

# GROCETERIA SUPER FOOD MARKETS

ONE SHOPPING STOP FOR EVERYTHING

## Home Purity Bakery

Bread and Cakes  
Like Mother Made

### Invisible Service

WHAT you don't see often means most to the food you buy.—We've often told you that we use no chemical ingredients or synthetic substitutes—that nothing goes into our baked goods other than you would use in your home baking.

This, too, is a story too long to print.—As with the quality conditioning of meats—their omission is just as essential as the purity of your drinking water. To tell you more about them and what their omission means to you would please us greatly.

### Lemon Butter Cake

A rich yellow three-layer cake with a between layer lemon butter filling—topped with Home Purity butter cream icing.

Large 3-Layer Cake 59c  
1/2 cake—30c

### Wellesley Fudge Cake

An all-chocolate cake for men—

Large 3-Layer Cake 59c  
1/2 cake—30c

### Hawaiian Delight Angel Cake

The famous Betty Crocker 13-egg Angel Cake with a generous addition of blended tropical fruits. Generously iced with a tropical fruit filled icing.

55c

### Danish Wreath Bear Claws

A tasty breakfast roll filled with dates, figs and nuts—

3 for 10c

### Coffee Cake Rings

A generous coffee cake ring, raisin filled.

Each 10c

### Pear Nut Rolls

—So popular during pear week that we will have to have them often—

6 for 15c

### Dutch Short Bread Cookies

An unusually delicious tid-bit for the afternoon pickup.

2 dozen 25c

## INVISIBLE SERVICE DINNER — A MONTH FROM TODAY!



THAT'S planning a meal a long time ahead but that's what happens every day at your Groceterias. Not our own dinner. Oh, no. It's your dinner we're talking about.

With beef we sometimes plan months ahead. At this season when good steers are hard to find we buy and keep on hand for proper feeding a goodly supply of the better steers.

When ready—when really at their best, there is where we actually start planning your dinner for the month to follow. The steers have to be properly dressed. (Not just butchered). This involves besides perfect sanitation and cleanliness, scientific pre-cooling in correctly graduated temperatures until ready to go into our big holding cooler where from thirty to forty steers are held for quality conditioning. There they remain under automatically controlled temperature until the necessary chemical changes produce that tenderness and flavor you always find in our juicy steaks—delicious roasts and splendid pot roasts.

Yes, we are planning your dinner for a month from today. A lot of trouble? Certainly, and a big investment in meats and equipment. There is, however, no other way to be sure of positive goodness—that goodness that means so much to family life.

Invisible service . . . In food, as in any other human activity—the only measure of sincerity of purpose.

## —SAVINGS IN THE GROCETERIAS— "FOODS ARE FRESHEST WHERE SOLD FASTEST"

White King Granulated Soap large pkg. . . . .	29c	Table Brand Golden Bantam Corn No. 2 can . . . . .	3 for 25c
<small>Goes farthest because you use so little.</small>		<small>Oregon Corn—a very good standard pack.</small>	
White King Toilet Soap 3 bars . . . . .	14c	Del Monte Peaches No. 2 1/2 can . . . . .	17c
<small>Gentle to the most sensitive hands.</small>		<small>Halves or sliced, in rich syrup.</small>	
Scotch Granulated pkg. . . . .	23c	Wheaties 3 pkgs. . . . .	29c
<small>Quick and effective suds in the washer.</small>		<small>If the children tire of their cereal, try Wheaties. They never tire of them.</small>	
Floradale Honey 5 lb. can . . . . .	43c	Knight's Catsup 2 bottles . . . . .	25c
<small>Blended for uniform flavor—it's always uniformly good.</small>		<small>Made in Medford from local tomatoes.</small>	
Orange Blossom Honey 5 lb. can . . . . .	69c	Hershey's Cocoa 1 lb. box . . . . .	10c
<small>From the orange groves of southern California—a distinctive orange flavor.</small>		<small>A very fine Winter breakfast drink.</small>	
Sweets Chocolates 2 lb. box . . . . .	59c	Sperry's Pancake Flour 3 lb. pkg. . . . .	27c
<small>To appreciate the extra value, you should see them</small>		<small>You will want the better jug offered at a special price with Sperry's.</small>	
Norwegian Stock Fish lb. . . . .	25c	Bagley Standard Tomatoes, No. 2 1/2 can . . . . .	3 for 25c
<small>Soon be time to prepare them for the Christmas dinner.</small>		<small>Fine flavored Rogue River Valley Tomatoes.</small>	
Zee Toilet Tissue 3 rolls . . . . .	13c	Del Rogue (Fancy) Tomatoes, No. 2 1/2 can . . . . .	2 for 23c
<small>We have the color to match your bath room.</small>		<small>Special hand packed tomatoes. The finest possible.</small>	
Comfort Tissue 4 rolls . . . . .	23c		
<small>1000 sheet rolls—finest quality.</small>			

