

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

HOME PURITY BAKERY PRODUCTS

By Special Request

HARLEQUIN CAKE

Again we have been requested to feature this very popular cake. The combination of chocolate and cocoanut seems to have an unusual taste appeal. Last time we featured it we didn't have enough—We hope however to guess it right tomorrow.

TOMORROW—

HARLEQUIN CAKE

Two sizes 25c-49c

BROWNIE CUPCAKES

The dainty fudge flavor makes these unusually delicious.

TOMORROW—

dozen . . . 20c

COFFEE CAKE

Daintily iced Coffee Cake rings — a fine addition to the Sunday breakfast.— Tomorrow—

2 for 15c

Honey Brazil Rolls

Delicious Pan Rolls topped with Brazil Nuts and Honey. Tomorrow—

pan of 4 rolls 10c

(Breakfast for two)

Honey Pecan Rolls

Same as Honey Brazils except topped generously with pecans. Tomorrow—

pan of 4 rolls 10c

(Breakfast for two)

Hot Cross Buns

The Lenten dainty of the superior quality you have learned to expect from our Home Purity Bakery. Tomorrow—

dozen . . . 18c

Fruited Bear Claws

Made from a special dough chock full of Home Purity goodness. Tomorrow—

3 for 10c

Danish Pastry Butter Horns

We are truly proud of our Danish Pastry made without the use of egg or butter color—their goodness is due to the Home Purity of their fine quality ingredients. Tomorrow—

each . . 5c

Date Nut Bread

A round pan loaf rich with dates and nuts—very popular. Tomorrow—

each . . 13c

Home Purity Bread

Give the family a treat of home made bread—yet avoid the trouble of baking. You may—with our Home Purity bread.

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

Cash Dividends with Softasilk Cake Flour

That right—real cash with each package of Softasilk—You will want the vanity jar too—So here you are—the finest cake flour specially priced—with cash dividends added.

SPECIAL!
Hand Cut Rock Crystal
VANITY JAR
\$1.50 VALUE FOR 25¢

Send to Betty Becker Minneapolis Minn
WITH SALES SLIP SHOWING PURCHASE 1936

pkg.
22c



Listen In On This Conversation

Maxine:—Ellen, you look worried—what's the matter?

Ellen:—You'd look worried too, if you were paying for a home and had to scratch like we do for the payments.

Maxine:—But my dear, we are paying for a home and Bob gets the same salary as Joe. We, too, used to worry a lot until I learned that bargains are sometimes very deceptive.

Ellen:—Bargains deceptive! What do you mean by that?

Maxine:—Just this Ellen.—Instead of chasing advertised bargains buy your order at the Groceteria.—I make my biggest savings on the things not advertised because their regular prices are the lowest in town.

You know Ellen, I don't believe the Groceteria is ever knowingly undersold because all of the bargains seem to be there every Saturday.

Another thing—I don't have to load up every Saturday because I believe I can do just as well any day in the week.

You see dear—I save money—avoid the Saturday crowds and get the finest quality.

Take my tip dear, and you'll soon get rid of that frown.



Savings In the Groceteria Food Departments

"A Dependable Source of Supply!"

- Omar Coffee 50c
1 lb. 17c; 3 lbs.
- Chase and Sanborn 25c
Coffee, lb. in an inexpensive package.
- Del Monte Coffee 73c
1 lb. 25c; 3 lbs.
- Golden West Coffee 73c
1 lb. 25c; 3 lbs.

Fruits and Vegetables

- Long Green Asparagus, 3 lbs. 23c
- Green Peppers 2 lbs. 25c
- Italian Broccoli 3 lbs. 20c
- Zucchini Squash 2 lbs. 19c
- Extra Fancy Spring Rhubarb, 3 lbs. 23c
- Red Cabbage for salads, lb. 4c
- Large Fresh Pineapples, each 30c
- New Spuds 3 lbs. 20c
- Green Peas 2 lbs. 19c
- Mustard Greens, pound 5c
- Fancy Sweet Potatoes, 4 lbs. 23c
- Large Artichokes each 5c
- Sunkist Oranges 392's, 2 doz. 49c
- Sunkist Oranges 200's, 2 doz. 49c
- Sunkist Lemons 360's, doz. 19c
- Fresh Limes doz. 30c
- Desert Sweet, or Coachella Valley Grapefruit, 64's, 5 for 23c

