



# MAX R. SARVIS ANNOUNCING A NEW COMPLETE FOOD MARKET



## I.G.A. STORES

### VISCOLIZED MILK

Something new to La Grande Folks! Here is a product every member of the family will enjoy. At the well known Blue Mountain Creamery we have arranged for a special process known as Viscolizing or Homogenizing. Here's the problem—take the ordinary bottle of milk—somebody gets the cream off the top—the next fellow gets skimmed milk, or nearly so. Blue Mountain Grade "A" Viscolized Milk, sold only in the I. G. A. Store, is just the pure whole pasteurized rich milk put through a machine called a Viscolizer, in which, under tremendous pressure the butterfat or cream particles are so broken up that they remain thoroughly mixed until the milk is used. THE CREAM DOES NOT RISE TO THE TOP. Our Viscolized milk is rich and creamy to the last drop. Try a bottle today. You'll be surprised how much better it is for drinking. AT NO EXTRA COST. Only 8c per quart. Sold only at the I. G. A. Store.

# 80c QT.

MAX R. SARVIS' I. G. A. STORE  
Is Now Serving Our Latest Milk Product—  
"VISCOLIZED MILK"  
Bottled and Delivered by The  
**Blue Mountain Creamery Co.**

## Bread and Pastry Department

In The Front Lobby  
Mrs. Minnie Ainsworth, formerly manager of the Dutch Shop, will be in charge. We will carry a complete line of Breads, Pastries and Bakery specialties.  
**FOR THE OPENING DAY**

Large Milk Chocolate Cakes	25c
Each	
Pumpkin or Mince Pies, Special	25c
Each	
Parker House Rolls, White or Whole Wheat	15c
Dozen	
Pan or French Rolls	15c
Dozen	

DELICIOUS DANISH PASTRY... CURRANT TEA CAKES  
DAINTY COOKIES  
Special orders for any occasion will be correctly filled.

## Pioneer Flour Mill Products

WHITE ROSE FLOUR	\$1.59
49-lb. Bag	
WHITE ROSE FLOUR	83c
24 1/2-lb. Bag	
FEDERATION All Hard Wheat Flour	\$1.79
49-lb. Bag	
FEDERATION Pure Wheat Farina	39c
For a Hot Breakfast. 9-lb. Bag	
FEDERATION 100 % Whole Wheat Flour	35c
9-lb. Bag	

**FREE**—5 Big Baskets of Groceries will be given to 5 persons Saturday Evening at 7:30 P. M.  
**Ask for Particulars**

The installation of this modern I. G. A. store has provided over seven hundred hours of work right here in La Grande. Wherever possible, Union labor has been employed. I believe the mere fact that an unsightly vacant building has been remodeled, renovated, painted, lighted and occupied is a good thing for the town. I am glad to have contributed this small part in relieving unemployment and providing work for those who needed it.



# GRAND OPENING Sale

**FREE**—a candy sucker to every child entering the store Saturday accompanied by an adult.  
**THE I. G. A. STORE IS NOT A CHAIN STORE**

I Own it Personally  
I do belong to what is usually called a voluntary association—a group of over 10,000 stores, the largest group of its kind in the world, organized to secure for the customers of its members more favorable prices, bigger values for the dollars they have to spend. And that is just what you are going to find when you walk into this spotless modern store. I'm looking for you.  
MAX R. SARVIS



## SPECIALS for the Opening Day, SATURDAY! December 23, at 1209 Adams Ave. Next Door To WOOLWORTH'S

**Christmas Candy and Nuts**

Broken Mix Candy	2 lbs. . . . . 25c
Peanut Brittle	2 lbs. . . . . 29c
Old Fashioned Chocolates	2 lbs. . . . . 29c
Brazil Nuts	2 lbs. . . . . 27c
Oregon Franquette Walnuts, lb.	19c
Mixed Nuts	lb. . . . . 15c
Pecan Meats	8 ounces . . . . 29c

**I. G. A. Toilet Soap**  
**PALM COMPLEXION SOAP**  
Made from pure palm, olive and coconut oils. Especially available for tender skins. **5c Bar**

**HEALTH SOAP**  
A good big red bar with generous "seasoning" of carbolic. Highly antiseptic and soothing to chapped hands. **6 Bars**

**Beauty Soap**  
A pure white French style hand milled bar of toilet soap, delicately perfumed. **29c**

I personally guarantee you will like either one of these soaps as well as any brand you have used. . . AND LOOK AT THE SAVING.