### DEL ROGUE APPLE JUICE

No. 10 can 43c

You are always ready with a fine refreshing drink for your guests if you have a No. 10 can of Del Rogue on hand. No. jug deposit—nothing to return.

## Super Meat Markets

Quality Controlled Meats

### Invisible Service

WOULD you like to visualize the service ordinarily invisible in the daily run of business?

Our big holding cooler is at our West Side Market, 6th and Grape streets.—Our manager would be more pleased to show you how we quality condition our meats. He would like to have you know how each steer is tagged and dated and how long the meats are held to insure their goodness.

We would like to explain what all this means to you in the way of health and food satisfaction.—It's too long a story to print here. You probably wouldn't care to read it, but it's not a lot of hokey.—The quality conditioning of meats is just as essential to health as is the purity of your drinking water.

Steer Beef Pot Roast 18c  
lb.

Quality conditioned—Flavor and tenderness possible in no other way.

Steer Beef Short Ribs 15c  
lb.

Short ribs—always a favorite are so much improved by quality conditioning that we ask you to use them for comparison.

Veal Roast 15c  
lb.

Neatly shoulder cuts of milk fed veal.

Veal Steaks 18c  
lb.

Shoulder cuts—Just right for broiling.

Veal Chops 23c  
lb.

Loin or rib chops from fancy milk fed calves.

Hormel's Bacon 33c  
lb.

We like this bacon so well that we can't help but urge you to try it. From corn fed hogs—mild cure

Hormel's Ham 29c  
lb.

Part or whole ham—Firm yet tender—Corn fed. Mild cure—you will like the flavor.

Assorted Lunch Meats 29c  
lb.

Variety in the cold lunch plate adds so much to the taste appeal.

Dixie Bacon Squares 25c  
lb.

Swift & Co. mild cure—fine for frying or seasoning.

Huber's Metwurst 25c  
lb.

A fine and easy to prepare dinner meat. Just boil 10 minutes and serve—no bone waste.

All Pork Country seasoned Sausage, lb. . . . . 20c

Little Pig Links, all pork Country seasoned, lb. . . . . 25c

## FOUNTAIN REFRESHMENTS A Restful Shopping Pause

### BUTTER SCOTCH PECAN SUNDAE

Home Purity Pecan Crunch Ice Cream topped with butter-scotch syrup. 10c

### BANANA SPLIT

Here is just about the most refreshing of all afternoon pickups. Three kinds of Home Purity Ice Cream with nuts, syrups and banana. 15c



Double Dip Cones 5c  
When the children get restless a double dip cone will banish all cares.

### Crushed Fruit Ice Cream

Soda . . . . . 10c  
Hot Fudge Sundae . . . . . 12c  
Strawberries in Snow Sundae . . . . . 10c

### Fountain Dinners

Why not have Saturday night dinner at one of our fountains—tomorrow from 11 in the morning till 8 p.m. Four fine dinners.

Steer Beef Pot Roast with egg noodles . . . . . 25c  
Swedish Meat Balls . . . . . 25c  
Turkey with dressing . . . . . 29c  
Hot Meat Dinner Sandwich . . . . . 20c

## AT LAST—

Corn meal from American corn.—It's been a long time since you've had any but meal from Argentine corn. Better flavor—lower in price.

9 lb. sack 23c



Home Purity  
MAYONNAISE  
It's Fresh

Yes, it's fresh—and how much better it is. Try it on your salads and enjoy the zest of fresh mayonnaise.

pt. 22c - qt. 39c

## FRUITS and VEGETABLES

### Invisible Service

Getting the freshest and best is a bigger job than you would believe but it is vitally necessary.

Wilt rapidly destroys the vitamin content of fresh vegetables. Pay particular attention to this when buying. Low prices to avoid complete spoilage may be good for the seller but it's tough on the buyer.

We recommend that you always compare and buy where vegetables are freshest.

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

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

# GATES & LYDIARD