

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

BE THANKFUL YOU LIVE IN SOUTHERN OREGON!



THAT'S the way we felt when writing this ad—With news reports of blizzards from the Rockies to the Atlantic seaboard—cyclones in the South—with market reports of high living costs we sort of summarized the joy of living in Southern Oregon and felt truly grateful that we live where it costs so little and is worth so much.

Life really is worth more in Southern Oregon. Forget the lower living costs if you will—forget the fertility of our farms and orchards with the material values of their crops and consider another crop which is ours for the taking—a crop which David Grayson describes as "one gathered not with hands but which may long be fed upon and yet unconsumed"—the great out-of-doors.

Of this there is an abundance—Lakes, Rivers, trout streams and nearby ocean beaches afford the fullest diversity to those who love the water and the sport it affords—in the surrounding mountain forests, deer, bear and small game attract those who love the chase.

Be thankful you live where Nature's grandeur does not have to be enjoyed from a picture on the mantel.

Savings in the Groceteria Food Departments

"A Dependable Source of Supply"

Snowdrift Shortening 99c
6 lb. pail
When the finest costs so little—why not?

Wesson Oil 39c
qt. can
For salads—for frying—unexcelled.

Dunbar Shrimp 23c
2 cans
No sea food salad so good as shrimp.

Lucky Sail Crab Meat 14c
No. 1/2 can
Standard pack—Economic.

Geisha Baby Clams 35c
3 cans
Excellent for chowder—for frying.

J. V. Dunbar Oysters 23c
2 cans
A good bowl of oyster stew is very stimulating these snappy days.

Vita Brand Anchovy Paste, tube 15c
Anchovy paste and Krispy Crackers—delightful.

Blue Star Diamond Matches, carton 6 boxes. 17c
Diamond quality at a low cost.

Mothers Oats pkg. 25c
A lot of good breakfasts.

Ovaltine 14 oz. can 49c
Makes you sleep better.

Kraus' Marshmallows lb. 15c
Toast them in the fire place—lots of fun and mighty good.

Purex 1/2 gal. can 19c
Makes clothes whiter.

Maxwell House Coffee
Enjoy the Maxwell House Show Boat every Thursday at 6 p. m. on National Broadcast stations.
1-lb. Can 25c
2-lb. Can 49c
4-lb. Can 97c

Mission Catsup 10c
14 oz. bottle
Made by Del Monte.

Del Monte Catsup 25c
14 oz. bottle, 2 for
A very low price for Del Monte Quality.

Del Monte Golden Bantam Corn, 11 oz can, 3 for 25c
Just the right size for the small family.

Merrimac Peas No. 2 can, 2 for 25c
Oregon grown—Have that much sought garden flavor.

Del Monte De Luxe Plums, No. 2 1/2 can 15c
Packed in rich syrup—a fine fruit sauce.

Peets Granulated Soap large pkg. 25c
Makes the Laundry work a lot easier.

Bucket Brand Syrup
Here is a rich cane and maple syrup—with a sample cube of pure maple sugar free with each jug.
12-oz. Jug 17c
24-oz. Jug 33c

Twenty Mule Team Borax Soap Chips lg. pkg. 19c
Softens hard water—cleans quickly.

Yellow Corn Meal 9 lb. sack 23c
Old fashioned corn bread and fresh side pork is a dandy winter treat.

Sperry Rolled Oats 9 lb. sack 33c
Quick or plain—fresh from the big Portland mill.

Sperry Wheat Hearts 5 lb. sack 35c
Richer in Vitamins because wheat germ is added.

Swansdown Cake Flour pkg. 24c
Your assurance of fine cakes.

Golden West Coffee 3 lb. can 73c
The most famous Oregon product.

Schillings Coffee 4 lb. can \$1.00
The big can is real economy.

S. & W. Coffee 4 lb. can \$1.00
You save time and money by buying the bigger can.

Krispy Crackers 2 lb. box 29c
Fresh from the bakery this week.

Instant Postum 8 oz. can 39c
A fine easily prepared hot beverage for those who do not drink coffee.

Post Toasties pkg. 7c
Rich Krisp Corn Flakes.

Bakers Premium Coconut, 1/2 lb. 15c
We like it so well we use it in our bakery.

SPECIAL OFFER
1 can SUNBRITE FOR 1c
Buy 3 cans for 13c—take the fourth can for 1c

FREE
Scientifically graduated coffee measure—marked so you can brew coffee of any strength—free with any size can Folgers Coffee.
1 lb. 27c
2 lbs. 53c

FLOUR
Blue Bell, 49 lbs. \$1.29
Sun Glow, 49 lbs. \$1.39
Mapleleaf, 49 lbs. \$1.59
White Rose, 49 lbs. \$1.69
Drifted Snow Flour, No. 10 sack 45c

Super Meat Markets

How Would You Like to Pay Chicago Prices

In the Government Market report we find that Chicago folks pay from 25c to 35c a pound for Steer Beef Pot Roast.

