

Centrella

FOOD STORES

August 1, 2, 3 and Monday 5th

Centrella Orange Pekoe Tea



4-oz. **21c**
can

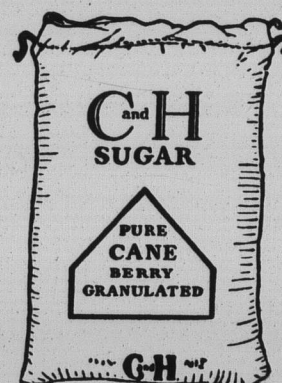
8-oz. **39c**
can

Centrella JAPAN TEA

4-oz. **18c** 8-oz. **35c**
can

C & H Cane Sugar

for preserving
10-lb. cloth bag

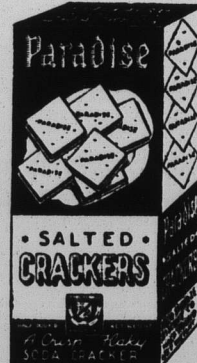


56c

**Jello Ice
Cream Powder**
2 Pkgs. **15c**

Paradise Sodas

1-lb. **17c**
pkg.



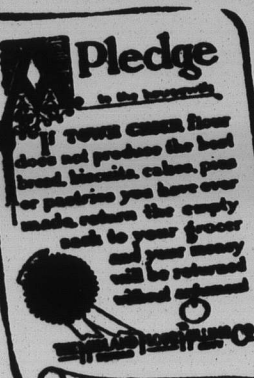
**Paradise
Grahams**
1-lb. pkg. **16c**

**Special Summer Time
COOKIES**
4 varieties,
per lb. **19c**

Town Crier Flour

5-lb. **25c**
bag

24-lb. **99c**
sack



You'll Like Town Crier Flour

Try Land O'Lakes BUTTER



The Best That Money Can Buy
93 score or better

1/4's **31c** 2-lb. **60c**
Carton roll

Pride o' Lake Shore
BUTTER, lb. roll 26c
1-lb. carton, **27c**

The World's Largest Food Distributors

Your Centrella Grocer urges you to read
Mr. Garbers' message—and trusts that
you will tell your friends the
good news of this great cooperative
movement that is dedicated to the pro-
tection of American individualism and
to the welfare of the American household.

THE MODERN FOOD SERVICE ★

QUALITY-ECONOMY-THE POLICY OF EVERY CENTRELLA STORE!

Ovaltine



For Young and Old
Regular 50c size
31c

★ FRUITS AND VEGETABLES ★

CANTALOUPEs, Firm & Tasty 3 for 29c

PEARS, California
Bartletts, basket **25c**

ORANGES, California Valencias
for Juice **2 doz. 45c**

PLUMS, Blue Tragedy,
Large Basket, **49c**
4 qts.

BLUE BERRIES,
Fancy Michigan, qt. box **25c**

PEACHES,
basket **19c**

GRAPES,
Thompson Seedless **2 lbs. 25c**

CELERY HEARTS,
Michigan, 2 bunches **15c**

CORN, Golden Bantam,
Home Grown, doz. **39c**

★ CENTRELLA QUALITY MEATS ★

SPRING LEGS O'LAMB.....lb. **25c**

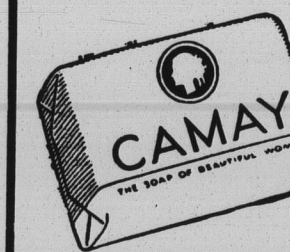
BROILERS Market's Best 2 lb. avg. **29c**

STEWING CHICKENS 5-lb. average **26c**

SWEET BREADS, CALVES' LIVER, **39c**
CALVES' lb. genuine, lb.

Fish for Friday
CHINOOK SALMON, Fancy lb. 28c

CAMAY SOAP



The Choice of Many
3 Bars 13c



Northern Tissue

A soft, absorbent fluff
of the purest cellulose—
with the "woven" tex-
ture that comes from
"Linen-izing."

