

WEGMANS OPEN EAST SIDE MARKET

HOME-OWNED CHAIN BUILDS FINEST UNIT

Monroe Avenue Section to Be Served

Finishing stream-line as a trademark of the new store of the home-owned chain offers east side housewives a proud shopping center. Architects and contractors have spared no pains to make this the truly finest store of the Wegman group.

The front of the building, while following in general the plan of the other Wegman stores, offers several decidedly modern innovations. Vertical strips of stainless steel, set against the contrasting white vitrolite background of the building contribute to a striking stream-line appearance; the familiar script of "Wegmans" across the front is fashioned of metal and set out a couple of inches from the building, with the space behind occupied by neon tubes, which reflect their glow around the letters to attract by night as well as by day.

Entering the store, the customer is impressed by the effect of spaciousness. This is partly due to the actual size of the store itself—with a width of 63 feet and a depth of 124, it is second in size only to Wegman's Clinton Avenue store—and partly to the modern simplicity of its architecture. Low, stream-line counters make possible an unobstructed view from one end of the store to the other; the light grey terrazzo floor, the white weatherwood ceiling with its dozens of chrome-plated lighting fixtures which produce an actual effect of daylight, and the white porcelain paneled walls, all combine to make a market that is as efficient as it is attractive.

The same convenient arrangement of merchandise as is found in all the Wegman stores has been followed here. To the right, upon entering the store, are located the fruit and vegetable displays; to the left, the candy and baked goods, while in the center counters are the meat, fish and delicatessen departments. The unusual arrangement of low counters make self service pleasant and effortless. The grocery department is the only one with this type of service; at all the other counters clerks are in attendance.

Gustke and Ploch are architects for Wegmans. The front was designed by M. J. DeAngelis.

Making Doughnuts Interests Shoppers

One of the features of the new Wegman Food Market on Monroe Avenue is a doughnut maker, similar to the one which has been in use for some time in their Clinton Avenue Store.

This amazing bit of machinery performs every operation of doughnut making, so that the doughnuts are untouched by human hand from the time the ingredients enter one end of the machine until they come out at the other, all fried to a uniform golden brown perfection. By its use it is possible for customers to watch the doughnuts which they buy in every stage of their making, because the glass walls enclosing the machinery for blending, rolling and cutting and the fat for frying make every operation easily visible.

It is the privilege of Wegman customers thus to purchase doughnuts still piping hot from the fat, if they so desire, and to enjoy them as freshly warm as if they had just been taken out of the kettle in their own kitchens.

Wegmans Welcome Your Special Order

Whether it's a birthday, a wedding anniversary, or a bridal party, Wegmans are always glad to make plans for the occasion to suit your special order. The decorations, applied by their expert chefs, will conform to the requirements of your color scheme and special needs, and the cost will be surprisingly small.

Advertised Brands Sold at Wegman's

More and more are shoppers today learning to call for canned and packaged goods by their trade names. Women have learned through their own experience that familiar brands denote certain quality, and refuse to chance

These Wegman Markets Now Serve You

- NEW MARKET
- 573-575 Monroe Avenue (Just east of Goodman Street)
- 409 Ridge Road West
- 414 Brown Street (Bull's Head)
- 72-76 Main Street West
- 61-63 Front Street
- 875-877 Main Street East
- 86-90 Clinton Avenue South

Heads of Wegman Food Markets and New Manager



WALTER E. WEGMAN President

JOSEPH WALSH New Store Manager

JOHN B. WEGMAN Secretary-Treasurer

"Wegman quality and Wegman prices will now be available to a larger number of Rochesterians than ever before," states Walter E. Wegman, president. "With the opening of our new store on Monroe Avenue, just east of Goodman Street, all the best features of Wegman stores can be enjoyed by residents of the east and southeast part of city."

JOSEPH WALSH NEW MANAGER Wegmans Largest Buyers Of Home-Grown Produce

Joseph Walsh, manager of the new Wegman Food Market in Monroe Avenue, comes to his new position with more than 15 years' experience in the grocery and produce business. For the last two years he has been supervisor of the bakery and grocery departments of the Wegman stores, from where he brings to the new store a thorough understanding of the food needs and tastes of Wegman customers.

John Sime, a member of the Wegman organization for the last 12 years, will succeed to the former position of Mr. Walsh.

This recent expansion thus adds one more name to the rapidly-growing list of Wegman executives. Managers of the other Wegman stores include: Seymour Williams, of the Clinton Avenue Market; William Frankenstein of the West Main Street store; Raymond Geyssel of the East Main store; Avery Toates of the Bull's Head store; and Howard A. Stone, in charge of the market on Ridge Road.

Wegman Candies All Fresh, Wholesome

Dietitians have long agreed that candy has a valuable place in the diet of everyone, providing it is made of pure and wholesome ingredients.

It is commonly acknowledged that sugar is one of our most valuable foods. It is the quickest and surest source of energy known; many stores have been told of men keeping up their resistance through long periods of physical strain by frequent nibbling on candy.

When you buy candy at Wegman's complete confectionery department, you can be sure of getting only that made with the purest and freshest ingredients known. Almost a complete store in itself, this department offers at reasonable prices a tempting and wide assortment of candies rivaling in quality those of much more expensive shops.

If Wegman's cared to go in for slogans, they might dub themselves "The Farmer's Friend." For hundreds of farmers within the Rochester area are richer by many thousands of dollars every season because of the enormous market for their produce furnished by the Wegman stores.

Wegman's are by far the largest single users and buyers of local produce within this vicinity. All the eggs sold in their stores come from henneries within 100 miles of Rochester. The fowls and broilers handled in their markets come from poultry raisers within the same area. Potatoes, onions, milk, cream, cottage cheese and hundreds of other items are bought entirely from local producers.

Over 10,000 crates of locally-grown celery are handled by Wegman's each year. Wegman's acts as a matter of fact, the largest dealers in celery between New York and Chicago, so that local celery-growers are always sure of an eager market for all they can produce.

Between 5,000 and 6,000 calves, raised on farms surrounding Rochester, find their way to the Wegman meat counters each year. From 12,000 to 13,000 fowls and approximately 7,500 broilers are bought from vicinity poultry raisers annually. Poultry is all purchased alive, and killed and dressed by Wegman's own experienced men, under their uniform high standards of preparation.

Farmers of the Rochester area sell about 50,000 bushels of their potatoes to the Wegman markets yearly, and more than three quarts of a million pounds of onions. Poultry raisers supply them with considerably more than 400,000 dozen eggs in the course of a year, and dairymen find them a steady market for cottage cheese, of which they use about 260,000 pounds annually, and for heavy cream, of which they use more than 250 gallons a week in their bakery alone.

Wegman employs have constant cause for satisfaction in the thought that they are working for an organization which appreciates individual effort, and is always ready to reward it suitably.

CAUSE PLAIN FOR STORES' POPULARITY

High Grade Foods, Low Prices Have Sure Appeal

The remarkable expansion of the Wegman Food Markets during a period when most businesses were curtailing their activities in every possible way in order merely to survive, inevitably gives rise to the question, "Why?"

The first answer is obvious. Nothing except highest quality foods has ever been sold in the Wegman Stores. Wegman's realized that the very fact that most families had less money to spend during the recent depression made it imperative that they get the best value possible for that money. Round steak can be more costly than Porterhouse if half the round is gristle which has to be thrown away.

A head of lettuce for 10 cents is an expensive buy if half the leaves have to be trimmed off and discarded after the customer gets her purchase home. The depression housewife realized these things, and became a thrifter buyer, a customer more insistent upon real quality at moderate price, than ever before.

Makes Marketing Enjoyable

But there is another reason, more subtle perhaps, but very important, for the popularity of the Wegman stores. It's just this: People shop there because they enjoy it. And they enjoy it because of the stores' convenient arrangement, their attractive appearance, and most of all, their "one-stop" feature which makes it possible for customers to get everything they need for a meal under one roof.

Perhaps it's a dinner party prepared by aristocratic hors d'oeuvres and ending up with elaborate desserts which will be remembered in shopping. Everything she needs is right there under one Wegman roof, from the first-course anchovy and pate de foie gras on the grocery shelves to the last-course pastries on the bakery counters, waiting in all their decorative glory to be taken home and served.

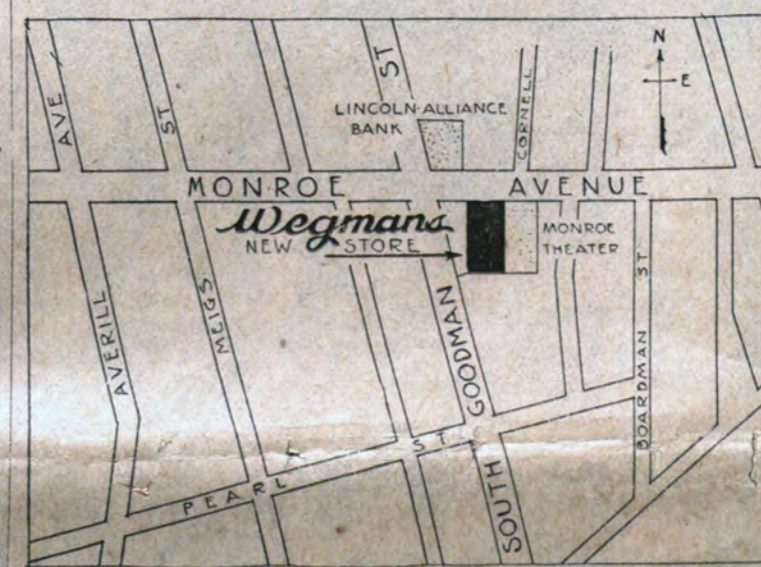
Food for Every Type of Meal

Or maybe an impromptu picnic party is the shopper's problem. There's little time for preparation, but picnickers must eat! Wegman's delicatessen counters are waiting with dozens of delicious suggestions. Salads, sandwich fillings, all conceivable kinds of cold meats and cheeses offer a picnic meal with no more work than carrying it home.

Or if it's just the ordinary family dinner, which has to be planned every day with one eye on the budget and the other in quest of variety, Wegman's one-stop markets have dozens of suggestions which reduce meal-planning to its simplest possible terms, with none of the tiring business of darting out of one store and in another. It's really no job at all to plan a meal when ingredients for every delectable dish are spread out before you in one tempting array.

Marketing in the Wegman stores isn't a mere duty. It's fun!

Seventh Store Serves Wide Area



Adjacent to a large residential area in the eastern and southeastern parts of town, the seventh Wegman Market will open its doors today to form a convenient new marketing center for thousands of customers. It is directly on the Monroe Avenue trolley line and in a logical shopping spot.

OTHER STORES TO REMODEL MONROE STORE ANSWERS NEED

The new Wegman Food Market on Monroe Avenue is the first step in an elaborate program of expansion which has been planned by the company for the coming year.

The next step—which will be undertaken immediately—will be the enlargement of the Ridge Road store. Built only a little more than two years ago, and one of the largest stores of the group, the grocery department has in this short time completely outgrown its quarters, making some immediate provision necessary for its tremendous volume of business.

It is planned to extend this store clear through to Dewey Avenue, thus forming an L-shaped building, and adding 20,000 square feet of floor space to the present area of the store. Virtually this entire added space will be occupied by the grocery department, making it the largest department devoted solely to the sale of groceries in Western New York.

The Bull's Head Wegman store will next come in for its share of enlargement, with a doubling of its floor space by certain changes and additions in the adjoining buildings.

All Picnic Supplies Sold by Wegmans

All sorts of picnic supplies are available from spring to fall at the Wegman stores. Paper plates, napkins, cups, forks, spoons, tablecloths and all other needed equipment may be purchased right in the same store in which you buy the food for your picnic lunch. Just one more convenient "one-stop" feature of the Wegman Food Markets!

Wegman Markets Like Food Show

A visit to a Wegman Food Market is like a trip to a big food show. Their tempting array of every variety of meat, vegetable, fruit, baked goods and the thousand and one other items which make up an appetizing meal, rivals that which you would pay admission to see at an exposition.

The new Wegman Food Market on Monroe Avenue is the answer to a long-felt need on the part of housewives of the eastern part of town for a complete, one-stop market outside of the congested traffic area.

Shoppers of the west and north parts of town have enjoyed the advantage of Wegman Markets outside the downtown area since the opening of the Bull's Head Market in 1932 and the Ridge Road store in 1934. Here they have found the same Wegman complete stock, high quality foods and efficient service which characterizes all their stores, conveniently distant from traffic and parking problems.

Now women on the east side of town will have opportunity to enjoy these same advantages in a store which is the finest of the group. Within easy walking distance of a large part of the east side area and a few moments' motor distance of all of it, the new market just east of Goodman Street will serve the needs of thousands of Rochester housewives. Convenient to reach and still more convenient to shop in after you get there, it transforms the family marketing from a duty to a pleasure.

