

General Grocery Co., Inc. To Hold Open House for Retail Grocers in New Building

Celebration Slated for Sunday, June 8, 10 a. m. to 4 p. m.

To celebrate the opening of its new building—largest wholesale grocery establishment in Oregon outside of Portland—General Grocery company will hold an open house for grocers of Lane and neighboring counties Sunday, June 8.

The plant, located at Fourth and Washington street, has been in operation for two weeks. With a minimum of confusion, and with scarcely a delay in service, the transfer of headquarters from the old location at 441 Charnelton to the ultra-modern building has been accomplished by the month of May.

The entire crew of 24 employees will be on hand to serve customers of the whole-plant, in the spacious, efficient new quarters.

Refreshments will be served to the General Grocery employees, which includes motion pictures, has been scheduled for the firm, who has been in the business for over 22 years.

The fact that the move to new quarters has been accomplished only within the past few days, the company is already operating efficiently. All merchandise, and office equipment is in place, and everything is in readiness for the greeting of customers and customers, Mr. Thompson said.

The open house celebration will be between 10 a. m. and 4 p. m.—Sunday, June 8.

Large Territory Served By Big Grocery Firm

General Grocery Co., of Eugene, which serves a large territory in this neighborhood, has completed a large, new warehouse and office center on this area.

The new site of business operations for the well-known company is at the northwest corner of Fourth and Washington street, the address being 385 Washington. Retailers from Lane, Douglas, Curry, and Curry counties are served from the central location in Eugene.

The new building will house the wholesale plant outside of Eugene. No wholesale business on the Pacific coast can surpass the new General Grocery organization here in regard to speed and efficiency.

Fleet of Trucks

General Grocery has a large fleet of trucks delivering large quantities of wholesale merchandise from wholesaler to retailer. These will operate directly from the new building to their respective outlets.

The new building was built with local labor and materials from local firms or purchased through local firms. John H. Hager was the architect and the contractor.

The rear of the building has its railroad spur track, which accommodates 4 cars of merchandise simultaneously. The use of the property is newly planned, with parking facilities for customers, employees, and business vehicles.

Modern Equipment

The offices in the modern building are equipped with fluorescent lighting, with automatic oiling throughout and air conditioning everywhere.

The display and packing rooms have been made extra large and spacious in order to facilitate selection of merchandise by customers with as little effort as possible. Large wide aisles extend throughout the warehouse and are especially in speeding up service with merchandise within short range of the prospective buyer.

Just 60 days ago the General Grocery Co. started a concerted movement to clear out and move all of its old merchandise on and the little that came under this category was cleaned out. The new merchandise is being offered to retailers at the new building and warehouse.

MUSTARD CAKE

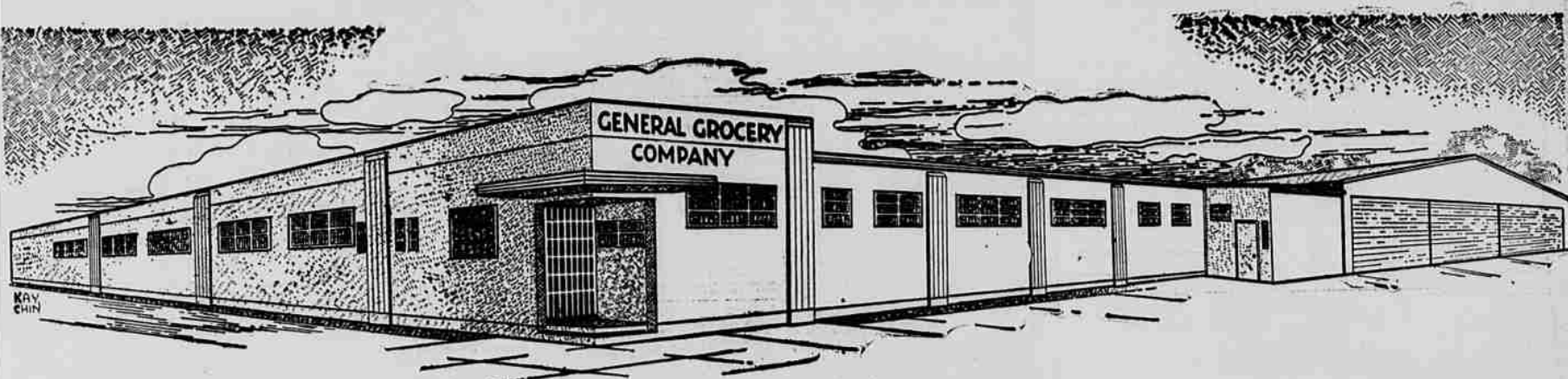
Mustard cake is ground mustard meal, from which the fixed oil has been removed.

