••• GROCETERIA SUPER FOOD MARKETS •••

• • • • • • • • • ONE SHOPPING STOP FOR EVERYTHING • • • • • • • • •

Home Purity Bakery

Bread and Cake Like Mother Made

WALTER STEELE
Head Baker 16 Years

Steele's Selection
Golden Cream Cake

I have baked more than 200 kinds of cake and I believe this one to be the best. A prize winner in the National Cake Contest, it seems to merit that award because I get so many special orders for it. It's the most difficult of all cakes to make but if I am to bake the best for tomorrow I'll take the extra trouble and bake "Golden Cream."

—WALTER STEELE

Two sizes 29c, 59c

Milk Chocolate

Walter says we must also bake the favorite of the men.—Funny how men like chocolate but they do. Give men a choice of cakes and 75 percent of them take chocolate.

Two sizes .....29c—59c

KATHERINE CRAWFORD
Bakery (Store No. 1) 12 Years

Kate Crawford's Selection
Home Purity Bread

That's my choice.—I'm a lover of toast and I've never tasted such good toast as I can make from our bread. You see, we bake our bread until it's thoroughly done and the toast never has a soggy center.—Besides I've never seen anything go into our bread that I wouldn't use in my own baking. If you like toast—you'll thank me for this tip.

—KATE CRAWFORD

1 pound loaf 10c
Sliced or Unsliced

ANNE DAVIS
Bakery (Store No. 2) 8th Year

Anne Davis' Selection
Home Purity Cookies

Like them? You bet!—I still have enough of the "kid" left in me to remember Mother's cookie jar and I can still remember the taste of those cookies.—I never expected to find any as good but unless my taster is fooling me, we have them right here.—You know, I don't think home is really home without a cookie jar where the kids can help themselves once in a while.

ANNE DAVIS

2 doz. 25c
Any Kind or Assorted

A Salute To Our Co-Workers

OLD Father Time surely marches on! It seems but yesterday when each of our older fellow workers here pictured came to us, yet when we add up their combined service records we arrive at a total of 122 years. Ace was our first. Walter Steele moved into the Bakery with the machinery.—The others came on as we needed them and all have cheerfully given their best that they might grow with the business into a worth-while institution.

We may be a pair of sentimental old codgers, but we get a lot of satisfaction out of paying tribute to these older co-workers who have meant so much to us. We appreciate their work, of course, but over and above that is a finer attribute — one more deserving of appreciation—that harmonious personal relationship which adds so much to the joy of work.

Usually we select the foods to list in the ads but this week we would benefit by the long experience of these food experts by letting each select the food he likes best to sell. Listed below are their selections. We feel that all have showed very good judgment.

To our 38 other co-workers we extend the wish that time and circumstance will in the years to come serve to create the same fellowship of interest that had added so much pleasure to the days work.

We salute our entire staff of 50 but feel the urge to pay special tribute to those who have journeyed longest down the years with us.

MELVIN HALL
Manager (Store No. 1) 11 Years

Wheaties for us, say Al and Melvin. —We've piled up a display in each store and we're giving some fine prizes to the kids who can best estimate how many are in the display. You don't have to buy—just estimate how many packages of the breakfast food of athletic champions are in the pile.

The boys can talk about coffee and pancakes — but, Oh Boy — those Wheaties! . . . say Al and Melvin.

—AL and MELVIN

AL WILSON
Manager (Store No. 2) 11 Years

COME ON KIDS - Enter Wheaties Contest!

First Prize - Rubber Tired Roller Skates val. $3.75
Second Prize - Ball Bearing Scooter
Third Prize - Fielder's Glove
Fourth Prize - Regulation Soft Ball
Fifth Prize - Wilson Soft Ball Bat

WHEATIES . . . 3 Packages 29c

Krispy Crackers.....2 lb. box 28c
Sunshine Grahams....2 lb. box 28c
Nobility Assortment 30c
Pure Cane Sugar.....10 lbs. 53c
Spry . 3 lb. can 55c
(The Newer Vegetable Shortening)

SOAP SPECIALS

Rinso .....large pkg. 19c
Lux .....large pkg. 20c
Lux Toilet Soap.....4 bars 23c
Lifebuoy Soap.....3 bars 17c
Bring us your Rinso coupon!

Super Meat Markets

Quality Conditioned Meats

HARRY BARNEBURG
Manager Meats Depts.

Harry hasn't been with us so very long but we have to recognize his 32 years of serving Medford folks with meat.—Frankly, we think Harry knows a lot about meat, so we will let him tell his own story.

