

New Ultra Modern Berg's Downtown Market Opens on Tuesday



In the upper picture are three of the Berg's Downtown Market employees shown at the ultra modern checkout stands, left to right: Don Drees, Pearl Albright, Margie Johnson.

Latest Service, Food Handling Methods Stressed

Berg's Downtown Market, 625 Marion street, representing an investment of a half-million dollars in building, fixtures and stock, opens for business at 8 a.m. Tuesday. The concern, covering 16,000 square feet, offers the most up-to-date in super markets, and in grocery packaging and service.

The market will be open 8 a.m. to 10 p.m., seven days a week. "We are really proud to open this new market to serve the people of Salem and surrounding areas," states Elmer O. Berg, president of the corporation that now operates four markets, three in Salem area—at Center Street Shopping Center, at Keizer, and now in the Meier & Frank's—Salem area—and one in Portland.

Bob Peterson is to be manager of the new Berg's Downtown Market. He has been with Berg's since opening of the Center Shopping Center store and recently has been manager of Berg's at Keizer.

Between 45 and 50 will be on the staff of the new market, including full-time and part-time help. All are Salem residents, all of them having gone to Salem schools and several attending Willamette University.

Selection Diversified
The new market will offer a wider and more diversified selection of foods and special emphasis on up-to-date handling methods. Mr. Berg states. The concern will especially stress frozen foods—meats, fruits, vegetables, etc.

A large parking area is provided at the front side of the store on the Marion street side.

As one of the specialties, a massive rotis-omat is to be operated in the meats department. With this rotis-omat customers may walk in and order any size of roast beef, all cooked and ready to eat. Other specialty will be ice discs from an automatic ice making machine. The ice discs will be packaged in cellophane bags and kept on hand in a huge refrigerated counter for customers to take as they like.

There are many other interesting features in the new market not seen in this area much before. There are the new type cash registers that "do practically everything but talk." They do all the bookkeeping on a transaction—give the total amount of the purchase, the amount rendered by the customer, and the amount of change to be returned to the customer.

Eight modern check-stands of unusual design are set up in the market along the south side of the building. Rubber belts automatically operated keep produce moving along as the cashiers check out for the customers.

Between the checkstands, with four on either side, is another unique feature—a huge box well where all discarded boxes may

be thrown and thus kept off the floor and from cluttering around the checkstands.

All-adjustable shelving is something else very new in the market, thus allowing for interesting display of groceries. This system of shelving also allows for some specialities to be featured in baskets along the array of produce.

Main entrance for the market is on the Marion street side. There is also an entrance off the Church street side. A lunch counter is set up at the southwest corner.

Meats Department Huge
Along the east side of the building is the meats department, one long, continuous counter displaying the fresh meats and the frozen meats. One feature about the meats department is that the workmen now operate in a warm room, only the meat being in frozen compartments as they work. Heat in the floor is used, thus avoiding drafts from off the refrigerated counters.

The huge vegetable and fruit department counters run along the north side of the building, a big section here featuring the frozen fruits and vegetables.

Carts used by customers are the latest design. There are two sizes. In the larger ones, each has its seat for the young child accompanying its mother and the seat is the new non-tip kind. The smaller carts are for the little folk who go shopping with their parents.

Officers for the new market are upstairs along the east side of the building, the second story being at the east end. In addition to the office for the manager, Dick Eckley, advertising and promotion manager for Berg's, also has his office here.

Three mechanical conveyors are operated to take the grocery stock upstairs. At the back of the store where the stock is delivered are two levels, one for each floor at the back of the building. Accommodations have been provided for 5 trucks to unload simultaneously.

The clerks room and women's lounge also are on the second floor.

A big foods and bakery department are at the west end of the market. Commercial bakery products will be sold here but Mrs. Myrtle Lindahl, who operates the catering and baking service in Berg's at the Center street store, will bake pies for the new market. The dairy department also is in the west end of the market as well as the milk and beverage refrigerators.

The new building was erected by Viesko and Post of Salem and all the sub-contractors were local concerns.

In addition to the personnel listed above, Don Drees, who has been with Berg's for 12 years, will manage the meats department.

Dick Van Osdol heads the vegetable department. He has been with Berg's at Keizer store. Jod Johnson, for 17 years with Berg's, is assistant manager for the grocery department in the new market. Al Benson is in charge of the lunch counter. Kate Gilbert runs the bakery department. Both have been with Berg's for some time.

