

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

HOME PURITY BAKERY

WE WANT to PROVE That OLD-FASHIONED WAYS ARE BEST!



● In fancy, let's take a memory visit to childhood when mother would bake and we would have that delicious bread and jam. We look back upon childhood appreciation of bread and jam and feel it to be one of the good things of days that are gone forever—Well, maybe it is, but we don't think so. 'Tis true the old fashioned methods are seldom used any more but when they are childhood appreciation hasn't changed a bit.

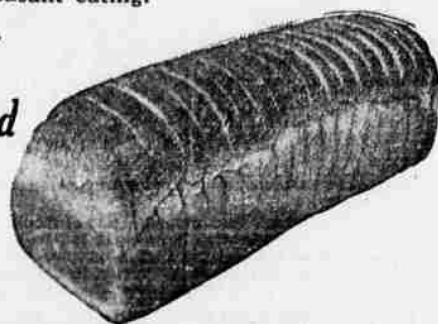
You may prove this by getting Home Purity Bread at either Groceteria. It's baked the old fashioned way from the same good old fashioned ingredients and it's the good old fashioned bread.

We like to be old fashioned with foods because old fashioned foods are the one sure way to pleasant eating.

HOME PURITY
Vitamin Enriched Bread

1 lb. Loaf 9c

1 1/2 lb. Loaf 2 for 25c



LUCIOUS HOME PURITY CAKES

Pilgrim
BROWN
SUGAR
CAKE

SILVER MOON
WHITE LAYER
with butter
cream icing

Southern Nut
CHOCOLATE
CAKE

ANGEL
CAKES
in wide
variety

Whole Cake - 59c

Half Cake - - 30c



APPLESAUCE Loaf Cake 2 Sizes 20c-35c

HOME PURITY BREAKFAST DINNER ROLLS

Here is added health and energy in your favorite Rolls — Vitamin Enriched to Government Standards—plus the health and energy properties of Dextrose Sugar.

DANISH BUTTER HORNS each 5c
DANISH BEAR CLAWS each 5c
DANISH PECAN KRISPIES 3 for 25c
CHERRY BUNS 5 for 15c
CHERRY NOUGATS 5 for 15c
WALNUT CLUSTERS (pan of 4) 15c
CINNAMON ROLLS 6 for 15c
FRUITED TWISTS 3 for 10c
FRENCH DINNER ROLLS 6 for 10c
HAMBURGER BUNS 6 for 13c

Specially ICED DOUGHNUTS

More of these fine
Doughnuts iced with
Chocolate, Cherry or
Nut Covered.

Groceteria Guaranteed Meats

GOOD OR YOUR MONEY BACK

We Didn't Know You Were So Hungry for - Good Old-Fashioned Summer Lean Sausage



LAST week we told you of this fine old fashioned summer meat.—We made hundreds of pounds but you took it all before the day was gone.

Tomorrow we'll have another generous supply made in the same good old fashioned way:—good cuts of pork, seasoned the old fashioned way with the same good spices used in sausage you would expect to find only on the farm.

Made leaner for summer use—less frying away—no bone waste.—A fine dinner meat as well as a luxurious breakfast.

Get some tomorrow.

**Summer - Lean Old Fashioned
PORK SAUSAGE . . . lb. 39c**
POINT FREE!

FRESH LEG OF PORK

WHOLE LEG lb. 35c

SHANK HALF lb. 34c

BUTT HALF lb. 36c

CENTER SLICES lb. 40c

POINT FREE

PORK LOIN ROAST -- lb. 33c

**Swift Premium
BACON
BY THE PIECE
lb. 33c**

**Swift Premium
Sliced Bacon
1ST GRADE
lb. 42c**



STEAKS

Porterhouse Steaks
T-Bone Steaks
Club Steaks
Boneless Sirloin
Round Steaks

BEEF POT ROAST
GRADE A lb. 28c
GRADE B lb. 26c

SHORT RIBS
GRADE A lb. 21c
GRADE B lb. 20c

BONELESS CHUCK CUT IN CUBES
GRADE A lb. 36c
GRADE B lb. 34c

The Old-Fashioned Way of Buying COFFEE Is Also the Best!