CAYENNE CINNAMON

Cayenne cinnamon is the dried bark of cultivated varieties of *Cinnamomum zeylanicum* Nees.

RAY LEAVES

Ray leaves are the dried leaves of *Urtica dioica* L.



HERE IS AN ARTIST'S DRAWING of the spacious new General Grocery company warehouse at Fourth and Washington streets in Eugene. It is the largest wholesale grocery establishment in Oregon outside of Portland. (Kay Chin sketch, Wiltshire engraving)

Coffee-Making Device Should Be Selected Carefully, Is Advice

The family coffee-making device is a permanent piece of equipment which is used frequently; therefore great care should be taken in selecting it.

First of all, find some way of giving it a performance test. If that proves satisfactory then examine the device for the ease of cleansing and endurance features it has to offer. When the type of device has been decided upon, then make sure that the size is convenient for the family.

The coffee-making device cannot be tested for performance unless the homemaker knows what she is looking for. A cup of good coffee has a clear, sparkling appearance, a delicious aroma and fragrance, is free from any unpleasant bitter taste and contains a minimum of sediment.

Use perfectly fresh coffee in making the test; make the brew to the capacity of the device and pour out a cupful. How does it look? ... taste? ... smell? If the brew seems satisfactory then filter the remainder of it in order to test for sediment. An ordinary kitchen funnel and filter paper, borrowed from the science class or bought at the drug store, may be used.

If the device gives a satisfactory performance then make sure that it is easily kept clean.

If it fulfills all those conditions and passes all those tests, the coffee-making device serves your purpose. But make sure you use a top brand of coffee, such as the "Preferred Stock" brand recommended by the General Grocery Co., of Eugene, which has just opened a new building in Eugene to house its modern warehouse and office serving 45 stores in this area.

The "Preferred Stock" brand of coffee is not the only fine brand of coffee; however it is one of the finest offered as far as quality is concerned, with the price being the lowest of the quality brands.

Coffee Experiments Carried On by Brazilian Government

For several years the National Coffee department of the Brazilian government has been carrying on experiments for the use of surplus and low grade coffees.

In the center of one of the great government warehouses in Brazil is a five story plant for the manufacture of coffee plastic, which has been named "Cafelite." This plant has a capacity for processing about 6 3-5 millions of pounds of green coffee yearly.

The success of "Cafelite" has been so great that contracts have been signed for a gigantic new plant with a capacity of 660 million pounds yearly.

To produce coffee plastic the green coffee bean is ground into flour and then processed. Besides some little known chemicals, one bag of coffee weighing 132 pounds produces the following:

1. Forty square feet of plastic 1/4 inch thick. This plastic may be used as flooring, wall board, roofing, or a wide range of molded products.
2. One and one-quarter gallons of coffee oil. This is similar to cotton seed oil and may be used in the manufacture of soap, paints, lacquers, and food products, which have a high Vitamin B content.
3. One and 1/4 pounds of caffeine.

The use of this mild stimulant has increased by leaps and bounds in recent years, after it won favor with the medical profession as a harmless stimulant.

These new developments are being watched with great interest by the large American chemical companies who have already found that the green coffee flour used in the manufacture of "Cafelite" is very valuable in the blending of popular plastics now used in this country.

With new industries competing for the available coffee in the world market, indications point to ever-increasing retail prices for

coffee. As a beverage in the past it has been relatively cheap. And if the future perchance does bring higher coffee prices there is no doubt that coffee will continue to be America's favorite drink.

It Isn't Easy, Tip to Novices By Sky-Writer

KANSAS CITY, Mo.—(U.P.)—No doubt there are young men with high ambition who yearn to soar in the sky and write silvery messages across the vast blue sign-board, like the sky-writer.

"But, boys, it isn't easy," says Joe Jacobson, Kansas City sky-writer, who has practiced his planimanship over many a big city. "You skim along at 160 miles an hour, 18,000 feet above the ground, and keep your eyes on compass, wristwatch and altimeter all at once."

