

GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

Home Purity Bakery

Bread and Cakes like Mother made! . . .

We were afraid to leave that heading off because the boss always uses it, but the Bakery staff picked out the things to put in the ad. Here they are—

Kate Crawford's Holiday Chocolate Cake

Two sizes—25c, 49c

I'll stick to this cake—we sold all we baked last Saturday and folks said they liked it. It's a dandy or I don't know my cakes.

—KATE CRAWFORD

Alabama

Butter Scotch Rolls

6 for 13c

I'm from the south where folks just dote on good things for breakfast. You all ought to set down to a real Alabama breakfast, yes suh!

—GLEN YOUNG

PURITAN BREAD

1 lb. loaf 10c

I've made a lot of bread but for downright satisfaction some of the old fashioned breads sure touch the spot. Here is an old timer that will make some of you think of the happy days of long ago.

—WALTER STEELE

COOKIES

Doz. 10c

I'd rather please the kids so I'll bake some real home cookies for them. I get a big kick out of seeing how happy a kid can be over just a cookie. Maybe we'd all be better off if we weren't so hard to please.

—FLOYD HILTON

DOUGHNUTS

Doz. 20c

Sure I like to dunk 'em—who doesn't? A good doughnut is mighty fillin' when you're hungry.

GEO. TEDRIK

FRENCH BREAD

1 lb. loaf 10c

FRENCH ROLLS

Doz. 20c

Nibbling at crusty French rolls or bread while waiting for dinner to be served was my most enjoyable dinner table experience.

ANNE DAVIS

All Items at Both Stores

Our BOSS CALLED Our BLUFF

EVERY once in a while we criticize what the boss puts in the ads. Last week we must have laid it on a little too strong because it seemed to get under his hide a little. We were sure this Monday morning when he came down because he washed his hands of the whole business for this week and said: "Come on—strut your stuff and maybe I'll do the criticizing this week."

Here it is. . . . The boys and girls from every department, all 44 of them, have helped us by selecting what they think folks would rather buy. It's only natural they would pick out what they like best and we hope you'll like them too.

MELVIN HALL, Mgr. Store No. 1
AL WILSON, Mgr. Store No. 2



Will the boss look like this when he reads this ad.
AL & MELVIN

Savings In the Groceteria Food Markets

"A DEPENDABLE SOURCE OF SUPPLY"

We asked the boys to pick out the things they would like to buy and to give their reason for wanting it. Some of you fellows may not look at things like Ace Boyd does but Ace may have a good idea.

White King Granulated Soap, large package . . . 30c

Keeps my wife in a good humor—ain't that something!

—ACE

Oregon Prunes 5 lb. box 39c

I came from a cold country. You can't beat dried fruits for winter food. Prunes are good for what ails you.

—JOE ELLER

B & M Baked Beans tall can 15c

We cover these with strips of bacon and re-heat in a shallow pan until the bacon is done. It's our favorite dinner.

—BOB FORBES

Del Rogue Tomatoes No. 2 1/2 can, 2 for 23c

I never saw tomatoes like these before I came west. We just can't get enough of them.

—FRANK HUGHES

Goddy Goddy Peas No. 2 can 10c

These western peas are so much better than the ones we got back in Kansas that I can eat them every day. We had to pay more back there for peas not so good.

—JIM LANDIS

Elbow Cut Macaroni 4 lbs. 19c

I package the bulk goods and I know there is more good food for the money in macaroni. Sure I like it—who doesn't?

—VIC KOHL

Fancy Baking Potatoes 7 pounds 25c

Ever hear of an Irishman who doesn't like spuds. Give me one of those big bakers with butter and you've got a happy Irishman.

—TOM LYNCH

HOME PURITY MAYONNAISE

Use it once on your salads and like hundreds of others you will use no other.

Pt. 20c - Qt. 39c

Home Purity Sandwich Spread has the tang of Home Purity Mayonnaise.

Del Monte Pumpkin No. 2 1/2 can 8c

If everybody likes pumpkin pie like I do —we'll sell a hundred cases.

—ALLEN MCGEE

Bonnie Best Cane and Maple Syrup, pint 19c, quart 33c

I'm too old fashioned for the new-fangled foods. Give me hot cakes and sausage with a syrup like Bonnie Best and I'm in for a comfortable morning. Phooey on nicknacks like orange juice—give that to the baby.

—EARL COSS

Lutafisk (stock fish) pound 25c

At this time of year I'll have to choose Scandinavian Turkey—Lutafisk. Better start soaking them pretty soon for Christmas.

—OLAF SEVERSON

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

Good coffee—that's most important to me. Only trouble with Z-Mor-U is I always take the second cup and some folks think that's too much.

