

Holly Rice and Milk Ice Cream

A most delightful relish. It is new in Oregon, but all the rage in the East wherever introduced.

SEE OUR DEMONSTRATION AT
LINCOLN MARKET
NORTHEAST CORNER FOURTH AND YAMHILL STREETS
(FORMERLY TURN HALL BUILDING)

Holly Rice and Milk Food

A nutritious table luxury, richer than eggs and less expensive than plain Milk.

Ten Cents for 16 Ounces NET WEIGHT

It is whole, sound rice, steam cooked in pure Jersey milk. If preferred hot, place unopened can in boiling water for 10 minutes. Comes from the store ready to serve, and if your grocer doesn't sell it, phone Main 7500 and we'll tell you where you can get it.

GRAND FOR OUT-OF-TOWN TRIPS
OR CAMPERS

Holly Milk & Cereal Co.
PORTLAND, OREGON

NORTHEAST CORNER
4TH AND YAMHILL

Opening Exhibition and Food Sale

NORTHEAST CORNER
4TH AND YAMHILL



VISTA HOUSE PUBLIC MARKET

Saturday, June 22d 8 A. M. to 7 P. M.

My name is Brown. My wife was a member of the well known Smith family.

Our partnership arrangement is one usually found in the homes of Browns and Smiths everywhere, to say nothing of the Jones, the Thompsons, the Greens and the Robinsons.

That is to say, I earn and my wife spends and saves, It is a good arrangement if you have the right kind of a wife. Mine is the right kind. She is a careful manager. And cook! we live well at our house.

You understand that I am just an ordinary citizen and I am writing an advertisement. The Vista House Public Market has asked me to write it because I am an ordinary citizen, one of the kind who go with their wives to market and carry the basket.

The Vista House Public Market is at the corner of Fourth and Yamhill. I remember the corner as it used to look only a little while ago. It was a jumble of little places, so dark and uninviting on the outside that I never cared to penetrate its darker recesses. Somebody knocked the walls out, and let the good sunlight in. Somebody else performed miracles with paint—white paint.

So, when my wife piloted me to that corner, I thought I was lost, so changed it was.

There it was, all light and bright and clean-looking, a clean sweep right thru, with only thin pillars of brightly labeled tins to block the view.

I approve of public markets. I'm a hard-working man, and when night comes I'm tired. I do not like to traipse from store to store, at my wife's heels, bearing burdens while she shops. Everything you want or need in the eating line is in the public market.

It is so at the Vista House—a complete grocery store, a meat market, a fish market, a coffee store, a store where you can buy butter, eggs and cheese, and a fruit store.

It has been my wife's experience, too, that the prices at a public market are lower. It stands to reason that they would be. The rents are not so high. They say a dollar is worth only 60 cents these days. But my wife gets 100 cents worth of food for a dollar at the Vista House.

The Vista House Market will be formally opened to the public Saturday. If you are an ordinary citizen, like myself, and a member of any of the well-known families I have mentioned, you will go with your wife and with a basket on your arm to the Vista House Market, and you will find that all I have said concerning it is true.

Yours Respectfully, JOHN BROWN,
Portland, Oregon.

Introducing the PEOPLES

Cash and Carry GROCERY

In the VISTA MARKET—Cor. Fourth and Yamhill

Prompted by the Government's motive of conservation in promoting the recent "Carry Your Own" campaign, we have gone one step farther in opening this People's CASH AND CARRY Grocery. There will be no telephone orders taken—no deliveries—everything strictly cash—and every cent that we save by not giving that extra service will go right into your pocketbook—your groceries will be sold to you for that much less.

The white walls, the spic and spanness of everything about this market only indicate in a small measure our desire to give you only the highest quality, the purest and freshest provisions for your table. Our fourteen years of honest dealing in Portland is your guarantee of satisfaction—along with a greater saving than we have ever been able to offer before—in our new CASH AND CARRY GROCERY.

INTRODUCTORY SPECIALS FOR SATURDAY

- 3-lb. can Hill's Blue Label Coffee95c
- 3-lb. can Royal Club Coffee95c
- 1 lb. People's Special Blend Coffee25c

