

Emery's Open Big New IGA Super Market

West Salem Store Is Fourth and Largest

Behind the new Emery Super Market just off the Wallace Road in West Salem is a success story of a father and son, Sam "Pop" Emery and Curtis Emery, who have gone forward rapidly since they entered the food business together in Sweet Home in 1947. The new Salem store will be their fourth, continuing a pattern of a new store each two years.

"Pop" Emery came to Salem 30 years ago. He worked for the state for a total of 19 years, and was chief engineer of the Fairview school in 1947 when he had saved enough money to make a beginning in the fiercely competitive retail food trade. Previously he had had some business experience, as a variety store operator.

His son Curtis got into the grocery business on the ground floor here in Salem. He worked through high school for the Serve Rite food store on South 12th St. and later for Safeway for a short time.

After six years of Army service he operated the meat market in Dickson's food store at the 12th St. Junction for a year before he joined his father in the Sweet Home store.

In 1949 the Emerys were ready to open their second store, at Florence on the Oregon coast, which Curtis still manages. Here they have built up the biggest food business for many miles along the coast. In 1951 they entered Reedsport with their third store.

The Salem store was built by Jack Taggart on a 302 by 425 foot site. The store itself

has dimensions of 100 by 140 feet and the parking lot has space for 110 cars. It has been paved and market for the convenience of shopper-motorists.

The store is of the latest and best fireproof construction with lots of light, two main entrances, 14 foot ceiling, tiled floors and slim-line overhead lighting. It will be open daily from 9 a. m. to 10 p. m. It will have about 25 employees.

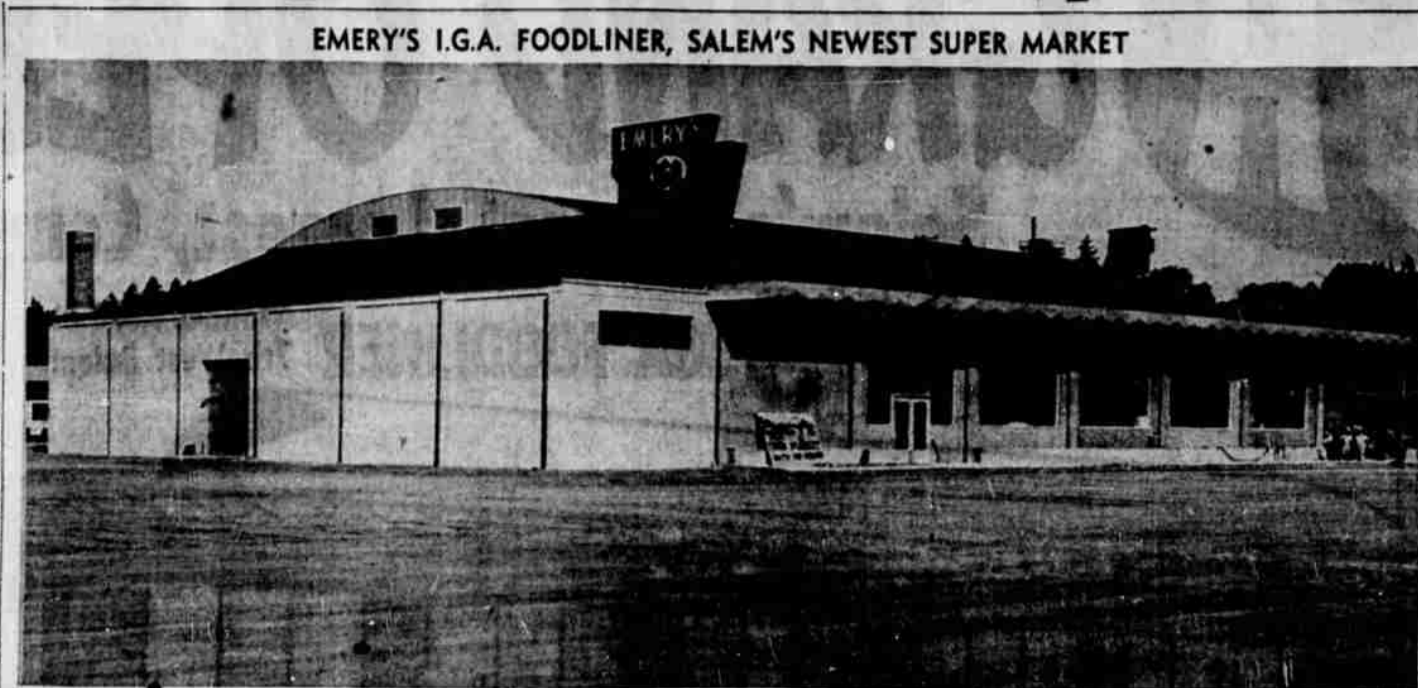
Fixtures are the most up to date available, with all perishable foods in glass, refrigerated cases. The office is on a mezz above the store room which is adjacent to the big merchandise display room. Lyle Bartholomew of Salem was the building architect.