Buy Oranges Best Suited to Your Need

When buying oranges, it isn't always economy to buy the largest; neither is it always best to purchase the smallest. It all depends upon how you expect to serve them—whether for juice, in salads, or in halves for breakfast portions. Tell the clerk at the Wegman fruit counter for what purpose you are buying the fruit. He will unfailingly guide you to the "best buy."

All Canning Supplies At Wegman Markets

Whether it's fruit and vegetables for canning, or the jar rubbers and paraffin for sealing the jars, Wegmans have them. Home canning will be considerably simplified during the coming months by shopping at Wegman's, where materials and equipment are offered with equal convenience.

FIRST STORE OPENED TWO DECADES AGO

Small Vegetable Market First Venture

Just 26 years ago, "the Wegman boys" opened a little vegetable store in West Main Street.

Today Wegman's Food Markets, Inc., will open their seventh large food market in the city of Rochester. From the one or two clerks employed by John B. and Walter E. Wegman in that first tiny store, their payroll has grown to include over 500 Rochester men and women. And from the few thousand dollars worth of business they did that first year, their volume has now advanced well into the millions.

It's a typical success story, the story of the development of the Wegman markets. It's typical of all real success stories in that, like all the others, it has rested on two fundamental principles. The first of these is hard work coupled with ambition and vision to succeed. The second is sheer honesty; the honest desire to give people the best possible value for their money. With a combination like this, any business is bound to succeed.

Boys Shrewd Buyers

The first Wegman store was located almost directly across the street from where the present West Main Street Wegman store now stands. The mere boys who were its founders were shrewd buyers, and in spite of the store's small size, its reputation soon grew large. Thrifty housewives who recognized quality quickly discovered that when they wanted the freshest vegetables, the crispest lettuce and the juiciest fruits, Wegman's was the place to find them.

At about this time, the Wegman's left their thriving business for some months, to enlist their services in the World War. After the Armistice was signed, they returned to find that it was no longer possible to accommodate their rapidly increasing trade in their present small quarters. So they opened their second store, at 375 West Main Street.

With the volume of business occasioned by two stores, the boys now became a real buying power in the markets where they obtained their fruits and vegetables. This enabled them to get their produce at lower prices than before, and this saving was, in turn, passed along to the customer, who kept increasing at a constantly more rapid rate.

A little later the Wegman brothers had the opportunity to buy the business of the old Seel Grocery, an old-established, high class firm located on East Main Street in what is now known as the Taylor Building. It appeared as auspicious time to add groceries to their lines of fresh produce, so they took it over, and immediately set to work upon the same ideas that had made their initial business venture such a success—offering their customers the best possible product at the least possible cost.

Place Still Occupied

While they were operating this store, a new building was being erected on the site of their old store across the street, and when their lease expired on the Seel property, they moved into it. Today they still occupy it as their East Main Street store, although increasing business compelled them some years ago to lease another property behind its opening on East Avenue and enlarge the store through from one street to the other.

The next step in their expansion was on West Main Street. The crowded quarters of their small original store had proved to be completely inadequate by 1922, so at that time the large 4-story building at 72-76 West Main Street was leased with an option to buy. Within five years Wegman's purchased the entire property and made extensive improvements, including the erection of a building on the lot in the rear to allow more room for the retail meat and grocery departments. A complete refrigeration system occupies the basement; general offices are on the second floor, and the third and fourth floors are taken up by the Wegman bakery which supplies all their stores.

In 1930, when the pinch of the depression began to be felt by most businesses, Wegman's opened the biggest food market of the group—the Clinton Avenue store, acclaimed at that time as the largest retail food market in New York State, and accepted as a model for all food retail institutions everywhere.

Wegman expansion spread again westward in 1932, when the Bull's Head Market was opened on Brown at the intersection of West Main and Genesee Streets. It introduced the first refrigerated food display window in Rochester, and a vaporized spray system for keeping vegetables fresh, both of which added still further to the perfection with which their foods were able to reach the purchaser.

Just a little more than two years ago, the sixth store in the Wegman group opened its doors in the northern end of town on the Ridge Road, near the corner of Dewey. And now today's opening adds one more member to the family of Wegman stores.

Most Beautiful Wegman Market Now Ready to Serve Monroe Section



Wegman's most beautiful and most modern food market will open its doors at 10 o'clock this morning to begin serving the residents of the east side of town. Located on Monroe Avenue, just east of Goodman Street, it is easily accessible to a large residential area, and offers parking facilities away from the congested traffic area. It is second largest of group.

Reputation of Wegman Bakery Built on 'Home-Made' Quality of Products

Staff and Executives Responsible for Fine Baked Goods

MODERN PLANT MAKES BAKING TASKS SIMPLE

No Loss of Quality In Quantity Methods

The story of the growth of the Wegman bakery runs a parallel course with that of the expansion of their markets. It was back in 1922, when the West Main Street store moved into its present location, that John and Walter Wegman sensed their opportunity, with their acquisition of larger quarters, to produce their own baked goods. So the most efficient and up-to-date equipment that could be bought at that time was installed on the fourth floor of the new building, and a staff of several expert bakers was set to work turning out the best pies and cakes and cookies and rolls they knew how to produce.

Today, with seven Wegman Markets to be served with their own good, fresh baked products, the Wegman bakery occupies two floors of that building, instead of the original one, and employs a regular staff of more than 40 bakers. Three enormous ovens have replaced the original one; one of them a Peel rectangular oven for bread and rolls, in which 320 loaves of bread may be baked at one time; the other two, round ovens with slowly revolving soapstone floors 19 feet in diameter, upon which cakes and pastries may be conveniently placed through the door without disturbing the oven's other contents. As many as 120 pies may be baked at one time in each of these rotating ovens.

The most modern and efficient mixing machinery obtainable performs the laborious stirring and kneading which the housewife does by hand, and giant rollers and cutters insure every cookie and bit of pastry being of uniform size and texture.

Due to the spacious working quarters and the large staff of the bakery, it is possible for them to serve the Wegman Markets with amazing efficiency. Once the baked goods are properly cooled, it is only a matter of minutes before they are packed in cartons and whisked away in one of their waiting trucks to be delivered at the desired store. It is frequently less than an hour "from oven to customer." Thus Wegman customers are assured of baked goods as fresh as if baked in their own kitchens.

From the beginning, Wegman's have endeavored to have their bakery emulate "home baking" as closely as possible. To that end, the ingredients used there are in the most fastidious home kitchens, and have striven to achieve the same appealing variety in their daily output as any housewife would expect to desire for her own family. Rather than try to achieve volume in any one particular product, they endeavor to turn out as many different products as possible, so that every housewife may be furnished with not two or three, but dozens of ideas for "different" breads and desserts every time she visits their counters.

Variety Chief Pride Of Wegman Bakers

Quality and variety, rather than mere quantity of output, has always been the ideal of the Wegman bakery. And the result is that when Mrs. Rochester goes shopping in a Wegman store, she finds on the bakery counters an ever-varied array of breads, rolls and pastries, with which her meals can be made constantly more interesting.

The Wegman bakers, for example, make about 25 different varieties of bread. They make 18 kinds of rolls, and a dozen kinds of sweet buns, not to mention the wide assortment of Danish buns and the 20 varieties of Kuchen. Then there is the puff paste group of products, which include their famous turnovers, filled with apples or other fruits, and the infinite varieties of French pastry. From 15 to 20 kinds of cakes are baked daily, and about 30 kinds of cookies. And their varieties of pies and tarts are almost limitless. Certainly there are dozens of answers on the Wegman bakery counters to the old meal-time question of "what can we have that's different?"



DAILY SPECIALS THRIFTY BUYS

In addition to the thousands of dozens of cookies, cakes, rolls and breads which are turned out with daily regularity by the Wegman bakery, each day of the week brings its own baked goods "special," which is counted on and used to advantage by thrifty Wegman customers.

The usual schedule of "specials" runs like this:

- Monday: Cup cake special. Thrifty shoppers buy about 600 dozen of these each wash day.
- Tuesday: Fruit turnover special—apple, raspberry, pineapple, etc. It takes from 600 to 700 dozen of these to fulfill each Tuesday's demand.
- Wednesday: Pie special. Rochester families eat from 1,500 to 2,000 of these famous Wegman pies each day.
- Thursday: Chocolate whipped cream roll special. Over 1,000 of these are required to fill the demand.
- Week-end specials include all types of pies, including the famous Crocker recipe (about 1,200 to 1,500 cakes are baked in the Wegman ovens for this weekend special alone), sweet rolls, of which they make dozens of varieties, and more than 20 kinds of kuchen, in quantities running well into the thousands.

Buyer



MAURICE GERKS
Grocery Buyer



It requires the large staff pictured in above photograph to turn out the large amount of pies, cakes and other baked goods to satisfy Wegman customers. John Sime, left, is supervisor of the bakery and grocery departments of the Wegman Markets.

Only '93-Score' Butter Is Offered To Customers of Wegman Stores

Good butter—delicious butter—perfect butter—finest butter. They're all high-sounding adjectives, but what do they mean? Any market or dairy can describe the butter which they sell with any one of those or a dozen other similar terms, and the customer still knows actually very little about the composition of the butter he is buying.

That's why Wegman's prefer to be more definite when they talk of their butter. Instead of advertising their product with any loosely descriptive adjectives, they describe it concisely as "93-score butter." And "93-score" has a very definite meaning, indeed. It has such a meaning, at least, to those who know anything about the government method of grading butter. It means that the butter in question has been government-inspected as to coloring, butter fat, moisture and all the other counts which go to make up good butter, and has been passed with the highest scoring yet achieved by any butter—a score of 93.

Naturally, butter which was absolutely perfect on every score would have a rating of 100. But inevitable slight variations in moisture and color make such a score practically impossible. So 100 has never been attained; it's rather a mythical ideal which serves as a standard for grading. Butter which scores 90 is regarded as very good butter by government experts; that with a score of 91 is excellent, and that with a score of 92 is "extra." Butter with a score of 93 is

Even a Woman Can't Find Fault in Wegman Bakery!

By JANE FALES

The boss said to me, "Go down to Wegman's bakery and see how they do things down there, and then write a little piece about it."

And I said, "Do Wegman's welcome women in their bakery?"

And the boss said, "Well, why not?" And I said, "Because they probably don't know what they're getting into, letting a woman loose in a place like that. Send a man down there, and he'll just look at the big ovens and the machinery and how many thousand pies and cakes they're turning out; but send a woman, and she'll snoop around for dust in the corners and probably sniff at the shortening to see if it is fresh and a lot of things like that. And maybe Wegman's won't like that."

Secrets Sought And the boss said, "Well, I wouldn't know anything about that. But all the reporters are busy, and you haven't anything to do but get out that cooking and home-making junk, so you'll have to go. And see if you can find out how they make those chocolate things with the whipped cream inside."

So I went down to Wegman's bakery, which is, as you probably know, on the third and fourth floors of the Main Street West store building. William Frankenstein, manager of the store, offered himself as my guide, and proved decidedly the model host by letting me do all the snooping I liked, and standing patiently by and answering my questions.

Our first stop was in the big, light, immaculate room where the mixing and baking are done. It was early in the morning for us, but late for the bakers, who are finishing up their day's work about the time you and I are starting ours. "Turnover Day" Some of the crew of 40 men had already left. The others, in their spottish white uniforms, were preparing the last "batches" for the day's baking. It was on a Tuesday, which meant "Apple Turnover Special," and hundreds of dozens of their fragrant pastries were going into and coming out of the big revolving ovens, besides the usual assortment of cakes, rolls, etc., which were in preparation.

It was a little hard to keep my mind on my original purpose of thorough investigation in the midst of those apple turnovers, but I didn't let myself be side-tracked.

I started right in with my snooping for dust in the corners, for, like most women, I've always had a little contempt for masculine housekeeping. But there wasn't any dust there. Besides, all the equipment was scoured and shining, and you could practically have served dinner on the floor. Apparently guessing my purpose, Mr. Frankenstein said apologetically, "I'm sorry you came near the end of our working day, instead of at the beginning, for naturally, the place is a little mussy. Everything

French Dinner Roll Is Local Favorite

What kind of rolls do most people like best? If the output of the Wegman bakeries is any indication of Rochester's taste in the matter, French dinner rolls may easily be considered the city's favorite. For according to the Wegman bakers, more of these crisp-crust miniature loaves are made and sold by them than of any other type. A close-ranking second, however, is bran bread and bran muffins, for which there is also a large demand. And a new popular favorite, only recently introduced over Wegman counters, but for which the demand is rapidly gaining, is an "egg-twist" loaf sprinkled with sesame seeds.