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|---|--|
| Large size Royal Baking Powder.....35c | 3 cans Skat.....25c |
| 3 lbs. Broken Macaroni.....25c | 6 rolls Toilet Paper.....25c |
| 3 bottles Extract Wax Paper.....25c | 7 rolls Wax Paper.....25c |
| 2 cans Old Dutch Cleanser.....15c | 1 lb. bulk Chocolate.....25c |
| 1 can medium Wesson Oil.....25c | 1 lb. bulk Cocoa.....25c |
| 1 can medium size Log Cabin Syrup.....45c | 3 pkgs. Seedless Raisins.....15c |
| 1-lb. pkg. A. & H. Soda.....5c | 2 cans Shinola Shoe Polish.....15c |
| 3 pkgs. Gloss Starch.....5c | 3 bars Toilet Soap.....15c |
| Large pkg. Ivory Starch.....5c | Cream Cheese, 30¢ lb.—2 lbs. for.....50c |
| 1/4 lb. Hershey's Cocoa.....15c | |
| 1 pkg. Jello.....15c | |
| 3 pkgs. Climax Noodles.....25c | |
| 5 bars Clean Easy Soap.....25c | |
| 1-qt. jar Prepared Mustard.....25c | |
| 3 pkgs. Toothpicks.....10c | |
| 1 lb. Cluster Raisins.....10c | |

MILK SPECIALS

- Large can Carnation Milk.....11c
- Large can Borden's Milk.....11c
- Large can Holly Milk.....10c
- Small Carnation or Borden's Milk.....8c
- Eagle Milk, can.....20c

Back Up the Boys "Over There"—Use Less Wheat
Special Demonstration National Biscuit Co. Wheaties
Cakes and Cookies
Free Demonstration of Holly Rice and Milk

N. E. Corner
4th and Yamhill



N. E. Corner
4th and Yamhill

BENNETT'S MARKET

Leads the Low Price Brigade

Just a Few of Our Many
SATURDAY MEAT SPECIALS

- | | |
|---|-------------------------------------|
| Veal Stew, pound.....15c | Fancy Pot Roasts, pound.....15c |
| Veal Steak, pound.....18c | Home-made Liver Sausage, lb.....15c |
| 2 lbs. for.....35c | Home-made Frankfurters lb.....20c |
| Veal Liver—a bargain, 2 lbs. for.....35c | 2 lbs. for.....38c |
| HOOVERIZE | |
| Use our own home-made Compound—2 pounds for.....48c | Home-made Bologna, 2 lbs.....38c |

The Wise Buyers Shop Early and Profit Thereby

BENNETT'S

Fourth and Yamhill, Northwest Corner

Buy GROCERIES for Less
Buy COFFEES for Less

Start to save by buying your Groceries, Coffees and Teas at the Java. Others are saving substantially, make it a practice of buying here, you will be ahead.

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|---|------------------------------------|-------------------------------------|--|
| Butter, roll.....95c | Eggs, two dozen.....85c | Peanut Butter, 3 lbs.....45c | Cheese, pound.....30c |
| For your Fishing or Outing lunches. Just a few to let you see how our prices run. | Chip Beef for.....20c | Veal Loaf, can.....25c | Armour's Deviled Meat, 2 for.....15c |
| Sardines, can, 10¢, 20¢ and.....25c | Holm's Sweet Pickles, pint.....20c | Monopole Dill Pickles, 4 for.....5c | Extra large Queen Olives, pint.....25c |



COFFEE

JAVA COFFEE CO.

We Get Our Salmon

Direct from the Fishermen

Royal Chinook

Salmon (whole or half fish), lb.

22c

- RED SNAPPERS, per pound.....8c
- FLOUNDERS, per pound.....8c
- EXTRA CHOICE CRABS Fresh Cooked Daily
- CHICKENS Extra Fancy, Fresh Killed Daily
- UNITED FISH & POULTRY CO. No. 2 Located In Vista House Market

Quality Meats Lower at Gelinsky's Market

BEEF

cut from 3-year-old heifers

- LOIN STEAKS—POUND.....20c
- PORTERHOUSE and T-BONE STEAKS, Tender and Juicy.....25c
- POT ROAST—Delicious, Hot or Cold, pound.....15c

PORK BONES, Tasty Boiled With Greens, Pound.....8c

Gelinsky's Market

Come Early and Get the Best Selections

Opening Specials at

Vista Butter Store

Genuine Oregon Ranch Eggs—Strictly Fresh, doz. 45c

Full Cream Oregon Cheese—something choice, lb. 25c

OUR LEADER

Vista House Brand Creamery Butter

It's the best that pure, rich Oregon cream can make—

Per Roll of 2 Pounds, 95c

In One-Lb. Moulds, 48c

95c 48c

VISIT THE VISTA

AT THE

Vista Coffee Shop

The grade of coffee you buy in cans at 40 cents per pound—sold in bulk for our opening special at, pound.....25c

Vista House Blend

Positively the best coffee on the market. Our special price for delicious blend, lb.35c

ONLY ONE GRADE OF

Tea

and that is, the best—nine different flavors—

- CEYLON, ENGLISH, BREAKFAST, JAPAN, GUNPOWDER, ORIENTAL, CAN.....50c

VISIT THE VISTA

At Northeast Corner of Fourth and Yamhill Streets