



The BIG Y SUPER MARKET SALUTES The Rogue River Valley PEAR INDUSTRY

We take this opportunity to pay tribute to those who have built the great PEAR INDUSTRY in the Rogue River Valley. The payrolls of this Valley's sweeping orchards—for their year 'round care, for thinning, picking and packing. No one industry contributes more to our prosperity! Fifteen modern plants pack a million and a half boxes of fine fruit—pears that have found favor in the markets of the world. Five modern pre-cooling plants, all representing investments in the millions of dollars. Gift boxes, too, that have brought winter-season labor and payrolls. To a grand industry, the Big Y extends this salute!



Fruits & Vegetables

- Fancy Lettuce 3 heads 9c
Firm, Crisp.
- Fancy Celery, Utah 9c
- Watermelons lb. 1 1/2c
Guaranteed.
- Lemons, Sunkist dozen 9c
Lemons are advancing. Last chance at this price.
- Bananas, firm ripe . . . 3 lbs. 13c
- Tomatoes 3 lbs. 10c
Local, red ripe.
- Cucumbers, local 3 for 5c
- Peppers, local each 2c
- New Potatoes 25-lb sacks 55c
White or Red. Good Cookers.
- White Potatoes 10 lbs. 23c
- Peaches 6 lbs. 25c, crate 73c
Free Stone. Crawfords and Rochester.
- Green Beans 2 lbs. 9c
Local. Kentuckys and Blue Lakes.
- Red Onions 5 lbs. 19c
New Crop.
- Oranges, Sunkist 2 doz. 19c
- Cantaloupes 3 for 13c
Med. size. Fine Flavor.
- Grapes, seedless 2 lbs. 13c

"It's The Saving On Every Item That Counts" - - At the Big Y

- Sale Of Lever Bros. Products
- SPRY SHORTENING
- 3 Pound Can 45c
- 6 Pound Can 89c
- Lux Flakes, lg. pkg. . . . 19c
- Lux Flakes, sm. pkg. . . . 9c
- Rinso, giant pkg. 55c
- Rinso, lg. pkg. 17c
- Lux or Lifebuoy Toilet Soap, bar 5c
- Dog Food 6 Tall Cans 25c
- Pwd. Bon Ami 2 12 oz. Cans 25c
- Paper Napkins Pk of 60 5c
- Purex . . 1/2 gallon 19c
- Wax Paper 40 ft. Rolls 5c
- Liquid Wax Quart Can 35c

Del Monte Catsup
2 bottles 25c
Full 14 ounce bottles. Rich, flavorful Catsup.

- Crystal Wh. ldy. 10 bars 25c
- Household Twls, 3 pks. 10c
100 Sheets to Roll.
- Palmtex Silk Tissue 4 rolls 25c
Full 1000 Sheet Rolls.
- Kitchen Brooms, each 25c
4 Sew. Good Quality.

Healthful Fruit Juices

- Grapefruit Juice 4 cans 29c
Orchard Garden. No. 2 size, Texas.
- Lemon Juice, 3 8-ounce cans 25c
- Pineapple Juice, 3 12-oz. cans 25c
- Pineapple Juice, 46 ounce can 25c
- Tomato Juice, No. 1 tall can 5c
R. C. Brand. You'll like the flavor of this special blend.
- 46-ounce can 17c
- R. C. Nectars, Pear, Peach, Apricot, Peach Nectarine or Prune Juice 3 12-oz. cans 25c 12 cans 95c

SAVE On FLOUR Of QUALITY

- Kitchen Maid \$1.39
48-lb. sacks
- Harvest Maid \$1.29
- Royal \$1.09
- Baking Powder
- Clabber Girl, 25-oz. can 17c

Canning Supplies

- Certo, bottle 15c
- Kerr Reg. Lids, 3 pks. 25c
- Kerr Reg. Caps, pk. . . 19c
- Kerr Economy Caps, pk. 19c
- Jar Rubbers, 3 dozen 10c
- Parowax, pound pk. . . 10c
- Jell E Seals, 3 pks. . . 25c
- Jam Jel Pectin, 2 bottles 19c

- Canada Dry Mixers, 2—28-oz bottles 25c
- Ovaltine, lg. size 59c
Chocolate or Plain
- Park Avenue Tea, 1/2 lb. 29c
Orange Pekoe for Iced Tea.
- Fame Chili Sauce, 17-oz bottle 17c
- Jello or Junket Ice Cream Powder 3 packages 23c
- Kerr's Apple Butter, No. 5 tin 35c
- Campbell's Tomato Soup 4 cans 25c
- Vienna Sausage, 8-oz. cans 3 for 23c
- Tomato Hot Sauce 2 cans 5c
- Golden Bantam Corn 3 cans 23c
- Standard Peas 3 No. 2 cans 25c
- Pork & Beans, Van Camps, 11 ounce tin 5c
- Pineapple, Broken Slices, No. 2 can 2 for 25c
- Fruit Cocktail, No. 1 tall tin . . . 10c
- Fan Tuna, 1/4 size tin 10c
- Oval Sardines 3 cans 25c
With Tomato or Mustard Sauce.

