

Statement by Henry W. Kent

TO THE CLUB WOMEN AND HOUSEKEEPERS OF PORTLAND

"Pep Without Purpose Is Piffle"
"Ain't it the truth!"

The Consumer's League, Inc., is the result of a Purpose and this, together with the "Pep" we are putting into the business, we hope will thoroughly establish a pleasant and profitable business relation between you as the purchaser of Food Supplies and our concern as **Food Distributors.**

Our president, **Henry W. Kent**, well known to most of you as the secretary of the **Portland Caterers' Association**, nearly two years ago conceived a PURPOSE, viz., the establishment of what is known as a Chain Store System, in Portland. To accomplish this a large purchasing power was needed. Mr. Kent took the position of **Purchasing Agent** for a large number of the **Big Downtown Caterers**, organizing a **Wholesale Grocery Company**, known as the **Western Distributing Company**, for the purpose.

Later, when the Food Administration took control of the Food Supply, the Portland Caterers' Association was formed for the purpose of assisting the **State Food Administrator** in enforcing food regulations. Mr. Kent was unanimously elected **Secretary.**

The large volume of buying done by the Caterers through the **Western Distributing Co.** enabled the organization of the Retail Department, which was called the **Consumers' League, Inc.**, located at 185

Third Street, adjoining the **Municipal Fish Market**, and a foundation for a Chain Store System was laid.

Store No. 2 is located at Fiftieth and Sandy Boulevard, where the same goods and prices are given as at the main store.

We are looking for other locations and would be glad for suggestions.

Our principle in business is fixed:

"Sell each article for what it is."

"Get a small profit."

"Not How Cheap but How Good."

"The taste is remembered long after the price is forgotten."

Our big buying power enables us to make a low selling price.

Mr. Kent's work for the Caterers requires practically all his time, therefore Ray Bellamy, was elected Manager to handle the details of the business. We ask you to call at one of our stores and examine our stock and prices.

If the big food dealers who are members of the Portland Caterers' Association can afford to trade with us after nearly two years of association, will it pay you to join our already large and weekly increasing number of customers? We know it will!

Our reference: Any one of the 87 members of the Portland Caterers' Association and any person who has bought goods at our stores.

We own our own Coffee Roasting Plant and offer you our Famous Circle K Brand of coffee—a regular 40-cent grade—at 29c per pound, equal in quality to any brand sold in Portland.
Cash and Carry System.

Don't Forget Our Locations,

185 Third St. near Yamhill. Fiftieth and Sandy Blvd. Phones Main 1909, A-3268

East Siders Attention!

PATRONIZE

Freeman's East Side Cash & Carry Store AND SAVE MONEY

319 East Morrison, S. W. Cor, Grand Ave.
The Store Where Every Dollar Does Its Duty

Great Saturday Specials

ONE DAY ONLY

Holly Milk (6 to a customer), 6 cans for 60c
Carnation Milk (6 to a customer), 6 cans for 72c
Solid Pack Tomatoes (6 to a customer), 6 cans for 90c
Early June Peas, can 15c—dozen \$1.75

COFFEE
Golden West 1 lb. 35c
M. J. B. 3 lbs. 95c
Royal Club 5 lbs. for \$1.63
Dependable 3 lbs. for \$1.63

A. & H. Soda 5c
Crescent Sardines 20c
1/2 lb. Hershey's Cocoa 15c
Crystal Shaker Salt, 3 pkgs. 25c
CRISCO
1 lb. 35c—1 1/2 lbs. 49c
3 lbs. 97c—6 lbs. \$1.93

Freeman's Special Coffee, regular 35c grade at, pound 28c
2 pounds for 55c
Fresh Country Eggs, guaranteed, dozen 53c
Best Creamery Butter, per roll \$1.10

A Big Line of Fresh Fruits and Vegetables Always on Hand

Good Butter 95c-\$1

Best Creamery Butter, \$1.10 and \$1.15
Eggs, 2 Dozen for 95c

Fresh Ranch Eggs, dozen 55c
CHICKENS—SPRINGS 38c, HENS 33c
Mild New Cheese, 2 lbs. for 65c
LA GRANDE CREAMERY CO.
CORNER FIRST AND YAMHILL

Again We Offer These **"DELICATTEN" SPECIALS** For This Saturday Only

Red Salmon, flat can (limit 12 cans), per can 15c
Sardines, big oval can (doz. cans \$2.25), can 20c
Pork and Beans, 16-oz. can, 2 for 25c
Royal Baking Powder, 12-oz. 39c
Best Creamery Butter, lb. 55c

SWEDISH DELICATESSEN

225 Yamhill Street Bet. First and Second

YOU CAN SAVE MONEY BY BUYING YOUR DAIRY PRODUCTS AT COOK'S—THE QUALITY IS THE BEST AND THE PRICE IS RIGHT

SATURDAY SPECIALS
BUTTER
Fresh Churned Gold Crown, lb. 58c
3 pounds, The Best made \$1.15
Fresh Churned Spring Valley 1 pound 53c
2 pounds \$1.05
Fresh Dairy Butter, lb. 50c

