

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

NEW Responsibilities For OLD



THERE is an intangible something about the Food Business that sets it apart from other commercial activities—something that removes it from the business field in the ordinary sense.

Food stores never have been coldly commercial. In days of old they served as little neighborhood clubs—community forums, if you please—where men gathered to discuss public questions, to indulge in neighborhood gossip and, of course, to play checkers.

We of today laugh at the old stores and print pictures of them to show the contrast with modern food markets. Crude, 'tis true, when judged by modern standards, yet they made valuable contributions to society.

Discussion of public questions encouraged study and thought. Neighborhood gossip touched the fount of human sympathy and made better neighbors. Checkers furnished clean, wholesome amusement of the sort that required silent application to strategic problems.

Abraham Lincoln was a product of that environment.

As time changes all things, so it has changed the food store. No more do the little groups gather as of old. The radio has brought the public forum to the home. Organized charity, more scientific economically, has lifted the joyful burden of caring for the less fortunate neighbor from the shoulders of the individual.

Bridge, replacing checkers, now furnishes recreation and mental training to the entire family.

All in all, this was a beneficial change, for in the meantime Science placed a new and heavier responsibility on the food mer-

chant. To measure up to that responsibility, he must have a thorough knowledge of foods. Not the kind gained from the advertising propaganda of manufacturers, but instead a true knowledge of food values and food customs that will enable him to contribute to the home life of those he serves.

He must understand the part food plays in the promotion of happier home life—its use as a vehicle of hospitality—its reflection of the personality of a hostess—its function in the daily assembling of the family group and the cherished associations it cultivates.

He must see his store as an integral part of every home he serves. He must realize that Health, Hospitality, Happiness, and last, but not least, the Financial Security of those he serves are so dependent upon the food he sells that his right to be in business is ultimately determined by his contribution to Home Life.

What small measure of success we have enjoyed we attribute to the fact that we have always looked upon our market as a part of every home we serve. We have tried to visualize the effect of what we sell on Home Life.

We have tried to add a little sunshine to the family circle by providing clean, wholesome, enjoyable foods at prices that will safeguard the health and future financial security of those we serve.

When we have done that, then, and then only, have we measured up to the new responsibility progress has placed upon us. Then we will have made the modern food store's contribution to society.

Super Meat Markets

A Good New Year Resolution

"I hereby resolve to serve daily to my family the same fine Groceteria Meats that I always buy when I have guests. That I will keep an accurate record of their cost; that I will observe the reaction of the family to them and will frankly admit their cost to be no more if I find such to be the case."

Steer Beef Pot Roast, lb. 12½c
Held in our sanitary cooler until flavorful and tender.

Short Ribs of Steer Beef, lb. 12c
Baked short ribs if from tender steers are most enjoyable.

Corned Steer Beef, lb. 15c
Boneless brisket from fancy steers—cooks in third less time.

Ground Beef, 2 lbs. 25c
Usually called Hamburger but we like to call ours Ground Beef—and good beef, too.

Shoulder Veal Steaks, lb. 15c
Fine quality milk-fed veal—a real luxury when breaded.

Nebergalls Hams, lb. 30c
Part or whole ham—mild sugar cure. We will partially slice the part you buy if desired.

Pine Woods Pork Sausage, lb. 25c
Has the real country flavor of the most famous Eastern sausage.

Fresh Smelt, lb. 10c
The spring treat from the Columbia River.

Metwurst (from Huber's), lb. 25c
No bone waste—just boil 10 minutes and you have the finest dinner sausage.

Morrel's Sliced Bacon, lb. 39c
A very fine mild cure bacon from the corn belt.

Morrel's Bacon (by the piece), lb. 33c
Any size piece of this fine quality bacon.

Shortening, 4 lbs. 45c
Economy plus quality.

Oysters, pint 25c
Large frying oysters—a welcome change from the heavy holiday diet.

Fruits and Vegetables

Sunkist Arizona Grapefruit, 100 size, dozen 29c
To be sure of Sunkist quality—be sure the name "Sunkist" is stamped on each orange, lemon or grapefruit.

Fancy Sunkist Navel Oranges, (126s) doz. 29c

Fancy Sunkist Lemons, (360s) doz. 27c

Arizona Sunkist Grapefruit, 64s, 5 for 23c
Fancy Cranberries, 2 pounds 35c

Pomegranates, 3 for 10c
Cocoanuts, 2 for 13c

China Lettuce, 2 for 15c
Sweet Potatoes, 4 lbs. 17c

Rutabagas, 6 pounds 23c
Danish Squash, pound 3c

Large Fancy Lettuce, 2 heads 9c
Brussels Sprouts, 2 lbs. 19c

Italian Broccoli, 2 lbs. 19c

Delivery of \$1.00 Orders
Phone:
West Side 428
East Side 752

HOME PURITY BAKERY PRODUCTS

To know the full goodness of Man's best food you should eat our Home Purity Bread. Baked without the use of chemical substitutes, it comes to you with that fine home flavor you have learned to expect only from your own oven. Serve it tomorrow.

