

GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

Home Purity Bakery

Bread and Cake Like Mother Made

Invisible Service

WHAT you don't see often means most to the food you buy. We've often told you that we use no chemical ingredients or synthetic substitutes—that nothing goes into our baked goods other than you would use in your home baking.

This too, is a story too long to print.—As with the quality conditioning of meats—their omission is just as essential as the purity of your drinking water. To tell you more about them and what their omission means to you would please us greatly.

Lemon Butter Cake

A rich yellow three-layer cake with a between layer lemon butter filling—topped with Home Purity butter cream icing.

- Small two-layer 25c
- Small three-layer 29c
- Large three-layer 49c

Milk Chocolate Cake

Chocolate three-layer with Hershey Milk Chocolate icing—

25c—49c

Hawaiian Delight Angel Cake

The famous Betty Crocker 13-egg Angel Cake with a generous addition of blended tropical fruits. Generously iced with a tropical fruit filled icing.

49c

Danish Wreath Bear Claws

A tasty breakfast roll filled with dates, figs and nuts—

3 for 10c

Coffee Cake Rings

A generous coffee cake ring, raisin filled.

2 for 15c

Short Cake Layers

Choice of biscuit or sponge cake.

Two for 10c

Dutch Short Bread Cookies

An unusually delicious tid-bit for the afternoon pickup.

Doz. 10c

INVISIBLE SERVICE DINNER—A MONTH FROM TODAY!



THAT'S planning a meal a long time ahead but that's what happens every day at your Groceterias. Not our own dinner. Oh, no. It's your dinner we're talking about.

With beef we sometimes plan months ahead. At this season when good steers are hard to find we buy and keep on hand for proper feeding a goodly supply of the better steers.

When ready—when really at their best, there is where we actually start planning your dinner for the month to follow. The steers have to be properly dressed. (Not just butchered.) This involves besides perfect sanitation and cleanliness, scientific pre-cooling in correctly graduated temperatures until ready to go into our big holding cooler where from thirty to forty steers are held for quality conditioning. There they remain under automatically controlled temperature until the necessary chemical changes produce that tenderness and flavor you always find in our juicy steaks—delicious roasts and splendid pot roasts.

Yes, we are planning your dinner for a month from today. A lot of trouble? Certainly, and a big investment in meats and equipment. There is, however, no other way to be sure of positive goodness—the goodness that means so much to family life.

Invisible service.—In food, as in any other human activity—the only measure of sincerity of purpose.

—SAVINGS In The GROCETERIAS— "A DEPENDABLE SOURCE OF SUPPLY"

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| Del Monte Grapefruit
No. 2 can 2 for 25c
<small>Tree ripened Florida grapefruit.—We advise buying a supply. The price is now much higher.</small> | Del Monte Grapefruit Juice
No. 2 can 10c
<small>Here is another item that has advanced so much in price that you will save by buying in a supply.</small> |
| Del Monte Pineapple Juice
12 oz. can 2 for 15c
<small>A delightfully cooling summer beverage.</small> | Softasilk Cake Flour
pkg. 23c
<small>Every Home Purity cake is made with Softasilk because we are so sure of good results.</small> |
| Sunshine Honey Graham Crackers
2 lb. box 28c
<small>Graham crackers with milk is a very comfortable summer meal.</small> | Karo Syrup
5 lb. can 37c
<small>Choice of light or dark.</small> |
| Hershey's Chocolate Syrup
16 oz. can 8c
<small>For ice cream—sundaes—milk shakes—puddings. Chocolate at its best. There is also a convenient nickel can.</small> | Rinso
large pkg. 19c
<small>America's fastest selling washing powder.</small> |
| Del Monte Bartlett Pears
No. 1 tall can 10c
<small>Just the right size for the family salads.</small> | Lux Flakes
large pkg. 20c
<small>For finer fabrics—has no equal.</small> |
| Diamond A Whole Kernel Corn
No. 2 can 2 for 25c
<small>Oregon grown—has the flavor of fresh corn.</small> | Lux Toilet Soap
3 bars 17c
<small>There is no finer toilet soap.</small> |
| Bonnie Best Syrup and Sperry Pan-cake Flour—both 25c
<small>A pint of cane and maple syrup and a 20 oz. pkg. of Sperry's.—Pretty good breakfast, we think.</small> | Lifebuoy Soap
3 bars 17c
<small>Now the favorite of all bath soaps.</small> |
| Celilo Salmon
No. 1 flat can 2 for 25c
<small>Columbia River Chinook—an unusual food value.</small> | Pabst Cheese
½ lb. pkg. 15c
<small>A handy sandwich size package of the finest cheese. Choice of American—Pabst—Pimento.</small> |

The Home Of "GROCETERIA GOODNESS"

Super Meat Markets

Quality Conditioned Meats

Invisible Service

WOULD you like to visualize the service ordinarily invisible in the daily run of business?