SANDWICHES EASILY MADE

It wouldn't be a picnic without sandwiches, and the kind of sandwiches that are made outdoors and toasted over the open fire are best of all. Stock up well on Wegman provisions before you start, and then try some of these new and delicious combinations:

Hot Mustard and Cheese Sandwiches—For each sandwich spread 2 slices of bread with a thin layer of prepared mustard. On one slice of bread arrange a slice of American cheese, and 2 strips of bacon that have been broiled until crisp over hot coals. Arrange slices of stuffed Spanish olives between slices of bacon and top with second slice of bread. Place sandwich on grill over hot coals and toast on both sides. If a toasting rack is available, place sandwich in it, as this makes the turning of the sandwich for toasting easier.

Bacon and Olive Rolls—Roll a thin strip of bacon around a stuffed Spanish olive. Place on the end of a sharp stick or toasting fork and broil over the camp fire. Serve two or three of these in hot rolls (heat rolls over camp fire also).

Chipped Beef, Bacon and Tomato Sandwich—Notch edges of bacon to prevent curling, and fry in skillet over grill. Remove bacon, and fry chipped beef which has been separated, in bacon fat until crisp. (If there is too much fat, drain off more part of it before frying chipped beef.) For each sandwich, toast two slices of bread on one side over the grill, using a toasting rack if available. Spread the untoasted sides with a thin layer of butter, then with prepared mustard. On the untoasted side of 1 slice, place 2 strips of bacon and enough chipped beef to cover. Arrange thin slices of tomato over this, and top with second slice of toast.

Camp Fire Cheese and Pickle Sandwich—Slice sweet dill pickles lengthwise into fourths. Wrap 2 slices of pickle in a slice of American or Swiss cheese and place between Parkerhouse roll. Secure with toasting fork or skewer and hold over hot coals, turning often until cheese melts.

WEGMAN EGGS PURCHASED IN THIS VICINITY

Local Henneries Furnish Fresh Product

The slogan "Nest to You" which appears on the boxes of strictly fresh eggs you buy at the Wegman counters is no idle bit of print. For Wegman's eggs do come directly from nest to you, in as short space of time as your poultry buyer can get them there.

All the eggs which are sold over Wegman counters come from henneries within a radius of 100 miles of Rochester. Collecting those eggs and bringing them into the Wegman stores is a full-time job for the company's poultry buyers. When you consider that Wegman's buys from neighboring farmers almost half a million dozen eggs in the course of a year, you can readily see the egg buyer's job is no small one.

Wegman's egg buyer, a poultry expert of many years' experience, selects the breakfast eggs for Mr. and Mrs. Rochester. Every day, except Sunday, from early morning till night, Wegman's big truck travels from one poultry farm to the next, picking up hundreds of dozens of eggs. It makes from 40 to 50 stops in the course of a day, so it's quite apparent little time is wasted idling along the road.

At every henry where Wegman's stop they are not only a "regular customer," but usually the only one, for Wegman's take the entire output of the farms which supply them, thus making an assured steady market for the poultry farmer. It's decidedly a feather in the cap of any poultry raiser when he becomes a member of the Wegman group, because, besides his comfortable assurance of a steady market, his ability to meet the critical demands of Wegman's is a sort of public attestation to the superior quality of the eggs his hens produce. None except white eggs pass the approval of the Wegman buyer, and none below a certain size are considered. The frequency with which the truck calls is assurance that some of the eggs can be more than two days old. Only products of consistently perfect uniformity are good enough for Wegman customers.

Once the eggs are delivered to the Wegman stores, there is still work to be done before they are ready to go on the counters. For in spite of their assurance of the quality of the eggs, Wegman's man's refusal to take the slightest chance that a single egg shall reach a customer in less than perfect condition. So every egg is candled before it is packed into its carton. Two men spend their entire time at this job—one which might seem superfluous to many concerns, but which is just one more way in which Wegman's strives to afford customers every protection against the slightest degree of inferiority in their products.

Devised Butter for Steak Cream 1/4 cup butter and add to 1 teaspoon each of dry mustard and Worcestershire sauce, 1/2 teaspoon pepper, a dash of cayenne pepper and 1/4 teaspoon salt. Melt and add 1/2 tablespoon of vinegar and pour over broiled steak.

If Wegmans "Perfect" Butter Fails to Please You, IT WON'T COST YOU A CENT!

BUTTER

Government Experts Grade It EXTRA! Wegmans Fresh Churned SWEET CREAM BUTTER

This big Expansion Sale presents an admirable opportunity to acquaint yourself with this best of good butter. If its fresh grass flavor and golden, creamy goodness fails to please you it won't cost you a cent! Government experts grade it "EXTRA," and you'll know why, once you've tried it.

The Only Butter in Rochester Whose U. S. Government Rating Is Advertised

Wegmans 7 BIG FOOD MARKETS

A ROCHESTER INSTITUTION Famous for Fine Foods

Managers of Progressive Wegman Stores Throughout City



SYDNEY WILLIAMS
Clinton Avenue South



WILLIAM FRANKENSTEIN
West Main Store



AVERY TOATES
Bull's Head Store



HOWARD STONE
Ridge Road



RAYMOND GYSEL
Main Street East

Wegman HOME COOKING METHOD USED BY MANAGER

Care with Details Responsible for Superiority

More than one customer of the Wegman Cafeterias has wondered how they manage to achieve that "home cooked" flavor so characteristic of the food served there. There is no suspicion in their minds of that flat, standardized quality so often characteristic of food cooked in large quantities. From soup to dessert, everything they eat, they might well have prepared in their own homes.

The answer to this achievement is found in the person of Miss Elisabeth Law.

When Wegman's first began to plan their Clinton Avenue Cafeteria, some years ago, they resolved that the food which was served there should approach that cooked in home kitchens as closely as possible. So they didn't hire a chef for its manager. Instead they looked about for a competent woman cook, one who could combine a scientific knowledge of food values and meal planning with a real old-fashioned ability to prepare food well and appetizingly.

Miss Law was the answer to their quest. She is a graduate of Simmons College, where she specialized in home economics and dietetics, and following her graduation she spent several years in cafeteria management in Boston and New York before coming to Wegman's.

Cooked Same Way

A few minutes' conversation with Miss Law, and a short visit to the efficiently managed kitchens under her direction, and it's easy to understand about that "home-cooked" flavor. The food tastes like that cooked in your own kitchen because it actually is cooked in the same way. For example, there is the matter of vegetables.

"I thoroughly detest vegetables which are overcooked," said Miss Law. "That washed-out, watery flavor they acquire after standing around in a big kettle of water for a couple of hours certainly has no appeal to anybody. No woman would think of letting vegetables stand around in water a couple of hours at home. So we don't here."

"Of course, in a restaurant where you have to serve a hundred or more people, it isn't as easy as it might be, but we manage it by cooking vegetables in small quantities and staggering the cooking time so that we have a steady supply of freshly cooked food coming to the steam tables direct from the stove."

"Take asparagus, for example. During the lunch period we will perhaps cook a couple dozen lots of asparagus, putting small quantities on to cook 5 or 10 minutes apart, so that the customer who orders asparagus at 1:30 eats a vegetable as freshly cooked as the one who orders it at 12 o'clock, instead of getting something that was cooked at 12 and left standing ever since!"

Of course, Miss Law's system offers infinitely more work for those in the kitchen—which is perhaps the reason it isn't a more universal restaurant custom—but she feels it is worth the extra trouble in the enthusiastic appreciation of her customers.

In Own Kitchen

Everything served over the Wegman cafeteria counters, both in their Clinton Avenue and East Avenue restaurants, is prepared in their own kitchens, and under the personal direction of Miss Law. They make all their own ice cream. "And," says Miss Law with emphasis, "we make our ice cream just as you would make it at home—out of good fresh cream and sugar and other rich quality ingredients. Our fruit flavors have the real fruit in them—fresh strawberries and cherries, and so on."

They even make their own ice which is used on the service counters, which accounts for the decorative colors in which it appears—just another example of "the home-made" touch. Pies, cakes and also breads in the cafeterias are also baked there under Miss Law's direction.

Wegman Stores Serve Good Meals

Establishment of three downtown eating places has been just one more outgrowth of the Wegman desire to serve their customers in every conceivable way.

In their two cafeterias—one in Clinton Avenue South and one at the East Avenue end of their East Main Street store—and in the Bennett Sea Food Restaurant adjacent to their West Main Street store, more than 2,500 persons are served daily. The same high standard of quality and service which distinguishes every undertaking of the Wegman's is outstandingly apparent in these three eating places.

The Bennett Sea Food Restaurant in West Main Street is conducted independently of the store, and is therefore not restricted to shopping hours in its period of service. It is open until late in the evenings, and all day Sundays as well, and is to remain open all summer.

The Clinton Avenue Cafeteria also does not govern its closing time by store hours, but remains open a half hour beyond the store's closing each evening so late shoppers and office workers may have dinner there before returning home.

Restaurants Are Famous for Delicious, Fine-Flavored Foods

Baked Goods of Wegman's Well-Known Quality



This display of baked goods in Wegman's Clinton Avenue store is typical of the wide variety and tempting assortment offered at all their bakery counters every day in the week. No dessert problem for women who shop here.

Buyer



FRANK SMITH
Fruit Buyer

Wegman's Food Quickens Dessert

Desserts are no problem to the housewife who does her marketing in the Wegman stores. Their baked goods counters offer dozens of tempting suggestions for use "as is," and dozens of more for delicious and unusual dishes made by combining with other ingredients.

Here are two mouth-watering cake and fruit combinations that are particularly tasty and economical just at this time of year: **Emergency Fresh Strawberry Shortcake**
1/2 cup sweetened condensed milk
2 tablespoons lemon juice
2 cups fresh strawberries, sliced
1 sponge cake

Blend together sweetened condensed milk and lemon juice. Stir until mixture thickens. Fold in sliced strawberries. Spread between layers and on top of sponge cake.

Cafeteria Manager Tells How to Make Pecan Rolls

If there is one thing more than any other for which Wegman's Cafeteria might be said to be famous, it is their pecan rolls. They are the "biggest sellers" of all the delectable baked goods on their counters, and more than one customer has sunk her teeth into their crisp-crust with the wiseful thought that she, too, would make rolls as good as these.

As a matter of fact, there is no secret about their making, and Miss Elisabeth Law, the cafeteria manager under whose direction many dozens of these delicious rolls are baked each day, was perfectly willing to part with the very recipe she uses for them, when approached on the matter.

Here is your opportunity to try at home those rolls for which Wegman's meals are famous. The recipe follows, exactly as used by Miss Law. If your family is very small, you can easily reduce it to meet your own requirements:

- #### Pecan Rolls
- 1 qt. milk
 - 1 c. water
 - 1 1/2 oz. yeast
 - 3/4 tsp. salt
 - 1/2 lb. sugar
 - 4 1/2 oz. lard
 - 4 lbs. bread flour
 - 1/2 c. egg yolks
 - 1/2 c. melted butter
 - 1/2 lb. brown sugar
 - 1 1/2 tsp. cinnamon
 - 1 c. nut meats

Heat milk till lukewarm. Add salt, sugar, lard, yeast (dissolved in water), half the flour, and mix until smooth. Then add the egg yolks and remaining flour, and mix until well blended.

Let rise in a warm place until double in bulk. Then roll into a sheet about 1/2-inch thick and 6 inches wide. Brush with melted butter, sprinkle generously with brown sugar and a little cinnamon and a few chopped pecan meats. Roll up slightly, cut into inch lengths, and put in buttered muffin tins which have in them 1 heaping teaspoonful of brown sugar, 1/2 teaspoonful melted butter and 4 whole pecan meats.

Invert another muffin pan of same size on top of these, and let the dough rise into the top pan. Bake in a 350 degree oven 20 minutes, turning the pans over after the first 5 minutes of baking so the syrup will cover the rolls.

WOMAN VISITS BAKERY PLANT

(Continued from Page 2) "home-made" as they can, Mr. Frankenstein said, and to that end he does everything as nearly as possible as it would be done in the home kitchen. Not even the lemon pies, for example, but only the juices of plump lemons, freshly extracted.

Their "home-made" policy does indeed seem to govern most of their baking operations, although, naturally, because of the vast amount of dough and batter to be handled, most of the mixing, cutting and other mechanical operations have to be performed by machinery.

Naturally, too, the use of machinery insures greater uniformity than would be possible with every thing done by hand. Dough for each pie, for example, is cut, weighed and rolled to just the same thickness as the last piece; this insures that one pie won't have a thin crust and the next a thick one.

