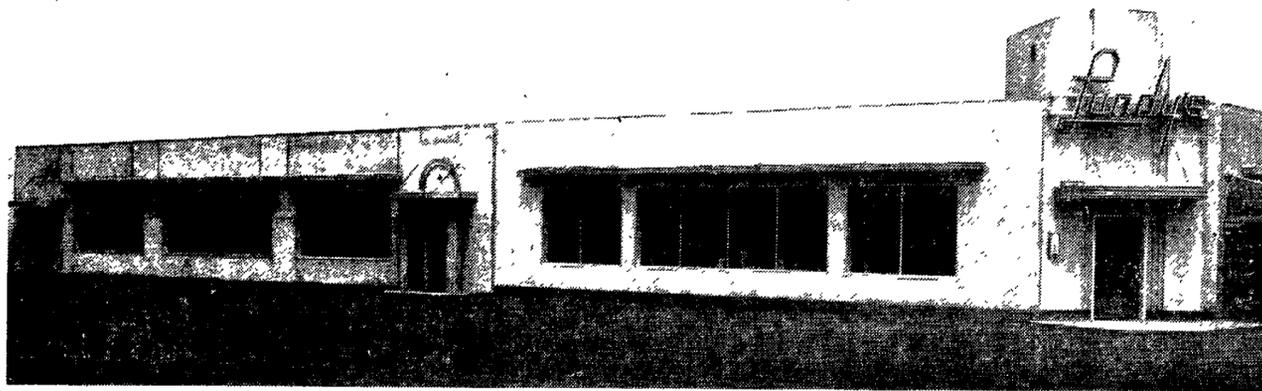


MONTANA'S LARGEST FOOD MARKET OPENS TOMORROW

Lundy's Big New Super Plans Gala Opening Thursday, Friday, Saturday, June 29-30 and July 1

Doors Open Thursday Morning at 10 o'Clock



Ideally Located at Intersection of Euclid And Benton Avenue

Tomorrow morning one of Montana's finest new food stores, Lundy's Supermarket, located at Benton and Euclid avenues, will have its grand opening.

Surrounded by a 300-car parking area, this new supermarket rivals in size, efficiency and ease of shopping of the most modern markets in the country.

Every convenience, innovation and development of modern food merchandising has been incorporated into the new Lundy's market.

From the moment the customer enters the store until her packages are delivered to her car she will enjoy the "last word" in food processing, self-service, efficiency, and economic food shopping.

The store itself stretches 140 feet on Euclid avenue which is lined with windows and is 75 feet in depth. Inside, the store is decorated magnificently in soft, warm colors carefully chosen to lend a cozy, congenial atmosphere.

Three rows of Fluorescent lighting stretches along the ceiling, making it as light and cheery as the outdoors.

The store's interior is well planned for shopping convenience. It is equipped with handy self-service meat cases and produce tables plus a frozen food case—as well as dozens of easy to reach grocery shelves.

There are 500 square feet of storage rooms and refrigerator and freezing rooms for the preservation of the produce, meats and other perishables. And at the east

end is located the meat department with its cutting and packaging room, service meat counter and self-service meat cases.

In the words of Albert Lundborg, part owner and manager of the Lundy market:

"This store represents our accumulated experience of many years of operating our three stores in Helena, Townsend and Livingston. We have done everything to make it the finest store in the state. Every department has been co-ordinated to save the customer time and money. The latest cooling devices, storage plants and processing rooms have been integrated to speed operations and bring the customer the maximum in service."

Toiletries and Cosmetics Are Feature of New Store

To further the "one-stop" shopping potentialities of the new Lundy Market at Euclid and North Benton, 25 feet of self-help counter space has been set aside for the new store for cosmetics and toiletries.

At this counter the customers will find a splendid assortment of cosmetics, and toiletries. This counter will operate just like the food counters with the customers helping themselves and paying for these purchases at the checkout counters as they pay for their food purchases.

Spacious New Lundy Market Montana's Largest

Truly a store of the future, rounding territory a modern the newly remodeled Lundy store designed to take its Supermarket brings to the place as one of the state's finest people of Helena and sur-

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Coffee and Sandwiches to Be Served All Three Days at Lundy's

Arrangements have been completed to serve Schilling's coffee and sandwiches to every visitor at the new Lundy Supermarket all during their grand opening week.

