

McCoy's
announces the exciting . . .

GRAND OPENING

of a wonderful

NEW & MODERN STORE IN WILMINGTON

THURSDAY, Oct. 19th marks the Grand Opening of our newest and most modern store. Your friendly urging and continued patronage have made this possible. Grand Opening prices will, of course, prevail (see next 3 pages) and we extend this invitation to you and your friends (your relatives, too) so that you won't miss out on fabulous food savings . . .



We want to take time to "thank you" and tell you how we've appreciated your business the past 13 years. If you aren't, by habit, a McCoy's shopper, then we encourage you to attend this celebration . . . take advantage of the service and courtesies you will find here . . . the top name foods . . . excellent meats . . . the garden fresh produce, and taste the tempting delicatessens. We think you'll be glad you joined the thousands who call McCoy's their favorite food store.

OUR NEW ADDRESS—SEPULVEDA and MAIN, WILMINGTON

OUR POLICY, AS ALWAYS . . . McCoy's sets a new trend in Super Market Shopping. We are dispensing with the traditional circus effect of most grand openings and are passing More and Bigger savings on to the folks who buy groceries and want the most for their money. When you shop at our markets this weekend, you won't find elephants and cowboy bands . . . but you will find the food buys you are looking for! If you want entertainment, we suggest you watch our value-packed ads. If you want to Save Money . . . if you want More and Better Food for your grocery dollar . . . we urge you to come to McCoy's Markets! Turn the page and you'll find that the market nearest you is celebrating the Opening in Wilmington with the same sensational low prices. No matter where you go, you'll find a McCoy's Market that features "No End to Your Food Dollar."

McCoy's MARKETS

There is a McCoy's Market conveniently located near you!