

**-hold your breath 'cause...**

**NEXT WEEK**



**WE OPEN**

Well maybe you shouldn't hold your breath — not for 7 whole days, BUT you can start calling your neighbors and friends (even your mother-in-law if you wish) 'cause next week we swing open the doors to our newest, most modern, most up-to-date market! Yes sir; McCoy's opens "NUMBER 16" at 23806 SO. MAIN STREET near SEPULVEDA BLVD. — in Torrance! 14,000 square feet of the most interesting market in the entire area! The low accoustical ceiling covers the brightest — most complete market area available.

**PLAN ON BEING HERE;  
THURSDAY MORNING, OCT. 19th  
— Follow the Crowds...**

Wide aisles... convenient gondolus and racks of well organized food stuff that makes shopping a new adventure. Everything easy to find... easy to handle and easier still to pay for because we have seven 'check-outs'. And our 'checkers' are trained, experienced in expediting your marketing with courtesy and friendliness. Box boys quickly and efficiently (and carefully, too) prepare your packages for carrying. Or they will be most happy to assist you in packing them into your car if necessary. Wonderful, crispy produce and vegetables purchased directly from the Los Angeles Market will always be on hand for selection! Frozen Foods, and delicatessen bearing most popular labels are priced way down... plus You have the enjoyment of purchasing your freshly cut meats "from the butcher" himself. NO PACKAGE MEATS here. Everything is butcher-served.



**Pop will love us...**

... 'cause his pay check will last longer. Wait 'til he sees our low prices — and the money mom will save daily at McCoy's.

**Mom will love us...**

... 'cause she'll appreciate the fine quality in every department plus the casual way in which she'll be able to shop here. The assistance and friendliness will be a new adventure for her.

**and so will the kids...**

... 'cause they're welcome here. Our entire staff is trained to please the kiddies... (we have some of our own). They'll love us 'cause mom can buy the special foods that they desire... the things that keep young ones healthy and happy.

You will want to take advantage of our Bar-B-Que department and for special occasion avail yourself of our complete liquor department. When we say complete... we MEAN complete. Mark your calendar now... tie a string to your finger — plan on being here opening day! We'll be looking for you!

**NO BANDS... NO SINGERS  
NO CIRCUS... NO CARNIVALS...  
NO ELEPHANTS... NO NUTHIN' BUT  
RAZZLE DAZZLE LOW PRICES!**

**conveniently  
located...**

**23806 SO. MAIN ST.**

**... NEAR SEPULVEDA BLVD.  
IN THE CITY OF TORRANCE**

**McCoy's  
MARKETS**

An actual survey showed that thousands upon thousands of wise housewives preferred McCoy's for many reasons — McCoy's Markets showed an increase of 16.4% to 62% in various departments over 1960 — there must be a reason.



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