



GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

HERE'S A DELICIOUS LUNCHEON SUGGESTION COLD FRUIT PLATE THE MOST POPULAR LUNCH IN AMERICA

FOLKS are becoming mighty health conscious about foods and the American diet is rapidly changing. Fruits and Fruit Juices are replacing many of the heavier foods.—On our eastern trip we found the most popular noon day lunch at the better hotels and the dining cars to be an all fruit lunch. Cooling—nourishing—healthful—low in calorie-count yet rich in vitamins, the all-fruit lunch may be partaken of generously without fear of increased weight.



Tomorrow our fountains offer an all-fruit lunch: Pears—Peaches—Apricots—Pineapple with topping of Cottage Cheese.—A generous non-fattening lunch of satisfying bulk made up of the most ideal summer foods.

Try one here tomorrow.—Serve it in your home.—The fruit assortment is specially priced below in this ad.

Tomorrow! COLD FRUIT PLATE
Pears, Peaches, Pineapple, Apricots, Cottage Cheese **33c**
with Tea, Iced Tea, Coffee or Milk

Super Meat Markets Quality Conditioned Meats The Price of Foods In Eastern Cities

WE read a lot about the high cost of living and worry more or less about it but we folks of Southern Oregon are the luckiest people in the good old U. S. A.

An inspection of Eastern Markets would make us more appreciative of our own little valley—Choice steaks in Chicago and beyond sell from 40c to 65c a pound. Pot Roasts of no better quality than our fancy steer beef from 30c to 40c a pound.—We found lettuce selling at 10c to 15c a head—Carrots 10c a bunch and mighty stingy bunches at that.

All in all we decided this to be a mighty good place to live—mild climate—cool nights—rugged beauty—lower living costs and more sanitary handling of foods than we saw anywhere.

All of these natural advantages plus the community spirit manifested in solving the problem of living—Lucky? And how!

Leg of Lamb 25c
lb. Lamb is one of the finest of summer meats.

Shoulder of Lamb 20c
lb. Sliced cold with horseradish or your favorite meat sauce—an ideal evening meal.

Breast of Lamb 12½c
lb. Nothing more healthful than lamb stew with all the fine summer vegetables.

Steer Beef Pot Roast 18c
lb. How would you like to pay eastern prices for beef? They are just about double Medford prices.

Steer Beef Short Ribs 15c
lb. If we could advertise at this price in Chicago folks would stampede to buy them.

Veal Steak (shoulder cut) lb. 18c
Breaded and served with tomato or mushroom sauce (see grocery list). Mighty fine.

Veal Steak (Rib, T-Bone or Sirloin) lb. 22c
The finest frying cuts from milk-fed veal.

Dixie Bacon Squares 25c
lb. Very mild cure—Fine for frying or cooking with beans or other vegetables.

Hormel's Minnesota Bacon, lb. 35c
Once you learn the fine flavor of Minnesota Bacon you will want it again and again.

Hormel's Sliced Bacon 39c
lb. We will slice it any thickness to your order.

The Cold Meat Plate
No other evening meal so satisfying in hot weather as cold meats with potato salad. The greater the variety—the more enjoyable. We have more than 20 kinds.

Home Purity Bakery

Bread and Cake Like Mother Made

Breakfast Toast

We can't help but talk about the goodness of toast made from Home Purity Bread.—Crisper, because Home Purity Bread is so thoroughly baked it combines with that much-wanted crispness the full flavor of Home style bread.—Try it for your breakfast tomorrow.

Chocolate Divinity Cake

Here is an all chocolate cake.—The icing and layers rich with the famous Hershey Chocolate—a real summer treat.

25c—49c

Golden Cream Cake

Again we offer this winner of the National Cake Baking contest.

49c

Orange Angel Cake

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

Loaf, 29c—13-egg full size 49c.

100% Whole Wheat Bread

Again we remind you.—If advised to eat whole wheat bread be sure you get it.—We also have the lighter blended flour breads for their taste-appeal but not for dietetic purposes.

1½ lb. loaf—13c

Sliced Rye Bread

Sliced the right thickness for sandwiches—you'll like the flavor of this old-fashioned rye bread—with or without caraway.

1 lb. loaf—10c

COOKIES

Real Home Purity—Keep a fresh supply, for the children to get from Mother's Cookie Jar.

