

# GROCETERIA SUPER FOOD MARKETS

BREAD AND CAKES LIKE MOTHER MADE

## HOME PURITY Bakery Products

### GENOA CAKE

Five hundred years ago when America was but a vast wilderness sailing ships were putting into Genoa with spices and fruits from remote parts of the world. So rare were these food dainties that only the nobility could taste them.

Here it was that the cake of Genoa was evolved. It is a cake of royal ancestry handed down to us in its actual form and quality—a cake once worth a king's ransom—served only at the King's banquets.—Today the King's banquet may be served on every American table.

For the special occasions when something just a little better is wanted—serve Genoa Cake—Costs a trifle more but who isn't willing to pay a little extra to serve a friend with the favorite delicacy of the kings of old—a delicacy that started Columbus on his westward journey to the East Indies and brought him to America's shores.

**GENOA CAKE**  
1 lb. loaf 29c

### Honey Pecan Cake

A rich layer cake blending pure strained Honey with Pecans.

Two Sizes 25c - 49c

### Coffee Cake 2 for 15c

A double portion of this fine Coffee Cake—usually 15c each.

### Danish Pastry

Breakfast bits-7 for 15c

Fine breakfast size butter horns of the finer quality you find in all of our bakery products.

### BREAD

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

Fine Home Quality—It's the chemical substitutes we leave out that make it taste so much better.

**Free 150**  
ZEE Household Towels  
with each  
**4 rolls**  
Comfort Tissue 27c  
1000-sheet rolls—finest quality

### Z-MOR-U Coffee

1 lb. . . 25c

3 lbs. . . 73c

### 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

## MEDFORD Needs A SHINE!

**L**AST week we visited with some out of town folks at the Medford Hotel. Seated in the window our visitors commented so favorably on the various aspects of Southern Oregon that we got rather curious about any short comings and frankly asked: What do you consider Southern Oregon's greatest need?

Without hesitation our visiting lady promptly answered: "A Shine."

You know I seldom pass anyone without looking at his feet, she continued. Nothing so detracts from one's personal appearance as poorly kept shoes. In my case my morning shine is my setting up exercises. Because the exercise is so beneficial I always put my shoes on before I shine them.

The writer looked at his shoes, surveyed his waist measure and wondered what a shine every morning for the past twenty years would have done to his avoirdupois.

Anyway it's a good thought and we pass it on to you with special prices on everything you need to promote health, a fine figure and 100% improvement in personal appearance.

### SHOE SHINING NEEDS

For health—fine figure and personal appearance.

- Dyanshine, any color, bottle . . . . . 15c
- 2-in-1 Paste, any shade, 2 boxes . . . . . 15c
- Shinola, any shade, box . . . . . 7c
- Belle-Mode . . . . . 12c  
White, black or brown
- Jet Oil, choice of color . . . . . 10c
- White Shinola bottle . . . . . 7c

Do your shoes look to others as other shoes look to you?

## Savings In the Groceteria Food Departments

"A Dependable Source of Supply"

Snowdrift Shortening, 3 lb. 54c; 6 lbs. . . . . \$1.00  
Our Genoa Cake is baked with Snowdrift.

Lovely Chocolate Malted Milk, 1 lb. can. . . 18c  
Makes a fine nourishing beverage.

Wesson Oil 1/2 gal. can 73c; gal. . . . . \$1.23  
Keeps a long time—a good chance to lay in a supply.

Shoalwater Oysters No. 1 tall can . . . . . 15c  
Very fine flavor for oyster stew—If you want a pantry supply take 7 cans for a dollar.

Del Rogue Tomatoes No. 2 1/2 can, 2 for . . . . . 25c  
Nearly 2,000,000 cans of Del Rogue Tomatoes sold in the Northwest in 1935.

Bagley Standard Pack Tomatoes, No. 2 1/2 can, 3 for . . . . . 25c  
A cooking tomato with the famous Del Rogue flavor.

Edgemont Ginger Snaps 8 oz. pkg. . . . . 10c  
Fresh and crisp—just out of the Edgemont bakery.

Smacks large pkg. . . . . 15c  
That tasty butter water—fresh from the bakers.

Clear Mountain Honey 32 oz. jar . . . . . 33c  
A specially blended honey always of uniform flavor.

Zee Toilet Paper 6 rolls . . . . . 25c  
Colored to harmonize with your bath room colors.

Bonnie Best Quick Jel Dessert, 4 pkgs. . . . . 19c  
Six delicious flavors—A fine gelatine dessert.

Bonnie Best Pancake and Waffle Syrup, qt. jug. . . 25c  
A fine corn and cane syrup—Maple flavor.

Par Washing Powder pkg. . . . . 25c  
Saves you money and time.