**Every-Day Price At The I. G. A. Store**

**WESSON OIL**  
For salad dressing, shortening and frying. **Pints 25c Quarts 49c**

**SNOWDRIFT**  
**3 lb. tin 55c**

All day Saturday we will serve I. G. A. "G" Blend Coffee, Carsten's T C Ham Sandwiches and Sunshine Krispy Crackers.

## Fruits, Vegetables

BANANAS	GOLDEN RIPE	3 lbs.	19c
ORANGES	MEDIUM SIZE	2 doz.	29c
SWEET POTATOES		lb.	5c
CRANBERRIES		2 lbs.	25c
POTATOES	In a heavy shopping bag	10 lbs.	19c
LETTUCE	Imperial Valley Iceberg	Head	10c

**Libby's Pork & Beans** 16-oz. Tins . . . . . **5c**  
(Limit 5 tins)

**Jell Powder** 3 for . . . . . **10c**  
Preferred Stock  
In popular flavors, made from purest gelatin and granulated sugar. At this season it jells in a jiffy. Full sized packages. (Limit 6 packages).

**Grape Nut Flakes** 3 Reg. Size Pkgs. . . . . **25c**

**Cocoa** 1/2-lb. Tin . . . . . **10c**  
WALTER BAKER'S BREAKFAST  
Can you remember what you have paid for this item the past? Some difference between then and our price today.

**Calumet Baking Powder** 16-oz. Can . . . . . **25c**

**Crystal Wedding Oats** Large Pkg. . . . . **18c**

**Sunshine Krispy Crackers** 2-lb. Box . . . . . **29c**

**Tomato Juice** Tall 12 1/2 oz. Can . . . . . **5c**  
Campbell's Famous

**Preferred Stock Coffee** 1-lb. Tin . . . . . **25c**

**WHAT KIND OF A STORE IS THIS?**  
Well, sir, it is a store where you may come and shop in leisure or in a hurry, as you prefer. Personal selection from a big variety of conveniently displayed foods of many kinds. Quick service at the check-out counter. If you come for meats alone or bakery goods alone, you need not be delayed. If you cannot come for the pleasure of personal selection—give us a ring on the phone—our delivery service will reach you promptly as possible. Orders of \$1.00 or over will be delivered free . . . smaller orders . . . 10c delivery charge.  
Phone 48

EVERY I-G-A STORE IS HOME-OWNED  
I-G-A STORES SERVE FORTY-TWO STATES  
**COMMUNITY BUILDERS from COAST TO COAST!**  
Help build your own community

## I. G. A. Canned Foods

These foods are especially selected before the I. G. A. label is placed upon them. In every tin you will find just a little better quality for the price you pay.

**I. G. A. CALIFORNIA PEACHES** Tree Ripened. No. 2 1/2 Tin . . . . . **17c**

**I. G. A. GOLDEN BANTAM CORN** 2 tins **25c**  
No. 2 Tin

**I. G. A. TOMATOES**—No. 2 1/2 tins, 2 for . . . **25c**  
You must try these—open a tin and turn out the red, ripe, almost whole tomatoes. An especially fine I. G. A. food.

**I. G. A. "G" BLEND COFFEE** lb. . . . . **25c**  
Mild, yet zealous and satisfying. Try a steaming cup at our demonstration table.

**I. G. A. Sweet Ground CHOCOLATE** 1-lb. tin . . . . . **25c**  
Just the thing for a winter day's beverage, or for icing any cake.

