

GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

Home Purity Bakery

Bread and Cake Like Mother Made

Orange Pineapple Cake

A rich orange layer cake with pineapple jelly between the layers.

25c-49c

Milk Chocolate

The men seem to prefer chocolate cake—here is a popular favorite indeed.

25c-49c

Angel Cakes

The famous Betty Crocker 13-egg Angel Food Cake in pleasing varieties.

44c-49c

Black Walnut Butterflies

Our superior Danish pastry in a delicious black walnut breakfast dainty.

6 for 25c

Date & Walnut Twists

All the health-giving qualities of Dates and Nuts in a delicious breakfast roll.

3 for 10c

Pretzel Coffee Cakes

An extra Saturday treat.

2 for 15c

Cookies

Last time at 10c a dozen—so lay in a reasonable supply.

Doz. 10c

Pimento Cheese Bread

Serve toasted for tomorrow's breakfast—the delicate flavor of cheese makes toast a lot better.

1 lb. loaf 15c

Old Fashioned Ginger Bread

Just a little reminder of the goodness of some of the old-time home favorites.

Generous portion 20c



Call Bob and join us on our picnic. You can get ready. Frank called me less than an hour ago and I'm packing the basket. I got everything ready, cooked at the Groceteria. Fine. We'll be seeing you in an hour.

YOU MAY DEPEND Upon It

THEY had a mighty fine picnic—a lot nicer than if they had gotten ready the old-fashioned way. That worrysome getting ready drudgery is a thing of the past with Medford folks. No longer is it necessary to work all day in the kitchen just to enjoy the cool Oregon evening along the river or in a shady mountain nook.

Everything for a delightful picnic and all ready to serve is at your Groceterias—always.

Best of all—you can really pack the basket for less—a saving of money, time, work and worry.

To get the maximum pleasure we suggest the use of the complete paper dinner service—plates, cups, forks, spoons, etc. and have no dish-washing after you get home.

Truly—it pays in many ways to trade at your Groceterias.



SAVINGS In the Groceterias

"A DEPENDABLE SOURCE OF SUPPLY"

- Jell Quick Fruit Pectin 2 bottles 25c
Makes fine jellies and preserves. Why not make the saving.
- Merrimac Peas No. 2 can 2 cans 25c
New pack Oregon peas—packed garden fresh.
- Riverview Sweet Corn No. 2 can 10c
A good standard pack Iowa corn.
- Del Monte Grapefruit No. 2 can 2 for 25c
Tree-ripened fruit in medium syrup.
- Del Monte Grapefruit Juice 10c
The larger 20 oz. can
- Lucky Sail Crab Meat No. 1 can 15c
Makes a very enjoyable summer salad.
- Edgemont Black Walnut Snaps pkg. 10c
A new dainty from Loose-Wiles—Crisp Wafers with the flavor of Black Walnuts.
- Waverly Cocoa 2 lb. box 12c
Inexpensive but very good quality for the price.

- Friskies (dog food) 2 lb. box 23c
Our most popular dog biscuit.
- Golden West Coffee 3 lb. can 73c
Our fastest seller because once used always used.—Learn the fine flavor of Golden West.
- Bisquick 20 oz. pkg. 15c
Every summer cabin should have a package.—Easily and quickly made and, oh, so good.
- Sperry Cereal Flakes 10 lb. bag 39c
A blend of rolled oats and wheat flakes. Sure makes wonderful mush.
- Sperry's Rolled Oats large box 19c
Quick or plain.—Fresher because milled in Portland.
- Sperry's Pancake Flour 28 oz. pkg. 17c
Sperry's for the camp or cabin breakfast can't be beaten.
- Gold Medal Flour No. 10 bag 48c
Convenient size of this world famous flour for the small family or cabin.

Super Meat Markets

Quality Conditioned Meats
\$5,000 WORTH OF BEEF



That's what we have to carry in stock to be able to quality condition beef before selling it to you.

As this ad is being written we have 35 dressed steers in the cooler and 25 that will be dressed the coming week. No steak now in our cases has been in our big cooler for quality conditioning less than three weeks.

When done right the meat business is a big job. To properly condition meat requires the utmost scientific sanitation.—Temperatures must be absolutely uniform or the sarpolactic acid neutralization necessary to the prevention of excess acidity will not take place. Watchful care—a goodly supply of the right kind of steers and the modern equipment necessary for the job are so essential that the full health-giving qualities of meat are impossible without them.

- Steer Swiss Steak lb. 25c
Prove the easier digestibility of quality conditioned beef with a good steak.
- Steer Beef Pot Roast lb. 18c
For flavor, tenderness, nutrition and digestibility beef must be quality conditioned.
- Steer Beef Short Ribs lb. 15c
Low in price yet have all the fine qualities of quality conditioned flavorful steer beef.
- Shoulder of Lamb lb. 20c
From young milk fed spring lambs.
- Lamb Chops lb. 29c
Rib or loin—from fancy spring lamb. A fine summer meat.
- Veal and Ham Loaf lb. 20c
A perfect flavor blend ready-ground for your seasoning.
- Hormel's Minnesota Sliced Bacon, lb. 39c
Has the smoky flavor that makes the breakfast doubly enjoyable.
- Swift & Co. Dixie Bacon Squares, lb. 25c
Very mild cure. Excellent frying or seasoning flavor.
- Shoulder Veal Roast lb. 17c
From 100-lb. calves—the perfect weight for fine veal.
- Limburger Cheese lb. 29c
The old favorite Badger brand.
- Kraft's Elkhorn Cheese lb. 21c
Local cheese—of Kraft quality.

FOUNTAIN REFRESHMENTS

Ice Cream In China

They are just getting it over there and do they like it. When the organized Chinese bandits raid a town where ice cream is sold, the ice cream store is the first place to be raided. How long do you suppose a Chinese dealer would last if his ice cream were as good as our Home Purity?

Tomorrow —

- Home Purity Vanilla Ice Cream—3 1/2 oz. can Hershey Chocolate Syrup free—make your own Sundae 29c
- Hawaiian Delight Parfait 15c
Home Purity Ice Cream with preserved tropical fruit—vari-colored.
- Black and White Sundae 10c
Home Purity Ice Cream with Chocolate and Marshmallow.

A Restful Shopping Pause

Crushed Fruit Ice Cream Soda

Strawberry or Pineapple with a generous serving of Home Purity Ice Cream. 10c

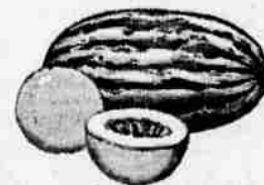
Plate Dinners

- Cold Fruit Plate .33c
Chilled fruits with cottage cheese—extremely popular and a very healthful summer lunch.
- Roast Turkey with dressing .29c
- Swiss Steer Steak .25c
- Cold Meats with Potato Salad .25c

- Lux Toilet Soap 3 bars 17c
A pure vegetable oil soap that leaves the skin soft and white.
- Life Buoy Soap 3 bars 17c
Rapidly becoming America's favorite Bath Soap.
- Lux Flakes large pkg. 20c
Will not injure the finest fabrics.
- Rinso large pkg. 20c
Rinso is the world's fastest selling soap powder.
- Sunshine Cheese Bings pkg. 15c
The tastiest cheese wafer you ever tasted.

Upper Applegate
GRANGE DANCE
Saturday Night July 17
Silva's Orchestra
Lunch at Midnite

Fruits & Vegetables



Freshness Compare

FANCY JUMBO 45s
Cantaloupes (From Turlock)
4 for 25c



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