

The Salem Advertiser

A section of The Oregon Statesman featuring Merchandise Savings

Salem, Oregon, Tuesday Morning, December 23, 1930

Watch for this Section each Thursday

Roth Grocery Co.

134 N. Liberty St. Phones 1885-6-7.
THIRTY-DAY ACCOUNT SERVICE. FREE DELIVERY.
"A Food Store That Merits Your Confidence"

Your Christmas Dinner

If there is one time in the year when the family larder should be full it is now, just before Christmas. The children are home from school. Extra guests in the house. Christmas entertaining to do. All kinds of drains on the food supply. And here we are with a store full of the finest foods to be had anywhere, ready to supply your wants.

Oranges in the small sizes are very economical at two dozen for 35c and 25c dozen. Also the large sizes at 50c and 70c a dozen. California Grape Fruit at 60c a dozen and the Florida at four for 25c. Japanese oranges in the original boxes at \$1.15 per box and you can buy the California Navels in the whole or half boxes at very close to wholesale prices. Cluster Raisins at 25c per package and the dates and figs in sale packages at 25c. Then for the center piece of your Christmas dinner we have the turkey, (an especially fine lot of grain fed birds), the cranberries, the mince meat or pumpkin. Roth's fruit cakes and plum puddings and the Cresta Blanca Pudding Sauce with the old time flavor. Plenty of celery, head lettuce, cauliflower, brussel sprouts, hot house tomatoes, cucumbers, artichokes, sweet potatoes, Hubbard or Maribelhead squash, fresh peas, beets, carrots, turnips are the fresh vegetables to select from. And the canned foods that are so easy to prepare, the asparagus, Tomatoes, Kernel and Del Maize corn, artichoke hearts, telephone and dimple peas, the whole string beans, Santiam Cut beans, spinach, baby beets, and by the way we are giving a 10% discount on canned goods in dozen lots assorted as you wish. The canned pineapple, grape fruit, halves and sliced peaches, Bartlett pears, salad fruit, apricots are also included in the 10% discount sale.

A Few More Suggestions

Ripe and green Olives, Burr Gherkins, Dills, Relish, Chili Sauce, Snider's oyster cocktail sauce. Imported Swiss, Roquefort, Nippy New York Cheddar, Tillamook and all the varieties of Kraft and Brookfield Cheese. Clicquot Club and Canada Dry and the various cordials and Vermouths add zest to the occasion. Our cakes grace the dinner table in many homes—Lady Baltimore, Burt Leather, Chocolate, Prune, Mocha, Nut, Coconut, Angel and Jelly Rolls. Mince pie made with our home made Mince meat and the apple and pumpkin pies.

We Can Roast a Limited Number of Turkeys on Wednesday

Just to Remind You

On January 2nd we will open our new store at 275 N. High St. (next to City Hall). We close here Dec. 31st and open on Jan. 2nd with no loss of time or inconvenience to our customers.

COME INTO THE KITCHEN

By ELLA M. LEHR

We almost forgot it—in the mad scramble of long-delayed Christmas shopping, in the jostling crowds on busy streets and the hum and hurry of holiday festivities; when deciding whether to buy young brother a tie as many-hued as Joseph's coat or a rather uncertain cigarette lighter, when mysterious bundles with a time set for opening stack up around our Christmas tree and curiosity wrecks our peace of mind, when planning for in-laws and such at the Christmas dinner destroy all thoughts of other feasting! Yes, we'll bet you almost forgot the Christmas breakfast and the

supper not at all necessary after the noon-day feast but most certainly expected.

Just what kind and size your Christmas breakfast will be depends upon your mode of doing things on that day of all days. If kiddies' feet come pattering down the stairs in the wee sma' hours, curiosity bound for the tree and their well-filled stockings—you may count on a late breakfast, for there's no sort of breakfast that can break the spell of the Christmas tree. And if breakfast is the requirement before the results of Santa's visits are noted, you may be quite sure that a mere breakfast will mean absolutely nothing in their young joy to the gasp-never fire of them.

Many Stores in City Report '30 Sales are Good

A check of numerous mercantile establishments about town Monday revealed that business was not far behind the 1929 season. Especially was this true of stores specializing in small articles. Several of these firms said their 1930 sales exceeded those of a year ago.

Some of the larger stores said the unit number of sales was as high as in 1929 but declines in the retail prices and in the sale of smaller articles had cut down the gross amount of money received. Salem's streets were lined with traffic all afternoon Monday and stores generally were thronged with buyers. At the postoffice Monday afternoon, a line 20 to 40 persons long was created behind two stamp windows as last minute shoppers waited to get their packages into Monday night's mails.

