

GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

Home Purity Bakery

Bread and Cake Like Mother Made

Chocolate Caramel Cake

Here is a new cake by Betty Crocker—one that Miss Crocker says surpasses any yet offered. A perfect harmony of two favorite flavors—Chocolate and Caramel—chocolate layers under creamy caramel icing—topped with toasted almonds.

Two sizes 33c—59c

Golden Cream Cake

The recipe for this cake won the National Cake recipe contest.

25c—49c

Orange Angel Cake

The famous Betty Crocker 13-egg Angel Cake with the appealing flavor of fresh oranges.

Loaf 29c
13-egg 49c

Caramel Nougat

Pan Rolls

Pan of four caramelized rolls topped with nuts and preserved cherries.

Pan of 4—15c

Orange Pineapple Rolls

A tasty breakfast bit with the added taste appeal of oranges and pineapples.

6 for 15c

Short Cake Layers

Choice of Biscuit or Cake.

Package of two—10c

Cookies

You will add much to the dinner table pleasure with a plate of cookies always on the table.

Any kind or assorted—Doz. 10c

Vanilla Wafers

None so good for service with Ice Cream, Iced Tea and other summer refreshments.

Doz. 10c

Breakfast Toast

Beside the finer flavor of Home Purity Bread the taste appeal of your breakfast toast is much improved by the thorough baking of all Groceteria breads.

GOING AWAY TO LEARN

THE regular writer of these ads is going away for a short educational trip. He will visit the more successful food stores of Eastern Cities including Boston, Pittsburgh, Chicago, and several others where there are nationally outstanding stores. At Boston he will attend the National Grocers' Convention where he will hear an interchange of ideas by the most successful and up-to-date food merchants of the nation.

The food business has progressed a lot in the last ten years and is still progressing. New methods and ideas—more scientific sanitation—dietetic knowledge and improved merchandising facilities are being rapidly developed. It is to familiarize ourselves with all the new developments that we make this trip—to so inform ourselves that we can continue to bring to Medford the benefits resulting from the new "food science"—a science that is contributing so much to the health and financial welfare of all.

Our Mr. Hall will bring to you the weekly food message from your Groceterias that is always found in these columns.



—SAVINGS In The GROCETERIAS—

"A DEPENDABLE SOURCE OF SUPPLY"

Del Monte Sliced Pineapple No. 1 1/2 can 10c <small>Four large perfect slices in rich syrup.</small>	Certo— 2 bottles 45c <small>Silver plated Salad Fork Free with two bottles.</small>
Van Camp's Pork and Beans 22 1/2 oz. cans, each 9c <small>A good meal for four in every can.</small>	Bordens, Alpine or Pet Milk 4 tall cans 27c
Del Monte Corn No. 2 can 12c <small>Cream style Golden Bantam or White.</small>	Old Monk Ripe Olives pint can, Mammoth, 20c; Jumbo 23c <small>Here we believe is the world's finest olive yet costs but a trifle more.</small>
Del Maiz Niblets 12 oz. can 2 for 25c <small>A fancy pack whole kernel corn with the flavor of fresh corn.</small>	Crystal White Laundry Soap 10 bars 29c <small>Works like magic in any water.</small>
Bagley Standard Tomatoes No. 2 1/2 can 3 for 25c <small>A finer flavored cooking tomato.</small>	Camay Toilet Soap 3 bars 17c <small>The soap of beautiful women.</small>
Del Rogue F Solid Pack Tomatoes, 1 can 2 for 23c <small>Local red ripe—chill and salt to taste or serve with Home Purity Mayonnaise—A delicious salad.</small>	Sperry Pancake Flour 4 lb. sack 25c <small>There isn't any finer Hot Cakes than Sperry's.</small>
C & H Pure Cane Sugar, 25 lb. \$1.35 <small>In a cloth bag, refinery weighed and filled.—It isn't cane sugar if it isn't so printed on the bag.</small>	Sperry Wheat Hearts 28 oz. pkg. 20c <small>Richer in Vitamins because extra wheat germ added.</small>
Wheaties pkg. 10c <small>Used and recommended by the most famous athletic champions.</small>	Golden West Coffee 3 lb. can 73c <small>A lot of finer flavor in Golden West.</small>
Oregon or Morning Milk, 4 tall cans 25c	Z-Mor-U Coffee 1 lb., 25c; 2 lb. 49c <small>Ground the day you buy it—it comes to you with its roaster-freshness.—It's the kind we serve at our fountains.</small>

FLOUR

Pillsbury Flour, 49 lb. \$1.89
White Rose . . . 49 lb. \$1.73
Maple Leaf . . . 49 lb. \$1.59
Sun Glow . . . 49 lb. \$1.49

The Home Of "GROCETERIA GOODNESS"

