

SELF-SERVICE MEATS A BIG FEATURE

FRANK DENEAULT, MEAT DEPT. MANAGER, IN THE MEAT COOLER



Emery's Ready Package Foods

Ready-packaged foods, including meats, fresh fruits and vegetables and so on, have been one of the latest and most popular developments of supermarkets. Only a few short years ago nearly all meat was packaged after it had been selected by the buyer. The practice of cutting steaks and roasts ahead of time had developed, but it still took the time of the buyer and a store worked to pick out the right cut and weight.

Since supermarkets depend on volume sales, anything that will make selections of foods easier and quicker will help the store care for more customers in less time, to the profit of each.

Experimental ready-packaged meat display counters were almost an instant success where they were tried and now they are almost the rule.

The practice of "take a number" when you arrive at the meat counter went out with the ready - packaged idea. Many housewives complained of trouble with numbers and sometimes controversies lost a customer, especially during rush times does the packaged meats save time and trouble for the shopper.

The meat cutters use quieter hours to prepare a wide variety of cuts and sizes. Then when the rush comes, there is a moving line along the meat counter with rarely any slowdown. The old plan would have put customers three and four deep around the meat counter until it even was difficult to reach for the number hook.

OTHER SALEM I.G.A. MEN



CHARLES C. NIELSEN of Vista Market

New Meat Counters Long and Attractive

Longer, more attractive and more demanding on refrigeration are the new meat counters, but supermarket operators have found the added service to the public has paid off in heavier sales volume.

Ready - packaged vegetables were a logical extension of the idea. Convenient quantities are packaged in slow periods, ready for the busy shoppers who will soon throng the vegetable department.

As is the case with meats, attendants are always handy to supply quantities not available in the ready-packaged counters. Experience has shown that many vegetable items retain freshness even longer in transparent cellulose coverings than on an open counter.

There's a Ham Just Right Size for You

If you know your ham, you can find just the size you need whether you plan for family of four, a party of 14, or dinner for two. There is the whole ham, butt or shank. There are ham center slices for broiling and baking.

There is the smoked picnic convenient for the small family. It is the lower section of the shoulder or foreleg, weighs about 4 to 7 pounds, and is similar to ham in appearance and flavor. For even smaller family usage there is the boneless smoked shoulder butt that averages from 1 to 4 pounds. It is a nugget of very lean, rich flavored meat carved out of the shoulder butt.

Congratulations Emery's

CLAUDE CASE

CONTRACTOR FOR THE AMAZING NEW TROVELED BRICK VENEER

2560 Myrtle St.

Salem, Ore.

Meat Department Is Scrupulously Clean

The meat department has been designed so that it can easily be kept scrupulously clean. Most surfaces are bright metal or easy-to-scrub wood.

A large meat refrigerator can be entered from the cutting room and from the loading dock. An overhead track helps in getting full carcasses to

hanging areas, from where they are withdrawn for cutting and packaging.

Convenience and cleanliness have been the goals in all meat handling operations and tested equipment has been installed to reach those goals in all Emery IGA stores meat departments.

The transparent cellulose covering used in packaging meat serves several purposes. It permits easy visual inspection, keeps the meats natural moisture inside the package,

keeps the meat secure from airborne or other contamination, helps to retain the meats natural color for considerable time.

The self-serve meat counter has cut at least half the time needed to buy meats and has reduced any likely waiting to almost nil.

Ex-Kansas Manages Emery's Meat Dept.

Frank Deneault has come to Salem from Sweet Home to manage the meat department of the new Emery store here. Deneault started in the meat business at Concordio, Kansas, later working for Safeway in Salina. He also attended a meat school in Kansas City before he came to Oregon two years ago and went to work for Emery's Sweet Home store.

Deneault is married and has a young daughter. The family have moved here.

Work has begun on a 30-million-dollar port project at Tema, on the Gold Coast of Africa.

Nalley's Farm Fresh Cucumber Chip PICKLES

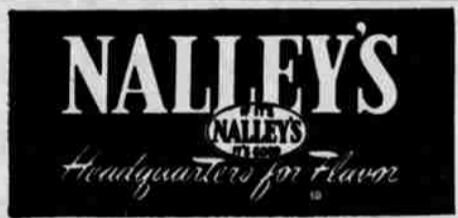
16-oz. Jar **27¢**

NALLEY'S KOSHER DILLS

24-oz. **43¢**

NALLEY'S HAMBURGER RELISH

12-oz. Jar **26¢**



FRENCH DRESSING

Nalley's Remoise or Chutney Style **21¢** Bottle

LUMBERJACK SYRUP

24-oz. Jug **33¢**

5-lb. can **82¢**



TANG SALAD DRESSING

Pint Jar **29¢**

Quart Jar **49¢**

NALLEY'S 2 cans **55¢**

Chili Con Carne

SPAGHETTI WITH MEAT

Just Heat and Serve

5 15-oz. cans **\$1.00**

NALLEY'S SPAGHETTI With Tomato Sauce and Cheese Sauce 15-oz. cans Only **15¢**



2 Large 4-oz. Packages **45¢**

GIANT 7-oz. SIZE CRISP GOLDEN CHIPS **37¢**

NALLEY'S VACUUM PACKED Shoestring Potatoes 2 cans **29¢**



Blue Plate Broken SHRIMP 5-oz. can **47¢**

Blue Plate Cove OYSTERS 4 1/4-oz. can **42¢**



Green Spot Orangeade

It's That Delicious and Refreshing Drink the Whole Family Will Enjoy

46-oz. can **33¢**

Easy to use . . . Wonderful for Frosting and Desserts

PENNANT Marshmal-o Creme

At All Salem IGA Stores 5-oz. can **23¢**



Finer Quality - Greater Variety They're at Your IGA Store at Saving Prices

WHOLE SWEET PICKLES

12-oz. Jar **35¢** 24-oz. Jar **59¢**

Whole Dill Pickles

12-oz. Jar **25¢** 2 1/2 Size can **27¢**

Also Midget Sweets, Sweet Mixed, Sweet Relish, Sweet Dills, Kosher Dills, Waf-L Pickles.

AT ALL SALEM IGA STORES

Congratulations To The EMERY'S

Curly's Dairy is honored to be able to make our dairy products available to you through Emery's IGA Foodliner.

CURLY'S DAIRY INC.



Salem's Independent Home-Owned Dairy