



IT'S EASY TO SEE

why most folks shop at the Big Y Shopping Center Lowest Prices * Highest Quality * Friendliest Service *



OPEN JULY 4th

8 A.M. TO 9 P.M.

Limit Rights Reserved... No Sales to Dealers

BIG 'Y' King of Tarts BAKERY

Everything Baked Right in the Store... Not Fresh Daily... Fresh Hourly

ICED... LARGE SIZE

ANGEL FOOD CAKE 97¢

APPLE DONUTS

"Loaded With Apples" Try Them! 49¢ DOZ.

FRENCH BREAD

Crusty! Delicious 15-oz. loaf 19¢

HAMBURGER BUNS

HOT DOG BUNS ONION BUNS BAR-B-Q BUNS 49¢

STANDBY JUICE

46 oz. Tin Your Choice

• Tomato
• Pineapple-
Grapefruit
• Pineapple **4 FOR \$1**

HEINZ RELISH

12 oz. Jar Your Choice

• Hot Dog Relish
• Hamburger Relish
• Sweet Relish
• India Relish **4 FOR \$1**

ZEE DOUBLE 100 FT. ROLL

Wax Paper 23¢

ZEE 4-ROLL PKG.

Toilet Tissue 39¢

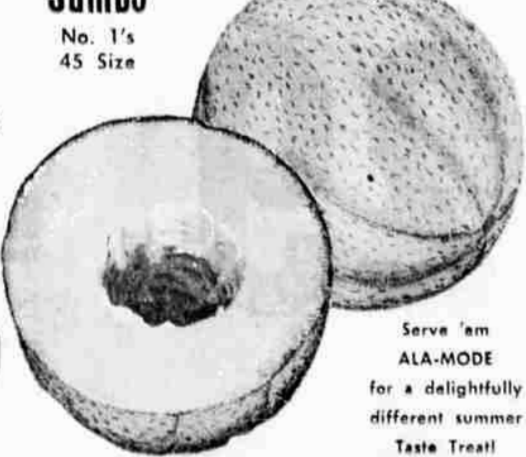
SUNSHINE HI-RO

Crackers 4 FOR \$1

CANTALOUPE

Jumbo No. 1's 45 Size

Vine-Ripened Sweet, Juicy and Full of Flavor



Serve 'em ALA-MODE for a delightfully different summer Taste Treat!

SWEET CORN

No. 1 Grade Tender Ears 6 for 39¢

Pleasant Taste and Juicy

Santa Rosa Plums . 29¢ lb.

Cardinal Red Grapes 19¢ lb.

Ripe and Juicy Freestone

Red Haven Peaches . 19¢ lb.

Crisp, Fresh Lettuces 2 hds. 29¢

POTATOES

California White No. 2's 20 lb. Cello Mag **89¢**

FROZEN FOOD

CHET'S Chicken, Beef, Turkey

Meat Pies 4 for 89¢

SEA PACK, 14-Oz. Pkg.

Fish Sticks 49¢

MINUTE MAID Florida 4-Oz. Tin

Orange Juice 5 for \$1

12-oz. Tin 39¢

CHET'S FRUIT PIES

8-oz. Pkg.

Apple, Cherry, Strawberry, Peach 3 FOR \$1.00

Everfresh VEGETABLES

YOUR CHOICE

8: \$1.00

Poas, Spinach, French Fries, Cut Broccoli, Poas and Carrots

VALUABLE COUPON

ICE CREAM
JORGENSEN'S FIESTA
1/2 Gal. **75¢**
Reg. 99¢—Save 24¢

VOID AFTER SUNDAY, JULY 1. ONE COUPON PER CUSTOMER. WITHOUT COUPON REGULAR PRICE IS CHARGED.

VALUABLE COUPON

SHORTENING
Swift's
3 lb. tin **59¢**
Reg. 89¢ Save 30¢

VOID AFTER SUNDAY, JULY 1. ONE COUPON PER CUSTOMER. WITHOUT COUPON REGULAR PRICE IS CHARGED.

VALUABLE COUPON

Folgers **COFFEE**
2 Lb. Tin **89¢**
Without Coupon 95¢

VOID AFTER SUNDAY, JULY 1—ONE COUPON PER CUSTOMER

VALUABLE COUPON

FRESH EGGS
Grade AA Large
DOZ **2.63¢**
Reg. 49¢ Save 35¢

VOID AFTER SUNDAY, JULY 1. ONE COUPON PER CUSTOMER. WITHOUT COUPON REGULAR PRICE IS CHARGED.