The sandwiches will be courtesy of the Eddy bakery and will be made with the bakery's new potato bread, which they have been featuring the past few weeks.

Lundy's Use Two Huge Vans to Truck Produce From West Coast

Everyone Gets An Ice Cream Sundae At Lundy's Saturday

There'll be a big tasty Ice Cream Sundae awaiting everyone visiting Lundy's new supermarket Saturday.

Albert Lundborg, manager of the Lundy Supermarket, said everyone would receive a Sundae made with ice cream and Log Cabin syrup plus a tasty Nabisco wafer.

Lundborg also stated that the store would give a popcycle Friday to every kiddie accompanied by his parents.

One of the things that has made Lundy's Market what it is today is their method of offering people of this community the finest quality fruits and vegetables at such low prices.

Lundy's have on the spot produce buyers who personally select only the finest quality produce from the west coast's crops. From there it is shipped direct to their food stores by two huge vans—assuring their customers the very finest quality of in-season fruits and vegetables.

Here you'll see a produce department second to none in the west. It is manned by experts with many years experience in the merchandising of fruits and vegetables.

Huge Free Parking Area For Three Hundred Cars

One of the largest parking areas of any shopping center in the city will facilitate shoppers at the new Lundy Supermarket.

The parking area stretches clear around the new market and can easily hold up to 300 cars. There

New, Modern Checkouts To Speed Customer Shopping

As you complete your purchases at the new Lundy Market you will notice the well-manned, latest design checkout arrangement that speeds up this service. A clerk will unload your purchases into the checkout stand, the cashier will check it out rapidly and before you know it, a clerk has packed your bundles and is carrying it out to the car. You'll find self-shopping at a new high.

A Free Mission Orange to All Customers

Every visitor to the new Lundy Market during the grand opening Thursday will be welcomed with a gift sample of Mission Orange. Arrangements have been completed to present a Mission Orange to every man, woman and child who comes to the store.

Lundy Features Steaks Cut to Your Specifications

Those big juicy steaks that everybody talks about have always been a big feature at Lundy's market. Now Lundy's are specializing in cutting your steak to just the thickness you like.

If you like your steak an inch and a half in thickness all you have to do to get it that way is

Extensive Variety at The New Lundy's to Delight Cheese Lovers

A sparkling dairy department complete with a wide variety of fine imported and domestic cheese will greet the shoppers eye, when they visit the new Lundy market. Included are such delectable varieties as sharp, tangy cheddar, imported Roquefort, nut-like Gouda and a host of others.

Best Wishes to Lundy's

From

Phillips DAIRIES, Inc.

"Quality and Cleanliness"

Congratulations

From

ALLEN ELECTRIC

ELECTRICAL CONTRACTORS

For the New

LUNDY'S SUPERMARKET

Best Wishes

from

DAIRYLAND

Hats Off to a Fine Store!

We are proud to join with the rest of Helena in welcoming the opening of this big new supermarket.

Our Congratulations to Lundy's

The GOODIE SHOP

104 East Sixth . . . "Quality Bakers"

Our Sincere Congratulations to LUNDY'S

Upon the Grand Opening of Their Modern Supermarket. This big shopping center is indeed a credit to the Capital city.

BARKER BAKERY

Bakers of "Famous for Flavor"

BUTTERMILK BREAD

Congratulations

From

FROSTY FOOD CO.

Distributors for

• Pictsweet

FROZEN FOODS

• Swanson

FROZEN CHICKENS

• Frosty's Ice Cream

A Montana Company

Helena — Billings — Bozeman — Livingston

OUR HEARTIEST CONGRATULATIONS Upon the Opening of Your Newly Remodeled Store!

We Are Happy You Are a Regular Customer of Ours . . . Featuring . . .

PLACER GOLD MEATS

A LOCAL PRODUCT

. . . manufactured and processed in Helena from Choice Quality Montana Livestock.

Montana Meat Company

CONGRATULATIONS, LUNDY'S ON A FINE NEW MARKET

Eddy's Butter Potato Bread

Is a Fine New Bread Made With Butter Only



Eddy's