Our big holding cooler is at our West Side Market, 6th and Grape streets.—Our manager would be more than pleased to show you how we quality condition our meats. He would like to have you know how each steer is tagged and dated and how long the meats are held to insure their goodness.

We would like to explain what all this means to you in the way of health and food satisfaction.—It's too long a story to print here. You probably wouldn't care to read it, but it's not a lot of hokey.—The quality conditioning of meats is just as essential to health as is the purity of your drinking water.

Steer Beef Pot Roast 18c
lb.
Quality conditioned—Flavor and tenderness possible in no other way.

Steer Beef Short Ribs 15c
lb.
Short ribs—always a favorite are so much improved by quality conditioning that we ask you to use them for comparison.

Veal Roast 17c
lb.
Meaty shoulder cuts of milk fed veal.

Veal Steaks 18c
lb.
Shoulder cuts—just right for broiling.

Veal Chops 23c
lb.
Loin or rib chops from fancy milk fed calves.

Hormel's Bacon 33c
lb.
We like this bacon so well that we can't help but urge you to try it. From corn fed hogs—mild cure.

Hormel's Ham 29c
lb.
Part of whole ham—Firm yet tender—Corn fed. Mild cure—you will like the flavor.

Assorted Lunch Meats 29c
lb.
Variety in the cold lunch plate adds so much to the taste appeal.

Dixie Bacon Squares 22c
lb.
Swift & Co mild cure—fine for frying or seasoning.

Circle S. Picnic Shoulders 25c
lb.
Swift & Co. mild cure—no par-boiling—go shank waste. Smoked meats are advancing rapidly.

Huber's Metwurst 25c
lb.
A fine and easy to prepare dinner meat. Just boil 10 minutes and serve.—no bone waste.

Pickles

Let our markets supply your pickle needs. Knight's better flavor in Sweets, Sours, Sweet Mixed, Dills, Sweet Burr Gherkins.

FOUNTAIN REFRESHMENTS A Restful Shopping Pause

BUTTER SCOTCH PECAN SUNDAE

Home Purity Pecan Crunch Ice Cream topped with butterscotch syrup. 10c

BANANA SPLIT

Here is just about the most cooling and refreshing of all afternoon pickups. Three kinds of Home Purity Ice Cream with nuts, syrups and bananas. 15c



Double Dip Cone 5c
When the children get restless a double dip cone will banish all cares.

FRESH STRAWBERRY SUNDAE

Red ripe fresh Strawberries in Syrup with a substantial foundation of Home Purity Ice Cream. 10c

FOUNTAIN DINNERS

During the hot weather why not have Saturday night dinner at one of our fountains.—Tomorrow from 11 in the morning til 7:30 at night—Four fine dinners.

- Steer Beef Pot Roast with egg noodles 25c
- Swedish Meat Balls 25c
- Turkey with dressing 29c
- Cold Meat and Potato Salad 25c

FREE Z - MOR - U COFFEE with WHITE ROSE FLOUR

The best value in flour and the finest blend of coffee.

49 lb. sack \$1.83
1 lb. Z-Mor-U Coffee Free



Home Purity MAYONNAISE It's Fresh

Yes, it's fresh—and how much better it is. Try it on your summer salads and enjoy the zest of fresh Mayonnaise.

pt. 22c—qt. 43c

FRUITS and VEGETABLES

Invisible Service

Getting the freshest and best is a bigger job than you would believe but it is vitally necessary.

Wilt rapidly destroys the vitamin content of fresh vegetables. Pay particular attention to this when buying. Low prices to avoid complete spoilage may be good for the seller but it's tough on the buyer.

We recommend that you always compare and buy where vegetables are freshest.



Store Open Saturday Until 9:00 P. M.

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

GATES & LYDIARD

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