

• HOME OF GROCETERIA GOODNESS — ONE SHOPPING STOP FOR EVERYTHING •

Groceteria Finer Ingredients Make A Finer Loaf



There is a reason why Home Purity Bread is known as Southern Oregon's finest. For only the finest ingredients go into the baking of this finer flavored bread—the kind you would use in your own kitchen. That is why Home Purity Bread is so golden crusted. That's why it toasts so crisp and golden browns exactly to suit your taste.

Get a loaf of Home Purity Bread tomorrow—test it—taste it—toast it! Then you will know why Home Purity has been the favorite bread in thousands of Southern Oregon homes for more than 20 years. Thoroughly baked, of course.



Home Purity Vitamin Enriched Bread 1 lb. loaf 9c-1½ lb. loaf 13c

HOME PURITY SANDWICH BREAD

Real Home Purity, with that delightful home flavor. Sliced thin for sandwiches. Toasts evenly with a crispness that comes from thorough baking. Vitamin Enriched—for your health. Finer flavor for your eating pleasure.

1½ lb. loaf 13c

HOME PURITY CAKES

What a relief to get so much real home goodness for so little during the summer months. Always a kind to please your taste—a size to suit your needs. Get one tomorrow and learn how economical it is to serve the finest Cake ever to adorn your family table.

Southern Nut Chocolate Cake
A real He Man's Cake. Made with Hershey's finer Chocolate and Nuts, flooded with a creamy Chocolate icing.

Pecan Sundae Cake
A tantalizing brown sugar cake with butter cream icing, enhanced with Pecans.

Lemon Butter Yellow Layer Cake
As refreshing as an Oregon evening breeze. Fresh lemons, filled with Lemon Butter.

Divinity White Cake

A snow white creation. Home cake makers know how difficult this one is to make.

Angel Cake

Ideal summer dessert because contains no fat. With berries, fresh peaches or ice cream. Perfect!

Your Choice in a Size to Suit Your Needs

29c 35c 49c and 59c



Fresh
Huckleberry Pie
A Seasonable Treat
8 inch Pie 29c

Summer Breakfast

Light but lasting, an ideal summer breakfast. Dainty Breakfast Rolls, Butter Horns, Coffee Cakes. Avoid morning hunger, yet eat sparingly.

Cost So Little - Yet So Good

A Good Lunch For a Little

Eat that noonday lunch or your breakfast at either Groceteria Fountain. All Govt. Inspected Meats—Home style Cooking—all foods seasoned as you like them.

Here is TOMORROW'S MENU

Service on Saturday
11 A.M. to 8 P.M.

Roast Turkey with dressing 35c
Swiss Steak 35c

Baked Ham 35c
Includes Mashed Potatoes, Gravy, Vegetable, Coffee or Iced Tea, Bread and Butter.

SUMMER SPECIALS

Cold Fruit with Cottage Cheese 35c
Vegetable Plate 30c

Cold Meats with Potato Salad 30c
Includes Bread and Butter, Coffee or Iced Tea.

Fresh Huckleberry Pie a la Mode 15c
Plain Hamburger 10c

DeLuxe Hamburger 15c
with Potato Salad 25c

Your Groceteria's VICTORY GARDEN Covers the Whole Pacific Coast

How would you like to own a garden covering hundreds of miles, in all soils and climates—a garden from which you could select any fruit or vegetable you want?

That is just about what you have when you select your fruits and vegetables at either Groceteria. Here is assembled the pick of the crop from many farms—farms from the Canadian border to Mexico rushed to you field fresh.

What a victory indeed to get finer fruits and vegetables so field fresh that they are richer in vitamins and minerals so essential to health. Could you follow our big refrigerated truck to the

San Francisco markets where before daybreak it is at the market place when the many trucks arrive from the surrounding farms—see our buyer select the best and speed back to Medford—you would know why the Groceteria garden is truly a Victory garden.