Perfectly timed mechanism, too, governs the baking processes in the three immense ovens—one a Peel bread oven, the other two, potting affairs where the trays of pies or cakes go through a door to a slowly revolving oven floor, travel the circumference of that vast interior, and come round to the door again at exactly the right moment to be taken out, done to perfection, with others ready to take their place.

But the "finishing touches" are all done by hand. Up in the big finishing room on the third floor, whence we accompanied the trays of cooling turn-overs, cakes were being frosted with all the loving pride of a mother adorning her child's first birthday cake. And birthday cakes, incidentally, a good many of them were, for Wegman's turn out from 50 to 100 cakes a day for birthdays, anniversaries and other special occasions.

Here fluffy whipped cream, too, was being spread on thin sheets of chocolate sponge cake, to be dexterously rolled into their delicious whipped cream rolls, eclairs were being filled with custard and whipped cream and topped with chocolate, and all other sorts of final adornment were being added, all by hand.

Manager



ANTHONY WEGMAN
Wholesale Supervisor

MUSHROOM SAUCE

Make a brown sauce by mixing 2 tablespoons of flour with 2 table-spoons steak drippings. Add 1/2 cup mushroom pieces and allow to brown lightly with the flour. Add 1 cup hot water. Stir until smooth and season. Cook several minutes. Pour over steak.

MINT SANDWICH

Dip thin slices of fresh cucumbers in well-seasoned French dressing. Sprinkle with finely chopped fresh mint and place between thin slices of white bread, spread with unsalted butter. Serve very cold.

Large Fleet of Wegman Trucks Required to Serve Stores



This large fleet of Wegman trucks, operating between their warehouses on Railroad Avenue and their retail stores, are kept busy constantly, relaying to them their sufficient supply of fresh fruits, vegetables and other produce necessary to supply the demands of their huge trade.

WHOLESALE BUYING DONE BY WEGMANS

Power in Market Enables Better Purchasing

Thirty or forty times as much merchandise is sold in each of the large Wegman Markets as is handled in the average small grocery store. Multiply that 30 or 40 by seven, the number of their retail stores, and you have some idea of the amount of produce needed to supply their customers.

In order to handle their perishable produce in the most efficient manner possible, Wegman's have long had their own large warehouses and wholesale division on Railroad Street, adjacent to the public market. Here they are not only in position to take constant advantage of everything the local market has to offer, but here too they are able to handle their large shipments of out-of-season perishables which have to be imported through the winter months, for a spur track delivers carloads of goods to their door. Such shipments, as well as public market purchases, are quickly transferred to the heated and refrigerated storage rooms of their warehouses, where exact temperatures are maintained both winter and summer. Here food remains until needed at the counters of their stores, to which they are then quickly transferred by their large fleet of trucks.

Handling Perishables Tricky

It's tricky business, this handling of perishable fruits and vegetables, particularly in the enormous quantities necessitated by Wegman's volume of business. It takes no mean skill to buy cantaloupes, tomatoes, strawberries and dozens of other products equally perishable just at the right stage of ripeness for best flavor, and yet not sufficiently advanced to risk spoilage.

Here, however, is where the Wegman's early experience in the fruit and vegetable business has stood them in good stead. That was the first phase of the business which they learned, back in those early days of 1916, so that efficient handling of fruit and vegetables has perhaps come a great deal more naturally to them as their volume of business and its demands have increased, than it would to one originally a stranger to this business. They know which fruit and vegetable to buy, best bought green and ripened under the regulated conditions in their warehouses, and which ones should be picked at the peak of their ripeness to be most desirable to the customer.

Power in the Market

Naturally, the tremendous buying power of Wegman's has made them something of a power in the market. Their buyers are on the job there at 4 o'clock in the morning, and in position to take the first and finest offerings brought in by the farmers and produce growers. If a farmer can bring in goods of sufficiently high quality to satisfy the Wegman buyer, he counts himself fortunate on more than one score. For Wegman's will not only take his entire output, but they will pay him cash for it on the spot, so that he doesn't even have to bother going into town for the cashing of a check.

Wegman's wholesale division not only supplies all their own stores, but a number of the best local hotels and restaurants as well. The quality of the goods handled by Wegman's is so well known that to rely on such institutions prefer to Wegman's wholesale buyers rather than go to the trouble of sending their own men to market.

Toasted Bacon Cheese Sandwiches

- 6 slices of bread
 - 12 slices of bacon
 - 3 whole tomatoes
 - 8 ounce cheese (American, cream or pimiento)
- Toast the bread slightly on both sides, and at the same time, slowly cook the bacon under the broiler flame. Then place the toast squares on the broiler rack, top each with several slices of tomato, lay 2 crisp slices of bacon on each of these, and finally, top off with a thin layer of cheese, arranged to cover all of the bacon and tomato. Return to the oven to slightly melt the cheese and serve piping hot.

Wegman Buyers



ALPHONSE DE CONICK
Vegetable Buyer



FRANK WEGMAN
Delicatessen Buyer

WORK NEEDED BEHIND SCENES IN BUSY STORE

Men 'Off-Stage' Aid In Making Wheels Go 'Round

Not many people realize, when they saunter through a spotless, uncluttered and well-ordered store, how much work has to go on behind the scenes in order to keep it that way.

Wegman customers see rows of crisp, well-trimmed lettuce in the vegetable racks, stacks of freshly-trimmed cauliflower on the counters, precisely-cut rows of chops and thick juicy steaks at the meat counters. But what is behind those trimmings from bunches of lettuce and heads of cauliflower and loins of pork? A shopper orders a chicken and says, "And I want it cut up, please," and then it disappears from view, to miraculously reappear a few moments later in its desired form. How—and where—is this magic accomplished?

Basement Source of Efficiency

A good deal of the smooth running efficiency of the Wegman stores has its origin in their basements. It's rather like a play. The audience see the finished product, and marvels at the beauty of the stage settings and the skill of the actors. But without the preparation of the director, the energy of the stage hands, and the tireless co-operation of all behind the scenes, the thing wouldn't be possible.

A visit to a Wegman basement is a visit to a bustling little independent community. In one large room, men with long sharp knives are cutting meat from the suspended carcasses of butchered animals. Several lams are perhaps, at the moment, being skillfully divided into roasts and chops and cheap stewing portions; every operation is performed here from the initial division of the carcass to the trimming of the last loin chop so that it will go to the counter looking its decorative best.

Vegetable Trimming Important

In another room, men are busily trimming lettuce, cabbage and cauliflower. Piles of outside, unattractive waste leaves are discarded into barrels in eloquent testimony to how the vegetable counters would look but for this back stage operation. Other vegetables are washed and graded here; nothing is left for the first floor until it has been made to look its best, and nothing of inferior quality is allowed to escape the eagle eye of the "sorter."

Still other men are kept busy cutting butter and dressing cheese; others are cleaning fish, cutting up chickens, and performing other operations requested by customers at the meat counters. Why is this done in the basement instead of in the store itself? Because it's messy. There's nothing very appetizing about seeing a fish or fowl dissected in public, and it would be impossible for the Wegman meat departments to maintain their immaculate appearance for long if they were the scene of these minor butchering operations. Just another job for the man behind the scenes.

The basement is the receiving station for all goods that come into the store. Here everything is unpacked, examined, and its perfect condition assured before it's allowed to go on upstairs. Here the refrigerating system is located. Here, to the initiated, is the heart of the store.

There's more to a well-ordered store than meets the eye. Give a little credit to the basement!

WEGMAN'S FISH FIRST QUALITY

Because of the wide variety and absolute freshness of the fish on their counters, Wegman's offer one of the most popular marketing spots in the city for lovers of sea food.

Now that summer is here, wise housewives will include even more fish than usual in their family's diet, because fish are more cooling than meat, and their delicate flavor often appeals to hot-weather appetites sated with heartier foods.

One of the most satisfactory ways of cooking fish is steaming it in parchment paper, for this method preserves all its natural juices and flavors. Try this the next time you serve fish:

- #### Parchment Paper Cooking
- 2 lbs. fish filets
 - 4 tbsp. butter
 - 2 tbsp. lemon juice
 - 1 tsp. finely minced parsley
 - Salt and pepper.

The filets should be cut into serving portions, allowing about three to the pound. Line the bottom and sides of a steamer (or colander with a tight lid) with a sheet of the parchment paper (made for the purpose), placing the fish in the bottom, one layer deep. Sprinkle with salt, pepper and lemon juice, then strew dots of butter over the top. Pull the parchment together and twist it to keep in the juices and place over a pot of boiling water. Steam for 10 to 15 minutes, according to the thickness of the filets.

When the parchment paper is opened, the filets will be found in their own juices, which are lost in boiling or in steaming over an open kettle. The contents of the parchment paper should be transferred to a hot platter. Pour the fish juice, into which parsley has been sprinkled, over the fish, as a dish gravy. The liquid may be used as a sauce, if preferred, to be poured over the filet portions.

Parchment paper cookery is an economy, for none of the fish flavor is lost, and more important, all of the vitamins soluble in water, the mineral salts and other invaluable health and growth promoting contents are saved.

Vegetables Popular For Summer Meals

With the coming of warmer weather, fresh fruits and vegetables will appear on the family menus with greater frequency than ever. In contrast to the heavier meals of cold weather, summer meals will feature crisp, cooling greens, juicy fruits and refreshing vegetables of all types.

The unusually wide assortment of fruit and vegetables at the Wegman Food Markets makes it possible for the housewife to serve two or three vegetables at every meal without exhausting the interesting variety of Wegman foods. No danger of monotony in meals when the marketing is done at Wegman's!

STEAK NEEDS COOKING CARE

Once you have arrived home with your good Wegman steak—a Porterhouse or T-bone if your family is small, a sirloin if it numbers four or five—you naturally want to cook it in the best possible way to bring out its fine flavor and retain all its tender juiciness.

Broiling is the preferred cooking method for a steak of this kind. First trim the meat a very little, scoring the edge of the fat to prevent curling; then lay the meat on the heated broiler rack without benefit of washing or salting. Slip the rack in the oven so that the top of the steak is 3 or 3 1/2 inches under the flame.

Now the secret of modern broiling is its absolute ease. No necessity of peering at the steak every minute or two, or of smoking up the kitchen with the burning fat. Turn the flame to moderate, let the steak cook half the required time, and turn it just once. Salt it after it comes out and add whatever sauce you like, or none at all.

The time of cooking depends on thickness. A one inch steak will be done rare in 7 to 8 minutes, medium in 10 to 12 minutes, or well done in 15 minutes. A really choice steak is crisp and brown outside but pink and juicy inside.

Serve the steak on a heated platter with a little Maitre de Hotel sauce, Roquefort sauce or mushroom sauce spread over the top. Garnish with plenty of green, crisp parsley.

Maitre d' Hotel Sauce

Melt 1/4 cup butter, add 2 table-spoons lemon juice and 1 table-spoon minced parsley. Pour over the broiled steak.

Only First Quality Meat and Vegetables Find Way to Wegman Counters

CONFIDENCE IS ESSENTIAL IN MEAT BUYING

Shopper Must Rely On Integrity Of Dealer

There is no other phase of marketing in which the housewife has quite such a wide opportunity to go wrong as in the buying of meat. Even the most inexperienced bride can quickly learn to tell at a glance the difference between fresh carrots and wilted ones, between firm, ripe tomatoes and decaying, mushy ones, and between good and poor versions of most other fruits and vegetables.

But meat is different. All meat cuts are inclined to look pretty much alike in a show case. It isn't until you get them home and on the table that you discover whether you've bought a tender steak or a tough one, or whether the flavor of the sausage is good or poor.

Confidence Essential

There is one way, however, in which a woman can be assured of getting first quality meat. That is by buying it from a dealer in whom she has confidence, one who she knows is content to handle nothing but highest grade products. Only the butcher knows whether or not a steak will be tender after it's broiled, because only he knows whether or not that steak has been cut from a prime steer in the first place, and then properly aged and tenderized before being offered for sale.

Only the butcher knows the real story of all the cuts on the counter, and the customer must depend upon his using his knowledge honestly and for her advantage. When she finds a butcher in whom such confidence is justified, she has found a way to easier, pleasanter meat-buying, and the butcher has acquired a regular customer.

It is because of this confidence between customer and butcher that thousands of pounds of meat are sold over the Wegman counters every day in the week, and that the Wegman Markets have enjoyed for years the patronage of all types of buyers, from inexperienced Mrs. Newlywed who scarcely knows a pork chop from a sirloin steak to the shrewd and thrifty "best cook in town," who buys her meat at Wegman's because she has learned from years of experience that the most reasonable prices, as well as the highest quality, are to be had only at Wegman's.

