



All grocery prices good now thru Sunday, May 24. Meat and produce prices good now thru Saturday only.

We reserve the right to limit quantities. No sales to dealers. All prices in this ad good at each of the four stores below.



### Anderson Place Market

1030 WEST HARVARD AVENUE  
Store Hours: 8 A.M. to 9 P.M. 7 Days A Week  
We're As Near As Your Phone

Call OR 3-3065 For Free Delivery  
PLENTY OF FREE PARKING



### Eastside Market

2595 N. E. Diamond Lake Boulevard — Across from the County Shops  
Phone OR 3-5113

Store Hours: 7:30 A.M. to 8 P.M. 7 Days A Week  
PLENTY OF FREE PARKING



### Garden Valley Market

247 N. W. Garden Valley Blvd. - Phone OR 3-6202  
Store Hours: Daily 8:30 A.M. to 8 P.M.  
Sundays, 9 A.M. to 7 P.M.

PLENTY OF FREE PARKING



### Pearson's Market

At the Triangle, Corner of Winchester and N. E. Jackson Sts. - Phone OR 3-7444  
Store Hours: 8 A.M. to 9 P.M. 7 Days A Week

PLENTY OF FREE PARKING

## To Our Many Friends and Customers

There's a new name to remember for fine quality foods and lower prices -- BIG CHIEF STORES!

So that we may improve our service and bring you greater values, we, the four stores listed at the left, have joined in a co-operative advertising, merchandising and promotion effort which will be known as the Big Chief Stores. We have not sold out to a large chain or corporation. Each store is still independently owned and operated as in the past. The name, Big Chief Stores, has simply been adopted to identify these four stores, with the thought that the beautiful Umpqua Valley is famous for the many Umpqua Indian chiefs who once lived here.

This co-operative operation means that we will be able, week after week, to bring you bigger and better values, lower prices and improved standards of service. You'll enjoy shopping the BIG CHIEF STORES. There's one conveniently located in your neighborhood. You will receive the same friendly, courteous, personal service always. There's plenty of free parking at your BIG CHIEF STORES, too. Watch for the BIG CHIEF ad each week . . . shop your favorite BIG CHIEF STORE every week for brands you know at the lowest prices. You'll save -- save -- save.

**FLOUR** **69c**  
PILLSBURY  
With coupon from page 7, today's News-Review.  
10-lb. bag

**Tomato Juice** **50¢**  
Hunt's For The Best.  
46-Oz. Tins

**Instant Milk** **69c**  
Carnation 8-Quart Pkg.



### BAGLEY PEARS

or Pheasant

### Freestone Peaches

Ideal for spring salads. Mix or match 'em, your choice. No. 2 1/2 tins.

**4 FOR \$1.00**

Introducing UMPQUA

### MELLORINE

Choice of Delicious Flavors

**1/2 Gallon 49c**

Del Monte Early Garden

### PEAS

No. 303 Tins

**2 FOR 229c**



**Margarine** **689c**  
Dutch Maid, 1-lb. Pkgs.

**Waxed Paper** **19c**  
Zee, ideal for wrapping lunch and picnic sandwiches. Reg. Size Roll

**Toilet Tissue** **25c**  
Sierra 4 Roll Pack

### RITZ CRACKERS

Everyone loves fresh, crisp Ritz for snacks.

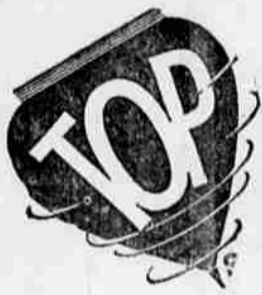
**1-lb. Pkg. 29c**

Nabisco Chocolate Fudge

### COOKIES

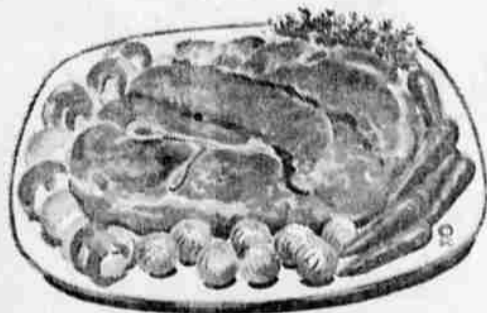
Fresh, tempting cookies the entire family will enjoy.

**1-lb. Pkg. 39c**



## Meat Buys

Of The Week! We Buy Meats For You When We Buy For Ourselves.



### CHUCK ROAST

U. S. Choice Beef, Blade Cut . . . . . lb. **49c**

Round Bone Roast lb. 55c

**GROUND BEEF** Lean, Fresh lb **49c**

**BOLOGNA** Nebergall's, Large Round by the piece lb **39c**

**PORK SAUSAGE** Cascade, Pure 3 1-lb. roll **89c**



## Specials

But They're Just The Low, Low Produce Prices We'll Have For You Every Day!

### WINESAP APPLES

Washington beauties. The all-purpose apple for cooking, eating or baking.

**4 lb. cello bag 33c**



**CABBAGE** Solid green heads lb **4c**

**DRY ONIONS** Yellow, mild-flavored **3 19c**

**LETTUCE** Firm, solid, perfect heads **2 hds. 19c**