

Selling sea food with style

by Stephanie Cole



Beth Hoover and Harvey Harris prepare deli sandwich for eager customer at Broadway Mall Fish Market. James Harris, co-owner, checks signs for specials. (below) (Photos: Richard J. Brown)

If something pleasantly unusual strikes you while your near Broadway don't be alarmed, just follow your scent to the Broadway Mall Fish Market and Deli located on 1815 N.E. Broadway. The new Broadway Mall Fish Market and Deli is under the dual proprietorship of James Harris and Beth Hoover, who in Harris's words, started the business because, "We saw a need for the residents of northeast Portland to have a fish market and delicatessen specifically designed to service their needs. The aim of our business is to provide customers with top quality products at reasonable prices, and to give the customers personalized service and assistance."

Harris is no newcomer to the business world, in 1974 he started Bon Vivant Clothier's Store for men and women's fashions. His store has gradually expanded to two locations, the U.S. Bank Plaza in downtown Portland and in West Salem Oaks Hill Mall. Harris who is a native Portlander announced that he and Hoover have plans for expansion. "Right now we have deli sandwiches available to go, a wine cellar will be opened on the premises by a former sommelier of the Benson Hotel. His experiences with wines will provide dependable service for interested patrons. In addition plans are underway to

open a "fish-chips" restaurant on the second floor. Because there are few quality seafood restaurants located in the area's business district, our restaurant will be designed to cater to the business' lunch crowd particularly Lloyd Center's.

The other half of the ownership is Beth Hoover, a former owner of "Books and Things" located in N.W. Portland. Her experience consists of consultant work primarily concerned with women in non-traditional fields. Both Hoover and Harris have had considerable experience in the business world. According to Harris, one of the special attractions that the market will offer will be home deliveries for senior citizens and shut-ins available on Tuesday and Friday. Quality fish will also be available daily, but special orders can be obtained by calling before 3:00 p.m. Monday through Saturday.

When asked about the nutritional and economic value of seafood, Harris asserted, "Seafood is definitely healthier for consumers. Its protein value is higher than any other meat and there is less waste because practically all of the product is edible. Economically you get more for your money and good quality, inexpensive seafood in a wide variety of choices will be made available at our store. Eighty-five percent of the market's products

will be fresh, the other fifteen percent is frozen because these products aren't found on the west coast."

Both Hoover and Harris are gourmet cooks and information about preparing fish can be obtained from the market, in addition recipes specifically created by the market will be compiled and made available to the customers.

The market's operating hours are Monday through Friday, 10:00 to 6:00 p.m.; Saturdays from noon to 4:00 p.m.; Sundays, noon to 4:00 p.m. Special orders and deliveries can be obtained by calling 287-1221.

Next time you're thinking of what to have for dinner, step in and see the Broadway Mall Fish Market and Deli, you're guaranteed to get hooked on it!



BONELESS
Pork Roast
Fresh Shoulder Butt
\$1.38
lb.

\$1.88

Chuck Steak U.S.D.A. Choice Boneless Beef lb.

Velveeta Slices Kraft Cheese (16-oz. Pkg. *2 18 ea.) 12-oz. Pkg. **\$1.58**

Fresh Oysters Medium Size 10-oz. Jar **\$1.78**

Dungeness Crab Fresh-Whole lb. **\$1.68**

Fresh Snapper Fillet lb. **\$1.48**

TRADEWELL FROZEN FOODS

Hashbrowns SNOBOY Potatoes 32 oz. **58¢**

Rich's Coffee Rich Non-Dairy Coffee Creamer 16 oz. **39¢**

Celeste Small Pizza Deluxe 9 oz. **\$1.59**

Mrs. Smith's Apple Pie 26 oz. **\$1.49**

Eggo Waffles 11 oz. **75¢**

Grapefruit Juice Minute Maid Unsweetened Concentrate 12 oz. **98¢**

Totino's Pizza Classic Combination or Pepperoni/Mushroom 20 oz. **\$2.78**

100% Whole Wheat Bread Fresh 22.5-oz. loaf **69¢**

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1815 NE Broadway
Portland, Oregon 97232
287-1221



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- Deli meats
- Cheeses, Breads
- Deli sandwiches to go

- ✓ Open 7 days a week
- ✓ Special orders can be phoned in before 3pm Monday - Saturday
- ✓ Home deliveries available on Tuesdays and Fridays for shut-ins and senior citizens.

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