

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

NATIONAL RETAIL GROCERS' WEEK

SPONSORED BY NATIONAL ASSOCIATION RETAIL GROCERS

HOW WELL ARE WE DOING THE JOB? That every Retail Grocer may take stock of himself—may know whether or not he measures up to his community responsibility—is the reason for National Grocers Week, March 16th to 21st.

The National Association of Retail Grocers has for its motive the education of its members to a full realization of the grave responsibility of feeding the great American family. As a yearly reminder we have National Grocers' week, at which time we are to answer the following questions:

- 1 Do you realize the possible effect of what you sell on family life?
- 2 Do you know that poor foods destroy the peace and harmony of the home?
- 3 Do you know that good food is the greatest contributing factor to family health and happiness?
- 4 Do you know that poor food may bring a lifetime physical handicap to a friend or neighbor?
- 5 Do you know that the sale of distressed food merchandise brought death to several San Francisco families?
- 6 Do you sell the best you can get for the lowest possible price, or do you look for cheap merchandise for advertising leaders?
- 7 Are you building permanent business success, by safeguarding the health, happiness and financial security of your friends and neighbors?
- 8 Is your community interest stimulated by the fact that you live where your business is conducted and those you serve must be your lifetime friends and neighbors?

We are proud to have been identified with the National Association for many years—and greatly pleased to have been invited to be one of 33 food markets in the United States to comprise the National Food Research Bureau of the Association.



HOME PURITY BAKERY PRODUCTS

Here is our answer to question No. 1

In recent years chemists have invented various materials to replace a part of the more costly ingredients in bakery products. Yeast foods are perhaps most commonly used.

Now there may be all right but there are several nations with food laws more exacting than ours where the use of them is forbidden. This leaves some doubt in our minds so we don't use them—even though we could save by doing so.

Anyway science is inconsistent about yeast—While telling us it is good for us and advising us to eat the miv yeast the same scientists in the search for profit want us to leave some of it out of the only food that brings it to the American table.

It is because we realize the possible effect of the foods we sell that we leave the chemical substitutes out of baking.

Home Purity Bread

Here is bread as pure as we know how to bake it. Not a single ingredient other than you would use in home baking is used in its preparation. It tastes like home made bread because that is exactly what it is. Besides it contains the yeast content of bread that was used before science found out that more yeast was needed in the human system.

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

BETTY CROCKER CAKES

Here are the cakes that made Baker's' cakes comparable with those from your own oven. As with our Home Purity Bread, synthetic ingredients are not used. Instead the cakes are rich with butter, cream, and all the good things without which a cake can't be good.

If you are one of the remaining few skeptics about Baker's' cakes—try one of these on a money back guarantee.

Dixie Pecan Cake

A rich home quality chocolate cake plentifully filled with Pecans.

HAWAIIAN Pineapple Cream

A fine white layer cake with pineapple—chuck full of home goodness.

CHOICE
25c and 49c

Danish Pastries

Another product so much better because the synthetic ingredients are left out. Contain no coloring because we use so much butter and eggs that added coloring is not needed. And what a difference in the flavor!

WIDE VARIETY

3 for 10c and 5c each

St. Patrick's Day Special Novelties

Orders now received for cookies—Hats—Pipes and special pastries.

Fruits and Vegetables

Here is our answer to question No. 6

Twice weekly our own buyer is on the market at San Francisco to select what cannot be bought from local growers.

Every produce firm is visited and he buys for our account the best available. Many times his purchases are made from five or six firms so that the best of each article comes to us.

A lot of trouble, certainly. Not too much, however, to get the very finest health giving fruits and vegetables for your table.

The big trucks arrive Tuesdays and Fridays with loads of the finest quality in the west.

Extra fancy hot house Cucumbers each	15c	New Potatoes 4 lbs.	23c	Fresh Pineapples each	30c
Egg Plant 2 for	19c	Summer Squash 3 lbs.	25c	Large Calavos 2 for	19c
Green Peppers lb.	15c	Extra Fancy Rhubarb, 3 lbs.	23c	Fancy Sunkist Oranges, 200s, 2 doz.	45c
Sweet Potatoes 4 lbs.	23c	Bunch Vegetables 3 for	10c	Sunkist Lemons 360's—doz.	23c
Italian Squash 3 lbs.	25c	Long Green Asparagus, 3 lbs.	23c	Florida Grapefruit, 64s, 2 for	19c
Coachella Sweet Grapefruit, 64s 6 for	25c	Fresh Limes doz.	30c	Green Peas full pods, 2 lbs.	19c
	(Two portion size)	Artichokes 4 for	15c		