Doz. 10c

Morning Appetite Teasers

- Pecan Snails 3 for 10c
- Apple Rolls 6 for 15c
- Streusel Cake (coffee cake) 2 for 15c
- Cinnamon Snails .. 6 for 10c
- Cinnamon Twists .. 6 for 10c
- Butterhorns 3 for 10c and 5c each

SAVINGS IN THE GROCETERIAS

"A DEPENDABLE SOURCE OF SUPPLY"

I-X-L Mushroom Sauce 8c
8 oz. can 8c
Adds a distinctive flavor to breaded meats.

Del Rogue Tomato Sauce 10c
8 oz. can 3 cans 10c
Makes the finest sauce for breaded meats—spaghetti—macaroni.

C & H Cane Sugar \$1.29
25 lb. cloth bags
It isn't cane sugar unless the word "cane" is printed on the bag.

Clapps Baby Foods 25c
3 cans
The original strained vegetables—fruits, etc. for babies.

Haley's Chicken Sandwich Spread 15c
3½ oz. can
What is better than a chicken sandwich—Answer—Two of them, of course.

Oregon Milk, tall can 73c
doz.
An Oregon product—packed in wood boxes.

Victory Dog Food 19c
No. 1 tall can 4 for 19c
An economical but good food for your dog.

Standard Oil Fly Spray 55c
pint 32c; quart
Get 'em before they start to multiply.

Parson's Ammonia 10c
15 oz. bottle
Goes farther because full strength.

Dinamite Cereal 19c
pkg.
A lavative breakfast cereal and a good one.

Crystal White Soap— 19c
the giant bar 5 for 19c
For laundry or dishwashing—Crystal White is the favorite.

Brooms 29c
each
A good porch or kitchen broom—Save the good broom by doing the rough work with this one.

Super Suds (regular or concentrated) large pkg. 17c
Super Suds—because makes superior suds.

B & M Baked Beans } tall-can 29c
B & M Boston Brown Bread } Both 29c
Prepared in a jiffy and a good meal.

Royal Club Spinach 25c
No. 2½ can 2 for 25c
Packed garden fresh—clean and of fine flavor.

Bagley Standard Tomatoes 25c
No. 2½ can 3 for 25c
Rogue River Valley tomatoes with puree—Flavor the finest.

Snowdrift Shortening 55c
3 lb. can
For successful baking—unexcelled for frying.

Mrs. Stewart's Blueing 13c
bottle
Cannot streak the clothes.

Stewart's Honey 45c
5 lb. pail
A healthful sweet for the summer spread.

Van Camp's Spaghetti 9c
22 oz. can
A dandy small family meal for so little.

Here Are the Fruits You Need for the Cold Fruit Plate

- Del Monte Pears No. 1 can
 - Del Monte Apricots, No. 1 can
 - Del Monte Peaches, No. 1 can
 - Del Monte Pineapple No. 1½ can
- All Four 49c
A perfect and healthful meal for four.

FOUNTAIN REFRESHMENTS

A Restful Shopping Pause

HOME PURITY Ice Cream SPECIAL

DAFFODIL SUNDAE 10c
Lemon Flake Home Purity Ice Cream topped with special lemon syrup.

BANANA SPLIT 15c
Three kinds of Home Purity Ice Cream with three kinds of syrup—topped with nut meats—all served with specially ripened bananas.

Chocolate Ice Cream Soda 10c
To give it the full zest of chocolate we use one dipper of chocolate ice cream along with another dipper of vanilla.

Plate Dinners

Beside the Cold Fruit Plate offered in the main editorial in this ad—we will serve the usual Saturday plate dinners.

Roast Turkey with Dressing 29c

Steer Pot Roast with Egg Noodles 25c

Cold Meat with Potato Salad 25c

Served from 11 A. M. until 7:30 in the evening.



HOME PURITY MAYONNAISE

Your assurance of FRESH MAYONNAISE, now packed in wax tight containers and dated—never over 3 days old.

Pints . 22c

Quarts . 43c



FRUITS and VEGETABLES

Grapefruit, large 3 for 20c

Sunkist Oranges, small 2 doz. 29c

Firm Ripe Tomatoes . 4 lbs. 19c

Green Peas 3 lbs. 20c

Summer Squash lb. 5c

Egg Plant 2 lbs. 15c

Cucumbers 3 for 10c

Store Open Saturday Until 9:00 P. M.

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

GATES & LYDIARD

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