

Mc BIG Mc CITY NEWS Mc

★ ★ ★ McCreless Shopping City, June 3, 1965 ★ ★ ★

McCreless Shopping City Declares CIVIL WAR DAYS!

Thursday, Friday Saturday
Merchants Wage War on High Prices

One of the most unique sales ever staged in a shopping center is now underway at McCreless Shopping City. Called Civil War Days, it is a battle for sales achievements between merchants in the south end of the mall known as the Confederates and those in the northern mall known as the Yankees. The whole promotion is designed to create a fun-filled, colorful atmosphere which San Antonians can enjoy while shopping at Big M City. A personal invitation is extended to everyone to come on out to S. New Braunfels and Dauchy Road and join in the big fun.

The idea of 'Civil War Days' sales was conceived at a membership meeting last week of the McCreless Merchants Association. Representatives of stores occupying the north end of the mall are led by Abraham Lincoln Farrar and those of the southern stores are led by Jefferson Davis Talley. The northern stores, rebuffed that the southern stores had flagrantly violated the founding principles of McCreless Shopping City by engaging in unfair competition, and pricing their merchandise too high; thereby, taking advantage of their customers; and by gross violations of the principles and by-laws of the Shopping City.

Jefferson Davis Talley announced that his associates in the South would no longer tolerate the meddling double standards of the North, and the Southern stores promptly seceded from the association. The new association announced that their end of the mall would hence be independent and known as the CONFEDERATE MALL, while the Northern stores will be known as the UNION MALL.

You can just imagine the festive, comical atmosphere the promotion has caused within the stores on the mall . . . Everybody is getting in on the act. Managers and employees of Yankee and Confederate stores are getting real competitive with one another and prices are going down, down, down. But its all a sales battle in which the customer will be the real winner.

There will be many events going on throughout the malls in which everyone will enjoy participating. So, get on your Yankee or Confederate hat, and don't forget your trading britches, and come on out for a fun-filled, lively time. Who knows, you may take home big bundle of money (Confederate that is).



THE CUSTOMER WINS, whether the South rises again or the North falls by the wayside, McCreless Shopping City is at war . . . a price war, that is and only the customer will benefit at this fun-filled, war-like promotion event!

Through Center of Mall Mason-Dixon Line Formed

The first shot has been fired! The Southern half of Big M City Merchants have officially seceded from the Union of Merchants and are now separated from the northern merchants by that ever famous "Mason-Dixon Line."

PRICES SLASHED
 Both sides are declaring that prices are too high! Each has pledged to their leaders that they'll go to rock bottom if necessary to beat the other out.

San Antonio shoppers who come to McCreless Shopping City during Civil War Days will clearly see the Mason-Dixon Line. It has been painted on the floors of the mall to divide the stores into Yankee and Confederate merchants. Each will be identified either by a Yankee or Rebel Flag.

The line was painted last Saturday amidst the roar of drums and bawling of merchants at a ceremony in which Yankee and Confederate merchants pledged their support to either Northern or Southern causes.

DECLARATION OF WAR
 This official declaration of war brought the first shot, and the battle of sales began. Little do these merchants know, but who will benefit? The Customer of course!

BIG SAVINGS
 Both Yankee and Southern Merchants have organized their advertising into a section, to be found on the following pages. A gala array of exciting buys and savings can be found by the customer. Of course, these are just a sample of thousands of bargains to be found throughout the stores.

So, grab your musket and head for the Mason Dixon Line for the bang-up shopping spree of your life. Whether you're a Johnny Reb or a blank Yankee you'll have the time of your life.

Two Mighty Armies Trampled Its Valley...
 A Fighting Family Challenged Them Both!