**I. G. A. Unsweetened or Sweet Milk CHOCOLATE** 2 half pound pkgs. . . . . **25c**  
In all I. G. A. products you always get a big value for the money you spend. This one is no exception. Choose either kind and try one of each.

**GAUZE TOILET TISSUE** 4 Rolls . . . . . **19c**  
Linenated, unbleached, clothlike softness.

## ABOUT OUR MEATS

To begin with, don't expect in our market the lowest prices in town! We promise you they won't always be the lowest. But I think we will have the quality you're looking for and have sometimes failed to find. Everybody in La Grande knows OSCAR UTLEY—he's in charge of the market, with instructions that when he advertises 100% pure pork sausage or No. 1 steer beef . . . that's what HE MUST DELIVER. So give us a trial today — you'll not be disappointed.

## In Our Meat Department

We Feature U. S. Inspected No. 1 Steer Beef.  
TURKEYS—Quality Birds at Market Price. Also Chickens, Ducks and Geese.

Hams, extra quality, half or whole, lb.	16c
Sliced Breakfast Bacon, 1/2 lb.	10c
Sirloin or Rib Steak, lb.	15c
Rolled Prime Rib Roast, lb.	22c
100% Pure Pork Sausage, lb.	10c
Pork Shoulder Roast, lb.	11c
Oysters for Dressing, Pint	35c

## I.G.A. STORES

Come in and see the Biggest "Snow Pile" in town

## SPERRY PRODUCTS

Improved to make griddle cakes that taste home-made—yet are light and fluffy  
**SPERRY PANCAKE & WAFFLE FLOUR** Lge. pkg. **19c**

Softasilk Gold Medal CAKE FLOUR	28c
Sperry WHEAT HEARTS	25c
WHEATIES	25c
2 Pkgs.	
BISQUICK	35c
Large Pkg.	
QUICK OATS	38c
9-lb. Bag	

**SOFTASILK**  
NOW! A Recipe for the New Winter Dainties  
**JACK FROST CAKES**  
.. together with 11 other Martha Made treats Free in each sack of **DRIFTED SNOW** 49 lbs. "Home-Perfected" FLOUR **\$1.98**

**GOLD MEDAL FLOUR**  
Recipe Folder in every bag.

10-lb. Bag	24 1/2-lb. Bag	49-lb. Bag
49c	\$1.15	\$2.09

<b>M. J. B. COFFEE</b>	<b>French's MUSTARD</b>
1-lb. Vacuum tin . . . . . <b>29c</b>	Adds a tang to the sandwich—wonderful for cold meats
<b>TREE TEA</b>	9-oz. Jar . . . . . <b>15c</b>
Orange Pekoe	
8-oz. Pkg. . . . . <b>35c</b>	<b>Formay SHORTENING</b>
<b>M. J. B. RICE</b>	3-lb. Tin . . . . . <b>55c</b>
White or Brown	
2-lb. Pkg. . . . . <b>18c</b>	<b>Brookfield CHEESE</b>
<b>French's BIRD SEED</b>	Assorted varieties
The brand everyone knows	1/2-lb. Pkgs. . . . . <b>15c</b>
Pkg. . . . . <b>14c</b>	<b>Kraft's Miracle Whip SALAD DRESSING</b>
<b>Kingsford's Gloss or Corn STARCH</b>	1/2 Pint . . . . . <b>10c</b>
Pkg. . . . . <b>9c</b>	

This most up-to-date Market is equipped with the latest and most modern display cases (manufactured by S. Birkenwald Co.) and refrigerated with

# Frigidaire

The combination of show cases and refrigeration of this type assure you of perfect protection for all foods.

We Congratulate Max R. Sarvis on His Opening

All Refrigeration and Market Fixtures installed under the supervision of  
**JESSE ROSENBAUM**

## Fred Spaeth

Local Distributor  
Phone Main 586  
La Grande, Ore.