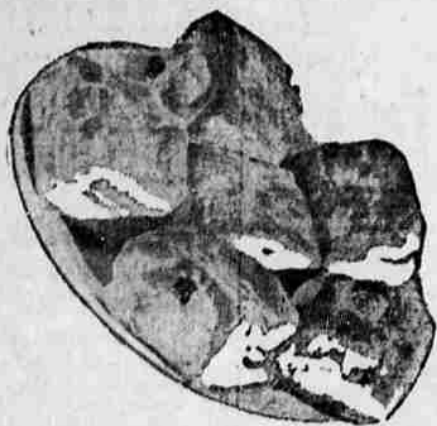


● THE HOME OF GROCETERIA GOODNESS ● ONE SHOPPING STOP FOR EVERYTHING ●



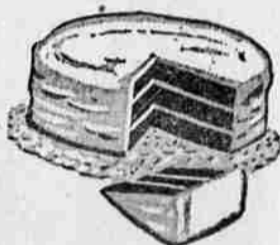
SAVE THE SUGAR

That Goes On the Breakfast Cereal

Home Purity Breakfast Rolls are pure grain cereal in its finest form. Better than the average cereal because made from the finer wheats—Vitamin enriched and sweetened with Dextrose sugar—the natural energy sugar of the human body. Saves sugar—saves butter—saves cooking—yet a more pleasing meal.

- Jelly Filled Butterhorns Each 5c
- Danish Nut Krispies 3 for 25c
(Two Portions in Each)
- Danish Bear Claws Each 5c
- Fruit Nougats 5 for 15c
- Fruit Twists 3 for 10c
- Cinnamon Rolls 6 for 15c
- Fruited Coffee Cake Ring Each 23c

HOME PURITY CAKES



Nut Fudge White Layer Cake
Golden Lemon Yellow Layer
Pilgrim Brown Sugar Layer
Angel Cakes

- Whole Cake 59c
- 1/2 Cake 30c
- Apple Sauce Loaf Cake
2 sizes 20c - 35c

Home Purity Vitamin Enriched Bread

with Energy Building Dextrose Sugar

1 lb loaf 9c - 1 1/2 lb loaf 2 for 25c

French BREAD 1 lb. loaf 10c

A real treat for lovers of tasty, crusty Bread. Just reheat in the bag

Save on Toilet Goods and Remedies

Toilet Goods Plus Tax
A Few of the Many Money Savers!

- H.Q.Z. Shampoo 16-oz. bottle 49c
- Wild Root Shampoo 50c size 39c
- Wild Root Hair Tonic 60c size 47c
- Kreml Shampoo 60c size 49c
- \$1.00 size 79c
- Drene Shampoo, oil or dry 60c size 49c
- \$1.00 size 79c
- Edna Wallace Hopper Vanishing Cream jar 49c
- Woodbury's Cream 50c size 39c
- 75c size 59c
- \$1.25 size 97c
- Lady Esther Cream 55c size 39c
- 83c size 59c
- \$1.38 size 98c
- Ponds Cream 50c size 39c
- Pacquins Cream \$1.00 size 79c

Fruits and Vegetables

- Salton Sea Grapefruit, Coachella valley's
finest, large size 3 for 23c
- Sunkist Oranges, all sizes 5 lbs. 54c
- Radishes and Green Onions 2 bunches 15c
- New White Potatoes, U. S. No. 1,
large size 5 lbs. 25c
- Spinach, fresh large, green
leaves 2 lbs. 25c

For Your Convenience After Banking Hours

Series E Bonds issued at our office 6th and Central
Week Days—8:30 a.m. to 6 p.m.
Saturday Night Until 9

AS THE battle lines approach the heart of the enemy's homeland, the fighting grows fiercer and more costly in men, material and money. That's one reason why every red-blooded American must back this mighty 7th War Loan with every dollar he can lay hands on. Another reason is that this is really TWO drives in one. In the same period last year, you were asked to

invest in TWO war loans, as against one this time.

No need to tell you that War Bonds are the safest and best investment in the world. So pour out your might, Americans, in the MIGHTY 7th War Loan. Let's show our valiant Fighting Men that we're backing them to the limit of our means... 100%.

