

# GRAND OPENING

WE PROUDLY ANNOUNCE THE OPENING OF A MODERN FAMILY FOOD SERVICE CENTER IN WEISER ON

## SATURDAY, APRIL 7

To Serve the People from Caldwell to Baker, Weiser Valley and McCall with

**FOOD IN QUANTITY**  
at  
**QUANTITY DISCOUNT PRICES**

(In Case and Half Case Lots at 6% Above Wholesale Price)

Food Is Delivered 3 or 4 Times A Year  
Pay For The Food (Freezer, Too, If Desired)  
On A Monthly Budget Basis.

Look At These Advantages:

**1 Direct From Processor To Blue Ribbon--To You!**

We buy direct... deliver direct to you. No "thaw-again-freeze-again" danger because handling is reduced to a minimum. You don't have to worry whether middlemen have maintained safe, low temperatures.

**2 Zero Storage In Our Frozen Food Warehouse!**

For your protection, our Blue Ribbon house maintains zero-degrees storage temperatures... and usually several degrees lower for an extra margin of safety.

**3 Delivery Direct To You In Refrigerated Trucks!**

"How safe—how convenient!" you will say when our Blue-Ribbon-refrigerated-trucks deliver direct to your freezer. You know the foods he brings have kept their original freshness, quality, nutrition.

**4 Farm-Fresh--Into Your Own Freezer!**

If you do not have a Freezer we can provide you with a "Zero-Zone Blue Ribbon freezer" designed and engineered to maintain safe temperatures of all times. Your food is given special handling by frozen food specialists—direct to your table!

### Personal Message

We have operated the Family Food Service in Boise for the past four years. The patronage has grown steadily until now about 1,500 families are receiving the service. About 450 of this number are in the area from Caldwell to Baker to McCall. When the Boise plant burned down recently, in addition to rebuilding it, we decided to open a service center at Weiser to serve that area. The Center at Weiser will serve the area from Caldwell east to Mountain Home and beyond.

The operation here will start with five trucks and about 12 employees. More trucks will be added as the number of families using the service increases and trucks are needed.

The Weiser Center will be modern and complete. New refrigeration department has been built and the building has been refurnished and redecorated.

The operation here will be a part of the nation-wide "Blue Ribbon" organization which thousands of families throughout the nation are using because of the substantial savings that result.

You are cordially invited to come in for the Grand Opening Saturday and anytime hereafter to inspect our Center and we will be glad to explain our service to you.

H. DOUGLAS WALLACE, Manager

### Free Gifts

For Grand Opening

## 1/2 BEEF

and Many

## OTHER GIFTS

WILL BE GIVEN DURING THE GRAND OPENING

No Strings—Nothing To Buy

### CLIP and MAIL THIS BLANK

If you are interested in buying food in case or half case lots at 6 per cent above wholesale and having delivered to your home.

FAMILY FOOD SERVICE

Weiser, Idaho

Please send me more information on the Blue Ribbon Family Food Plan.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**EAST MAIN**  
BETWEEN  
**1st and 2nd**

Former Weiser Food Center  
Building Across From  
Hotel Washington



FAMILY FOOD SERVICE PROCESSING PLANT... best is cut to your specifications, wrapped and blast-frozen for safe storage under modern sanitary conditions. Note the spotless condition of the work area. FAMILY FOOD SERVICE expert cutters give personalized attention to your requirements, making it possible for you to produce better meals with greater variety for your family's eating pleasure.



FAMILY FOOD SERVICE REFRIGERATED TRUCKS are loaded direct from zero storage facilities with a minimum of handling in order to maintain low, safe temperatures from the plant to your Blue Ribbon freezer. This absolute control is vital to freshness, quality and flavor. FAMILY FOOD SERVICE proven formula is designed to help you and your family enjoy better living in the MODERN... SAFE, CONVENIENT way.

A Nation-Wide Service From Coast To Coast

**BLUE RIBBON**

A Remarkable New Way To Buy Food!

• A freezer full of foods at your fingertips. You're always meals ahead—spend less time in the kitchen.

• Steaks, chops, poultry, fish—more of the better cuts than you probably enjoy now at prices you normally pay for lesser grades!

• Delicious fruits and vegetables flash-frozen to "lock in" the fresh flavor and nutritional values.