4 rolls 21c

Gauze

1. Linen-ized for soft-
ness
2. Sterilized for purity
3. Tissue wrapped for
cleanliness
4. Free from danger-
ous ground wood
splinters

4 rolls 17c



**CENTRELLA SLICED
DRIED BEEF.** 2 1/2 oz. **2 for 19c**

**CENTRELLA TOMATO
SOUP.** No. 1 can **3 for 17c**

**CENTRELLA PREPARED
SPAGHETTI.** 16 oz. **2 for 19c**

TRAYMORE TUNA FISH.
1/2 lb. tin **2 for 29c**

SILVER CUP SHRIMP.
No. 1 can **2 for 31c**

TRAYMORE TOMATOES.
No. 2 can **2 for 23c**

MAXWELL HOUSE COFFEE.
1 lb. tin, special **28c**

**CENTRELLA PAS-TUR-IZD
BREAD.** Loaf **10c**

CENTRELLA CRAB MEAT,
1/2 lb. tin **27c**

**EAGLE BRAND
MILK** **19c**

JELLY GLASSES.
1/2 pint size, tall, dozen **39c**

JELLY GLASSES.
1/2 pint size, squat, dozen **37c**

**PRESTO GLASS TOP MASON
JARS.** Pint size, dozen **73c**

**PRESTO GLASS TOP MASON
JARS.** Quart size, dozen **87c**

**CENTRELLA BONED
CHICKEN.** 7 oz. jar, special **53c**

**CENTRELLA APPLE
SAUCE.** No. 2 can **13c**

Leading Values



kind to everything
it touches
2 large bars
19c



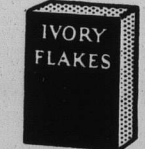
gentle on hands
and dishes
10 bars
55c



favorite in Gold
Coast homes
Large size
20c



MAKES CLOTHES
LAST LONGER
Large size
19c



safe for your
fine things
Large size
21c

HEALTH AND HAPPINESS BEST PROTECTED BY QUALITY FOODS

GEO. B. WINTER, INC.

(WILMETTE GROCERY AND MARKET, INC.)

1144-46-48 Central Avenue

Wilmette 420-25

VICTORY

World's Greatest Buying Power Now
Enables Centrella Grocers to Sell
Finest Foods at the Lowest Price

By C. H. GARBERS,
President Central Grocers Cooperative Inc.

The greatest food-buying power this
country has ever known is now placed by
Centrella grocers at the service of house-
wives in greater Chicago.

These individually owned stores, dealing
in quality groceries and offering the cus-
tomer personal service obtainable in no
other kind of store, have solved the food
price problem.

Today, through a cooperative plan on a
national scale which has now been com-
pleted, they are able to offer to the house-
wife the finest foods obtainable on the
world's markets, at a price less than is pos-
sible for any other organization, however
large, quality and service considered.

We consider this the greatest piece of
good news that has come to the American
housewife within a decade. There has been
a battle of giants in the food distributing
industry and now we are happy to an-
nounce the victorious outcome for custom-
ers of Centrella grocers and their associ-
ated grocers throughout the land.

Own Their Own Warehouses

In the Greater Chicago area there are
500 Centrella grocers, each owning and
operating his attractive, sanitary, efficient
food market. They are all banded to-
gether in the ownership of a modern food
warehouse, which is operated for them and
by them without profit.

Throughout the land there are some 90
other similar cooperative units, all owning
their own warehouses, but united in one
central purchasing unit, operating for the
sole benefit of their customers.

Centrella grocers and these other groups
are now banded together in a nation-wide
cooperative network, constituting the great-
est food-buying and distributing organiza-
tion in the entire world. More than 20,000
leading grocers throughout the United
States are members. It has become the
greatest factor in the food industry.

What does this mean to the housewife?
Simply that this enormous cooperative
organization buys in carload and trainload
lots, takes over whole crops and the out-
puts of entire food factories, and thus en-
joys the advantage of the greatest price
discounts obtainable.

Furthermore, the overhead cost of op-
erating this coast to coast network is at the
lowest, because the organization is co-
operative throughout. There are no fancy-
salaried officials or managers, no staffs and
crews of district managers, branch man-
agers and supervisors and inspectors.

Public Gets Entire Saving

All these savings, both in wholesale costs
and in operating expense, are passed di-
rectly to the housewife. They appear on
the price-tags of the groceries she buys.

Every Centrella grocer is a member of this
nation-wide cooperative organization and enjoys
the full advantages of its tremendous purchas-
ing power. He can't be undersold, quality and
service considered.

In addition, every Centrella Grocer is a resi-
dent of his community. He is the sole owner
of his store. He is responsible directly to his
customers, and to no one else. He is the product
of a thoroughly American system of business.