



DON'T BE MISLED! CLEARANCE

It's A Fact!

We promised you a carload sale last week with specials good until we ran out of stock or got a shock treatment—whichever came first!

YOU GAVE US BOTH—YOUR TREMENDOUS RESPONSE WAS SURE A SHOCKER AND YOU RAN US OUT OF STOCK LONG BEFORE WE ANTICIPATED—FOR THIS WE CERTAINLY APOLOGIZE!

But Here's What the Carload SALE Turned Out To Be!

- Over 2 Carloads of the Canned Goods
- 1 1/2 Carloads of Sugar
- 1 1/2 Carloads of Shortening
- 3/4 Carload of Coffee
- Over a Carload of the Other Specials

In all over 5 carloads—fact is we've never sold so much in 3 days—no wonder we ran out! We can only promise to try to be better supplied in the future.

ABOUT DISCOUNTS ON GROCERIES—THE PROOF OF THE PUDDING IS IN THE EATING!

WE INVITE COMPARISON—ITEM BY ITEM—PRICE BY PRICE—BRAND BY BRAND—QUALITY AGAINST QUALITY—PRICE IT ANYWHERE, BUY IT AT THE BIG Y THEN BANK THE SAVINGS. WE EVEN GIVE YOU SILVER DOLLAR STAMPS FOR YOUR TROUBLE

MIX 'EM OR MATCH 'EM—Your Choice

PEACHES
PEARS
GRAPEFRUIT
APRICOTS

Medford Brand—No. 2 1/2 cans
Grown and Packed Locally

Gold Hill Brand—No. 2 1/2 cans
Grown and Packed Locally

Del Monte Sections
No. 303 Cans

Hunt's Unpeeled
No. 2 1/2 Cans

4 CANS
FOR
89¢

(P.S. YOU CAN BANK THEM TOO!)

Your Friendly Big Y

(The Old Standby)

Always bring you prices to separate the men from the boys.

Here You'll Find
A Few Examples
of What We
MEAN!

BIG Y MARKET
MEDFORD'S Compact SHOPPING CENTER
HIGHWAY 99 NORTH FOR THE BEST BUY SHOP THE BIG Y...



WE'RE JUST PLAIN TIRED OF SEEING THESE ITEMS HANGING AROUND, SO OUT THEY GO! WE ADVISE YOU TO WEAR RUBBER BOOTS WHILE YOU SHOP. THE TEAR PUDDLES ARE GETTING DEEP!



TERRIFIC VALUES FOR ALL THE FAMILY
clearance sale!
OF FINE FOOTWEAR

OVER 500 PAIR
OF MEN'S, WOMEN'S
& CHILDREN'S SHOES
OF ALL DESCRIPTIONS

MUST GO!!

(Our Buyer Goofed,
and it's almost
Inventory Time!
It's either the Shoes
or Him, and He Needs
The Job!)

Arrive early while
Styles and sizes last!

30%
TO
50%
OFF

Japanese Press
Loses Squabble
With Royalty

Tokyo—AP—The imperial palace has won a war with the Japanese press.

The story: Imperial Household Agency, complaining that some publications treat imperial family members "too much like those film stars and commercial characters," has won the right to censor pictures of the imperial family appearing on magazine covers.

The palace victory did not come easy and it could be short-lived. Agency officials had to resort to intimidation to get it. They threatened to bar those publications refusing to comply from future palace functions.

"Censorship," the magazine publishers cried in unison as they reluctantly fell into line. Strong Reaction.

The upsurge over using imperial family members as magazine cover subjects came on the heels of strong palace reaction to a story by one of Japan's leading authors in a popular magazine. This story told of the author's dream of a revolt in which the imperial family members were beheaded by mobs. He described the beheading scenes in gory details that the Household Agency said were "unbecoming."

The new squabble arose over what palace officials called "degradatory and commercial photographs" of the crown prince and princess.

"The imperial family should not be treated like film stars and others," a palace official said.