• Order foods at home for low temperature delivery right to your freezer. Foods keep their original goodness—saves shopping time—makes meal planning easier.

• Beautiful commercial-type Refrigerator-Freezer with Zero Storage, exclusive features, design, quality, can be supplied, if desired.

• Be sure the Freezer-Food Service you contact has the Blue Ribbon emblem—the mark of integrity.

AREAS SERVED

From the Weiser Family Food Service Center

ADRIAN

NYSSA

ONTARIO

VALE

NEW PLYMOUTH

PARMA

FRUITLAND

PAYETTE

WEISER

MIDVALE

CAMBRIDGE

COUNCIL

NEW MEADOWS

MCCALL

TAMARACK

OXBOW

HUNTINGTON

DURKEE

BAKER

HALFWAY

and Points Between

PHONE  
549-  
2120

# FAMILY FOOD SERVICE

## Weiser's Shopping Guide

PRINTED AT THE SIGNAL-AMERICAN PLANT, WEISER, IDAHO — TUESDAY, APRIL 3, 1962

You'll Have A Good Time... so will your family taking in the doings Friday and Saturday during Weiser Band Days and Save Money, too, by taking advantage of many special values featured.

### CASUALS

Perfect understudies for every spring outfit in your wardrobe. Squared off or pointed toe shoes provide wondrous freedom to frolic and prance from spring into summer. In soft, light leathers and over color combinations and prices are well adjusted to your budgets.



REID'S SHOES  
HAL and CAROLYN  
Quality and Fit

## WEISER BAND DAYS

HELP SEND WEISER H. S. BAND TO IOWA

For National Marching Band Contests At Mason City, Iowa, In June

—BY ATTENDING THE BIG COMMUNITY AUCTION SALE

Time—Saturday—Starts 11 A. M.

APRIL 7, 1962

Place—Main Street, Weiser

In Bank Parking Lot Between State and East First

Items—Most Everything

TV's, Used Cars, Furniture, Jewelry, Outdoor, Bedding, Hay Derrick, Music Instrument

NOTICE—YOU MAY BRING ITEMS FOR THE AUCTION AS LATE AS 11 A. M. SATURDAY. LEAVE 'EM AT CHAMBERLIN IMPLEMENT BUILDING.

Items To Be Sold May Be Inspected At Chamberlin Implement Building Thursday and Friday Afternoons—1 to 5 P. M.

—BY ATTENDING THE BAND BREAKFAST

Entire Proceeds Go To Band Fund

Saturday—At Elks—7 to 9 A. M.

—BY PATRONIZING BOOTHS

On State Street Friday and Saturday for Benefit of Band Fund. Organizations with booths include—Shamrock Club, Unity Grange, Sunny-Flat Farm Bureau, Presbyterian Church, Monroe Creek Club, Hans Grange, Jonathan Club, St. Luke's Club. Others are welcome.

Help Yourself To Many Bargains At Weiser Stores—During Band Days—See Ads Inside

HIGH SCHOOL BAND

WILL PLAY

Concert at Elks

8 to 8:30 a. m.

During the Breakfast

At Auction Site

from 10:30 until

Auction Starts

At 11 A. M.,

Saturday



## 45 PC. DINNER SET

25 PIECES DECORATED BY MELMAC DINNERWARE BY MIRAMAR OF CALIFORNIA

20 pieces in beautiful party shades

Complete service for 8

Set consists of:

• 8 dinner plates • 8 salad plates • 8 soup bowls • 8 cups & saucers

• 8 cream & coffee bowls • 8 coffee cups • 8 saucers • 8 dessert plates

• 8 serving spoons • 8 serving knives • 8 serving forks

See This and Many More "Big Values" While in Town During the Band Auction Days, Friday and Saturday.

OF WEISER... Idaho Department Store

We know how to fit you to perfection



Other from 9.99 to 13.99

Weiser Band Auction Days—Friday and Saturday

## Reinhaus Shoe Co.

Weiser's Family Shoe Store For Over 55 Years—Since 1906

434 State Street Dial 549-1150



FASHIONS

AWAIT YOU AT

BEN FRANKLIN



EASTER HATS

Smart, Soft, Simple

You'll Choose

100

Look for BEN FRANKLIN's smart half hat. Assorted styles and colors.

Others to 3.98

EASTER IS DRIVING TIME!

