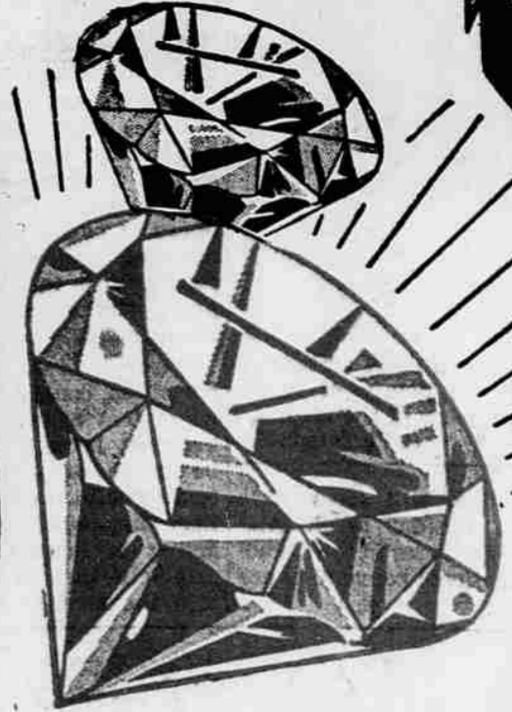


# A New Year! Another Dawn!

And From Out of the West for Friendly Big Y Super Markets Says "Happy New Year"

... and Say It With a Shower of -  
**FREE Genuine DIAMONDS!**



## Big Y Produce IS Fresher!

LOCAL GROWN - NO. 1			
<b>RED POTATOES</b>	A GEM OF A VALUE	10 LB. BAG	39c
<b>RED GRAPEFRUIT</b>	TEXAS MEDIUM	15 FOR	\$1.00
<b>WINEAPPLES</b>	WASHINGTON RUBY RED	2 LBS.	29c
<b>FUERTE AVOCADOS</b>	MEDIUM SIZE	EACH	5c
<b>COMICE PEARS</b>	MEDFORD GEMS	LB.	10c

UNBELIEVABLE ... BUT TRUE!

**FREE** Genuine **DIAMONDS!**  
NO STRINGS ATTACHED!  
NOTHING TO BUY!  
Just Pick Out a GENUINE DIAMOND and it's Yours **FREE!**



so Simple . . . Just pick out a genuine diamond and it's yours ABSOLUTELY FREE!

There are genuine diamonds mixed with imitation gems. Take your pick! You may be one of the lucky ones to select a genuine diamond. If you pick one of the diamonds, it is yours ABSOLUTELY FREE!

Everyone will have 30 seconds to make a selection. Only one selection a day per customer, please. We ask that you take your selection to your favorite jeweler for inspection.

YOU DON'T HAVE TO MAKE A PURCHASE TO PICK A DIAMOND!

POSITIVELY NO STRINGS ATTACHED . . . IT'S LOTS OF FUN . . . IT'S PROFITABLE . . . AND IT'S ALL FREE TOO!

Children under 14 must be accompanied by adults.

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Your **DIAMOND HUNT** dealer is YOUR THREE FRIENDLY BIG Y MARKETS  
Highway 99 North  
608 East Main  
11th and Oakdale

## Big Y Meat IS Better!

BONELESS ROLLED  
**PORK ROAST** A GEM OF A VALUE **45c** lb.

SLICED BACON NEBERGALLS LB. 43c

SLICED HALIBUT SNOW WHITE LB. 59c

LARGE BOLOGNA ANY SIZE PIECE LB. 39c

BAR-B-Q FRYERS PIPING HOT EACH \$1.29

MARGARINE BLUE BONNET 5 LBS. \$1.00

INSTANT SANKA 4 OZ. JAR 79c

INSTANT COCOA BAKERS 2 LB. 69c

NON-FAT MILK CHALLENGE DRY-INSTANT 12 QT PKG. 69c

KELLOGG'S OKs 10 1/2 PKG. 19c

OAT MEAL QUAKER 3 LB. BOX 39c

ANOTHER REAL GEM  
**POP CORN** BUDDY BOY 2-LB. BAG 19c

## Money Saving GEMS!

<b>GREEN BEANS</b> Rose Cut-No. 303 Can	<b>10</b>	<b>FOR</b>	<b>\$1.00</b>
<b>WHOLE CORN</b> Great Northern-12-oz. Can			
<b>TOMATOES</b> Market-No. 303 Can			
<b>DICED BEETS</b> All Gold-No. 303 Jar			
<b>SWEET PEAS</b> Cottage-No. 303 Can			
<b>GOLDEN OR WHITE HOMINY</b> Market-No. 303 Can			
<b>BONITA TUNA</b> Market-No. 1/2 Can			

<b>MARGARINE</b> DELRICH	6 LBS.	\$1.00
<b>PEANUT BUTTER</b> MARKET 3-lb. Jar		98c
<b>STRAWBERRY JAM</b> MARKET 3 1/2-lb Jar		79c
<b>PANCAKE SYRUP</b> MARKET 1/2 Gallon		59c

ANOTHER REAL GEM  
**SLICED PEACHES** MARKET No. 2 1/2 Can **5 FOR \$1.00**



Yes, Folks, they're "Digging for Diamonds" at all 3 Big Y Super Markets, starting January 7th. Shown here, at the Medford Hotel, launching the shower of FREE Diamonds . . . from left to right are: Bill Gifford, Mgr., of Big Y; Medford's own Chief of Police, Charles Champlin; Carmen Bernheisel, "Miss Diamond Hunt of 1960", and Charles Newsom, owner of Pacific Jewelers, who says: "Yes, the Diamonds went in." In the background, looking on, is one of the genial hosts of the Hotel Medford, Assistant Manager, Price Shafer.

**Free**  
No Strings Attached  
Nothing To Buy!

### ATTENTION ALL JEWELERS!

The Big Y Super Markets kindly request that you notify them as you determine winning stones - so the winners may be announced!

IT'S WISE! SH  
**Big Y**