

AWFUL FRESH MAC FARLANE OPENS NUT SHOP AT MARKET CENTRE



This picture is of Awful Fresh MacFarlane's newest candy store, in the Market Centre. Featuring all of MacFarlane's famous candies and nuts, the store is by the Williams Street and Telegraph Avenue entrance to the market. MacFarlane

has included here his House of a Million Nuts and nut museum, and has in stock 19 different kinds of hand-dipped chocolates.

MacFarlane's Sign Dazzles

Mr. 29-cent MacFarlane has just about the beautifullest sign you ever saw over his million nut house candy store at the Market Centre, he said himself.

If you like pretty sights, go over and stand on the sidewalk across Telegraph Avenue and look at this wonderful design in neon.

It's 55 feet long and 20 feet deep, and it's just covered with pretty drawings of stuff like the nut house, and the lights turn red and blue all the time, MacFarlane said.

It's so pretty, in fact, that Mr. Chief Nut, himself, goes down to stare at it all the time, and he can't think of any way to make it gooder, just like his candy, which is getting gooder all the time, anyway, according to him.

SCOTCH CANDYMAKER READY TO FILL YOUR SWEET 2-TH

If it's gooder candy you want, don't go walking all over town. Just trot yourself right down to the Market Centre and get some of that awful fresh stuff put out by MacFarlane, the Scotch candymaker.

You will like his stuff just as well in the new store as you have at the seven other Bay region shops, and he's got a full line of those awful fresh nuts, he said.

LAMP THE GALS

Come and look at the 10 pretty girls, even if you don't want to try MacFarlane's 19 different kinds of chocolate. Mr. Chief Nut invites.

And remember, that while this is a million-dollar market MacFarlane has moved into, he's still got his house of a million nuts, and he's

MacFarlanes Add Store

Just look at the few of the gooder candies you can get for your money at awful Fresh MacFarlane's awful new store in the Market Centre.

There are 19 (count 'em) different kinds of chocolate of which only a few of the gooder ones are walnut fudge, black walnut divinity, coffee blacks, taffy kisses, bon bons, rocky road, chocolate-coated cherries, peanut brittle, caramels, butter scotch and pecan rolls.

You can get them in boxes of just about every size, wrapped for mailing, and all wrapped especially for gifts. Just look at one of those five-pound whoopers full of creams, nougats, caramels and chews.

And if you're hard on your candy box, buy MacFarlane's stuff in one of the metal boxes. You can keep your fish worms in them afterwards. You'll need an attendant to help carry out these 10-pound whoopers MacFarlane sells, and you'll have to hire a policeman to keep him from eating this gooder stuff, Mr. Chief Nut MacFarlane said.

Remember that MacFarlane is the Scotch candymaker who kilt high prices, by his own admission.

Castro Valley Poultry Co. 'Back on Job'

The Castro Valley Poultry Company is back in the market to greet its friends of many years. Virgil

Eugene Landucci is manager of the department, located in stall No. 314. He has laid in a special supply of fine poultry and poultry products for the opening day tomorrow. You will find your poultry needs displayed here.

Dan, Leona Pettas Longtime Tenants

Fruits and vegetables in a tempting display are offered by Dan and Leona Pettas at Stall No. 313. Longtime tenants of the market, Dan and Leona Pettas at stall No. 313, Longland shopping needs and have a wide variety of fresh fruits and vegetables to choose from. They will be open with the rest of the Market Centre tomorrow.

FREE SAMPLES

AWFUL FRESH MAC FARLANE

The Scotch Candymaker

OPENS NEW BRANCH AT "MARKET CENTRE"

(downtown Oakland on Telegraph Ave., between 19th and 20th—free parking)

SCOTCH PIPERS TO PLAY

Tomorrow (Wed.) about 8 p. m. at 19th and Telegraph, downtown, Free



The bagpipe band of Awful Fresh MacFarlane, the Scotch candymaker, will be heard tomorrow evening (Wed.) about 8:00 p. m. at MacFarlane's new candy store in downtown Oakland "MARKET CENTRE" at 19th & Telegraph.

"Ladies from Hell" are these pipers who saw service in the big war. You are invited to come and hear the Scotch chums. Free of course. Come to the house of a million nuts tomorrow. You will like my stuff.

hear and see my bagpipe band and if you can get in the store eat free samples of my candy—awful fresh & awful good—taste 84u buy

A GUARANTEE OF HONEST WEIGHT

Every merchant in the market recognizes that HONEST WEIGHT is a part of the service he is obligated to give each customer on every purchase.

He realizes that the efficiency and accuracy of the scales used determine his ability to measure up to this obligation.

To fulfill this guarantee of HONEST WEIGHT, Toledo Scales—the "Guardian Duplex" type—were selected by the merchants throughout the market. This newest Toledo Scale has many features not found in any other type of scale. They will interest you as a patron of the market.

You are cordially invited to inspect these scales on the merchant's side, when you will see how they automatically compute the value of your purchase to the exact cent—every time.