Why are the pictures improper, the official was asked? It is not necessary to provide you an explanation since everyone knows by his common sense that it is improper to make members of the imperial family as cover subjects.

Improper Advertising. In most cases when they are used as cover subjects, the magazines advertise their new editions on television, in streets, on the street and other public places, showing the covers. This is improper.

The official admitted that there was one member of the imperial family who was not affected by the ban: Saury Princess Suga, who quit the imperial palace earlier this year after marrying a 36-year-old commoner bank clerk and taking a job as a radio disc jockey.

"Of course she's excluded," the official said, "since she is no longer really a member of the imperial family."

MEN! SAVE MORE NOW!

Clearance Sale



Water Repellent
UTILITY JACKET

100% cotton shell with 100% quilted rayon lining. Wool and fiber filled, O.D. shade with knit collar. All sizes.

\$4.95

Jackets

Many styles to choose from, all well styled in a wide range of sizes. We must reduce our stock this week-end buy at

1/4 to 1/2 OFF

SPORT SHIRTS

Select from a giant group of cotton or flannel. All styles, colors and sizes. Hurry!

Your Choice **\$1.98**

Handkerchiefs For MEN

fine quality "Spunwells" 100% cotton

10 FOR 87¢

SPECIAL MEN'S PAJAMAS

A once-a-year bargain. Flannels in button or slippers included. Reg. \$3.89.

Your Choice **\$2.98**



Ladies Sweaters

Bulky's and plains in orlon - wool and fur blends. Elegant colors and wide range of sizes from 36 to 40. Values to \$11.98.

\$4.99 and \$6.99

Childrens Sleepers

2-Piece Knit

Gripper Waist Double Fabric Sale Elastic in Ankle

Size 1-4 Reg. \$2.50 **\$1.49**

STUDENTS' SPECIAL

BLACK TORNADO T-SHIRTS

Reg. 79¢ Value **29¢**



GET YOURS WHILE THEY LAST!

CARNATION MILK

10 Tall Cans **99¢**

The only thing misleading about this is that we can't buy at this price.

CAMPBELL'S TOMATO SOUP

10 10 1/2 oz. **89¢**

A Big Value That Can Be Used Many Ways In Cooking As Well as for Soup!

BIG Y PORK IS BETTER!

CENTER CUT **PORK CHOPS**

lb. **59¢**

LOIN END **PORK ROAST**

3 to 4-lb. Avg. lb. **47¢**

COUNTRY STYLE **SPARE RIBS**

Extra Meaty lb. **47¢**

CASCADE WHOLE HOG **SAUSAGE**

Free Sampling Fri. and Sat. lb. **59¢**

BIG Y PORK IS BETTER BECAUSE:

- Big Y buyers choose only high quality fresh pork.
- Big Y chops are marbled with fat so they are tender and juicy when cooked.
- Big Y pork is government inspected for purity and cleanliness.
- Big Y chops are trimmed of excess fat and bone before weighing so you buy only the meat you can eat.

You Can Be Sure of a Bargain When You Shop Big Y!

MORRELL PRIDE—SLICED **Bacon**

lb. **59¢**

COOKED SALAMI Any Size Piece **49¢**

HI HO CRACKERS

1-lb. Box **23¢**

YOU SAVE 14¢

LUMBER JACK SYRUP

22-oz. Bottle **25¢**

The Northwest Favorite Pancake Syrup

BUDDY BOY POP CORN

2-lb. Bag **19¢**

For Family Fun—Try This One

SKIPPY DOG FOOD

10 No. 1 cans **49¢**

TELL YOUR DOG HE'S SURE TO WANT SOME

CHET'S FROZEN MEAT PIES

5 for **89¢**

AN OREGON PRODUCT

CRISP—SNAPPY **LETTUCE**

2 heads for **15¢**

DEWY FRESH

meals, drop by the BIG Y today!