Before the "battle of the brands" all Coffee was sold in bulk and the better coffee cost a lot less.

Expensive containers—high promotional and selling costs and most important of all the necessity of grinding it weeks before it is used.

THE coffee that adds zest to any breakfast ... that makes a perfect ending to the finest dinner is the coffee that is so sharply fresh in aroma and flavor that every cup seems newly made.

To get such coffee we must have fresh coffee to begin with and it must be freshly ground. Regardless of the kind of container it's packed in it loses some of its aroma as soon as it's ground.

To get the best results have Z-Mor-You coffee ground when you buy it and have it ground as it should be for the kind of coffee maker you use—percolator, vacuum, drip or open pot. Measure accurately, time the brewing and with the right grind you will have the kind of coffee you will be proud to serve. Z-Mor-U—is never more than a few days away from the roaster.—We grind it as we sell it.—Coffee couldn't be any fresher and it couldn't be any better because Z-MOR-U is the finest Coffee we can buy.

It's good—it's fresh—it's economical. It's sold with a money back guarantee.



**Z-MOR-U
COFFEE**
lb. 27c
2 lbs. 53c

GATES & LYDIARD

SAVINGS WITHOUT SELF-DENIAL

6TH AT CENTRAL—6TH AT GRAPE

Savings at Your Groceterias

Comfort Toilet Tissue 4 rolls 32c
Zee Tissue 4 rolls 19c
Blue Lake Cut Green Beans No. 2 can 13c
Fluff-Tex Pudding (serves 16 people) 14 oz. pkg. 11c
Lumberjack Syrup 24-oz. jug 28c
Nalley's Tang Salad Dressing pint 23c; quart 38c
Minced Clams — Pioneer No. 1/2 can 24c
Waterglass for preserving eggs quart 29c
Fine Arts Complexion Soap, individual bars 12 for 25c
Nalley's French Dressing 8 oz. 15c
Cartons for food storage in lockers—
pints 29c doz.; quarts 39c doz.; 1/2 gal. 59c doz.
Krispy Crackers 2-lb. box 29c
Gold Bar Golden Bantam Corn No. 2 can 15c
Tender Sweet Golden Corn, No. 303 can 2 for 25c
Swift's Prem Lunch Meat 12-oz. can 27c
Green Spot Blue Lake Beans No. 303 can 12c
Sacramento Spinach No. 2 can 14c
Lily Pink Salmon No. 1 tall can 23c
Rose Bowl Mackerel No. 1 tall can 19c
(Very Fine Quality)
Clabber Girl Baking Powder 2 lb. 23c
Betty Crocker Dehydrated Vegetable Soup 3 pkgs. 25c
Sandwich Bags (keeps 'em fresh) pkg. of 40 10c
Lilly Cups, goblet size pkg. of 100 89c
Fluffo Pure Vegetable Shortening 3 lbs. 59c
Old English Wax 1-lb. can 54c
Old English Liquid No-Rub Wax pint 39c; qt. 69c
Johnson's Paste Wax 1-lb. can 59c

CANNING SUPPLIES

Kerr Lids with rings doz. 21c
Fit Any Mason Jar
Kerr Lid only 3 doz. 29c
Kerr Wide Mouth Lid 2 doz. 29c
Economy Caps doz. 19c
Economy Clamps doz. 13c
Ball Glass Top Closures, complete doz. 25c
Pyramid Screw Lids for Mason Jars,
Sealed with rubber doz. 15c
Coffee Jar Thrifty Lids (you furnish the
screw cap) 3 doz. 29c
Ideal Lids for Glass Jars doz. 17c
Eclipse Wide Mouth Lids 2 doz. 19c
Rubbers for Glass Top Ball Jars 3 doz. 13c
Certo 3 bottles 47c
Sure-Jell 3 pkgs. 29c
Pen-Jell 2 pkgs. 23c
MCP Pectin pkg. 10c
M.C.P. Pectin with Lemon Juice—for canning
baking—full directions in pkg. jar 45c
Kerr Jars pints, doz. 69c; qts. 79c
Kerr Glass Top Jars—pints—2 doz. in
carton \$1.38 quarts—1 doz. carton 79c