VALUABLE COUPON

CANNED PICNIC HAM
ARMOUR
5-lb. Tin **\$2.49**
Reg. 2.98—Save 49¢

VOID AFTER SUNDAY, JULY 1. ONE COUPON PER CUSTOMER. WITHOUT COUPON REGULAR PRICE IS CHARGED.

VALUABLE COUPON

PEPSI COLA
12-oz. Bottle **39¢**
PLUS DEPOSIT

Reg. 59¢—Save 20¢

VOID AFTER SUNDAY, JULY 1. ONE COUPON PER CUSTOMER. WITHOUT COUPON REGULAR PRICE IS CHARGED.

VALUABLE COUPON

NEW POTATOES
Val-Vita 303 Tin WHOLE
13 FOR \$1
Reg. 10.99¢ Save 30¢

VOID AFTER SUNDAY, JULY 1. ONE COUPON PER CUSTOMER. WITHOUT COUPON REGULAR PRICE IS CHARGED.

Sirloin Steak 89¢ lb.

Lean and Tender—USDA Choice

U.S.D.A. CHOICE

POT ROAST lb. 49¢

FRESH GROUND HOURLY GROUND BEEF lb. 39¢

LEAN U.S.D.A. CHOICE

BEEF ROAST lb. 59¢

SHORT RIBS lb. 25¢

U.S.D.A. CHOICE

ROUND-BONE ROAST lb. 69¢

BOILING BEEF lb. 19¢

Turkeys 29¢ lb.

GRADE A YEARLING HENS 12-16 lbs.

ARMOUR'S STAR 5-LB. CANNED HAM \$3.89

PURE PORK SAUSAGE 3 lbs. \$1.00

ANY SIZE PIECE MIDWAY BACON lb. 49¢

DEMONSTRATION Friday and Saturday United Tasty Skinless WIENERS 45¢ lb. **2 lbs. 89¢**

Scotties 3 400-CI. boxes **69¢**

TABLE MODEL

BBQ GRILL **\$2.49**

Perfect for parties and outings. Where you get a substitute for the grill. No charcoal, no mess. No hot coals. No waiting. No mess. No hot coals. No waiting. No mess. No hot coals. No waiting.

FREE WARDROBE

Girls' Summer

Dress \$7.98
Sweater \$5.98
Bouffant Slip \$2.98
Panties \$1.00
Purse \$1.00
Swim Suit \$5.98
Swim Cap \$2.50
Beach Bag \$3.98
Jamaica Set \$3.98

NOTHING TO BUY! . . . Just visit the Apparel Shop upstairs and register your name and address!

Drawing July 4 10 A.M. in the Apparel shop on the mezzanine. Winner's name will be posted on the mezzanine.

LAST WEEK'S WINNER OF COMPLETE BEACH ENSEMBLE CLAUDIA BERG Rt. 3, Box 666, Medford

BOYS' SUMMER SHIRTS Ass't Solid Colors & Checks \$1.19 Reg. \$1.98 Sizes 6-18

THONGS 39¢ PAIR 3 for \$1

Women's Pointed Toe TENNY'S CANVAS OR CORDUROY \$2.99

All popular sizes and colors now in stock. "CONVERSE" brand. HUGE SELECTION Made in U.S.A.

Little Leaguer BASEBALL SHOES Vinyl upper with cleated hard rubber sole. Cushion arch. Size 1-4 \$3.95

ROD & REEL COMBINATION Shakespeare spin-cast reel with star-drag. Easy pushbutton control. Two-piece rod with locking reel seat. \$17.79

ROD HOLDER Solves All Trolling Problems. CLAMPS ON ANY BOAT REG. \$1.49 **99¢**

REPAIR STATION Reels . . . Reels . . . Guns Check Your Rifle Now! Be Ready for Season!

SPARKLER 36 inch 25¢ ea.

SPARKLER 20 inch 10¢ ea.