The construction project was started in February.

Asked what business he expected to do in the new store "Pop" Emery said it should exceed \$1,500,000 a year, based on what they have been able to do in their other stores.

Jack Taggart, owner of the building, plans a shopping center on the large site immediately south of the store site, also along the Wallace road highway. He will erect an L shaped building to house several business places. One wing will be 80 by 200 feet, the other 40 by 80. They will be of reinforced concrete construction.

The parking lot for the shopping center will be even larger than that already paved east of Emery's. The plan is to have a combined parking lot that will accommodate 300 cars.



EMERY'S I.G.A. FOODLINER, SALEM'S NEWEST SUPER MARKET

Shown above is the new Emery Super Market just off the Wallace Road in West Salem, with a section of the paved parking area in the foreground.

Abundance of Free Parking

Parking nowadays has much to do with the capacity of store to serve its patrons. But just providing space for cars to park while someone shops doesn't fill the bill any more. There are other considerations that will attract patrons.

First, of course, the parking lot must be easy to get into and easy to leave, not bothered by traffic passing the lot. The second condition is convenience to store entrance.

Parking at the new Emery IGA Foodliner fully meets these requirements for there are four entrances and exits to the lot.

These four thoroughfares are the boundaries of the tract. Doors to the store are only a few steps from any part of the lot.

Hard surface makes the lot virtually weather proof. Loading docks at the rear of the store keeps suppliers trucks from interfering with customer parking.

Buyer Who Forgets Must Be Given Room

While the major part of store traffic will use pretty much the same through the store, management also has to keep in mind the housewife who just before she reaches the check-out lane recalls that it was something almost back at the entry that was the main reason she came to the grocery in the first place. A quick swing around of the cart to retrace part of the route can cause an annoying disturbance if there isn't room.

It also is an advantage for a customer to be able to locate a gondola where a particular kind of food is offered, such as coffee and teas or cookies and wafers, or frozen foods.

There is no accident in the arrangement of gondolas. Research has indicated that particular patterns will produce more sales than others. While stores naturally are interested in making as many sale as possible it is the convenience of the customer that is the key.

Foods usually are arranged in some sequence that helps in meal planning. There is also the matter of keeping things as fresh as possible, so the perishable foods usually are some-where near the end of the line. Frozen foods and ice cream are not very far from the end of the tour.

Hard and fast rules always have the exceptions, often due to the floor arrangement, to the need for widest aisles where traffic is heaviest, and, of course, the convenience of the shopper who always has to make quick return tours to get forgotten items must be considered.

Grocery shopping, despite the fact that it is for essentials of living, is large what sales analysts call "impulsive buying." That type of buying, text books point out, is best served when selection is made easiest for the shopper.

'UNCLE BOB'



"Uncle Bob" of KEX will be at the Emery Super Market here Friday, Aug. 7 at 7:00 p.m. to meet Salem youngsters and older ones too. His daily adventures with his little animal characters, Gus and Gabby have become a favorite with children throughout the Northwest. He has been grand marshal of Portland's "fairly tale parade," and also the Junior Rose Festival parade. More than 31,000 youngsters attended the recent "Uncle Bob" day at Jantzen Beach, Portland.

Two Reasons for the 'Bargain' Rotation

The rotation of bargain specials gives the public a break in lower prices, but as you would suspect, it serves a useful purpose to the store, too.

Two things often are accomplished by pricing specials below the current market, as far as the store is concerned. It attracts customers to the store, if the lower prices are brought to the attention of the public through advertising and exploitation. That means more buyer traffic for the store.

Items in which the store may be temporarily overstocked can be moved quicker with lower prices. Either reason brings the same result to the public—lower prices.

Just as a production manager in a factory must make sure the parts to build an automobile, a radio, a food mixer or anything else must get to the final assembly line at just the right minute, so must food buyers be sure the right foods, in the right condition, arrive on the right shelf at the right time. It's a tough job, but one of several that quickly make a big

Motorized Carts for Super-Markets Coming

Supermarket cartmakers are pushing so that supermarket customers won't have to.

The much-talked-about motorized cart is soon to see the light of day. Manufacturers don't like to talk about it, but trade reports are strong that the bugs will soon be sufficiently cleared for introduction of the cart to the trade.