Three catloads of dressed beef are bought by Wegman customers every week of the year. During the "lamb season" of spring and early summer, between 750 and 800 young lambs are required every week to meet their demands. Proportionate sales of other meats as well as all bespeak eloquent proof of public appreciation of Wegman quality.

Reasons for Superiority

There are several reasons for the superior quality of Wegman's meats. One is that they buy meat of only the very best grade in the first place. Another is that after the meat is received at the Wegman warehouses, it is refrigerated and cared for in exactly the proper manner.

It is very easy for meat which was originally first quality to soon deteriorate if not properly refrigerated. With the most modern and efficient refrigeration systems of today in operation not only in the Wegman warehouse but in all their retail stores as well, there is no possibility of meat reaching the customer in other than its original state of perfection.

Another reason for the top quality of the meat you buy at Wegman's is the skill of the men who handle and cut it. Frequently unskilled cutting of a piece of meat causes the wrong way of the grain will cause what should be a tender cut to become merely a collection of long, stringy and tough fibers. With the efficient staff of skilled meat men whom Wegman's employ, such a circumstance would be impossible.

Buyers of meat at the Wegman markets also enjoy the advantage of the most complete assortment of meats to choose from. Wegman's perpetual stock of both fresh and salt meats offers a variety to be found in few markets. A housewife stopping in at Wegman's to do the family marketing always finds literally dozens of appetizing suggestions for the meat course.

All Wegman Stores Clean and Shining

One of the most striking features of all the Wegman stores, one of which every housewife is acutely conscious as soon as she enters the door, is their immaculate cleanliness.

The shining spotlessness of their white walls and ceilings, their "full vision" showcases of glass and gleaming white porcelain, the crisp white uniforms of their salespeople, and the wide, uncluttered aisles of every store all combine to give the effect of just what they are—the cleanest, best ordered food markets modern efficiency can produce.

Every counter and case is brought flush with the floor, so there can be no possible hiding place for dust and germs. The polished floor and sparkling porcelain of cases and counters are as easily kept clean as the inside of an electric refrigerator. Smooth white enameled walls need only the flick of a damp cloth to keep them shining.

Typical Display of Wegman Superior Meats



This display of meats in the Wegman Market on Ridge Road at Dewey Avenue gives an idea of the attractive and appetizing variety always to be found in the meat departments of Wegman stores everywhere at a cost surprisingly low.

SWEET CREAM BUTTER SOLD

To a great many people, butter is merely butter, and that's that. They hear talk of "sweet cream butter" and "sour cream butter," but they seldom stop to consider what those expressions mean. Time was when practically all butter was the sour cream variety. The farmer's wife allowed the cream to sour and accumulate for about a week, then she churned it into butter. It was, of course, good butter, but most of it lacked the sweet, delicate flavor which is the mark of "creamy butter."

Then, with the advent of modern refrigeration, someone discovered that it was possible to churn butter from fresh, sweet cream, instead of allowing it to sour, and that the resulting product had a mildness and sweetness of flavor infinitely superior to the old-fashioned variety. Modern equipment makes it possible to keep the cream at a uniform temperature both before and during the churning process, and also safeguards the flavor of the butter from the time it leaves the churn until it reaches the customer. This is known as sweet cream butter, or "creamy" butter, and is preferred by the majority of families today.

Nothing except sweet cream butter is sold in the Wegman Markets. It is made of the richest, freshest cream obtainable, and rushed to the Wegman counters immediately after churning. The tremendous volume of butter sold in the Wegman stores further insures their customers of the absolute freshness of this product.

Picnic Planning No Chore With Wegmans' Good Help

With Memorial Day come and gone, the summer picnic season is now in full swing. From now on till after Labor Day, every pleasant day will see thousands of picnic parties headed for parks or woods to enjoy the thrill of eating out of doors.

When you get tired of trying to think up "something different" for your next picnic, just take a trip through your nearest Wegman Market. You'll emerge with dozens of menu ideas—and a stock of delicious supplies all easily and pleasantly purchased under one roof.

Buyers Meat



John McCarron is buyer of Meats for all the Wegman Markets

The delicatessen department, especially, stands ready to aid you in your summer picnicking. It will, if you will allow it, take practically all the work of food preparation off your shoulders, so that you will be able to enjoy the occasion to the utmost, without any of the usual tiring preliminaries.

Here are just a few of the Wegman products always available for picnics or home dining:

- Wegman-baked beans
- Potato salad
- Wegman-made sandwich spread, mayonnaise and other types of salad dressing
- Wegman-baked ham, deliciously spiced
- Fresh dairy-made cottage cheese
- All types of other cheeses
- All kinds of cold cuts
- Wegman's own pickles and olives, all kinds and sizes, economically sold in bulk
- Sandwich bread and all types of rolls
- A wide variety of freshly baked cakes, tarts and cookies for dessert

CHEESE SOLD BY CARLOADS

Try to imagine several tons of cheese.

It rather staggers the imagination, doesn't it? Yet several tons of cheese are sold over Wegman counters every week in the year.

The favorite cheese of all among Rochesterians is Swiss, if Wegman's volume of business can be taken as a criterion. Swiss cheese comes in many varieties, from 10 to 25 pounds apiece, and Wegman customers buy on an average of 50 of these wheels every month, which is, if you're quick at mathematics, about 12 a week, or about 1 1/2 tons of Swiss cheese from every Monday till Saturday.

Next in popularity with Wegman customers is Colby, Brick and Muenster cheese, of which they buy about 2 1/2 to 3 tons each week.

But in spite of this immense volume of business, it is really on variety, rather than volume, that Wegman's pride themselves. For probably in no one store outside the large specialty shops in New York City is there available such a wide variety of cheeses as at Wegman's; no variety is too rare to find a place on their counters, and the demand for the popular brands never too great to deplete their supply.

No matter what your taste in cheese may be, for aristocratic Roquefort, or hearty Limburger, or delicate fresh cream, you can be sure of gratifying it at Wegman's.

THREE STORES MANUFACTURE MAYONNAISE

All Type Dressings Blended for Salads

Thousands of fastidious Rochester housewives have discovered that Wegman's real mayonnaise is just as delicious as any they are able to make in their own kitchens. And they have further discovered, from watching the mayonnaise being made in public view in three of the Wegman markets, that the same wholesome, high-class ingredients are used which they would use at home.

Mayonnaise is made in Wegman's Clinton Avenue Market, in their store on East Main Street and the one on West Main. Efficient electric mixers whisk it together quickly and easily "while you wait," if you desire, so that you can take it home as "freshly" made as if you had gone through all the trouble of making it yourself.

Other types of salad dressing, too, are constantly being made in the Wegman stores over their formulas which are the result of their years of experience in this line. Sandwich spread, Russian dressing and Thousand Island dressing can be purchased already prepared, or made to order before your eyes in a few moments' time.

Know How Serve Cheese Correctly

When you stand beside the cheese counter in a Wegman store, you are confronted with a bewildering array of varieties. From the huge wheels of Swiss to the tiny wedges of Roquefort, literally dozens of different types are offered for your choice.

Do you know how to make the most of the opportunity offered you by this selection? In other words, do you know which types of cheese are best for certain uses, and which for others?

Here are a few of the varieties Wegman's have to offer, with a few suggestions for their use: American—best with pie, for rarebits, souffles, omelets and general cooking uses.

Brick, Swiss, Muenster—best of all for sandwiches. Cream—ideal combined with more flavorful companions, such as tart currant jelly, fruit preserves, etc. for sandwiches or salads.

Parmesan—best grated for flavoring in soups, etc.

Roquefort, Liederkranz, Camembert, Brie, Bleu, Limburger, etc.—all ideal accompaniment to crackers for evening snack, or with fruits or crackers for dessert.

Quick Cooking Best For Cabbage Family

All members of the cabbage family merit a bit of special consideration when it comes to cooking. Contrary to the method followed with most vegetables, they need rapid cooking in large quantities of boiling water, preferably without a cover.

Among the members of this large family are cauliflower, brussels sprouts, broccoli, kale and kohlrabi—all of them, of course, always available in Wegman's extensive departments.

Wegman Executives



ELISABETH LAW, Manager Wegman Cafeterias



MRS. MAE REEVES, Manager, Main Office

FRESH COFFEE GUARANTEED BY WEGMANS

Is Bought Green, Roasted Daily As Needed

There's a good deal of talk these days about just what constitutes good coffee. Some claim it's all in the roasting; others, that it's very largely a matter of proper grinding. Others stress the fact that freshness is the main essential, while still others point out, logically enough, that unless the coffee is of top quality in the first place, the amount of roasting or grinding freshness can hope to make up this deficiency.

Wegmans don't take any sides in the argument. They agree with them all. By handling coffee which is of the best quality obtainable, having it roasted under their own experts' supervision right here in Rochester so that it reaches the customer daily fresh, and then having it ground when purchased in all their stores to meet the requirements of each individual customer, they don't take any chances on a single one of the above scores.

In other words, they make sure that everything is done which can be done to insure perfect coffee.

Because of their tremendous volume of business, Wegmans are able to do what is impossible to most retail grocers—purchase their coffee direct from the importers in carload lots, and have it shipped green to their Rochester warehouses. Here it remains in its green state until actually needed in their retail stores. Then it is roasted in just the quantities required for each day's business, and delivered freshly roasted every day to Wegman counters. Thus Wegman customers are assured of always getting coffee which is absolutely fresh, frequently only a few hours removed from the roasting ovens.

The two Wegman coffee brands—Favorite and Kilbourn Hall—are friends of long standing in thousands of Rochester households. Lovers of truly fine coffee have long since learned that their uniformity and consistently fine quality can always be depended upon, and that they are always priced at a point to show substantial saving.

Self-Service Easy In Wegman Grocery

The self-service feature of the grocery departments in the Wegman food Markets is one much appreciated by all their customers.

Here low shelves place groceries within easy reach, and the shopper may saunter along in as leisurely fashion as she choose, while she decides just what she wants, or may hustle through in a moment if she is pressed for time. There is never any waiting, nor any hurried feeling of keeping others waiting.

Eggs Add Nutriment To Summer Drinks

Summer beverages become nourishing as well as refreshing when a beaten egg is combined with the usual fruit juices. By buying the eggs at the Wegman Markets you can be assured of the freshness so essential when they are thus to be served raw.

Vegetable Department of West Main Street Store



Wegman's early experience in the vegetable business has been an aid to them all through their career in knowing how to choose only the best produce in market, and how to care for it properly before the customer acquires it.



EXPANSION SALE COMBINATION

Latest, Modern Style, 6-Cup

DURABLE ALUMINUM PERCOLATOR

And a Pound of Wegmans Fresh

KILBOURN HALL COFFEE

59c

Our Expansion Sale gift to you... to introduce you to this flavorful blend of the finest coffees grown, Kilbourn Hall. Bought separately, it sells for 23c lb.

Wegmans

7 BIG FOOD MARKETS

Roasted FRESH every day, right here in Rochester.

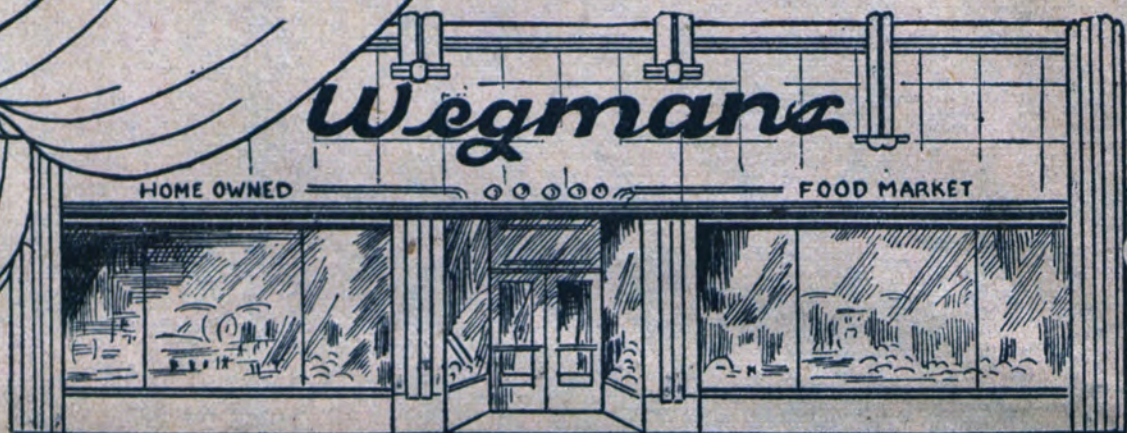
Delivered FRESH daily to every Wegman store.

Sold FRESH to hundreds of Wegman customers every day.

Wegmans
BIG FOOD
MARKETS

New Store Opening Celebration
-E-X-P-A-N-S-I-O-N-

Food Sale!



