

Smart shoppers save dollars

Mrs. Nultons' Grocery Store—what nostalgia. It was like an institution in our neighborhood. Mrs. Nulton actually did everything in her little store, unlike some of the chains of supermarkets that bear a person's name. She was the only one there. She helped raise the neighborhood kids, too. Along with the family, church and school, Mrs. Nulton was there to "raise you up proper." She'd listen if you wanted to talk. She seldom got impatient with you if it took you a long time to spend your pennies. She'd help you decide which was the best buy, and she'd tell your parents on you if you were naughty (which, according to her, was for your own good).

Now most of us shop at supermarkets. You may not have thought of it before but there are several kinds of supermarkets. The grocery industry

defines a supermarket as a food store that does over two million dollars in sales a year. Seventy-one percent of the groceries we buy come from supermarkets. Ten years ago, that number was a little higher—79 percent. It looks like some of us are switching to other places to buy groceries.

Conventional or typical supermarkets do about two-thirds of the supermarket business. In a typical supermarket, most of the counters are self service. You help yourself to the produce, meat, dairy products and packaged goods. Some of the newer stores or remodeled ones offer some service counters, such as an in-store bakery counter or a deli, but these are usually small. You have 8,000 to 12,000 items to choose from and the store margin is about 20 percent. Store margin is the difference between what the stores pay for all the item

and what they sell them for. This is not the same as the profit margin, but does affect the price a consumer has to pay. The profit margin on sales is about 1 percent for most supermarkets which is why volume is so important.

Superstore is the term used for those really big supermarkets that combine groceries, non-food items, restaurants, pharmacies and special service counters. They offer 15,000 items and work on a store margin of 21 percent to 23 percent.

The next largest supermarket category is the warehouse supermarket. This market started out very plain, with a very limited inventory, and little help for the consumer. It is now very similar to conventional markets, except in its display of merchandise. They display the food in cartons, cutting away enough space for you to make your selection. You don't have to mark things yourself, but you often need to bag your groceries. If you haven't shopped in these stores in the last two or three years you might try it. Their store margin is 16 percent and they vary from 1,500 to 7,500 items. They've come a long way from their original "dark cave" warehouse look. Be careful in purchasing perishables, however, they are often higher than at conventional supermarkets.

There are versions of the warehouse supermarket that are more limited. They sometimes have only 500 items, and seldom have any perishables. These limited supermarkets have a 12 percent store margin, which is about as low as it gets, but the items they offer are commonly put on special at other supermarkets, so are not always alot cheaper.

The big growth in grocery store sales has been at the convenience store which is surprising since the store margin is usually around 30 percent. They also have fewer items—about 3,000—and offer such differing things as gas and fast foods. As the supermarkets got bigger the convenience store share of the market increased. Probably because people used it to pick up a few needs rather than look all over the bigger stores. It also has convenient locations, hours and

quick service. It may be the way to save time, but is seldom the way to save money.

Twenty-three percent of the total grocery sales are still made in small stores. Some are like Mrs. Nultons', a small operation run in a neighborhood. Some are like little supermarkets that do have sales of one to two million dollars a year. There are also health food stores and specialty stores such as meat markets, fish markets, bakeries or delicatessens that offer service and a wide selection of a particular kind of food. These stores usually have higher costs but prices are hard to compare, since many of the items are not carried in conventional stores.

Canned foods are often featured on sale, or regularly featured at lower prices in the lower cost supermarkets. Here are a couple of recipes that feature canned fish. You might like to try some of the pink salmon, it's usually less expensive and though not as pretty, it still tastes great.

SALMON LOAF

- 1 16 oz. can salmon
- 1 egg
- liquid from salmon plus enough milk to make ¼ cup.
- 1½ cups coarse cracker crumbs (18 individual soda or whole-wheat crackers)
- 1 Tablespoon lemon juice
- 1 Tablespoon chopped onion
- 1/8 teaspoon pepper

Flake and remove bones and skin from salmon. Then stir in the rest of the ingredients. Spoon lightly into a small loaf pan. Bake at 350°F. for about 40 minutes. 4 servings.

BURGERS

Mix thoroughly and divide between six hamburger buns. Place on cookie sheet. Bake in 325°F. oven for 20 minutes. Leftovers freeze well if wrapped tightly. Can be reheated from frozen. Uncover and place in 300°F. oven until completely thawed and warm through—about 20 minutes.



