

Bakery Wins Fine Recognition

"One of the coast's 10 most attractive bakeries from a merchandising point of view." That is the rating earned by Schenck's Bakery of Salem and so displayed in the February issue of Western Baker, a trade journal designed to modernize and merchandise the baking industry.

Representatives of the publication spent considerable time, according to the article, photographing all bakeries in the western states. From this mass of photographic material 10 firms were selected on the basis of quality of merchandise handled, attractiveness and customer-appeal of displays, arrangement of shop for the efficient and economical handling of customers, conveniences offered patrons and production and sale of specialized feature products.

Only two Oregon bakeries were accorded recognition in the group of outstanding merchandisers. The second Oregon firm was the Buy Rite Bakery of Portland, a new organization that presents a radical departure in floor merchandising. Only one display case is used, all other merchandise being displayed in wall cases that permit customer inspection from the retail side while fresh merchandise may be added to the cases from the bakery through the reverse side.

Of the remaining "leading bakeries of the coast" five are located in various parts of California, two in Denver and one in Tacoma.

James W. Hanrahan has resigned after serving 58 years as clerk of the crown and peace in Permanagh, northern Ireland.

Broiled Salmon Savory Entree

The coming of Lent brings with it the demand for new, substantial tempting entrees for service on the days of abstinence. This need is easily and economically filled by referring to such a familiar sea food favorite as canned salmon and becoming better acquainted with the versatile culinary ways of this outstanding, fine flavored food.

One of the simplest—and truly one of the most tempting ways to serve canned salmon is broiled with French dressing. For this, the ready-

to-serve generous sized flakes of canned salmon are placed on a broiling sheet, sprinkled with French dressing and placed under the broiler for a few minutes until heated through and nicely browned. They are delicious then, served in the center of

a platter surrounded by cooked rice and garnished with parsley and slices of lemon.

Such a dinner platter needs only a crisp fresh salad to make a complete satisfactory menu. Its pleasant flavor and high food value

make this service an excellent choice for many winter menus. From the cook's viewpoint, it has the added advantage of being very simple to prepare and a real economy.



Flavor treasure from tropic isles



Wherever the finest spices grow—Siam, Java, Malaysia—Schilling's quest never ends! That's the reason Schilling's Pepper is always fresh, pungent and rich in flavor oils. Compare it for quality and strength!

Schilling's searches the World for finest flavors!

CONFESSION!

by Elsie, the Borden cow



My life is an open book—

What I eat, how I bathe, with whom I associate—are all matters of concern to the dairyman who owns me and to the Borden veterinarian who regularly visits our ranch.

And I must confess, this extra care pays in the fine milk that I give to Borden's. Milk they evaporate, irradiate and distribute to grocers; each can identified by the familiar blue and white Borden label.

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD



GOOD NEWS!

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SAFEWAY

WEDNESDAY AND THURSDAY SPECIALS

- FIG BARS 3 pounds 25c
- Cheese Brookfield, cello wrap 2-lb. box 49c
- Apricots Ben Bow, No. 2 1/2 cans 2 for 25c
- Tang (The ready-to-use lunch meat) 2 cans 45c
- Tomato Juice C&M, No. 1 tall cans 5c
- Pure Lard 4-lb. package 31c
- Troco Oleomargarine 2 lbs. 35c
- Butter Fancy Grade "A" pound 34c
- Prestologs Non-Chip Ends 6 logs 29c
- Walnuts Close Out pound 10c
- Sunbrite Cleanser 3 for 10c
- Deviled Meat Cudahy's, 1/2 5 cans 15c
- Matches Highway 6 box carton 14c
- Toilet Tissue (Silk Brand) 3 rolls 10c
- Corn Meal Mammy Lou, Yellow 9-lb. bag 23c
- Flour Red Arrow 49-lb. sack \$1.09
- Macaroni Curve Cut 10-lb. bag 35c
- Broken Rice Fancy 10-lb. bag 39c
- Brown Sugar 10-lb. bag 49c
- Corn Flakes Albers 2 pkgs. 9c

SAFEWAY