You will see why the correct amount is always indicated—this being a springless scale—and how impossible it is to make a mistake in reading the amount of your purchase.

Every time you look at the scales from your side you will see the correct weight and the sign, which has become famous the world over—TOLEDO—NO SPRINGS—HONEST WEIGHT. This sign expresses the policy of every merchant in the market, as well as that of the market management—A SQUARE DEAL ON BOTH SIDES OF THE COUNTER.

PAY LESS—MARKET CENTRE,
D. H. ROCK,
General Manager.

Partners Operate Two Fruit Stands

Two fruit and vegetable stands operated by E. Petri, C. Indelicato and G. Casala will be found in the Market Centre.

They, like other fruit and vegetable dealers in the market, will feature their produce on new low counters, giving you an opportunity to readily see all of the articles offered.

One stand operated by the partners is in stall No. 315, while the other, at the other end of the market, is in stall No. 403.

Their produce is brought in daily, and everything is selected for the fastidious eater. Parking tickets will be validated at both stands.

New Brenci Fruit, Vegetable Stand

Angelo Brenci, at Stall No. 201, has been in the market since 1929, supplying fresh fruits and vegetables, and will feature strawberries at the opening of the Market Centre. His produce, grown locally and in other parts of the State, is brought in fresh daily.

Saags Offer Best In Sausages, Meats

Pork sausages and meats cured by their own specifications will be offered in stall No. 208 by George and Louise Saag. The Saags, experts in the methods of preparing meat, have been in the market for years, and have a wide following.

Golden Krust Bakery Convenient Stand

One of the most convenient stands in the new Market Centre is the Golden Krust Bakery department, directly in the path as you enter from Williams and Telegraph.

All types of baked goods, made in the Golden Krust plant here, will be offered at the stand, to be operated by Bob J. Speka. The stand is stall No. 401.

"We hope to meet all of our Oakland friends in the Market Centre," Speka said, "and we will serve the same fine products for which our bakery is known."

New Floor Surfacing Protection to Patron

You will find shopping easy on your feet at the Market Centre. The market floors have been covered with Mastipave, a non-slip surface that protects your feet against the cold. Even in the coldest winter months, you will notice the comfortable surface of Mastipave. Employees in the market will notice it, too, and will find themselves suffering with fewer colds during the winter.

Poultry Products In Wide Variety

Another fine display of poultry products is offered at Stall No. 407 by N. Luchetti, also a veteran in the market. With a complete line of poultry goods, Luchetti is able to serve Oakland housewives with the best they can buy for the prices they can afford to pay. Like all of the poultry dealers, Luchetti keeps a fresh stock and will prepare any article for immediate cooking.

Hansen-McDonald Dairy Stalls Reopen

If it's dairy products you want at prices you like, go to departments 211 and 212, operated by L. C. Hansen and Mrs. D. McDonald. These tenants have been supplying dairy products of recognized quality in the market for years, and will open tomorrow with an entirely new stock. Literally the cream of the dairy crop.

Poultry Produced On Own Ranch

Another established tenant of the market is M. J. Markel, who offers poultry at Stall No. 415 and 415A, near the Williams Street entrance to the Market Centre. Markel raises his own poultry on his ranch near Petaluma and keeps the market supplied fresh at all times. Everything in the department is ready to cook when it is sold.

PRICE LIST

on some of my stuff

- walnut fudge 29c lb.
- coffee blacks 49c lb.
- rocky road 39c lb.
- asst. taffy kisses 24c lb.
- peanut brittle 19c lb.
- Pecan Roll 44c lb.
- caramels 44c lb.
- fruit jells 29c lb.
- Bon-Bons 49c lb.
- Broken walnut meats 39c lb.
- chocolate creams 29c lb.
- chocolate brazils 49c lb.
- english toffee 49c lb.
- bridge mix at 29c, 39c, 49c lb.
- chocolate chews 29c lb.
- chocolate cherries 49c lb.

you will like my stuff awful fresh

- cream wafers 49c lb.
 - sour fruit balls 29c lb.
 - black walnut divinity . 39c lb.
 - Rum & butter kisses . . 39c lb.
 - Butter scotch kisses . . 39c lb.
 - Salted cashews 39c, 49c, 59c lb.
 - Mixed salted nuts . . . 59c lb.
- MacFarlane Candy Is Gooder Than Anything

AWFUL FRESH MAC FARLANE

THE SCOTCH CANDYMAKER

At "Market Centre"
downtown 19th and Telegraph

Also 1845 Alcatraz nr. Adeline
E. 14th St. corner 35th Ave.
Cor. University and Shattuck
Way out Broadway at 4220
Also in San Francisco
MacFarlane's Factory Store

OPEN EVENINGS SUNDAYS HOLIDAYS

the HOUSE OF A MILLION NUTS

FRIGIDAIRE

MARKET CENTRE'S "FLOWING COLD"

REFRIGERATION

INSTALLED BY

SHIRAR-YOUNG REFRIGERATION CORP.

2355 Broadway OAKLAND Phone Hl gate 1226