

# SALEM IGA STORES WELCOME EMERY'S FOODLINER

### There Is Power Behind These Independent Stores

#### Supermarket Has to Buy at Right Price

There's a virtual army of workers who rarely meet the public whose job it is to keep the shelves well stocked without letting the warehouse overflow. The command is in the chief buyers and extends to the "privates," the stock boys busy with hand trucks who do the actual shelf stocking.

Supermarket operation is a highly competitive business, so buying must be at the right price, too. If not, top management has much to worry about. Therefore, seasonal price dips in nearly every food line are carefully watched so investments in stocks won't go over the budget.

"There are some pretty rigid rules on that budget," Sam Emery says, "just like the family budget that has to be met somehow or other. The end result of this know-how in food buying is a big savings for the retail food buyer."

#### A GLIMPSE AT THE BAKERY GOODS AT EMERY'S



### Bargains Prominent, Kept Replenished

Bargain specials in Emery's IGA Foodliner are made obvious to shoppers, with supplies as abundant as can be provided. Sam Emery explains that it's the bargains that a large proportion of housewives want to inspect first.

"So why not put the bargain priced stock right out in the most visible spots with stocks piled to reach the ceiling?" Emery asks. "Sometimes it is more than stock boys can do to keep up with buyers, but we always try to keep the stock of a bargain high enough to be seen across all the display cases in the store."

Usually there are enough specials each week to put mountains of merchandise at the four corners of the store.

**CONGRATULATIONS**  
To The Emerys  
**R. L. ELFSTROM**  
Company

Pleased to Have Done the  
**ROOFING**

Commercial - Residential  
Expert Workmanship  
Estimates and Bids Gladly

260 S. Liberty Salem

For SALADTIME try  
**PACIFIC PEARL**  
PEARL  
LARGE Ocean CRAB

No. 1/2 can **69¢**

**M.C.P. JAM & JELLY PECTIN**

Make Fresh Berry Jam Without Cooking or Boiling At All Salem IGA Stores

**2 pkgs. 25¢**

**BE PREPARED!**  
be using...

Folger's Coffee when the door bell rings comes. Win Westinghouse Appliances. Grand Opening Special at Salem IGA Stores with \$10 Order — Lb. **69¢**  
Without \$10 Order ..... 89¢

**M-M-M Good Eating!**  
How long since you've enjoyed 'em? Get some!

**Ripe Olives** from CALIFORNIA

**SWEL FUDGE MIX**

12-oz. Pkg. **35¢**

Tastes better! Costs less!  
Makes one quart of delicious beverage!

**Real Gold ORANGE BASE**

**17¢**

Lindsay Medium **RIPE OLIVES** Pint can **25¢**  
Lindsay Large Pitted **RIPE OLIVES** Pint can **31¢**

**Piggy Bank BEVERAGE BASE**

The Kids Love Both Bank and Beverage. Grape, Orange, Lemon, Strawberry

12-oz. Piggy Bank **33¢**

**trend**  
Detergent Large Pkg. **19¢**

AT YOUR IGA STORE

**Centennial** 2-lb. Pkg. Long Grain **RICE 49¢**  
**Centennial** 2-lb. Pkg. Small White **BEANS 33¢**

You'll Also Find Crown's Best Patent Unbleached Flour

**Dennison's Home-Cooking in a Can Foods**

**Tomato CATSUP** 14-oz. Bottles **6 \$1**

Dennison's **CHILI with BEANS** 16-oz. can **33¢**  
Dennison's **MEAT BALLS** 16-oz. can **39¢**  
Dennison's **SPAGHETTI AND MEAT BALLS** 16-oz. can **27¢**

**MISSION HOME-STYLE "ROLLED" NOODLES**

They always cook so fluffy and tender

● Mission Home-style, fresh-egg noodles are actually ROLLED. Made with painstaking care, never touched by human hands, they are delightfully different. **LARGE PACKAGE... 29¢**

Buy Them at These Salem IGA Stores

You'll find the Complete Mayflower Line at your Favorite IGA Store

Look for the PURITAN BOY on every MAYFLOWER Product

**MAYFLOWER Cottage Cheese**

Ask for "MAYFLOWER" by Name

- NINE VARIETIES OF MILK
- COTTAGE CHEESE
- CHEDDAR CHEESE
- ICE CREAM
- SHERBET
- BUTTER

You folks who are particular about dairy products—who like your milk fresh—your cream rich—your cheese delicious... you'll find exactly what you're looking for in Mayflower Milk Products. IGA stores have all of Mayflower's line displayed in their refrigerators. Try them today!

**EMERY'S IGA FOODLINER**  
Wallace Rd. at 7th West Salem

**VISTA MARKET**  
3045 S. Commercial

**State St. MARKET**  
1234 State St.

**Orcutt's MARKET**  
4200 N. River Rd.