

GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE



HOME PURITY Bakery Products

Nothing will add more of that finishing touch to the Easter feast than the right kind of dinner rolls. Tomorrow we offer three kinds—all of that fine home quality you have learned to expect in all of our bakery products.

- Hard Crust Dinner Rolls 15c
- Butter Rolls 15c
- (Fine with ham and eggs)
- Parker House Rolls - Doz.

BREATH-OF-SPRING CAKE

Truly suggestive of all the good things that follow spring. A rich white layer cake with spring fruits in both the cake and the rich boiled icing with which it is generously coated. A touch of the rich flavor of Maraschino cherries adds the finishing touch to this fine Easter cake.

2 Sizes 25c - 49c

Easter Cookies Dozen . . 15c

Rabbits and Chickens iced in Easter Colors—without icing

Dozen . . 10c

Hot Cross Buns

Rich with fruit. Easter buns of that superior quality for which our bakery products are so famous.

Dozen . . 18c

Home Purity BREAD

For Toast with your breakfast of ham and eggs or for service with your Easter dinner, there is no substitute for that real home flavor.

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

Fountain Refreshments

Special Easter Dinner 33c

- Baked Virginia Ham with Pineapple Sauce
- Buttered Lima Beans
- Mashed Potatoes
- Cardinal Salad
- Bread and Butter
- Coffee, Tea or Milk
- Oustard Pie

Served from 11 A.M. to 7:30 P.M.

Usual Saturday dinners including Roast Turkey, Steer Beef Pot Roast and Vegetable Plate also served.

Home Purity MAYONNAISE

The goodness of any food that contains uncooked eggs is wholly dependent on the freshness of the eggs.

The Home Purity Mayonnaise we offer tomorrow was made today. You may taste before you buy.

Pint. 20c

Quart. 39c

EASTER and The NEW YEAR



WE always have a hard time planning a good Easter ad because we can't disassociate it from New Year's Day. Seems to us the New Year we observe is somewhat artificial—that the real New Year observance should be at Easter time, for then is when the new year in nature really begins.

It begins with folks, too, for as Nature puts on her new garments, so do men and women. We think of many other things also—our yards are cleaned and replanted—our homes are overhauled from top to bottom and we sort of make a new start.

New foods appear on our tables—spring lamb, rabbit, fried chicken, new vegetables and salads—a complete change of even our food habits takes place.

While telling you that we have anticipated this seasonable food change, we feel the urge to turn time back to January 1st and repeat our wish that you may have a Happy New Year.

Savings In the Groceteria Food Departments

"A Dependable Source of Supply"

White Star Salmon No. 1 tall can. 2 for 25c
A fine medium red Columbia River salmon. Try two cans tomorrow, then buy a dozen for \$1.50 for a money-saving pantry stock. Quality good.

Diamond A Salad Vegetables. No. 2 can . . . 18c
Oregon garden vegetables—ready for salad service.

Del Monte Early Garden Peas. No. 2 cans 14c
Packed garden fresh with all the goodness kept in the can.

Blue Plate Shrimp. 2 cans 25c
We recommend this brand to lovers of good shrimp.

Del Monte Grapefruit No. 2 can 13c
Fancy segments of Florida fruit.

Lake Wales Grapefruit No. 2 can 10c
Broken segments of Florida fruit—

Wheaties with Shirley Temple Pitcher. 2 pkgs. . . 23c
A dandy Shirley Temple pitcher free with two packages.

Dromedary Grapefruit Juice. No. 5 can 29c
Florida juice pressed from tree-ripened fruit.

French's Hasty Tapioca 8 oz. pkg. 8c
Finest quality quick tapioca.

Stahl-Meyer Cocktail Sausages. Big can 49c
Little one-inch sausages—all the rage for the cocktail service.

Diamond A Diced Beets. No. 2 can 9c
Fine buttered or for adding a touch of color to the vegetable salad.

Farmington Chocolate Slab of 10 bars 15c
A fine milk chocolate at a low price.

Snowdrift Shortening 3-lb. can 55c
Pure vegetable—for baking or frying.

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

Post Toasties Pkg. 7c
Crisp corn flakes—a fine breakfast.



