

HOME OF GROCETERIA GOODNESS — ONE SHOPPING STOP FOR EVERYTHING



TASTE THESE OVEN TREATS — YOU'LL WANT MORE!

You will agree they're delicious once you've served the many delightful goodies from the Groceteria Home Purity Bakery. And no wonder!... Coming right from the ovens to the baked goods departments every morning—they're really fresh. Fragrant, flavorful Home Purity Bread; luscious, inspiring real Home Style Cakes; tender, appetizing Butter Horns and Breakfast Rolls—what could be more welcome to all than these oven-fresh foods—all prepared from home recipes with all the meticulous care of bakers skilled in home production methods.

HOME PURITY SANDWICH BREAD

You will be delighted. Sliced extra thin the way you like it for sandwiches. Like all Home Purity Breads it's thoroughly baked for easy digestibility—Vitamin enriched—a grand bread value.

1½ POUND LOAF 13c

PARISIAN TOAST BREAD

Toasts crisp and golden—browns evenly—a "reach for more" toast for every member of your family.

1 POUND LOAF 10c

MEATS—With That Something EXTRA!

SAVOR—Flavor—juiciness—tastiness, whatever you call it, however it may appeal to you—it's there—carefully selected beef that has been so well fed and is so good that Swift & Co. put their name on it so you will know it came from them.

PRICED SO LOW - YET SUPREME IN QUALITY

Swift & Company

GOVERNMENT INSPECTED STEER BEEF

BLADE CUT ROAST . lb. 25c

Lean Shoulder ROAST . lb. 29c

RUMP ROAST . . . lb. 35c

Boned and Rolled Brisket ROAST . . lb. 29c

ALL SURPLUS FAT REMOVED



When one of these roasts comes to your table—the outer crust crisply browned, the inside a tender haven of flavor—you'll appreciate its all-around goodness.

INEXPENSIVE DINNER MEATS

Ground Ham and Veal
for Meat Loaf
Pound 29c

Smoked
Pork Sausage
Pound 35c

Summer Lean
Pork Sausage
Pound 28c
Mild or Full Sage Seasoned

NO BONE WASTE — ECONOMICAL AND MIGHTY GOOD

SPRING LAMB - Juicy, Tender Meat the Whole Family Will Enjoy

Leg of Lamb
Pound 33c

Lean Breast
LAMB STEW
2 lbs. 35c

Lamb Steaks
Pound 35c



HOME PURITY CAKES

Recipes from all the leading women's magazines tested monthly and the best baked at regular intervals. Over 30,000 baked in "41." Home Purity Cakes have been shipped to every state.

For tomorrow we present four prime favorites.

• Pineapple Chiffon

A white layer cake enhanced with golden ripe luscious pineapple. Home recipe from Better Homes and Garden.

• Golden Orange

Yellow layer cake prepared with fresh orange juice. Recipe from Women's Home Companion.

• Brown Sugar Cake

Hershey's milk chocolate enhanced with Golden C brown sugar. Recipe by Betty Crocker, world famous home economist.

ANGEL CAKES

Also by Betty Crocker. Wide variety of flavor.

29c 35c 49c and 59c



Breakfast Dainties

Dainty but substantial — all the home goodness of the finest home baking. May we suggest Danish Butter Horns made with Sniders Creamery Butter.

Each 5c

Home Purity Cookies

Our greatest trouble is to bake them fast enough. Real home goodness in every one.

Dozen 15c

Home Purity Vitamin Enriched Bread

Thoroughly baked—Let the children decide if it's best.

**1-lb. Loaf—9c
1½-lb. Loaf—13c**

BRING KITCHEN FATS HERE

YOUR kitchen fats will make explosives—Uncle Sam needs them—Bring ALL YOU CAN SPARE to your Groceteria Super-Meat Markets—it will go direct to the government.