"I'm selling the best beef I ever sold in my life. Yes, and I'm eating the best I ever tasted.—I used to think quality conditioning of beef was not so important but since I've worked with it for the past year—well, I'm telling you—I'd walk ten miles for the kind of steaks I've been eating since I began working around Quality Conditioned Steer Beef. — Always tender — always good—and if I happen to over-eat a little I don't feel like I'm full of cement. If everyone knew what I know about freshly dressed and Quality conditioned Steer Beef, they would never buy any but the well seasoned Steer Beef.

—HARRY BARNEBURG

Swiss Steer Steak ..... lb. 28c
Steer Beef Pot Roast ..... lb. 18c
Steer Beef Short Ribs ..... lb. 15c
Here is a way to prove what I say without spending a lot of money.
—HARRY BARNEBURG.
Veal Roast (shoulder cuts) ..... lb. 17c
Veal Chops (rib or loin) ..... lb. 20c
Minnesota Bacon ..... lb. 37c
We just can't help urging you to try this finer flavored bacon.
Minnesota Bacon (sliced) ..... lb. 40c
The boys will slice it just as you want it.
Hormel's Boneless Ham ..... 2 slices 15c
A finer sugar cure and so well smoked that you are bound to reach for a second helping.
Ham and Veal Loaf ..... lb. 20c

FRUITS and VEGETABLES

My choice of all the things I handle is Bob Fields' Rocky Ford or Otto Bohnert's Hale Cantaloupes.—I look forward to when they will be ripe and sure have a feast.—I want to give the folks their choice so tomorrow I will have both.

—"DOC" POPE

Choice of Bob Fields' Rocky Fords
—or—
Otto Bohnert's Home Grown Cantaloupes—First of the season.

"DOC" POPE
Fruit and Vegetable Buyer, 7 Years

Fountain Refreshments

"A Restful Shopping Pause"

ELLEN (Ole) McRAE
Chef (Store No. 1) 14 Years

We asked Ole to prepare her favorite dinner. Naturally she remembered her Mother's cooking and suggested "Kurt Boller" (we hope we've spelled it correctly).—In English that means Swedish Meat Balls. So tomorrow we offer them along with the usual Saturday dinners. Let's let Ole tell it.

"The best meat I ever ate was Mother's Kurt Boller. I'll try to make them as good as Mother's were.

ELLEN (Ole) McRAE

Swedish Meat Balls (Kurt Boller) 25c
Breaded Veal Cutlet 25c
Roast Turkey with Dressing.....29c
Cold Meats and Potato Salad....25c
Cold Fruit Plate 33c

LOUISE LADD
Fountain (Store No. 1) 6 Years

My favorite of all Ice Cream servings is a Caramel Nut Sundae.—I've always liked it best, but I like it still better with Home Pruity Ice Cream.

—LOUISE LADD

Caramel Nut Sundae 10c

Louise says her favorite drink is a Honolulu Cooler.—She sprung a new one but here it is.—It's made with Pineapple and Grenadine Syrup with a cube of pineapple and a cherry to top it off.

Honolulu Cooler 10c

ASA BOYD
Head Cashier, 16 Years

I'm a lover of Coffee and I'm cranky about it.—I want it as fresh from the Roaster as I can get it and I don't want it ground weeks before I use it.—That's why I want Z-Mor-U.—The first time I ground Z-Mor-U and got a whiff of that fresh coffee aroma I said, "There's the Coffee for me."—My wife kicks about it though. She says I drink too much, but so long as it's fresh I'm not afraid to drink all I want.—Take my tip.

—ACE

Z-Mor-U Coffee....1 lb. 25c
2 lb. 49c

ALLEN McGEE
Egg Inspector, 13 Years

I suppose I should say eggs, but I'll have to fool you.—Even though I know every egg is perfect—I handle several thousand a day—so I'll argue with Ace about Coffee and take Golden West.—It's fresh because we get a shipment every week and it's only over night from the roaster.—If Ace thinks he is a Coffee crank, let him talk to my wife.

—ALLEN McGEE

Golden West Coffee..1 lb. 26c
3 lb. 73c

TOM LYNCH
Cashier (Store No. 2) 8 years

Sperry pancakes for me.—I too, am a coffee crank but there's lots of coffee that's O.K. if I have the right kind of pancakes.—Give me a pile of Sperry's—some Minnesota bacon, and if my cook slips a little on the coffee—so what. By the way, I'm sure going to get one of those batter pitchers.—I may get two, because it's fine for fruit juices in the refrigerator.

—TOM LYNCH

3 PINT Dripcut Jug
$3.00 Value for only $1.00 and sales slip. See our display . . .
Sperry PANCAKE & WAFFLE FLOUR
28 oz. pkg. 17c

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