

••••• GROCETERIA SUPER FOOD MARKETS •••••

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

Home Purity Bakery

Bread and Cake Like Mother Made

Double Chocolate Cake

BETTY CROCKER, when announcing this cake, said here is one that will satisfy lovers of chocolate.—We'll put enough chocolate in the cake to please them and will ice it with a Double Chocolate Fudge Icing.—It's everything Miss Crocker says it is.—A real treat for lovers of chocolate.

Two sizes 29c—59c

Hawaiian Cream Cake

Just a breath of the tropics.—Filled between layers with pineapple and topped with a pineapple cream icing.

29c—59c

Strawberry Angel Cake

The original Betty Crocker Angel Cake rich with strawberries. Topped with a butter cream icing to enrichen the flavor.

55c

Mince Meat Rolls

Our Old Fashioned New England Mince Meat is here.—Just heat these new breakfast rolls and you have a delicious and lasting breakfast. Better still re-heat for dinner and serve with hard sauce—a fine dessert.

6 for 15c

Danish Fruited Butterflies

A breakfast teaser that will stimulate the appetite of any child who doesn't like to eat breakfast.

6 for 25c

Ozark Apple Pan Rolls

Back in Missouri the ripening of the apple brings this old Harvest time favorite to the table.—Last year we brought them to Medford for the first time.—Here they are again—a real Autumn favorite.

Pan of Seven—20c

Harvest Cookies

New—By Betty Crocker—a touch of variety for Mother's Cookie Jar.

Doz. 15c

Home Purity Cookies

A complete assortment for re-filling Mother's Cookie Jar.

2 Doz. 25c

Raisin Bread

Raisin Bread is a real treat when generously filled with raisins.—Try Home Purity tomorrow.—You'll get plenty of raisins in real Home Purity Bread.

1 lb. loaf 10c

"GROCETERIA GOODNESS" ECONOMICAL FOOD SATISFACTION

WHEREVER women are gathered together—wherever foods are served—you will hear the goodness of foods from the Groceterias eventually become the topic of conversation.

Such a reputation was not built in a day, neither was it the result of accident. Instead it is the product of years of earnest effort to provide the finest of foods that your dining may be pleasing and healthful—yet costs kept so low that your financial welfare is assured.

"Groceteria Goodness" is best exemplified by the foods prepared in the Groceteria Kitchens—Home Purity Mayonnaise—Home Purity Bread—Betty Crocker Cakes—Home Purity Cookies—Home Purity Ice Cream—and Home Style Fountain Lunches.—In the markets—the finest beef ever sold at popular prices—real Country Style Pork Sausage—Home Style Ham and Veal Loaf and many other quality meats and specialties found only at the Groceterias.

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



ALL SATURDAY BARGAINS MAY BE HAD TONIGHT
SHOP THIS EVENING AND AVOID THE SATURDAY CROWDS
STORE OPEN UNTIL 9:00 P. M.

—SAVINGS IN THE GROCETERIAS—

"FOODS ARE FRESHEST WHERE SOLD FASTEST"

Oregon Milk tall cans 4 for 25c
Packed in Oregon wooden boxes, too.

White King Toilet Soap 19c
4 bars
Cleanses the skin quickly but is gentle to the tenderest skin.

Fisher's Pancake Flour, No. 10 sack 42c
These frosty mornings say "Pancakes."

Snow Drift Shortening 55c
3 lb. pail
No frying odor from Snowdrift.

Comfort Toilet Paper 19c
3 rolls
1000-sheet rolls of the finest tissue.

Kraft Cheese 59c
2 lb. box
Choice of American or Brick.

Wesson Oil 39c
qt. can
Adds to the flavor of vegetables—Finest for salads.

Zee Toilet Paper 15c
4 rolls
Choice of colors: Ivory, Green and Orchid.

Smacks large box 17c
The Sunshine Butter Wafer with the distinctive flavor.

Krispy Crackers 28c
2 lb. box
Fresh and crisp—From the bakery this week.

Zee Paper Towels 8c
(roll of 150)
Saves a lot of work in the laundry.

Geneva Sauer Kraut 10c
No. 2 1/2 can
Fancy quality, cooks quickly.