Fruits & Vegetables

- Fancy Head Lettuce 3 for 10c
- Large Avacados 2 for 19c
- Green Peas 3 lbs. 25c
- Green Peppers 2 lbs. 35c
- Fresh Asparagus lb. 5c
- Bananas 4 lbs. 19c
- Fresh Pineapples each 35c
- Parsley bunch 5c
- Onions or Radishes . . 3 bunches 10c
- Fresh Limes doz. 33c
- Sunkist Indio Grapefruit, 64s 5 for 23c
- Sunkist Lemons 360s, doz. 23c
- Sunkist Oranges 392s 2 doz. 19c
- Sunkist Oranges 200s 2 doz. 45c

Jello—choice of flavor 2 pkgs. 11c
Six delicious flavors—the national dessert.

Baker's Cocoa 1/2 lb. can 9c
Why not the finest when the cost is so low.

Golden West Coffee 3 lb. can 73c
Blended and roasted in Portland—finest of all Canned Coffees.

Ripped Wheat 3 pkgs. 25c
A whole wheat biscuit from the sunshine Bakeries.

Krispy Crackers 2-lb. box 29c
The finest cracker—fresh and crisp.

Campbell's Tomato Soup. 3 cans 20c
Mighty handy on the pantry shelf.

Floradale Honey 5 lb. can 45c
Great on biscuits, hotcakes or waffles.

White King Toilet Soap 5 bars 22c
Bottle of Brume De Bois Perfume Free.

Guest Ivory Soap 5 bars 19c
Finest bath size. It floats!

P. & G. White Laundry Soap. 10 bars 29c
The world's fastest selling laundry soap.

White King Granulated Soap. Large pkg. 30c
Goes further because you have to use so little.

FRESH EGGS CERTIFIED

Our own egg inspector has carefully examined every egg before we offer it for sale. While this is an all-year-round service it is doubly essential at Easter time.

Certified as to quality under State License No. 7.

We Make No Extra Charge For This Service

Super Meat Markets Free Easter Novelties

More of those fine Easter Novelties to go with Swift's Premium Ham. Rabbits, Ducks, Chickens, Easter Toys. A big assortment—some worth up to 25c given with a whole ham—smaller ones with part of a ham.

We Have a Little Easter Novelty for All Meat Buyers Tomorrow!

Swift's Premium Ham. Lb. 31c
Part or whole ham—the Easter Novelty is Free.

Swift's Premium Ham. Slice 15c
Two portion slice of the finest ham—an Easter Chick or Bunny Free.

Steer Beef Pot Roast. Lb. 12 1/2c
Tender and flavorful—a fine Sunday dinner.

Sirloin Steaks from Fancy Steers. Lb. 20c
They are tender and mighty good—we will cut to your order.

Prime Rib of Steer Beef. Lb. 23c
Boned and rolled—the tenderest and finest roast in a steer.

Bockwurst lb. 30c
A special Easter Sausage from Huber's—made from real, sweet cream and eggs.

Morrel's Pride Ham. Lb. 29c
Part or whole ham—right from the corn belt.

Farm Style Pure Pork Sausage. Lb. 20c
Ground from choice pork cuts—seasoned just right.

Little Pig Breakfast Link Sausage. Lb. 25c
A fine Easter breakfast.

Swift's Premium Bacon, Sliced, lb. 40c
Fine lean streak breakfast bacon—the world's finest.

Shortening 4 Lbs. 45c
A quality shortening at a low price.

Sweet Pickles Pint 15c
Knight's finer flavored sweets.

Wisconsin Swiss Cheese. Lb. 33c
If you are fond of the imported, try this.

AGAIN

Von der Hellen's pure bred Shropshire Spring Lambs

Again we offer the pick of the Von der Hellen flock

Legs - Shoulders - Chops

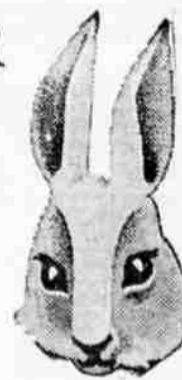
A real treat for Easter

Fancy Colored Fryers and Broilers - Rabbits

EASTER Novelties FREE!

With Z-MOR-U Coffee

Come and see them! Ducks, Chicks, Rabbits in wide variety



Z-MOR-U Coffee
Freshest and Best
Pound 25c
3 Pounds 73c

GATES & LYDIARD

Delivery of \$1.00 Orders
Phone: West Side 428 East Side 762

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