FRYER LEGS

Fresh, Whole USDA Grade A, Southern Grown, Hindqtr. Cut, Jumbo Pk. (Less than 5-lb. Pkg.-69¢ lb.) lb. 59¢

lb. 59¢

ASSORTED PORK CHOPS

Sliced Chops & Steaks mixed

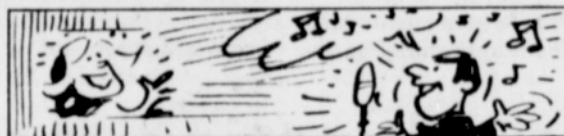
lb. \$1.39

SE 20th & DIVISION
SE 72nd & FLAVEL
NE 15th & FREMONT
W BURNSIDE at 21st
SAN RAFAEL—1910 NE 122nd

Forest Grove—2329 PACIFIC
Oregon City—878 MOLALLA
Canby—1051 SW 1st
LLOYD CENTER

14410 SE DIVISION
3956 SE POWELL
NE 74th & GLISAN
HILLSBORO—960 SE OAK

TRADEWELL



In the 1945 movie *To Have and Have Not* Lauren Bacall's singing voice was dubbed in by 14-year-old Andy Williams.

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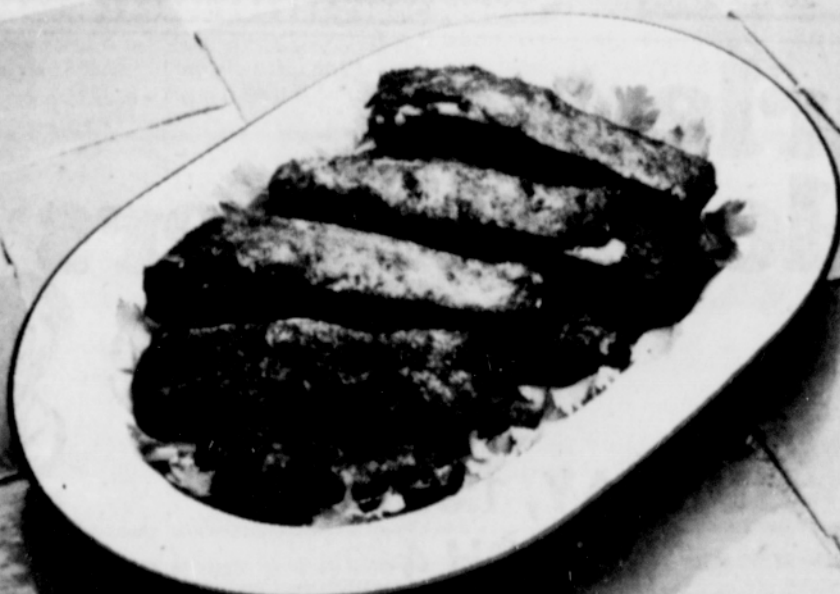
Family Fast Food Fixin's



There won't be one spare rib left over when you share this luscious dish with your family and friends. Made with SHAKE 'N BAKE® Seasoned Coating Mix for Pork and Ribs—Barbecue Style. Quick 'n easy to make by following the recipe below. That's General Foods quality—always downright delicious.



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Spareribs, Southern Style

SHAKE 'N BAKE®

- 2 tablespoons water
- 2 tablespoons spicy prepared mustard
- 1/2 teaspoon hot pepper sauce
- 2 pounds spareribs,

- cut into single ribs
- 1 envelope SHAKE 'N BAKE® Seasoned Coating Mix for Pork and Ribs—Barbecue Style

Combine water, mustard and pepper sauce; brush on ribs. Empty seasoned coating mix into shaker bag. Shake 1 or 2 ribs at a time in bag until evenly coated. Arrange ribs, close together, sides touching in 13x9-inch pan. Cover with aluminum foil and bake at 350° for 40 minutes. Uncover and bake 20 minutes longer or until tender. (For country-style ribs, bake an extra 15 minutes longer.) Makes 4 servings.

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FOR FAST AND FRIENDLY SERVICE!

Starting Friday, February 24th, Larry Willson's Union Square Convenient Food Mart WILL BE OPEN EVERY HOUR, EVERY DAY. Local owner/operator, Larry Willson, believes that you can find "Just what you want" in his Union Square CFM. That is: The variety you want; the groceries you want; the produce you want; the service you want; all at the price you want. And, Larry features a full-service delicatessen with meats, cheeses and salads. Delicious. And now you can get "Just what you want" ANYTIME: LARRY'S CONVENIENT FOOD MART IS ALWAYS OPEN.



We've got savings to go at your neighborhood Convenient Food Mart Stores! Whether you stop in for a cup of coffee and a sweet roll, or a fresh apple, or any of our over 4,000 brand name items—you can find them quickly at Convenient Food Mart. And at a price that will keep you coming back. Now isn't that just what you want?



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ROAST BEEF	1.29	2.09	GERMAN SAUSAGE	1.19	1.79
PASTRAMI	1.29	2.09	CHOICE OF CHEESE	1.19	1.79
BEEF SALAMI	1.29	2.09	BOLOGNA	89¢	1.29
TURKEY BREAST	1.29	1.99			
HAM	1.29	1.99			
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