Sunshine Grahams 28c
2 lb. box
Made with milk and honey. The most delicious of all Graham Cereals—Fresh from the bakery.

New Pack DEL ROGUE Tomato Juice
No. 1 tall can 5c
No. 10 can 29c

Sunshine Ginger Snaps 15c
6 doz.
Fresh and crisp—a fresh shipment for this special event.

White King Granulated Soap, large pkg. 29c
Goes so far because you use so little.

Bisquick large pkg. 27c
Biscuits in a jiffy.

Scotch Granulated pkg. 25c
Works fine in hard water.

Softasilk Cake Flour 23c
pkg.
Used by Betty Crocker in all of her cakes. All of our cakes are baked with Softasilk.

Super Meat Markets Quality Conditioned Meats MINCE MEAT

WE get a big kick out of this Mince Meat business.—Mince meat that sold as cheaply as 3 lbs. for 25c was last year advertised as "extra fancy"—Just how mince meat costing less than good quality ingredients used in the making could be "extra fancy" is too deep for us.—So far as we know this is the first time the cheapest quality was "extra fancy."

The wholesale price of mince meat ranges from as low as 6c a pound up to 19c.—What is in the 6c stuff we don't know and don't intend to eat it to find out.

This year we again offer Old Fashioned Brandy Flavored New England Mince Meat. We don't represent it as "extra fancy" but it is a "fancy" grade.—We compared it with "extra fancy" and decided it to be the best value for the money. As with Hash—Hamburger and Sausage—the best is best for you—always.

Old Fashioned New England Mince Meat 19c
pint
Try our Mince Pies at the fountain—they contain the same mince meat.

1937 Spring Lamb

Leg of Lamb, lb. 27c
Shoulder of Lamb . . . lb. 19c
Breast of Lamb lb. 12 1/2c
Rib or Shoulder Chops lb. 27c

Milk Fed Veal

Shoulder Veal Roast lb. 15c
Shoulder Veal Steak lb. 18c
Loin or Rib Veal Chops lb. 23c
Ham and Veal Loaf lb. 20c

Quality Conditioned STEER BEEF

Steer Pot Roast . . . lb. 18c
Steer Short Ribs . . . lb. 15c
Ground Steer Beef, 2 lbs. 35c
Steer Swiss Steak . . lb. 29c

Grain Fed Pork

Rib or Loin Chops . . lb. 29c
Fresh Side Pork . . . lb. 20c
Little Pig Link Sausage (all pork) lb. 29c
Country Style All Pork Sausage lb. 25c

Free Sandwich Paper With Sandwich Meats

Assorted Sandwich Meats lb. 29c
40 ft. Roll Cut-Rite Sandwich Paper Free

FOUNTAIN REFRESHMENTS A RESTFUL SHOPPING PAUSE

Lemon Chip ICE CREAM
Here is the most popular novelty ice cream we have made.—Take some home tomorrow.
Pt. 15c - Qt. 29c
Daffodil Sundae
Lemon Chip Ice Cream topped with Lemon Butter Syrup.
10c

FOUNTAIN DINNERS
11 A.M. to 7:30 P.M.
Service All Afternoon
Roast Turkey 29c
Steer Beef Pot Roast and noodles 25c
Breaded Veal Cutlet . . 25c
Hot Mince Pie 10c
Huckleberry Pie 10c
a la mode 10c

Frosted Root Beer
A generous glass of the finest root beer with a dipper of Home Purity Ice Cream.
10c
Strawberry Nut Parfait
Strawberry and Vanilla Ice Cream with Crushed Strawberries—topped with nut meats.
15c

Store Open Every Week Day Night UNTIL 9:00 O'clock P. M.
Fountain dinners every evening

FREE LETTUCE
—with—
Home Purity Mayonnaise
Pint . . . 22c
Quart . . . 39c
Head of Lettuce Free



FRUITS and VEGETABLES
Klamath Potatoes U. S. No. 2
25 lb. 25c - 50 lb. 42c
Klamath Potatoes U. S. No. 1
25 lbs. 37c

Store Hours 8 A. M. to 9 P. M.

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

GATES & LYDIARD