Savings In the Groceteria Food Departments

"A Dependable Source of Supply"

Grape-Nut Flakes 10c pkg.	Baker's Southern Style Coconut can 9c	Postum Cereal 1 lb. pkg. 19c
Krause's Fancy Chocolates, 1 lb. box 39c	Green Vegetable Color, 1 oz. bottle 14c	Fountain Refreshments
Del Monte Crosby Corn No. 2 can 25c	Swans Down Cake Flour, pkg. 23c	Here is our answer to question No. 2: That congenial atmosphere so evident at our fountains is the best evidence that good food promotes sociability. Come down tomorrow and enjoy a meal as fine as you get for twice as much in many places.
Log Cabin Syrup family size, can 39c	Del Rogue Tomatoes No. 2 1/2 can 2 for 25c	Roast Turkey and Dressing Cranberry Sauce
Goody Goody Green Beans, No. 2 can 10c	Del Rogue Tomato Juice No. 1 tall can 7c	Mashed Potatoes with Gravy
Brookfield Package Cheese 1/2 lb. pkg. 13c	Crystal White Soap, 10 bars 29c	Jello Fruit Salad
Green Gum Drops lb. 15c	White King Toilet Soap, 5 bars 22c	Buttered Lima Beans
Rockwood's Cocoa, 2 lb. box 15c	Market Day Raisins 4 lb. pkg. 22c	Bread and Butter
Ovaltine large can 48c		Coffee, Tea or Milk
Del Monte Spinach, No. 2 1/2 can 10c		

SUPER MEAT MARKETS

Our meat markets are our answer to question No. 3 as to our fitness to serve our friends and neighbors with food that will contribute to their health, happiness and financial well being.

With every modern safeguard to insure cleanliness that family health may be protected—meats of such quality as to insure dinner table happiness, are sold at prices that leave something for the family bank account. That we have your approval is attested by the need of more than 600 head of fancy local steers to supply your needs of beef.

SUNDAY BREAKFAST TREAT

Generous two portion slices Swift Premium Ham } BOTH 25c
Six Certified Fresh Eggs

Swift's Premium Hams, lb. 29c

Part or whole ham. We will cut or partially slice any ham you may select.

Swift's Premium or Morrel's Pride Bacon, lb. 35c

Here is the world's finest bacon and the price is down where we can all enjoy it. Any size piece.

Sugar Cured Bacon, lb. 27c

A good standard quality bacon, not quite so mild however as the Premium or Pride.

Standing Prime Rib Roast of Steer Beef, lb. 18c

Cut short and well trimmed. Many pronounce this the tenderest and most flavorful beef roast.

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

The best meat value in Oregon. Tender, flavorful, delicious.

Steer Beef Hamburger . . . 2 lbs. 25c

And what a difference when Hamburger is ground from well seasoned steer beef.

Prime Rib Roast of Steer Beef, lb. 23c

Bones out and nicely rolled. The finest flavored and tenderest roast in a steer. Those marvelous roasts in the better hotels are Prime Rib from fancy steers.

Farm style Pork Sausage, lb. 20c

Made from carefully selected cuts of pork, ground and seasoned country style—it's all pork and mighty good.

Little Pig Link Sausages, lb. 25c

Fancy breakfast links of real farm style pure pork sausage.

Corn Belt Bacon, in cellophane, 1/2 lb. 18c

Bacon from the midwest where corn is abundant.

Fresh Side Pork, lb. 19c

Sliced or by the piece.

Shortening 4 lbs. 45c

Armour's White Cloud.

CHICKENS

Again we remind you that Chickens, milk fed, have a better flavor than those fresh from the barn yard. All local chickens from Swift & Co's milk feeding station. FISH—Any in season are here.

Ask us how to get a chromium-plated \$1.25 Serving Tray for 25¢ and Two EAGLE BRAND Labels
Our Special EAGLE BRAND Sweetened Condensed Milk 2 Cans 39c

FREE!

Free Sherbet Dishes with Schilling's Baking Powder! 1 dish with 12 oz can. 2 dishes with 2 1/2 lb. can.

GATES & LYDIARD

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