



Groceteria Super Food Markets

... ONE SHOPPING STOP FOR EVERYTHING ...

IT'S NATIONAL PEAR WEEK



For the first time food stores throughout the land are making a concerted effort through the Independent Food Distributors Council to acquaint the nation with the supreme goodness of Pears and their value in the human diet. We are glad to join this movement to bring to the people the most luscious and healthful of all fruits.

The old adage "The profit is not without honor" truly applies to pears.—In the search for healthful fruits we have allowed distance to lend enchantment. While folks in faraway lands, aware of the health-giving quality of pears, pay exorbitant prices for them we have allowed them to become so commonplace to us that we pay more for fruits of lesser value, when the finest in the world grows in our own backyards.

All next week—and if you make it possible—we will have delicious ripe pears in both Groceterias throughout the entire winter season. We have a limited number of very fine recipe books published by our own pear growers. If you like to serve novel and appetizing taste appeal delicacies, get the book and some fresh pears. You will then understand why folks in Europe send clear over here and pay 25c each for the pears to use with them.

Folks,—the biggest fruit bargain on earth is yours for the taking.

Super Meat Markets



Quality Controlled Meats

Quality Controlled Steer Beef

Steer Sirloin Steak	25c
lb.	
Steer Swiss Steak	25c
lb.	
Steer Beef Cubes (lean), lb.	20c
Steer Beef Pot Roast	18c
lb.	
Steer Beef Short Ribs	15c
lb.	

Baked pears are exceptionally good with roast beef.

Young Grain Fed Pork

(Pear Sauce with Roast Pork, Mighty Good!)

Pork Shoulder Roast	18c
lb.	
Leg of Pork	25c
lb.	
All Pork Sausage	20c
lb.	
<small>Mild or regular Farm Seasoning</small>	
Little Pig Link Sausages, lb.	25c

Smoked Meats

Hormel's Ham (part or whole)	lb. 29c
Hormel's Minnesota Bacon	lb. 33c
<small>(Any size piece)</small>	
Hormel's Keystone Bacon	lb. 27c
<small>(Any size piece)</small>	
Swift's Dixie Bacon Squares	lb. 25c
Hormel's Fancy Sliced Bacon	lb. 39c

Salt Mackerel

The old breakfast favorite

Oysters—frying size	2 for 25c
pint	25c

FRUITS and VEGETABLES

Freshest where sold fastest

Texas pink Grapefruit 80's	4 for 23c
Large Artichokes	3 for 19c
Cauliflower	2 heads 15c
Utah or White Celery, extra large	2 for 19c
Klamath Potatoes—	
U. S. No. 2	50 lbs. 33c
U. S. No. 1	50 lbs. 57c

Home Purity Bakery



Bread and Cakes Like Mother Made

National Pear Week In the Home Purity Bakery

Wherever you use Pears you will find them delicious—unusually so in your baking. Try one or more of the several Home Purity Bakery Foods in which Pears are the predominant goodness.

Royal Pear Delight Cake

A rich white three-layer cake with a filler of Pear Butter. Topped with an icing rich with Pear Preserves.

Large three layer	59c
1/2 cake	30c

Pear Nut Breakfast Rolls

A delightfully nourishing breakfast roll with a filler of Pear jam.

6 for 15c

Pear Filled Fruit Rings

This old favorite much improved by using Pears instead of other fruits.

Each 18c

Pear Upside Down Cake

A dainty cake generously covered with Bartlett Pears.

Each 35c

Pear Pineapple Pie

We got the recipe for this from the Pear Bureau. No wonder folks in far-away places are willing to pay so much for pears.

Deep 8-inch Pie 30c

Pear Butter Rolls

A tasty breakfast roll generously filled with the most healthful of all fruits.

6 for 15c

Pear Cookies

You didn't expect these. Nor would you expect so much goodness in a cookie.

2 dozen 35c

With the Granges

Lower Applegate Grange
Carnival Balloon Dance
Saturday, Nov. 13
Good Music and a good time.

Roxy Ann Grange
Sat. Nite, Nov. 13th
Roxy Ann Grange Hall—on Spring Street.
Good Music.

NATIONAL PEAR WEEK



Fresh Bosc Pears 2 for 5c
Fancy Ripe Comice 3 for 10c

MEDFORD CANNED PEARS

From the Medford Cannery

Medford Brand (choice) No. 2 1/2 can 15c
Selected Stock (fancy) No. 2 1/2 can—5 for 87c

—SAVINGS IN THE GROCETERIAS—

"FOODS ARE FRESHEST WHERE SOLD FASTEST"

Small White Beans 39c
10 lbs.
U. S. No. 1 California Beans

Red Mexican Beans 45c
10 lbs.
No better food value than beans yet none costs so little.

Sweet's Chocolate 59c
2 lb. box
To appreciate the unusual value of these, you should examine them.

Karo Syrup 35c
5 lb. can
Choice of Red or Blue Label.

Crater Lake Sliced Beets 10c
No. 2 can
From Medford's own cannery—quality excellent.

Del Monte Pimientos 15c
2 cans
Imparts the "under" flavor that makes salads more appealing.

Ralston's "Shredded" Whole Wheat Cereal 23c
2 for
Tiny shredded whole wheat wafers with a distinctive flavor.

DelRogue Apple Juice

Taste this new product of the Rogue River Valley. A most healthful food drink.
No. 1 tall can (15 oz.) 3 for 25c
Case of 24 cans \$1.95

Peet's Granulated, large pkg. 25c
Works wonders in the washer.

Palm Olive Soap 5c
bar
The soap of the Dionne Quintuplets.

Crystal White Soap 29c
10 bars
Economy in the laundry.

Wheaties 29c
3 pkgs.
The breakfast of champions.

Snowdrift Shortening 47c
3 lb. can
The favorite of southern Oregon cooks.

FOUNTAIN REFRESHMENTS

A Restful Shopping Pause



We said pears were delicious wherever and however used as food. Now here is a real test. Not many fruits can be served appropriately with ice cream. Usually it's Pineapple or Strawberry—but tomorrow it's Pears. There is a permanent place for pears in ice cream service.

Pear Sundae
Home Purity Ice Cream covered with crushed preserved pears.
10c

Pear Split
Made exactly like a banana split except that we use a pear. Good? You tell 'em!
15c

Pear Pineapple Pie a la Mode
"NUFF SED"
10c

Royal Pear Delight Cake a la Mode
Yes, you may order a second portion.
10c

FOUNTAIN DINNERS

All served with Pear Salad
Roast Turkey with Dressing.
Roast Pork with Pear Sauce.
Breaded Veal Outlets.

Home Purity MAYONNAISE

To get the utmost goodness, serve Home Purity Mayonnaise with your pear salad—
Pint 22c; qt. 39c

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

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

GATES & LYDIARD