—BUD ROSE

SUPER MEAT MARKETS

We asked the boys in the markets what we should put in the ad and most of them said sausage or steaks so some had to make the second choice—Harry Barneburg had such fixed opinions about sausage that we let him have his way about that—George Orr was so enthusiastic about steaks that we decided to let him talk about them.

As Bill Hay says to Amos and Andy: "Here they are!"

Little Pig Link Pork Sausage and 1 pound of Sperry Pancake flour. 29c

Country Style Bulk Sausage and 1 pound of Sperry Pancake Flour 25c

I like my sausage with just a tiny bit more sage in it. That's the way I'll fix it for tomorrow—With it I want Sperry Pancakes.

—HARRY BARNEBURG.

Steer Sirloin Steak, lb. 23c

Give me a tender sirloin off a steer that's hung in the cooler a couple of weeks and you can have all the other meats. I'll take my sirloin every time.

—GEORGE ORR

Steer Short Ribs for baking, lb. 12 1/2c

When they are tough I don't like them but when they are from tender, cooler seasoned steers I like their flavor better than any other meat—Baked steer short ribs and browned potatoes for me every time.

—CLIFF WAGNER

Swedish Sausage, lb. 25c

Pork sausage is tip-top and it's hard to beat a good sirloin but I like variety—A change just makes you appreciate all the more the other good meats. That's where I put Swedish sausage—in the variety list. Try it and see if I am right.

—LEM MASSY

Z-Mor-U Mince Meat, pint 20c

I've eaten lots of mince pie but this beats any I ever tasted—Maybe this isn't exactly meat but I like it better than anything I can think of right now.

—BOB EICHMAN

Pot Roast of Steer Beef, lb. 15c

You can tell by my name that I'll want German pot roast. Tender steer beef with rich brown gravy with a little onion and bay leaves. Sure, I want mashed potatoes with the gravy, too.

—HERB HANSAKER

All Items at Both Stores

We All Go For This

Hens—average weight four pounds—stuffed and roasted, ready to serve, each \$1.00
THE WHOLE MEAT DEPARTMENT STAFF

Fountain Refreshments

A Welcomed Shopping Pause

We thought we were stuck here until we suggested to the cooks that each prepare her favorite dish thus giving each store an unusual plate dinner.

HERE THEY ARE

East Side Store only—

Swedish Meat Balls (plate dinner) 25c

Kott bullar som mor brukar göra—(Like mother used to make!)

ELLEN (OLE) McRAE
Chef—Store No. 1

West Side Store only—

Clam Sloyka (plate dinner) 25c

My favorite way of serving clams—a sort of omelet made of clams, bacon, potatoes, cracker meal, cream, onions and seasoning.

KATHERINE (PAT) McKINNEY
Chef—Store No. 2

Roast Turkey and Breaded Veal also served at both stores!

East Side Store—

Chocolate Custard Nut Sundae 10c

After making and sampling thousands of gallons of ice cream—this is my favorite.

MAXINE NICHOLS
Fountain No. 1

West Side Store—

Almond Toffee Sundae 10c

Maxine may know how to make it but I'm just a consumer and know what I want. Ice Cream makers should go down and eat with Maxine. The consumers should come over here.

TINY HIBBARD Fountain No. 2

All items except special dinners and sundaes at both stores

— THE HOME OF —

"Groceteria Goodness"

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

So Many Employees Suggested Soaps That We Cannot List Them All.

- White King Toilet Soap—6 bars 25c
- Guest Ivory Soap—4 bars 15c
- P. & G. Laundry Soap—10 bars 29c
- OK Laundry Soap, large bar—5 for 19c
- Purex—1/2 gallon 19c
- Lux—large package 22c
- Ivory Flakes—large package 20c
- Fels Naptha Soap—4 bars 19c

A \$1.50 VALUE **Revere Solid COPPER SKILLET**
Actual Size 7"
for only 50¢ and
One Crisco Wrapper Any Size
lb. 20c
3 lbs. 55c



GATES & LYDIARD

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

FRUITS and VEGETABLES

Vilas E. Pope (Doc)—Store No. 1 Donald Wheat (Don) Store No. 2
Store No. 1—East Side . . .

I'm tired of looking like a comic Valentine when I drink my orange juice so I got a truck load of Tulare oranges for my part of this ad. Now you can quit making funny faces at the breakfast table by drinking the juice from these sweeter southern navel oranges.

—DOO

TULARE ORANGES

288s—2 doz. 35c; 200s—doz. 25c; 126s—doz. 35c

Store No. 2—West Side . . .

If you want my idea of good food I'll say rutabagas or parsnips. What is better than rutabagas mashed like potatoes with plenty of good butter for flavor. Creamed parsnips are not hard to take either. I think we should eat more root vegetables. They are good foods and don't cost a lot.

—DON

Rutabagas or Parsnips 4 pounds 15c

All items at both stores