Another milestone in the growth of these biggest Rochester-owned one-stop food stores... the opening of the new 575 Monroe Avenue greater Wegman market! And another food event whose record-breaking values clearly indicate why these better food stores grow so big so fast! Shop Wegmans this week... stock-up wherever you can... for the manufacturer-cooperation that brings about these record-breaking reductions is obtainable only once in a "blue moon."

New Store At
575
Monroe Ave.

Thursday, Friday and Saturday

These Prices In
Effect At All
Wegman
Stores

First Sale of
the 1936 Season!



TENDER YOUNG FLAVORFUL HOME DRESSED

Legs O' Spring

Lamb
25^c lb.

A genuine 1936 Spring Lamb roast... one of the most desirable of meals at this time of year. Buy your lamb from Wegmans, where you know it's both fresh and young.

New! Arpeako Turkey Roll lb. 43c

Stock-Up on These GROCERY SAVINGS

- 14-oz. Blue Label **TOMATO KETCHUP** 10^c bot.
- 20-lb. Sack Best **GRAN. SUGAR** 46^c ea.
- Hershey's 1-lb. **PURE COCOA** 10^c can
- Sea Club Medium **RED SALMON** 12 1/2 can
- 2 3/4-lb. Van Vex **DA-ZEE FLOUR** 59^c sack

- Amer. First Kitchen **MATCHES** lg. pk 25^c
- French's Air Washed **BIRD SEED** pkg. 12^c
- French's Silver **BIRD GRAVEL** pkg. 9^c
- Baker's Prepared **MILK SHAKE** pkg. 10^c
- Beech-Nut Healthful **TOM. JUICE** cn. 7 1/2
- Beech-Nut Prepared **SPAGHETTI** can 7 1/2
- Octagon Laundry **SOAP** 6 lge. bars 25^c
- Palmolive Toilet **SOAP** 3 bars... 14^c
- Wesco 1-lb. Assorted **BISCUITS** pkg... 19^c
- 16-oz. Hershey's **CHOC. SYRUP** cn. 8^c
- Clark's Favorite **SWEET PEAS** can 15^c
- Clark's Golden **BANT. CORN** cn. 10^c
- No. 2 can Clark's **TOMATOES** 10^c
- College Inn Tomato **COCKTAIL** jar... 19^c
- College Inn Prepared **RICE DINNER** cn. 10^c
- 1-lb. Pkg. Gorvion **COD FISH** each 23^c
- Duff's Ginger **BREAD MIX** can 23^c
- Dr. Olding Pet **RATION** 4 cans. 25^c
- Lb. Pkg. Gioia Elbow **MACARONI** each 9^c
- International Sterling **QUAL. SALT** pkg. 3^c
- Jacob's 2-oz. Sl. P&S **MUSHR'MS** can 10^c
- Lb. Can Kellogg's **KAFF. HAG** ea. 43^c
- For Fine Laundering **USE LUX** lge pkg. 21^c
- Choice of the Stars **LUX SOAP** bar... 6^c
- LaChoy Rdy to See **CHOP SUEY** ea. 23^c
- 1 Can Chow Mein Noodles FREE

- Lb. Can Libby's Crnd **BEEF HASH** ea. 12 1/2
- Plain Sparkling **KNOX GEL'TINE** 19^c
- Martini Butter **WAFERS** pkg... 15^c
- 40-ft. Roll Ktch Ghm **WAX PAPER** ea... 5^c
- No. 2 Can V. B. **APPLE SAUCE** ea. 8^c
- Half-Lb. Pkg. Blk **FOOTE'S TEA** 33^c
- Pkg. of 10 Foote's **TEA BAGS** each 15^c
- Mueller's Sup. Qual. **MACARONI** pkg. 9 1/2
- Lb. Pkg. Ont. Club **CRACKERS** ea... 19^c
- 38-oz. Old Hom'd **MARM'L'DE** jar 25^c
- Phillip's Corned **BEEF HASH** can 10^c

Catalina Light Meat
TUNA
10^c can

- Tall Size Evap. **PET MILK** 3 cans. 19^c
- Red Wing 8-oz. Pure **FRUIT JELLIES** gl. 10^c
- 100-ft. Roll **WRAP-IN-WAX** 19^c
- Healthful Chocolt **BOSCO** lg. jar 29^c
- Snider's Petite Pois **DAINTY PEAS** cn 10^c
- Lg. Pkg. Gr. **TNR. LEAF TEA** 23^c
- Van Vex Daxee **FLOUR** 5 lb. sack 13^c
- Van Dyk 2 1/2 oz. **ST. OLIVES** 3 bot 25^c
- 2-lb. Package Union **IODINE SALT** ea 8^c
- Gold-Med. K. Tstd **FLOUR** 5-lb. sck 25^c

- 46-oz. Dole Pine-**APPLE JUICE** 29^c
- 1/4-lb. Pkg. Black **SALADA TEA** 19^c
- Northern **KITCH. TOWELS** 10^c
- 15, 30 and 60 Watt **G. E. L'T BULBS** 10^c
- Lb. Jar Cross & Blk. **MARMALADE** 19^c
- No. 2 Can Snd Grape **FRUIT JUICE** ea. 10^c
- 2 1/2 Size Fancy **SAUER KRAUT** cn. 5^c
- Pt Bottle Ellen Clare **GRAPE JUICE** 10^c
- Gold Cr. All-Pur. **FLO'R** 24 1/2 lb. sk 69^c
- 15-oz. Tin Red **KIDNEY BEANS** ea 5^c
- 1/2-lb. Kraft Choc. **MALTED MILK** 12 1/2
- 2-lb. Pkg. Del Monte **PRUNES** pkg... 15^c
- 2 1/2 Sliced California **BARTLETT PEARS** 17^c
- No. 2 can Greenfield **BARTLETT PEARS** 11^c
- Del Monte Vak-Pak **KERN. CORN** cn. 11^c
- North Star Early **JUNE PEAS** can... 7 1/2
- Summerset N.Y. State **TOMAT.** No. 2 can 7 1/2
- 14-oz. Addabit **TOM. KETCH.** bot 9^c
- No. 2 "Sure Can" **FRESH LIMAS** 10^c
- 6 Delicious Flavors **NEW JELLO** pkg. 5 1/2
- Phillip's Vegetables & **TOMATO SOUP** cn 5^c
- Ontario Cello Bag **CO-NUT CRISPS** lb. 10^c
- No. 1 Armour's **CORNEB BEEF** cn 15^c
- Tall Can Seaspray **PINK SALM'N** cn 10^c
- New Giant Size **SUPER SUDS** 19^c
- Medium Package in Comb. 16

- 3-Pound Can **SNOW DRIFT** 15^c lb.
- Sanford No. 2 Fancy **GRAPE FRUIT** 10^c can
- 2-lb. Jar Flowers **PEANUT BUTTER** 11^c lb.
- 1/2 Golden Glory **YELLOW PEACHES** 12 1/2 can
- Am. Beauty Fancy **MEDIUM SHRIMP** 10^c can
- One Pound Genuine **EGG NOODLES** 10^c pkg.

Wegmans Fresh Pastries & Confections

- Large Size Fluffy **ANGEL FOOD** 19^c ea.
- Made from the famous Betty Crocker 13-egg recipe in the delicious Wegman manner.
- 24 Varieties Fresh **COOKIES** doz... 12 1/2
- Plain Raisin or Marble **POUND CAKE** lb. 15^c
- For Toasting, Egg-**TWIST BREAD** lf... 10^c
- Date and Nut Fudge **SILV. LAYERS** ea. 25^c
- Walnut Glace Fond. **LAYER CAKES** ea 29^c
- Strawberry M'shmlw **LAYER CAKES** ea 25^c
- Pecan Nut Fudge **LAYER CAKES** 25^c
- Flaky Light Short-**CAKE BISCUITS** dz. 15^c
- Old Fashioned **NUT RINGS** 17^c..
- Flaky Fresh **"HOT" ROLLS** 10^c dz.
- Fresh Pineapple **SWEET BUNS** 15^c dz.
- Dainty Light **SUNSHINE CAKES** 19^c..
- Crisp Creamy Plain **FRIED CAKES** 14^c dz.
- Golden fresh circles of goodness... with morning coffee or for evening lunches.
- Spiced Fresh Jumbo **JELLY DROPS** lb... 10^c
- Lb. Cello Hershey **CHOC. KISSES** 23^c
- All Varieties Nestle **CHO. BARS** 2 for 25^c
- Fresh Salted Spanish **PEANUTS** lb. 10^c
- Maple, Vanilla Choc. **WH'PD CREA'S** lb 15^c
- Pound Pkg. Angelus **MARS'MALLOWS** 19^c
- 10 Assorted Flavors **LOLLYPOPS** doz... 10^c
- Assorted After Dinner **MINTS** 1/2-lb. pkg. 10^c

ALPINE FANCY SWISS CHEESE lb. 25^c

The cheese with a reputation... this tangy Swiss that is the favorite of thousands of Wegman customers.

- RICH MILD CREAMY **COLBY CHEESE** lb. 17^c
- ONE POUND STONE MOHAWK **LIMBURGER** lb. 25^c
- BORDEN'S PLAIN OR PIMENTO **CHATEAU** 2 pkgs. 27^c
- KRAFT'S RICH OLD ENGLISH **SHARP CHEESE** lb. 39^c
- BORDEN'S FOIL WRAPPED **LEIDERKRANZ** pkg. 19^c
- FRESH MADE NUTRITIOUS **COTTAGE CHEESE** 5^c
- KRAFT'S PLAIN OR PIMENTO **VELVETA** 2 pkgs. 27^c
- ONE POUND CARTON ARMOUR'S **PURE LARD** each 11 1/2
- TENDER WAFER SLICED LEAN **DRIED BEEF** 1/2 lb. 19^c
- SCHULER'S FRESH MADE CRISP **Potato Chips** 1/2 lb. 23^c
- FOUR TASTY VARIETIES **COLD CUTS** 19^c

VEAL LOAF, VARIETY LOAF, MARTINI AND CHEESE LOAF AND PIMENTO-PEPPER LOAF

PRIME SIRLOIN TENDER STEAKS 23^c lb.

Satisfying juicy, tender steaks, of that appetizing quality for which Wegmans are famous!

TENDER JUICY BEEF SHOULDER ROASTS 17^c lb.

Selected quality, prime-steer beef that makes a perfect roast.

TENDER FRESH BEEF POT ROAST lb. 14^c

"OLD FASHIONED" SKINNED SMKD. HAMS lb. 23^c

Whole Ham or Shank Half
Center Cut Sliced Ham, lb. 29^c

HOME DRESSED FR. SPRING **BROILERS** lb. 27^c

TENDER PLUMP GOLDEN Home Dressed FOWL 25^c lb.

Plump and meaty, for boiling or for fricassee they're extra delicious.

WESTERN DRESSED Fresh FOWL lb. 22^c

Fresh Sea Foods

- Fresh Tails of **LOBSTER** lb. 33^c
- Pearly Fillets of **HADDOCK** lb. 12 1/2
- Fresh Steak **CODFISH** lb. 12 1/2
- Fresh Boston **MACKEREL** lb. 7^c
- White Steak **HALIBUT STK.** lb. 21^c

Firm Ripe Hot House TOMATOES 15^c lb.

Fancy quality, firm and ripe... the kind that "make" tempting salads.

JUMBO VINE RIPPED 'LOPES 2 for 23^c

LARGE SIZE FRESH PINEAPPLES 10^c

LARGE JUICY NAVEL ORANGES doz. 29^c

LARGE NEW SILVERSKIN ONIONS 4 lbs. 10^c

HOME GROWN HOTBED NEW BEETS bunch 5^c

NEW NO. 1 CAROLINA POTATOES pk. 65^c

QT. SIZE CLUQUOT CLUB GINGER ALE 10^c

PLUS BOTTLE DEPOSIT

GEISHA FANCY JAPANESE CRAB MEAT cn. 23^c

NO. 2 1/2 DOLE SLICED PINEAPPLE cn. 19^c

NO. 1 FANCY RAY MAL APRICOTS cn. 10^c

CAMPBELL'S TOMATO SAUCE PORK & BEANS cn. 5^c

QT. JAR GREEN GABLES Salad Dressing 23^c

Wegmans
7 BIG FOOD
MARKETS



**THE NATION'S LEADING MANUFACTURERS
AND DISTRIBUTORS SALUTE**

Wegmans

It is a pleasure for us to again extend our best wishes for the continued success of this great Rochester Institution. May Wegmans continue to serve Rochesterians the same excellent quality of foods . . . the finest procurable in the world's markets.

Rochesterians are indeed fortunate to have Wegmans Markets. Such fine food stores as these are a compliment to your city.

