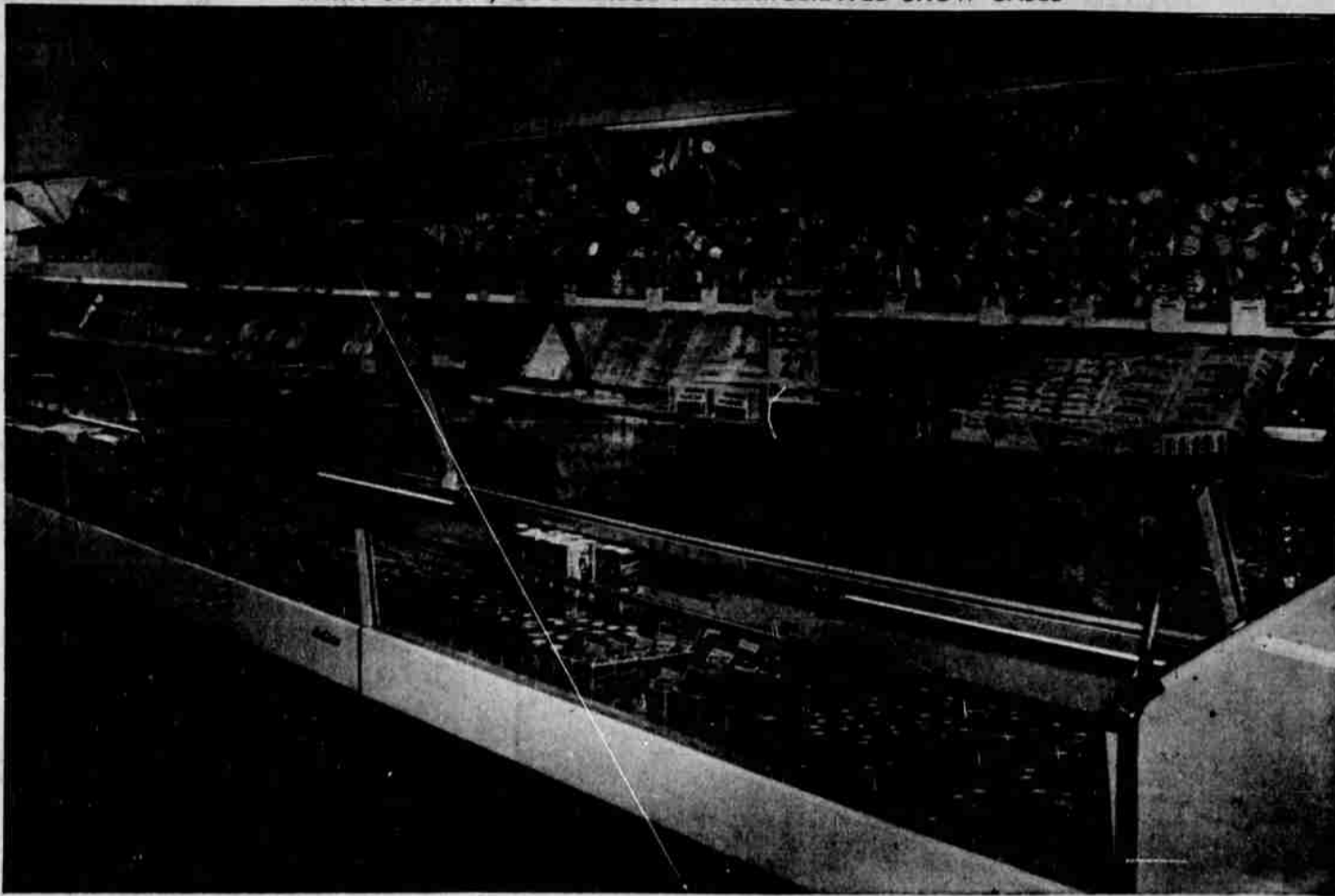


DAIRY SECTION, GOOD MDSE IN REFRIGERATED SHOW CASES



Dairy Item Now In Field With Specialized Foods

 **ALL PURE MILK**
In Gold Lined Cans

At All Salem IGA Stores **13¢** Tall can.