Gingham Shoppers 88¢

Buckle trimmed layered tulle. Vinyl soles. Women's 4 to 9.

Stretch Nylons 98¢

Ruth Berry 15-denier. Striker pattern in new spring shades.

Women's BRATS 3 for 1.00

Fetal soft cotton. White. Women's 4 to 9.

Other Bags 2.99

Wearable plastic rain. Fur trim. Women's 4 to 9.

FANCY BLOUSES

New spring styles in womanly in the color of blues, trims, collars.

Sizes 32 to 36

Others 1.00 and 1.49

WOMEN'S SKIRTS

No spring colors. No polyester. Washable cottons and rayons. Slim fits, and assorted styled styles in sizes 10 to 18.

2.99

and 3.99

EASTER DRESS-UP!

Hair Wreaths 29¢ to 59¢

Spring gayer colors. New life-like flowers to accent your new spring wardrobe.

For Sport or Casual Wear

CAPRI PANTS and JEANS

Women's Sizes 10 to 18

Smooth, Durable Poplin

Full cut and well made with back zipper and two pockets.

Black, green or bone color.

1.99

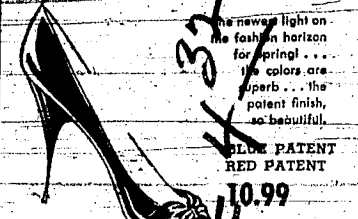
Others to 3.99

SAVE AT STANFORDS

BEN FRANKLIN

**GREAT NEWS . . . 1**

**Solene**  
Hollywood Fashion Shows  
**Color Patents**



NEW! Light on the fashion horizon for spring... the colors are superb... the patent finish, so beautiful!  
**RED PATENT**  
10.99  
**WHITE and BONE PATENT**  
9.99 to 11.99  
**BONE PATENT**  
5.99

**REINHAUS SHOE CO.**  
Weiser's Family Shoe Store For Over 35 Years  
Since 1906  
434 State Street Dial 549-1150

**FINEST**

For the Finest in Western Clothes for Men, Women and Children Stop at Johns

**WRANGERS and LEE**  
Authentic Western  
**PANTS**  
Slim, Trim and Fashionable in Fortified Polished Cotton Color Fast

**SHIRTS**  
The Latest Patterns Tailored To Fit Ladies, Men, Boys  
**Western Hats**  
By Straw and Felt  
For Best in Western Wear Shop

**Johns Leather Goods**  
State and Commercial Dial 549-1762

**COME TO WEISER BAND DAYS**

and Take Advantage of Western Hardware's **PIRATE TREASURE SALE**  
It Starts April 4. Here are Some of the Big Values—  
8.50 GARDEN GLOVES . . . 57¢  
2.75 GARDEN SHOVEL . . . 1.87  
7.50 SEAT COVERS . . . 4.99  
3.75 GARBAGE CAN, 10-Gal. . . 2.44  
PRESTO STEAM IRON . . . 9.91  
7.95 FIELDER'S BAG GLOVE . . . 4.44  
3.95 CITY MAIL BOXES, 15-inch . . . 2.87

and a Hundred More Bargains. If You Didn't Get Our "Sale" Circular, Stop In For It.  
**Western Hardware Store**  
FRANCIS ELLIS  
241 1/2 State Street — Weiser — Phone 549-1224

**SATIN CLAD**

COVERS IN ONE COAT DRIES WITHIN THE HOUR  
EASY TO APPLY WASHABLE NO ODOR  
Regular Colors Ready To Use . . . **557** GALLON  
Put On With A Roller, Spray Or Brush. For Most Surfaces 1 Coat Will Cover.  
**HOME LUMBER AND COAL COMPANY**  
"There's No Place Like HOME—To Trade"  
Frigid and East Idaho Phone 549-1773

**COME TO WEISER BAND DAYS—and Take Advantage of The Merc's**

**Girls' SPRING SUITS**  
One and Two Skirt Combinations The Tops in Styling For The Young Fashionables  
Sizes 4 to 6X . . . **5.99 to 7.99**  
Sizes 7 to 14 . . . **7.99 and 8.99**  
Latest Styles, New Colors, Attractive Fabrics

**Ladies Spring MILLINERY**  
An Enchanting Collection of Easter Hats  
**2.99 to 5.99**

**Girls' EASTER DRESSES**  
Beautiful Nylon Sheer Crisp Cottons  
Sizes 3 to 14  
**3.99**  
4.99 5.99  
Sweet and Successful Bring the Girls In and See.