It has been decided that a "reeling cart" is not practical. Space in most supermarkets is too valuable to allow the broad aisles needed. Also, even with a slow-moving cart a collision problem might develop where children are concerned.

Bruised shins, hot rod races and other considerations have led the builders to concentrate their efforts at a powered version of the standard cart.

The controls will be of the so-called "dead man's" grip type. When the customer's hand is not on the handle of the cart, the power is automatically shut off by a released switch.

Steering will be the same as the standard carts, the swivel casters allowing forward movement in any direction. Power will be applied only to the rear wheels.

Speed is reported at about the same as a customer walks, approximately four miles per hour.

In normal operation, at first, use of the cart will be aimed at the public as a novelty sales gimmick.

Swanson Boned Chicken 5-oz. Tin 45¢

Swanson Boned Turkey 8-oz. Tin 45¢

MEAT BALLS - SWANSON

Haley's Meal Balls and Gravy 15-oz. Tin 39¢

Ocean Spray No. 303 Cranberry Sauce 1-oz. Can 22¢

Serve with Chicken or Turkey

MJB COFFEE Grand Opening Special

At IGA Stores With \$10 Order . . . 1-lb. Can 69¢

Without \$10 Order 89¢

For Quality - For Flavor Choose

Cherry Lane Cottage Cheese

At Emery's IGA Foodliner

Full Pint 25¢

Loma-Linda DIETETIC FOODS

Congratulate Emery's IGA Foodliner

On their new Super Market. For food variations, try LOMA LINDA

Display Gondolas Make Shopping Easy

Yes, it's the newest modern display gondolas at Emery's IGA Foodliner that allow the most versatile arrangement of stock. The shelves can be spaced at any interval to accommodate merchandise of different sizes.

Each gondola is equipped with shelves of graded sizes so that pyramid displays can be built with any number of shelves or none at all except for the base.

Careful analyses have been made as to spaces of the gondolas. It is important, Emery says, that customers have plenty of room to maneuver carts, but it is just as much a convenience to have merchandise compactly enough arranged to cut down on total travel to get the family's groceries.

Facts and figures about many super markets were studied before the newest ideas in arrangement of gondolas was adopted. At Emery's, gondolas run diagonally at a 60 degree angle.

In 1921 all but 364 of America's 65,000 locomotives were steam powered.

At Your Favorite IGA Store

RAMAGE BEVERAGES

Flavors—Pepsi, Nesbitt Orange

Assorted Flavors 6 bottles 49¢

Plus Deposit

DEL RICH The Only MARGARINE

Made with Sweet Whole Milk

Lb. pkg. 30¢

It's Delicious! Portland Punch

MAKES 6 PINTS FROM 1 QUART

12-oz. Glass 49¢

Highland Syrup From Old Vermont

12-oz. Jug 29¢

BEST WISHES

J. R. TAGGART

Arden Diced Cream

8 59¢

INDIVIDUAL SERVINGS

It's New! It's Convenient!

Arden's Diced Cream

VALUABLE COUPON

10c Coupon Good at Emery's IGA Foodliner Only

Toward the Purchase of Arden's New Arden's Bulk Diced Cream or Ice Cream

4 Flavors Qts., 1/2-gal. or gal. To Choose From Your Choice of Flavors

CONGRATULATIONS To Emery's on Their Opening Heating With

MUELLER Climatrol

BY D. B. COOPER & SON

540 Hood Phone 3-3603

SUNNY JIM YOU'LL FIND These Famous Sunny Jim Products of EMERY'S IGA FOODLINER

STRAWBERRY RHUBARB JELLY 12-oz. Tumbler 29¢

SUNNY JIM SYRUP 5-lb. Tin 83¢

STRAWBERRY PRESERVES 12-oz. 29¢

See the Complete Variety

Sunny Jim PEANUT BUTTER 22-oz. Bucket 67¢

A Complete Line of BEN HUR Spices and Extracts at EMERY'S

BEN HUR BLACK PEPPER 2-oz. can 41¢

BEN HUR Vanilla 2-oz. Bottle 39¢

BEN-HUR HOT MUSTARD OF SALAD MUSTARD A New Spicy for Dressing Sandwiches 2 6-oz. 19¢

BO'SN TOM CAT FOOD

A Balanced Ration

Yes . . . that "Five in One" flavor get 'em . . . with its clam and liver, rich red meat. Cats never tire of Bo'sn Tom . . . and it's so good for them. Try it on your own Tabby and Tom.

Stacked Regularly At Emery's IGA Store

CONTAINS EVERYTHING YOUR CAT NEEDS FOR HEALTH