*The Nation's Leading
Manufacturers and Distributors*

- | | | | |
|---------------------------|---------------------------|----------------------------|---------------------------|
| America's Own Match Co. | Eber Bros. Co. | C. F. Mueller Co. | L. C. Wilson Corp. |
| Angelus Campfire Co. | Federal Yeast Co. | National Urn Bag Co. | John Wilkinson |
| Avon Dairies | Foster Canning Co. | Niagara Falls Milling Co. | Widmer's Grape Co. |
| American Specialty Co. | H. B. Flowers Co. | National Paper Co. | Zweigle Bros. |
| Atlantis Sales Corp. | L. C. Forman & Sons | Nichols Distributing Co. | Weston Biscuit Co. |
| American Mutual Ins. Co. | General Foods Sales Co. | Ontario Biscuit Co. | Hawaiian Pineapple Co. |
| Amer. Fruit Growers, Inc. | Gioia Bros. | Olde Homestead Co. | Wm. C. Saunders |
| Auburn Cord & Twine Co. | Meadowsweet Farms | Oswego Candy Works | L. J. Priceman |
| Baker Extract Co. | P. Hurvitz Co. | Pennsylvania Sugar Co. | Geo. E. Steffen |
| Beech-Nut Packing Co. | J. S. Hoffman Co. | Phillips Packing Co. | Upton Cold Storage Co. |
| Beck Boiled Ham Co. | International Salt Co. | Pet Milk Sales Corp. | R. Starsky |
| George R. Bennett Co. | Edward H. Jacob Co. | Red Wing Co. | Ivanhoe Foods, Inc. |
| Borden Sales Co. | Wm. J. Kaufman Co. | Rapinwax Paper Co. | Fonda Container Co. |
| Chr. Bjelland Co. | Kraft Phoenix Cheese Co. | Rochester Packing Co. | Wm. H. Stanley Co. |
| Brighton Place Dairy Co. | Lever Bros. | Roch. Gas & Electric Co. | Salada Tea Co. |
| Bremmer Bros. | Land O'Lakes Creameries | Rochester Telephone Co. | Northern Paper Co. |
| Candy Crafters Co. | Libby, McNeill, Libby Co. | E. J. Schwartz | Hauser Refrigerating Co. |
| Colgate Palmolive Co. | J. B. Le Frois Sons | Wm. S. Scull Co. | Warsaw Elevator Co. |
| Abe Cohen Co. | Lafayette Food Prod. Co. | Schuler Pretzel & Chip Co. | Modern Coal & Apron Co. |
| Chocolate Sales Co. | Lamont Corliss & Co. | Snider Packing Co. | Gustke & Pioch |
| W. N. Clark Co. | Gorton Pew Fisheries | Van Vechten Co. | Abe Goldstein |
| Continental Baking Co. | Charles B. Knox Co. | Van Dyk & Reeves, Inc. | General Electric Co. |
| Colonial Beacon Co. | Lyndonville Canning Co. | Union Salt Co. | Hobart Mfg. Co. |
| College Inn Food Co. | R. Maschiri Co. | Wesson Oil Co. | Toledo Scale Co. |
| Curtice Bros. | Meyer Foote, Dayton Co. | Western Union Co. | C. V. Hill Co. |
| Dennis Candy Co. | Meisenzahl Bros. Coal Co. | Washburn Crosby Co. | Union Trust Co. |
| Eckerson Fruit Cannery | Wm. B. Morse Sons | The Marcalus Mfg. Co. | Gar Wood Industries, Inc. |
| P. Duff's Sons | More Candy Co. | R. B. West Co. | |

STORE And A PRICE-SMASHING OPENING CELEBRATION!

Food Sale

ALL EIGHT WEGMAN STORES JOIN IN THIS BIG VALUE CELEBRATION WITH HUNDREDS OF QUALITY FOOD BARGAINS THAT FAIRLY SHOUT SAVE! SAVE! SAVE!

Our Grocery Prices Are Guaranteed To Be As Low As Or Lower Than Elsewhere

- NO. 2 CAN SLICED **CAL. PEACHES** can **10¢**
- NO. 2 1/2 CAN SLICED **PINEAPPLE** can **15¢**
- NO. 2 CAN FIRM **TOMATOES** can **5¢**
- NO. 2 1/2 CAN FANCY **SAUERKRAUT** can **6¢**
- LARGE BAR FLOATING **IVORY SOAP** bar **8¢**
- AN ECONOMICAL LAUNDRY SOAP **FELS NAPHTHA** 6 brs. **25¢**
- A REAL SAVING. **P & G SOAP** 3 brs. **11¢**
- CAMEY, PALMOLIVE OR **LUX SOAP** 2 brs. **11¢**
- FINE FOR DISHWASHING **LGE. CHIPSO** pkg. **19¢**
- IVORY FLAKES OR **IVORY SNOW** pkg. **20¢**
- FOR EVERYTHING WASHABLE **QUICK LUX** pkg. **19¢**
- PHILLIPS VEGETABLE OR **TOM. SOUP** 6 cns **25¢**
- LARGE 2 1/2 CAN INGERSOLL **NOODLE SOUP** can **10¢**
- WILLIAMSON CREAM OF **PEA SOUP** 4 cns **25¢**
- LOG CABIN OR VERMONT MAID **MAPLE SYRUP** ea. **15¢**

Quaker Granulated
10 lb. SUGAR
46¢ sk.

Green Gables
SALAD DRESSING
23¢ qt.

Tall Can
Van Camps MILK
6¢ cn.

No. 2 can
SLICED PINEAPPLE
10¢ can

2 1/2 lb. sack Pastry
DAISY FLOUR
49¢ sk.

One of Rochester's Most Famous Coffees!
Kilbourn Hall Coffee
Double your money back if this fine blend doesn't please you as well as many other brands selling up to 10¢ a lb. more.
15¢ lb.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

- 14 OZ. BOTTLE SNIDERS **CATSUP** 2 for **25¢**
- LGE. POST TOASTIES, KEL. **Corn Fl'kes** 2 pk. **19¢**
- LARGE PKG. FLAKES **Grape Nuts** 2 pk. **25¢**
- WHEAT OR RICE CEREAL **Vita Popped** pkg. **5¢**
- NBC SHREDDED **WHEAT** pkg. **9¢**
- 1/2 LB. BAKING CHOCOLATE **HERSHEY'S** pkg. **11¢**
- 1/2 LB. BAKERS PREMIUM **Chocolate** pkg. **16¢**
- HERSHEY'S BEST **COCOA** lb. cn. **13¢**
- 16 OZ. HERSHEY'S FINE **Choc. Syrup** can **8¢**
- CHOCOLATE MIX DRINK **BOSCO** jar **10¢**
- FULL STRENGTH **AMMONIA** qt. **10¢**
- CLEANING POWDER **BON AMI** can **10¢**
- DRANO OR **SANI FLUSH** can **19¢**
- LIGHTHOUSE KITCHEN **CLEANSER** 3 cns **10¢**
- NEW SUNBRIT **CLEANSER** 3 cns **14¢**
- 101 CLEANING FLUID OR **Sunny Sol** bot. **9¢**
- WINDOW CLEANER **Window-Lite** pt. **10¢**



Thrifty Delicacies From Our Own Famous Bakery!

FINE CAKES
Tutti-Fruiti, Chocolate, Date, Marble, Orange, Coconut, Shadow, Pineapple, Marshmallow, Chocolate Surprise, Angel Food, Custard.
25¢ ea.

FRUIT KUCHENS
Old Fashioned Coffee Ring, Round Cinnamon, Streusel, Turban, Apple, Peach, Apricot-Cinnamon and English Bath Buns.
15¢ ea.

FRESH PIES
Apple, Peach, Mince, Custard, Coconut, Cherry, Lemon, Pumpkin, Rhubarb, Raisin and Pineapple Chiffon.
15¢ ea.

NUT COOKIES
One of Rochester's Greatest Cookie Selections. Peanut, Southern Spice, Walnut Top, Pineapple Coconut Top, etc.
11¢ dz.

FRESH BREAD
Try Wegmans Economical loaves! Iced or plain raisin, Sesame Seed, Light or dark rye and Whole Wheat.
8¢ lb.

WEGMANS HOME MADE
Fresh Bread lb. **6¢**
SESAME, FREN. OR BRIDGE
Dinner Rolls dz. **12¢**
FRESH CHOP SUEY
Sweet Buns dz. **15¢**

Whipped Cream
PINEAPPLE OR FRESH CUSTARD CAKES
17¢ ea.

WHIPPED CREAM APPLE & Peach Kuch. ea. **19¢**
GOLDEN BUTTER—MADE
Fried Cakes dz. **12¢**
ASSORTED FRESH
Doughnuts doz. **19¢**

Thursday Only!
ASS'T. ICED ANGEL FOOD or **SPICE CUP CAKES**
12¢ dz.

LIGHT FRESH BOSTON
Cream Pies ea. **12¢**
WHIPPED CREAM APPLE OR
Pumpkin Pies ea. **19¢**
CUSTARD OR WHIPPED
Cream Puffs 6 for **19¢**

Friday Only!
SWEET BUNS 12¢ doz.
DANISH PASTRY 19¢ doz.

"Home-made" Quality Stressed by Wegman Bakery; Variety Offered



All Wegman baked goods are baked in Wegman's own huge ovens by master baker, Maurice Echout and his staff. The Wegman Bakery occupies two whole floors above their West Main Street Store.

Twenty Kinds of Cakes Baked Daily With 30 Different Types of Cookies

The story of the growth of the Wegman bakery runs a parallel course with that of the expansion of their markets. It was back in 1922, when the West Main Street store moved into its present location, that John and Walter Wegman sensed their opportunity, with their acquisition of larger quarters, to produce their own baked goods. So the most efficient and up-to-date equipment which could be bought at that time was installed on the fourth floor of the new building, and a staff of several expert bakers was set to work turning out the best pies and cakes and cookies and rolls they knew how to produce. Today, with eight Wegman Markets to be served with their own good, fresh baked products, the Wegman bakery occupies two floors of that building, instead of the original one, and employs a regular staff of more than 40 bakers. Three enormous ovens have replaced the original one; one of them a Peck rectangular oven for bread and rolls, in which 320 loaves of bread may be baked at one time; the other two, round ovens with slowly revolving soapstone floors 19 feet in diameter, upon which cakes and pastries may be conveniently placed through the door without disturbing the oven's other contents. As many as 120 pies may be baked at one time in each of these rotating ovens.

The most modern and efficient mixing machinery obtainable performs the laborious stirring and kneading which the housewife does by hand, and giant rollers and cutters insure every cookie and bit of pastry being of uniform size and texture. The Wegman bakers, for example, make about 25 different varieties of bread. They make 18 kinds of rolls, and a dozen kinds of sweet buns, not to mention the wide assortment of Danish buns and the 20 varieties of kuchen. Then there is the puff paste group of products, which include their famous turnovers, filled with apples or other fruits, and the infinite varieties of French pastry. From 15 to 20 kinds of cakes are baked daily, and about 30 kinds of cookies. And their varieties of pies and tarts are almost limitless. Certainly there are dozens of counters to the old meal-time question of "What can we have that's different?"

Guaranteed Garden Fresh Fruits and Vegetables

LARGE BUNCH FRESH CRISP CELERY HEARTS
Size family bunches. An Exceptional Value!
10¢ bn.

- VITAMIN-PACKED **FRESH SPINACH** 3 lbs. **10¢**
- FRESH, FANCY **GREEN BEANS** 2 lbs. **15¢**
- AN AUTUMN TREAT! **HUBBARD SQUASH** lb. **3¢**
- LARGE, SOLID HEADS OF **FRESH CABBAGE** lb. **1¢**
- FANCY CALIFORNIA EMPEROR **RED GRAPES** lb. **5¢**
- LARGE AND CHOCK FULL OF JUICE **FLA. ORANGES** doz. **23¢**
- TEXAS LARGE SEEDLESS **GRAPEFRUIT** 6 for **25¢**
- FANCY McINTOSH **APPLES** 4 lbs. **19¢**
- FIRM, LITTLE HEADS **Brussels Sprouts** qt. **15¢**

BLUE GOOSE ORANGES
BLUE GOOSE
23¢ dz.
These are fancy, good size California Oranges, famous for their great amount of juice and fine sweet flavor.

Wegmans Cafeterias Famed For Fine Flavored Foods

More than one customer of Wegmans Cafeterias has wondered how they manage to achieve that "Home Cooked" flavor so characteristic of all the foods served there. From soup to dessert, everything on their counters might have been prepared in the kitchen of your own home.