Blend Orange and Grape JUICES -- Save on points

Get your blended Orange and Grapefruit Juice at 1/2 point value

- McDonald's Florida Orange Juice No. 2 can 20c
- Gold Bar Florida Grapefruit Juice (10 points) No. 2 can 19c

The Orange Juice is point free. Mix 'em yourself—A No. 2 can of ready blended costs 10 points. You will have the equivalent of two cans for 10 points.

At the Fountain a fine TURKEY DINNER

- 40c
- Famous Groceteria
Banana Split
25c
- Pineapple Cherry
Sundae
15c

Groceteria Guaranteed Meats

● GOOD OR YOUR MONEY BACK ●

- Original Philadelphia Canned **SCRAPPLE** 1-lb. Glass **38c** Point Free
- Remove from Glass, cut into slices 3-8 inches thick, dust with flour, fry in a little lard until brown.

WHY WORRY ABOUT BACON when you can buy this Fine Breakfast Dish?

Fine Fed STEER BEEF!

Government Graded "A"

- Steer Pot Roast 28c lb. 4 points
- Standing Prime Rib 31c lb. 6 points
- Rump Roast 27c lb. 6 points

Ground STEER BEEF lb. 29c <small>8 Points</small>	Pure PORK SAUSAGE lb. 39c <small>8 Points</small>	Ground VEAL LOAF lb. 32c <small>4 Points</small>	MUTTON PATTIES Point Free lb. 32c
--	--	---	--

Delicious STEAKS

- Rib Steaks 31c lb. 8 points
- Sirloin Steaks 33c lb. 10 points
- Round Steaks 40c lb. 11 points
- Porterhouse Steaks 50c lb. 10 points

Spring LAMB

- Leg of Lamb 39c lb.
- Lamb Shoulders 34c lb.
- Rib Lamb Chops 45c lb.
- Lamb Patties 32c lb.
- Breast of Lamb 21c lb.

LUNCH MEATS

Ready to eat. Fine for Buffet or Sandwiches. Uniform sliced—assorted, all popular varieties.

Boneless SMOKED HERRING 1/4-lb. Cello 19c <small>No Points</small>	Alaska DRIED CODFISH lb. 27c <small>No Points</small>	Sliced DRIED BEEF 1/4 lb. 22c <small>4 Points</small>	Sugar Cured BEEF TONGUES lb. 39c <small>2 Points</small>
--	--	--	---

Savings In the Super Food Markets

- O-SO-GOOD MACARONI 2 1/2-lb. **24c**
- KRINKLES Real Egg NOODLES Two Sizes **14c-24c**
(Real Honey Noodles)
- MARKET DAY SEEDLESS RAISINS 2-lb. pkg. **27c**
(For Summer Puddings)
- TASTY RICE Clean, Fancy BLUE ROSE 2-lb. pkg. **25c**
- FLORADALE HONEY 5-lb. can **98c**
(Fancy U. S. No. 1 Honey)
- Kerr's Apricot PRESERVES 2-lb. Jar **49c**
- KERR'S JELLY 2-lb. jar **45c**
Apple Strawberry—Apple Youngberry—Apple Grape
- HI-HO CRACKERS lb. box **19c**
- Vano PAINT CLEANER kt. **29c** 1/2 gal. **53c**
- OLD ENGLISH FURNITURE POLISH Quart **25c**
- EVER BEST CONCORD GRAPE JAM 1-lb. Jar **23c**

- Stale's Sweetose SYRUP 5-lb. **43c**
- SHREDDED WHEAT Biscuit (Nabisco) **11c**
- SHREDDED RALSTON Pkg. **12c**
- STEEL WOOL For Pots and Pans Each **5c**
- WAX PAPER Pkg. of 100 sheets **15c**
- Alber's FLAPJACK FLOUR 4-lb. Sack **29c**
- FISHER'S PANCAKE and WAFFLE FLOUR 10-lb. Sack **63c**
- STALEY'S CREAM CORN STARCH 4 pkgs. **25c**
- MAXINE COM- PLEXION SOAP 10 Bars **39c**
- Snowdrift SHORTENING 30 Points 3 lbs. **68c**
- WOOD-BURY'S FACIAL SOAP 4 Bars **25c**
- DUDE RANCH WAFFLE SYRUP Maple Flavored 2-lb. glass **27c**

GATES & LYDIARD

SAVINGS WITHOUT SELF-DENIAL

6TH AT CENTRAL—6TH AT GRAPE