**BOUSES**  
Loaded With Ruffles and Embroidery  
Drip-Dry Cottons  
**3.99**

**Women's Capris**  
Summer Fabrics  
• Summer's Bright Colors  
• Quality Cotton  
**3.99**

**Young Men's LOAFERS**  
Black, Side Elastic Gore, Pointed Toe Steel Shank  
**9.95**

**Girls' Easter SLIPPERS**  
Patent or White 8 1/2 to 3  
**3.99**  
Your Dress Up Shoe for Easter

**Boys' TENNIS SHOES**  
Sizes 7 to 10 1/2 . . . **2.69**  
11 to 3 . . . **2.69**  
2 1/2 to 6 . . . **2.79**

**Stocks Are Tremendous At The Merc**  
The Largest in Our History To Give You A Million Selection In All Departments

**Men's SUITS**  
Sure to Win Approval of Young Men in the Know  
Sizes 35 to 42 . . . **27.95**  
Student Sizes 10 to 20 years . . . **21.95**  
Student-SPORT COATS 10 to 18 Years . . . **10.95**

**Girls' SPRING COATS**  
From Toddler, 18 Months To Girls, Size 14  
**5.99 7.99 10.99**  
Surprise Them and Be Kind to Your Budget

**ANNOUNCING HIT TUNE RECORDS**  
Long Playing Stereo Albums. If We Don't Have It, We'll Get It For You!  
RCA Victor, Columbia, Decca, Capitol Records.  
**DISCOUNT PRICES**  
2.88 Records . . . **3.29**  
4.98 Records . . . **4.10**  
5.98 Records . . . **4.98**  
6.98 Records . . . **5.77**

**WE GIVE GOLD STRIKE STAMPS!**

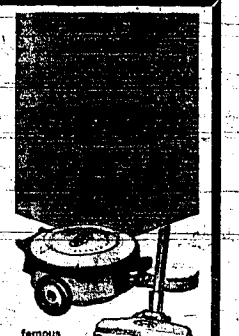
**THE MERC**  
OF WEISER

**GLOBE FURNITURE CO. ANNUAL Spring Saving SALE** A Showing of the Newest and Loveliest Creations for Spring **CLOSE-OUT of OLDER ITEMS AT BARGAIN PRICES**

MOST ANY NATIONAL BRAND OF FURNITURE OR CARPET IS AVAILABLE AT THE GLOBE . . . AT LOWEST PRICES!

**SPECIAL PURCHASE!**  
Famous Make Electric **HOT WATER HEATERS**  
Quick Recovery Glass Lined

40 GALLON SIZE REGULAR 79.95 **68.88**  
50 GALLON, REGULAR 89.95 **74.88**  
Regular 259.95  
**G. E. REFRIGERATOR . . . 199.95**  
Latest 1962 Model, 11.8 Cubic Foot With Trade  
Regular 199.95 Hotpoint **REFRIGERATOR . . . 168.88**  
Latest 1962 Model, 10 Cubic Foot. With Trade  
Regular 199.95 General Electric **PUSH BUTTON RANGE 159.95**  
Latest 1962 Model, 4 Surface Units With Trade



Regular Sunbeam quality **ONLY \$69.95**  
with complete home cleaning attachments  
EXCLUSIVE Sunbeam TOUCH 'N' LOCK COVER  
EASY-CHANGE BAG  
2-YEAR HOSE GUARANTEE  
EXCLUSIVE "HUG-A-RUG" RUB. FLOOR ATTACHMENT  
"TILT-AWAY" DESIGN

Globe Furniture Company is the Popular Furniture Shopping Place in Treasure Valley Because There Has Been

**One Store Policy** and **One Management** (Sam and Bert Enrich)  
**For the Past 42 Consecutive Years**  
The Policy In Effect Through the Years Is—  
**Better Values** with **No Sacrifice In Quality**

Which has been possible because we buy in large quantities for cash and means lower costs. (2) We own the store property which extends a block along the U. P. tracks which means low rent, and (3) we do our own financing, which means NO interest to banks or finance companies making it possible to sell on terms people like with NO finance charge for 6 months. NO Trade tags. NO outside.