Good For BOTH TREATERS
Eight's Capital
The Elders

BUY NOW AND SAVE 10%
\$2.50 Books Now.....\$2.25
\$5.00 Books Now.....\$4.50
\$10.00 Books Now.....\$9.00

tronomical apparatus of even a cycle!
We do advise fruit as a "starter"—grapefruit, baked pears and any of the colorful display of canned fruits we hope your pantry houses!

Eggs may be served in a multitude of ways and somehow we the whole breakfast may be served with the hostess never leaving the table.

And have you forgotten the fried mush, crisp golden brown morsel, which your grandmother served? This with syrup and fruit provides a most complete breakfast!

Fried Cornmeal Mush
Cook cornmeal as any cereal, until thick. While hot, pack in mold. If packed in a long narrow pan or a round one pound baking powder tin, the slices are of one size and the more attractive. Rinse any of these in cold water before packing. Let stand in cold place until firm, turn out of mold and cut in slices 1-4 to 1-2 inch thick. Heat frying pan, add enough fat to cover the bottom, and when it is sizzling hot, lay in slices of mush. Turn when golden brown. Serve hot—and plenty of it!

Cornmeal Mush
One cup cornmeal, 5-1-4 cups water, 2 teaspoons salt. Bring water to boiling point, add salt and cornmeal and cook as any cereal.

Scotch Scones
(That is something different)
Two cups sifted flour, 1 tablespoon baking powder, 1 teaspoon salt, 2 or 4 teaspoons sugar, 4 tablespoons fat, 1 egg or 2 egg yolks, 1-2 cup milk, 1-2 cup currants or small seedless raisins.

Sift together the dry ingredients, put in the shortening. Beat egg until light and add milk. Add this slowly to the dry ingredients. Roll or pat out 1-2 inch thick. Cut into pieces two inches square and fold over to form a triangle. Bake in moderately hot oven for 25 minutes. Makes about 14 scones.

Panettone
(Italian Christmas Bread)
One cake compressed yeast, 1 tablespoon sugar dissolved in 2 cups lukewarm milk. Ten add 2 cups sifted flour. (Total amount six or more sifted with 1 teaspoon salt). Now cream 5 tablespoons butter and blend with one cup sugar and two whole eggs well beaten. Beat mixture until smooth, stirring in additional 4 cups flour until it becomes light, airy mass. Cover and set aside in warm place without draught to raise until light about 1 1/2 hours, then mold into round

loaf. Flavor with anise oil (1/4 teaspoon) (or 1 teaspoon nutmeg and 2 teaspoons vanilla). Let raise in baking pan until light or about 1 hour. Beat one egg slightly, dilute with water and glaze top, then bake at 350 degrees 45 to 50 minutes.

This makes one huge loaf or two round loaves about seven inches in diameter.

Christmas suppers are usually nothing more than refrigerator raids. We prefer to use these leftovers the next day and provide something a bit different!

Sandwiches of various kinds are most fitting to the occasion and may be munched around the fireplace. Any sort of rarebits are easily prepared and served. Hot biscuits and honey—oh, boys and girls!

The mince and pumpkin pie or the plum pudding which lack

of space alone prevented from being devoured at dinner are so much better at supper time. Then slices of fruit cake served on a silver platter with a sprig of holly atop of little cakes and tea fill the vacant (?) spot.

Quality Chocolates
Buy with confidence and this year for less.
The SPA



For the Last-Minute Shopper BOOKS

Star Dollar Books—Novels of Distinction—75 Cent Reprints—New Fiction—Biographies and Travel Books—

Children's Books from 15 cents up.

IN LEATHER

Bill folders—Keytainers—Brief Cases—Writing Sets.

Names put on fountain pens and pencils purchased here free until Christmas.

Atlas Book Store
465 State
"GIVE A BOOK"

This Section
12,607
distribution of this section with complete coverage of Salem and Salem R. F. D's.

2-BIG DAYS

At Breier's

A \$50,000 GIFT TO XMAS SHOPPERS

We'll "Carry Thru" to the Last Minute

BOYS' WOOL SUITS
Our regular \$9.95 boys' long pants suits, only **\$4.95**

LADIES' SILK DRESSES
A real chance to get a silk dress. \$9.90 dresses **\$4.95**
\$6.95 Dresses \$3.48

MEN'S SUITS
Any man's suit up to \$22.50 now **\$14.95** only

We have done everything humanly possible to help make this Christmas a merry one.

