

IT'S **HERE GRAND OPENING** **BARGAINS! PRIZES! GIFTS! SUPER SAVINGS! FREE PARKING!**

**THE BIG Y MARKET'S**



*under new management!*



Ron Phair, left, manager of the Big Y Market, and Dick Howard, right, manager of the Meat Department.



To the people of the Klamath Basin:  
We invite you to drop in and get acquainted during our Grand Opening celebration. We believe in the future of the Klamath Basin and have taken a long term lease to back up our beliefs. Due to our low cost of operation we know that we can bring you top quality meats, groceries, produce and hardware at prices that will save you money . . . not just "hot-shots," but low everyday prices. You'll find the market rearranged and set-up to make your shopping easier. We extend our best wishes to Harold Mallory in his new ventures.

Ron Phair and Dick Howard.

PRODUCE! FRESH FROM THE GARDEN TO YOU!

- WATERMELONS** VINE-RIPE, CRISP RED MEATED, DARK SEEDS **lb. 1 3/4<sup>c</sup>**
- SLICING CUKES** Large each **5c** | **CORN** Ashland. Fresh picked. **DOZ 35c**
- PEACHES** CALIFORNIA ELBERTAS, FOR CANNING — 20-Lb. Lug **\$1 59**
- CABBAGE** Large, solid heads **lb. 4c** | **PEPPERS** **lb. 15c**
- TOMATOES** Yakima Field Ripened. For Slicing. By the Lug **16-Lb. LUG \$1 98**
- GRAPES** REBIERS, THOMPSON MALAGAS **2 lb. 29<sup>c</sup>**
- LEMONS** SUNKIST, GOOD SIZE AND JUICY **doz. 35<sup>c</sup>**

FREE CANDY BARS

**FREE! \$250 IN PRIZES!**

FREE TICKET TO EVERY CUSTOMER!

A Custom Built Overstuffed Chair, value \$99; a Presto Cooker; a Toaster; a Waffle Iron; 2 Electric Hand Irons; 4 Dozen Nylon Hose, and many other valuable gifts . . . ABSOLUTELY FREE DURING OUR OPENING!

Winners will be notified in our next Thursday's ad and over KFLW at 7:45 A. M.

**GRAND OPENING SUPER SAVINGS!**

- DEL ROGUE TOMATO JUICE** 46-oz. CAN **21<sup>c</sup>** 5 CANS **\$1**
- C&H SUGAR** 25-Lb. BAG **\$2 18**
- KRAFT COTTAGE CHEESE** lb. **23<sup>c</sup>**
- TUNA** WHITE MEAT **BILTMORE** No. 1/2 Can **25<sup>c</sup>**
- N.B.C. SHREDDED WHEAT** pkg. **15<sup>c</sup>**
- SOAP** TIDE LARGE PKG. **25<sup>c</sup>**
- "BISKIYOU"—ASHLAND GROWN Peaches** No. 2 1/2 can **27<sup>c</sup>** 4 for **\$1**
- BORDEN'S "CHATEAU" Cheese** 2 lbs. **79<sup>c</sup>**
- CAMPBELL'S V-8 Catsup** 14-oz. bottle **23<sup>c</sup>**
- Marshmallows** 2 1-oz. pkgs. **25<sup>c</sup>**
- JELLO** Assorted Flavors 2 pkgs. **15<sup>c</sup>**
- Borene Soap** 2-lb., 15-oz. pkg. Thrift size. **55<sup>c</sup>**
- Argo Coffee** made by Del Monte. lb. **51<sup>c</sup>**
- Armour's Milk** No. 1 tall can **10<sup>c</sup>**
- Mayonnaise** Best Foods. qt. size **65<sup>c</sup>**
- Swift'ning**, 3-lb. can **69<sup>c</sup>**
- Peas** Merrimac. tender, sweet. No. 2s for **2 35<sup>c</sup>**
- Scott's Tissue** roll **10<sup>c</sup>**
- Swanco Oleo** Recommended by Good Housekeeping. Fortified with Vitamin A. lb. **19<sup>c</sup>**
- PICNIC HAMS** lb. **39<sup>c</sup>**

FREE CANDY BARS

Prime **MEATS** for Less Money!

- FRESH DRESSED DAILY COLORED FRYERS** **lb. 49<sup>c</sup>**
- BABY BEEF ROAST** **lb. 45<sup>c</sup>**
- LEAN SLICED BACON** **lb. 45<sup>c</sup>**
- BREAST OF VEAL** **lb. 19<sup>c</sup>**
- VEAL STEAK** **lb. 49<sup>c</sup>**
- GRADE A VEAL ROAST** **lb. 45<sup>c</sup>**
- BABY BEEF SIRLOIN STEAK** **lb. 55<sup>c</sup>**
- FRESH GROUND BEEF** **lb. 29<sup>c</sup>**

LISTEN TO OUR DAILY SPECIALS ON KFLW—7:45, "TOP OF THE MORNING"

**BIG Y CAFE**  
Home Cooking — Grade "A" State Approved.  
We invite public inspection of our kitchen!  
**SATURDAY and SUNDAY SPECIAL!**  
FRIED CHICKEN --- \$1  
BAKED HAM --- \$1  
Home-made Pies — Baked to Order.  
Large Size **89<sup>c</sup>**

**GRAND OPENING Hardware & Clothing SPECIALS**

- Nested Glass Bowls** Set of 4 **59<sup>c</sup>**
- Kitchen Tools** Reg. 29c each **15<sup>c</sup>**
- Cold Pack Canners** 16-qt. capacity. Reg. 2.25 **1.59**
- Garden Hose** 25-ft. **2.69**
- Glass Coffee Maker** **2.45**
- 2 Lbs. Coffee (your choice) **FREE!**
- WRANGLERS**  
Jackets and Jeans. All Sizes
- CHILDREN'S** **MEN'S**
- Jeans **1.95 - 2.50** | Jeans **3.29**
- Jackets **2.15 - 2.49** | Jackets **3.95**



**Modern Upholstered Furniture Co.**  
Open Daily and Evenings  
**FURNITURE**  
Tailor-Made to Your Taste.  
H. M. Mallory, Rep.  
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*Buy Direct From The Dealers and SAVE*

**PRINTS**  
yd. **55c**  
Cloth o' Gold and Fruit of the Loom

You'll Enjoy Shopping at the New

# BIG Y MARKET

MERRILL-LAKEVIEW JUNCTION OPEN DAILY 7 A. M. to 8 P. M. PHONE 4620