

KITCHEN WARE AND SMALL HOUSEHOLD ITEMS SECTION



ATTRACTIVE DRUG SECTION OF THE NEW EMERY STORE



Perishables Must Be Carefully Purchased

Keeping fresh stocks moving to the shelves of the new Emery IGA Foodliner is as complicated a job as being a production manager of a sizable factory. Co-ordinating buyers in various fields so there will be plenty of reserves for unexpected demands, but no overstocking that ties up storage space and investment is a job requiring a fine sense of what will sell and how fast.

Perishables always are the biggest problem, for they must be bought, moved and sold in a hurry or the loss quickly eats up profits. A temperature change can influence housewife menu planning radically. A bargain lettuce buy may not look so good when a cool snap switches plans for sandwiches and tossed salads to roasts and sliced tomatoes. "Of course, it all comes from the grocery," Pop Emery confides, "but the grocer could be left overstocked with lettuce and just about run out of tomatoes."

The buyer, though, has watched the weather forecasts carefully so his battling average on stocking up is far above the break-even figure. Staples that can be stored indefinitely are easy. Just keep the backlog big enough and no worries except storage space and money outlay, both items being things that can share profits unless careful planning keeps things moving at the right pace.

Long Cold Counters For Dairy Products

Marketing of dairy products has undergone decided changes in the last couple of decades. Cheese a few years back was mostly cut at the customers' orders, milk was just plain milk, eggs were counted out from cases and so on.

Today cheese is cut in many sizes and wrapped in transparent cellulose sheets, milk now is graded, homogenized, blended or flavored, and eggs by the dozen are put into handy cartons that can be torn in two for a half dozen.

The new Emery IGA Foodliner has one of the longest self service refrigerated display counters for dairy products yet installed in the Northwest. Cooling ranges have been adjusted for the particular food stored in each section.

Thaw Two Vegetables Prior to Cooking

For best results, most frozen vegetables should be cooked while frozen. The two major exceptions to the rule are frozen spinach and frozen corn on the cob.

Spinach should be thawed enough to be easily broken apart and corn-on-the-cob should be thawed completely before cooking.

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