FRESH PINEAPPLE from Hawaii, each 39c

HONEY DEW MELONS--12's--each 25c

CASABAS, each 25c

PARSIAN MELONS--Honey Sweet, each . . . 35c

Red or White Seedless Grapes 2 lbs. 19c	Malaga Grapes 2 lbs. 19c	Okra lb. 22c	Fancy Large Slicing Peaches 3 lbs. 23c
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Fancy Salton Sea Grapefruit--54's--Big ones 2 for 23c

Local Green Beans
Blackeyed Peas
Italian Broccoli
Very fine crisp Lettuce
Cantaloupes from Mendocino Co.—California's finest and sweetest

Santa Clara Co. Peas
Fancy Larke Artichokes
Cauliflower
Red Ripe Slicing Tomatoes

VISIT YOUR GROCETERIA VICTORY GARDEN TOMORROW

GROCETERIA SAVINGS

Kraft Chocolate Malted Milk... 2-lb. can 49c
(No Sugar Needed)

Kerr or Ball Mason Quart Jars... doz. 79c

Borden's or Carnation Milk, tall can, 4 for 35c

Swift's Premium Milk, tall can... 4 for 32c

Karo Waffle Syrup... 1½ lb. can 17c

Albers Pearls of Wheat... 1 lb. 12 oz. pkg. 21c

Fisher's Pure Wheat Germ... 1½ lb. pkg. 25c

Kellogg's Corn Flakes, large pkg... 2 for 19c

Albers large Hominy... 9 lb. bag 45c

Cross and Blackwell Orange Marmalade
1 lb. for... 25c
(Choice of sweet or bitter)

My-T-Fine Puddings... each 5c

Del Rogue Creamed Golden Corn
No. 2 can... 2 for 25c

Gold Bar Sweet Spiced Whole Peaches
No. 2½ can... 33c

Comfort Toilet Tissue... 4 rolls 23c

Zee Toilet Tissue... 4 rolls 19c

Davis Filet of Salt Mackerel lge. oval can 23c
(Just brown in butter—Service for two)

Certo for Jams or Jellies... 3 bottles 45c

Gold Bar Spiced Seedless Grapes No. 1 can 15c

Lux Toilet Soap... 3 bars 20c

Life Buoy Soap... 3 bars 20c

Rinso... giant pkg. 63c

Lux Flakes... large pkg. 20c

Swan White Floating Soap... 3 bars 20c

Spry Shortening... 3 lb. can 73c

Shredded Wheat Biscuit, Nabisco... pkg. 11c

Albers Flapjack Flour, small 12c; lg. pkg. 24c

Gold Bar fancy Kadota Figs, No. 1 tall can 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
Corn, No. 303 can... 2 for 25c

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 Bouquet Flour... 49-lb. \$1.39

Gold Bar Florida Grapefruit Juice,
No. 2 can... 2 for 25c

TOILETRIES and REMEDIES

Pabulum, two sizes... 19c 39c

Pepsodent Antiseptic... 50c size 39c

Mum, Deodorant... 60c size 49c

Phillips Milk of Magnesia... 50c size 39c

Ipana Tooth Paste... 50c size 39c

Palmolive Shave Cream... 50c size 39c



Pint 24c — Quart 39c

Treasure Pickles... 12 oz. jar 15c

CUT MEAT COSTS Yet Serve Meats With That Something Extra

Serve the family with good wholesome Meats. Yes, serve generously and keep costs much lower than you would expect. The same savory, flavorful Meats from the same dressed Meats as we get the finer, more expensive cuts—ground or blended with other meats to enable you to vary the methods of cooking for pleasing variety.

They are good—they are clean—all from the finest meats.

Ground Beef

Serve in a variety of ways
pound 25c

Ground Ham and Veal

for Loaf
pound 29c
Blended for Flavor

Summer Lean Pork Sausage

No finer Dinner Meat.
Very good blended with ground beef.
pound 28c

Boneless Beef Cubes

for Braizing
pound 29c

Low Prices for Steer Beef With That Something Extra

Yes, something extra! Flavor, tenderness, everything that contributes to better eating—put there from the feeding to the marketing of fine Govt. Inspected Steers—Steers so fine that the packer stamps his personal brand on them.

BLADE CUT ROAST . lb. 25c

Lean Shoulder ROAST . lb. 29c

RUMP ROAST . . . lb. 35c

You will cut it with a fork

BREAKFAST BACON

With That

SOMETHING EXTRA

Hormel's—from Minnesota—all corn fed—sweet, smoky cure—the very finest—sliced . . . lb. 39c

Breakfast Bacon from Indiana—
lb. 33c

Tender, sweet cure—Well streaked with lean—Any size piece
Tenderized Boneless Ham Slices . . . 3 for 29c

GATES & LYDIARD

5th at Central - 5th at Grape

Savings Without Self-Denial