**Just A Deal Between You & Us**

**GULBRANSEN Big News**  
MODEL 4100 Master Console  
**Larger Scale Greater Value**  
Here is a big tone, big piano with direct blow action! The Gulbransen MODEL 4100 Master Console is a distinguished, musically superior console piano, especially created to satisfy those who seek the ultimate in richness and volume of tone. The direct blow action assures incredible responsiveness... sensitivity of touch and dynamic repetition.  
**\$15.00 DOWN**  
Priced beyond compare! . . . drop in today and see this lovely Gulbransen MODEL 4100 Console.

Reg. 249.95 Hotpoint **RANGE** 30-Inch Size  
1961 Close-Out **188.95** With Trade  
Reg. 199.95 Hotpoint **AUTOMATIC WASHER** 1962 Model  
Special **169.95** With Trade  
Reg. 169.95 Hotpoint **AUTOMATIC DRYER** To Match  
Special **139.95** With Trade  
New 1962 G. E. **DISHWASHER** With Power Tower Free Cascade Soap  
Only **299.95**

**Living Room Furniture**  
Regular 440.00 **Monte's Sofa . . . 220.00**  
1 Only, Foam Rubber Construction—With Trade  
Regular 339.95 Magnuson **Davenport and Chair 259.95**  
Beige Color, Foam Rubber Construction, W. T.  
Regular 419.95 **Airloom Sofa . . . 229.95**  
Charcoal Brown Color With Trade  
Regular 299.95 Chateau **Davenport and Chair 199.95**  
2-Only, Nylon Covering With Trade  
Biltwell **Davenport and Recliner 139.95**  
Choice of Colors  
Casson **Living Room Set . . . 229.95**  
Davenport, chair, ottoman, elastic as U. S. Naugahyde



**Home means more with Carpet on the floor**  
Bigelow Beauvais® Makes It Comfortable!  
A Model of Beauty, Softness and Warmth—Bigelow Beauvais® is a new "vinylite" carpet so soft and thick to walk on . . . warm and safe for children to play on. The smooth, luxurious pile, patterned in a sparkling Pyramid tweed, provides rich background decor . . . hides soil and steps besides. So nice to come home to!

**2-Qt. PYREX CASSEROLE**  
With Cover Reg. 1.29 **99¢**  
Brand New Shipment **SOFA PILLOWS**  
Reg. 2.00 Sale Price **1.00**  
Maple **MILK STOOLS**  
With Hook Rug Top Reg. 4.95 Sale Price **3.95**  
• Large Selection of Good Used TV Sets Many With New Picture Tubes.

**BARGAINS IN OUR CARPET DEPT.**  
The Pride of Our Store  
**Broadloom Carpet**  
100% Nylon At A Terrific Savings **5.95**  
Regular 7.95—Square Yard Including Labor For Installation  
**Bigelow 100% ALL WOOL CARPET**  
"Hostable" Regular 9.99 Sale Price **SQUARE YARD 7.95**  
Includes Labor and Installation  
**A Few Rolls VINYL 12 FOOT** Wide, 30" Ht. **99¢**  
Regular 39.95 SALE PRICE **29.95**  
These are Some of the Outstanding Bargains in Our Carpet Department Which is One of the Largest in Treasure Valley.

**LINOLEUM RUGS**  
Size 8x12 Sale Price **5.88**

**SAMSONITE FOLDING CARD TABLE**  
and 4 Folding Chairs 5 Pc. Set Sale Price **31.95**  
Reg. 17.95 G. E. **STEAM IRON**  
Sale Price **12.88**

Lawn-Boy **POWER MOWER**  
18-Inch, 1962 Special **69.95**  
See Our Complete Line of 1962 Lawn-Boy and Toro Mowers

Zenith and G. E. **STEROS**  
A Good Selection From **159.95**

**We Can Teach You To Play A THOMAS ORGAN**  
Even if you never played a note in your life. Thomas is America's lowest priced electronic Organ with built-in Leslie speaker and percussion.