CHEESE
Fancy Oregon Cream Brick, lb. 30c
Select Tillamook Full Cream, pound 35c
Oregon Mild Full Cream, lb. 30c
Jack Cheese 25c

COOK'S DAIRY PRODUCTS STORE
Two In Bay City Market 4th and
Stores and New Central Market Yamhill

Can Vegetables and Fruits and Save

Because of the deportation of food supplies, it is imperative that every housewife can all the vegetables and fruits possible. The family larder must be filled, and it should be filled with the products which under less strenuous conditions might be allowed to go to waste. Plan for the future. Great armies look to the United States for food. The burden of storing fruits and vegetables must fall on the housewife, for only a small part can be taken care of in canning plants of the country.

Breakfast Cereals
9 lbs. Rolled Oats 80c
2 lbs. Fancy Rice 25c
2 pkgs. Puffed Rice 25c
2 puffed Wheat 25c
2 Shredded Wheat 25c
2 Kellogg's Corn Flakes 25c
Kellogg's Krumbles for 10c
1 pkg. Uncle Sam Breakfast Food 25c

SYRUPS
Sugar Substitutes
1 can Alaga Syrup 20c
1 large Log Cabin Syrup 85c
1/2 gal. N. O. Molasses for 35c

For Canning Vegetables and Fruits

Mason Jars, quarts 90c
Mason "Zinc" Caps, doz. 30c
2 doz. Economy Caps 55c

Heavy Jar Rubbers, doz. 5c
You'll find all the other canning necessities here, too!

Buy Milk by the Can

Holly Milk, 5 cans 55c
Marigold Milk, can 10c
Case \$4.75
Marigold Mil, can 10c
Case \$4.75
Small Milk, 5 cans 30c

Make Wash Day Easy With

3 cans Skat 25c
2 cakes Sapollo 15c
2 cans Old Dutch Cleanser for 15c
1 bottle Ammonia 5c
1 bottle Bluing 5c
1 large Sea Foam 20c
Palm Olive Soap 10c
1 box Fancy Toilet Soap 15c
2 dozen Clothespins 5c

10 Bars Bob White Soap 55c

SPECIAL! Coffee, 3 lbs. 95c
Golden West, Royal Club, Dependable, Hill's Red Can, 35c lb. or 3 lbs. 95c

Cooking Fats

Pearl Shortening—
3 lbs. 75c—5 lbs. \$1.25—10 lbs. \$2.50
3-lb. can Crisco 90c
Medium Wesson Oil 80c
Large Wesson Oil \$1.60

Miscellaneous Items of Importance to Homekeepers

2 glasses Chipped Beef 25c
6 rolls Wax Paper 25c
3 pkgs. Macaroni, Spaghetti, Vermicelli or Noodles 25c
3 jars Mustard 25c
3 jars Horseradish Mustard 25c
3 bottles Extract 25c
Cox's Gelatin 10c
2 lbs. White Beans 25c
Pink Beans, lb. 10c
Split Peas, lb. 10c
Fancy Crisp Ginger Snaps 15c
1 lb. Fancy Cookies 25c
Peanut Butter, lb. 20c
Full Cream Cheese, lb. 30c
1 lb. Fancy Walnuts 30c
3 pkgs. Shredded Codfish 25c
Libby's Grated Pineapple 15c
1 lb. Shredded Coconut 35c
1 lb. Butter Crackers 15c
Hires' Root Beer Extract 20c
1 quart Queen Olives 25c
Fancy Dried Pears, 2 lbs. 25c

For Baking—Flour Substitutes

10 lbs. Whole Wheat Flour 65c
10 lbs. Graham Flour for 65c
1 pkg. A. & H. Soda 5c

Large can Royal Baking Powder 35c
1 lb. Rumford's Baking Powder 25c

Miscellaneous Items of Importance to Homekeepers

6 lbs. Soya Beans 25c
3 bottles Elder Vinegar 25c
3 pkgs. Raisins 25c
1 can Hershey's Cocoa 15c
2 lbs. Fancy Prunes 25c
1 lb. bulk Cocoa 25c
3 pkgs. Toothpicks 10c
1 lb. Pickling Spice 35c
10-lb. sack Corn Meal 10c
Whipit 15c
6 rolls Toilet Paper 25c

BUY CANNED GOODS AT PEOPLES

2 cans Peaches 25c
2 cans Apricots 25c
2 Del Monte Sauce 15c
Van Camp's Soups, can. 10c
3 cans Pork and Beans 25c
Booth Sardines, all kinds 20c