FREE CANNING LABELS
COURTESY OF
HONEY-DEW SUGAR

FRESH FRUITS and VEGETABLES

Once a year Biedenhimer Apples—finest for sauce—finest for pie. Only for a few days as these are from the only two trees we know of. . . . 3 lbs. 25c

Tomatoes for slicing. . . . 3 lbs. 25c
Fresh Limes doz. 33c
Lemons—588 Sunkists. . . . 2 doz. 23c
Sunkist Oranges—344's 2 doz. 29c

GATES & LYDIARD

5th at Central — 6th at Grape

Savings Without Self-Denial

GROCETERIA SAVINGS

Karavan White Syrup, 5 lb. jug 69c; 10 lbs. 98c
Staley's Golden Syrup. . 5 lb. jug 45c; 10 lbs. 83c
Oro Shortening. 3 lb. carton 53c
Fluffo Shortening, pure vegetable. 3 lb. carton 63c; 4 lbs. 83c
Wesson Oil. qt. can 53c; ½ gal. 95c
Snow Drift Shortening. . . . 3 lb. pail 73c
Morrell's Liver Loaf. 12-oz. can 27c
Morrell's Corned Beef Loaf. . . 12 oz. can 35c
Morrell's Veal Loaf. 12 oz. can 35c
Morrell's Tongue Loaf. 12 oz. can 39c
Cream of Wheat. large pkg. 24c
Dinty Moore Spaghetti and Meat Balls
1½-lb. can 23c
Morrell's Sandwich Spread, 6-oz. can. 2 for 25c
Flavor Aid 2 pkgs. 5c
Welch's Grape Juice. pt. 25c; qt. 49c
Gold Bar Florida Grapefruit Juice
No. 211 can 3 for 29c
Sacramento Fruit Cocktail. . . No. 1 tall can 15c
Kraft French Dressing. . . 4-oz. picnic bottle 10c
Old Monk Tartar Sauce. . . 4-oz. 14c; 8-oz. 25c
Kraft Chocolate Malted Milk. . 1-lb. can 29c
Pickled Pig's Feet—well cooked and tender. 20c — 29c — 49c
Sunshine Krispy Crackers. . . 2-lb. box 33c
Albers Flapjack Flour. small 12c; lg. pkg. 24c
Gold Bar Whole Apricots. . . . No. 2½ can 23c
Gold Bar fancy Kadota Figs, No. 1 tall cans 15c
Gold Bar Fruit Cocktail. . . . No. 1 tall can 17c
Gold Bar Fruits for Salad. . . No. 1 tall can 19c
Gold Bar Melba Halves Peaches No. 2½ can 25c
Gold Bar Creamed Golden Bantam Can, No. 303 can 2 for 25c

Tender Sweet Golden Corn
No. 303 can. 3 for 29c
Gold Bar Early Garden Peas
No. 303 can 15c
Silver Bar Sugar Peas. No. 2 can 15c
Lux Toilet Soap. 3 bars 20c
Life Buoy Soap. 3 bars 20c
Rinso. giant pkg. 63c
Lux Flakes. large pkg. 23c
Spry Shortening. 3-lb. can 73c
Swan—the new white floating soap. 3 bars 29c
Quaker Muffets (whole wheat biscuit) pkg. 12c
Sunshine Cheezits pkg. 12c
Hi Ho Crackers. pkg. 19c
Sta Crisp Salted Crackers. . . . 2-lb. box 19c
Sta Crisp Graham Crackers. . . . 2-lb. box 23c
Kraft Cheese 2-lb. box 63c
Choice of American, Brick, Velveeta, Pimento Velveeta or Swiss
Miracle Whip Sandwich Spread. . . pint 28c
Miracle Whip Salad Dressing. . . pint 26c; qt. 41c
Kraft Cheese Food Spread. . . . 2 glasses 29c
Kraft Macaroni Dinner. 9c
Drifted Snow Vitamin Enriched Flour. 24½-lb. \$1.05; 49-lb. \$2.09
Flavor Loaf Vitamin Enriched Flour. 24½-lb. 93c; 49-lb. \$1.85
Klamath Boquet Flour. 49-lb. \$1.39
Tex Sun Grapefruit Juice, No. 2 can. . 3 for 29c
Gold Bar S'dless Grapes, No. 1 tall can, 2 for 25c
Comfort Tissue. 4 for 23c
Zee Tissue. 4 for 19c
New Dry Pard Dog Food. 2 for 25c
Chicken of the Sea Tuna
No. ¼ can. 20c ½ can 33c