

GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

Home Purity Bakery

"GROCETERIA GOODNESS"

If ever "goodness" was apparent it is in our Home Purity Bakery products. Baked exactly as you bake at home—made of the same ingredients with no commercial cost-reducing substitutes used—is it any wonder that all taste exactly like the finer Home Baked bread and pastries?

CAKES

Here are four outstanding examples of "Grocerteria Goodness."—Our four most popular cakes—

- Harlequin 25c and 49c
- Roses in Snow . . . 25c and 49c
- Wellesley Fudge 25c and 49c
- Betty Crocker 13-egg Angel Cake 39c

SCHOOL DAYS COOKIES

A new Betty Crocker creation but so good that we offer it as a fine example of "Grocerteria Goodness."

2 Doz. 25c

HOME PURITY COOKIES

The magic attraction in a thousand Mothers Cookie jars.—Real Home Style cookies chock full of "Grocerteria Goodness."

Doz. 10c

HOME PURITY BREAD

Every Saturday we bake enough to put two loaves in nearly every Medford home.—"Grocerteria Goodness" made this Medford's most popular bread for over 15 years.

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

Truly, it pays in many ways to trade at the Grocerterias.

"GROCETERIA GOODNESS"

Economical Food Satisfaction

WHEREVER women are gathered together—wherever foods are served—you will hear the goodness of foods from the Grocerterias eventually become the topic of conversation.

Such a reputation was not built in a day, neither was it the result of accident. Instead it is the product of years of earnest effort to provide the finest of foods that your dining may be pleasing and healthful—yet costs kept so low that your financial welfare is assured.

"Grocerteria Goodness" is best exemplified by the foods prepared in the Grocerteria Kitchens—Home Purity Mayonnaise—Home Purity Bread—Betty Crocker Cakes—Home Purity Cookies—Home Purity Ice Cream—and Home Style Fountain Lunches.—In the markets—the finest beef ever sold at popular prices—real Country Style Pork Sausage—Home Style Ham and Veal Loaf and many other quality meats and specialties found only at the Grocerterias.

Truly—It pays in many ways to trade at the Grocerterias.



SAVINGS IN THE GROCETERIAS!

TRULY IT PAYS IN MANY WAYS TO TRADE AT THE GROCETERIAS

Leslie's Shaker Salt 15c
2 for

Leslie gives you two pounds in every package.

Del Monte Early Garden Peas, 3 cans 43c; doz. . . . \$1.69

A supply in the pantry is a good investment.

Bagley Solid Pack Tomatoes, No. 2 1/2 can . . . 10c

Not whole tomatoes like the Del. Rogue but the same flavor and quality.

Del. Rogue Tomatoes No. 2 1/2 can 2 for 25c

The finest in the west—a good pantry investment.

Diamond A Vegetables for Salad, No. 2 can 15c

Oregon vegetables packed garden fresh.

Del. Monte Spinach No. 2 1/2 can 13c

Packed garden fresh—Free from grit.

Harvest Time Pancake Flour, No. 10 bag 39c

A lot of good pancakes for so little.

Peets Granulated Soap 27c
large pkg.

Takes the drudgery out of the laundry.

Elbow Cut Macaroni 19c
4 lbs.

Baked with Ladino cheese—excellent and economical.

Snowdrift Shortening 55c
3 lb. can

Below present market prices.

Jell Quick Fruit Pectin 25c
2 bottles

For jellies and jams—goes farther.

Neptune Mackerel No. 1 tall can 3 for 25c

A fine ready to serve luncheon fish.

White Star Tuna Fish No. 1/2 can 15c

For salads, sandwiches—A fine summer food.

Krispy Crackers 29c
2 lb. box

From the bakery this week with all their crispness.

Maxwell House Coffee 49c
2 lb. can

Good to the last drop.

Golden West Coffee 73c
3 lb. can

The most popular coffee in the northwest.

Z-Mor-U Coffee 73c
lb. 25c; 3 lbs.

Selected because it measures up to "Grocerteria Goodness."

Sanka Coffee 38c
1 lb. can

Has the caffeine out.

P & G White Laundry Soap (the bigger bar) 17c
5 bars

The bigger-bar means economy.

SYRUP

With the price of corn soaring to the moon—Syrups have already advanced and should go higher.

AMAIZO Or KARO

- 5 lb. dark 32c
- 5 lb. light 35c
- 10 lb. dark 63c
- 10 lb. light 65c

Home Purity MAYONNAISE

Grocerteria Goodness
Only painstaking care and the finest ingredients can produce such fine Mayonnaise.
Pint 20c—Qt. 39c
Truly, it pays in many ways to trade at the Grocerterias.

This WM. A. ROGERS AA SILVERWARE

DESSERT SERVER
Manufactured and Guaranteed by Oxide, Ltd.
only 25c AND ONE DASH BOX TOP



DASH Family Package 22c

Fountain Refreshments

"GROCETERIA GOODNESS"

The "Goodness" of our Home Purity Ice Cream shows the reward of meticulous care when preparing a food product. No need to tell you how good it is for you have told us that you already know—by using over 300 gallons a week.

RAINBOW SUNDAE

A generous helping of Home Purity Ice Cream topped with blended fruits.

10c

BANANA SPLIT

You have already eaten thousands of them.—Three kinds of Home Purity Ice Cream with banana—all topped with syrup and nuts.

15c

ICE CREAM SODA

Rich with Home Purity Ice Cream, Crushed Strawberry or Pineapple, or if you prefer Chocolate—Gray's Pennant is the best we can find.

10c

FOUNTAIN LUNCHES (Home Cooking)

- Roast Turkey and Dressing 29c
- Baked Armour's Star Ham 29c
- Swiss Steer Steak 25c
- Cold Plate Lunch 25c

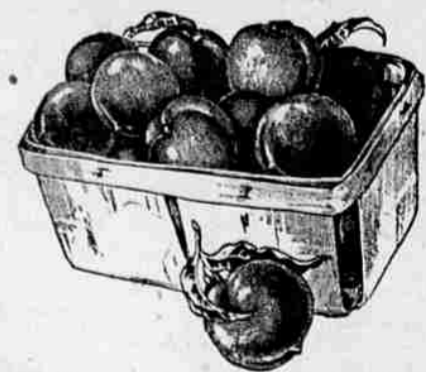
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Finer Quality FRUITS & VEGETABLES



BANANAS
2 Doz. 23c

- "Grocerteria Goodness"
- Fresh Green Peas, 2 lbs. 19c
 - Sweet Potatoes, lb. 5c
 - Tomatoes for canning, box 27c
 - Red Peppers (pimientos), 3 lbs. 25c
 - Green Peppers 3 lbs. 10c
 - Eggplant 2 lbs. 9c
 - Danish Squash 3 lbs. 10c
 - Santaloupes—big ones 2 for 5c
 - Home Grown Watermelons lb. 1 1/2c



Elberta PEACHES
CRATE 69c

6th at Central
8th at Grape
Savings Without Self-Denial

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TRULY—IT PAYS IN MANY WAYS TO TRADE AT THE GROCETERIAS