

# New Erickson Super-market All Set For Formal Opening Today

## Hundreds of Bags of Groceries As Prizes Await Shoppers at S. Commercial Street Plant

A new Erickson super market, in a brand new 12,000-square-foot plant, will have its formal opening at 2820 S. Commercial st., at 9 a.m. today.

The market, one of the largest in Oregon, is on the west side of the Commercial-Liberty road-Highway 99-E-W.

Four hundred bags of groceries have been prepared as prizes in a "treasure hunt," as a feature of the formal opening, and there will be free entertainment, coffee and doughnuts.



ARTHUR M. ERICKSON  
Owner

Parking space is available for nearly 100 cars. The store itself, with an interior decorative motif of delicate yellow and green, is 100 by 120 feet, with fluorescent lighting throughout.

**58-Foot Meat Case**  
Up-to-date features include a 58-foot refrigerated meat case, arranged just outside the plainly visible meat workroom where meat is cut, wrapped in cellophane and, in many cases, vacuum-packed, and where special cuts are obtainable.

The produce department, too, is entirely refrigerated and mirrored.

Owner of the new super market is Arthur M. Erickson, who, with his brother, Carl E. Erickson of Bend, operates eight stores — the Erickson department store in Prineville, the Paramount market in Springfield, and super markets in Redmond, Bend, McMinnville and Salem.

General manager of the Salem operation is Jack Gleason.

**Two Others in Salem**  
Two other super markets in Salem are at 3060 Portland rd., and in Four Corners.

The new super market here is headquarters for all Salem and McMinnville operations.

Hours will be from 9 a.m. to 9 p.m. daily.

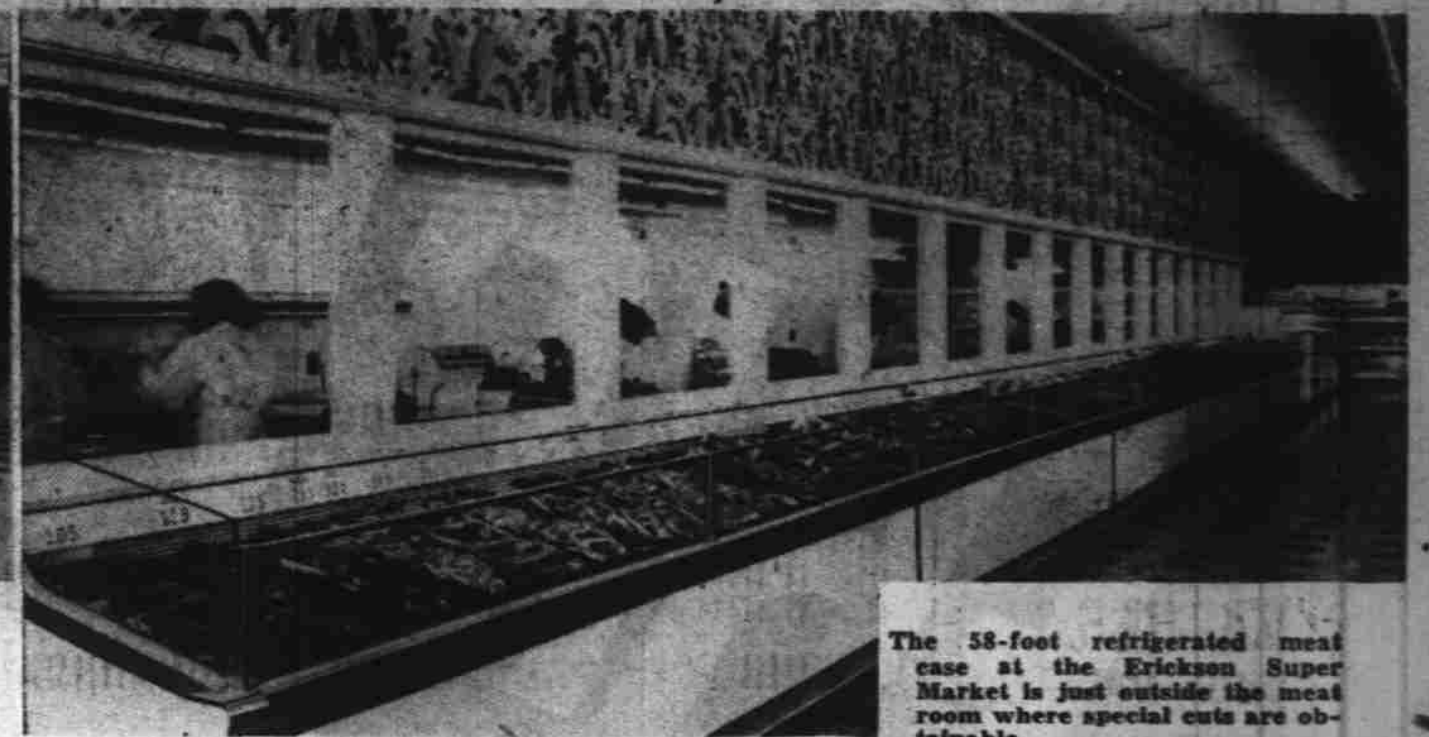
Approximately 25 employees will staff the new store. More than 200 are employed in the entire Erickson operations.

