



NOW



SHOP YOUR NEIGHBORHOOD BIG Y MARKETS FOR



PROFIT

As Well
As

SAVINGS



WE TAKE GREAT PLEASURE IN ANNOUNCING A NEW PROFIT SHARING PLAN FOR OUR CUSTOMERS—

SILVER DOLLAR STAMPS

Have Now Been Added to the Many Other Reasons Why You Should Buy, Save and Profit at Your Friendly Neighborhood Big Y Markets

"Horse Sense" Stamp Plan

Your BIG Y has approached the various stamp plans now offered the public with a critical eye. After tremendous research, on a national scale, the management here at your local BIG Y MARKETS, came to the conclusion that the one sure plan that always gave the customer most, in any given locality, was a home grown stamp representing a community effort. SILVER DOLLAR STAMPS definitely return more of your purchase dollar to you than any other stamp now being offered locally. SILVER DOLLAR STAMPS were conceived and have been available here in the Rogue River Valley for over two years. SILVER DOLLAR STAMPS represent a local community effort in which you the customer, as well as local merchants, are invited to participate. SILVER DOLLAR STAMPS practically eliminate the overhead connected with other plans of this type. No salesmen to pay, no redemption center overhead, no high priced executives in eastern offices, no drain of capital to build up large reserves in far away places. It just makes plain "Horse Sense" that you, the customer, can save more with SILVER DOLLAR STAMPS.

BUY WHERE YOU SAVE

PROBABLY THE WORLD'S LARGEST REDEMPTION CENTER

What a redemption center you will find at your FRIENDLY BIG Y. Shoes, clothing, sporting goods, prescriptions, drugs, health and beauty aids, toys galore, yardage and sewing supplies, household items, appliances and food. You don't need a catalog, USE OUR LAY-AWAY PLAN. Now, all your SILVER DOLLAR STAMPS will be good storewide in all your FRIENDLY BIG Y MKTS. Just imagine! Any SILVER DOLLAR STAMP BOOK filled with only 480 SILVER DOLLAR STAMPS will entitle you to buy ONE DOLLAR'S worth of groceries at any BIG Y MKT., ONE DOLLAR'S worth of gasoline or other service at the BIG Y SIGNAL SERVICE STATION, or ONE DOLLAR and FIFTEEN CENTS worth of merchandise in the DEPT. STORE SECTION of any BIG Y MKT.

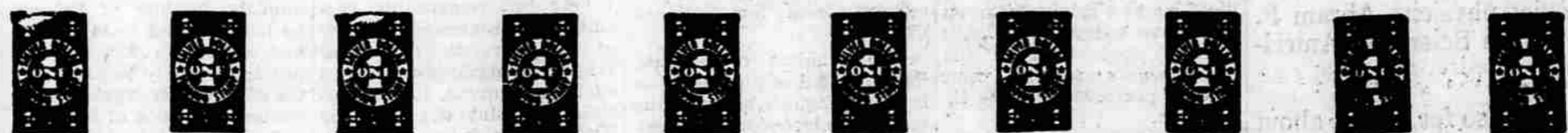
Shop your neighborhood stores, The Eastside Big Y, the Oakdale Big Y, the Big Y Super Mkt., or any other store giving SILVER DOLLAR STAMPS. Bring your filled SILVER DOLLAR BOOK to your own Big Y Store and shop storewide in probably the biggest redemption center in the world—right here in Medford. Over fifty thousand square feet of real bargains, priced at CASH & CARRY PRICES, on which your SILVER DOLLAR STAMPS can be used for CASH at their FACE VALUE or ABOVE. Our tremendous Volume Buying from the world's biggest suppliers, assures you of the lowest prices possible, where top quality prevails. Now you can use your SILVER DOLLAR STAMPS here for cash and KNOW YOU ARE GETTING FULL VALUE.

Ask your local merchant to provide you with SILVER DOLLAR STAMPS in return for your cash purchases. He is invited to participate in this LOCAL COMMUNITY EFFORT to promote LOCAL INDUSTRY.

START NEXT YEAR'S CHRISTMAS FUND NOW!

With SILVER DOLLAR STAMPS you can even start a Bank Savings Account. For each book of only 480 SILVER DOLLAR STAMPS, you can add one dollar cash to your savings account at the Rogue Valley State Bank. Imagine! Start now on a Christmas Fund at the Rogue Valley State Bank, add to it each week, all your Profit Sharing with SILVER DOLLAR STAMPS from local merchants. What a Christmas your family will have one year from now! Put the Profit in the bank to your account, not some one else's back east.

BUY WHERE YOU PROFIT



WHAT MEDFORD MAKES, MAKES MEDFORD