The answer to this achievement is the expert supervision of graduate dietitians in the persons of Miss Jeanne Rumont, Miss Alice Flanagan and Miss Mary LeFever. Everything served over the Wegman Cafeteria counters, both in the Clinton Avenue and East Avenue restaurants is prepared in their own kitchens. They make all their own ice cream just as you would make it at home—out of good, fresh, rich cream and sugar and other finest quality ingredients. They even make their own ice which is used on the service counters, which accounts for the colors in which it appears—just another example of the "Womans touch."

Differing from their two cafeterias, Wegmans Sea Food Restaurant, adjacent to their West Main Street store, is managed by a man, Bud Furlong. The Sea Food Restaurant is conducted independently of the store, and is therefore not restricted to shopping hours in its period of service.

Variety Featured In Delicatessens

Particularly interesting to the male shopper is Wegmans big delicatessen departments, for it is there that he sees such a great variety of ready to serve foods. Hundreds of varieties of pickles, olives, cheeses and a comprehensive display of appetizing meat delicacies are featured in all the stores the year around.



Miss Alice Flanagan, one of the three Wegman Cafeteria Graduate dietitians.



Frank Wegman, supervisor of Wegmans Delicatessen departments.

ADVERTISEMENT

The Nation's Leading Manufacturers And Suppliers To **Wegmans** HOME OWNED FOOD MARKETS

- Abt Seafood Products Inc.
- American Fruit Growers
- American Specialty Co.
- Anheuser Busch Co.
- B. T. Babbit
- Baker Extract Co.
- Bakers Mutual Insur. Co.
- Beck Boiled Ham Co.
- Berger-Kleifgen Co.
- Booth Fisheries Corp.
- Bowey's Incorporated
- Brighton Place Dairy Co.
- Burke Steel Co. Inc.
- Joseph Burnett Co.
- Borden Sales Co.
- W. Jackson Catt
- Cereal Products Co.
- Chicago Food Products Co.
- Harold H. Clapp Inc.
- W. N. Clark Co.
- Coast Fishing Co.
- Abe Cohen Co.
- Coca Cola Bottling Corp.
- Colonial Beacon Oil Co.
- Colonial Molasses Co.
- Corning-Saw Company
- Cramer Force Co.
- Empire State
- Brewery Corp.
- Exchange Warehouse Co.
- Favorite Specialty Co.
- Fred Fear & Co.
- Federal Yeast Co.
- Lewis Flick
- Florida Gold Citrus Prod.
- Flower City Carting Co.
- Meisenzahl's Food Prod.
- H. B. Flowers Co.
- Foel Packing Co.
- Food Sales Company Inc.
- L. C. Forman & Sons
- The Foster Can'g Co. Inc.
- Fulham & Herbert Fish Co.
- Gargano Brothers
- Gilbert Foods Corp.
- Golden Cookie Co.
- Gorton-Pew Fisheries Co.
- Grocery Prod. Mfg. Corp.
- H. H. Hammond
- Wm. S. Hamilton
- Milling Co.
- Hetzler Ice Co.
- Chas. B. Hires Co.
- Holmes Packing Corp.
- Hubbs & Hastings
- Paper Co.
- International Harvester Co.
- Imperial Beverage Co.
- John Wiley Jones
- Wm. J. Kaufman Co.
- Kraft Cheese Co.
- Land-O-Lakes Creameries
- The Larson Company
- J. B. LeFrois & Sons
- Oscar Mayer & Co.
- Marion Canning Co.
- Maritime Milling Co.
- Megowen-Educator
- Food Co.
- Meyer, Foote & Dayton
- Modern Coat &
- Apron Service
- More Candy Co.

- National Paper Co.
- National Urn Bag Co.
- Nehi Beverage Company
- Nichols Distributing Co.
- Nozaki Brothers Inc.
- Olde Homestead Co.
- Ontario Biscuit Co.
- Oswego Candy Wrks. Inc.
- Peacock Fruit Co.
- Peacock Meat Products
- Phillips Packing Co.
- Glen Piper
- Qualtop Beverages
- The Red Wing Co. inc.
- Richardson Corporation
- Robfogel Paper Co.
- Rochester Packing Co.
- Rochester Potato Chip Co.
- Roselli Pure Food Co.
- Otto Roth & Co.
- Rochester Telephone Co.
- Russel Milling Co.
- Saltesea Packing Co.
- San Juan Fish Pkg. Co.
- Satulloff Brothers Inc.
- Saratoga Vichi Springs Co.
- J. Sausville & Sons
- Schuler's Foods Inc.
- Paul A. Schulze Co.
- Scribner Hill Apiaries
- Wm. Scull Co.
- Lloyd C. Smith Co.
- Snider Packing Co.
- Wm. H. Stanley Inc.
- R. S. Starsky
- Geo. Steffen
- Dell Titus Garden Co.
- Upton Cold Storage Co.
- Union Trust Co.
- Van Dyk & Reeves Inc.
- Jim Vaughn Co.
- F. G. Voght Mfg. Co.
- G. Washington Coffee Co.
- Welch Grape Juice Co.
- Widmer Grape Prod. Co.
- Wilcor Foods Inc.
- John Wilkinson
- L. C. Wilson Packing Corp.
- Wonder Bread Bakery
- Zweigle's
- "7-Up" of Rochester

- Werner Spitz
- General Contractor
- William Phillips
- Designer
- Charles Pioch
- Architect
- Pierpont
- Painting
- United Glazing Co.
- Store Front
- Traugott & Fleming
- Plumbing
- Hickson Electric
- Electric Work
- C. N. Hill Co.
- Store Fixtures
- Toledo Scale Co.
- Scales
- Hutchinson Co.
- Refrigeration

Congratulations
From —



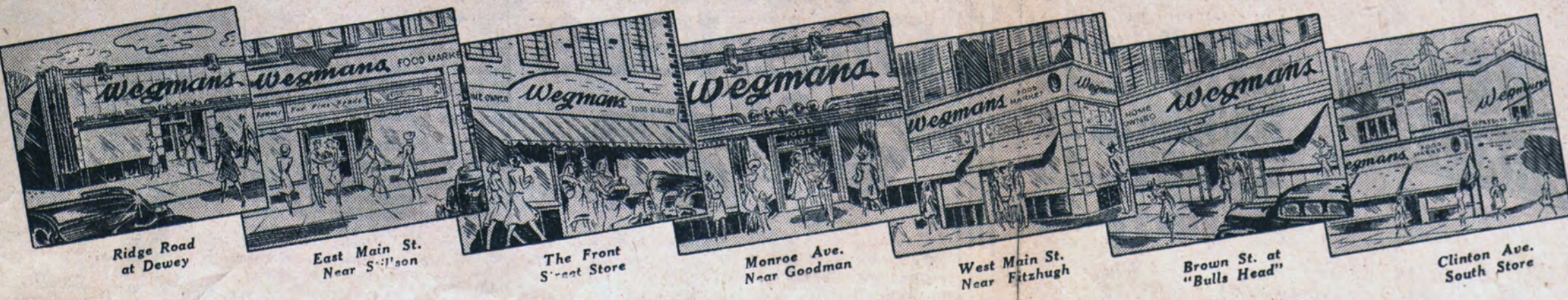
**UPON THE OPENING OF THEIR NEW AND
EIGHTH SUPER-MARKET
ON
DEWEY AVE., NEAR DRIVING PARK**

Now another busy shopping center will enjoy the added conveniences of shopping in the big, modern Wegmans Food Department Stores,—actually six big stores in one... where housewives find every quality food item under the sun—under one roof! And where they may shop with the assurance of a fine reputation back of every guarantee and a guarantee back of every purchase!

Rochester is indeed fortunate to have food markets of the Wegman calibre. And so it is our pleasure to again congratulate the men and women of Wegmans, the City of Rochester, and the good fortune of the housewives who live in the neighborhood of this splendid new store.



**There's A Wegmans
In Your Part of Town:**



Sure Appeal Found In High Grade Foods And Low Wegman Prices

The truly remarkable expansion of the home-owned Wegman Food Markets during a period when many businesses were curtailing their activities in every possible way in order merely to survive, inevitably gives rise to the question, "Why?"



Maurice Gerks, Wegman groceries buyer, and Malcom Weber, grocery supervisor, in the course of a daily inspection tour.

The first answer is obvious. Nothing except highest quality foods has ever been sold in the Wegman Stores. Wegmans realized that the very fact that most families had less money to spend during the recent depression made it imperative that they get the best value possible for that money. Round steak can be more costly than Porterhouse if half the round is gristle which has to be thrown away.

A head of lettuce for 10 cents is an expensive buy if half the leaves have to be trimmed off and discarded after the customer gets her purchase home. The depression housewife realized these things, and became a thrifter buyer, a customer more insistent upon real quality at a moderate price, than ever before.

Makes Marketing Enjoyable

But there is another reason, more subtle perhaps, but very important, for the popularity of the Wegman stores. It's just this: People shop there because they enjoy it. And they enjoy it because of the stores' convenient arrangement, their attractive appearance, and most of all, their "one-stop" feature which makes it possible for customers to get everything they need for a meal under one roof.

Perhaps it's a dinner party preceded by aristocratic hors-d'oeuvres and winding up with elaborate pastries for which a woman is shopping. Everything she needs is right there under one Wegman roof, from the first-course anchovies and pate de foie gras on the grocery shelves to the last-course pastries, on the bakery counters, waiting in all their decorative glory to be taken home and served.

Food for Every Type of Meal

Or maybe an impromptu buffet supper is the shopper's problem. There's little time for preparation, but guests must eat! Wegmans delicatessen counters are waiting with dozens of delicious suggestions. Salads, sandwich fillings, all conceivable kinds of cold meats and cheese offer a meal with no more work than carrying it home.

Or if it's just the ordinary family dinner, which has to be planned every day with one eye on the budget and the other in quest of variety, Wegmans one-stop markets have dozens of suggestions which reduce meal-planning to its simplest possible terms, with none of the tiring business of darting out of one store and in another. It's really no job at all to plan a meal where ingredients for every delectable dish are spread out before you in one tempting array.

Marketing in the Wegman stores isn't a mere duty. It's fun!

Wegman Firm Pioneers in Short Hours

Home-owned Wegmans has pioneered many innovations in super-market merchandising which have been adopted from coast to coast. In fact, a Wegmans Store was the first super-market in this part of the country.

Of many services and ideas Wegmans has originated the firm is perhaps prouder of none than its shorter work week.

Several years ago when it was customary for food markets to remain open very late on Saturday night, Wegmans took the bull by the horns and announced Wegmans Stores would hereafter close Saturday nights at 6:30 o'clock.

Encouraged by Wegmans stand for short working hours, several other large food merchandising units followed suit.

Again, this year, Wegmans took another step toward a more reasonable weekend for food-market employees. Shocking the grocery trade, Wegmans announced that their stores would remain closed Monday mornings till noon so that the Wegman personnel might enjoy as long a weekend as folks in other lines of work.

"Jack" Wegman, President of the Wegman Stores, modestly explains his philosophy of the Wegman shorter hours in the adage "all work and no play makes Jack a dull boy."

What about Wegmans customers? Don't they find Wegmans shorter hours inconvenient? Doesn't it hurt Wegmans business?

The answer: Wegmans customers have showered compliments and praise upon Wegmans for this forward step. They happily fit their shopping to Wegmans schedule. Wegmans cash registers still ring merrily.

Cheese Sold By Carload

When you stand beside the Big Delicatessen Departments in the Wegman store, you are confronted with a bewildering array of varieties. From the huge wheels of Swiss to the tiny wedges of Roquefort, over 47 different types are offered for your choice.

Probably in no one store outside the large specialty shops in New York City is there available such a wide variety of cheeses as at Wegmans; no variety is too rare to find a place on their counters, and the demand for the popular brands never too great to deplete their supply.

Tremendous Buying Power Gives Wegmans Advantage

THIRTY or forty times as much merchandise is sold in each of the large Wegman Markets as is handled in the average small grocery store. Multiply that 30 or 40 by eight, the number of their retail stores, and you have some idea of the amount of produce needed to supply their customers.

Naturally, the tremendous buying power of Wegmans has made them something of a power in the market. Their buyers are on the job there at 4 o'clock in the morning, and in position to take the first and finest offerings brought in by the farmers and produce growers. If a farmer can bring in goods of sufficiently

high quality to satisfy the Wegman buyer, he counts himself fortunate on more score than one. For Wegmans will not only take his entire output but they will pay him cash for it on the spot, so that he doesn't ever have to bother going into town for the cashing of a check.

Wegmans wholesale division not only supplies all their own stores but a number of the best local hotels and restaurants as well. The quality of the goods handled by Wegmans is so well known that a number of such institutions prefer to rely on the judgment of Wegmans wholesale buyers.