JAMES STEWART SHENANDOAH

TECHNICOLOR

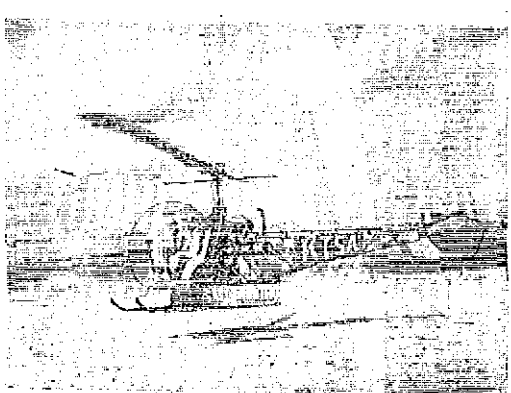
CO-STARRING DOUG McCURE - GLENN CORBETT - PATRICK WAYNE - KATHARINE ROSS - ROSAMARY FORSYTH

A UNIVERSAL PICTURE

SEE JAMES STEWART and the cast of Shenandoah will be in person on the stage of Majestic Theatre, Saturday, June 5.

BIG SAVINGS IN ALL McCRELESS STORES
 TURN THIS PAGE FOR EXAMPLES OF BUYS TO BE FOUND IN ALL STORES

Helicopter to Make Drop \$1 Million in Confederate Currency



READY AND ABLE, the KTSA Skywatch helicopter has been security checked and double checked to haul one million dollars in Confederate currency over McCreless Shopping City and cast it to the wind on Saturday, June 5, at 2 o'clock.

Word leaked out today that a vast shipment of Confederate currency has arrived at McCreless Shopping City under heavy armed guard. Official sources have it that there is over a million dollars in small bills safely contained in several Army type field safes, and that this money is to be used to pay off the Confederate Army on Saturday.

However, more word has just leaked out that a band of able Yankee soldiers plan to capture this loot in an attempt to tear down the Rebels moral. It seems that they have acquired the services of KTSA's Skywatch helicopter and plan to fly over McCreless Shopping City Saturday at 2 p.m. and drop the million in Confederate money.

Naturally this is top secret information, and to the Rebels surprise, many San Antonians will have a ball collecting all this loot. And in all seriousness, this really will be a ball, because there are many movie pass prizes to be awarded to lucky finders.

Five lucky winners who gather as much as \$2,500 will receive a free ticket to see Universal Picture's "Shenandoah," starring James Stewart and co-starring Doug McCure, Glenn Corbet, Patrick Wayne, Rosemary Forsyth, and Katharine Ross in technicolor.

The lucky winner who gathers the most Confederate money will receive a free 6-months pass to any Interstate Theater.

You won't want to miss this Premiere showing of Shenandoah. (Adv.)

SHILOH SPECIAL!

WHITE ELEPHANT SALE

\$2 ea

- Blouses
- Shirts
- Pants
- Dresses

Come early and look through this interesting collection. No telling what else you'll find! Values to

Jenny's
 FASHIONS FOR WOMEN
 McCRELESS STORE ONLY

NEW ORLEANS SIZZLER!

ENTIRE STOCK SHIRT JACS

Choose From A Variety of Smart Patterns and Fabrics.
 Sizes S-M-L-XL
 Reg. \$2.98 Reg. \$3.98-\$4.98

2 FOR \$5 2 FOR \$7

NATIONAL SHIRT SHOP
 McCRELESS CITY

FT. SUMTER BOOM!

Del Monte FRUIT COCKTAIL

NO. 303 Can

5 for \$1.00

Limit 5, Additional Cans 25c
 Specials Good thru Sat. 6/5

HANDY-ANDY
 Supermarkets

SHENANDOAH RIOT!

Special Purchase! PRINT DRESSES

New for Summer

- 100% dacron
- 100% arnels

All Completely Washable and Drip-Dry
 Compare at \$15.98

\$10

1-and 2-piece fashions in a host of new styles—full, pleated and slim skirts, all fully lined. Sizes 10 to 18.

Four-Seasons
 S. New Braunfels at Dauchy Road