

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

HOME PURITY BAKERY PRODUCTS

Tomorrow we show the excellence of the 36 recipes in every sack of Drifted Snow Flour by offering a few of the fine cakes described therein.

Directly below this square—the ingredients needed for any cake are offered at special prices. Be sure to read the recipe offer.

CREOLE FLUFF CAKE

A marvelous White Cake—shortened with whipped cream—covered with gold-en pecan-praline icing.

Two Sizes 25c - 49c

APPLESAUCE PIQUANT - CAKE

Topped with smooth pineapple icing over a richly fruited applesauce loaf.

Tomorrow each 20c

COFFEE CUP CAKES

Coffee—caramel and pecans blend their distinctive flavor in these delicious cup cakes.

Tomorrow doz. 20c

Home PURITY BREAD

Home Purity because baked exactly as you would bake at home—Bread is not only man's best food but his best food value. No other food offers so much for so little.

1 lb. loaf 8c - 1 1/2 lb. loaf 12c

Don't Envy the Good Cake-Baker - BE ONE!

Every woman is proud of a good cake for nothing reflects so much credit to a hostess as an excellent cake.

The Sperry Flour Co. offers you the favorite recipes of the world's most famous cake authorities—Martha Meade and Betty Crocker.

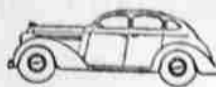
In each sack of Drifted Snow (any size) you will find 36 famous recipes with full instructions for blending the various ingredients.

Tomorrow we offer special savings on the principal ingredients for any of the 36 cakes—Included are two sizes of Drifted Snow Flour with which the recipes are packed.

- Drifted Snow Flour No. 10 sack 43c
- Drifted Snow Flour 24 1/2 lb. sack 99c
- Schilling's Vanilla Extract, 2 oz. bottle 20c
- Baker's Premium Chocolate, 1/2 lb. 14c
- Schilling's Baking Powder, 12 oz. can 27c
- Calumet Baking Powder, 1 lb. can 19c
- Brown Sugar 4 lbs. 22c
- Shelled Walnuts, (half kernels) 1/2 lb. 25c

Betty Crocker and Martha Meade Cakes always at our Bakery.

FREE! PLYMOUTH AUTO



Every Week Until March 21st with

IVORY SOAP

Large and Medium Ivory Soap BOTH

15c

The ROMANCE of FOODS Barley —



OUT of the dim past—long before the beginning of recorded history—legend brings us the story of Barley—the food which actually shaped human destiny.

In the Nile River Valley—the cradle of civilization there lived a primitive people whose chief food supply was the wild barley which grew abundantly along that stream. There came a time however

when nature no longer supplied enough for the increased population and an effort was made to increase the supply. From this effort came agriculture. Man was no longer a wanderer—Henceforth he must live in one place to produce his food.

Eventually more land was needed for the growing community and barley was planted outside the flood area of the Nile where it was necessary to water it. This suggested irrigation with rules for division of the water—man's first community law—the germ from which social structure developed.

This first mass production created a need to store the food and granaries were built before man built a house for himself—By building the granaries he learned—first to build tombs for the dead—and later a house for his family.

Some of these granaries were built where the flood waters of the Nile covered them and fermentation took place when the waters receded—The liquid in the bottom of these ancient silos proved to be a very pleasing drink that made people so happy it was accepted as a gift from the gods and became a part of the temple of worship. On special feast days large quantities were consumed—Like our New Year's Eve only more so. This beverage was beer—the first alcoholic drink in history—introduced to humanity through the temple.

Barley—once the principal grain food of man has been replaced by the more nutritious cereals—wheat, oats, corn, rice, beans, etc. Except for refinements in milling and baking our cereal foods do not greatly differ from those of the ancients.

Tomorrow—Special savings on grain cereals—the foods that shaped human destiny.

Next Week—"THE USE OF FIRE"

Savings In the Groceteria Food Departments

Cereals and Other Foods

- Pearly Barley 1 lb. pkg. 10c
Principally used in Soups in America. In Europe very popular as a breakfast cereal.
- Fancy Blue Rose Rice 3 lbs. 19c
Rice is cooked exactly as the ancients cooked barley.
- Post Toasties pkg. 7c
The ancients never had a luxury so good as this popular breakfast cereal.
- Quaker Puffed Rice pkg. 10c
It took thousands of years to learn to manufacture ready cooked cereals.
- Post's Bran Flakes pkg. 10c
We doubt if the ancients ever felt the need for laxative foods.
- Malt-o-Meal pkg. 22c
The malt in this favorite cereal is prepared from barley.
- Bisquick large pkg. 28c
Milling's greatest contribution of convenience to the American kitchen.
- Sperry Rolled Oats 9 lb. sack 33c
Examination of Egyptian mummies show barley to have been eaten raw—With such wonderful food as Sperry Oats is it any wonder that our children are so much healthier.
- Sperry Cereal Flakes 9 lb. sack 35c
A blend of Oats and Wheat for a balanced ration.
- Sperry's Farina 5 lb. sack 27c
A whole wheat cereal from grains carefully selected to insure fine flavor.
- Sperry Wheat Hearts 5 lb. sack 35c
The addition of Wheat Germ for increased Vitamin content is doubtless milling's greatest contribution to the health and growth of children.
- Sperry Wheat Flakes 10 lb. sack 44c
Selected Wheat—rolled exactly as Oats. Many prefer the flavor of wheat.
- Wheaties pkg. 10c
A ready to serve Whole Wheat food prepared with malt syrup—a derivative of barley.