Yamhill Street Public Market

In the Big Building Corner Second and Yamhill Streets

These Special Prices for This Saturday

Special—Stalls 22-24 Boiling Beef, lb. 12 1/2c Breast of Veal, lb. 15c	Special—Stall 11 Look for the Big Churn and Save Money on Butter.	Special—Stall 26 2 Large Loaves 18c 3 Bread 18c Mother Hubbard Butter—per roll \$1.15	Special—Stall 15 Large Queen Olives, pt. 30c Pickled Pigs' Feet, lb. 20c Summer Sausage, lb. 50c
Special—Stall 30 Legs of Spring Lamb, lb. 30c	Special—Stall 4 Shredded Wheat, Post Toasties, 2 for 25c 10-oz. Canned Peas 10c	Special—Stall 18 Extra Fancy Pot Roast for Saturday Only	Special—Stall 7 Home-Made Potato Salad, per lb. 20c Cottage Cheese, lb. 20c Ripe Olives, pint 30c

Do you realize the day of solicit, charge and deliver has gone by—By the records of quality sold and prices made the Cash and Carry stores have taken first place. It is the necessity of saving that war has brought us to face, which makes Cash and Carry stores imperative.

THE 20TH CENTURY OPERATES MANY STORES—ALL CASH, CARRY AND SAVE STORES
PRICES ON QUALITY MERCHANDISE GOOD SATURDAY AND MONDAY

JELLO—Use Jello and save sugar. Any variety excepting peach. Package 10c. Limit 4 packages to a customer.

MILK SPECIAL—Jersey Bell Milk, canned in state of Washington. Sweet and wholesome. Purchased before the recent rise, we can sell full size tall cans for 11c, 5 cans 55c, dozen \$1.30, case \$5.10. Sample cans open for inspection at all stores.

Carnation or Holly Milk, 2 cans 25c, dozen \$1.50. Limit dozen to a customer.

Baby Carnation or Mt. Vernon, 4 for 25c, dozen 75c. Limit 1 dozen.

As long as they last, Saturday and Monday:

CANNING SUPPLIES
Kerr's self-sealing wide-mouth Mason Jars and Kerr's Economy Jars—Pints special 99c, quarts special \$1.09. 1/2-gallon jars special \$1.49.

RUBBERS
Rubbers for Mason jars—Great Dane, extra heavy gray rubbers, Dozen 7c, 4 dozen 25c. Economy Caps, dozen 25c.

SYRUP
Especially high-grade—Pure Cane and Maple Syrup in small cans, 10c—6 cans 55c, dozen \$1.10. We advise you to get a dozen cans. Scarcity of sugar will make syrup scarce. Samples shown.

BULK COFFEE
Sixth sale on our best grade, Port of Portland Coffee—hot from our own roaster. For advertising purposes we offer this Coffee once more to you at pound 25c. Limit 4 pounds to a customer. Always sold at 33c lb. excepting on these rare occasions.
M. J. B. Tree Tea and Golden West—1/2-lb. pkg. 25c, 1 lb. 49c. Why pay 60c?

SOAP
10 bars Bob White 55c
10 bars Small Ivory 65c
10 bars Crystal White 65c

Investigate — see for yourself. Our stores are full of Quality Merchandise—Try a 20th Century Grocery Store.

No Use to Look Further

Stores at 168 Fifth, across from the Postoffice—731 1/2 Washington—410 Montgomery, bet. Tenth and Eleventh—And in the Big Yamhill Market, Second and Yamhill—Also 611 Main Street, Oregon City, and Hillsboro, Oregon.

20TH CENTURY GROCERS AND COFFEE ROASTERS

EXTRA SPECIALS
All This Saturday
At the New Liberty Market, S. E. Corner Fifth and Yamhill
—In the Portland Gas Co.'s Former Location

Liberty Grocery and Bakery Selling Out? No
Our Prices Are Right Investigate
S. E. Corner 5th and Yamhill

Constantine Co.
Offers These Choice Meat Specials for This Saturday
Choice Roasts of Pork from the leg, 35c per lb.
Pork Steaks, 35c per lb.
Leaf Lard, 32c per lb.

Pot Roasts of Beef, lb. 20c
Short Ribs of Beef, lb. 17c
Legs of Lamb, 35c per lb.

Choice Roasts of Lamb and Veal at Specially Low Prices.
WE URGE YOU TO COME EARLY!

Constantine Co.
THE LIBERTY MEAT MARKET
In the Liberty Market, Fifth and Yamhill

Coffee and Tea
We roast our Coffee daily
Fresh Roasted Coffee tastes better, goes farther—steel cut, no dust, no chaff
Try our
JAVA BLEND, 33c LB.—3 LBS. 95c

Castle Coffee Co.
In the Liberty Market
We have six blends of Coffee and 14 varieties of Tea

Eat FISH
and send more meat to the boys over there.
THESE SPECIALS FOR THIS SATURDAY
Halibut, special, lb. 23c
Salmon, lb. 23c
Steelhead Salmon, half or whole, lb. 18c
Fresh Cooked Crabs, each 20c

Pacific Oyster Co.
In the Liberty Market

All kinds of
Cut Flowers and Plants
Funeral Designs a Specialty
The LIBERTY Florist
In the Liberty Market

Extra Fancy Butter \$1.05—2-lb. Roll
Liberty Creamery
In the Liberty Market

Liberty Market
S. E. Corner Fifth and Yamhill