The new super market, except the bakery department, is entirely self-service.

Nearly 100 cars may be parked at the new Erickson Super Market at 2820 S. Commercial st.



A long mirrored display case, constantly refrigerated, sets off the variety of produce stocked by the new Erickson Super Market.



The 58-foot refrigerated meat case at the Erickson Super Market is just outside the meat room where special cuts are obtainable.

### Vacuum-Packed Meats Unique

Vacuum-wrapped meats, available only in a few places in the northwest, will be a feature of the new Erickson Super Market.

The meat is declared to keep longer and retain its color, by the vacuum-pack method.

### Around 5000 Items Carried

Around 5000 different items will be carried by the new Erickson super market on South Commercial street, and the store will handle probably more nationally-known brands of merchandise than any similar operation, officials declared Thursday.

Arthur M. Erickson, owner, said

men long experienced in their fields would head the various divisions, including Fred Shafer, groceries; Harlan Nelson, meats, and John Hall, produce.

Locally-grown produce, in season, will be handled to the greatest extent possible, Erickson declared.

### Erickson's in Salem District For 5 Years

Erickson Super Markets came to Salem five years ago this fall, with the initial operation at 3060 Portland rd. The Four Corners market was opened about three years ago.

"We have every confidence in Salem," Arthur M. Erickson, owner, said.

"The operations of our other two stores here have shown that people in this area recognize and appreciate high quality at economy costs. We have no doubt that our confidence, exemplified by our new venture, will be fully justified.

"The mid-Willamette valley area is growing tremendously in population. It is attracting a fine calibre of populace and we have enjoyed our customers. We hope we can be of real service to the community by establishing a complete market in the south-of-Salem area."

Four hundred bags of groceries are to be given away during "treasure hunts" at the formal opening of Erickson's Super Market.



These are three department heads in the new Erickson Super Market. Left to right—Harlan Nelson, meats; Fred M. Shafer, groceries; John Hall, produce.



This photo of the new Erickson Super Market was taken before doors were open for business.



JACK GLEASON  
General Manager

**Fruits**

**FRESH FROM THE FARM**

**VEGETABLES**

ERICKSON'S

<b>BANANAS</b> Golden Ripe 2 lbs. 29c	<b>RADISHES</b> 3 bun. 10c	<b>NEW POTATOES</b> U. S. No. 1-A Size 10 lbs. 39c	<b>AVOCADOS</b> For Cool Summer Salads . . . Ea. <b>10c</b>
<b>JUICE ORANGES</b> NO. 200 SIZE 15 lbs. 89c	<b>TOMATOES</b> Firm, Ripe Easy To Slice 2 lbs. 29c	<b>CUCUMBERS</b> No. 1 Field Grown Large Size 2 for 23c	<b>GREEN PEPPERS</b> Crisp—Green and Tasty lb. 19c
<b>APPLES</b> Fancy and Extra Fancy Box \$1.69	<b>Bulk Carrots</b> Crisp and Yellow Salad Type 3 lbs. 21c	<b>GREEN ONIONS</b> 3 bun. 10c	
<b>ASPARAGUS</b> No. 1 Tender Green Spears lb. 19c	<b>RHUBARB</b> For Delicious Pies and Sauces 4 lbs. 25c	<b>GREEN PEAS</b> Large Pods Easy To Shell 2 lbs. 25c	
<b>Idaho Potatoes</b> 10 lb. bag 47c	<b>IF IT'S ON THE MARKET — ERICKSON'S HAS IT!</b>		