

COME TO THE GRAND
OPENING
 OF THE NEW AND ENLARGED
Black and White Grocery

3,000 square feet of Floor Space in our New Store—Over 800 lineal feet of orderly arranged Display Shelves, all within easy reach of the customer, specially constructed Bins for Fruits and Vegetables, two large Frigidaire controlled Ice Boxes with glass inspection doors, each with 25 cubic feet capacity, for Milk, Butter and other perishable goods! All this—and more—has been arranged solely with a view to giving you better Shopping service. No longer congestion—crowding—but the utmost ease and enjoyment in shopping at the new Black & White.

However much you may be impressed with the greater shopping conveniences we have provided for you, there is cause for far greater enthusiasm over the increased economies we will be able to give you as a result of the merging of the H. M. Soennichsen Grocery Stock, the retention of the powerful I. G. A. buying connections and the decreased overhead cost of selling compared to the gross volume of business transacted. In the more than two years since this business was started, sales have steadily increased and prices decreased in proportion and now with facilities for handling double our former volume of business we call your attention to the lower price level we are establishing throughout the store. (Space forbids publishing but a limited number in this ad.)

We will continue our well known policy of handling only Nationally known and Nationally advertised goods, assuring you of the very best at all times and invite you to check our everyday values with the best advertised offers of Radio Stations, Chain Stores and Mail Order Houses.

Our Doors Open Saturday Morning to—

Lower Prices
GREATER VALUES

- P & G SOAP—Offered Saturday at a new record-breaking price. 10 bars for... **36c**
- OLEOMARGARINE—Country roll. Price, per pound... **19c**
- CANDY BARS—Any variety. Three for... **10c**
- MILK—Fresh daily. Plenty of Cream. Price, per quart... **9c**
- SWANSDOWN CAKE FLOUR—Large package for only... **27c**
- HERSHEY COCOA—1/2-lb. pkg. Lowest price ever quoted... **13c**
- PANCAKE FLOUR—I. G. A. brand. Large 3 1/2-lb. sack... **23c**
- MATCHES—Six boxes in carton. Less than 3c per box. Carton for... **17c**
- PEACHES—Finest halves, heavy syrup pack. 4 lg. No. 2 1/2 size cans... **98c**
- CORN—Fancy Golden Bantam. An extra fancy quality. Per can... **15c**
- MACARONI, SPAGHETTI and NOODLES, 4 pkgs. for... **25c**
- CAMPBELL'S TOMATO SOUP. Price, per can... **7 1/2c**
- SUGAR—Finest granulated in 10-lb. cloth bags, only... **62c**
- BACON SQUARES—Dold's Sun-flower, mild sugar cure, per lb... **16 1/2c**

COFFEE DEMONSTRATION
 Coffee will be served all day Saturday. The famous I, G and A blends. Also, a National Biscuit Co. demonstration!



OUR STOCK OF
"Uneda Bakers"
 PRODUCTS IS ALWAYS FRESH

- Premium Soda Crackers, 2-lb. caddy... **29c**
 - Premium Graham Crackers, 2-lb. caddy... **29c**
 - Premium Nabs, three for... **10c**
 - Old Time Cookie Assortment, 2 lbs. for... **49c**
- Millkette Fig Newtons, Starlight Delight, Kettle Cookies

- ARGO GLOSS STARCH—1-lb. packages. New low price... **8c**
- JELLO—Avoid substitutes. We sell the genuine, all flavors, at... **7c**
- I. G. A. FITTED DATES—Very delicious. Two packages for... **45c**
- MUSTARD—Finest prepared. Full quart jars. Specially priced at... **21c**
- I. G. A. TOILET TISSUE—Full 1000-sheet rolls, 3 rolls for... **19c**
- GRAINGER BREAKFAST WHEAT Large size package for... **17c**
- HEAD LETTUCE—Large, fancy solid heads. Get them Saturday for... **10c**
- I. G. A. BEAUTY SOAP—The equal of any 10c soap sold. 2 bars for... **15c**
- BORDEN'S MILK—The famous Eagle brand. Price, per can... **19c**
- POTATOES—Home grown, nice size, good quality. Bushel... **\$1.39**
- PEARS—Medium to large size, fully ripened, ready to can. Bushel... **\$1.25**

FLOUR! FLOUR!

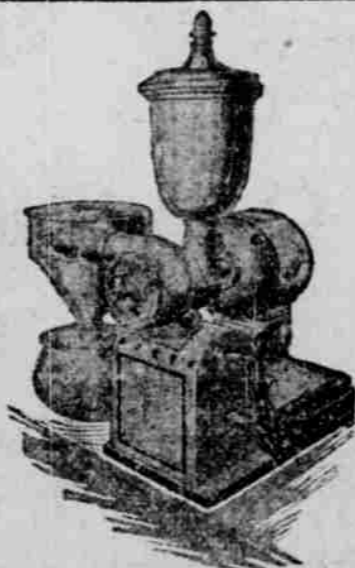
- I. G. A. fully guaranteed, 48-lb. sack... **\$1.79**
- Sunkist Flour, 48-lb. sack... **1.79**
- Omar Flour, 48-lb. sack... **1.89**

Freshly Ground Coffee

We grind all our whole bean coffee in this Hobart Coffee Refiner. Coffee that's freshly ground retains its full flavor much longer.

- Bulk Rio Coffee, 4 lbs. for... **\$1.00**
- Nine O'Clock Coffee, 3 lbs... **1.00**
- Black & White Coffee, lb... **.49**

'T', 'G' and 'A' Blend Coffee
 in Whole Bean—We Grind It to Suit You
 "T" Blend, **49c** lb. "G" Blend, **43c**
 "A" Blend, **38c** per lb.



BEST FOOD DEMONSTRATION

Relish Spread, 1000 Island Dressing, Mayonnaise—1/2-Pint Jars

23c

- Full pint jars, your choice of above Foods... **45c**
- Fanning's Bread and Butter Pickles, jar... **23c**

BUTTER—Dairy Maid, in 1/4-lb. wrappings. Opening day price, per lb... **45c**

Butter is Up—Compare this Price with Others