Berg's Sound System Of Latest Design

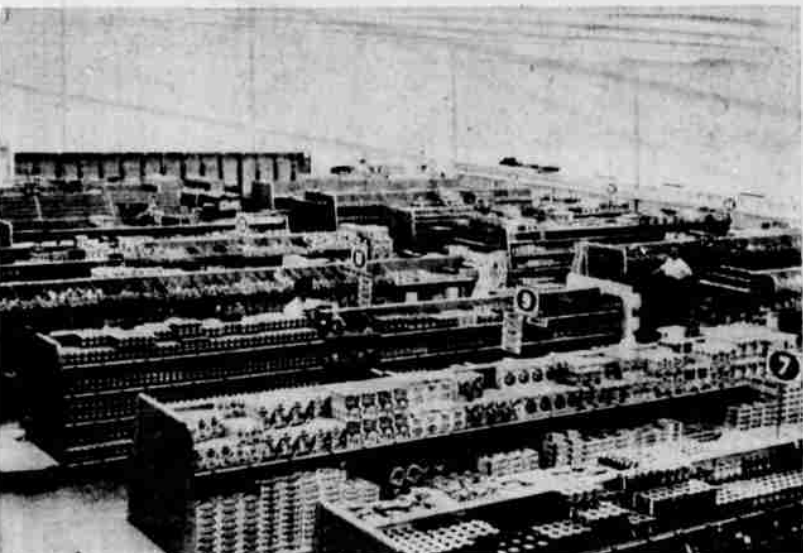
The sound and inter-office communication system at Berg's Downtown Market includes the latest developments in the audio field. It is a custom installation job, designed by Roger Mason, field engineer, and C. E. Wilson, factory engineer, DuKane corporation, the store installation supervised by Louis duBuy of the Universal Sound Corporation, Salem, distributors of DuKane equipment in west central Oregon.

Twenty-six loud speakers are used in the installation, 14 for music and public address, and 12 for inter-office communication. Dual buttons on the speaker stations located at the checkstands make it possible for the checkers or to make announcements over the entire public address system.

The 12 speakers mounted flush in the ceiling transform the ceiling into a huge loud speaker, probably the largest in the northwest, with an infinite baffle area of some 15,000 square feet. Music will be at low level. The wide range amplifiers have virtually flat frequency response from 20 to 40,000 cycles per second at rated output and 5 to 100,000 cycles at lower levels. The pre-amplifiers have individual tone controls for music, public address and checkstand speaker stations and may be pre-set for the best quality from each source. The entire music system is capable of faithfully reproducing music or speaking fed into it from radio, television, tape, record or microphone, and the limits of reproduction are limited only by the source. Diamond needles are used on the record player to keep record and needle wear to a minimum. This is the third Berg installation by Louis duBuy.



Elmer O. Berg, above, is shown above busy with last minute details preparatory to opening of the new Berg's Downtown Market, 625 Marion, at 8 a.m. Tuesday. Berg, who has been in the grocery business in Salem since 1936, heads the corporation that now operates four super markets, three in Salem, one in Portland.



An interior view is depicted above in the new Berg's Downtown Market, opening Tuesday, showing the latest in fixtures and shelving.

Stuffed Olives as Garnishes Give Appeal

Garnishes often make the difference between "just a meal" and a meal that is something special. Pimiento-stuffed green olives as a garnish give a touch of distinctive elegance when used in ways like these:

Top hamburger patties with olive slices.
Use olive slices to decorate mold- and salads and canapes.

Arrange olives kabob-style with pickled onions and Swiss cheese cubes for a delicious addition to the appetizer tray.
Sprinkle small olive wedges over cabbage slaw to add flavor, texture and color.
Finely chop olives for an excellent hot or cold soup garnish.
Add new interest to meat, fish and vegetable sauces by adding

LIVER TREAT

Cut calf's liver into finger-length strips. Toss the liver into flour seasoned with salt, pepper, dry mustard and paprika. Fry in butter. Make a thin brown sauce from the drippings in the pan and bouillon and serve over the liver.

chopped olives, or sprinkle on top just before serving.



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Dress Up Vegetable Offerings

Vegetable cookery can show imagination just as any other type of cookery... so why just "cook a vegetable" because you feel you should? Here are some suggestions to help make your vegetable cookery the talk of the neighborhood.

Golden Cauliflower Parmesan
Separate a large cauliflower into flowerets. Cook, covered in 1-inch boiling salted water until tender. Do not overcook. Cool. Dip into beaten egg, then in fine dry crumbs. Fry to a golden brown in butter. Sprinkle with grated Parmesan cheese. Serve at once.

Brussels Sprouts with Sour Cream
Brussels Sprouts should resemble firm, miniature heads of cabbage; should be compact and bright green in color.
Remove any loose or discolored leaves and cut off bit of stem end. Wash thoroughly in cold water. Cook, covered, in 1 inch of boiling salted water only until tender, about 8 to 10 minutes. While sprouts are cooking, beat together 1 cup thick commercial sour cream, 2 tablespoons vinegar, 1 tablespoon fresh lemon juice, 1 tablespoon finely minced green onion, 1/2 teaspoon salt, 3 tablespoons sugar and pepper to taste. Spoon over sprouts and serve immediately.

Crookneck or Zucchini Squash Supreme
Crookneck and Zucchini squash have soft edible skin and delicate flavor. For four servings of this delectable vegetable dish buy 2 pounds squash. Wash, but do not peel. Cut into 1/2 inch slices. Cook, covered, in a very small amount of boiling salt water until tender (8 to 10 minutes). While cooking, fry together 1 onion, finely cut, 1 peeled and minced clove of garlic and 4 slices of bacon, cut into small squares. Mix with drained hot cooked squash. Season with salt and paper.

COOKIE GLAZE

Slightly beaten egg yolk thinned with water will give pastry or cookies a shiny glaze.

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