**Schorn Vinyl FLAT WALL PAINT**  
Made by Famous Dutch Boy Manufacturer Reg. 4.95 Gallon **3.95**

See Our Enlarged **MAPLE DEPARTMENT**  
Now Occupying Half of Our 1st Floor Long Basement Sugar Ridge Knotty Maple—It's Beautiful

**SAVE time to Garden** at H-J-H on Lawn-Garden Needs!

**We Rent**  
—GARDEN TILLERS  
—LAWN ROLLERS  
—FERTILIZER SPREADERS  
Here's the Best "Mower" Buy for the Money in the Nation  
**APACHE ROTARY MOWER**  
19 Inch—Model AP 212—Deluxe  
2 1/2 H. P. (Easy-Spin) Briggs-Stratton Engine With Leaf Mulcher  
**47.95**

**GOLF CRABGRASS PREVENTER**  
NIP CRABGRASS IN THE BUD  
Sure death for crabgrass seeds, and seedlings. Even if it's sown to two-foot stage! Have a beautiful lawn free of crabgrass . . . treat your turf this week with GOLF BRAND CRABGRASS PREVENTER!  
Riding Model Others 56.95 to 83.95 **179.95**

**Quality Hahn-Eclipse Reel Type Mowers**  
Most Dependable—After 25 Years—Many of the First "Eclipse" Mowers—the First Power Driven Lawn Mowers Ever Manufactured—are Still in Use. All Moving Parts Completely Enclosed.  
30-Inch "Rocket" With 2 H. P.  
Briggs-Stratton Vacu-Jet 4-Cycle Engine. Cuts as Clean and Sharp as Sissors.  
20-Inch Rotary **109.95** 18-Inch Zephyr **135.95**

**GOLF LAWN/FOOD**  
2,500 Square Foot **2.95** 5,000 Square Foot **4.75**  
KENTUCKY **BLUE GRASS** Pound Bag **98¢**  
Other Lawn Seed Pound 1.35 and 1.69  
**SUNSHINE PEAT MOSS**  
Several Size Bags At Standard Prices

IT WILL PAY YOU TO SEE US FOR ALL YOUR LAWN AND GARDEN NEEDS  
**H-J-H COMPANY**  
35-EAST COMMERCIAL WEISER, PHONE 549-0442

**SPECIAL-2 DAYS ONLY**  
FRIDAY AND SATURDAY—APRIL 6 AND 7

Reg. 5.95 Service **3.95**  
**On Your Vacuum, Only**  
It's Time To Check Your Cleaner, Bring Your Hoover In.

**Due to Special Factory Purchase**  
We Can Now Sell This Full-Size **Hoover Vacuum Model FOR ONLY \$59.95**

**HOOVER FACTORY REPRESENTATIVE will be in our store all day Friday and Saturday to demonstrate appliances.**  
See the Many Hoover Polishers, Shampoo Machines, Floor Washers and Vacuums at Special Prices. Free Home Demonstrations.

**Occasional Chairs**

Biltwell **PLATFORM ROCKERS . . . 39.95**  
Berklene **RECLINER CHAIRS . . . 79.95**  
Large Selection—Choice of Nylon and Boltallex Covers

**Dining Room Furniture**  
Regular 129.95 **DINETTE SET . . . 99.95**  
Daystrom Table, (1 Leaf), 4 Chairs, Color Yellow  
Regular 244.95 Walnut **7-PIECE DINING SET . . . 169.95**  
Dining Table with Extension Leaf, 6 Chairs

**GLOBE FURNITURE CO.**  
Where Weiser and the Valley Shop With Confidence

**Used Furniture BARGAINS**  
Monarch **COMBINATION RANGE 125.00**  
Large Size Wood-Cool and Electric Range in Excellent Condition  
3-Piece **SECTIONAL**  
Foam-Rubber-Down Silver-Covering **225.00**  
4 Good Used **PIANOS**  
**\$100 to \$250**

**Bedroom Furniture**  
Regular 179.95 Walnut **3-PC. BEDROOM SUITE 159.95**  
Dresser, Chest and Bookcase Bed  
Regular 229.95 Wisconsin Birch **2-PC. BEDROOM SUITE 169.95**  
Double Dresser and Bookcase Bed  
Regular 59.95 Spring Filled **MATTRESSES . . . Sale 39.95**  
Steady Anniversary or Simmons Model In Full or Twin Size

Extra Special **PANEL BEDS**  
All-Walnut Finish  
Regular 349.00 **DREXEL DELUXE SET . 199.95**  
Triple Vanity with Large Framed Mirror, Glass Mirror and Bookcase Headboard. Save 150.00 on This "Top Line" Set