Stafford's Whole Sweet Pickles, qt. jar . . . . . 23c  
6th at Central 6th at Grape Savings Without Self-Denial.

Stafford's Dill Pickles qt. jar . . . . . 18c  
Local pickles processed by Stafford.

Instant Postum 8 oz. can . . . . . 38c  
A delicious substitute for coffee—prepared at the table.

Post's Bran Flakes pkg. . . . . 10c  
A nourishing laxative cereal.

Calumet Baking Powder 1 lb. can . . . . . 19c  
Millions of homes use Calumet.

**Fruits & Vegetables**  
Sunkist Oranges, 200's, 2 doz. . . . . 45c

Sunkist Lemons, 360's, doz. . . . . 23c

Sunkist Arizona Grapefruit, 64's, 5 for . . . 23c

Bananas 4 lbs. . . . . 19c

Home Grown Spinach, lb. . . . . 3c

Large Size Lettuce 3 for . . . . . 10c

Eggplant 2 for . . . . . 19c

Italian Squash 2 lbs. . . . . 19c

Large Cucumbers each . . . . . 15c

Green Peppers lb. . . . . 15c

Bohnert's Fancy Red Rhubarb lb. . . . . 5c

Large Calavos 2 for . . . . . 19c

Fresh Limes doz. . . . . 33c

Schilling's Tea 1/2 lb. Green . . . . . 27c

Schillings Tea 1/2 lb. Orange Pekoe . . . . 33c  
Green or Black. Schilling is top quality.

Ivory Soap medium bar . . . . . 5c  
It still floats—so on every bath tub.

Oxydol 1g. pkg. . . . . 19c  
Suds in a jiffy—economical too.

### Z-MOR-U Queen OLIVES

The relish is never complete without queen or stuffed olives. Z-Mor-U—Packed to our specifications offers good value and high quality.

Z-Mor-U Queen Olives, 5 1/2 oz. jar . . . 13c

Z-Mor-U Stuffed Olives, 5 1/2 oz. jar . . . . 15c

Z-Mor-U large Queen Olives, 7 1/2 oz. jar . . . . 15c

Z-Mor-U Stuffed Olives (large) 7 1/2 oz. jar . . . . . 27c

Rio Grande Thrown Queen Olives, 7 1/2 oz. jar . . . . . 13c

Rio Grande Queen Olives, 1 pt. 6 oz. jar . . 29c

Rio Grande Queen Olives, qt. jar . . . . . 39c

World Over Brand Garnishing Cherries 3 oz. 10c; 5 oz. . . . . 15c

Olive Meats 3 oz. jar . . . . . 10c  
(For Salads—Sandwich Spreads)

### Super Meat Markets

We Will Cook the Veal Loaf for You This Summer

All winter long you have bought hundreds of pounds weekly of our popular Ham and Veal Loaf—With the coming of warm weather we will bake it for you and save you the time and trouble of cooking it—yet it won't cost any more.

Our Mrs. McRae (Ole) will supervise the cooking which is your best assurance of fine flavor and quality.

Your cost will be the exact cost of the meat plus a cooking charge no greater than the actual cost of the same job in your home.

A service you will like—A meat loaf you will like even more.

Groceteria Cooked Veal Loaf, lb. . . . . 25c  
Sliced or in the piece if you wish to re-heat it.

Spare Ribs lb. . . . . 15c  
Always a favorite.

Steer Beef Roasts lb. . . . . 12 1/2 and 15c  
Fine, tender and flavorful roasts—a fine Sunday dinner.

Veal Steaks lb. . . . . 17 1/2c  
Front quarter cuts—the for broiling.

Ham and Veal Loaf lb. . . . . 18c  
Ground and blended for fine flavor.

Little Pig Sausage Links, lb. . . . . 25c  
Real country flavor and quality in the small links.

Assorted Luncheon Meats, lb. . . . . 33c  
Fine assortment of cold meats—Fine for that Sunday evening lunch.

Sliced Morrell's Pride Bacon, lb. . . . . 39c  
Fine quality right from the corn belt.

Dry Sugar Cured Bacon, lb. . . . . 32c  
A medium cured breakfast bacon.

Potato Salad pint . . . . . 20c  
Home style—our own formula.

Shortening 4 lbs. . . . . 45c

### Poultry and Rabbits

Again we remind you of the superior quality of milk-fed poultry.

### Fountain Refreshments FRIED CHICKEN DINNER

1/2 Fried Spring Chicken Potatoes with Cream Gravy Buttered Peas or Asparagus Salad Bread and Butter Coffee, Tea or Milk

33c

### GENOA CAKE

A chance to try this royal banquet cake of the past.

10c

Turkey—Roast Pork and cold plate lunch also served from 11 a. m. to 7:30 p. m.

## GATES & LYDIARD

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