- Sperry Pancake and Waffle Flour, 4 lb. sack 25c
Every primitive race had some kind of pancake—We'll tell you about it some day.
- Sperry's Scotch Rolled Oats, 3 lb. pkg. 18c
Real Scotch style and Scotch flavor—cooks in but a few minutes.
- Idaho Small White or Red Beans, 5 lbs. 18c
The method of cooking dry beans has not changed with the ages. Used before the dawn of recorded history—There are countless varieties.
- Diamond A Asparagus Style Beans, No. 2 can, 2 for 25c
Only dried beans were eaten prior to less than 200 years ago.
- Lovely Chocolate Malted Milk, 1 lb. can 19c
Malt—a product of barley makes many of our specialty foods possible.

- Del Monte Sliced Pineapple, No. 1 1/2 can, 2 for 25c
Four large slices of the size found in the No. 2 1/2 can.
- Del Monte Sardines 3 cans 25c
Large oval cans containing almost a pound of cooked fish.
- Merrimac Peas No. 2 can, 2 for 25c
Oregon grown—fine flavor.
- Amaizo Crystal White Syrup, 5 lb. can 33c
For baking—candy making or on the hot cakes.
- Amaizo Golden Syrup 5 lb. can 29c
America's favorite syrup for hot cakes.
- Scotch Granulated Soap 2 1/2 lb. pkg. 22c
An unbleached granulated soap from the White King factory.
- Palm Olive Soap 4 bars 18c
- Peets Granulated Soap large box 27c
Two large Crystal White Soap free.
- Super Suds small pkg., 2 for 15c
Suds in a jiffy.
- Baker's Breakfast Cocoa 1 lb. can 17c
A healthful nourishing drink.
- La France Flakes pkg. 8c
Makes the clothes whiter.

We Have A New Local Product — KRAFT CHEESE

We welcome the Kraft Co. to Southern Oregon—Get acquainted with their products many of which will soon be manufactured in Southern Oregon.

- Pimiento, Pineapple or Limburger Per Glass 15c
- Kraft Old English Cheese in glass 18c
- Kraft Roquefort Cheese in glass 20c
- Kraft Parmesella grated Cheese, pkg. 10c
- Kraft Philadelphia Cream Cheese, 3 pkgs 25c
- Kraft Cream Brick or American Cheese 2 lb. box 59c

Fountain Refreshments

Corned Beef and Cabbage
Besides Roast Turkey and the regular Saturday dinners we are featuring Corned Beef and Cabbage tomorrow. Our own tender Steer Corned Beef—the finest ever.

Choice of Dinners
25c to 29c

Super Meat Markets BAKED SHORT RIBS

Short Ribs are always good but you will never know their real goodness until you have eaten some from fancy steers that have been held long enough to be just right.

Tomorrow we feature short ribs from the fancy steers from our feed lot—Held in our big automatic cooler until just right you will find them tender and flavorful—A real Sunday treat.

If you want a delicious Sunday dinner at a low price—take our tip.

- FANCY STEER SHORT RIBS, lb. 12c
- Steer Beef Pot Roast, lb. 12 1/2c
Tender and flavorful—fine for cold slicing.
- Tender Swiss Steer Steak, lb. 20c
You can cut it with a fork.
- Corned Steer Beef lb. 15c
Cooks quicker because tender.
- Forequarter Veal Steaks, lb. 15c
From fine quality milk fed veal.
- Veal and Ham Loaf lb. 18c
Blended to produce fine flavor in your meat loaf.
- Farm Style Sausage lb. 18c
Real farm flavor—all pork.
- Little Pig Link Sausage, lb. 23c
The favorite breakfast of Southern Oregon.
- Corn Belt Bacon in Cellophane, 1/2 lb. 19c
Mild cure from the heart of the corn belt.
- Eastern Bacon lb. 27c
Good quality eastern bacon for frying or seasoning.

- Swift's Premium Smoked Beef Tongues, lb. 25c
Something just a little unusual for variety.
- Huber's Metwurst lb. 25c
A fine dinner sausage—Just boil 10 minutes and serve.
- Jumbo Bloaters each 10c
- Shortening 4 lbs. 45c

Fruits and Vegetables

- Sunkist Oranges 392's, 2 doz. 19c
- Sunkist Oranges 200's, 2 doz. 45c
- Sunkist Lemons 360's, doz. 19c
- Extra Fancy Rhubarb 2 lbs. 19c
- Sunkist Arizona Grapefruit, 64's, 5 for 23c
- Calavos 3 for 25c
- Southern Yam 4 lbs. 23c
- Sweet Potatoes 4 lbs. 23c
- Green Peas 2 lbs. 23c
- Green Peppers pound 15c
- Italian Broccoli 3 lbs. 20c
- Red Cabbage pound 4c

Home Purity Mayonnaise

There is a treat for you if you haven't tried our Home Purity Mayonnaise.

Pint 20c - Quart 39c

6th at Central
6th at Grape
Savings Without Self Denial

GATES & LYDIARD

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