WE BRING YOU FRESHNESS DAILY!

GRAPEFRUIT

Snoboy—Indian River FLORIDA PINKS

10 for **\$1.00**

SNO-WHITE SOLID HEAD

2 HEADS **29¢**

FIRM SOLID TOMATOES

Medium Size **19¢**

SNO BOY NO. 1 POTATOES

NORTH DAKOTA REDS **10 lb. 59¢**

Fresh **BAKERY** Treats

WHEAT BREAD

Choice of Several Kinds **29¢**

Cookies

3 Doz. **69¢**

DONUTS

REG. 69¢ DOZ. **59¢**

BIG Y MARKET
MEDFORD'S Compact SHOPPING CENTER
HIGHWAY 99 NORTH FOR THE BEST BUY SHOP THE BIG Y...

LIMIT RIGHTS RESERVED

★Special For Fishermen★

FREE OFFER

with the purchase of one of these top quality Shakespeare or Southbend spincast reels.

YOU RECEIVE **FREE Spincast Rod**

Valued From \$7.95 to \$16.95!

Choose From Any of These Rods Yourself ... and We Give It to You!

★ From \$19.95 to \$24.95

★ Smooth-Positive Drag

★ Line Included

★ Push-Button Release

★ Fully Guaranteed

VARIETY MERCHANDISE SPECIALS!

SHOE RACK

Holds 9 pair of men's or women's shoes neatly in place on floor.

While They Last! **87¢**

FLASH BULBS

Standard No. 5, No. 25 size... fits most flash units. Reg. \$1.65.

This week End Only **97¢**

3 Piece CHIP and DIP SET

Sparkling Crystal 11" bowl, 5 1/4" dish, with brass finish holder.

A \$2.49 Value **\$1.59**

SAVE! CLOTHES RACK

New Shipment Just Received! **\$2.49**

WALL-RITE LATEX HOUSE PAINT

13 colors including white. A very good quality paint!

Our Regular Price **\$2.99** Gal.

2 gals. for **\$1.29**

SNE DRUGS-SUNDRIES

DRISTAN TABLETS

50 Count. Reg. 1.69. **1.19**

Vitamin 'C' Tablets

2 bottles of 100 count. **1.00**

Myadec Vitamins

Bottles of 100 and bottle of 30 Total value of \$12.65. **6.95**

Bromo Seltzer

Reg. \$1.88 size. 9 1/2 oz. bottle. **1.39**

Listerine Antiseptic

Reg. 59¢. 7 oz. bottle. **39¢**

Dr. West's Toothbrush

Reg. 69¢ each. Now 2 for **79¢**

INTRODUCTORY OFFER

new Modess® VEE-FORM

anatomically shaped

PACKED IN BOX OF TWELVE

2 FOR 59¢

PLUS YOU RECEIVE

45¢ refund offer!

see our display

By following instructions on the box, you can receive a factory rebate of 45¢. Actual cost to you can be only 2 boxes for 14¢.

Pacquin's Hand Cream

Extra Dry and Regular. \$1.00 size. **69¢**

Tussy 'Bright Touch' SHAMPOO

Reg. 2.00 **89¢**

Jergen's Lotion

Reg. 54¢ size. Now 39¢ **69¢**

'QUICK' Home Permanent

Another fine Richard Hudnut Product

Reg. \$1.79 Reg. \$1.49 Reg. \$1.29

Reg. \$2.58 Reg. \$2.00 Reg. \$1.75

'Williams' Letric Shave

Regular \$1.50 **98¢**

Aqua Velva®

Regular \$1.00 **69¢**

A Revolutionary New Product



Designed to restore new color to old fabrics. Select a color that is close to the original shade. All colors have excellent covering quality.

Add new life to

★ Fabrics ★ Plastics

★ Leatherette ★ Rubber

★ Canvas ★ Leather

with **NU-KOTE**

Color Spray

Just spray it on... then let it dry. As simple as that!

\$2.89