

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



OVEN TREATS FROM THE HOME PURITY BAKERY

— HOME PURITY —

FRUIT CAKE DE LUXE

This finest of all Christmas Desserts at its best — Generously filled with now unobtainable fruits. Prepared by your Home Purity Bakers it is of that superior goodness you find in all Home Purity Baked goods.

1/2 lb.-1 lb.-2 lb.-3 lb. Sizes

The half pound — a fine addition to the gift box to the boy in Service.

We will again bake those special mince and pumpkin pies for Christmas. Please Order in Advance

HOME PURITY RAISIN BREAD WITH WHEAT GERM

There is health and mighty good eating in this Vitamin and Mineral rich loaf. 1 LB.

15c

Home Purity Cakes

Recipes from the leading Women's Magazines tested monthly and the best baked at regular intervals.

Whether Cake or Bread—Danish Pastry or Sweet Rolls—and the Cookies, too—they are chock full of Home Goodness—a worthy rival of the finest home baking.

SOUTHERN NUT CHOCOLATE
Hershey Chocolate enhanced with ground nuts—truly a marvelous bakery masterpiece.

PILGRIM BROWN SUGAR
A glorious brown sugar creation—long a popular favorite. Come early!

CARNATION
White and pink layers with butter cream icing. Beautiful, and as good as it looks.

Whole Cake 59c - 1/2 Cake 30c

HOME PURITY SANDWICH BREAD

You will be delighted. Like all Home Purity Breads it's thoroughly baked for easy digestibility—vitamin enriched—a grand bread value.

1 1/2 POUND LOAF 13c

Home Purity Vitamin-Enriched Bread

1-lb. Loaf ... 9c

1 1/2-lb. Loaf.. 13c

Thoro baked real home style bread

Try These for Sunday Breakfast

Pineapple Butter Horns ... each 5c

Real Danish Pastry made with finest Creamery Butter. Topped with luscious Pineapple.

Tutti Frutti Bear Claws ... each 5c

Creamery Butter Danish Pastry enriched with fruit. Southern Pecans.

Pecan Krispies ... 3 for 25c

Creamery Butter two-portion Danish Pastry chock full of Southern Pecans.

Cinnamon Rolls .. 6 for 15c

Richer, tempting Rolls with Raisins and spiced with mighty hard to get Cinnamon

• RATIONED FOODS •

	Points Per Can
Calistar Sardine Fillets.....	16¢—18
Silvita Pilchards.....	2 for 15¢—5
Kraft's Velveeta Cheese.....	2 lb. box 78¢—20
Swift's Vintage American Cheese.....	2 lb. box 84¢—20
Swift's Brookfield Limburger Cheese.....	jar 23¢—3
Snowdrift Shortening.....	3 lbs. 68¢—15
Fluffo Shortening.....	3 lbs. 59¢—15
Planters Peanut Oil.....	qt. 65¢—10
Wesson Oil.....	qt. 53¢—10
Parkay Margarine.....	lb. 25¢—6
Prem Lunch Meat.....	12 oz. 37¢—5
Silver Bar Peas.....	No. 2 can 13¢—18
Seedless Raisins.....	2 lbs. 25¢—8
Gold Bar Colossal Asparagus Spears No. 2 can.....	39¢—18
Clapp's Baby Foods.....	3 cans 21¢—1
Gold Bar Fancy Solid Tomatoes, No. 2 can.....	15¢—18
Sacramento Asparagus Tips.....	No. 1 can 31¢—14
Garden Mixed Vegetables.....	No. 2 can 13¢—14

	Points Per Can
Gold Bar Golden Creamed Corn, No. 303 can.....	13¢—10
Del Rogue Tomato Juice.....	No. 2 can 10¢—3
Rose Brand Peas.....	No. 2 can 13¢—18
Russels Green Beans, No. 2 can ..	2 for 25¢—8
Del Rogue Fancy Solid Tomatoes, No. 2 can.....	14¢—18
Gold Bar Catsup.....	14 oz. bottle 17¢—18
Del Rogue Whole Kernel Corn, No. 2 can.....	14¢—13
Rosedale Peas, No. 303 can.....	2 for 25¢—16
Marion Cut Green Beans.....	No. 303 can 13¢—6
Silver Bar Tomatoes.....	No. 2 1/2 can 14¢—21
Westward Peaches.....	No. 2 1/2 can 23¢—27
Formay Shortening.....	3 lb. 68¢—15
Gold Bar Yellow Cling Peaches No. 2 1/2 can.....	27¢—27
Kraft Old English Cheese.....	glass 22¢—4
Kraft Pimiento Cheese Spread.....	glass 18¢—3
Kraft Dinner.....	pkg. 11¢—1
Gold Bar Tomato Juice.....	47 oz. can 25¢—8
Gold Bar Early Garden Peas.....	No. 2 can 18¢—18

A CARLOAD of U.S. No. 1 IDAHO POTATOES and FANCY BAKERS!



**Now Is The Time To Buy
Your Winter Potatoes!**

So outstanding in quality that they are sold in every state—Idaho Potatoes are again offered by your Groceterias.