ICE CREAM
Quart 25c

The taste tells the extra goodness of Big Y Ice Cream. Your choice of popular flavors. At Grocery department.

Air Mail Coffee
3 lbs. 35c

Ground fresh to order for any method of coffee making.

HONEY . . 5 lbs. 33c

New Crop. Pure Clover Honey.

KRAFT CHEESE 2 lb. loaf 49c

Velveeta. The Healthful Cheese Food.

Argo Corn Starch pkg. 5c

Full 1. Lb. Package.

FIG BARS . 2 lbs. 17c

Chock Full of Figs.

JELL WELL 3 pkgs. 10c

New Delightful Flavors.

Here Are Some Real CUT - RATE TOILETRIES

REMEDIES - HOUSEWARES - TOBACCOS

Water Tumblers . 6 for 25c

Large size. Assorted Styles. New Shipment.

Shoe Strings . . 1c per pair

Black, Brown and White. Lengths 24 to 40-in.



ALKA SELTZER 60c size 49c

Baby Bottle Nipples Wide mouth bottle. translucent. ea. 10c

Aluminum Ware Assortment of Several numbers, each 49c

Pot Covers Latest safety type. 8-in. to 12-in. 5c to 13c

Epsom Salts for bath. 5 lb. bag 19c

Hospital Cotton Sterilized, 1 lb. roll 19c

Psyllium Seed blonde, 1-lb. pkg. 14c

Men's Dress Hose Assorted sizes and colors, pair 15c



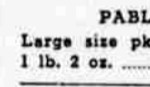
SHAVING CREAM 2 large tubes Palmolive. A 50c value for 33c



TOOTH BRUSHES 2 Big Y Thrift Special. Bleached or unbleached. Professional model. A 74c value for 49c



MILK OF MAGNESIA Product of leading manufacturer. 18-oz. bottle. reg. 50c value A Close Out 19c



PABLUM Large size pkg. 1 lb. 2 oz. 39c



FLIT INSECT SPRAY 16-oz. can 23c

Vase, lg. size, clear glass, beautiful design, each 19c

Dessert Nappy's, attractively moulded design Clear glass 6 for 25c

Copper Pot Cleaners Good sized 2 for 5c

Water Pitchers, clear glass with or without ice lip. Holds 8 cups 19c

Rubber Sponges, lg. size fresh stock 3 for 25c

Spray Guns, continuous action. Pint size 29c

Ice Box Dishes, with cover, clear glass clever design, each 15c

Tobaccos

Beechnut, Reg. 10c size, 4 for 29c

Torchlight, Reg. 10c size, 4 for 29c

Horseshoe Chewing Tobacco, 12 10c cuts 89c

Prince Albert Smoking Tobacco, 16 oz. can 64c

Cigarettes, All 10c brands, carton 95c

Cigarettes, All 15c brands, 2 pkgs. 25c carton \$1.23

Smoking Tobacco, Our Advertiser, 2 10c bags with cob pipe, all for 15c

We wish to announce winners of bicycle contest ended July 20. Betty Rogers, 1st prize winner. Bicycle; Pauline Johnston, 2nd prize winner. Canary Bird.

lb. 12 1/2c BEEF ROAST lb. 12 1/2c
CHUCK

SWISS STEAK pound 27c | STEAK Family Style pound 17 1/2c

Assort'd Lunch Meats lb. 23c

SLICED HAM Individual Slice ea. 5c

MEATY SHORT RIBS pound 9c | FRESH GROUND BEEF pound 10c

SLICED BACON lb. 21c

SMOKED JOWLS lb. 9 1/2c

BOILED HAM 1/2 lb. 21c

BACON BACK piece lb. 17c

PURE LARD . 3 pounds 25c

Franks, Bologna or LIVER SAUSAGE . lb. 17 1/2c

Kampfer's Higrade HAMS half or whole lb. 21c

Fresh - Fish - Crabs - Poultry

Meat Specials Friday & Saturday Only



ALL MEATS ARE U. S. GOVERNMENT & STATE INSPECTED.

BIG Y Super-Market

Prices Effective In This Advertisement July 26, 27, 28 and 29—Friday, Saturday, Sunday and Monday. We reserve the right to limit quantities. No sale to dealers.