FOUNTAIN REFRESHMENTS A Restful Shopping Pause

Fresh Strawberry Sundae
The satisfying goodness of Home Purity Ice Cream plus luscious red ripe strawberries crushed in sugar syrup.
10c

Choc-o-nut Parfait
Home Purity Vanilla Ice Cream with crushed nut meats and chocolate syrup.
15c

Root Beer with Double Float
A foaming glass of cooling root beer with two float dippers of Home Purity Ice Cream.
10c

Jellied Fruit and Nut Parfait
A richly fruited jelly dessert with nut filling topped with Home Purity Vanilla Ice Cream. The flavor is pleasantly enhanced by a whipped cream covering over all.
10c



Double Dip Cone
Every day in the week—Medford's biggest refreshment for a nickel.
5c

Fountain Dinners

Service 11 A. M. to 7:30 P. M.

If you shop in the morning plan to enjoy your noonday lunch at one of our fountains. Better still—why cook evening dinner on Saturday evening—Bring the family down for a fine turkey dinner.

- Roast Turkey with dressing 29c
- Baked Hormel's Dairy Ham with pineapple sauce, Lima Beans 29c
- Roast Veal with dressing . 25c
- Cold Meat Plate 25c
- Fresh Strawberry Jello Pie portion 10c

Joining In the Wood Box Campaign
To encourage buying products packed in wood boxes is one way of building bigger Medford payrolls.
Our Wood Box Special for June
White King Granulated Soap
Large Package 30c

When it's CLOROX-CLEAN ... It's Disinfected!

CLOROX 9c 15c

Pure • Safe • Dependable
BLEACHES • DISINFECTS • DEODORIZES • REMOVES UNPLEASANT STAINS. Even Scorch, Mildew

FRUITS and VEGETABLES

Klamath Potatoes
U. S. No. 2—25 lb., 39c; 50 lb. 69c
U. S. No. 1—25 lb., 53c; 50 lb. 98c

- Green Peppers, lb. 15c
- Rhubarb 6 lbs. 23c
- Large Artichokes 2 for 9c
- Jumbo 45 Cantaloupes 2 for 15c
- Fresh Pineapples, each 29c
- Watermelons, lb. 5c
- Sunkist Oranges, small size, 2 doz. 29c
- Sunkist Grapefruit, 80's, . . . 4 for 23c
- Avocados, large 2 for 23c

Super Meat Markets

Quality Conditioned Meats

Pleasing Particular Tastes

IT'S surprising how tastes differ and how many different kinds of the same food are needed to give pleasing satisfaction.

Take cheese for example:—Some like it fresh; others like it mildly nippy, while still others want it as sharp as it can be seasoned.

The same applies to the leanness of bacon. Some like it quite fat—some like it with lean streaks while others like it nearly all lean.

With cheese we recommend that lovers of fresh cheese buy Ladino or Elkhorn—of mellow buy the June 1936 Wisconsin—and of sharp we suggest the June 1935 Wisconsin.

Whatever your preference in Bacon, we have it. In Hormel's Minnesota we have varying degrees of lean while for the all-lean we have the Canadian style—the lean pork loin sugar cured and smoked.

Wisconsin Mellow
Cheese, lb. 35c
Made in June 1936 and properly seasoned.

Wisconsin Sharp Cheese
lb. 38c
Made in June 1935—very snappy.

Elkhorn Cheese
lb. 22c
The local fresh cheese—you can't buy better freshly made cheese.

Tillamook or Ladino
Cheese, lb. 25c
Two dependable favorites of lovers of fresh cheese.

Hormel's Minnesota
Bacon, lb. 33c
Heavy or light with the degree of leanness to suit you.

Hormel's Sliced Bacon
lb. 37c
Finest flavor ever, and we have it lean or not, as you like it.

Canadian Style Bacon
(all lean) lb. 55c
A lot of folks just won't have any other kind.

Ham and Veal Loaf
lb. 22c
Blended to give your meat loaf a finer flavor.

Steer Beef Pot Roast
lb. 18c
Spend less time in the kitchen by roasting a little extra and later slicing it cold.

Steer Beef Short Ribs
lb. 15c
Baked or broiled with horseradish—hard to beat.

Boneless Steer Beef
Cubes, lb. 22c
Tender lean cubes of well-seasoned steer beef.

Shoulder Veal Steaks
lb. 18c
Milk fed veal—fries tender.

Shoulder Veal Roast
lb. 17c
Roast veal with dressing—a fine Sunday dinner.

Hormel's Boneless Ham
2 slices 15c
Offered again because we want you to know the goodness of this finer ham.

Assorted Lunch Meats
lb. 29c
Variety in the lunch box makes the sandwiches more appreciated.

FRYERS

Spring Fryers average weight two pounds
each 49c

Store Open Saturday Until 9:00 P. M.

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

GATES & LYDIARD

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