All the very finest U. S. No. 1 or fancy baker grade of keeping quality that permits their sale for the entire 12 months between

crops—smooth and uniform to avoid waste in peeling—they are really more economical in use than ordinary potatoes.

Two factors have made Idaho Russets the best known potatoes in America:—better eating and careful grading to prevent waste.

**AT YOUR GROCETERIAS IN
10-lb., 25-lb. and 100-lb. BAGS!**



GROCETERIA GUARANTEED MEATS

Make your ration points do double duty — The finer Groceteria Money Back Guaranteed Meats cost the same.

Here Are The New Low Point Values!

	Points Per Lb.
Steer Beef Rump Roast.....	5
Steer Beef Chuck Roast.....	7
Steer Beef Cubes, for stewing or braizing.....	6
Steer Beef Short Ribs.....	4
Veal Chuck Roast.....	7

Leg o' Lamb.....	6
Dixie Bacon Squares.....	2
Ground Ham and Veal for loaf.....	5
Chickens for Frying, Stewing Turkeys—Rabbits	
O.P.A. Group 4 price chart on display. Check it and you will see that you pay the right prices for all cuts.	

UNRATIONED FOODS and SUPPLIES

Gold Bar Florida Grapefruit Juice.....	No. 2 can 16¢	47-oz. can 36¢
Texas Grapefruit Juice.....	No. 2 can 14¢	47-oz. 35¢
All Citrus Juices Unrationed		
Durkees Old Fashioned Meat Sauce or Salad Dressing.....	10-oz. bottle	32¢
Quick Cooking Tapioca.....	lb.	22¢
Ralston Shreds.....	pkg.	12¢
Albers Flapjack Flour.....	lg. pkg.	24¢
Golden West Coffee— 1 lb. bag.....	30¢	Jar... 33¢ 2 lb.... 65¢
Z-Mor-U Coffee.....	1 lb. 27¢; 2 lbs. 53¢	Always Freshest—Ground When You Buy
Alpine Coffee.....	lb. 33¢; 2 lbs. 65¢	
Schilling's Coffee.....	1 lb. jar 33¢; 2 lbs. 63¢	
Gold Bar Coffee.....	1 lb. jar 29¢; 2 lb. 56¢	
Royal Club Coffee.....	1 lb. jar 32¢	
S. & W. Coffee.....	1 lb. carton 31¢; jar 32¢	
Chase & Sanborn Coffee.....	1 lb. carton 29¢	
M. J. B. Coffee.....	lb. 33¢	
Empress Coffee, in re-usable qt. jars... 1 lb.	32¢	
Soya Beans.....	lb. 17¢	
Sperry Wheat Hearts.....	28 oz. pkg. 23¢ 46 oz. pkg. 33¢	
Cream Corn Starch.....	3 1-lb. pkgs.	25¢
Aunt Jemima Flour.....	large pkg.	29¢
Yellow Split Peas.....	lb. 13¢; 2 lbs. 25¢	
Burby's Crisp Bisk.....	pkg. 21¢	(A Delicious Water)
Kellogg's Bran Flakes.....	large pkg.	14¢

Elbow Cut Macaroni.....	2 1/2 lb. pkg.	24¢
Best Ever Semolina Macaroni.....	26 oz. pkg.	21¢
H. O. Oats.....	large pkg.	22¢
Kellogg's Whole Wheat Biscuit.....	pkg.	11¢
Quaker Wheat Sparkees.....		10¢
Bango Popcorn.....	10 oz. can	10¢
Malt-O-Meal.....	pkg.	23¢
Sunshine Rippled Wheat Biscuit.....	pkg.	10¢
Albers Corn Flakes.....	small pkg.	5¢
Garbanzo Beans.....	1 lb. 17¢; 2 lbs. 33¢	
Grape-Nut Flakes.....	large pkg.	14¢
Liptons Noodle Soup.....	3 pkgs.	25¢
Carnation Oats.....	lg. pkg.	24¢
Roman Meal.....	pkg.	28¢
Kellogg's Corn Flakes.....	giant pkg.	13¢
Burrys Pretzel Stix.....	pkg.	20¢
Shredded Wheat Biscuits.....	2 pkgs.	23¢
Wheatena.....	pkg.	23¢
Old Dutch Cleanser.....	2 for	15¢
Oregon Pack Crab Meat.....	No. 1/2 can	45¢
Albers Peacock Buckwheat Flour.....	lg. pkg.	31¢
Wheaties.....	pkg.	11¢
Albers Pearls of Wheat.....	pkg.	18¢
Post Toasties.....	giant pkg.	13¢
White Rose Bleach.....	1/2 gal.	23¢
Blackeye Beans (or peas).....	2 lb. pkg.	26¢
Sperry Pancake Flour.....	4 lb. bag	35¢
Pure Eastern Buckwheat Flour.....	2 lb. pkg.	25¢

GATES & LYDIARD

6th at Central—6th at Grape

Savings Without Self-Denial