



HELLO BREAKFAST CLUBBERS!

It's Don McNeill Week

at THE BIG "Y" MARKET MEET THE GANG

TOMORROW MORNING and EVERY MORNING

8 a.m. to 9 a.m.

DAYLIGHT SAVING TIME
OVER

1230
ON YOUR
DIAL

KYJC

FOR THE BEST
IN
ENTERTAINMENT

YOUR ABC STATION IN SOUTHERN OREGON



PATSY LEE

AUNT FANNY

Salesman
SAM

BIG "Y"

JOHNNY DESMOND

along with "Don McNeill" and all the gang, extend a cordial invitation to become better acquainted with these famous products made by Swift. As "Don" would say, "Be Good to Yourself"

Here's to you!
HERE'S TO YOU!
CELEBRATION TOAST GLASSES
SET OF 12 **50¢** CLEVER! EXCLUSIVE! FOR EVERY FESTIVE OCCASION!

GET ORDER BLANK
HERE WITH SWIFT'NING

75¢

3 LB.
TIN



Mission PEAS 2 303 cans 25¢

SWIFT'S
PREM



"the one with
tender beef
added!"

39¢

Tamales 13 29¢

Franks 12 55¢

Sausage 10 39¢

tender-grown

SWIFT'S PREMIUM

CHICKENS

"Some Chicken!"
Pan Ready Too!

lb.

63¢

Swift's Premium Sliced Bacon lb. 59¢

Swift's Brookfield Pork Sausage lb. 65¢

Swift's Premium Franks "tender beef, juicy pork!" lb. 59¢

Swift's Premium Brisket Corned Beef "a winner at dinner!" lb. 73¢

SWIFT'S PREMIUM

HAM

"Sugar-cured!
Flavor assured!"

63¢



Dairy Department

"for the swellest
snack this side of
midnight!"



Swift's
Brookfield

Cheese Food 2-LB. 109

SWIFT'S BROOKFIELD
BUTTER LB. 85¢

AA LARGE
EGGS doz. 57¢

SWIFT'S
**MEATS FOR
BABIES**

"variety for the
baby's diet!"



2 CANS 39¢

Allsweet offers you
Sterling Silver

at 1/2
usual retail
price!



Get
complete details
inside Allsweet
package!

29¢

lb.

BORDEN'S
Mayonnaise pt. 39¢

BIG Y MARKET

ALWAYS A PLACE TO PARK

Fresh Fruits & Vegetables



Green Onions Bunches 10¢

Tomatoes INDIO 2 Lbs. 29¢

Avocados READY RIPE 3 FOR 25¢

Lettuce Red, Butter, Australian 2 FOR 21¢

ORANGES Snap Sack VALENCIAS 79¢

Rhubarb Fancy Portland 2 LBS. 19¢

STRAWBERRIES

DAILY DIRECT SHIPMENTS

"SUNMAID"
RAISINS
4 lbs. 69¢

DEL MONTE
PRUNES
2 lbs. 49¢

DESERT TANG
DATES
2 lbs. 59¢



Listen to the BREAKFAST CLUB
OVER THE FULL A B C NETWORK!

12-oz. jar 29¢