

# Friends First—Then Customers

To make the acquaintance of the people of Lakeland and its trading territory, extending throughout Polk County, the United Markets invites the public to attend its house warming Thursday from 4 p. m. to 8 p. m.

## *No Goods Will Be Sold Thursday*

The United Markets store, at 213 and 215 South Kentucky Avenue, will not be open for business until Friday morning at 8 o'clock. Thursday's opening will be entirely a social affair, with music throughout the afternoon. Refreshments will be served. The officers and employes of the United Markets will be on hand to meet the people of Lakeland and its trade territory in order that a spirit of friendliness will be inaugurated that will be accentuated by the policies of the United Markets in the future dealings with its customers.

## *"Wholesome Food Products at Quantity Prices"*

The Record that the three United Markets stores in Tampa have made since their opening, and the endorsement the Tampa public has given its policy of "Wholesome Food Products at Quantity Prices," encourages the officers and directors of the company, a Florida organization from its very inception, to expect that by a pursuance of its policies in Lakeland it will meet with like success here.

## *The Finest Market In The State*

It has been the aim of the United Markets to so equip its new market at Lakeland as to make it the finest store in the state. In the belief that we have succeeded, we open it tomorrow for public inspection.

## *Our Prices Will Save The House Wife Many Dollars*

The policy on which the United Markets is founded--buying food products in tremendous quantities and at the closest prices the market affords and selling at an exceedingly small margin but in great volume--will be strictly adhered to in the Lakeland store. Housewives of Lakeland will quickly learn that by making all their purchases at the United Markets they will save many dollars in the course of a year.

## *Cash And Carry Prices Are Economical Prices*

The United Markets can and will give its customers the benefit of every decline in wholesale prices; its buyers are ever on the alert for pure, good food products which can be offered at "bargain" prices--bargains, that is, in comparison with the prices that the credit store, with its expensive charge accounts and delivery system, must ask of the public in order to make the big profit necessary for its existence on a small volume of business.

## *Our Advertising Reduces The Cost Of Our Goods*

Advertising is our method of increasing the volume--and it is through the volume of our sales and the tremendous buying power that results therefrom that we are enabled to give the public, in all our stores, far better values than other stores could offer on their small volume--big profit plan. Your assistance in spreading the news of the United Markets' battle against the high cost of living is solicited, with our pledge that the more you help and the more you and your friends buy, the greater will be the return to you in the way of LOWER PRICES.

**You Are Cordially Invited To The Formal Opening**

# United Markets

LAKELAND STORE

### *Wholesome Meat Products at Reasonable Prices*

With our tremendous volume of sales through all the UNITED MARKETS stores, in connection with our cold storage plant, we are in position to sell the finest cuts of meat at lowest prices.

The LAKELAND MARKET has been equipped with coolers and cold storage facilities that are not excelled by any store of equal size in the south.

### *A Wholesale Meat Department*

Our wholesale meat department is organized to supply boarding houses, hotels, restaurants and other stores with meats that are guaranteed to be wholesome and pure, at wholesale prices.

Shipments by motor truck from our central plant at Tampa will be run on regular schedule. Sausages of all kinds, and sausage meats, from our Sausage Factory at Tampa, will be supplied the Lakeland trade by daily shipments.