Congratulations and Best Wishes From

FLAV-R-PAC
FRESH FROZEN FOODS
Grown and Packed in Oregon

Choose From a Complete Variety at Emery's IGA Foodliner

Fruits, Berries, Vegetables Specialty Items

Priced to Save You Money

Congratulations to the Emerys on Their New Store

FROM **MOTHERS** Favorite Cookie Company

You'll Find a Complete Supply of Your Favorites Too, at Emery's IGA FOODLINER

PORTLAND OREGON

Emery's Price Tags Won't Start Customer Arguments

Arguments that flare between customers and checkout clerks over what price tag was in front of what merchandise would never get started in the Emery IGA Foodliner Store. Price tags are locked inside the channels holding them so that careless dangling fingers and curious children are not likely to move them.

"It sure said 39c on the tag right in front of the can of caviar," belligerently says the customer when the clerk rings up \$4.39 printed plainly on the top.

A quick excursion to the rack from whence came the caviar reveals that probably trailing fingers cut the price of the caviar by \$4 by pulling the figure 4 couple of feet down the line where some 11c cookies now bear the price of \$1.14.

"That can't happen at Emery's," said Vern Sanders, manager, "because the locking device makes it next to impossible to move a price tag without almost destroying it."

"These heated debates over prices that have been changed by some careless or thoughtless

person who moves the marking tag, not only annoys one customer, but often delays several more right at the point where speed is important in a super-market," he added.

Frozen Food Packages Swing to Eye Appeal

FRESH
Cakes and Pastries Daily
By Smith Baking Company
At Emery's IGA Foodliner

GRAND OPENING SPECIAL
At All Salem IGA Stores

WHITE BUTTER CAKE
It's New!
It's Delicious!
15 oz. of Cake
In Reusable Aluminum Foil Pan
Reg. 39c

29¢

NOW... **DOUBLE WRAPPED** for lasting freshness

BLUE BELL Potato Chips

At All Salem IGA Stores

2 Large 4-oz. Pkg. **45¢**

Giant 7-oz. Package **37¢**

IN THE WEST, IT'S **Golden West!**

Golden West Coffee

Westerners Favor **RICHER FLAVOR**
It's Golden West

COFFEE
Grand Opening **SPECIAL**

At All Salem IGA Stores With \$10 ORDER ONLY **69¢** lb.

Without \$10 Order **89¢**

Manager Grew Up In Market in Minn.

Vern Sanders, manager of Emery's, comes to Salem with a world of experience in food and serving the public.

He grew up in his father's meat market in Breckinridge, Minn., and after commercial college he was employed in a complete food market owned by his family in Crookston, Minn.

He came to Oregon in 1947 and for the past two years has been manager of Emery's IGA in Sweet Home, Ore.

Vern is married, has three children, and is making his home in West Salem.

Vern Sanders Comes To Manage New Store

Vern Sanders, manager of Emery's new super market here, has been manager of their Sweet Home store for the past two years. Previously he managed a plumbing and heating shop there.

Sanders grew up in Minnesota where he was employed in food stores from 1935 to 1942. He has lived in Sweet Home the past six years.

Mr. and Mrs. Sanders, their two sons and daughter have moved to Salem.

STORE MANAGER



Vern Sanders, who comes here from Emery's Sweet Home store to manage the West Salem Super Market.

Claims to parts of the Antarctic continent have been made by England, France, Norway, Australia, New Zealand, Argentina, Chile and Russia.

Vernell's Butter Mints
You'll love 'em

Keep Some on Hand for Dinner Guests

7-oz. Pkg. **39¢**

OTHER SALEM I.G.A. MEN

EMMETT KLEINKE of State Street Market



EVERYTHING BUT COW-COW BOOGIE
Variety Adds Spice and Everything Is Nice . . .

CONGRATULATIONS EMERY'S
ON YOUR NEW IGA FOODLINER

Benson Baking Co.
One of Salem's Leading Independent Bakeries
Makers of Vitamin-Enriched **BENSON'S BREAD**

You've NEVER tasted **COTTAGE CHEESE** like **MAYFLOWER!**

Three Varieties
CREAM STYLE Large Curd
COUNTRY STYLE Small Curd
CHIVES Small Curd

Mayflower Cottage Cheese has a distinct, appetizingly fresh taste unlike any cottage cheese you have ever tasted. Made by a special process, it contains less acid and is creamed with fresh, sweet cream. Mayflower Cottage Cheese has won many prizes for quality, flavor and food value.

MAYFLOWER Milk Products

Look for the Bright Yellow or Green Carton in Your IGA Store