

The Answer To Every Smart Shopper's Dream

BIG Y PAYS 1/2

EVERYTHING FOR YOUR FAMILY'S HAPPINESS AT HALF THE COST

charged by leading Department Stores

YOU GET ALL THESE AND MORE!



Scotch Coolers
Table Radios
Clocks



Thermos Bottles
Thermos Jugs
Waffle Bakers
Korn Poppers
Toasters

Famous Food Mixers
Famous Steam Irons
Famous Coffee Makers
Deep Fryers
Juicers
Kitchen Clocks
Dinner Ware
Fishing Rods

Fishing Supplies
Flashlights
Cameras
Watches
Sheet, Pillowcase Sets
Drill Sets
Tools
Hardware



PRACTICALLY ANY ITEM IN OUR SAV-MOR DEPARTMENT

BIG Y'S APPRECIATION PLAN



IT PAYS
TO SAVE
BIG Y's
CASH REGISTER
RECEIPTS!

BIG Y's Colored Cash
Register Receipts Are
Valuable To YOU!

They entitle you to hundreds of items in
OUR ORIGINAL
PURCHASING PLAN

See how easy it is to obtain dozens of desirable luxuries and practical needs at half the prices charged by leading department stores.

THIS IS HOW THE PLAN WORKS

If from our attractive selection of mixers, waffle makers, coffeemakers, ironmasters, etc., you desire a famous automatic, two-slice, pop-up toaster... the retail price is \$17.00... you pay \$8.50. Big Y pays the other half in exchange for \$170 in cash register slips... less than 10 weeks food supply for a small family! Many items can be bought for half price with less than one week's supply of food... see our displays!

The Higher The Total Represented By Your Colored Receipts, The More You Can Participate.

Cash in your receipts weekly for lower-priced items or save up a higher total for any of the larger, more expensive articles you may desire.

NOT AN ORDINARY PREMIUM PLAN

No stamps to save... no books to fill... no cards to punch. No waiting for scarce items... no trips to downtown displays.

YOU SEE IT... YOU GET IT... WITHOUT DELAY!

OPEN SUNDAY-10:30 to 6:30



Quality MEATS

PORK CHOPS A real bargain! Center cut lb. **49c**
Ground Beef Fresh 3 lbs. **\$1.00**
SAUSAGE Country style, seasoned just right 5 lbs. **\$1.00**
COLORED HENS 5-lb. average lb. **29c**
BEEF ROASTS Federally graded "Good" lb. **39c**
RIB STEAKS Grade "A" lb. **59c**
CUBE STEAKS Lean and tender lb. **59c**
BEEF STEW Boneless lb. **49c**
LARD 50 pound cans **\$5.98**
LOCKER BEEF Cut and wrapped lb. **35c**

CATSUP

STOCKTON
12-oz. bottle

10c

FLOUR

Pillsbury
25-lb.

\$1.98

Cake Flour

Pillsbury
White, Yellow Devils Food 3 FOR

\$1

COFFEE

GOLDEN WEST
lb.

83c

CRISCO

3-lb. tin

79c

Cake Flour

FISHER'S
2-lb. pkg.

25c

Dog Food

BEG-MORE
No. 1 Tins 2 for

25c

Margarine

DELRIE
lb.

27c

PREM

SWIFT'S
12-oz. Tin

39c

SODAS

2-lb. Box

39c

GRAHAMS

26-oz. box

49c

SWIFTNING

3-lb. Tin

75c

PEANUT BUTTER

Swift's
20-oz.

49c

DEVILED MEAT

4-oz.

15c

DEVILED HAM

4-oz.

19c

DOG MEAL

Swift's
5-lb.

49c

NALLEY'S for a hearty meal

Beef Stew

30-oz. Tin

69c

Spaghetti

Dinner-Complete

29c

SYRUP

NALLEY'S Lumberjack 5-lb. Tin

75c

Mayonnaise

Quart

55c

BORENE

Thrift Size

59c

PRE-CHRISTMAS Specials

IN OUR "SAV-MOR" Department

ATTACH-A-LITES Complete. 7 bulbs, light independently **1.89**
FREIGHT TRAINS Mechanical Hefner's **3.98**
HEAVY BOOT SOX 40% Wool **89c**
CHRISTMAS CARDS With Envelopes 25 assorted **49c**
LADIES BLOUSES Dubarry, 32-38. Regular 2.98 **2.39**
LADIES WOOL BLOUSES 100% Virgin Wool 32-38 **3.98**
CHILDREN'S SNOW SUITS Rayon Acetate Quilted Lined **9.75**
TOY SEWING MACHINE "Sew-A-Matic" really sews **2.79**
CANNON TOWEL SETS Beautifully Packaged Reg. \$2.98 **2.49**

Remember
**IT'S NOT TOO LATE FOR
OUR LAY-A-WAY PLAN**



Fresh Fruits and VEGETABLES

CHRISTMAS TREES... STAND FREE
Get 'em early... limited quantities.

AVOCADOS Medium size, tops for quality each **10c**
ARTICHOKES Fresh and good ea. **10c**
GRAPEFRUIT Arizona, new crop lb. **7c**
COCONUTS Taste Treat ea. **10c**
CELERY Crisp, green Utah lb. **8c**

DREFT

Large Size **27c**

OXYDOL

Giant Size **69c**

BIG Y MARKET

PARK EASY AND
PAY LESS

OUR PRICES ARE LOWER-OUR PRICES ARE LOWER-OUR PRICES ARE LOWER-