We tried to put cheer in people's hearts by cutting our own profits so more could afford to "buy now."

Everything has been reduced in our stores except the value of a smile.

We have not tried to dilute the milk of helpfulness with the water of personal gain.

WE WANT TO THANK THE THOUSANDS OF CUSTOMERS AND FRIENDS WHO HAVE JOINED WITH US IN FOCUSING THE ATTENTION OF THE PEOPLE OF THE WEST ON THE NATIONAL "BUY NOW" CAMPAIGN.

NOTICE
BREIER OFFERS YOU REAL REASONS FOR FILLING OUT YOUR CHRISTMAS LIST AT THIS STORE... HERE ARE PRICE INDUCEMENTS GALORE!!!

MEN'S FELT HATS
Dad would like a new hat for Xmas—**\$3.98**
4.98 now **\$3.98** now \$2.98

SHOES! SHOES!!
Large Discounts on our entire stock of shoes, slippers or oxfords.

BLANKETS
What could be better to give than a nice warm blanket
\$1.29 to \$3.89

Toys, Dolls and Xmas Novelties!

Big Discounts Now! **33 1/3% OFF** Big Discounts Now!

DEPT. STORES **C.J. Breier Co.** IN THE WEST

SIMPSON GROCERY

Telephone 48 & 49 Free Delivery 155 N. Comm. St.
WE ARE OPEN TILL 9:00 O'CLOCK SATURDAY NIGHTS

- Oregon Grown Potatoes Grown on Upland Soil 100 Lbs. \$1.10
- Best Grade Bulk Cocoa 3 Lbs. 25c
- Best Grade Semolina Macaroni 3 Pounds 25c
- REX-NUT Margarine 3 Pounds 39c
- DURKEE'S Salad Dressing Full Pint 25c Full quart 47c
- Tender Sweet Peas or Corn 2 Cans 25c
- Dependable Brand Matches 6 Box Carton Per Carton 15c

- Bananas—Well Ripened Fruit, 6 Lbs. 25c
- Grape Fruit—Fancy Floridas, per Doz. 79c
- Imperial Valley Grape Fruit, per Doz. 59c
- Fancy Navel Oranges, Large Size, 39c a Doz. Med. a Doz. 23c
- Fancy Small Oranges Full of Juice, 3 Doz. 39c
- Fancy Table Grapes—2 Pounds 25c
- Fancy Japanese Oranges, per Box \$1.15
- Fresh Cocoanuts, Extra Large Size. 10c
- Fancy Almond, "soft shell"—2 Pounds 39c
- Fancy Oregon Filberts—2 Pounds 39c
- Peanuts—Fresh Roasted Virginias—2 Pounds 25c
- Marshmallows—Fresh Made—2 Pounds 49c
- Cranberries—"Fancy Eastern"—2 Pounds 49c

FRESH VEGETABLES

- Crisp Celery Hearts—2 Lge. Bunches 15c
- Fancy Fresh Cabbage—per Lb. 2c
- Fancy Solid Lettuce—2 Heads 15c
- Sweet Potatoes—Firm—Smooth—5 Lbs. 25c
- Fresh Spinach and Mustard Greens—2 Pounds 15c
- Fancy Table Carrots, Turnips and Parsnips, 4 lbs. 15c

Merry Christmas

WHEN Christmas bells ring . . . and everybody's gathered 'round the tree . . . and Uncle Jim tells the story of the Three Wise Men, and the great Treasure they found . . . there'll be a hushed sort of joy in the air . . . a quiet moment that breathes of Peace on Earth—Good Will to Men.

And though you may not realize it, we'll be wishing you all the blessings of the season, in the true Christmas spirit—a spirit that is for us an expression of deep sincerity and unselfish devotion—qualities that we try to live up to every day we serve you.

- Fancy Broken Sliced Pineapple No. 2 1/2 Size Can 3 Cans 59c
- Fancy Hawaiian Pineapple Tid-Bits—An excellent Fruit for Salads or Fruit Cocktail 8 oz. Can Per Can 10c
- Bradshaw's Mountain Meadow White Honey 2 Cakes 35c
- Fancy New Crop Strained Honey 5 Lb. Pail 59c

Honey
2 Cakes 35c

Honey
5 Lb. Pail 59c

M. J. E. Jr. Coffee

To Bring home to you the Fresh-Roasted Flavor and Fragrance—M. J. E. Jr. Coffee is packed in parchment-lined, air-tight, triple sealed packages—

3 Lbs. 93c

Lux Toilet Soap 4 Bars 39c