Red & Green SPARKLER box 26¢

GOLD SPARKLER 10¢ box 12 box 97¢

Single Roll CAPS 5¢ box

Swallow CAPS 5¢ pkg. of 10

SKY-FLYER 29¢

50-Star Flags 10¢ to 29¢

32x54" Plastic Flag 33¢

PIN WHEELS 10¢

HUGE SELECTION OF CAP PISTOLS CAP RIFLES HOLSTER SETS 98¢ to \$4.99

180 gal.—Wire Wall WADING POOL \$6.87 Reg. \$9.98

Elect. BBQ Reg. \$3.49 **\$1.89**

For colds-hay fever-sinus-allergy

FLAVAHIST CAPSULES 100 count Reg. \$2.25 **\$1.89**

SLEEPEZE TABLETS **\$2.89**

Parke Davis Children's Chewable Vitamin PALADAV WITH MINERALS 1.35 **\$2.19**

Woodbury SHAMPOO Reg. 69¢ **\$1.19**

Pepsodent family size TOOTH PASTE 82¢ **59¢**

Reg. or Super 40 count MODESS 1.45 **\$1.19**

PRESCRIPTIONS FILLED

Values From Our Big New

CAMERA DEPARTMENT

KODACOLOR FILM 120-620-127... Reg. \$1.15 **99¢**

COMPLETE SELECTION OF POLAROID FILM

KODAK BLACK & WHITE

FILM 126 2 FOR \$1.87

Enamelled Steel 8mm MOVIE REELS With Cans 400 Foot 87¢ 200 Foot 57¢

Splice Your Own Movies! EDITOR-SPLITTER Kodak Passpatch Reg. \$12.95 **\$8.89**



TAKE RECESS—Attorneys for Billie Sol Estes, from left John Coffey, Hume Coffey and John Dennison, leave Reeves county courthouse at Pecos, Texas, during a brief recess in the trial. (UPI)

The Family Council

Editor's note: The Family Council consists of a judge, a physician, three attorneys, three editors and a woman's editor. Each article is a summary of a family disagreement presented to the Council. The Council deals with problems, major and minor, encountered by guidance counselors and social workers. Edited by Mrs. Alma Deady. Copyright by General Features Corp.

Gertrude R.—My husband and I disagree on how to handle our 8-year-old son. Lionel Sherman is trying to tone him by boys as by girls. But it's difficult to explain this to junior boys who even when there's very good reason for tears, such as a painful fall. "Big boys don't cry," is all Lionel hears from his dad.

On the other hand, something wrong with putting my arms around the child, trying his tears and saying a few words of comfort. Far from weakening him, I think I'm adding to his strength that way. He feels fortified knowing there's someone behind him.

If he cries for no reason or a too-early bedtime, I chime in with Sherman, of course, and tell him to pipe down. But there are times for sympathy, I insist.

Sherman R.—What sort of a world would this be if everyone went around belly-aching over every little setback? There's nothing worse than a crybaby, especially when it's a big boy. I'm trying to prepare Lionel for real manhood, where you swallow your feelings and go out and try again. If his mother had her way, instead of getting over a disappointment, fast and making a fresh stab, he'd dissolve in tears and withdraw from all competition.

If I catch Lionel crying because he wasn't chosen for the baseball game, I call him a baby and make him stop pronto. I don't want him to show what a sure loser he is. But Gert gets him later, asks him how he feels and before long he's crying again. She wants him to act "natural." Well, acting brave and manly should be natural, too.

The Council: To answer Sherman's question as to what sort of world we'd have if everyone revealed his true feelings, we'd say quickly, "A healthier one." Acting natural isn't acting "brave" and manly is often pretense and cover-up. And psychologists agree that whatever is plugged under will, in the interests of self-preservation, seek an outlet.

If Sherman insists that Lionel bite his quivering lip and hold back the merrily bubbling tears, he must offer Lionel another way to dissolve strong feeling. Scolding and mocking the child without also helping him, leaves Lionel with double trouble. Gertrude's position of accepting Nature's way of revealing emotion, that is through the flow of quick hot tears, is better in the long run than damping up the currents as Sherman would do.

With regard to an adult's proper attitude toward a boy's sob, we cite the advice of Marie Harwig, supervisor of

physical education at the University of Michigan. Having trained many camp counselors, she has no hesitation in recommending an honest "bear hug" if a camper gets homesick. In "Children are Human" she says: "Men counselors might do well to remember that for little boys a handshake sometimes isn't enough. Hurt feelings, humiliation are experienced as intensely by boys as by girls. But it's difficult to explain this to junior boys who even when there's very good reason for tears, such as a painful fall. "Big boys don't cry," is all Lionel hears from his dad.

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