- 1-lb. loaf 8c
- 1½-lb. loaf 12c
- Coffee Cake 2 for 15c
A dandy Sunday morning breakfast.
- Cookies dozen 10c
Fill up the cookie jar for the children when the Christmas candy is gone.
- Mince Pies each 35c
Family size—made with that extra good mince meat found at our Market counters. With our famous crumble crust, no finer pie possible.

Fountain Refreshments

- Three Fine Plate Dinners
- Roast Turkey
- Steer Beef Pot Roast
- Baked Premium Ham

Saving for Buyers of the Bigger Cans of COFFEE

- Golden West Coffee 3-lb. can 75c
- Hill's Red Can Coffee 4-lb. can \$1.05
- Schillings Coffee 4-lb. can \$1.00
- Maxwell House 4-lb. can 95c

Z-MOR-U

Roasted This Week—Grind the Day You Buy

3 lb. bag 73c

SAVINGS in the FOOD MARKETS

"A DEPENDABLE SOURCE OF SUPPLY"

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| Krispy Crackers lb. box 15c
<small>Fresh and krisp from the Bakery this week.</small> | Celilo Salmon No. 1 flat tin, 2 for 25c
<small>Columbia River Salmon—a good food value.</small> | Stavanger Fish Balls 19c and 29c
<small>Imported from Norway—very fine quality.</small> |
| Krispy Crackers 2 lb. box 29c | Welsh Concord Grape Preserves, 16-oz. glass 19c
<small>Made from New York Concord—a genuine treat.</small> | Merrimac Peas No. 2 can, 2 for 25c
<small>Tender Oregon peas—unusually fine flavor.</small> |
| Smacks pkg. 15c
<small>Loose-Wiles Krisp Butter Wafer—unequaled for flavor and crispness.</small> | Dromedary Grapefruit Juice, No. 5 can 27c
<small>Florida juice in its most economical form.</small> | Del Monte Spinach No. 2½ can 10c
<small>Clean, tender, and of Del Monte quality.</small> |
| Sperry Pancake and Waffle Flour, No. 10 sack 52c
<small>Nearly 300 delicious Hot Cakes—a lot of good breakfasts for so little. It's fresh.</small> | Log Cabin Syrup Small size 19c
<small>A blend of cane and maple—preferred by many to pure maple syrup.</small> | Rytak Health Bread Large round pkg. 29c
<small>Our most popular Swedish type health bread.</small> |
| Sperry Wheat Hearts 10-lb. sack 65c
<small>Between 75 and 100 good wholesome breakfasts. Fresh from the mill with all its goodness.</small> | Mixed Candy 2 lbs. 25c
<small>Nicely assorted candies in cellophane. A good follow-up for that holiday candy appetite.</small> | Crisco or Snowdrift Shortening, 3 lb. can ... 53c
<small>Your choice of these justly famous shortening.</small> |
| Sperry's Farina No. 10 sack 53c
<small>A fine whole wheat cereal providing from 75 to 100 mighty good breakfasts.</small> | Lucky Sail Crab No. ½ can 15c
<small>Standard quality—a good value.</small> | Swansdown Cake Flour pkg. 27c
<small>Insures that fine texture necessary to the perfect cake.</small> |
| Sperry Rolled Oats 9-lb. sack 33c
<small>More than 100 breakfasts and good healthful ones too. There is real economy and fresh goodness in Sperry cereals.</small> | Belle Isle Tuna Fish No. ½ can, 2 for 25c
<small>Fancy quality—solid meat.</small> | Calumet Baking Powder 1 lb. can 19c
<small>An economical double-acting baking powder.</small> |
| Sperry Wheat Flakes 10-lb. sack 43c
<small>As economical as oats—and mighty healthful, too.</small> | Bay Brand Tuna Flakes No. ½ can 10c
<small>For salads—for sandwiches—an inexpensive way of serving this fine sea food.</small> | Maxwell House Coffee 1 lb. can 25c
<small>Good to the last drop—and it's pretty good, too.</small> |

HOME PURITY MAYONNAISE

You wouldn't enjoy month-old eggs—of course not. That is why we so strongly urge you to try our Home Purity Mayonnaise. You will find a freshness of flavor possible only in freshly made Mayonnaise.

Pint 20c
Quart 30c

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

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

GATES & LYDIARD