The sky-writer seldom sees his work. He flies by a chart, and counts seconds to determine the length of the smoke stream. The smoke is caused by a chemically-treated paraffin base oil which is injected into the manifold and released through the exhaust by a lever in the cockpit.

Sky-writing is copyrighted by British interests and controlled in this country by Skywriters, Inc., of New York. A royalty of \$25 is paid to the patent holders for every advertisement written in the sky.

Jacobson is the flier who wrote the only love message ever to be hung in the sky. It said "Wiggie loves Helen," and it served to put across the idea when letters, phone calls, and other more conventional modes of communication had failed.

CARDAMON

Cardamon is the dried, nearly-ripe fruit of the Elettaria cardamomum Maton.

CAPERS

Capers are the flower buds of *Capparis spinosa* L.

Preferred Stock Name Widely Known

With a record of 52 years on the market, the "Preferred Stock" brand name has become recognized by leading trade authorities, packers, growers, jobbers, and consumers as meaning supreme quality and reasonable price.

Under this brand of the General Grocery Co., which has just opened a new office-warehouse in Eugene, there are 99 kinds and 52 sizes of products covering every demand in fruits, vegetables, fish, catsup, honey, pimentos, fruit salad, vegetable salad, and many other special lines packed in tins and glass.

Preferred Stock Canned Peas Are Ranked As Pick of Pack

Canned peas supply a wealth of nutrients at all times, in convenient form, at small cost, in all regions, and at all seasons, whether it be a meal in the cottage or the elaborate banquet table.

Canned peas contain an abundance of protein, are high in carbohydrates, and have a fair amount of fat; they are alkaline in reaction to the body; contain iron, calcium, and phosphorus.

Canned peas also contain vitamins A, B, and C, and are outstanding in that they are among our largest sources of these vital elements.

They are richer in Vitamin C

than home cooked market peas, because the vital elements are preserved in almost undiminished quality. This is due to the promptness with which they are handled after harvesting, and the oxygen-free conditions under which they are cooked in canning keeps the delicate vitamins in almost perfect conditions.

In preparing peas, as with most other canned vegetables, it is well to have in mind that the commodity has been properly cooked after being sealed in the container; thus all of the good-

ness and the food values are retained.

"Preferred Stock" brand peas, featured by "Your Preferred Stores"—of which there are 45 in this area, all serviced by General Grocery's new offices and warehouse—are the pick of the pack. Small and medium size peas are packed in three popular-size cans under the "Preferred Stock" label.

HUNGARIAN PAPRIKA

Rosenpaprika, or rosapaprika, is Hungarian paprika prepared by grinding specially selected pods of paprika, from which the placenta, stalks, and stems have been removed. It contains no more seeds than the normal pods, not more than 18 per cent of non-volatile ether extract; not more than 23 per cent of crude fiber; not more than 6 per cent of total ash.

PREFERRED STOCK NOW, MORE THAN EVER, Oregon's Favorite Brand

In 1859—the year that Oregon was admitted to the Union, the foundation was laid for Preferred Stock Food Products in Oregon. Because of the pledge of quality which the distributors of Preferred Stock made and kept for years, this brand has become, now more than ever, Oregon's favorite brand . . . and the pass-word of the progressive grocer.

Only Real Quality holds its own for years! Preferred Stock's Extra Goodness costs so little and means so much!

Preferred Stock Earned Its Name

1. **PREFERRED FOR FULL VALUE for 52 years.** Preferred Stock prices have always been attractive . . . actually no higher than many unknown brands.
2. **PREFERRED FOR QUALITY for 52 years.** As your grandmother and your mother before you, you will be able to rely upon Preferred Stock for a little extra goodness always.
3. **PREFERRED FOR VARIETY for 52 years.** Preferred Stock has been a pioneer in the canning industry . . . always among the first to offer any new canned products as soon as its wholesomeness was established. Today the list includes more than 40 different products.
4. **PREFERRED FOR HEALTH ELEMENTS for 52 years.** Preferred Stock food products are canned to preserve the vitamin content whenever possible . . . as every mother knows. Preferred Stock raw produce purchasing agents make a point of selecting fruits and vegetables rich in vitamins and mineral salts.

ASK FOR and INSIST ON PREFERRED STOCK

FOOD PRODUCTS

GENERAL GROCERY CO.

Manufacturing Wholesale Grocers

Life of Kaiser Wilhelm in Pictures



AS BABY

AS YOUNG MAN

AS WAR LORD

IN OLD AGE