kernel Golden Bantam Corn, 12 oz. can . . . 2 for 25c
- Van Camps Hominy No. 2 1/2 can, 3 for 9c
- Standby Golden Bantam Corn, No. 2 can 25c
- Riverview Corn No. 2 can 3 for 17c
- Succotash, Trupak brand No. 2 can 39c
- Amaizo Oil qt. can 10c

Fountain Refreshments
Three popular plate dinners tomorrow including turkey.

- Parker's Potato Chips 15c
- 7 oz. bag 15c
- Chili Powder 15c
- 2 oz. can 20c
- Schilling's Vanilla Extract, 2 oz. bottle 14c
- (An Orchid to you)
- The Vanilla bean was used in Mexico in conjunction with chocolate before the white man came.
- The Mexican bean (a member of the orchid family) is superior to any resulting from transplanting in other countries.
- Baker's Premium Chocolate, 1/2 lb. 15c
- The Indian never had a cake or gave bon bons to his best girl. He drank his chocolate straight.
- Baker's Milk Chocolate 15c
- 10 bar slab 29c
- Ghirardelli's Chocolate and Cocoa, 1 lb. can 18c
- The Aztecs of Mexico used chocolate as a ceremonial drink in the temple of Quetzalcoatl, the god of the feathered serpent.
- Baker's Cocoa 18c
- 1 lb. can 17c
- Cocoa mills were in Europe before America—Baker's was first—1756.
- Rockwood's Cocoa 17c
- 2 lb. box 22c
- Bernal Diaz, an officer with Cortez, saw Montezuma drinking chocolate and was the first to suggest its use to the white race.
- Corn Husks 22c
- lb.
- The tamale is a direct heritage from the Aztecs. The husks were used exactly as we use them today.
- Gebhardt's Eagle Tamales, No. 2 can 19c
- Milani's Chicken Tamales, 12 oz. can 19c
- The Toltec Indian women of Mexico prepared them by soaking corn in lime water to remove the hulls—then ground it between two stones. A mush was cooked and seasoned and wrapped with meat or vegetable in the husk. To prepare a dozen was a good day's work.
- Enchiladas, IXL 10c
- 8 oz. can 12c
- The tamale in a simpler form. The Tamale as we know it was used only at religious festivals, but the Enchilada was used in the Toltec home at any time. Besides being highly seasoned they were sweetened with honey.

Super Meat Markets

Without corn the abundant meat supply of America would have been impossible. The great corn belt produces more pork, beef, poultry, eggs, butter and cheese than all the rest of the United States. Truly we inherited a kingdom when the Indian gave us corn—for corn is king. For your New Year dinner we offer the same wide variety as at Christmas.

- Turkeys 24c to 29c
- lb.
- Selected birds from grain fed flocks.
- Ducks 23c
- lb.
- Roasting Chickens 23c
- lb.
- Young roasters weighing from 3 to 5 lbs. each.
- Swift's Premium Hams, lb. 35c
- Holiday wrapped—your favorite ham.
- Nebergal's Hams 30c
- lb.
- Fancy Sugar Cured—Christmas wrapped.
- Large Oysters 25c
- pint
- For frying or for use in the dressing.
- Shortening 45c
- 4 lbs.
- For your New Year baking and cooking.
- Swift's Sliced Premium Bacon, 1/2 lbs. 23c
- Swift's own—cellophane wrapped.
- Colored Hens 23c
- lb.
- Milk fed, dry plucked, fancy colored hens.
- Country Style Smoked Pork Sausage, lb. 27c
- Our Pine Woods pure pork sausage in cheesecloth—well smoked.
- Steer Beef Roasts 12 1/2c
- lb.
- Tender roasts from fancy steers.
- Swiss Steak 20c
- lb.
- You don't know how tender a Swiss Steak can be until you have had one of our steers.
- Little Pig Pork Sausage, lb. 27c
- Tiny link of our famous sausage.
- Bulk Sausage 25c
- lb.
- It can't be sold for less than good cuts of pork because that's what it is in.
- Mince Meat 29c
- 2 lbs.
- Finest quality—Old-time flavor.
- Sugar Cured Bacon 29c
- Backs, lb.
- Fine for frying or seasoning.
- Norwegian Salt Mackerel 2 for 25c
- Large imported mackerel—A dandy breakfast.
- Huber's Metwurst 25c
- lb.
- Metwurst is the most delicious of dinner sausages and Huber sure knows how to make it—Just boil 10 minutes and it's at its best.
- Morrell's Sliced Bacon, lb. 39c
- Mild sugar cure from the corn belt.
- Swiss Cheese 33c
- lb.
- Fancy Wisconsin Swiss Cheese—fine for the New Year's lunch.

- ## HOME PURITY BAKERY PRODUCTS
- Betty Crocker Cakes 25c 49c
 - A nice assortment of Betty Crocker's favorite cakes.
 - Coffee Cake 15c
 - 2 for
 - Regular 15c seller—A Sunday breakfast treat.
 - Bread 8c
 - 1 lb.
 - Bread 12c
 - 1 1/2 lbs.
 - Real Home Quality—Always Southern Oregon's finest bread.

- ## BEVERAGES FOR THE NEW YEAR
- White Rock Water 15c
 - 12 oz.
 - Accepted as the best all purpose blender.
 - Welch's Grape Juice 20c
 - Pint bottle
 - Made from those highly flavored New York Concord.
 - Grapefruit & Orange Juice, No. 2 can 15c
 - A perfect blend of the juice of these two fruits.
 - Holy Joe's Singapore Sling, 12 oz. btl., 2 for 25c
 - Now very popular
 - Del Monte Grapefruit Juice 3 for 20c
 - 10-oz. can—New crop juice. An unusually cooling beverage.
 - Del Monte Pineapple Juice, 10 oz. can 10c
 - For punch or as a breakfast beverage unexcelled.
 - Clicquot Ginger Ale 10c
 - pint bottle
 - Famous the world around as the finest Ginger Ale.

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6th at Grape
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