That is just one more reason for being thankful you live in Southern Oregon—proof that it costs twice as much to live where life isn't worth half as much.

Cost of living isn't everything but the privilege of buying the same grade of Steer beef for 12 1/2c a pound from our Ultra-Sanitary Markets is an advantage that helps a lot. When we can live for so much less in the finest place on earth why shouldn't we brag about it—just a little anyway.

Steer Beef Pot Roast, lb. 12 1/2c
None better in Chicago or elsewhere.

Sirloin Steer Steak lb. 20c
From fine steers—tender and flavorful.

Selected Baking Short Ribs, lb. 12c
Tender Steer ribs—fine when baked with potatoes.

Boneless Corned Beef, lb. 17 1/2c
From tender steers—cooks so much quicker.

Fresh Side Pork lb. 19c
With old fashioned corn bread or hominy—mighty fine.

Pork Chops lb. 23c
Let's celebrate the lower pork prices by having a big platter of pork chops.

Shoulder Pork Roast, lb. 20c
Fine quality Roasting pork.

Shoulder Veal Steaks, lb. 15c
From choice milk fed veal.

Country Style Pork Sausage, lb. 18c
Ground and seasoned country style, 100% pork.

Little Pig Link Sausage, lb. 22c
Our own 100% pork country style sausage in breakfast links.

Swift's Premium Sliced Bacon, lb. 39c
The famous Swift mild cure and flavor.

Nebergalls Hams lb. 30c
Part of whole Ham—The boys will partially slice the part you buy if requested.

Sugar Cured Pork Shoulders, lb. 23c
Fine when fried or baked with beans.

Veal and Ham Loaf lb. 18c
Ham and Veal ground and mixed just right for fine flavor—Ready for seasoning.

Shortening 4 lbs. 45c
Pure Refined Lard 2 lbs. 35c

Fountain Refreshments

We've often been asked why beer is not served at our fountains. Well here is the answer:

Our fountains are generously patronized by the little folks so we try to create the kind of environment you like for your children.

When giving the little ones money for a fountain treat you may send them to either Groceteria fountain with full assurance they will not contact the things you don't want them to have.

TOMORROW—
Your choice of three very fine plate dinners including Turkey.
25c and 29c

Home Purity Mayonnaise

There is a treat for you if you haven't used our Home Purity Mayonnaise.
Pint 20c -:- Quart 39c

HOME PURITY BAKERY PRODUCTS

MAGIC CHOC-O-NUT CAKE

A new Chocolate and Coconut Cake by Betty Crocker—Prepared with Soft as Silk Cake Flour, Bakers Coconut and Bakers Chocolate this cake embodies the finest ingredients and the skill of the bakers of Southern Oregon's quality cakes.

Two Sizes, 25c — 49c

AMETHYST PIE

A new Cream Pie that should be very popular. Made from Welch's Grape Juice it has the delicate flavor of Concord Grapes.

Large Family Size, 35c

HOT CROSS BUNS

Just why Hot Cross Buns are sold only at Easter time we never could figure out. They are too good to have their sale confined to but a few weeks.

Tomorrow:
Hot Cross Buns, Doz. 18c

Honey Brazil Pan Rolls
We didn't have enough last week so offer them again.

Two Sizes, 10c and 20c

COOKIES

A fine assortment of Home Style Cookies for the Home Cookie Jar.
Doz.—10c

Genuine 100% Whole Wheat Bread

If your physician has advised the use of Whole Wheat Bread this is the kind he expects you to use. Not so light as bread in which white flour has been blended but has a fine nut-like flavor possible only with 100% whole wheat. No molasses is used to add color.

1 1/2 lb. Loaf—12c

HOME PURITY BREAD

Baked exactly as you would bake at home.—The same ingredients—the same care and precision insures you that delicious Home quality.

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

Fruits and Vegetables

- Sunkist Arizona Grapefruit, 100's, doz 29c
- Sunkist Lemons, 360's, doz. 23c
- Sunkist Oranges, 200's, 2 doz. 49c
- Avocados 2 for 25c
- Cocoanuts 4 for 25c
- Extra Fancy Rhubarb, 2 lbs. 25c
- Fresh Green Peas 2 lbs. 25c
- New Potatoes 3 lbs. 20c
- Fresh Spinach 3 lbs. 23c
- Green Peppers lb. 15c
- Sweet Potatoes 4 lbs. 19c
- Zucchini Squash 2 lbs. 19c
- Italian Broccoli 3 lbs. 20c
- Brussels Sprouts 3 lbs. 23c
- Fancy Head Lettuce 2 for 9c
- Southern Yams 4 lbs. 23c
- Bananas 4 lbs. 23c

6th at Central
5th at Grape
Wings Without Self-Denial

GATES & LYDIARD

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