

\$1,000,000

SILVER DOLLAR HITS MILLION MARK!



ONLY
480 Stamps
Fill Each Book!
Every Book Worth \$1 Cash

LOOK WHAT YOUR STAMPS HAVE BOUGHT!



\$100⁰⁰ CASH

WILL BE PAID...

to the person who redeems the millionth book. All books are processed in a central office. Tabulators will automatically determine the millionth book. YOU NEED NOT BE PRESENT TO WIN! ... WINNER WILL BE NOTIFIED.

IT PAYS TO PATRONIZE
SILVER DOLLAR
MERCHANTS

Some time this month the millionth book of Silver Dollar Stamps will be redeemed in Southern Oregon! Customers of Silver Dollar Stamp Merchants have received \$1,000,000 in cash to save or spend for anything they choose!



IT'S YOUR CHOICE WITH SILVER DOLLAR STAMPS ... \$67,374 in Silver Dollar Stamp Books have been deposited in Southern Oregon Banks to draw interest for the future.

Save 'Em
Spend 'Em
Put 'Em in the Bank

SOUTHERN OREGON SILVER DOLLAR STAMP MERCHANTS

MEDFORD

Big Y Shopping Center

- King of Tarts Bakery
- Sporting Goods
- Shoe Department
- Pharmacy
- Thrift Department
- Camera Department
- Grocery Meats & Produce

Big Y Signal Service
2054 N. Pac. Hy.

City Cleaners
324 W. Sixth St.

Colorama Paint Store
315 E. Main

MEDFORD

Dumas Domestic Laundry
32 N. Riverside

Eastside Super Market
608 E. Main

Jim's Floor Cover Shop
1256 S. Riverside

Langley's Union Service
1005 Summit Ave.

McKee Richfield Service
707 W. Main

McLaren Shell Heating Oil
1002 S. Central

Medical Dental Pharmacy
832 E. Main

Oakdale Super Market
401 S. Oakdale

O.K. Super Market
1202 N. Riverside

MEDFORD

Roethlers Chevron Service
600 E. Jackson

Roxy Ann Market
1910 Spring St.

Stones TV Sales
1119 E. Jackson

Taylor's Grocery
2797 Merriman Road

Toms Quick Pick Grocery
630 Crater Lake Ave.

Wally's Flying A
701 N. Central

Western Thrift Store
30 N. Central

Water & Olson Shell
1258 S. Riverside

Woodland Heights Market
1501 Prune St.

ASHLAND

Ashland Laundry & Dry Cleaner
1465 Siskiyou Blvd.

Crosby's Richfield Service
595 N. Main

Dale & Grimes Market
Across from SOCE

Hartwell's Garage & Svc.
145 N. Main

Lithia Grocery
On the Plaza

South Side Market
1602 Hy. 66

Woody's Flying A
1515 Siskiyou Blvd.

PHOENIX

Triangle Market
4263 S. Pac. Hy.

TALENT

Drive In Market
S. Pac. Hy.

Boggs Shell Service
S. Pac. Hy.

CENTRAL POINT

Gleason's Sporting Goods
237 E. Pine St.

Panters Richfield Service
250 N. Pac. Hy.

Pine Tree Market
Blackwell Road

Postal Rexall Drugs
341 E. Pine St.

JACKSONVILLE

Gold City Chevron
California St.

Dear Friends:

Our friends of the Rogue River Valley and the State at large. It is with a great deal of pride that Mrs. Bessonette and I come to the conclusion of this tremendous remodeling project. THE NEW AND BEAUTIFUL BIG Y SHOPPING CENTER is now ready to present to the real bosses, you, the general public.

Many years ago, 1934 to be exact, we started a modest business on the Big Y corner, and started to dream of bigger things to come. With the help of all our good friends and customers, in the various ventures we have promoted at the Highway Junction since, The Big Y has grown into what is probably the largest completely "home owned," "independently operated" shopping center under one roof in Oregon. To be found here for your shopping pleasure and convenience, is a complete stock of quality merchandise in a wide variety of items. We have a complete bakery; a first rate coffee shop; a garden fresh produce section second to none in size and scope; a fresh meat, fish, frozen

food and beverage department embodying over 6,000 sq. ft. of translucent lighted floor space; an appliance department; the largest stock of high quality, budget priced shoes in the valley; a full-fledged camera department; a sporting goods section with Oregon and California licenses and a complete line of everything for your sports pleasure; a complete department store featuring misses, boys, little tots as well as grown-up's clothing; a hardware section; paints; yardage goods a complete section of health and beauty aids; a prescription department, staffed by highly competent pharmacists—all this and much more. We have the largest stock of staple and fancy groceries to be found anywhere. Yes, the whole 70,000 sq. ft. is crammed full of the largest variety to be found under one roof in the city.

Again we are real proud to be able to say it's all a home built, home made, home owned enterprise and we want to take this opportunity to congratulate the present operators, the Sigmans and the Smiths upon their first anniversary in the Big Y. The friendly staff they maintain,

many of whom have been a part of the Big Y for many years; the fact that all of the principals are your neighbors and reside right here in Medford is further proof that the Big Y is forever striving to merit your continued patronage.

We, the Bessonette family, are now more convinced than ever before that the statement first offered to us as a word of advice when we arrived here in 1934, is a slogan well worth observing if you desire to prosper and be an integral part of a growing community. Namely, that "WHAT MEDFORD MAKES, MAKES MEDFORD." Think about it, reason it out, see if you don't come to the conclusion, as we have that it's just plain good "horse sense," to boost the use of local industry. Build with local materials where possible; patronize the merchants who promote your local grower, processor, or jobber and you automatically help improve your whole environment.

Thanks again,
The Bessonettes



M. O. BESSONETTE