- Folger's Golden Gate Coffee, 1 lb. 27c; 2 lb. can 53c
- Hill's Red Can Coffee 1 lb. 27c; 2 lbs. 53c
- Maxwell House Coffee 1 lb. 25c; 2 lbs. 49c
- M J B Coffee 1 lb. 27c; 2 lbs. 53c
- Shasta Coffee 1 lb. 23c, 2-lb. can 44c
- Schilling's Coffee 1 lb. 27c; 2 lbs. 53c
- S and W Coffee 1 lb. 26c; 2 lbs. 50c
- Genuine Mocha and Java 1-lb. can 39c
- Z-Mor-U Coffee 73c
1 lb. 25c; 3 lbs.
- Grandma's Molasses 33c
No. 2 1/2 can
- Del Monte Grapefruit No. 2 can 12c
- Del Monte Grapefruit Juice, No. 2 can 12c
- Van Camp's Pork and Beans, 28-oz. can 25c
3 for
- Del Monte Seedless Raisins, 15-oz. pkg. 6c

SPERRY'S COMBINATION OFFER
To introduce their NEW QUICK-COOKER OATS

28 OZ. Pkg. SPERRY'S PANCAKE AND WAFFLE FLOUR
20 OZ. Pkg. SPERRY'S QUICK-COOKER OATS

Special BARGAIN PRICE BOTH FOR 22c

Drifted Snow Flour
49 lb. sack \$1.79

- Sylmar Large Olives 15c
8-oz. can, 2 for
- Sylmar Jumbo Olives 15c
pint can
- Krause's Marshmallows 15c
1 lb.
- Scot Tissue Toilet Paper 25c
4 rolls
- Waldorf Toilet Tissue 25c
7 rolls
- Blue Star Diamond Matches, 6-box carton 15c
- Calumet Baking Powder \$1.29
1 lb. 19c; 10 lb. can
- Ivory Flakes 20c
large pkg.
- O. K. Soap 25c
6 bars

Tea Garden Jams and Jellies

If your supply of home-made jams and jellies is getting low you will want to replenish with equal quality. You are sure of this with Tea Garden—long recognized as the finest. We offer a fine assortment—priced within reach of all.

Pure Fruit Preserves

- 2 lb. 3 oz. jar
- Strawberry choice
- Blackberry 39c
- Concord Grape 1 lb. jar
- Apricot-Pineapple choice
- Orange Marmalade 25c

PURE FRUIT JELLY

- 8 oz. jar
- Red Currant choice
- Blackberry choice
- Concord Grape choice
- Crabapple 15c
- Quince
- Mint

Super Meat Markets

We added another city to our list this week—Eugene.

Two weeks ago a salesman who comes to Medford regularly, took a prime beef roast home with him—This week he took another for himself and one for the family who happened to be guests when the first roast was served.

This gives us beef and sausage customers in Eugene—Grants Pass—Ashland and Klamath Falls.

These folks don't carry this meat so far simply because they like us but because it's the best beef they can get.

During 1935 more than 600 fancy local steers were sold through our markets. Our out-of-town customers frankly admit it to be the best beef they ever used. They are frank enough to also express surprise at our prices which are no higher than they pay for common beef in their own cities.

Since, as our out-of-town customers say—the best costs no more—why not?

Pot Roast of Steer 12 1/2c
Beef, lb.

Tender and flavorful because held in our automatic cooler until at its best.

Fancy Steer Sirloin 20c
Steak, lb.

It's tender and it's good, yet within reach of every purse.

Farm Style Sausage 20c
lb.

We might make it for a few cents less a pound—but it wouldn't be the kind you like.

Little Pig Link 25c
Sausage, lb.

This is what our out-of-town customers buy. A Klamath customer took seven packages home with him—Evidently his neighbors also like good sausage.

Fancy Leg of Lamb 25c
lb.

The favorite Spring Roast—Delicious with mint sauce.

Crosse and Blackwell's Mint Sauce 23c
bottle

Here is the world's finest to serve with your Lamb Roast.

Swift's Premium 29c
Hams, lb.

Part or whole ham—The boys will by request partially slice the part you buy.

Morrell's Pride Pork 24c
Shoulders, lb.

Not the ordinary picnic but a nicely trimmed sugar cured pork shoulder.

Sugar Cured Bacon 27c
lb.

Any size piece off 12 lb. to 14 lb. slabs—Very good value.

Wisconsin Swiss 33c
Cheese, lb.

Preferred by many to the imported.—A delicious luncheon cheese.

Shortening 45c
4 lbs.

That same fine quality you have learned to expect from us.

CHICKENS

We still believe chickens are better after being milk fed long enough to be sure no foreign flavors are noticeable.

All local chickens, but milk fed at Swift & Co.'s local feeding plant.

Fountain Refreshments Ice Cream Cones 2 for 5c

The first treat of the season for the children—both little and grown up.

Service from 9 to 11 A. M.
2 to 5 P. M.
7 to 9 P. M.

Because of the dinner service at noon and evening the service of cones must be discontinued during meal hours.

Breakfast and Dinner
Served as Usual

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